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KFRC air personality moves crosstown to NBC's San Francisco A/C 3

Guthrie New GM At KOPA & KXAM

Gary Guthrie will join First Media's KOPA & KXAM/Phoenix as General Manager in January. Guthrie, who has been Program Director at Scripps-Howard's WMC-FM/Memphis since 1978, becomes another programmer making the transition to management for First Media. (Others include KFMK/Houston GM Dan Mason and KBLE-FM/Seattle GM Michael O'Shea.)

Guthrie told R&R, "I'm overjoyed to reach one of my longtime goals with a top organization such as First Media. My sincere thanks



Gary Guthrie go to WMC-FM GM Don Meyers for cultivating the spirit and instilling the confidence that few PD's are privy to. I consider myself very fortunate to have worked under his guidance."

First Media VP Charles Giddens commented on Guthrie's appointment. GUTHRIE/See Page 20

Hallam Set As WHN's New PD



Dene Hallam

Dene Hallam, currently Program Director at WWWW/Detroit, has accepted the programming job at WHN/New York. Hallam told R&R, "This was a difficult decision to make because WWWW has had such incredible success and the station is nowhere near its peak. Plus, the great people who work for WWWW are not only professionals, but they are my friends, and that kind of situation is extremely hard to leave."

"WHN, however, is the Country showplace radio station in

America. A move to New York is a move home for me, which was not a big part of the decision, but did enter into it. Five years ago I was offered a part-time jock job at WHN, and I turned it down to become a PD at Harrisburg. At that time I said that if I were to ever work for WHN I wanted to come in as PD. It's funny how things work out over the years. I am very excited about taking over WHN with the assurances that I will have the same kind of programming freedom that I had at WWWW."

WHN VP/GM Brian Moors commented on Hallam's appointment. "I'm delighted to have a programmer of Dene's ability join us. I have a very high regard for

HALLAM/See Page 15

Harassed By Caller, KBCO's Lacy Loses Job

In a bizarre case of phone harassment, a continuing series of hang-up calls led to the dismissal of KBCO/Boulder nighttime personality Alex Lacy. The station felt the phone calls adversely affected her overall attitude, while Lacy claimed discrimination and took her case to the Human Rights Commission.

Lacy told R&R she started getting the calls at the start of June, amounting to "about six times a shift." The caller would phone in even if she was on a different shift, and was highly persistent: "If I didn't answer he would just stay on the phone till I did. One time I

let it ring for an hour and a half, and he stayed on till I finally answered it, just to hang up." Although the caller never spoke, Lacy believes a male was the culprit; when the station's GM answered the phones one night to verify the situation, he heard a male grunt of disgust.

No Answer

Tracing attempts proved impractical, and after four months of harassment, Lacy asked the station to hire someone to answer her phones. "I would try to bring it up

with the GM or PD and they would look at me like I was overreacting," she said. "The GM came in that night to answer the phones, then authorized the PD to hire someone for a week, but said that after that, if I didn't get my head together, they would replace me. The guy didn't call for two days, since a male voice (the GM) had answered the phones that one night, so I asked for a raincheck on hiring someone. Then the guy started calling again. It went on for another three weeks, and they

KBCO/See Page 15

Ienner Named Millennium Exec. VP



Don Ienner

Don Ienner has been promoted to Executive VP at Millennium Records, moving up from the VP/National Promotion Director position. He has been with Millennium since its founding in 1977, previously working in promotion at CAM Music. In his new position, Ienner will supervise the label's promotion, marketing, and artist development efforts, based at Millennium's New York headquarters.

Ienner commented to R&R, "My new role will allow me to bring 10-plus years of street sense and promotional knowledge to the

IENNER/See Page 20



One Jump Ahead

KVIL/Dallas morning personality Ron Chapman made "the first live broadcast parachute jump in the Southwest" on November 19. Inspired by an advertisement promising "skydive by next weekend," Chapman signed up and put the promotional wheels in motion. Equipped with a Marti minitransmitter in his chest pack, a helmet with built-in microphones, and a series of microwave ground links to cover his descent, Chapman climbed aboard the Cessna 182 for the ride up to 3000 feet. Broadcasting live, and sounding quite confident for someone who had never parachuted before, he stepped out of the plane. His voice moving up at least two octaves and his confidence obviously left in the plane, Chapman screamed, "My God, it works!" as his chute opened and he floated to the ground. The photos show Chapman looking over his chute, looking for the ground, and looking for the ground crew, who were ready with the champagne.

STARTS CONSULTANCY

Stevens Resigns As KOY Program Director



Nat Stevens

After more than 13 years as Program Director of KOY/Phoenix, Nat Stevens has announced his resignation in order to establish a consulting company. A 28-year industry veteran, Stevens also served as afternoon drive personality for many years at the Adult/Contemporary station.


Stevens outlined his plans to R&R, "I have mixed feelings, of course. You don't give up a job like this easily, but I'm not doing it for professional reasons. My wife has moved back to the Monterey Bay area, where she's from, and I'm going to join her. It's a personal move. I have a new arrangement with KOY in that I'll be consulting the station and perhaps other A/C stations within the Harte-Hanks group. I will be

STEVENS/See Page 20

Q
4
10
X

Quincy Jones has a hit formula.

“ONE HUNDRED WAYS” AM 2387
the new single from
Quincy Jones
will be the 4th Top 10 single from
the platinum album THE DUDE.

“ONE HUNDRED WAYS,” featuring the voice of James Ingram.
The new single from THE DUDE SP 3721
Quincy Jones. On A&M Records and Tapes.
Produced by Quincy Jones for Quincy Jones Productions. 



WWOC Presses For Arbitron Mediation

Larry Keene, President and General Manager of WWOC/Avalon, NJ, currently embroiled in a long-standing complaint against Arbitron, is pressing the Broadcast Ratings Council to set up what would be the second use of the Arbitron mediation procedure. Keene says the Atlantic City Arbitron reports "show inaccurate results" and that "due to Arbitron's non-responsive nature, I am almost forced to go ahead with my request for mediation."

As noted in R&R several weeks ago, Keene's complaint centers around Arbitron's minimum reporting standards for metro stations. Although WWOC is located in the non-metro portion of the Atlantic City market — and dominates that outlying area — the station does not have enough mentions in the metro to qualify for that part of the market, and thus is not shown at all in the Atlantic City survey results. Keene contends that advertisers infer that because his station does not appear at all in the book, WWOC does not have any audience anywhere in the Atlantic City TSA.

Although Keene has been asking for relief on this WWOC/See Page 20

Novak New KYUU PD

Mike Novak has been appointed Program Director of KYUU/San Francisco. He joins the Adult/Contemporary NBC FM from KFRC in the same city, where he was 9-noon personality for the last two years.

KYUU VP/GM John Hayes Jr., who made the announcement, commented, "After an exhaustive nationwide search, we're just delighted to have found a person of Mike's caliber and talent in our own backyard."

Novak stated, "I'm 32 years old, I've been married for 10 years, and I have three children. My lifestyle dictates that a station like KYUU would be my next logical step. This is a welcome challenge." He continued, "Radio is not a perfect science. There's no such thing as the perfect format or the perfect listeners... and I'm not perfect, but in radio, it's to my benefit!"

Before joining KFRC, Novak worked at a number of California stations including KJOY/Stockton and KYNO/Fresno. He was also PD at KIQQ/Los Angeles.

Viacom Donates WWRL To United Negro College

Viacom International has confirmed its agreement to donate WWRL/New York to the United Negro College Fund (R&R 11-6), subject to FCC approval. UNCF announced its intention to sell the station to Unity Broadcasting, a subsidiary of the National Black Network.

UNCF Exec. Director Christopher Edley commented, "We are grateful to Viacom for making the largest property contribution in the history of the UNCF. This gift comes at a dramatic moment, when federal aid to college students is reduced and our private black colleges require more private support than ever before. Viacom's generous gift will help us meet the current emergency and plan for the future."

Doubleday Buys WTFM For \$8.4 Million

Doubleday Broadcasting reached an agreement last week to pay \$8.4 million to acquire 90% of H.B. Broadcasting, the Heftel subsidiary which has an application pending before the FCC to buy WTFM/New York from Friendly Frost, Inc.

That means when the sale goes through, Doubleday will become the owner, with Rep. Cecil Heftel maintaining a 10% interest. However, Doubleday President Gary Stevens stressed the deal is not a joint venture and his company intends to exercise an option to buy out Heftel in a year.

Although licensed to Lake Success, WTFM broadcasts from the World Trade Center in New York with an A/C format.

"We think this is the last opportunity anybody is going to have to get into New York with a major facility," Stevens told R&R. Noting that Doubleday's purchase of WAVA/Washington won FCC approval last week and should become final in February, DOUBLEDAY/See Page 20

KIXX Scores Dallas Country Concert Coup



Pictured are (l-r): KIXX PD John Walton, Crystal Gayle, and air personality Lisa Springer backstage before the show.

KIXX/Denton, TX, following in the footsteps of WLUP/Chicago's Tom Petty concert promotion (R&R 5-15), purchased all 18,600 tickets for the November 15 Dallas concert appearance of Crystal Gayle and Eddie Rabbitt, distributing the tickets free to its listeners.

KIXX Program Director John Walton told R&R, "The promotion's objective was to insure that everyone knew that in order to get free tickets to the concert they had to listen to KIX." The promotion was supported by TV advertising and additions to the ongoing KIX106 billboard campaign.

KIXX/See Page 20

Ritchie Elevated To Group W Chairman

Dan Ritchie has been elected Chairman/CEO of Group W, Westinghouse's broadcasting company. He had been President/CEO for the last two years, and succeeds Don McGannon, who resigned last month. Ritchie had been President of Corporate Staff & Strategic Planning for Group W, joining the company in that position in early 1978. Previously he held Executive VP positions in Westinghouse's Public Systems Company and Leisure Time Industries, and was Exec. VP/Director of MCA Inc.

Group W owns 13 radio stations in addition to six TV's, Radio Advertising Representatives, and cable and production companies.



WNBC Puts A Tiger On The Tallwinds

WNBC/New York's new helicopter is a bit on the unusual side. Both sides are adorned with original artwork from famed artist Leroy Neiman, well known for his Playboy and TV renderings. The Neiman tiger on the custom Chevrolet N-Copter is valued at a minimum of \$100,000. Since the chopper itself cost \$130,000, the station figures it has not only the most valuable traffic helicopter in New York (if not the world), but the city's only piece of "flying public art." Newly-appointed traffic reporter Roz Frank began riding the tiger last week. Artist Neiman is pictured above signing his work.

this week...

12-4-81

TOP THREE MARKETS' MEDIATRENDS FOR NOVEMBER

WOR ties WPLJ, KLOS catches KMET, WGCI up, plus much, much more...

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UNVEILING THE BIRCH REPORT

A chance to see the data breakdown in a Birch quarterly report.

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POLYGRAM PROMOTES FOUR

Chip Taylor to Sr. VP/A&R, Bill Haywood to Sr. VP/Black Music among the moves.

Page 15

THE NATIONAL TALK TOPICS/30 RETURNS

R&R's unique summary of Talk radio's hottest topics in a 1981 wrap-up, with "talklists" from reporting stations.

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MOLDING AOR FOR MILWAUKEE

WQFM PD Brent Alberts in a comprehensive profile.

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CHR PROFILES NEW REPORTERS

A bumper crop of new reporters with an emphasis on personality.

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A/C & COUNTRY PROMOTIONS & COMMUNITY SERVICE

Sampling some of the more worthwhile and interesting station activities.

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staff

Editor & Publisher: BOB WILSON
Vice President, Sales & Marketing: DICK KRIZMAN

Executive Editors: KEN BARNES, JOHN LEADER
Art Director: RICHARD ZUMWALT

Adult/Contemporary Editor: JEFF GREEN
AOR Editor: JEFF GELD
Black Radio Editor: WALT LOVE
Contemporary Hit Radio Editor: JOEL DENVER
Country Editor: CAROLYN PARKS
News/Talk Editor: GAIL MITCHELL
Ratings & Research Editor: JHAN HIBER
Contributing Editor: JIM DUNCAN
Associate News Editor: DON WALLER
Nashville Correspondent: BIFF COLLIE
Associate Editors: KRISANN AGLID, CHRISTINA ANTHONY, ELLEN BARNES, NINA GOMEZ, LINDA MOSHONTZ, SYLVIA SALAZAR, CLAUDIA STEWART
Computer Services Director: DAN COLE
Assistant: LEE CLARK
Research: JACK TOOTHMAN
Traffic Director: ADRIENNE RIDOLE

Creative Consultant: MARK SHIPPER
Associate Art Director: MARILYN FRANSEN
Photography: ROGER ZUMWALT
Production Director: RICHARD AGATA
Typography: KENT THOMAS, ELIZABETH WESTON
Graphics: LT. PEARL, GARY VAN DER STEUR

Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004
Washington, DC 20036, (202) 486-4960
Bureau Chief: JONATHAN HALL
National Sales Director: BARRY O'BRIEN
Washington Editor: BRADLEY WOODWARD
Office Manager: VIVIAN FUNN
Legal Counsel: JASON SHRINSKY

Vice President, Business Affairs: ROBERT KARDASHIAN
Creative Services Director: MIKE ATKINSON
Marketplace Coordinator: PAM BELLAMY
Office Manager: NANCY HOFF
Administrative Assistant: GAYLE DUNCAN
Contributor: MARGARET BECKWITH
Assistant: CAROL TAYLOR
Circulation: JUDY LUCARELLI

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Washington Report

Dawson Attacks 3-Year Trafficking Rule

"The Commission's trafficking rules should be slanted for a quick exit," FCC Commissioner Mimi Dawson announced Tuesday (12-1). "The market ought to decide when to sell."

In her remarks to the Communications Task Force of the National Conference of Black Lawyers, Dawson said the rule forcing broadcasters to keep stations at least three years is "simply incompatible with a free market and does very little to serve the goals of service to the public or promotion of minority ownership in broadcasting."



Mimi Dawson

Dawson also came out against the FCC's policy of making sure new licensees are financially qualified. "Economic qualifications should pose absolutely no barrier to obtaining a license from this Commission," she declared. "I believe financing with generally be available after the license is obtained."

Jones Hits "Irrational" License Choices

If two groups competing for a new license have identical credentials, the winner should be chosen by lottery, Commissioner Anne Jones believes, not by the FCC's sifting through "trivial considerations."

Her statement came in a stinging dissent to last week's FCC refusal to lift the condition that Daniel Lerner must sell his 25% interest in WLLH & WSSH/Lowell before he can build a new FM in Media, PA. In the Commission's view, the divestiture gave Lerner an edge over an equally qualified competitor. Such splitting of hairs is "fundamentally unfair" and "irrational," Jones dissented. "It seems to me the only fair way to choose between them is by lot." In fact, the Commission had toyed with the idea of settling the Media case by lottery, but dropped the plan due to legal uncertainties.

Radio Deregulation Comes To Life In Congress

Deregulation will be getting considerable attention on both sides of Capitol Hill next week. In an unexpected move, Rep. Tim Wirth (D-CO) has scheduled preliminary hearings Wednesday (12-9) on deregulation bills offered by Reps. Al Swift (D-WA) and Jim Collins (R-TX). The Senate Commerce Committee has slated a mark-up session and vote on Sen. Howard Cannon's (D-NV) combination radio-television deregulation bill for the next day.

Likely to stir some debate is language in Cannon's bill directing the FCC not to block new technologies, but to authorize proposed new services whenever they're technically feasible.

Commenting on the deregulation trend before an audience of cable executives in Los Angeles this week, Wirth said a Communications Act rewrite is equal in importance to the energy issue. He characterized the economy as moving toward enterprises relating to "thought and communication," and came out for removing "regulations that stand in the way of increased competition."

Time Runs Short In Rio

By early this week, about 1500 existing U.S. stations had been inserted into the AM allocations plan being negotiated in Rio de Janeiro. Can the tens of thousands of other existing and proposed AM's be fitted into the Western Hemisphere plan with less than three weeks left in the conference? FCC home team chairman Gary Stanford is optimistic. He predicts the final Rio treaty will make provisions allowing countries to settle remaining station conflicts among themselves later.

Meanwhile, engineers back in the U.S. were working around the clock early this week to assign directional patterns to 134 of the 200 proposed new stations American negotiators will try to win for this country on U.S. and Canadian clear channels.

Faulkner Radio's Six Licenses Renewed

A long, expensive ordeal ended last week for Faulkner Radio when the FCC renewed its six radio licenses. The Commission has dropped an inquiry into whether all six should be denied due to misconduct which cost Faulkner the license of WLLB/Carrollton, GA.

"I'm delighted it's finally over after 11 or 12 years," group owner Jim Faulkner told R&R. "Justice finally prevailed."

The trouble began when WLLB's former GM violated FCC rules by trying to block the start-up of a new station in the community. That move eventually cost the group WLLB's license, valued at \$500,000 plus \$250,000 in legal fees.

Faulkner attorney Marvin Fletcher of the law firm Fletcher, Heald & Hildreth told R&R, "It seems to me this continues the Commission's prior position that where there is misconduct at one station, the FCC will limit its action to that one, rather than apply it to the entire group."

The six Faulkner stations are WAOA/Opelika, AL; WFRI/Auburn, AL; WBCA & WWSM-FM/Bay Minette, AL; WGGA/Cedartown, GA; and WBTR/Carrollton, GA.

Challenger Gets Second Chance To Grab WFAA & KZEW-FM/Dallas

In 1978, Belo Broadcasting successfully fought off Maxwell Broadcasting's competing application for WFAA & KNEW-FM/Dallas. But that didn't end the matter. Soon after the decision, the FCC changed the rule that caused Maxwell's downfall. The company asked for a second chance and last week the FCC agreed, ordering another full comparative hearing.

At issue is a new policy in which the incumbent broadcaster's transmitter site is presumed to be available should the challenger win.

EBS Tested By Maryland Nuclear Plant

One morning in late November, WKIK/Leonardtown, MD was told that a bomb had exploded at the nearby Calvert Cliffs nuclear power plant. WKIK instantly sounded its two-tone Emergency Broadcast System (EBS) alert. Within 90 seconds, six other area stations were rebroadcasting WKIK's programming, which had been turned over to local authorities.

Actually, there was no bomb. It was part of a preplanned EBS test that may soon become a way of life for radio stations near nuclear plants. Under government orders to develop plans for quickly warning residents about nuclear accidents, utilities are finding EBS to be an efficient and economical tool.

Industry Opinions Split On Abolishing Financial Report

Broadcasters are overwhelmingly opposed to keeping the annual financial report to the FCC (Form 324) as it now exists. But they are sharply split over whether the report should be killed entirely or drastically cut back.

That is the message contained in dozens of broadcasters opinions sent to the Commission by Monday's (11-30) deadline for commenting on whether Form 324 should be abolished. (Stations have been required to report detailed financial data to the FCC every year since 1938, and the complex 65-line form in use today hasn't been revised since 1962.)

Foes Cite Uselessness, Burden

"Its associated costs far outweigh its benefits," Multimedia and Cox Broadcasting declared in a comment typical of those who want the form eliminated.

Arguments for abolition included the paperwork and manpower cost burden on broadcasters and the Commission, slow reporting of the tabulated figures, and the irrelevance of data on station expenses.

Among those calling for elimination of Form 324 were CBS, NBC, the NAB, the NRBA, the Chronicle, Cosmos, Capital and WAVI Broadcasting groups, the North Carolina Association of Broadcasters, the Broadcast Financial Management Association, WAKR & WAEZ/Akron, and WINK-AM-FM-TV/Ft. Meyers, FL.

RAB's Five-Line Proposal Wins Converts

The RAB continued its crusade for a five-

line index card covering only revenue totals. However, it also suggested that the 2400 stations in markets of one or two outlets be exempted.

The RAB argues that market-by-market revenue totals are absolutely essential to pegging a station's value and determining what share of advertising dollars it's taking in.

Lining up behind the RAB's or similar plans were Broadstreet Communications, ABC, the Plough, Shamrock, General Electric, and Lake Huron Broadcasting groups, the law firm Haley, Bader & Potts on behalf of its clients, and numerous smaller market stations.

ASCAP, Greater Media Favor Status Quo

Only a handful of commenters favored keeping Form 324 as it is. ASCAP said it needs the data to help negotiate station license fees to composers and writers.

Greater Media contended it is "a very naive view" to think the industry can collect comprehensive revenue totals on its own. "No voluntary mechanism nor any sampling would be credible or as reliable," said the broadcast group, which went on to accuse other broadcasters of becoming conditioned to "kneejerk" opposition to all FCC rules and regulations.

A Radio Sales Fable For Advertisers

KSDO & KEZL/San Diego recently lost a buy from a major airline, with the client asserting "your cost per point is too high" and "I want the same rate you gave in August" for October. In response, National Sales Manager Larry Shushan wrote the buyer a "fable." "I wanted to show her how ludicrous her reasoning was, so I related the story to an airline ticket buyer and seller. It's so apropos that I thought other sales managers might enjoy reading it as much as I enjoyed writing it," Shushan stated. He added that any similarities to actual happenings, people, and places (analogies notwithstanding) are purely intentional.

The Fable

Once upon a time a weary traveler, moving up in line, approached a cheery airline ticket seller. "How much is a round-trip ticket to San Diego?" asked the weary traveler. "First class or Coach?" asked the cheery ticket seller. "Oh, first class, of course. As a matter of fact, I want seat number 5A on the port side by the window. Also, I have to tell you that my 'cost per mile' criterion is a low 12¢. In fact, other airlines come in lower but since you fly to San Diego nonstop and they all go by way of Alaska, I'm willing to pay you the 12¢ cost per mile."

Well, the (by now not so cheery) ticket seller informed the (by now cheery) traveler that the airline didn't have too many tickets left and, in fact there were twenty people in line behind the cheery traveler waiting to buy the same ticket. The cheery traveler said, "Three months ago I bought a ticket on your airline and it came out exactly to 12¢ cost per mile, so I'm not paying any more than that!" "Well," said the weary ticket seller, "three months ago we didn't have too many people flying so we lowered our rates. Now demand is up and so are our rates. Simple economics, you know!" "Well," said the (by now not so cheery) traveler, "I won't buy a ticket on your airline for more than 12¢ cost per mile!"

"Okay," said the (by now cheerier) ticket seller, "I have a suggestion for you." "What is that?" queried the weary traveler. "Take the bus!" replied the cheery ticket seller. "Next!"

bridge, WMJS/Prince Frederick, and WWDW & WPTX/Lexington Park.

More and more utilities will soon be utilizing EBS, predicts Ray Seddon, Chief/FCC Emergency Communications Division. For instance, he says a nuclear plant in Russellville, AR gave 3000 residents special FM receivers that automatically click on when a local radio station sounds its EBS alert tones.

In the last 15 months, stations across the country have activated EBS 735 times. Most of the emergencies were weather-related. The wave of the future, however, may be in preparing for nuclear accidents.

"It went just like clockwork," WANN/Annapolis owner Morris Blum said of the Calvert Cliffs test. Blum heads up Maryland's EBS activities and complains that government funds should be made available to help stations buy EBS equipment. Besides WKIK, stations taking part in the Maryland test were WXTR-AM & FM/La Plata, WCEM & WESP/Cam-

COMPARE

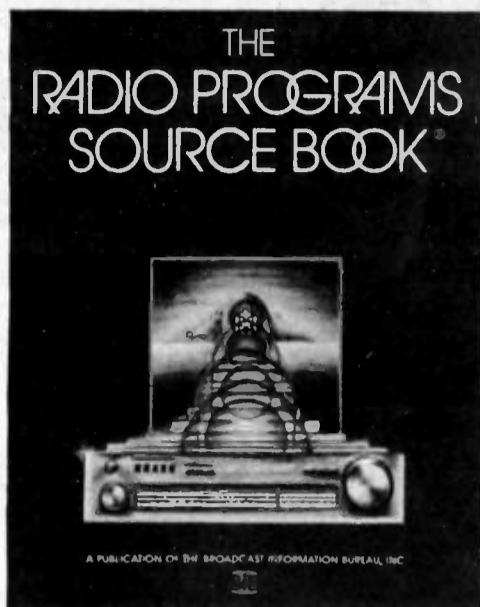
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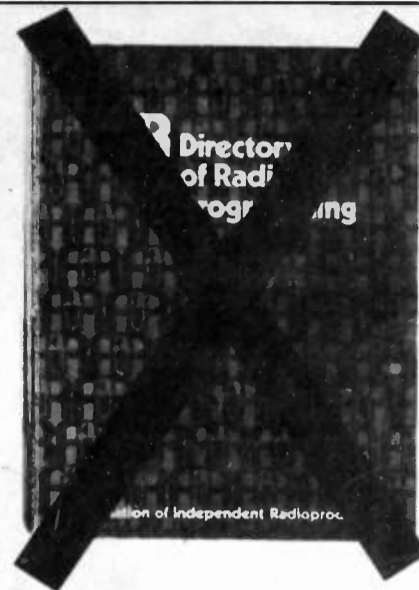
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Authorized Signature _____



Technicolor Combines TV/VCR In Portable Package

The "Video Showcase" from Technicolor melds the firm's quarter-inch videocassette recorder (sold separately as the "212") and a 7.7 inch color TV set into a single unit. The "Video Showcase" weighs slightly over 20 pounds and measures 18 by 13 by 8½ inches.

The unit's VCR uses two-ounce cassettes that have up to 45 minutes of playing time. Additional features include memory counter, slow motion, freeze frame and sound dubbing.

The "Video Showcase" operates either from a rechargeable battery or via standard 120-volt AC current. Dubbing to or from other VCR's in other tape formats is possible by use of an adapter cable. Price: \$1599; with optional TV tuner, \$1725.

Labels, NARM Give Kids Gift Of Music For Christmas

Taking a cue from their own "give the gift of music" campaign, a number of record labels and the National Association of Recording Merchandisers (NARM) have banded together to sponsor a series of Christmas parties for institutionalized children and teenagers in 11 cities across America.

A total of 3500 albums will be distributed at these events, which will be coordinated via music merchandisers in each city. Among the donors are: AA/Wonderland Records, A&M Records, Atlantic Records, Capitol Records, CBS Records, Disneyland Records, Elektra Records, K-Tel International, Motown Records, Polygram Records, Sesame Street Records, and Warner Bros. Records.

In addition, BSR-U.S. is donating a stereo set to each of the institutions where the parties will be held and Amuro (a Wrigley subsidiary) has donated thousands of packages of "Chu-Bops" bubblegum.

The parties will be held in Philadelphia, Boston, New York, Detroit, Cleveland, Atlanta, Durham, NC; Houston, Ft. Worth, Dallas, and Denver.

Children's Label Enters Contemporary Market With Commander Cody Album

Peter Pan Records, America's leading manufacturer and distributor of children's recordings, has entered the contemporary music market for the first time in the firm's 35-year history with the release of Commander Cody's "Lose It Tonight" LP. An album from Melanie will also be forthcoming.

Peter Pan will support its own distribution efforts with the addition of a chain of national independent distributors. Killer Kut Entertainment will handle national promotion for the Newark-based Peter Pan label's contemporary offerings.

Combination Comic Book/Records Offered

Along with issuing the Commander Cody LP, Peter Pan will be promoting the Commander as he makes an appearance in future issues of the combination comic book/record, "HoloMan." Although there are 20 previous volumes in the label's comic book/record series, this (pictured) work is the first to feature "HoloMan," who will soon be a 3-D television series in Japan.

For further information, contact Roger Lifeset at Killer Kut at (213) 506-0771.



Top 10 Better Biz Bureau Beefs

Over 20 percent (82,264) of the total number of mail-order complaints received by the Better Business Bureau in 1980 were of a generalized nature. The organization, which divides its mail-order complaints into 10 basic categories, noted that complaints about franchised auto dealers totaled 18,974 — the second largest category.

Auto repair shops (13,054 complaints) ranked third, home furnishing stores (11,643) placed fourth, and

miscellaneous home maintenance complaints (10,672) took fifth. Mail-order magazines garnered 10,379 complaints, good for sixth, while department stores (10,306) rated seventh.

Categories eight through ten went to miscellaneous automotive complaints (8,082), home remodeling contractors (7,825), and television service contractors (7,352). These top 10 categories accounted for almost 47 percent of the Better Business Bureau's total complaints.

Hughes To Capture Two Birds With One Dish

Hughes Communications has developed a TVRO antenna modification which the firm claims will enable 4.5 meter and larger parabolic dishes to receive signals from two adjacent satellites. This announcement coincides with Hughes' previously stated plans to launch its "Galaxy I" satellite, which will be parked next to RCA's "Satcom III-R" in May 1983.

The Hughes system replaces conventional single-beam antennas with a dual-beam feed signal. According to Hughes, the modification will cost from 1/4 to 1/3 as much as building a second earth station — currently running between \$6000 and \$9000.

Hughes is designing the modification for the various TVRO's on the market. Installation, service and do-it-yourself instructions will be provided to buyers. Interestingly, Hughes notes that the design is not patented, adding that the company hopes other manufacturers will begin to offer similar dual-beam systems.

Although the dual-beam system has not yet been field-tested, Hughes claims the modification will work with the reduced satellite spacing currently under consideration by the FCC as well as with the present spacing.

High School Drop-Outs Up

For the first time in 80 years, more young people are dropping out of high school before graduation, reports the U.S. Department of Labor.

Between 1911 and 1978, the percentage of 14-to-17-year-olds in school increased steadily. However, recent surveys indicate that approximately 11 out of every 100 young people now leave school before they graduate.

"Logo Laces"
— Knotty
But Nice



Reinforce your call letters everytime your audience ties one on with "Logo Laces." The imprinted shoelaces are available in a choice of lengths and can be worn with shoes or sneakers or ice or roller skates. The "Logo Laces" can also be used for tying up hair or wrapping gifts. For further information, contact Danjon Enterprises of Wellesley, MA.

Antiforgery Device A Sign Of The Times

An antiforgery device that measures and analyzes people's speed and rhythm as they write their signatures is expected to be on the market by 1984, according to the Boardroom Reports publication.

The reason the device gives potential forgers fits is that, although forgers can learn to copy a signature closely, they cannot duplicate the physical dynamics. If introduction is successful, look for the device to replace cards or personal ID numbers as a personal identification method.

5

YEARS AGO
TODAY

Radio & Records



ARBITRON TO DEBUT EXPANDED SAMPLE FRAME.



DAVE CARRICO NAMED VP/PROMOTION AT MERCURY.



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)

WESTWOOD
ONE

AMERICA'S NUMBER ONE

PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED
RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES . . .

LOS ANGELES

NEW YORK

SEATTLE'S
BEST
Rock
KISW-FM 100

Networks/Program Suppliers

Watermark, TM & Drake-Chenault Set Country Music Projects For '82

A trio of country music shows are in the works at three of the nation's largest syndication firms: **Watermark, TM Special Projects**, and **Drake-Chenault**. All are set to debut in early 1982.

Watermark's offering, entitled "The Heroes Of Country Music," is a one-hour weekly radio series dealing with the life stories of country music's leading performers. Noted country artist **Johnny Cash** will serve as host of the programs, which will be written by country music personality and historian **Hugh Cherry**.



Pictured outside the studios of **WDBQ/Dubuque, IA** prior to participating in the production of show's demo program are (from left): Watermark President **Tom Rounds**, Cash, and Cherry. "Heroes Of Country Music" will be available from the North Hollywood, CA-based firm in the first half of 1982.

Meanwhile, **TM Special Projects** will debut its 48-hour "The Story Of Country Music" in February of 1982. Described as the "definitive" history of the idiom, the program features over 500 interviews with country artists and personalities. For further information contact the Dallas-based firm at (214) 634-8511.

Shown shaking hands at the conclusion of the "Story Of Country Music" project are **TM Special Projects VP/GM Neil Sargent** (left) and the show's producer **Carl Goldman**.



Finally, **Drake-Chenault** will unveil a 52-hour "History Of Country Music" program on April 17, 1982. **Bill Watson** served as Executive Producer for the show, which has been produced with the assistance of the **Country Music Foundation Hall Of Fame and Museum**. **Tom Thacker**, a 26-year veteran of the radio industry, supervised the team of writers for the program, which was produced by **Mark Ford**.

Chet Atkins was commissioned to compose a main theme and mood tracks for the program, which includes interviews with over 50 country music stars of today. **Bill Drake** acted as Managing Partner for the show. For further information, contact Drake-Chenault at its Canoga Park, CA headquarters.

Ron Nickell Productions

Ron Nickell, formerly President at **NKR Productions**, has announced the formation of **Ron Nickell Productions**, a programming supplier company to be based in Los Angeles and Dallas.



The initial project for the newly-formed firm will be a two-hour musical TV/stereo radio simulcast produced and directed by **Marty Pasetta** of "Oscar" telecast fame.



Mutual

Beleaguered National Security Advisor **Richard Allen** was the guest on the "Larry King Show" for an hour and a half on Tuesday night (12-1), answering listener questions as part of his public relations offensive against charges he improperly accepted gifts from Japanese journalists.

Beginning December 8, the net will begin airing **John Hamilton's** one-minute, regionalized ski reports on a Tuesday through Sunday basis.



A 20-part weekend special, "The World In 1981: Where We Stand," is slated for airing via the net on December 5-6. Anchored by CBS Chief European Correspondent **Tom Fenton**, the reports will examine world concerns such as the turmoil in Northern Ireland, peace prospects in the Middle East, **OPEC's** economic impact, and Egypt after **Sadat**.

Pam Haslam has been promoted to Director of Information Services for the **CBS Radio Networks**.

Ragamuffin Productions



BONDS BOUNCES BACK ON RHYTHM TRACKS — "Rhythm Tracks," the two-hour weekly syndicated show dealing with "Beach Music" (a variant of R&B), recently featured an interview with **Gary U.S. Bonds**. Seen at the scene are (from left) talent coordinator **Gall Stein**, **Ragamuffin** President **Ted Hoffman**, **Bonds**, and producer **Rolye Bornstein**.

Stations currently carrying "Rhythm Tracks" include **WGBS/Miami**, **WRAL/Raleigh**, **WRQK/Greensboro**, **WTAR/Norfolk**, **WKOS/Nashville**, **WSFL/Greenville**, and **WLCF/Wilmington**. For further information, contact **Ragamuffin Productions** at (213) 821-8087.

RKO Radioshows Launches Six New Music Series

A live oldies program taking nationwide requests, a rock concert series, and countdowns of CHR and country hits are among the six new music series announced Tuesday (12-1) by **RKO Radioshows**, the network formed to furnish a wide menu of supplementary programming to **RKO Radio** affiliates.

Most of the new programs will debut in January, in stereo, over the **WESTAR III** satellite. The first offering by **RKO Radioshows**, the nationwide talk show "America Overnight," went on the air in September. The new programs are:

- "The Hot Ones," featuring twice monthly one-hour specials focusing on artists who have current hits, targeted toward **RKO One's** 25-34 demo. The reshaped show will be coproduced by **NKR Productions** and hosted by **R&R** Executive Editor **John Leader**. There are four 60-second avails for local spots.

- "The Weekly Music Magazine" is a three-hour CHR countdown hosted by **WRKO/Boston** PD **Charlie Van Dyke**. Highlighting the Top 30 hits, the show will be coproduced with **Drake-Chenault** and offer affiliates 12 local 60-second spots.

- "The Saturday Night Oldies Show," a five-hour live oldies program taking national requests, is hosted by **WFYR/Chicago** PD **Dick Bartley**. It offers 30 60-second spots for local sale.

- "Musicstar Specials" will be twice monthly one-hour specials featuring A/C artists. This feature will be coproduced with **IS Inc.** and hosted by **KCBS-FM/San Francisco** PD **Dave Roberts**. Affiliates will have four 60-second spots to sell.

- "Captured Live" is designed for AOR stations and provides 26 one-hour music specials weekly between March and September of 1982. Affiliates will get five local 60-second breaks.

- "Country Star Countdown," a weekly three-hour Country countdown to be hosted by top Country stars, will debut in January. The show will be coproduced by **NKR Productions** and offer affiliates 12 local 60-second spots.

The six new offerings were developed from data on station programming needs and wants gathered for **RKO** by the **Research Group** of Menlo Park, CA, which surveyed 525 managers and programmers in the top 120 markets.



ABC Radio Nets Acquire Exclusive Radio Rights To 1984 Olympics

The **ABC Radio Network** has been awarded exclusive radio broadcast rights for the 1984 Olympic Games. The coverage will include live reports from each Olympic venue and will consist of more than 100 hours of special coverage in over 1000 separate reports. **ABC Radio** will also serve as the official host coordinating radio broadcaster.

ABC Radio Network President Ed McLaughlin said, "Our entire sports staff will operate from Los Angeles and will be supplemented by a star-studded lineup of former Olympians serving as expert commentators." In addition to featuring dozens of events in live play-by-play broadcasts, **McLaughlin** noted that the network would offer a number of special talk and music programs with Olympic themes.

Reps

Eastman Pacts Wall Street Journal Report

Bob Rush's "Wall Street Journal Report" has signed a one-year exclusive representation pact with the **Eastman Co.** "After interviewing a number of excellent contenders, I felt Eastman would do the best job for us considering the nature of our affiliates," Rush told **R&R**. **WSJR** recently completed a four-week blitz for **Oppenheimer**, which purchased half of **WSJR's** schedule to advertise its money-market.

Masla Absorbs H-R/Stone

In a move likely to be part of a bigger trend, **Masla** has taken over **H-R/Stone**. The move follows **McGavren-Guild's** takeover of **Buckley Radio Sales** last month.



Torbet Radio

KARM-KFIG/Fresno, CA and **WORD/Spartanburg, SC** have become clients.

Sekom, Inc.

KWFM-FM/Tucson, WKXI-WTYX/Jackson, MS; WJMW-WZYP/Huntsville, AL; KQMS/Redding, CA; WEJL-WEZX/Scranton, PA; and WKPT-AM-FM/Johnson City-Kingsport-Bristol, TN have signed on as clients.

KWFM-FM and **WEZX** are AOR-formatted; **WZYP, KQMS, WEJL** and **WKPT-AM** are A/C formats, and **WKXI** is a Black outlet. **WTYX** programs CHR and **WKPT-FM** is a Beautiful Music property.

In Love"

HR

A/C

KOPA on
WHFM 29-25
K104 24-17
KHFI 19-17
95XIL 37-34
WGLF 35-33
KILE 27-24
KQDI 12-6
KYYA deb 27

WVLK **KPLZ** **WRVR**
WCHV **WRIE** **Y106**
WDAY **WWYZ** **WHBY**
WJMD **WGAC** **WHBC**
WLTA **KCSW** **WHIO**
97AIA **WDEF** **KKRD**
KEX **WSLI** **KAFY**
KING **WMAZ** **KSL**

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Ratings & Research

"There are stations making money selling with Birch."

The Birch Report Unveiled

Last week I began a three-part series examining the Birch Report ratings service so many of you have been asking about. I touched on technical items such as how Birch selects its sample, how it compensates for a sample placement shortfall, and how the Birch survey is administered in the field. This week I'll examine the biases that the Birch technique contains and tell which formats are likely to gain under the Birch measurement system. Also, you'll see here — for the first time anywhere — a look at some sample data pages from Birch's new quarterly ratings report which will begin to be generated before year-end. In the issue of December 18 you'll see examples of other Birch innovations, and I'll give my overall opinion of the Birch effort.

Birch Bias

Jim Seiler, founder of the American Research Bureau (ARB) and now President of Mediastat, is fond of saying that you can design a ratings service to produce whatever type of estimate is wanted. He's referring to the fact that different measurement techniques — the diary as used by Arbitron, 24-hour telephone recall, a one-day diary — all of these will produce different results because each instrument used to measure radio has inherent biases.

Often I'm asked, "How does Birch compare to Arbitron?" The real question here is, "Can I use the Birch data to predict or track what the Arbitron numbers are going to show?" What we have here is an apples and oranges kind of situation.

The diary, a seven-day measurement technique as used by Arbitron, will generally show stations with a 35+ skew in a better light than telephone methodologies such as used by Birch or Mediatrend. On a 12+ basis, Birch will generally show some AOR, ethnic, and rock formats doing better than the comparable Arbitron sweep might indicate.

One indication of this took place this past spring in Atlanta. For several months the Birch shares were showing WKLS-FM with overall figures in the mid-teen range. Many broadcasters there scoffed at these numbers. However, when the spring Arbitron quarterly results were released, WKLS-FM was the new number one station in the

Birch may not be the best bet if you're interested in predicting as closely as possible the exact share you'll achieve in the Arbitron. It seems more likely that the real value of the Birch Report may lie in predicting rank, a relative indication of how your station may do when the Arbitron results are revealed.

Besides the fact that AOR's generally tend to show more strongly in Birch than in Arbitron, the down side is also true on an overall basis. Beautiful Music stations, which tend to prosper under the Arbitron technique, scramble for relative crumbs in the 12+ Birch standings. However, there's more here than meets the eye.

Demographic Difference?

