

# Radio & Records

ISSUE NUMBER 409

THE INDUSTRY'S NEWSPAPER

NOVEMBER 20, 1981

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## ARBITRON SAYS NO REISSUE

### WRKS Wants Corrected Summer ARB Report

RKO's WRKS/New York (formerly WXLO) is seeking prompt action from Arbitron to correct errors found in the New York summer rating book. A diary review turned up nine diaries that allegedly understated the true WRKS showing.

WRKS GM Lee Simonson told R&R, "We're extremely pleased that the post-survey diary review showed that an already good book should have been even better for us." Simonson has asked Arbitron to consider two corrective options: either reissue the summer New York data, or issue a letter outlining to advertisers the impact of the processing errors in

DANIELS EXITS WLPX

### Warren WISN's New PD

Ken Warren has been appointed PD at WISN/Milwaukee, replacing Dave Denver, who recently joined WLS-AM & FM/Chicago as PD (R&R 10-16). At the same time, Tom Daniels has exited as PD at WISN's sister station WLPX.

Commenting on Warren, who joins WISN from WHIO/Dayton, WISN & WLPX VP/GM John Hinkle told R&R, "I think Ken is a very competent and experienced program manager, and that's what we were looking for. We'll just continue to do what's been successful for us in the past. I think Ken will bring a certain maturity and experience to the station. He'll think things out before we make moves, and that's really what I was looking for. He was by far the best choice of all the people that came in."

Warren, who programmed WING/Dayton for six years

### Foreman To Consult GE Stations

The newly-formed General Electric Radio Division has signed a two-year programming/promotion consulting agreement with Richard A. Foreman Associates. Foreman, who started his consultancy in February this year, will work with all eight GE stations.

GE VP/Radio Randy Bongarten commented, "Dick Foreman is the first broadcast consultant we have enlisted on behalf of our station group, and we are confident that the experience and professional guidance he and the members of his staff will offer will further enhance our new direction for the 80's."

FOREMAN/See Page 20

key dayparts and demographics.

According to Arbitron spokesperson Connie Anthes, "There will be no reissue of the summer New York book." However, Arbitron representatives have yet to comment on whether or not a letter outlining the corrected WRKS position will be forthcoming.

Simonson also indicated his concern with the current fall sweep. "We are hopeful that the kinds of crediting problems discovered in the summer book will not hurt us in the fall, our first full survey with the WRKS format and identity."

before joining WHIO last year, and previously was PD at WIOD/Miami for over eight years, told R&R, "I think it's a beautiful radio station, and it has an awful lot going for it. We're going to find ways to do the things we do a little bit better. We're going to make some refinements in our music policy and our rotation systems, but basically we're an A/C station and will remain so."

WARREN/See Page 20

## FIRM MOVES OUT OF NETWORKING

### Kopper Named President Of Starfleet Blair

Sam Kopper was named this week to the new position of President of Starfleet Blair, a subsidiary of the John Blair Co.'s Video Enterprises division. Simultaneously, Harriet Bellush has been named a Vice President. The action follows some misleading reports that Starfleet Blair is exiting the syndication business. In fact, Kopper told R&R, the company will be producing more shows than ever before.

"We're just changing our ways of going at life," he said, indicating that the staff has been trimmed considerably because of a September decision to get out of the spontaneous networking business. The company let go its station clearance people, a full-time engineer, and promotion, advertising, and marketing personnel.

The basis of the larger operation was Kopper's six-year dream and Blair's backing to become a full network. Working against it, however, was the price of linking affiliates. Kopper indicated that Starfleet has enormous costs of about \$25,000 per two-hour concert, whereas the more traditional nets pay substantially lower fees — approximately \$600 per hour for satellite transponder time.

### Competitive Bidding/ New Growth

The success of Starfleet Blair's live concerts has resulted in Kopper negotiating with the ABC and NBC Radio Networks in what Kopper describes as a "bidding war" for Starfleet's AOR live programming. Initially, in making the network rounds, Kopper had trouble with the "live" versus a "live taped" approach, but won over the interested parties, he said.

Once AOR concerts are booked, Kopper indicated the company will look to enter the areas of live concerts for A/C, Country, and Black formats. In addition, Kopper hopes to initiate other types of programming, including an all-night concept, building on existing ideas of live interviews of guests

KOPPER/See Page 20

### REICHERT KISO & KLOZ GM; CONLEY WLRs PD

### Henson Ups Masters To VP

Lee Masters has been promoted to VP/Station Operations for the four Henson stations, WLRs & WAVG/Louisville and KISO & KLOZ/El Paso. Masters had been VP/GM for the El Paso stations. In other corporate changes, Mike Reichert has been promoted from Sales Manager at KISO & KLOZ to GM for the stations; while Dave Conley joins WLRs as PD.

Masters, who will supervise the stations' programming, told R&R, "It's going to be a lot of fun, because I'm dealing with four formats. KLOZ is Country, KISO is Music Of Your Life, WLRs is AOR, and WAVG is A/C. I've been with the Hensons for quite some time, and they're really fantastic folks. We anticipate great growth and further company expansion."

Reichert told R&R, "I thrive on responsibility, so this is going to be great. El Paso is my hometown, so I get a lot of satisfaction out of watching the station grow." He added that Andy Whatley has been promoted to Sales Manager of the stations.

WLRs GM Louisa Henson commented on Conley's appointment. "Consultant Lee Abrams deserves credit for helping us find our new PD. There were several factors, chief among them his programming ability — to analyze a situation, formulate strategy, execute concepts. Also his ability to motivate and handle people. He's very committed to win."

HENSON/See Page 20



### WUNI Eggs On Shellshocked Listeners

When WUNI/Mobile welcomed back its longtime mascot the "Woonie Bird" after an 18-month discontinuance, it went all out in an "eggotistical" display. First WUNI staged the first radio-sponsored parade in town, offering a prize for best-decorated car. Then came the "Great Woonie-Bird Egg Drop," in which contestants were given the exacting task of trying to catch eggs dropped by the Woonie Bird from a height of eight stories, for a prize of \$500 to the most expert egg-catcher. The mayor decreed "Woonie Bird Day," and about the only thing missing was a performance of the Shakespearean play "Omelet." At top left, a contestant dons a mask to avoid getting egg on his face; at top right, the Woonie Bird itself; bottom left, the winning car (also adaptable for putting away a few nest eggs); and bottom right, a little extra effort to bag some golden nuggets.

“...immensely successful.”

WZZK

“At WZZK, our country station in Birmingham, for example, the Research Group did an analysis that helped us find the ‘hole’ in the market, and then how to maximize the vulnerabilities of our competitors. And that station is *immensely successful*.

At Katz we consider The Research Group to be partners in our broadcast ventures.”



*Dick Ferguson, President  
The Katz Broadcasting Company.*

*In almost every field there is a company that has  
earned a reputation as the leader.*

## The Research Group

*Radio's Strategic Research Team*

## Anderson Appointed Columbia VP/Promotion

Ray Anderson has been named Vice President/Columbia Label Promotion, coming to the position from the Pasha Music Organization, where he was VP/GM. Anderson will oversee all promotional activities for Columbia, with VP/National Promotion Ed Hynes and VP/Black Music & Jazz Promotion Vernon Slaughter reporting to him. Anderson reports to newly-appointed VP/Marketing Bob Sherwood (R&R 11-6).



Ray Anderson

Anderson held various promotion positions at RCA from 1969-73, moving to UA in 1974 as VP/Promotion in 1977, later forming his own management/production company. He joined Pasha earlier this year (R&R 3-6).

DeYOUNG ACTING PD

## Jim Smith Exits As WBBM-FM PD

Jim Smith has departed the PD position at WBBM-FM/Chicago after six months with the station. Brian Pussilano, VP/GM at the A/C-formatted outlet, explained to R&R, "Jim left over a difference of philosophy about what he was trying to do versus what we needed to do here in the market. We saw from early indications that the direction wasn't producing the kind of results we wanted to see. Our core audience was deteriorating, and we needed to make some changes, and they weren't happening quick enough."

Pussilano continued, "We have no plans for a replacement right away. I think before we make another PD hiring, it makes sense to determine our position and what it should be, so we can hire the best person for the job. In the meantime, our Music Director, Lee DeYoung, will be acting PD."

Smith told R&R, "I'm really sorry this thing fell apart. I felt Brian and I were in tune with what was to be done. The radio station needed some drastic work, and I felt because of some unnecessary delays beyond the control of the local level the progress of the station wasn't becoming apparent as quickly as SMITH/See Page 20

## Robinson, Valentine Program 92X & WCOL

Following WCOL & 92X/Columbus PD Buddy Scott's departure to program WZUU-AM & FM/Milwaukee (R&R 11-6), Dave Robinson has been promoted to PD from Assistant PD at CHR-formatted 92X and WCOL Promotion Director Harry Valentine has become PD at the A/C-formatted AM.

Scott told R&R, "Dave has done an outstanding job. He is bright, young, and extremely energetic, and I'm sure he will do an outstanding job for 92X. Harry is very knowledgeable about the market and station. He has done almost every job in the station, and will make a fine PD. He has been priming himself for the position for a long time now."

Robinson commented, "I think this is a great opportunity for me. This is the hottest station in the Midwest, and I plan to keep it that way. Buddy has ROBINSON/See Page 20

CORNELIUS NEW PD

## Gold Manages WGBB

Ron Gold has been promoted from Sales Manager to Station Manager at WGBB/Merrick (Long Island), while Glenn Cornelius moves from Assistant PD at FM sister WBAB/Babylon to PD at WGBB. Gold was previously an account executive at WBAB and WHN/New York. Cornelius served as PD at WAAL/Binghamton, NY.

Franz Allina, President of parent firm The Radio Company, commented, "By bringing new professionalism to the 'New 1240,' we expect Ron Gold GOLD/See Page 20

## R&R Closed Thanksgiving

The offices of Radio & Records will be closed in observance of the Thanksgiving holiday Thursday, November 26. We will resume regular business hours on Friday, November 27. All of us at R&R wish you a very happy Thanksgiving.

## WJIM-AM-FM-TV License Renewals Denied

An FCC law judge denied the license renewals for WJIM-AM-FM-TV/Lansing, MI, concluding that "network clipping" and other violations make WJIM owner Gross Telecasting, Inc. (GTI) "beyond rehabilitation." Clipping involves cutting away from network programming to air local news or advertising while telling the network its programming was carried in full. Just as serious as the clipping was GTI's misrepresentation of the matter to the FCC, ruled Judge Byron Harrison.

GTI's three licenses were designated for hearing in 1974 partly in response to a petition to deny filed by the American Civil Liberties Union. The corporation still has a long series of Commission and court appeals available before having to shut down. Station executives were unavailable for comment.

## Russell New General Communicorp GM

WHLY/Orlando VP/GM John Russell has been promoted to General Manager of WHLY's parent company General Communicorp. Russell told R&R, "This job is new for the company. It became painfully evident that this position was needed to coordinate all the corporate goals and policies so all three operations are running smoothly as we move ahead in purchasing other properties."

In making the announcement, General Communicorp President Bob Herpe indicated that the change is part of a reorganization which will consolidate and move corporate operations from New Haven, CT to Orlando.

In addition to WHLY, General Communicorp owns and operates WPLR/New Haven and WSCR/Hamden, CT.

## McKeon Promoted To Columbia Album Promotion Director

Jim McKeon has been promoted to Director/National Album Promotion at Columbia Records, moving up from the Associate Director position. He will continue to be based in Los Angeles, and will report to Director/National Album Promotion Paul Rapaport.

McKeon told R&R, "One of the greatest pleasures is working around people you really like and have a good rapport with. That in a nutshell has been my situation with Columbia. I'm looking forward to working with (VP/Marketing) Bob Sherwood and (VP/Promotion) Ray Anderson in their new positions."

McKeon joined CBS in 1976 as Western Album Promotion Manager for Epic, after a nine-year radio career including the PD position at KWST/Los Angeles, MD at WWWW/Detroit, and morning man at WRIF/Detroit.



Jim McKeon

## McCann Resigns As KIFM VP/GM

Barry McCann has resigned his position as VP/GM of KIFM/San Diego. West Coast Media President Don McCann is acting as GM while a successor is sought.

Don McCann commented to R&R, "A son probably should not work for his father. He wanted the credentials and experience that this job gave him, but there was an understanding that a time would come when he would do his own thing, out from under the stigma of 'his father did it for him.' We mutually decided that time had come, so we could start the new year with a new GM."

Barry McCann told R&R, "I was part of a great team effort that made KIFM one of the true financial successes of this business. During my six years I achieved many of the goals I set for the station and myself. We really did a terrific job in San Diego, and I hope we can build another KIFM for someone new."

# R&R

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11-20-81

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KSTP advocates going for younger demos, while WGSO contends its older listeners are a more lucrative target.

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### SEBASTIAN SPEAKS OUT

John Sebastian questions A&R policies, along with other controversial comments on the record industry.

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### RADIO REFLECTS ON RECORD SLUMP

Three PD's offer possible reasons why records aren't selling as well as in the past.

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### WHY BLACK STATIONS ARE LOSING AUDIENCE

WCIN & WBLZ/Cincinnati PD Mike Roberts presents some opinions on Black radio's trouble areas.

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### MUSIC DIRECTORS RATE PROMOTION PEOPLE

Three MD's discuss what distinguishes a good promotion rep.

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### DOES RADIO FIRE TOO FAST?

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# Washington Report

## Rivera Launches Minority Financing Survey

Calling lack of financing "the single greatest obstacle" to minorities getting into broadcasting, FCC Commissioner Henry Rivera announced this week (11-17) that a survey designed to uncover new sources of capital will be conducted by a financial panel within his Advisory Committee on Minority Broadcasting.

"This survey will incorporate information from insurance companies, commercial banks, venture capital firms, the Small Business Administration, government agencies, and other sources of capital," Rivera told the Communications Task Force of the National Conference of Black Lawyers in Washington.

The panel will be chaired by Syndicated Communications President Herbert Wilkins. A policy committee to examine issues such as distress sales and tax certificates will be headed up by attorney Mickey Gardner, who chaired President Reagan's FCC Transition Team. A third panel, looking into management and technical assistance, will be chaired by Victor Rivera, Director of the Commerce Department's Business Development Agency.

Rivera convenes the first full committee meeting in Washington next Monday (11-23) as he shoots for an April 1982 completion date.

## Lawyers Recruited For War On 24-Hour Radio Nets

Taking a cue from his boss, Mutual VP/Programming Dick Carr went before the Federal Communications Bar Association last week in a bid to recruit the lawyers into Mutual President/CEO Marty Rubenstein's war on 24-hour radio networks.

"It's amateur night in radioland, and communications counsel have a responsibility and a burden to steer radio stations towards sensible programming choices," Carr declared.

Adding to Rubenstein's argument that networks shouldn't do what stations can do for themselves, Carr offered up a scenario of legal snafus the new nets might create, including copyright infringement, disputes over broadcast rights, talent exclusivity problems, and even the impact on stations should a national announcer go on vacation during a local ratings period.

Carr said broadcasters are too willing "to shake hands and call it a deal without too much thought or recourse." His advice was for lawyers to insinuate themselves into programming decisions. He added, "They are in need of another perspective, and your naturally cautious impulse is probably right."

## General Foods Chief To Address RAB In Dallas

Speaking to an opening day luncheon at the RAB's Second Annual Managing Sales Conference in Dallas on January 31 will be Phillip Smith, President of General Foods Corp., which has increased radio advertising 500% in the past five years. Smith's subject will be General Foods' views on market management in the 80's and the company's use of radio to target consumers for a variety of its brands. Other sessions will feature Ogilvy & Mather Sr. VP/Media Director Larry Cole on the future of media and Trout & Ries President Jack Trout on "discoveries about sound's power to win the battle for the consumer's mind."

## Daytimer Petitions Getting Different Treatment?

The FCC seems to be in a hurry to handle the NTIA's petition to provide relief to daytime-only broadcasters, but in no hurry at all to process a similar petition filed 16 months ago by the NRBA, the all-radio association has charged.

Last week NRBA President Sis Kaplan complained to FCC Chairman Mark Fowler about the lack of action on her group's ideas, while "the plight of daytime-only radio broadcasters is steadily worsening."

Meanwhile, the Commission has refused to extend the November 23 deadline for filing comments on NTIA's petition, offered in September. Citing the highly technical issues involved, the Association for Broadcast Engineering Standards (ABES) said more time was needed. In rejecting a delay, also requested by NRBA, the FCC said no hard decision would be based on the comments, which will only be used to help decide whether a full-scale rulemaking proceeding is warranted.

## NAB Cool To Partial Form 324 Retention

The NAB Executive Committee seemed in no mood to abandon its support for total abolition of Form 324 Tuesday (11-17), as a pitch for retaining the annual financial report's sales sections was made in Washington by RAB President Miles David and Broad Street Communications President Fred Walker. They argued that only if a market-wide sales total is available can a prospective station buyer determine the property's true value. RAB favors an abbreviated five-line Form 324, requiring that stations report only annual local sales, national sales, network sales, trade or barter sales, and a total. It claims a private contractor would tabulate the data for the FCC, which would recover its collection costs by selling the information to broadcasters on a market-by-market basis.

## CBS Ushers Democrats To Sales Office

The Democratic National Committee's (DNC) demand for free radio and TV air time has "no merit," but CBS is "prepared to discuss the purchase of announcement time" to counter GOP paid ads, the network has written to DNC counsel Charles Ferris of Washington law firm Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

Citing prior Fairness Doctrine rulings, CBS concludes that "paid announcements broadcast on behalf of one party may give rise to a claim by an opposing party for an equal amount of paid time, but not for time without charge."

CBS said handing over free time would be using the political broadcasting law to equalize the resources of competing parties in a "fundamental change in the American political system."

Ferris has threatened to file a complaint with the FCC if the networks and their affiliates don't give the Democrats response time they say they can't afford.

The ABC Radio nets did not air the spots and NBC declined to provide free time.

## Legal Malpractice Suit Against Fowler Is Withdrawn

R&R has learned that a legal malpractice suit against FCC Chairman Mark Fowler's former and now-dissolved law firm, Fowler & Meyers, was dropped last week by Tampa Bay Concert Radio, which the firm was helping acquire an FM license in Safety Harbor, FL. In return, Fowler and his ex-partner have dropped a suit seeking \$14,000 in unpaid legal fees from the group.

## OPPOSES MINORITY PREFERENCE

# Fowler Asks Congress To Simplify Lottery Law

While strongly endorsing the idea of awarding new licenses by lottery, FCC Chairman Mark Fowler said this week (11-17) that the current lottery law is flawed and Congress should remove a section giving a preference to groups which are "under-represented" in telecommunications ownership.

The preference requirement, said Fowler, has created "a whole new set of problems" for the Commission, and a simpler lottery with no preferences would save the FCC \$1.5 million a year in processing costs and clear the way for lotteries to be used in handling thousands of pending lower-power TV applications.

Randy Nichols, Fowler's administrative assistant, told R&R that congressional staffers have been awaiting Fowler's statement, indicating some realization on Capitol Hill that legislative changes may be needed to correct the unforeseen complications the lottery preference section has created.

Fowler's request to Congress came in a statement he released as the Commission issued a Notice of Proposed Rulemaking on the lottery question. Despite the doubts of Fowler and many of his colleagues, the

Commission is still under orders from Congress to institute a lottery system by this winter, although the FCC would not be obligated to use such a procedure.

In his statement, Fowler said, "It is my sincere hope that Congress will quickly revisit this statute and give the Commission the authority to implement a lottery system that will, in fact as well as in theory, enable us to make expeditious licensing decisions that are in the public interest."

Fowler said he believes that a simplified lottery would aid minorities by making it easier to apply for a station. Comparative hearings may discourage minority applicants due to the "tremendous impediments of delay, expense and uncertainty," Fowler reasoned, adding that tax certificates and distress sales are a "much more direct and effective means of broadening minority ownership of media outlets" than a weighted lottery.

## CUBA'S 500 kw's STILL GET PRIORITY

# Ten Kilohertz AM Spacing Rolls To Easy Victory In Rio

In a surprisingly easy victory for the United States, the Western Hemisphere AM conference in Rio has voted to retain 10 kHz spacing, rejecting the 9 kHz plan that would have created 12 new channels and hundreds of new stations.

Disputing other published reports that the vote was only preliminary, FCC "Home Team Chairman" Gary Stanford told R&R the action by a "consensus" voice vote last Wednesday (11-11) was final.

"It seemed like everybody who came to the conference was interested in there being a consensus" is how the romp was explained by attorney Jim Weitzman, of the Washington law firm Shrinky, Weitzman & Eisen, who is in Rio representing several broadcast clients.



Jim Weitzman

"There wasn't going to be a heated fight. Even the few countries who were firmly in favor of 9 kHz, like Mexico and Barbados, seemed to yield," Weitzman told R&R.

Expected agitation for 9 kHz from the Cuban delegation failed to materialize, said Weitzman, apparently because the Cubans "have so few friends here that they don't want to play the heavy in a role that they're probably going to lose."

## Existing Stations Get Top Priority

With the channel spacing issue out of the way, the delegates settled down to hammer out an AM allocations plan for the next five years. They tentatively decided to give top priority to existing stations, new stations (already agreed to among neighboring countries), and stations proposed to be on the air by the end of 1982.

TEN kHz/See Page 20

## Debate Opens On Single Industry-Wide Radio Convention

After a sharp internal debate, a divided NAB Metro Market Committee has asked the NAB Board of Directors to take the lead in bringing about a single industry-wide annual radio convention. Fostering the idea was Mutual President/CEO Marty Rubenstein, who evidently would like the NRBA and the RAB to fold their conventions into NAB's annual Radio Programming Conference, making it less costly for exhibitors to attend.

Disagreeing with Rubenstein was committee member Fred Walker, President of Broad Street Communications, who told R&R, "Half of the value of a conference is the idea of rubbing shoulders with your peers and sharing ideas. I don't think that happens with one huge, mass convention."

Asked about the idea, NRBA President Sis Kaplan said she wouldn't close the door on any idea that hasn't been discussed, but added, "Our convention does it all, so if that's the one, fine. Ours is the only total radio convention, and obviously a lot of people see a great deal of merit in it because it has continued to grow every year."



Pictured (left to right) are NAB committee members Walker, Doubleday President Gary Stevens, Sheridan President Skip Finley, Outlet Sr. VP Dick Rakovan, Rubenstein, and WLOU/Louisville Pres./GM Bill Summer.

FROM THE PLATINUM-PLUS ALBUM

# DON'T SAY NO



WLS	KQ94	WJXQ	WTSN
WLS-FM	WZYP	KZ93	WFBG
B104	WOKI	WZOK	Q104
WXKS-FM	WBCY	WJBQ	WSPT
WICC	KJ100	WGUY	KOZE

THE SMASH FOLLOW-UP SINGLE TO  
"THE STROKE" AND "IN THE DARK"

# INTRODUCING ABC DIRECTION



THE NEW NETWORK SERVICE TO CAPTURE

# RADIO NETWORK

What's happened to the teen generation that sparked radio's growth in the 60's and 70's? They've grown up to become the new generation of adult radio listeners. And all across America, alert radio stations have zeroed in on this new adult audience. The 25-44 year-olds—today's most sought-after demographic group. If that's your station, here's great news...

Now there's a network radio service especially designed to help stations like yours build this important 25-44 age group. And, as you might expect, it's from the leader in demographic network radio, the ABC Radio Networks. ABC DIRECTION RADIO NETWORK inaugurates the next generation of network radio service... providing a program service conceived and produced for the special needs and interests of the new adult generation. Here's how ABC DIRECTION RADIO NETWORK can help your station reach today's new adult audience—and build it:

## A UNIQUE NEWS PERSPECTIVE

Our news gets right to the core of the new adult's concerns. Not just what happened, but... "How will it affect me?" We tell today's adult how to use the news to help plan the future, to make informed life decisions, big and small.

## SPORTS INSIGHTS

No one covers sports like ABC. No one gets inside a story or an event more thoroughly, with more depth and understanding. The excitement, the color, the story behind the story—that's what ABC is all about. We know exactly what the sports-minded 25-44 audience wants and we deliver. The best on-the-spot saturation coverage. The best profiles. The best commentaries. ABC. The best in sports!

## FEATURES

Can short radio features be entertaining and informative at the same time? Ours are. These fast-paced features focus on the things this audience cares about. Whether it's a movie review, career advice, or how they can cope with today's problems, every ABC DIRECTION RADIO NETWORK feature will involve your listeners, to help them get the most out of life.

## MUSIC FEATURES AND SPECIALS

The 25-44 year-old has a broad musical outlook, but at the same time, a more discriminating ear. They listen for quality... and that's what our music features and specials will bring to your station, and your audience, with the biggest stars from a wide range of musical expressions. With our special kind of showmanship and electrifying starpower, ABC DIRECTION RADIO music features and specials will help you build share with the 25-44 audience.

News, sports, features, music... all targeted exclusively to today's new adult generation. ABC DIRECTION RADIO NETWORK. It's the next generation in network radio service. If you're going after a bigger share of this dynamic demographic, you'll like where we're going.

Call Chuck King, Vice President, Direction Networks... (212) 887-7397.



**ABC DIRECTION  
RADIO NETWORK**

**RADIO**

**THE NEW GENERATION OF ADULT LISTENERS.**



## Burns Media Consultants To Hold Radio Seminar

**Burns Media Consultants Inc.** will conduct a Radio Studies Seminar to be held January 8-10 at the Hyatt Islandia Hotel on Mission Bay in San Diego, CA. Topics to be discussed will include Research, Positioning, Core Audience, Competition, and Product. Lectures on these areas will be followed by workshops.

Registration is limited and will be \$545 per person (a 10 percent discount for multiple registrations from the same company is available). For further information, contact Burns Media Consultants at (213) 985-8522.

## Promote Yourself At Great Length With "Roll-A-Sign"

The "Roll-A-Sign" is just the thing for those long-running ad campaigns — such as your station's call letters, dial position, and slogan. Basically a 1000-foot roll of three-inch-wide brightly colored plastic, the "Roll-A-Sign" costs less than six cents per foot.



The item would appear to be particularly useful at station remotes etc., as it can be tied, stapled, or taped around large areas. The "Roll-A-Sign" can also be used in shorter lengths as wrapping on packages. 'Tis almost the season, remember?

For further information or a free sample, contact Reef Industries, P.O. Box 33248, Houston, TX 77033.

Southwestern Bell Telephone Company through D'Arcy-MacManus & Masius, St. Louis

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A great daily radio feature, popular with men and women alike — top listener response show on powerhouse KRLD, Dallas/Fort Worth for 2½ years. Ideal for Country, MOR, Adult Contemporary, News/Talk — and bartered to give the station a money-making local sales opportunity.

Kaye Johns builds new friends and loyal listeners for stations selected by Southwestern Bell for this exciting new daily program. From Information Radio, a service of The Sunbelt Network, Inc.

\*Local sponsorship pre-sold in Kansas and Missouri, to major food retailer. Income to station, starting January 4, 1982.

**THE SUNBELT NETWORK, INC.**

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214/741-1198

## Ticket Price No Object To Film-Going Audience

The price of admission is of minor concern to today's filmgoers, according to a recent marketing study conducted by the **Theatre Equipment Association**. Consisting of telephone interviews with 527 people in seven major metros nationwide, the study found that only 33 percent of those surveyed cited high ticket prices as a factor in film attendance. Incidentally, most of those complaining about escalating ticket prices were over 55 years of age.

The survey also found that 79 percent of the respondents claim a film's story line was the single most important factor when deciding which films to attend. Another 25 percent claimed the film's stars to be a significant factor in their decisions and 23 percent said they were influenced by a film's reviews.

The most popular reason for not going to films was staying home to watch films on TV, according to 45 percent of the respondents.

Interestingly, the average filmgoer is more educated than in previous years and expresses a strong preference for theatres with 70mm wide screens, stereo sound, and push-back chairs. They can also recognize the difference between these features and older systems and, when deciding which theatre to attend, make their choice based upon whether these features are present.

## Generic Goods: Popularity Peaking?

Although sales of generic goods continue to rise, two recent surveys indicate that the growth of the no-frills items is decreasing.

Generics' share of sales in stores that carry non-name products fell to 12 percent last winter, down from 14.2 percent the year previous, according to a **A.C. Nielsen** marketing research study. **Selling Areas-Marketing Inc.**, another supermarket monitoring firm, claims its third quarter data show slowing growth rate for generic unrefrigerated foods, health and beauty aids, and nonfood products like paper towels, detergents, and plastic bags.

Both companies say the reason is that much of the growth of generics is due to the increase in the number of stores now stocking the plain-wrap items. Because the number of these stores is peaking, the growth of generics is slowing.

Nevertheless, generics appear here to stay. **Selling Areas-Marketing** puts generics' sales at about \$1.4 billion annually, or nearly two percent of all food store sales. Nielsen, meanwhile, estimates that, in terms of units, generics account for four percent of U.S. supermarket sales.



## dbx Unveils "160X" Compressor/Limiter

The "160X," the latest compressor/limiter from **dbx Inc.**, features an exclusive dual-display system with an expanded range for continuous monitoring of gain reduction as well as input or output levels. In addition, the "160X" inherits the switchable **Over Easy** and **hard-knee** operation (regardless of compression ratio selected) capabilities of the firm's previous compressor/limiter, the "160."

Designed for use in broadcast operations, recording studios, and in sound reinforcement situations, the "160X" uses "Infinity + " compression to provide negative gain control for so-called dynamic reversal effects.

The unit's dual true RMS display system incorporates a 19-LED display which monitors input or output signal level over a 60 dB range and a 12-LED display to indicate the amount of gain reduction over a 40 dB range.

For further information, contact dbx Inc.'s Professional Products Division at 71 Chapel St., Newton, MA 02195.

## Hispanic-Americans Media Habits Surveyed

### Listen To Spanish Radio Nearly 8 Hours Weekly

A recent survey of the U.S. Hispanic market found that the average individual 18 years of age and older listens to Spanish radio seven hours and 48 minutes a week, watches Spanish television nine hours and 36 minutes, and reads Spanish print for two hours and 54 minutes.

The survey, conducted by **Yankelovich, Skelly & White** for the **SIN National Spanish Television Network**, also found that nearly 70 percent of Hispanic-Americans watch, listen to, or read Spanish media every week and that 50 percent use Spanish media more often than English media.

The latter fact is not surprising in light of the finding that 43 percent of the Hispanic-American adult population speak "only enough English to get by." Almost 90 percent of the Hispanic-American adult population speaks Spanish.

### Contrasting Consumer Characteristics

As for the consumer characteristics of the Hispanic-American market, 61 percent of the Hispanic-Americans polled said they preferred to spend money on tangible things, rather than on vacations and other sources of temporary enjoyment. Only 48 percent of the total U.S. population agrees. In addition, 80 percent of the Hispanic-Americans surveyed said they were paying more attention to product quality, compared to 65 percent of the total U.S. population.

Furthermore, a sizable number (82 percent) of Hispanic-Americans claim to be "brand loyal," versus 57 percent for the general U.S. population, with 39 percent of the Hispanic-Americans (in contrast to 22 percent of the total U.S. population) believing that "the biggest, most popular brands are best."

The average household income for Hispanic-Americans is currently \$15,900, compared to \$18,000 for the nation as a whole.

## Chicago Hospitals Carry Ad Campaign To Radio

A "health war" between Chicago hospitals, currently being waged via radio ads, billboards and newspaper supplements, has led to one local "body shop" promising to service patients within 60 seconds of the time they step into the emergency room.

The **Chicago Tribune** reports the hospitals' hard sell approach appears to be successful, with one Glenbrook, IL-based facility claiming its month-long newspaper ad campaign increased emergency room visits by a third.

**5**  
YEARS AGO  
TODAY

## Radio & Records

- ★ **DAVE GLEW PROMOTED TO SR. VP/GM AT ATLANTIC**
- ★ **DAVID GEFEN NAMED ASSISTANT TO WCI CHAIRMAN STEVE ROSS.**
- ★ **NUMBER ONE FIVE YEARS AGO: "Tonight's The Night" — Rod Stewart (WB)**
- ★ **NUMBER ONE COUNTRY: "Thinking Of A Rendezvous" — Johnny Duncan (Columbia)**
- ★ **NUMBER ONE LP: "Songs In The Key Of Life" — Stevie Wonder (Tamla)**

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# Networks/Program Suppliers

## The 13 Shows Of Christmas

Attention PD's! Do your Christmas programming shopping early this year. In order to make your choices easier, **R&R** has assembled a short guide to the myriad of Christmas shows currently available. In alphabetical order (by program supplier), they are:

- The "Christmas Alphabet" is a 15-year perennial, telling the story of Christmas from A to Z (A is for Angel, B is for Baby, etc.). Each of the 26 segments contains narration and music, running from three to six minutes in length. Designed to be used on both Christmas Eve and on Christmas Day on the basis of two to four segments per hour, the "Christmas Alphabet" is available from **Art Roberts Inc.** at (414) 354-2922.

- The "CBS Cavalcade Of Christmas Music" features eight 24-minute programs, each presenting a different university choir singing traditional and classical Christmas music. The series begins on December 21 and runs through December 24. For further information, contact **Pam Haslam** of **CBS Radio** at (212) 975-3773.

- "Christmas At Our House," a 12-hour special hosted by **Sonny Melendrez** and featuring Christmas music, customs and stories, along with special holiday recipes from culinary expert **Sara Pitzer's** **Christmas At Our House** cookbook, is available from **Drake-Chenaut**.

- In addition, the Canoga Park, CA-based program supplier is offering "Country Christmas," a 12-hour special hosted by **Eddy Arnold** and **Brenda Lee**. "Country Christmas" is 90 percent music and includes guest appearances by **Kenny Rogers**, **Barbara Mandrell**, and **Merle Haggard** plus others. For information on either of these specials, contact **Drake-Chenaut** at (213) 883-7400.

- "North Pole Reports," a 20-part Christmas comedy series starring **Alan Barzman**, **Kenny Mars**, **Terry McGovern**, **Frank Welker**, **Jim Kirby** and **Sherryl Bernstein**, includes such highlights as a fashion review of Santa's wardrobe by Parisian designer **Henri-Henri** ("Zat red and white, eet ees impossible!"). For further information, contact **Merrill Barr** of **From Studio B** at (800) 421-4498.

- "Merry Christmas From Merv," a 12-hour updated version of last year's **Merv Griffin**-starring special, is again available on a cash basis. The program features classic Christmas music and celebrity interviews. For further information, contact the **Gary Group** at (213) 392-9511.

- The "Matchbook Christmas Stories" are a series of 30- and 60-second feature stories designed to run from the day after Thanksgiving through Christmas. Backed with traditional Christmas music, each of the 72 features contains one commercial availability, and can be sold to several small accounts or one major advertiser. For further information, contact **Doug Jones** or **Don Karnes** at **Karnes-Grattan** at (717) 368-2970.

- The "Anne Murray Special," scheduled to air December 13th via the **ABC Radio Network**, features an exclusive interview with the Canadian chanteuse, a number of her greatest hits, and several selections from her new "Christmas Wishes" LP. This special is produced by **Narwood Productions**, which may be reached at (212) 755-3320.

- Also from the New York-based **Narwood Productions** firm, "A Very Special Christmas," hosted and narrated by **Andy Williams**, will be broadcast over the **NBC Radio Network** from December 18-20. Appearing along with Williams will be 15 major entertainers, who will contribute their songs and comments on the holiday season.

- The "Sounds Of Christmas," a 48-hour program containing 275 seasonal music titles, is available for the fourth year on a cash, market-exclusive basis from **SHEPHERDmusic** at (419) 474-4191.

- Concurrent with the "Sounds Of Christmas," **SHEPHERDmusic** is offering the "Stories Of Christmas," a series of 24 90-second radio vignettes, each with one commercial avail. Emphasizing the curious and the unusual, the "Stories Of Christmas" chronicles the history of the holiday, spanning the world of Christmas facts and folklore.

- "A Christmas Album," a 12-hour special consisting of contemporary music, brief artist's interviews, Christmas funnies and warm seasonal messages, is again available from the San Diego-based **Tuesday Productions** firm, which may be contacted at (714) 272-7860.

- "Weedek's Country Christmas," a six-hour special, will feature Christmas music as well as Christmas thoughts and messages from more than 50 Country artists such as **Johnny Cash**, **Mickey Gilley**, **Alabama**, and the **Statler Brothers**. The program is priced according to market size. For further information, contact **Weedek** at (213) 462-5922.

## RadioRadio

**Larry Cooper**, News Director for the **CBS** young-adult network, will be in Chicago and Los Angeles, respectively, from November 30 through December 5, recruiting talent for the newly-created **RadioRadio** net.

## The United Stations

**Chris Charles**, currently an air personality at **WCBS-FM/New York**, has been named to host **United Stations' "Weekly Country Music Countdown,"** scheduled to debut December 4.

## Canadian News Net Loses \$14 Million, Seeks 5-Year Renewal

**CKO**, a seven-station Canadian all-news network, has lost \$14 million since its 1977 debut, according to its owners, who recently appeared before the **Canadian Radio-Television & Telecommunications Commission (CRTC)** to seek a five-year license renewal.

**Ben Torchinsky**, Chairman of **Agra Industries of Saskatoon** (CKO's parent firm), also told the CRTC that the net would set up FM stations in five other cities as originally pledged and that CKO would land in the black. The financially-troubled network, Canada's only all-news broadcaster, has been beleaguered with problems stemming from its inability to hire experienced news staffers.

**TM**  
Programming

**Jim Van Sickle** has been elevated to General Sales Manager for **TM Programming**. Van Sickle was most recently Midwest Management Consultant for the Dallas-based company, having previously served as Sales Manager for **KFJZ-AM-FM/Dallas-Ft. Worth**.

**TOBY ARNOLD**  
ASSOCIATES INC.

**Jim Kerr** has been promoted to National Sales Manager for the Dallas-based programming supplier, coming from his previous post as Midwestern Regional Manager for **Toby Arnold & Associates**, which he had held for the past five years.

## Group W

Washington Bureau Chief **Jerry Udwin's** interview with President **Reagan** formed the basis of a seven-part radio series that aired over **Group W** stations this week. Reagan discussed matters ranging from economics to life at the White House.

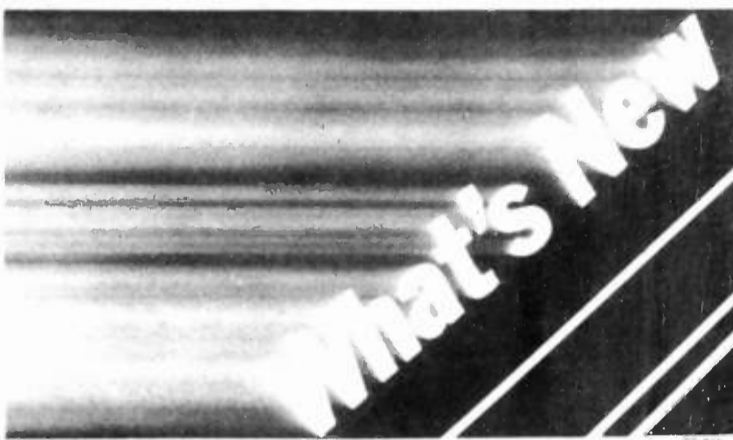
**GLOBAL SATELLITE NETWORK**

**Neil Young** will be the featured guest on the November 23rd edition of the firm's "Rockline" show.

## ABC Signs Deal With RCA For Digital Transmission

"Signing this letter of intent demonstrates our commitment to providing our affiliates with the best transmission system in the industry," commented **ABC Radio Networks President Ed McLaughlin** after signing a letter of intent with **RCA/American Communications Inc.** this week. This pact makes ABC the latest network to join **NBC** and **Transtar** in their commitment to using digital transmission.

"Digital offers a level of transmission that excels beyond conventional types," commented ABC President/Operations & Engineering **Julius Barnathan**. The agreement calls for putting some of ABC's 1700 affiliates on line by the end of 1982 with the networks being fully operational by 1984. The agreement will allow ABC to place all its networks on the satellite in addition to providing a great deal of room for expansion.



## DIR Signs 70 Stations For T.J. Martell Radiothon

Over 70 radio stations across the nation will be carrying the "T.J. Martell Radiothon," a two-hour show featuring performances by **Tom Petty**, **Pat Benatar**, **Ted Nugent**, **Hall & Oates**, **Santana**, the **Marshall Tucker Band**, **Boyz n the City**, **Meatloaf**, **Kenny Loggins** and the **Charlie Daniels Band**.

Scheduled to be broadcast over the Thanksgiving weekend, the **DIR**-produced show will include brief appeals to the nationwide listening audience from the abovementioned artists to donate money to the **T.J. Martell Foundation for Leukemia Research**, a music-industry founded charity.

Among the stations taking part in the "T.J. Martell Radiothon" are **KLOS/Los Angeles**, **WNEW-FM/New York**, **WMMR/Philadelphia**, **WBCN/Boston**, **WRIF/Detroit**, **KMEL/San Francisco**, **WLS/Chicago**, **KZOK/Seattle** and **KLOL/Houston**.

## Reps

**McGAVREN GUILD RADIO**



**IVY LEAGUE'S ADVICE TO AGENCY LEADERS** — **McGavren Guild Radio** President **Ralph Guild** (left) and Executive VP **Ellen Hulleberg** display **Harvard Business Review** material they're distributing to ad agency chief executives to promote a better understanding of radio as an advertising tool. Guild will also be sending personal taped messages inviting the execs to participate in seminars to be conducted by the **McGavren Guild Radio Network**.



**MAJOR MARKET RADIO SALES**

**WDZ-WDZQ/Decatur, IL** and **WSSL** (formerly **WGXL/Greenville, SC**) have become **Eastman** client stations. **WDZ** programs "Music Of Your Life," while **WDZQ** and **WSSL** are Country-formatted outlets.

Country-formatted **KSOP-AM & FM/Salt Lake City** have become client stations.

**Torbet Radio**

**KWFT/Wichita Falls, TX** has joined the **Torbet** roster of client stations.

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# Radio & Record Companies' 3rd Qtr. Performances

The adjacent graphs depict corporate third quarter financial performances for the 12 firms listed. Several of these companies, while maintaining broadcast holdings, either do not break out their broadcast divisions' finances separately or combine their radio and television holdings into one. Therefore, we have attempted, where possible, to illuminate the performance of these firms' radio operations as follows:

**Marvin Josephson Associates** described their radio and TV division's first quarter results as being "substantially ahead" of last year's, which was

adversely affected by the actors' strike. MJA is the parent company of ICM, a talent agency.

**LIN Broadcasting** noted that radio stations **WEMP & WMYX-FM/Milwaukee**, acquired by the firm in March, posted an operating loss in the third quarter.

**Cox Broadcasting** reported that both local and national revenues were flat for the firm's radio properties, but that its radio sales representation and radio music syndication operations turned in "solid" performances in the third quarter.

Meanwhile, **Taft**, the only firm to

3rd Qtr. Corporate Net Results	
(Firm)	%
Taft (\$18.0 million) (2nd Qtr.)	+ 38%
Capital Cities Communications (\$17.5 million)	(even)
WCI (\$16.3 million)	-5%
Cox (\$13.1 million)	+ 17%
Metromedia (\$12.7 million)	+ 26%
MCA (\$7 million)	+ 30%
Multimedia (\$6.7 million)	+ 22%
Viacom (\$5.4 million)	+ 30%
Scripps-Howard (\$4.4 million)	+ 28%
LIN Broadcasting (\$4.1 million)	+ 20%
King Radio Corp. (\$2.4 million)	+ 20%
Marvin Josephson Associates (\$1.3 million) (1st Qtr.)	+ 64%

3rd Qtr. Corporate Sales Results	
(Firm)	%
Taft (\$146.5 million) (2nd Qtr.)	+ 80%
Metromedia (\$105.8 million)	+ 17%
Cox (\$103.4 million)	+ 35%
Multimedia (\$49.8 million)	+ 22%
Capital Cities Communications (\$43.6 million)	+ 26%
Viacom (\$34.1 million)	+ 34%
King Radio Corp. (\$30.4 million)	+ 22%
Scripps-Howard (\$20.4 million)	+ 14%
Marvin Josephson Associates (\$17.3 million) (1st Qtr.)	+ 93%
LIN Broadcasting (\$17 million)	+ 20%

**R&R/Friday, November 20, 1981**  
break out its radio division's performance, posted a nine percent increase in net profits to \$10.5 million in the third quarter, while third quarter revenues for its radio operations climbed 13 percent to \$21.5 million.

## Disc Divisions Rack Up Mixed Results

**WCI** and **MCA**, the only two major firms with significant recorded music operations to break these divisions' figures out, showed mixed results. **WCI's** recorded music and music publishing division chalked up a five percent decline in operating income during the third quarter of 1981, slipping to \$16.3 million from \$17.2 million in the year-previous period. This division's nine-months operating income, however, showed an 8.5 percent rise to \$52.3 million, up from \$48.2 million in the analogous quarter of 1980.

**MCA**, on the other hand, racked up a healthy increase in its recorded music and music publishing division during the third quarter of 1981, as operating income jumped 30 percent to \$7 million, up from \$5.4 million in the year-previous period. **MCA's** music operations also showed a 230 percent increase in nine-months operating income, which rose to \$18.2 million from \$7.9 million in the equivalent period of 1980.



### Cooper Upped To VP/Promotion At Robox

**Mark Cooper** has been elevated to Vice President/Promotion at **Robox Records**, coming from his previous post as National Promotion Director for the label. Prior to joining Robox last year, Cooper served as Album Editor for the **National Music Report** and as AOR Promotion Director for **Motown Records**.

### Guevara Upped To West Coast Regional Promo Post At Pickwick

**Rosie Guevara** has been elevated to West Coast Regional Director for **Pickwick Distribution**, having most recently spent the past two years as the firm's local Los Angeles promotion representative. Guevara was previously Music Director for **KHJ/Los Angeles**.

### Dworak To Head Promo Efforts For Word

**Mike Dworak** has been named to head the Radio Department for **Word Records**, the Christian label based in Waco, TX. An 11-year veteran of radio, Dworak most recently served as PD for **KCMI-FM/Scotts Bluff, NB**.

Concurrent with Dworak's promotion, **Jeff Mosley** and **Glenn Heard** have joined the Word radio promotion team. Mosley, most recently at **KRZI/Waco**, will be in charge of tracking MOR and traditional formats, while Heard will track all contemporary-formatted stations.

### Gusick & Bergman Form Musical Properties Inc. Publishing Firm



**Mike Gusick** **Barry Bergman**

**Michael Gusick** and **Barry Bergman** have announced the formation of **Musical Properties Inc.**, a music publishing company. Gusick is currently Chairman of the Board for **Accord/Townhouse Records**, while Bergman was most recently VP/Creative Affairs at **United Artists Music**.

**Musical Properties Inc.** will be headquartered at Accord/Townhouse's New York offices, yet will function as a separate entity. **Musical Properties Inc.** can be reached at (212) 838-6565.

### Pushkin Forms Radio Free America Indie Label

**Ken Pushkin** has announced the formation of **R.F.A. (Radio Free America) Records**, an independent label to be based in Albuquerque. The first act signed to the multi-faceted firm is a local rock trio, the **Phillsteens**.

### Shields Elevated To GSM For KTAR

**Mike Shields** has been promoted to General Sales Manager at **KTAR-KBBC-FM/Phoenix**, coming from his previous post as National Sales Manager for the stations. An eight-year veteran of radio sales, Shields has been with **KTAR** and **KBBC** for the past two-and-a-half years.



**Mike Shields**

### Lyke Takes Sales Mgr. Post At WLUP-FM

**Linda Lyke** has been appointed Sales Manager for **WLUP-FM/Chicago**. Most recently, Lyke held an account exec position in the Chicago office of the **Torbet** rep firm, having formerly served as National Sales Manager for **WLUP-FM**. An 11-year veteran of the radio industry, Lyke's previous experience includes stints with **Blair Radio** in Chicago, **WQAM/Miami**, and Chicago stations **WLS**, **WRCK**, and **WDAI**.

### Gamble Becomes Sales Mgr. At WBZ

**Terri Gamble** has been named Sales Manager for **WBZ/Boston**. The move marks the return of Gamble to WBZ, where she had

spent a year as a local salesperson prior to her most recent position at **WROR-FM/Boston**. She began her radio career at Cape Cod stations **WCOD-FM** and **WOCB-WSOX**.

### Robinson Takes West Coast A&R Post At Arista

**Primus Robinson** has been named West Coast Director/R&B A&R for **Arista Records**. Prior to joining Arista, Robinson was associated with **Elektra Records**. He will be based at Arista's Los Angeles offices.

## Pro:Motions

### Collins Named GSM At WGBS

**Dennis Collins** has been appointed General Sales Manager for **Jefferson-Pilot's WGBS & WLYF-FM/Miami**, coming from his most recent position as GSM for **WWSH/Philadelphia**. Collins had been affiliated with **Cox Broadcasting** properties for the past 12 years.



