

Radio & Records

ISSUE NUMBER 339

THE INDUSTRY'S NEWSPAPER

JULY 4, 1980

VAN DYKE NEW PD AT WRKO

RKO Names Three New GM's

RKO Radio named new General Managers at KHJ/Los Angeles, WRKO/Boston, and WHBQ/Memphis Monday (6-30). Neil Rockoff has assumed the title of VP/GM at KHJ with Bob Fish becoming GM at WRKO and Ron C. Thompson accepting the GM position at WHBQ. Rockoff replaces Dick McGearry, Fish replaces Chuck Goldmark, and Thompson takes over for T.J. Donnelly, who resigned to take the managerial post at KLIF/Dallas.

In making the announcement, RKO Radio President Dwight Case said, "These are the best people available in the broadcast field today. I feel as if each is a perfect match with his station and market."

A further development at WRKO is the appointment, by new GM Bob Fish, of Charlie Van Dyke as Program Director. Van Dyke will continue with his morning show as well.

RKO/See Page 18

Handshake Records Formed



Peter and Trudy Meisel and Ron Alexenburg.

Ron Alexenburg, Peter and Trudy Meisel, and the Ariola International Group have announced the formation of Handshake Records, to be distributed in the U.S. and in most other countries worldwide by Ariola Records.

"Small, creative companies with carefully controlled overhead are the answer to today's record market," Alexenburg said, adding, "We will have about a dozen artists at maximum, approximately the same number of employees, and we will make sensible deals with people who want to be with us. At Handshake we will be able to think like independents, that is, to release a limited amount of product and stay with it, but we will have the worldwide selling power of a major."

"We have total confidence in Ron Alexenburg," the Meisels stated, "and in the efficacy of a well-funded, boutique type of record company in which there would be maximum personal involvement in the career of every artist. We made our own label, Hansa Records, the leading independent in Germany with that approach," the Meisels continued, "and our conversations with Ron confirm that he shares our basic philosophy and strong commitment to promotion."

Handshake's initial release, a duet between label artist Amii Stewart and Johnny Bristol, will be in mid-July. Additional artists signed to the label are Gerald Masters, from England, Revaluation, from New York, and Urban Heroes, currently charting in Holland.

Metroplex Expands Southern Base

Metroplex's Miami properties, WHYI(Y100) and WWOK, saw several personnel changes this week as David Ross, VP/GM for the two stations, was promoted to Metroplex Group VP. Ross's corporate responsibilities will be to oversee the chain's Southern operations, including recently-purchased WOKF/Tampa, the sale of which remains subject to final FCC approval.

In the wake of Ross's departure, Matt Mills, most recently GSM for Y100, has been upped to GM

for the Top 40 outlet with WWOK Sales Manager David Harris becoming Local Sales Manager at Y100.

Mills told R&R that WWOK would be switching formats (from Country to Spanish) in the near future and that Metroplex was currently awaiting FCC approval of a call letter change (to WHTT) as well. Meanwhile, David Gleason has been appointed GM for WWOK and Tony Rivas Program Director, with Y100 account exec Louie Diaz-Albertini joining the station as Sales Manager.

MAGNAVOX OUT OF SYNC?

AM Stereo On Hold

FCC Will Stay With One System, But May Switch To Motorola Or Harris

Magnavox executives had a little more to think about this week than moving their headquarters from Ft. Wayne to Knoxville. After their AM stereo system had been dubbed the chosen one April 9, last week the FCC put Magnavox on notice of a possible change.

Only one system will ultimately be chosen, according to FCC insiders. That means Magnavox is definitely in trouble. And while no concrete charges have been leveled, Commission observers generally agree that Magnavox has failed to curb widespread broadcaster dissatisfaction.

August First Agenda

While denying a Freedom Of Information Act request filed by Andy Lipman of Pepper, Hamilton & Scheetz on Harris's behalf, the FCC said it would make available for the first time its controversial "matrix" listing criteria used in selecting Magnavox when it issues a further notice of proposed rule-making. That is expected to occur August 1.

"We may get our first real reaction," one communications attor-

ney told R&R, noting the lack of initial industry comments last year. Meanwhile, AM stereo proponents reaction to the new developments was varied:

Magnavox: Disappointed, of course, with some optimism of being reselected.

Harris: Good news. Will live with the final decision.

Kahn: Great news. Still wants a marketplace decision.

Belar: Was ready to live with Magnavox (because of the similarities in their systems).

Regardless of the outcome, broadcasters are assured of seeing further delays before AM stereo becomes reality.

Harvey Named GM At WPEZ-WWSW

Mike Harvey has been named General Manager of WPEZ-WWSW/Pittsburgh. Harvey was most recently Group Operations and Programming Director for Rust Communications, owners of WHAM-WHFM/Rochester, WPTR-WFLY/Albany, WAEB-WXKW/Allentown, PA and WQXA/York, PA. Prior to his joining Rust, Harvey, an 18-year veteran of the broadcast industry, held managerial and programming positions with WPIX/New York, KSOL/San Francisco, WFTL/Ft. Lauderdale, and WFUN/Miami.

"I'm very excited about joining



Mike Harvey

the stations in Pittsburgh." Harvey told R&R, adding, "I have already taken an exhaustive look at the market and that's convinced me that there's a rather impressive growth potential for both the stations, especially the FM, which has one of the better, if not the best, FM signals in the city."

"I'm delighted with the attitude of the stations' ownership (The Pittsburgh Post-Gazette) for look-

HARVEY/See Page 18



PRESIDENTIAL PRESENTATION — Pictured at the second annual Black Music Association conference held June 26-30 in Washington, D.C., presenting industry veteran Ewart Abner (center) with the first annual BMA Presidential Award for excellence and leadership within the entertainment arts industry are (left) newly-elected BMA President LeBaron Taylor and (right) newly-elected Board Chairman and BMA founder Kenny Gamble. For full details on the BMA conference read Bill Speed's column, Page 38.

PolyGram Group Shuffles Top Execs

Coen Solleveld, President of the PolyGram Group since 1966, will join the company's shareholders delegation on January 1, 1981. Solleveld will simultaneously join the supervisory boards of the management holding companies, Netherlands-based PolyGram B.V. and PolyGram GmbH, a West German firm.

Effective July 1, Dr. Wolfgang Hix, most recently Executive Vice President of PolyGram, will become Deputy President of the firm, assuming the duties of President/Chief Executive Officer on New Year's Day, 1981. Hix is an 18-year veteran of the international entertainment firm, whose par-

POLYGRAM/See Page 18

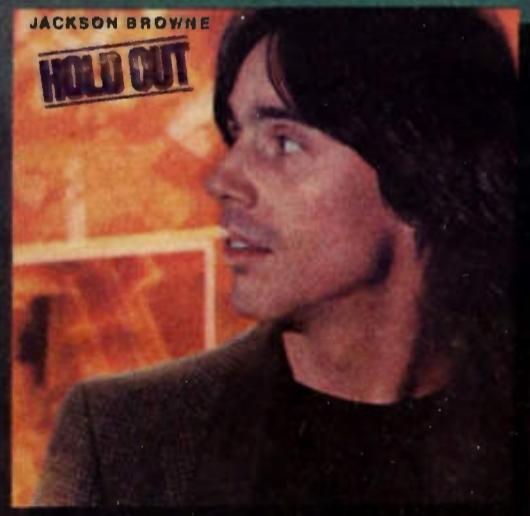
FCC Reaffirms EEO Rejects NAB Request

Stations must continue to keep employment profiles using the FCC's new (April 1) guidelines (see R&R 2-22, 2-15). That was reaffirmed on Tuesday, July 1, by six commissioners with Commissioner Anne Jones — who recently questioned the effectiveness of using FCC staff and budget to enforce EEO "quotas" — not voting. Commissioner Abbott Washburn dissented in part. The decision was a rejection of an NAB request to reconsider the new guidelines and take another look at the FCC's entire EEO program. Broadcasters failing to meet the new standards will automatically have their hiring practices reviewed at renewal time.



“Boulevard”

The first single.



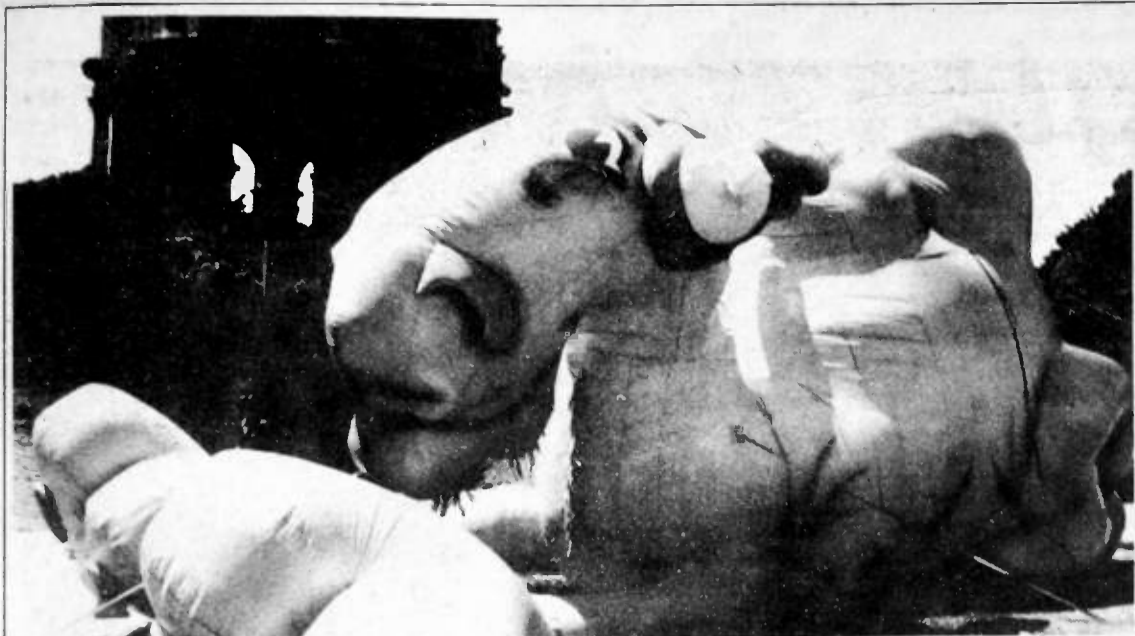
**Jackson Browne
Hold Out**

The new album
on Asylum
Records & Tapes.



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Produced by Jackson Browne and Greg Ladanyi



ONE HUMP OR TWO? — In keeping with San Francisco's reputation as "Bagdad By The Bay," not to mention tying in with its call letters, KMETL/San Francisco debuted the world's largest camel at (where else?) the Camelot club in nearby Stockton recently. Over 30 feet long, the tres sheik mascot, manufactured by the Robert Keith Co., who did the giant Oscar for last year's Academy Awards telecast, will be used in the AOR station's future promotional activities.

Lightning Strikes WQAM Jock

Dale Sommers, afternoon drive jock at WQAM/Miami, was knocked flat by a lightning bolt last Saturday (6-28). Only seconds away from a live remote broadcast, Sommers was hurled to the ground, screaming, when the lightning struck either a telephone line or an electrical line nearby.

"It just zaps you," Sommers recollected. "It hurt like the devil for a split second, then I just got numb. I didn't know what it was. Apparently, it went through my arm and out the microphone."

"He wasn't on the air, but he was very close to it," noted Dan Halyburton, PD for the Country-formatted station. "The telephone line was open."

Sommers was standing outside an automotive store, offering live commentary on the repair work, when the lightning struck. He was rushed to Coral Reef General Hospital and released after emergency treatment.

Abramson Appointed Nat'l Promo Director At Chrysalis

Michael Abramson has been promoted to National Promotion Director for Chrysalis Records. Abramson most recently was Director of Album Promotion for the label.

Chrysalis VP/Promotion and Creative Services Billy Bass, in making the announcement, said, "In keeping with the inherent Chrysalis ideology of promoting people from within the company, we have chosen Michael Abramson not only as the logical successor (to Scott Kranzberg, who recently (R&R 6-27) joined Boardwalk Records as VP/Promotion), but because he is the best man for the position."



Michael Abramson

Kabrich Named WZUU PD



Randy Kabrich

"I feel that Malrite (WZUU's owner) is one of the few companies expanding rapidly in the 80's," Kabrich told R&R, "I'm overwhelmed that I'm going to be part of the team."

Randy Kabrich has been named Program Director at WZUU-AM-FM/Milwaukee. Formerly Assistant PD and Music Director for WZZP and WGCL/Cleveland, Kabrich's previous experience includes stints at KROD and KLAQ/El Paso, having begun his career at WAIR and WFEZ/Winston-Salem.

MILLS NAMED PRES./GM

Gannett Completes WJYW Purchase

The Gannett Company Inc. last Wednesday (6-25) completed the purchase of its seventh FM radio station, WJYW/Tampa, from Rounsaville for \$4 million. The acquisition of the 100,000-watt Beautiful Music outlet brings Gannett's broadcast holdings to 20, including six AM and seven TV stations.

Concurrent with the purchase, Gannett named George Mills President/GM of WJYW. A five-year veteran of the firm, Mills most recently served as VP/GSM at WCZY/Detroit, having previously been VP/GSM for KTAR and KBBC/Phoenix.

While no format switch is planned, Mills told R&R that the station had changed to the Bonneville syndicated music package from Schulke, adding a two-man morning news team as well.

Hunt Upped To Nat'l Dir./Field Ops At MCA

Brad Hunt has been appointed National Director of Field Operations for MCA Records. Hunt comes to the position from his post as MCA's Boston local promotion manager, having previously held local promotion posts in Miami and Buffalo, as well as Regional Promotion Director based in Dallas, since joining the label in 1977.