When I interviewed Tom Birch for this series, he made an interesting point about the disparity between his firm's numbers and the data from Arbitron. According to Birch, "When we've examined the numbers for discrete demos there really has not been the great differences that you might think looking at the 12+ shares. When we did a study of Beautiful Music stations in 20 markets, things weren't so bad. Among adults 25-54 we were higher than Arbitron in half of the cases, lower than Ar-

bitron shares for the rest." Birch cautioned that with the changes his service is making effective this month — especially the sampling of just one person per home — a reexamination of the closeness to Arbitron may be in order down the road.

Quarterly Innovations Debut

According to Birch, "Beginning this month we'll be producing quarterly data for our medium and major markets." This has entailed a redesign of the Birch reports as the service moves from a programming tool to more of a sales aid. As Birch puts it, "Right now there are stations in markets such as Washington and Atlanta making money selling with Birch. What we want to do is produce a book that offers even more for local sales usage while also attracting some national attention."

Below, you see some sample pages that might just garner that attention. Audience composition and ethnic composition have never been shown together as far as I know, but Birch will do that.

This breakout for each station will be of immense value to media buyers. However, stations that may try to hide their ethnic audience will have difficulty doing so in the Birch data.

How much of a station's cume is duplicated in another station's audience? Again, vital stuff for ad buyers so they may spread their dollars more efficiently. However, it'll be tougher for a salesperson to soft-soap his/her way around objections based on too much duplication once buyers get used to seeing the Birch data.

It will be interesting to see how useful stations find the Birch ratings book innovations. The good news is that the material is handy within the

Baltimore SMSA
Fall 1981

The Birch Report

Average Quarter Hour Audience Composition
Monday-Sunday / 6:00 A.M.-Midnight

TOTAL PERS.	DEMOGRAPHIC COMPOSITION (%)												TEENS 12-17	ETHNIC COMPOSITION (%)				
	MEN						WOMEN							NON-ETHNIC	BLACK	HISPANIC	ORIENTAL	OTHER
	18-24	25-34	35-44	45-54	55-64	65+	18-24	25-34	35-44	45-54	55-64	65+						
WAAA	220	15.0	17.0	11.0	2.0	1.0	11.3	20.7	9.2	3.8	2.0		7.0	59.3	30.7	8.0	1.0	1.0

Baltimore SMSA
Fall 1981

The Birch Report

Cume Duplication
Men 18-49

Percent of Cume Duplicated

Total Cume Persons	Exclusive Cume Persons	MONDAY - SUNDAY / 6:00 A.M. - MIDNIGHT																	
		WAAA		WBBB		WCCC		WDDD		WEEE		WFFF		WGGG		WHHH		WIII	
		PERS	PCT	PERS	PCT	PERS	PCT	PERS	PCT	PERS	PCT	PERS	PCT	PERS	PCT	PERS	PCT	PERS	PCT
955	143			135	14.1	321	33.6	155	16.2	53	5.5	62	6.5			15	1.8	71	7.4



Reinforce your call letters everytime your audience ties one on with "Logo Laces." The imprinted shoelaces are available in a choice of lengths and can be worn with shoes or sneakers or ice or roller skates. The "Logo Laces" can also be used for tying up hair or wrapping gifts. For further information, contact Danjon Enterprises of Wellesley, MA.

ratings report, not something for which a station has to pay extra though AID or some other analysis system. As a former salesperson, however, I'll bet there will be some grumbling about "too darn much stuff in the ratings book." Creative salesmanship will make the most of the Birch data, though.

Next week is our "year-end" issue. In the December 18 issue, I'll show some other sales-oriented Birch firsts, then give you additional food for thought on the pros and cons of Birch. Till next week!

Jhan Hiber



WEST TWO ONE

AMERICA'S NUMBER ONE

PRODUCER/DISTRIBUTOR OF NATIONAL RADIO PROGRAMS, CONCERTS & SPE

LOS ANGELES

on the new Ratings Report page.

and Birch, is a way to enhance the by combining the data for two months go by the older month is dropped remains better than if figures for

12+ share of 5, while in October it November share was a 9, the rolling

for each discrete month, publica- Birch regularly creates only the roll- ble only on request at extra cost.

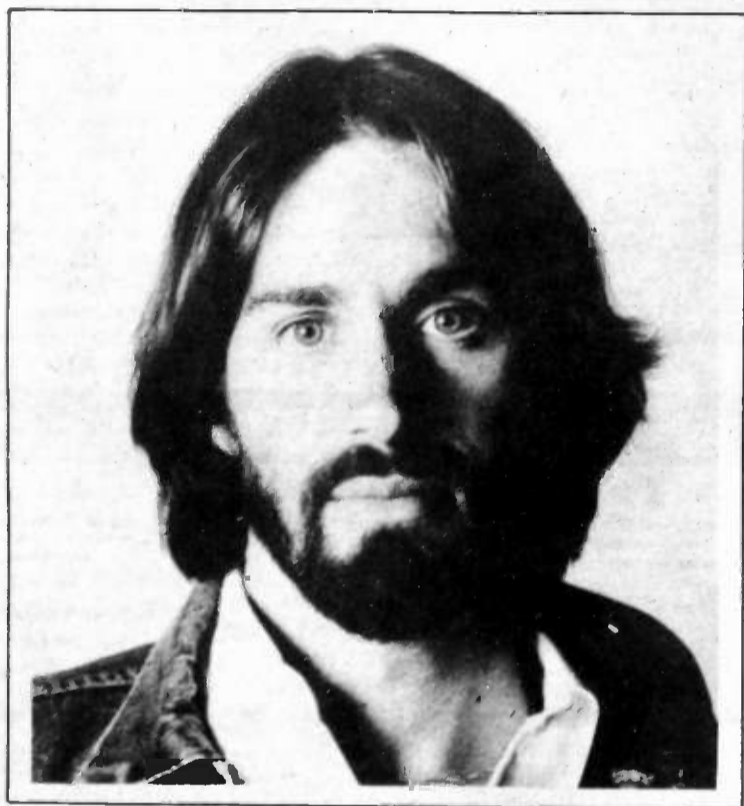
Your Christmas



Hit List



DAN FOGELBERG



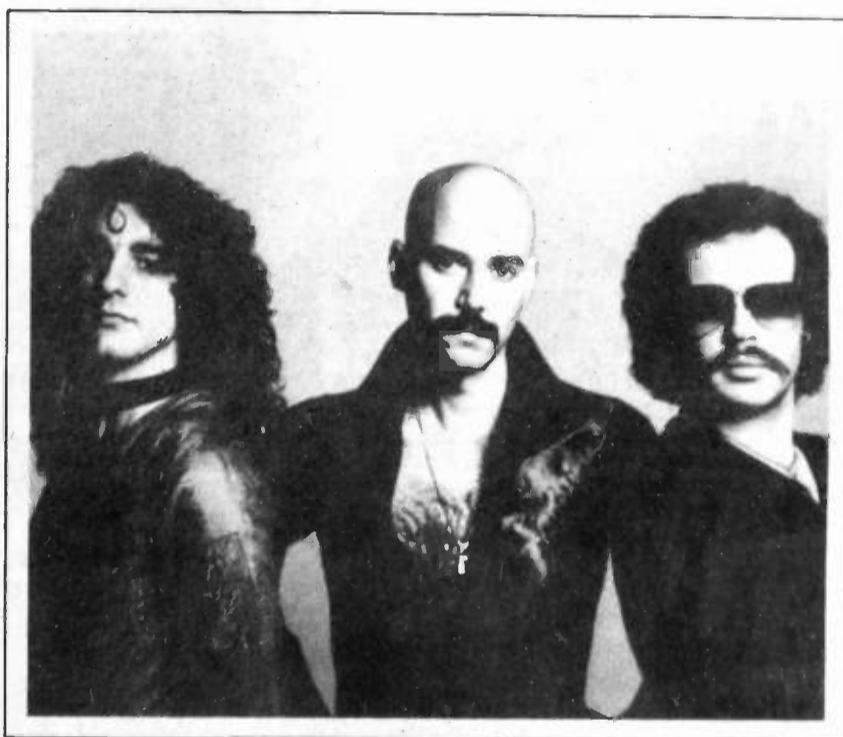
“Leader Of The Band”

CHR NEW & ACTIVE

DAN FOGELBERG “Leader Of The Band” (Full Moon/Epic) 110/51
Moves: Up 16, Debuts 19, Same 24, Down 0, Adds 51 including Q107, KEGL, KFI, Q103, WLAN-FM, V100, WHHY-FM, K8TT, KIDD, KLUC, WCIR, Z102, KKRC, KSLY.

A/C **BREAKERS**

BALANCE



“Falling In Love”

CHR

A/C

KIQQ add KOPA on
 WTIK add WHFM 29-25
 KROK add K104 24-17
 KXX106 add KHFI 19-17
 KOFM add 95XIL 37-34
 KBBK add WGLF 35-33
 KRLA on KILE 27-24
 KFI on KQDI 12-6
 KYYX on KYA deb 27

WVLK KPLZ WRVR
 WCHV WRIE Y106
 WDAY WWYZ WHBY
 WJMD WGAC WHBC
 WLTA KCSW WHIO
 97AIA WDEF KKRD
 KEX WSLI KAFY
 KING WMAZ KSL



RATINGS REPORT

The data contained on this page is copyrighted by the respective ratings services. Non-subscribers to the respective ratings services may not reprint or use this information in any form.

ARBITRON RADIO

Wilmington, DE METRO RANK 71

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 4323

Spring '80	Fall '80	Spring '81
1 WSTW-FM 11.4	1 WSTW-FM 11.4	1 WSTW-FM (R) 13.4
2 WJBR-FM 11.1	2 WDEL-AM 8.4	2 WDEL-AM (AC) 9.4
3 WDEL-AM 8.4	3 WJBR-FM 8.4	3 WJBR-FM (BB) 8.4
4 WIOQ-FM 6.1	4 WILM-AM 7.3	4 WILM-AM (R) 7.3
5 WMCK-FM 3.9	5 WYSP-FM 5.9	5 WYSP-FM (A) 5.9
6 WMMR-FM 3.7	6 WMCK-FM 4.9	6 WMCK-FM (AC) 4.9
7 WAM 5-AM 3.6	7 WUSD-FM 4.6	7 WUSD-FM (C) 4.6
8 WYSP-FM 3.6	8 WDAS-FM 3.5	8 WDAS-FM (B) 3.5
9 WUSD-FM 3.3	9 WMMR-FM 3.0	9 WMMR-FM (A) 3.0
10 WILM-AM 3.2	10 WIOQ-FM 2.7	10 WIOQ-FM (A) 2.7

Adults 18-34 Mon-Sun 6AM-Mid
Adults 26-54 Mon-Sun 6AM-Mid

RANK STATION	RANK STATION
1 WSTW-FM	1 WSTW-FM
2 WYSP-FM	2 WDEL-AM
3 WMCK-FM	3 WJBR-FM

Knoxville METRO RANK 74

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 4030

Spring '80	Fall '80	Spring '81
1 WEZK-FM 19.9	1 WIVK-FM 20.4	1 WIVK-FM (C) 28.0
2 WIVK-FM 19.7	2 WEZK-FM 16.7	2 WEZK-FM (BB) 6.4
3 WKJZ-AM 10.5	3 WOKI-FM 11.5	3 WIMZ-FM (A) 8.1
4 WIVK-AM 9.9	4 WOKI-AM 8.8	4 WOKI-FM (R) 7.8
5 WOKI-FM 8.3	5 WNOX-AM 8.4	5 WKJZ-AM (R) 7.6
6 WNOX-AM 7.1	6 WKJZ-AM 8.2	6 WIVK-AM (C) 6.8
7 WIMZ-FM 6.1	7 WIMZ-FM 7.0	7 WNOX-AM (R) 6.4
8 WCAP-AM 2.9	8 WCAP-AM 1.7	8 WCAP-AM (C) 3.3
9 WHEL-AM 1.9	9 WKKV-AM 1.7	9 WHEL-AM (AC) 2.9
10 WBMK-AM 1.4	10 WHEL-AM 1.4	10 WMYU-FM () 1.9

Adults 18-34 Mon-Sun 6AM-Mid
Adults 26-54 Mon-Sun 6AM-Mid

RANK STATION	RANK STATION
1 WIVK-FM	1 WIVK-FM
2 WIMZ-FM	2 WEZK-FM
3 WKJZ-AM	3 WKJZ-AM

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.

MEDIASTAT

New York		Los Angeles		Chicago	
Total persons 12+ Monday-Friday 6am-midnight Rolling Averages		Average persons 12+ Monday-Friday 6am-midnight Rolling Averages		Average persons 12+ Monday-Friday 6am-midnight Rolling Averages	
WOR Ties WPLJ For Top Spot; WKTU, WBLs Slip As WRKS Strengthens; WNBC, WRFM Rise		KABC Steady On Top; KMET, KLOS Locked In Tight Battle; KFWB Leads KNX		WGN, WGCI, WBBM Remain 1-2-3; WLUP Widens Lead Over WMET; WMAQ Moves Up	
Sept./ Oct.	Sept./ Oct.	Sept./ Oct.	Sept./ Oct.	Sept./ Oct.	Sept./ Oct.
WOR (T/AC) 6.2	6.7	KABC (T) 8.0	8.0	WGN (T/AC) 10.4	10.2
WPLJ (A) 6.8	6.7	KMET (A) 5.9	5.3	WGCI (U) 7.7	8.3
WKTU (U) 6.6	6.1	KLOS (A) 4.9	5.2	WBBM (N) 7.7	6.5
WBLs (U) 6.6	5.4	KFWB (N) 4.5	4.9	WLAK (BM) 2.9	5.3
WINS (N) 6.3	5.4	KNX (N) 4.2	4.3	WLS-FM (R) 5.9	5.0
WRKS (U) 4.8	5.4	KBIG (BM) 4.3	3.6	WMAQ (C) 4.5	6.0
WCBS (N) 5.0	4.7	KTNQ (S) 4.3	3.3	WLOO (BM) 4.4	4.9
WNBC (R) 3.7	4.5	KHTZ (AC) 2.5	3.0	WLS (R) 4.0	4.6
WPAT-FM (BM) 4.4	4.3	KRTH (R) 3.5	3.0	WLUP (A) 4.1	4.3
WYNY (AC) 3.6	3.8	KGFJ (B) 3.4	2.9	WKQX (AC) 4.5	4.0
WRFM (BM) 2.8	3.7	KHIS (R) 2.7	2.7	WMET (A) 3.8	3.7
WABC (R) 3.6	3.0	KJOI (BM) 2.4	2.7	WJEZ (C) 2.9	2.8
WADO (S) 2.0	3.0	KNX-FM (A) 3.5	2.7	WJPC (B) 2.9	2.7
WNEW (BB) 2.7	2.7	KRLA (R) 2.4	2.6	WXRT (A) 2.2	2.6
WNEW-FM (A) 2.8	2.7	KLAC (C) 2.5	2.5	WXRT (A) 2.2	2.6
WHN (C) 2.6	2.4	KIQQ (R) 2.5	2.4	WCLR (AC) 3.6	2.5
WMCA (T) 3.5	2.3	KLVE (S) 2.3	2.3	WBMX (B) 2.7	2.4
WCBS-FM (O) 2.0	2.1	KUTE (R) 1.7	2.3	WBBM-FM (R) 2.1	1.7
WJIT (S) 2.1	2.1	KFI (R) 2.0	2.2	WFMT-FM (CL) 2.4	1.6
WTFM (AC) 1.3	1.9	XTRA (R) 1.9	2.2	WAIT (BM) 1.1	1.4
				WYEN (AC) 1.3	1.4

Austin METRO RANK 69

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 4424

Spring '80	Fall '80	Spring '81
1 KHFI-FM 16.7	1 KASE-FM 13.5	1 KHFI-FM (R) 15.7
2 KVET-AM 11.6	2 KHFI-FM 12.7	2 KVET-AM (C) 11.4
3 KASE-FM 10.6	3 KVET-AM 11.8	3 KLBJ-FM (A) 11.2
4 KOKE-FM 8.8	4 KOKE-FM 9.2	4 KOKE-FM (C) 11.0
5 KLBJ-FM 7.8	5 KLBJ-FM 6.6	5 KASE-FM (BM) 10.9
6 KCSW-FM 7.4	6 KLBJ-AM 6.6	6 KCSW-FM (AC) 5.2
7 KMXX-FM 4.0	7 KCSW-FM 5.2	7 KLBJ-AM (AC) 4.4
8 KTSA-AM 3.7	8 KTSA-AM 4.7	8 KTSA-AM (R) 3.8
9 KIXL-AM 3.0	9 KOKE-AM 3.1	9 KMXX-FM (B) 3.6
10 KLBJ-AM 3.0	10 KNOW-AM 2.9	10 KOKE-AM (C) 2.7

Adults 18-34 Mon-Sun 6AM-Mid
Adults 26-54 Mon-Sun 6AM-Mid

RANK STATION	RANK STATION
1 KHFI-FM	1 KASE-FM
2 KLBJ-FM	2 KOKE-FM
3 KOKE-FM	3 KVET-AM

Youngstown-Warren METRO RANK 70

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 4392

Spring '80	Fall '80	Spring '81
1 WKBN-FM 15.5	1 WKBN-FM 12.3	1 WKBN-FM (BM) 11.7
2 WBBW-AM 14.2	2 WBBW-AM 12.3	2 WBBW-AM (R) 11.4
3 WHOT-AM 10.5	3 WYFM-FM 10.5	3 WYFM-FM (R) 9.0
4 WYFM-FM 9.6	4 WHOT-AM 9.4	4 WKBN-AM (AC) 9.0
5 WKBN-AM 9.5	5 WKBN-AM 9.2	5 WSRD-FM (A) 8.6
6 WSRD-FM 7.5	6 WSRD-FM 5.7	6 WHOT-AM (R) 8.2
7 WFMJ-AM 4.2	7 WQXK-FM 5.9	7 WQXK-FM (C) 5.9
8 WMM 5-FM 3.0	8 WFMJ-AM 5.5	8 WFMJ-AM (AC) 4.7
9 WQXK-FM 2.2	9 WMM 5-FM 2.9	9 WNUO-AM (C) 4.3
10 WHHH-AM 1.9	10 WHHH-AM 2.5	10 WMM 5-FM (A) 3.9

Adults 18-34 Mon-Sun 6AM-Mid
Adults 26-54 Mon-Sun 6AM-Mid

RANK STATION	RANK STATION
1 WSRD-FM	1 WKBN-AM
2 WHOT-AM	2 WKBN-FM
3 WYFM-FM	3 WQXK-FM

Flint METRO RANK 72

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 4184

Spring '80	Fall '80	Spring '81
1 WDZZ-FM 11.5	1 WWCK-FM 13.8	1 WGMZ-FM (BM) 11.1
2 WWCK-FM 10.3	2 WDZZ-FM 12.9	2 WWCK-FM (A) 10.5
3 WJR -AM 8.5	3 WGMZ-FM 12.4	3 WDZZ-FM (B) 10.3
4 WDFD-AM 8.0	4 WTRX-AM 6.6	4 WJR -AM (R) 8.0
5 WFMK-FM 7.1	5 WTRX-AM 6.3	5 WTRX-AM (AC) 7.8
6 WTRX-AM 6.9	6 WKMf-AM 5.9	6 WFMK-FM (AC) 7.5
7 WGMZ-FM 6.9	7 WDFD-AM 5.2	7 WKMf-AM (C) 6.8
8 WKMf-AM 5.8	8 WDFD-AM 4.5	8 WDFD-AM (AC) 6.5
9 WGER-FM 4.7	9 WAMM-AM 3.3	9 WTAC-AM (R) 3.4
10 WTAC-AM 4.4	10 WTAC-AM 3.1	10 WKCQ-FM (C) 3.4

Adults 18-34 Mon-Sun 6AM-Mid
Adults 26-54 Mon-Sun 6AM-Mid

RANK STATION	RANK STATION
1 WWCK-FM	1 WGMZ-FM
2 WTRX-AM	2 WDZZ-FM
3 WFMK-FM	3 WTRX-AM

Fresno METRO RANK 73

Share Trends Persons 12+ Mon-Sun 6AM-Mid
POP(00): 4157

Spring '80	Fall '80	Spring '81
1 KKNU-FM 9.5	1 KKNU-FM 9.6	1 KKNU-FM (BM) 11.4
2 KYNO-FM 9.0	2 KFYE-FM 9.3	2 KYNO-FM (R) 11.0
3 KMJ -AM 8.5	3 KMJ -AM 8.6	3 KMJ -AM (AC) 8.8
4 KFYE-FM 7.4	4 KXEX-AM 8.0	4 KFYE-FM (R) 7.4
5 KMAK-AM 6.9	5 KFIE-FM 7.7	5 KFIE-FM (A) 5.5
6 KKDJ-FM 6.1	6 KYNO-FM 7.0	6 KMAK-AM (C) 5.1
7 KIUY-FM 5.7	7 KMAK-AM 5.8	7 KGST-AM (B) 4.8
8 KFRE-AM 4.8	8 KKDJ-FM 3.8	8 KXEX-AM (S) 4.7
9 KARM-AM 4.6	9 KFRE-AM 3.6	9 KKDJ-FM (A) 4.6
10 KYNO-AM 4.4	10 KYNO-AM 3.6	10 KBO5-FM (R) 4.3

Adults 18-34 Mon-Sun 6AM-Mid
Adults 26-54 Mon-Sun 6AM-Mid

RANK STATION	RANK STATION
1 KYNO-FM	1 KKNU-FM
2 KFYE-FM	2 KMAK-AM
3 KKDJ-FM	3 KFYE-FM

The Birch Report

Indianapolis		Buffalo	
Average persons 12+ Monday-Sunday 6am-midnight Rolling Averages		Average persons 12+ Monday-Sunday 6am-midnight Rolling Averages	
WIBC Up Two, On Top; WXTZ, WENS Post Impressive Gains; WTLC Drops 7 In Possible Wobble		WBEN Climbs Into First-Place Tie With WGRQ; WGR, WBLK Rise; WJYE, WKBW, WBen-FM Soften	
Aug./ Sept.	Sept./ Oct.	Aug./ Sept.	Sept./ Oct.
WIBC (AC) 17.6	19.6	WBEN (AC) 10.3	12.9
WFBQ (A) 14.9	14.6	WGRQ (A) 14.4	12.9
WXTZ (BM) 7.8	10.3	WGR (AC) 7.2	9.0
WENS (AC) 7.8	8.7	WJYE (BM) 10.6	7.9
WNAP (R) 6.6	8.6	WKBW (R) 9.2	7.6
WIRE (C) 7.1	7.9	WBen-FM (R) 10.5	7.5
WFMS (C) 6.5	6.6	WBLK (B) 4.0	7.0
WIKS (R) 5.7	4.3	WECK (AC) 5.3	5.6
WTLC (B) 10.7	3.8	WPHD (R) 4.6	4.2
WIFE (N/T) 3.2	2.9	WYRK (AC) 4.2	3.6
WNDE (R) 2.1	2.0	WDCX (RL) 1.3	3.2
WATI (BM) 2.9	1.7	WZIR (R) 2.1	3.1
WBRI (RL) .6	1.3	WUFO (B) 1.1	2.3
WXLW (AC) .5	1.1	WWOL (C) 3.8	1.7
		WACJ (O) 2.0	1.4
		WFXZ (AC) 1.6	1.3

New Orleans

Average persons 12+
Monday-Sunday 6am-midnight
Rolling Averages

WEZB Takes First As WAIL Slips; WBYU, WTIx, WSHO Jump

	Aug./ Sept.	Sept./ Oct.
WEZB (R) 11.6	12.4	
WAIL (B) 12.8	9.4	
WRNO (A) 9.2	9.3	
WNOE-FM (C) 7.1	6.7	
WGSO (N) 7.0	6.6	
WBYU (BM) 4.3	6.2	
WQUE (R) 5.5	6.1	
WTIX (R) 3.8	5.5	
WSHO (C) 2.6	4.9	
WSMB (AC) 4.5	4.5	
WWL (T) 3.2	4.3	
WYLD-FM (B) 5.9	4.1	
WAJY (AC) 5.9	3.6	
WNNR (B) 2.1	2.5	
WNOE (C) 2.2	2.5	
WYLD (B) 2.0	2.3	
WBOK (B) 2.5	2.1	
WWIW (BB) 3.3	1.9	
WVOG (RL) .5	1.5	

WE GIVE YOU THE NEWS YOUR WIRE MACHINE MISSES.

Your wire machine already supplies you with late breaking hard news. We don't. Instead we give you late breaking humorous, crazy, bizzare and offbeat stories in twice-a-week dispatches. And the *Wireless Flash* offers you two exclusive sound lines that provide you with actualities of the life-style stories we're famous for. We've got sports news, a daily almanac and even a horoscope.

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**“BREAKIN’ AWAY”
IS BREAKIN’ OUT NATIONALLY!**

**AL JARREAU
“Breakin’ Away”**

**ADDED
AT THIS WEEK!**

KRLA
KFRC
WTIX
G100
BJ105
WDOQ
WGH
WGUY
WISE
99KG
KQDI



**BREAKIN’
AT THIS WEEK!**

WXKS-FM
KSLO
KIQQ
KYYX
WHFM
WKEE
KZFM
KSET-FM
KINT
B97
WAAY
WMEE
KYNO-FM
KGGI
KNBQ
KCPX
KHYT
WFBG
WFLB
KILE
KVOL
KENI

Produced By: Jay Graydon



ON WARNER BROS. RECORDS

THE TALK ON THE STREET...

STEVE SLATON, KISW, MD

"Hot phones first week out and showing no signs of letting up. Breaking thru like 'Ah Leah' all over again."

JON SINTON, Burkhart-Abrams-Michaels-Douglas & Assoc.
"Wherever 'Rock' is getting played, we're seeing big phones and sales."

KID LEO, WMMS, MD

"'Love Is Like A Rock' is as sturdy as the honeymoon capitol of royalty... Gibraltar, and it is a solid smash for the citizens of the rock and roll capitol of the world, Cleveland, Ohio."

JOHN GORMAN, WMMS, PD

"If you can't sing to this song, you're deaf. If you're not playing this song, you're dumb. If you don't see results from this song, you're blind."

DAVE LANGE, WDVE, PD

"You can't depend on your preacher, you can't depend on your teacher but you can depend on 'Love Is Like A Rock.' After 13 weeks, this song is still tops in phones with a good LP sales pattern."

SKY DANIELS, WLUP, MD

"The Donnie Iris 'Love Is Like A Rock' causes more phone pandemonium than I've ever seen before. 'Rock' is an instant classic."

JANEL DOLAN, KZEW, MD

"Every track on 'King Cool' is a winner, but the greatest is 'Love Is Like A Rock.' Good, clean, infectious rock and roll!"

"LOVE IS LIKE A ROCK"

(MCA-51223)

THE NEW SINGLE BY

DONNIE IRIS

FROM THE ALBUM *KING COOL*



MCA-5237

Produced by Mark Avsec for the Belkin-Maduri Organization
Executive Producer—Carl Maduri

MCA RECORDS
©1981 MCA Records, Inc.



STREET TALK

Charter Broadcasting President John Bayliss flew into Milwaukee on Monday (11-30) and relieved WOKY & WMIL VP/GM Bill Jaeger and GSM John Pinch of their duties. At press time no replacements had been named.

And while we're at it... is Charter quietly negotiating to sell all its radio properties? And could it be that a West Coast-based mini-communications conglomerate is the leading candidate to purchase all of the Charter stations except two? Naturally, should this deal go through, the smaller company will become a giant overnight.

Look for a big change within the upper echelon of the Elektra/Asylum promotion department. Street Talk hears that Jerry Sharell will take on the additional responsibilities of heading all of E/A's promotional troops.

Takin' It To The Streets

As hinted last week, Jeff Pollack has signed WYSP/Philadelphia as a consultation client. Philly, you may recall, is the market where Jeff first made a big splash when he programmed WMMR to AOR victory just before exiting to form his own company.

A call letter battle is heating up between WRQX/Washington and WMAR/Baltimore over the latter's desire to switch to WRLX. The usual claims about listener confusion and phonetic similarity have been amplified by the fact that WRQX is at 106.5 (calling itself Q-107) and WMAR is at 107.3.

After four months as afternoon personality for the Satellite Music Network's Country superstation, Jim Morgan has resigned to become PD at WCKS/Cocoa Beach. Morgan, who had also been writer, producer, and voice of SMN's weekend countdown show, plans to move WCKS more A/C as the station moves its tower closer to Orlando. The anticipated move and increased tower height would give WCKS coverage of the entire East Central region of Florida.

KADX/Denver switched from its full-time Jazz format to Country on December 1. The FM station is temporarily simulcasting with its AM-sister KBRQ (formerly KTLK).



WHAT SOME PEOPLE WON'T DO TO GET THEIR PICTURE IN STREET TALK — WCTC/New Brunswick Operations Manager Jay Meyers had his station baseball cap on in the delivery room when his wife, Debbie, gave birth to their new daughter, Courtney Pauline. This photo was snapped six minutes after Courtney entered the world and you can bet she was wondering if her Dad would be able to get her a neat cap like that in her size.

No Go At KOGO

KOGO/San Diego's airborne traffic reporter Stan Brown lost power in his helicopter last week and crash landed, luckily without injury. Now ordinarily this would not even come close to being what you might call an amusing anecdote, except that Stan is the same Stan Brown who crashed the KFI/Los Angeles traffic airplane into a house two years ago — again without injury.

In case you're still not convinced that Stan is *not* the kind of guy you want to hang out with, get this. While Stan was a member of the KTLK/Denver newsteam a few years back he was caught in a police crossfire. In the ensuing gun battle one of the suspects was wounded, falling across the hood of Stan's newscruiser, while he was broadcasting back to the station. Somebody get Cathy Lee Crosby on the phone from "That's Incredible." She needs to meet Stan Brown.

Casey In The Sky?

As all the networks scramble to firm up their program offerings for 1982, rumors persist that ABC Radio Enterprises is about to make a deal either to purchase Watermark outright, or sew up exclusivity of Watermark's two biggest weekly shows — "American Top 40" and "American Country Countdown."

B94/Pittsburgh has promoted two personalities from within the current staff: Jeff McKay is now Assistant PD, and Chuck Tyler is MD. Joining the B94 staff in a couple of weeks for morning drive will be Don Jefferson from KSLQ/St. Louis.

And Now, Ladies & Gentlemen...

Drake-Chenault Enterprises will be featured tonight (12-4) on the "NBC Magazine" TV show. The segment describes the conversion of KTTI/Yuma from Beautiful Music to D-C's "Great American Country." Format voice Bob Kingsley is featured and D-C President Jim Kefford is interviewed. The show airs at 8pm Eastern time (7pm Central & Mountain).

After KFI/Los Angeles PD Tom Bigby read Joel Denver's CHR column last week (R&R 11-27), he decided to take action. Helping to promote "the gift of music," KFI will run 30-second promos urging listeners to consider giving albums as gifts this Christmas. Bigby said, "I'm really thankful that record companies are out there trying to find the next Beatles and this is our way of thanking them for all the free music they have provided us this past year."

Congratulations to Columbia's Director of Album Promotion Paul Rappaport and his wife Sharon on the birth of their first child, Adam Davis, born December 1... and to E/P/A's Al Gurewitz and his wife, Delores, on becoming grandparents for the first time on November 25.



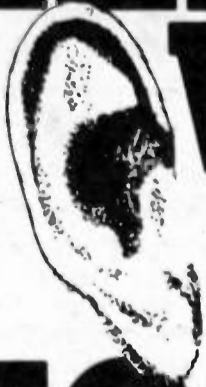
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BEACH BOYS "Come Go With Me"

A/C Chart Number: -- 24 ② BEACH BOYS/Come Go With Me (Caribou/CBS)

WIFI add
WXKS-FM deb 29
CKLW add
KS95-FM add
WGCL add
WKTJ add
KEZR add
KZZP add
WCAO add
WHFM add
WBLI add
WPST add
WLAN-FM add
KBFM add
WFMF add
WAXY add
WBBQ add

WOKI add
WLOL-FM add
KRAV add
WNAM add
KGGI add
KJRB add
KNBQ add
K96 add
KHYT add
WACZ add
WLAM add
WFOX add
WCGQ add
WISE add
KILE add 40
KQIZ-FM add
KKXL add
KKRC add

WSPT add
WAZY-FM add 28
KRNA add
KCBN add


KDZA add
JB105 add 35
Q105 32-31
WOKY deb 20
KRLA
KFI
KIIS-FM deb 34
KIQQ
KYYX

KIMN
WPHD 26-24
3WT deb 37
KC101 30-27
WKRZ-FM deb 20
WKEE deb 39
KINT deb 32
KHFI 27-24
WTIX 27-23

KLAZ deb 26
WJDX 32-28
WSGN 25-22
BJ105 deb 38
WDOQ 23-21
WSEZ 33-29
WCSC deb 25
WGH 19-9
WAKY 22-19
WVIC 37-23
KSTT 30-28
WNCI deb 28
KCPX 30
KLUC deb 29
WHEB deb 30
Z102 35-32
KATI deb 35

BERTIE HIGGINS

"Key Largo"

CHR

Q105 add 32
WPHD add
WKEE add
KEEL add
WZYP add
WHHY-FM add
WAXY add
WAKY add 23
WFBG add
KFYR add

Z93 29-26
94Q 21-17
KFI
WTIX deb 39
B97 28-26
WSGN deb 27
WAAY 9-7
BJ105 deb 39
WDOQ 3-1
WBBQ 16-11

KX104 deb 30
WOKI deb 33
WNOX deb 30
KCPX
Q104 24-17
Z102 34-30
WCGQ 25-19
WFLB 34-31



KILE deb 38
KENI
KSLY
KATI
KQDI
KOZE

A/C

WGY
WOKV
WHIO
KAFY
WSKY
WWSA
KMED
KRKK

WSB
KULF
97AIA
WARM98
KCSW
WERC
WDEF
WIS
WMAZ
WSM-FM
WQUE

SHELLA "Little Darlin'"

KFI add
WRCK add
WKEE add
KZFM add
KBFM add

KEEL add
KQ94 add
WAAY add
WCSC add

KBBK add
WCIR add
KILE add
KENI add

KFRC
KEZR
WPHD
KSET-FM

KINT 36
BJ105
KJ100
WVIC

WJXQ
KCPX
WFBG
WFLB
KVOL

CARRERE

A Special Announcement!

**THE
Rupert Holmes
Full Circle
Lottery**

**Grand Prize
Eligibility Numbers:**

000019	000001	000103
000044	000011	000024
000013	000037	000007
000096	000073	000099
000033	000090	000022
000010	000085	000095
000049	000038	000028
000045	000036	000025
000064	000060	000050
000030	000055	000109
000054	000053	000082
000120	000121	000067
000116	000078	000098
000105	000069	000123
000111	000035	000100
000114	000012	000051
000063	000058	000023
000091	000122	000107
000112	000070	000065
000072	000008	000083
000077	000115	000034
000014		000071

*If station policy dictates that a P.D. cannot accept the grand prize, then the grand prize may be used at the station for on-air giveaway.

FULL CIRCLE, the new Rupert Holmes album, contains the hit single "Loved By The One You Love." Produced by Rupert Holmes for The Holmes Line Of Records, Inc.



LP #5E-560 single #E-47225



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CBS Back In Style With Big Win

Taking seven of the first eight places, CBS recaptured the Nielsen crown, winning the race for the week ending November 29 with a 19.2 average rating. ABC slid to a 17.6 rating, with eight shows in the top 20 compared to CBS's 11. NBC had a bad week, with a 15.0 rating and just one program in the top 20 ("Little House" at 18). CBS's Friday and Sunday lineups were the top scorers, with "60 Minutes" outpointing "Dallas" 29.8 to 28.8 for number one, and the Sunday series returning after last week's preemption for "Mary Poppins."

Meanwhile, slight schedule differences allowed both CBS and ABC to claim victory in the recently-concluded November sweeps. Arbitron measured October 28 to November 24, with ABC edging CBS 19.1 to 18.7 and NBC at 16.0. Nielsen's ratings period was October 29 to November 25, with CBS ahead at 18.9, ABC with 18.6, and NBC at 16.0 again. The difference was mainly the last World Series game on October 28, aired over ABC. The most recent standings:

The most recent standings:

2	1	60 Minutes (CBS)	9	11	M*A*S*H (CBS)
1	2	Dallas (CBS)	20	12	Love Boat (ABC)
16	3	Dukes Of Hazzard (CBS)	—	13	Monday Night Football (ABC)
3	4	Three's Company (ABC)	11	14	Hart To Hart (ABC)
—	5	The Jeffersons (CBS)	—	15	Frosty The Snowman (CBS Fri. Special)
—	6	One Day At A Time (CBS)	—	16	Trapper John, MD (CBS)
—	7	Alice (CBS)	10	17	Laverne & Shirley (ABC)
—	8	Archie's Place (CBS)	—	18	Little House On The Prairie (NBC)
4	9	Too Close For Comfort (ABC)	—	19	The Muppet Movie (CBS Wed. Movie)
—	10	Sizzle (ABC Sunday Movie)	—	20	That's Incredible (ABC)



BILLY & BEATERS VERAFIED ON "FRIDAYS" — Alfa's Billy & the Beaters were musical guests on "Fridays" recently. Pictured on the set are (l-r) show's director/producer John Moffitt, group leader Billy Vera, and ASCAP's Sam Schwartz.



INGRAM GOES FOR "GOLD" — James Ingram, vocalist on the Quincy Jones record "Just Once," performed the song on "Solid Gold" recently. Series cohost Marilyn McCoo (left) is pictured with Ingram.

Music On TV

Madleen Kane makes her national U.S. TV debut on the "Merv Griffin Show" December 4. "Solid Gold" on the week of December 4 features Alabama, the Bee Gees, the Big Blue Wrecking Crew, Daryl Hall & John Oates, Curtis Mayfield, Joey Scarbury, and Paul Williams. The Spinners are on "Saturday Night Live" December 12 and visit "Rock Concert" the same date.

VIDEOSCOPE:

WB TO RELEASE FILMS TO PAY-TV FIRST?: Warner Bros. Executive VP Ed Bleier has been talking to various pay-TV firms about releasing feature films to subscription television prior to their theatrical release. However, speaking before a subscription TV association convention, Bleier said that subscribers would be forced to pay an extra fee — above their flat monthly charge — to take advantage of the early showings. . . **ADVENT SUSPENDS BIG SCREEN PRODUCTION:** The Advent Corp., operating under Chapter 11 of the Bankruptcy Act since March, has temporarily suspended production of its big-screen TV's. A pioneer in big-screen TV's, Advent had been producing an average of 425 TV screens per month. Advent VP/Sales Tom Friel said that production of the big-screen TV's will resume within 120 days. . . **AKAI INTRODUCES STEREO MICROPHONE FOR USE IN HOME VIDEO PRODUCTIONS:** Akai recently unveiled the "ACM-11V" stereo microphone, which it claims enables home video producers to surpass the sound quality of commercial TV broadcasts when making their own home video productions. The mike incorporates two precise unidirectional pickups to clearly separate incoming sound into left and right audio tracks for a true stereo image. Frequency response ranges from 100 to 15,000 Hz. Price: \$49.95. . .

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PUBLISHING FIRM FOR SALE

McCartney, Ono To Sue ATV Over Beatles Songs

Paul McCartney and Yoko Ono are planning to sue ATV Music for "breach of trust" involving royalty payments for the Beatles songs which the publishing company holds. McCartney, who has substantial publishing holdings, had earlier offered to buy ATV's Northern Songs subsidiary, which comprises the Beatles songs for \$44 million; and according to ATV owner Lord Lew Grade, McCartney and Ono recently made another offer for Northern. Grade declined, desiring to sell the entire publishing apparatus to one buyer (for \$50 million). Grade asserted

that the dispute with McCartney and Ono was over royalties, not the copyrights themselves.

McCartney and Ono commented jointly, "We wish to make it clear that contrary to recent reports we are not engaged in a battle with each other over the proposed sale of Northern Songs. We are, in fact, united in our intention to sue ATV Music for breach of trust."

Several offers have been extended for ATV, which went on the block to help shore up Grade's feature film division, which suffered substantial losses recently.

SIMEK, FISHER NOW VP'S

Taylor, Haywood Promoted To Polygram Senior VP's

Polygram Records has promoted Chip Taylor from VP to Sr. VP/A&R and Bill Haywood from VP/Black Music Marketing to Sr. VP/Black Music Division. In addition, Ed Simek was promoted from Director to VP/Inventory Management/Production and Artie Fisher moves from Director to VP/Special Projects.

Polygram President Guenter Hensler commented, "All of these fine music people have demonstrated their worthiness for greater responsibilities, having contributed much to Polygram's

present success. Equally important is the fact that they promise still greater results for the future."

Before joining Polygram, Taylor was a well-known artist, producer, and songwriter ("Angel Of The Morning," "Wild Thing"). Haywood came to Polygram's Mercury label in 1975 after a radio career including station such as WOOK and WOL/Washington. Fisher worked at several labels before coming to Polygram in 1978, while Simek served at Columbia previously.

KBCO

Continued from Page 1

wouldn't hire someone to answer the phones, and then they fired me. They said I was starting to sound like there was something else on my mind when I was on the air."