**Dennis Collins**

# WESTWOOD ONE

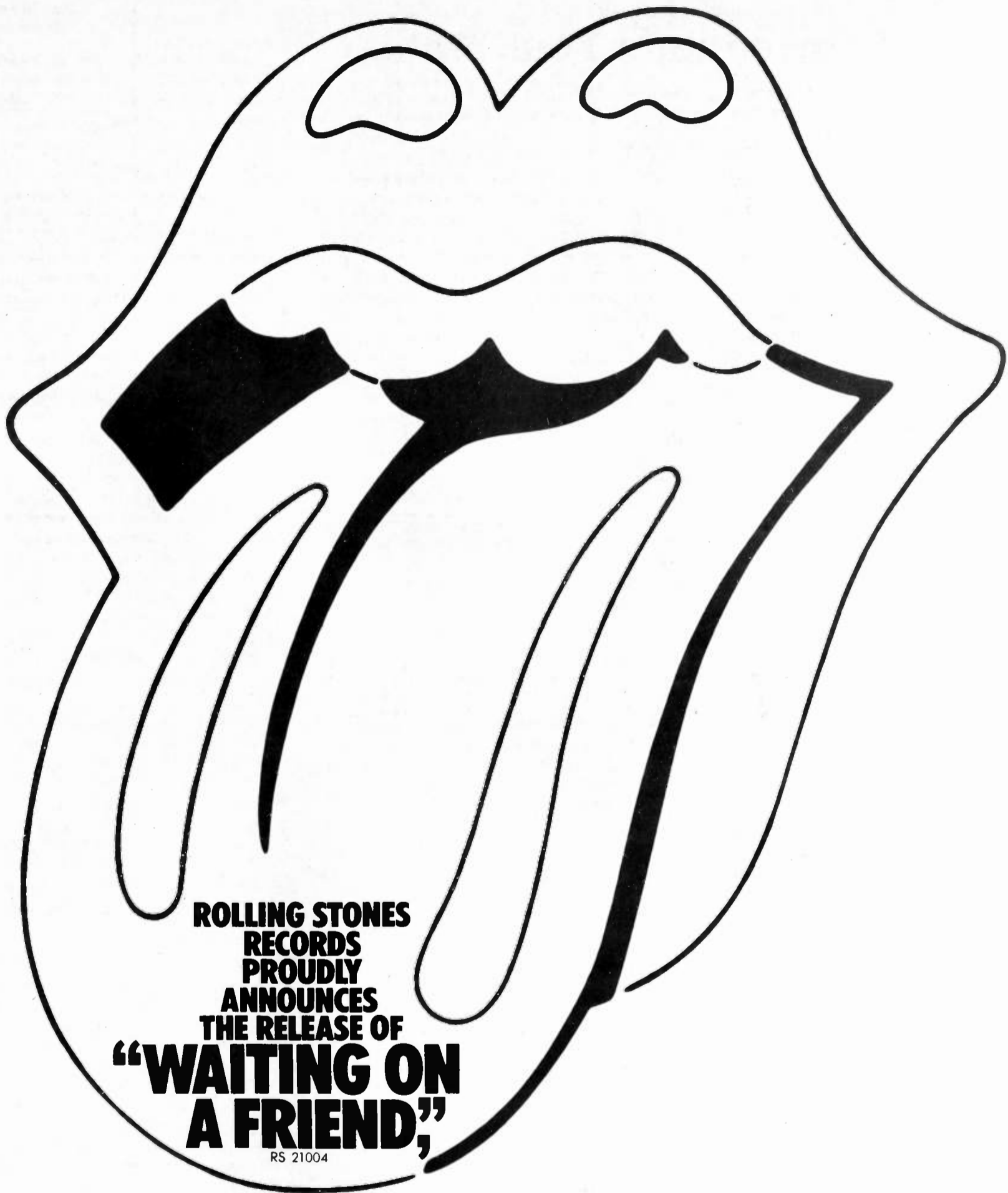
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"Never had so many been confused so much."

## How Not To Position Your Station

One of the research buzzwords being used *ad nauseam* in the radio business today is "positioning." Everyone is talking about positioning as if it were some new magic elixir, guaranteed to bring your station ratings and sales success if only you can find the right "position" for your property. It's not really a new concept at all. Let's take a close look at this idea and see if it holds up in today's ratings and sales environment. I think you'll find that much of the advice that comes from well-intentioned people does not take into proper account the steps that are necessary for a station to achieve its maximum ratings under Arbitron. Trying to achieve market segmentation — or positioning — without keeping the realities of Arbitron in mind will be a frustrating experience for a radio station.

### What Not To Do

Assuming that you are in a market where ratings and sales based on Arbitron — or any ratings service for that matter — are important, there are two things you want to be sure to avoid in most cases. Let me warn you, however, that the advice that follows may be contrary to what others in the industry are saying. Read and make up your own mind about which approach makes the most sense.

1. *Don't rely solely on dial position as a positioning statement or logo.*

I've been reading lately that some say you can carve out a niche if only you can get the public to know you as "X101," "Z95," or what-have-you. Perhaps, but consider some of the instances I'll cite below before rushing headlong into that type of identifier and logo.

In a top market, I was recently involved in a turnaround challenge. The station's previous identity was at best murky, and it was felt that a completely new approach — new format, ad campaign, and logo was needed to get the station off dead center.

A market research firm examined the situation, and recommended stressing the exact dial position of the station and a logo, rather than using the legal calls more than once an hour. When asked my opinion, I stated that it sounded like a sure way to run into problems with getting proper Arbitron credit, but I'd go along with the group consensus.

Lo and behold, what cropped up? Problems! Although an ad campaign was hammering the dial position into the public's consciousness, the listeners, bless them, were incorrectly perceiving the message and jotting down the wrong identifiers in the diaries. As luck would have it, the message

many were hearing was a dial position similar and close to my client's, and the confusion between the two stations — and trying to unravel the mess from an Arbitron perspective — was quite a hassle.

In retrospect the station personnel could see ratings problems — and sales difficulties — cropping up as a result of a positioning reliance on just the new dial position and logo. A post-survey diary review showed that the magnitude of the problem was larger than the research firm which made the recommendation would have ever imagined. C'est la vie, which is fine if you are a consultant who can walk away from the station's problems. Not so fine if you are the GM or a salesperson who has to wrestle with the Arbitron-measured outcome of the positioning effort.

2. *Don't rely solely on a "catchy" phonetic slogan or identifier.*

I could be rich if I had a dollar for every diary that I've seen which contained slogan confusion involving phonetic "trademarks." A good example of how this type of positioning misnomer can hurt might help explain the danger. This is an actual situation which I'll be describing.

Perhaps independently of each other, two stations decided to change call letters. One station was granted new calls that the station felt could be segued to a positioning statement using the word "Joy." The other station was granted its new calls, and lo and behold those calls also inspired it to ballyhoo the logo "Joy."

Naturally both stations spent a lot of dollars trying to cement in the minds of the public that "Joy" could be achieved — on the radio at least — on their station. As you might imagine, however, neither were particularly successful because the confusion level in the market reached previously uncharted levels. Never had so many been confused so much.

The moral is a simple one. There can be many "Joys," many "Kisses," etc., certainly more than one station in a market using such an identifier or ad theme. Reliance on this type of positioning statement is building your hopes for ratings success on shaky ground.

### What To Do

In order to achieve a realistic niche in the market, you have to be ready to ignore the "easy" answers, which often are not answers at all. Get back to basics. Here are some steps to consider...

1. *Do market research in your metro to see what is the current perception of your station and its competitors.*

2. *Look at the diaries for your market to see*

## Week In Review

### Facility Forms Due

Stations in markets where there will be a winter Arbitron survey have just a few days to get their vital facility forms returned to Beltsville. Failure to have the facility packet received by the November 23 deadline may cause diary crediting problems.

### Advisory Council Election Starts

Nominations are now being received by Arbitron for those interested in filling any of the six Arbitron Radio Advisory Council seats soon to be vacated. The nomination and election process will continue for months, with the new members taking office next spring.

*what listener confusion or perceptions can be gleaned from that valuable data base.*

3. *Set an ad campaign that creatively gets across your call letters, as well as implies a benefit — preferably unique — that can be derived from listening to WXXX.*

Let's look at these steps in more detail:

**Market Research:** We broadcasters are very poor at taking the pulse of our marketplace. At least once a year you need to objectively probe your target demo to see what's on their minds. Has your station become more of a favorite in the last year? What impact, if any, has a new competitor had? What is the reaction to the zany new morning man you hired? Are your TV spots being properly perceived — do viewers feel that your image is consistent with what your programming offers? And so on.

**Diary Review:** Is there slogan confusion between your station and another? I remember a case where two stations were using dial positions and a one-letter logo (K93 and J95 for example). The diaries were rife with "K95" and "J93" entries, giving both stations an inaccurate understanding of their true positions in the market's ratings. Besides the slogan confusion, the diary review can help you spot call letter aberrations that might be a clue to how the public is misperceiving your logo and calls.

**Ad Campaign:** Once market research and Arbitron research have helped you get a handle on where you are and where you need to go, implement an ad campaign that stresses your unique selling proposition, an item or concept that is congruent with your programming. You may have a hook built around a phrase like "Variety," or "Timbuktu's Best Rock," or whatever concept your research says may be a viable and credible positioning statement for you. Be sure to keep in mind that Arbitron asks diary keepers for call letter entries — the station that ingrains its calls in the mind's eye of the public will be way ahead. The station that relies on dial position or phonetic logos exclusively is courting potential disaster from an Arbitron point of view.

Get back to square one. Find your niche through research then promote a hook and your calls for maximum diarykeeper payoff.

## Q&A

Bill Stevens, PD of KUTE/Los Angeles, called last week to inquire "How do you compute time spent listening for a particular demo/daypart?"

*Select the daypart — we'll say M-F 6-10am — and compute the number of quarter hours involved (80 in this case). Multiply that figure times the average quarter-hour estimate for your station in that same daypart (for whatever demo you are looking at). Divide that answer by the cume estimate for the same demo and daypart. You'll probably end up with a three-digit answer such as 10.6. This means that the average person in the demo and daypart you selected spent approximately 10-11 quarter-hours with your station each week in that relevant daypart.*

Jhan  
Hiber



# "TAKE IT EASY ON ME"

THE SECOND SMASH SINGLE  
FROM



*Little River Band*

FROM  
THE GOLD ALBUM

*Time Exposure*



Management: Glenn Wheatley

# RATINGS REPORT

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## ARBITRON RADIO

### Syracuse METRO RANK 60

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP(00): 5280

Spring '80		Fall '80		Spring '81	
1 WSYR-AM	15.5	1 WSYR-AM	14.7	1 WSYR-AM(AC)	14.6
2 WHEN-AM	10.3	2 WHEN-AM	11.3	2 WSYR-FM(A)	12.1
3 WSYR-FM	8.7	3 WSYR-FM	9.6	3 WHEN-AM(AC)	10.1
4 WNTQ-FM	6.7	4 WEZG-FM	6.2	4 WFL-AM(R)	7.9
5 WEZG-FM	5.5	5 WAQX-FM	5.7	5 WAQX-FM(A)	6.4
6 WAQX-FM	5.4	6 WSEN-FM	5.5	6 WSEN-FM(C)	6.0
7 WNDR-AM	5.0	7 WNTQ-FM	5.4	7 WNDR-AM(O)	5.5
8 WKFM-FM	4.8	8 WNDR-AM	5.1	8 WKFM-FM(R)	4.5
9 WOLF-AM	4.1	9 WOLF-AM	5.1	9 WNTQ-FM(BM)	3.8
10 WSEN-FM	4.1	10 WKFM-FM	4.7	10 WEZG-FM(BM)	3.7

Adults 18-34  
Mon-Sun 6AM-Mid

Adults 26-64  
Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WSYR-FM	1	WHEN-AM
2	WHEN-AM	2	WSYR-AM
3	WAQX-FM	3	WNDR-AM

### Charlotte METRO RANK 61

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP(00): 5215

Spring '80		Fall '80		Spring '81	
1 WBT-AM	15.6	1 WBT-AM	15.9	1 WSOC-FM(C)	15.3
2 WSOC-FM	10.9	2 WSOC-FM	12.6	2 WBT-AM(AC)	4.8
3 WAYS-AM	9.7	3 WROQ-FM	10.5	3 WBCY-FM(R)	9.2
4 WROQ-FM	9.2	4 WEZC-FM	9.9	4 WROQ-FM(A)	8.9
5 WEZC-FM	8.8	5 WBCY-FM	8.7	5 WEZC-FM(BM)	8.8
6 WBCY-FM	6.9	6 WAYS-AM	8.5	6 WAYS-AM(R)	8.7
7 WGIV-AM	6.4	7 WPEG-FM	7.3	7 WPEG-FM(B)	7.4
8 WPEG-FM	6.3	8 WGIV-AM	4.4	8 WGIV-AM(B)	4.7
9 WSOC-AM	6.1	9 WSOC-AM	3.8	9 WSOC-AM(R)	4.5
10 WZL1-FM	2.9	10 WZL1-FM	3.0	10 WZL1-FM(AC)	3.3

Adults 18-34  
Mon-Sun 6AM-Mid

Adults 26-64  
Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WROQ-FM	1	WSOC-FM
2	WBCY-FM	2	WBT-AM
3	WBT-AM	3	WAYS-AM

### Springfield, MA METRO RANK 62

Share Trends Persons 12+ Mon-Sun 6AM-Mid  
POP(00): 4931

Spring '80		Fall '80		Spring '81	
1 WHYN-FM	13.8	1 WHYN-FM	14.0	1 WHYN-FM(AC)	3.9
2 WHYN-AM	10.9	2 WHYN-AM	11.5	2 WVAS-FM(A)	11.1
3 WVAS-AM	9.9	3 WVAS-AM	10.6	3 WHYN-AM(R)	10.9
4 WCCC-FM	8.1	4 WVAS-AM	9.3	4 WVAS-AM(AC)	10.5
5 WAQY-FM	8.0	5 WCCC-FM	7.6	5 WCCC-FM(A)	6.0
6 WVAS-FM	7.5	6 WAQY-FM	6.8	6 WAQY-FM(R)	5.3
7 WSPR-AM	4.7	7 WTIC-AM	4.3	7 WAAF-FM(A)	3.9
8 WRCH-FM	4.4	8 WIXY-AM	3.6	8 WTIC-AM(AC)	3.4
9 WTIC-AM	3.4	9 WREB-AM	3.3	9 WHVP-AM(AC)	3.2
10 WHVP-AM	3.3	10 WRCH-FM	3.1	10 WRCH-FM(BM)	3.1

Adults 18-34  
Mon-Sun 6AM-Mid

Adults 26-64  
Mon-Sun 6AM-Mid

RANK	STATION	RANK	STATION
1	WVAS-FM	1	WHYN-FM
2	WHYN-AM	2	WHYN-AM
3	WCCC-FM	3	WVAS-FM

A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk, U-Urban Contemporary.

## The Birch Report

### Pittsburgh

Average persons 12+,  
Monday-Sunday 6am-midnight  
Rolling Averages  
KDKA Tops 20; WYDD  
Adds Two; WJAS  
"Sound Of Your Life"  
Shows First Slippage

	Aug./ Sept.	Sept. Oct.
KDKA (AC)	18.4	20.9
WTAE (AC)	9.0	8.3
WJAS (BB)	8.4	7.7
WDVE (A)	8.7	7.3
WAMO (B)	7.9	7.1
WYDD (A)	3.3	5.4
KQV (N)	6.3	4.8
WXKX (R)	4.8	4.6
WSHI (BM)	4.8	4.1
WEPP (C)	3.9	3.2
WWSW-FM(AC)	4.0	3.2
WBZZ (R)	2.7	3.1
WFFM (AC)	2.4	2.9
WPNT (BM)	1.8	2.3
WDSY (C)	1.2	1.3
WWSW (AC)	1.6	1.2
(Non-metro station)		
WBVP (R)	1.0	1.3

### Atlanta

Average persons 12+,  
Monday-Sunday 6am-midnight  
Rolling Averages  
WVEE Holds Top Slot;  
WSB Climbs Into  
Second; WZGC,  
WQXI-FM Slip; WPCH  
Jumps 50%, Adds  
Three Shares

	Aug./ Sept.	Sept. Oct.
WVEE (U)	12.8	13.4
WSB (AC)	10.8	11.7
WKLS (A)	10.8	10.2
WZGC (R)	12.1	9.4
WPCH (BM)	6.0	8.9
WQXI-FM (R)	10.2	8.7
WLTA (AC)	5.8	6.5
WPLO (C)	4.0	5.6
WGST (N)	4.0	4.1
WAOK (B)	3.9	3.9
WBIE (C)	4.6	3.0
WSB-FM (BM)	3.4	2.9
WRNG (T)	2.9	2.7
WQXI (R)	2.4	2.6

### Baltimore

Average persons 12+,  
Monday-Friday 6am-midnight  
Rolling Averages

WIYY Tightens Grip  
On First; WPOC, WLIF  
Slip; WWIN Up 66%

	Aug./ Sept.	Sept. Oct.
WIYY (A)	12.0	13.3
WBAL (AC)	9.3	8.4
WXYV (B)	7.0	6.9
WBSB (R)	6.4	6.4
WPOC (C)	7.2	6.3
WLIF (BM)	6.1	5.2
WWIN (B)	3.0	4.9
WCBM (AC)	5.0	4.4
WFBR (R)	4.1	3.8
WCAO (R)	4.5	3.6
WMAR (BM)	3.2	3.3
WITH (AC)	3.1	3.1
WLPL (R)	2.7	1.8
WBKZ (AC)	1.1	1.3
WRBS (RL)	1.5	1.2
WAYE (BB)	5	1.0
WEBB (B)	7	1.0
(Non-metro stations)		
WWDC-FM (A)	2.6	3.2
WTOP (N)	1.8	2.2
WHUR (B)	1.2	2.0
WRC (T)	2	1.0

## MEDIASTAT

### Houston

Total persons 12+,  
Monday-Friday 6am-midnight  
Rolling Averages

KMJQ Slips But  
Remains Top;  
KRLY Surges To Tie  
KLOL For Second;  
KIKK-FM, KRBE  
Post Strong Gains

	Aug./ Sept.	Sept. Oct.
KMJQ (U)	13.6	11.5
KLOL (A)	10.5	8.5
KRLY (U)	6.2	8.5
KILT-FM (C)	9.2	8.4
KIKK-FM (C)	6.7	8.2
KRBE (R)	5.1	6.4
KFMK (R)	5.2	5.9
KTRH (T)	4.9	5.3
KYND (BM)	5.4	5.1
KPRC (N/T)	4.5	5.0
KENR (C)	3.7	3.5
KODA (BM)	4.3	3.3
KSRR (A)	2.1	2.5
KQUE (AC)	3.6	2.4
KULF (AC)	1.2	1.8
KILT (C)	.9	1.6
KLEF (CL)	1.4	1.6
KNUZ (C)	1.0	1.5

### Seattle

Average persons 12+,  
Monday-Friday 6am-midnight  
Rolling Averages

KISW, KIRO, KBLE  
Remain 1-2-3;  
KOMO Jumps 50%;  
KSEA Rebounds;  
KZAM Climbing

	Aug./ Sept.	Sept. Oct.
KISW (A)	10.8	10.4
KIRO (N/T)	9.0	9.9
KBLE (R)	6.7	6.9
KOMO (AC)	4.3	6.6
KSEA (BM)	4.1	5.9
KVI (T)	6.6	5.4
KMPS-FM (C)	3.9	4.2
KZAM (A)	3.0	4.1
KING (AC)	3.4	3.7
KJR (R)	3.8	3.5
KZOK (A)	3.9	3.1
KING-FM (CL)	3.8	2.9
KPLZ (AC)	2.0	2.8
KBRD (BM)	2.7	2.3
KMPS (C)	1.9	2.2
KBIQ (RL)	2.6	2.1
KIXI-FM (AC)	3.6	2.1
KYX (R)	2.7	2.0
KNBQ (R)	3.0	1.9
KIXI (BM)	1.3	1.7

### Minneapolis-St. Paul

Average persons 12+,  
Monday-Friday 6am-midnight  
Rolling Averages

KSTP-FM Moves Into  
First Past WCCO;  
KDWB-FM Rebounds;  
KSTP On The Rise

	Aug./ Sept.	Sept. Oct.
KSTP-FM (R)	17.7	18.5
WCCO (AC)	18.4	17.2
KDWB-FM (A)	8.9	9.9
WDGY (C)	8.8	8.2
KQRS-		
AM&F (A)	7.0	7.5
WLOL (R)	5.4	5.1
KSTP (N/T)	3.8	4.9
KEEY-FM (BM)	4.2	4.4
WAYL-FM (BM)	4.7	4.3
WCCO-FM (AC)	4.4	3.3
WWTC (AC)	1.9	1.8
KTWN (J)	1.4	1.7
KTCR (C)	1.3	1.6
KRSI-FM (E)	1.0	1.5
KDWB (R)	1.1	1.0

## Adult Contemporary Countdown

The National Top 30 for Adults.

A weekly 3-hour show hosted by Tom Dooley with lots of big name guest stars and great features! For over three years now the ACC has been the hottest weekend winner in America! Clear a time-slot and let us warm up your audience. Selected markets still available (but not for long!).

## Adult Contemporary Year-End Countdown

The Top 100 Songs of 1981.

This 8-hour special has become a yearly celebration at the hottest A/C stations in the country! Again this year, Tom Dooley and guests will welcome in the New Year with music, star-interviews and a recap of the major news events of 1981. Make your audience a part of this warm and wonderful party!



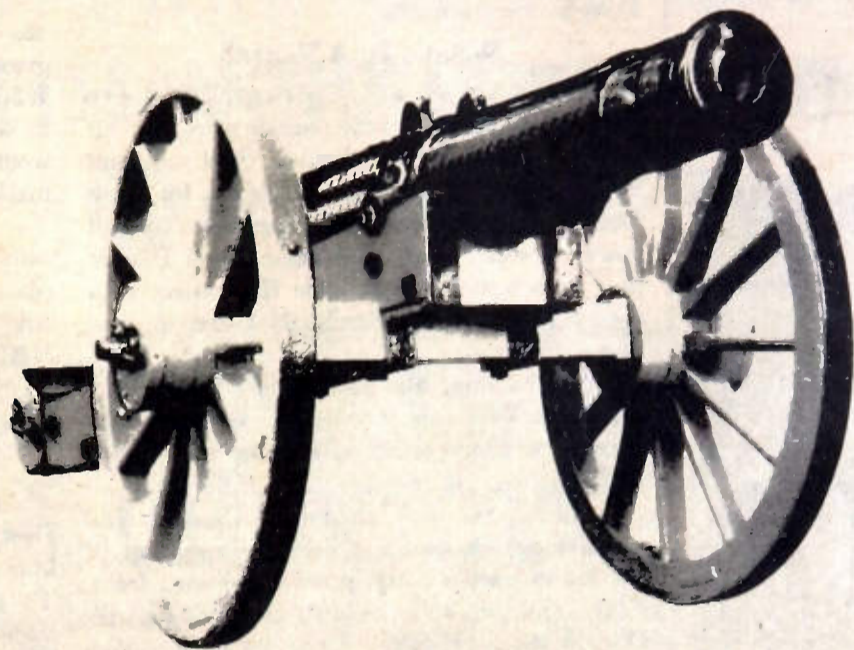
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"ANYONE  
CAN SEE"

NW-47950

# IRENE CARA

IS  
BEAUTIFUL



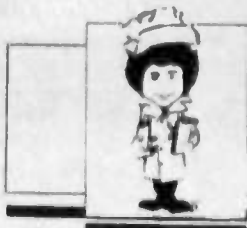
The first single  
from the forthcoming album  
"IRENE CARA"

- |         |      |
|---------|------|
| B104    | KCPX |
| KFI     | WFLB |
| KSET-FM | KILE |
| BJ105   | KENI |
| WCSC    | KSLY |
|         | KQDI |

PRODUCED BY RON DANTE



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## STREET TALK

CBS Records has announced it will hold a full staff convention January 17-22 in San Juan, Puerto Rico. The giant gathering, which had been an annual affair before the budget cutbacks of recent years, should be quite a morale booster for the whole CBS family.

People are definitely talking about WCAU-FM/Philadelphia and its impressive early gains in the ratings. The CBS O&O is consulted by Mike Joseph, and the rumors are already flying that Mike may be asked to tackle CBS's WBBM-FM/Chicago now that PD Jim Smith has exited (see Page 3).

Congratulations to Shelley Green, Field Coordinator for EMI-A/Liberty, on being given the additional duties as National A/C Promotion Director for the labels.

### What's In A Name?

WLS-AM & FM/Chicago PD Dave Denver has decided to discontinue using his "air name" in favor of his real name. So if you want to talk to the PD of WLS, don't ask for Dave Denver... ask for Richard Lippincott. And if you're keeping track, the name Dave Denver now goes into the "available file" along with Gerry Peterson, Al Brady, Hal Martin, and many others.

By the way, Mr. Lippincott's first official action at WLS was to promote Assistant MD Karen Cavaliero to Music Director for the two ABC stations.

R&B promotion changes... Capitol National R&B Promotion Director Don Mac is leaving to pursue other interests. Moving from EMI-A/Liberty's National R&B post to replace Don is Rusty Moody. Promoted from EMI-A/Liberty's East Coast R&B Regional Promotion slot to replace Rusty is Ronnie Jones. Congratulations all around.

WKTK/Baltimore morning team Ron McGuire & Rick Marron have signed a "heavy paper" deal for mornings at WWWE/Cleveland. Street Talk says look for WWWE to definitely switch from A/C to Country soon.

### New Business Cards

A redefinition of responsibilities within the Satellite Music Network has created the following title changes for three key executives. Ivan Braiker is now General Manager and Chief Operating Officer; George Williams has been named Vice President/Programming; and Bob Bruton is now VP/Sales.

Steve Bernstein has exited his post as President of Operations for WMOT Records. Steve, who had been with the label since its inception, will pursue some independent production projects through his own company.

Sebastian, Casey & Associates have signed on to provide consultation for Warner Amex's MTV research and music scheduling computer service.

With former WSGA & WZAT/Savannah PD Ray Williams making the transition into the stations' sales department, GM Jerry Rogers

has named two replacements. Jonathan Keyes is the new PD for WZAT and Ron Frederick will program WSGA.

### Talkin' But Not Movin'

It looks like a little ruckus was created in Phoenix surrounding KZZP morning personality Jonathan Brandmeier. Jonathan, who has become very hot in the market in a short time, was apparently offered a job by CHR competitor KOPA. The local newspapers got wind of it and current KOPA morning man Bob Simpson was none too pleased. As of now, it looks like both jocks will be staying with their current stations, but it's clear that Mr. Brandmeier is becoming a hot property.

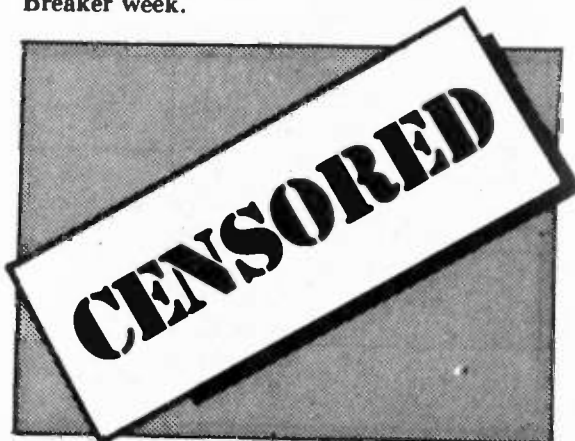
96KX/Pittsburgh MD Clarke Ingram has opened his own consulting firm called Ingram Innovators. His first client station is WRKE/Altoona, which will soon change calls to WBJQ. Clarke is remaining with 96KX, but would like to help out other small and medium market stations at "very affordable rates."

R&R Social Notes: Congratulations to our own Walt Love and his new bride Alta. The couple was married November 8 in Los Angeles. And from our coming attractions department, R&R's Jeff Green and Belle Brandl have announced their engagement and are planning a Valentine's Day wedding.

### Ramblin' Guys

On October 23, George Thorogood & the Destroyers began a U.S. tour that only a band known as the Destroyers could have conceived. The group will play all 50 states in 50 consecutive nights! *No nights off*... still not impressed? The boys will be driving themselves from state to state in a modified Checker Cab. The tour began with plane trips to Hawaii, Alaska, and then Portland, where the coast-to-coast auto journey began. We wish them luck.

And finally, congratulations to the red hot promotion team at E/A on a very rare three-Breaker week.



*WHOLE LOTTA SHAKIN' GOIN' ON* - KSLY/San Luis Obispo MD Don Potter may have a whole new career developing... as a male stripper. A young lady friend of Don's hired him to dance semi-nude at an all-girl party. He agreed, but as the music got hotter, so did Don, and his scanty G-string was soon, shall we say, *blowin' in the wind*. Well, having been the hit of one party, Don is now open to other possible gigs where he can do his thing. As the above photo shows, Don gave the girls quite a show.



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# Records Ripe For Rotation

BARBRA STREISAND "Comin' In And Out Of Your Life"

**CHR BREAKERS**

BARBRA STREISAND

Comin' In And Out Of Your Life (Columbia)

60% of our reporters on it. Moves: Up 49, Debuts 31, Same 22, Down 0, Adds 28 including WBEN-FM, KRBE, WDRQ, KSLQ, WZZP, WGCL, WZUU, KRLA, Q103, WBLJ, WKRZ-FM, KEEL, WOW, K96, KILE. See Parallels, charts at number 27.

**AVERAGE MOVE + 6**

EARTH, WIND & FIRE "Let's Groove"

**CHR NATIONAL AIRPLAY/30**

— — — **30** EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)



LOVERBOY "Working For The Weekend"

**CHR NEW & ACTIVE**

LOVERBOY "Working For The Weekend" (Columbia) 63/12

Moves: Up 14, Debuts 8, Same 29, Down 0, Adds 12, KFRC, WLAN-FM, KZFM, G100, WSKZ, KKXX, K96, KKQV, WSPT, WAZY-FM, 99KG, KSLY, WBEN-FM 33-28, KEGL 18-15, WJXQ 15-10.

BILLY JOEL "She's Got A Way"

**CHR NEW & ACTIVE**

BILLY JOEL "She's Got A Way" (Columbia) 62/29

Moves: Up 2, Debuts 9, Same 22, Down 0, Adds 29 including WABC, WBEN-FM, WIFI, JB106, KS96-FM, KIIS-FM, Q106, KQ94, G100, WMAK-FM, KRQ, WTSN, KSEL-FM, WAZY-FM, KATI.

PLACIDO DOMINGO with John Denver "Perhaps Love"

**A/C NEW & ACTIVE**

PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 37/9

Rotations: Heavy 9/0, Medium 15/3, Light 11/4, Extra Adds 2, Total Adds 9, WFYR, KMBZ, WIS, WSLI, WPTF, WRVA, WSKY, WORG, KFQD. Heavy: WIP, KYXY, WSBA, WGAC, WFMK, WQUA, KSL, WSGW, KOLO. Medium: WASH, WLTA, 97A1A, WOMC, KPLZ, WNAB, WELI, WMAZ, WHBC, KBOI, WJBC, KMED.



**Rotate The Red On Columbia Records**



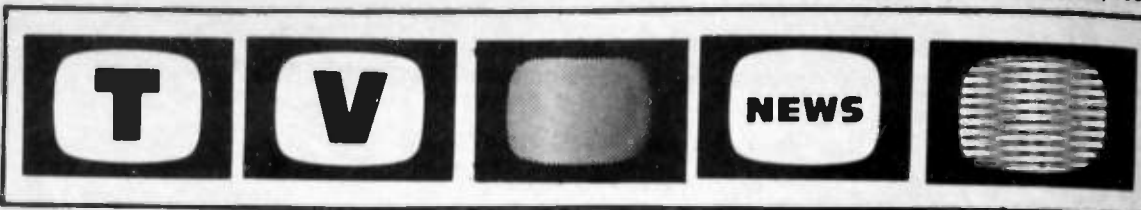
**WLS SAFETY STICKERS ARE A SUCCESS** - WLS/Chicago and McDonald's have joined together this year, handing out 6x6 orange day-glo safety stickers to be placed on the backs of young trick-or-treaters. The stickers were available for free while supplies lasted. Shown is Ronald McDonald (left), applying one of the stickers to WLS personality Tommy Edwards. Edwards helped spearhead the campaign.



**WBPM BLOCKBUSTER BLAST** - WBPM-FM/Kingston, NY and Budweiser beer teamed up together to hold a city-wide block party in downtown Kingston. Thousands turned out for free food, beer, and rock 'n' roll from a local band. The station also held a banner contest with cash prizes for the best one displayed. Shown here is the winning effort.



**THE BULL, THE BUNNY & BARRY** - WOKY/Milwaukee morning man Bob Barry recently auctioned off a live Angus steer for the benefit of Cystic Fibrosis at the Playboy Resort in Lake Geneva. Over \$8000 was raised in the effort. Shown (l-r) are Jake the bull, Bunny Sam, and Bob.



## CBS Back On Form With Victory

CBS won the Nielsen ratings week ending November 15, breaking a string of three consecutive ABC victories. Although it was a close race (CBS 19.4, ABC 18.6, NBC 15.5) and blockbuster movies helped both CBS ("10" in 7th place) and ABC ("Close Encounters" in 9th), CBS series strength made the difference. CBS took the top five places, led by "Dallas" and followed by most of the Sunday night lineup. No new programs made the top 20 last week. Here are the shows that did:

1	1	Dallas (CBS)	7	11	Love Boat (ABC)
3	2	60 Minutes (CBS)	12	12	Archie Bunker's Place (CBS)
-	3	The Jeffersons (CBS)	8	13	Magnum, P.I. (CBS)
16	4	One Day At A Time (CBS)	4	14	Dukes Of Hazzard (CBS)
-	5	Alice (CBS)	-	15	That's Incredible (ABC)
10	6	Monday Night Football (ABC)	-	16	Trapper John, MD (CBS)
-	7	10 (CBS Saturday Movie)	19	17	Happy Days (ABC)
5	8	Three's Company (ABC)	17	18	Real People (NBC)
-	9	Close Encounters (ABC Sun. Movie)	9	19	M*A*S*H (CBS)
11	10	Too Close For Comfort (ABC)	6	20	Facts Of Life (NBC)

### Music On TV

Another solid gold "Solid Gold" show, aired during the week of November 20, features the Commodores, Rita Coolidge, Robbie Dupree, Rupert Holmes, Johnny Mathis, Rick Nelson, Peaches & Herb, and the Pointer Sisters . . . In a switch, Mutual overnight talk host Larry King moves to TV to play himself on ABC's soap opera "Edge Of Night" November 23 . . . Kenny Rogers appears on the "Tonight Show" November 25 . . . Sheena Easton and Teddy Pendergrass are on "Merv Griffin" November 25 . . . The Big Blue Wrecking Crew guests on "Mike Douglas" November 25 . . . The Spinners join "Soul Train" November 28 . . . Oak Media has won exclusive right to the live Rolling Stones concert December 18. Subscribers to Oak Media's ON-TV service can pay a \$10 one-time fee to see the show, and the company plans to market it to other pay TV systems. In addition, the Stones may sell rights in noncompetitive markets to closed-circuit operations. Meanwhile, the Rod Stewart satellite live broadcast has been changed from December 18 to December 19, in a quite conceivably related development.

## VIDEOSCOPE:

HOME VIDEOGAMES SALES TO TOTAL ALMOST \$2 BILLION BY 1983: The initial cartridge-driven home videogames first appeared on the market in 1977. Last year, sales of these home videogame cassettes totalled slightly more than \$250 million, a figure expected to reach nearly \$2 billion by 1983, according to Business Week magazine. . . . TOP 10 BEST-SELLING VIDEOCASSETTES FOR OCTOBER: According to Merchandising Magazine, the best-selling videocassette last month was "9 To 5" (up two spots to number one), followed by 2) "Airplane" 3) "Ordinary People" 4) "Superman" 5) "Popeye" 6) "The Elephant Man" 7) "Young Frankenstein" 8) "Caddyshack" 9) "The Stunt Man" and 10) the only newcomer to the top 10, "Coal Miner's Daughter." "M\*A\*S\*H" took the biggest jump, up 27 places to number 12, while "Smokey & The Bandit II" (26) and "Honeysuckle Rose" (30) were the highest debuts. Newcomers bubbling under the chart included "Brubaker," "Silver Streak," "Somewhere In Time," "Dr. Zhivago," and "The Sound Of Music." . . . AKAI DEBUTS STEREO-SOUND VCR: With the recent introduction of the "VPS-7350," Akai has become the first company to market a videocassette recorder with stereo-sound capability. The Dolby noise reduction system-equipped unit can either be used to record simulcast video/audio programming in stereo or to produce stereo videotapes of Warner-Amex's "MTV" channel. For the latter, the Akai unit must be augmented with an inexpensive signal splitter. . . .

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**O.K., RADIO**  
**"BETTER THINGS"**  
**YOU WANT,**  
**"BETTER THINGS"**  
**YOU'LL GET!**

**Give The People What They Want.** AL 9567  
Still Top 10 on the AOR airplay charts after three months, and sales momentum has never been stronger: last week was its biggest yet, with no signs of letting up.

**"Better Things."** AS 0649  
Even before the album's release, stations in the know were playing the import single. Now, an SRO tour, TV appearances and smash hit album sales later, Arista knows America is ready for "Better Things."

So, in response to all the clamor, it's the new, extremely playable, unmistakably Kinky single from the rock album of 1981.

**THE KINKS.**  
**ROCK & ROLL**  
**JUST DOESN'T GET ANY BETTER.**  
**ARISTA**

# Kopper

Continued from Page 1 and guest DJ's.

The company also hopes to pursue video projects, such as simulcasts, now that it reports to Dick Coveny's Video Enterprises division instead of John Boden's Blair Radio division. The reporting change, which was recently formalized, came about as a result of Coveny having time and parallel creative energies to oversee the Starfleet operation, Kopper noted.

# Henson

Continued from Page 1

Conley, who created and was National PD for Peters Productions' "Love Rock" format and programmed extensively in California before joining KFMK/Houston as an air personality, stated, "It's a tremendous challenge. When I started looking for a programming post, I determined wherever the best radio opportunity was, I was going to pursue it."

# Foreman

Continued from Page 1

Foreman stated, "The GE Radio Division has some of America's great radio stations in its ranks, and we are excited about becoming part of this new effort to make them even greater. Together with Randy and his management team, we look forward to an exciting period of positive interaction and innovation."

# Smith

Continued from Page 3

everyone would have liked. I was Music Director of WBBM-FM from 1970-73, and really felt good about the new plans for the station. I wish everyone at WBBM-FM lots of success, as I have no hard feelings. I'm exploring other opportunities here in Chicago, as I have a real good feel for the city, with all of my past experience here and at WLS."

Besides serving as MD at WBBM-FM and WLS, Smith more recently programmed WRVR/New York and KSFJ/San Francisco.



**GOT ME A NEW DO** - To be good you've got to look good, or so they say... Anyhow, in the act of trying to look good, someone with a quick camera caught WXLK/Roanoke night rocker David Lee Michaels getting ready for his show. Word is that the new hair-do and his show were both successful.

# Warren

Continued from Page 1

We have a very good staff... most of them have been here for quite a while. The morning man's been here 25-26 years, and the midday guy's been here 10 years." Warren added that WISN needs an all-night personality.

## Daniels: Philosophical Differences

Daniels had been PD of WLPX for four years, and told R&R his departure was caused by a "difference in programming philosophies with management. I feel real good about the time I spent at WLPX in general. I went in there to accomplish a job and I did it: No. 1 album rock station in the Milwaukee market." Daniels added that he had no immediate plans, but was checking out options.

Hinkle commented, "I think Tom did a hell of a job, but I felt it was time for a change, for some new excitement." He said he had a successor chosen who would probably start January 1. In the meantime, nighttime air personality Jim McBean will serve as interim PD.

# Robinson

Continued from Page 3

left the station right on target, and I don't anticipate any staff or format changes in the near future."

Valentine also indicated he would not make any "major programming changes at this point." He added, "Even back in the Top 40 days of WCOL, I was known as the MOR bastion of the station because of my wide appreciation of music, so I'm familiar with a lot of the music already. It's going to be a lot of fun. We're already the number one AM station, and I'm going to try to strengthen that, by concentrating on our strong community image and full services."

# Gold

Continued from Page 3 and Glenn Cornelius to make WGBB the undisputed favorite of Long Island listeners in the 25-49 age group. With John Williams continuing as News Director and Don Faithful as Chief Engineer, we now have a first-rate management group."

# Ten kHz

Continued from Page 4

"The five-year inventory cannot be used to cause us to lose space in terms of existing stations," Stanford said of the priority decision. But he warned that the "basic inventories" that are getting a priority include Cuba's two proposed 500 kw AM's. "Therein lies the rub," said Stanford, who is Engineering Assistant to Commission Mimi Dawson. "They have to be negotiated, so that's where we have our work cut out."

The big question now on the minds of U.S. officials is how pliable Cuba will be when the work of negotiating interference problems begins. "The Cubans have been surprisingly tame," was Weitzman's initial assessment. He reported that the Havana delegation arrived late because, since Cuba has no diplomatic relations with Brazil, the team had to make a stopover in Panama to obtain visas for the trip to Rio.

# BRAD MESSER



## Wondering About The Want Ads

How are you supposed to know whether the people looking for jobs in all those ads in the back of here are not the wimpiest souls on Earth who just happen to write fabulous classified ads about themselves? How come these major market talents are willing to relocate, and why can't the man who handles all formats equally well settle on just one, and how about the really wonderful people who are great radio talents but cannot write a decent ad to sell themselves?

Obviously it's a pig-in-a-poke situation. No way to know the white hats from the bad guys by reading a few lines of small print.

People hire people they know, or know of, or a friend of a friend. It's who you know, period, isn't it?

Another thing, who sends tapes away to stations that don't tell who they are? Once in a great while I see some fascinating ad offering the greatest job, but they want me to send my little tape to a Blind Box. Well, what if my boss turns out to be the blind box? What if it's some talent scout beating the bushes for good people so he can spread their names around the country? Those blind ads scare me much. Wouldn't touch one.

Most suspicious to me are the ads seeking tapes from people for "potential future openings," because I suspect they only need the tape itself for production, or they're the kind of people who keep their staff members only until the moment someone better and cheaper comes along. Are the "potential opening" stations are merely trying to think ahead and do good planning? Maybe.

I'm not referring to the straight-out ads that tell you what station where, because that's solid information, but the ones with first names only, and box numbers, and telephone numbers with answering machines attached, and those mysterious blind boxes make me really wonder.

## CALENDAR

### Before Music Radio . . .

**MONDAY, NOVEMBER 23:** The first coin-operated music machine was installed in the Palais Royal Hotel in San Francisco 82 years ago today in 1899. It took your money and played the only recording it contained. Jukeboxes that gave people a choice of tunes followed, but it wasn't until music radio that pop songs became universally available.

Seaman Poon Lim's merchant ship was torpedoed and sank on this date in 1942, and he set the world survival-at-sea record by living aboard a raft more than four months (133 days).

People born on this date include comedian Harpo Marx, outlaw Billy the Kid, and actor Boris Karloff.

### The Self-Starting Car

**TUESDAY, NOVEMBER 24:** Some authorities insist the word "cranky" derives from the devices used to start cars in the early years . . . cranks. The self-starter came along 78 years ago today (patent date) and rights were sold to an up-and-coming firm called General Motors.

The Range Wars among cattlemen and farmers began with the invention of barbed wire, a cheap fence practical for enclosing large areas. Cattle drives were stopped by the sticky strands, the first of which were patented 107 years ago today in 1874.

William Buckley is 56. Basketball's Rudy Tomjanovich is 33. Others born on this date include musician Scott Joplin, lawman Bat Masterson, and 12th President Zachary Taylor.

### How Do You Pack Nitro?

**WEDNESDAY, NOVEMBER 25:** First there was nitroglycerine, then came dynamite. Cans of liquid nitro used to be shipped in wooden crates, carefully nestled in a soft packing material called kieselguhr. Alfred Nobel received a damaged crate and noticed the liquid nitro had leaked, soaking into the packing material. An experiment revealed the packing would explode but was much more stable than nitro alone, so Nobel patented what he called Nobel's Safety Powder. The first dynamite — patented 114 years ago today in 1867 — made Nobel a rich man. His will established a fund for the Nobel prizes beginning about eighty years ago.

Joltin' Joe DiMaggio is 67. Actress Kathryn Crosby is 48, Tina Turner is 40, and John-John Kennedy turns 21.

### Thanksgiving Day

**THURSDAY, NOVEMBER 26:** Laurence Pizar of the Pilgrim Society says the first American Thanksgiving turned out to be so enjoyable that the settlers and Indians didn't want to stop. After three days the pilgrims' food ran out, so the Wampanoag natives went into the forests and came back with another two days' supply . . . including the first popcorn the pilgrims had seen. He also says there is no written record of turkey having been served, although it is very likely because wild turkeys were in abundant supply. There are still wild turkeys in 49 of the 50 states . . . all but Alaska.

Eric Sevareid is 69. Charles "Peanuts" Schulz is 59, and impressionist Rich Little is 43.

### Five More Fridays 'Til 1982

**FRIDAY, NOVEMBER 27:** Levi Strauss, who was born 152 years ago today in 1829, sailed to California to get rich making canvas tents for Gold Rush prospectors . . . but ended up using the canvas to make durable pants which he called Waist-High Overalls. Levi Strauss is now the world's largest apparel company. The basic Model-501 jean design is unchanged from more than a century ago, except that pocket and seam rivet locations have been shifted a couple of times (once to end school furniture damage from rear rivets, once to eliminate the crotch rivet which became suddenly painfully hot when the wearer crouched in front of a campfire).

Eddie Rabbitt is 40. Jimi Hendrix would've been 39, and Bruce Lee would have been 41.

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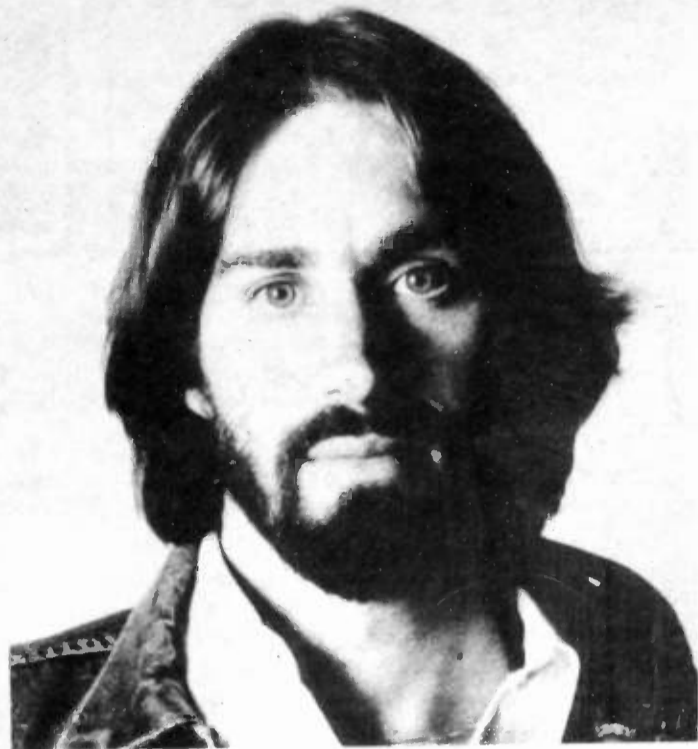
**REPRESENTING:**

**PACIFIC NEWS SERVICE (PNS)**

PNS Audio  
Rip N' Read Daily News Dispatch  
Zodiac  
Earshot

**TERRY MARSHALL'S DAILY INSIDER**  
Entertainment News For Radio

# ANNOUNCING DAN FOGELBERG'S NEWEST SINGLE "LEADER OF THE BAND"



## THESE STATIONS LEAD THE WAY:

Q102	WPST	WAAY	WNCI	WFOX	KYYA	WWYZ	WRVR	WSKY
KYYX	WKEE	WOKI	KNBQ	WCGQ	KOZE	WELI	WSM-FM	KSEL
KOPA	KLAZ	WBCY	WTSN	KSEL-FM	WTFM	WGY	WHBY	KADE
WFBR	KXX106	WCSC	WOMP-FM	KATI	WARM98	WMAZ	WNEU	KRKK



# Balance Your Playlist "FALLING IN LOVE"



# BALANCE

KRLA add  
KFI add  
KBFM add  
KLAZ add  
WBBQ add  
WJXQ add  
KRQ add  
KVOL add  
99KG add  
WHFM deb 30  
K104 37-28  
KHFI 30-22  
95XIL deb 39  
KILE 38-32

KQDI 21-14  
KYYX  
92FLY  
KC101  
WICC  
WMAK-FM  
WGH  
WVIC

WGUY  
WGLF  
KENI  
KSLY  
WLTA  
97AIA  
*Portrait*

WCCO  
KEX  
KING  
KPLZ  
WGAC  
KCSW  
WSLI  
WMAZ

WRVR  
Y106  
WHBY  
WHBC  
KKRD  
KKUA  
KSL  
WSKY  
KSEL  
WORG  
WJON  
KFQD  
KBOZ  
KRKK



Joel  
Denver

# Contemporary Hit Radio

HO-HO-HO, WHERE'S ALL THE DOUGH?

## Holiday Record Sales Slump Draws Programmers' Comments

Traditionally every industry does a booming business as the fourth quarter winds down into the holiday season. This year, as never before in recent years, the economy is plaguing everyone like a dull but persistent toothache, despite the promise of relief from Reaganomics. Every industry is suffering the effects of high inflation and interest rates, but the record business has its own special set of problems.

Gearing up for the expected and needed holiday sales surge, record companies have been releasing all their "big guns" over the last few weeks in an effort to get whatever dollars are available logged onto the books for 1981. This is a standard pattern, but what isn't typical is the lack of sales, even from some of the "superstar" acts.