In his new post, Hunt will be responsible for the direction of the regional promotion staff on a daily basis and will be headquartered at MCA's Los Angeles offices.

\$40 MILLION SUIT

Casablanca Records Countersues Summer

Casablanca Records and Rick's Music Inc., the label's publishing division, have filed a \$40 million breach of contract suit against Donna Summer, following her signing with David Geffen's new Warner Bros.-distributed label (R&R 6-20).

The Casablanca action, which seeks to enjoin Summer from recording for any company other than Casablanca as well as to prevent her Summer Nights production company from "interfering with publishing rights" to songs she wrote or co-wrote while recording for Casablanca, comes in response to the \$10 million damage suit Summer previously filed against Casablanca, former label President Neil Bogart and Summer's former manager Joyce Bogart.

this week ...

DIVERSITY MEANS DIVIDENDS

The RAB and the Association of National Advertisers agree radio's diversity is the key to reaching consumers.

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PART-TIME TALK

Four stations describe how scheduling Talk in segments works to their advantage.

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ARBITRON'S NEW EDIT RULES

11 new diary edit procedures took effect during the Spring survey and they may have affected your numbers.

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BEAUTIFUL MUSIC, "EXOTIC" SPOTS

WWBA/Tampa answers "elevator music" charges with spots that spur listener involvement.

Page 19

HOW TO ORGANIZE YOUR PROMOTIONS

David Wolfe of CJCH/Halifax shares a detailed checklist designed to eliminate last-minute promotional problems.

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BMA CONFERENCE REPORT

Black radio faces the 80's with a new sophistication and direction.

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AOR FOR ADULTS

Three programmers meet the upper demos challenge with pages from AOR's "progressive" past.

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Washington Report

LEGISLATIVE UPDATE

Renewal/Crossownership Bill Launched

A bill that would affect radio and TV license renewal procedures unanimously passed Rep. Lionel Van Deerlin's (D-CA) House Communications Subcommittee, Tuesday, July 1. Specifically, the bill (H.R. 6228) would prohibit the FCC from looking at licensees' ownership of other media properties or their involvement in the daily operations of stations.

Additionally, the proposed legislation would put into law existing FCC rules disallowing a broadcast licensee to also own the only daily newspaper in a community. Generally, the bill is viewed as not being anti-mergers.

The proposed legislation was introduced by Rep. Al Swift (D-WA) right before Christmas. However, it may have a tough time getting scheduled for consideration in the full Commerce Committee as Congress nears the close of this session. "We're hoping it will be considered after H.R. 6121 (see below) and reach the floor of the House when Congress returns after its recess," Scott Johnson, a Swift aide, told R&R.

Although, according to FCC Renewal Branch Chief Barbara Kreisman, ownership isn't really considered at renewal time, the thrust of the legislation would keep the courts from someday suggesting a different approach, Johnson said.

Performers' Royalty Dead Again!

Rep. Bob Kastenmeir (D-WI)

was expected to kill the proposed performers royalty legislation this week — at least until next year. The action was anticipated after a letter was sent to the Chairman of the subcommittee handling pay-for-play by the bill's architect, Rep. George Danielson (D-CA) asking for the hatchet.

Broadcast lobbyists were running somewhat scared earlier this year when a close vote seemed imminent. But according to broadcast sources, Danielson will most likely bring it up again next year.

A Telecommunications Bill In 1980?

Not likely. Amendments to the Communications Act being kicked around last month are seemingly at a standstill after a scheduled markup of S. 2827 never happened (R&R 6-27). The House had set, Wednesday, July 3 as the date to begin marking-up H.R. 6121 — a bill that only is concerned with common carrier issues. For a final law, both the House and the Senate would have to pass legislation.

The Week In Review

- AM stereo loses steam. There may be a new winner (see Page 1).
- Congressman Al Swift of Washington gets things going on Renewal & Crossownership Bill.
- Performers' Royalty Bill stopped for this year.
- Marching to a different drummer: NRBA objects to NAB's radio dereg stance.

— Jonathan Hall

FCC At A Glance

Broadcaster Disagreement Over Radio Deregulation

In filing reply comments on radio deregulation, the NRBA faulted the NAB for supporting the FCC's proposal to deregulate non-entertainment programming and ascertainment. "While the complete deregulation of the radio industry is warranted, the approach preferred by the NAB is not appropriately realistic," NRBA commented. NRBA's position is that as long as the public interest standard is part of the Communications Act, complete abandonment of non-entertainment guidelines and ascertainment requirements will not stand up in court. NAB has argued that the Commission does indeed have the legal authority to deregulate radio and, in its reply comments, cited a new study of 269 AM and 143 FM stations, which showed they air three times more non-entertainment programming than necessary.

Hearing For WSIV

The FCC last week (6-25) designated the CP application of WSIV/Pekin, IL for a hearing because the owner wants to build the station 62 miles away from co-channel WRKK/Ottawa, IL. FCC rules require at least 65 miles separation.

WSTU EEO Program Okay

Saying that WSTU/Stuart, FL had increased its recruitment efforts, had implemented a training program, and had hired more minorities and women, the FCC

FCC AT A GLANCE/See Page 24

People

Los Angeles

Lyle Kilgore has been named to the newly-created post of Director of Public Affairs for the Shamrock Broadcasting Company's radio and TV divisions. Most recently, Kilgore served as News and Public Affairs Director for KHJ/Los Angeles.



Lyle Kilgore

Bob Moore named GSM at Greater Media's KHTZ/Los Angeles. Moore most recently was Local Sales Manager for KCOP-TV/Los Angeles.

Detroit

Patrick McNally joins WLLZ/Detroit, Doubleday's new FM outlet, as GSM, coming over from the GSM post at WWWW/Detroit. Former WWWW Chief Engineer Patrick Shirley likewise takes up equivalent duties at WLLZ.

Marcellus Alexander, Jr. upped to WRIF National Sales Manager from account exec. He replaces Buzz Van Houten, who was promoted to General Sales Manager.

Beaumont

Joe Abernathy has been named VP/GM for KJET-KWIC/Beaumont. Abernathy previously served as GM at KFIX/Kansas City, WIOD/Miami and KMBR/Kansas City.

Seattle

Lon Snider joins KPLZ/Seattle as Co-op Sales Manager, coming over from KSEA/Seattle, where he served as Local Sales Manager.

New York

Harry Callahan has been appointed GSM for RKO General's WXLO-FM/New York. Callahan was most recently Eastern Regional Manager for RKO Radio Sales.

Patricia Urevith, SJR Communications Public Service Director, honored with special award from New York City's "Speaker In The Classroom" 1979-80 program, which brings communications professionals into city schools to discuss career opportunities in the media.

Houston

Kelly Bender has been promoted to National Sales Manager at KRILY/Houston. Bender previously served as an account exec for the SJR Communications station. In addition, Johnny Treffalls has been upped to Local Sales

PEOPLE/See Page 24

SALES TALK FEATURE

Selling Radio First Class

The most important feature of the annual workshop of the Radio Advertising Bureau and the Association of National Advertisers is its formula: retailers and ad agency executives who know how to use radio successfully giving away their ideas to other agency people. And that's just what happened at the Waldorf-Astoria in New York last week, before a crowd of 750.

Using Radio Creatively

Case histories were presented by several leading users of radio advertising. For example: Mailgram noted how in the six-year history of its company, use of radio has increased from 12% to 77% of its total ad budget, mirroring its corporate growth from a \$3 million dollar company in 1974 to a \$96 million one today. Mailgram's presentation was given by Boyd Humphrey, Asst. VP, and Jack Trout, President of Rout & Ries, Mailgram's agency.

A summertime soap opera will unfold on lots of radio stations soon. Not a new program, but a series of commercials developed by Fotomat to introduce a larger picture size. Fotomat, with \$200 million in sales, also uses radio as its primary medium, noted Frank Martin, VP for Advertising.

Other success stories included Kim Armstrong of AT&T discussing tremendous effectiveness of its "Reach Out" campaign on ra-



Michael Roarty

dio. New stars of its "testimonial series" of ads (used exclusively on radio) includes the Manhattan Transfer and Tony Bennett.

Reiterating a key marketing point, Michael Roarty, VP of Marketing for Anheuser-Busch, said, "We use radio because more than any other medium it is allied directly with the diverse lifestyles of virtually all of our target consumer publications."

Sales Talk

Supreme Court Affirms Utility Co.'s Right To Advertise

In a case involving a New York State utility, The Supreme Court has struck down a policy of the New York State Public Service Commission (PSC) which forbade the company from promoting its products. The Court declared unconstitutional a PSC ban which prohibited Central Hudson Gas & Electric from advertising to promote the use of electricity. The state had argued that a total ban on advertising was a legitimate way to encourage energy conservation, but the Court stuck up for the utility on free speech grounds.

Sold

The FCC has granted final approval of the sale of KGUY/Palm Desert, an all-News outlet, to Southern California newswomen Marilyn Baker and Mary Nieswender, principals of Media Women Inc.

KLOQ-FM/Lyons, KN sold for \$400,000 to Mr. & Mrs. Thomas Rairdon.

No Sale

Affiliated has bowed out of its proposed \$11 million purchase of KOME/San Jose and WIVY/Jacksonville.

Selcom

Greater Media has chosen Selcom as its national sales rep for KHTZ/Los Angeles. The station was formerly repped by Roslin Radio Sales.

Caveat Emptor

You don't always get what you pay for, especially on the spot TV market. According to a recent study by Faber Media, 19 percent of client's spot billings ran in positions that failed to meet client's objectives, principally because buyers neglected to check rotation and position when approving invoices, using cost and ratings as their sole guidelines.

Christal

Richard Hammer, Sr. VP/Satellite and Syndication Division for Christal, announced that Enterprise Radio, headed by Scott Rasmussen, has chosen Christal as its national sales rep for Enterprise's new, all-satellite-fed radio sports network.

Blair

Modern Country WXCL/Peoria and its sister FM, Pop/Adult WKQA, (formerly WZRO) added.

Katz

Country music stations WBHP-AM/Huntsville, AL and WTNT/Tallahassee, picked up along with WTNT's sister, Beautiful Music WLWV-FM.

**WE INTERRUPT
THIS
NEWSPAPER
FOR AN
ANNOUNCEMENT
FROM THE
CHAIRMAN OF THE BOARD:**



The New Single Is

**"YOU AND ME
(WE WANTED IT ALL)"**

FRANK SINATRA

**ORCHESTRA & CHORUS ARRANGED AND CONDUCTED BY DON COSTA
PRODUCED BY SONNY BURKE**



**ON REPRISE RECORDS
DISTRIBUTED BY WARNER BROS.**

Part-Time Talk: Filling A Need

A growing number of stations everywhere are programming segments of Talk, and finding the format goes over really well. R&R talked with four very different stations about their decisions to add Talk to their music formats and what makes part-time Talk successful.

Everybody Listens To "What's Up?"

Jim Thompson is GM for Sorenson Broadcasting, owner of six North Dakota stations, but he also inherited a talk show at P/A-Farm formatted KWAT/Watertown, when Dean Sorenson bought the station. "They had a show from 8:15 to 9:15am, but it was used pretty much as a dump for public affairs shows. I believed you could run a talk show without being Joe Pyne and without having to take calls from far away," Thompson told

News/Talk

R&R. "We started to promote the program, saying, 'Everybody's listening,' and it worked. Pretty soon we had sponsors coming in and now it's our highest priced program."

Thompson describes "What's Up?" as folksy. Talk topics vary from birthday greetings to an emotional strike at the local rubber company to politics.

KWAT Talk Elects Mayor

The mayor of Watertown owns his election to KWAT's Talk show, according to Thompson. Before he ever thought about being a candidate, the mayor called the station to express his dissatisfaction with local politics. Another listener called to say, "If that guy doesn't like it, why doesn't he do something about it?" The prospective mayor called back to say he would do something. He ran and won the election.

Thompson explained the popularity of Talk in Watertown. "It's the idea that the next call might be really juicy, might contain some really good gossip, that keeps people listening. This kind of radio plays a big part in rural America," he said. "I'd love to expand the format at KWAT, but there's a problem with keeping good talent in small markets. If they're any good, they'll go to

bigger markets for money," Thompson said. But despite this reservation about full-time Talk in his market, Thompson remains a true News/Talk enthusiast.

Star-Studded Talk

WKBX/Savannah is another music station with a talk show, hosted by Ed Hartley. "The owners (Beasley Broadcast Group) just decided to try it when they took over the station in 1977. I'm on in afternoon drive sandwiched between rock and religion," Hartley told R&R.

Hartley tries to bring a variety of unusual Talk features to Savannah listeners. His latest idea, scheduled for sometime this summer, has been rained out so far. "I'm going to have a stargazing show with an expert from a local planetarium. I want people to go outside with their radios and pick out stars they want to ask our expert about. We'll talk about planets, constellations, and UFO's," Hartley said.

Much as he enjoys being a talk show host, Hartley doesn't think the format could make it full-time in Savannah. "People are too apathetic here. You could tell them the Russians had landed on the beach and they'd say, 'So what?' They're more concerned with their azaleas," Hartley explained.

Talk As Public Affairs

"We feel strongly that public affairs should not be thrown away, so we started a consumer-oriented talk show Sundays from 6-9am," KYUU/San Francisco PD Sandy Beach told R&R. Host of the show is Bay Area attorney Chuck Finney, who said, "Topics will deal with all aspects of living... law, medicine, finances, housing, entertainment... anything that affects the lives of our listeners."

The "Chuck Finney Show" has been on for several weeks and PD Beach told R&R listener response has been good.