"No-Win Situation"

KBCO PD Dennis Constantine told R&R, "It was a no-win situation. We lost a talented air personality and she suffered mental anguish. It's a tragedy that some sick mind could bring about this situation."

Asked why the station didn't hire assistance for Lacy, Constantine said, "Between 10 and 2 we just don't get enough calls. Any volunteer or worker would get bored. Also, our image is personal rapport with the person on the air. Not being able to reach that person doesn't fit the image we're trying to project. We want to be available to our listeners."

He continued, "She wasn't fired because she didn't answer the phone. She was having trouble concentrating because of this distraction. There was an attitude problem that was projected, because she came to hate the job because of this situation. It affected her on-air performance."

Human Rights Investigation

Lacy said the station maintained she should hire someone out of her own paycheck to answer the phones, and when she was let go, she took her case to the local Human Rights Commission. "They agree there's discrimination here," she said, "in that only the female is getting harassed, that I'm being placed on an air-shift with a traditionally larger

male audience to attract a male audience, and I'm the only person at the station being harassed. They've drafted a letter asking KBCO if there's some way this can be worked out. They're calling it a 'sex-plus' discrimination case, because there are other factors."

Commenting on the HRC involvement, Constantine told R&R, "They came over and investigated the situation. We had long talks with them, and at this point that's as far as it's gone. They're going to take it back to conference and decide whether they feel we discriminated. If the answer is yes, we'll go to court; if no, that's the end of it."

Despite the specter of a legal conflict, both parties expressed relatively conciliatory attitudes. Lacy told R&R, "I have no qualms about the format. I like the people there, but they just deserted me. With a few things on paper, I would take the job back." And Constantine said, "I want her to work here. I'd love to see this thing worked out so she could come in to work and feel comfortable. I want to see it resolved, but I don't know how to resolve it."

Hallam

Continued from Page 1 him and I'm extremely happy that we've been able to work this out after several weeks of discussion. I'm anticipating very positive things for WHN, and I'm sure Dene will do an outstanding job for the station."

No immediate replacement for Hallam was named at WWWW. He will take over the programming of WHN on December 21.

BRAD MESSER



For Radio Newsrooms: TV Or Not TV?

Those of us who are accustomed to putting the heat of publicity to the feet of public officials and others in the news, sometimes blister when the Light of Truth gets shined back toward us. We're used to handing it out but when it comes to taking it we bristle in righteous indignation, or slink into a safe corner 'til the heat blows over.

Former President Harry Truman said people who can't take the heat should stay out of the kitchen, and when it comes to public criticism I say — not in the Christian sense — it is much better to give than to receive. The subject comes up because someone took a little shot at me in one of the local newspapers, as a sidelight to a minor ongoing whimpering-and-bickering feud.

The newspaper writer revealed that he had been visiting my station during a fast-breaking major local story, and that I had been watching the TV while the sniper and police faced off. Well, he was right. But was I wrong?

I don't really know. The TV people had cameras on all the action and it surely made it convenient for me to look at the tube and pass along some information about what I could see. The newspaperman left out a few facts that might have made it look better for me, and that of course is what everyone says when a little media heat is being applied. My station had a helicopter above the scene, and first one and then two reporters as near as police would allow . . . but the fact is, the newspaperman told the truth: I was taking some information right off the tube and putting it on the radio to keep my listeners up to the minute with an overall picture of the situation.

Again, was that wrong, or immoral, or unprofessional? There are no hard rules about that, and I've heard reporters argue both sides convincingly.

Can I watch Cable News Network and hop on the air with some Washington story they've just covered live? Is it a violation of journalistic morals to watch CBS cameras aimed at Columbia's desert landing and then go on the air with a report that the shuttle is safely down? Do I have to wait for the wire, or have my own reporter at the scene of everything?

There are no firm rules. People disagree. The overall rule is that it's immoral to misrepresent the facts, or to claim someone else's work as your own.

The best part of the whole little incident was sitting in the newsroom with my co-workers, reading the newspaper's somewhat petty comments, and then discussing our feelings about whether he was doing his job thoroughly, and whether we were. The criticism may not have been balanced, but then sometimes there are people whom we've written and talked about who say the same thing about our stories. For a few minutes, we at the station were put exactly in the place of those about whom we write, and that was the best part without a doubt. It made us think and consider and evaluate and test our own actions and feelings.

The heat did us good because it caused us to rethink the rights and wrongs of our daily procedures, and if there was a twinge of discomfort it is best put down as a growing pain.

CALENDAR

Pearl Harbor Attack

MONDAY, DECEMBER 7: Today is the 40th anniversary of the surprise Japanese air attack on our naval base at Pearl Harbor, which drew America immediately into World War II. A day before, Dorothy Edgers had intercepted a Japanese message about the plan, but her supervisor at the Office of Naval Intelligence decided it could wait until normal office hours on Monday. Pearl Harbor was attacked on a Sunday.

Thirteen years ago today the world's longest-overdue book was returned to the Cincinnati Medical Library, 145 years after it had been checked out. The \$2700 fine was forgiven.

Johnny Bench is 34. Ellen Burstyn is 49. Ted Knight is 58.

Langley's Airplane/Submarine

TUESDAY, DECEMBER 8: It was 78 years ago today that Samuel Langley tried to launch his airplane from atop a houseboat on the Potomac River, but it merely catapulted out over the water and then dove into the drink. Had it flown, Langley's name would be in all the books, instead of Orville and Wilbur Wright, whose airplane *did* fly nine days later.

Sammy Davis Jr. is 56. Flip Wilson is 48. Gregg Allman is 34.

The First Christmas Card

WEDNESDAY, DECEMBER 9: It was the custom to write notes to friends at Christmas 1½ centuries ago, but Henry Cole had procrastinated too long and had to do something fast . . . so he hired an artist, engaged a printer, and created the first Christmas cards, which were mailed 138 years ago today in 1843 in London.

The American Lung Association sold its first Christmas Seals on this date 74 years ago, raising about \$300 in the 1907 campaign. Now the decorative little stamps bring in roughly \$45 million annually.

Tip O'Neill is 69. Kirk Douglas is 63. Redd Foxx is 59 and Dick Van Patten is 53.

Final Full Moon Of '81

THURSDAY, DECEMBER 10: If tonight's Full Hunters' Moon seems closer and bigger, it should, because the final full moon of 1981 comes at orbital perigee. The moon never gets closer to Earth than tonight.

The shortest days begin a week from next Saturday, and on the longest night of the year winter will arrive, a week from next Monday on December 21.

Clyde Orange of the Commodores is 35. Johnny Rodriguez is 29.

The Mo-Tel Tourist Camp

FRIDAY, DECEMBER 11: The first "motor hotel" was on the eve of opening 56 years ago at San Luis Obispo, CA in 1925. The "Mo-Tel Inn" was the first of the modern facilities serving highway travelers.

The planners of the Empire State Building announced 52 years ago today that there would be a zeppelin mooring mast atop the skyscraper, because the big powered balloons were to be the transportation method of the future.

Brenda Lee is 38. Rita Moreno is 50. Alexander Solzhenitsyn is 63.

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OR, WHAT EVER HAPPENED TO THOSE GUYS?

Is There Life After Ownership?

By John Leader

Haven't you sometimes wondered what ever happened to those guys... you know, the ones that bought that little radio station in... where was that? The dreams that many of us have had about going into ownership at some point in our careers do become reality for some. But what becomes of those nationally known names who buy stations in markets that are, shall we say, a few miles outside the limelight?

Two such gentlemen are Tim Moore and Bob Harper, both of whom were very successful and nationally recognized professionals with the TM organization in Dallas. That is, until they decided to pick up their families and move to Charlevoix, Michigan. Along with two other financial partners, Tim and Bob purchased WVOY & WKHQ/Charlevoix, risking the security of a successful company like TM for their own venture into station ownership.

Having known Bob Harper for a number of years (he programmed WGCL/Cleveland, KQV/Pittsburgh, and WKBW/Buffalo, among others), and planning a vacation visit to my home state of Michigan, I accepted an invitation to visit Bob and Tim in Charlevoix.

Charlevoix is a small resort town in the northern part of Michigan's lower peninsula. Although the permanent population is only a few thousand, the area swells with vacationers in both the summer and winter months, as big city dwellers from Detroit, Grand Rapids, and Chicago maintain second homes on the shores of Lake Michigan and Lake Charlevoix. Surrounding cities both smaller and larger provide an ample base of listeners for the Beautiful Music AM WVOY and the CHR FM WKHQ.

Carrying my portable R&R limelight with me, I sat down with Tim and Bob for the following conversation. If you've ever had the notion to buy your own radio station, I think you'll find what these two young owners have to say quite interesting.

JL: Why would two people who were so successful working on the national level want to buy their own radio station in a smaller market?

BH: It had occurred to me that I had made a lot of money for other people, which is fine, but in the process I learned a tremendous amount. It dawned on me that I could be doing the same amount of work, maybe more, and have the return be more immediate, more personal, if I were working for myself. I think the whole idea of personal satisfaction was important. I was at a point in my career where I needed that. I needed to feel as though "this is mine."

JL: Why Charlevoix? Why these particular stations?

TM: Before I went to TM, I was at WVOY, working for the owners, Tim Ives, a partner

in WJBC/Bloomington, and Elmo Franklin, who is the Chairman of International Tapetronics (ITC). They knew of my desire to get into ownership, and when the FCC granted them the license for a new FM up here, I made my move. With their financial assistance I became a partner and, at the same time, brought Bob into the deal. They remain our partners and we have an option to buy them out should we wish, but the relationship we share with them is great. I don't think anyone could ask for two better partners.

I knew the area, having been here before, and, frankly, the beauty of this part of the country was a big draw for me. This has to be one of the best radio sales areas for its size in the world. Traverse City just to the south of us is a \$2½ million radio market with a population of around 20,000. You can't imagine how active the retail is up here. In our first year we billed nearly \$600,000, and you know Charlevoix is only 4000 people.

"Don't think you can move into a small market situation and just lay back and take it easy. We have probably worked harder over the past year, getting these stations rolling and established, than either of us ever have before."

JL: The profit picture must be quite rosy with those gross figures. Is it expensive to run the stations?

BH: Well, we try to keep the costs under control, naturally. Tim likes to refer to our staff as a kind of commando team. We try to run the stations with fewer people but with each person being highly qualified and as versatile as possible. So in some respects our personnel expenses may be a little higher than they need to be, but that's okay because we're running the quality operation for this area and we're going to keep it that way.

JL: Let's talk about formats. The AM is Beautiful Music and the FM is Contemporary. Are the stations live?

BH: The FM is TM's Stereo Rock system with modifications. I change some of the material and rotations when the tapes arrive, but the Stereo Rock library is our basis. On the air we use live personalities. Tim does the morning show, a very bright young guy named Rob Hazelton does mid-days, and I do afternoon drive. We have two very well-defined news personalities: Robert White in the morning with Tim, and Cindy Smith in afternoons with me. The FM is the Noble Beautiful Music format.

JL: What about the recruitment of talented people for both on the air and off? Has that been a problem in a town the size of Charlevoix?

TM: The interesting thing about this area is that it is a very easy area to recruit to, and whether or not it makes sense from the usual career progression standpoint, people get here and don't want to leave. Because we are trying to run a very high-quality operation, we do pay our people a little more and we try to take very good care of them. We recruit very carefully to the selling proposition that there's no valid reason for anyone to market-hop and spend 20 years going around the circuit if you really enjoy skiing, sailing, and looking at beautiful sunsets.

A perfect example is Jim Owen, who just joined us from Heftel in Indianapolis. He was up here on vacation, heard the FM sta-



The owner/management team at WVOY & WKHQ/Charlevoix, Michigan. Station Manager Bob Harper (left) and President/General Manager Tim Moore (right).

tion, and said to himself, "What am I doing? I've got two kids that I don't get to see a lot, and a wife that I would like to spend more time with. So why am I beating my brains out going to New York or Los Angeles when I could be with a radio station of this caliber?" Jim joined us a couple of weeks ago and is doing the early evening shift on the FM.

JL: Do you feel that you are handling money differently now that you're working for yourselves, as opposed to when you were working for a big company?

BH: I don't think there's any question about it. One of the big shocks for a lot of people who go into their own business for the

so are our families.

JL: Any final words of advice for those future radio station owners getting ready to make the big step into working for themselves?

BH: When in doubt, do it yourself. Don't think you can move into a small market situation and just lay back and take it easy. We have probably worked harder over the past year, getting these stations rolling and established, than either of us ever have before.

TM: Absolutely. There's never been a day when we've taken this situation lightly or that I haven't come in at 5:30 in the morning and gone home at 6:00 in the evening. I think my big recommendation would be not only be prepared to work hard, but know that in today's economy you can't make it overnight. When you are a small company, you don't have that cushion of the corporate structure to fall back on. When we have a bad year, there are not 10 other stations in the chain doing well that could keep us afloat for a period of time. We're on our own and we approach each day with a healthy amount of fear and a tremendous amount of energy. That's what it takes and that's what we've both committed to giving it. That's why Bob says "do it yourself."

first time is the difference between budgeted expenses and cash flow. We really started our business at a time when a lot of experts felt the economy was in trouble.

A large amount of the credit in keeping these radio stations thriving in a less-than-ideal economy has to go to our sales department. We have an office in Traverse City, another in Petoskey to the north, and one here in Charlevoix. We've kept a really strong local identity in each of those marketing areas with strong sales people that were very carefully selected.

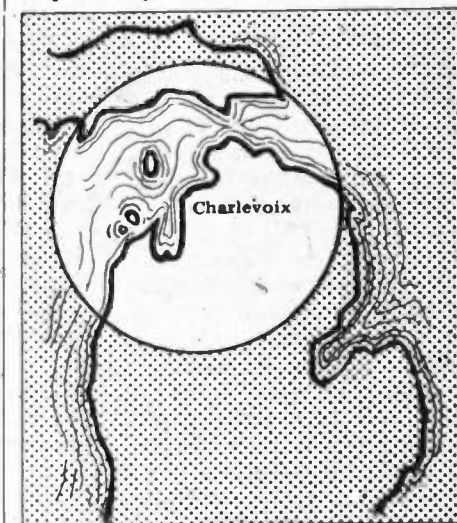
TM: I'm so proud of our sales people. I really think they could do well at any radio station in any size market. Most of them, with a couple of exceptions, have not been in radio before. We do an awful lot of training and we recruit very carefully, as Bob said. It's just as important to us to have someone that wants to stay longterm, and a person that has the vision, the scope, the completeness to approach the job as a career and not, "Gee I think I'll try this and see if I like it."

JL: Do either of you miss the pace or the lifestyle of a big city? You were both based in Dallas for quite a while and I know your duties with TM had both of you travelling extensively.

TM: Well, this whole area, Traverse City-Charlevoix-Petoskey, is really like the Dallas of the north. This part of the state is quite healthy economically, and there is so much entrepreneurship going on that, quite frankly, there isn't much shopping I could find in Dallas that I can't find here. There aren't as many stores, naturally, but this place has become much more than the population figures might lead you to believe.

I think Bob and I would both kind of like to get caught in a morning traffic jam again, but you can't have everything.

BH: I don't miss the pace, but I do miss the convenience of some things. However, there are so many advantages to living in a town this size that giving up a few of the conveniences of a big city is a small concession to make. We are both very happy here and



BH: Right. This may be called a smaller market, but we have never considered it that. To us, it's the only market. If you want to buy a radio station in a smaller situation and relax, don't buy the station because you will not succeed. I don't know that there's ever been a time in my life that I've worked harder and enjoyed it more.

TM: There are 15 aggressive stations in this area, so it's no cakewalk for any of us in this situation. But the competition keeps us sharp and brings all of our standards up, which is kind of nice.

BH: When we were working for TM, I think we both had moments on airplanes when we'd just left a client with some advice that he may or may not have implemented. You think to yourself, if that were my station, I'd... well, now we're in the situation where our supposed expert advice is what makes us or breaks us. It's a hell of a challenge and a bonafide pleasure. Yes, there is life after ownership!



Harper, Moore, and Traverse City Sales Manager Jan Chapman revise some copy in the production facility at the stations.

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DAYTON, OH WAZU
DAYTONA BEACH, FL WDIZ
DENVER, CO KPKE
DES MOINES, IA KGGO
DETROIT, MI WLLZ
DULUTH, MD KODS
EAU CLAIRE, WI WOKL
EL PASO, TX KLAQ
EUGENE, OR KZEL
EVANSVILLE, KY WHKC
FARGO, ND KQWB
FLINT, MI WWCK-FM
FRESNO, CA KKDJ
FT LAUDERDALE, FL WCKO
FT PIERCE, FL WOYV
FT WAYNE, IN WKKE
GRAND RAPIDS, MI WLAV-FM
GREEN BAY, WI WKAU
GREENSBORO, NC WKZL
GREENVILLE, NC WITN
GREENVILLE, SC WDOK
HARTFORD, CT WCCC
HONOLULU, HI KDUK
HOUSTON, TX KLQJ
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POUGHKEEPSIE, NY WPDH
PROVIDENCE, RI WAAF
PUEBLO, CO KILQ
RALEIGH/DURHAM, NC WITN
REDDING, CA KRQG
RENO, NV KCBN
RICHMOND, IN WRJA
RIVERSIDE, CA KOLA
ROANOKE, VA WUEZ
ROCHESTER, NY WCMF
SAGINAW, MI WWCK-FM
SALEM, OR KGON
SAN ANTONIO, TX KISS
SAN DIEGO, CA KGB-FM
SAN FRANCISCO, CA KMEL
SAN JOSE, CA KSFX
SANTA FE, NM KWXL
SAVANNAH, GA WZAT
SEATTLE, WA KISW
SIOUX FALLS, SD KRKZ
SOUTH BEND, IN WAOR
SPRINGFIELD, MA WCCC
SPRINGFIELD, MO KRFG
SPRINGFIELD, OH WAZU
STAUNTON, VA WJSY
STUEBENVILLE, OH WOMP
STOCKTON, CA KSTN
ST. CLOUD, MN KDWB-FM
ST. LOUIS, MO KWK
SYRACUSE, NY WSYR
TALLAHASSEE, FL WQWD
TAMPA, FL WRBO
TERRE HAUTE, IN WBDJ
TOLEDO, OH WLOT
TOPEKA, KS KYYS
TRENTON, NJ WMMR
TRI-CITIES, WA KIOK
TUCSON, AZ KLPX
UTICA, ROMÉ, NY WSYR
WASHINGTON, D.C. WWDC-FM
WATERTOWN, NY WOTT
WHEELING, WV WOMP-FM
WICHITA FALLS, TX KKOY
WICHITA, KS KICT-FM
WILKES-BARRE, PA WEZX
WILMINGTON, DE WMMR
WILMINGTON, NC WHSL
WORCESTER, MA WAAF
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CHR PROFILES

Personality Is The Common Thread

Part Four

A few weeks back when I started to run these profiles of the newer CHR stations, I noticed a pattern beginning to form as these interviews took place. Almost without exception, all of these stations seem to be placing a pretty heavy emphasis on personality. For a while, CHR radio was all but turning into a jukebox of announcers saying, "that was and this is, it's 4:05 with, on your favorite music station."

Anyway, the information being generated by these short profiles has been useful, as some of you have mentioned "borrowing" a promotional idea or two from other reporters. That's the main reason these are run... to stimulate an exchange of creativity.

WJXQ (Q106)/Jackson-Lansing

PD: Jim Ryan (joined nine months ago as PD; formerly MD, WDRQ/Detroit)

MD: Patti Cheeks (came aboard with Jim Ryan from sister station WDOQ/Daytona Beach)

Phone: (517) 788-7770

Facility: 106.1 MHz; 50kw horizontal & vertical

Description Of Sound: WJXQ (Q106) really rocks out up here, but it does depend on the daypart, as we have songs slotted according to their sound and where they fit best. The station doesn't play any black music because of the limited ethnic population, and according to our



research everyone seems to tag black records with a disco perception. We feel that by generally sticking to a 'vanilla' sound the audience knows what to expect when they tune us in. The station's jocks are fun-sounding and pretty uptempo, reminiscent of years ago, since they talk up records and put winners on the air. The station is really fun to listen to.

Winning Promotional Idea: Q106 is currently doing a lot of things. Our bumper sticker contest is in full swing with \$100 and \$1000 money winners, plus some other unconventional prizes like concert trips and things like flying lessons. The audience definitely knows this station

is different. We are quite involved at the club level with jocks introducing the acts, and doing live cutaways from the stage back to the studio. Drinks go for \$1.06 and we all have a great time. Since the station serves Jackson, Lansing, and Kalamazoo, and it's a toll call between these three cities, our 800 contest/request line has really gone over big.

KBBK/Boise

PD & MD: Bob Lee (one year as PD, three years as air talent; previously with crosstown competitor KFXD)

Phone: (208) 888-0093

Facility: 92.3 MHz; 44kw horizontal & vertical

Description Of Sound: This station is really heavy into personality and promoting the air staff. A good example is our morning man "Emperor" Lomax. He got the title from votes on ballots in the newspaper. He ran against some of his daily character voices, and won by a landslide. We knew he would win, but it sure was some inexpensive publicity. We daypart pretty heavily, as we are pretty mellow in the morning and really hit it hard as we move towards night.

Winning Promotional Ideas: In an effort to promote the whole station, we recently had "Million Dollar Mornings" where we gave away the daily interest on \$1 million. Charity work is very important with us, and to show how involved we are with the March of Dimes, we



came within \$2500 of the largest amount raised on the West Coast, raising a little under \$13,000 in our Super Dance. We use in-depth investigative features from the news department too. We ran one on prostitution that was so hard-hitting, our news director actually got threatening phone calls over it.

WSSX/Charleston

PD: Bill Martin

MD: John Ashton

Phone: (803) 556-5660

Facility: 95.1 MHz; 100kw horizontal & vertical

Description Of Sound: This was formerly a Black station, so when the station went CHR, we went the other way, leaning towards rock and shying away from black or soft product. We will play a Sheena Easton or something similar if it tests well in sales, callouts, requests, and our guts. Even though we are rock-oriented, we aren't AOR, because our jocks are bright and uptem-



po. Our control room is filled with information about artists and what's happening in town so that this is as far as they have to go for the music and the information needed.

Winning Promotional Idea: 95SX's "Legends Of Rock" promotion worked really well for us. Each day we featured a different artist and their hottest cuts, plus gave away copies of their latest albums. The entire artist's catalogue is also offered at a special price at a participating record outlet. Listeners were encouraged to stop in and get their free



Legends Of Rock Cards, which contain a photo, profile, and discography of the artist which were available at the rate of one artist per week. Listeners collecting all 22 cards were given a free station jersey at the end of the promotion. I also run a weekend promotion every weekend, as it seems to give the audience an extra reason to tune in.

WOMP-FM/Bellaire

PD & MD: Steve Allen (1 year as PD; previously air talent at WQRK/Norfolk)

Phone: (614) 676-5661

Facility: 100.5 MHz; 13.5kw horizontal & vertical

Description Of Sound: The station was originally News/Talk years ago, then went CHR, then AOR for a

lot of years. When I came here, it was very unfamiliar-sounding, and I guided it into a familiar-sounding CHR station, building on the solid base of teens and young adults already listening. The music is mass appeal, but we're slower to play softer A/C crossovers. We jump quickest on those big image artists but will play black product if it shows well on other stations.

Winning Promotional Ideas: Keeping with our rock 'n' roll image, we've embarked on staging concerts with groups from the 60's that are still together. We've had



lots of success with a Steppenwolf concert this past summer, and have plans to bring in the Guess Who, and Three Dog Night. The adults of the "Woodstock Era" really like these concerts and the teens respond really well too, so they have acted as a wide demo vehicle for the station. Another thing that works well for us is taking an entire office, up to 10 people, to lunch once a week with the morning man. Not only does it promote good will, but we learn a great deal by talking one-on-one with these listeners about our station, and what they want from it.

KOZE/Lewiston

PD & MD: Wes McShay (four years at station, three as MD, one as PD)

Phone: (208) 743-2502

Facility: 1300 kHz; 5kw day and 1kw night

Description Of Sound: This is really a straight-ahead CHR station that plays a wider variety of music than we could if this was a bigger market. The burnout factor is bigger here with fewer stations to choose from, so we have to be aware of the loyalty of our listeners. Our demos are from 18-44, which in itself is pretty widespread. Each of our jocks is creative and has his own special feature generic to his show. In my show I do a thing called "Name That Oldie," which is self-



explanatory. In afternoons we run one called "You Bet Your Face," which is really a trivia contest, and at night during football season we do "Pigskin Prognostications."

Winning Promotional Idea: We recently had a "Hands On" contest which took place at a local car dealer's showroom. It started out with lots of people keeping at least one hand on a car, with the winner who lasted the longest grabbing \$1000. We did cutaways from the dealer, and it went on and on. In the end, two people were left after 59 hours of having at least one hand on the car. They agreed to remove their hands at the same time, and they split the money 50-50. This got lots of publicity for the station, and made the car dealer really happy.

GET THE
HIGH ROTATION
 YOU NEED
 FROM
COLUMBIA RECORDS



EARTH, WIND, & FIRE

WFBR add 24
 KSTT add
 WMEE add
 WOW add
 WCGQ add
 WBEN-FM 1-1
 Y100 5-1
 KSET-FM 1-2
 B97 2-1
 KIDD 2-1
 FM102 1-1
 KJRB 12-8
 Q104 1-1

PRO-FM deb 21
 JB105 3-2
 KEARTH 3-3
 KRLA 4-4
 KFI 2-2
 KIIS-FM 2-2
 13K 1-4
 KJR 22-19
 KYYX 15-13
 Q103 24-18
 WTIC-FM 1-3
 WDRC-FM 3-3
 KC101 11-9



KNBQ 19-13
 KBBK 12-10
 K96 26-19
 WCIL-FM 22-13
 KSLY 12-10
 KCBN 6-3
 KDZA 15-13

**JUST
 RELEASED:
 A SPECIAL
 12" VERSION!**

CHR Chart Number:

- 30 26 ⑩ EARTH, WIND & FIRE/
 Let's Groove (ARC/Columbia)

"LET'S GROOVE"



BILLY JOEL

AVERAGE MOVE +4

96KX add
 KEARTH add
 KIMN add
 KOPA add
 WVBF add 29
 WTIC-FM add 29
 B97 add
 KXX106 add
 Y103 add 29
 WHBQ add 19
 KX104 add
 WANS-FM add
 WZZR add
 WLOL-FM add
 WAKX add

KIOA add
 WKDQ add
 KGW add
 KLUC add
 WOMP-FM add
 KQWB add
 KKRC add
 WYUU add 28
 99KG add
 KSLY add
 KOZE add
 WABC deb 27
 WNBC 28-23
 WBEN-FM 35-27
 WIFI on



JB105 31-27
 CKGM on
 KEGM on
 94Q 30-26
 KS95-FM on
 KBEQ 23-21
 WGCL on
 KRLA on
 KFI 26-22
 KIIS-FM 35-31
 KIQQ on

WHFM 26-22
 KHFI 24-19
 KQ94 30-23
 KLAZ 28-21
 WMAK-FM 26-23
 WCSC 29-23
 WGH 8-5
 WRVQ 19-15
 WJBQ 29-23
 13FEA 29-25
 KSEL-FM 26-22

**AN A/C AND
 CHR HIT**

"SHE'S GOT A WAY"

LOVERBOY

NATIONAL SUMMARY:
 33 UP, 7 DEBUTS

KBFM add
 KHYT add
 WJBQ add
 WGLF add
 KQIZ-FM add
 WBEN-FM 26-24
 96KX on
 B104 on
 CHUM 17-13
 CKGM deb 29
 KEGM 10-5

KBEQ 32-29
 WKTI on
 KIQQ 38-27
 KFRC on
 KYYX on
 KZZP 26-24
 3WT 27-22
 WPST 29-23
 K104 38-31
 WKEE 37-30
 WJXQ 8-7



KJRB 24-15
 KNBQ 23-18
 KSKD 31-23
 KLUC 27-25
 KRQ 29-26
 Q104 15-12
 WXLK deb 26

KSEL-FM 17-15
 WSPT 32-28
 KRNA deb 24
 KENI 33-27
 KOZE 13-9

**ALBUM SALES:
 TOP 5
 NATIONWIDE**

"WORKING FOR THE WEEKEND"

Bits

WXLQ/Berlin, NH got involved with the downtown merchants in an attempt to bring shoppers back to the city. The station gave hot air balloon rides and passed out "funny money" at the rate of \$1 for each \$5 spent, then held an auction for premium prizes offered by the merchants.

FM100/Memphis held its second annual garage sale for the benefit of the Epilepsy Foundation. Over 20,000 people turned up, which according to PD Gary Guthrie "was double the number of attendees from the previous year." The booths were rented out, yielding \$10,000 for the charity.

WTKI/Milwaukee is taking advantage of a weekly tradition in the city of having a fish fry. The station recently held the "World's Largest Fish Fry" at Mecca, where it gathered over 20 restaurants together to serve fish, beer, and salad to over 9000 hungry folks.



ARE YOU A TOADSUCKER? — If you are a listener to the Jackson and Jose morning show over K98(WKXC)/Rome, GA you might become a "Toadsucker." It seems there are over 2000 of them on the loose all over the South now. Each morning a Toadsucker's number is called on the air with the winner receiving an official Toadsucker Cake from a local bakery. Pictured (l-r) are head Toadsuckers Jerry Jackson, and Jose G. Jose with mail from aspiring Toadsuckers.



QV103 CHILI CHOWDOWN — QV103 (KKQV)/Wichita Falls recently participated in the 10th annual Chili Cookoff in conjunction with the Jaycees. Over 15,000 turned out for a good case of indigestion as they sampled over 110 different chili entries.

Doubleday

Continued from Page 3
Stevens added, "That's significant growth for us to go into Washington and New York in the same year." Two weeks ago the FCC also approved Doubleday's sale of KHOW/Denver to Metromedia.

Stevens told R&R no other acquisitions are on the horizon for Doubleday, explaining, "We've got a pretty good success ratio but you don't want to push

WWOC

Continued from Page 3
matter for two years, the first meeting he had with Arbitron was several weeks ago. At that time Arbitron proposed some compromises. Keene says, "After that meeting I've gotten nothing in writing from Arbitron. The only follow-up has been to Mal Beville of the Broadcast Ratings Council, and he told me he considered Arbitron's proposal 'unacceptable.'"

Spokespersons for Arbitron and the Broadcast Ratings Council were unavailable for comment at presstime. However, Mal Beville, Executive Director of the BRC, earlier told R&R, "The five panel members who'll make up the mediation hearing board have been selected." A date will be set in the near future for the WWOC vs. Arbitron hearing.

Motion

Chip Mosley, former MD at KLIK & KJFF/Jefferson City, is named Operations Manager and PD of WBTH & WXCC/Williamson, WV... Marie Stage exits the night show at KRNA/Iowa City to do afternoons at WSPT/Stevens Point... Tom Fricke has been promoted to MD and Assistant PD at KYTN/Grand Forks... Gary Mack leaves WNAP/Indianapolis to do nights at FM100/Memphis, replacing Andy Parks, who becomes PD at WZLQ/Tupelo.

Keith Buckley upped from PM to morning drive and Operations Manager at WXLQ/Berlin, NH... KGGI/Riverside welcomes new morning man Jeff McNeal, who was doing weekends at KIIS-FM/Los Angeles... John Chomble is the new PD at WHSY/Hattiesburg, MS... KQIZ-FM/Amarillo PD Steve Stucker got hitched (11-28) to Vicki Osbourn... And congrats to WZYQ/Frederick MD Boss Hoss and wife Suzy on the birth of their first child (11-23), Jennifer Sue Brett.



KFRC'S STONES ON WHEELS — KFRC/San Francisco recently gave away its "Official Stones Car," a Fiat Spider 2000 actually autographed by Mick Jagger. The car was given away at Tower Records, where 168 lucky contestants tried to start the car with their keys. Only one key actually worked. Group member Bill Wyman was on hand to greet everyone, as the crowd of over 500 watched winner Bill Rose crank the ignition. Pictured (l-r) are KFRC air personality Harry Nelson and the winner.



PRAY FOR PLAY — When EMI America Florida promotion rep Michael Harris went out for airplay on J. Geils' "Centerfold," he made sure the ears were in his favor, and asked for a little divine intervention too. Pictured (l-r) are Michael, an unnamed Playboy Bunny, and WAXY/Ft. Lauderdale PD Rick Shaw.



BIG BANNERS FOR BARRY — Prior to his concert appearance, WGH/Norfolk held a banner contest for Arista's Barry Manilow. Shown here with the winning banner out of over 600 entries is Manilow.



CHEAP TRICK CREATIVITY — KHOP-FM/Modesto recently asked listeners to create Cheap Trick posters for a contest in conjunction with the Epic artists' recent Stockton concert appearance. The winner received concert tickets and a \$500 stereo system. Shown (l-r) are MD Jim Kirk, winner, Cheap Trick's Pete Comita, station salesperson Blass Vallejo, group member Rick Nelson, and station personality Rosemary.



BACKSTAGE WITH LRB — In support of their current Capitol album "Time Exposure," the Little River Band undertook a U.S. tour. While in Seattle, the group invited members of radio station staffs backstage for conversation. Shown (l-r) are KJR PD Tracy Mitchell, group lead singer Glenn Shorrock, Albatross Productions' Cathy Harker, and Capitol's Stan Foreman.

Guthrie

Continued from Page 1
pointment, saying, "We're very excited about having a fine young man like Gary join our company. He's an honest, hard-working individual who knows radio. We try to get good radio people for our

company and Gary will be a fine addition."

Guthrie will take over from exiting KOPA & KXAM GM Chuck Artigue, who has been named General Manager at First Media's newest acquisition WEFM/Chicago. No immediate replacement was named for Guthrie at WMC-FM.

Ienner

Continued from Page 1
other vital areas of marketing, sales, and business affairs. I'll take the ability to close a station, bring home a record, or solidify an artist's career and apply that same never-say die attitude to the overall administration of Millennium Records. In addition I will work to insure that we maintain and increase the successful selective standard Millennium has developed in the music industry, while broadening our involvement into motion pictures and television." Ienner cited a TV pilot and two film properties the company intends to acquire.

"With this promotion," Ienner concluded, "I'm that much closer to seeing a dream fulfilled: making Millennium one of the most important and creative entertainment companies of the 80's and beyond."

Stevens

Continued from Page 1
soliciting some outside stations as clients too."

KOY President/GM Gary Edens told R&R, "Nat's a very unusual talent, one of the best in America, and he'll be difficult to replace. This is such a critical job. We'll be looking for someone with a good track record who already believes in the kind of radio we're doing here. KOY is the flagship station for the 11 Harte-Hanks radio properties, so we're always under a magnifying glass."

Stevens indicated that he would remain with KOY through the end of the current rating period and then assume the consultant's role after relocating to Northern California.

KIXX

Continued from Page 3
The tickets were given away by the station's personalities in various locations throughout the Dallas-Fort Worth area. In the three weeks prior to the concert, KIXX hosted 87 different giveaway events, typically releasing 200 free tickets at each location.

Walton, who did not disclose how much the massive promotion cost the station, said, "It was a night to remember. The turnout was overwhelming and the crowd reaction and participation was just plain exciting. The concert was such a big success we're already planning next year's."

THE PICTURE PAGE

"Foreigner 4" Platinum To The Fore



Foreigner were presented with platinum awards for their "4" album following a Madison Square Garden performance. Pictured backstage are (l-r) group's Rick Wills, manager Bud Prager, WEA President Henry Droz, group's Mick Jones, Atlantic Chairman Ahmet Ertegun, label Exec. VP/GM Dave Glew, and group's Lou Gramm and Dennis Elliott.

RCA Reaffirms Pride



Charley Pride signed a new five-year contract with RCA, his label since 1965. His 38th album is set for early 1982. Pictured (l-r) are RCA VP Joe Galante, President Bob Summer, Pride, and VP Jerry Bradley.

Moodys Fill Philly Arena



The Moody Blues were congratulated backstage by Polygram executives after their Brendon Byrne Arena performance in Philadelphia. Pictured (l-r, standing) are Polygram Sr. VP Harry Lask, VP Russ Regan, Polygram President Guenter Hensler, group's Ray Thomas, Polygram VP Jim Lewis, group's Graeme Edge and Justin Hayward, VP Chip Taylor, and group's John Lodge; (l-r, kneeling) group's Patrick Moraz, label's Joe Grossman, VP's Bill Levy and Jerry Jaffe.

Fogelberg & Friends



Epic's Dan Fogelberg recently played the Meadowlands in New York, and was greeted backstage by CBS executives. Pictured (l-r) are CBS Songs President Michael Stewart, manager Irving Azoff, E/P/A Sr. VP/GM Don Dempsey, Fogelberg, CBS Records Group President Walter Yetnikoff, and CBS International VP Bunny Friedus.

Honey Turns To Gold



Capitol presented A Taste Of Honey with a gold record for their "Sukiyaki" single at a Los Angeles reception. Pictured (l-r, standing): management's Phil Casey, manager Forest Hamilton, EMI Music Chairman Bhasker Menon, Capitol VP Bruce Wendell, group's Janice Marie Johnson and Hazel Payne, Capitol VP Varnell Johnson, Capitol Records Group President Don Zimmermann, and Capitol VP Walter Lee; (kneeling, l-r) label's Steve Buckley and VP Dennis White.

CBS Meets ARS



Columbia and CBS executives met with the Atlanta Rhythm Section at a New York reception in the group's honor recently. Pictured (l-r, front) are management's Arnie Geller, CBS Records Division President Dick Asher, group's Paul Goddard and J.R. Cobb, Columbia Sr. VP/GM Al Teller, and group's Dean Daughtry and Barry Bailey; (l-r, rear) group's Ronnie Hammond and Roy Yeager, Columbia VP Mickey Eichner, and management's Buddy Buie.

Felicitations For Feliciano



Motown's Jose Feliciano was met backstage after his Los Angeles Roxy appearance by top-echelon Motown executives. Pictured (l-r) are VP Lee Young Sr., Chairman Berry Gordy, Feliciano, and President Jay Lasker.

Gordon Flashes Platinum



Gordon Lightfoot was presented with a platinum award for his "Gord's Gold" album, and re-signed with Warner Brothers through WEA of Canada. Pictured in Los Angeles at the platinum presentation are (l-r) WB Sr. VP Leny Waronker, Lightfoot, and WB Chairman Mo Ostin.

EAST Most Added. Hottest Little River Band Olivia Newton-John Air Supply Rod Stewart Rick Springfield Foreigner

ADDS & HOTTS

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 Little River Band Olivia Newton-John Air Supply Rick Springfield Hall & Oates Foreigner

EAST

PARALLEL TWO

WKII/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS SHEILA HENRY PAUL BAND... WKRB-FM/Wilkes-Barre, PA Bob Seger... WJIB/Boston, MA Billy Joel...

PARALLEL THREE

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJIB/Boston, MA Billy Joel... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL THREE

13FJA/Manchester, NH Keith Lemire... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL TWO

BUT/Dorinda, FL Tom West... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL THREE

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL TWO

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL THREE

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL TWO

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL THREE

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL TWO

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

PARALLEL THREE

WVBE/Huntington, WV Gary Miller AIR SUPPLY BERTIE HIGGINS... WJAZ-FM/Jacksonville, FL Kenny Rogers... WJAZ-FM/Jacksonville, FL Kenny Rogers...

MIDWEST Most Added® Hottest

Dan Fogelberg Nicks & Henley
Beach Boys Olivia Newton-John
Rolling Stones Foreigner

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.