Record executives are not as happy with the sales pattern forming at this point as they have been in years past. Part of the blame can definitely be placed on the economy, but are the record companies doing all they can for themselves? Has radio done all it can for the record industry? Some key programmers respond.

### WPGC/Washington PD Steve Kingston

Jumping right to the root of the problem, Steve remarked, "The younger record-buying public is spending untold amounts of dollars on cheaper forms of entertainment, such as Pac-Man electronic games. I've seen potential record buyers with rolls of quarters feeding coin after coin to these machines. Even older demos are spending small fortunes in these machines.

"I'm not putting all the blame on these games," he clarified, "but they certainly contribute to the sales problem. Each roll of quarters is an album and a couple of singles not bought. The only singles I see moving are black hits, and a few white artists like Neil Diamond. The albums that are moving are by groups like Foreigner and AC/DC, but what about the rest?"

Steve is quick to point out, "One reason that these are the only things that are moving is because the record industry still gears its merchandising to those below the age of 25. No wonder survey after survey always indicates that only younger people go into record stores. Older demos do buy from TV though.

"The average adult is not encouraged to walk into a record store because of the atmosphere presented. Loud music is always playing. Record stores might take a tip from radio and do some in-store dayparting. The same goes for display material. The hardest rock always gets the highest place of prominence. Unfortunately the racks, where most adults might buy, are so late that they are an afterthought. I believe they lose sales because they are so late, and a potential buyer might be burned out on the record by the time it is available," he reasoned.

Is WPGC doing anything to help the record companies? "We are trying to involve retail outlets in more of our record promotions by having listeners go in and register for contests in mall locations. I also stress artist identification. We get more complaints about not mentioning title and artist than any other listener gripe. All of this, along with open communications with the record reps, is helping the situation from where I sit," concluded Steve.

### KXX106/Birmingham PD Smokey Rivers

Smokey, like Steve Kingston, is in a market with a pretty fair-sized black population. So he relates, "This

market tends to move a lot of black crossover material, especially singles. Country crossovers do well here too, as do AOR-CHR supergroup acts, but pure A/C-CHR records might take up to six weeks to kick in. To me a selling single is one that can move 50 pieces at some of the larger retail outlets," Smokey explained.



Smokey Rivers

Pointing out an example of an unknown seller, Smokey told me, "The Luther Vandross single has been flying out of the stores. As big as Air Supply is, and while they have sold lots of singles, the album is just now beginning to make a move. I think there are some definite reasons for these sales patterns.

"With the complexion of the country moving towards 25+, it has become a given conclusion that 25+ listeners only want A/C-oriented music. Combine that with the preconceived notion that this music doesn't sell, and all merchandising efforts go into rock music, aimed at those under 25. Record companies are ignoring the 25+ buyer who likes to rock, and those older buyers that don't like to rock as hard. None of the advertising I see is aimed above the age of 25."

Smokey also points the finger of guilt at the rack level. "Some of these people who buy for the rack have been at it for 10 to 15 years and have lost sight of the older rockers. Combine this with slow order patterns, and they totally miss the mark of many potential customers. These 25+ adults may not buy a Rush album, but they will buy Rod Stewart, Foreigner, Bob Seger, and the Stones.

## Motion

Jonathan Keyes is named PD of Z102 (WZAT)/Savannah, replacing Ray Williams who moves into sales. WBBM-FM/Chicago welcomes Bob Heyman to do 7-midnight. Bob was the original AOR programmer for WKQX/Chicago before it changed to A/C. Steve Clark is new to nights at KUTE/Los Angeles.

KIDD/Monterey acquires Scott Summers from KWEST/Los Angeles as Assistant PD and MD, replacing Famous Amos. KDVV/Topeka welcomes Steve Dahle from KMNS/Sioux City. KZFM/Corpus Christi has a new morning man, Scott Michaels. Tim Hartley leaves WHNN/Bay City to join WCBY across town as MD. Dan McKay joins WNSL/Laurel, MS from WHSY-FM/Hattiesburg, MS.

## Bits

Q102/Cincinnati is offering listeners a \$30,000 De Lorean car - the stainless steel car with those winged doors! In-person registrations are being held on the streets, and at any time winners of a call-in-and-win contest go into a drawing for the car.

Speaking of cars, Q103/Denver gave away its 1981 Corvette, known as the "Qvette," in a drawing. Over 500,000 entries were filled out at local Chevy dealers and other point of entry locations, in association with Sunkist soda.

KKXX/Bakersfield's "Cash Cruiser" is on the streets looking for cars displaying the station bumper sticker and handing out \$50 bills, all the way up to \$1000.

Y100/Miami and TV 10 are teaming to present RCA recording artist Rick Springfield in concert (11-20) at the Broward County Fair, along with Millennium's Franke & the Knockouts.

"I'm keenly aware of these problems because I along with my MD Chris Trane, spend time in record stores. We have a real good relationship with the retailers, because KXX106 tends to lead the way in exposing new product. We have a new AOR station in town, WAPI-FM, which is a Superstars outlet, that's still behind us in adding new product. I feel good about being the station that encourages people to buy product," proclaims Smokey.

"Once a week we have a feature similar to 'make it or break it.' We play a record that is crossing from another part of the country, and take 100 phone calls on it. If the response is overwhelming, we have been known to add the record.

"The Go-Go's record, 'Our Lips Are Sealed,' tested poorly the first time, but after they went out with the Stones and got some TV exposure, the record tested better. We added it full-time as a result. I think programmers have an obligation to the audience to make them more aware of new and interesting product. After all, they look to us for entertainment, right?"

### WSPT/Stevens Point PD Brad Fuhr

While Brad is in a market much smaller than Smokey's or Steve's, he knows that "a good record will move 25-30 pieces a week at the biggest retail outlet. I know my station is the major influence on sales in the market, so I keep up a good line of communication with retailers."

"This market has MTV (Music Television) and I've noticed that their programming does affect my requests and record sales in town. I noticed 'Talk To Ya Later' by the Tubes got so much action from MTV, I had to add it as an LP cut. I think retail should pay more attention to these outside sources than they do."

Brad echoes the sentiments expressed earlier that, "all too often retail lags too far behind in their ordering patterns. I know they have cash flow problems, but still they miss some very obvious sales, simply because they haven't stayed on top of things. They are not aggressive enough. There are times I've had to beg retailers and record companies alike to send in product. As a result, about 20% of the retail stores in this area are doing 80% of the business."

Brad doesn't blame all of the lagging sales problems on retail and record company attitudes. "Radio has got to play hit cuts in a selective manner from hit albums. To ignore what the people want isn't helping the sales picture or the industry. I always make sure the audience is well-informed as to what titles we are playing and what albums they come from.

"I also utilize syndication features to help educate the audience too. The better informed they become, the better educated retail has to be in order to avoid missed sales from lack of ordered product on hand. As long as the record industry takes a defensive posture, things will continue to deteriorate instead of getting better," Brad concludes.

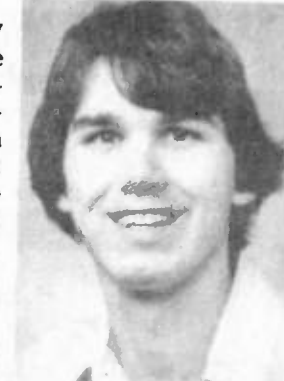
### Next Week, The Flip Side

What is the record side on this sales slump? What steps are being taken to turn this situation around? Next week, I'll be talking to several sales and marketing VP's from various labels for their views of the sales picture. Everyone wants to see the industry improve, so please keep an open mind to become part of the solution.

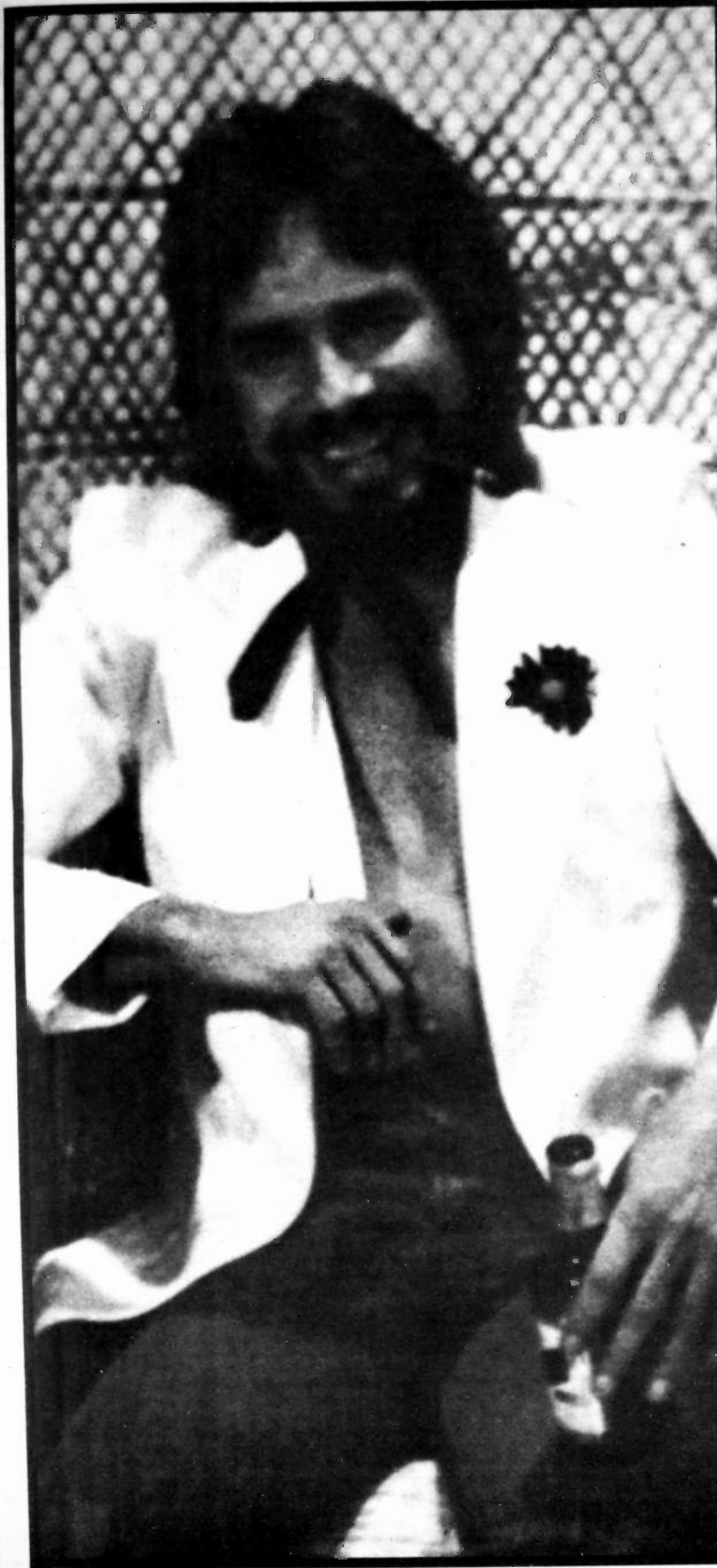
For more commentary on the relationship between the radio and record industry, see Jeff Gelb's AOR column and Jeff Green's A/C column this week.



Steve Kingston



Brad Fuhr



# KEY LARGO

A NEW SINGLE BY

# BERTIE HIGGINS

- |                      |                    |
|----------------------|--------------------|
| <i>Z93 add</i>       | <i>WCGQ deb 29</i> |
| <i>KINT add</i>      | <i>B97</i>         |
| <i>KQ94 add</i>      | <i>BJ105</i>       |
| <i>WMAK-FM add</i>   | <i>WCSC</i>        |
| <i>WOKI add</i>      | <i>WANS-FM</i>     |
| <i>95SGF add</i>     | <i>KCPX</i>        |
| <i>WXLK add</i>      | <i>WFLB</i>        |
| <i>WGLF add</i>      | <i>KILE</i>        |
| <i>KATI add</i>      | <i>KVOL</i>        |
| <i>94Q 30-25</i>     | <i>WGAC</i>        |
| <i>WKTI 25-23</i>    | <i>WERC</i>        |
| <i>KXX106 deb 30</i> | <i>WIS</i>         |
| <i>WAAY 12</i>       | <i>WMAZ</i>        |
| <i>WBBQ 25-20</i>    | <i>WQUE</i>        |
| <i>Q104 33-28</i>    | <i>WORG</i>        |

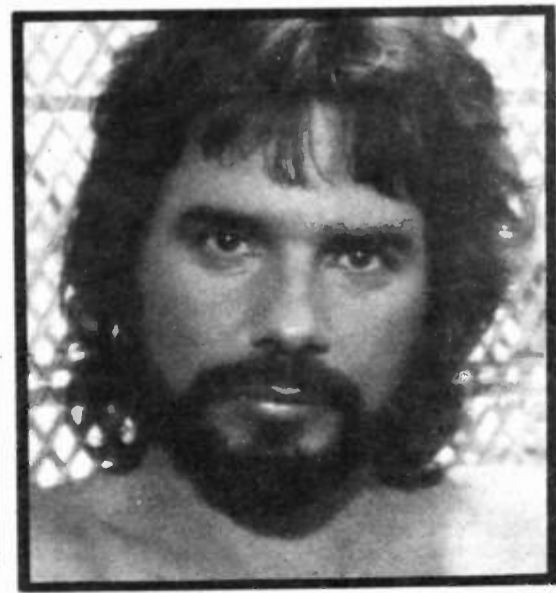
"Single sales exploded to #12 this week, top 5 adult requests—a super sing-along record."  
*Jeff McCartney, 94Q/Atlanta*

"Top 10 phones, strong breakout sales, tremendous female demos 18-34."  
*Smokey Rivers & Chris Trane, KX106/Birmingham*

"Top 10 phones, Top 10 sales, great for those key 18-34 demos!"  
*Bruce Stevens, WBBQ/Augusta*

"You've got to hear this record on the air to get the real feeling."  
*John Shomby, B97/New Orleans*

"Considering the weather in Milwaukee, many people wish they were in Key Largo! Good phones and a great image record."  
*B.J. Hunter, WKTI/Milwaukee*



DISTRIBUTED BY CBS RECORDS







**EAST**  
Most Added Hottest

Eddie Rabbitt Foreigner  
Rolling Stones Olivia Newton-John  
Cars Rod Stewart

# ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**SOUTH**  
Most Added Hottest

Cars Foreigner  
Rolling Stones Olivia Newton-John  
Sheena Easton Journey

**EAST**

**PARALLEL TWO**

**WBBF/Rochester, NY**  
Jay Stevens  
GEORGE BENSON  
Hot: ONJ 3-1  
DIANA ROSS 11-8  
NICKS & HENLEY 15-13  
LINDSEY BUCKINGHA 18-14  
NEIL DIAMOND 22-16

**WICC/Bridgeport, CT**  
Bob Mitchell  
PAUL DAVIS  
ROLLING STONES  
EDDIE RABBITT  
DON MCLAN  
Hot: ONJ 3-2  
DIANA ROSS 7-4  
JOURNEY 13-6  
QUEEN/BOWIE 29-17

**WKEE/Huntington, WV**  
Gary Miller  
SHEENA EASTON  
DAN FOGELBERG  
ROLLING STONES  
SNEAKER  
LULU  
Hot: FOREIGNER 1-1  
ONJ 3-2  
DIANA ROSS 7-4  
JOURNEY 13-6  
CHILLIWACK 11-8  
JOURNEY 13-9  
DIANA ROSS 21-17  
ROD STEWART 22-18

**WTRV/Albany, NY**  
Bill Cahill  
RONNIE MILSAP  
EDDIE RABBITT  
CARS  
Hot: FOREIGNER 1-1  
ONJ 6-2  
DIANA ROSS 12-3  
CHILLIWACK 11-4  
J. GEILS BAND 29-18

**WAEB/Allentown, PA**  
Jefferson Ward  
GO GO'S  
EDDIE RABBITT  
SNEAKER  
BEACH BOYS  
ROLLING STONES  
Hot: FOREIGNER 1-1  
ONJ 3-2  
QUARTERFLASH 9-7  
NEIL DIAMOND 20-15  
DON MCLAN 26-20

**KC101/New Haven, CT**  
Danny Lyons  
ROLLING STONES  
EDDIE RABBITT  
Hot: HALL & OATES 1-1  
NEIL DIAMOND 17-14  
BARBRA STREISAND 24-16  
GEORGE BENSON 26-21  
HALL & OATES 30-22

**WFBR/Baltimore, MD**  
Andy Szulinski  
GO GO'S  
EDDIE RABBITT  
PAUL DAVIS  
SHEENA EASTON  
PATI AUSTIN  
DAN FOGELBERG  
Hot: ONJ 1-1  
ROYAL PHILHARMONI 18-8  
NICKS & HENLEY 16-12  
LUTHER VANDROSS 21-15  
HALL & OATES 29-21

**WBLI/Long Island, NY**  
Bill Terry  
PAUL DAVIS  
BARBRA STREISAND  
Hot: AIR SUPPLY 3-1  
FOREIGNER 4-2  
ONJ 16-9  
DIANA ROSS 14-10  
LINDSEY BUCKINGHA 22-16

**WTIC/Hartford, CT**  
Rick Donahue  
PAUL DAVIS  
ROLLING STONES  
Hot: EW&F 1-1  
POLICE 5-2  
FOREIGNER 6-3  
ONJ 12-4  
AIR SUPPLY 14-8

**Q106/York, PA**  
Dan Steele  
ROYAL PHILHARMONI  
BILLY JOEL  
CARS  
Hot: FOREIGNER 1-1  
POLICE 9-6  
JOURNEY 15-10  
NICKS & HENLEY 21-15  
LINDSEY BUCKINGHA 23-16

**WHFM/Rochester, NY**  
Aimee Peck  
BILLY JOEL  
EW&F  
HALL & OATES  
STEVIE WOODS  
Hot: FOREIGNER 1-1  
DIANA ROSS 12-4  
NICKS & HENLEY 14-10  
NEIL DIAMOND 23-19  
BARBRA STREISAND 26-22

K104/Erie, PA  
Bill Shannon

**DIESEL**  
EDDIE RABBITT  
CLIMAX BLUES BAND  
Hot: CLIFF RICHARD 2-1  
DIESEL 15-9  
ROD STEWART 10-10  
CHILLIWACK 20-13  
ONJ 0-24

**V100/Charleston, WV**  
Jay Jarvis  
PAUL DAVIS  
BARBRA STREISAND  
HALL & OATES  
Hot: COMODORES 1-1  
BARRY MANILOW 4-3  
FOREIGNER 3-4  
ROD STEWART 11-6  
DIANA ROSS 15-8

**WKRZ-FM/Wilkes-Barre, PA**  
Jim Rieling  
SUE SAAD  
BILLY JOEL  
SHEENA EASTON  
CARS  
BARBRA STREISAND  
RUBIN  
Hot: ONJ 1-1  
LINDSEY BUCKINGHA 6-4  
QUARTERFLASH 7-6  
ROD STEWART 9-8  
BARRY MANILOW 17-14

**92FLY/Albany, NY**  
Jack Lawrence  
GEORGE BENSON  
PAUL DAVIS  
QUEEN/BOWIE  
SHEENA EASTON  
Hot: FOREIGNER 1-1  
ONJ 6-2  
ROD STEWART 12-7  
JOURNEY 14-9  
BARRY MANILOW 17-10

**WVBF/Boston, MA**  
Reg Johns  
Hot: DAN FOGELBERG 4-3  
AIR SUPPLY 6-4  
AL JARREAU 8-6  
DIANA ROSS 24-15  
NEIL DIAMOND 25-21

**WCAO/Baltimore, MD**  
Scott Richards  
SNEAKER  
SHEENA EASTON  
ALABAMA  
KENNY ROGERS  
Hot: ONJ 1-1  
CHILLIWACK 11-7  
QUARTERFLASH 15-12  
NICKS & HENLEY 21-17  
BARBRA STREISAND 23-18  
NEIL DIAMOND 26-20

**WDRS-FM/Hartford, CT**  
Paul Roberts  
BARBRA STREISAND  
CARS  
PAUL DAVIS  
QUEEN/BOWIE (dp)  
Hot: ONJ 3-1  
FOREIGNER 6-2  
POLICE 4-4  
EW&F 7-6  
AIR SUPPLY 10-7

**WRCK/Udca, NY**  
Jim Reitz  
ROLLING STONES  
EDDIE RABBITT  
BEE GEES  
Hot: FOREIGNER 1-1  
ONJ 5-2  
POLICE 7-5  
ROD STEWART 11-7  
CHILLIWACK 15-10

**3WT/Binghampton, NY**  
Scott Michaels  
EDDIE RABBITT  
GEORGE BENSON  
ROLLING STONES  
JOHN ENTWISTLE  
GREG LAKE  
Hot: FOREIGNER 2-1  
ONJ 16-9  
POLICE 7-4  
CHILLIWACK 8-5  
JOURNEY 11-7

**WPHO/Bufalo, NY**  
John Piccillo  
HENRY PAUL BAND  
BEACH BOYS  
KINKS  
Hot: FOREIGNER 2-1  
NICKS & HENLEY 5-3  
QUARTERFLASH 18-7  
STEVE MILLER BAND 19-13  
J. GEILS BAND 27-14

**WLAN-FM/Lancaster, PA**  
Devo Russell  
CARS  
EDDIE RABBITT  
LOVERBOY  
Hot: FOREIGNER 1-1  
ONJ 3-2  
POLICE 5-4  
CHILLIWACK 7-6  
JOURNEY 17-9

**PARALLEL THREE**

**13FEA/Manchester, NH**  
Keith Lemire  
BARBRA STREISAND  
GEORGE BENSON  
EDDIE RABBITT  
SNEAKER  
Hot: FOREIGNER 3-1  
ONJ 6-2  
DIANA ROSS 11-6  
ROD STEWART 22-10  
NICKS & HENLEY 25-12

**WCIR/Beckley, WV**  
Jim Mardin  
CARS  
SHEENA EASTON  
BILLY JOEL  
ROLLING STONES  
Hot: ONJ 2-1  
EW&F 3-2  
JOURNEY 5-3  
QUARTERFLASH 10-5  
BARRY MANILOW 11-7

**WFBQ/Altoona, PA**  
Tony Booth  
ROLLING STONES  
QUEEN/BOWIE  
BEACH BOYS  
BILLY SQUIER  
GREG LAKE  
SHEENA EASTON  
Hot: FOREIGNER 4-1  
COMODORES 3-2  
ROD STEWART 6-3  
LINDSEY BUCKINGHA 7-6  
CHILLIWACK 12-10

**WQUY/Bangor, ME**  
David Cole  
BILLY SQUIER  
KISS  
ROYAL PHILHARMONI  
BEACH BOYS  
STEVIE WOODS  
ROLLING STONES  
EXILE  
SHOOTING STAR  
GREG LAKE  
Hot: FOREIGNER 1-1  
ROD STEWART 10-5  
CHILLIWACK 15-6  
EW&F 16-9  
GENESIS 17-12

**WJBO/Portland, ME**  
Skip Anderson  
EDDIE RABBITT  
CARS  
DON MCLAN  
KISS  
BILLY SQUIER  
Hot: FOREIGNER 3-1  
ONJ 9-3  
QUARTERFLASH 23-16  
LINDSEY BUCKINGHA 36-25  
NEIL DIAMOND 35-27

**WTSN/Dover, NH**  
Jim Sebastian  
GREG LAKE  
EDDIE RABBITT  
ROLLING STONES  
BILLY JOEL  
DAN FOGELBERG  
BILLY SQUIER  
Hot: FOREIGNER 7-2  
ROD STEWART 5-5  
NICKS & HENLEY 10-8  
LINDSEY BUCKINGHA 27-15

**WIGY/Beth, ME**  
Willie Mitchell  
BARBRA STREISAND  
NEIL DIAMOND  
QUEEN/BOWIE  
SNEAKER  
HALL & OATES  
CARS  
Hot: DIESEL 1-1  
GENESIS 7-7  
ELO 12-12  
J. GEILS BAND 20-20  
CHILLIWACK 21-21

**WLAM/Lewiston, ME**  
Chris Layne  
PAUL DAVIS  
HALL & OATES  
KOO & THE GANG  
DON MCLAN  
STEVE MILLER BAND  
EDDIE RABBITT  
RINGO STARR  
Hot: COMODORES 1-1  
AIR SUPPLY 2-2  
FOREIGNER 3-3  
DIANA ROSS 4-4  
POLICE 5-5

**96XIU/Parkersburg, WV**  
Terry Lee Collins  
DONNIE IRIS  
J. GEILS BAND  
Hot: FOREIGNER 1-1  
DEVO 2-2  
BARRY MANILOW 3-3  
AIR SUPPLY 16-9  
NICKS & HENLEY 28-19

**WACZ/Bangor, ME**  
Michael O'Hara  
BILLY JOEL  
PAUL DAVIS  
CARS  
Hot: FOREIGNER 1-1  
ONJ 4-3  
POLICE 7-4  
ROD STEWART 16-11  
CHILLIWACK 21-15

**PARALLEL THREE**

**WZYQ/Frederick, MD**  
Boes Moss  
JOHN ENTWISTLE  
PAUL DAVIS  
ROLLING STONES  
ROYAL PHILHARMONI  
JUICE NEWTON  
CARS  
Hot: ONJ 2-1  
COMODORES 9-6  
JOURNEY 13-7  
DIANA ROSS 14-11  
NICKS & HENLEY 20-13

**WOMP-FM/Bellaire, OH**  
Bob Canada  
HENRY PAUL BAND  
SHEENA EASTON  
DAN FOGELBERG  
EDDIE RABBITT  
NEIL DIAMOND  
LRL  
Hot: COMODORES 3-1  
POLICE 4-3  
JOURNEY 8-5  
ROD STEWART 11-6  
NICKS & HENLEY 14-8

**WHEB/Portsmouth, NH**  
Rick Bean  
EDDIE RABBITT  
Hot: FOREIGNER 5-1  
COMODORES 4-3  
ONJ 7-4  
LINDSEY BUCKINGHA 13-10  
ROD STEWART 18-13

**WJDX/Jackson, MS**  
Bill Crews  
HALL & OATES  
EDDIE RABBITT  
CARS  
ROLLING STONES  
Hot: HALL & OATES 2-1  
ONJ 3-3  
DIANA ROSS 9-4  
ROD STEWART 10-5  
LINDSEY BUCKINGHA 19-14

**WSQN/Birmingham, AL**  
Walt Brown  
STEVIE WOODS  
KOO & THE GANG  
JENNIFER WARRNE  
Hot: FOREIGNER 1-1  
ONJ 14-5  
DIANA ROSS 11-6  
JUICE NEWTON 13-7

**WTIX/New Orleans, LA**  
Gary Franklin  
ROLLING STONES  
QUEEN/BOWIE  
RINGO STARR  
PAUL DAVIS  
BILLY JOEL  
DON MCLAN  
Hot: FOREIGNER 2-1  
STEVE MILLER BAND 16-11  
QUARTERFLASH 21-14  
LINDSEY BUCKINGHA 32-23  
HALL & OATES 35-24

**Y103/Jacksonville, FL**  
Dave Scott  
GEORGE BENSON  
BARBRA STREISAND  
EDDIE RABBITT  
ROLLING STONES  
CARS  
Hot: FOREIGNER 1-1  
ONJ 4-3  
JOURNEY 6-5  
ROD STEWART 9-7  
NICKS & HENLEY 15-8

**WRVQ/Richmond, VA**  
Bill Thomas  
CARS  
Hot: FOREIGNER 1-1  
J. GEILS BAND 11-6  
LINDSEY BUCKINGHA 16-9  
NICKS & HENLEY 15-10  
ROD STEWART 23-17

**FM100/Memphis, TN**  
Tom Prassigle.com  
STEVIE WOODS  
MOODY BLUES (dp)  
Hot: AIR SUPPLY 2-1  
DIANA ROSS 10-7  
ONJ 11-9  
LINDSEY BUCKINGHA 15-13  
ROYAL PHILHARMONI 22-18

**WBKZ/Chattanooga, TN**  
David Carroll  
DIANA ROSS  
BEE GEES  
LOVERBOY  
ROLLING STONES  
Hot: FOREIGNER 1-1  
ONJ 9-5  
JOURNEY 20-12  
J. GEILS BAND 27-20

**WVAY/Huntsville, AL**  
Jim Kendrick  
ROLLING STONES  
JERMAINE JACKSON  
SHEENA EASTON  
DAN FOGELBERG  
CARS  
Hot: FOREIGNER 1-1  
ONJ 3-2  
LINDSEY BUCKINGHA 10-5  
DIANA ROSS 8-6  
HALL & OATES 29-20

**CK101/Cocoa Beach, FL**  
Ray St. James  
BEE GEES  
EW&F  
GO GO'S  
CARS  
BILLY JOEL  
SHEENA EASTON  
Hot: FOREIGNER 1-1  
ONJ 3-3  
COMODORES 12-6  
ROD STEWART 13-7  
CHILLIWACK 21-13

**WSEZ/Winston-Salem, NC**  
Bob Mahoney  
ROLLING STONES  
RINGO STARR  
Hot: ONJ 1-1  
DIANA ROSS 13-9  
GENESIS 16-10  
QUARTERFLASH 19-12  
KOO & THE GANG 23-15

**PARALLEL TWO**

**WFM/Baton Rouge, LA**  
Rice/Watkins  
CARS  
JUICE NEWTON  
ROLLING STONES  
Hot: FOREIGNER 1-1  
ONJ 3-2  
JOURNEY 12-8  
BARBRA STREISAND 21-17  
J. GEILS BAND 25-18

**WQH/Norfolk, VA**  
Bob Canada  
OPNBSIS  
BEACH BOYS  
ALABAMA  
KENNY ROGERS  
QUEEN/BOWIE  
GREG LAKE  
CARS  
Hot: BARRY MANILOW 1-1  
COMODORES 6-2  
DIANA ROSS 7-3  
JUICE NEWTON 14-8  
PAUL DAVIS 19-10

**WHBQ/Memphis, TN**  
Mike Scatzi  
LINDSEY BUCKINGHA  
DON MCLAN  
STEVIE WOODS  
CARS  
ROLLING STONES  
Hot: QUEEN/BOWIE  
ROLLING STONES  
LUTHER VANDROSS 15-11  
GO GO'S 19-13  
ONJ 5-3  
GO GO'S 4-4  
JOURNEY 7-6  
NICKS & HENLEY 9-7

**KBFM/McAllen-Brownsville, TX**  
Steve Owens  
SNEAKER  
SHEENA EASTON  
JERMAINE JACKSON  
BALANCE  
ROGER  
CARS  
Hot: FOREIGNER 1-1  
DIANA ROSS 13-8  
LINDSEY BUCKINGHA 17-10  
STEVE MILLER BAND 19-15  
ELO 28-18

**WQRK/Norfolk, VA**  
Bruce Garraway  
JUICE NEWTON  
Hot: QUINCY JONES 2-1  
COMODORES 6-3  
ONJ 10-5  
FOREIGNER 8-6  
BARRY MANILOW 13-10

**KFMK/Houston, TX**  
Jerry Steele  
KOO & THE GANG  
CRYSTAL GAYLE  
Hot: CHRIS CROSS 1-1  
AIR SUPPLY 3-2  
QUINCY JONES 5-5  
LUTHER VANDROSS 10-8  
GEORGE BENSON 15-11

**KQ4/Little Rock, AR**  
Bob Lee  
ROLLING STONES  
CARS  
BILLY JOEL  
BILLY SQUIER  
BETTYE HIGGINS  
Hot: FOREIGNER 1-1  
POLICE 4-2  
ONJ 3-1  
ROD STEWART 9-4  
GENESIS 7-5  
ONJ 10-7

**Q100/Mobile, AL**  
Scott Griffith  
BILLY JOEL  
CARS  
LOVERBOY  
Hot: FOREIGNER 1-1  
POLICE 3-3  
ROD STEWART 7-5  
NICKS & HENLEY 15-12  
LINDSEY BUCKINGHA 14-13

**WAAY/Huntsville, AL**  
Jim Kendrick  
ROLLING STONES  
JERMAINE JACKSON  
SHEENA EASTON  
DAN FOGELBERG  
CARS  
Hot: FOREIGNER 1-1  
ONJ 3-2  
LINDSEY BUCKINGHA 10-5  
DIANA ROSS 8-6  
HALL & OATES 29-20

**CK101/Cocoa Beach, FL**  
Ray St. James  
BEE GEES  
EW&F  
GO GO'S  
CARS  
BILLY JOEL  
SHEENA EASTON  
Hot: FOREIGNER 1-1  
ONJ 3-3  
COMODORES 12-6  
ROD STEWART 13-7  
CHILLIWACK 21-13

**WSEZ/Winston-Salem, NC**  
Bob Mahoney  
ROLLING STONES  
RINGO STARR  
Hot: ONJ 1-1  
DIANA ROSS 13-9  
GENESIS 16-10  
QUARTERFLASH 19-12  
KOO & THE GANG 23-15

**PARALLEL TWO**

**KX104/Nashville, TN**  
Michael St. John  
EDDIE RABBITT  
HOLLING STONES  
RONNIE MILSAP  
ROYAL PHILHARMONI  
GREG LAKE  
CARS  
Hot: ONJ 6-1  
EW&F 11-4  
LINDSEY BUCKINGHA 16-11  
JOURNEY 19-13  
NEIL DIAMOND 26-19

**KJ100/Louisville, KY**  
Kevin O'Neal  
PAUL DAVIS  
CARS  
ROLLING STONES  
GREG LAKE  
BEACH BOYS  
RED RIDER  
Hot: DAN FOGELBERG 1-1  
TARNEY SPENCER RD 3-2  
AIR SUPPLY 6-3  
FOREIGNER 8-6  
JOURNEY 11-8

**KHFI/Austin, TX**  
Ed Volkman  
QUEEN/BOWIE  
ROLLING STONES  
Hot: LUTHER VANDROSS 15-11  
GO GO'S 19-13  
ONJ 5-3  
GO GO'S 4-4  
JOURNEY 7-6  
NICKS & HENLEY 9-7

**KBET/FM/El Paso, TX**  
Blake/Van Dyke  
IRENE CARA  
PRINCE  
EDDIE RABBITT  
KENNY ROGERS (dp)  
PAUL DAVIS (dp)  
Hot: EW&F 5-1  
FOREIGNER 9-4  
KOO & THE GANG 15-7  
JOURNEY 11-8  
LTO 16-13

**B77/New Orleans, LA**  
Shomby/Volpe  
PAUL DAVIS  
EDDIE RABBITT  
Hot: ONJ 2-1  
FOREIGNER 6-3  
ROD STEWART 12-6  
LUTHER VANDROSS 15-11  
GO GO'S 19-13

**WOKU/Knoxville, TN**  
Gary Adkins  
ALABAMA  
SHEENA EASTON  
BILLY SQUIER  
CARS  
ROLLING STONES  
DAN FOGELBERG  
BETTYE HIGGINS  
Hot: FOREIGNER 1-1  
ONJ 2-2  
QUARTERFLASH 13-6  
QUARTERFLASH 16-10  
EDDIE RABBITT 20-20

**WCSB/Charleston, SC**  
Chris Bailey  
ELO  
DAN FOGELBERG  
IRENE CARA  
Hot: FOREIGNER 1-1  
ONJ 7-3  
JOURNEY 9-6  
EW&F 10-7  
DIANA ROSS 12-8

**WBCY/Charlottesville, NC**  
Bob Kephau  
CARS  
DAN FOGELBERG  
PAUL DAVIS  
GREG LAKE  
BILLY SQUIER  
Hot: FOREIGNER 1-1  
JOURNEY 3-1  
NICKS & HENLEY 10-5  
ROD STEWART 13-6  
GO GO'S 16-12  
JOURNEY 0-22

**WMAK-FM/Nashville, TN**  
Scooter Davis  
BILLY JOEL  
BETTYE HIGGINS  
JENNIFER WARRNE  
BEE GEES (dp)  
Hot: EW&F 8-5  
NICKS & HENLEY 16-13  
DIANA ROSS 17-14

**96SGF/Sevannah, GA**  
J.P. Hunter  
BILLY JOEL  
CARS  
GREG LAKE  
BETTYE HIGGINS  
SHEENA EASTON  
Hot: FOREIGNER 1-1  
ONJ 3-3  
NICKS & HENLEY 15-11  
LINDSEY BUCKINGHA 21-12  
JERMAINE JACKSON 22-20

**Z102/Sevannah, GA**  
Ray Williams  
GO GO'S  
BARBRA STREISAND  
EDDIE RABBITT  
Hot: FOREIGNER 1-1  
LINDSEY BUCKINGHA 16-11  
NICKS & HENLEY 19-12  
STEVE MILLER BAND 20-15  
ROYAL PHILHARMONI 28-19

**KQ12-FM/Amarillo, TX**  
Steve Stucker  
NEIL DIAMOND  
RONNIE MILSAP  
GEORGE BENSON  
J. GEILS BAND  
Hot: AIR SUPPLY 5-1  
BARRY MANILOW 12-8  
ONJ 20-16  
DIANA ROSS 21-17  
NICKS & HENLEY 27-22

**KVOL/Lafayette, LA**  
Philip Rankin  
SHEENA EASTON  
LULU  
BEACH BOYS  
ROLLING STONES  
EDDIE RABBITT  
BALANCE  
Hot: FOREIGNER 2-1  
ONJ 11-5  
ROD STEWART 13-6  
DIANA ROSS 17-10  
QUARTERFLASH 19-13

**PARALLEL TWO**

**KLAZ/Little Rock, AR**  
Rhonda Curtis  
PEABO BRYSON  
DAN FOGELBERG  
BALANCE  
Hot: FOREIGNER 1-1  
COMODORES 3-2  
BARRY MANILOW 5-3  
NICKS & HENLEY 15-9  
BARBRA STREISAND 23-15

**KROK/Birmingham, LA**  
Karron/Greer  
Hot: FOREIGNER 3-1  
RICK SPRINGFIELD 5-3  
ROD STEWART 11-8  
COMODORES 18-12  
BARBRA STREISAND 27-13

**W88X/Charleston, SC**  
Mardin/Aaston  
CARS  
MICHAEL STANLEY B  
SUE SAAD  
Hot: FOREIGNER 3-1  
JOURNEY 6-3  
NICKS & HENLEY 10-7  
RED RIDER 15-11  
CHILLIWACK 22-17

**KILE/Galveston, TX**  
Scott Taylor  
BARBRA STREISAND  
CARS  
GREG LAKE  
AL JARREAU  
Hot: FOUR TOPS 6-1  
COMODORES 11-4  
DIANA ROSS 13-6  
JOURNEY 14-8  
EW&F 17-10

**WCOQ/Columbia, GA**  
Bob Raleigh  
DAN FOGELBERG  
ROLLING STONES  
BEE GEES  
LULU  
GREG LAKE  
Hot: AIR SUPPLY 1-1  
FOREIGNER 5-2  
POLICE 3-3  
ONJ 6-4  
COMODORES 11-5

**WISE/Asheville, NC**  
John Stevens  
ROLLING STONES  
CARS  
JENNIFER WARRNE  
Hot: POLICE 2-1  
ONJ 18-9  
ELO 20-12  
COMODORES 21-13  
J. GEILS BAND 38-28

**WFOV/Gainesville, GA**  
Hank Dale  
CARS  
J. GEILS BAND  
GO GO'S  
SHEENA EASTON  
Hot: FOREIGNER 1-1  
ONJ 2-2  
GENESIS 9-5  
EW&F 13-8  
NICKS & HENLEY 14-9

**Q104/Gadsden, AL**  
Leo Davis  
NEIL DIAMOND  
RINGO STARR  
DONALD FAGEN  
GRAND PUNK RAILRO  
BILLY SQUIER  
BEE GEES  
Hot: FOREIGNER 1-1  
EW&F 2-2  
COMODORES 4-3  
JOURNEY 12-8  
JUICE NEWTON 13-10

**WFLB/Fayetteville, NC**  
Larry Cannon  
IRENE CARA  
PRINCE  
BILLY JOEL  
SHEENA EASTON  
ROLLING STONES  
GREG LAKE  
BEACH BOYS  
CARS  
Hot: J. GEILS BAND 27-20  
JOURNEY 22-17

**PARALLEL THREE**

**KKQV/Wichita Falls, TX**  
Mike Edwards  
CARS  
SURVIVOR  
LOVERBOY  
SNEAKER  
EDDIE RABBITT  
DONNIE IRIS  
Hot: DIANA ROSS 13-6  
ONJ 14-3  
COMODORES 15-5  
JOURNEY 12-9  
LINDSEY BUCKINGHA 17-13

**WGLF/Tallahassee, FL**  
Ned Smith  
SHEENA EASTON  
BETTYE HIGGINS  
CARS  
Hot: ONJ 2-1  
BARRY MANILOW 6-3  
POLICE 9-5  
FOREIGNER 11-8  
JOURNEY 14-9

**Q101/Meridian, MS**  
Tommy Lee  
BARBRA STREISAND  
MOODY BLUES  
CARS (dp)  
SURVIVOR (dp)  
Hot: FOREIGNER 1-1  
ONJ 2-2  
GENESIS 9-5  
EW&F 13-8  
NICKS & HENLEY 14-9

**Q104/Gadsden, AL**  
Leo Davis  
NEIL DIAMOND  
RINGO STARR  
DONALD FAGEN  
GRAND PUNK RAILRO  
BILLY SQUIER  
BEE GEES  
Hot: FOREIGNER 1-1  
EW&F 2-2  
COMODORES 4-3  
JOURNEY 12-8  
JUICE NEWTON 13-10

**WFLB/Fayetteville, NC**  
Larry Cannon  
IRENE CARA  
PRINCE  
BILLY JOEL  
SHEENA EASTON  
ROLLING STONES  
GREG LAKE  
BEACH BOYS  
CARS  
Hot: J. GEILS BAND 27-20  
JOURNEY 22-17



# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant\* and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant\* and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant\* and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

**Note:** (\*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually.

★ DENOTES FIRST WEEK IN PARALLELS.

216 REPORTS  
216 LAST WEEK

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional	100/25	44%	National
Reach	100/25	44%	Summary
E	33%		Up 51
M	21%		Debuts 20
S	56%		Same 4
W	19%		Down 0
			Adds 25

**EXAMPLE**

100/25 — 100 CHR reporting stations on if this week including 25 new adds

44% — Percentage of this week's reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary  
Up 31 — Number of stations moving it up on the charts

Debuts 20 — Number of stations debuting the song this week

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 25 — Total number of stations adding it this week

**BEE GEE'S**  
Living Eyes (RSO/PolyGram)  
LP: Living Eyes

Regional	70/13	32%	National
Reach	70/13	32%	Summary
E	30%		UP 11
M	51%		DEBUTS 7
S	17%		BAKE 18
W	27%		DOWN 1
			ADDS 13

**CARS**  
Shake It Up (Elektra)  
LP: Shake It Up

Regional	124/68	57%	National
Reach	124/68	57%	Summary
E	62%		DEBUTS 85
M	40%		BAKE 18
S	61%		DOWN 0
			ADDS 68

**COMMODORES**  
Oh No (Motown)  
LP: In The Pocket

Regional	181/10	84%	National
Reach	181/10	84%	Summary
E	83%		UP 116
M	76%		DEBUTS 45
S	80%		BAKE 30
W	84%		DOWN 0
			ADDS 0

**NEIL DIAMOND**  
Yesterday... (Columbia)  
LP: On The Way To The Sky

Regional	172/9	80%	National
Reach	172/9	80%	Summary
E	82%		UP 135
M	75%		DEBUTS 15
S	83%		BAKE 18
W	81%		DOWN 15
			ADDS 9

**AIR SUPPLY**  
Here I Am (Just...!) (Arista)  
LP: The One That You Love

Regional	181/1	88%	National
Reach	181/1	88%	Summary
E	88%		UP 42
M	84%		DEBUTS 1
S	84%		BAKE 19
W	81%		DOWN 1
			ADDS 1

**GEORGE BENSON**  
Turn Your Love... (WB)  
LP: The George Benson Collection

Regional	152/24	70%	National
Reach	152/24	70%	Summary
E	70%		UP 14
M	68%		DEBUTS 11
S	60%		BAKE 12
W	76%		DOWN 3
			ADDS 34

**CHILLWACK**  
My Girl... (Millennium/RCA)  
LP: Wanna Be A Star

Regional	143/3	66%	National
Reach	143/3	66%	Summary
E	66%		UP 114
M	69%		DEBUTS 6
S	59%		BAKE 17
W	71%		DOWN 3
			ADDS 3

**CHRIS CHRISTIAN**  
I Want You... (Boardwalk)  
LP: Chris Christian

Regional	70/1	32%	National
Reach	70/1	32%	Summary
E	41%		UP 36
M	46%		DEBUTS 21
S	26%		BAKE 21
W	28%		DOWN 5
			ADDS 5

**PAUL DAVIS**  
Cool Night (Arista)  
LP: Cool Night

Regional	159/35	73%	National
Reach	159/35	73%	Summary
E	73%		UP 48
M	74%		DEBUTS 41
S	67%		BAKE 25
W	70%		DOWN 1
			ADDS 35

**CHRISTOPHER CROSS**  
Arthur's Theme... (WB)  
LP: Soundtrack Art...

Regional	111/0	51%	National
Reach	111/0	51%	Summary
E	50%		UP 1
M	60%		DEBUTS 99
S	64%		BAKE 24
W	54%		DOWN 9
			ADDS 0

**ELO**  
Twilight (J&V/CBS)  
LP: Time

Regional	127/6	69%	National
Reach	127/6	69%	Summary
E	61%		UP 70
M	50%		DEBUTS 11
S	53%		BAKE 4
W	63%		DOWN 4
			ADDS 4

**DAN FOGELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional	140/0	65%	National
Reach	140/0	65%	Summary
E	74%		UP 5
M	64%		DEBUTS 19
S	64%		BAKE 19
W	64%		DOWN 19
			ADDS 0

**EARTH, WIND & FIRE**  
Let's Groove (ARC/Columbia)  
LP: R&R

Regional	122/9	56%	National
Reach	122/9	56%	Summary
E	56%		UP 85
M	50%		DEBUTS 23
S	54%		BAKE 20
W	64%		DOWN 9
			ADDS 9

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**QUEEN & DAVID BOWIE**  
LP: Queen Greatest Hits  
*(Elektra)*  
LP: Queen Greatest Hits  
LP: Queen Greatest Hits

Regional 128/18 85% National Summary

128/18 85%  
N&A

28  
BREAKER

**S. NICKS & D. HENLEY**  
LP: Leather & Lace  
*(Modern/Atco)*  
LP: Ballet Donna

Regional 183/34 85% National Summary

183/34 85%  
N&A

10

**ROYAL PHILHARMONIC...**  
Hooked On Classics (RCA)  
LP: Hooked On Classics

Regional 82/15 38% National Summary

82/15 38%  
N&A

6

**ROD STEWART**  
Young Turks (WB)  
LP: Tonight I'm Yours

Regional 180/1 68% National Summary

180/1 68%  
N&A

8

**SURVIVOR**  
Pool... (Scotti Bros./CBS)  
LP: Premonition

Regional 62/8 24% National Summary

62/8 24%  
N&A

6

**QUEEN & DAVID BOWIE**  
LP: Queen Greatest Hits  
*(Elektra)*  
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Regional 128/18 85% National Summary

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N&A

28  
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LP: Leather & Lace  
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LP: Ballet Donna

Regional 183/34 85% National Summary

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**ROYAL PHILHARMONIC...**  
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Regional 180/1 68% National Summary

180/1 68%  
N&A

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**SURVIVOR**  
Pool... (Scotti Bros./CBS)  
LP: Premonition

Regional 62/8 24% National Summary

62/8 24%  
N&A

6

**ROLLING STONES**  
Waiting On A... (RS/Atco)  
LP: Tattoo You

Regional 88/52 41% National Summary

88/52 41%  
N&A

5

**SNEAKER**  
Mop... (Handshake/CBS)  
LP: Sneaker

Regional 61/13 24% National Summary

61/13 24%  
N&A

5

**DIANA ROSS**  
Why Do Fools Fall... (RCA)  
LP: Why Do Fools Fall In Love?

Regional 180/5 83% National Summary

180/5 83%  
N&A

8

**BARBRA STREISAND**  
Comin' In And Out... (Col.)  
LP: Memories

Regional 130/28 60% National Summary

130/28 60%  
BREAKER

27

**RINGO STARR**  
Wrack My Brain (Boardwalk)  
LP: Stop And Smell The Roses

Regional 98/12 45% National Summary

98/12 45%  
N&A

5

**STEVIE WOODS**  
Steel The... (Cotillion/Atco)  
LP: Steel The...

Regional 50/8 23% National Summary

50/8 23%  
N&A

8

**EDDIE RABBITT**  
Someone Could... (Elektra)  
LP: Step By Step

Regional 133/52 62% National Summary

133/52 62%  
BREAKER

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PART TWO: KSTP & WGSO

# Attracting Younger Demos

Last time out, I talked with KSDO/San Diego about its contemporary approach to News/Talk and the attraction of younger demographics. This week, I talked with two other stations: KSTP/St. Paul and WGSO/New Orleans. Their insightful comments illustrate two camps of thought. First, actively seeking out younger demos; and second, making the given 55+ attraction work to your advantage.