Local Talk Makes It In New Haven

"In New Haven, we pick up signals from New York, Hartford and Boston, so local programming is really important. We view Talk as a logical extension of our commitment to community service," WELI PD Bill Rock told R&R.

WELI runs Talk from 6:00pm to 5:30am. From 6-9pm the host is Jerry Dunklee, and Rock describes his show as issue-oriented. Chris Plass takes over from 9-midnight,

and her show is lighter, featuring material like astrology or interviews with entertainers. From midnight to 5:30, WELI airs Mutual's "Larry King Show."

"I think well-established stations should do some Talk, but all-Talk can be deadly. People need a break from Talk," Rock said. "At WELI, Talk fits with our image of being community-oriented and our evening programming pulls a 22 to 28 share, so although I wouldn't go all-Talk in this market, we're very happy with what Talk has done for us."

RTNDA Regional Awards Announced

News and Talk stations carried off three of the four Edward R. Murrow awards for excellence in broadcast journalism given by the RTNDA. The winners were:

WRC/Washington for review of the Iran hostage crisis.

KMOX/St. Louis for follow-up on "The 100 Neediest Cases."

WGST/Atlanta for "The Problem at Doctors Hospital."

KMPC/Los Angeles for "A Skid Row Dilemma."

Winners in other categories included, for best on-the-spot coverage:

WIND/Chicago for an airline hijacking.

WSBA/York, PA for Three Mile Island.

KMPC/Los Angeles for Iranian student disorders.

WFBC/Greenville, SC for crash of a commuter plane.

For best investigative reporting:

KNX/Los Angeles for abuse of state foreclosure laws.

KMOX/St. Louis for fires in retirement homes.

WNBC/New York for recombinant DNA.

KRMG/Tulsa for crooked carnival games at the state fair.

News/Talk Personalities



WOMAN OF THE YEAR — KABC/Los Angeles host *Carole Hemingway* named "Woman of the Year" by City of Hope Medical Research Facility. Ms. Hemingway is pictured above at the awards ceremony with KABC VP/GM *George Green* (left) and PD *Wally Sherwin*.

KMOX/St. Louis presents five hours of fun and games in celebration of the Fourth of July. Festivities include: music, hot air balloonists and, of course, fireworks.



Joel A. Spivak (left), KPRC/Houston's News Dept. presented a five-part series all last week called "Is It Fit To Drink?," examining the state of the nation's water supply in light of the Love Canal accident.

WRC/Washington host *Joel A. Spivak* broadcast live from London June 4 with *Peter Bottomly*, Conservative member of the British Parliament.

Milt Fullerton has joined WERE/Cleveland as News Director and morning news anchor. Fullerton is a former ABC News Foreign Correspondent, stationed in Beirut.

Frank Newport named News Director at KTRH/Houston. He's been cohost of the station's "Talk Of Houston" show with *Ben Baldwin*, and previously worked at KWMU-FM and WGNU in St. Louis, as well as KSD-TV there.

KFWB/Los Angeles's *Charles Brailer* presented a ten-part series, "Beyond The Three R's — Values & Good Citizenship," examining character and ethics in education. Brailer found vandalism costs L.A.'s schools over \$4 million a year.

WOR/New York aired a 17-hour remote from Roosevelt Raceway June 18 as part of its second salute to Long Island.

KYW/Philadelphia reporters *Rica Duffus* and *Jay Lloyd* presented "Stress: The Epidemic Of The 80's," a 20-part series examining the elements that cause stress in people's lives, and how to cope with them.



Frank Newport

Jack Morton, KVI/Seattle morning host, kicked off Film Festival on Radio this week. The two-week run of highlights from some of the most famous film classics features the voices of *Lauren Bacall* ("You know how to whistle, don't you?"), *Humphrey Bogart*, *Henry Fonda*, *James Cagney*, and others.



KNX/Los Angeles "Food News" coanchors *Don Fitzgerald* and *Jackie Olden*, were featured recently on the CBS radio network in a feature on outdoor cooking and eating.



RETURN OF THE GIANT JELLO JUMP — KVI/Seattle's charity jello jump, subject of a recent R&R front page photo (R&R 6-6), spawned some of the most spectacular shots in R&R's jello jump annals. Here's another picture of a daring contestant gingerly entering the bubbling cauldron of liquid jello, strawberries, bananas, oranges, ice cream, Cool Whip, sea serpents, and whatever else lurks beneath the surface in an attempt to gather golf balls good for thousands of prize dollars.

EMOTIONAL RESCUE

THE SINGLE

THE BACK PAGE BREAKERS

ROLLING STONES
Emotional Rescue (Rolling Stones)

78% of our reporters on it. Moves: Up 81, Same 22, Down 0.
Adds 69 including WXLO, WNBC, 96KX, KRLY, 940, WLS,
KRLA, KHJ, KOPA, WHFM, 969GF, KOFM, Y4. See Par-
ade, charts at number 27.

THE ALBUM

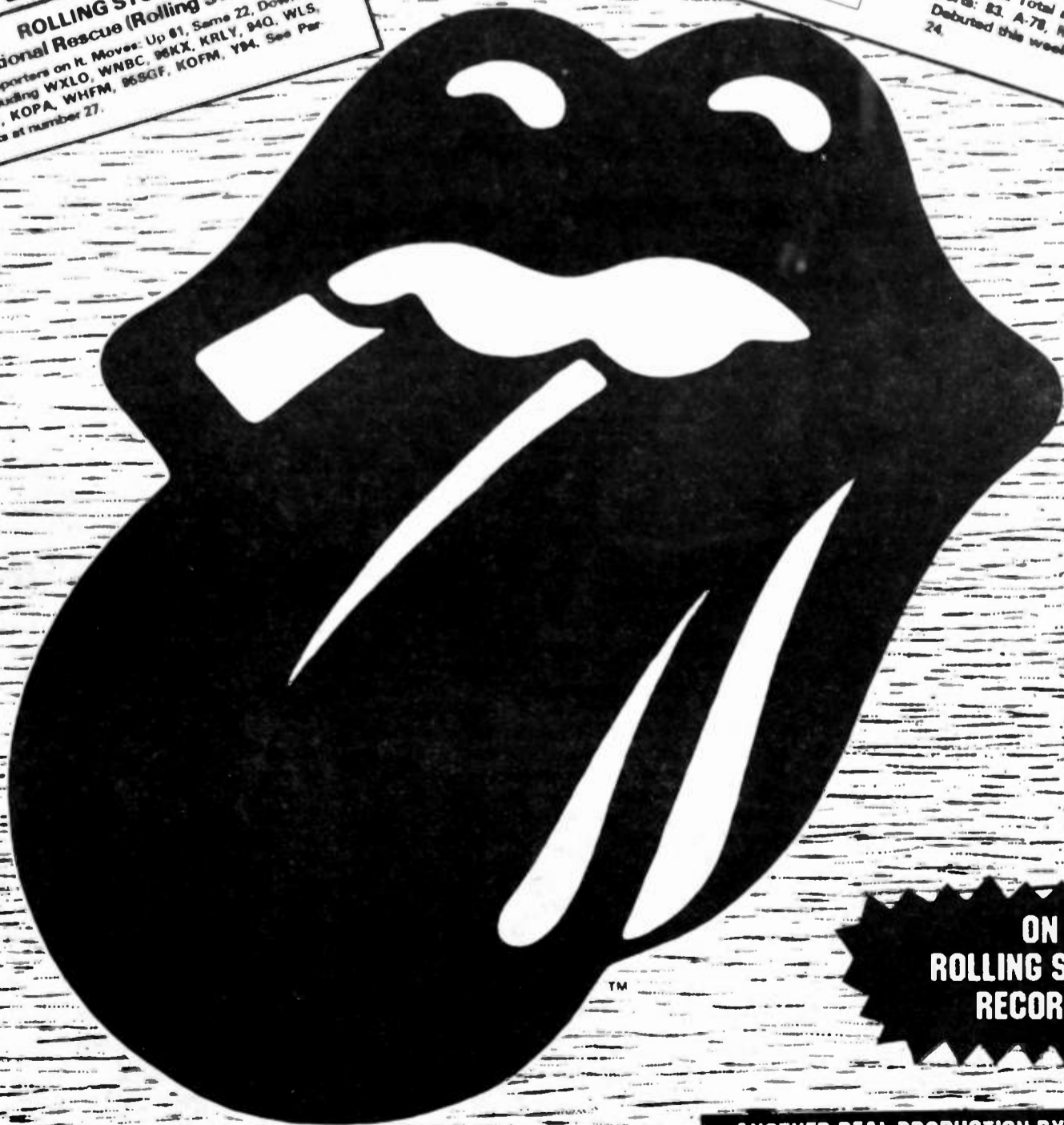
AOR BREAKERS

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



THE ROLLING STONES
EMOTIONAL RESCUE

ROLLING STONES
Emotional Rescue
(Rolling Stones)
This "Dance" "Romance"
"Cold" 51% of our repor-
ters on it. Total album re-
ports: 83. A-78, M-1, H-4.
Debuted this week at No.
24.



ON
ROLLING STONES
RECORDS

ANOTHER REAL PRODUCTION BY THE GLIMMER TWINS

Distributed by Atco Records.

© 1980 Atlantic Recording Corp. • A Warner Communications Co.

WHAT'S NEW

98% FAILURE RATE

New Products Mean Few Profits

Years ago no one dreamed that disposable diapers, TV dinners, and instant coffee would become such staples of American life. And who would have believed ten years ago that the majority of American toilets would contain blue water? New products are constantly emerging on the scene in keeping with the "build a better mousetrap..." theory. However, recent research indicates that the world won't necessarily beat a path to your door.

New York ad agency **Dancer Fitzgerald Sample** recently concluded a study of supermarket products which premiered in the 70's (summarized in the *Wall Street Journal*), and found that of 5125 items introduced, only 93 (or two percent) were successful (having a minimum of \$15 million yearly retail sales). **General Foods** tallied up the best results over this period with 15 new products averaging \$63 million each in 1978 retail sales. In all, only 32 companies reached the "success" level, and just 12 firms produced more than one product that appealed to the masses during the 70's.

Flops Include Apple-Cinnamon Egg Rolls

One of the big fizzles of the decade was the soy-based meat extenders offered by seven major food producers, followed closely by frozen sandwiches (five companies thought this was a swell idea), while **Campbell Soup**, **CPC International**, and **Libby, McNeill & Libby** found that most folks just were not clamouring for

pizza-flavoured sandwich spreads. **Beatrice Foods** holds the distinction of having one of the worst new-product records with 59 unsuccessful products (out of 60) introduced between 1977 and 1979. It appears most consumers had no taste for their pina colada yogurt bars, canned sukiyaki, and apple-cinnamon egg rolls, and even canines found "Glad Wags" (dog treats) hard to swallow.

Even with these dire results (although an **A.C. Nielsen Co.** survey showed a two out of three new product failure rate and a **Conference Board**

study reported only one flop in three, both companies employed much more lenient standards in determining a "success" ratio), new products continue to flow in a steady stream with several large companies planning even more experimentation in the future. **General Foods**, in fact, plans to devote even more time and money on research and development in the coming years and expects half its volume growth to emanate from new products. After all, there's still that mouse out there somewhere waiting to be caught.

"American Top 40" Airs 10th Anniversary Special

July 4, 1980 marks the 10-year anniversary of **Casey Kasem's** "American Top 40" radio program. The **Watermark**-syndicated show has grown from an original seven stations to the current 520 subscribers and plans to celebrate its longevity with a special anniversary program entitled, "American Top 40's Book of Records." This 4th of July special will feature four hours of trivia-inspired superlatives highlighting the biggest, the smallest, the youngest, the oldest, the longest, the shortest, the most and the least of Top 40 Radio. For further information, contact **Watermark** at 10700 Ventura Blvd., North Hollywood, CA 91604, (213) 980-9490.

Survey Shows Radio Spot Rate On The Rise

Contrary to trends in many other industries, a recent survey of group broadcasters, rep firms, networks,

media buyers, and station managers conducted by institutional research firm **Montgomery Securities** concluded that broadcasting remains a fairly stable business venture in today's economy.

Spot rate increases averaging between 25-35 percent have sparked a renewed vigor in national radio growth, which has been bolstered by advertising dollars that normally would have been spent on TV's coverage of the 1980 Olympics. (When the Olympic boycott went into effect, many advertisers shifted substantial portions of their budgets to national radio.) However, this growth has not been felt as strongly at local radio, which averaged only a five percent rate increase (due in some part to FM's audience gains causing an erosion of AM radio's advertisers to the generally lower-priced and fewer spots available on the FM band).

Taft Forms Film Firm

Taft Broadcasting Co. recently announced the formation of a theatrical film production-distribution division, **Taft International Pictures Inc.**, to be based in Los Angeles. Film industry veteran **Max Youngstein** will divest himself of his film consulting firm to serve as Chairman and Chief Executive Officer of the new division, which will be supplied in part by the former **Schick Sunn Classic Productions** organization, whose President and Chief Operating Officer, **Charles Sellier**, will assume those titles at **Taft International Pictures**. Sellier will maintain his production bases in Salt Lake and Park City, UT, however (Taft recently agreed to purchase **Sunn** from the **Frawley Corp.** for \$25 million.)

Taft plans to produce five films per year and may utilize other sources such as **Hanna-Barbera Productions**, **QM Productions**, **Herbert F. Solo Productions**, **Cinemobile**, **Cine Guarantors** and **Worldvision Enterprises** (all of which it owns) in fulfilling its goals.