WEST Most Added® Hottest

Little River Band Hall & Oates
Dan Fogelberg Olivia Newton-John
Air Supply Quarterflash

MIDWEST

PARALLEL TWO

XX/Columbus, OH
Teri Nutber

AC/DC (dp)
Hottest:
FOREIGNER 1-1
NICKS & HENLEY 10-5
HALL & OATES 14-10
NEIL DIAMOND 15-12
LINDSEY BUCKINGHA 19-14

KIOA/Des Moines, IA
A.W. Pantolo

JENNIFER WARNES
BILLY JOEL
Hottest:
ONJ 1-1
NICKS & HENLEY 8-4
ROD STEWART 9-6
POLICE 15-11
GEORGE BENSON 22-16

KOFM/Oklahoma City, OK
John Jenkins

DAN FOGELBERG
LULU
BILLY SOUIER
BALANCE
JENNIFER WARNES
Hottest:
FOREIGNER 1-1
ROYAL PHILHARMONI 12-2
NICKS & HENLEY 14-10
NEIL DIAMOND 17-13
GO GO'S 20-14

KRAV/Tulsa, OK
Gary Reynolds

BEACH BOYS
SHEENA EASTON
DAN FOGELBERG
Hottest:
NICKS & HENLEY 7-1
BARBRA STREISAND 5-4
LINDSEY BUCKINGHA 6-5
JUICE NEWTON 19-11
GEORGE BENSON 20-16

KZSU/Peoria, IL
Keith Edwards

RICK SPRINGFIELD
LRLB
FOREIGNER
Hottest:
POLICE 2-1
NICKS & HENLEY 4-2
QUARTERFLASH 7-6
CARS 15-10
ROLLING STONES 19-15

WGRD/Grand Rapids, MI
Sean Stevens

EDDIE RABBITT
CHILLIWACK
ROLLING STONES
PAUL DAVIS
Hottest:
ONJ 1-1
J. GEILS BAND 4-2
JOURNEY 6-5
NICKS & HENLEY 13-9
LINDSEY BUCKINGHA 15-10

WHOT/Youngstown, OH
Dick Thompson

ROLLING STONES
DAN FOGELBERG
Hottest:
ONJ 1-1
FOREIGNER 2-2
ROD STEWART 9-5
NICKS & HENLEY 16-8
HALL & OATES 19-14

WMEE/Fort Wayne, IN
John Curry

EW&F
FOREIGNER
Hottest:
FOREIGNER 1-1
ROD STEWART 4-3
QUARTERFLASH 10-8
HALL & OATES 27-12
NEIL DIAMOND 17-14

WNAP/Indianapolis, IN
Paul Mendenhall

GEORGE BENSON
EDDIE RABBITT
Hottest:
NEIL DIAMOND 3-1
FOREIGNER 5-4
DIANA ROSS 7-5
STEVIE WOODS 15-9
BARBRA STREISAND 20-14

WNCN/Columbus, OH
Steve Edwards

EDDIE SCHWARTZ
Hottest:
COMMODORES 1-1
CHILLIWACK 4-2
JOURNEY 6-3
QUARTERFLASH 10-5
LINDSEY BUCKINGHA 12-7

WOWI/Omaha, NB
J.C. Corcoran

EDDIE RABBITT
ROLLING STONES
EW&F (dp)
Hottest:
ONJ 2-1
COMMODORES 5-3
NICKS & HENLEY 6-5
ROD STEWART 11-6
LINDSEY BUCKINGHA 12-10

WVIC/East Lansing, MI
Jim St. John

DEL SHANNON
DONNIE IRIS
RICK SPRINGFIELD
DAVID GATES
T.G. SHEPPARD
Hottest:
DIANA ROSS 1-1
BURTON CUMMINGS 2-2
ONJ 4-3
BARRY MANILOW 5-4
NEIL DIAMOND 6-5

KSTT/Davenport, IA
Bill Young

EW&F
JUICE NEWTON
SHEENA EASTON
DAN FOGELBERG
Hottest:
ONJ 2-1
NEIL DIAMOND 8-4
NICKS & HENLEY 10-5
HALL & OATES 21-10
GEORGE BENSON 18-14

KEYN-FM/Wichita, KS
Terrie Springs

CARS
ROLLING STONES
Hottest:
FOREIGNER 4-1
COMMODORES 7-4
NICKS & HENLEY 11-8
ROD STEWART 13-9
LINDSEY BUCKINGHA 23-15

WYFM/Youngstown, OH
Jeff Tobin

NICKS & HENLEY
QUARTERFLASH
LINDSEY BUCKINGHA
Hottest:
ONJ 1-1
JOURNEY 10-3
DIANA ROSS 17-11
ROD STEWART 13-12
NICKS & HENLEY A-17

WAKX/Duluth, MN
John Armstrong

BILLY JOEL
ROYAL PHILHARMONI
Hottest:
FOREIGNER 1-1
ONJ 2-2
ROD STEWART 8-4
NEIL DIAMOND 13-9
NICKS & HENLEY 15-11

WNAM/Appleton-Oshkosh
Jay Tyler

BEACH BOYS
Hottest:
FOREIGNER 1-1
CHILLIWACK 10-8
DIANA ROSS 12-9
NEIL DIAMOND 14-12
GO GO'S 23-21

WGBF/Evanston, IL
Gene Michele

ROLLING STONES
JUICE NEWTON
Hottest:
FOREIGNER 1-1
COMMODORES 2-2
NICKS & HENLEY 7-5
LINDSEY BUCKINGHA 12-6
ONJ 8-8

WZOK/Rockford, IL
Mr. Ed

COMMODORES
FOREIGNER
Hottest:
FOREIGNER 1-1
NICKS & HENLEY 4-3
ROD STEWART 6-4
QUARTERFLASH 9-7
LINDSEY BUCKINGHA 12-9

Z104/Madison, WI
Linda Hudson

DEVO
EDDIE SCHWARTZ
ROYAL PHILHARMONI
BILLY SOUIER
Hottest:
ONJ 1-1
JOURNEY 2-2
QUARTERFLASH 10-6
GO GO'S 17-10
HALL & OATES 23-14

WIKS/Indianapolis, IN
Tom Gilligan

DEL SHANNON
RUSH
PETER CETERA
KINKS
POLICE
Hottest:
FOREIGNER 1-1
BOB SEGER 3-3
NICKS & HENLEY 7-5
QUARTERFLASH 8-7
LINDSEY BUCKINGHA 11-9

US2/South Bend, IN
J.K. Dearing

BARBRA STREISAND
QUARTERFLASH
Hottest:
ONJ 1-1
DIANA ROSS 12-5
BARRY MANILOW 17-6
NICKS & HENLEY 23-13
LINDSEY BUCKINGHA 20-15

WDJX/Dayton, OH
Joe Dawson

ROLLING STONES
EDDIE RABBITT
GREG LAKE
Hottest:
ONJ 1-1
NICKS & HENLEY 4-3
ROD STEWART 5-4
LINDSEY BUCKINGHA 13-10
J. GEILS BAND 20-13

WLWL-FM/St. Paul, MN
Phil Houston

BILLY JOEL
DAN FOGELBERG
DON MCLEAN
BEACH BOYS
ONJ
EDDIE SCHWARTZ
Hottest:
FOREIGNER 1-1
QUINCY JONES 2-3
ROD STEWART 9-5
NICKS & HENLEY 10-6
BARBRA STREISAND 15-9

WKDQ/Evanston, IL
Hobbs/Payne

BILLY JOEL
LRLB
Hottest:
FOREIGNER 1-1
ROD STEWART 3-2
LINDSEY BUCKINGHA 10-7
JOURNEY 11-9
HALL & OATES 22-11

WJXQ/Jackson, MI
Jim Ryan

ZZ TOP
BOB SEGER
DONNIE IRIS
HENRY PAUL BAND
NEIL YOUNG
DEL SHANNON
KNACK (dp)
NIKKI WILLS (dp)
Hottest:
J. GEILS BAND 1-1
LOVERBOY 8-7
ROLLING STONES 17-9
CARS 15-11
BILLY SOUIER 22-12

KQKQ/Omaha, NB
Mark Evans

ROLLING STONES
SHEENA EASTON
JERMAINE JACKSON
Hottest:
FOREIGNER 1-1
ROD STEWART 3-2
NICKS & HENLEY 6-3
LINDSEY BUCKINGHA 7-5
QUARTERFLASH 10-8

KIKK/Davenport, IA
Chuck King

Hottest:
FOREIGNER 2-2
LINDSEY BUCKINGHA 12-12
NICKS & HENLEY 13-13
NEIL DIAMOND 21-21
HALL & OATES 25-25

WZZR/Grand Rapids, MI
Lucian Jay

BILLY JOEL
AIR SUPPLY
LRLB
Hottest:
COMMODORES 3-1
ROD STEWART 5-3
NICKS & HENLEY 9-4
LINDSEY BUCKINGHA 10-8
QUARTERFLASH 15-9

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannan

LRLB
AIR SUPPLY
BERTIE HIGGINS
Hottest:
ONJ 1-1
ROD STEWART 5-2
STEVE MILLER BAND 7-4
J. GEILS BAND 9-6
HALL & OATES 13-7

KKLB/Rapid City, SD
Sherryn/Piper

LRLB
Hottest:
FOREIGNER 1-1
JOURNEY 5-3
NICKS & HENLEY 9-5
LINDSEY BUCKINGHA 8-6
QUARTERFLASH 11-9

KKRC/Sioux Falls, SD
Ron Nelson

BILLY JOEL
BEACH BOYS
DEL SHANNON
DAN FOGELBERG
EDDIE SCHWARTZ
Hottest:
COMMODORES 3-1
POLICE 4-3
NICKS & HENLEY 6-4
QUARTERFLASH 8-5
LINDSEY BUCKINGHA 10-6

KKXL/Grand Forks, ND
Jeff Parker

ROLLING STONES
BEACH BOYS
GO GO'S
Hottest:
FOREIGNER 1-1
FOREIGNER 3-2
COMMODORES 7-5
NICKS & HENLEY 7-5
DIANA ROSS 10-7
LINDSEY BUCKINGHA 13-10

WRKR/Racine, WI
Steve Warren

SOFT CELL
SHEENA EASTON
GEORGE BENSON
BRUCE SPRINGSTEEN
Hottest:
FOREIGNER 1-1
ONJ 7-2
J. GEILS BAND 16-12
HALL & OATES 20-13
LINDSEY BUCKINGHA 25-17

WSPT/Stevens Point, WI
Brad Fuhr

RONNIE MILSAP
BEACH BOYS
Hottest:
ONJ 1-1
GO GO'S 2-2
ROD STEWART 7-3
NICKS & HENLEY 8-5
J. GEILS BAND 15-7

WTRU/Muskegon, MI
Mike Stevens

SHEENA EASTON
BILLY JOEL
DAN FOGELBERG
LRLB
RONNIE MILSAP
KOOL & THE GANG
Hottest:
ONJ 1-1
COMMODORES 3-2
ROD STEWART 4-3
NICKS & HENLEY 6-4
LINDSEY BUCKINGHA 11-7

KDVB/Topeka, KN
Tony Stewart

DAN FOGELBERG
Hottest:
FOREIGNER 1-1
ONJ 2-2
GO GO'S 5-4
LINDSEY BUCKINGHA 7-5
J. GEILS BAND 14-10

KELO/Sioux Falls, SD
Marc Elliot

DAN FOGELBERG
GEORGE BENSON
DONNIE IRIS
STEVE NICKS
ROYAL PHILHARMONI
Hottest:
CHILLIWACK 2-1
COMMODORES 4-3
ONJ 8-7
LINDSEY BUCKINGHA 14-11
NICKS & HENLEY 18-14

KWLO/Waterloo, IA
Draw Bentley

DAN FOGELBERG
LRLB
GO GO'S
Hottest:
ONJ 1-1
JOURNEY 3-2
J. GEILS BAND 5-3
COMMODORES 8-5
NEIL DIAMOND 13-9

WAZY-FM/Lafayette, IN
Harris/Dugan

BEACH BOYS
DAN FOGELBERG
JUICE NEWTON
Hottest:
ONJ 2-1
CHILLIWACK 3-2
ROD STEWART 5-5
EW&F 11-10
J. GEILS BAND 17-14

KRNA/Iowa City, IA
Brad Goynehore

STEVE CARLISLE
LRLB
HENRY PAUL BAND
BEACH BOYS
DONNIE IRIS (dp)
Hottest:
NICKS & HENLEY 2-1
ROD STEWART 7-3
LINDSEY BUCKINGHA 9-4
J. GEILS BAND 10-6
STEVE MILLER BAND 14-10

KQWB/Fargo, ND
Wayne Miller

HALL & OATES
DAN FOGELBERG (dp)
ROLLING STONES (dp)
BILLY JOEL (dp)
Hottest:
DIANA ROSS 8-6
LINDSEY BUCKINGHA 9-8
NEIL DIAMOND 12-10
JOURNEY 14-11
QUARTERFLASH D-13

WCIL-FM/Carbondale, IL
Tony Waitkus

ROYAL PHILHARMONI
KENNY ROGERS
BILLY SOUIER
RICK SPRINGFIELD
JO JO ZEP/FALCONS
Hottest:
ONJ 1-1
JOURNEY 16-11
EW&F 22-13
QUARTERFLASH 23-15
QUEEN/PONIE 28-20

KFMZ/Columbia, MO
Steve Graziano

RICK SPRINGFIELD
DONNIE IRIS
PETER CETERA
Hottest:
POLICE 1-1
FOREIGNER 2-2
NICKS & HENLEY 9-5
JOURNEY 14-10
RUSH 26-17

99KG/Salina, KS
Denny Collier

BARBRA STREISAND
BILLY JOEL
DAN FOGELBERG
RICK SPRINGFIELD
AL JARRPAU
AIR SUPPLY
Hottest:
ONJ 1-1
NICKS & HENLEY 8-4
NEIL DIAMOND 16-11
HALL & OATES 25-14
J. GEILS BAND 19-16

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron

EDDIE RABBITT
BOB SEGER
ALABAMA
MADLEN KANE
RONNIE LAWS
T.G. SHEPPARD
Hottest:
FOREIGNER 1-1
AIR SUPPLY 2-2
COMMODORES 3-3
ONJ 4-4
QUARTERFLASH 5-5

KGW/Portland, OR
Jenia Wojniak

GEORGE BENSON
BILLY JOEL
Hottest:
FOREIGNER 1-1
QUARTERFLASH 3-2
MIKE POST 5-4
NEIL DIAMOND 13-8
BARBRA STREISAND 17-13

KJRB/Spokane, WA
Buds Coleman

LRLB
SHEENA EASTON
DAN FOGELBERG
BEACH BOYS
ZZ TOP
Hottest:
QUARTERFLASH 1-1
EW&F 12-8
HALL & OATES 27-13
NEIL DIAMOND 20-14
LOVERBOY 24-15

KRO/Tucson, AZ
Guy Zapoleon

JUICE NEWTON
J. GEILS BAND
LRLB
Hottest:
JOURNEY 7-2
CHILLIWACK 12-7
NEIL DIAMOND 16-10
LINDSEY BUCKINGHA 18-11
CARS 26-14

Y84/Fresno, CA
Ray Appleton

BARBRA STREISAND
EDDIE RABBITT
Hottest:
FOREIGNER 2-1
NICKS & HENLEY 16-8
LINDSEY BUCKINGHA 14-11
GO GO'S 20-14
GEORGE BENSON 23-16

KLUC/Las Vegas, NV
Dave Van Stone

LRLB
DAN FOGELBERG
BILLY SOUIER
SHEENA EASTON
BILLY JOEL
Hottest:
ROD STEWART 2-1
JOURNEY 3-2
QUARTERFLASH 8-5
NICKS & HENLEY 9-6
CARS 24-21

KYNO-FM/Fresno, CA
John Lee Walker

VANGELIS (dp)
STEVIE WOODS
JOURNEY
Hottest:
ONJ 1-1
EW&F 2-2
GEORGE BENSON 4-3
DIANA ROSS 5-4
ROGER 3-5

KZZX/Albuquerque, NM
Bruce Daniels

GEORGE BENSON
SHEENA EASTON
Hottest:
FOREIGNER 1-1
ROD STEWART 6-4
LINDSEY BUCKINGHA 12-9
QUARTERFLASH 15-10
NEIL DIAMOND 18-12

FM102/Sacramento, CA
Manders/Preston

CARS
DAN FOGELBERG
JUICE NEWTON
ROYAL PHILHARMONI
Hottest:
EW&F 1-1
QUARTERFLASH 7-2
ROGER 9-3
GEORGE BENSON 14-10
BARBRA STREISAND D-22

KSPZ/Colorado Springs, CO
Mike Daniels

NICKS & HENLEY
BARBRA STREISAND
SHEENA EASTON
Hottest:
COMMODORES 1-1
DIANA ROSS 9-6
HALL & OATES 14-7
NEIL DIAMOND 21-13
PAUL DAVIS 22-17

KHYT/Tucson, AZ
Rich Brother Robbin

TEDDY PENDERGRASS
PAUL DAVIS
LOVERBOY
BFACH BOYS (RA)
Hottest:
FOREIGNER 2-1
SHOCK "Crackin'" 23-7
HALL & OATES 17-14
QUEEN/BOWIE 27-19
RAY, GOTMAN & BR D-29

KIDD/Monterey, CA
Brown/Ryan

SHEENA EASTON
LRLB
DAN FOGELBERG
Hottest:
EW&F 2-1
ONJ 3-2
ROD STEWART 5-4
COMMODORES 7-5
STEVE MILLER BAND 15-10

KGGV/Riverside-San Bernardino, CA
Steve O'Neil

LULU
BEACH BOYS
DON MCLEAN
Hottest:
ONJ 1-1
ROD STEWART 12-4
GEORGE BENSON 21-9
HALL & OATES 22-15
QUARTERFLASH 29-19

KJRX/Bakersfield, CA
Squires/DaRo

EDDIE SCHWARTZ
SUE SAAD
DAN FOGELBERG
RICK SPRINGFIELD
Hottest:
CHILLIWACK 2-1
NICKS & HENLEY 5-3
GENESIS 8-6
J. GEILS BAND 16-8
CARS 24-20

KNBQ/Tacoma, WA
Bryan/Roberts

FOREIGNER
BEACH BOYS
JOURNEY (dp)
Hottest:
ONJ 2-1
JOURNEY 6-3
HALL & OATES 13-6
QUARTERFLASH 17-12
EW&F 19-13

K96/Provo, UT
Jim Sumpter

JUICE NEWTON
DAN FOGELBERG
BEACH BOYS
DEL SHANNON
AIR SUPPLY
STEVE CARLISLE
Hottest:
JOURNEY 1-1
POLICE 2-2
CHILLIWACK 3-3
STEVIE NICKS 7-4
COMMODORES 8-5

FM103/Salt Lake City, UT
Lorraine Winnegar

LRLB
Hottest:
FOREIGNER 1-1
JOURNEY 3-3
QUARTERFLASH 4-4
LINDSEY BUCKINGHA 6-5
CHILLIWACK 10-8

KBBK/Boise, ID
Bob Lee

LRLB
AIR SUPPLY
IRENE CARA
BALANCE
SHEILA
RICK SPRINGFIELD
Hottest:
FOREIGNER 1-1
COMMODORES 3-2
ROD STEWART 4-3
JOURNEY 9-6
GENESIS 10-9

KSKD/Salem, OR
Len E. Mitchell

SHEENA EASTON
RICK SPRINGFIELD
GRG LAKE
Hottest:
ONJ 1-1
J. GEILS BAND 21-14
STEVE MILLER BAND 23-16
STEVIE WOODS 22-17
QUEEN/BOWIE 26-19

KENI/Anchorage, AK
Randy Robbins

DOMINGO & DENVER
RICK SPRINGFIELD
KENNY ROGERS
STEVE CARLISLE
SHEILA
DAN FOGELBERG
VANGELIS
AIR SUPPLY
Hottest:
COMMODORES 2-1
ROD STEWART 12-7
JOURNEY 17-12
J. GEILS BAND 27-20
EDDIE RABBITT 40-29

KYYA/Billings, MT
Jack Bell

REG LAKF
LRLB
STEVE CARLISLE
EDDIE SCHWARTZ
AIR SUPPLY
DAVID GATES
Hottest:
FOREIGNER 4-1
CHILLIWACK 11-7
J. GEILS BAND 22-17
STEVE MILLER BAND 24-19
ROYAL PHILHARMONI D-28

KATU/Casper, WY
Donna Fox

ROYAL PHILHARMONI
RICK SPRINGFIELD
AIR SUPPLY
SHEENA EASTON
EDDIE SCHWARTZ
Hottest:
ONJ 1-1
QUEEN/BOWIE 14-9
N



Jeff Gelb AOR

AOR Personality Profile: Brent Alberts

The best laid plans . . . It had been awhile since I'd tackled an AOR market summary, where I'd interview the PD's at competing stations in a marketplace. This week I'd intended to explore Milwaukee's competitive AOR battle between WLPX and WQFM. I did interviews with both PD's and was just about to write the article when WLPX PD Tom Daniels resigned that post. So much for a market summary.

Yet there remains a story to be told in Milwaukee, where in the past three Arbitrons WQFM has risen steadily, from a 3.7-4.3-6.0, that last number nearly matching WLPX's 6.3. At the same time, an intense behind-the-scenes battle over a WLPX TV spot campaign (R&R 10-16) erupted into a \$10 million lawsuit. Clearly, AOR radio takes itself quite seriously in this Mid-western market, and to find out why, I expanded my interview with WQFM PD Brent Alberts.

Brent's been PD at WQFM since August 1980. Prior to that he programmed Y95/Rockford, and before that he worked under Tom Daniels as an air personality at WLPX. Of Tom he says, "I like and respect him a lot. I've always felt strange competing against him." Nevertheless, the two carried on an intense competitive battle for listeners, and when the dust settled, Daniels was no longer in control at WLPX. "I think we had something to do with it," Brent reports. "I've seen them make drastic changes since Tom left: they've shut up their jocks, and are doing nothing but the basics and music. Also, they've changed TV spots, now running the original 'Star cruiser' spot instead of the infamous spot we sued them for."

Commercial Blues

That 'infamous' spot Brent refers to mentioned the number of commercial units WQFM uses per house. Brent says, "They claimed we ran 14 units per hour. Our policy has always been 12 commercial units per hour (they may have mixed up our promos for commercials). They intercut footage of Tommy Shaw of Styx talking about commercials, so it sounded like he was endorsing WLPX and putting down WQFM." WQFM filed suit to get Shaw's footage out of the spot, so WLPX replaced that segment with similar statements being made by a WLPX air personality. Now the spot has been dropped altogether, but Brent says the damage has already been done: to WLPX's image with its listeners. "They read the newspaper stories about it," Brent says. "People had plenty of opportunity to see where WLPX was coming



MEAT LOAFS AT WMYK — WMYK/Norfolk hosted Cleveland International/Epic's Meatloaf at a store autograph appearance. Pictured (l-r, top) are CBS's Randy Allen, Meatloaf management's Fredy Galfis, Cox Cable's Larry Calne; (l-r, bottom) WMYK Promotion Director Paige Beal, group's Paul Jacobs and Davy Johnston, Meatloaf, Meatloaf management's Judy Edmonds, and WMYK's Shelley Stiles.

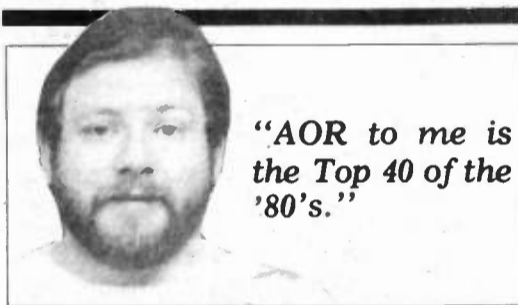
from, that they were getting desperate and playing dirty."

Call it playing dirty or call it counterprogramming; in either case, Brent says he can't make a programming change without seeing it reflected on his competition. "When I came to WQFM I cut back to three breaks an hour and a 25-minute music jam per hour, and WLPX immediately did the same. We always do produced promos and WLPX began doing the same. We do 'Two for Tuesdays' (sets of two songs by the same artist) and now WLPX does 'Three for Thursdays.'"

Then there's the WQFM "Q Card" promotion, not to be confused with the WLPX Rock and Roll Air Force. Both offer listeners membership cards for discount purchases, admissions, and other special promotions.

Unique Programming

Yet WQFM and WLPX are not carbon copies when it comes to radio's two most important areas: music and personality. Brent describes the musical differences: "We play a wider variety of



"AOR to me is the Top 40 of the '80's."

music and are not as repetitious as WLPX. We have a larger record library, and play more currents and new music. We don't target for teens; we're aiming 18-34. We do a lot of dayparting of the heavier stuff. AC/DC, Black Sabbath and the like are put into slower rotations. We still have to have them there, to attract the core listeners, but they come up slower. Also, we don't drop out some of the lighter artists at night; you still hear acts like Jackson Browne or the Eagles. We don't daypart out those albums."

WQFM's music is researched by a variety of methods. Brent reveals, "We do store calls, watch Doubleday, Sebastian, Abrams, and key stations in our region, plus the trades and gut feel. But when you talk about your gold or recurrenents, it's hard to gauge their burn factor or relevance today." That's why WQFM is looking into the research options by various AOR consultants. Although street rumor is hot that John Sebastian will soon be working with WQFM, Brent says no decision has yet been made. When a consultant joins WQFM, Brent makes clear, "He'll be hired out of my department's budget. That means that, while I want his knowledge and input (especially for local research), I'll still have final say over everything affecting the station."

Brent also differentiates his programming from that of WLPX in the nature of his personalities. "I don't encourage them to talk for five minutes at a time," he explains, "but I do want more than time and temp. I want them to get away from a cut-and-dried delivery and get excited about things. I encourage them to talk about the music, sports, news events, or other things of interest to our audience's lifestyle. We also accentuate lifestyle news along with hard news in our morning and afternoon drive casts."

Future File

Looking ahead, Brent is very optimistic about WQFM's future. "We're going to increase our promotional budget for 1982. A lot will go to our TV campaign, 'Rock On Milwaukee.' While WLPX's

TV campaign was essentially a negative, shooting down some people and building up themselves, we're building up Milwaukee and rock and roll. That's the whole idea of what we're doing here: having a good time, playing good radio, trying to break new rock and roll, while WLPX is sitting over there playing it very, very safe.

"Ongoing are our bumper stickers, buttons, and monthly street sheet newspapers. Plus our jocks are always out at the local clubs, which we have sewn up.

"Birch already shows us ahead of WLPX, 7.9-5.5 in the latest sweep, and I'm confident Arbitron will show similar results," he prophesizes.

And what of AOR radio itself? Brent guesses, "I see it tightening up more all the time. AOR to me is the Top 40 of the '80's. They researched music and were really tight, and so are most AOR's now. An essential difference, however, is that while Top 40 attempted to appeal to wide masses, we're targeting a specific lifestyle. That should keep us growing."

Brent adds, "One of the main things that will keep AOR going is being able to change with the times. Some programmers fall into the trap of allowing themselves to get locked into a certain set of ideas as to the way radio 'must' be done. They refuse to try anything new. I'm not afraid to try new ideas; it's what I feel you have to do to keep radio healthy and exciting."

'Tis The Season . . .

If you're interested in sprucing up your programming with some timely rock and roll, here's a list of AOR holiday-oriented tunes to choose from (we're always looking for more songs for this list, so if you know of others, please let me know).

Band: "Christmas Must Be Tonight"

Beatles: Christmas messages on fan club recordings.

Cheech & Chong: "Santa Claus & His Old Lady"

Dickies: "Silent Night"

Eagles: "Please Come Home"

Foghat: "Run Rudolph Run"

Jimi Hendrix: "Little Drummer Boy"

Jethro Tull: "Christmas Song"

Joan Jett: "Little Drummer Boy"

Elton John: "Step Into Christmas"

Kinks: "Father Christmas"

Greg Lake: "I Believe In Father Christmas"

John Lennon: "Happy Christmas"

Paul McCartney: "Wonderful Christmastime"

Martin Mull: "Santa Fly" "Santa Doesn't Cop Out On Dope"

Keith Richards: "Run Rudolph Run"

Romeos: "Jingle Bell Jam"

Leon Russell: "Slippin' Into Christmas"

Father Guido Sarducci: "I Won't Be Twisting This Christmas"

Simon & Garfunkel: "Silent Night"

Bruce Springsteen: "Santa Claus Is Comin' To Town"

Billy Squier: "White Christmas" "Christmas Is A Time To Say I Love You"

Tommy: "Christmas"

Roy Wood's Wizzard: "I Wish It Could Be Christmas Every Day"

Jeff Bell

EVOLUTION

WQXM/Tampa MD Moby has exited for an airshift at KSRR/Houston; no replacement named yet... B.J. Cohen has been named MD for WWTR/Bethany Beach... Harold Thompson has joined KFMX/Lubbock from KUFO/Odessa as Production Director. Also joining from KUFO is Ginger Caldwell as News Director... Rick Kelman has been named Promotions Director for WGIR-FM/Manchester... KMTN/Jackson Hole has hired Dave Mitchell of KYLT/Missoula as its new morning man... Former KZAM/Seattle PD Paul Sullivan has joined competing KISW for sales.



KZAM TOASTS QUARTERFLASH — KZAM/Seattle air personality Marion Seymour (left) helped Rindy Ross (right) of Geffen's Quarterflash celebrate the release of the band's album at a recent listening party.



WGMC NAILS HAMMER — Columbia's Jan Hammer was an interview guest at WGMC/Greece, NY during a promotional visit in support of his album with Neal Schon. Pictured (l-r) are Hammer, Columbia's M.J. Caliendo, WGMC MD Andrew Chinnici.



'ELLO ELO — When Jet's ELO played the Los Angeles area, KMET PD Sam Bellamy was on hand to greet EIP/A's Robin Wren (left) and ELO's Jeff Lynne (right) personally after the show.

STONES ROUND-UP: KQRS/Minneapolis held a "Little T&A" party for listeners, awarding T-shirts and Albums to door prize winners. KEZO/Omaha took two busloads of ticket winners to see the Rolling Stones in Cedar Falls, Iowa. WAQY/Springfield held a trivia contest to enable listeners to win tickets to see the band in New York, plus money for a tank of gas to get there and back. WWCT/Peoria also awarded tickets and gas allowances to listeners who qualified to win by calling when the station played Stones tracks.



BIRTHDAY BELLY DANCE — When WFYV/Jacksonville PD Rad Messick started his birthday air shift recently, the last thing he expected was a surprise kiss and dance from a belly dancer, hired by staffers to make their boss's day something really special.

UPDATE

WQDR/Raleigh has inaugurated a new programming feature called the "Rock & Roll Hall of Fame." Every Saturday night, the station devotes an hour to the music and background of an influential AOR band... WTUE/Dayton is making available to listeners satin jackets personalized with WTUE's logo and the listener's name, for \$35.95. All profits from the jacket sales are earmarked for a scholarship fund... Congratulations to KMEL/San Francisco Promotion Director Kenny Wardell and wife Lizette, who are the proud new parents of son Kenneth... WFYV/Jacksonville helped open a new record store with an in-store broadcast that included guest appearances by members of Red Rider, and the Pat Travers and Johnny Van Zant bands... WBLM/Lewiston-Portland cosponsored a photo trade show, where the station gave out \$107.50 in camera gear along with 107.5 pounds of pet food... KDKB/Phoenix raised over \$10,000 in a recent danceathon for MDA... Congratulations to KBPI/Denver Programming Assistant Babette Novick, who just announced her marriage to Kirk Strickland of Warner-Amex... WSYR/Syracuse just released its second annual "Rock 'n' Rollette" calendar featuring full-color portrait pics of members of the station's cheerleading squad. 10,000 were produced for sale throughout the listening area... KZEW/Dallas has already begun its Christmas promotion, asking listeners to donate hand-made tree ornaments that will be donated to the Ronald McDonald House for child illnesses. The person who donates the most elaborate ornament will win 98 albums and a rock encyclopedia... WABB-FM/Mobile did some radio theater recently when, on a Friday the 13th, the on-air announcer "lost control of the station momentarily" and WABB-FM "traveled into a time warp." Accompanying the weird goings-on were Rod Serling-type announcements and oldies from other eras, like "Louie, Louie" and "Shh-Boom." WABB GM Michael McVay reports the promotion was very enthusiastically received, adding, "It's promotions like this that add spice to a radio station. In a day and age when we all play the same music this spice becomes very important"... WRKK/Birmingham just released a hometown talent album. 3500 have been pressed initially, with all profits earmarked for the March of Dimes.

BLUE OYSTER CULT FOLLOWING: To promote a Blue Oyster Cult area concert date, KFRX/Lincoln gave away tickets and LP's to listeners. The station also had listeners register at an area record shop to win a special prize package, including tickets to the show, a KFRX tour jacket, and a BOC catalogue.

KSFY GUITAR CONTEST: KSFY/San Francisco, to promote the airing of a syndicated program called "Guitar: A Rock Episode," had listeners register by postcard to win a variety of guitar-oriented prizes. Included was a grand prize expenses-paid trip to Hawaii to see Journey with backstage passes, studio time to cut a single, a GNL electric guitar and amp, and an Aria acoustic guitar.

ABACAB: That's what WLPX/Milwaukee gave away when Atlantic's Genesis came to town in concert: a real vintage Checker cab. People took a guess at the cab's mileage while it's on display, with the winner getting the cab plus tickets to the show, Genesis albums and posters.



SUPERSTARS LOVES LOVERBOY — Columbia Records recently presented the Burkhardt/Abrams/Michaels/Douglas Superstars organization with platinum records commemorating sales of the first Loverboy album. Pictured (l-r) are B/A/MID's Lee Michaels, Dwight Douglas, and Lee Abrams, with Columbia's Alan Orenan.



JOAN JETT'S TO WMMR — Boardwalk's Joan Jett introduced her new record, "I Love Rock & Roll," to Philadelphians gathered at a rock flea market, sponsored by WMMR. Pictured (l-r) is Joan with WMMR MD Joe Bonnadonna.

CONCERTS & CONVERSATIONS

CONVERSATIONS: Chuck Mangione on KFMH/Muscataine... Def Leppard on KPRI/San Diego... Garland Jeffreys, Robert Fripp on KROQ/Pasadena... Triumph, Diesel, Frank Zappa, Steve Hackett on WGRQ/Buffalo... George Thorogood, Diesel, Triumph on WDHA/North Jersey... Paul Berrere Band, Joan Jett on WQBK/Albany... Saga, Doug & Sluga on CITI-FM/Winnipeg... McGuffey Lane, Grand Funk Railroad on WTUE/Dayton... Andy Warhol, Bob Weir, Tom Fogerty on KTMI/San Rafael.

Radio & Records NATIONAL AIRPLAY/40 Chart Summary

December 4, 1981

166 REPORTERS

Album cuts are listed in order of airplay preference.

11/13	11/20	11/27	12/4
1	1	1	1
3	3	3	2
6	5	4	3
4	2	2	4
10	7	6	5
—	22	7	6
11	8	8	7
2	4	5	8
23	11	11	9
8	9	9	10
5	6	10	11
17	17	12	12
15	13	15	13
7	10	14	14
26	15	13	15
27	18	16	16
28	23	19	17
—	—	27	18
19	20	20	19
16	16	17	20
9	12	18	21
—	—	22	22
13	14	21	23
—	33	23	24
20	25	25	25
—	—	33	26
14	19	22	27
12	21	24	28
31	31	29	29
34	32	30	30
—	—	34	31
24	26	26	32
30	30	35	33
22	27	32	34
18	24	28	35
39	—	36	36
25	29	31	37
36	35	39	38
32	34	40	39
40	40	—	40

Artist	Album	Label	Album Cuts
ROLLING STONES	Tattoo You	(Rolling Stones/Atco)	"Waiting" "T&A" "Fire" "Start"
GENESIS	Abacab	(Atlantic)	"Reply" Title "Dark" "Man"
QUARTERFLASH	Quarterflash	(Geffen/WB)	"Heart" "Fool"
POLICE	Ghost In The Machine	(A&M)	"Little" "Spirits" "Journey"
J. GEILS BAND	Freeze-Frame	(EMI America)	"Centerfold" Title "Rage" "Angel"
CARS	Shake It Up	(Elektra)	Title "Victim" "Cruiser" "Think"
LOVERBOY	Get Lucky	(Columbia)	"Working" "Over" "Jump" "Lucky"
FOREIGNER	4	(Atlantic)	"Waiting" "Hero" "Break"
OZZY OSBOURNE	Diary Of A Madman	(Jet/CBS)	"Flying" "Mountain" "S.A.T.O."
TRIUMPH	Allied Forces	(RCA)	"Power" "Fight"
JOURNEY	Escape	(Columbia)	"Don't" Title "Stone" "Who's"
QUEEN	Greatest Hits	(Elektra)	"Under Pressure"
STEVE MILLER BAND	Circle Of Love	(Capitol)	"Heart" "Home"
STEVIE NICKS	Bella Donna	(Modern/Atco)	"Leather" "17" "Kind" "Stop"
RUSH	Exit... Stage Left	(Mercury/PG)	"Closer" "Tom" "Red"
ROD STEWART	Tonight I'm Yours	(WB)	"Turks" "Toro" "Boy" "How"
NEIL YOUNG & CRAZY HORSE	Re-Ac-Tor	(WB/Reprise)	"Opera" "Joe" "Pacific" "Back"
MOLLY HATCHET	Take No Prisoners	(Epic)	"Reunion" "Lady" "Respect"
LINDSEY BUCKINGHAM	Law And Order	(Asylum)	"Trouble" "Mary" "Stew"
GREG LAKE	Greg Lake	(Chrysalis)	"Attack" "Black"
KINKS	Give The People...	(Arista)	"Destroyer" "Dial" "Things"
AC/DC	For Those About...	(Atlantic)	Title "Get" "C.O.D." "Finger"
RED RIDER	As Far As Siam	(Capitol)	"Lunatic Fringe"
BLACK SABBATH	Mob Rules	(WB)	"Turn" "Sign" "Voodoo" Title
SURVIVOR	Premonition	(Scotti Bros./CBS)	"Poor" "Chevy"
HENRY PAUL BAND	Anytime	(Atlantic)	"Living" "Keeping" "Hollywood"
BOB SEGER & SILVER BULLET	Nine Tonight	(Capitol)	"Tryin'" "R&R" Title
DAN FOGELBERG	The Innocent Age	(Full Moon/Epic)	"Leader" "Lost" "Hard"
JOHN HALL BAND	All Of The Above	(EMI America)	"Crazy"
RAINBOW — (EP)	Jealous Lover	(Polydor/PolyGram)	Title "Surrender"
SNEAKER	Sneaker	(Handshake/CBS)	"Don't"
CHILLIWACK	Wanna Be A Star	(Millennium/RCA)	"Girl"
BILLY SQUIER	Don't Say No	(Capitol)	"Lover" "Stroke"
ATLANTA RHYTHM SECTION	Quinella	(Columbia)	"Homesick" "Alien" Title
JOHN ENTWISTLE	Too Late The Hero	(Atco)	"Talk" "Try" "Angel"
GO-GO'S	Beauty & The Beat	(IRS/A&M)	"Lips" "Town" "Beat"
PAT BENATAR	Precious Time	(Chrysalis)	"Promises" "Fire" "Just"
HALL & OATES	Private Eyes	(RCA)	"Can't" Title "Mano"
DONNIE IRIS	King Cool	(MCA)	"Rock" "Merilee"
SHOOTING STAR	Hang On For Your Life	(Virgin/Epic)	"Flesh"

STONES stayed on top again, besting all competitors in hots. GENESIS inched into second place with the week's best total reports showing. QUARTERFLASH inched into third as total reports increased. GEILS hit top five as hots grew. CARS inched up as hots increased. LOVERBOY grew in hots and total reports. OZZY hit top ten with potent mediums and hots. QUEEN maintained with 84 album reports and another 34 singles mentions. MILLER moved up in hots as NICKS and STEWART held their own. YOUNG grew in hots. MOLLY gained in all rotations. LINDSEY resurged in upper rotations. AC/DC debuted with stunning adds; watch for a big jump next week as they convert to upper rotations. SURVIVOR held steady as PAUL jumped in mediums. HALL and RAINBOW maintained. SNEAKER climbed in upper rotations. SQUIER resurged as the new single sparked renewed interest in the LP. GO-GO'S maintained (still gaining in overall reports). H&O and IRIS inched up while STAR bounced back on the chart. 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.