### Go Young

"We really work on the demographics. It's almost automatic that you are going to pick up 55+ with the format. But for a station to be viable, you've got to go young." So says Robert Oakes, Operations Manager/PD of KSTP. Part of the work he mentions involves daily reports taken by a team of producers/screeners who gather age, sex, and zip code data from each caller. This information is fed into a computer which provides printouts for the time period desired. As an example, Robert talked about Dr. Marilyn Mason, a psychologist who is one of the popular station personalities. From March 19 until June 10 of this year, her demos were as follows: 25-34 (39.9); 25-49 (65.9); 25-54, KSTP's prime target (71.4); and then 55-65 (7.3).

### Topics, Production The Key

Besides using these breakouts to see just who is listening, Robert applies the information to sales and programming. The sales department is supplied with information on average income, percentage of home ownership, education - what they need to go out and sell the station. In one instance, a local taco shop advertised a special one weekend only on KSTP. Store sales increased 33%.

Robert is quick to point out, however, that "sales will not condition the programming." It is the current combination of topics, good producer/screeners and production that Robert believes contributes most to their success in younger demos. He continues, "In the selection of topics on the air, we look for those that are going to excite or interest someone who is 33, 34, or 35. We really think young and talk young." And just how do you do that? According to Robert, it's a simple matter of taking topical subjects and making them relate to a younger audience. For example, how does someone just starting out buy a house in this economy? "There's the old saying, 'Never talk about Social Security,'" adds Robert. "That's so old now it's trite. But we've taken that to the extreme."

He also credits the production department, which complements the fast-paced talk format. The production manager, who can play seven instruments, operates out of a brand new \$100,000 room in which the station

creates all their own music logos. The contemporary sound of these logos adds to the young feel KSTP is aiming towards.

When I asked Robert to describe the St. Paul/Minneapolis market he said, "It's the home of Hubert Humphrey, the liberal to beat all liberals. It's very middle class with a lot of pride in the city." It's too soon to tell if this liberal market is taking the young approach under its wing (formerly MOR, this is the first book with the full News/Talk format). But Robert is very confident. "Just because somebody is 33 years of age doesn't mean they can't listen to or participate in a talk show. The more of them you get expressing their viewpoint, the more we'll list. Should the numbers prove I'm right, the reason will be how young we keep the topics and the strong production values."

### Advertisers Prefer Young

Interestingly enough, Thomas Durney comes from A/C, a format whose core group is the valued 25-34. Then, in June, the Senior VP/GM was asked to handle the management reins of N/T WGSO/New Orleans in addition to its sister A/C WQUE. When he sat down with WGSO's sales department, he was greeted with a familiar complaint. The department wanted a higher 12+ share (at the time the station had a 5) plus younger demos, because that's what the advertisers prefer.

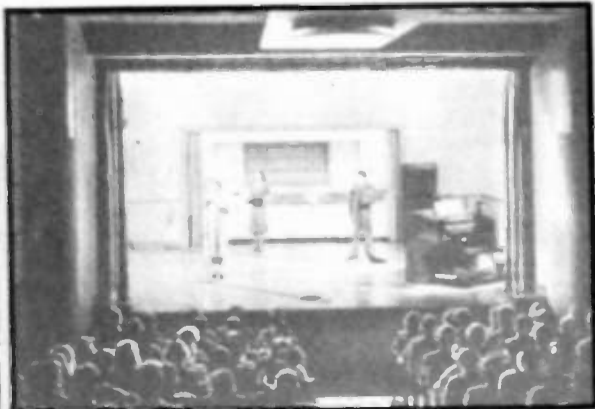
Tom picks up the story here. "I said there's nothing we can do about either one of those realities and our job is to find out just how important our demographic is in terms of discretionary income or purchasing power. Then we take our 5 share and show people it's a 5 share worth of buyers as opposed to a 10 share with half the listeners unable to afford the advertised products." So the first thing Tom did was research the economic makeup of the New Orleans market, which he says is something few radio stations really know about their particular markets. Just by going to the local Chamber of Commerce, he came up with some very interesting statistics.

### 80% Under Average Income

In a city like New Orleans, radio is definitely a competitive business. But it can be an uphill battle, especially when Tom and his staff discovered that close to 80% of the population is under the average household income. That leaves 20% responsible for more than half of the income. While gathering further information about the size of the work force, income distribution, etc., it was also determined that New Orleans is home to a largely undereducated population; 50.5% have gone to no more than eight years of school. And the median value for a home in the city is \$18,407, well below the national level. Now, armed with such eye-opening information, the next step was to distribute and educate. "When the buyers believe that 25-34 is where it's at and nothing else matters, it's up to us to educate them," explains Tom.

## News/Talk Personalities

**HAPPY BIRTHDAY TO US:** It's November 11, 1921. "My God, it's dark in here," exclaimed opera star Mary Garden, feeling her way across an unlit stage. And with that, the first words ever transmitted by KYW/Chicago were spoken. But times certainly do change (see



picture) and now 60 years later KYW is in Philadelphia and is the leading all-News station. Happy belated birthday as well to WIND/Chicago's "Call For Action" service which celebrated 12 years of aid to the community and is still going strong.

**ON THE MOVE:** Popular talk host Mike Siegel has set up shop at WPBR/Palm Beach after a successful

stint at WNWS/Miami. During the week he also doubles as host of a television public affairs show...WXYZ/Detroit has appointed Mary Jane Weidenbach as Director of its ombudsman service, the Radio Action Bureau...Stephanie Mellone, former WMMR-FM/Philadelphia Traffic Manager, has moved crosstown to WCAU as Advertising Coordinator...Tinseltown talker KMPC announces the departure of personality Chuck Ashman due to health reasons. Beginning Monday (11-16), in-house host Scott St. James began subbing on an interim basis...WOR/New York's Joan Hamburg served as mistress of ceremonies at a recent "Fight For Sight" luncheon on behalf of eye research...Susan Eggleton, PD of WIND/Chicago, discussed public relations and the use of electronic media during a recent panel session sponsored by the North Shore Public Relations Club...And while we're in the Windy City, rival WBBM/Chicago's David A. Milberg, Director of Operations, was honored at a recent meeting of the Illinois Principals Association. The award recognized Milberg's projects related to students and their rights including education, health and the parental role... November 16 marked the debut of new VP and News Director Lou Adler on WOR/New York's "John Gambling Program." Formerly with rival WCBS, Adler was also welcomed by special guest co-host Mayor Ed Koch. Also coming aboard as Assistant News Director is Ted Feurey, ex-General Manager of UPI.

# News/Talk

Gail Mitchell



"If your radio station programs to that 20%, you really can be better off than a station going after a general audience."

### \$600 vs. \$75

To back up that point, a comparison was made between a 25-year-old son and his 50-year-old father. After paying for food, utilities, transportation and housing (at 16% interest), the son may have \$75 left at the end of the month. But the father, who bought his house, say, in 1955, either has no more mortgage payments or they're very low. So he might have \$600 left to spend on luxury items his son can only dream about. Tom continues, "A lot of companies do perceptual research that tells them which age group has the desire to buy their products. They may find that a 28-year-old would give his left arm to buy a Porsche. Well, you can't buy a Porsche with your left arm. The fact is Dad's got the money to buy one if he wants one."

I asked Tom how WGSO is doing since this research was completed and the decision was made to emphasize the news element. He says local billing is 63% ahead of the prior year. Despite the fact the station went from a 5.6 to a 3.0, the account executives have attracted new advertisers. Tom also cautions against the trap News and News/Talk stations can fall into going after younger demos. "It's in our interests to keep our programming contemporary, to encourage younger people to get involved. But not in such a way that it will alienate the people who are naturally inclined to it. Better than half the radio stations programmed in any market are after the 25-34. Why compete for that group when you can have an exclusive franchise with an older age group?"

## Boston Banner Banter



For some, 1981 has been a banner year, especially if you're a Boston Celtic. This year marked the basketball team's 14th World Championship. Time sure does fly, though. With that victory still fresh in their minds, it's time once again for another season.

In an effort to show the players their fans and their broadcast station are behind them 100%, WRKO/Boston distributed replicas of the championship banner to 16,000 fans at the season opener last month. Now, in between their boisterous banter, the fans can wave the "green and white" as they keep their eyes on the bouncing ball.



# Jeff Gelb AOR

## RADIO ANSWERS RECORDS

### John Sebastian On Radio, Research And Promotion

A funny (as in unusual) thing happened in Chicago last week. Polygram promo exec Jim Sotet had an altercation with WLUP PD Tim Kelly over the new Rush album, which was being "tested" on the air but not yet being reported as part of the station's playlist. Dissatisfied with this arrangement, Sotet demanded that all five copies of the live album be given back to him. His request was granted, his albums returned, and he was ushered out of the Loop's offices.

What happened in Chicago last week is indicative of a lack of understanding between radio and record companies over the related industries' relationship, especially the role a consultant plays in determining his station's overall musical policies.

To encourage greater understanding, I asked two record company AOR representatives, Polygram's Jerry Jaffe and Elektra/Asylum's Marty Schwartz, to submit questions they wanted posed to WLUP's consultant John Sebastian. With Sebastian, Casey & Associates currently consulting 16 AOR stations cross-country (three confidentially), this sharing of information will, I hope, help to make everyone's job easier in the future.

#### Test Of Fire

But first, about that "incident" at the Loop, Sotet offered this explanation: "Rush sells 100,000 LP's (not to mention cassettes) in Chicago. I felt the Loop's attitude was foolish. If they really feel the need to 'test' a live version of 'Tom Sawyer,' they can buy the album for \$12.98. This is nothing personal against Tim; it's strictly a business matter. They say they're not in business to sell albums. I don't feel I should give records or ad support to a radio station that doesn't feel it's in the same business I am. It's that simple."

Or is it? Responding to Sotet's comments, John Sebastian (who was at the Loop at the time of the Rush matter) called Sotet's attitude "unprofessional. Too often, frankly, record people don't act in a professional manner. They tend to act immature (that doesn't mean there aren't also immature radio people). When someone comes in an office where people are conducting business and creates a scene, that's unprofessional. This thing should have been handled behind closed doors. Had he done so he would have found out that we were playing cuts and were going to report the album as an add for that week."

#### Promotion's Role In Radio

"On the other hand, radio's job is not to sell records. Our job is to make ratings and make money for radio stations by helping them sell commercial time. The record promotion person's job is to sell records through exposure. The best exposure for their records is radio. We do them a big favor by playing their records on the air. They do us a big favor by giving us records to play as opposed to having to buy them (although sometimes we do have to buy them)."

In that case, what's the role of the promotion person to a consultation company like John's? He replied, "He can best help us by learning more about current radio. That will help him bring us information we can use, like how the records are

*"If a record doesn't sell, that doesn't really make any difference to me."*

doing in other markets. They really have to do their homework before they see us, so they come to us with the facts. That enables us to get a better, faster gauge on the record."

#### Determining Adds

What are the determining factors in adding a record at a Sebastian station? He said, "It's the decision of the individual PD determined through gut instinct, listening for a sound that's consistent with where the rock and roll mass audience is at today. Then it's researched through callouts. That's how we can determine if our gut feelings were right."

"Less often, we'll wait on a record while others in the market play it, and we'll test its effect through callout research to discover whether we made a mistake by not adding it earlier."

If each station determines its own music list, our record reps wondered, why do some albums show up on several consulted stations in the same week? Sebastian answered, "Sometimes our research on an act comes in so strongly in one or two markets that it becomes obvious that it's a record we should get everyone on. Based on this information, which is shared between clients, it's just common sense to go on it. Probably any station privy to that sort of information would do the same thing - it's an advantage of being consulted."

#### The Sell-Through

The record companies asked John to explain his company's policy of playing acts that don't always sell through (Schwartz and Jaffe offered Johnny Van Zant and Joe Vitale as two examples of their own labels' acts that were enthusiastically received at the Sebastian stations which were not sale hits). John stated, "If a record doesn't sell, that doesn't really make any difference to me. If our research shows those records are right for our sound and are testing well for us, we'll continue to play them."

"AOR has always had turntable hits. They should have been sales hits too, but there are so many factors determining sales of an album. Perhaps there's just one good cut on the album. If that does well for us, we'll play it. But in today's times, one cut may not be reason enough to buy an entire album when they can hear their favorite cut on the radio."

"One of the other reasons that some records I get behind don't sell through is because the record companies give up on them too early. They fill the mail with inferior product that the masses are rejecting. The A&R departments are so out of touch with reality; they're way off base. Why do record companies continue to sign and release new wave, punk rock, and other esoterica when radio won't play it and the public won't buy it? Why don't they learn from the successful AOR's in the country and try to fit that sound, instead of going off in some direction that the mass audience rejects? Why spend hundreds of thousands of dollars on product that, it should be obvious, isn't going to work for them?"

The other side to that same question is why some of John's stations ignore albums that do sell well; Rush and the Police were mentioned as examples of acts that are doing well nationally but not reflected on the playlists of all Sebastian stations. John replied, "We're playing Rush to some extent in just about every market. The Police have been slower, but we're playing them in about half our markets. There's no question that the Police have an image problem; they've become

Continued on Page 34

**AOR REPORTERS PLEASE NOTE:** The R&R offices will be closed next Thursday for Thanksgiving. Please call in your AOR reports next week Monday-Wednesday, 9am-5pm (PST) or Friday from 9-noon. Thanks.



**KSHE BIRTHDAY BASH** - KSHE/St. Louis recently celebrated its 14th birthday with a gala party and concert featuring the Moody Blues. The 15,000 in attendance rang in KSHE's 15th year as an AOR with a round of "Happy Birthday." Pictured (l-r) are KSHE DJ Gary Kohladner, KSHE/Century VP Shelley Grafman, 87-year-old KSHE DJ Ruth Hutchinson, KSHE GM Nancy Pool.



**HOT TUB FEVER** - KPRI/San Diego held a charity Halloween costume ball that raised over \$15,000 for Special Olympics. The masquerade winner, who came disguised as a fully-furnished hot tub, won a new Toyota Corolla. Pictured behind the winner (l-r) are charity hostess Cherie Drury and host Bob Deane, area TV personality Dennis Morgino, and KPRI Promotion Director Scott Hinkle.



# re·ac·tor

## neil young cra·zy horse

**AOR NATIONAL AIRPLAY/ 40**  
— 28 23 NEIL YOUNG & CRAZY... Re Ac Tor (WB/Reprise)

The Single is: "Southern Pacific"  
Hear Neil Young on Rockline on Monday 11/23

Produced by David Briggs, Tim Mulligan  
& Neil Young with Jerry Napier.

**IR**  
On Reprise Records & Tapes  
Direction: Elliot Roberts



### BLACK SABBATH MOB RULES

**AOR BREAKERS**

BLACK SABBATH  
Mob Rules (WB)

"Turn" "Voodoo" Title "Sign." 53% of our reporters  
on it. Total album reports: 89. A-88, M-1, H-0. Debuted this  
week at number 33.

TOURING AMERICA NOW!!



PRODUCED AND ENGINEERED BY MARTIN BIRCH  
ON WARNER BROS. RECORDS

*Jeff Gelb*

# John Sebastian On Radio, Research And Promotion

Continued from Page 32

too pop, and not strong within the core of AOR listenership. I'm not the only person who does research who has reached this conclusion, though I will say that the new album, and particularly the single, is doing better than almost any previous Police material.

"When I was at WCOZ/Boston, the B-52's were the number one-selling group in town at one point, yet we were not playing them for the same reason: the band did not fit the psychographic we were going after. They did not appeal to the same people who bought Rush or Rolling Stones albums."

Jaffe and Schwartz expressed some concern that programming for sound as opposed to artist does not help to establish tomorrow's superstars, a supposition Sebastian vehemently argued. "In fact, I feel our format is one of AOR's saving graces right now. We're breaking new artists who are within the fold of the core of AOR. We're exposing lots of new product, but it's the things people want to hear, as opposed to stuff they reject. I was an early Pat Benatar supporter. We have also been early adding acts like Quarterflash, Ozzy Osbourne, Shooting Star, Triumph, John Hall, Survivor, Red Rider . . . I could go on and on.

"I began working on the preliminary concepts of my AOR format when I was in Los Angeles in 1978. Part of the thinking behind this was to establish rotation systems that would expose new product much more successfully through repetition, as Top 40 did, compared to AOR at that time. One of the record industry's arguments for Top 40 and against AOR was always that Top 40 sold more records than AOR. My format is a boon to the record industry because when we add an album, we really push it till it becomes mass appeal. For instance, every song

ever played on my stations is either back-or-front-announced, every time it's played."

He continued, "I know it may sound corny, but I've always believed that honesty is the best radio policy. Therefore, I don't like, encourage, or believe in paper adds. As a practice, I don't think it benefits either radio or records, but some of our market's competitors do. This fuels the fire of record promotion people who point to a competitor and say, 'They're playing this, why won't you?' Actually, in some cases, the competitor is either not playing the record or is playing it in lunar rotation - at three in the morning. That doesn't help anyone."

I hope John's comments were helpful in creating a better understanding between radio and records as to our linked futures. Next week, records answers radio when I ask several record company promotional representatives for their responses to John Sebastian's questions about why record companies sign new wave, punk, and other material that does not normally receive AOR airplay (and which often does not sell through). Their responses should prove enlightening.

For more commentary on the relationship between the radio and record industries, see Joel Denver's CHR column and Jeff Green's A/C column this week.

## COLOR

**MORE STONES STUFF:** WRKI/Bridgeport hid its jocks at various locations, then aired clues as to where listeners could find them to win tickets to see the Stones. QFM96/Columbus held a scavenger hunt it called "leave no Stone unturned" for concert tickets (some overzealous listeners who combined clues incorrectly ended up overturning gravestones in their attempts to find the tickets). KICT/Wichita has sent 13 buses of listeners to see the band in three different concert locations since the beginning of the tour. WLIR/Long Island and WGRQ/Buffalo gave away tickets by having listeners register at store locations or at the stations' van, then calling the station within a designated time period when they heard their names mentioned on the air. WMET/Chicago tied in with the Chicago Sun Times for a contest that asked listeners to jot down on an official entry form the times they heard Stones songs being played on WMET. From those entries, 50 winners were chosen to receive pairs of tickets to see the band's area concert. Probably the most bizarre Stones promotion went on at WLSR/Louisville, which held a contest offering sex with Mick Jagger as the grand prize. The whole thing was a hoax, of course, but MD Terry Minors reported over 150 women sent in their names and other vital statistics before the station admitted it was just joking!

**WYSP'S PROMOTION-HAPPY:** Here are details of three current WYSP/Philadelphia promotions. In conjunction with Universal and the "Pursuit Of D.B. Cooper" film, the station's awarding a \$100 savings bond and a parachute kit to a winning listener. For Friday the 13th WYSP gave away 13 WB Black Sabbath LP's. Finally, morning team Michael Picozzi and Bill Fantini are cohosting reruns of "Battlestar Galactica" on a local UHF station, giving away video games to viewers as prizes.

**CONCERT OVERKILL:** That's what the winner of WCCC/Hartford's current promotion might get; the station is awarding a pass good for all 1982 concerts in the area to a listener whose name will be picked at random from those who registered by calling when specific songs were played.

**ROCK 'N' FANTASY:** CHOM-FM/Montreal's major fall promotion asked listeners to phone the station naming their favorite rock and roll fantasy. 10,000 calls later, the station chose a winner, whose desire, to spend a week with Rush in Miami, was fulfilled courtesy the station.

## EVOLUTION

KKRZ/Sioux Falls has switched to CHR from AOR. . . Former KENO/Las Vegas PD Jesse Summers has relocated at KBCO/Boulder for nights and promotions. . . Alice Chaplin has been upped to Music Assistant for KLOL/Houston. . . Ted Ziegenbusch has exited 91X/San Diego for mornings on KGB-AM/San Diego. . . Charlie Morriss has joined the airstaff of KDKB/Phoenix from KLPX/Tucson. . . KLOS/Los Angeles air personalities Shana and Dan Carlisle have switched shifts, with Dan now handling nights while Shana switches to weekends and fill-ins. . . Lee Mitchell has joined KFRX/Lincoln for overnights. . . J.P. White has joined KFMG/Albuquerque for overnights from neighboring KRST. Greg Crouch is also new to KFMG for part-time airwork from KZEW/Dallas.

## UPDATE

What do MCA's Rings and WERI/Westerly MD Steve Feldman have in common? Well, Steve suggested the name of the Rings' new album during the band's appearance at the station several months ago. He's credited on the back of "Rhythm Method" . . . WLRS/Louisville's second annual choreographed fireworks and music show was held on Halloween night on the Ohio River. 40,000 tuned to WLRS for the musical portion of the show as they viewed the pyrotechnics display . . . WRIF/Detroit morning team Greg Baier (aka Dick the Bruiser) and Jim Johnson parodied Greg Kihn's "Breakup Song" with their reworked "Wake Up Song." Imagine their surprise when, one morning, who came knocking on the studio door but Kihn himself, who rerecorded his own song with the morning crew's zany lyrics; the new version is played regularly on the morning show . . . Marilyn Chambers did a live nude interview at WMET/Chicago in support of her appearance in "Insatiable." News Director Mark Scheerer was reportedly a bit nonplussed when Ms. Chambers displayed her strategically-placed diamond ring . . . WABB-FM/Mobile raised \$3000 for a Mobile charity at its booth at the recent Gulf State Fair . . . MCA has packaged and distributed a two-hour radio special on the Who, with commentary by WNEW-FM/New York's Dave Herman, for airing on over 110 AOR's over Thanksgiving weekend . . . In college AOR news, WPGU/Champaign raised \$2500 toward the Vietnam Veterans Memorial Fund in a 12-hour radiothon that featured performances by five local rock and jazz bands, plus an auction. WCCB/Clarion recently received first place honors at the Loyola National Radio Conference for best AOR format among competing college stations.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WSYR/Syracuse presented Diesel for 94 cents. . . WLWQ/Columbus presented Karla DeVito, Survivor for \$2.96. . . WXRT/Chicago presented Novo Combo for \$2.

**BROADCASTS:** George Thorogood on WKQQ/Lexington.

**CONVERSATIONS:** Def Leppard, Blackfoot on KGON/Portland. . . Billy Squier, Triumph, Point Blank on WHKC/Evansville. . . Molly Hatchet, Nazareth on WXKE/Ft. Wayne. . . Pat Metheny on KTCL/Ft. Collins. . . Henry Paul on WRKI/Bridgeport. . . Lindsey Buckingham, Ted Coppel on WMMS/Cleveland. . . Quarterflash on KLO/Colorado Springs. . . Garland Jeffreys on WHCN/Hartford. . . Head East on WEZX/Scranton. . . Def Leppard, Blackfoot on KZAP/Sacramento. . . Jeff Baxter on KMOD/Tulsa. . . Karla DeVito on WLWQ/Columbus, Neal Schon, Bill Wyman on KDKB/Phoenix. . . Phil Collins, Rose Tattoo, Billy Squier on WQFM/Milwaukee. . . Gary Myrick on KLOS/Los Angeles. . . Go-Go's on KISM/Bellingham. . . Lindsey Buckingham on WMET/Chicago. . . Lindsey Buckingham, Steve Hackett, Jack Green on WNEW-FM/New York. . . Mickey Hart, Norton Buffalo on KVRE/Santa Rosa.

## Promotion Of The Week

### 4 TRIPLE-M CONCERT LEAFLETS:

4 Triple-M/Brisbane, Australia's AOR outlet, prints up 5000 leaflets for every major rock concert that comes to town. Station staffers man the concert venue doors handing out the leaflets, which welcome concertgoers to the show on behalf of the station, offer a \$1.04 discount on the featured artist's albums, and sell an upcoming event on the station. The record company and record retailers go halves in the discount offer and the station covers the printing.



# Radio & Records AOR NATIONAL AIRPLAY/40 Chart Summary

## November 20, 1981

### 169 REPORTERS

Album cuts are listed in order of airplay preference.

10/30	11/6	11/13	11/20	Artist	Album
1	1	1	1	ROLLING STONES	Tattoo You (Rolling Stones/Atco)
5	5	4	2	POLICE	Ghost In The Machine (A&M)
3	3	3	3	GENESIS	Abacab (Atlantic)
2	2	2	4	FOREIGNER	4 (Atlantic)
12	9	6	5	QUARTERFLASH	Quarterflash (Geffen/WB)
4	4	5	6	JOURNEY	Escape (Columbia)
-	21	10	7	J. GEILS BAND	Freeze-Frame (EMI America)
-	23	11	8	LOVERBOY	Get Lucky (Columbia)
10	8	8	9	TRIUMPH	Allied Forces (RCA)
8	6	7	10	STEVIE NICKS	Bella Donna (Modern/Atco)
-	26	23	11	OZZY OSBOURNE	Diary Of A Madman (Jet/CBS)
6	7	9	12	KINKS	Give The People... (Arista)
-	27	15	13	STEVE MILLER BAND	Circle Of Love (Capitol)
11	12	13	14	RED RIDER	As Far As Siam (Capitol)
-	-	26	15	RUSH	Exit... Stage Left (Mercury/PG)
21	15	16	16	GREG LAKE	Greg Lake (Chrysalis)
-	35	17	17	QUEEN	Greatest Hits (Elektra)
-	-	27	18	ROD STEWART	Tonight I'm Yours (WB)
7	11	14	19	BOB SEGER & SILVER BULLET...	Nine Tonight (Capitol)
31	24	19	20	LINDSEY BUCKINGHAM	Law And Order (Asylum)
9	10	12	21	DAN FOGELBERG	The Innocent Age (Full Moon/Epic)
-	-	22	22	CARS	Shake It Up (Elektra)
-	-	28	23	NEIL YOUNG & CRAZY...	Re-Ac-Tor (WB/Reprise)
17	16	18	24	JOHN ENTWISTLE	Too Late The Hero (Atco)
20	20	20	25	SURVIVOR	Premonition (Scotti Bros./CBS)
22	18	24	26	CHILLIWACK	Wanna Be A Star (Millennium/RCA)
14	13	22	27	ATLANTA RHYTHM SECTION	Quinella (Columbia)
13	14	21	28	ROSSINGTON-COLLINS BAND	This Is The Way (MCA)
15	17	25	29	PAT BENATAR	Precious Time (Chrysalis)
24	31	30	30	BILLY SQUIER	Don't Say No (Capitol)
35	34	31	31	JOHN HALL BAND	All Of The Above (EMI America)
-	33	34	32	RAINBOW - (EP)	Jealous Lover (Polydor/PolyGram)
-	-	33	33	BLACK SABBATH	Mob Rules (WB)
23	29	32	34	DONNIE IRIS	King Cool (MCA)
30	32	36	35	HALL & OATES	Private Eyes (RCA)
-	-	36	36	WHO	Hooligans (MCA)
19	22	33	37	BILLY JOEL	Songs In The Attic (Columbia)
16	19	29	38	LITTLE RIVER BAND	Time Exposure (Capitol)
26	30	37	39	DEF LEPPARD	High 'N' Dry (Mercury/PolyGram)
33	36	40	40	SHOOTING STAR	Hang On For Your Life (Virgin/Epic)

STONES stayed on top in hot and total airplay reports, while POLICE jumped into second place with significant adds and total reports. GENESIS held rock steady. QUARTERFLASH continued its rise up the chart as hot and total reports showed gains. GEILS and LOVERBOY made great gains as last week's adds converted to upper rotations. OZZY showed new strength, especially in mediums. MILLER and RUSH gained in hot. LAKE held his own. QUEEN maintained, showing 58 album reports and 56 mentions of the single. ROD climbed steadily as adds converted. CARS debuted very strongly (watch for a significant leap upwards next week as this week's adds convert). YOUNG showed upward moves for all rotations. SQUIER and HALL held their own. RAINBOW's EP gained in total reports. SABBATH debuted with strong adds (watch for a move up next week as those adds convert). H&O inched up as WHO debuted and STAR held steady. The Significant Action listings came closest to charting this week.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in bold italic type are also current singles.

*"Waiting" "Hang" "Start" "Slave"*  
*"Every" "Spirits" "Journey" "Sun"*  
*Title "Reply" "Dark" "Man"*  
*"Waiting" "Hero" "Life" "Break"*  
*"Heart" "Fool" "Right"*  
*"Don't" "Stone" "Who's" Title*  
*"Centerfold" Title "Flamethrower"*  
*"Working" "Over" "Gangs"*  
*"Power" "Fight" "Fool" Title*  
*"17" "Leather" "Stop" "Kind"*  
*"Flying" "Mountain" "R&R"*  
*"Destroyer" "Dial" "Things"*  
*"Heart" "Home" Title*  
*"Lunatic" "Curtain" "Ships"*  
*"Closer" "Tom" "Radio" "Will"*  
*"Attack" "Hurts" "Love" "Let"*  
*"Under Pressure"*  
*"Turks" "Tora" "Jealous" "Tear"*  
*"Tryin'" "Let" "R&R"*  
*"Trouble" "Mary" "Stew"*  
*"Lost" "Hard" "Cages" "Moments"*  
*Title "Gone" "Cruiser" "Victim"*  
*"Pacific" "Joe" "Star" "Back"*  
*"Talk" Title "Angel" "Heart"*  
*"Poor Man's Son"*  
*"Girl" "Mr. Rock"*  
*"Homesick" "Alien" Title "Higher"*  
*"Stop" "Straight" "Miss"*  
*"Dark" "Just" "Fire" "Helter"*  
*"Dark" "Stroke" "Lover" "Like"*  
*"Crazy" "Fooled"*  
*Title*  
*"Turn" "Voodoo" Title "Sign"*  
*"Rock" "Merilee"*  
*Title "Can't" "Mano"*  
*"Join" "Relay"*  
*"Miami" "Goodbye" "Jack" "Billy"*  
*"Owls" "Ballerina"*  
*"Let" "Heartbreak"*  
*Title "Flesh"*

New Entry

## MOST ADDED

Artist	11/20	11/13	11/6	10/30	10/23
1 CARS	148/136/5/5	0/0	0/0	0/0	0/0
2 BLACK SABBATH	89/88	0/0	0/0	0/0	0/0
3 EDDIE SCHWARTZ	23/19	12/11	2/1	1/0	2/0
4 RUSH	106/18	110/90	4/4	0/0	0/0
4 MOLLY HATCHET	18/18	0/0	0/0	0/0	0/0
5 SNEAKER	81/17	38/19	21/9	23/22	0/0
7 BOBBY & THE MIDNITES	42/15	29/10	29/27	0/0	0/0
8 NEIL YOUNG & CRAZY...	101/14	105/105	1/1	0/0	0/0
8 BOB WELCH	31/14	21/4	23/10	26/24	3/3
10 ROD STEWART	112/13	112/93	0/0	0/0	0/0
11 PETER CETERA	26/12	17/5	13/4	11/10	3/3
11 GARY MYRICK & ...	23/12	15/7	14/13	5/5	0/0
13 WHO	55/11	42/15	37/10	37/16	27/17
13 DEL SHANNON	20/11	12/8	12/12	0/0	0/0
15 OZZY OSBOURNE	122/10	119/85	84/59	45/45	0/0
15 RAINBOW - (EP)	55/10	45/7	41/15	24/11	0/0

The Added reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that added it this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

## MEDIUM

Artist	11/20	11/13	11/6	10/30	10/23
1 GREG LAKE	118/89	116/95	108/81	99/74	102/3
2 JOHN ENTWISTLE	98/77	106/80	101/77	109/86	101/82
3 OZZY OSBOURNE	122/75	119/25	84/20	45/0	0/0
4 LOVERBOY	140/68	132/68	118/9	15/0	1/0
5 NEIL YOUNG & CRAZY...	101/67	105/30	1/0	0/0	0/0
8 SURVIVOR	87/60	90/61	82/57	87/62	86/68
7 J. GEILS BAND	145/57	135/76	122/18	38/0	0/0
8 STEVE MILLER BAND	115/55	114/55	103/9	0/0	0/0
9 ROSSINGTON-COLLINS...	82/53	95/64	108/72	111/67	110/71
10 KINKS	116/50	124/48	127/47	137/49	132/56
11 ATLANTA RHYTHM...	81/48	92/55	107/56	109/55	115/55
12 JOHN HALL BAND	88/46	70/51	56/40	48/34	48/34
13 QUARTERFLASH	150/45	142/45	131/62	124/60	91/39
13 CHILLIWACK	83/45	83/46	83/45	84/41	79/44
15 RUSH	106/44	110/12	4/0	0/0	0/0

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in medium rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

## THE HOTTEST

Artist	11/20	11/13	11/6	10/30	10/23
1 ROLLING STONES	164/151	162/157	154/147	157/150	154/147
2 POLICE	155/136	155/139	139/125	142/124	136/104
3 GENESIS	160/124	159/127	151/120	148/134	143/86
3 FOREIGNER	147/124	153/135	141/131	148/134	148/136
5 JOURNEY	136/116	143/117	136/117	139/119	138/118
6 QUARTERFLASH	150/100	142/91	131/57	124/36	91/11
7 STEVIE NICKS	122/86	137/106	129/96	131/97	145/105
8 TRIUMPH	128/85	127/85	118/77	118/74	116/67
9 J. GEILS BAND	145/84	135/47	122/6	38/0	0/0
10 LOVERBOY	140/68	132/43	118/3	15/0	1/1
11 KINKS	116/56	124/75	127/80	137/87	132/74
12 BOB SEGER & SILVER...	95/61	110/80	111/87	129/109	135/113
13 DAN FOGELBERG	95/58	116/77	121/83	128/84	127/93
14 STEVE MILLER BAND	115/56	114/45	103/5	0/0	0/0
14 ROD STEWART	112/56	112/10	0/0	0/0	0/0

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week. Two numbers follow each album title. The first represents total number of our reporting stations playing the album this week. The second is the number of those stations that reported it in hot rotation this week. Below these numbers are breakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

# AOR BREAKERS

Breakers are those newer records that have the greatest level of station activity on any given week.

## CARS

**Shake It Up (Elektra)**  
Title "Gone" "Cruiser" "Vladim" 88% of our reporters on it. Total album reports: 148. A-136, M-8, H-4. Debuted this week at number 22.



## BLACK SABBATH

**Mob Rules (WB)**  
"Turn" "Voodoo" Title "Sign" 53% of our reporters on it. Total album reports: 89. A-88, M-1, H-0. Debuted this week at number 33.



# Significant Action

- SNEAKER** Sneaker (Handshake/CBS)  
"Don't Let" Total 51. A-17, M-37, H-7
- GO-GO'S** Beauty & The Beat (IRS/A&M)  
"Lips" "Town" Total 42. A-4, M-17, H-20
- BOBBY & THE MIDNITES** Bobby & The Midnites (Arista)  
"Losers" "Haze" Total 42. A-16, M-30, H-7
- AL STEWART** Indian Summer (Arista)  
"Border" "Cat" Total 41. A-9, M-23, H-9
- NILS LOFGREN** Night Fades Away (Backstreet/WMC)  
"Heart" Title Total 38. A-1, M-29, H-4
- GRAND FUNK RAILROAD** Grand Funk... (Full Moon/WB)  
"Gotta" "Queen" Total 36. A-2, M-32, H-2
- N. SCHON & J. HAMMER** N. Schon & J. Hammer (Col.)  
"Wasting" Total 36. A-3, M-28, H-3
- HEAVY METAL** Various Artists (Full Moon/Asylum)  
Title "Ride" "Coal" Total 35. A-4, M-26, H-10
- DEVO** New Traditionalists (WB)  
"World" "Cool" Total 35. A-0, M-27, H-8
- MICHAEL SCHENKER GROUP** MSG (Chrysalis)  
"Ready" "On & On" Total 34. A-4, M-26, H-5

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

# JAZZ ON AOR

- 1 1 CRUSADERS** Standing Tall (MCA)  
Title "Sunshine"
- 2 2 AL JARREAU** Brankin' Away (WB)  
Title "Closer"
- 3 3 TIM WEISBERG** Travellin' Light (MCA)  
"Gettin' Away" "Why"
- 4 4 SPYRO GYRA** Freetime (MCA)  
"Telluride" "Summer Strut"
- 6 5 BOB JAMES** Sign Of The Times (Tappan Zee/Col.)  
"Enchanted"
- 5 6 TOM COSTER** TC (Fantasy)  
"I Give My Heart"
- 6 7 GIL SCOTT-HERON** Reflections (Arista)  
Various Cuts
- 8 8 PASSPORT** Blue Tattoo (Atlantic)  
"Ragtag/Bobtail"
- 9 9 EARL KLUGH** Crazy For You (UA)  
"Ramble"
- ➔ 10 ROSS TRAUT** Ross Traut (Headfirst)  
Various Cuts

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed; singles are in bold italics. Artists' names are in bold italics if they registered significant airplay gains this week.

# REGIONAL AOR ACTIVITY

## EAST

### WZZO Allentown

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Pix Pro Boston

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Q104 Albany

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### 104FM WBCH Boston

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### WQZ Boston

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

## MOST ADDED

- CARS** Shake It Up (Elektra) 37/36
- BLACK SABBATH** Mob Rules (WB) 20/20
- PETER CETERA** Peter Cetera (Full Moon/WB) 9/8
- EDDIE SCHWARTZ** No Refuge (A&M) 9/7
- SNEAKER** Sneaker (Handshake/CBS) 12/5
- BOB WELCH** Bob Welch (RCA) 10/5

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations that added it this week.

## MEDIUM

- GREG LAKE** Greg Lake (Chrysalis) 28/21
- JOHN ENTWISTLE** Too Late The Hero (A&M) 27/21
- LOVERBOY** Get Lucky (Columbia) 32/20
- OZZY OSBOURNE** Dory Of A... (Jet/CBS) 27/16
- NEIL YOUNG & CRAZY HORSE** Re-Ac-Tor (WB/Reprise) 25/15

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

## THE HOTTEST

- GENESIS** Abacab (Atlantic) 37/35
- ROLLING STONES** Tropicana... (Rolling Stones/A&M) 36/36
- POLICE** Ghost In The... (A&M) 34/32
- FOREIGNER** 4 (A&M) 31/28
- J. GEILS BAND** Freeze... (EMI America) 36/27

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

### Boston 617-262-5900

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Buffalo 716-885-9700

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Harrisburg 717-238-1402

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Bridgport 203-579-9995

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Claremont 603-542-7735

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Hartford 203-233-4426

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Boston 617-267-9090

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

### Hartford 203-247-1060

- ROCK: SNEAKER (Handshake/CBS)
- ROCK: GO-GO'S (Beauty & The Beat/IRS/A&M)
- ROCK: BOBBY & THE MIDNITES (Arista)
- ROCK: AL STEWART (Arista)
- ROCK: NILS LOFGREN (Backstreet/WMC)
- ROCK: GRAND FUNK RAILROAD (Full Moon/WB)
- ROCK: N. SCHON & J. HAMMER (Col.)
- ROCK: HEAVY METAL (Full Moon/Asylum)
- ROCK: DEVO (WB)
- ROCK: MICHAEL SCHENKER GROUP (Chrysalis)

**JOHN McLAUGHLIN**  
Belo Horizonte  
Includes La Baleine, Very Early  
One Melody, Waltz For Kaitia

**JOHN McLAUGHLIN**  
is starting something. Again.  
One of the giants of music returns  
with an album featuring his  
acoustic guitar in an  
electric band.



**EGBERTO GISMONTI**  
one of Brazil's great talents in  
a two-record set. Features:  
"LORO" and "FREVO".

**SANFONA**  
EGBERTO GISMONTI  
ACADEMIA DE DANÇAS

**WBLM 100.3** Lewiston-Portland  
207-783-2065

PD: JIM SIZEMORE  
PD: MARY SIZEMORE

ROCK (100.3)  
BLUES (100.3)  
JAZZ (100.3)  
CLASSICAL (100.3)  
DISCO (100.3)  
FUNK (100.3)  
GOSPEL (100.3)  
HEAVENLY CREATION (100.3)  
HITS (100.3)  
LIVE (100.3)  
MUSIC (100.3)  
NEWS (100.3)  
POLICE (100.3)  
R&R (100.3)  
SUNSHINE (100.3)  
THE BEATLES (100.3)  
THE WHO (100.3)  
TOP GUN (100.3)  
WHEELS (100.3)  
WHEELS (100.3)  
WHEELS (100.3)

**WPLR 95.5** New York  
212-887-7777

PD: LARRY BERGER  
PD: DONALD WATSON

ROCK (95.5)  
BLUES (95.5)  
JAZZ (95.5)  
CLASSICAL (95.5)  
DISCO (95.5)  
FUNK (95.5)  
GOSPEL (95.5)  
HEAVENLY CREATION (95.5)  
HITS (95.5)  
LIVE (95.5)  
MUSIC (95.5)  
NEWS (95.5)  
POLICE (95.5)  
R&R (95.5)  
SUNSHINE (95.5)  
THE BEATLES (95.5)  
THE WHO (95.5)  
TOP GUN (95.5)  
WHEELS (95.5)  
WHEELS (95.5)  
WHEELS (95.5)

**WMMR 96** Philadelphia  
215-581-0933

PD: CHARLIE MERRILL  
PD: JIM BONAVENTURA

ROCK (96)  
BLUES (96)  
JAZZ (96)  
CLASSICAL (96)  
DISCO (96)  
FUNK (96)  
GOSPEL (96)  
HEAVENLY CREATION (96)  
HITS (96)  
LIVE (96)  
MUSIC (96)  
NEWS (96)  
POLICE (96)  
R&R (96)  
SUNSHINE (96)  
THE BEATLES (96)  
THE WHO (96)  
TOP GUN (96)  
WHEELS (96)  
WHEELS (96)  
WHEELS (96)

**WCMF 96** Rochester  
716-288-3200

PD: JIM REED  
PD: DAVE HANE

ROCK (96)  
BLUES (96)  
JAZZ (96)  
CLASSICAL (96)  
DISCO (96)  
FUNK (96)  
GOSPEL (96)  
HEAVENLY CREATION (96)  
HITS (96)  
LIVE (96)  
MUSIC (96)  
NEWS (96)  
POLICE (96)  
R&R (96)  
SUNSHINE (96)  
THE BEATLES (96)  
THE WHO (96)  
TOP GUN (96)  
WHEELS (96)  
WHEELS (96)  
WHEELS (96)

**WOUR** Utica-Syracuse  
315-797-8003

PD: DALE LEMOND  
PD: TOM STONE

ROCK (WOUR)  
BLUES (WOUR)  
JAZZ (WOUR)  
CLASSICAL (WOUR)  
DISCO (WOUR)  
FUNK (WOUR)  
GOSPEL (WOUR)  
HEAVENLY CREATION (WOUR)  
HITS (WOUR)  
LIVE (WOUR)  
MUSIC (WOUR)  
NEWS (WOUR)  
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SUNSHINE (WOUR)  
THE BEATLES (WOUR)  
THE WHO (WOUR)  
TOP GUN (WOUR)  
WHEELS (WOUR)  
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WHEELS (WOUR)

**WBAB 102.3** Long Island  
516-587-1023

PD: BOB BUCHANAN

ROCK (102.3)  
BLUES (102.3)  
JAZZ (102.3)  
CLASSICAL (102.3)  
DISCO (102.3)  
FUNK (102.3)  
GOSPEL (102.3)  
HEAVENLY CREATION (102.3)  
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MUSIC (102.3)  
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POLICE (102.3)  
R&R (102.3)  
SUNSHINE (102.3)  
THE BEATLES (102.3)  
THE WHO (102.3)  
TOP GUN (102.3)  
WHEELS (102.3)  
WHEELS (102.3)  
WHEELS (102.3)

**WPLR** New Haven  
203-777-8617

PD: JIM WATSON

ROCK (WPLR)  
BLUES (WPLR)  
JAZZ (WPLR)  
CLASSICAL (WPLR)  
DISCO (WPLR)  
FUNK (WPLR)  
GOSPEL (WPLR)  
HEAVENLY CREATION (WPLR)  
HITS (WPLR)  
LIVE (WPLR)  
MUSIC (WPLR)  
NEWS (WPLR)  
POLICE (WPLR)  
R&R (WPLR)  
SUNSHINE (WPLR)  
THE BEATLES (WPLR)  
THE WHO (WPLR)  
TOP GUN (WPLR)  
WHEELS (WPLR)  
WHEELS (WPLR)  
WHEELS (WPLR)

**WIOQ** Philadelphia  
215-687-8100

PD: ALI CHERES

ROCK (WIOQ)  
BLUES (WIOQ)  
JAZZ (WIOQ)  
CLASSICAL (WIOQ)  
DISCO (WIOQ)  
FUNK (WIOQ)  
GOSPEL (WIOQ)  
HEAVENLY CREATION (WIOQ)  
HITS (WIOQ)  
LIVE (WIOQ)  
MUSIC (WIOQ)  
NEWS (WIOQ)  
POLICE (WIOQ)  
R&R (WIOQ)  
SUNSHINE (WIOQ)  
THE BEATLES (WIOQ)  
THE WHO (WIOQ)  
TOP GUN (WIOQ)  
WHEELS (WIOQ)  
WHEELS (WIOQ)  
WHEELS (WIOQ)

**WCMF 107** Rochester  
716-961-1842

PD: CHRIS MURPHY  
PD: BOB SMITH

ROCK (107)  
BLUES (107)  
JAZZ (107)  
CLASSICAL (107)  
DISCO (107)  
FUNK (107)  
GOSPEL (107)  
HEAVENLY CREATION (107)  
HITS (107)  
LIVE (107)  
MUSIC (107)  
NEWS (107)  
POLICE (107)  
R&R (107)  
SUNSHINE (107)  
THE BEATLES (107)  
THE WHO (107)  
TOP GUN (107)  
WHEELS (107)  
WHEELS (107)  
WHEELS (107)

**WALFM 105** Washington, D.C.  
703-534-0320

PD: LARRY LAMAR  
PD: MARTY GARDNER

ROCK (105)  
BLUES (105)  
JAZZ (105)  
CLASSICAL (105)  
DISCO (105)  
FUNK (105)  
GOSPEL (105)  
HEAVENLY CREATION (105)  
HITS (105)  
LIVE (105)  
MUSIC (105)  
NEWS (105)  
POLICE (105)  
R&R (105)  
SUNSHINE (105)  
THE BEATLES (105)  
THE WHO (105)  
TOP GUN (105)  
WHEELS (105)  
WHEELS (105)  
WHEELS (105)

**WLIBFM 92.7** Long Island  
516-485-9200

PD: BOB MURPHY

ROCK (92.7)  
BLUES (92.7)  
JAZZ (92.7)  
CLASSICAL (92.7)  
DISCO (92.7)  
FUNK (92.7)  
GOSPEL (92.7)  
HEAVENLY CREATION (92.7)  
HITS (92.7)  
LIVE (92.7)  
MUSIC (92.7)  
NEWS (92.7)  
POLICE (92.7)  
R&R (92.7)  
SUNSHINE (92.7)  
THE BEATLES (92.7)  
THE WHO (92.7)  
TOP GUN (92.7)  
WHEELS (92.7)  
WHEELS (92.7)  
WHEELS (92.7)

**105.5 WCHA** North Jersey  
201-328-1055

PD: BOB LINDNER  
PD: BOB LINDNER

ROCK (105.5)  
BLUES (105.5)  
JAZZ (105.5)  
CLASSICAL (105.5)  
DISCO (105.5)  
FUNK (105.5)  
GOSPEL (105.5)  
HEAVENLY CREATION (105.5)  
HITS (105.5)  
LIVE (105.5)  
MUSIC (105.5)  
NEWS (105.5)  
POLICE (105.5)  
R&R (105.5)  
SUNSHINE (105.5)  
THE BEATLES (105.5)  
THE WHO (105.5)  
TOP GUN (105.5)  
WHEELS (105.5)  
WHEELS (105.5)  
WHEELS (105.5)

**WIOQ** Philadelphia  
215-687-8100

PD: ALI CHERES

ROCK (WIOQ)  
BLUES (WIOQ)  
JAZZ (WIOQ)  
CLASSICAL (WIOQ)  
DISCO (WIOQ)  
FUNK (WIOQ)  
GOSPEL (WIOQ)  
HEAVENLY CREATION (WIOQ)  
HITS (WIOQ)  
LIVE (WIOQ)  
MUSIC (WIOQ)  
NEWS (WIOQ)  
POLICE (WIOQ)  
R&R (WIOQ)  
SUNSHINE (WIOQ)  
THE BEATLES (WIOQ)  
THE WHO (WIOQ)  
TOP GUN (WIOQ)  
WHEELS (WIOQ)  
WHEELS (WIOQ)  
WHEELS (WIOQ)

**WCMF 107** Rochester  
716-961-1842

PD: CHRIS MURPHY  
PD: BOB SMITH

ROCK (107)  
BLUES (107)  
JAZZ (107)  
CLASSICAL (107)  
DISCO (107)  
FUNK (107)  
GOSPEL (107)  
HEAVENLY CREATION (107)  
HITS (107)  
LIVE (107)  
MUSIC (107)  
NEWS (107)  
POLICE (107)  
R&R (107)  
SUNSHINE (107)  
THE BEATLES (107)  
THE WHO (107)  
TOP GUN (107)  
WHEELS (107)  
WHEELS (107)  
WHEELS (107)

**WERI-FM 104** West Virginia  
304-722-3308

PD: BOB MURPHY

ROCK (104)  
BLUES (104)  
JAZZ (104)  
CLASSICAL (104)  
DISCO (104)  
FUNK (104)  
GOSPEL (104)  
HEAVENLY CREATION (104)  
HITS (104)  
LIVE (104)  
MUSIC (104)  
NEWS (104)  
POLICE (104)  
R&R (104)  
SUNSHINE (104)  
THE BEATLES (104)  
THE WHO (104)  
TOP GUN (104)  
WHEELS (104)  
WHEELS (104)  
WHEELS (104)