MICMIX Intros Low-Cost Reverb System

The "Master-Room XL-210," a low-cost (under \$1000) reverb system from **MICMIX Audio Products Inc.**, utilizes a unique, patent-pending process to achieve what the manufacturer terms as "an extremely smooth and natural sound, even on the most demanding percussive material," eliminating the "boing, twang and flutter" common to spring-type reverb systems, without resorting to internal limiters or signal manipulation methods.

The device is a self-contained 3½-inch rack-mounted unit with two independent stereo channels (monaural operation is possible as well), front and rear panel input and output con-

nections; and is capable of receiving unbalanced or balanced line signals. Both channels feature an equalization section that allows the user to simulate the sounds of a live chamber, plate, or concert hall.

The "XL-210" also incorporates certain chamber isolation techniques that enable the system to be placed near loudspeakers operating at high volume levels without acoustic feedback and will operate on either 120 or 240 volts.

For further information contact **Bill Allen** at **MICMIX Audio Products Inc.**, 2995 Ladybird Lane, Dallas, TX 75220, (214) 352-3811.



Cooking With Coke

Coca-Cola USA, manufacturer of America's best-selling soft drink, is currently conducting a campaign inviting consumers to explore "Coke" 's culinary delights. Claiming the addition of a certain soda pop turns ordinary dishes into something special, the Atlanta-based firm is offering for 25¢ a poster imprinted with recipes for fare such as pot roast, sweet-sour cabbage, salad with mustard-herb dressing, twin cheese dip, and more, all of which use "Coca-Cola" as an ingredient.

WESTWOOD ONE • SALUTES!

One of over 1200 Great Radio Stations carrying Westwood One programs. Programs like: **Dr. Demento**, **Off The Record with Mary Turner**, **The Great American Radio Show with Mike Harrison**, **Star Trak with Candy Tusken**, **Ace & Friends**, **Spaces and Places**, **Shootin' The Breeze**, **Special Edition with Sid McCoy**, **The Sound of Motown**, **On The Move** and **The Twelve Hours of Christmas**.



9540 Washington Blvd., Culver City, CA 90230
(213) 204-5000





★ ★ ★ ROGER DALTREYS

NEW SINGLES MAKING THIS THE LAND OF THE "FREE ME."

WIFI	WTIX
Q105	KXX106
WGCL	WAPE
KFI	BJ105
KJR	WBBQ
KIQQ	WSKZ
WBEN-FM	WRVQ
WTRY	WDRQ
WFLY	WNAP
WPST	KNUS
KRBE	KJRB
KTSA	KCPX

PD 2105 "FREE ME"
 THE FIRST SINGLE FROM THE FORTHCOMING
 ORIGINAL SOUNDTRACK RECORDING
 "McVICAR"^{PD-1-6284}
 THE WHO FILMS PRESENTATION STARRING
ROGER DALTREY
 WITH JOHN ENTWISTLE, KENNEY JONES,
 PETE TOWNSHEND AND OTHERS.
 ON POLYDOR RECORDS AND TAPES.

KRSP	KQWB-FM
KMJK	KKRC
WIGY	WSPT
K104	WGBF
WFBG	KQDI
WAAY	KRLC
WHHY	
WISE	
WFLB	
WANS-FM	
CK101	
KPUR	

WHAT'S NEW

GENESIS FILM PLANNED

Charisma Label Expanding Into Cinema

British independent label Charisma Records is becoming increasingly involved in feature film production. Having made its first fully financed feature-length debut at Cannes Film Festival this year with "Sir Henry At Rawlinson End," the record company expects to spend up to \$14 million on four films over the next two years. "Sir Henry..." scripted by former Bonzo Dog Band leader Vivian Stanshall, who originally conceived and recorded the story as an album, was shot for less than \$500,000.

The four projects currently on Charisma's production schedule are "Fletch," a \$3.5 million drug-running mystery scripted by Bernard Eiseman from a series of novels by Boston Globe rock critic Gregory McDonald; "The Last Enemy," a \$3 million tale about the character transformation of several Oxford students as they become air force officers in WWII, based upon an original idea by label head and former sports journalist Tony Stratton-Smith; "Buntism," a \$1.5 million biography of Reverend Henry Price, an eccentric Victorian-era cleric, starring Irish comedian Dave Allen; and "Rael," a \$6 million project based upon the 1974 Genesis concept LP, "The Lamb Lies Down On Broadway," detailing the mythological journey of a Puerto Rican boy in New York City. Former Genesis leader Peter Gabriel and noted director Alexandro Jodorowsky have begun work on the script.

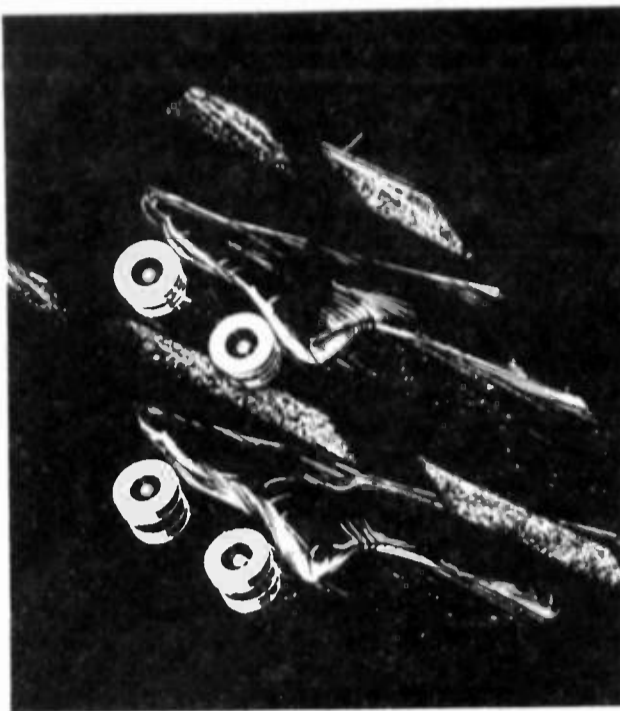
RCA Marks Elvis's 25th Year With \$69.95 LP Set

Elvis may be gone, but his music lives on. November 15, 1980 would have marked Elvis's 25th year with RCA Records, and, in commemoration, RCA will release 250,000 numbered, limited edition copies of "Elvis Aron Presley," an eight-record set tracing the "King" 's career from his first Las Vegas appearance in 1956, through his movie successes in the early 60's up to his final concert tour in 1977.



The collection features 87 Presley performances (65 previously-unreleased), a 13-minute monologue from Elvis, and a 20-page insert consisting of historic information and photographs. Also included are out-takes from several of Presley's most popular movie soundtracks as well as a section featuring eight singles previously unavailable on LP.

This massive project, conceived and produced by RCA's Joan Deary in cooperation with Col. Tom Parker, will be available in August in either boxed LP set, cartridge, or cassette, and will retail for \$69.95 in the U.S.



Soaring Skate Sales Foreseen

Sales of roller skates are projected to soar 50 percent above 1979 levels, according to a recent survey by the National Sporting Goods Association. Racquetball rackets, cross-country skiing gear, and exercise equipment are also predicted to post the sporting goods industry's biggest sales gains in 1980.

FISHER TO HEAD EFFORTS

PolyGram Forms Special Projects Unit

PolyGram Record Operations (PRO USA) has announced the formation of PolyGram Special Projects (PSP), which will create and sell special record packages to third party companies for marketing via direct mail, television and key broadcast outlets, continuity and syndication programs, and premium record offerings. PSP will license previously-recorded music as well, drawing upon PolyGram record company catalogs, including Polydor, MGM, Phonogram, Mercury, Casablanca, DG, Philips, London, and Verve.

Artie Fisher, most recently Director of Special Markets for PolyGram Direct Marketing (PDM), will head the PSP unit. An 11-year veteran of the direct marketing field, Fisher previously served as President of Tumbleweed Music as well as having been involved with the special market operations of Roulette, Columbia, and RCA Records. Charles Shicke, formerly Manager of Special Projects for London Records, has been named Manager of PSP.

RCA U.K., Precision Merge Audio/Video Operations

In a long-rumored move, RCA Records U.K. and Precision Records and Tapes (PRT), formerly Pye Records, recently announced they will combine assets of both companies into an entity to be known as RCA Records/PRT. This newly-formed joint venture will create, manufacture, distribute, and promote audio and video records and tapes within the United Kingdom. RCA/PRT will be 51 percent owned by RCA and 49 percent owned by Associated Communications Corporation Ltd., PRT's parent firm.

Along with bringing the combined rosters of recording artists and associated labels for both firms under one roof, the joint venture makes Associated Communications extensive feature film and video catalog available to the partnership. This catalog is expected to be the foundation of the new firm's entry into the prerecorded videocassette marketplace, and its eventual entry into the videodisc market. RCA, in turn, will make available to the joint venture programs for which it holds United Kingdom videodisc rights, to be manufactured under RCA's "SelectaVision" system.

Louis Benjamin, formerly Chairman of Pye Records, will serve as Chairman of the new company. The joint venture is subject to approval by both firms' Board of Directors as well as additional applicable conditions.

Stones LP Sports Anti-Piracy Device

"Emotional Rescue," the recently-released album and tape by the Rolling Stones, will contain a special, undetectable device that will make legitimate releases stand out from counterfeit copies, according to a joint announcement from WEA, Atlantic, and Rolling Stones Records.

Atlantic Vice Chairman of the Board Sheldon Vogel commented upon the announcement, saying, "The device that is built into the new Stones album and tape packaging can only be detected by our people. There will be nothing obvious to the clerk or consumer, and to say anything further would be counterproductive." All Atlantic field personnel as well as WEA Branch Managers, Sales Managers and sales staff will be involved in a spot check program to uncover bogus copies of the albums and tapes.

PRO:MOTIONS

Mendelsohn Named VP/Mktg. At CBS Video

Herbert Mendelsohn has been named to the newly-created position of Vice President of Marketing for CBS Video Enterprises. Most recently Vice President of Marketing Services for ABC Video Enterprises, Mendelsohn previously served as President of the ABC Record and Tape Sales Corp. from 1975-78, having joined the firm as Vice President of Marketing a year earlier.

Prior to this, Mendelsohn served as General Sales Manager for WABC/New York, Vice President and General Manager for WKBW/Buffalo and WMCA/New York, and President of Bartell Broadcasters Inc. as well as having headed Herb Mendelsohn Associates, a firm specializing in the production of commercials and audio-visual sales presentations. He will report to CBS Video Enterprises President Cy Leslie.

Andrews Upped To VP/Pro Activities At Almo/Irving

Brenda Andrews has been appointed Vice President of Professional Activities for Almo/Irving/Rondor Music. A 13-year veteran of the firm, Ms. Andrews began her career as a receptionist, serving as a professional manager for the publishing company for the past five years.

In her new post, she will supervise the activities of the professional department, including the placement of Almo/Irving copyrights and acting as a liaison with producers, artists, and songwriters. Ms. Andrews is the first female VP of the music publishing firm.



Brenda Andrews

Greenwald Named Nat'l Promo Dir. For Mushroom

Dave Greenwald has been named Director of National Promotion at Fourth Street/Mushroom Records. Most recently Western Regional Promotion Director at Polydor Records, Greenwald previously held the same title at Janus Records, where he worked for 4 1/2 years.

In his new position, Greenwald's responsibilities will include overseeing all Top 40, AOR, and Pop/Adult promotion activities and advertising coordination, distributor promotion supervision, and field marketing. He will report to label VP of Marketing and Promotion Joe Owens.

Real World Label Adds Detroit Offices

Real World Records, the recently-formed label headed by veteran industry notable Paul Drew, has announced it will open a subsidiary office in Detroit, while maintaining its Los Angeles headquarters. Real World's Midwest offices will be located at 6400 Mt. Elliott, Detroit, MI 48211, (313) 571-8977.

The Perfect Summer Ballard

RUSS BALLARD

PRO-FM deb 30
JB105 on
Q102 25-23
KJR deb 24
KUPD on
Q106 on
KEEL deb 38
KXX106 add
BJ105 on
WSKZ on
KJ100 deb 30
WNAP on
92X on
KCPX on
KRSP deb 29
KRUX add
WLBZ on
K104 35-31



WFBG 32-30
WISE on
WFLB on
WANS-FM 38-31
KQ94 23-20
CK101 27-24
KKRC on
WRKR add
WSPT deb 30
WGBF on
KBDF 20-17
KRLC deb 23
K102 28
WKAU add
KFMD add
KWWL add
WIFC add
WXXQ add

“On The Rebound”

LARRY O'DAY, MD, KXX106: “Immediate attention-getter. Initial sales are super on both single and LP. Strong 18-24 male phones. The hook stays with you.”

BUDDY SCOTT, PD, 92X: “Immediate phones . . . Leaning male 16-25. Already seeing sales. I think this is going to be a HOT summer record.”

STEVE OCEAN, PD, CK101: “Leans slightly female. #7 teen phones, #8 adult phones, and #8 12+. When I added the record I was looking for something unique and this record works.”

PAT O'BRIAN, MD, Q102: “Solid sales. Mass appeal summer record.”

JOHN SHERMAN, Assistant GM/PM, KJRB: “Album sales are taking off. Good image record; sounds great on the radio.”

Produced by Russ Ballard and John Stanley

ON *Spice* RECORDS



Announcer: And now a dignified soliloquy from the frizzied head of your columnist, Gary Owens!

GO: Thanks very much, me. We have an interesting letter here today from Ed Joyce, a man with two first names who happens to be with KEZX "FM 99" in Seattle, Washington.