New Entry

MOST ADDED

Artist	Album	Label	12/4	11/27	11/20	11/13	11/6
AC/DC	For Those... (Atlantic)		132/113	27/27	0/0	0/0	0/0
PINK FLOYD	A Collection... (Columbia)		58/55	6/8	0/0	0/0	0/0
JOAN JETT	I Love Rock... (Boardwalk)		21/20	7/7	2/2	0/0	0/0
HENRY PAUL BAND	Anytime (Atlantic)		84/78	36/34	3/3	0/0	0/0
BOB WELCH	Bob Welch (RCA)		44/14	30/4	31/14	21/4	23/10
EDDIE SCHWARTZ	No Refuge (Atco)		41/14	28/10	23/19	12/11	2/1
SNEAKER	Sneaker (Handshake/CBS)		63/13	67/18	61/17	38/19	21/9
ADAM & THE ANTS	Prince Charming (Epic)		14/12	3/2	0/0	0/0	0/0
BLACK SABBATH	Mob Rules (WB)		90/71	80/19	89/88	0/0	0/0
MOLLY HATCHET	Take No Prisoners (Epic)		108/10	118/109	18/18	0/0	0/0
GO-GO'S	Beauty... (IRS/A&M)		63/9	46/8	42/6	39/2	33/7
KISS	Music... (Casablanca/PG)		8/8	0/0	0/0	0/0	0/0
PETER CETERA	Peter... (Full Moon/WB)		34/8	31/10	28/12	17/6	13/4
STREEK	Streek (Badland/Columbia)		12/8	8/3	6/3	5/2	3/1
BOBBY & THE MIDNITES	Bobby & Midnites (Arista)		43/7	43/12	42/15	28/10	29/27
DELBERT McCLINTON	Plain' From... (Capitol)		24/7	26/28	0/0	0/0	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	Album	Label	12/4	11/27	11/20	11/13	11/6
NEIL YOUNG & CRAZY HORSE	Re-Ac-Tor (WB/Reprise)		111/77	112/78	101/87	106/0	1/0
GREG LAKE	Greg Lake (Chrysalis)		103/77	118/85	118/89	118/95	108/81
MOLLY HATCHET	Take No Prisoners (Epic)		108/71	119/7	18/0	0/0	0/0
OZZY OSBURNE	Diary Of A... (Jet/CBS)		123/83	118/81	122/75	119/25	84/20
HENRY PAUL BAND	Anytime (Atlantic)		84/81	98/71	3/0	0/0	0/0
BLACK SABBATH	Mob Rules (WB)		90/63	90/68	89/71	0/0	0/0
ROD STEWART	Tonight I'm Yours (WB)		113/54	118/51	112/43	112/9	0/0
RUSH	Exit... Stage Left (Mercury/PG)		108/53	109/51	108/44	110/12	4/0
LOVERBOY	Get Lucky (Columbia)		144/52	136/55	140/53	132/58	118/9
STEVE MILLER BAND	Circle Of Love (Capitol)		118/52	112/52	115/55	114/55	103/9
JOHN HALL BAND	All Of... (EMI America)		73/52	74/48	68/46	70/51	68/40
JOHN ENTWISTLE	Too Late The Hero (Atco)		80/50	83/48	88/77	106/80	101/77
LINDSEY BUCKINGHAM	Law And Order (Asylum)		102/48	85/43	82/43	84/51	81/44
SNEAKER	Sneaker (Handshake/CBS)		89/46	87/41	61/27	38/13	21/8
SURVIVOR	Premonition (Scotti Bros./CBS)		72/46	73/48	87/80	90/81	82/87

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	Album	Label	12/4	11/27	11/20	11/13	11/6
ROLLING STONES	Tattoo... (Rolling Stones/Atco)		157/141	158/143	164/151	162/167	154/147
POLICE	Ghost In The... (A&M)		148/130	158/137	155/135	155/139	139/125
GENESIS	Abacab (Atlantic)		158/125	160/128	160/124	159/127	151/120
J. GEILS BAND	Freeze... (EMI America)		148/118	150/107	145/84	135/47	122/8
QUARTERFLASH	Quarterflash (Geffen/WB)		118/117	149/117	150/100	142/91	131/57
CARS	Shake It Up (Elektra)		150/108	145/85	148/4	148/4	5/0
FOREIGNER	4 (Atlantic)		132/100	144/113	147/124	153/135	147/131
LOVERBOY	Get Lucky (Columbia)		144/89	138/80	140/88	132/43	118/13
JOURNEY	Escape (Columbia)		117/88	124/89	136/116	143/117	138/117
TRIUMPH	Allied Forces (RCA)		113/74	127/87	128/85	127/85	118/77
STEVIE NICKS	Bella... (Modern/Atco)		108/72	109/72	122/86	137/106	128/98
STEVE MILLER BAND	Circle Of Love (Capitol)		116/63	112/67	116/58	114/45	103/5
OZZY OSBOURNE	Diary Of A... (Jet/CBS)		123/57	118/52	122/37	118/8	84/5
ROD STEWART	Tonight I'm Yours (WB)		113/58	118/60	112/58	112/10	0/0
RUSH	Exit... Stage Left (Mercury/PG)		108/54	109/54	108/44	110/8	4/0

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.

EAST

Manchester 603-625-8915. WYMMR 94 ROCK. WYSP 94 ROCK. WPLR New Haven 203-777-6617. WYOH 102. WYOH 102.

Philadelphia 215-561-0933. WYOH 102. WYOH 102.

Philadelphia 215-868-9460. WYOH 102. WYOH 102.

Philadelphia 215-867-8100. WYOH 102. WYOH 102.

North Jersey 201-328-1055. WYOH 102. WYOH 102.

Poughkeepsie 914-471-1500. WYOH 102. WYOH 102.

Rochester 716-288-3200. WYOH 102. WYOH 102.

Rochester 716-232-7550. WYOH 102. WYOH 102.

Scranton 717-961-1842. WYOH 102. WYOH 102.

Pittsburgh 412-362-2144. WYOH 102. WYOH 102.

Springfield 413-525-4198. WYOH 102. WYOH 102.

Syracuse 315-472-9797. WYOH 102. WYOH 102.

Syracuse 315-882-9538. WYOH 102. WYOH 102.

Toronto 416-987-3445. WYOH 102. WYOH 102.

Utica-Syracuse 315-797-0803. WYOH 102. WYOH 102.

Washington, D.C. 703-534-0320. WYOH 102. WYOH 102.

West Virginia 304-722-3308. WYOH 102. WYOH 102.

Westerly 401-596-7728. WYOH 102. WYOH 102.

Worcester 617-752-5611. WYOH 102. WYOH 102.

New York 212-986-7000. WYOH 102. WYOH 102.

New York 212-986-7000. WYOH 102. WYOH 102.

New York 212-986-7000. WYOH 102. WYOH 102.

New York 212-986-7000. WYOH 102. WYOH 102.

New York 212-986-7000. WYOH 102. WYOH 102.

SOUTH

Amarillo 806-359-8561. WYOH 102. WYOH 102.

Augusta 404-722-1302. WYOH 102. WYOH 102.

Augusta 404-722-1302. WYOH 102. WYOH 102.

Augusta 404-722-1302. WYOH 102. WYOH 102.

Augusta 404-722-1302. WYOH 102. WYOH 102.

MOST ADDED MEDIUM THE HOTTEST

Table with 4 columns: Artist, Album Title, Label, and Count. Includes entries for Greg Lake (Chrysalis) 27/22, Ozzy Osbourne (J&R/CBS) 32/21, Neil Young & Crazy Horse (WB/Reprise) 26/20, Henry Paul Band (Atlantic) 26/19, Black Sabbath (WB) 22/16, Quarterflash (Geffon/WB) 38/31, Police (A&M) 33/31, Rolling Stones (Atlantic) 33/29, Cars (Elektra) 35/27, Genesis (Atlantic) 34/26.

MIDWEST

MOST ADDED

AD/DC
For Those... (Atlantic) 34/27

PINK FLOYD
A Collection... (Columbia) 14/14

HENRY PAUL BAND
Anytime (Atlantic) 22/6

EDDIE SCHWARTZ
No Refuge (A&M) 13/5

BOB WELCH
Bob Welch (RCA) 11/5

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

MEDIUM

GREG LAKE
Greg Lake (Chrysalis) 29/21

NEIL YOUNG & CRAZY HORSE
R&A-Tor (WB/Reprise) 29/21

MOLLY HATCHET
Take No Prisoners (Epic) 26/21

BLACK SABBATH
Mob Rules (WB) 28/18

RUSH
Exit... (Mercury/PG) 29/17

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

THE HOTTEST

ROLLING STONES
Tattoo... (Rolling Stones/A&M) 43/37

GENESIS
Abacab (Atlantic) 43/36

POLICE
Ghost in the... (A&M) 38/32

QUARTERFLASH
Quarterflash (Geffen/WB) 41/29

J. GEILS BAND
Freeze... (EMI America) 39/29

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

Appleton

414-734-9226

Wmms 101 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Cleveland

216-781-9667

Wmms 101 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Bloomington

812-332-9292

97.1 WB

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Columbus

614-224-1271

Q-FM-96

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Detroit

313-398-1100

WALBYX

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Flint

313-744-1570

WWCK 105 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Lafayette

317-448-1568

WXUS 93

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Chicago

312-440-5270

the Loop

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Davenport

319-326-2541

97.1 WB

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Detroit

313-855-5100

WJLB 101

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Ft. Wayne

219-484-0580

WVTV 105 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Madison

608-274-5450

WIBA-FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Chicago

312-828-9191

WLSR 97.1

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Dayton

513-224-1501

WUE 97.1

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Detroit

313-827-9505

WRIF 101

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Grand Rapids

616-456-5461

LAV-FM 97

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Madison

608-249-9277

WVTV 105 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Chicago

312-777-1700

WVTV 105 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

DeKalb

815-758-9250

Wdtk 92.5 fm

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Duluth

218-728-6421

WUAB 97.1

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Indianapolis

317-257-7565

WIBC 99.5 FM STEREO

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Milwaukee

414-342-1111

WLPX 97 fm

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Cleveland

216-391-1280

MOS 105 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Des Moines

515-285-6181

KGGO 92.5 FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Evansville

812-422-5258

the Album Station

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Kansas City

816-753-4567

KY 102

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Milwaukee

414-278-2040

93QFM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Fargo

218-236-7900

98FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Lansing

517-393-1320

IQI-FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

Minneapolis

612-739-4000

101 KDWB-FM

AD/DC (Atlantic) 34/27
PINK FLOYD (Columbia) 14/14
HENRY PAUL BAND (Atlantic) 22/6
EDDIE SCHWARTZ (A&M) 13/5
BOB WELCH (RCA) 11/5

WES

98 Rock Honolulu
808-524-7100

PD: BILL BROWN
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KROQ Pasadena
213-578-0830

FM 106.7

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KCAL 96.7 San Bernardino
714-225-5020

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

Z103 The Music FM San Luis Obispo
805-544-5093

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KAZMM! Seattle
206-454-1540

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KLOS 95.5 Los Angeles
213-557-7250

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KGOV Portland
503-855-9161

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KGB-FM 101.5 San Diego
714-292-1360

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

San Rafael 415-456-1510

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

72.6K Seattle
206-223-3911

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KMET 94.7 Los Angeles
213-464-5638

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

link Portland
503-228-5000

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

9X FM San Diego
714-236-9872

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

San Rafael 415-456-1510

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

Santa Rosa 707-544-5873

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KMET 94.7 Los Angeles
213-464-5638

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

link Portland
503-228-5000

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

FM 106 San Diego
714-565-6006

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

San Francisco 415-391-9400

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

92.9 KREM-FM Spokane
509-448-2000

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
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KMET 94.7 Los Angeles
213-464-5638

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KROV Sacramento
916-446-4985

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KSFX San Francisco
415-928-0104

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

San Francisco 415-391-9400

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

99 KXFM Santa Maria
805-922-2156

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KDKB 93 FM ROCKS ARIZONA
602-833-8888

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KROV Sacramento
916-446-4985

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

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PD: BOB WILSON
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KSFX San Francisco
415-928-0104

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

San Jose 408-288-5400

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
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99 KXFM Santa Maria
805-922-2156

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

KUPD Phoenix
602-838-3062

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

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KROV Sacramento
916-446-4985

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KSFX San Francisco
415-928-0104

PD: BOB WILSON
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Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
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San Jose 408-246-6811

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON

99 KXFM Santa Maria
805-922-2156

PD: BOB WILSON
AD: BOB WILSON

Address: 1000 KALANOAUE BLVD, HONOLULU, HI 96813

PD: BOB WILSON
AD: BOB WILSON

PD: BOB WILSON
AD: BOB WILSON



**Carolyn
Parks**

Country Happenings

Two big positions were just filled when Dene Hallam (after much deliberation) finally accepted the PD position at WHN/New York (see Page 1) and Art Wander was appointed Operations Manager of WJJD & WJEZ/Chicago (R&R 11-27). Continued success to both these fine gentlemen... Bob Cole of KOKE/Austin said it all at this year's CMA luncheon when he noted that good things inevitably come to those chosen as CMA "DJ Of The Year" winners. Just ask Jacki West, this year's small market winner, who was just named PD at WGTO/Cypress Gardens, FL (R&R 11-27). Special congratulations to a special lady!... Ray Potter, KHEY/El Paso PD, has resigned and will listen to "any offer that is genuine and with merit." He can be reached at (915) 533-6584... KJJY/Des Moines PD Beverlee Bleisch writes with a request for Christmas record service for the recently Country station... Our sincerest sympathies to the family of Clara Marie "Webb" Butcher, mother of Loretta Lynn and Crystal Gayle, who passed away November 24... Tune in next week for R&R's big year-end update issue complete with the Top 81 songs for 1981...

WOKQ's Comings & (Lo)Goings



WOKQ/Dover, NH sure has some multi-talented staffers. Not only is Bob Walker the station's PD, he also designed the latest station logo, which you see here emblazoned on the front of the new WOKQ T-shirts (the shirt back is the view from the rear of the car).

Recently, the station also conducted a "Wrong Contest," requiring listeners to answer obvious questions with the wrong answer. Promotion Director Tony Young reports they "did not have many losers."

Keep On Truckin'

Glen Campbell's recent hit recording of "I Love My Truck" inspired several interesting contests. KLRA/Little Rock urged listeners to write, in 25 words or less, why they would love to have a 1968 Chevy pick-up truck. The winning entry by Steve Wilkins was done in rhyme.

I Luv My Truck

'Cause I can haul stuff
Without her even running ruff
'Cause hauling feed in a car is tough,
And pushing makes me huff and puff

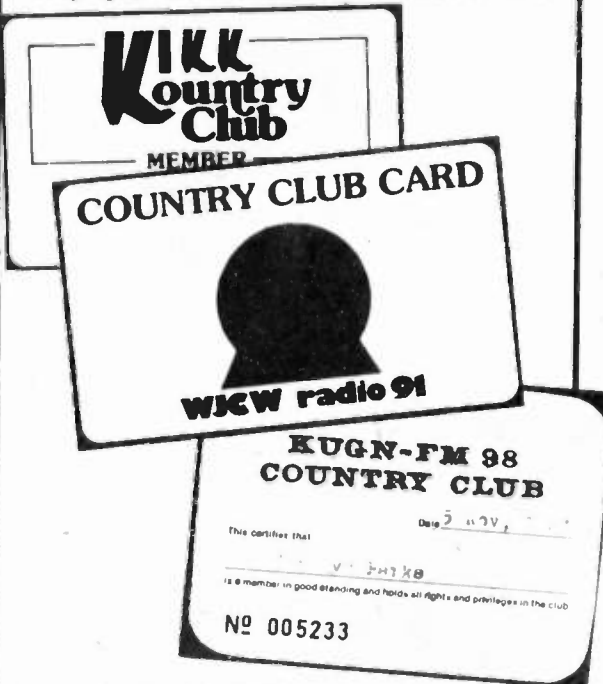
Steve and his truck are reportedly very happy.

WIXZ/McKeesport, PA's "I Love My Truck" contest had listeners/truckers send in snapshots of their decorated vehicles, which station management evaluated based on originality. Judging from KLRA's winning entry, it may be a blessing that WIXZ didn't send along a picture of the grand prize winner!

Country

Country Promotions Abound

The Country Club promotion (or as KIKK calls it, Kountry Club) is in full swing again, with card-carrying members entitled to special discounts at participating restaurants, retail stores, clubs, etc. Some stations, such as WJCW, also send out small questionnaires with its membership cards for listeners to complete and return, providing valuable demographic and psychographic information. KUGN made it even



easier for its club members to use its cards by printing up 8 1/2" x 11" window inserts for all participating merchants. I'd like to thank all three stations for the honorary memberships, which will certainly come in handy whenever I'm in Houston, Johnson City, TN, or Eugene, OR.

YOU'VE JUST ENJOYED
"KENNY ROGERS
IN CONCERT"
NOW
drive home with him
by tuning in your radio
to AM 1320
and enjoy an hour
of nothing but Kenny!

Compliments of
WVOJ JACKSONVILLE COUNTRY
WVJ AM 1320

Everything That's Fit To Print

METROMAGAZINE
Free! November 1981
A 7% Charity
WRNL AM 91
Record Hunting Season Expected

I LOVE MY
WGNA
COUNTRY
107.7
OFFICIAL
COUNTRY MUSIC DIRECTORY
1981 - 82
Volume 1, edition 2

Various forms of print advertising are showing up in station promotions I've received lately, such as WVOJ/Jacksonville, FL's ingenious flyers, which were placed on cars parked outside the site of a recent Kenny Rogers concert. Counting on the usual desire of concertgoers to rush home and put on an album of the artist they've just heard, the station instead treated them to a continuous stream of Rogers's music on their ride home.

Cleveland area residents can win \$1000 just by reading the Sunday comics section in the Cleveland Press and tuning their radios to WHK. Each Sunday numbered "Money Tickets" are inserted in the paper with winning numbers read over the WHK airwaves three times a day. The contest will continue until all \$30,000 in prize money is gone.

WRNL/Richmond also utilizes newspaper advertising, although the station prints its own monthly publication. A minimum of 20,000 "Metromagazines" are distributed each month at concerts and other events in the area.

The WGNA/Albany, NY "Country Music Directory" is just as the name implies, a directory of local currently available talent, giving vital statistics on various groups and artists in upstate New York and western New England. Distributed throughout the WGNA listening area, the directory is a valuable asset to club owners and individual partygivers alike.

Crystal Rabbits?

Through the combined efforts of Elektra and Columbia Records, Eddie Rabbitt and Crystal Gayle have been appearing in concert together around the country, and radio stations have been plugging into this built-in promotion vehicle. WVM1/Biloxi, MS conducted a "Crystal Rabbitt Promotion," in which crystal rabbits (what else?) were given away as well as concert tickets, Rabbitt and Gayle LP's, and a grand prize of dinner for two and front row seats at the concert.

Fans of the two artists will go to great lengths to secure tickets to the concert, as evidenced by the following letter from KIX 106 listener Carol Harrison.

KKIX 106 FM
8235 Douglas Ave.
Dallas, Texas 75225

Dear Sirs:

This letter is in reference to the ticket giveaway for the Eddie Rabbitt/Crystal Gayle Concert. (The one that has all of Dallas and the surrounding area listening to your station and going crazy from trying to get to the ticket locations and dialing frantically on the phone.)

I am one of these people and would like to appeal to you in behalf of my sanity. This is how hard I have tried for 2 of those tickets:

1. You were at Hertz in Hurst — I called my Father, who lives in Hurst, and he rushed down to get tickets. Can you see a 72 year old man asking for concert tickets. Of course they were gone.
2. You said you would take the 15th caller — I was number "13"!!!
3. You were at Morgan's Boots on LBJ around 5:00 p.m. (I work at LBJ & Midway). The guys in my office offered to watch the phone. I rushed down in the elevator, only to get to the first floor and realize in all my panic and excitement that I did not have my car. I rushed back upstairs and one of the guys in the office offered to drive. We both lost our sanity getting there in 5:00 traffic and of course they were gone.
4. The girl who works next door called in for me. You said you would take the 10th caller. She was No. 8.
5. You were at Captain's Cargo, which is 4 blocks from where I live. I frantically called my downstairs neighbor from work. His clothes were in the dryer and he put on wet jeans and got there — only to find — you guessed it, out of tickets!
6. etc., etc., etc...

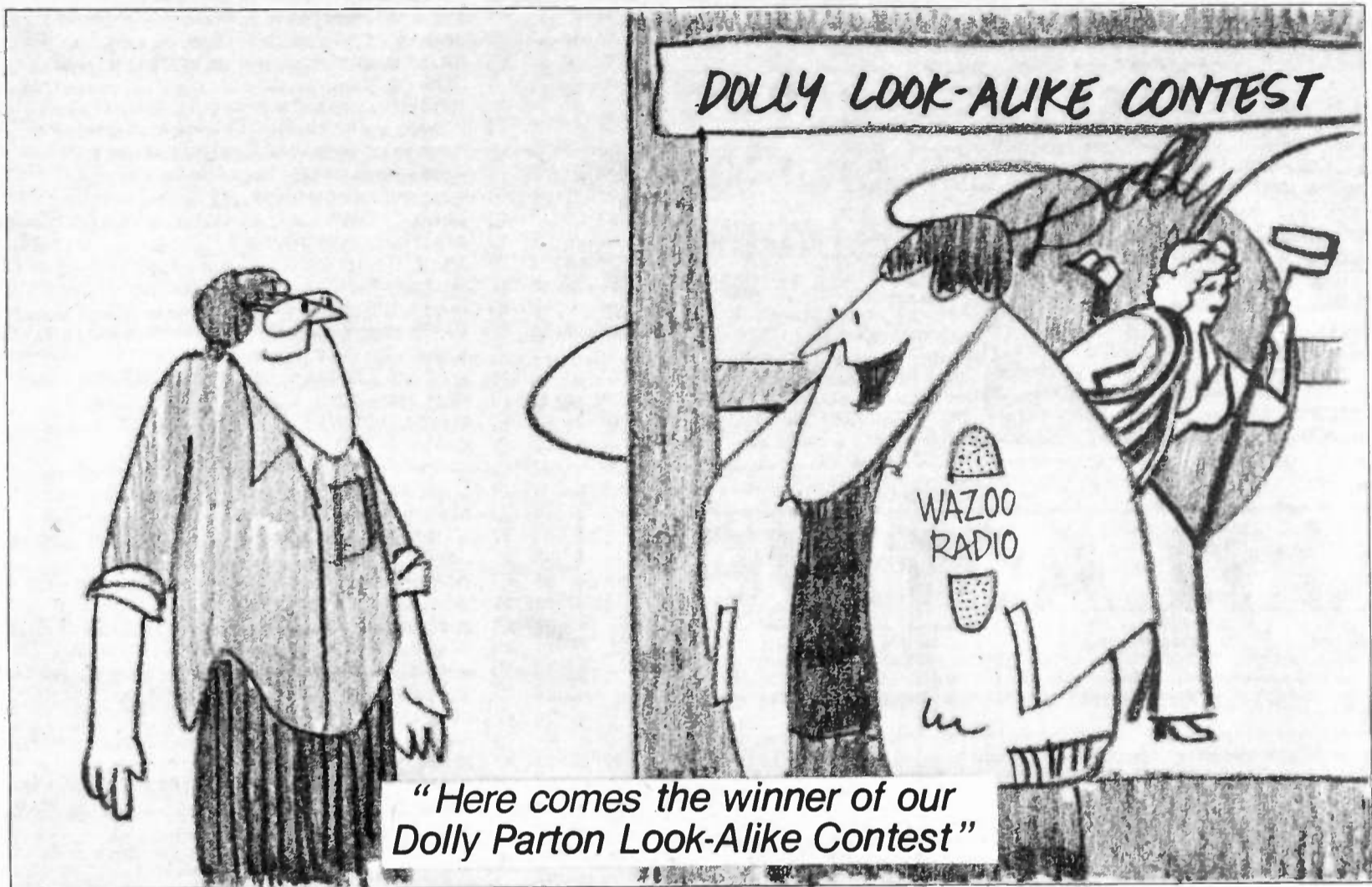
Well, that's my sad story, just like everyone else. My hair was blonde, it's now gray; it's a wonder I haven't lost my job and my driver's license, and several friends. This is my last sane appeal.

Sincerely,

Carol Harrison

The Dallas station was able to provide Carol with tickets to the event, primarily because all 18,000 tickets were purchased by the radio station and given away on the air (see Page 3 for more details on this large-scale promotion).

On The Flip Side



Leon Everette

“Midnight Rodeo” PB 12355

BB★28 CB★34 RW★36

Eddy Arnold

“All I’m Missing Is You” PB 12364

BB★76 CB★62 RW★75

Tennessee Express

“Little Things” PB 12362

BB★80 CB★67 RW★80

Country

BREAKERS

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

ED BRUCE

You're The Best Break... (MCA)

On 71% of reporting stations. National Summary: Up 10, Same 28, Down 0, Debuts 11, Adds 25. A Most Added record. R&R Chart: Debut 41.

REBA McENTIRE

Only You (And You Alone) (Mercury/PolyGram)

On 62% of reporting stations. National Summary: Up 19, Same 20, Down 1, Debuts 10, Adds 13. R&R Chart: 49-43.

Most Added:

- JANIE FRICKE**
Do Me With Love (Columbia)
- ED BRUCE**
You're The Best Break... (MCA)
- BILLY SWAN**
Stuck Right In The Middle... (Epic)

Hottest:

- ALABAMA**
Love In The First Degree (RCA)
- GEORGE JONES**
Still Doin' Time (Epic)
- JOHNNY LEE**
Bot Your Heart On Me (Full Moon/Asylum)
- RONNIE MILSAP**
I Wouldn't Have Missed It... (RCA)
- MERLE HAGGARD**
My Favorite Memory (Epic)

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, 31-31, etc.), moved it down on their charts, or Added it this week. Indicated one of this week's "most added" new songs.

RAY PRICE "Diamonds In The Stars" (Dimension) 58/9
National Summary: Up 21, Same 15, Down 1, Debuts 12, Adds 9, KLAC, WKCS-FM, WAJR, KLVI, WTQR-FM, WMNI, WDAF, WKKN, WIL-AM-FM, KTRB 4-28, KNIX-FM 34-27, WVAM 39-33, WCOB-FM 38-31, WKLM 4-31, KVOO 39-29. R&R Chart: Debut 48.

LEE GREENWOOD "It Turns Me Inside Out" (MCA) 58/8
National Summary: Up 33, Same 11, Down 1, Debuts 5, Adds 8, WIRE, WOGY, KFH, KVEG, KWJJ, WIXL-FM, WYDE, WCOB-FM, WXCL 6-4, KCKC 10-8, WIXY 6-7, KRRV 4-3, WLWI-FM 21-18, KYXX 18-13, WQYK-FM 3-1. R&R Chart: Debut 50.

BOBBY GOLDSBORO "The Round-Up Saloon" (Curb/CBS) 56/10
National Summary: Up 20, Same 20, Down 0, Debuts 6, Adds 10, KLZ, KMAK, KWJJ, WOKK, WQYK-FM, WUBE-FM, WAXX, WKMF, WDAF, WTHI, KSSS 43-38, WIXL-FM 18-9, KLVI 35-29, KRMD-AM-FM 24-17, WFMS-FM 30-24.

WRIGHT BROTHERS "Family Man" (WB) 54/8
National Summary: Up 23, Same 10, Down 2, Debuts 11, Adds 8, WQYK-FM, WIRK-FM, WDAF, KLAC, KIDN, WCAW, WOKQ, WKYQ, WYDE 18-16, KWKH 40-35, WSAI-AM-FM 32-28, WFMS-FM 11-10, WIRE 9-4, WTHI 34-29, KSSS 38-33.

JOHNNY DUNCAN "All Night Long" (Columbia) 53/4
National Summary: Up 28, Same 14, Down 1, Debuts 6, Adds 4, WCOB-FM, WTHI, WCAW, KLVI 25-17, KHEY 43-39, WQIK-FM 37-29, KRMD-AM-FM 28-21, WMNI 33-27, KWMT 37-30, KVOO 18-11, KKAL 45-41, WWCS-FM 4-29.

WILLIE NELSON "Heartaches Of A Fool" (Columbia) 52/8
National Summary: Up 19, Same 15, Down 1, Debuts 11, Adds 6, WUBE-FM, WKCO-FM, KUZZ, KYTE, KIXZ, WKLM, WTSO 45-38, KNIX-FM 38-33, KWJJ 49-41, WGNA-FM 39-32, KLVI 15-14, WHOO 4-28, WIRK-FM 4-34.

BILLY SWAN "Stuck Right In The Middle..." (Epic) 48/20
National Summary: Up 5, Same 18, Down 0, Debuts 6, Adds 20 including WOKQ, KHEY, WQIK-FM, WSM, WSAI-AM-FM, WXCL, WIL-AM-FM, KFH, KLZ, KWJJ, WCOB-FM 4-37, WKBJ-FM 47-41, WSLR 37-33, KUZZ 60-46.

JANIE FRICKE "Do Me With Love" (Columbia) 47/28
National Summary: Up 2, Same 12, Down 0, Debuts 4, Adds 29 including WOKQ, WMZQ-FM, WYDE, WSOC-FM, WQIK-FM, WSM, KRMD-AM-FM, WSLR, KBO, WCXI, WFMS-FM, WBCS-FM, KKAL, KLZ, WCOB-FM 4-38.

GARY STEWART "She's Got A Drinking Problem" (RCA) 44/8
National Summary: Up 19, Same 13, Down 0, Debuts 6, Adds 8, KYTE, KIDN, WVA, WOO, WQYK-FM, WMNI, KWJJ 38-34, WYII 44-37, KYXX 29-24, KRMD-AM-FM 27-22, WNRS 34-29, WFMS-FM 34-28, KEBC-FM 20-17.

RODNEY CROWELL "Stars On The Water" (WB) 41/3
National Summary: Up 18, Same 18, Down 3, Debuts 1, Adds 3, KTRB, KNEW, WKYQ, K8MY 4-20, KEEN 20-18, KLVI 6-5, WWOD 34-29, WMC-AM 23-17, KBMR 33-29, WKMF 18-12, WFMS-FM 19-12, WTSO 23-15, KVOO 21-18.

BRENDA LEE "Only When I Laugh" (MCA) 38/5
National Summary: Up 22, Same 9, Down 0, Debuts 2, Adds 5, WWCS-FM, WVA, KVOO, KMAK, KYTE, WGNA-FM 24-19, WVAM 21-18, KOKE-FM 35-30, WKBJ-FM 14-13, KRMD-AM-FM 38-30, WIRK-FM 12-7, WNRS 21-18, KVOO 30-22, KUZZ 40-36.

JOHN DENVER "The Cowboy And The Lady" (RCA) 38/4
National Summary: Up 18, Same 14, Down 0, Debuts 4, Adds 4, WSOC-FM, KWJJ, KION, WCAW, KRMD-AM-FM 48-38, KEBC-FM 45-39, WXCL 44-40, KKAL 46-42, KSSS 48-45, KEED 28-24, KNIX-FM 30-28, KTOM 38-33, KEEN 38-34.

LACY J. DALTON "Wild Turkey" (Columbia) 38/13
National Summary: Up 2, Same 12, Down 0, Debuts 8, Adds 13, WSOC-FM, WWOD, KYXX, KWKH, WIRK-FM, WTQR-FM, WNRS, WXCL, WKKN, KVOO, KUZZ, K8MY, KYTE, WFMS-FM 4-30, KEBC-FM 48-38.

DIANE PFEIFER "Play Something We Can Love To" (Capitol) 33/12
National Summary: Up 3, Same 18, Down 0, Debuts 2, Adds 12, WMNI, WCXI, WFMS-FM, WXCL, WKKN, KRDR, WVA, KVET, WYDE, WWOD, WOKK, WQYK-FM, WVAM 50-45, WQIK-FM 47-43.

TOM JONES "Lady Lay Down" (Mercury/PolyGram) 32/10
National Summary: Up 6, Same 13, Down 1, Debuts 3, Adds 10, WCOB-FM, WQIK-FM, KKYX, KWKH, WKLM, WTQR-FM, WMNI, KEBC-FM, KFH, KLZ, WYDE 39-38, KRMD-AM-FM 41-34, WSLR 35-30, WHK 4-36.

JOE STAMPLEY "Let's Get Together And Cry" (Epic) 31/10
National Summary: Up 7, Same 13, Down 0, Debuts 1, Adds 10, KOKE-FM, KHEY, WSM, WIRK-FM, WSLR, WHBF, WKKN, WTHI, KVOO, KYTE, WIXL-FM 38-27, KKYX 47-44, KRMD-AM-FM 50-39, WQYK-FM 37-33.

Others Getting Significant Action

MARTY ROBBINS "Teardrops In My Heart" (Columbia) 28/5
National Summary: Up 8, Same 11, Down 1, Debuts 3, Adds 5, KOKE-FM, WQIK-FM, KWKH, WIRE, KTOM, KVET 39-36, KFGO 31-28, KVOO 44-34, KSSS 47-40, WGNA-FM 38-33.

EDDY ARNOLD "All I'm Missing Is You" (RCA) 28/11
National Summary: Up 1, Same 10, Down 0, Debuts 4, Adds 11, KSO, WCXI, WFMS-FM, KVOO, KKAL, KUZZ, K8MY, KEEN, WYII, WWOD, WSM, WIXL-FM 47-37.

LOUISE MANDRELL & R.C. BANNON "Where There's Smoke There's Fire" (Epic) 25/8
National Summary: Up 3, Same 8, Down 0, Debuts 6, Adds 8, KKAL, K8MY, KSSS, KWJJ, WNRS, WSAI-AM-FM, WITL-FM, KFH, KRMD-AM-FM 43-36, KEBC-FM 38-33.

RONNIE ROGERS "Gonna Take My Angel Out Tonight" (Lifesong) 24/6
National Summary: Up 3, Same 8, Down 0, Debuts 6, Adds 6, KOKE-FM, KRMD-AM-FM, WNRS, WHBF, KMAK, KTOM, WQYK-FM 4-34, KVOO 49-43, KWJJ 50-42, KMPS-AM-FM 4-30.

Radio & Records

NATIONAL AIRPLAY/50

December 4, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK		
5	3	1	1	JOHNNY LEE/Bat Your Heart On Me (Full Moon/Asylum)
7	4	4	2	GEORGE JONES/Still Doin' Time (Epic)
18	11	6	3	ALABAMA/Love In The First Degree (RCA)
14	8	5	4	STEVE WARINER/All Roads Lead To You (RCA)
17	12	9	5	BELLAMY BROTHERS/You're My Favorite Star (WB/Curb)
16	10	8	6	CRYSTAL GAYLE/The Woman In Me (Columbia)
11	9	7	7	LARRY GATLIN/What Are We Doin' Lonesome (Columbia)
3	1	3	8	EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
23	17	11	9	RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
19	14	10	10	GENE WATSON/Fourteen Carat Mind (MCA)
4	2	2	11	MERLE HAGGARD/My Favorite Memory (Epic)
28	23	15	12	GARY MORRIS/Headed For A Heartache (WB)
33	27	20	13	CONWAY TWITTY/Red Neckin' Love Mekin' Night (MCA)
31	25	17	14	STATLER BROTHERS/Years Ago (Mercury/PolyGram)
37	30	24	15	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
27	24	16	16	MOE BANDY/Rodeo Romeo (Columbia)
35	28	19	17	MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)
29	26	22	18	DAVID FRIZZELL & SHELLY WEST/Husbands And Wives (WB)
42	36	27	19	MICKEY GILLEY/Lonely Nights (Epic)
15	13	12	20	RICKY SKAGGS/You May See Me Walkin' (Epic)
34	31	23	21	EARL THOMAS CONLEY/Tell Me Why (RCA)
38	34	28	22	EDDY RAVEN/Who Do You Know In California (Elektra)
44	36	30	23	DOTTIE WEST/It's High Time (EMI/Liberty)
47	39	32	24	KENNY ROGERS/Bleze Of Glory (EMI/Liberty)
24	22	18	25	JOHN SCHNEIDER/Them Good Ol' Boys Are Bad (Scotti Bros./CBS)
46	37	31	26	REEVES & CLINE/Have You Ever Been Lonely (RCA)
1	5	14	27	HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
6	7	13	28	JOHN CONLEE/Miss Emily's Picture (MCA)
-	42	35	29	DON WILLIAMS/Lord, I Hope This Day Is Good (MCA)
-	43	37	30	WAYLON JENNINGS/Shine (RCA)
-	47	39	31	EDDIE RABBITT/Someone Could Lose A Heart Tonight (Elektra)
2	6	21	32	BARBARA MANDRELL/Wish You Were Here (MCA)
-	44	40	33	RONNIE McDOWELL/Watchin' Girls Go By (Epic)
-	46	36	34	T.G. SHEPPARD/Only One You (WB/Curb)
-	45	38	35	LEON EVERETTE/Midnight Rodeo (RCA)
-	-	44	36	KIERAN KANE/It's Who You Love (Elektra)
12	16	25	37	ANNE MURRAY/It's All I Can Do (Capitol)
21	18	28	38	TOMPALL & THE GLASER BROTHERS/Just One Time (Elektra)
-	-	43	39	JOHN ANDERSON/I Just Came Home To Count... (WB)
9	15	29	40	SYLVIA/Heart On The Mend (RCA)
-	-	45	41	ED BRUCE/You're The Best Break... (MCA)
-	-	45	42	MEL McDANIEL/Preaching Up A Storm (Capitol)
-	-	49	43	REBA McENTIRE/Only You (And You Alone) (Mercury/PolyGram)
-	-	50	44	BOBBY BARE/Dropping Out Of Sight (Columbia)
13	19	34	45	MEL TILLIS/One-Night Fever (Elektra)
22	21	33	46	GEORGE STRAIT/Down And Out (MCA)
8	20	41	47	OAK RIDGE BOYS/Fancy Free (MCA)
30	33	42	48	WILLIE NELSON/Mountain Dew (RCA)
-	-	49	49	RAY PRICE/Diamonds In The Stars (Dimension)
-	-	50	50	LEE GREENWOOD/It Turns Me Inside Out (MCA)

New Entry

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.

LACY J. DALTON "Everybody Makes Mistakes" (Columbia) 23/13
National Summary: Up 1, Same 8, Down 0, Debuts 3, Adds 13 including KNIX-FM, KOKE-FM, KLVI, WCOB-FM, WSM, WOO, WAXX, WIRE, WITL-FM, KCKC 21-18.

BOBBY SMITH "Too Many Hearts In The Fire" (EMI/Liberty) 22/7
National Summary: Up 2, Same 11, Down 0, Debuts 2, Adds 7, KVET, KHEY, WQIK-FM, KWKH, WKKN, KSSS, KEED, KEBC-FM 4-44, KUZZ 48-43, WCAW 42-36.

JOHNNY RODRIGUEZ "It's Not The Same Old You" (Epic) 20/4
National Summary: Up 5, Same 8, Down 0, Debuts 3, Adds 4, WSLR, WITL-FM, KVOO, KUZZ, KFGO 37-35, WCAW 49-43, WIXL-FM 42-32, WCOB-FM 4-40, WKBJ-FM 41-39, KKYX 48-45.

HELEN CORNELIUS "Love Never Comes Easy" (Elektra) 19/7
National Summary: Up 2, Same 8, Down 0, Debuts 2, Adds 7, KSSS, KEED, KRDR, KOKE-FM, KHEY, KWKH, KVOO, WIXL-FM 44-38. On: WYDE, WSM.

CORBIN/HANNER BAND "Oklahoma Crude" (A&A) 19/5
National Summary: Up 0, Same 11, Down 0, Debuts 3, Adds 6, WEEP, WVA, KHEY, KSO, KSSS. On: WYDE, KRMD-AM-FM, KVOO, K8MY, KEED.

TERRY GREGORY "I Can't Say Goodbye To You" (Handshake/CBS) 19/2
National Summary: Up 6, Same 8, Down 0, Debuts 5, Adds 2, KLRA, KRDR, KVET 38-35, WSOC-FM 39-31, WLWI-FM 28-25, KKYX 50-46, WFMS-FM 4-32, KSSS 38-31, KLAC 43-40.

KENDALLS "If You're Waiting On Me" (Mercury/PolyGram) 18/17
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 17 including KSO, KFGO, KEBC-FM, KEED, KMPS-AM-FM, WGNA-FM, WYII, KVET, KRMD-AM-FM, WIRK-FM.

CREEDENCE CLEARWATER REVIVAL "Cotton Fields" (Fantasy) 17/4
National Summary: Up 0, Same 12, Down 0, Debuts 1, Adds 4, KOKE-FM, KHEY, WLWI-FM, WVA. On: WYDE, WSUN, WSAI-AM-FM, WCXI, KNEW, KEEN.

KIN VASSY "When You Were Blue And I Was Green" (EMI/Liberty) 16/9
National Summary: Up 0, Same 4, Down 0, Debuts 3, Adds 9, WSAI-AM-FM, WXCL, KVOO, KEED, KMPS-AM-FM, WYDE, KHEY, WLWI-FM, KWKH.

BILL ANDERSON "Whiskey Made Me Stumble..." (MCA) 15/1
National Summary: Up 2, Same 7, Down 0, Debuts 5, Adds 1, WKCO-FM, WGNA-FM 4-44, WIXL-FM 41-28, WIRK-FM 4-38. On: KVOO, KRDR, WSEN, WNYR, WYDE, KKYX.

BURRITO BROTHERS "If Something Should Come..." (Curb/CBS) 14/8
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 6, KVET, WSM, KRMD-AM-FM, WNRS, KEBC-FM, KVOO, KMPS-AM-FM, WGNA-FM, WVA. On: WSAI-AM-FM, KEEN.

SUSIE ALLANSON "Hearts (Our Hearts)" (EMI/Liberty) 14/6
National Summary: Up 2, Same 4, Down 0, Debuts 0, Adds 6, WCAW, WSOC-FM, KWKH, WKMF, KVOO, KTOM, WIXL-FM 48-36, WKBJ-FM 38-38. On: WSM, KSO.

TENNESSEE EXPRESS "Little Things" (RCA) 14/5
National Summary: Up 1, Same 7, Down 0, Debuts 1, Adds 5, K8MY, KEED, KTRB, WWOD, WHBF, WVAM 49-39. On: WQIK-FM, WSM, KRMD-AM-FM, WSAI-AM-FM.

ROSANNE CASH "Blue Moon With Heartache" (Columbia) 12/12
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12, KBMR, WSAI-AM-FM, WAXX, KFGO, WIRE, KEBC-FM, WXCL, WMZQ-FM, KVET, KLVI, KLRA, KRMD-AM-FM.

These are the people who have gotten to US!

and our exciting new program...