**Q101** Manchest  
603-625-6915

PD: KAREN ROSSIGNOL

ROCK (Q101)  
BLUES (Q101)  
JAZZ (Q101)  
CLASSICAL (Q101)  
DISCO (Q101)  
FUNK (Q101)  
GOSPEL (Q101)  
HEAVENLY CREATION (Q101)  
HITS (Q101)  
LIVE (Q101)  
MUSIC (Q101)  
NEWS (Q101)  
POLICE (Q101)  
R&R (Q101)  
SUNSHINE (Q101)  
THE BEATLES (Q101)  
THE WHO (Q101)  
TOP GUN (Q101)  
WHEELS (Q101)  
WHEELS (Q101)  
WHEELS (Q101)

**WYSP 94 ROCK** Philadelphia  
215-688-9480

PD: STEVE FINSTON

ROCK (94)  
BLUES (94)  
JAZZ (94)  
CLASSICAL (94)  
DISCO (94)  
FUNK (94)  
GOSPEL (94)  
HEAVENLY CREATION (94)  
HITS (94)  
LIVE (94)  
MUSIC (94)  
NEWS (94)  
POLICE (94)  
R&R (94)  
SUNSHINE (94)  
THE BEATLES (94)  
THE WHO (94)  
TOP GUN (94)  
WHEELS (94)  
WHEELS (94)  
WHEELS (94)

**WPDW** Poughkeepsie  
914-471-1500

PD: STEVE SCHWARTZ

ROCK (WPDW)  
BLUES (WPDW)  
JAZZ (WPDW)  
CLASSICAL (WPDW)  
DISCO (WPDW)  
FUNK (WPDW)  
GOSPEL (WPDW)  
HEAVENLY CREATION (WPDW)  
HITS (WPDW)  
LIVE (WPDW)  
MUSIC (WPDW)  
NEWS (WPDW)  
POLICE (WPDW)  
R&R (WPDW)  
SUNSHINE (WPDW)  
THE BEATLES (WPDW)  
THE WHO (WPDW)  
TOP GUN (WPDW)  
WHEELS (WPDW)  
WHEELS (WPDW)  
WHEELS (WPDW)

**94 ROCK** Syracuse  
315-472-9797

PD: BOB LINDNER

ROCK (94)  
BLUES (94)  
JAZZ (94)  
CLASSICAL (94)  
DISCO (94)  
FUNK (94)  
GOSPEL (94)  
HEAVENLY CREATION (94)  
HITS (94)  
LIVE (94)  
MUSIC (94)  
NEWS (94)  
POLICE (94)  
R&R (94)  
SUNSHINE (94)  
THE BEATLES (94)  
THE WHO (94)  
TOP GUN (94)  
WHEELS (94)  
WHEELS (94)  
WHEELS (94)

**WAAF 107FM** Worcester  
617-752-5811

PD: DALE LEMOND

ROCK (107FM)  
BLUES (107FM)  
JAZZ (107FM)  
CLASSICAL (107FM)  
DISCO (107FM)  
FUNK (107FM)  
GOSPEL (107FM)  
HEAVENLY CREATION (107FM)  
HITS (107FM)  
LIVE (107FM)  
MUSIC (107FM)  
NEWS (107FM)  
POLICE (107FM)  
R&R (107FM)  
SUNSHINE (107FM)  
THE BEATLES (107FM)  
THE WHO (107FM)  
TOP GUN (107FM)  
WHEELS (107FM)  
WHEELS (107FM)  
WHEELS (107FM)

**WNEW** New York  
212-986-7000

PD: BOB LINDNER

ROCK (WNEW)  
BLUES (WNEW)  
JAZZ (WNEW)  
CLASSICAL (WNEW)  
DISCO (WNEW)  
FUNK (WNEW)  
GOSPEL (WNEW)  
HEAVENLY CREATION (WNEW)  
HITS (WNEW)  
LIVE (WNEW)  
MUSIC (WNEW)  
NEWS (WNEW)  
POLICE (WNEW)  
R&R (WNEW)  
SUNSHINE (WNEW)  
THE BEATLES (WNEW)  
THE WHO (WNEW)  
TOP GUN (WNEW)  
WHEELS (WNEW)  
WHEELS (WNEW)  
WHEELS (WNEW)

**WYSP 94 ROCK** Philadelphia  
215-688-9480

PD: STEVE FINSTON

ROCK (94)  
BLUES (94)  
JAZZ (94)  
CLASSICAL (94)  
DISCO (94)  
FUNK (94)  
GOSPEL (94)  
HEAVENLY CREATION (94)  
HITS (94)  
LIVE (94)  
MUSIC (94)  
NEWS (94)  
POLICE (94)  
R&R (94)  
SUNSHINE (94)  
THE BEATLES (94)  
THE WHO (94)  
TOP GUN (94)  
WHEELS (94)  
WHEELS (94)  
WHEELS (94)

**WCMF 107** Rochester  
716-232-7550

PD: BOB SMITH

ROCK (107)  
BLUES (107)  
JAZZ (107)  
CLASSICAL (107)  
DISCO (107)  
FUNK (107)  
GOSPEL (107)  
HEAVENLY CREATION (107)  
HITS (107)  
LIVE (107)  
MUSIC (107)  
NEWS (107)  
POLICE (107)  
R&R (107)  
SUNSHINE (107)  
THE BEATLES (107)  
THE WHO (107)  
TOP GUN (107)  
WHEELS (107)  
WHEELS (107)  
WHEELS (107)

**94 ROCK** Syracuse  
315-472-9797

PD: BOB LINDNER

ROCK (94)  
BLUES (94)  
JAZZ (94)  
CLASSICAL (94)  
DISCO (94)  
FUNK (94)  
GOSPEL (94)  
HEAVENLY CREATION (94)  
HITS (94)  
LIVE (94)  
MUSIC (94)  
NEWS (94)  
POLICE (94)  
R&R (94)  
SUNSHINE (94)  
THE BEATLES (94)  
THE WHO (94)  
TOP GUN (94)  
WHEELS (94)  
WHEELS (94)  
WHEELS (94)

**WAAF 107FM** Worcester  
617-752-5811

PD: DALE LEMOND

ROCK (107FM)  
BLUES (107FM)  
JAZZ (107FM)  
CLASSICAL (107FM)  
DISCO (107FM)  
FUNK (107FM)  
GOSPEL (107FM)  
HEAVENLY CREATION (107FM)  
HITS (107FM)  
LIVE (107FM)  
MUSIC (107FM)  
NEWS (107FM)  
POLICE (107FM)  
R&R (107FM)  
SUNSHINE (107FM)  
THE BEATLES (107FM)  
THE WHO (107FM)  
TOP GUN (107FM)  
WHEELS (107FM)  
WHEELS (107FM)  
WHEELS (107FM)

**6 Brock** Atlanta  
404-325-0960

PD: BOB LINDNER

ROCK (6 Brock)  
BLUES (6 Brock)  
JAZZ (6 Brock)  
CLASSICAL (6 Brock)  
DISCO (6 Brock)  
FUNK (6 Brock)  
GOSPEL (6 Brock)  
HEAVENLY CREATION (6 Brock)  
HITS (6 Brock)  
LIVE (6 Brock)  
MUSIC (6 Brock)  
NEWS (6 Brock)  
POLICE (6 Brock)  
R&R (6 Brock)  
SUNSHINE (6 Brock)  
THE BEATLES (6 Brock)  
THE WHO (6 Brock)  
TOP GUN (6 Brock)  
WHEELS (6 Brock)  
WHEELS (6 Brock)  
WHEELS (6 Brock)

**WYMX 104** Augusta  
404-722-1302

PD: BOB LINDNER

ROCK (104)  
BLUES (104)  
JAZZ (104)  
CLASSICAL (104)  
DISCO (104)  
FUNK (104)  
GOSPEL (104)  
HEAVENLY CREATION (104)  
HITS (104)  
LIVE (104)  
MUSIC (104)  
NEWS (104)  
POLICE (104)  
R&R (104)  
SUNSHINE (104)  
THE BEATLES (104)  
THE WHO (104)  
TOP GUN (104)  
WHEELS (104)  
WHEELS (104)  
WHEELS (104)

**WYMX 104** Augusta  
404-722-1302

PD: BOB LINDNER

ROCK (104)  
BLUES (104)  
JAZZ (104)  
CLASSICAL (104)  
DISCO (104)  
FUNK (104)  
GOSPEL (104)  
HEAVENLY CREATION (104)  
HITS (104)  
LIVE (104)  
MUSIC (104)  
NEWS (104)  
POLICE (104)  
R&R (104)  
SUNSHINE (104)  
THE BEATLES (104)  
THE WHO (104)  
TOP GUN (104)  
WHEELS (104)  
WHEELS (104)  
WHEELS (104)

**WYMX 104** Augusta  
404-722-1302

PD: BOB LINDNER

ROCK (104)  
BLUES (104)  
JAZZ (104)  
CLASSICAL (104)  
DISCO (104)  
FUNK (104)  
GOSPEL (104)  
HEAVENLY CREATION (104)  
HITS (104)  
LIVE (104)  
MUSIC (104)  
NEWS (104)  
POLICE (104)  
R&R (104)  
SUNSHINE (104)  
THE BEATLES (104)  
THE WHO (104)  
TOP GUN (104)  
WHEELS (104)  
WHEELS (104)  
WHEELS (104)

**SOUL** MOST ADDED MEDIUM THE HOTTEST

GREG LAKE (Chrysalis) 26/20  
POLICE (A&M) 32/29  
OZZY OSBOURNE (Jed/CBS) 28/19  
JOHN ENTWISTLE (A&M) 22/18  
NEIL YOUNG & CRAZY HORSE (WB/Reprise) 24/17

Two numbers follow each album title. The first represents total number of Southern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

### SOUTH KY 99

the album station  
806-369-8581

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### The Q KLAQ 95.3

El Paso 915-544-8864

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### LRS 102

Louisville 502-585-6178

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### Zany 94

Norfolk 804-461-1194

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 95FM

Shreveport 318-425-8692

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 102.1

Austin 512-474-6543

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### K-102

Ft. Lauderdale 305-731-4800

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WJLF

Louisville 502-589-4400

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WJLF 99

Norfolk 804-623-9667

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### D-103

Tallahassee 904-386-5141

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 102.1

Birmingham 205-870-9900

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 102.1

Houston 713-526-4591

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### FMY

Lubbock 806-747-1224

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WDIZ

Orlando 305-645-1802

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 98 Rock

Tampa 813-224-0742

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WAPI

Birmingham 205-933-9274

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### Rock 104

Knoxville 615-525-6000

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WZRK

Memphis 901-726-0060

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### TK 01

Pensacola 904-438-7543

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 95FM

Tampa 813-878-0455

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WAPI

Corpus Christi 512-855-4641

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### K94 KSMB

Lafayette 318-232-1311

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### wjsh

Miami 305-581-1580

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WFLD

Roanoke 703-387-0234

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 99LD

West Palm Beach 305-461-0099

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### KTXQ

Dallas-Ft. Worth 214-528-5500

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 102.1

Lexington 606-252-6694

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WJLF

Miami 305-672-2500

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WJLF

Miami 305-672-2500

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WJLF

Miami 305-672-2500

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### KTXQ

Dallas-Ft. Worth 214-528-5500

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### MAGC 105

Little Rock 501-329-3808

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WABB-FM

Mobile 205-432-5572

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### 99.5 KISS

San Antonio 512-223-6211

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

### WKZL

Winston-Salem 919-725-0556

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON

Address: 1001 W. 10th St., Amarillo, TX 79101

PD: DON WATSON







# WEST

### Fresno 209-226-5991

**KJZZ 108.5**  
 PD: GARY OPPENHEIM  
 PD: JEFF FRIEDL

Address: 108.5 FM (AM)  
 PD: GARY OPPENHEIM  
 PD: JEFF FRIEDL

Address: 108.5 FM (AM)  
 PD: GARY OPPENHEIM  
 PD: JEFF FRIEDL

### Gillette 307-662-5101

**KALL**  
 PD: BOB BERRY

Address: 108.5 FM (AM)  
 PD: BOB BERRY

Address: 108.5 FM (AM)  
 PD: BOB BERRY

### Las Vegas 702-876-1460

**FM 92**  
 ROCKS LAS VEGAS  
 PD: SCOTT JOHNSON

Address: 92.1 FM (AM)  
 PD: SCOTT JOHNSON

Address: 92.1 FM (AM)  
 PD: SCOTT JOHNSON

### Los Angeles 213-557-7250

**MLOS 95.1**  
 PD: NANCY HICKS  
 PD: BOB FRIEDL

Address: 95.1 FM (AM)  
 PD: NANCY HICKS  
 PD: BOB FRIEDL

Address: 95.1 FM (AM)  
 PD: NANCY HICKS  
 PD: BOB FRIEDL

### Los Angeles 213-464-6638

**KMET 94.7**  
 PD: PAUL BELLAMY  
 PD: JIMMY SUTHER

Address: 94.7 FM (AM)  
 PD: PAUL BELLAMY  
 PD: JIMMY SUTHER

Address: 94.7 FM (AM)  
 PD: PAUL BELLAMY  
 PD: JIMMY SUTHER

### Los Angeles 213-469-1212

**KMET 94.7**  
 PD: PAUL BELLAMY  
 PD: JIMMY SUTHER

Address: 94.7 FM (AM)  
 PD: PAUL BELLAMY  
 PD: JIMMY SUTHER

Address: 94.7 FM (AM)  
 PD: PAUL BELLAMY  
 PD: JIMMY SUTHER

### Missoula 406-728-5000

**KMTZ 107.1**  
 PD: VERA ARSE

Address: 107.1 FM (AM)  
 PD: VERA ARSE

Address: 107.1 FM (AM)  
 PD: VERA ARSE

### Pasadena 213-578-0830

**KMOQ FM 106.7**  
 PD: RICH CARROLL  
 PD: LARRY GRIFFIN

Address: 106.7 FM (AM)  
 PD: RICH CARROLL  
 PD: LARRY GRIFFIN

Address: 106.7 FM (AM)  
 PD: RICH CARROLL  
 PD: LARRY GRIFFIN

### Phoenix 602-833-8886

**KKB 93.7 FM ROCKS ARIZONA**  
 PD: JEFF LUTKES  
 PD: DAVID NEUBER

Address: 93.7 FM (AM)  
 PD: JEFF LUTKES  
 PD: DAVID NEUBER

Address: 93.7 FM (AM)  
 PD: JEFF LUTKES  
 PD: DAVID NEUBER

### Phoenix 602-836-3062

**KUPD FM 98**  
 PD: PAUL EVANS

Address: 98.1 FM (AM)  
 PD: PAUL EVANS

Address: 98.1 FM (AM)  
 PD: PAUL EVANS

### Portland 503-855-9181

**KGOV 92.1 FM**  
 PD: GARY VAN DYKE  
 PD: GARY JOHNSON

Address: 92.1 FM (AM)  
 PD: GARY VAN DYKE  
 PD: GARY JOHNSON

Address: 92.1 FM (AM)  
 PD: GARY VAN DYKE  
 PD: GARY JOHNSON

### Portland 503-226-5000

**Link**  
 PD: BILL WALKER  
 PD: ALAN JOHNSON

Address: 106.7 FM (AM)  
 PD: BILL WALKER  
 PD: ALAN JOHNSON

Address: 106.7 FM (AM)  
 PD: BILL WALKER  
 PD: ALAN JOHNSON

### Reno 702-329-9261

**KZLZ**  
 PD: DANIEL LADD  
 PD: BRUCE ALAN VITTE

Address: 106.7 FM (AM)  
 PD: DANIEL LADD  
 PD: BRUCE ALAN VITTE

Address: 106.7 FM (AM)  
 PD: DANIEL LADD  
 PD: BRUCE ALAN VITTE

### Sacramento 916-448-7546

**KROY 97.7 FM 210 AM**  
 PD: GARY HENNING  
 PD: SCOTT WITTEGALL

Address: 97.7 FM (AM)  
 PD: GARY HENNING  
 PD: SCOTT WITTEGALL

Address: 97.7 FM (AM)  
 PD: GARY HENNING  
 PD: SCOTT WITTEGALL

### Sacramento 916-925-3700

**KMTR 107.1**  
 PD: LEO FRANK  
 PD: JOHN RUSSELL

Address: 107.1 FM (AM)  
 PD: LEO FRANK  
 PD: JOHN RUSSELL

Address: 107.1 FM (AM)  
 PD: LEO FRANK  
 PD: JOHN RUSSELL

### Salt Lake City 801-972-3030

**KSL 107.1**  
 PD: GARY WILSON

Address: 107.1 FM (AM)  
 PD: GARY WILSON

Address: 107.1 FM (AM)  
 PD: GARY WILSON

### San Bernardino 714-875-5020

**KCAL 96.7**  
 PD: JIM JAMES

Address: 96.7 FM (AM)  
 PD: JIM JAMES

Address: 96.7 FM (AM)  
 PD: JIM JAMES

### San Diego 714-292-1380

**KGB-FM 101.5**  
 PD: LARRY HAY  
 PD: JIMMY KELLY

Address: 101.5 FM (AM)  
 PD: LARRY HAY  
 PD: JIMMY KELLY

Address: 101.5 FM (AM)  
 PD: LARRY HAY  
 PD: JIMMY KELLY

### San Diego 714-585-6006

**FM 106**  
 PD: BOB WILSON

Address: 106.1 FM (AM)  
 PD: BOB WILSON

Address: 106.1 FM (AM)  
 PD: BOB WILSON

### San Diego 714-236-9872

**9X FM**  
 PD: JIM LEARD

Address: 98.1 FM (AM)  
 PD: JIM LEARD

Address: 98.1 FM (AM)  
 PD: JIM LEARD

### Sacramento 916-448-9695

**KROB**  
 PD: ART SCHROEDER

Address: 106.7 FM (AM)  
 PD: ART SCHROEDER

Address: 106.7 FM (AM)  
 PD: ART SCHROEDER

### San Jose 408-268-5400

**KJZZ 108.5**  
 PD: LEE RAY HANSEN  
 PD: JIM RUSSELL

Address: 108.5 FM (AM)  
 PD: LEE RAY HANSEN  
 PD: JIM RUSSELL

Address: 108.5 FM (AM)  
 PD: LEE RAY HANSEN  
 PD: JIM RUSSELL

### San Luis Obispo 805-544-5093

**KZB The Music FM**  
 PD: DICK SHERRARD

Address: 107.1 FM (AM)  
 PD: DICK SHERRARD

Address: 107.1 FM (AM)  
 PD: DICK SHERRARD

### San Rafael 415-458-1510

**KTIM**  
 PD: DAVID T.  
 PD: DAVID T.

Address: 107.1 FM (AM)  
 PD: DAVID T.  
 PD: DAVID T.

Address: 107.1 FM (AM)  
 PD: DAVID T.  
 PD: DAVID T.

### Santa Barbara 805-963-1975

**KTMS-FM Rock 97**  
 PD: BOB GILES  
 PD: PAUL GILES

Address: 97.1 FM (AM)  
 PD: BOB GILES  
 PD: PAUL GILES

Address: 97.1 FM (AM)  
 PD: BOB GILES  
 PD: PAUL GILES

### Santa Barbara 805-963-1601

**KTYD**  
 PD: JIMMY GILL  
 PD: SUZANNE LARSEN

Address: 97.1 FM (AM)  
 PD: JIMMY GILL  
 PD: SUZANNE LARSEN

Address: 97.1 FM (AM)  
 PD: JIMMY GILL  
 PD: SUZANNE LARSEN

### San Francisco 415-391-9400

**KGO 107.7**  
 PD: BOB COLE  
 PD: BRUCE JONES

Address: 107.7 FM (AM)  
 PD: BOB COLE  
 PD: BRUCE JONES

Address: 107.7 FM (AM)  
 PD: BOB COLE  
 PD: BRUCE JONES

### San Jose 408-248-8611

**KOME**  
 PD: KIM HORTON  
 PD: LARRY HAY

Address: 107.1 FM (AM)  
 PD: KIM HORTON  
 PD: LARRY HAY

Address: 107.1 FM (AM)  
 PD: KIM HORTON  
 PD: LARRY HAY

### Santa Maria 805-922-2156

**99 KXFM**  
 PD: IRVING SALVENDY

Address: 99.1 FM (AM)  
 PD: IRVING SALVENDY

Address: 99.1 FM (AM)  
 PD: IRVING SALVENDY

### Seattle 206-624-4305

**Rock KUSW-FM 100**  
 PD: DAVID PHILLIPS  
 PD: JIMMY SALTON

Address: 100.1 FM (AM)  
 PD: DAVID PHILLIPS  
 PD: JIMMY SALTON

Address: 100.1 FM (AM)  
 PD: DAVID PHILLIPS  
 PD: JIMMY SALTON

### Seattle 206-454-1540

**KZMM**  
 PD: JOHN LYSTERAL  
 PD: GARY SCOTT

Address: 107.1 FM (AM)  
 PD: JOHN LYSTERAL  
 PD: GARY SCOTT

Address: 107.1 FM (AM)  
 PD: JOHN LYSTERAL  
 PD: GARY SCOTT

### Seattle 206-223-3911

**KZLX 102.1 FM**  
 PD: BILL WILSON  
 PD: GARY MARTIN

Address: 102.1 FM (AM)  
 PD: BILL WILSON  
 PD: GARY MARTIN

Address: 102.1 FM (AM)  
 PD: BILL WILSON  
 PD: GARY MARTIN

### Spokane 509-448-2000

**92.9 KREM-FM**  
 PD: ALAN SCOTT

Address: 92.9 FM (AM)  
 PD: ALAN SCOTT

Address: 92.9 FM (AM)  
 PD: ALAN SCOTT

### Tucson 602-624-5686

**KWFM**  
 PD: JIM WATSON  
 PD: GARY LARSEN

Address: 106.7 FM (AM)  
 PD: JIM WATSON  
 PD: GARY LARSEN

Address: 106.7 FM (AM)  
 PD: JIM WATSON  
 PD: GARY LARSEN

### Tucson 602-622-8711

**KMAX**  
 PD: ALAN WATSON  
 PD: JAMES SMITH

Address: 106.7 FM (AM)  
 PD: ALAN WATSON  
 PD: JAMES SMITH

Address: 106.7 FM (AM)  
 PD: ALAN WATSON  
 PD: JAMES SMITH

### Vancouver 604-684-7221

**CFMX**  
 PD: DONALD WILSON  
 PD: GARY WATSON

Address: 106.7 FM (AM)  
 PD: DONALD WILSON  
 PD: GARY WATSON

Address: 106.7 FM (AM)  
 PD: DONALD WILSON  
 PD: GARY WATSON



## Carolyn Parks

### Country Happenings

Looks like I didn't leave myself a lot of space this week for our usual update, but I did want to pass along some items that may be of interest.

Joel Raab of WHK called in a 7pm-midnight opening at the station, with a special eye out for females (but then Joel always did have an eye for the ladies!)... WMAV is looking for an adult communicator for afternoon drive. T&R to PD Sid Wood, Box 460, Springfield, IL 62705, (217) 629-7077... Country International Records is searching for a new artist for the label and is soliciting the help of DJ's in bringing any talented, undiscovered artists to the label's attention. Send bio and tape to the label at 1010 17th Ave. South, Nashville, TN, Attn: Sherman Ford, President... KLAC/L.A. MD Cathy Hahn, in conjunction with Tom Holdridge and Ruby Uribe, has put out a monthly newsletter for country music air personalities called "Inside Country." I enjoyed my sample copy... if you'd like one, write to "Inside Country," 6000 Fulton Ave., Suite 12, Van Nuys, CA 91401...

**CHANGES:** WAPE/Jacksonville has hired Dave Ulmer as ND, replacing Bud Elliot, who is now a journalist/reporter for Ted Turner's Cable News Network. Dave was most recently with WTOP in Washington, DC... Two new additions at K95FM/Tulsa, with Joann Downs added to the news department (from Assoc. Producer for the Women's Channel on Southern Satellite System's SPN network) and Robin Lee joining the air staff (from WJHR-FM/Jackson, TN)... Mark Giardina joins WNYR/Rochester as news anchor from neighboring WSAY... Buddy Johnson departs as MD of KLVI/Beaumont, and is replaced by Chuck Berns from in-house... KKAL/Arroyo Grande, CA has a new all-night personality, Rick Stratton, from KIQO/Atascadero... KYXX/Odessa's Craig Smith has been promoted to the station's sales department, with morning man John Defee taking over the MD duties... KTRB/Modesto has "officially" named Steve Warner as MD... Ralph Bergeron moves from middays to Operations Manager at KNIR/New Iberia, LA, while Shelly Rankin from KROF/Abbeville, LA fills Ralph's old slot. Ralph is still looking for a morning person. Anyone interested can call him at (318) 365-2401... In the oops dept., Erik Foxx of KJJJ/Phoenix called to clarify that he is the station's PD, not morning man Jack Randall, as previously mentioned here. Erik's really not that sensitive, but he's getting tired of taking calls from people wondering where he went. Sorry 'bout that, Erik!

Hope you all have a great Thanksgiving. I'm looking forward to a full day of eating and football watching (just wish once I'd get more than "bumbling under" in Lu Fields's pool!).

#### LAST LAUGH

### The Shot Heard 'Round The World

Those of you into hunting will appreciate KBMY/Billings PD Dick Byrd's recent experience. What started out as a fun weekend of elk hunting for Dick and his wife Cheri turned very quickly into a very expensive vacation. Not long after starting out Dick got his elk and Cheri bagged a deer. However, on the way back home Cheri also managed to shoot something else that is not usually on the endangered species list... the transmission in their truck! Seems the safety was not on her rifle and it went off in the vehicle, putting a nice hole in the floorboard and dismantling the transmission in the process. Dick notes that although it took a while, he can laugh about it now and has decided to award his wife with the first (and he hopes last) "dead trannie" award. However, he didn't mention whether or not the transmission was now framed and hanging in their den.

# Country

## L.A.'s Alternative Country Station

There was a radio anniversary celebration in Los Angeles recently and, while it went unacknowledged by the majority of the city's listeners, a good many longtime country fans not only joined in the on-air festivities but also contributed some of their hard-earned cash to keep the station broadcasting. Unless you've ever lived or driven near California State University in Northridge, it's doubtful that you'd even be aware that KCSN existed, but to the five paid staff members and 200 volunteers and students who participate in its operation, the 3000-watt stereo station represents a labor of love.



Currently celebrating its 18th anniversary, KCSN, a National Public Radio affiliate, offers a unique brand of programming not found anywhere else on the dial. The college-operated facility has not taken the easy road of an all-classical or all-rock format, but rather employs the "bloc-style" of programming that was the mainstay of radio in its development stage. What makes it especially interesting to the hard-core country listener are the 19 hours of Country-flavored programs broadcast each week, from "Alive And Picking" ("Traditional Bluegrass and Old Timey music") to "Cary's Country Store" ("Vintage Country and Western sounds from 60 years of recorded music") to "The Folk Show" ("Traditional and Contemporary Folk music"), each

designed to offer an alternative to the commercial Country stations in town.

Mike Mahaney, a self-avowed "Country purist" and unpaid staffer at KCSN, describes his weekly "Country Liberation" show as "noncommercial Country because it deals with a lot of labels that don't have big promotional budgets." While you won't hear Kenny Rogers or Dolly Parton on Mike's Thursday afternoon program, you might get a taste of Jim & Jesse, the Osborne Bros., or a local artist who sent in a tape of his first recording. For many local artists (some with sizable followings through the club circuit) this is the only way they can expose their music on the radio.

Obviously, we're not talking about a large audience. Mike feels that his is composed mainly of "musicians and people who are not new to Country." With the growth of Country, even in cities like L.A., perhaps that audience will expand as more and more people become exposed to and fans of the style. Only five years ago there was no Country programming on KCSN, and the only commercial Country station in town was KLAC. However, Mike notes that "there have always been pockets of Country in Los Angeles. I had the good fortune to work with Bobby Kimmel, and he and I and another fellow started the McCabe's Concert series back in 1968. Linda Ronstadt was a frequent performer there, as were Hoyt Axton and other local artists."

Linda and Hoyt don't have to worry about paying the rent any longer. Other artists are still struggling to make a name for themselves. With the help of people like Mike Mahaney and stations like KCSN they may yet have a chance.

#### KLEMM MEDIA OFFERS OPTION

### To Train Or Terminate — A Broadcaster's Question

Every week I hear from broadcasters decrying the lack of talent available today and wondering where tomorrow's jocks, programmers, and even general managers are going to come from. But when the book comes in and the station slips a little in the ratings or the on-air sound just isn't quite right, what happens to many of tomorrow's jocks, programmers, and general managers? They find themselves once again looking for a new job. Dave Klemm has a better idea.

For those of you not familiar with Dave, he has spent the past 16 years with Blair Radio, most recently as Senior VP/Director of Marketing & Operations for the rep firm. He has worked with innumerable stations around the country and has probably influenced more radio careers than any person in the industry. Dave's forte is matching the right person with the right job, and now he's taken that talent a step farther with the formation of his own company, Klemm Media (R&R 11-6, page 19).

Klemm Media is an offshoot of the confidential training seminars that Dave had been running with Blair for several years. The organization is designed to serve radio stations in all formats as well as satellite networks and cable systems and specializes in strategic programming and marketing techniques, the most unique of which is its motivational management training.

While others are looking for new talent, Dave's philosophy is to train the talent we already have. "In our business we basically operate on the theory of 'Let's blow somebody out and bring in someone new.' It's been my experience that the new guy you bring in is no better than the old guy, so why don't we train people. Among the things that I want to do is to prevent some of the high turnover of people within radio stations because it's very expensive to fire someone and very expensive to interview and hire someone new. I also think the whole process is very nonproductive."

Rather than hold these three-day seminars at the local Holiday Inn, Dave prefers to conduct his mini-

clinics at a very secluded (and much less distracting) facility in Washington, CT. With no outside interruptions, he finds it to be a "very productive work atmosphere. I already have a working relationship with two people who are experienced in the field. One is Dr. Leo Aulschul from the New York State University

Continued on Page 44

#### 'Tis The Season To Get Married...



Well, it's not June, but the wedding season came early for one radio personality (I thought you had to wait until the book was over?). WMC/Memphis's Les Tivers tied the knot with Cindy Self at midnight on Halloween, although the honeymoon had to wait since the nuptials were held on-air at the beginning of Les's show. WCMS/Virginia Beach also had a control room wedding, but this time it was between two of Brad Carva's listeners, who won the event which was even filmed for local TV newscasts. Pictured at the ceremony are (l-r) WCMS announcer (and witness of the day) Joe Hoppel, groom David Fiser, and blushing bride Geraldine Cates. Brad's now looking for a couple to be divorced on his show (maybe David and Geraldine after they see this!).



# BREAKERS.

"Breakers" are those newer records that have the greatest level of station activity on any given week.

### DON WILLIAMS

Lord, I Hope This Day Is Good (MCA)

On 68% of reporting stations. National Summary: Up 4, Same 27, Down 0, Debuts 22, Adds 23. A Most Added record. R&R Chart: Debut 42.

### WAYLON JENNINGS

Shine (RCA)

On 66% of reporting stations. National Summary: Up 6, Same 25, Down 0, Debuts 21, Adds 21. A Most Added record. R&R Chart: Debut 43.

### RONNIE McDOWELL

Watchin' Girls Go By (Epic)

On 64% of reporting stations. National Summary: Up 9, Same 27, Down 0, Debuts 9, Adds 26. A Most Added record. R&R Chart: Debut 44.

### LEON EVERETTE

Midnight Rodeo (RCA)

On 62% of reporting stations. National Summary: Up 8, Same 22, Down 0, Debuts 15, Adds 24. A Most Added record. R&R Chart: Debut 45.

### T.G. SHEPPARD

Only One You (WB/Curb)

On 61% of reporting stations. National Summary: Up 4, Same 22, Down 0, Debuts 15, Adds 27. A Most Added record. R&R Chart: Debut 46.

### EDDIE RABBITT

Someone Could Lose A Heart Tonight (Elektra)

On 60% of reporting stations. National Summary: Up 9, Same 27, Down 0, Debuts 14, Adds 17. R&R Chart: Debut 47.

### Most Added:

- ED BRUCE  
You're The Best Break... (MCA)
- T.G. SHEPPARD  
Only One You (WB/Curb)
- RONNIE McDOWELL  
Watchin' Girls Go By (Epic)
- LEON EVERETTE  
Midnight Rodeo (RCA)
- DON WILLIAMS  
Lord, I Hope This Day Is Good (MCA)
- WAYLON JENNINGS  
Shine (RCA)
- BILLY SWAN  
Stuck Right In The Middle... (Epic)

### Hottest:

- ALABAMA  
Love In The First Degree (RCA)
- GEORGE JONES  
Still Doin' Time (Epic)
- MERLE HAGGARD  
My Favorite Memory (Epic)
- JOHNNY LEE  
Bet Your Heart On Me (Full Moon/Asylum)
- EMMYLOU HARRIS & DON WILLIAMS  
If I Needed You (WB)
- HANK WILLIAMS JR.  
All My Rowdy Friends... (Elektra/Curb)

# MOST ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist title label designation (example: 100-25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 51-51, etc.) moved it down on their charts, or added it this week. ☐ indicated one of this week's most added, new songs.

- KIERAN KANE "It's Who You Love" (Elektra) 61/16**  
National Summary: Up 14, Same 18, Down 0, Debuts 13, Adds 16 including KLZ, KNIX-FM, KSON-AM-FM, WWCS-FM, WNYR, WSLR, WMNL, KSO, WTSO, WIL-AM-FM, KFH, KKAL 43-39, KOKE-FM 45-38, WSIX-FM 20-18, KIKK-FM 18-8, WLVI-FM 7-6.
- RODNEY CROWELL "Stars On The Water" (WB) 60/4**  
National Summary: Up 41, Same 7, Down 1, Debuts 7, Adds 4, WMNL, KFGO, KKYX, WIRK-FM, WKMF 23-18, WIRE 22-19, WKCL 17-12, WKKN 6-27, KFH 33-26, KYTE 2-23, KGA 38-30, WCAW 38-27, WPLD 20-18, KIKK-FM 18-8, WLVI-FM 7-6.
- JOHN ANDERSON "I Just Came Home To Count The Memories" (WB) 59/15**  
National Summary: Up 11, Same 21, Down 0, Debuts 12, Adds 15, WEEP, WNOW, KIXZ, KOKE-FM, WSOE-FM, WQIK-FM, KWKH, WKMF, WGEE, WIRE, WTSO, WOGY, WXCL, KMAK, KCKC, KEED 48-33.
- MEL McDANIEL "Preaching Up A Storm" (Capitol) 58/19**  
National Summary: Up 10, Same 16, Down 0, Debuts 12, Adds 19 including WPLO, WCOS-FM, WBAM, WSAI-AM-FM, WIL-AM-FM, KFH, KEED, KSON-AM-FM, WPOR, WYIL, WGTO 47-38, WLVI-FM 40-32, KKYX 47-35, KRMD-AM-FM 49-35, WMNL 34-30.
- JOHNNY DUNCAN "All Night Long" (Columbia) 51/10**  
National Summary: Up 18, Same 18, Down 0, Debuts 8, Adds 10, WMAQ, KFGO, WXCL, WKKN, WKCO-FM, KFH, KMAK, WGTO, WWOD, WIRK-FM, KVOO 48-17, KNIX-FM 34-29, KMPS-AM-FM 30-26, WBGW-FM 37-33, KOKE-FM 46-41.
- BOBBY BARE "Dropping Out Of Sight" (Columbia) 49/9**  
National Summary: Up 15, Same 18, Down 0, Debuts 9, Adds 8, KRZY, KSOP, KGA, KCUB, KIXZ, WPLD, WKSJ-FM, KWKH, WTSO, KRZY 37-33, KTRB 4-29, WVAM 45-39, WIXL-FM 25-12, KRMD-AM-FM 50-38, KWMT 39-34.
- RAY PRICE "Diamonds In The Stars" (Dimension) 47/13**  
National Summary: Up 8, Same 17, Down 0, Debuts 11, Adds 13, KIXZ, WPLD, WSOE-FM, WGTO, KHEY, WWOD, KWKH, WITL-FM, KFEQ, KMAK, KMPS-AM-FM, KGA, WKYG, WLVI-FM 34-24, KRZY 38-28.
- LEE GREENWOOD "It Turns Me Inside Out" (MCA) 45/7**  
National Summary: Up 20, Same 3, Down 1, Debuts 8, Adds 7, WEEP, WYVA, KRA, WMC-AM, KKYX, WIRK-FM, KVOO, WIXY 16-12, KRRV 14-8, WWOD 21-18, WLVI-FM 24-16, WQYK-FM 7-6, WXCL 8-5, WKKN 6-30.
- WRIGHT BROTHERS "Family Man" (WB) 44/10**  
National Summary: Up 10, Same 15, Down 0, Debuts 9, Adds 10, KFGO, KEBC-FM, WHBF, WKKN, KFH, WPOR, KIXZ, KHEY, WWOD, KYXX, WFMS-FM 18-12, WIRE 15-12, WITL-FM 40-34, WQIK-FM 38-30.
- REBA McENTIRE "Only You (And You Alone)" (Mercury/PolyGram) 40/11**  
National Summary: Up 2, Same 22, Down 0, Debuts 5, Adds 11, KVET, WESC-AM-FM, KIKK-FM, WQAM, WCXI, WKMF, WGEE, WFMS-FM, KVOO, KSOP, KCUB, WSIX-FM 23-14, KSO 4-38, KCKC 34-26.
- BRENDA LEE "Only When I Laugh" (MCA) 40/6**  
National Summary: Up 17, Same 14, Down 0, Debuts 3, Adds 6, KEED, KLAC, KLRA, WWOD, WMNL, WKCO-FM, KRDR 39-30, WGNA-FM 33-27, WBGW-FM 47-39, WKSJ-FM 21-17, WSIX-FM 20-18, WIRK-FM 17-12, KVOO 46-37, KFH 38-30.
- WILLIE NELSON "Heartaches Of A Fool" (Columbia) 38/9**  
National Summary: Up 7, Same 17, Down 0, Debuts 5, Adds 9, WSEN, WKYG, KOKE-FM, WGTO, WAXX, WITL-FM, WHBF, KBMY, KRZY, WSIX-FM 4-22, KKYX 49-42, KRMD-AM-FM 44-37, KEED 50-39, KEEN 40-33.
- GARY STEWART "She's Got A Drinking Problem" (RCA) 38/9**  
National Summary: Up 11, Same 9, Down 0, Debuts 7, Adds 9, WSAI-AM-FM, WFMS-FM, WKKN, KLZ, KMAK, KOKE-FM, WESC-AM-FM, WQIK-FM, KKYX, KEBC-FM 32-28, KRZY 36-32, KEED 38-28, KRMD-AM-FM 40-30, WIRK-FM 34-22.
- JOHN DENVER "The Cowboy And The Lady" (RCA) 35/10**  
National Summary: Up 7, Same 12, Down 0, Debuts 8, Adds 10, KRDR, KRZY, KCUB, KRRV, KHEY, WWOD, KRMD-AM-FM, WCXI, WXCL, KVOO, KRZY 4-26, KEED 4-25, WSEN 37-33, WIXL-FM 49-38, WMAQ 25-15.

## Others Getting Significant Action

- BOBBY GOLDSBORO "The Round-Up Saloon" (Curb/CBS) 32/8**  
National Summary: Up 9, Same 12, Down 0, Debuts 3, Adds 8, WPLO, WQIK-FM, KWKH, WKLM, WCXI, WKCO-FM, KFH, WNYR, KRMD-AM-FM 41-31, KCKC 13-11.
- ED BRUCE "You're The Best Break..." (MCA) 31/31**

## Radio & Records

# NATIONAL AIRPLAY/50

### November 20, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK	
9	5	3	1 EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
11	8	4	2 MERLE HAGGARD/My Favorite Memory (Epic)
16	10	5	3 JOHNNY LEE/Bat Your Heart On Me (Full Moon/Asylum)
19	14	7	4 GEORGE JONES/Still Doin' Time (Epic)
5	3	1	5 HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
2	1	2	6 BARBARA MANDRELL/Wish You Were Here (MCA)
7	6	6	7 JOHN CONLEE/Miss Emily's Picture (MCA)
23	17	14	8 STEVE WARINER/All Roads Lead To You (RCA)
22	16	11	9 LARRY GATLIN/What Are We Doin' Lonesome (Columbia)
24	18	16	10 CRYSTAL GAYLE/The Woman In Me (Columbia)
31	26	18	11 ALABAMA/Love In The First Degree (RCA)
26	20	17	12 BELLAMY BROTHERS/You're My Favorite Star (Warner/Curb)
17	15	15	13 RICKY SKAGGS/You May See Me Walkin' (Epic)
29	23	19	14 GENE WATSON/Fourteen Carat Mind (MCA)
14	12	9	15 SYLVIA/Heart On The Mend (RCA)
15	13	12	16 ANNE MURRAY/It's All I Can Do (Capitol)
39	36	23	17 RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
28	25	21	18 TOMPALL & THE GLASER BROTHERS/Just One Time (Elektra)
10	9	13	19 MEL TILLIS/One-Night Fever (Elektra)
1	2	8	20 OAK RIDGE BOYS/Fancy Free (MCA)
27	24	22	21 GEORGE STRAIT/Down And Out (MCA)
34	29	24	22 JOHN SCHNEIDER/Them Good Ol' Boys Are Bad (Scotti Bros./CBS)
40	33	28	23 GARY MORRIS/Headed For A Heartache (WB)
41	31	27	24 MOE BANDY/Rodeo Romeo (Columbia)
42	38	31	25 STATLER BROTHERS/Years Ago (Mercury/PolyGram)
38	35	29	26 DAVID FRIZZELL & SHELLY WEST/Husbands And Wives (WB)
45	42	33	27 CONWAY TWITTY/Red Neckin' Love Makin' Night (MCA)
44	41	35	28 MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)
4	4	10	29 KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
49	43	37	30 JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
43	39	34	31 EARL THOMAS CONLEY/Tell Me Why (RCA)
6	7	20	32 ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
37	32	30	33 WILLIE NELSON/Mountain Dew (RCA)
47	44	38	34 EDDY RAVEN/Who Do You Know In California (Elektra)
-	46	42	35 MICKEY GILLEY/Lonely Nights (Epic)
-	47	44	36 DOTTIE WEST/It's High Time (EMI/Liberty)
-	50	46	37 REEVES & CLINE/Have You Ever Been Lonely (RCA)
3	11	25	38 CHARLY McCLAIN/Sleepin' With The Redo On (Epic)
-	-	47	39 KENNY ROGERS/Blaze Of Glory (EMI/Liberty)
50	45	43	40 BILLY "CRASH" CRADDOCK/Now That The Feeling's Gone (Capitol)
13	19	26	41 TAMMY WYNETTE/Crying In The Rain (Epic)
-	-	-	42 DON WILLIAMS/Lord, I Hope This Day Is Good (MCA) <span style="float:right">New Entry</span>
-	-	-	43 WAYLON JENNINGS/Shine (RCA)
-	-	-	44 RONNIE McDOWELL/Watchin' Girls Go By (Epic)
-	-	-	45 LEON EVERETTE/Midnight Rodeo (RCA)
-	-	-	46 T.G. SHEPPARD/Only One You (WB/Curb)
-	-	-	47 EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
8	21	36	48 CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
20	22	32	49 CON HUNLEY/She's Steppin' Out (WB)
48	37	40	50 JERRY REED/Patches (RCA)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

- National Summary: Up 8, Same 0, Down 0, Debuts 0, Adds 31 including WSAI-AM-FM, WCXI, KEBC-FM, KNIX-FM, KEEN, WSEN, WNYR, KOKE-FM, KIKK-FM, WSM, KRMD-AM-FM.**
- SUE POWELL "(There's No Me) Without You" (RCA) 28/3**  
National Summary: Up 14, Same 7, Down 0, Debuts 4, Adds 3, WMAQ, WCXI, KLRA, WTSO 28-25, KVOO 47-38, KFDI-AM 47-43, WWVA 40-37, WSIX-FM 25-18, WSM 36-31, KRMD-AM-FM 39-32.
- BILLY SWAN "Stuck Right In The Middle..." (Epic) 26/21**  
National Summary: Up 1, Same 1, Down 0, Debuts 1, Adds 21 including KOKE-FM, WCOS-FM, KIKK-FM, WMC-AM, WFMS-FM, KEEN, KGA, WSEN, WMZO-FM, WMAQ 23-18.
- MEL STREET & SANDY POWELL "Slip Away" (Sunbird) 21/1**  
National Summary: Up 7, Same 8, Down 1, Debuts 8, Adds 1, KIXZ, KRRV 24-17, KHEY 37-32, WLVI-FM 36-33, WIRK-FM 4-39, WKKN 4-39, KGA 39-31, On: WESC-AM-FM, KKYX.
- MARTY ROBBINS "Teardrops In My Heart" (Columbia) 19/3**  
National Summary: Up 7, Same 8, Down 0, Debuts 1, Adds 1, WSAI-AM-FM, WAXX, KHEY, KRZY 39-34, KCKC 11-9, WIXL-FM 32-26, KVET 47-44, On: KEEN, KGA.
- TOM JONES "Lady Lay Down" (Mercury/PolyGram) 18/9**  
National Summary: Up 1, Same 6, Down 0, Debuts 2, Adds 9, WGTO, KIKK-FM, WMC-AM, WBAM, WSAI-AM-FM, WHK, WKMF, KVOO, WWVA.
- TERRY GREGORY "I Can't Say Goodbye To You" (Handshake/CBS) 18/6**  
National Summary: Up 6, Same 6, Down 0, Debuts 1, Adds 6, WSLR, WAXX, WKMF, KFDI-AM, KKYX, WIRK-FM, KVET 46-43, WLVI-FM 38-30, WSIX-FM 4-24.
- LOUISE MANDRELL & R.C. BANNON "Where There's Smoke There's Fire" (Epic) 17/8**  
National Summary: Up 0, Same 8, Down 0, Debuts 1, Adds 8, KEED, KRDR, KSOP, WVAM, KRRV, WBAM, WKLM, KVOO, On: KMPS-AM-FM, KSO.
- REX ALLEN JR. "Arizona" (WB) 16/5**  
National Summary: Up 8, Same 4, Down 0, Debuts 1, Adds 5, KHEY, WHBF, KKAL, KBMY, KGA, KKYX 46-40, KRMD-AM-FM 46-40, KCUB 39-33.
- BOBBY SMITH "Too Many Hearts In The Fire" (EMI/Liberty) 15/10**  
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 10, KOKE-FM, WGTO, WSM, KRMD-AM-FM, KBMR, WAXX, KFGO, KEBC-FM, KVOO, KFDI-AM.
- DIANE PFEIFER "Play Something We Can Love To" (Capitol) 15/7**  
National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 7, WGNA-FM, WKSJ-FM, WLVI-FM, WSIX-FM, WKMF, WITL-FM, KVOO, On: WPLO, KRZY, KEBC-FM.
- TOM CARLILE "Catch Me If You Can" (Doorknob) 15/4**  
National Summary: Up 6, Same 4, Down 0, Debuts 1, Adds 4, WESC-AM-FM, KKYX, WQYK-FM, WIRK-FM, KHEY 35-31, WQIK-FM 42-37, KFDI-AM 34-30, KEED 34-31.
- MICHAEL BALLEW "Your Daddy Don't Live In Heaven" (EMI/Liberty) 14/2**  
National Summary: Up 6, Same 4, Down 0, Debuts 2, Adds 2, WKKN, WQIK-FM, KBMR 38-33, WAXX 4-36, KWMT 33-32, WXCL 41-38, KOKE-FM 48-39, On: WSAI-AM-FM, KRMD-AM-FM.
- JOHNNY RODRIGUEZ "It's Not The Same Old You" (Epic) 13/13**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 13, WBGW-FM, WCAW, WIXL-FM, WYII, WCOS-FM, KHEY, KIKK-FM, KKYX, KRMD-AM-FM, KBMR, KFGO, KFEQ, KFDI-AM.
- DONNA FARGO "Jacamo" (WB) 13/7**  
National Summary: Up 0, Same 5, Down 0, Debuts 1, Adds 7, WESC-AM-FM, WQIK-FM, WKSJ-FM, WITL-FM, KRZY, KEED, KTOM, On: WIRK-FM, KSO.
- WAYNE KEMP "Why Am I Doing Without" (Mercury/PolyGram) 13/3**  
National Summary: Up 3, Same 5, Down 0, Debuts 2, Adds 3, KVET, WKSJ-FM, KWKH, WSIX-FM 4-21, WIXL-FM 13-6, On: KHEY, WLVI-FM, KVOO.
- JOE STAMPLEY "Let's Get Together And Cry" (Epic) 11/11**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 11, WGNA-FM, WIXL-FM, WYII, KIXZ, KIKK-FM, WSIX-FM, WHOO, KKYX, KRMD-AM-FM, WAXX, KFDI-AM.
- CORBIN HANNER BAND "Oklahoma Crude" (A&A) 11/9**  
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 9, WPLO, WQIK-FM, KLRA, WWOD, KRMD-AM-FM, WIRK-FM, KFDI-AM, KCKC, WVAM.