Ed writhes: Dear R&R: I'd appreciate it if you could get the word out about my once in a lifetime offer — I'll trade a spoonful of volcanic ash (*the real stuff*) for a T-shirt (size men's XL) from any radio station. Write to:

Ed Joyce, KEZX FM
P.O. Box 22364

Seattle, Washington, 98122

That sounds like a pretty fair swap, and it also gives me an opportunity to repeat a terrible pun I made up years ago right before a UCLA basketball game . . . What's the name of a rampant Hawaiian volcano that plays for the Bruins? Answer: Luau Cinder!!

Those tunes just keep on comin' . . . RE: the C.J. Bronson matching-up of songs with artists who should have recorded them originally . . . or *now* in order to save energy:

Joel (J.K.) Dearing at WNDU and U93 in South Bend, Indiana plies our coffers with these morsels . . . "Hot Fun In The Summertime"

- Heatwave
- "I Fought The Law"
- Marshall Tucker
- "Rust Never Sleeps"
- Steely Dan
- "Glass Houses"
- Rolling Stones

And Joel suggests a medley: "Tin Man," "The Lion Sleeps Tonight," and "Goodbye Yellow Brick Road" by Toto!

Incidentally, Tom Straw, KVI/Seattle's keen Program Director and a discovery of the Gary Owens foundation when Tom was attending Birmingham High School in California, dropped into our column last week. We shuffled over to the Museum of Science and Industry and chatted with our boss Gene Autry, who was being honored as part of "Gene Autry Week." Gene, the first singing cowboy and one of the first superstars in movies, performed in 93 feature films. They displayed much of the great "Back In The Saddle Again" memorabilia, including his first serial, the 13-episode "The Phantom Empire."

I showed Tom Straw my Gene Autry cap pistol (I've had it since I was 10 years old) and shot my cap with it. Unfortunately my head was still inside my cap. Tom commented on the R&R matchup-tunes piece. He had always thought the Flying Wallendas should have recorded "Falling." Hello!



CBS Takes Eighth Straight

With six of its series in the top ten, including the top four slots, CBS racked up its eighth consecutive victory in the Nielsen competition for the week ending July 1. While the race was fairly close (CBS 14.1 average rating, ABC 13.4, NBC 12.5), CBS's overall series strength provided the margin of victory, paced by (in descending order) "M*A*S*H," "House Calls," "Dallas," and "Lou Grant," again in an unusually strong showing.

ABC's "Taxi" and "Hart To Hart" tied for fifth, followed by 7) "60 Minutes" (CBS) 8) "Quincy" (NBC) 9) "Three's Company" (ABC) and 10) "The Jeffersons" (CBS).

"20/20" (ABC) led the second ten with CBS's "Trapper John M.D.," "Alice," and "Dukes Of Hazzard" taking the twelfth through fourteenth spots, while NBC's "Tom Snyder Special" placed a surprisingly solid fifteenth. "Facts Of Life" (NBC) tied with ABC's "Fantasy Island" for sixteenth. Rounding out the second ten were 18) "WKRP In Cincinnati" (CBS) in a return to early season form, and tied for nineteenth "Debby Boone Special" (NBC) and "Nobody's Perfect" (ABC).

MORE NETWORKS IN THE WORKS?: The best means of improving program quality and diversity would be to increase the number of commercial TV networks, suggested a recent FCC staff report. Despite restrictions adopted in 1970 such as the prime-time access rule, whereby network affiliates in the top 50 markets were limited to three hours of network programming between 7-11pm, restrictions were originally created to encourage program diversity through independent producers. The FCC report found that the changes were ineffectual, due to the producer having only three customers (CBS, ABC and NBC). While the study implied such restrictions should be abolished, FCC action is doubtful. However, pending proposals to increase the number of independent TV stations may gather support from the report.

MUSIC ON TV: Making its eighth consecutive appearance, Dick Clark's "New Year's Rockin' Eve" has been set to air December 31 on ABC . . . Eddie Rabbitt will headline his first TV special, welcoming guest stars Jerry Lee Lewis, Emmylou Harris, Wendy Holcombe, Stockard Channing and Henny Youngman, July 10 on ABC . . . James Photoglo guests on "Dinah" July 8 . . . Syreeta and Billy Preston are on "John Davidson" July 17, with Thelma Houston appearing July 21 . . . Waylon Jennings will make his acting debut on ABC in an upcoming TV film, entitled "The Oklahoma City Dolls." Waylon will also star in a one-hour special for the same network with Jessi Colter and James Garner as special guests.

VIDEOSCOPE:

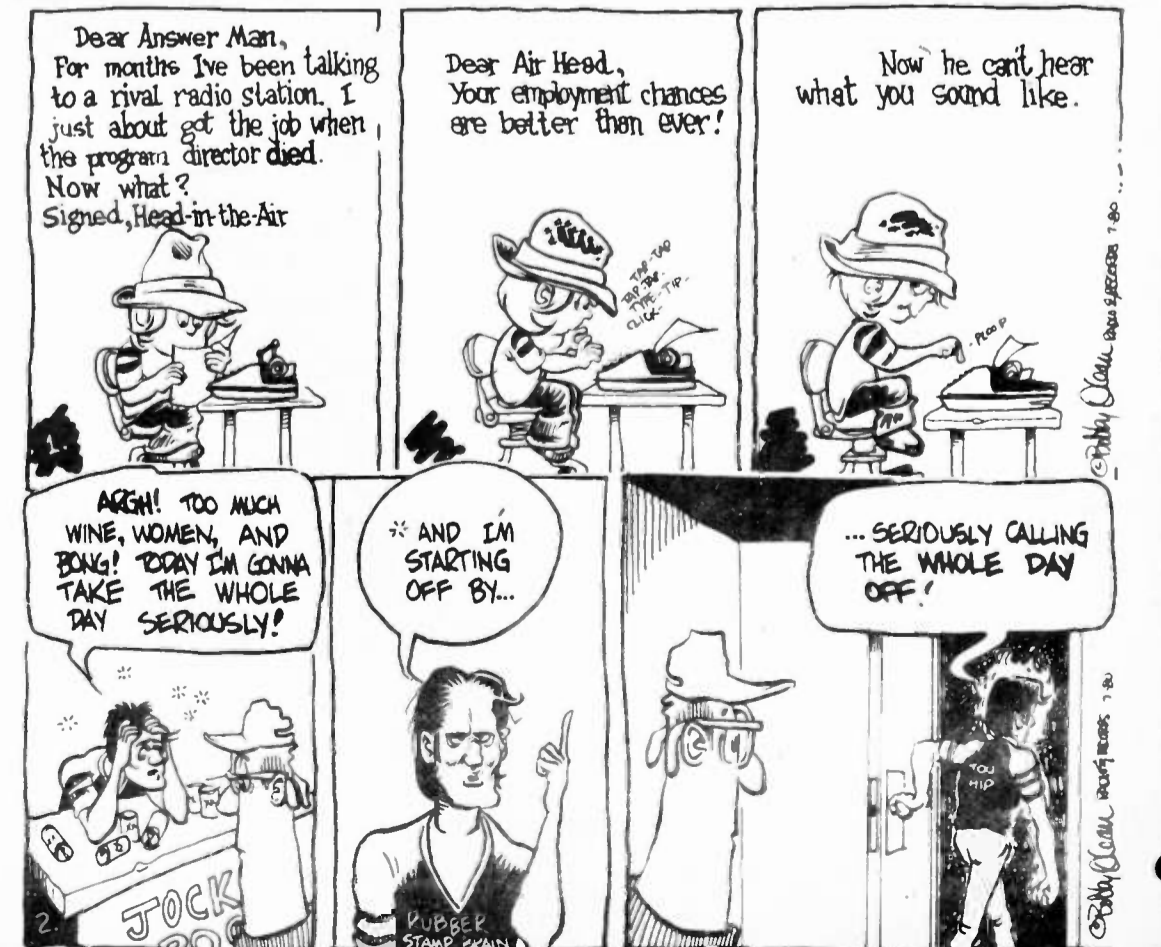
U.S. VCR PENETRATION PUT AT 2%; RCA TOP BRAND: According to a recent survey conducted by Maryland-based Media Statistics, VCR penetration in the top 16 U.S. TV markets stands at "slightly under two percent" with approximately 1.2 million VCR's in use nationally, 230,000 of which were sold during the first quarter of 1980. RCA (35%) continues to extend its lead over Sony (20%) in the battle for top brand. A year ago, Sony lead RCA 29% to 25%. Panasonic holds down third with (9%) Magnavox (8.7%) and Zenith (7.4%) rounding out the top five. Quasar (5.5%) leads the rest of the pack as neither Sanyo, JVC, Sharp, Sears, GE, nor Curtis-Mathes pulled more than 2.2% of those polled . . .

CABLE MAY BE BOON TO BOOZE MERCHANTS: Several liquor industry executives, speaking at a recent conference sponsored by alcoholic beverage industry newsletter, Impact, noted that while the liquor industry predicts a four percent growth rate over the next decade, broadcast advertising of alcoholic beverages, particularly via cable TV, may cause this figure to double . . .

PIONEER INTRODUCES LASER OPTICAL VIDEODISC: This month, the Pioneer Electronics Corp. will make its laser optical videodisc system available to U.S. consumers in Dallas, Minneapolis, Syracuse and Madison, WI with nationwide availability targeted by the end of 1981. Suggested price for the laser-read system (capable of stereo sound) is \$749. Individual discs will be priced at \$24.95 for feature films with 160 programs available . . .

ERR WAVES

BY BOBBY OCEAN



5 YEARS AGO TODAY

Radio & Records

- ★ WABX/DETROIT CHANGES PD'S, ALTERS FORMAT.
- ★ WARNER BROS. SUES ALICE COOPER.
- ★ NUMBER ONE FIVE YEARS AGO: "Love Will Keep Us Together" — Captain & Tennille (A&M).
- ★ NUMBER ONE LP: "One Of These Nights" — Eagles (Asylum).
- ★ NUMBER ONE COUNTRY: "Movin' On" — Merle Haggard (Capitol).

“WHY NOT ME”

SB 518

**FRED
KNOBLOCK**

HIT SONG!

HIT ARTIST!

HIT NAME!

INSTANT REACTION EVERYWHERE!



DISTRIBUTED BY ATLANTIC RECORDS

WHAT'S NEW

SILENCERS "Shiver And Shake"

on Precision Records

Manufactured and Distributed by CBS Records



PAUL DAVIS "Cry Just A Little"



on Bang
Records

Manufactured
and Distributed
by CBS Records



STREET TALK

Is there trouble in paradise? Insiders say that all is not well at Abrams Superstars flagship station WLUP/Chicago. Street Talk has it that management and PD Mitch Michaels are not seeing eye-to-eye and that MD Sky Daniels may be looking around for other potential radio opportunities. Reportedly Sky has not been able to follow through with his own ideas for the station's music policy. Meanwhile, across the street, WMET is still looking for a PD, and we've heard that several possible candidates for that job are being contacted right now. Apparently the summer wind is blowing warmly through Chicago.

The rumors continue to fly regarding Polydor, Mercury/Phonogram and Casablanca. The "staff trimmings" and consolidations are moving slowly toward what seems to be a major realignment coming around July 15. In the meantime, employees of all three labels are working under the highest paranoia level in recent record industry history. Perhaps once all the changes actually take place (or don't take place) scores of professional record folks can get back to the business of business.

With Charlie Van Dyke returning to the programming reigns at WRKO/Boston, Donna Halper, who had officially been WRKO's "programming consultant," is no longer with the station. She can be reached at (617) 266-5666.

Chuck Reichenback has exited RCA as National Promotion Director with no replacement named.



... And Thanks For Calling

You can tell things are a little bit dull out there when one of the top rumors of the week is about R&R!

The hot one going around this week was that every telephone call coming into Radio & Records is being tape recorded!!!

Now stop and think for a minute... do you have any idea of how much equipment, how many miles of tape and how many people it would take to tape over 1000 calls a day?

Well, we do. We sat down and figured it out and that's why you can feel fairly safe that your next call to "The Industry's Newspaper" will not be recorded. After examining all the inherent costs of such an operation, we decided to tape only every fifth call... every eighth call is then monitored... every twelfth call is transcribed... and every eighteenth call is automatically disconnected.

Now, if you believe any of this, we're sure that you're going to want to be among the first to order your very own Gary Owens "Celebrity Back-To-School Stilts." Complete ordering information can be found on Page 65 of this week's R&R.

Stones Fly In The Heavies

DIR flew in programmers from five AOR's nationwide to act as interviewers for an upcoming "King Biscuit Flower Hour" special featuring the Rolling Stones.

On hand for the interview were all the Stones except Keith Richard. From radio came KMET/Los Angeles Music Director Jack Snyder, KTXQ/Dallas MD Tempie Lindsay, WMMR/Philadelphia PD Charlie Kendall, WNEW-FM/New York PD Scott Muni and WXRT/Chicago PD Norm Winters (aka Norm Winer).

The resultant 2½-hour interview session will be whittled down to a 90-minute special incorporating music (emphasis on the "Emotional Rescue" LP) and has been tentatively scheduled for airing on DIR affiliate stations July 20.

Speaking of former WRKO programmers, J.J. Jordan, has been named National Promotion Consultant for all the Curb record labels (including Warner/Curb, Elektra/Curb, MCA/Curb, CBS/Curb and Polydor/Curb). J.J., who will now work for Curb exclusively, will be responsible for all facets of promotion for Curb product in conjunction with the various distributing labels. He'll be headquartered in the Curb offices at WB in Burbank.

Street Talk with a drawl has it that Ron Jordan will eventually wind up as morning man at WHBQ/Memphis.

Bill Sherard, currently GM at Country-formatted WKSJ-AM-FM/Mobile, has been named General Manager of WPIK & WXRA/Alexandria (Washington, D.C.). The appointment was announced by Metroplex Communications principals Norman Wain and Robert Weis, pending FCC approval of Metroplex's purchase of the two stations. Sherard was formerly National Program Director for Pacific & Southern Broadcasting.