THE WEEKLY COUNTRY MUSIC COUNTDOWN

Les Acree/WMC
Mark Adams/WKLR
Tom Allen/WHIM
Henry Amberston/WNCT
Mike Anderson/WRNL
Nick Anthony/WSLR
Dave Bard/WEBQ
Ken Ball/WIAI
Dave Beedles/KSSS
Ted Bias/KYAK
Beverly Bleisch/KJYJ
James Bond/KTRN
Dennis Bookey/KDRK
Aaron Bowers/WDEN
Bob Bosche/KUGN
James Bozeman/KJIN
Michael Brown/WBDY
Chuck Browning/WONE
Ed Buchanan/WCUZ
Rick Bulger/KBCT
Bob Burns/WDLW
Bob Call/KYGO
Steve Casey/WCCL
Bob Clark/WRKT
Jerry Clark/WIFF
Doug Clements/KBHL
Greg Cohane/WAMR
Dugg Collins/KIXZ
Charlie Cook/KHJ
Bill Cranney/WOKO

Doug Davis/KCMC
Tom Dominic/KIMI
Bob English/WUBE
Eric Esbensen/WKQS
Tony Eubanks/WETQ
Dick Evans, Sr./WYZZ
Don Evans/WJAC
Sam Faulk/WLWI
Dick Ferry/WCII
Al Fetch/WYRK
Bill Ford/WKHK
Jim Forrest/WITO
John Frankhouser/KLLL
Mike Fulghum/WSYL
Pete Gabriel/WKBN
Todd Garamella/KTCR
Dave Gifford/WLKK
Jeff Goodridge/WNYR
Mike Green/WFLI
Roy Grice/WTHO
Larry Grogen/WFMS
Gene Guthrie/KRGO
Marc Hahn/KTOM
Joel Hardy/KROZ
Dan Hester/WWOQ
Don Hibbitts/WSUN
Bob Hoffman/WMIX
Steve Holbrook/WKSJ
Kim Holder/WANA
Tom Hunt/WHUM

Marc Hunter/KWG
Kerry Jackson/WIWX
Paul Jackson/WXCL
Ron Jacobs/KDEO
Bill Jenkins/WELE
Rick Johnson/WCAW
Tom Jordan/WMBH
Bill Kelly/KRAM
Curtis King/WKKN
Charles Lindsey/WEZL
Jim Liniger/KYTE
Troy London/KWKC
Bill Love/WBKR
Larry Manuel/WADR
Rick Marcellan/WAPE
Charlie Marcus/WNOE
Barry Mardit/WEPP
Howard McAnany/WRKZ
Pat McDonald/WKXA
Brady McGraw/WQQT
Denny McGuire/WFAI
Bob McKay/KCBQ
Chuck McKay/KVOX
Buddy Michaels/WPCM
Tom Miles/WDSD
Doug Milligan/KRST
Ken Mills/KXRB
Bill Mnich/WMNI
Wally Mullinax/WESC
Charlie Ochs/KIKK

Larry O'Neal/WDAL
Buddy Owens/KUZZ
Alan Parker/WCNV
Carol Parker/WMZQ
Jim Phillips/KHEY
Jim Powell/WYDE
Joel Raab/WHK
John Risher/WCXI
Jay Roberts/WIBR
Roy Ross/WKOP
Tim Roth/KEWI
Mike Schaefer/WSEN
Allen Schepper/KIKN
J. C. Sears/WITL
Mark Sinclair/WIXY
Jim Slone/KCUB
Kathie Stamps/WTKC
Jim St. Martin/KTRB
Christopher Stoney/KHUG
Ralph Taylor/KADL
Rick Taylor/WVOC
Jim Tice/WCOS
Walt Turner/KSD
Dean Tyler/WFIL
Chuck Urban/KAYO
Tom Vernon/WXBM
Dave Waters/KSKX
Norm Wiseman/WMTY
Andy Witt/WTSO
John Zucker/WGEE

It's not too late to get to us!

Call today, 800/368-3033. In Virginia call 703/556-9870.

The United Stations

Country Pictures



WIRE'S TANDEM TWOSOME: WIRE's Ken Speck (left) and Doug Dahlgren (right) are pictured at left during their tandem bike ride through the streets of Indianapolis promoting the Mayor's "Ride-Sharing Rodeo" and at right with two Purdue University Silver Girls, with whom Ken and Doug reportedly offered to share a ride back to the station.



HALLOWEEN HIJINKS: Philadelphia's newest Country combo, WFIL & WUSL, decided to get in a haunting frame of mind by holding a Halloween staff party with a Western motif. Pictured (l-r) are staffers Mary Lou Imsenk, Lorraine Godlewski, President/GM Jim DeCaro, Marie Wareckly, and (kneeling) Mary Renklewicz.



CASPER CAPER: KVOC/Casper's morning man Rob Cutter is shown with visiting Barbare Mandrell.



KRRP GIVES CLUB STAMP OF APPROVAL: The grand opening of Moe & Joe's in Bossier City, LA was a good excuse for KRRP/Coushatta, LA to round up a group of staffers and join Joe Stampeley (who's from nearby Springhill) on opening night. Pictured prior to partying are (l-r) Rich Robbins, Marvin Desadier, GM Ray Arthur, Joe Stampeley, Tom Pace, Vickie Lee, KRRP owner Jim Bethard, and Dave Martin (kneeling).



McCLAIN VISITS MIDWEST: Epic's Charly McClain recently stopped by the KHAK/Cedar Rapids studios, where she's pictured with the station's Dave Morgan (left) and EPA's Dan DeNigris (right).



AWARDS TO AND FROM RADIO: KSO/Des Moines's Bobbi Starr has been running a "Veteran Of The Day" tribute on her radio program since February. Recently she became the recipient of her own award when the local Veterans Administration and Vet Center presented her with a plaque in appreciation for the "outstanding service to the veterans in the community." Pictured in top left photo are Frank Kennedy (foreground) of the "Frank & Bobbi Show," and (l-r, rear) Tom Searcy of the Vet Center, KSO GM Perry St. John, Bobbi, and Wayne Maddox of the Veterans Administration... Top right photo shows KILT-FM's Gene Austin (in an award-giving switch) presenting Houston Mayor Jim McConn and the Houston City Council with a Texas-shaped plaque commemorating the city's contribution to the station's rapid growth.



WCUB TALENT SEARCH: WCUB/Manitowoc, WI held a two-month talent search in the area, culminating in a final competition in late summer. First-place winner Dan Riley and his Band of Luxemburg received a Chicago recording session. Pictured at the event are (l-r) two members of the band, Dan Riley, another band member, WKKB PD Joe Allen, WCUB PD Bob Irish, and WCUB's Wayne Moss.




KRRK IS ROLLING ALONG: KRRK/East Grand Forks, MN has become a car lover's delight. This past summer the station awarded one lucky listener the black and gray 1955 cherry-condition Chevy Bel Air convertible (valued at \$13,000) pictured above. The station also has its own matched set of wheels for promotions, the cowboy-hat attired Double-R "little buggers" (named Conway and Lorette). These moving billboards have created quite a stir among KRRK listeners once the initial shock of seeing a huge cowboy hat in their rearview mirrors subsides!



KEED CROWS OVER NEW LOGO — The San Diego Chicken flew north for the winter (he's not too bright!) to visit KEED/Eugene, OR's PD Tom Edwards (sporting the station's new T-shirt and logo) while the local RC Cola manager and officials of the Eugene Emeralds Class Triple A baseball club, whose games are broadcast over KEED, look on.

Biff Collie will return next week with his year-end update.



Coors Country News
This Week's Guests:
BURRITO BROS.

Call Pete Howard (213) 399-4949
 131 Ocean Park Blvd. Santa Monica, CA. 90405

THEY'RE NEW &
THEY'RE HOT !!

SUSIE Allanson



BOBBY Smith



KIN Vassy



"Hearts (Our Hearts)"

Produced by Michael Lloyd for Mike Curb Productions.



Others Getting Significant Action

SUSIE ALLANSON "Hearts (Our Hearts)" (EMI/Liberty) 14/6

National Summary: Up 2, Same 6, Down 0, Debuts 0. Adds 6. WCAW, WSOC-FM, KWKH, WKMF, KVOO, KTOM, WIXL-FM 48-36, WKSJ-FM 39-36. On: WSM, KSO.

"Too Many Hearts In The Fire"

Produced by Bob Montgomery for Bob Montgomery Productions.

Others Getting Significant Action

BOBBY SMITH "Too Many Hearts In The Fire" (EMI/Liberty) 22/7 National Summary:

Up 2, Same 11, Down 0, Debuts 2, Adds 7, KVET, KHEY, WQIK-FM, KWKH, WKKN, KSSS, KEED, KEBC-FM d-44, KUZZ 48-43, WCAW 42-36.



"When You Were Blue And I Was Green"

Produced by Larry Rogers.

Others Getting Significant Action

KIN VASSY "When You Were Blue And I Was Green" (EMI/Liberty) 16/9

National Summary: Up 0, Same 4, Down 0, Debuts 3. Adds 9, WSAI-AM-FM, WXCL, KVOO, KEED, KMPS-AM-FM, WYDE, KHEY, WLWI-FM, KWKH.

END OF THE YEAR WRAP-UP

News/Talk Charts Hits

'Tis the season to be jolly, signalling the traditional winding down of station activity. Since the end of the year (and the book, thank God) are upon us, I thought it would be a good opportunity to once again see what's hot in News/Talk.

As you can see, the top three topics mirror today's major concerns. David Stockman's untimely remarks added fuel to the fires being built against the President's economic strategy. Meanwhile, the deaths of Anwar Sadat and Moshe Dayan, plus the ongoing struggles with El Salvador and the Soviet Union all fall under the heading of foreign policy. Then, out of nowhere, there's medicine, which includes "wonder drugs" Revital and DMSO as well as the gains being made in cancer research. Another "hot" topic is #16 (Extremist Groups), which encompasses the renewed interest in the Weather Underground, the KKK, the Nazis and even teenage gangs. There are many more items which didn't make the "Top 30," but this doesn't mean they were any less popular in terms of audience response for those sta-

Radio&Records

NATIONAL TALK TOPICS/30

October/November 1981

1. Reaganomics (3)
2. Foreign Policy (13)
3. Medicine
4. Education: City/College (10)
5. Local Politics/Elections (19)
6. Penal System
7. Community Issues
8. Male/Female Relations (6)
9. Religion
10. Judicial System
11. AWACS
12. Money/Finance (4)
13. Health/Fitness (2)
14. Moral Majority (23)
15. Entertainment (17)
16. Extremist Groups
17. Obscenity/Pornography
18. Crime (7)
19. Hypnotists/Psychics
20. Drugs (16)
21. Law Enforcement: Police
22. Taxes/Utilities (11)
23. Guardian Angels (26)
24. PATCO Update (1)
25. Space Shuttle
26. Animal Abuse
27. Social Security (9)
28. ERA (18)
29. Illegal Aliens
30. Motherhood

News/Talk

Gail Mitchell



tions airing them. Among the highlights are: house lotteries, trivia, making your own gas (at an unbelievable) 9 cents a gallon), record banning/textbook censorship, and real live ghost hunters.

The layout is the same as before (R&R 10-9). But there have been a couple of minor changes. First, I decided to expand the chart to 30 items which better reflects the diversity of topics being discussed. Second, I don't think it's wise or fair to show a numbered trend as in the case of the music charts. However, where appropriate, I've noted in parentheses where a particular topic appeared on the first chart. This will give you some idea as to a subject's popularity some two months later.

News/Talk Regionalized Hot Topics/Hot Guests

EAST

WQBA
Albany, NY
Nancy O'Donnell
(518) 482-6588

TOPICS
Financial Aid
Legal Aid
Gardening
Foreign Policy
Old-Fashioned Holidays
Telephone Rate Increase
Prisons
Local History

QUESTS
David Duke - NAAWP (White People)
Ann Fisher - Psychic
Fred Lubrin - Food Critic
Steve Rogowski - Rubik's Cube
John Holt - Educating Kids
Rita Saxe - Cooking

WHAM
Rochester, NY
Jack Klinkauf
(716) 484-4894

TOPICS
Sedit Death
Prisons
Medicine
Local Elections
Psychics
Trivia
Social Security
Reaganomics

QUESTS
Thomas Coughlin - Dept. of Corrections
Dr. Nella Laurensen - Gynecologist/Author
NY Lt. Gov. Marlon Cuomo
Bernice Golden - Psychic
Steve Tamarus - Trivia
Anne Mead - Public Service Commission

WBAL
Baltimore, MD
Ira Apple
(301) 467-3888

TOPICS
Crime
Teenage Pregnancy
Revital - made from chicken feet
DMSO
Pornography
Hypnotism
FBI and M.L. King
Animal Abuse
Gourmet Food
Drugs
Social Security
City Schools

QUESTS
Dr. Stanley Jacob - DMSO
Nears Hayden - Author
Bill Swisher - State Attorney General
Dr. Franklin Kameny - Homosexuals
Dr. David Burns - Author
William Montapert - Author
William Cole - Hypnotist

WOL
Washington, DC
Angela Steinhilber
(202) 338-6888

TOPICS
Consumer Revenge
Creative Financing
Women Executive Barbecue
Polygamy/Polyandry
Motherhood
Politics
Male/Female Communication
Congress/Right Attendants
Democratic Rise in 1980's

QUESTS
Famous Amos
Robert Hooks - Actor
Jermaine Jackson
UN's Donald McHenry
Ralph Carter - Actor
Clint Holmes - Career
Mayor Marion Barry
Gerald Lopez - MD for Sheridan Network
Dr. Calvin Robert - Comm. Affairs
Jim Vance - NBC-TV
Leon & Jayne Kennedy

WOR

New York, NY
Bob Bruno
(212) 794-7888

TOPICS
Space Shuttle
David Stockman
Reaganomics
America Held Hostage
Surrogate Mothers
Physical Fitness
Radio Free Europe
Haitian Refugees
Illegal Aliens/Social Benefits
Weather Underground

QUESTS
Tony Randall
Joanne Woodward
Jane Fonda
Cicely Tyson
Pierre Salinger
Jack Anderson
Rosemary Clooney
Rachael Robinson - Jackie Robinson spouse
Martin Agronsky
David Niven

WOLA
Brunswick, ME
Elm Coffin
(207) 728-6887

TOPICS
Reaganomics
Abortion
Social Security
Gun Control
Sexual Morality
Welfare Fraud/Food
Moral Majority
Creation Vs. Evolution
Media Distortion
Prayer in Schools

QUESTS
Mary Howell - Psychic
Sandra Faucher - Right To Life
Fred Brown - Finance
Political Candidates
Barbara Clark - Author
Local Physicians
H.C. Wells - Author
Campus America - Nuclear Power
Reverend Phil Palmer

WCAU
Philadelphia, PA
Mills McGee
(215) 638-7888

TOPICS
"Forever Young" Series - Medicine
Police Dress For Success
Doctor/Patient Relations
House Lottery

QUESTS
Sexologist/Doctors
Gloria Swanson
Timothy Loneragan - Police Commander
Dr. Robert Mandelsohn - Author
(215) 688-3787
Ronald Craver - Entrepreneur
(House Lottery)

WOMP
Wheeling, WV
Howard E. Monroe
(614) 678-6881

TOPICS
Reaganomics
Local/State Elections
Hare Krishnas

QUESTS
Local Candidates
Members of Hare Krishnas

SOUTH

KTRH
Houston, TX
Kathys O'Brien
(713) 628-4881

TOPICS
Mayoral Election
Space Shuttle
ERA
Animal Cruelty
Police Issues
Crime
Health/Vitamins
Sports - NFL/World Series

QUESTS
Madeline M. O'Hare - Atheist
Reverend Billy Graham
Vincent Bugliosi
Dr. Lyndon Smith - Baby Doctor
Mayoral Candidates
Jim Harrington - Director/Texas ACLU
Earl Mindel - Vitamins
Animal Cruelty Officers
Garold & Myrna Silver - "Weekend Father"
Authors

WVEE
Memphis, TN
Den Vaccaro
(901) 268-2882

TOPICS
Memphis Job Conference
Christianity/Fundamentalism
Obscenity
Dr. George Nichopolous
Reaganomics
David Stockman
Sedit Death
U.S./Saudi Arabia
City Service Cutbacks
Merging City/County Governments

QUESTS
Mark Lane - Attorney (Jim Jones)
Wills Mays
Dr. Joyce Brothers

WVWS
Miami, FL
Neil Rogers
(305) 688-4883

TOPICS
ERA
Politics
Sex
Religion
SOS - Save Our S. Florida: Crime, Drugs, Refugees, etc.

QUESTS
Madeline M. O'Hare
Steve Bell - ABC
Betsy Friedan
David Duke - NAAWP

MIDWEST

WGN
Chicago, IL
Kenton Roberts
(312) 628-2211

TOPICS
Violence/Obscene Language
Children's Books
Prisoners' Rights
Wally Phillips' Memorial Song/Album
Student Loans/Aid
Traffic Court System
AWACS
Rapid Transit
City Schools
Guardian Angels
Chapter 13/Credit Ratings
Cardinal Cody Scandal
Handicapped Children
Climbing

QUESTS
Judy Blume - Author
Tyrone Fahner - Attorney General
Bill Rechterwald - Tribune
Merna Collins - Ghetto Schools
Irving Zakurki - Attorney
Michael Cordts - Sun-Times
Dr. Alexander Campbell - Handicapped
"Spider" Dan Goodwin - Building Climber
Dr. Thomas Redicki - Violence

WAVI

Dayton, OH
Steve Hall
(613) 226-1137

TOPICS
Utility Rate Hikes
Auto Worker Pay Cuts
Guardian Angels
Animal Preservation
PATCO
Legalization of Marijuana
Prisoner Hunger Strikes
Hypnosis
AWACS
Penal/Judicial System

QUESTS
U.S. Senator John Glenn
George Farnham - NORMAL
Steve Schloasberg - PATCO
Jean Michel Coustau
Eric Brewer - Guardian Angels
Sonny McCanless - President of Auto Workers Local/ALABAMA
Dr. Bauer - Edison Electric
Simon Reinbold - Hypnosis
Floyd Buzz Fay - Falsely Accused Murderer
Gordon Faulmer - Commissioner of IN State Corrections Department

WIND
Chicago, IL
Susan Eggleton
(312) 781-8823

TOPICS
Skokie - TV Movie
Moral Majority
Local Politics
Guardian Angels
Arms Race/Nuclear War
Iran Hostage Anniversary
Jewish Defense League
Anti-Terrorism
PATCO
CTA - Rapid Transit
Space Shuttle
Entertainment

QUESTS
Oanny Kaye/Al Smith, Skokie Mayor
Jerry Fehsel
Local Candidates
Herbert Scoville - Ex-CIA
Col. Charles Beckwith - Anti-Terrorism
Rabbi Mel Kahne
Ernie Bombick
CTA Authorities
Jerry Udwin - Group W
Susan Straesberg

WIFE
Indianapolis, IN
Kathy Hale
(317) 627-1376

TOPICS
Local Desegregation
PATCO
AWACS
Sedit Death
David Stockman
Sandra Day O'Connor
Penal Institutions
Budget Cuts
Property Taxes
Teamsters Pension Fund

QUESTS
Gerald R. Ford
Peter Jennings
Dr. Lyndon Smith
Ron Hendren
Jack Anderson
Ernie Bombick
Robert McNeil
Rowan & Martin
Dick Clark
Dr. Dan Kiley

KSTP

St. Paul, MN
Kella Nolan
(612) 642-4333

TOPICS
Soviet Union/U.S.A.
Sex Education
Teenage Pregnancy
Reaganomics
Textbook Censorship
Creation Vs. Evolution
El Salvador
Anxiety/Depression
Middle East
Obscenity/Pornography

QUESTS
Bobby Orr
Larry King
Pinchas Zukerman - Conductor
Elizabeth Drew - Political Writer
Moorehead Kennedy
Elsworth Bunker
James Fallows - Atlantic Monthly
Carol Channing
Pete Shields - Handgun Control
Reverend Dan Peters - Banning Records

WMBD
Peoria, IL
Jeff Thomas
(309) 698-3121

TOPICS
Local Government
Reaganomics
Law Enforcement
Child Abuse
Religion
Judicial System
Adoption
Prison System
Health
Education

QUESTS
Jim Bakan - City Manager
George Shedd - Sheriff
State Representative
John Gwynn - NAACP
Local Ministers
Sister Maureen Flahder - ERA
John Berra - State Attorney General
Tom Ward - Family Services
Lester Brune - Military Expert
Richard Green - School Administrator

WSDR
Sterling, IL
Tom Wadsworth
(312) 628-3488

TOPICS
Economy
Medicinal Plants
Ghost Hunter
Food/Nutrients
John Birch Society
Make Your Own Gas - Ethanol
Cancer Research/Progress

QUESTS
Larry Williams - Economist
Max Barlow - Author
Jim Vogt - Ghost Hunter (612) 438-8804
Paul Pitt - Food Expert (414) 682-0738
John McManus - John Birch Society
David Owens - Making Gas (713) 884-7700
Cancer Specialist

WEST

KVI
Seattle, WA
Jack London
(206) 223-4788

TOPICS
Hinkley Suicide/Right To Die
AWACS
PLO

QUESTS
Lenny Cotlin Progrin - "Growing Up Free"
Anne Ehrlich - Extinction of Species
Jeffrey Hadden - Prime Time Preacher
Eddie Fisher
Dr. Tazs Albert Warschaw - "Winning By Negotiation"
Carly Simon
Nasim Rahman - Director of Information for PLD

KXL

Portland, OR
Larry Roberts
(503) 221-9788

TOPICS
Local School Closure
Local Property Tax
ERA
Abortion
AWACS
Richard Allen's \$1000

QUESTS
Albert Goldman - "Ehls" Author
Sue Ellen Lowry - Abortion
Dr. Marshall Mandell - Allergist
Dr. Neal Oshen - Phobias
Daniel Eastman - Skin Care
Dr. Jay A. Hynek - UFO Studies
Dr. James & Peggy Vaughn - Extramarital Affairs
Larry Williams - "How To Prosper... Good Years"
Daniel Cassidy - National Scholarship Research
Local Dermatologist

KQNR
Sacramento, CA
Marlyn Harst
(916) 441-6272

TOPICS
Crime
Governor Brown Task Force
Psychic Phenomenon
Medicine
Entertainment
Marriage
Religion
Moral Majority
Financial Planning
Local Assemblyman

QUESTS
Sean Higgins - Crime
Jim Barkley - Crime
Debbie Wander - Rape
Professor Charles Tart - ESP
Dr. Carl Merkwold - Allergist
David Duke
Robert Steiner - Psychic Investigator
Jerry Fehsel
Brynn Thayer - Soap Opera Actress
Donny & Marie Osmond
David Burns - University of Pennsylvania Psychologist
Dr. Walter Martin - Religious Cults

KOA
Denver, CO
Dave Scott
(303) 881-4444

TOPICS
Reaganomics
Criminal Justice System
Sedit Death
Moshe Dayan
Homosexuality
Domestic Violence
Taxes
Deregulation of Telephone Industry
Heart Problems
Astrology
AWACS

QUESTS
Henry Mancini
Dr. William Paul - Psychology
Sue Hammermith - Kinsey Institute
Ann Jones - "Women Who Kill"
Lee Bimback - "Prappy Handbook"
Evens/Fuhrer - "Who's Nobody in America"
John Grandbouche - Taxes
Dr. Sidney Wolfe - Director Health Research Group
Russell Means - American Independence Movement
Charles Osgood
Robert E. Lee - Ex-FC Commissioner
Jim Flux - Runner/Author
Joyce Jilson - Astrologer
Que Grand/Don Estes - Southern Pacific Mountain Bell



Jeff
Green

Adult/Contemporary

'Tis The Season For Good Will Toward Your Town

A door-to-door charity campaign plods along with little support or visibility, when suddenly the local radio station gets involved, creates an event out of it, and presto! Thousands of dollars are raised, the charity drive is successful, and everyone feels good about themselves. Radio does it again — the catalyst of the community, the fund-raising focal point.

What was the last charity event your station was involved with? If you're still trying to remember, it's probably been too long. This holiday season is the happiest for most of us, but it's the loneliest for many, and the best time to boost your station's community image and your own spirits. Need ideas? Here's a pageful of generous radio stations at work. Hope to see yours here next time!

King-Sized Food Harvest

KING/Seattle is co-sponsoring their annual Neighborhood Food Harvest, a countywide food drive to benefit area food banks. Volunteers call on neighbors for cash contributions and canned foods. Last year, KING helped collect over \$13,000 in food and donations. In another event, KING sponsored the Seattle Energy Show, complete with live broadcasts, energy guides, and a drawing to win six months' worth of heat for the winner's home, condo, or apartment.



RADIO TO THE RESCUE — WHBY/Appleton gets the holiday season off to an early and hot start, by delivering over a thousand poinsettia plants, gingerbread houses, cookies, and countless cards and letters to elderly folks in nursing homes. All goods and services, including the use of this \$90,000 fire truck, were provided in return for mentions or by schoolchildren and organizations. From left, "Mrs. Santa" Denise Krueger and Joel "Santa Claus" Klenderman of WHBY with a participating fireman.

WOWO Penny Pitch

For the 33rd consecutive year, WOWO/Ft. Wayne conducted their annual Penny Pitch, a fund-raising campaign which has provided assistance for thousands of needy families. Last year's drive netted over \$52,000. The station scheduled several live remotes from various locations in the tri-state area. Every person who contributed received a small gift from the station in appreciation. Trophies were also awarded to area schools that collected the most donations.

Toys For Tots

In their own version of this traditional community involvement campaign, GR55 (WGR)/Buffalo's evening personality "Shane" served as Grand Marshal and afternoon man Frank Benny acted as MC for the annual "Toys For Tots" parade recently. More than 60,000 people lined the streets as the station collected nearly 3000 gifts for disadvantaged youngsters.



BATTING FOR BENEFIT — K-HITS/Los Angeles recently took on the cast and crew of TV's "WKRP in Cincinnati" in a benefit softball game for the local Ronald McDonald house. From left, personality Mike Carruthers, WKRP's Gary Sandy, and afternoon talent Joe Cipriano.

Christmas Is For Kids

For the fifth straight year, WOMC/Detroit is organizing its highly successful "Christmas Is For Kids" community service program. The goal is to provide special Christmas gifts for hundreds of mentally retarded people in the Greater Detroit area, whether they are children or not. So far, WOMC has gathered over \$90,000 in cash donations for institutional therapy and recreation projects, plus over 3,000 gifts. Air personalities have recorded 70 "Christmas wishes" by retarded citizens, on behalf of hundreds of others. WOMC will air the special requests once an hour in early December, hoping to draw enough gifts to make their special retarded persons' Christmas parties even happier occasions than last year.



A SPOOK-TACULAR SUCCESS — KONO/San Antonio sponsored a Haunted House which raised over \$10,000 for the March Of Dimes. DJ Jim Carter is shown here modeling his seasonal hairstyle as he greets those brave souls who dared to visit.

Christmas Gift Garage Sale

Over 2000 people waited for the doors to open at the WWSC/Glens Falls, NY "Giant Garage Sale And More," held at the local civic center. More than 9000 attended the event in just eight hours, as exhibit and ticket revenue generated \$8000 to purchase Christmas gifts, food baskets, and school scholarships for needy children. The event was staged by Special Projects Coordinator Bonnie Glendening and live remote programming was set up by Program Manager Dave Covey. With this first attempt such a big success, the station plans to make this an annual event.

"Beat Michigan" Oldies Dance

For the past 12 years, WTVN/Columbus has held a "Beat Michigan" oldies dance in the beautiful Valleydale Ballroom. This year, several WTVN personalities played dance music from the 50's and 60's to an instant, one-day sellout crowd. All money raised through the 900 ticket sales went to benefit WTVN's "Secret Santa" Fund, which provides toys and other Christmas goodies to underprivileged and orphaned children. Happily, the dance brought the holiday spirit to Columbus, as Ohio State upset Michigan's Rose Bowl bid the next day, 14-9.



FOR THE LOVE OF RADIO — WIBW/Topeka's Music Director Lee O'Day was suspended 68 feet above the ground during pouring rain and strong winds to raise money for Muscular Dystrophy. For each \$10, Lee descended one foot. Naturally, just as the platform touched down, the weather miraculously cleared up.

OUTCUE

Pomp Under Any Circumstances

United Press International, 1:35pm CST
11-17-81, Kansas City, MO . . .

"Prince Charles and Princess Diana have received the Popiel Pocket Fisherman and a Vegematic as wedding presents from a Kansas City radio station and they've had the Rear Admiral Sir Hugh Janion send the official thank-you. It read,

'Dear Staff and Listeners of KMBZ Radio, The Prince and Princess of Wales have asked me to send you all their sincere thanks for the pocket spin-casting outfit, the automatic vegetable preparer, the charming cards and ornaments, and also for your good wishes. The Royal Highnesses much appreciate your kind thoughts in sending these gifts and asked me to thank you all most warmly.'

Sir Hugh Janion, K.C.V.O.

Curt 'Mother' Merz, the midday disc jockey who dreamed up the idea, is now working on ideas for a baby present."

Regionalized Ads & Hots

EAST Parallel One

WCBM/Baltimore
Neil Martin
SHEENA EASTON
DAN FOGELBERG
BILLY JOEL
SNEAKER
Hottest:
NEIL DIAMOND
DIANA ROSS
BARBRA STREISAND
JUICE NEWTON

WROR/Boston
Mita Addame
none
Hottest:
none

QRSS/Buffalo
Jerry Rao
HALL & OATES
EDDIE RABBITT
RONNIE MILSAP
Hottest:
DIANA ROSS
COMMODORES
FOREIGNER
NICKS & HENLEY
DAN FOGELBERG

WBEN/Buffalo
Roger Christian
JENNIFER WARNER
DAN FOGELBERG
AL JARREAU
Hottest:
HALL & OATES
FOREIGNER
DIANA ROSS
GEORGE BENSON
LINDSEY BUCKINGHA

WTFM/New York
Frank Kelly
JENNIFER WARNER
DOBBIE GRAY
Hottest:
LINDSEY BUCKINGHA
NICKS & HENLEY
HALL & OATES
ROD STEWART
BILLY JOEL

WIPR/Philadelphia
Bob Russo
HALL & OATES
Hottest:
C. CHRISTIAN
GEORGE BENSON
STEVE WOODS
PAUL DAVIS
EDDIE RABBITT

WTAE/Pittsburgh
Don Berns
DAN FOGELBERG
AL JARREAU
COMMODORES
KENNY ROGERS
C. CHRISTIAN

KDKA/Pittsburgh
Jim Harrington
JUICE NEWTON
GEORGE BENSON
Hottest:
POLICE
DIANA ROSS
BOD STEWART
LINDSEY BUCKINGHA
QUARTERFLASH

WWSW (WWS)/Pittsburgh
Herb Crowe
ROYAL PHILHARMONI
SNEAKER
BILLY JOEL
EDDIE RABBITT
BEACH BOYS
Hottest:
AIR SUPPLY
COMMODORES
FOREIGNER
DIANA ROSS
GEORGE BENSON

WJLA/Washington, D.C.
Gary Salaban
BILLY JOEL
DAN FOGELBERG
Hottest:
HALL & OATES
JUICE NEWTON
BARBRA STREISAND
DIANA ROSS
GEORGE BENSON

WASH/Washington, D.C.
Bob Duckman
none
Hottest:
DAN FOGELBERG
HALL & OATES
BARBRA STREISAND
ROYAL PHILHARMONI

Parallel Two
WNAH/Bridgewater
Rosa Gerritt
BILLY JOEL
DAN FOGELBERG
HALL & OATES
DAVID GATES
Hottest:
DAN FOGELBERG
BARBRA STREISAND
NEIL DIAMOND
GEORGE BENSON
DOMINGO & DENVER

WQXR/Erie

Ted Abbott
FRANK SINATRA
CHILLIWACK
DWAY
SNEAKER
BOD STEWART
AIR SUPPLY
IRENE CARA
CARPENTERS
SHEENA EASTON
DAN FOGELBERG
Hottest:
OJ
NICKS & HENLEY
ABDO GUMRIE
LINDSEY BUCKINGHA
JUICE NEWTON

WSFM/Harrisburg
Bob Patte
CARPENTERS
EDDIE RABBITT
DAN FOGELBERG
FOREIGNER
Hottest:
NEIL DIAMOND
DAVID GATES
HALL & OATES

WVYZ/Hartford
Popovich/Colligan
ALABAMA
DOMINGO & DENVER
EDDIE RABBITT
CARPENTERS
Hottest:
BARRY MANLOW
NICKS & HENLEY
LINDSEY BUCKINGHA
DAVID GATES
NEIL DIAMOND

WVIC/Hartford
Ginny Jesionka
none
Hottest:
BARRY MANLOW
COMMODORES
DIANA ROSS
MIKE POST
C. CHRISTIAN

WTCR/New Brunswick, NJ
Jay Meyers
LULU
CAPPELLERS
Hottest:
BARRY MANLOW
NEIL DIAMOND
DIANA ROSS
C. CHRISTIAN
STEVE WOODS
BARBRA STREISAND

WELI/New Haven
Walt Pinto
DAVID GATES
BEACH BOYS
STEVE CARLISLE
Hottest:
ROYAL PHILHARMONI
DOMINGO & DENVER
BARBRA STREISAND
NEIL DIAMOND
DIANA ROSS

WQIR/Manchester, NH
Karen Anderson
LULU
LEE CEES
Hottest:
NEIL DIAMOND
FOREIGNER
BARBRA STREISAND
COMMODORES
DIANA ROSS

WNEU/Wheeling, WV
Amos/Fox
AIR SUPPLY
CAPPELLERS
LRL
ROLLING STONES
Hottest:
FOREIGNER
NICKS & HENLEY
LINDSEY BUCKINGHA
HALL & OATES
EDDIE RABBITT

WHAM/Rochester, NY
Devo Laird
DAN FOGELBERG
JENNIFER WARNER
CARPENTERS
ROYAL PHILHARMONI
Hottest:
NEIL DIAMOND
DIANA ROSS
C. CHRISTIAN
BARRY MANLOW

Parallel Three
WVBE/Cape Cod, MA
Paul McKenna
AIR SUPPLY
CARLY SIMON
Hottest:
FOREIGNER
LINDSEY BUCKINGHA
NICKS & HENLEY
NEIL DIAMOND
HALL & OATES

WVBE/Cape Cod, MA
Paul McKenna
AIR SUPPLY
CARLY SIMON
Hottest:
FOREIGNER
LINDSEY BUCKINGHA
NICKS & HENLEY
NEIL DIAMOND
HALL & OATES

WVBE/Cape Cod, MA
Paul McKenna
AIR SUPPLY
CARLY SIMON
Hottest:
FOREIGNER
LINDSEY BUCKINGHA
NICKS & HENLEY
NEIL DIAMOND
HALL & OATES

WVBE/Cape Cod, MA
Paul McKenna
AIR SUPPLY
CARLY SIMON
Hottest:
FOREIGNER
LINDSEY BUCKINGHA
NICKS & HENLEY
NEIL DIAMOND
HALL & OATES

WVBE/Cape Cod, MA
Paul McKenna
AIR SUPPLY
CARLY SIMON
Hottest:
FOREIGNER
LINDSEY BUCKINGHA
NICKS & HENLEY
NEIL DIAMOND
HALL & OATES

WVBE/Cape Cod, MA
Paul McKenna
AIR SUPPLY
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Hottest:
FOREIGNER
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HALL & OATES

WVBE/Cape Cod, MA
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Paul McKenna
AIR SUPPLY
CARLY SIMON
Hottest:
FOREIGNER
LINDSEY BUCKINGHA
NICKS & HENLEY
NEIL DIAMOND
HALL & OATES

WQY/Schenectady

Walter Fritz
BERTIE HIGGINS
AIR SUPPLY
Hottest:
BARBRA STREISAND
JUICE NEWTON
PAUL DAVIS
CARPENTERS
CAN FOGELBERG

WNYN/Springfield, MA
Mary Ferraro
BILLY JOEL
Hottest:
PAUL DAVIS
FOREIGNER
COMMODORES
NEIL DIAMOND

WHEH/Syracuse
Debbie Stoughmanger
DOMINGO & DENVER
BEACH BOYS
Hottest:
AIR SUPPLY
IRENE CARA
BARRY MANLOW
FOREIGNER
JUICE NEWTON

140/Worcester
Cim Blake
HALL & OATES
EDDIE RABBITT
Hottest:
NEIL DIAMOND
BARRY MANLOW
FOREIGNER
BARBRA STREISAND

WBSA/York
Jim Horn
BEACH BOYS
EDDIE RABBITT
HALL & OATES
Hottest:
AIR SUPPLY
ROYAL PHILHARMONI
BARBRA STREISAND
KENNY ROGERS
FOREIGNER

WVBE/Cape Cod, MA
Paul McKenna
AIR SUPPLY
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HALL & OATES

WVBE/Cape Cod, MA
Paul McKenna
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CARLY SIMON
Hottest:
FOREIGNER
LINDSEY BUCKINGHA
NICKS & HENLEY
NEIL DIAMOND
HALL & OATES

MIDWEST Parallel One

WVYR/Chicago
John Wetherbee
LINDSEY BUCKINGHA
EDDIE RABBITT
Hottest:
NEIL DIAMOND
DOMINGO & DENVER
FOREIGNER
COMMODORES
DIANA ROSS
BARRY MANLOW

WVYR/Chicago
Jack Kelly
DAN FOGELBERG
PAUL DAVIS
GEORGE BENSON
Hottest:
HALL & OATES
AIR SUPPLY
NICKS & HENLEY
LRL
FOREIGNER

WVYR/Chicago
Walter Zerkhusen
ROSNANNE CASH
SHEENA EASTON
GROVER WASHINGTON
CARLY SIMON
CHINA
TIERRA
Hottest:
DAN FOGELBERG
DEL SHANNON
RITA COOLIDGE
GREG LAKE
IRENE CARA
SHEENA EASTON
STEVE CARLISLE
Hottest:
none

WVYR/Chicago
Denny Long
DAN FOGELBERG
DEL SHANNON
RITA COOLIDGE
GREG LAKE
IRENE CARA
SHEENA EASTON
STEVE CARLISLE
Hottest:
none

WVYR/Chicago
Denny Long
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GREG LAKE
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STEVE CARLISLE
Hottest:
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Hottest:
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Hottest:
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Hottest:
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Hottest:
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WVYR/Chicago
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STEVE CARLISLE
Hottest:
none

WVYR/Chicago
Denny Long
DAN FOGELBERG
DEL SHANNON
RITA COOLIDGE
GREG LAKE
IRENE CARA
SHEENA EASTON
STEVE CARLISLE
Hottest:
none

KMBZ/Kansas City

Steve Bell
DAVID GATES
VANGELIS
RONNIE MCDONELL
DOW WILLIAMS
Hottest:
NEIL DIAMOND
DOMINGO & DENVER
FOREIGNER
COMMODORES
DIANA ROSS
BARRY MANLOW

WVYR/Chicago
Jack Kelly
DAN FOGELBERG
PAUL DAVIS
GEORGE BENSON
Hottest:
HALL & OATES
AIR SUPPLY
NICKS & HENLEY
LRL
FOREIGNER

WVYR/Chicago
Walter Zerkhusen
ROSNANNE CASH
SHEENA EASTON
GROVER WASHINGTON
CARLY SIMON
CHINA
TIERRA
Hottest:
DAN FOGELBERG
DEL SHANNON
RITA COOLIDGE
GREG LAKE
IRENE CARA
SHEENA EASTON
STEVE CARLISLE
Hottest:
none

WVYR/Chicago
Denny Long
DAN FOGELBERG
DEL SHANNON
RITA COOLIDGE
GREG LAKE
IRENE CARA
SHEENA EASTON
STEVE CARLISLE
Hottest:
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GREG LAKE
IRENE CARA
SHEENA EASTON
STEVE CARLISLE
Hottest:
none

WVRO/Dayton

Judy Kelly
AL JARREAU
PEACHES & HERB
BERTIE HIGGINS
ALABAMA
T.G. SHEPPARD
VANGELIS
Hottest:
NEIL DIAMOND
DOMINGO & DENVER
FOREIGNER
COMMODORES
DIANA ROSS
BARRY MANLOW

WVYR/Chicago
Jack Kelly
DAN FOGELBERG
PAUL DAVIS
GEORGE BENSON
Hottest:
HALL & OATES
AIR SUPPLY
NICKS & HENLEY
LRL
FOREIGNER

WVYR/Chicago
Walter Zerkhusen
ROSNANNE CASH
SHEENA EASTON
GROVER WASHINGTON
CARLY SIMON
CHINA
TIERRA
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GREG LAKE
IRENE CARA
SHEENA EASTON
STEVE CARLISLE
Hottest:
none



Walt Love

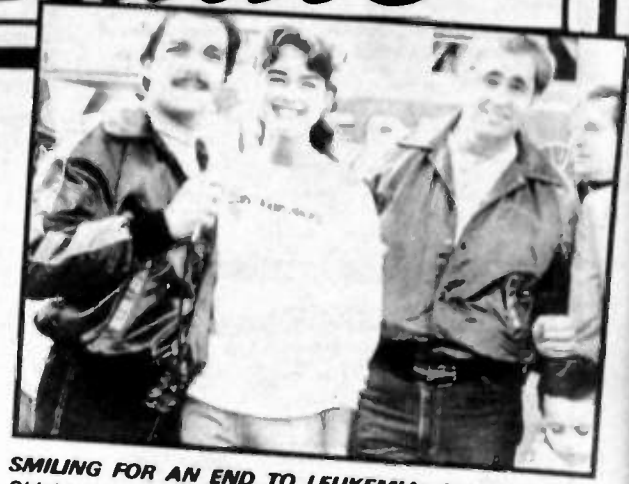
Black Radio

Profiles In Pictures

This week we decided to let all of you around the country take a look at all of the "Beautiful People" in our industry. We thank you for the tremendous number of photos that we have received. I would encourage all of you who have station news and photos to send some our way, and we'll showcase them for you.