# Country Pictures



**CARRYIN' ON IN DENVER** — WB/Viva artists David Frizzell and Shelly West stopped by the KLZ/Denver studios to chat with staffer Chuck Leary (center) while in town during their current promotion tour.



**SHE SURE DOESN'T LOOK LIKE A CHARLY!** — Charly McClain visits with KCDR/Cedar Rapids morning man Dennis Cannon following her recent concert appearance in the city.

## To Train Or Terminate

Continued from Page 42

teaching system, who is a very well-known psychologist; the other is Ray Considine, well-known as a sales and motivational trainer of people and author of a book called 'The Great Brain Robbery.' "

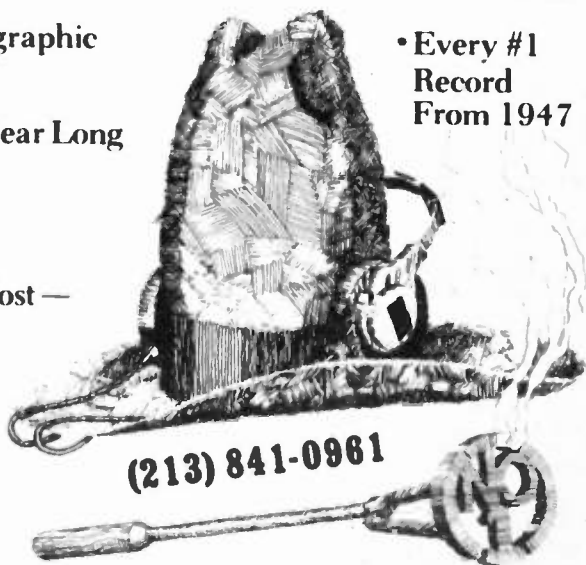
While the motivational training is only a part of what Klemm Media offers its clients, it may be the most important ingredient in building a foundation for radio's future. If we don't train the people we have today, where will tomorrow's talent pool come from? As Dave notes, "The amount of competition is becoming so omnipresent that I think a lot of people in radio stations are being overwhelmed by it and have lost sight of how they can communicate so that they're unique, creative and distinctive. All we have once you get beyond the transmitter and wires are people. I'm interested in training the human side of our business, using the skills and psychological dimensions of people so that they will be more effective communicators."

This article was not written to drum up some additional business for Klemm Media... the company already has more clients than it can handle. It was written to point out the alternatives to indiscriminate terminations. Dave's is one of them, but training has to be a year-round process to be effective, and it has to come from the broadcasters already in a position to filter down some of their experience and knowledge to those newer, younger staffers who will be taking over in the years to come.

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Biff Collie

## Inside Nashville

**CHICKEN OR FEATHERS:** Thanksgiving 1981 finds us all with a lot to be thankful for, and many of us with a lot to look forward to. I hope your Thanksgiving this year is "chicken" instead of "feathers"; if it's "feathers," remember what my dad said about my talent: "Your greatest asset is you've got so much room for improvement!" ... Jerry

Reed will star in a made-for-television golf movie spotlighting the Nashville Seniors Classic tournament, which will be filmed here next spring during one of ten stops on the recently-formed Seniors Tour. That classic's field includes pro golfers who have headlined the game and are now 50 years or older... Lynn Anderson has filed for divorce, charging her husband, wealthy Lake Charles businessman Harold "Spook" Stream, with repeated physical abuse and prolonged desertion. She's asking custody of their two children. Stream says this is a counterclaim on her part to a suit he filed several months ago... Tammy Wynette and George Jones did it again Saturday night (11-14), headlining "Nashville Palace," with Charley Pride, Terri Gibbs and Minnie Pearl... Red O'Donnell heard that Larry Butler will produce a session here on Englebert Humperdinck shortly

Last week's "typo" had "Bill Anderson working six-nights-per-week at Nashville's plush Radisson Plaza Hotel January and February." Wrong! Bill Anderson's Po' Folks showgroup will be there till New Year's (and maybe Bill will drop by some)... Margo Smith, label-shopping since leaving Warner Bros., entertaining aboard the S.S. Doric on a Caribbean cruise November 29-December 9... "Nashville Palace"'s six contracted shows wind up next Saturday (11-28) with Roy Clark, Tom T. Hall, and Audrey & Judy Landers. Fans of the show can show support by directing mail to NBC-TV, 30 Rockefeller Plaza, New York, NY 10020... Charly McClain's "Hart To Hart" TV guesting November 24 is added to her 11-21 "Nashville Palace" guest shot, plus "Austin City Limits," "Dance Fever," "Country Top 20," and "Hee Haw."

**CBS SONGS:** The new name of the publishing arm of CBS Records is now CBS Songs. Directors of 30 international divisions of the company gathered here last week to mark the occasion with seminars headed by President Mike Stewart. Mike told the gathering, "Nashville is the most important music center in the 1980's. I thought it would be good for all my people around the world to see what Nashville is like, to see the energy, to hear the music, to see that it's a creative center and not just the home of one kind of music."

**"SING ME BACK HOME: MY LIFE":** Merle Haggard's new autobiography, with the help of Cleveland Plain Dealer writer Peggy Russell, tells stories on Hag himself, and about how he really feels about his affair with Dolly Parton, about his resentment of the Nashville music community, about the ins and outs of marriage and correctional institutions. Merle, in fact, tells more about those things than about his music. (Perhaps that speaks for itself.)

**COMING OUT OF THE ICE:** Willie Nelson'll start filming his part in that movie based on the life of Olympic medal winner Victor Herman, who spent ten years in a Russian labor camp, after January 1. He's

on his first tour since hospitalization, through most of December.

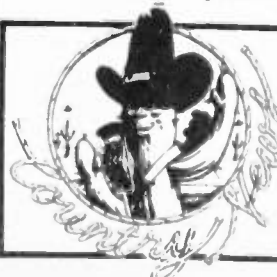
**CALENDAR:** Moe Bandy & Wendy Holcombe in Macy's Thanksgiving Day parade; Wendy on the NBC float, Moe aboard the John B. Stetson hat... WSM Radio's all-night man will broadcast during Knoxville's 1982 World's Fair... Marty Robbins nominated for induction into the Cowboy Hall of Fame... Jeannie Seely honored on her 14th anniversary at the Grand Ole Opry, and is huddling with her new record producer Ray Baker on an album project... Denny Hilton, founder, owner, producer, and MC (whew!) of the "Country Shindig Show" at the Lake of the Ozarks in Missouri, came calling to album.

Denny, who had his own plane, was fortunate not to have been in it recently when an unnamed aircraft company forgot to lower the landing gear and wrecked the craft, which they were returning to him. Could be a country song there... KLIF/Dallas talent contest winner Neal McGaughy 'was here to make his first record, a dream-come-true prize for outperforming 200 others in a station-sponsored, on-the-air promotion. KLIF's Carolyn Poland said travel and other expenses for the winner would total over \$8000, but it was so successful, she said, they'll do it again. Call Carolyn at KLIF for further details... Dave Rowland & Sugar signed with Top Billing International for exclusive representation... Freddy Weller signed with Buddy Lee Attractions here...

The Nashville Music Association has moved to larger quarters at 14 Music Circle East, Nashville, TN 37203. Executive Director Dale Franklin Cornelius's new phone number is (615) 242-9NMA... We failed to mention the new Phil Baugh pedal, a unit invented by Baugh which raises and lowers the pitch on each string of a guitar while being played, is being produced by the Deklay Corp. of Bloomfield, CT... Marijohn ("One Day At A Time") Wilkin just finished her first album in years with producer Andy DiMartino... Doorknob artist Tom Carlile recently became the daddy of an 8-pound, 5-ounce boy, Christopher Ryan, born November 1 in Orlando... Emily Bradshaw, a most prominent name on Music Row for many years but inactive as of late, reopens her Promotions By Emily office on the row January 4. Emily's career began at WSM in 1957; after ten years there she served as Executive Director for the Nashville Chapter of NARAS for 8 1/2 years and directed Nashville activities and coordinated the Wembley Festival for British entrepreneur Mervyn Conn for 10 years. Welcome back, Emily.

**COUNTRY CROSSROADS,** a \$15 million development, will be built on that triangular piece of real estate at Division and Demonbreun Streets, across from the Country Music Hall of Fame, extending almost to Interstate 40, with construction start planned for March.

HAPPY THANKSGIVING!



Coors Country News

This Week's Guest:

MEL TILLIS

Call Pete Howard (213) 399-4949  
131 Ocean Park Blvd. Santa Monica, CA. 90405



# Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Leon Everett (RCA) Ed Bruce (MCA)	George Jones (Epic)	T.G. Sheppard (WB/Curb) Eddie Rabbitt (Elektra)	Alabama (RCA)	T.G. Sheppard (WB/Curb) Billy Swan (Epic)	Merle Haggard (Epic) Alabama (RCA)	Ed Bruce (MCA)	Merle Haggard (Epic) Alabama (RCA)

EAST		MIDWEST		SOUTH		WEST						
<b>WONA-FM</b> Albany, NY ED BRUCE JOE STAMPLEY DANNA STARR BILL ANDERSON DIANE WHELFER NOTPOST HARRIE WILSON GEORGE JONES WICKY GILLEY MEL DAVIS HEVES & CLINE	<b>WVCA-FM</b> Hagerstown, MD RIEHAN NAME MEL MC DANIEL LELA EVERETTE HARRIE WILSON NOTPOST BARBARA MANDRELL STEVE WARDNER GEORGE JONES BELLAMY BROTHERS ALABAMA	<b>WVVA</b> Wheeling, WV TUN JAMES LEE GREENWOOD WATSON JENNINGS NOTPOST GEORGE JONES BELLAMY BROTHERS NOTPOST JOHNNY LEE GARY HARRIS	<b>WBLR</b> Akron, OH T.G. SHEPPARD TERRY LUGGARY WATSON JENNINGS RIEHAN NAME LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST	<b>WVXZ</b> Eau Claire, WI JAY STAMPLEY TERRY LUGGARY WATSON JENNINGS RIEHAN NAME LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST	<b>WVTV</b> Ft. Dodge, IA MEL DAVIS HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST	<b>WTSO</b> Madison, WI ED BRUCE HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST	<b>RFEO</b> St. Joseph, MO MEL DAVIS HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST	<b>WLABFM</b> St. Louis, MO RIEHAN NAME MEL MC DANIEL LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST	<b>WTHI</b> Terre Haute, IN MEL DAVIS HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST HARRIE WILSON NOTPOST	<b>KVVO</b> Tulsa, OK DAN KING ALABAMA LEE GREENWOOD REBA MC ENTIRE T.G. SHEPPARD NOTPOST DIANE PFEIFER BOBBY SMITH LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST	<b>KFM</b> Wichita, KS EDDIE HABBITT RIEHAN NAME WATSON JENNINGS MEL MC DANIEL LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST	<b>KFD-AM</b> Wichita, KS CORN IN/HANDER BAND JIMMY HUGHES TERRY GREGORY GARY GOODENOUGH BOBBY SMITH BARBARA MANDRELL HARRIE WILSON LELA EVERETTE HARRIE WILSON NOTPOST LELA EVERETTE HARRIE WILSON NOTPOST

**NUMBER OF REPORTING STATIONS THIS WEEK: 111**

**Hottest Tracks:**  
No songs qualified for Hottest Tracks this week.

## COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

- ALABAMA** - *Feels So Right* - (RCA) "Woman Back Home" "Ride The Train"
- EARL THOMAS CONLEY** - *Fire & Smoke* - (RCA) "Smoky Mountain Memories" "Too Much Noise (Trucker's Waltz)" "After The Love Slips Away" "Like Cinderella"
- LACY J. DALTON** - *Takin' It Easy* - (Columbia) "Wild Turkey" "Golden Memories"
- LEON EVERETTE** - *Hurricane* - (RCA) "Hurricane" "Make Me Stop Loving Her" "Don't Be Angry" "The Feelin's Right" "Betsy Ruth"

- CRYSTAL GAYLE** - *Hollywood, Tennessee* - (Columbia) "Hollywood" "Ain't No Sunshine" "You Never Gave Up On Me"
- MERLE HAGGARD** - *Big City* - (Epic) "Big City" "Are The Good Times Really Over" "Good Old American Guest" "Texas Fiddle Song"
- GEORGE JONES** - *Still The Same Ole Me* - (Epic) "You Can't Get The Hell Out Of Texas" "Same Ole Me" "Couldn't Love Me Picked A Better Place To Die" "Still Doin' Time" "Daddy Come Home" "Someday My Day Will Come"
- JOHNNY LEE** - *Bet Your Heart On Me* - (Full Moon/Asylum) "Highways Run On Forever" "A Little Bit Of Lovin'" "I've Come A Long Way"
- BARBARA MANDRELL** - *Barbara Mandrell Live* - (MCA) "She's Out There Dancl'n Alone" "Hey Good Lookin'"
- RONNIE MILSAP** - *There's No Gettin' Over Me* - (RCA) "Everywhere I Turn (There's Your Memory)" "I Live My Whole Life At Night"
- REBA McENTIRE** - *Heart To Heart* - (Mercury/Pg) "Love By Love" "There Ain't No Love"
- EDDY RAVEN** - *Desperate Dreams* - (Elektra) "Young Girl" "A Little Bit Crazy" "Desperate Dreams"
- STATLER BROTHERS** - *Years Ago* - (Mercury/Pg) "Memories Are Made Of This" "Today I Went Back"
- MEL TILLIS & NANCY SINATRA** - *Mel & Nancy* - (Elektra) "Play Me Or Trade Me" "Where In Heaven On Earth"
- HANK WILLIAMS JR.** - *The Pressure Is On* - (Elektra/Curb) "A Country Boy Can Survive" "Ramblin' In My Shoes" "Tennessee Stud"

- Most Requested:**
- ALABAMA** "Love In The First Degree" (RCA)
  - HANK WILLIAMS JR.** "All My Love" (Elektra/Curb)
  - GEORGE JONES** "Still Doin' Time" (Epic)
  - MERLE HAGGARD** "My Favorite Memory" (Epic)



Jeff  
Green

# Adult/Contemporary

## What Makes A Good Promotion Person

In a typical day here at R&R, more phone conversation revolves around the relationships between radio stations and record companies than any other topic. Often both sides complain about the other's lack of support and understanding, which has led to the purpose of this double-feature column.

This week, I discussed the qualities of good record promotion people with three respected A/C Music Directors, one from each size Parallel market. The objective of this forum is not to merely offer a stone for axe-grinders, but to constructively present some of the key issues that prevail today.

There are some frank statements included here, both positive and negative. If any improvement can be made in the way stations and labels deal with each other, it will only occur if the real truth is allowed to speak. With today's tight ratings, playlists, and label rosters, it's more important than ever for radio and records to cooperate and help each other reach their greatest potential.

This week radio speaks. Next week, it's the record labels' turn.

### Shannon West, Music Director WSKY/Asheville, NC

A good promotion person is one who is aware of and is sensitive to what your radio station is doing! He's concerned about your commitment to quality, success and your individual style. Flinging product randomly at a station isn't part of that.

I spend a lot of time trying to make record people aware of our direction. It's ludicrous to present a programmer the idea that every record they're working is a hit and "just right" for every kind of A/C station. WSKY is not quite a "mainstream" A/C station. A good promotion person respects this difference, and tries to lead me to his records that best suit my station, not those that will simply serve to achieve bullets.

Record people who are really successful don't just track a station, they talk with you. It's a music director's responsibility to be able to state a clear idea of his station's philosophies. I believe in real one-on-one relationships, instead of two people trying to run a number on each other. I don't believe that anyone is totally honest in these relationships, which doesn't bother me except that it's now reaching the degree of a "them vs. us" situation. I think we need to level with each other more. I don't mind criticism as long as it isn't abusive.

I'd be foolish to say the promotion people didn't influence my decision-making. The minute somebody calls you about a record, you become more aware of that record over somebody else's. That's especially true if they're really working hard on it. But, it works negatively sometimes if I'm pushed too hard on a song that's not right. Either way, it's impossible to work in a vacuum. I tried that once — no trades, no phone calls, just based everything on my ears. It seems we're just conditioned to expect some kind of influence. It's very hard to hold off on somebody's pet project, because they make you feel horribly guilty if you don't add the record. I remind myself in those situations to keep my interests on the needs of the radio station. There are a lot of records I like personally that I can't program.

I find three general types of music that come steadily to A/C radio these days: oldie remakes, marginal CHR crossovers, and country crossovers. Some A/C stations need to find their own cuts to push — to find the records that are meant directly for their audience, instead of coming second-hand from another format.



Shannon West

Often I hear the phrase used by record promotion people, "Well, your audience will like it if you let them hear it." That's a very valid point. However, there are probably many records that my audience would like to hear but I just can't play because of the limitations of time and space. That is, if I intend to give the ones I am playing enough rotation frequency to break them.

### Walt Pinto, Music Director WELI/New Haven, CT

The best promotion person I know is in a local position in this area who's already been promoted a couple of times by his label. He'll go a lot higher within the company because he covers every station as if each one was important to his record company. He pays no attention to the format or even reporting status. Unfortunately, a lot of record people do. They have a few key stations that either are important to the company or are those that will add a record early. All other stations are relegated to an almost nonexistent status.

To give you an idea of the different grades of promotion, most record companies treat WELI very well. They give adequate to excellent service. Yet there is one independent distributorship that doesn't service us at all, not by mail, in person, or on the phone. I feel sorry for the labels that are being represented by them. If all the VP's of promotion sent out surveys to all the stations they consider important, asking questions about local service and follow-through, I wonder how many of them would be in for the shock of their lives! I have been forced to wait on some very big hits simply because I received defective copies



Walt Pinto

**"One label has kept the same local rep here for close to four years and he's only visited or called a total of 3 times!"**

and couldn't get playable ones fast enough. For that reason, it's nice to get a call every week, even if it's only for thirty seconds. Because a call can also make me aware of a specific record, it could get added weeks sooner as a result.

I definitely take a label's ability to deliver a record into consideration when I'm deciding whether or not to add it. You can learn to tell how organized the label is on a certain record. The risks involved are being the only station in the market playing the song, and the possibility of being badly burned if no stock is put in. Both are dangerous to any A/C station that depends on familiar current records for its success.

Honesty is the most important thing to me. The best relationships I have with promo people are with those I know I can trust, on both local and national levels. They won't hype me on a record that isn't happening. At least, they'll tell me it isn't developing when they mention it.

This honesty factor is important because I take pride in being honest with the people I deal with. If I'm not on a record, I'll say why, without using evasive lines. In return, some understanding from the record companies' side is important as well. I know there's tremendous pressure on promotion people from above, but I hate to have someone tell me I'm wrong when I say a record is wrong for us. Nobody on the outside, in promotion, knows the criteria we need to put on a record as well as myself or my staff. I appreciate it when they understand who we really are. A station targeting upper demographics that plays one or two wrong records can start making listeners question its approach, or worse, punch it out for someone else.

Understanding our approach is a two-way street. When a new promotion person calls or visits, I always give them a rundown of what we do and why our policies are as they are. I don't expect the record people to sit around catering to our needs, but they shouldn't expect our support whenever they want it, either. Overall, the hardest working promotion people are the ones I find to be the most effective.

### Denny Long, Music Director WCCO/Minneapolis, MN

I see a good promotion person's responsibility as being a combination of sales and public relations. The best ones are sensitive people who want to get to know you and who, for the most part, like their label's product. If they don't or aren't sure, they are honest enough to tell me so, still being behind their companies.

On the other hand, I've watched the number of good promotion people, those with these skills, decline steadily over the past several years. I don't blame the individuals because this problem begins at the top of the record company ladder. Labels need to give their staffs some direction in public relations as well as sales.

Perhaps the companies don't realize how important this contact out in the field has with the radio people. One label has kept the same local rep here for close to four years, and in all that time, he's only visited or called WCCO a total of three times! This is a major label I'm talking about.

The trend has been at least 50% of the time to be treated, not as who we are, but as what we're worth to trades and sales. I'm not expecting the national, regional, or independent promotion people to truly understand what our station here is about, but many of the local people do not approach this station as an individual facility having its own needs, target audience, or direction. Many have no concept of what all this means, nor do they take the time to find out.

The trade reporting syndrome has been created a monster by all of us. I can't tell you how many promotion people don't even care whether we play a record or not. They just say, "I need a report on this record." These people don't care what our needs are, but I care about theirs. I really do. But record people have to put up with a lot of creeps in radio, too — some very selfish people. I'm sorry to say.

There's no doubt that a good presentation will affect my decision-making. Granted, the record has to be in the ballpark, but I've had it happen to me when I've been pushed across the border by a nice, positive delivery in a promotion person.

It would be unfair to expect every promotion person to be totally honest with me, because I myself can't give out every truth about this radio station. If they're approaching me generally on an honest, intelligent level, I won't ever have to ask them, "What do you really think of this record?" However, I'm not overly concerned with what a label's intentions are regarding a song. I try to judge the music on its individual merits.

If there's anything I've learned after over ten years as Music Director here, it's how important it is to keep the two-way street open. I really do care about the local promotion people, and I tell them so. That rapport means everything to me, and a lot of work gets done that way. I just try to be fair and I expect that from them. I'm not looking for lunches or dinners. Just call me, say hello, and let me know what's happening. If there's nothing happening, call anyway to say hello. That PR goes a long way.

For more commentary on the relationships between the radio and record industries, see Joel Denver's CHR column and Jeff Gelb's AOR column this week.



Denny Long

# A/C

# Regionalized Adds & Hots

## EAST Parallel One

**WCBM/Baltimore**  
Hal Martin  
BARBARA STEINBAUM  
LINDSEY BUCKINGHA  
Not hot  
COMMODORES  
DIANA ROSS  
NEIL DIAMOND

**WFOR/Boston**  
Mike Addame  
GEORGE BENSON  
BARBARA STEINBAUM  
HALL & OATES  
Not hot  
COMMODORES  
AIR SUPPLY  
DAN FOGELBERG  
AL JARREAU  
QUINCY JONES

**WBEN/Buffalo**  
Roger Christian  
SHEARER  
BARBARA STEINBAUM  
STEVE WOODS  
SHEENA EASTON  
BILLY JOEL  
Not hot  
FOREIGNER  
DIANA ROSS  
GEORGE BENSON  
HALL & OATES  
NICKS & HENLEY

**QRV/Buffalo**  
Jerry Rao  
DAN MCLEAN  
STEVE WOODS  
NICKS & HENLEY  
PAUL DAVIS  
Not hot  
BARRY HAMILON  
DIANA ROSS  
COMMODORES  
NICKS & HENLEY

**WTFM/New York**  
Frank Kelly  
BEACH BOYS  
DON MCLEAN  
EDDIE BARRITT  
DAN FOGELBERG  
Not hot  
FOREIGNER  
MIKE POST  
QUINCY JONES  
LINDSEY BUCKINGHA  
COMMODORES

**WHP/Philadelphia**  
Bob Russo  
BEACH BOYS  
KENNY ROGERS  
PAUL DAVIS  
EDDIE BARRITT  
Not hot  
DOMINGO & DENVER  
QUARTERFLASH  
BIBBO STARR  
NICKS & HENLEY

**KDKA/Pittsburgh**  
Jim Harrington  
QUARTERFLASH  
DAN MCLEAN  
BARBARA STEINBAUM  
Not hot  
HALL & OATES  
ORJ  
FOREIGNER  
LBA  
NEIL DIAMOND

**WTAE/Pittsburgh**  
Don Burns  
GEORGE BENSON  
Not hot  
DAN FOGELBERG  
COMMODORES  
NEIL DIAMOND  
WILLIAMS

**WPRO/Providence**  
Gary Berkowitz  
DIANA ROSS  
BARBARA STEINBAUM  
KENNY ROGERS  
COMMODORES  
C. CHRISTIAN  
WILL DIAMOND  
JUICE NEWTON

**WABW/Washington, D.C.**  
Gary Sobotan  
Not hot  
NEIL DIAMOND  
DAN MCLEAN  
LULU  
DAN FOGELBERG  
ROYAL PHILHARMONI

**WABW/Washington, D.C.**  
Bob Dutton  
PAUL DAVIS  
JUICE NEWTON  
Not hot  
AIR SUPPLY  
WILL DIAMOND  
DAN MCLEAN  
BARBARA STEINBAUM  
HALL & OATES

**Parallel Two**  
**WTAS/Washington**  
Rita Carron  
BARBARA STEINBAUM  
BEACH BOYS  
Not hot  
FOREIGNER  
DAN MCLEAN  
ORJ  
DAN FOGELBERG  
AL JARREAU  
QUINCY JONES

## Parallel Three

**WJZZ/Cape Cod, MA**  
Ken McGrail  
SHEENA EASTON  
IRISBE CARA  
BEACH BOYS  
LULU  
ORJ  
DONALD FAGEN  
Not hot  
FOREIGNER  
BARRY HAMILON  
STEVE WOODS  
LINDSEY BUCKINGHA  
NICKS & HENLEY

**WQXR/Manchester, NH**  
Karen Anderson  
DON MCLEAN  
KENNY ROGERS  
BEACH BOYS  
BILLY JOEL  
Not hot  
WILL DIAMOND  
BARRY HAMILON  
BARBARA STEINBAUM  
AIR SUPPLY  
DIANA ROSS

**WNEU/Hunting, WV**  
Amodio  
DAN FOGELBERG  
BEACH BOYS  
BILLY JOEL  
Not hot  
FOREIGNER  
KENNY ROGERS  
NEIL DIAMOND  
EDDIE BARRITT  
COMMODORES

## MIDWEST Parallel One

**WYFR/Chicago**  
John Wetherbee  
PAUL DAVIS  
DOMINGO & DENVER  
Not hot  
HALL & OATES  
AIR SUPPLY  
FOREIGNER  
ORJ  
COMMODORES

**WGLR/Chicago**  
Jack Kelly  
Not hot  
DAN FOGELBERG  
FOREIGNER  
AL JARREAU  
HALL & OATES  
POUR TOPS  
DIANA ROSS  
AIR SUPPLY

**WARM/Cincinnati**  
Walter Zerhusen  
DAN FOGELBERG  
JENNIFER WARRNE  
ART GAPPURREL  
Not hot  
COMMODORES  
C. CHRISTIAN  
FOREIGNER  
JUICE NEWTON  
DON MCLEAN

**WVUE/Cleveland**  
Kim Scott  
BEACH BOYS  
EDDIE BARRITT  
HALL & OATES  
Not hot  
AIR SUPPLY  
MIKE POST  
BARRY HAMILON  
COMMODORES  
DIANA ROSS

**SSRC/Cincinnati**  
Michael Phillips  
JUICE NEWTON  
EDDIE BARRITT  
HALL & OATES  
Not hot  
BARRY HAMILON  
MIKE POST  
POUR TOPS  
DIANA ROSS  
AIR SUPPLY

**WQAR/Cleveland**  
Chuck Collier  
STEVE HILLER BAND  
BARBARA STEINBAUM  
Not hot  
ORJ  
FOREIGNER  
HALL & OATES  
POUR TOPS  
DIANA ROSS  
AIR SUPPLY

**WVUE/Cleveland**  
Kim Scott  
BEACH BOYS  
EDDIE BARRITT  
HALL & OATES  
Not hot  
AIR SUPPLY  
MIKE POST  
BARRY HAMILON  
COMMODORES  
DIANA ROSS

**WOMC/Detroit**  
Bin Garcia  
PAUL DAVIS  
HALL & OATES  
NICKS & HENLEY  
Not hot  
NEIL DIAMOND  
COMMODORES  
BARRY HAMILON  
AIR SUPPLY

**WMBK/Kansas City**  
Roberta Lord  
BILLY JOEL  
ROYAL PHILHARMONI  
Not hot  
DAN FOGELBERG  
DIANA ROSS  
COMMODORES  
NEIL DIAMOND

**KMBZ/Kansas City**  
Steve Bell  
JENNIFER WARRNE  
T.G. SHEPPARD  
Not hot  
AIR SUPPLY  
C. CHRISTIAN  
FOREIGNER  
RONNIE MILSAP

**WISN/Milwaukee**  
Debbie Hinkie  
NICKS & HENLEY  
EDDIE BARRITT  
Not hot  
FOREIGNER  
DON MCLEAN  
DIANA ROSS  
NEIL DIAMOND  
JUICE NEWTON

**KRNT/Oak Maines**  
Scott Huskey  
LARRY GATLIN  
TERBI GIRRS  
BUTTER CUMBERS  
Not hot  
none

**WOWO/Fl. Wayne**  
Sam DeVincent  
QUARTERFLASH  
JOURNEY  
Not hot  
AIR SUPPLY  
FOREIGNER  
HALL & OATES  
ROB SEGER  
DIESEL

**WFBK/Lansing**  
Dave McClary  
GEORGE BENSON  
PAUL DAVIS  
HALL & OATES  
KENNY ROGERS  
MORICH OYE  
Not hot  
AIR SUPPLY  
C. CHRISTIAN  
COMMODORES  
FOREIGNER  
RONNIE MILSAP

**WBA/Madison**  
Barney Luv  
GEORGE BENSON  
SWING  
Not hot  
DIANA ROSS  
NICKS & HENLEY  
FOREIGNER  
ROYAL PHILHARMONI  
COMMODORES

**KLVE/Oklahoma City**  
Joe Geoffrey  
LULU  
REACH BOYS  
Not hot  
JUICE NEWTON  
STEVE WOODS  
COMMODORES  
NEIL DIAMOND  
ROYAL PHILHARMONI

**WDAV/Argo-Moorhead**  
Mick Kjar  
EDDIE BARRITT  
LINDSEY BUCKINGHA  
FOREIGNER  
JENNIFER WARRNE  
CELESTI MCCLISTON  
T.G. SHEPPARD  
Not hot  
AIR SUPPLY  
BARRY HAMILON  
MIKE POST  
DAN FOGELBERG  
ROBIE HILSAF

**WFOR/Des Moines**  
Patti Moran  
SHEARER  
BILLY JOEL  
BEACH BOYS  
Not hot  
BARRY HAMILON  
COMMODORES  
DIANA ROSS  
FOREIGNER  
JUICE NEWTON

**WSQW/Saginaw, MI**  
Rick Belcher  
EDDIE BARRITT  
CARPENTERS  
Not hot  
AIR SUPPLY  
COMMODORES  
MIKE POST  
BARRY HAMILON  
ROYAL PHILHARMONI

**EPAT/Siou Falls**  
Craig Metz  
SHEARER  
FOREIGNER  
JUICE NEWTON  
WILL DIAMOND  
STEVE WOODS  
BARRY HAMILON

**WJON/Clare, MI**  
Tom Scott  
STEVE CARLISLE  
KENNY ROGERS  
SHEENA EASTON  
ASSEMBLED MULTI...  
Not hot  
AIR SUPPLY  
BARRY HAMILON  
DIANA ROSS  
FOREIGNER  
WILL DIAMOND

**WOWT/Terre Haute, IN**  
Larry Joseph  
none  
Not hot  
AIR SUPPLY  
FOREIGNER  
COMMODORES  
BARRY HAMILON  
DIANA ROSS

## SOUTH Parallel One

**WBA/Atlanta**  
Walt Williams  
BIBBO STARR  
Not hot  
STEVE WOODS  
DAN FOGELBERG  
COMMODORES  
QUINCY JONES

**WFLA/Atlanta**  
Allen Saunders  
CARPENTERS  
BILLY JOEL  
GARY MORRIS  
KACEY CRYE  
VANGELIS  
Not hot  
DON MCLEAN  
NEIL DIAMOND  
BARBARA STEINBAUM  
JOHN DENVER  
RONNIE MILSAP

**KVLU/Dallas-FL**  
Chuck Rhodes  
ROYAL PHILHARMONI  
BARBARA STEINBAUM  
Not hot  
AIR SUPPLY  
QUINCY JONES  
HALL & OATES  
COMMODORES  
DAN FOGELBERG

**WQA/Grand Chite, IA**  
Jack McKay  
BILLY JOEL  
JENNIFER WARRNE  
ALANAMA  
SAILOR  
Not hot  
COMMODORES  
ARLAN DAY  
BARRY HAMILON  
ROYAL PHILHARMONI  
DOMINGO & DENVER

**WMOH/Houston**  
Rusty Black  
BILLY JOEL  
ROD STEWART  
AL JARREAU  
HALL & OATES  
JENNIFER WARRNE  
Not hot  
AIR SUPPLY  
LINDSEY BUCKINGHA  
BARBARA STEINBAUM  
ARLAN DAY  
PEACHES & HERB

**WAIA (97A1A)/Miami-FL**  
Lauderdale  
Yolanda Paraper  
BILLY JOEL  
STEVE CARLISLE  
JERMAINE JACKSON  
Not hot  
STEVE WOODS  
DOMINGO & DENVER  
AIR SUPPLY  
BARBARA STEINBAUM  
NEIL DIAMOND

**WBT/Charlotte**  
Bicks/Rose  
RONNIE MILSAP  
PAUL DAVIS  
STEVE CARLISLE  
Not hot  
DIANA ROSS  
FOREIGNER  
GEORGE BENSON  
ROYAL PHILHARMONI

**WDEF/Charlotte**  
Stanley Hall  
BEACH BOYS  
CARPENTERS  
BOBAYNE CASH  
JENNIFER WARRNE  
GARY MORRIS  
SWING  
Not hot  
JUICE NEWTON  
MICHAEL LLOYD  
DIANA ROSS  
NEIL DIAMOND  
STEVE CARLISLE

**WQOW/New Orleans**  
Chris Bryan  
BILLY JOEL  
Not hot  
none

**WTAH/Portland**  
Tom Lashley  
ROYAL PHILHARMONI  
PAUL DAVIS  
LINDSEY BUCKINGHA  
HALL & OATES  
BILLY JOEL  
Not hot  
AIR SUPPLY  
MIKE POST  
BARRY HAMILON  
DIANA ROSS  
NEIL DIAMOND

**WFLY (Y-108)/Orlando**  
Bill Michaels  
HALL & OATES  
NICKS & HENLEY  
STEVE CARLISLE  
REACH BOYS  
SAILOR  
KIM CARNES  
Not hot  
BARRY HAMILON  
DIANA ROSS  
DAN FOGELBERG  
FOREIGNER  
ORJ

**WPTF/Raleigh**  
Tommy Walter  
BARBARA STEINBAUM  
ROYAL PHILHARMONI  
GEORGE BENSON  
DOMINGO & DENVER  
Not hot  
BARRY HAMILON  
AIR SUPPLY  
MIKE POST  
DIANA ROSS  
NEIL DIAMOND

**WVRA/Richmond, VA**  
Dick Grant  
DOMINGO & DENVER  
EDDIE BARRITT  
BEACH BOYS  
BILLY JOEL  
Not hot  
ROYAL PHILHARMONI

**WVLR/Lexington, KY**  
Sherwood Murray  
none  
Not hot  
AIR SUPPLY  
MIKE POST  
FOREIGNER  
BARRY HAMILON  
COMMODORES

**KAAT/Little Rock**  
Steve Kelly  
ROYAL PHILHARMONI  
EDDIE BARRITT  
ORJ  
Not hot  
AIR SUPPLY  
BARRY HAMILON  
OAR RIDGE BOYS  
C. CHRISTIAN  
NEIL DIAMOND

**WVRA/Dayton, OH**  
Gabriel Morgan  
PAUL DAVIS  
BARBARA STEINBAUM  
SHEARER  
KIM CARNES  
REACH BOYS  
Not hot  
COMMODORES  
SHEENA EASTON  
GREG LAKE  
KENNY ROGERS  
Not hot  
COMMODORES  
FOREIGNER  
DIANA ROSS  
BARRY HAMILON  
LINDSEY BUCKINGHA

**WCHV/Charlotteville, VA**  
Tom Tanno  
SHEENA EASTON  
RICHARD LARSON  
AL JARREAU  
MIKE CHAMBERS  
DELEST MCCLISTON  
Not hot  
BARRY HAMILON  
COMMODORES  
DIANA ROSS  
FOREIGNER  
HALL & OATES

**WLEQ/Fl. Myers, FL**  
Floreza/Barger  
MIKE POST  
LINDSEY BUCKINGHA  
EDDIE BARRITT  
STEVE HILLER BAND  
CHILLINACTY  
GO GO GO  
Not hot  
none

**KSEL/ubbock, TX**  
Scott Knight  
SHEENA EASTON  
BILLY JOEL  
RONNIE MILSAP  
DAN FOGELBERG  
BIBBO STARR  
Not hot  
AIR SUPPLY  
COMMODORES  
FOREIGNER  
LINDSEY BUCKINGHA  
NICKS & HENLEY

**WVVA/Vincennes, VA**  
Lynn Krican  
BEACH BOYS  
EDDIE BARRITT  
Not hot  
COMMODORES  
STEVE WOODS  
BARRY HAMILON  
GEORGE BENSON  
NEIL DIAMOND

**WORG/Orangeburg, SC**  
Stu Wright  
BILLY JOEL  
AL JARREAU  
JENNIFER WARRNE  
BALANCE  
DOMINGO & DENVER  
Not hot  
COMMODORES  
FOREIGNER  
ORJ

**WVSA/Winchester, GA**  
Walter May  
CARPENTERS  
SHEENA EASTON  
ALANAMA  
Not hot  
DAN RIDGE BOYS  
WILL DIAMOND  
GEORGE BENSON  
SHEARER  
BARBARA STEINBAUM

## 118 Current Reports 118 Last Week

## WEST Parallel One

**KPLZ/Seattle**  
King/Coak  
ROYAL PHILHARMONI  
EDDIE BARRITT  
HALL & OATES  
Not hot  
QUINCY JONES  
FOREIGNER  
AIR SUPPLY  
COMMODORES  
DIANA ROSS

**KWAV/Monterey**  
Steve Parlato  
ALABAMA  
CHILLINACTY  
PAUL DAVIS  
SHEARER  
JOAN ARMASTRONG  
Not hot  
COMMODORES  
FOREIGNER  
DON MCLEAN  
NICKS & HENLEY  
QUARTERFLASH

**KSJ/Salt Lake City**  
George Lemich  
LINDSEY BUCKINGHA  
BIBBO STARR  
LULU  
DOTTIE WEST  
STEVE CARLISLE  
Not hot  
NEIL DIAMOND  
DIANA ROSS  
JUICE NEWTON  
BARRY HAMILON  
AIR SUPPLY

**KREM/Spokane**  
Rick Scott  
GEORGE BENSON  
RONNIE MILSAP  
LINDSEY BUCKINGHA  
Not hot  
AIR SUPPLY  
DAN FOGELBERG  
FOREIGNER  
COMMODORES  
BARRY HAMILON

**KCEE/Tucson**  
Allen Michaels  
NICKS & HENLEY  
Not hot  
QUARTERFLASH  
KIM CARNES  
Not hot  
BARRY HAMILON  
COMMODORES  
DIANA ROSS  
DON MCLEAN  
COMMODORER  
C. CHRISTIAN

**KUQN/Eugene, OR**  
Brian James  
CARPENTERS  
SITA COOLIDGE  
SHEENA EASTON  
Not hot  
COMMODORER  
FOREIGNER  
DON MCLEAN  
WILL DIAMOND  
BARBARA STEINBAUM

**KYNO/Fresno**  
John Lee Walker  
BARBARA STEINBAUM  
Not hot  
DAN FOGELBERG  
OAR RIDGE BOYS  
CRYSTAL GAYLE  
NEIL DIAMOND  
RONNIE MILSAP

**KRUU/Monolulu**  
Kimo Albane  
NICOLETTE LARSON  
EDDIE BARRITT  
LULU  
KISS  
BIBBO STARR  
JOURNEY  
LYTAL GARDNER  
Not hot  
COMMODORES  
DIANA ROSS  
GEORGE BENSON  
FOREIGNER

**KMJA/Las Vegas**  
Bob Seibert  
BEACH BOYS  
ROYAL PHILHARMONI  
GUYTON BENDER  
Not hot  
AIR SUPPLY  
COMMODORES  
FOREIGNER  
DAN FOGELBERG  
QUINCY JONES

**KBBQ/San Francisco**  
Larry Finckel  
PAUL DAVIS  
LINDSEY BUCKINGHA  
EDDIE BARRITT  
BILLY JOEL  
Not hot  
COMMODORES  
BARRY HAMILON  
DIANA ROSS  
WILL DIAMOND  
NICKS & HENLEY

**KBBQ/San Francisco**  
John Martin  
BARRY HAMILON  
STEVE WOODS  
Not hot  
AIR SUPPLY  
COMMODORES  
FOREIGNER  
DAN FOGELBERG  
QUINCY JONES

**KBBQ/San Francisco**  
Dan Simon  
EDDIE BARRITT  
SHEARER  
ROYAL PHILHARMONI  
Not hot  
AIR SUPPLY  
COMMODORES  
FOREIGNER  
DAN FOGELBERG  
QUINCY JONES

## Parallel Two

**KOB/Albuquerque**  
Paul Douglas  
none  
Not hot  
AL JARREAU  
MOODY BLUES  
DIANA ROSS  
JOEY SCARBURY  
COMMODORES

**KAFY/Salt Lake City**  
Joseph King  
JENNIFER WARRNE  
BEE GEES  
Not hot  
MOODY BLUES  
ALABAMA  
KENNY ROGERS  
PAUL DAVIS  
Not hot  
ORJ  
MIKE POST  
DIANA ROSS  
ROD STEWART  
C. CHRISTIAN

**KBOU/Boise**  
Lee Chabre  
QUARTERFLASH  
KIM CARNES  
Not hot  
BARRY HAMILON  
COMMODORES  
DIANA ROSS  
DON MCLEAN  
FOREIGNER  
NEIL DIAMOND

**KBY/San Diego**  
Richard Paul  
BILLY JOEL  
Not hot  
BARBARA STEINBAUM  
WILL DIAMOND  
IRISBE CARA  
FOREIGNER  
MIKE POST  
BARRY HAMILON

**KFMB/San Diego**  
Larson/Anthony  
CRYSTAL GAYLE  
LULU  
BEACH BOYS  
Not hot  
BARRY HAMILON  
HAPPY BALM  
FOREIGNER  
QUINCY JONES  
C. CHRISTIAN

**KRUV/Portland**  
Bob Swanson  
JENNIFER WARRNE  
STEVE CARLISLE  
MIKE WILLIS  
CARLY SIMON  
Not hot  
COMMODORES  
BARRY HAMILON  
FOREIGNER  
C. CHRISTIAN  
WILL DIAMOND

**KYXY/San Diego**  
Richard Paul  
BILLY JOEL  
Not hot  
BARBARA STEINBAUM  
WILL DIAMOND  
IRISBE CARA  
FOREIGNER  
MIKE POST  
BARRY HAMILON

**KFMB/San Diego**  
Larson/Anthony  
CRYSTAL GAYLE  
LULU  
BEACH BOYS  
Not hot  
BARRY HAMILON  
HAPPY BALM  
FOREIGNER  
QUINCY JONES  
C. CHRISTIAN

**KRUU/Monolulu**  
Kimo Albane  
NICOLETTE LARSON  
EDDIE BARRITT  
LULU  
KISS  
BIBBO STARR  
JOURNEY  
LYTAL GARDNER  
Not hot  
COMMODORES  
DIANA ROSS  
GEORGE BENSON  
FOREIGNER

## Parallel Two

**WARR/Kron**  
Bill Hart  
BEACH BOYS  
EDDIE BARRITT  
ROYAL PHILHARMONI  
Not hot  
BARRY HAMILON  
NEIL DIAMOND  
MIKE POST  
AIR SUPPLY

**WVBY/Appleton**  
Jeff Clark  
DAN FOGELBERG  
BILLY JOEL  
JENNIFER WARRNE  
STEVE CARLISLE  
Not hot  
BARRY HAMILON  
DIANA ROSS  
NEIL DIAMOND  
FOREIGNER

**WVBC/Canton**  
Mike Dorn  
AL JARREAU  
BILLY JOEL  
RUPERT HOLMES  
Not hot  
FOREIGNER  
NEIL DIAMOND  
DOMINGO & DENVER

**WTVN/Columbus, OH**  
Danny Nugent  
KENNY ROGERS  
EDDIE BARRITT  
Not hot  
COMMODORER  
FOREIGNER  
BARRY HAMILON  
ORJ  
BARBARA STEINBAUM

**WHO/Dayton**  
Peggy Powell  
none  
Not hot  
DON MCLEAN  
AIR SUPPLY  
BARRY HAMILON  
DIANA ROSS  
NEIL DIAMOND

**WVBC/Canton**  
Mike Dorn  
AL JARREAU  
BILLY JOEL  
RUPERT HOLMES  
Not hot  
FOREIGNER  
NEIL DIAMOND  
DOMINGO & DENVER

**WTVN/Columbus, OH**  
Danny Nugent  
KENNY ROGERS  
EDDIE BARRITT  
Not hot  
COMMODORER  
FOREIGNER  
BARRY HAMILON  
ORJ  
BARBARA STEINBAUM

**WHO/Dayton**  
Peggy Powell  
none  
Not hot  
DON MCLEAN  
AIR SUPPLY  
BARRY HAMILON  
DIANA ROSS  
NEIL DIAMOND

## Parallel Three

**KOLO/Reno, NV**  
Michael Bennett  
PAUL DAVIS  
KENNY ROGERS  
SHEARER  
Not hot  
AIR SUPPLY  
BARRY HAMILON  
DIANA ROSS  
NEIL DIAMOND

**RCRC/Casper, WY**  
Carl Mann  
CRYSTAL GAYLE  
EDDIE BARRITT  
ROYAL PHILHARMONI  
Not hot  
FOREIGNER  
MIKE POST  
BARRY HAMILON  
QUINCY JONES

**WRC/Bozeman, MT**  
Greg Williams  
BIBBO STARR  
BALANCE  
REACH BOYS  
IRISBE CARA  
PAUL DAVIS  
HILL JOEL  
HILL LAPP  
Not hot  
BARRY HAMILON  
FOREIGNER  
DIANA ROSS  
COMMODORES  
WILL DIAMOND

**EMEO/Bozeman, MT**  
Charlie Kirk  
MIKE WILLIS  
JENNIFER WARRNE  
BILLY JOEL  
RUPERT HOLMES  
BALANCE  
CARPENTERS  
Not hot  
BARRY HAMILON  
DIANA ROSS  
STEVE WOODS  
JUICE NEWTON  
SHEARER

**WRC/Bozeman, MT**  
Greg Williams  
BIBBO STARR  
BALANCE  
REACH BOYS  
IRISBE CARA  
PAUL DAVIS  
HILL JOEL  
HILL LAPP  
Not hot  
BARRY HAMILON  
FOREIGNER  
DIANA ROSS  
COMMODORES  
WILL DIAMOND

## Parallel Two

**WACI/Augusta, GA**  
Dave Carlisle  
BILLY JOEL  
JENNIFER WARRNE  
ALABAMA  
AL JARREAU  
SAILOR  
LULU  
Not hot  
BARRY HAMILON  
FOREIGNER  
ROYAL PHILHARMONI  
REACH BOYS  
DOMINGO & DENVER

**KBWA/Austin, TX**  
Bob Joseph  
BILLY JOEL  
CARLY SIMON  
LULU  
HALL & OATES  
QUARTERFLASH  
JENNIFER WARRNE  
CARPENTERS  
ALABAMA  
SHEENA EASTON  
GREG LAKE  
KENNY ROGERS  
Not hot  
COMMODORES  
FOREIGNER  
DIANA ROSS  
BARRY HAMILON  
LINDSEY BUCKINGHA

**WAFB/Baton Rouge**  
Adama Daniels  
ROD STEWART  
EDDIE BARRITT  
MIKE & THE GARD  
Not hot  
AIR SUPPLY  
FOREIGNER  
BARRY HAMILON  
WILL DIAMOND  
DIANA ROSS

**KOLE/Beaumont**  
Dellmar/Leuter  
none  
Not hot  
AIR SUPPLY  
ADRI HENRY  
DIANA ROSS  
COMMODORES  
C. CHRISTIAN

**WBAZ/Beaumont**  
Steve Butler  
KENNY ROGERS  
BIBBO STARR  
EDDIE BARRITT  
DAN FOGELBERG  
Not hot  
COMMODORES  
BARRY HAMILON  
FOREIGNER  
ROYAL PHILHARMONI  
AIR SUPPLY

**WVVA/Dayton, OH**  
Gabriel Morgan  
PAUL DAVIS  
BARBARA STEINBAUM  
SHEARER  
KIM CARNES  
REACH BOYS  
Not hot  
COMMODORES  
SHEENA EASTON  
GREG LAKE  
KENNY ROGERS  
Not hot  
COMMODORES  
FOREIGNER  
DIANA ROSS  
BARRY HAMILON  
LINDSEY BUCKINGHA

## Parallel Three

**WVVA/Dayton, OH**  
Gabriel Morgan  
PAUL DAVIS  
BARBARA STEINBAUM  
SHEARER  
KIM CARNES  
REACH BOYS  
Not hot  
COMMODORES  
SHEENA EASTON  
GREG LAKE  
KENNY ROGERS  
Not hot  
COMMODORES  
FOREIGNER  
DIANA ROSS  
BARRY HAMILON  
LINDSEY BUCKINGHA

## Parallel Three

**WVVA/Dayton, OH**  
Gabriel Morgan  
PAUL DAVIS  
BARBARA STEINBAUM  
SHEARER  
KIM CARNES  
REACH BOYS  
Not hot  
COMMODORES  
SHEENA EASTON  
GREG LAKE  
KENNY ROGERS  
Not hot  
COMMODORES  
FOREIGNER  
DIANA ROSS  
BARRY HAMILON  
LINDSEY BUCKINGHA

NOTE R&R welcomes the following new reports:

- WVVA/Richmond, VA P2 South
  - KPAT/Siou Falls, SD P3 Midwest
- The following stations did not report this week and therefore their playlists were frozen
- WJMD/Washington, DC
  - KOLE/Beaumont
  - WVLR/Lexington
  - WVOW/Terre Haute

The following stations reported a frozen playlist this week

- WCLM/Chicago
- KOWA/Albuquerque
- WHIQ/Dayton



**Walt  
Love**

# Black Radio

## A READER'S RESPONSE

### Why Black Audiences Abandon Black Radio

This week we will share our space with you — the reader. Realizing just how busy all of you are on a daily basis, I feel quite proud that anyone would take time to write a response to one of our articles.