What was RSO President Al Coury doing on the air at KIKI/Honolulu last week? Our Street Talk reporter in paradise heard Al doing a "guess what the RSO cow logo means" contest on the station while plugging the "Fame" soundtrack and the new Eric Clapton LP. Some guys just don't know how to relax on their vacations.

Congratulations to former WXLO/New York Music Director Rick Bisceglia on being named National Pop Promotion Director for Ariola Records.

Bob Gibson is leaving Rogers & Cowan to begin his own PR firm. As you might remember, Bob, along with Gary Stromberg ("Carwash") had the most successful music-oriented PR operation of the late 60's and early 70's.

RSO EVENING NEWS

THE KINGBEES

WE ENTER DAY 105 OF THE KINGBEES...
AND TO BRING YOU UP TO DATE,
'THESE SPECIAL REPORTS FROM THE FIELD:

"With all the records that get played for 8 or 10 weeks with little or no response, THE KINGBEES was in the top 10 retail and requests within six weeks. Notice the #5 retail position this week."

JOHN DUNCAN, WABX

"THE KINGBEES sales are primo, don't know how else to say it! Phone response is so hot we can't even touch the phones."

JIM PEMBERTON, WILS-FM

"We are believers in THE KINGBEES, too. 'MY MISTAKE' is working in other towns and we think Pittsburgh will be on the list soon. This album is a classic case for the record company concentrating on one track and making the album a hit."

JIM KINNEY, WYDD

"Considering the extra strong sales response in Detroit, solid request activity in many markets and continuing major adds, THE KINGBEES would have to be the prime contenders for 1980's 'Persistence Pays' award. THE KINGBEES ARE FOR REAL."

BILL HARD



RS-1-3075

Produced by David J. Holman & Rich Fitzgerald

MY MISTAKE

RS-1032

--this is one breakout
guaranteed to take off!



Ratings & Research

First Look At New Arbitron Edit Rules

As we mentioned in last week's column, a new edit procedure manual has recently been implemented by Arbitron. The new manual was a joint effort between the RAB Goals Committee and Arbitron Radio. While the new manual was ready in March, the organization of the manual as well as what new rules were contained within its pages has been unavailable. Now, with the cooperation of Arbitron VP Ken Wollenberg, we are able to examine the new edit rules that affected the recent spring survey, some of which may have had an influence upon your station and its ratings.

11 New Edit Procedures

As Wollenberg explained to R&R, there have been a total of 11 major edit rule changes that have gone into effect this year; seven of these changes were first utilized in processing the winter surveys (J/F '80), while the remainder were instituted in time to have an effect on processing of the spring sweeps. Thus, if your station is in a market that didn't have a January/February sweep (as most are), all 11 of the new procedures were put into effect for your spring survey. The new procedures, and the new manual, were used to train and guide the Arbitron editors in properly handling entries that fell into any of the following categories.

If any of the areas touched on below affect your operation, it might be wise for you to journey to Laurel for a post-survey diary review. The Laurel visit by you or an agent is necessary since currently the new manual is available for review only at the Client Services office of Penny Giddens, in Laurel.

When you are looking through the diaries and you run across a situation that touches on one of the rules to follow below, ask Ms. Giddens for a more thorough explanation of how the new procedure works: than space will allow this writer to detail. Remember, if you are unsatisfied with the explanation of how the new rule was implemented, you have the right to jot down the procedure from the edit manual so you may later discuss it with counsel or the Arbitron Advisory Council.

County Becomes Dominant Factor

As you will see from skimming the following descriptions, Arbitron is now placing more and

"There have been a total of 11 major edit rule changes that have gone into effect this year . . . some of which may have had an influence upon your station and its ratings."

more emphasis on the raw in-tab (TALO) for stations within respective counties, as opposed to looking at a metro-wide situation to resolve problems. Review your own metro and see what influence this new stress on discrete counties may have on your numbers.

1) *Call letter/exact frequency match.* What happens if a respondent writes in a diary, "WAAA 97.3," when WAAA does not broadcast from exactly 97.3? The new Arbitron procedure calls for the editor to take a range of a full spectrum point up and down from the entry, and then look to find a match within the range. In the specific case, Arbitron will search among stations between 96.3 and 98.3, looking to see if the call letter set falls in this range. Given the inexactness of most tuners, this may be a fine idea, however, I asked Mr. Wollenberg what happens if there is a station, *not* WAAA, at 97.3, or even at 97.1 for that matter. He will supply R&R with an answer as to how that crucial situation was handled for the spring sweep.

2) *Slogan edit by county.* Each county is now treated as a discrete universe when it comes to settling slogan conflicts. I wrote about this recently (R&R 4-18) when this new rule came to my attention. Basically, it means that your slogan may be credited to your station with no problem in one county or ethnic area (if you are in an ethnically controlled metro), but may not be granted in another county within the same metro. Ascription, or reliance on the raw diary return over the past year for the station(s) involved, is how these slogan conflicts are being handled. It will behoove broadcasters who are in wide-ranging metros to examine the slogans being used by all relevant stations to see if a problem might crop up for you in a key county.

3) *24-hour entries.* Entries that read "All Day — All Night" were utilized in the past, but that is no longer the case. Now, effective in the J/F sweeps or the spring survey, whichever applies in your area, such entries are deleted. Wollenberg did state that the Arbitron research department is studying this matter further, but that the problem occurs in a small amount of diaries. If yours is a station with nighttime talk shows, or one that appeals to older demos who tune in for long time spans, this new rule might be a damper on your numbers.

Week In Review

RAM, Mediatrend Joint Venture Possible

Over the last few weeks discussions have been held between RAM President John Patton and Mediastat President Jim Seiler concerning how the two services might pool their resources. According to Seiler, the cooperative effort would involve a cutback in RAM's surveys. Mediatrend would take over markets where RAM had subscribers, survey the areas, then provide RAM with the survey data for use in their subscribers' computer terminals. Patton disputed this version of the talks, but admitted that if the current RAM effort to generate more than \$1 million in new industry support fell short, his firm might be interested in talking further with Seiler.

Livek Named New Arbitron Sales Manager

Bill Livek, most recently Manager of Arbitron's Chicago office, has been named Sales Manager for Arbitron Radio. Livek will be replacing Dick Logan, who stepped up to VP of Marketing for Arbitron Radio following the recent resignation of Dick Weinstein. Livek will be replaced in Chicago by Bruce Johnson, who has been an account executive in that office. Both the Livek and Johnson appointments were effective as of June 30.

4) *"Off-and-on" listening entries.* In the past, if a diarykeeper wrote that he or she listened "off-and-on" between certain times, only a quarter-hour of credit was given at the beginning and end of the respective time frame. Now, Arbitron has asked the editors to credit half of the time span covered by the off-and-on parameters. If a person started listening at 6am and has the radio off-and-on until 6pm, Arbitron will now credit listening for half of that time span. However, the way the listening is credited may need some revision as the time is added so that half of the credit is tacked on at the beginning of the person's listening, and the other half added to the end of the person's listening span.

In the time frame example cited above, the station(s) involved would be given credit for listening from 6am-9am and 3pm-6pm. However, by making the editing decision in this fashion, Arbitron has inadvertently kept the station(s) from getting credit in a key daypart, 10am-3pm. I suggested to Wollenberg that Arbitron may want to split the time throughout each relevant daypart, and he stated that Arbitron will look into this approach as being more equitable.

Next week we'll continue the rundown of the new Arbitron procedures that may affect your numbers. Suffice to say that now is the time for concerned broadcasters to appreciate Arbitron's (along with the RAB's) efforts, but also to begin to familiarize themselves with the implications of the new edit manual and the changes it contains.

Q&A

Fred Jacobs, new Research Director for the FM Radio division of ABC, called recently to inquire, "What is the status of the new Arbitron diary that is only supposed to capture call letters?"

Those stations that rarely use their calls on-air can rest a little easier. As we'll discuss in detail in an upcoming column it appears as though Arbitron's research may be leading them to a revised diary all right, but one that does allow for entry of identifiers besides calls. The new diary is likely to be implemented in the next year.

Jhan Hiber, former Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Jhan with any research or ratings question you may have.



The Perfect 10"



Radio & Records Album Airplay #16

Cheap Trick

"Everything Works If You Let It"

WKBW 19-17	Y103 37-34
WIFI 10	WRVQ 18-15
96KX 16-13 (Hot)	WDRQ 17-13 (Hot)
Q105 24-23	KOFM 25-21
KJR 23-21	KRSP 10-5
KUPD 24-16 (Hot)	KRUX deb 40
WTIX 19-16	KRQ 17-14
KEEL 36-27	KQWB-FM 12-9 (Hot)
Y95 27-24	KKRC add 30
96X 23-16	WSPT 9-9

"Day Tripper"

KFI add	WTIX on
KUPD add	KWK on
WFLY add	CK101 on
KJ100 add	WBGN on
WCIR on	WIFI on
WPGC (LP cut)	WICC on
96X on	WPST on
	K102 on

Hard Song Index #2 "Day Tripper"
Album Network Top 10 "Day Tripper"

on  Records

Harvey Named GM At WPEZ-WWSW

Continued from Page 1

ing to the programming ranks for management material," continued Harvey. "With increased competition for each rating point and sales dollar we've seen a completely

new attitude with regard to product quality. This has begun to open doors for qualified broadcasters who have originally been involved in programming to move into General Management positions, much more readily than ever before."

RKO Names Three GM's

Continued from Page 1

A 15-year veteran of the broadcast industry, Rockoff most recently served as Storer Broadcasting's VP/Radio Division, having previously headed WHN/New York and KNX-FM/Los Angeles. Most recently National Sales Manager for WOR/New York, Fish formerly served as GSM at

WRKO, following which he held the Eastern Regional Sales Manager post for RKO Radio Sales. He began his broadcast career as a salesman for WPRO/Providence. Thompson's over 20 years of broadcast experience include having held managerial positions at KROY/Sacramento, KACY/Ventura, CA, KMEN/San Bernardino, and KARM/Fresno.

PolyGram Group Shuffles Top Execs

Continued from Page 1

ent companies are N.V. Philips of the Netherlands and Siemens A.G. of West Germany.

Commenting upon the change, Solleveld said, "Wolfgang Hix has contributed significantly to the expansion of PolyGram during his career as head of the Group's legal and personnel departments and in his capacity as Secretary of Group management."



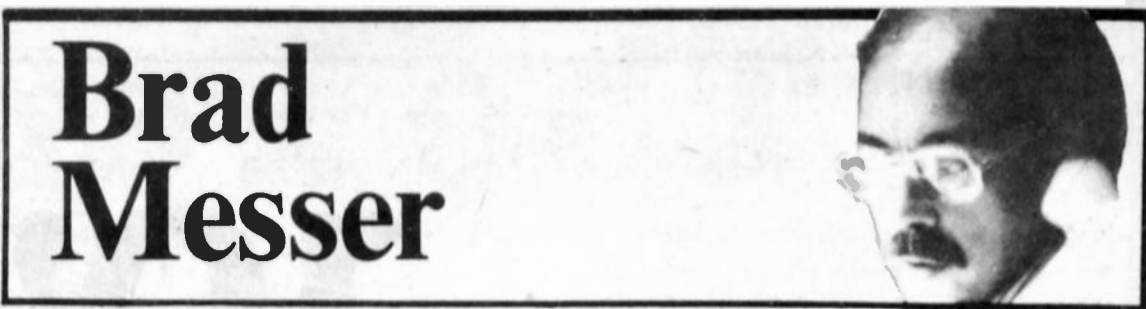
Wolfgang Hix Coen Solleveld

Concurrently, Karl-Heinz Busacker, presently a member of the management committee of Philips GmbH, will succeed Dr. Johannes Van Der Belden as Executive Vice President for Finance and Administration of the Group. Van Der

Belden will resign the post, which he has held since 1964, later this year, remaining available to the Group in an advisory capacity. Busacker began his career with the German Philips company in 1955.



MERCENARY GORILLA WORKS FOR ZEVON — Elektra Asylum pressed a local gorilla into service on behalf of its Warren Zevon campaign for "Gorilla You're A Desperado," dragging the simian promotion rep to WLS/Chicago among other stops. Pictured (l-r) are WLS PD John Gehron, the lovable ape, EIA's Ron La Forgia, and former WLS MD (now KUPD/KKKQ Operations Director) Steve Casey.



Fun! Fun! Fun! That's What I Want

Why does the character Les Nessman go hog-wild over pork news at WKRP? Why do newspeople get their little daily kicks from politics, weather, sports, or truck wrecks on the freeway with traffic backed up for three miles?

It cannot satisfactorily be explained because it's just the Way Things Are. Something that's fun for me is slightly preposterous to you, but then your idea of fun is probably a bit outrageous also. Newspeople can be honest among themselves and admit "We need a good plane crash today" or "Hope we have a hurricane this summer." We know we don't actually mean it, at the same time knowing we really do. Ah, yes, newspeople are weird. Like people in every other business.

So what's good about this business? A young woman asked me that. She's considering abandoning the career she qualified for in college to become a broadcast newsreader. News broadcaster. Broad newsreader. She asked what I think of broadcast journalism after half a lifetime doing it.

It boils down to this. There's no other job I know that lets a person satisfy his or her curiosity more quickly or more directly than being a reporter. When curiosity bubbles up, we can immediately call an expert and get information. When something exciting happens, we go right to the front and watch, and the people handling the situation tell us how they're doing it. Beyond the vicarious thrills there are endless levels of potential personal action, the far end of that scale being editorials, commentaries, advocacy, and even active campaigning.