MAYO GREET DONALD BYRD: KISS-FM (WRKS) New York rolled out the carpet for Donald Byrd while he was in town on a promotional tour. Pictured (l-r) are: KISS-FM air personality Mary Thomas, PD Don Kelly, Asst. PD Barry Mayo, and Donald Byrd.



SMILING FOR AN END TO LEUKEMIA: Actress Brooke Shields (center) keeps smiling as she prepares to lead the 1981 "Bike-A-Thon" to raise funds for the Leukemia Society of America. With WKTU-FM 92 air personalities Al Bandlero (left) and Joe Causi (right) acting as "masters-of-ceremonies" for the day's festivities, nearly 1000 riders assembled to peddle the 50-mile Brooklyn course. Through similar events like the "Bike-A-Thon," research dollars have enabled children like Diane Baudler (lower right) to have a bone marrow transplant that may be the cure to her particular form of leukemia.



KMJM'S MAGIC: Applauding a winner in the "Majic Music Test" grand prize drawing ceremonies are (l-r) Majic 108's Jay "Majic" Johnson, Dick Edwards, Larry Steele, and St. Louis Mayor Vincent Schoemehl. KMJM also gave away a 1981 Buick Riviera, a 1981 Buick Regal, and one week on the French Riviera as grand prizes.



MOTOR CITY MOVES: 20th's Carl Carlton took time out to visit WCHB/Detroit. Pictured from left: Operations Manager Wade "Butterball" Briggs, Traffic Manager Lonzaree Davy, Carlton, and Donny Brooks, National Promotion Director for 20th.



SLAVE & MONK MEET CROCKER - Shown at the Promenade Cafe in New York are from left: Mirage recording artist T.S. Monk, Steve Arrington of Cotillion's Slave, WBL's Program Director Frankie Crocker, Slave's manager Bill Underwood, and Slave's Mark Adams.



TEENA MARIE WARMS UP MICHIGAN - Pictured after a recent concert in Kalamazoo, MI, Motown recording artist Teena Marie poses with WKWM/Grand Rapids Operations Manager Frank Grant.



WIGO ENTERTAINS A SPECIAL VISITOR: Pictured from left to right are WIGO/Atlanta's Kelvin Fleming, Captol's Sheree Brown, station's Quincy Jason, and Captol's Dick Dawkins.



LITHOGRAPH AWARD FOR WBMX - Lee Michaels, WBMX Program Director, and E/P/A's Ken Earl pose with a personally-signed Stanley Clarke/George Duke lithograph awarded the station for its contribution to the success of the "Clarke/Duke Project" album.



WYLD-AM & FM GREET JERMAINE JACKSON: Pictured on the occasion of Jermaine Jackson's New Orleans visit are (l-r) Motown's Jesus Garber, WYLD-AM & FM PD Brute Bailey, MD & Asst. PD James Alexander, Jermaine, WYLD Executive VP/GM James Hutchinson, and Motown's Hank Spann.



WTLC-FM COMPLETES RADIO MARATHON: WTLC/Indianapolis had a successful conclusion to its 62-hour broadcast marathon held at Monument Circle, downtown Indianapolis. The "Radiothon" was held to raise funds for Rev. Jesse Jackson's Operation PUSH. Pictured (from left) are Rev. Henry Williamson, President, Indianapolis Chapter of Operation PUSH; Rev. Jesse Jackson; and Jay Johnson, WTLC Program Director; all very pleased to have raised nearly \$63,000 in cash and pledges for Operation PUSH (People United to Save Humanity).

Black Radio

BREAKERS

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

No Records Qualified For Breaker Status This Week.

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.

GROVER WASHINGTON, JR. "Be Mine (Tonight)" (Elektra) 30/5

Rotations: Heavy 3/1, Medium 7/0, Light 18/2, Extra Adds 2, Total Adds 5, WAMO, WJLB, KSOL, WVOL, KUKQ, Heavy: WHUR, WSSJ, Medium: WAOK, WHRK, WGCI, KDKO, WWRL, WJAX, WBLX.

GAYLE ADAMS "Love Fever" (Prelude) 30/4

Rotations: Heavy 7/0, Medium 8/0, Light 15/2, Extra Adds 2, Total Adds 4, KSOL, WKND, WOIC, WTOY, Heavy: WHUR, WGCI, WVON, WWRL, WJJS, KACE, KJLH, Medium: WAOK, WBMX, WJLB, KDAY, WENN, WOWI, Debuts at number 28 on the Black Radio Chart.

JERMAINE JACKSON "I'm Just Too Shy" (Motown) 29/3

Rotations: Heavy 8/0, Medium 13/0, Light 8/0, Extra Adds 3, Total Adds 3, WGCI, WDMT, WOIC, Heavy: WXYV, WHRK, WENN, WLOU, WBLX, Medium: WDAS, WAOK, WYLD-FM, WJMO, KDAY, WWRL, WGIV, WPDQ, KOKY, WTOY, WDAO, WKWM, WWWS, Moves 24-24 on the Black Radio Chart.

DYNASTY "Love In The Fast Lane" (Solar/Elektra) 29/1

Rotations: Heavy 4/0, Medium 13/1, Light 12/0, Extra Adds 0, Total Adds 1, WTOY, Heavy: WJLB, KSOL, WDAO, KUKQ, Medium: WOOK, WHUR, WAOK, WHRK, WVON, WCIN, WJMO, WSSJ, WJMI, WLOU, WTLC, KDIA, Debuts at number 29 on the Black Radio Chart.

TIME "Cool" (WB) 28/8

Rotations: Heavy 5/0, Medium 8/0, Light 10/3, Extra Adds 5, Total Adds 8, WHUR, WCIN, WDMT, KSOL, WKND, WBLX, WDAO, WTLC, Heavy: WENN, WJMI, WWWS, KACE, KDIA, Medium: WVEE, WDIA, WHRK, KDKO, KDAY, WGIV, WVOL, WKWM.

DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 28/0

Rotations: Heavy 12/0, Medium 11/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WWIN, WXYV, WAMO, WJLB, WSSJ, WKND, WWRL, WWWS, KACE, KJLH, KDIA, KUKQ, Medium: WILD, WHRK, WAIL-FM, WDMT, KDKO, KDAY, KSOL, WPDQ, KOKY, WBLX, WKWM, Moves 21-20 on the Black Radio Chart.

ROCKIE ROBBINS "I Believe In Love" (A&M) 27/5

Rotations: Heavy 2/0, Medium 13/0, Light 8/2, Extra Adds 3, Total Adds 5, WHRK, WGCI, WLOU, WTOY, WKWM, Heavy: WGIV, WJMI, Medium: WXYV, WOOK, WHUR, WAOK, WBMX, WWRL, WATV, WOIC, WKXI, KOKY, WBLX, WDAO, KJLH.

BOBBY WOMACK "If You Think You're Lonely Now" (Beverly Glen) 27/4

Rotations: Heavy 11/0, Medium 8/1, Light 8/0, Extra Adds 3, Total Adds 4, WYLD-FM, WGIV, WOIC, WTOY, Heavy: WDIA, WBMX, WGCI, WVON, WJLB, WATV, WKWM, WWWS, KACE, KJLH, Medium: WDAS, WAOK, WHRK, KDIA, Debuts at number 21 on the Black Radio Chart.

BOOKER T. "I Want You" (A&M) 27/1

Rotations: Heavy 4/0, Medium 17/0, Light 8/0, Extra Adds 1, Total Adds 1, WDMT, Heavy: WBMX, WJLB, WENN, WDAO, Medium: WXYV, WHUR, WAOK, WVEE, WHRK, WEDR, WYLD-FM, WGCI, WVON, WJMO, KDAY, WJAX, WLOU, WTOY, WTLC, WWWS, KACE, Moves 30-23 on the Black Radio Chart.

EVELYN KING "Don't Hide Our Love" (RCA) 27/0

Rotations: Heavy 5/0, Medium 18/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WDAS, WAOK, WVEE, WTOY, WDAO, Medium: WXYV, WOOK, WEDR, WYLD-FM, WCIN, WSSJ, WWRL, WGIV, WKXI, KOKY, WLOU, WATV, WKWM, KAEZ, WWWS, Moves 29-27 on the Black Radio Chart.

GLADYS KNIGHT & THE PIPS "I Will Fight" (Columbia) 26/1

Rotations: Heavy 7/0, Medium 13/0, Light 8/1, Extra Adds 0, Total Adds 1, WKWM, Heavy: WOOK, WAOK, WCIN, WSSJ, WWRL, WKXI, WTLC, Medium: WXYV, WILD, WDAS, WHRK, WYLD-FM, WGCI, WVON, WDMT, WJMO, KDAY, WKND, KOKY, KACE, Moves 25-22 on the Black Radio Chart.

JONES GIRLS "I Found That Man Of Mine" (Phila. Int'l/CBS) 25/4

Rotations: Heavy 2/0, Medium 11/0, Light 8/0, Extra Adds 4, Total Adds 4, WJMO, WKND, KOKY, KUKQ, Heavy: WHUR, WTOY, Medium: WXYV, WOOK, WAOK, WHRK, WEDR, KDKO, KDAY, WSSJ, WWRL, WPDQ, WVOL.

ANGELA BOFILL "Something About You" (Arista) 24/5

Rotations: Heavy 4/0, Medium 11/0, Light 7/2, Extra Adds 2, Total Adds 5, WSSJ, WJAX, WTOY, WTLC, KDIA, Heavy: WWIN, WAMO, WHUR, WAOK, Medium: WHRK, WCIN, WDMT, WJMO, KDKO, KSOL, WKND, WWRL, WJMI, KACE, KJLH.

TIERRA "La La Means I Love You" (Boardwalk) 24/0

Rotations: Heavy 4/0, Medium 11/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WAOK, WEDR, WYLD-FM, KUKQ, Medium: WXYV, WILD, WDAS, WOOK, WNK, WJMO, WSSJ, WENN, KOKY, WBLX, KTFM, Moves 28-28 on the Black Radio Chart.

ARETHA FRANKLIN "It's My Turn" (Arista) 21/2

Rotations: Heavy 2/0, Medium 7/0, Light 11/1, Extra Adds 1, Total Adds 2, WSSJ, WTOY, Heavy: WKND, WWRL, Medium: WILD, WAOK, WDIA, WLOU, WOWI, WDAO, WTLC.

SIGNIFICANT ACTION

GO "Shake" (Arista) 18/3

Rotations: Heavy 3/0, Medium 8/0, Light 7/2, Extra Adds 1, Total Adds 3, WJMO, WVOL, WKWM, Heavy: WWRL, WJMI, WDAO, Medium: WAOK, WHRK, WCIN, KDKO, KSOL, WKND, WTOY, KUKQ.

RAY, GOODMAN & BROWN "How Can Love So Right (Be So Wrong)" (Polydor/PolyGram) 18/3

Rotations: Heavy 0/0, Medium 3/0, Light 18/2, Extra Adds 1, Total Adds 3, WVON, KDAY, WLOU, Medium: WAOK, WWRL, WPDQ.

BARRY WHITE "Beware" (Unlimited Gold/CBS) 18/2

Rotations: Heavy 5/0, Medium 7/1, Light 7/1, Extra Adds 0, Total Adds 2, WJLB, WTOY, Heavy: WGCI, WVON, WSSJ, WWRL, WVOL, Medium: WAOK, WBMX, WOIC, WBLX, WTLC, KACE.

CON FUNK SHUN "Bad Lady" (Mercury/PolyGram) 18/10

Rotations: Heavy 0/0, Medium 3/1, Light 7/1, Extra Adds 8, Total Adds 10, WWIN, WXYV, WBMX, KDKO, WENN, WDAO, WKWM, KAEZ, KUKQ, Medium: WAOK, WHRK.

KANO "Can't Hold Back (Your Loving)" (Mirage/Antenna) 18/5

Rotations: Heavy 1/0, Medium 4/1, Light 10/1, Extra Adds 3, Total Adds 5, WBMX, WCIN, WJLB, WGIV, WOIC, Heavy: KJLH, Medium: WEDR, KDAY, WTOY.

SKOOL BOYZ "Your Love" (Destiny) 18/2

Rotations: Heavy 1/0, Medium 7/0, Light 8/0, Extra Adds 2, Total Adds 2, WXYV, WTLC, Heavy: WAOK, Medium: WDAS, WHUR, WYLD-FM, WVON, KDAY, WENN, WLOU.

STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 18/0

Rotations: Heavy 4/0, Medium 11/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WOOK, WJMI, WKXI, KOKY, Medium: WXYV, WILD, WAMO, WHRK, WCIN, WDMT, WJLB, KDAY, WOWI, WTOY, KUKQ.

CURTIS MAYFIELD "Toot An' Toot An' Toot" (Boardwalk) 17/8

Rotations: Heavy 0/0, Medium 2/0, Light 8/1, Extra Adds 8, Total Adds 8, WYLD-FM, WBMX, WGCI, WJMO, KDKO, WSSJ, WKND, WKXI, KOKY, Medium: WXYV, WHUR, WJLB.

Radio & Records

NATIONAL AIRPLAY/30

December 4, 1981

Three Weeks Last
Two Weeks
One Week

2	2	1	1	EARTH, WIND & FIRE/Let's Groove (ARC/Columbia)
6	3	3	2	GEORGE BENSON/Turn Your Love Around (WB)
1	1	2	3	KOOL & THE GANG/Take My Heart (De-Lite/PolyGram)
14	10	6	6	PEABO BRYSON/Let The Feeling Flow (Capitol)
23	11	8	6	BAR-KAYS/Hit And Run (Mercury/PolyGram)
4	4	4	8	PRINCE/Controversy (WB)
21	17	11	7	RUFUS & CHAKA KHAN/Sharing The Love (MCA)
13	9	9	9	DIANA ROSS/Why Do Fools Fall In Love? (RCA)
18	14	13	10	SHALAMAR/Sweeter As The Days Go By (Solar/RCA)
22	13	12	10	CENTRAL LINE/Walking Into Sunshine (Mercury/PolyGram)
5	6	7	11	ISLEY BROTHERS/Inside You (T-Neck/CBS)
-	23	16	12	SKYY/Call Me (Salsoul/RCA)
3	5	5	13	SLAVE/Snap Shot (Cotillion/Atco)
12	12	14	14	CHOCOLATE MILK/Blue Jeans (RCA)
-	-	20	15	TEDDY PENDERGRASS/You're My Latest... (Phila. Int'l/CBS)
7	7	10	18	COMMODORES/Oh No (Motown)
-	24	18	17	LT.DJ/Kickin' Back (A&M)
11	15	15	18	ROGER/Heard It Through The Grapevine (WB)
19	18	17	19	GWEN McCRAE/Funky Sensation (Atlantic)
-	-	21	20	HALL & OATES/I Can't Go For That (No Can Do) (RCA)
-	-	21	21	BOBBY WOMACK/If You Think You're... (Beverly Glen)
-	-	25	22	GLADYS KNIGHT & THE PIPS/I Will Fight (Columbia)
-	-	30	22	BOOKER T./I Went You (A&M)
-	30	24	24	JERMAINE JACKSON/I'm Just Too Shy (Motown)
26	22	22	25	PHYLLIS HYMAN/Tonight You And Me (Arista)
-	-	26	26	TIERRA/La La Means I Love You (Boardwalk)
-	-	29	27	EVELYN KING/Don't Hide Our Love (RCA)
-	-	29	28	GAYLE ADAMS/Love Fever (Prelude)
-	-	29	29	DYNASTY/Love In The Fast Lane (Solar/Elektra)
8	8	19	30	MELBA MOORE/Take My Love (EMI America)

New Entry

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

- CON FUNK SHUN (10)
- CURTIS MAYFIELD (9)
- TIME "Cool" (8)
- BILL SUMMERS (7)
- TOM BROWNE (7)

HOTTEST

- EARTH, WIND & FIRE (38)
- KOOL & THE GANG (31)
- PRINCE (18)
- GEORGE BENSON (17)
- ROGER "Heard" (13)

AL JARREAU "Breakin' Away" (WB) 17/4

Rotations: Heavy 1/0, Medium 7/0, Light 8/3, Extra Adds 1, Total Adds 4, WHRK, WJAX, WLOU, KDIA, Heavy: WHUR, Medium: WGCI, WDMT, KDAY, KSOL, WSSJ, WJMI, KOKY.

PEACHES & HERB "Bluer Than Blue" (Polydor/PolyGram) 17/4

Rotations: Heavy 1/0, Medium 7/0, Light 8/1, Extra Adds 3, Total Adds 4, WILD, WYLD-FM, WTOY, WDAO, Heavy: WXYV, Medium: WOOK, WEDR, WJMO, WKXI, WLOU, WVOL, WTLC.

FATBACK BAND "Rockin' To The Beat" (Spring/PolyGram) 16/5

Rotations: Heavy 0/0, Medium 4/0, Light 7/1, Extra Adds 4, Total Adds 5, WAMO, WAOK, WCIN, WGIV, WPDQ, Medium: KDKO, WOIC, WKXI, WTLC.

RICK JAMES "Ghetto Life" (Gordy/Motown) 15/3

Rotations: Heavy 3/0, Medium 8/1, Light 8/3, Extra Adds 2, Total Adds 3, WBLX, WATV, KUKQ, Heavy: WOOK, KDKO, WOWI, Medium: WILD, WAIL-FM, WJJS, WTOY.

MIDNIGHT STAR "Tuff" (Solar/Elektra) 14/4

Rotations: Heavy 1/0, Medium 5/0, Light 8/1, Extra Adds 2, Total Adds 4, WWIN, WVEE, WLOU, WTOY, Heavy: WENN, Medium: WCIN, KDAY, KSOL, WJJS, KDIA.

ZOOM "Saturday, Saturday Night" (Polydor/PolyGram) 14/1

Rotations: Heavy 5/0, Medium 5/0, Light 3/0, Extra Adds 1, Total Adds 1, WOIC, Heavy: WHUR, KDKO, KDAY, WJAX, WLOU, Medium: WAOK, WVEE, WBLX, KACE, KDIA.

BRICK "Wide Open" (Bang/CBS) 14/1

Rotations: Heavy 3/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, KDAY, Heavy: WOOK, WAOK, WJMI, Medium: WHRK, KDKO, WENN, WVOL, WTLC.

TWENNYNINE & LENNY WHITE "All I Want" (Elektra) 14/0

Rotations: Heavy 1/0, Medium 8/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WVON, Medium: WXYV, WVEE, WBMX, WDMT, WJMO, WWWS.

KRAFTWERK "Numbers" (WB) 13/1

Rotations: Heavy 0/0, Medium 2/0, Light 8/1, Extra Adds 0, Total Adds 1, WTOY, Heavy: WDMT, KSOL, WJJS, WVOL, WWWS, KDIA, Medium: WGIV, WOWI.

TOM BROWNE "Fungi Mama/Bebopfunkadecolypeo" (GRP/Arista) 12/7

Rotations: Heavy 0/0, Medium 1/1, Light 8/3, Extra Adds 3, Total Adds 7, WAOK, WCIN, KDKO, WKND, WGIV, WTOY, WKWM.

PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 12/4

Rotations: Heavy 1/0, Medium 2/0, Light 8/1, Extra Adds 3, Total Adds 4, WAOK, WJMO, WLOU, WTLC, Heavy: WVEE, Medium: KDAY, WSSJ.

GENE DUNLAP "Something Inside My Head" (Capitol) 12/3

Rotations: Heavy 1/0, Medium 4/1, Light 8/1, Extra Adds 1, Total Adds 3, WBLX, WTOY, WTLC, Heavy: WAOK, Medium: WYLD-FM, KSOL, WKWM.

SYREETA "Quick Shick" (Tamil/Motown) 12/2

Rotations: Heavy 2/0, Medium 2/0, Light 8/0, Extra Adds 2, Total Adds 2, WAOK, WBMX, Heavy: WGCI, WVON, Medium: WVEE, WTOY.

SUGAR HILL GANG "Apache" (Sugar Hill) 12/2

Rotations: Heavy 1/0, Medium 3/0, Light 8/0, Extra Adds 2, Total Adds 2, WILD, WTLC, Heavy: WWIN, Medium: KMJQ, WAIL-FM, WGIV.

FUNN "School Daze" (Magic Records) 12/2

Rotations: Heavy 0/0, Medium 2/0, Light 8/1, Extra Adds 1, Total Adds 2, WAMO, WTOY, Medium: WJMO, WLOU, WTLC.

LAKESIDE "We Want You (On The Floor)" (Solar/RCA) 12/1

Rotations: Heavy 3/0, Medium 5/0, Light 4/1, Extra Adds 0, Total Adds 1, WTOY, Heavy: WOOK, WAOK, WDAO, Medium: WHRK, WCIN, WTLC, KAEZ, KUKQ.

Black Radio

Hottest

December 4, 1981

EAST	SOUTH	MIDWEST	WEST
Earth, Wind & Fire Kool & The Gang George Benson Prince Central Line	Earth, Wind & Fire Kool & The Gang Prince Roger "Heard" Commodores	Kool & The Gang Earth, Wind & Fire One Way Roger "Heard" George Benson	Earth, Wind & Fire George Benson

Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXVY/Baltimore
Tim Watts

CON FUNK SHUN
ERNIE WATTS
BILL SUMMERS
LULU
EXPERIENCE UNLIM
SKOOL BOYZ
Hottest:
JERMAINE JACKSON
QUINCY JONES
CENTRAL LINE
BAR-KAYS
SHEREE BROWN

WWIN/Baltimore
Curtis Anderson

CREME D' COCOA
ERIC MERCURY
MELBA MOORE
CON FUNK SHUN
EARL KLUGH
BILL WITHERS
JERRY CARR
BILL SUMMERS
HAROLD MELVIN
MIDNIGHT STAR
Hottest:
KOOL & THE GANG
SUGARDADDY
PRINCE
FW&F
D TRAIN

WILD/Boston
Steve Crumbley

SLAVE
FLASH
DONALD BYRD
SHOCK
RONNIE LAWS
PEACHES & HERB
BRANDY WELLS
SUGAR HILL GANG
Hottest:
CENTRAL LINE
EW&F
PRINCE
GEORGE BENSON
ISLEY BROS

WSSJ/Camden-Philadelphia
Gary Shepherd

JIMMY CLIFF
PUSE ONE
RODNEY FRANKLIN
LIVE BAND
CURTIS MAYFIELD
FREDDIE HUBBARD
WHISPERS
ANGELA BOFILL
ARETHA FRANKLIN
BILL WITHERS
Hottest:
EW&F
KOOL & THE GANG
GEORGE BENSON
HALL & OATES
SLAVE

WKND/Hartford
Eddie Jordan

GAYLE ADAMS
JONES GIRLS
BILL SUMMERS
TIME
TOM BROWNE
DIANA ROSS
JOHNNY GUITAR
CURTIS MAYFIELD
Hottest:
KOOL & THE GANG
EW&F
GEORGE BENSON
GWEN MCCRAE
SKYY

WWRL/New York
Wanda Ramos

none
Hottest:
GLADYS KNIGHT
HALL & OATES
CENTRAL LINE
GEORGE BENSON
SLAVE

WDAS/Philadelphia
Joe Tamburro

none
Hottest:
EW&F
PRINCE
KOOL & THE GANG
ISLEY BROS
CHOCOLATE MILK

WAMO/Pittsburgh
J.C. Floyd

GROVER WASHINGTON
TOM TOM CLUB
STARPOINT
JERRY CARR
LTD
RAFAEL CAMERON
FUNN
MELBA MOORE
CLARKE/DUKE
FATBACK BAND
LOWRELL SIMON
PHOENIX
Hottest:
GEORGE BENSON
EW&F
KOOL & THE GANG
RUFUS & CHAKA
PRINCE

SOUTH

WVEE/Atlanta
Scotty Andrews

SAHAH DASH
ROGER
WEEKS & COMPANY
LOWRELL SIMON
QUINCY JONES
AURRA
MIDNIGHT STAR
LUTHER VANDROSS
Hottest:
PEABO BRYSON
EVELYN KING
ISLEY BROS
GEORGE BENSON
TEDDY PENDERGRASS

WAOK/Atlanta
Larry Tinsley

SYREETA
PATTI AUSTIN
FATBACK BAND
PURE GOLD
MELBA MOORE
TOM BROWNE
SPINNERS
Hottest:
BAR-KAYS
EW&F
KOOL & THE GANG
ISLEY BROS
CENTRAL LINE

WENN/Birmingham
Gene Wise

JESSIE C.
CON FUNK SHUN
CAPTAIN SKY
AM-FM
CARL CARLTON
Hottest:
TIME
OZONE
CHOCOLATE MILK
MIDNIGHT STAR
HEATWAVE

WATV/Birmingham
Stan Granger

none
Hottest:
SLAVE
PRINCE
KOOL & THE GANG
COMMODORES
EW&F

WGIV/Charlotte
Chris Turner

ROGER
KANO
BOBBY WOMACK
TOM BROWNE
FATBACK BAND
Hottest:
EW&F
PRINCE
DENIECE WILLIAMS
ROGER
KRAFTWERK

WOIC/Columbia, SC
Mickey Arnold

CENTRAL LINE
ZOOM
KANO
JERMAINE JACKSON
GAYLE ADAMS
BOBBY WOMACK
Hottest:
KOOL & THE GANG
EW&F
COMMODORES
PRINCE
BAR-KAYS

WOOK/Washington
Harry Boomer

none
Hottest:
CENTRAL LINE
PRINCE
ROGER
CHOCOLATE MILK

WHUR/Washington
Oscar Fields

AM-FM
TIME
D TRAIN
Hottest:
EW&F
PATTI AUSTIN
GEORGE BENSON
ANGELA BOFILL
KOOL & THE GANG

MIDWEST

WBMX/Chicago
Lee Michaels

SYREETA
KANO
DONALD BYRD
CURTIS MAYFIELD
TS MONK
CON FUNK SHUN
AURRA
LOWRELL SIMON
SHALAMAR
Hottest:
KOOL & THE GANG
BOBBY WOMACK
PRINCE
BAR-KAYS
SLAVE

WJJS/Lynchburg, VA
Art Young

Hottest:
KRAFTWERK
PRINCE
KOOL & THE GANG
JEANETTE LADY DAY
EW&F

WHRK (K97)/Memphis
Sharon Smith

AL JARREAU
BILL SUMMERS
ROCKIE ROBBINS
SLAVE
Hottest:
PRINCE
PEABO BRYSON
COMMODORES
EW&F
CHOCOLATE MILK

WDIA/Memphis
Carl Connors

none
Hottest:
ROGER
KOOL & THE GANG
FW&F
WEST STREET MOB
LUTHER VANDROSS

WEDR/Miami
Leo Jackson

none
Hottest:
SLAVE
MADAGASCAR
BETTY WRIGHT
PATTI AUSTIN
CHOCOLATE MILK

WBLX/Mobile
Michael J. Alexander

VERNON BURCH
GENE DUNLAP
SPINNERS
RICK JAMES
TYRONE DAVIS
ERNIE WATTS
NORMAN CONNORS
TIME
ONJ
SLAVE
Hottest:
ROGER
COMMODORES
KOOL & THE GANG
LTD

WVOL/Nashville
Fred Harvey

GROVER WASHINGTON
LOWRELL SIMON
FOUR TOPS
GO
Hottest:
ROGER
TIME
ONJ
LUTHER VANDROSS
JERMAINE JACKSON

WYLD-FM/New Orleans
James Alexander

BOBBY WOMACK
CURTIS MAYFIELD
PEACHES & HERB
VERNON BURCH
Hottest:
KOOL & THE GANG
EW&F
GLADYS KNIGHT
EVELYN KING
CENTRAL LINE

WGCI/Chicago
Pam Wells

CURTIS MAYFIELD
MAGNUM FORCE
ROCKIE ROBBINS
MAIN INGREDIENT
JERMAINE JACKSON
SKYY
Hottest:
GAYLE ADAMS
GWEN MCCRAE
BOBBY WOMACK
SYREETA
CHOCOLATE MILK

WAIL-FM/New Orleans
Barry Richards

BILL WITHERS
P-FUNK ALL STARS
Hottest:
EW&F
PRINCE
KOOL & THE GANG
FOREIGNER
TEDDY PENDERGRASS

WOWI/Norfolk
Chester Benton

REDD HOTT
Hottest:
TIME
GEORGE BENSON
PEABO BRYSON
GAYLE ADAMS
KRAFTWERK

WANT/Richmond
Ben Miles

RICK JAMES
DEBRA LAWS
JEANETTE LADY DAY
Hottest:
TIME
ROGER
EW&F
KOOL & THE GANG
DENIECE WILLIAMS

WTOY/Roanoke
Donnie Deane

BOBBY WOMACK
DYNASTY
MIDNIGHT STAR
ANGELA BOFILL
GAYLE ADAMS
GENE DUNLAP
FUNN
ARETHA FRANKLIN
LAKESIDE
PEACHES & HERB
BARRY WHITE
MICHAEL HENDERSON
TOM BROWNE
KRAFTWERK
ROCKIE ROBBINS
Hottest:
KOOL & THE GANG
FW&F
COMMODORES
GEORGE BENSON
PRINCE

KTFM/San Antonio
Joe Nasty

GEORGE BENSON
STARS ON 45
ALABAMA
Hottest:
QUINCY JONES
EW&F
JACKSONS
COMMODORES
ROGER

WTMP/Tampa
Jerry Walker

none
Hottest:
ROGER
KOOL & THE GANG
DIANA ROSS
TEDDY PENDERGRASS

WVON/Chicago
Pam Wells

QUINCY JONES
FREDERICK KNIGHT
SKYY
RAY, GOODMAN & BR
Hottest:
BOBBY WOMACK
SYREETA
GEORGE BENSON
CENTRAL LINE

WCIN/Cincinnati
Everett Cork

TOM BROWNE
TIME
BILL SUMMERS
KANO
FATBACK BAND
P-FUNK ALL STARS
BB&Q
EARL KLUGH
Hottest:
KOOL & THE GANG
RUFUS & CHAKA
ONE WAY
CENTRAL LINE
EW&F

WJMO/Cleveland
Erik Stone

JONES GIRLS
MIKE & BRENDA
PATTI AUSTIN
WEEKS & COMPANY
CURTIS MAYFIELD
GO
BRANDY WELLS
Hottest:
JEAN CARN
EW&F
KOOL & THE GANG
GEORGE BENSON
TIME

WDMT/Cleveland
Freddie James

JERMAINE JACKSON
TIME
ROOKER T.
Hottest:
ROGER
ONE WAY
KOOL & THE GANG
FW&F
COMMODORES

WDAO/Dayton
Turk Logan

CON FUNK SHUN
TIME
RONNIE LAWS
CAPTAIN SKY
DONALD BYRD
PEACHES & HERB
BLACK ICE
Hottest:
PEABO BRYSON
BAR-KAYS
GEORGE BENSON
EVELYN KING
RUFUS & CHAKA

WJLB/Detroit
J. Michael McKay

LULU
BARRY WHITE
KANO
BOBBY BLAND
RONNIE LAWS
GROVER WASHINGTON
Hottest:
LUTHER VANDROSS
HALL & OATES
PEABO BRYSON
EW&F
KOOL & THE GANG

WKWM/Grand Rapids
Frank Grant

GLADYS KNIGHT
TOM BROWNE
CON FUNK SHUN
MIKE & BRENDA
GO
ROCKIE ROBBINS
Hottest:
EW&F
ONE WAY
ROGER
KOOL & THE GANG
LUTHER VANDROSS

WTLC/Indianapolis
Jay Johnson

TIME
GENE DUNLAP
BLACK ICE
SKOOL BOYZ
HERBIE HANCOCK
DENROY MORGAN
PATTI AUSTIN
ANGELA BOFILL
SLAVE
VERNON BURCH
SUGAR HILL GANG
Hottest:
EW&F
BAR-KAYS
GEORGE BENSON
DIANA ROSS
EBONEE WEBB

KAEZ/Oklahoma City
Lee Simpson

MELBA MOORE
RONNIE LAWS
AURRA
JEAN KNIGHT
CON FUNK SHUN
JOHNNY BRISTOL
PURE GOLD
Hottest:
SHEREE BROWN
KOOL & THE GANG
ONE WAY
ISLEY BROS
WHISPERS

WWWS/Saginaw, MI
Kermit Crockett

none
Hottest:
LUTHER VANDROSS
PRINCE
KOOL & THE GANG
ROGER
HALL & OATES

KMJM/St. Louis
Dick Edwards

none
Hottest:
COMMODORES
FW&F
ROGER
KOOL & THE GANG
PRINCE

WEST

KDKO/Denver
Byron Pitts

CON FUNK SHUN
TOM BROWNE
WHISPERS
OT
PIECES OF A DREAM
LAMONT DOZIER
CURTIS MAYFIELD
Hottest:
ISLEY BROS
FW&F
ZOOM
GEORGE BENSON
RICK JAMES

KJLH/Los Angeles
Levi Booker

ROGER
Hottest:
HALL & OATES
GAYLE ADAMS
AURRA
BOBBY WOMACK
GIL SCOTT-HERON

KACE/Los Angeles
Alonzo Miller

GENE DUNLAP
AKA BAND
ROD STEWART
LAMONT DOZIER
AURRA
CON FUNK SHUN
ONJ
Hottest:
SKYY
ROGER
BOBBY WOMACK
TIME
SLAVE

KOAY/Los Angeles
J.J. Johnson

TEMPTATIONS
TEDDY PENDERGRASS
BRICK
RAY, GOODMAN & BR
Hottest:
EW&F
KOOL & THE GANG
SHALAMAR
DIANA ROSS
GEORGE BENSON

KDIA/Oakland
Keith Adams

OZONE
ANGELA BOFILL
AL JARREAU
Hottest:
KOOL & THE GANG
SKYY
CHOCOLATE MILK
EW&F
LUTHER VANDROSS

KUKQ/Phoenix
Steve Smith

SKYY
GROVER WASHINGTON
LTD
CON FUNK SHUN
RICK JAMES
JONES GIRLS
Hottest:
EW&F
KOOL & THE GANG
GEORGE BENSON
BAR-KAYS
RENE & ANGELA

KSOL/San Mateo, CA
Bernie Moody

TIME
GROVER WASHINGTON
GAYLE ADAMS
TWENNYNINE/LENNY
RICHARD D. FIELDS
Hottest:
PRINCE
CHOCOLATE MILK
FW&F
ISLEY BROS
KRAFTWERK

JAZZ RADIO

TYZIK
Prophecy (Capitol)
CRUSADERS
Standing Tall (MCA)
MIKE MAINIERI
Wanderlust (WB)
COUNT BASIE
Warm Breeze (Pablo)

EAST: WYBC/New Haven, CT, Tom
Streissguth, **SOUTH:** WTJZ/Newport
News, VA, Larry Hollowell, **MIOWEST:**
WBBY/Columbus, OH, Terry Wilson,
WJZZ/Detroit, MI, John Hill, WEST:
KADZ/Denver, CO, John Rebeck.

Opportunities

Openings

EAST

New England small market leader needs afternoon newscaster. T&R to Gay Cohen, ND, WTSL, Box 1400, Lebanon, NH 03786. EOE (12-4)

Afternoon drive personality needed immediately. Experience and talent required. Great opportunity with growing company. T&R to WENY, Box 208, Elmira, NY 14902. (12-4)

Northeast powerhouse. Nights. Important shift for Adult MOR. Phone, sports know-how. Tape, background, salary. Alan Milair. WSYR, Two Clinton Square, Syracuse, NY 13202. EOE (12-4)

MAJOR FM BROADCAST GROUP

with AOR music stations in America's major markets is looking for talented air personalities and Music Directors who are successful in AOR formats. Grow with us in America's great cities.

Send aircheck and resume along with career ambitions. Replies strictly confidential.

Radio & Records,
1930 Century Park West, #293
Los Angeles, CA 90067
An equal opportunity employer

Full/part-time openings for CHR. T&R to Jim Simonetti, K-104/WSPK, Box 1703, Poughkeepsie, NY 12601. NY, CT & NJ need apply. EOE M/F (11-27)

Looking for PM drive jock, pros only. T&R to John Fralley, PD, 155 Front St., Manchester, NH 03102. EOE M/F (11-27)

Morning drive jock needed for West Virginia AM station. Early advancement to PD for right person. Minimum 4 years experience. Call (304) 253-8307. EOE M/F (11-27)

Wanted: News anchor reporter, no experience necessary, will train. T&R to Scott Davis, News Director, 7 Main St., Bangor, ME 04401. EOE M/F (11-27)

Upstate New York resort area looking for people experienced in both CHR and A/C. T&R: Neil Young, WBZA/WNIQ, Box 928, Glens Falls, NY 12801. EOE M/F (11-27)

WKAZ/Charleston, WV is accepting applications for future A/C openings. T&R to Jeff Whitehead, Box 871, Charleston, WV 25323. EOE M/F (11-27)

Major Eastern AOR/A/C

station looking for hard-working talented Production Director. Administrative skills a must. Send tape and resume to Radio & Records, 1930 Century Park West, #292, Los Angeles, CA 90067. EOE M/F

WBSPR/Springfield needs Production Director. New state-of-the-art facility. T&R: Mark Osborne, Box 58, Springfield, MA 01101. EOE M/F (11-27)

WWYZ-FM92 Hartford's FM A/C music leader is looking for morning personality. T&R & most recent ratings: Dave Popovich, Box 3322, Hartford, CT 06103. (11-27)

Experienced morning man needed for aggressive small market AM. Good pay, benefits. T&R to Chip Mosley, O.M., WBTH, Box 261, Williamson, WV 25661. (11-27)

WRIE/Erle immediate 7-midnight top-notch one-on-one personality. Strong production. T&R: Jay Scott, Box 2072, Erle, PA 16612, or call (814) 796-6777. EOE M/F (11-27)

FM-97 opening for top-notch 7-midnight personality. Good production, no beginners please. T&R: Mel Edwards, Program Manager, WLAN FM, 252 N. Queen St., Lancaster, PA 17603. (11-27)

Openings

Major CT album rock station with serious commitment to news looking for reporter with anchor experience. T&R to Box 989, Hartford, CT 06143-0989. EOE M/F (11-27)

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) •

SOUTH

WRVQ/Richmond will have a rare night opening in January. Applications now being accepted. T&R to Bill Thomas, WRVQ, Box 1394, Richmond, VA 23211. EOE M/F (12-4)

WNOX/Knoxville looking for future talent. T&R to Jay Michaels, P.O. Box 3467, Knoxville, TN 37917. EOE M/F (12-4)

Sunbelt Country station just north of Houston, accepting T&R for future openings. Send to John Gray, KIKR Radio, Box 68, Conroe, TX 77301. EOE M/F (12-4)

Mature morning personality/PD for FL East Coast AM. A/C CBS affiliate. T&R: WMEL, P.O. 1318, Melbourne, FL 32935. EOE (12-4)

Suburban VA A/C seeks midday personality with strong production. T&R to Johnny Long, WPRW, Box 1480, Manassas, VA 22110 or call (703) 368-3100. (12-4)

We even showed up in the Amerillo ratings, 75 miles away. Need good people for modern Country format. KKYN, Box 147, Plainview, TX 79072. EOE M/F (12-4)

Entering Jackson, MS market with 100,000 watts. Excellent rewards and incentives for Contemporary air talent. T&R to Kirk Sherwood, WQMV, Box 78, Vicksburg, MS 39180. (12-4)

WRVQ/Richmond, VA's 200,000 watt CHR has a part-time opening for a weekend swing personality for good bucks. T&R to Bill Thomas, Box 1394, Richmond, VA 23211. EOE M/F (12-4)

Q101/Meridian, MS looking for a talented Production Director who can write and produce great spots. Call Larry O'Neal, Operations Manager. (601) 693-2381. (12-4)

WRKT/AM-FM, looking for a take-charge ND. Salary good, climate great. T&R ASAP to Mike Shepard, Box 3845, Cocoa, FL 32922. EOE M/F (12-4)

Experienced, professional telephone talk show personality wanted for a topical issue and controversy oriented radio call-in show. Preference will be given to those with an air-check tape of this type of show. The right person will take over an established, #1 rated early evening talk show heard in 30+ states. Send a resume detailing educational background and experience along with a description of your approach to this type of program and an air-check to Lou Dean, WRVA, P.O. Box 1516, Richmond, VA 23212. EOE (12-18) •

Southeast Top 50

market A/C PM drive announcer. \$17.5-20k depending on ability. Must be versatile production pro. We're looking for the best and willing to take our time finding the right person. Send tape and resume to Radio & Records, 1930 Century Park West, #288, Los Angeles, CA 90067.