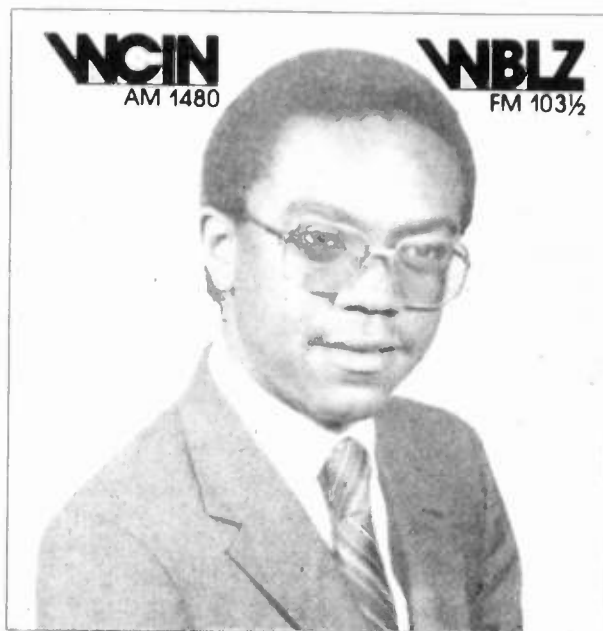
In the October 9, 1981 issue of R&R we featured an article entitled "Analyzing Black Audience Flow," with Part 2 in the following issue. Our very timely response to this two-part series comes from Michael Roberts, Program Director WCIN & WBLZ/Cincinnati. Following is his letter.

*I read with great interest your comments and comparisons on Black radio audience flow. I was most interested in your question to programmers on why we lose blacks to non-black stations.*

*There are several reasons why blacks listen to other formats. I feel the major reasons revolve around presentation, music, and information.*

*Quite frankly, many Black stations just sound bad. (I didn't say every Black station, I said many...) If you are programming a Black station, ask yourself the following questions: 1) Do I run too many commercials? 2) Do many of my commercials sound annoying and do they revolve around credit? 3) Do my announcers scream? 4) Do most of my announcers sound just like the salary I pay them? 5) Do listeners tell me my station is a bad influence on their children? 6) Do many of the records I play sound like they once belonged to my two-year-old? 7) Does my station technically sound like a CB radio? 8) Did I blame the last ratings drop on "those terrible people at Arbitron?" 9) Does my general manager ask, "Why don't we sound as good as that Urban station across town?" 10) Do people always tell me what a good ear I have, but could care less about my programming philosophies?*

*If you answered yes to any of these questions your station has problems. Aircheck your station. Correct*



**"Many black programmers and music directors would also be surprised if they knew just how many people know about their bad habits. If a programmer is on the take, his station generally sounds like it."**

*any presentation problems you may have. Then look at the music you play. If you are one of those program directors who is afraid to play crossovers, do yourself a favor and find out exactly what blacks are buying. Remember, you play white records to keep blacks from white stations. Be careful, don't forget your roots, that's*

*important too. Many black programmers and music directors would also be surprised if they knew just how many people know about their bad habits. If a programmer is on the take, his station generally sounds like it. A programmer who really wants to fix his station had better clear his head, his pocket, and his airround of all those junk records. (Most smart record promoters won't ask you to play junk.)*

*Finally, if a radio station's news department sounds like the police blotter or the church bulletin board, then there is a problem. Many Black stations still operate with a one or two-man news department. Black listeners need and want information. If the Black station in town isn't serious about news, believe me, the black listeners won't be serious about listening to the station.*

*High quarter-hours come from long listening spans. Often that's the only way we can compensate for low cumes. You only need to do the basics, but do them right. Our AM Black station's reach in the black community went from 35.8% to over 65% in just two years.*

*Black stations don't have to lose 50% of their audiences to white competitors. All you have to do is start programming your station.*

*My purpose in writing you, Walt, was not to attack people. I just want all Black stations to be successful. My job depends on it.*

I would like very much to thank Michael for his answers to my question about "why Black radio stations cannot sustain more than 50% of available black audience." It's a great positive for the radio industry that blacks are having an exchange of dialogue through a national trade publication such as R&R. You've gotta admit, it's new and it's innovative! I hope this type of opinionated exchange will help make our industry better for those pros who realize this is a business, not just a game.

## Action

• One of our reporters did a very interesting thing I thought noteworthy — KJLH/Los Angeles newperson Jullian Harris did a local story about a man who happens to be black and has lost his job because of it. Mr. Larry Edwards was fired from a local Buick dealership located in Hollywood after the owner allegedly made a statement about not wanting "nigger business." The Los Angeles County Black Employees Association heard this news story and contacted KJLH, then contacted Mr. Edwards, and is now handling his case. Too many blacks do not know where to go for help when these



**ISLEYS INVADE WBMX** — While in Chicago recently T-Neck recording artists the Isley Brothers visited the studios of WBMX. Seen on the scene are, from left: Kelly Isley, WBMX PD Lee Michaels, Marvin and Ronnie Isley, E/P/A's Mike English, and WBMX air personality "Carlos"; (kneeling) E/P/A VP Paris Eley.

situations arise, and you as Black radio programmers/GM's can offer this type of information to your community through good news coverage and public affairs. C. Andre Jackson, a "Labor Relations Specialist" with his own company, Godchild Inc., and the Black Employees Association, told me, "If there is not a chapter of BEA in your city you may contact me here in Los Angeles and I will refer you to the proper organization in your city and state. Black radio can be a real help to minority citizens in getting the word to the community." Mr. Jackson can be reached at (213) 299-9560 or by writing Black Employees Association, 5462 Crenshaw Blvd., Los Angeles, CA 90043 — the BEA is a non-profit corporation registered in the State of California.

• Longtime air personality & Program Director Don Mac, currently National Director of Promotions/Black Music for Capitol, has resigned effective December 1, 1981. Mr. Mac has not been available for comment.

• The city of Houston continues to grow, and a new record company is making its home there — Houston Connection Recording Corporation, founded by Harvey E. Lynch, its President and Board Chairman. Lynch was in broadcasting for ten years, during which he served as Vice President and General Manager of several radio stations around the country. Distribution will be handled by independents. Houston Connection is located in the One Northwind Plaza Building at 7600 West Tidwell, Suite 804, Houston, Texas 77040; the phone number is (713) 462-4142.

• KDIA/Oakland has some changing going on — Sam Weaver will be returning to the station to do 7pm-midnight and Dan Shannon, who presently holds



**RAFAEL IN RICHMOND** — WENZ/Richmond welcomed Rafael Cameron on a recent visit to the radio station. Pictured (l-r) are Rafael Cameron, Salsoul's Connie Johnson, and WENZ air personality Abraham Day.

down those hours, will be returning to college and doing a weekend airshift.

• Robert York is the new Midwest Regional Director of Promotion for Venture Records. York comes to Venture from a long successful tenure with A&M Records and will be based in the Chicago market.

• WBMX/Mobile has geared up for the fall Arbitron with a major promotion called "Pigskin Payoff." Listeners pick up weekly payoff forms at participating sponsors and try to pick the ten winning teams. If there's no winner, the jackpot grows. News Director Paul Mykals and wife Glenda produced gold on October 9 with the birth of their daughter Kristyn, who tipped the scales at 6 lbs. 6 oz. — congrats!!



# Black Radio

## BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

### CENTRAL LINE

#### Walking Into Sunshine (Mercury/PolyGram)

63% of our reporters on it. Rotations: Heavy 13/0, Medium 12/0, Light 8/2, Extra Adds 2, Total Adds 4, WYLD-FM, WGCI, WPDQ, WLOU. Heavy: WILD, WOOK, WJMO, KDAY. Moves 22-13 on the Black Radio Chart.

### SKYY

#### Call Me (Salsoul/RCA)

57% of our reporters on it. Rotations: Heavy 5/0, Medium 9/1, Light 13/2, Extra Adds 5, Total Adds 8, WVEE, KMJQ, WDIA, WJLB, WWRL, WPDQ, WBLX, WTOY. Debuts at number 23 on the Black Radio Chart.

## NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week.  indicates one of this week's Most Added new songs.

**JERMAINE JACKSON "I'm Just Too Shy" (Motown) 31/4**  
Rotations: Heavy 3/0, Medium 15/0, Light 10/1, Extra Adds 3, Total Adds 4, KMJQ, WJMO, WJAX, KTFM, Heavy: WXYV, WJMI, WBLX, Medium: WHUR, WAOK, WHRK, WYLD-FM, KDKO, KDAY, WWRL, WENN, WGIV, KOKY, WLOU, WOWI, WTOY, WKWM, WWWS. Debuts at number 30 on the Black Radio Chart.

**L.T.D. "Kickin' Back" (A&M) 30/5**  
Rotations: Heavy 4/0, Medium 14/1, Light 8/0, Extra Adds 4, Total Adds 5, WKND, WGIV, WRLX, WTOY, KACE, Heavy: WOOK, WBMX, KDKO, KJLH, Medium: WXYV, WHUR, WHRK, WEDR, WAIL-FM, WVON, KDAY, WJJS, WVOL, WDAO, WTLX, KAEZ. Debuts at number 24 on the Black Radio Chart.

**RENE & ANGELA "Wall To Wall" (Capitol) 30/2**  
Rotations: Heavy 5/0, Medium 8/0, Light 14/0, Extra Adds 2, Total Adds 2, WYLD-FM, WBMX, Heavy: WOOK, WHUR, WJMO, WTOY, KUKQ, Medium: WDAS, WDIA, WVON, KDAY, WKND, WJAX, WTLX, KAEZ, WWWS.

**TEDDY PENDERGRASS "You're My Latest, My Greatest Inspiration" (Phila. Int'l/CBS) 28/5**  
Rotations: Heavy 5/0, Medium 11/0, Light 8/1, Extra Adds 4, Total Adds 4, WHRK, WJMO, KDKO, WKND, WKWM, Heavy: WXYV, WVEE, WJLB, WWRL, WBLX, Medium: WOOK, WHUR, WAIL-FM, KMJM, WSSJ, WOIC, KOKY, WVOL, WOWI, WTOY, KACE.

**EVELYN KING "Don't Hide Our Love" (RCA) 28/4**  
Rotations: Heavy 3/0, Medium 15/0, Light 7/1, Extra Adds 3, Total Adds 4, WBMX, WDMT, WKWM, KUKQ, Heavy: WILD, KDKO, WGIV, Medium: WXYV, WDAS, WOOK, WYLD-FM, KDAY, KSOL, WSSJ, WKND, WWRL, WKXJ, KOKY, WTOY, WDAO, KAEZ, WWWS.

**TIERRA "La La Means I Love You" (Boardwalk) 28/3**  
Rotations: Heavy 1/0, Medium 13/1, Light 12/0, Extra Adds 2, Total Adds 3, WOOK, WATV, WDAO, Heavy: WVON, Medium: WXYV, WDAS, WHRK, WYLD-FM, WJMO, KDKO, KSOL, KOKY, WBLX, WOWI, KTFM, KUKQ.

**SPINNERS "You Go Your Way (I'll Go Mine)" (Atlantic) 28/1**  
Rotations: Heavy 0/0, Medium 18/0, Light 8/1, Extra Adds 0, Total Adds 1, KDLA, Medium: WXYV, WAOK, WDIA, WHRK, WYLD-FM, WCIN, KSOL, WWRL, WGIV, WOIC, WKXJ, KOKY, WLOU, WJJS, WOWI, WTOY, WDAO, WTLX.

**DYNASTY "Love In The Fast Lane" (Solar/Elektra) 24/9**  
Rotations: Heavy 0/0, Medium 8/0, Light 10/3, Extra Adds 6, Total Adds 9, WAMO, WAOK, WVEE, WHRK, WGCI, WVON, WJMO, WTOY, WKWM, Medium: WILD, KSOL, WSSJ, WJMI, WOWI, WTLX, KDLA, KUKQ.

**BOOKER T. "I Want You" (A&M) 24/3**  
Rotations: Heavy 4/0, Medium 10/1, Light 9/1, Extra Adds 1, Total Adds 3, WJAX, WLOU, WTOY, Heavy: WBMX, WVON, WJMO, KDKO, Medium: WHRK, WYLD-FM, WGCI, WENN, WOIC, WKWM, WTLX, WWWS, KACE.

**GLADYS KNIGHT & THE PIPS "I Will Fight" (Columbia) 23/2**  
Rotations: Heavy 2/0, Medium 12/0, Light 8/1, Extra Adds 1, Total Adds 3, WBMX, WGCI, Heavy: WOOK, WDAO, Medium: WILD, WDAS, WHUR, WAOK, WHRK, WVON, WCIN, KDAY, WSSJ, WKXJ, WTOY, WTLX.

**DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 20/4**  
Rotations: Heavy 4/0, Medium 7/0, Light 8/1, Extra Adds 4, Total Adds 4, WWRL, WJJS, KACE, KUKQ, Heavy: WWIN, WXYV, WAMO, KJLH, Medium: WHRK, WDMT, KSOL, WSSJ, WBLX, WWWS, KDLA.

**NATALIE COLE "Nothin' But A Fool" (Capitol) 20/1**  
Rotations: Heavy 4/0, Medium 13/0, Light 2/0, Extra Adds 1, Total Adds 1, WOOK, Heavy: WBMX, WJAX, WLOU, KAEZ, Medium: WXYV, WILD, WDAS, WEDR, WYLD-FM, WGCI, WCIN, WJMO, KDAY, WWRL, WKXJ, KOKY, WANT.

## SIGNIFICANT ACTION

**STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 19/1**  
Rotations: Heavy 4/0, Medium 8/0, Light 8/0, Extra Adds 1, Total Adds 1, WOOK, Heavy: WVEE, WCIN, WJMI, KOKY, Medium: WILD, WHRK, WDMT, WJMO, KDAY, WKXJ, WOWI, WDAO.

**TWENNYNINE & LENNY WHITE "All I Want" (Elektra) 19/0**  
Rotations: Heavy 1/0, Medium 12/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WDAO, Medium: WILD, WBMX, WCIN, WDMT, WJMO, KDKO, KDAY, KSOL, WSSJ, WLOU, WOWI, WTLX.

**BARRY WHITE "Beware" (Unlimited Gold/CBS) 18/3**  
Rotations: Heavy 5/0, Medium 7/0, Light 3/0, Extra Adds 3, Total Adds 3, WAOK, WOIC, WDAO, Heavy: WGCI, WVON, WSSJ, WWRL, WVOL, Medium: WHUR, WBMX, KDAY, WKXJ, WBLX, WTLX, KACE.

**JONES GIRLS "(I Found) That Man Of Mine" (Phila. Int'l/CBS) 17/9**  
Rotations: Heavy 1/0, Medium 3/2, Light 8/2, Extra Adds 5, Total Adds 9, WOOK, WAIL-FM, KDKO, KDAY, WSSJ, WBLX, WTOY, KACE, Heavy: KJLH.

**GQ "Shake" (Arista) 17/5**  
Rotations: Heavy 2/0, Medium 10/1, Light 7/0, Extra Adds 5, Total Adds 5, WOOK, WAOK, WOWI, WTOY, KUKQ, Heavy: WVON, KDKO, Medium: WHRK, KSOL, WJMI.

**BRICK "Wide Open" (Bang/CBS) 17/4**  
Rotations: Heavy 2/0, Medium 5/0, Light 8/0, Extra Adds 4, Total Adds 4, KMJQ, WAIL-FM, WTOY, WTLX, Heavy: WOOK, WVEE, Medium: WHRK, KDKO, WATV, WVOL, WDAO.

**ROCKIE ROBBINS "I Believe In Love" (A&M) 17/3**  
Rotations: Heavy 1/0, Medium 5/0, Light 8/0, Extra Adds 3, Total Adds 3, WVON, WOIC, WTLX, Heavy: WJMI, Medium: WOOK, WBMX, WWRL, WGIV, WBLX.

**GROVER WASHINGTON JR. "Be Mine Tonight" (Elektra) 16/15**  
Rotations: Heavy 0/0, Medium 1/1, Light 5/4, Extra Adds 10, Total Adds 15, WWIN, WXYV, WILD, WVEE, KMJQ, WHRK, WBMX, WGCI, WVON, WDMT, WSSJ, WWRL, WJAX, WBLX, WWWS.

**ANGELA BOFILL "Something About You" (Arista) 16/4**  
Rotations: Heavy 1/0, Medium 2/0, Light 11/2, Extra Adds 2, Total Adds 4, WXYV, KSOL, WJMI, WKWM, Heavy: WWIN, Medium: WHRK, WWRL.

## Radio & Records

# NATIONAL AIRPLAY/30

November 20, 1981

Three Weeks	Two Weeks	Last Week		
1	1	1	1	KOOL & THE GANG/Take My Heart (De-Lite/PolyGram)
2	2	2	2	EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)
19	11	6	①	GEORGE BENSON/Turn Your Love Around (WB)
4	4	4	4	PRINCE/Controversy (WB)
3	3	3	5	SLAVE/Snap Shot (Cotillion/Atco)
6	6	6	6	ISLEY BROTHERS/Inside You (T-Neck/CBS)
11	7	7	7	COMMODORES/Oh No (Motown)
12	10	8	8	MELBA MOORE/Take My Love (EMI America)
26	19	13	①	DIANA ROSS/Why Do Fools Fall In Love? (RCA)
-	23	14	⑩	PEABO BRYSON/Let The Feeling Flow (Capitol)
-	-	23	①	BAR-KAYS/Hit And Run (Mercury/PolyGram)
26	17	12	⑩	CHOCOLATE MILK/Blue Jeans (RCA)
-	24	22	①	CENTRAL LINE/Walking Into Sunshine (Mercury/PolyGram)
-	20	18	⑩	SHALAMAR/Sweeter As The Days Go By (Solar/RCA)
8	8	11	15	ROGER/Heard It Through The Grapevine (WB)
9	9	9	16	LUTHER VANDROSS/Never Too Much (Epic)
-	27	21	⑩	RUFUS & CHAKA KHAN/Sharing The Love (MCA)
-	22	19	⑩	GWEN McCRAE/Funky Sensation (Atlantic)
10	13	15	19	ONE WAY/Pull Fancy Dancer/Pull (MCA)
6	6	10	20	TIME/Gat It Up (WB)
14	14	17	21	CURTIS MAYFIELD/She Don't Let Nobody (But Me) (Boardwalk)
-	-	26	②	PHYLLIS HYMAN/Tonight You And Me (Arista)
-	→	→	②	SKYY/Call Me (Salsoul/RCA) <span style="float:right">New Entry</span>
-	→	→	②	L.T.D./Kickin' Back (A&M) <span style="float:right">New Entry</span>
29	28	25	25	RENE & ANGELA/Wall To Wall (Capitol) <span style="float:right">→</span>
13	15	24	26	WHISPERS/This Kind Of Lovin' (Solar/RCA)
7	12	20	27	FOUR TOPS/When She Was My Girl (Casablanca/PolyGram)
-	-	29	⑩	NATALIE COLE/Nothing But A Fool (Capitol)
21	21	27	29	QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)
-	→	→	⑩	JERMAINE JACKSON/I'm Just Too Shy (Motown)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

### MOST ADDED

- GROVER WASHINGTON JR. (15)
- JONES GIRLS (9)
- DYNASTY (9)
- SKYY (8)
- TIME "Cool" (8)

### HOTTEST

- EARTH, WIND & FIRE (37)
- KOOL & THE GANG (34)
- SLAVE (14)
- ROGER "Heard" (13)
- PRINCE (12)

**ARETHA FRANKLIN "It's My Turn" (Arista) 16/3**  
Rotations: Heavy 1/0, Medium 5/0, Light 8/1, Extra Adds 2, Total Adds 3, WEDR, WCIN, WTOY, Heavy: WVEE, Medium: WILD, WDIA, WWRL, WOIC, WTLX.

**SHEREE BROWN "You'll Be Dancing All Night" (Capitol) 16/1**  
Rotations: Heavy 7/0, Medium 4/0, Light 4/0, Extra Adds 1, Total Adds 1, KUKQ, Heavy: WXYV, WBMX, WGCI, WVON, WATV, WENN, KAEZ, Medium: WHUR, WAOK, WYLD-FM, KACE.

**KRAFTWERK "Numbers" (WB) 16/2**  
Rotations: Heavy 3/0, Medium 3/0, Light 1/0, Extra Adds 2, Total Adds 2, WOOK, WSSJ, Heavy: WBMX, KSOL, WATV, WOIC, WJJS, WVOL, WTMP, WWWS, KDLA, Medium: WVEE, WDMT, WOWI.

**MIDNIGHT STAR "Tuff" (Solar/Elektra) 14/3**  
Rotations: Heavy 1/0, Medium 4/0, Light 7/1, Extra Adds 2, Total Adds 3, WBMX, KJLH, KDLA, Heavy: WENN, Medium: KDKO, KDAY, WJJS, WDAO.

**ROGER "So Ruff, So Tuff" (WB) 14/0**  
Rotations: Heavy 8/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KMJQ, WDIA, WDMT, WGIV, WJAX, WKWM, WWWS, KACE, Medium: WWIN, WHUR, WOWI, KUKQ.

**ZOOM "Saturday, Saturday Night" (Polydor/PolyGram) 14/0**  
Rotations: Heavy 3/0, Medium 3/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: KDKO, KDAY, WJAX, Medium: WVEE, WLOU, WBLX.

**EMOTIONS "Now That I Know" (ARC/Columbia) 13/4**  
Rotations: Heavy 0/0, Medium 2/0, Light 7/0, Extra Adds 4, Total Adds 4, WAOK, WWRL, WPDQ, WTOY, Medium: WYLD-FM, WVON.

**AL JARREAU "Breakin' Away" (WB) 13/4**  
Rotations: Heavy 2/0, Medium 4/0, Light 4/1, Extra Adds 3, Total Adds 4, WOOK, WGCI, WSSJ, WJMI, Heavy: WHUR, KACE, Medium: WDMT, KDAY, KSOL, KJLH.

**RICK JAMES "Ghetto Life" (Gordy/Motown) 13/2**  
Rotations: Heavy 4/0, Medium 3/0, Light 4/0, Extra Adds 2, Total Adds 2, WSSJ, WOWI, Heavy: WOOK, KDKO, WENN, WOIC, Medium: WILD, WAIL-FM, KDLA.

**TIME "Cool" (WB) 12/8**  
Rotations: Heavy 3/0, Medium 1/0, Light 3/3, Extra Adds 5, Total Adds 8, WILD, WDAS, WDIA, WEDR, KDAY, WGIV, WVOL, WKWM, Heavy: WWWS, KACE, KJLH, Medium: KDLA.

**STARPOINT "Wanting You" (Chocolate City/PolyGram) 12/4**  
Rotations: Heavy 3/0, Medium 3/0, Light 4/1, Extra Adds 3, Total Adds 4, WAMO, WHRK, WJMO, KSOL, Heavy: WHUR, WLOU, Medium: KDKO, WGIV, WTLX.

**MICHAEL HENDERSON "(We Are Here To) Geek You Up" (Buddah/Arista) 12/2**  
Rotations: Heavy 1/0, Medium 4/0, Light 5/0, Extra Adds 2, Total Adds 2, WOOK, WTLX, Heavy: WWWS, Medium: WVEE, KSOL, WJMI, WLOU.

**FUNN "School Daze" (Magic Records) 12/1**  
Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Extra Adds 1, Total Adds 1, WDAO, Medium: WVON, WJMO, WTLX.

**RAY PARKER JR. & RADIO "It's Your Night" (Arista) 12/1**  
Rotations: Heavy 3/0, Medium 5/0, Light 4/1, Extra Adds 0, Total Adds 1, WJAX, Heavy: WYLD-FM, WENN, WGIV, Medium: WJMO, KDAY, WSSJ, WBLX, KDLA.

**BOBBY WOMACK "If You Think You're Lonely Now" (Beverly Glen) 12/1**  
Rotations: Heavy 8/0, Medium 2/0, Light 1/0, Extra Adds 1, Total Adds 1, WXYV, Heavy: WDIA, WGCI, WVON, WJLB, WKWM, KDAY, KACE, KJLH, Medium: WWWS, KDLA.

# Black Radio

## Hottest

### November 20, 1981

EAST	SOUTH	MIDWEST	WEST
Earth, Wind & Fire Kool & The Gang Slave	Earth, Wind & Fire Kool & The Gang Roger "Heard" Slave	Kool & The Gang Earth, Wind & Fire Time "Get" One Way	Earth, Wind & Fire Kool & The Gang Slave Prince

# Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

### EAST

**WWIN/Baltimore**  
Curtis Anderson

SUGARDADDY  
D TRAIN  
WEST STREET MOB  
PURE GOLD  
LOWRELL SIMON  
AURRA  
GERALDINE HUNT  
GANGSTERS  
NORTHEM  
BRENDA WATTE  
AM-FM  
GROVER WASHINGTON  
Hottest:  
Kool & The Gang  
SUGARDADDY  
PRINCE  
EW&F  
D TRAIN

**WDAS/Philadelphia**  
Joe Tamburro

TOM BROWNE  
FOUR TOPS  
GANGSTERS  
AURRA  
REDD HOTT  
LIVE HAND  
TIME  
MIKE & BRENDA  
Hottest:  
Kool & The Gang  
EW&F  
CHOCOLATE MILK  
TIME  
RUFUS & CHAKA

**WHUR/Washington**  
Oscar Fields  
none  
Hottest:  
GEORGE BENSON  
LUTHER VANDROSS  
PATTI AUSTIN  
PATTI AUSTIN  
EW&F  
GAYLE ADAMS

**WOOK/Washington**  
Harry Boomer

JONES GIRLS  
TIERRA  
HERBIE HANCOCK  
NATALIE COLE  
KRAFTWERK  
PEABO BRYSON  
RJ'S LATEST ARRIV  
GARY U.S. BONDS  
MICHAEL HENDERSON  
QUINCY JONES  
ST'VIE WOODS  
AL JARREAU  
GO  
Hottest:  
EW&F  
BRICK  
CHOCOLATE MILK  
RICK JAMES  
TIME

### MIDWEST

**WBMX/Chicago**  
Lee Michaels

MIDNIGHT STAR  
DENROY MORGAN  
RAY, GOODMAN & BR  
RENE & ANGELA  
SOS BAND  
TOM BROWNE  
BLACK ICE  
EVELYN KING  
GLADYS KNIGHT  
GROVER WASHINGTON  
GFRALDINE HUNT  
Hottest:  
BAR-KAYS  
BOBBY WOMACK  
SHEREE BROWN  
GEORGE BENSON  
GIL SCOTT-HERON

**WGCI/Chicago**  
Pam Wells

JIMMY ROSS  
DYNASTY  
CENTRAL LINE  
ANGELA BOFILL  
GLADYS KNIGHT  
GROVER WASHINGTON  
AL JARREAU  
Hottest:  
MAZE  
ISLEY BROS  
GAYLE ADAMS  
GEORGE BENSON  
TYRONE DAVIS

**WVON/Chicago**  
Pam Wells

RAHMLEE  
SHEREE BROWN  
GROVER WASHINGTON  
DYNASTY  
MAGNUM FORCE  
CAPTAIN EKY  
MONA RAYE  
PATTI LABELLE  
ROCKIE ROBBINS  
CURTIS MAYFIELD  
Hottest:  
BOBBY WOMACK  
CENTRAL LINE  
GEORGE BENSON  
BB&Q  
Kool & The Gang  
JERMAINE JACKSON

**WCIN/Cincinnati**  
Everett Cork

ARETHA FRANKLIN  
Hottest:  
WHISPERS  
ISLEY BROS  
MELBA MOORE  
ONE WAY  
Kool & The Gang

**WDMT/Cleveland**  
Freddie James

DIANA ROSS  
GROVER WASHINGTON  
EVELYN KING  
Hottest:  
ROGER  
SLAVE  
TIME  
ONE WAY  
Kool & The Gang

**WKWM/Grand Rapids**  
Frank Grant

TIME  
EVELYN KING  
GWEN MCCRAE  
DYNASTY  
ANGELA BOFILL  
TEDDY PENDERGRASS  
Hottest:  
ROGER  
TIME  
ONE WAY  
EW&F  
LUTHER VANDROSS

**WTLC/Indianapolis**  
Jay Johnson

PEACHES & HERB  
SWITCH  
SYREETA  
BRICK  
GANGSTERS  
ROCKIE ROBBINS  
MICHAEL HENDERSON  
Hottest:  
Kool & The Gang  
PRINCE  
EW&F  
COMMODORES  
ISLEY BROS

### WEST

**KDKO/Denver**  
Byron Pitts

FATBACK BAND  
SUGAR HILL GANG  
DENROY MORGAN  
EDDIE KENDRICKS  
RAY, GOODMAN & BR  
TEDDY PENDERGRASS  
KANO  
TYRONE DAVIS  
STYLISTIC  
JONES GIRLS  
ALICIA MYERS  
Hottest:  
Kool & The Gang  
PRINCE  
SHALAMAR  
SLAVE  
ISLEY BROS

**KDAY/Los Angeles**  
J.J. Johnson

GAYLE ADAMS  
TIMP  
SKOOL BOYZ  
SOS BAND  
JONES GIRLS  
Hottest:  
EW&F  
PRINCE  
WHISPERS  
Kool & The Gang  
SHALAMAR

**KJLH/Los Angeles**  
Lawrence Tanter

KANO  
MIDNIGHT STAR  
Hottest:  
TIME  
HALL & OATES  
BOBBY WOMACK  
SLAVE  
RENE & ANGELA

**KACE/Los Angeles**  
Alonzo Miller

JONES GIRLS  
LTD  
BILL SUMMERS  
NORMAN CONNORS  
SYREETA  
MIKE & BRENDA  
HALL & CATES  
Hottest:  
ROGER  
TIME  
SLAVE  
BOBBY WOMACK  
LUTHER VANDROSS  
EW&F

**KDJL/Oakland**  
Keith Adams

TAVARES  
SPINNERS  
MIDNIGHT STAR  
PHYLLIS HYMAN  
Hottest:  
Kool & The Gang  
CHOCOLATE MILK  
LUTHER VANDROSS  
ROGER  
WEST STREET MOB

**KUKQ/Phoenix**  
Steve Smith

EVELYN KING  
GO  
RUFUS & CHAKA  
PEABO BRYSON  
SHEREE BROWN  
DENROY MORGAN  
DONALD BYRD  
HALL & CATES  
JACKSONS  
Hottest:  
Kool & The Gang  
EW&F  
SHOCK  
MELBA MOORE  
BAR-KAYS

**KSOL/San Mateo, CA**  
Bernie Moody

ANGELA BOFILL  
MIKE & BRENDA  
PATTI AUSTIN  
BILL SUMMERS  
OZONE  
STARPOINT  
Hottest:  
Kool & The Gang  
EW&F  
CHOCOLATE MILK  
PRINCE  
ISLEY BROS

**WXV/Baltimore**  
Tim Watts

GROVER WASHINGTON  
ONJ  
BOBBY WOMACK  
ANGELA BOFILL  
TYZIK  
HERBIE HANCOCK  
MANHATTANS  
Hottest:  
JERMAINE JACKSON  
DIANA ROSS  
CENTRAL LINE  
SLAVE  
SHEREE BROWN

**WILD/Boston**  
Steve Crumbley

AURRA  
TIME  
LOWRELL SIMON  
FOUR TOPS  
GARFIELD FLEMING  
GROVER WASHINGTON  
CHOCOLATE MILK  
EARL KLUGH  
Hottest:  
CENTRAL LINE  
EW&F  
SLAVE  
Kool & The Gang  
LUTHER VANDROSS

**WSSJ/Camden-Philadelphia**  
Gary Shepard

KRAFTWERK  
JONES GIRLS  
BAR-KAYS  
Hottest:  
PATTI AUSTIN  
GROVER WASHINGTON  
AL JARREAU  
SUGAR HILL GANG  
ONJ  
RICK JAMES  
HERBIE HANCOCK  
Hottest:  
EW&F  
Kool & The Gang  
BARRY WHITE  
HALL & OATES  
PEABO BRYSON

**WKND/Hartford**  
Eddie Jordan

LTD  
TEDDY PENDERGRASS  
LOWRELL SIMON  
Hottest:  
EW&F  
SLAVE  
Kool & The Gang  
GWEN MCCRAE  
SKYY

**WWRL/New York**  
Wanda Ramos

HALL & OATES  
RAY, GOODMAN & BR  
GAYLE ADAMS  
GROVER WASHINGTON  
SKYY  
EDDIE KENDRICKS  
EMOTIONS  
NORMAN CONNORS  
FREDERICK KNIGHT  
LESETE WILSON  
MANU DUBANGO  
Hottest:  
Kool & The Gang  
BARRY WHITE  
SHALAMAR  
ARETHA FRANKLIN  
PEABO BRYSON

**WAMO/Pittsburgh**  
J.C. Floyd

DYNASTY  
STARPOINT  
Hottest:  
RUFUS & CHAKA  
EW&F  
ROGER  
COMMODORES  
PRINCE

### SOUTH

**WAOK/Atlanta**  
Larry Tinsley

DYNASTY  
BARRY WHITE  
EMOTIONS  
RAY, GOODMAN & BR  
GO  
CAPTAIN SKY  
Hottest:  
EW&F  
Kool & The Gang  
BETTY WRIGHT  
EBCNEE WEBB  
SLAVE

**WVEE/Atlanta**  
Scotty Andrews

PATTI AUSTIN  
SKYY  
LULU  
GROVER WASHINGTON  
GIL SCOTT-HERON  
D TRAIN  
DYNASTY  
VERNON BIRCH  
NORTHEM  
MADLEEN KANE  
Hottest:  
EW&F  
ROGER  
Kool & The Gang  
BAR-KAYS  
BETTY WRIGHT

**WATV/Birmingham**  
Stan Granger

TIERRA  
PHYLLIS HYMAN  
CHI-LITES  
Hottest:  
LUTHER VANDROSS  
FOUR TOPS  
KRAFTWERK  
Kool & The Gang  
TIME

**WENN/Birmingham**  
Gene Wise

none  
Hottest:  
RICK JAMES  
ROCKIE ROBBINS  
QUINCY JONES  
JEAN CARN  
EW&F

**WGIV/Charlotte**  
Chris Turner

PEABO BRYSON  
TIME  
DENROY MORGAN  
AURRA  
LTD  
CARL CARLTON  
Hottest:  
ROGER  
Kool & The Gang  
DENIECF WILLIAMS  
BAR-KAYS

**WOIC/Columbia, SC**  
Mickey Arnold

GEORGE BENSON  
ROSS/RICHIE  
ROCKIE ROBBINS  
BARRY WHITE  
Hottest:  
Kool & The Gang  
EW&F  
TONY TROUTMAN  
BETTY WRIGHT  
KRAFTWERK

**KMJQ/Houston**  
Ross Holland

BRICK  
SKYY  
JERMAINE JACKSON  
WHISPERS  
GROVER WASHINGTON  
SUGAR HILL GANG  
Hottest:  
Kool & The Gang  
PRINCE  
EW&F  
ONE WAY  
SLAVE

**WJMI/Jackson**  
Carl Haynes

AL JARREAU  
MELBA MOORE  
FOUR TOPS  
ANGELA BOFILL  
TS MONK  
KANO  
Hottest:  
EW&F  
JERMAINE JACKSON  
GWEN MCCRAE  
Kool & The Gang  
GEORGE BENSON

**WKXJ/Jackson**  
Tommy Marshall

PHYLLIS HYMAN  
KANO  
AM-FM  
Hottest:  
EW&F  
PRINCE  
EBONEE WEBB  
Kool & The Gang  
ISLEY BROS

**WPDQ/Jacksonville**  
Maxx St. Clair

EMOTIONS  
SKYY  
CANDI STATON  
CENTRAL LINE  
BB&Q  
GERALDINE HUNT  
Hottest:  
EW&F  
SLAVE  
PRINCE  
WHISPERS  
OZONE

**WJAX(95X)/Jacksonville**  
Steve Fox

GROVER WASHINGTON  
BOOKER T.  
PONTER SISTERS  
ROD STEWART  
JERMAINE JACKSON  
GAYLE ADAMS  
RAYDIO  
LAKESIDE  
KWICK  
CREME D' COCOA  
Hottest:  
TIME  
MAZE  
BAR-KAYS  
ROGER  
PRINCE

**KOKY/Little Rock**  
Ronda Curtis

none  
Hottest:  
LUTHER VANDROSS  
Kool & The Gang  
COMMODORES  
EW&F  
CHRIS CROSS

**WLou/Louisville**  
Neal O'Rea

DENIECF WILLIAMS  
CENTRAL LINE  
BOOKER T.  
JONES GIRLS  
Hottest:  
EW&F  
EBONEE WEBB  
STARPOINT  
MELBA MOORE  
NATALIE COLE

**WJSL/Lynchburg, VA**  
Art Young

HALL & OATES  
GWEN MCCRAE  
STACY LATTISAW  
Hottest:  
ROGER  
LUTHER VANDROSS  
KRAFTWERK  
FOUR TOPS  
Kool & The Gang

**WDIA/Memphis**  
Carl Connors

TIME  
RUFUS & CHAKA  
PEABO BRYSON  
SHALAMAR  
SKYY  
BAR-KAYS  
Hottest:  
ROGER  
Kool & The Gang  
EW&F  
WEST STREET MOB  
LUTHER VANDROSS

**WHRK (K97)/Memphis**  
Sharon Smith

DYNASTY  
STARPOINT  
TEDDY PENDERGRASS  
GROVER WASHINGTON  
Hottest:  
BAR-KAYS  
GEORGE BENSON  
Kool & The Gang  
EW&F  
ROGER

**WEDR/Miami**  
Leo Jackson

ARTHUR ADAMS  
GANGSTERS  
SYREETA  
KAREN YOUNG  
GENE DUNLAP  
OZONE  
STEVIE WOODS  
TIME  
ARETHA FRANKLIN  
TAKE FIVE  
JEANETTE LADY DAY  
RICHARD D. FIELDS  
Hottest:  
DONALD BYRD  
SLAVE  
FOUR TOPS  
MADAGASCAR  
BETTY WRIGHT

**WBLX/Mobile**  
Michael J. Alexander

PHYLLIS HYMAN  
LTD  
SHALAMAR  
EBONEE WEBB  
JONES GIRLS  
SKYY  
GROVER WASHINGTON  
RUFUS & CHAKA  
CLARENCE CARTER  
Hottest:  
TIME  
EW&F  
ROGER  
SLAVE  
COMMODORES

**WVOL/Nashville**  
Fred Harvey

PHYLLIS HYMAN  
TIME  
DENROY MORGAN  
Hottest:  
Kool & The Gang  
EW&F  
KRAFTWERK  
ROGER  
TEDDY PENDERGRASS

**WYLD-FM/New Orleans**  
James Alexander

RENE & ANGELA  
CENTRAL LINE  
JEAN KNIGHT  
Hottest:  
Kool & The Gang  
EW&F  
SLAVE  
DONALD BYRD  
GEORGE BENSON

**WAIL-FM/New Orleans**  
Barry Richards

JOHNNY GUITAR  
LTD  
BRICK  
KANO  
TS MONK  
DIANA ROSS  
LENNY WILLIAMS  
INVISIBLE MAN'S B  
SKOOL BOYZ  
JONES GIRLS  
SUGAR HILL GANG  
Hottest:  
EW&F  
QUINCY JONES  
ROLLING STONES  
PRINCE  
LUTHER VANDROSS

**WOWI/Norfolk**  
Chester Benton

RICK JAMES  
GO  
SHALAMAR  
SUGAR HILL GANG  
Hottest:  
COMMODORES  
CHOCOLATE MILK  
LUTHER VANDROSS  
KRAFTWERK  
SKYY

**WANT/Richmond**  
Ben Miles

none  
Hottest:  
Kool & The Gang  
DENIECF WILLIAMS  
AL JARREAU  
FRANKLIN & BENSON  
TIME

**WTOY/Roanoke**  
Donnie Deane

SKYY  
JONES GIRLS  
LAKESIDE  
BRICK  
SWITCH  
GO  
ARETHA FRANKLIN  
EMOTIONS  
PEACHES & HERB  
DYNASTY  
LTD  
BOOKER T.  
CAPTAIN SKY  
SYREETA  
Hottest:  
COMMODORES  
MELBA MOORE  
Kool & The Gang  
GEORGE BENSON

**KTFM/San Antonio**  
Joe Nasty

SUGAR HILL GANG  
JERMAINE JACKSON  
SLAVE  
WEST STREET MOB  
LINDSEY BUCKINGHA  
Hottest:  
EW&F  
CARL CARLTON  
TEENA MARIE  
RICK JAMES  
ROGER

**WTMP/Tampa**  
Jerry Walker

none  
Hottest:  
DEBRA LAWS  
EW&F  
ROGER  
SEQUENCE  
SLAVE

# JAZZ RADIO

**AL JARREAU**  
Breakin' Away (WB)  
**McCOY TYNER**  
La Leyenda De La Hora (Columbia)  
**LOU DONALDSON**  
Sweet Papa Lou (Muse)  
**SPYRO GYRA**  
Freetime (MCA)  
**TYZIK**  
Prophecy (Capitol)  
**FREDDIE HUBBARD**  
Minstral (Liberty)

EAST: WYBC/New Haven, CT, Tom  
Streisguth. SOUTH: WTJZ/Newport  
News, VA, Larry Hollowell. MIOWEST:  
WBBI/Columbus, OH, Terry Wilson;  
WJZZ/Detroit, MI, John Hill. WEST:  
KAOX/Denver, CO, John Rezaeck.