A stock handler at a warehouse cannot pick up a phone, talk to the mayor or governor or volcano expert or coroner, and rightfully expect answers to questions. I can. News is the perfect platform from which to seek out answers, and you even get to decide which questions to ask and who does the answering. If Three Mile Island splashes around a few thousand gallons of radioactive water, and I wonder what that's going to mean to people nearby, I can call 'em up and ask. My neighbor the major can't. The professor across the street can't. The accountant next door can't.

What ever happened to that space probe being sent to Saturn? When will it get there? I can call JPL in Pasadena and they'll tell me. Whales being killed off Canada? Artificial sweeteners coming back to stores? V-6 engines killing off V-8's? Just call someone. They'll say.

That's fun to me.

The feeling a race car driver gets going into a high-speed turn with a competitor, knowing only one of 'em will come out ahead, is faintly like my anticipation and excitement chasing a story, knowing others are after the same thing and will beat me unless I'm faster and smarter. Sometimes I lose. When I win it's fun. When I win often enough I get better tools, more help, improved working conditions and fat ratings. Those things are fun too.

The young woman considering this as a way of making a living deserves to know she may make more money initially than in other jobs, but radio newspeople top out after maybe ten years. Many intelligent and highly motivated newspeople bump their heads early on the income ceiling, so they'd better really enjoy the work and not only the paycheck. We build reputations, not swimming pools and big homes for ourselves. We accrue skills and insights and experiences, not capital gains. That's why it helps to get excited about hog reports, eh, Les?

Rip 'N' Read

The Day The Flags Became Obsolete

MONDAY JULY 7: I suppose this is the kind of thing car designers fantasize about . . . everything becoming obsolete in one day and having to be replaced. American flags became obsolete 22 years ago: the Alaskan Statehood bill was signed on this date in 1958. (Alaska became the 49th, and Hawaii the 50th state, the following year. Flags went direct from 48 stars to 50.)

Around the world July 7th produces some really, uh, foreign activities. In Korea, this is the night elderly unmarried women look for two certain stars in the sky, to make a wish. They wish to become good seamstresses. (Hey, it's their custom. Here, they'd maybe wish for elderly unmarried men but Korean spinsters must know what they want.) In Japan, it's a kids' holiday. They hang poems on bamboo plants. It must be fun because they've been doing it since the year 755. Ringo Starr is 40. Doc Severinsen is 53.

Bare-Knuckle Fight Goes 75 Rounds

TUESDAY JULY 8: John L. Sullivan won the last bare-knuckle heavyweight championship fight 91 years ago today, knocking out Jake Kilrain in the 75th round. Did you hear that? *Seventy-five* rounds! "The Great John L." was champ for a decade, made lots of money, lived like a king, and finally lost the crown to "Gentleman Jim" Corbett in 1892. Sullivan died in near-poverty in 1918. Kim Darby is 32. Steve Lawrence is 45.

Can You Flip A Bigger Pancake?

WEDNESDAY JULY 9: Three years ago today, the world record was established for the "largest pancake." The Guinness Book says "The largest pancake ever flipped intact on any griddle was one of 6 feet, 1 5/8 inches, in diameter." Dennis Dupuis did it at Summerfest in Hampton, NH in 1977. The corn-cob pipe was patented in 1878, and the doughnut cutter in 1872. O.J. Simpson is 33.

Presidential "Thermostat Order" In '79

THURSDAY JULY 10: One year ago President Carter issued an order about heating and air conditioning limits, affecting commercial, government, and most other public buildings. Thermostats were to be set no cooler than 78 in the Summer and no warmer than 65 in Winter, and water heaters in commercial buildings were to be turned down to 105 degrees.

Skylab fell back to Earth this date last year. Some chunks blazed into Western Australia but most of the estimated 26 tons of debris plopped into the Pacific Ocean. Arlo Guthrie is 33. Arthur Ashe is 37. Sue Lyon is 33. David Brinkley is 60.

Rivit, Rivit, Is This France?

FRIDAY JULY 11: An underwater accomplishment 18 years ago today. U.S. frogmen swam the English Channel in one eighteen-hour marathon (1962). Now, dolphins have been domesticated to the degree that they team up with their human frogman partners, protecting them like big dogs protect their owners.

Vice-President Aaron Burr and Treasury Secretary Alexander Hamilton fought a gun duel in 1804. Hamilton died the following day. Yul Brynner is 63. Tab Hunter is 49.



For winning numbers your news must sparkle too. Our daily news and entertainment copy can give you the edge.

Call for free trial.

(415) 362-3045

210 California Street Suite 306 San Francisco, CA 94111

Exotic Spots Work For WWBA

Creativity is alive and well in the Beautiful Music format. WWBA/Tampa-St. Petersburg, the leader in its market with a 12.6 share (12+), has been running some unique on-air commercials. Diarykeepers have mentioned them in the back of their books, and the phone response has been phenomenal. We talked with **Bill Dutcher**, Vice President, and **Dave McKay**, Operations Manager, about these "exotic" spots and how effective they have been for WWBA.

R&R: Please tell us about your exotic commercials.

BD: We call these exotic because they are really commercial put-ons. They are done primarily for the purpose of taking a moment to laugh at ourselves. Being in commercial radio, you have a lot of commercials on the air and sometimes listeners get to the point where they would like to be entertained by a commercial instead of constantly bombarded with facts, figures, and prices. **Ed Winton**, President of WWBA, Inc., has been doing this for a number of years. He has also done these at other stations he's owned and operated such as **WGAY/Washington, D.C.**, **WOCN/Miami** and **WCGL/Jacksonville, FL.** He'll take a subject like the French Foreign Legion and actually do a commercial about it, or he will sell the Plaza Hotel in New York. These are very obviously not commercial announcements per se; they don't have the correct addresses and that sort of thing.

Another example of a commercial we ran recently talked about attracting attention to yourself in your neighborhood by having a pizza delivered by helicopter from Boston, and the price is ridiculous of course, like \$500 and something.

These commercials are little attention-getters, and are usually 60 seconds in length.

R&R: What kind of response do you get from these spots?

BD: We get an awful lot of comments about them. Listeners call up and say, "I really enjoy this" or "Where did you get the idea for that?" It's just a little touch of humor.

Another spot we run offers a railroad car for sale. We also use items from the **Neiman-Marcus** catalog, for example, there was a safari in one of their Christmas books for only \$56.12. All of our commercials are obviously a put-on. We have sold crabgrass, for example. They're all things that make people smile a little bit. We use sound effects and they're well produced commercials.

R&R: How often do you run them?

BD: They run consistently seven days a week, but the number of times they run each day will vary. We usually run them from two to six times per day. The same one runs for a given amount of time, and they're different every day. They're scheduled just like regular commercials, and there's no special intro.

R&R: How long has WWBA been running exotic commercials?

BD: I've been with the station for nine years, and we've been doing it off and on for that time. We take them out and retire them for a while. Then we'll take the best of what has been done and add new ones to them and put them back on the air again.

We have the "Slippery Lips School of Broadcasting," "Old Bilge Beer," one to make reservations at a hotel in Iran, and one that got a great deal of comment called "Eiola Pyle." The commercial with a music background, goes as follows:

"Sleek black trucks roared through the night. Their tires singing on wet pavement, headlight beams probing the fog. They were on a mission dedicated to better living and now they're here at last... the first shipment of Eiola Pyles. Yes, Eiola Pyles to grace every home. After yours is delivered, you'll wonder, 'How did I ever get along for such a long time without one?' Eiola Pyles can be shared by the whole family. Be one of the crowd... show them that you too have an Eiola Pyle. Imagine the surprise on the faces of your friends when they enter your home and there it is, an Eiola Pyle. Available in Early American, Danish,

April/May Arbitron Results

Congratulations are in order to several stations across the country on their latest ARB numbers. We'll start with **WCZY-FM/Detroit**, up from 4.0 to 5.3; **KYND/Houston**, up from 5.3 to 6.7; **Cleveland shows WQAL** up from 8.8 to 10.4 and **WDOK** up from 7.5 to 8.3; **San Francisco has KFOG, KABL-FM**, and **KMPX** up from their Jan./Feb. returns. All are average ratings 12-plus, Monday-Sunday, 6am-midnight.



"So many people were saying nobody listens to Beautiful Music stations, that they were just background music in elevators. So Ed Winton put a few of these together and we put them on the air, and the phones just rang off the hook. It definitely proved that people do listen and do know what's going on."

or Chinese Modern at better stores everywhere... Get your Eiola Pyle today.

We had people sending in orders wanting an Eiola Pyle, whatever it is.

DM: There is such a thing as an Eiola Pyle. It was invented before the steam turbine; it's a cylindrical thing that has jets coming out of it. It's filled with water and you put a flame under it, and as it heats it starts to spin as it vents the steam. But it's such a weird word, and nobody really recognizes what it is.

BD: Another one is called "Shark In The Pool," and of course the background music is from "Jaws." Now in this particular area, if we have any signs of sharks at all we don't use this. But here's how it goes:

"You're probably making plans now for your next pool party... so make your swimming pool party the talk of the neighborhood... put a shark in your pool. Imagine the surprise on the faces of your neighbors, frolicking in the water, when they see that gray fin skimming the surface around them. These little fellows can grow to 800 pounds and get 14 feet long. Shipped to you from down under in Australia, you have your choice of Blue Shark or Hammerhead. They are also excellent watchdogs if you're bothered by trusted neighbors climbing over your fence for a midnight swim in your pool. For the most riotous pool parties ever, slip a shark in your pool. For further details, write Sparkling Water Pool Supplies, Amity Island, NY."

We could go on forever, with others like the Kamikazi Aircraft Kit. You order the kit of a wrecked airplane and put it together in your back yard. That was fun. "Be Your Own King and Own Your Own Island."

DM: A note here — all of this was thought up when so many people were saying nobody listens to Beautiful Music stations, that they were just background music in elevators, etc. So Ed Winton put a few of these together and we put them on the air, and the phone just rang off the hook. It definitely proved that people do listen and do know what's going on.

R&R: What about special holidays, such as April Fool's, or the 4th of July? Do you do anything unusual for those?

BD: What we have done on April Fool's day is to clear

out all of our regular commercials. We have obtained actual commercial announcements from other markets throughout the United States — **Alaskan Airlines** for example, or an ad about the **Los Angeles Times** which promoted the cooking section, or the **Philadelphia Fly and Park** situation at the airport (where you can fly and park your car for \$1.25). These were actual commercials that ran in those markets for things which are not available in Tampa. We ran these all day long, including traffic reports from New York City that we threw in.

R&R: Was there a problem getting copies of these spots?

BD: We did not have any problems, we just wrote to a number of stations and friends and requested commercials that were currently running on which the royalties and such were being paid. We had more of them than we could use.

R&R: How was the response to your April Fool's spots?

BD: The response came in a few different ways. Some called and wanted to know what it was just out of curiosity. People did not understand at first, and our standard reply was, "Have you checked the date on your calendar lately?" At that point they would laugh with us and agree that it was different. I believe many listeners continued to listen throughout the day just because those commercials were on. I think they wanted to see just what would happen next.

R&R: Do you ever do on-air promotions or contests?

BD: Not really, we're not a contest or giveaway-type station. We do a little mystery tune contest thing. We award \$68 each Saturday and Sunday to the person identifying a certain song. How can you mistake "Stardust" or something like that? It's very easy.

R&R: If you took a survey tomorrow, do you think people would associate your call letters with these exotic commercials?

BD: We find that the audience in this area is a very loyal audience. Some do identify those zany commercials with this station. As a matter of fact, we have had some indication in the **Arbitron** diaries about the zany commercials; there would be comments in the back of the book about them.

DM: I think it shows that there are people listening to Beautiful Music just for the music; they also have a sense of humour.

Pam Bellamy & Gail Mitchell



TOP-40

John Leader

WHAT TO DO BEFORE THE CONTEST BEGINS

Promotions Checklist

Continuing on the subject of promotions, the topic of several recent columns, this week I would like to present a "Promotions Checklist" as sent in by David Wolfe, Program Director of CJCH/Halifax.

The list is lengthy, but for good reason. When planning a major contest or station promotion, there are a lot of small details that are best considered *before* the contest gets underway. There is nothing quite like the feeling of having a listener point out an obvious discrepancy you might have overlooked in your haste to get "that dynamite promotion" on the air.

At first glance, this checklist could take all the fun out of any contest you're currently contemplating, but look again and you'll see that it will help you understand the gravity of offering "something for nothing" and being able to deliver when it's all over. David is unsure of the checklist's origin, but it has made the rounds of the CHUM Limited Broadcasting Group and David was kind enough to offer it to all our readers. This might be the kind of item to "clip and save" for future reference and you may want to make your own additions to the list as you customize it for your market.

A. Purpose

1. Are you sure your contest will do what you want it to do?
2. Have you tested it informally to see how others interpret it?
3. Is it directed to the audience you want to influence?
4. Are you using the right medium to properly hit that audience?

B. Legality

1. Is it legal?
2. Does it pass lottery laws?
3. Does it meet CAB (NAB) Code requirements?
4. Is there any conflict with local or provincial (state) laws?
5. Will it pass post office inspection?
6. Will the rating service make special notation of it in its rating books?
7. Has your legal department okayed it?