WRKT/AM-FM, Guy Gannett's new Country powerhouse of FL's space coast looking for qualified air talent. T&R: Mike Shepard, Box 3845, Cocoa, FL 32922. EOE M/F (12-4)

Morning entertainer, 100,000 watt FM. Be a part of a winning team. T&R: Steve Kelly, Q94FM, Box 1780, Little Rock, AR 72203. No calls. EOE M/F (11-27)

Openings

Q104 (WQEN-FM) now accepting tapes for immediate openings. Looking for communicators with strong production. Clever "cooker"/team player. Box 108, Gadsden, AL 35902. EOE M/F (11-27)

Mature, energetic professionals for all positions. T&R and salary requirements to Dave Ferraro, WLEQ, 96 Super Q Blvd., Rt. 22, Ft. Myers, FL 33908. EOE M/F (11-27)

Position open for announcer/production. Participation in a conversational talk show would be a plus. T&R: Buddy Peeler, KPAN, Box 1757, Hereford, TX 76045. EOE M/F (11-27)

AM/FM in Arkansas' #2 market has immediate openings for mature professionals. T&R to Dave or Dan, Box 4150, Fort Smith, AR 72914, (501) 783-4106. EOE M/F (11-27)

A/C mornings/Production Director. Active contributor. Creative/cooperative atmosphere. Opportunity/responsibility. Work with us, not for us. T&R 15-SAC, Box 70, Ft. Knox, KY 40121. EOE M/F (11-27)

MIDWEST

Cleveland's only FM Country is seeking a personality who can communicate and entertain. T&R to Jon Olson, WKSX, 1 Playhouse Square, Cleveland, OH 44115. (12-4)

Production Director with multi-track experience for WOW and Z-82/Omaha. Call Ralph Caldwell, (402) 592-3500. EOE M/F (12-4)

WFBQ needs part-time announcer. Indiana-based people need apply. Must have CHR, AOR knowledge. T&R: Joe Kreuse, 6181 Fall Creek Road, Indiana, MN 46220-5097. EOE M/F (12-4)

Adult communicator who wants the freedom to do just that. Attractive salary & benefits. Contact Steve Armstrong, WITY, Box 142, Danville, IL 61832. (217) 448-1312. EOE (12-4)

WXKE/Ft. Wayne wants your T&R for future openings. Minimum two years experience plus production to Rick West, 4740 Coldwater Rd., Ft. Wayne, IN 46825. EOE M/F (12-4)

News Director needed, capitol city's leading AM/FM combo. Strong delivery, digging, writing, and leadership required. T&R: Greg Thomas, WCVS/WFMB, Box 2989, Springfield, IL 62708. EOE (12-4)

\$30-40,000

For adult morning personality for upper Midwest Country giant. #1 rated station with heavy emphasis on information and personality. Please, no time and temp rock jocks. Must be able to work well with other member of morning team. Send T&R to Radio & Records, 1930 Century Park West, #291, Los Angeles, CA 90067.

Major market owned & operated FM seeking highly qualified morning drive anchor/reporter. Conversational delivery on hard news. T&R: Karen Hand, 830 N. McClurg Ct., Chicago, IL 60611. EOE (12-4)

Station of the year '79-'80. PD leaving due to family illness. Send confidential T&R to G. Scantland, WDF, Box 10,000, Manon, OH 43302-1330. EOE (12-4)

Country personality needed for Central IL leader. Good production skills and experience a must. T&R to: Greg Thomas, WFMB, Box 2989, Springfield, IL 62708. EOE (12-4)

Experienced newscaster/reporter needed. T&R to Kelsey Smith, ND, KRGT, Box G, Grand Island, NB 68802 or call (308) 381-1430. EOE M/F (12-4)

Wanted: News reporter/anchor for AM/FM in suburban Chicago. T&R to Rick Belleira, WIVS/WXRD, 300 Commerce Dr., Crystal Lake, IL 60014. EOE (11-27)

KRMG/Tulsa is looking for a newscaster for AM drive. T&R to Jim Beck, ND, Box 419, Tulsa, OK 74101. (11-27)

Lansing metro WQTK Country needs communicators with strong production. Dave Conrad, PD, 1363 W. Parks Rd., St. Johns, MI 48879. (11-27)

WJNR-FM looking for morning drive or afternoon person. Good production. No hype. Must know music. 50,000 watts dayparted CHR/AOR. T&R to 219 East 'A' Street, Iron Mountain, MI 49801. EOE M/F (11-27)

KNOX/Grand Forks, ND needs experienced broadcast journalist. No beginner's competitive salary. T&R to ND, Box 1638, Grand Forks, ND 58201. EOE (11-27)

KLBB, CHR FM looking for air personality. Experience necessary. T&R to Tom Huber, Box 1448, Mason City, IA 60401. EOE M/F (11-27)

Openings

Production/promotion minded PD, AM shift for #1 rated Country FM. T&R to WAXT, Box 111, Alexandria, IN 46001. 250,000 metro. (11-27)

KRNT-Q102/Des Moines wants experienced hard-working Production Director. T&R to Scott Huskey, KRNT-Q102, Box 1350, Des Moines, IA 50306. EOE M/F (11-27)

Need talented air personalities for weekends and overnights. Top 40 FM Chicago metro area. T&R to Steve Wallace, WXLC, 4 South Genesee, Waukegan, IL 60085. (11-27)

Morning drive announcer, production duties. Good pay. T&R to Sid Hardt, KYYY, Box 1738, Bismarck, ND 58502. No calls please. EOE M/F (11-27)

Experienced AOR announcer still wanted for #1 100,000 watt FM station in Duluth/Superior. 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) •

WEST

Boulder's AOR KBCO-FM needs highly motivated person with major market experience for 10pm-2am. T&R: Dennis Constantine, 4840 Riverbend Rd., Boulder, CO 80303. EOE M/F (12-4)

KENI/Anchorage looking for full-time air talent who is good and not afraid of snow. Good money & benefits. T&R to Randy Robbins, 1777 Forest Park Drive, Anchorage, AK 99503. No calls. EOE (12-4)

Help! We can't find any good jocks. If you're good, we'll pay ya. Send T&R to KRMQ-FM, 307 South 1600 West, Provo, UT 84601. EOE M/F (12-4)

T&R's now being accepted for afternoon drive/Production Director at Colorado's newest adult rock station. No calls. Write: D.J. McCoy, KIQX, Box X, Durango, CO 81301. EOE (12-4)

Anchor/reporter. Must be good on phone, work with scanners. Paid health for employee. Paid sharing plan. Air-check, writing samples, resume to Jim Cumberland, ND, KUUY/KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (12-18) •

Production company seeking assistant. Prefer radio background. Real & Resume: Frank Jolis, Marine Music Productions, 777 Silver Spur, Suite 115, Rolling Hills, CA 90274. (11-27)

Experienced sales persons wanted for progressive soul station KJOP. Great opportunities. Contact: Jamal Walls, (209) 582-9973. (11-27)

Great Falls, MT 100,000 watt FM to sign on early 1982. Accepting applications for complete staff including Manager. Contact: William Reier, Box 50, Bozeman, MT 59715. EOE M/F (11-27)

Los Angeles radio opportunity! Join America's largest traffic reporting service! Metro Traffic Control. Call Rhonda Kramer of Jerry Healey at (213) 464-8400 immediately. (11-27)

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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).

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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.

Opportunities

Openings

KFYE (Y84)/Fresno ready for one more real good part-timer for weekend and occasional overnight fill-in. Call Mike Berlak, (209) 486-6294. EOE M/F (11-27)

Monterey Peninsula A/C-FM wants copy/production w/ plus air shift. T&R to GM, KMBY, Box 1271, Monterey, CA 93940. EOE M/F (11-27)

Aggressive Company

is looking to fully staff a new FM powerhouse in Top 20 market. We need the most creative, talented people we can find for each shift. Good dollars and a chance to build a winner. A zany, fun morning show is a must. If you need a challenge, rush your tape today to Radio & Records, 1930 Century Park West, #289, Los Angeles, CA 90067

B-100/San Diego needs full-time morning news anchor, Journalism background desired. T&R to Cliff Albert, ND, B-100 FM, Box 80888, San Diego, CA 92138. EOE M/F (11-27)

Afternoon drive in Denver. 66/KLZ looking for seasoned air personality. T&R to Bill Bradley, PD, KLZ, 2149 S. Holly, Denver, CO 80222. EOE (11-27)

Part-time work available to announcers, minimum two years on-air experience. T&R: Tommy Goodwin, GM, NBS Radio, 1220 N. Highland Avenue, Hollywood, CA 90038. EOE M/F (11-27)

Positions Sought

Overnight man seeking position in Northwest OH or Southeast MI only. Call JIM, (419) 474-4191. (12-4)

Seeking AM/PD position. Hard worker who can produce and experienced in all levels. All geographical areas considered. Can start immediately. Call TERRY, (417) 882-1288. (12-4)

23-year-old air personality looking for a position to use abilities. Will relocate. Can start immediately. Contact (Comman) JAY FREEMAN, (213) 938-8188. (12-4)

Young, talented, versatile, experienced jock/news-caster can do all formats and sports. Looking for full/part-time in NY, NJ, and/or CT. Call BRIAN, (201) 933-6966. (12-4)

Over 10 years experience. Last 5 plus at KGW/Portland as personality. Prefer West Coast. A/C, CHR, AOR. Contact GLYNN SHANNON, (803) 232-9308. (12-4)

T.J. BYERB, 21 year veteran of radio wars is available 12-4. Experienced AM/PM drive and Production Director. Formerly of WNDE, WIBC, WIFE. Call A.C., (317) 844-8693. (12-4)

Morning man available January. Class bits, characters and phones. Top 50 market. Formerly WGST, WSPD, now WQOK. After 3pm, SPANKY, (803) 246-4666. (12-4)

Positions Sought

Young, veteran small market News and Sports Director looking for medium market anchor reporter. Call MARK, (815) 896-5887. (12-4)

5 1/2 years experience in all formats. 2 years experience as MD. Looking for major/medium market West of TX. Call GARY LEE, (713) 860-4086. (12-4)

Promotion Director, formerly with Y100/Miami is available now. Strong references. Call DAN SMIGROD, (306) 474-3179. (12-4)

Former Production Director and midday jock KFMX, looking to move West or Southwest, AOR, A/C. Call BOBBY TREBOR, (806) 745-3129 or (806) 792-4830. (12-4)

Bo, you're looking for that key individual. Shall we follow the yellow brick road together? KIOA, WTVN alumnae. BRAD, (306) 276-2945. (12-4)

Air personality with 3 years experience. Looking for medium market in Midwest. Call DAVE, (607) 354-4424. (12-4)

17 year vet #1 Kansas City, overwhelming #1 Cocoa Beach. Double numbers as PD Ft. Pierce. Make your station famous OM, PD. (304) 242-7880. (12-4)

Experienced pro looking for A/C air shift, with room to grow and a living wage. Call GRANT, (919) 924-1666. (12-4)

Positions Sought

6 year female pro, excellent production skills, desire to relocate. Call (919) 957-2122 ask for JUNIE. (12-4)

10 year pro. Have done it all. Program jock, OM, etc. Currently employed in a major market. Call (215) 833-8048. (12-4)

Major market experienced, presently employed, 1st phone. Will relocate. DEAN, (809) 346-4919 after 6pm. Any messages, (201) 887-8236. (12-4)

Experienced personality, all formats. Medium/major markets only considered. Have money, fill travel. (214) 597-1538, ask for STUART. (12-4)

Station changed hands. 7 years mostly medium market, degree. AOR, CHR, Production or news. SCHUYLER, (306) 336-2077 or (306) 283-6380 ask for NANCY. (12-4)

Reliable. Good production. 6 years CHR experience. Looking to work and learn. Prefer Northeast medium market. GARY JADUS, (717) 944-8060. (12-4)

1st phone air personality with 4 years experience. Good production. One-to-one communicator with adults and teens. South or Southwest. PATRICK, (801) 638-3318. (12-4)

Adult ADR PD. Start working on Spring book now. Will talk with small and medium markets. 12 years experience. CHRIS VAN DYKE. (306) 845-1265 or (306) 848-5182 evenings. (11-27)

Marketplace

Current & Classic Airchecks!

Classic issue #C-13 features KBTR/Dave Diamond-1965, CKLW/Charlie Van Dyke-1969, B100/Bobby Rich-1975, KFRC/Mark McKay-1975, 10Q/Mike McVay-1978, KHJ/Machinegun Kelly-1974, KCBO/Charlie & Harrigan-1978, plus K100-1978 and a Q105 composite from 1975. Cassettes \$10.

Current issue #19 offers KFI/Lohman & Barkley, KWST/Bobby Ocean, KUTE/Humble Harv, KOGO/Cat Simon, KHYY/Rich Brother Robbin, and a look at FM Rock along the California Coast. with KGAB/KBBY/KTYD/KTMS/KXFM/KZOZ. Cassettes \$5. California residents add 6% tax.

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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

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Fresno, CA 93704



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Thanks and Happy Holidays to: Wolfman Jack, Gary Owens, Charlie & Harrigan, Dr. Don Rose, Gary Burbank, Jess Cain, CKY, Rick Dees, KOB, The BBC, WGCL, WDAE, KLZ, CFRA & KLOK from the humor service written with non-irritating ink.

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at a station with a PD that won't teach you, critique you, or help you advance? Our staff of major and medium market programmers will help you with bi-weekly critiques and counseling. Also job placement assistance and total aircheck service... we'll help you put together a dynamite tape, any format.

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Hundreds renewed again!

Free sample!

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Opportunities

Positions Sought

JIMMY BYRD, 12 year veteran, 5 years programming experience, looking to relocate in Southeast. Currently PM drive KBEQ. Will consider programming or on-air. (913) 677-4702. (11-27)

Over 20 years of broadcast journalism, and I still want more! Looking to be a part of your news operation. Call J. PAUL HUDDLESTON, (601) 268-2974. (11-27)

7 years experience, available due to station sale. PD, MD, P-B-P, oldies expert, TV trivia buff. Want opportunity over market size. (217) 443-4188. (11-27)

Winner available. DANE MACAULAY, WJBQ, WSPR looking for PD/announcer position. CHR or A/C. Prefer East. (413) 738-0060. (11-27)

Dallas AOR jock seeks coastal work. FL, CA, Gulf, AM Contemporary/Country experience. BIG MACK O'BRYAN, 6024 Landsend Drive, #2095, Dallas, TX 75231, (806) 739-0913. (11-27)

Are you looking for a workaholic? Well, look no more. K.C. currently WRQK, formerly WSML, WPCM, and WSOE available now. Call (919) 883-9524. (11-27)

Bay Area radio personality looking for major market on West Coast. PD and MD experience. Call RICHARD, (415) 527-2808. (11-27)

I've got a lot to offer, how about you? News, sports, P-B-P, 3 1/2 years experience. Call (301) 949-0722. (11-27)

Positions Sought

NICK SOMMERS, formerly of Q103/Denver, KBPI, KTLK, WIFE, WAPE, seeks medium/large market programming or jock position. Call anytime. (303) 393-1576. (11-27)

13 years experience in Country looking for PD or mornings in medium market in the West. Call CHUCK, (505) 887-5521. (11-27)

Available now! Personality jock prefers Pacific NW/West Coast. No further East than AZ. Call (916) 842-2970. (11-27)

Very warm, natural personality. Looking for Top 50 A/C music station. Currently in Top 100 market. Call (402) 484-3395. (11-27)

Former Production Director for MT's #1 Country. Assist. PD for automated FM A/C wants to do the same for you. Call ED at (406) 453-3040. (11-27)

JERRY CURTIS formerly WNAF, WFYR looking for Midwest production or PD gig. Call (217) 423-5456. (11-27)

My first break can be your big break! Full-time or part-time, creative, love to entertain. N.E. preferred. (212) 863-0745. Production experience. (11-27)

Music of your life station! I come Al Ham recommended. Currently employed in medium-major market. Seeking operations/programming position. Contact GARY, (201) 985-9523. (11-27)

Positions Sought

Sports P-B-P team looking for college sports challenge. 13 years combined experience. For tape and more info, call JERRY (419) 678-4016. Midwest only! (11-27)

Announcer 15 years experience, first ticket. Have worked C&W and other formats. Prefer FL or would go to another state in Southeast. BILL SMITHSON, (306) 448-1260. (11-27)

Creative and reliable AM man. Is trained and seeks best starting opportunity. Ready to go anywhere. (312) 423-9541. (11-27)

Results, ratings and rhythm. 6 year hustler. A.P.B. on all small and medium markets. Easy to relocate. Call D.J. at (216) 478-1206. (11-27)

Have pipes will travel. All work no play will stay. Don't delay, write today! RICHARD F. GILES, Route 4, Clare, MI 48617. All markets considered. 23 years experience. (11-27)

Custom image support systems: well sold production, community involvement. I seek any airshift available. Top 20 markets please. Call J. KELLY, (303) 693-7008 after 6pm. (11-27)

Good low voice experienced CHR personality seeks new challenge. 10 years experience small and medium markets. East Coast preferred. Call COSMIC, (516) 423-0167. (11-27)

Positions Sought

Presently employed 3 year pro looking for live shift. Can do more than time and temp. Strong production and P-B-P. Call (518) 274-5262. (11-27)

AOR jock/producer with 8 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)

Miscellaneous

KWDE-FM needs A/C, Oldies and current 45's and LP's from all labels. KWDE Radio, 36 South Selig, Montrose, CO 81401. (12-4)

Aircheck collector will trade New York and Philadelphia tapes for other Top 10 market tapes. Write Rick Kaplan, 208 West First St., Bloomsburg, PA 17815. (12-4)

WQTK would like to receive Country/Rock from all labels. Send to Dave Conrod, 1363 W. Parks Rd., St. Johns, MI 48879. (11-27)

KPAN would like to receive any literature from music services for A/C and C&W. Write in c/o KPAN, Box 1767, Hereford, TX 79045. (11-27)

Marketplace

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or phone (209) 431-1502

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Cassette \$6.95 includes shipping.
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DON McLEAN "Castles In The Air" (Millennium/RCA) 68/12
Moves: Up 22, Debuts 5, Same 18, Down 1, Adds 12, KRBE, WGCL, KEZR, KJR, KC101, WCBC, WLOL-FM, KGGI, 9880F, Q101, KOZE, WNBC 21-18, WZUU 24-18, KFI 28-28, KEEL 22-18.
BILLY SQUIER "My Kinda Lover" (Capitol) 64/16
Moves: Up 8, Debuts 8, Same 28, Down 0, Adds 18, WFL, WRCK, WPST, WLAN-FM, BJ106, KX104, WNOX, WRVQ, KOFM, Z104, KLUC, WACZ, KKQV, KVOL, WCIL-FM.
LULU "H H Were You" (A&A) 62/8
Moves: Up 7, Debuts 4, Same 33, Down 0, Adds 8, WDRQ, KFI, KEZR, KYYX, WJDX, KOFM, KGGI, KDZA, WXXS-FM 4-27, 940 on, CKLW 30-21, WPHD on, WAAY 28-27, K8KD 35-27, 88KG on.
AIR SUPPLY "Sweet Dreams" (Arista) 61/60
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 60 including B104, WPGC, KEARTH, KIQQ, KYYX, WRCK, WLAN-FM, KX104, WZZR, KBBK, K98, WTSN, WCGQ, KFVR, KATI.

QUARTERFLASH "Harden My Heart" (Geffen/WB) 38/2
Rotations: Heavy 120, Medium 180, Light 82, Extra Adds 0, Total Adds 2, WVLK, WLVA, Heavy: WIP, KPLZ, WRIE, WGAC, KOLE, WSM-FM, WSJL, KAFY, KWAV, KBEL, WOPR, KRKK, Medium: KDKA, WHEN, KCSW, WBLI, WMAZ, Y108, WTVN, WOWO, KBOI, KUON, WKZE, WSKY, WCHV, KPAT, WBOW, KADE.
BALANCE "Falling In Love" (Portrait/CBS) 32/3
Rotations: Heavy 90, Medium 210, Light 11/3, Extra Adds 0, Total Adds 1, WVLK, WCHV, WDAY, Medium: 97AIA, KEX, KPLZ, WRIE, WYYZ, WGAC, KCSW, WDEF, WMAZ, WRVR, Y108, WHBC, KKRD, KAFY, KBL, WKZE, WSKY, WJON, KPQD, KBOZ, KRKK.
ROD STEWART "Young Turks" (WB) 30/2
Rotations: Heavy 121, Medium 101, Light 80, Extra Adds 0, Total Adds 2, WRIE, WJBS, Heavy: WTFM, KDKA, WGAR, KCSW, WAJF, KAFY, KWAV, WKZE, KBEL, WOPR, KADE, Medium: WHEN, WBLI, WSM-FM, WQUE, WOWO, WCHV, KPAT, WBOW, KPQD.

SIGNIFICANT ACTION

BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 49/10
Moves: Up 13, Debuts 7, Same 19, Down 0, Adds 10, Q105, WPHD, WKEE, KEEL, WZYP, WHHY-FM, WAXY, WAKY, WFBQ, KFVR, 940 21-17, KFI on, WDOQ 3-1, WBBQ 18-11.
EDDIE SCHWARTZ "All Our Tomorrows" (Atco) 42/23
Moves: Up 1, Debuts 0, Same 12, Down 0, Adds 29 including WBEN-FM, KEZR, WRCK, WPST, K104, KQ94, WBCY, WCSC, Z104, WNCI, KKXX, WFBQ, KILE, KKRC, KATI.
STEVIE WOODS "Steal The Night Away" (Cotillion/Atco) 38/3
Moves: Up 15, Debuts 3, Same 13, Down 4, Adds 3, KEZR, KYNO-FM, 9880F, WXXS-FM 22-19, K8LQ 24-22, WHFM 30-28, WYBF 22-18, KEEL on, WJDX 13-10, W8GN 28-24, BJ106 18-16, WMAP 16-9, K8KD 22-17, WJBO 28-28, KVOL 30-28.
AL JARREAU "Breakin' Away" (WB) 34/11
Moves: Up 8, Debuts 3, Same 12, Down 0, Adds 11, KRLA, KFRC, WTX, G100, BJ106, WDOQ, WGH, WGUY, WISE, 99KG, KQDI, WXXS-FM 27-24, KZFM 27-19, KGGI 23-18, KILE 38-33.
HENRY PAUL BAND "Keepin' Our Love Alive" (Atlantic) 30/16
Moves: Up 2, Debuts 2, Same 11, Down 0, Adds 16, KEGL, KBEO, 82FLY, 3WT, WKEE, KZFM, K8ET-FM, KINT, WANS-FM, WJXQ, WISE, WXLK, KSEL-FM, KRNA.
BALANCE "Falling In Love" (Portrait/CBS) 30/7
Moves: Up 7, Debuts 1, Same 18, Down 0, Adds 7, KX104, KIQQ, WTX, KROK, KXX106, KOFM, KBBK, KOPA on, WHFM 28-28, K104 24-17, KHFI 18-17, KJ100 on, 98XIL 37-34, KILE 27-24, KRNA on, KQDI 12-4.
DEL SHANNON "See Of Love" (Network/Elektra-Asylum) 28/18
Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 18 including KIQQ, KOPA, WFBZ, KZFM, WAAY, WOKI, WJXQ, WIKS, K98, WJBO, WGUY, WACZ, WFLB, KKRC, KOZE.
FOREIGNER "Jukebox Hero" (Atlantic) 27/9
Moves: Up 4, Debuts 3, Same 11, Down 0, Adds 9, Y100, K104, K233, WMEE, KNBQ, WOMP-FM, 98XIL, Z102, WCKX 28-17, KBEO on, WSSX on, WIKS 4-28, K98 20-18, KENI 30-28.
SHEILA "Little Darlin'" (Carrera/CBS) 26/13
Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 13, KFI, WRCK, WKEE, KZFM, KBFM, KEEL, KQ94, WAAY, WCSC, KBBK, WCIR, KILE, KENI, WPHD on.
IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 25/9
Moves: Up 5, Debuts 1, Same 10, Down 0, Adds 9, WHFM, WKRZ-FM, KZFM, WTX, KBBK, WGUY, WFBQ, KVOL, KDZA, KFI on, KSET-FM 28-19, KLAZ on, KYNO-FM 35-33, WJBO on, KILE 37-34.
JENNIFER WARNES "Could It Be Love" (Arista) 23/9
Moves: Up 3, Debuts 2, Same 9, Down 0, Adds 9, WAEB, WTX, KEEL, WAAY, WDOQ, WBEZ, WCSC, K10A, KOFM, W8GN 28-26, WMAK-FM 28-26, WZZR on, K8KD 4-34, WCIR on, KILE 40-37.
STEVE CARUSLE "WKRP In Cincinnati" (Main Theme) (Sweet City/MCA) 22/9
Moves: Up 8, Debuts 0, Same 8, Down 0, Adds 9, W8GN, WMAK-FM, WNOX, WCSC, K98, Z102, KRNA, KENI, KYA, WCKX 24-22, K104 40-36, WKEE 38-36, WMAP on, KQKQ on, KQKQ on, KQDI 29-28.
ALABAMA "Love In The First Degree" (RCA) 21/8
Moves: Up 7, Debuts 1, Same 5, Down 0, Adds 8, 94Q, KQ94, W8GN, WAAY, BJ106, WCSC, KCPX, Q104, WCAO on, KLAZ 30-24, WMAK-FM 24-21, WOKI 30-28, KOFM on, WISE 38-31, WFLB 18-9.
KENNY ROGERS "Blaze Of Glory" (Liberty) 20/2
Moves: Up 4, Debuts 1, Same 13, Down 0, Adds 2, 98XIL, KENI, K895-FM on, 13K on, KINT on, KEEL on, W8GN 27-23, WDOQ on, WNOX on, WVIC 18-12, WLOL-FM 18-12, WAKX 4-20, WACZ on, WISE on, KCBN 27-28.
RUSH "Closer To The Heart" (Mercury/PolyGram) 18/4
Moves: Up 4, Debuts 0, Same 8, Down 0, Adds 4, WKT1, WIK8, Q104, Q101, Q107 4-18, KEGL 4-27, WLS-FM 30-28, 3WT on, WPST 4-38, WOKI on, WJXQ 19-18, FM103 on, WZYQ 27-28, 99KG on, KFMZ 28-17.
SUE SAAD "Looker" (WB) 18/3
Moves: Up 2, Debuts 4, Same 7, Down 0, Adds 3, WPST, KKXX, KVOL, KFRC on, WKRZ-FM on, KZ94 4-35, WAAY on, WZYP on, WMAK-FM on-dp, WOKI on, WBCY on 4-28, WSSX 4-28, WJXQ 23-21, Q104 on, WGLF 4-40, KSEL-FM 28-19.
DANNIE IRIS "Love Is Like A Rock" (MCA) 14/9
Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 9, KIQQ, WVIC, WJXQ, WJBO, WGUY, WACZ, KELO, KRNA, KFMZ, 3WT on, WKRZ-FM on, WISE on, KSEL-FM on, KKRC on.
BOB SEGER "Feel Like A Number" (Capitol) 12/9
Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 9, WPST, Q108, WKRZ-FM, WMAK-FM, WOKI, WBCY, WJXQ, KCPX, KSEL-FM, WZYP on, WRVQ 4-24, KKQV on.
KISS "A World Without Heroes" (Casablanca/PolyGram) 12/8
Moves: Up 1, Debuts 0, Same 3, Down 0, Adds 8, WXXS-FM, PRO-FM, KFI, KSET-FM, WJDX, WOKI, 9880F, KSLY, KIQQ on, WJBO 38-31, WGUY on, KDZA on.
JERMAINE JACKSON "I'm Just Too Shy" (Motown) 12/1
Moves: Up 4, Debuts 0, Same 7, Down 0, Adds 1, KQKQ, Y100 on, KFRC 37-33, KZFM 28-26, KEEL on, KROK 30-27, KQ94 on, KLAZ on, WAAY on, 9880F 18-17, WGLF on.
ZZ TOP "Tube Snake Boogie" (WB) 11/7
Moves: Up 1, Debuts 2, Same 1, Down 0, Adds 7, WPHD, Q100, BJ106, KJ100, WJXQ, KJRB, KSLY, WRCK 4-27, KKXX 23-22, KILE on, KSEL-FM 4-28.
VANGELIS "Titles" (Polydor/PolyGram) 11/5
Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 5, KFI, WGH, KYNO-FM, KENI, KSLY, KEZR on, KYYX on, WVIC on, WJBO on, WHEB on, KQDI 4-28.
JOHN HALL BAND "Crazy" (EMI America) 11/1
Moves: Up 2, Debuts 1, Same 7, Down 0, Adds 1, KVOL, KIQQ on, WPHD on, KJ100 28-23, WJXQ 25-23, WIKS on, KBBK on, KKRC on, KKLS on, WPST on-dp, KRNA 4-28.
PRINCE "Controversy" (WB) 11/0
Moves: Up 4, Debuts 0, Same 5, Down 2, Adds 0, Y100 on, WTX-FM 21-19, KZFM 14-9, KSET-FM 22-17, KINT on, WVIC on, KYNO-FM 21-14, WGUY on, 9880F on.
NIKKI WILLS "Some Guys Have All The Luck" (Bearsville/WB) 10/3
Moves: Up 1, Debuts 0, Same 6, Down 0, Adds 3, WJXQ, WOMP-FM, WFLB, WGH on, WVIC on, KCPX on, KSKD 37-33, WCIL-FM on, KDZA on, KOZE on.

SIGNIFICANT ACTION

AIR SUPPLY "Sweet Dreams" (Arista) 24/24
Rotations: Heavy 171, Medium 189, Light 11/11, Extra Adds 1, Total Adds 24, KULF, WRIE, WGY, WGAC, KCSW, WVLK, WMAZ, WSM-FM, WHBY, WHBC, WFMK, KRKD, KAFY, KUON, KREM, WKZE, WNEU, WSKY, WCHV, KBEL, WROG, WDAY, KBOZ, KRKK.
ALABAMA "Love In The First Degree" (RCA) 24/4
Rotations: Heavy 30, Medium 120, Light 84, Extra Adds 0, Total Adds 4, 88KRC, WYYZ, WH80, KKHD, Heavy: WDEF, KBL, WOPR, Medium: WARM98, KMBZ, WGAC, WMAZ, KRNT, WFMK, KLTE, KAFY, KWAV, WNEU, WDAY.
LITTLE RIVER BAND "Take It Easy On Me" (Capitol) 23/11
Rotations: Heavy 110, Medium 103, Light 108, Extra Adds 2, Total Adds 11, WOMB, WRIE, WGAC, WVLK, WMAZ, WSM-FM, WHBY, WNEU, KBEL, KPAT, KADE, Heavy: KWAV, Medium: KCSW, WHBC, KAFY, WKZE, WSKY, WCHV, WJON.
BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 21/8
Rotations: Heavy 110, Medium 81, Light 84, Extra Adds 1, Total Adds 8, WGY, WOKY, WH80, KAFY, WWBA, WJON, KMED, KRKK, Heavy: WERC, Medium: 97AIA, WARM98, KCSW, WDEF, WMAZ, WQUE, WOPR.
AL JARREAU "Breakin' Away" (WB) 21/6
Rotations: Heavy 90, Medium 82, Light 123, Extra Adds 0, Total Adds 6, WBEN, KCSW, WSM-FM, WQUE, WH80, Medium: KPLZ, WMAZ, WRVA, WSKY, WCHV, KMED, KRKK.
BEE GEES "Living Eyes" (RSO/PolyGram) 18/2
Rotations: Heavy 110, Medium 82, Light 120, Extra Adds 0, Total Adds 2, 97AIA, WQIR, Heavy: WTFM, Medium: KCSW, WBLI, KAFY.
ROLLING STONES "Waiting On A Friend" (Rolling Stones/Atco) 15/5
Rotations: Heavy 20, Medium 82, Light 82, Extra Adds 1, Total Adds 6, KCSW, WBLI, KAFY, WNEU, KCRG, Heavy: WQUE, KBEL, Medium: WYYZ, WSM-FM, WSKY, WLEQ.
IRENE CARA "Anyone Can See" (Network/Elektra-Asylum) 14/8
Rotations: Heavy 90, Medium 82, Light 71, Extra Adds 1, Total Adds 8, KULF, WCCO, WRIE, WBLI, WHBC, WJON, KMED, KRKK, Medium: KCSW, KAFY, WSKY, KBOZ.
STEVE MILLER BAND "Heart Like A Wheel" (Capitol) 14/0
Rotations: Heavy 110, Medium 80, Light 70, Extra Adds 0, Total Adds 0, Heavy: WRIE, Medium: WTFM, KAFY, WKZE, WCHV, WBOW.
VANGELIS "Titles" (Polydor/PolyGram) 13/3
Rotations: Heavy 110, Medium 81, Light 72, Extra Adds 0, Total Adds 3, KMBZ, WRVR, WH80, Heavy: KPLZ, Medium: WELI, WBLI, KSL.
CHILLIWACK "My Girl (Gone, Gone, Gone)" (Millennium/RCA) 12/2
Rotations: Heavy 100, Medium 101, Light 71, Extra Adds 0, Total Adds 2, WRIE, WSKY, Medium: WHEN, WOWO, KAFY, KKUA, KWAV, WKZE, WCHV, WLEQ, WBOW.
RINGO STARR "Wreck My Brain" (Boardwalk) 12/1
Rotations: Heavy 90, Medium 80, Light 71, Extra Adds 0, Total Adds 1, WGAR, Medium: WIP, KCSW, WBT, WMAZ, KAFY.
RITA COOLIDGE "Wahin' & Hopin'" (A&M) 11/7
Rotations: Heavy 110, Medium 72, Light 85, Extra Adds 0, Total Adds 7, WCCO, KCSW, WRVA, KRKD, KKUA, KSL, WOPR, Heavy: WLTA.
T.G. SHEPPARD "Only One You" (WB/Curb) 11/2
Rotations: Heavy 90, Medium 80, Light 82, Extra Adds 0, Total Adds 2, WH80, WOPR, Medium: WLTA, KMBZ, WCCO, KEX, WDEF, WDAY.
EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 10/3
Rotations: Heavy 21, Medium 41, Light 30, Extra Adds 1, Total Adds 3, WRIE, WSJS, KAFY, Heavy: KKUA, Medium: WBT, WQUE, WOWO.
CARLY SIMON "Hurt" (WB) 10/3
Rotations: Heavy 90, Medium 80, Light 82, Extra Adds 1, Total Adds 3, WARM98, WGAC, WKZE, Medium: WNA8, WRIE, KBL.
ROSANNE CASH "Blue Moon With Heartache" (Columbia) 9/3
Rotations: Heavy 110, Medium 31, Light 82, Extra Adds 0, Total Adds 3, WARM98, KCSW, WDAY, Heavy: WGAC, Medium: WDEF, WMAZ.
GREG LAKE "Let Me Love You Once" (Chrysalis) 8/2
Rotations: Heavy 90, Medium 20, Light 72, Extra Adds 0, Total Adds 2, WCCO, WSKY, Medium: WSM-FM, KAFY.
GENESIS "No Reply At All" (Atlantic) 8/0
Rotations: Heavy 110, Medium 80, Light 30, Extra Adds 0, Total Adds 0, Heavy: WRIE, Medium: WHEN, WSM-FM, KWAV, WKZE, WBOW.
DAVID GATES "Come Home For Christmas" (Arista) 8/8
Rotations: Heavy 90, Medium 33, Light 55, Extra Adds 0, Total Adds 8, KMBZ, WNA8, WELI, WDEF, WSM-FM, KKUA, WOPR, WSGW.
MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 8/1
Rotations: Heavy 110, Medium 30, Light 41, Extra Adds 0, Total Adds 1, WSM-FM, Medium: WARM98, WGAC, KAFY.

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, SAME, 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.

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 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.

'81 IN REVIEW

COMING NEXT WEEK INSIDE R&R:

R&R's annual year-end issue, featuring: Top 81 records of the year in all formats. Records that reached the Top 15. The people and events that made 1981 a year to remember for the radio and record industry.

JUICE IS BREAKING LOOSE

"THE SWEETEST THING"

Produced by Richard Landis



CHR **BREAKERS**

JUICE NEWTON

The Sweetest Thing (I've Ever Known) (Capitol)

62% of our reporters on it. Moves: Up 92, Debuts 8, Same 18, Down 2,
Adds 13, Q102, WOKY, KIIS-FM, Q103, KZZP, KTSA, KSTT, WGBF,
FM102, K96, KRQ, KQIZ-FM, WAZY-FM, JB105 6-4, 84Q 3-2, KJR 12-9. See
Parallels, debuts at number 29 on CHR chart.



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Three Two Last Weeks Weeks Week

Table with 3 columns: Rank, Weeks, Artist/Title. Includes entries like FOREIGNER/Waiting For A Girl Like You, OLIVIA NEWTON-JOHN/Physical, STEVIE NICKS & DON HENLEY/Leather & Lace.

Three Two Last Weeks Weeks Week

Table with 3 columns: Rank, Weeks, Artist/Title. Includes entries like NEIL DIAMOND/Yesterday's Songs, BARBRA STREISAND/Comin' In And Out Of Your Life, BARRY MANILOW/The Old Songs.

LITTLE RIVER BAND (62) DAN FOGELBERG (51) AIR SUPPLY "Sweet" (50)

RICK SPRINGFIELD (44) BEACH BOYS (40) SHEENA EASTON (34)

MOST ADDED

DAN FOGELBERG (31) JENNIFER WARNES (25) AIR SUPPLY (24)

CARPENTERS (21) SHEENA EASTON (15) BILLY JOEL (15)

OLIVIA NEWTON-JOHN (114) FOREIGNER (87) NICKS & HENLEY (76)

HALL & OATES "I Can't" (76) ROD STEWART (72) LINDSEY BUCKINGHAM (58)

HOTTEST

NEIL DIAMOND (66) FOREIGNER (53) DIANA ROSS (49)

BARBRA STREISAND (48) BARRY MANILOW (32)

BREAKERS

JUICE NEWTON

The Sweetest Thing (I've Ever Known) (Capitol) 62% of our reporters on it. Moves: Up 92, Debuts 8, Same 18, Down 2, Adds 13, Q102, WOKY, KIIS-FM, Q103, KZZP, KTSA, KSTT, WGBF, FM102, K96, KRQ, KOJZ-FM, WAZY-FM, JB105 6-4, 94Q 3-2, KJR 12-9. See Parallels, debuts at number 29 on CHR chart.

RONNIE MILSAP

I Wouldn't Have Missed It For The World (RCA) 59% of our reporters on it. Moves: Up 76, Debuts 14, Same 21, Down 2, Adds 14, WNBC, WKBW, WBEN-FM, JB105, KRBE, KIQQ, 92FLY, V100, KBFM, KROK, WZYP, 95SGF, WSPT, WTRU, WOKY 15-8, KRQ 20-16. See Parallels, debuts at number 30 on CHR chart.

DAN FOGELBERG

Leader Of The Band (Full Moon/Epic) 65% of our reporters on it. Rotations: Heavy: 1/0, Medium 49/11, Light 31/20, Extra Adds 0, Total Adds 31 including WCBM, WBEN, WJMD, WCLR, WOMC, WISN, WCCO, KXOK, KPPL, KIXI, KPLZ, and 20 more. Debuts at number 25 on A/C chart.

DARYL HALL & JOHN OATES

I Can't Go For That (No Can Do) (RCA) 58% of our reporters on it. Rotations: Heavy 17/0, Medium 37/3, Light 18/5, Extra Adds 0, Total Adds 8, GR55, WIP, WNAB, 14Q, WSBA, KOLE, KCEE, KMED. Moves 25-23 on A/C chart.

JENNIFER WARNES

Could It Be Love (Arista) 57% of our reporters on it. Rotations: Heavy 2/0, Medium 37/9, Light 28/12, Extra Adds 4, Total Adds 25 including WBEN, WTFM, 97AIA, WOMC, WISN, WHAM, Y106, KKRD, KUGN, KSL, and 15 more. Debuts at number 28 on A/C chart.

NEW & ACTIVE

- BILLY JOEL "She's Got A Way" (Columbia) 121/28
SHEENA EASTON "You Could Have Been With Me" (EMI America) 120/34
ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 118/13
LITTLE RIVER BAND "Take It Easy On Me" (Capitol) 116/62
DAN FOGELBERG "Leader Of The Band" (Full Moon/Epic) 110/51
BEACH BOYS "Come Go With Me" (Caribou/CBS) 108/40
KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 101/5
RICK SPRINGFIELD "Love Is Alright Tonight" (RCA) 94/44
GREG LAKE "Let Me Love You Once" (Chrysalis) 80/12
RINGO STARR "Wreck My Brain" (Boardwalk) 82/0
LOVERBOY "Working For The Weekend" (Columbia) 77/5
BEE GEES "Living Eyes" (RBO/PolyGram) 70/2
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 60/8

NEW & ACTIVE

- CARPENTERS "Those Good Old Dreams" (A&M) 63/21
LULU "If I Were You" (A&M) 62/8
SHEENA EASTON "You Could Have Been With Me" (EMI America) 62/15
RUPERT HOLMES "Loved By The One You Love" (Elektra) 47/7
PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 47/4
KENNY ROGERS "Blaze Of Glory" (Liberty) 43/4
OLIVIA NEWTON-JOHN "Physical" (MCA) 40/1
STEVE CARLISLE "WKRP In Cincinnati" (Main Theme) (Sweet City/MCA) 37/8

INSIDE BACK PAGE