# Opportunities

## Openings

### EAST

WOCM/Hagerstown, MO looking for uptempo CHR personalities for all dayparts. T&R only to: Gary Michaels, WOCM, 1260 Downville Pike, Hagerstown, MD 21740. EOE M/F (11-20)

New England resort area station looking for experienced evening sports talk show host. T&R to WOCB, Box 608, West Yarmouth, MA 02673 or (617) 776-0500. EOE M/F (11-20)

**Account Executive. If you are interested in earning \$25,000+ a year. If you have a minimum of 3 years radio sales experience. If you are a self-starting street fighter. If you want to work for a number one radio station and a first class operation. If you are looking for future advancement with one of the nation's most progressive radio groups, we want you!** Only two openings available. Contact Walter Broadhurst, GSM, WKEE, Inc., P.O. Box 2288, Huntington, WV 25724. Immediately. EOE M/F (12-4) •

North Jersey A/C looking for part-time/full-time announcers yesterday. Attitude more important than experience. T&R: Steve Michaels, Box 40, Newton, NJ 07860 or (201) 383-3400. EOE M/F (11-13)

WEIM-AM/Fitchburg, has part-time weekend openings. New talent encouraged to apply, preferably Massachusetts residents. T&R: Jack Raymond, Box 727, Fitchburg, MA 01420 or (617) 343-3766. EOE M/F (11-13)

### Morning Personality

for East Coast A/C in Top 50. Warm, upbeat and reliable to 25+ audience. Minimum 5 years experience T&R with references to Radio & Records, 1930 Century Park West, #286, Los Angeles, CA 90067. EOE

A/C WMGQ. In the shadow of NYC, needs two sharp news people. T&R plus writing samples to Bob Dunphy, Box 100, New Brunswick, NJ 08903. EOE M/F (11-13)

### SOUTH

We found one good one, need one more. Y102 FM CHR. T&R to Don Rushin, PD, Box 2018, Texarkana, AR 75501. EOE M/F (11-20)

Need experienced female for future openings. Also future openings for informative/personality announcer. Minorities encouraged. T&R: Joe Conway, GPM, South Tower, San Antonio, TX 78216. (11-20)

WORD morning newperson personality. Local orientation/involvement. RKO network. Mobile units. Dedication and attitude important as talent. T&R: Ron Brandon, Box 3257, Spartanburg, SC 29304. EOE M/F (11-20)

## Openings

7-midnight rock jock for 100,000 watt, super tower, programming oriented top rated station. T&R to Dave Burdus, KISR, Box 3100, Ft. Smith, AR 72913. EOE M/F (11-20)

Bright morning team person needed for Arkansas' most-listened-to popular music station. T&R to Dave Burdus, KISR, Box 3100, Ft. Smith, AR 72913. EOE M/F (11-20)

KWKC/Abilene, TX has immediate opening. T&R to Troy London, Box 2201, Abilene, TX 79604. Minorities encouraged to apply. EOE M/F (11-20)

WXAM/Charlottesville, VA looking for drive time performer. No beginners. T&R to WXAM, Box 1294, Charlottesville, VA 22902. EOE M/F (11-20)

WQID-FM/Gulf Coast. Dominated market for last 5 years. Looking for mature CHR delivery, strong production. T&R: Mickey Couter, Box 4606, Biloxi, MS 38931. (11-20)

KKQV-FM/Wichita Falls, TX looking for professional wanting to move up to a larger market. T&R: Mike Edwards, Box 4327, Wichita Falls, TX 76308. (11-20)

Expanding winning A/C air staff. #1 25-49 adults. Minorities encouraged. No calls. T&R: Jim Robertson, WRVR, 2272 Central Ave., Memphis, TN 38104. (11-20)

Wanted: experienced baseball P-B-P announcer. Great opportunity for aggressive hard-working pro. Send T&R: Richmond Braves, 3001 North Blvd., Richmond, VA 23230. EOE M/F (11-20)



**KPLX FM 99.5**  
ALL STAR COUNTRY  
Dallas - Fort Worth, Texas

We are searching for a warm, energy-filled communicator to join one of the Southwest's leading Country stations. Minimum five years experience. Tapes, resumes to:

**BOBBY KRAIG / KPLX**  
1515 Mockingbird  
Suite 103, Lock Box 309  
Dallas, TX 75255

Mature, energetic professionals for all positions. Minorities encouraged. T&R and salary requirements to Dave Ferraro, WLEQ, 96 Super Q Blvd., Rt. 22, Ft. Myers, FL 33908. EOE M/F (11-13)

News Director needed for AM/FM in West TX. Position also includes P-B-P boardwork. Rush T&R to KPET, Box 1188, Lamesa, TX 79331. (11-13)

WSPB-AM/FM/Sarasota, FL is accepting applications for newpersons. Send T&R to R. David Graupner, WSPB, P.O. Drawer Z, Sarasota, FL 33578 or call (813) 388-2131. EOE M/F (11-13)

99-WQLO/Beaufort looking for air talent A/C minorities encouraged for future opening. T&R Paul Martin, 3040 Boundry St., Beaufort, SC 29902. EOE M/F (11-13)

KRZI needs PM newperson. Energetic delivery a must. T&R to Lee Bottom, Box 6093, Waco, TX 76714. EOE M/F (11-13)

Experienced anchor, possible talk show host for growing medium market news talker. T&R to Frankie Rodriguez, Box 1209, Austin, TX 78767. No calls. (11-13)

## Openings

Accepting T&R's for future openings for announcers and news staff. Send T&R: Kerry Lambert, WIMZ, 901 E. Summit Ave., Suite 200, Knoxville, TN 37915. (11-13)

Staff announcer needed. Minorities encouraged. A/C CBS affiliate on Florida's space coast. T&R: Chuck Deal, Box 1318, Melbourne, FL 32936. EOE M/F (11-13)

WAN8-FM #1 CHR in Greenville/Spartanburg seeks skilled Production Director. Send T&R to Bill McCowan, Box 211, Anderson, SC 29621. EOE M/F (11-13)

Wanted: morning personality for #1 Country station in the market. Send T&R to Bob Shannon, Box 870, Beaumont, TX 77704. EOE M/F (11-13)

### MIDWEST

SMN's Urban Black format looking for on-air staff (experienced talent only). T&R to Jim Maddox, SMN, P.O. Box 877, Mokena, IL 60448. (11-20)

KJYO/Oklahoma City needs announcer for Schulke II format. Strong production. T&R to Jerry McCall, Box 1000, Oklahoma City, OK 73101. EOE M/F (11-20)

Looking for modern Country Program Director for a client in medium size market. T&R to Sherwood, Hennes & Associates, 3125 Mapleleaf Dr., Glenview, IL 60025. EOE M/F (11-20)

Adult communicator, afternoon drive. Good production, good money for right person. Large chain. T&R & salary requirements to Sid Wood, PD, WMAY, Box 460, Springfield, IL 62706. (217) 629-7077. EOE M/F (11-20)

Upper Midwest powerhouse needs news professional. Family-oriented community. News-oriented station expanding again. T&R to Jay Joiner, KFGO, Box 2966, Fargo, ND 58108. EOE M/F (11-20)

Experienced CHR & Country communicators needed for future openings. T&R to Keith Mason, WQAN/WQNL, Box 584, Danville, IL 61832. EOE M/F (11-20)

WHK/Cleveland has rare full-time opening. Female encouraged to apply. T&R to Joel Raab, PD, WHK, Cleveland, OH 44115. No calls. EOE M/F (11-20)

Experienced AOR announcer still wanted for #1 100,000 watt FM station in Duluth/Superior. Ladies encouraged. Applicant must have decent production skills. Above average salary plus benefits. T&R to General Manager, KQDS, Box 6167, Duluth, MN 55806. EOE M/F (12-4)

### Highly Rated Adult Contemporary

in Top 10 market is searching for a super entertaining morning drive air personality or team that can deliver the numbers. Must be entertaining, informative and relate well to a 20-45 age demographic. If you've got the talent and creativity, we've got the facility and promotion to make us both #1. Salary wide open. You owe it to yourself to explore this opportunity! Program Directors are invited to send blind air checks of competitors morning show. Send tape and resume (Blind tape only if a competitors morning show) to Radio & Records, 1930 Century Park West, #285, Los Angeles, CA 90067. EOE M/F

Immediate opening. Chief Engineer. 5kw DA-N AM and 100kw FM in Colorado. Above average pay, part of growing group. Bill Croghan, Group Chief Engineer, (209) 883-0433. EOE M/F (11-13)

Morning anchor, exciting capital city. Aggressive reporter, communicator. Leading news operation, capital network. T&R to Mark Belling, ND, WMAY, Box 460, Springfield, IL 62705. (11-13)

Cleveland's only FM Country is seeking a personality who can communicate and entertain. T&R to Jon Olson, WKSW, 1 Playhouse Square, Cleveland, OH 44115. EOE M/F (11-13)

Aggressive upper Midwest A/C seeks top flight jock/Production Director. Rated market, college town. T&R to Phil Conrad, WOKL, 1819 Mitchell St., Eau Claire, WI 54701. EOE M/F (11-13)

Chicago metro personality A/C now accepting T&R's. Send to Z107, Jim Holly, Box 311, Lowell, IN 46356. No calls please. EOE M/F (11-13)

100,000 watt A/C seeks experienced, enthusiastic talent. Good production required. T&R to Jeff Thomas, WRLO, Box 509, Antigo, WI 54409. EOE M/F (11-13)

Positively insane? Promotion-crazy individual needed to turn town upside down. Air shift included. Contact Steve Weed or Jerry Clifton, Majic 108-FM, Box 4860, St. Louis, MO 63108. EOE M/F (11-13)

## Openings

Station of the year '79-'80. PD leaving due to family illness. Send confidential T&R to G. Scantland, WDIF, Box 10,000, Marion, OH 43302-1330. EOE M/F (11-13)

KFMH-KWPC/Muscatine, IA seeking newsmen and/or News Director. Experienced only apply. T&R to John Flambo, GM, Box 116, Muscatine, IA 52761. EOE M/F (11-13)

Lund Consultants looking for Country programmers. Express mail your station's composite & resume to Brian Scott, 4000 N.E. 169th St. #107, N. Miami Beach, FL 33162. (11-13)

MJM Research & Programming looking for full staff for a large Midwestern market. T&R to MJM Research, 1174 Salem St., Aurora, CO 80011. (11-13)

Award-winning WDIF needs reporter who can excavate news. T&R to Bob Bender, Box 10,000, Marion, OH 43302. (11-13)

### WEST

Part-time work available to announcers, minimum two years on-air experience. T&R: Tommy Goodwin, GM, NBC Radio, 1220 N. Highland Avenue, Hollywood, CA 90038. EOE M/F (11-20)

Very creative Production Director for #1 AOR station in Northwest. T&R to Beau Phillips, KISW, 1200 Stewart St., Seattle, WA 98101. No calls. EOE M/F (11-20)

Looking for afternoon newperson. Send T&R and writing sample to Eileen Hesson, KUZZ-KIOX, 1209 N. Chester Ave., Bakersfield, CA 93308. No calls. EOE M/F (11-20)

Morning man for Bakersfield's fastest growing station KQED Radio. 5 years experience. Rush T&R: Mike Evans, P.O. Box 260, Bakersfield, CA 93302. EOE M/F (11-20)

All-new Class C FM needs evening jock for CHR/Rock format. T&R to Wayne Fuchs, KQ92, Rt. 1, Box 48, Poison, MT 59860. EOE M/F (11-20)

KREM/Spokane looking for reporter/anchor, aggressive attitude. T&R to Cheryl Nielson, ND, 4103 S. Regal, Spokane, WA 99203. EOE M/F (11-20)

PD/air person wanted for adult-oriented full service Country music station. T&R to Terrill Metheny, KUUY, Box 926, Cheyenne, WY 82001. EOE M/F (11-20)

Sales position. Begin at the beginning, small market. Great potential for the right one. Resume to Search, Route 4, Box 94L, Santa Fe, NM 87501. EOE M/F (11-20)

Morning adult communicator who can do it better than I can. FM A/C Oldies format. Starter market. T&R: Search, Route 4, Box 94L, Santa Fe, NM 87501. EOE M/F (11-20)

The Mighty 690 needs experienced jocks for future full and part-time positions. Send T&R to Jeff Hunter, Mighty 690, 1259 Sixth Ave., San Diego, CA 92101. No calls please. EOE (11-20)

"Warm us up in the frozen North." CHR looking for Hip-Together air talent. T&R: Randy Robbins, KENI, 1777 Forest Park Drive, Anchorage, AK 99503. EOE (11-20)

Great opportunity in Western Arizona. PM drive personality needed for top AM/FM combo. T&R: Rob Craig, KVOY, Box 228, Yuma, AZ 85364. EOE M/F (11-20)

13XL/Butte, MT has 7pm-12mid opening for on-air talent and production. Promotional minded station. Send T&R to Beau Stone, Box 3500, Butte, MT 59702 or call (406) 782-9111. EOE M/F (11-20)

Morning drive opening KUUY/Cheyenne, WY. Excellent company management, salary benefits. T&R: Richard Lee, Box 926, Cheyenne, WY 82001. (307) 632-0561. EOE M/F (11-13)

KYGO/Denver is looking for a full-time overnight host and a weekend. T&R to Bob Call, 5350 West 20th Avenue, Denver, CO 80214. EOE M/F (11-13)

KYAA/Billings needs News Director, good bucks for energetic person. T&R to Jack Bell, 1645 Central, Billings, MT 59102. EOE (11-13)

"New Owner, new GM, new studios... now, need new PD and News Director at KITN/Olympia, WA. T&R: Tom Cames, Box 48, Olympia, WA 98507. EOE M/F (11-13)

Morning man going to larger market. A/C entertainers. Send T&R to Personnel Director, KEXO, Suite 1016, Valley Federal Plaza, Grand Junction, CO 81501. EOE (11-13)

Searching for Assistant PD-air talent for Spokane's #1 radio station. T&R: Rick Scott, KREM-AM/FM, 4103 S. Regal, Spokane, WA 99203. EOE M/F (11-13)

Late-night communicator/production wiz. 2 years experience. 24 hour FM A/C in beautiful vacation land. Needed yesterday. T&R: PD, KIOQ-FM, Box 1388, Bishop, CA 93514. EOE (11-13)

KNTB/Bakersfield looking for hard-working news reporter/anchor for News/Talk station. Minorities encouraged. T&R: Kevin Keshan, Box 1499, Bakersfield, CA 93302. EOE (11-13)

## Major Radio Group

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2. Newscaster
3. Programmer
4. Promoter

We would like to know about you for future openings. Send tapes, resumes, and other materials to:

### Radio & Records

1930 Century Park West, #287, Los Angeles, CA 90067

# Opportunities

## Positions Sought

Seasoned major market pro. On-air ready and prepared to program and take control of research and promotion. Prefer West. Call STEVE, (412) 373-3994. (11-20)

Top 5 market jock formerly WYSP, looking for small to medium market programming gig. J.D., (216) 866-8990. (11-20)

DAN SMIGROD, formerly Promotion Director, Y-100/Miami is available now. Strong references. Call Dan at (305) 474-3179. (11-20)

17 year vet #1 Kansas City, overwhelming #1 Cocoa Beach. Double numbers as PD Ft. Pierce. Make your station famous OM, PD. (304) 234-7860. (11-20)

Traffic, MD, radio personality, AOR new music experience. New or small market station. Can handle dual positions. Call LYNX, (415) 441-8276. West Coast preferred. (11-20)

JOE HAGER, 18 year pro. KDWB, KSTP, WIFE, WDRC, Y-103, WAVZ, WMID, WAMS. Needs immediate position. Jock major market/PD major/medium market. (904) 721-8447. (11-20)

Management, programming and superb production oriented. Family man needs safe position. Now! 8 year pro, all-formats. Prefer West. FRANK, (209) 383-5396. (11-20)

MARK McKAY, playing out his option is a free agent! Bright, air/production personality for CHR, A/C or Jazz. Prefers Western small market. (714) 966-0537. (11-20)

Adult communicator looking, 8 years experience including PD. Call MIKE at (305) 269-2026. (11-20)

Major market pro competitive PD strong air talent seeking challenge, wants out of current dead end situation. West preferred. Let's talk. JOHN STONE, (415) 824-3865 (11-20)

## Positions Sought

Major markets, 10 year large market pro. PD's, personality, Top 40, AOR, A/C format with major consultants. West Coast or Northeast. BOB MacRAE, (708) 683-7366. (11-20)

BARRY McCOY, formerly WOHO/Toledo, WDUZ/Green Bay looking for air position in medium market also would consider PD. Call (419) 698-9706. (11-20)

Experienced female talk show host, Public Service Director and newscaster seeking challenging position in medium to major market. Contact VALERIE, (307) 235-0286. (11-20)

Young, enthusiastic, dedicated professional. Experienced A/C, Country, AOR entertainer. Looking for station to grow with. Anxious to move. For T&R, call MIKE RING, (216) 821-5174. (11-20)

PD 10 year experienced pro looking for Southern medium market. Super production, promos, leadership. Let's talk about winning. Call KEVIN, (216) 629-9866. (11-20)

I can be very friendly. Warm, mature one-to-one communicator will relocate for stable on-air position. Experienced talent. Call RICK, (203) 749-0215. (11-20)

25 year old air personality with over 3 years experience, looking for Midwest market opportunity. Call DAVE, (507) 354-4424. (11-20)

Energetic ND. Good writing/interviewing/announcing skills. Medium/large market news team. 6 years experience. Write ND, 52 Islandview Dr., Parkersburg, WV 26101. (11-20)

5 years radio syndication sales (automated music service and talk features). Looking for L.A. similar position. DOUG CRAMER, (213) 387-4708. (11-20)

## Positions Sought

Creative, experienced, personality looking for work in Central New Jersey area. Production wizard! Call ERIC anytime. (609) 723-7384. (11-20)

TOM SULLIVAN formerly FM-106/Charleston, WWWW/Cleveland, 92Rock, WHLO plus others seeking afternoons or evening slot plus plenty of production. AOR or CHR. (304) 776-4977. (11-20)

Morning personality A/C or CHR. Major market experience. Characters, information and entertainment. Top 50 markets only. Track record, references, (804) 272-5439. (11-20)

Superstars trained programming assistant eager to move up. Background KISS 108/Boston, Abrams PD assistant. Ready now. Call GARRY KOOP, (201) 391-9445. (11-20)

Talented news and sports reporter, 6 years experience. Excellent P-B-P sports talk. Ready immediately any market. Call JIM, (614) 436-6133. (11-20)

PD and AM drive. Major market experience and success in both. Currently killing 'em in the morning. Attainable January 1st. (609) 397-8318. (11-20)

Excellent news, sportswriter, announcer. Solid interviewing, production skills, various work experience, small stations, San Francisco. I'm mature, intelligent, hard-working. Masters. NEIL, (415) 282-9319. (11-20)

Experienced pro jock, 1st class FCC. Small or medium market A/C, CHR. Excellent references. JOE BARTOSCH, 4701 N. Ozonem Ave., Chicago, IL 60656, (312) 456-4219. (11-20)

Mature announcer with programming experience, excellent ratings and references desires stable position in AOR, A/C. Currently in major market. Call JOHN, (602) 274-9820. (11-20)

## Positions Sought

### R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone. Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

#### Frequency Rates \*

1 Week	2 Weeks	3 Weeks
\$12 00	\$20 00	\$25 00

\* Must run consecutive weeks

#### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday

For Opportunities call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067

# Marketplace

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The fastest-growing Comedy Service in the industry. Complimentary snack: "LOLA'S LUNCH"  
Call (313)434-6142  
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

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National Broadcast Talent Coordinators can help. We specialize in Radio Personnel Placement — programming sales management. Our client stations need qualified broadcast people. For complete, confidential details, write:  
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Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on ALL AIRSHIFT READY! station letterhead:  
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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

Volume Rates Available  
Additional \$10.00 per week charge for Blind Box ads  
Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.  
Submit to **Marketplace**  
RADIO & RECORDS 1930 Century Park West  
Los Angeles, Calif. 90067 (213) 553-4330

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Computerized School and Business Closings  
Rapid code entry during a big storm Instant Status Reports. Completely organizes all closings, openings, and messages. Prints full and update reports for on-air use.  
Flexible school coding system meets your needs. Also prints a Master Address List, Code Verifications, plus labels ready for a mass mailing to schools.  
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If you need a morning show that's local, humorous, highly salable, and priced right, call Program Director Bob West at KOAM, Wichita, KS (316)838-7744.....ask him about the Charlie & Harrigan Program  
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There is no hook. Send your request for 2 months Free DJ on your station or company letterhead. **Anywhere in the world.** I'll pay for it! Or call me at (713) 960-8482. We're a professional comedy organization and we appreciate your support.  
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FREE SAMPLE ISSUE of radio's most popular humor service!  
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Finding the right talent can be frustrating, time-consuming, and a waste of effort! That's why there is Pro't'call... We have the top people in all formats... Music, News, Sports, Talk and Programming. Best of all, our service is FREE to you and CONFIDENTIAL.  
Call (504) 392-3665  
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New Orleans, LA 70114

# Opportunities

## Positions Sought

My favorite drink is vodka and Milk of Magnesia, called a Phillips screwdriver. Humorous CHR announcer seeks medium market position. ROB, (919) 243-6493. (11-20)

AOR jock/producer with 6 years experience on-air, production awards, local agency production, PD and Production Director experience and desire to keep learning is ready to move up a notch. Interested? All I want are good people and good facilities. TIMMO, (618) 549-3808. (12-4) \*

Let me entertain you! Announcing, production, news, copywriting, part-time sales. Radio, TV, others. Good voice, single, 3rd phone. Degree. Communications grad. 2 years combined commercial and college radio experience. JANET LYNCH, 3743 Deep Dale Lane, Louisville, KY 40207 or (502) 895-5208, weekdays until 2pm EST or after 5:30 or 6pm EST. Anytime weekends. Tape, resume and writing samples available. (11-20) \*

Experienced, productive, versatile AOR soft rock jock looking for small market. Will relocate. T&R available. BRUCE, (215) 824-4830 after 7:30pm. (11-13)

GARY DIXON, KXIC, KLWW, KQWB is looking for PD/MD or jock position. (319) 393-9596. (11-13)

22 years experience, heavy Country. Big voice, programming, production. Call BOB anytime. (313) 229-4022. (11-13)

Higher profits and increased ratings for small to medium market with this 8 year proven PD. Box 18104, Cincinnati, OH 45218, (513) 826-7739. (11-13)

Currently staffed, comedic personality seeking more creative format. Seasoned pro with good references and ratings. Calls accepted at (207) 933-4952. No collect calls. (11-13)

## Positions Sought

Husband/wife team. He 17 years experience all phases radio. Programming, production, music, air. She top producing salesperson at present station. (304) 233-6378. (11-13)

WBT WHAM WNDE  
**POP PERSONALITY**  
Professional, creative, good citizen  
and gentleman. For tape and  
resume call **TOM McMURRAY**  
**(319) 372-8169**

Management position wanted. Programming/sales pro. Major market veteran. Street sales utilizing creativity plus spec production. Intelligent, perceptive professional. Call between 6-8pm EST, (304) 233-6378. (11-13)

AOR jock looking to move West. Former Production Director and midday. KFMY/Lubbock. Call BOBBY TREBOR, (806) 792-4830 or (806) 745-3129. (11-13)

Seeking OM/PD position. Hard worker who can produce and experienced in all levels. Seeking Midwest, others considered. Can start immediately. Call TERRY, (417) 882-1286. (11-13)

Informative, funny morning drive personality seeking position in medium or major market. D.W. (805) 543-6230. (11-13)

Small market News Director looking for broadcast reporter position in medium or large market. Call DAVE at (209) 291-3498. (11-13)

Major market air talent with Country experience. Looking for PD position. Serious inquiries call BO. Will relocate anywhere if money is right. (408) 422-5900. (11-13)

I've quit, effective May 1, 1982. ED WOLKENHEIM, News Director, WEZW, 735 West Wisconsin Ave., Milwaukee, WI 53233. No calls at this time. (11-13)

## Positions Sought

JONATHAN HAZE. 11 year pro, proven track record, all formats. Recently with KLIF/Dallas, WKY/Oklahoma City and KWKH/Shreveport. Mostly drive time. (817) 274-1984. (11-13)

Whether it's Russians in Afghanistan or the Reds in St. Louis, I know it. Good sound, writing, B.A., automation experience. Will relocate. JOEL (516) 869-8078. (11-13)

PD/OM for AOR, A/C or CHR station. I offer experience, maturity, community involvement, 1st ticket, and more. Call RICK PANTALEO, (412) 539-0649 or (412) 375-3862. (11-13)

Seeking sports P-B-P and/or AOR position. Broadcast Journalism degree, knowledgeable and enthusiastic. Will work anywhere. We both lose unless you call. DAVE, (615) 865-5900. (11-13)

Crazy CHR personality looking to relocate back East. Excellent references. Contact GLENN DAVID, (701) 772-4737. (11-13)

Recent college grad (RTV) with 2 1/2 years college radio experience seeks producer/announcer position in Central FL or Central CA. DAVE ROGERS, (306) 282-4851. (11-13)

## Changes

### RADIO

Mike Shepard appointed PD at WRKT/AM-FM/Cocoa Beach, FL, formerly with KMAK/Fresno, CA.

Linda Muskin appointed Co-Op Sales Manager for WBBM Newradio/Chicago, IL.

Marjory Civil joins WCAU/Philadelphia, PA as Account Executive.

Rosemary Hernandez has joined the KNX/Los Angeles, CA Sales Department as Manager of Sales Traffic.

## Changes

### RECORDS

Dan Hickling appointed to the new post of Regional Promotion Representative/Northeast for Word Records.

Bert Meijer appointed European Marketing Manager for MCA Records.

Mike Schaefer named Local Promotion Manager/Chicago for Elektra/Aylum Records.

John Madison appointed Branch Manager, New England Branch, CBS Records.

Wanda Dunn appointed Southeast Promotion Manager for WMOT/CBS label.

### INDUSTRY

John Howard appointed Account Executive at Bernard Howard & Company's New York office.

Joel Salkowitz named Production Director for "ABC Superadio," ABC Radio Enterprises.

Pat Pantanini named Director of Creative Services for ABC Radio Enterprises.

Robert F. Morrison named Manager of Contesting and Special Projects for ABC Radio Enterprises.

### Miscellaneous

WHTL-FM, new A/C station needs singles from all sources. Dave Daniels, PD, P.O. Box 678, Whitehall, WI 54773. (11-20)

KSM 99, needs Country service from all labels. Send to Minton Miller, KSM 99 Radio, Palomar College, San Marcos, CA 92069. (11-20)

KROE-FM/Bheridan, WY needs A/C product from all sources. Please send singles and LP's to P.O. Box 5086, Sheridan, WY 82801. (11-20)

# Marketplace

## Stick it in Yer Ear

delivers the **punch** of Rock & Roll

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- "Earsnews" A Weekly Wrap-up, Rock Newscast
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Hundreds renewed again!

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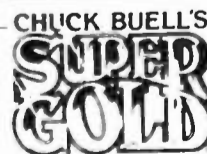
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**ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 82/15**  
 Moves: Up 29, Debuts 12, Same 24, Down 2, Adds 16, JB106, CKGM, WGCL, Q106, KZFM, BJ106, KX104, WZZR, K10A, KNBQ, WGUY, WZYQ, KXXL, KDZA, KQDI.

**BEE GEES "Living Eyes" (RSO/PolyGram) 70/13**  
 Moves: Up 11, Debuts 7, Same 36, Down 1, Adds 13, JB106, WCKX, WRCK, KZFM, KXX106, CK101, WMAK-FM, WSKZ, KGGI, Q104, WCGQ, WTRU, 99KG, WXXS-FM 24-19, K10Q 40-30.

**CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 70/1**  
 Moves: Up 38, Debuts 3, Same 26, Down 6, Adds 1, KRBE, WZUU 22-17, WBBF 21-19, WKRF-FM 18-16, KBFM 21-19, KLAZ 10-8, WSGN 27-21, BJ106 30-27, K10A 27-25, WNCI 27-25, WJBC 22-17, KQIZ-FM 7-8, 99KG 31-29, KATI 17-13, KQDI 12-4.

**LUTHER VANDROSS "Never Too Much" (Epic) 65/0**  
 Moves: Up 37, Debuts 4, Same 17, Down 7, Adds 0, WABC 7-6, W1F1 18-14, B104 14-9, WPGC 16-12, Z93 15-12, 94Q on, Y100 24-14, 13K 10-10, WCAO 12-10, WFBF 21-16, KC101 10-8, KFMK 10-8, WAXY 22-18, WANS-FM 20-17, WFLB 18-12.

**LOVERBOY "Working For The Weekend" (Columbia) 63/12**  
 Moves: Up 14, Debuts 8, Same 29, Down 0, Adds 12, KFRC, WLAN-FM, KZFM, Q100, WSKZ, KXXK, K96, KKQV, WSPT, WAZY-FM, 99KG, KSLY, WBEN-FM 33-28, KEGL 18-16, WJXQ 18-10.

**BILLY JOEL "She's Got A Way" (Columbia) 62/29**  
 Moves: Up 2, Debuts 9, Same 22, Down 0, Adds 29 including WABC, WBEN-FM, W1F1, JB106, KS96-FM, K11S-FM, Q106, KQ94, G100, WMAK-FM, KRQ, WTSN, KSEL-FM, WAZY-FM, KATI.

**GREG LAKE "Let Me Love You Once" (Chrysalis) 59/24**  
 Moves: Up 5, Debuts 9, Same 21, Down 0, Adds 24 including KFI, Q103, 3WT, WAAV, WBBQ, KX104, WBCY, KJ100, K11K, KIDD, WGUY, 96SGF, KKRC, KRNA, KOZE.

**MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 59/2**  
 Moves: Up 21, Debuts 11, Same 25, Down 0, Adds 2, FM100, Q101, WBEN-FM 40-33, CFTR 14-11, KBEQ 24-22, WPST 32-29, K104 28-23, KQ94 33-27, WZYP 30-26, WOKI 27-23, K10A 28-24, Z104 28-26, Q104 22-18, WISE 33-27, KFMZ 25-19.

**SURVIVOR "Poor Man's Son" (Scotti Bros/CBS) 52/6**  
 Moves: Up 16, Debuts 2, Same 12, Down 0, Adds 5, Z104, KKQV, Q101, WAZY-FM, WCIL-FM, KDZA, 96KX on, Q107 on, WLB 28-22, KFI on, 3WT 28-18, WPST 34-31, WSSX 21-18, K11K 35-30, WNCI 28-23.

**SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 51/13**  
 Moves: Up 6, Debuts 7, Same 26, Down 0, Adds 13, WBEN-FM, WXXS-FM, KEZR, KYXX, WCAO, WAEB, WKEE, KZFM, KBFM, KSTT, WIGY, 13FEA, KKQV, KEGL 30-23, WRKR 32-29.

**STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 50/8**  
 Moves: Up 17, Debuts 4, Same 21, Down 0, Adds 8, WZZP, WOKY, WHFM, WSGN, FM100, WHBQ, WGUY, KQDI, WXXS-FM 28-24, WDRQ 22-18, WZUU 24-18, WVBF 29-25, WMAK-FM 21-19, K10A 16-13, KKRC 14-12.

SIGNIFICANT ACTION

**DON McLEAN "Castles In The Air" (Millennium/RCA) 48/8**  
 Moves: Up 18, Debuts 3, Same 18, Down 2, Adds 8, W1F1, KEARTH, WICC, WTXK, WHBQ, WJBC, WLAM, KDZA, WCAO 17-14, WAEB 28-20, KLAZ 25-21, WSEZ 27-21, KSTT 23-20, WFBQ 30-28, WFLB 35-30.

**SHEENA EASTON "You Could Have Been With Me" (EMI America) 39/39**  
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 39 including WBEN-FM, 94Q, K10Q, KYXX, K1MN, KZZP, 92FLY, WHYY-FM, WVIC, WNAM, WOMP-FM, WCIR, WGLF, KCBN.

**LULU "If I Were You" (A&M) 38/13**  
 Moves: Up 2, Debuts 1, Same 22, Down 0, Adds 13, CKLW, WKEE, KINT, KXX106, BJ106, K11K, K10A, WKDQ, KSKD, KQWQ, KVOL, 99KG, KQDI, 94Q on, KSET-FM 28-25.

**BEACH BOYS "Come Go With Me" (Caribou/CBS) 38/20**  
 Moves: Up 3, Debuts 1, Same 12, Down 0, Adds 20 including KRLA, KYXX, WPHD, WAEB, KINT, KEEL, WGH, KJ100, WZZR, WJXQ, KSTT, KQKQ, KLUC, WGUY, KVOL.

**DONNIE IRIS "Sweet Melies" (MCA) 30/3**  
 Moves: Up 10, Debuts 1, Same 18, Down 0, Adds 3, 96XIL, WXLK, KKQV, 96KX 18-10, KBEQ 28-26, K10Q on, WLAN-FM on, K104 34-29, WKEE on, WOKI on, WGUY 35-25, WCIR on, KQIZ-FM on, WSPT on, KFMZ 28-21.

**BALANCE "Falling In Love" (Portrait/CBS) 27/9**  
 Moves: Up 5, Debuts 2, Same 11, Down 0, Adds 9, KRLA, KFI, KBFM, KLAZ, WBBQ, WJXQ, KRQ, KVOL, 99KG, KYXX on, WHFM d-30, K104 37-28, KHFI 30-22, K1LE 38-32, KENI on, KQDI 21-14.

**TRIUMPH "Magic Power" (RCA) 28/0**  
 Moves: Up 9, Debuts 1, Same 18, Down 1, Adds 0, CFTR 13-9, CHUM 5-6, KEGL d-29, WLS-FM 23-15, WPHD 23-19, KQ94 28-24, WSSX 17-16, WRVQ on, WZOK on, Z104 23-18, W1KS 9-6, KJRB on, KRQ 23-20, WIGY on, WCGQ on.

**BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 24/9**  
 Moves: Up 5, Debuts 2, Same 8, Down 0, Adds 9, Z93, KINT, KQ94, WMAK-FM, WOKI, 96SGF, WXLK, WGLF, KATI, 94Q 30-25, WKTI 25-23, 99T on, KXX106 d-30, WBBQ 25-20, Q104 33-28.

**DAN FOGELBERG "Leader Of The Band" (Full Moon/Epic) 22/20**  
 Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 20, KYXX, KOPA, WPHD, WKEE, KXX106, WAAV, WBCY, WCSC, WNCI, KNBQ, WTSN, WOMP-FM, WCGQ, KSEL-FM, KYVA, KOZE.

**JERMAINE JACKSON "I'm Just Too Shy" (Motown) 21/3**  
 Moves: Up 7, Debuts 0, Same 11, Down 0, Adds 3, KZFM, KBFM, WAAV, WXXS-FM 23-20, Y100 on, KFI on, KFRC on, KROK on, KQ94 on, KLAZ on, WSEZ 29-24, WANS-FM on, KNBQ on, 96SGF 22-20, WGLF on.

**BILLY SQUIER "My Kinda Lover" (Capitol) 20/13**  
 Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 13, KQ94, WZYP, WOKI, WBCY, WJXQ, KZ93, WZOK, WJBC, WGUY, WTSN, WFBQ, Q104, KOZE, B104 on, WLB on.

**KENNY ROGERS "Blaze Of Glory" (Liberty) 19/5**  
 Moves: Up 3, Debuts 2, Same 9, Down 0, Adds 5, 13K, WCAO, KSET-FM, KEEL, WGH, KS96-FM on, WKEE on, WVIC 33-22, WL0L-FM 30-24, KBBK on, WACZ on, WGLF on, KATI 36-29.

**JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 16/0**  
 Moves: Up 6, Debuts 2, Same 9, Down 0, Adds 0, WOKY 17-15, KLAZ on, WZZR on, KOFM d-30, WLAM d-30, WGLF 30-28, K1LE on, KQIZ-FM 24-19, KPUR 19-17, KXXL on, KELO 24-17, KKLS on, 99KG on, KENI on.

**TIERRA "La La Means I Love You" (Boardwalk) 15/0**  
 Moves: Up 11, Debuts 0, Same 3, Down 1, Adds 0, WXXS-FM 26-25, KEARTH 15-11, KRLA 21-17, K10Q 20-17, KZFM 22-21, KSET-FM 4-3, KINT 10-9, KHFI 28-24, KYNO-FM 10-9, KGGI on, KRQ 17-12, KDZA 22-16.

**AL JARREAU "Breakin' Away" (WB) 14/10**  
 Moves: Up 0, Debuts 2, Same 2, Down 0, Adds 10, WXXS-FM, K10Q, KYXX, KZFM, KEEL, WMEE, KYNO-FM, KNBQ, KCPX, K1LE, KSET-FM d-30, KINT on, KGGI d-24, WFLB on.

**JOHN DENVER "The Cowboy & The Lady" (RCA) 14/0**  
 Moves: Up 4, Debuts 0, Same 10, Down 0, Adds 0, WKTI 28-24, KYXX on, KZFM on, WTXK 15-12, KQ94 on, BJ106 on, WVIC on, KOFM on, WNAM on, KCPX 31-27, 96XIL 38-34, KENI on, KSLY on.

**ALABAMA "Love In The First Degree" (RCA) 13/5**  
 Moves: Up 1, Debuts 3, Same 4, Down 0, Adds 6, WCAO, WOKI, WGH, KOFM, KSLY, KZFM on, KEEL d-28, KLAZ on, WMAK-FM d-29, WSEZ d-31, WVIC on, WISE on, WFLB 24-18.

**FOREIGNER "Jukebox Hero" (Atlantic) 13/4**  
 Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 4, 196, WKDQ, KJRB, KENI, Q107 on, KBEQ on-dp, Q102 on, WSSX on, WRVQ on, KXXK on, K96 d-24, KSEL-FM on, WSPT on-dp.

**PRINCE "Controversy" (WB) 13/3**  
 Moves: Up 4, Debuts 0, Same 5, Down 1, Adds 3, KSET-FM, WVIC, WFLB, Y100 on, CKLW 22-11, WTC-FM 28-24, KZFM 28-22, WCSC on, KYNO-FM 32-24, KHYY 10-10, 96SGF on.

**IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 11/8**  
 Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 8, KFI, KSET-FM, BJ106, WCSC, WFLB, KENI, KSLY, KQDI, B104 on, KCPX on, K1LE d-40.

**STEVE CARLISLE "WKRP In Cincinnati" (Main Theme)" (Sweet City/MCA) 10/3**  
 Moves: Up 1, Debuts 1, Same 6, Down 0, Adds 3, KOKQ, KDZA, KQDI, WCKX d-33, K104 on, WKEE on, BJ106 on, CK101 37-35, WKDQ on, 96XIL on.

**KNACK "Pay The Devil (Ooo Baby Ooo)" (Capitol) 10/0**  
 Moves: Up 3, Debuts 0, Same 7, Down 0, Adds 0, WXXS-FM 25-22, WPHD on, KIDD on, KSKD 31-30, WJBC on, WGUY 27-22, WIGY on, WCGQ on, KVOL on.

SIGNIFICANT ACTION

**QUARTERFLASH "Harden My Heart" (Geffen/WB) 29/5**  
 Rotations: Heavy 8/0, Medium 14/1, Light 8/3, Extra Adds 1, Total Adds 5, KDKA, KCSW, WSLI, WOWO, KBOI, Heavy: WIP, WGAC, WSM-FM, KWAV, KSEL, KRKK, Medium: KEX, KPLZ, WHEN, WMAZ, WTVN, KAFY, KUGN, WKZE, WSKY, WCHV, WORG, WBOW, KADE.

**ROD STEWART "Young Turks" (WB) 28/4**  
 Rotations: Heavy 10/0, Medium 10/2, Light 8/2, Extra Adds 0, Total Adds 4, KULF, WAFB, WSLI, WSKY, Heavy: WTFM, KCSW, WBT, WSM-FM, KAFY, KWAV, WKZE, KSEL, WORG, KADE, Medium: KOLE, WQUE, WOWO, WFMK, WCHV, KPAT, WBOW, KFQD.

**KIM CARNES "Mistaken Identity" (EMI America) 28/3**  
 Rotations: Heavy 1/0, Medium 9/0, Light 14/1, Extra Adds 2, Total Adds 3, Y106, WKBN, KBOI, Heavy: WCCO, Medium: WBEN, KCSW, WBT, WIS, WSKY, WORG, WWSA, WJON, KRKK.

**STEVE CARLISLE "WKRP In Cincinnati" (Main Theme)" (Sweet City/MCA) 25/11**  
 Rotations: Heavy 2/0, Medium 8/7, Light 14/3, Extra Adds 1, Total Adds 11, 97AIA, KEX, WRIE, WBT, WIS, Y106, WHBY, KRMG, KBL, WJBC, WJON, Heavy: WLTA, WDEF, Medium: KXOK.

**BALANCE "Falling Love" (Portrait/CBS) 25/4**  
 Rotations: Heavy 0/0, Medium 14/1, Light 10/2, Extra Adds 1, Total Adds 4, WORG, WJON, KBOZ, KRKK, Medium: 97AIA, KCSW, KEX, KPLZ, WGAC, KCSW, WMAZ, Y106, WHBC, KRKD, KKUA, KSL, KFQD.

**NICOLETTE LARSON "Fool Me Again" (WB) 25/3**  
 Rotations: Heavy 2/0, Medium 10/1, Light 13/2, Extra Adds 0, Total Adds 3, WIS, KKUA, WCHV, Heavy: WLTA, WDEF, Medium: WARM98, WCCO, WGAC, WMAZ, Y106, WQUA, KSL, WSKY, KMED.

**JENNIFER WARNES "Could It Be Love" (Arista) 20/20**  
 Rotations: Heavy 0/0, Medium 5/5, Light 13/2, Extra Adds 2, Total Adds 20, KULF, WARM98, KMBZ, WCCO, KEX, WRIE, WGAC, KCSW, WDEF, WIS, WSM-FM, WHBY, WQUA, KAFY, WSKY, WORG, WDAY, KFQD, KMED, KRKK.

**CARPENTERS "Those Good Old Dreams" (A&M) 19/13**  
 Rotations: Heavy 0/0, Medium 4/3, Light 12/7, Extra Adds 3, Total Adds 13, WLTA, WCCO, KOY, WGY, KCSW, WERC, WDEF, KUGN, WWSA, WSGW, KFQD, KMED, KOLO, Medium: KEX.

**JOHN DENVER "The Cowboy & The Lady" (RCA) 18/2**  
 Rotations: Heavy 3/0, Medium 8/0, Light 8/1, Extra Adds 1, Total Adds 2, WCCO, WNAB, Heavy: WLTA, KOY, WDEF, Medium: KEX, WGAC, KCSW, WHBC, KAFY, KMED.

**JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 16/0**  
 Rotations: Heavy 2/0, Medium 8/0, Light 6/0, Extra Adds 0, Total Adds 0, Heavy: WCCO, KBL, Medium: WLTA, KMBZ, WDEF, KRNT, KAFY, KBOI, WDAY, WJON.

**BEE GEES "Living Eyes" (RSO/PolyGram) 15/3**  
 Rotations: Heavy 1/0, Medium 3/0, Light 9/1, Extra Adds 2, Total Adds 3, KAFY, KSEL, KADE, Heavy: WTFM, Medium: KCSW, WSLI, WRVR.

**RINGO STARR "Wrack My Brain" (Boardwalk) 15/3**  
 Rotations: Heavy 0/0, Medium 6/1, Light 9/2, Extra Adds 0, Total Adds 3, WSB, WMAZ, KKUA, Medium: WBEN, WIP, KCSW, WBT, KAFY.

**SPYRO GYRA "Summer Strut" (MCA) 15/0**  
 Rotations: Heavy 0/0, Medium 8/0, Light 7/0, Extra Adds 0, Total Adds 0, Medium: 97AIA, KEX, WMAZ, Y106, KBOI, KSL, WSKY, KMED.

**DAN FOGELBERG "Leader Of The Band" (Full Moon/Epic) 14/14**  
 Rotations: Heavy 0/0, Medium 7/7, Light 6/6, Extra Adds 1, Total Adds 14, WTFM, WARM98, WYVZ, WELI, WGY, WMAZ, WRVR, WSM-FM, WHBY, WNEU, WSKY, KSEL, KADE, KRKK.

**STEVE MILLER BAND "Heart Like A Wheel" (Capitol) 14/2**  
 Rotations: Heavy 2/0, Medium 7/0, Light 5/2, Extra Adds 0, Total Adds 2, WGAR, WLEQ, Heavy: KCSW, WKZE, Medium: WTFM, WRIE, WYVZ, KAFY, WCHV, KSEL, KADE.

**ADDRISI BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 14/1**  
 Rotations: Heavy 0/0, Medium 10/1, Light 4/0, Extra Adds 0, Total Adds 1, KOY, Medium: WDEF, WIS, WHBY, WKBN, KOB, KBOI, KFQD, KMED, KOLO.

**SHEENA EASTON "You Could Have Been With Me" (EMI America) 13/13**  
 Rotations: Heavy 0/0, Medium 5/5, Light 5/5, Extra Adds 3, Total Adds 13, WBEN, KMBZ, WYVZ, WELI, KCSW, KUGN, WKZE, WSKY, WCHV, KSEL, WWSA, WJON, KADE.

**ALABAMA "Love In The First Degree" (RCA) 13/8**  
 Rotations: Heavy 0/0, Medium 7/1, Light 4/3, Extra Adds 2, Total Adds 8, WGAC, KCSW, WQUA, KAFY, KWAV, WWSA, Medium: WARM98, KMBZ, WDEF, WRVR, WORG, WDAY.

**MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 13/1**  
 Rotations: Heavy 0/0, Medium 8/0, Light 8/0, Extra Adds 1, Total Adds 1, KAFY, Medium: WARM98, WGAC, KCSW, WRVR, WSM-FM, KPAT.

**POLICE "Every Little Thing She Does Is Magic" (A&M) 13/0**  
 Rotations: Heavy 6/0, Medium 7/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WRIE, WSM-FM, KWAV, WKZE, WLEQ, Medium: KDKA, WASH, WQUE, WOWO, KSEL, WBOW, KADE.

**SAILOR "Hat Check Girl" (Caribou/CBS) 12/3**  
 Rotations: Heavy 0/0, Medium 2/0, Light 10/3, Extra Adds 0, Total Adds 3, WGAC, Y106, WQUA, Medium: WDEF, WHBC.

**BARBARA MANDRELL "Wish You Were Here" (MCA) 11/1**  
 Rotations: Heavy 4/0, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 1, WJBC, Heavy: KMBZ, KOY, KAAY, KSL, Medium: WCCO, KRNT, KLTE, WQUA.

**JERMAINE JACKSON "I'm Just Too Shy" (Motown) 11/1**  
 Rotations: Heavy 0/0, Medium 8/1, Light 3/0, Extra Adds 0, Total Adds 1, 97AIA, Medium: WJMD, WLTA, KCSW, KAFY, KWAV, WSKY, WORG.

**GENESIS "No Reply At All" (Atlantic) 11/0**  
 Rotations: Heavy 2/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WRIE, KWAV, Medium: WGAR, WHEN, WSM-FM, WKZE, WLEQ.

**AL JARREAU "Breakin' Away" (WB) 9/5**  
 Rotations: Heavy 0/0, Medium 2/1, Light 7/4, Extra Adds 0, Total Adds 5, KULF, WGAC, WHBC, WCHV, WORG, Medium: WDEF.

**CHILLIWACK "My Girl (Gone, Gone, Gone)" (Millennium/RCA) 9/2**  
 Rotations: Heavy 1/0, Medium 4/0, Light 4/2, Extra Adds 0, Total Adds 2, KWAV, WLEQ, Heavy: KSEL, Medium: WHEN, WOWO, KAFY, WCHV.

**VANGELIS "Titles" (Polydor/PolyGram) 8/2**  
 Rotations: Heavy 1/0, Medium 2/1, Light 4/0, Extra Adds 1, Total Adds 2, WLTA, WELI, Heavy: KPLZ, Medium: KOY.

**BREAKERS** are those newer records judged to have the greatest level of station activity on any given week. **NEW & ACTIVE** includes songs reported by at least 50 CHR or 30 A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many reporters are on the record this week and, of those, how many added it this week. CHR stations report numbered playlists, and all possible moves are listed for each song (UP, DEBUTS, SAMES, DOWNS, ADDS). A/C stations report by rotations (HEAVY, MEDIUM, LIGHT, ADD). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it into that same rotation.

**MOST ADDED** and **HOTTEST** sections of the **BACK PAGE** indicate the total number of all our reporters in either CHR or A/C adding the song this week or noting that the song is among their five hottest.

**SIGNIFICANT ACTION** is a quantitative listing of songs below the New & Active level.  indicates one of this week's most added new releases. The number in parentheses immediately following the songs listed in the

COMING NEXT WEEK INSIDE R&R:

RECORDS RESPONSE TO RADIO

Turning the tables, record execs answer radio's questions posed this week in AOR, CHR and A/C.

# "Come Go With Me"



# The Beach Boys

## Follow These Leaders

KRLA add  
KYYX add  
WPHD add 29  
WAEB add  
KINT add  
KEEL add  
WGH add  
KJ100 add

WZZR add  
WVIC add  
WJXQ add  
KSTT add  
KQKQ add  
KCPX add  
KLUC add  
KRQ add

WGUY add  
WFBG add  
WFLB add  
KVOL add

KFI  
3WT  
WICC  
KHFI  
WTIX  
KLAZ  
WSGN  
WMAK-FM

WSEZ  
WCSC  
KHYT  
KZZX  
WGLF  
KFYR  
KENI  
KSLY

**A/C #1 MOST ADDED**



Distributed By CBS Records

Three Two Last Weeks Weeks Week

Table with 3 columns: Rank, Weeks, Song/Artist. Includes FOREIGNER/Waiting For A Girl Like You, AIR SUPPLY/Here I Am, OLIVIA NEWTON-JOHN/Physical, POLICE/Every Little Thing She Does Is Magic, COMMODORES/Oh No, ROD STEWART/Young Turks, DARYL HALL & JOHN OATES/Private Eyes, DIANA ROSS/Why Do Fools Fall In Love, BARRY MANILOW/The Old Songs, STEVIE NICKS & DON HENLEY/Leather & Lace, JOURNEY/Don't Stop Believin', LINDSEY BUCKINGHAM/Trouble, QUARTERFLASH/Harden My Heart, GENESIS/No Reply At All, NEIL DIAMOND/Yesterday's Songs, CHILLIWACK/My Girl, DAN FOGELBERG/Hard To Say, CHRISTOPHER CROSS/Arthur's Theme, DARYL HALL & JOHN OATES/I Can't Go For That, STEVE MILLER BAND/Heart Like A Wheel, GEORGE BENSON/Turn Your Love Around, J. GEILS BAND/Centerfold, GO-GO'S/Our Lips Are Sealed, PAUL DAVIS/Cool Night, ELO/Twilight, EDDIE RABBITT/Someone Could Lose A Heart Tonight, BARBRA STREISAND/Comin' In And Out Of Your Life, QUEEN & DAVID BOWIE/Under Pressure, CARS/Shake It Up, EARTH, WIND & FIRE/Let's Groove.

Three Two Last Weeks Weeks Week

Table with 3 columns: Rank, Weeks, Song/Artist. Includes BARRY MANILOW/The Old Songs, NEIL DIAMOND/Yesterday's Songs, COMMODORES/Oh No, DIANA ROSS/Why Do Fools Fall In Love, AIR SUPPLY/Here I Am, FOREIGNER/Waiting For A Girl Like You, M. POST featuring L. CARLTON/Theme From "Hill Street Blues", CHRIS CHRISTIAN/I Went You, I Need You, DAN FOGELBERG/Hard To Say, JUICE NEWTON/The Sweetest Thing, DON McLEAN/Castles In The Air, BARBRA STREISAND/Comin' In And Out Of Your Life, STEVIE WOODS/Steal The Night Away, RONNIE MILSAP/I Wouldn't Have Missed It For The World, QUINCY JONES featuring JAMES INGRAM/Just Once, PAUL DAVIS/Cool Night, STEVIE NICKS & DON HENLEY/Leather & Lace, GEORGE BENSON/Turn Your Love Around, FOUR TOPS/When She Was My Girl, AL JARREAU/We're In This Love Together, ROYAL PHILHARMONIC ORCHESTRA/Hooked On Classics, CRYSTAL GAYLE/The Woman In Me, ANNE MURRAY/It's All I Can Do, LINDSEY BUCKINGHAM/Trouble, MARTY BALIN/Atlanta Lady, CHRISTOPHER CROSS/Arthur's Theme, KENNY ROGERS/Share Your Love With Me, BURTON CUMMINGS/You Saved My Soul, EDDIE RABBITT/Someone Could Lose A Heart Tonight, SNEAKER/More Than Just The Two Of Us.

CARS (68) EDDIE RABBITT (52) ROLLING STONES (52)

SHEENA EASTON (39) PAUL DAVIS (35) BILLY JOEL (29)

MOST ADDED

BEACH BOYS (31) BILLY JOEL (28) EDDIE RABBITT (27)

JENNIFER WARNES (20) PAUL DAVIS (18) D. HALL & J. OATES (16)

FOREIGNER (142) OLIVIA NEWTON-JOHN (113) ROD STEWART (72)

NICKS & HENLEY (67) JOURNEY (60) COMMODORES (58)

HOTTEST

FOREIGNER (60) BARRY MANILOW (60) COMMODORES (59)

DIANA ROSS (58) NEIL DIAMOND (57) AIR SUPPLY (42)

BREAKERS

EDDIE RABBITT

Someone Could Lose A Heart Tonight (Elektra) 62% of our reporters on it. Moves: Up 24, Debuts 31, Same 26, Down 0, Adds 52 including WKBW, WBEN-FM, CKGM, CKLW, WOKY, KEARTH, Q103, 3WT, B97, KZ93, FM102, WTSN, Z102, KQWB, KENI. See Parallels, charts at number 26.

BARBRA STREISAND

Comin' In And Out Of Your Life (Columbia) 60% of our reporters on it. Moves: Up 49, Debuts 31, Same 22, Down 0, Adds 28 including WBEN-FM, KRBE, WDRQ, KSLQ, WZZP, WGCL, WZUU, KRLA, Q103, WBLI, WKRZ-FM, KEEL, WOW, K96, KILE. See Parallels, charts at number 27.

QUEEN & DAVID BOWIE

Under Pressure (Elektra) 58% of our reporters on it. Moves: Up 61, Debuts 17, Same 28, Down 1, Adds 18 including WIFI, WXKS-FM, KFI, 92FLY, WDRC-FM, KHFI, WJXQ, KEYN-FM, WGBF, WDJX, KGGI, WIGY, WFBG, KQWB, KELO. See Parallels, charts at number 28.

CARS

Shake It Up (Elektra) 57% of our reporters on it. Moves: Up 3, Debuts 35, Same 18, Down 0, Adds 68 including WIFI, 96KX, JB105, WPGC, 94Q, Q105, KIQQ, KIMN, WTRY, Y103, WMEE, KNBQ, WCIR, 95SGF, KSLY. See Parallels, charts at number 29.

12-34

NEW & ACTIVE

- EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 121/9
JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 111/9
RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 100/15
RINGO STARR "Wreck My Brain" (Boardwalk) 98/12
KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 94/11
ROLLING STONES "Waiting On A Friend" (Rolling Stones/Atco) 88/52

INSIDE BACK PAGE

ROYAL PHILHARMONIC ORCHESTRA

Hooked On Classics (RCA) 58% of our reporters on it. Rotations: Heavy 20/0, Medium 34/5, Light 16/5, Extra Adds 2, Total Adds 12, WHB, KIXI, KPLZ, WHYN, WOKV, KAAV, WRVR, WTAR, WPTF, WAKR, KMJJ, KCRG. Moves 28-21 on A/C chart.

NEW & ACTIVE

25-49

- LINDSEY BUCKINGHAM "Trouble" (Asylum) 62/9
EDDIE RABBITT "Someone Could Lose A Heart Tonight" (Elektra) 60/27
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 69/12
BEACH BOYS "Come Go With Me" (Caribou/CBS) 58/31
OLIVIA NEWTON-JOHN "Physical" (MCA) 48/3
BILLY JOEL "She's Got A Way" (Columbia) 47/28
DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 42/16
PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 37/9
RUPERT HOLMES "Loved By The One You Love" (Elektra) 37/8
LULU "If I Were You" (A&A) 34/10
KENNY ROGERS "Blaze Of Glory" (Liberty) 31/10
BENNY HESTER "Nobody Knows Me Like You" (Myrrh) 30/0