C. Presentation

1. Are all rules readily available to all entrants?
2. Do you have *documented proof* that all rules are fully presented to the *total* audience?
3. Have you given all entrants precisely the same amount of advance information?
4. Is the closing date precisely defined?
5. Have you specifically excluded station staff, ad agency, etc.? If so, do you state that fact publicly? What about relatives?
6. Have you specified exactly how you will accept entries and have you declared ineligible entries in unacceptable forms?
7. Are your prizes fully and accurately defined in complete detail? If an automobile, for example, have you stated the model, make, accessories, delivery point, who pays taxes, etc.?
8. Have you made any restrictions as to entrants who are known professionals?
9. Must entries be fully original?
10. Who owns the entries, once submitted?
11. Have you announced publicly when winners will be announced and exactly how they will be selected?
12. If you are having a drawing, is the drawing to be fully public?
13. If you are using entry blanks, are they readily available to all eligible contestants?

14. If written entries are involved, what about spelling errors, punctuation, acceptance of slang and colloquialisms?
15. What about ties? Have you stated what happens in such cases? Will duplicate prizes be awarded?
16. Is it clearly and specifically stated on what basis the winner will be selected?
17. Are you sure there will be a winner? What if no one wins?
18. How will second place, etc., be determined?

D. Handling

1. Have you instructed your mailroom on how to handle?
2. Does every person involved fully understand the prize and all contest rules?
3. Have you provided your personalities with fact sheets and demanded that they stick to the facts?
4. Have you arranged to keep postmarks with entries?
5. Are you sure you won't lose any entries before the contest ends?
6. Are you prepared to deliver the prize, no matter where the winner lives?
7. Have you cleared with Provincial, Metro and/or City officials if you are asking contestants to go on a treasure hunt or something similar?
8. Are you sure you are not infringing on the privacy rights of others?
9. Have you utilized every promotion medium to sell this contest?
10. Is everyone prepared to do his part to make this contest a success?

E. Judging

1. Have you selected fair and impartial judges? Does the public know they are fair and impartial?
2. Do the judges fully understand the basis upon which they are to select the winners?
3. Is the judging open to public scrutiny?
4. Have the judges been supplied with a list of the rules and regulations?
5. Is it advisable to set up a point system to judge entries?
6. Are you screening entries before submitting them to the judges for their final selection?
7. Is your selection of judges compatible with your contest design?

Motion

Mark Elliott, formerly PD of Y95/Tampa, is looking for a Music Director and/or jock gig in a medium or major market. He was MD at Q102/Cincinnati prior to programming Y95. He can be reached at (813) 962-4766. Steve Summers has accepted the 6-10pm slot at WDRQ/Detroit, exiting WLCY/Tampa. David Jones joins KPLZ/Seattle in afternoon drive. David was most recently PD at KQEO/Albuquerque. Bill Lally, formerly of WPRO/Providence, is now producing the Mark Simone show at WPIX-FM/New York. Bill is also writing and producing Simone's nightclub act at New York's Dangerfield's club.

In what had to be one of the great "word plays" of our time WAPE/Jacksonville imported a load of volcanic ash from Mount St. Helens in Washington and offered it to listeners in small quantities as "a piece of out-of-town ash." One can only imagine what WAPE's legendary morning personality the Greaseman did with that one!

Congratulations to Y95(WYNF)/Tampa on the move into its new facility. Y95's new address and phone are: 504 Reo Street, Tampa, FL (813) 876-0445.

F. Prizes

1. Do you have the prizes in the house before the contest starts?
2. If not, do you have *written* confirmation that the prizes will be supplied, with a *firm* commitment from the supplier that will stand up in court?
3. Is the prize fully described in your contest promotion?
4. Is the prize usable to any winner, regardless of race, creed, color, etc.?
5. What about substitution of cash for the prize?
6. Have you specified when the prize must be used, if it is usable only for a limited time?
7. Have you honestly described the prize?
8. If prizes are supplied in return for plugs, are you paying off as promised?

G. Miscellaneous

1. What if a competitor wins?
2. What if nobody wins?
3. Is the contest good for the station's image?
4. Are contest spots logged as commercials? If so, do you have the time available to run enough of them?
5. What if you have a winner who resides outside your coverage area?
6. Are you equipped to handle a flood of mail?
7. Have you checked with your Sales Department to get maximum advantage from client tie-ins?
8. Does the contest hold interest from beginning to end?
9. Are you sure the contest doesn't cover too great a time span?
10. Have you used all possible media to promote this contest?
11. Are you taking advantage of proper timing?
12. Can you supply proof of performance to your suppliers?
13. If the contest involves telephoning, have you consulted the phone company?
14. If you are using trade deals or due bills for prizes, are you sure prizes will be delivered as promised? What if the hotel is filled and cannot honor a due bill? What if plane reservations are "bumped" for a paying customer?

MOST IMPORTANT OF ALL . . .
IS IT 100% HONEST?

American Radio Expo

The preliminary planning for Convention '80 is well underway, and you'll have to pardon my lack of objectivity when I say it's going to be a great gathering. Some of the things we're planning will be totally new and very innovative. We have also retained the best features of past R&R confabs, including the individual format "rap rooms."

This fall we'll have plenty of things to discuss during our once annual face-to-face visit, and here is where your input is vital. If you could take a minute or two to consider whom or what you'd like to see and/or discuss during our Top 40 session, I'd certainly like to hear about it. Just drop me a line or give me a call, and I'll do my best to begin lining up the *right* people. Obviously the more lead time you can give me to invite the proper "experts" or personalities for our format room the better.

Also, the R&R Video Theater will again be in action at this year's Expo. Now is the time to submit your station's TV commercials for inclusion on our Video Theater reel. We can accept any video format (Beta, VHS or U-matic) and will promptly return your cassettes once dubbed. If you've done any TV in the past year that you're proud of, why not share it with everyone? Send your video cassettes to: John Leader, R&R, 1930 Century Park West, Los Angeles, CA 90067.

Fame

**EXPLODING ON RADIO,
AT RETAIL AND IN
THEATERS EVERYWHERE**



KFI 23-17	WBBQ on
KEARTH add 27	WLAC on
KRLA 25-21	KWEN on
KHJ 30-23	WFOM 21-13
WNBC deb 26	KCPX add
WTIX 38-34	KENO deb 26
WERC 30-26	WIGY add
JB105 23	WFBG on
Z98 38-35	WXIL deb 26
WSGN add	WHHY add
WAPE on	WFLB on
BJ105 on	WRKR add
95SGF add	KSLY add
	KBDF deb 27



**ALL THE EXCITEMENT, ENERGY AND DRIVE OF THE YEARS
MOST DYNAMIC MOTION PICTURE IS CAPTURED ON THE
ORIGINAL MOTION PICTURE SOUNDTRACK ALBUM "FAME"**

**INCLUDING THE SMASH HIT SINGLE
"FAME" BY IRENE CARA**

RS-1034

RX-1-3080

TOP-40



NIGHTS ON WHITE T-SHIRTS — To welcome new overnight air personality Mike Yor, KQ94(KLPQJ)/Little Rock had a few "I spent the night with Mike York on ... KQ94" T-shirts printed up and given away to an attractive female quartet, pictured surrounding York.



WSSC SALUTES MISS USA — This year's Miss USA winner hails from Sumpter, SC, and what better reason for a picture with WSSC PD Kirk "KC" Cliaitt to celebrate the victory?



SPECIAL VISIT AT KIIS-FM — Polydor's Ray, Goodman & Brown stopped by KIIS-FM/Los Angeles recently and are pictured with station morning man Bruce Phillip Miller (second from left).



KSFX CAN'T STOP THE CROWDS — KSFX/San Francisco presented a "Can't Stop The Music" salute to tie in with the movie's grand opening in town. The Village People, Valerie Perrine, Bruce Jenner, and the Ritchie Family made appearances before the 4000+ onlookers in Union Square. Above, KSFX morning man Steve McFarland introduces the Ritchie Family.



Y103 GIVES OUT GOLD BY THE POUND — 22,000 Jacksonvillians sent in entries for a pound of gold (in the form of 16 one-ounce Krugerrands) given away by Y103. Pictured with the winner, her husband and daughter are Y103's Scott Sherwood (left) and Chuck Britton (right).



CATS AND CAST IN PHILADELPHIA — E/A's Cats introduced their debut LP to a hometown group of radio and record people at the Bijou Club. Among the Cats-enamoured kids present were (l-r, front) E/A's Nancy Goldstein, WIF1 MD Liz Kiley, Renee and WIF1 PD Steve Rivers, and E/A's Ric Alden; (l-r, rear) E/A's Fred Renzi, group's Michael Corr and Fred Zarra, Larry Magid of group's management, producer Michael Young, group's Dennis Till, Danny Eston, and Peter Keltz, WEA's Pate Stocki, and Cat's Tommy Stewart.

NEW & AMBROSIA




Z93 add
KJR add
14Q add
WAPE add
KX104 add
WSKZ add
WQRK add
WRVQ add
KROY add 30
KJRB add
WIGY add
WHEB add
WHHY add
WFOX add
WISE add

WANS-FM add
KPUR add
KFYR add
KBDF add
KBOZ add
94Q 26-23
KRBE deb 26
KXX106 25-20
WSGN deb 33
KLUC 27-19
KRQ 26-23
WLCY on
WAAY on
KKLS on

AMBROSIA "You're The Only Woman (You & I)"

Produced by Ambrosia and Freddie Piro

THE SMASH FOLLOW-UP

 ON WARNER BROS. RECORDS

ROY ORBISON & EMMYLOU HARRIS ARE GROWING STEADY AT ALL THESE STATIONS:

94Q 18-15	WBBQ on	WAAY 25-19
WHB 21-20	WLAC on	WFOX 29-23
WOKY 28-27	WSKZ 30-27	WCGQ on
KIMN on	WRJZ deb 29	WSEZ 39-36
WFBR on	WNOX 17-15	WISE on
WFLY add	WKIX on	WFLB add
WICC deb 29	WAYS on	WANS-FM 33-28
WHYN on	KWEN deb 36	FM99 deb 36
14Q add	WISM deb 29	KWIC 30-26
Z98 deb 40	WOHO add	WGBF on
KXX106 add	WTMA on	KENI add
WSGN 28-23	WOW on	KBDF on
WLCY on	KRUX deb 33	KQDI on
Y103 deb 39	WLBZ 26-23	KBOZ deb 28
WAPE deb 30	WTSN deb 24	KRLC deb 29
95SGF on	WHEB 24-21	KBIM add

ROY ORBISON & EMMYLOU HARRIS "That Lovin' You Feelin' Again"

FROM THE ORIGINAL
SOUNDTRACK



Original Motion Picture Sound Track
An Alive Enterprises/Steve Wax
Enterprises Production

On Warner Bros
Records & Tapes
(2HS 3441)



ON WARNER BROS. RECORDS

FCC At A Glance

Continued from Page 4
last week (6-25) granted the station renewal subject to periodic EEO reporting.

Consumer Group Opposes Quello Reappointment

Ralph Nader's National Citizens Committee for Broadcasting (NCCB) has asked President Carter to appoint a minority, preferably a Hispanic and a non-broadcaster, to replace Commissioner Jim Quello, whose term expired Monday (6-30).

RKO Appeal

As expected and reported in R&R (6-13), RKO has asked the appeals court to review the FCC's decision to take away three TV licenses because of misconduct by RKO's parent company, General Tire and Rubber. The fate of RKO's 13 other stations was thrown open for public comment by the Commission and those comments are due Monday (7-7).

Continued Push For Advisory Committee

Following the lead of the ABC Radio Affiliates, the NAB last week (6-26) repeated its request that the FCC develop a radio master plan to accommodate radio growth "within a technically sound and integrated AM and FM Table of Assignments." In a letter, NAB President Vince Wasilewski continued to urge FCC Chairman Charles Ferris to support the creation of a joint government-industry

committee which would provide the Commission with advice on the master plan.

Time For WMTS To Pay Up

The Commission has refused to review a \$2000 fine imposed on WMTS/Murfreesboro, TN for signing on 30 minutes early on 16 mornings during June, July, and August of 1978. The FCC said unauthorized presunrise operation was not harmless or minimal as WMTS had contended.

People

Continued from Page 4
Manager for KRLY, from his previous position as account exec.

Little Rock

Brad Berry has been named Sales Manager for KLPQ (KQ94)/Little Rock, coming to the Multi-media-owned property from WKQX-FM/Chicago.

Denver

Ken Lange has been promoted to GM at KTLK/Denver from his post as GM of KADX, KTLK's FM sister station. Lange will now serve as GM for both outlets.

Washington

Dr. Larry Patrick promoted to Sr. VP/Research at NAB.

Hollywood, FL

Pauline Frederick will receive the 1980 Paul White Award for distinguished service to broadcast journalism at the 35th RTNDA Convention December 3-5.



KJ100 BECOMES RIVERBOAT RAMBLERS — KJ100/Louisville took over the Ohio riverboat "Belle Of Louisville" for three hours and staged the "KJ100 Dance Cruise." Shown on deck are tuxedo-bedecked staffers (l-r rear) Russ Bradley, Gary Jenkins, PD C.C. Matthews, and Bumper Morgan; (l-r front) Steve Craft, Commander Hutch, and Dave McCann.



KIIS-FM GETS SUMMER ROLLING IN L.A. — Los Angeles Mayor Tom Bradley officially proclaimed June 20 as "Rollerskating Day" in the city and KIIS-FM, along with Hawaiian Tropic, sponsored a giant free concert at Venice Beach (a local legenday rollerskating venue). Performing at the concert were Andy Gibb, Peaches & Herb, 20/20, and the Kingbees. Pictured at the L.A. Press Club announcement of the event are (l-r): Michael O'Hara; a young lady from Mayor Bradley's office; KIIS-FM Promotion Director Meridith May; Andy Gibb; and the concert's producer, Don Janklow. The show was a giant success, with over 10,000 people attending to skate and see the stars in action. KIIS-FM PD and personality Mike Wagner hosted the concert.



CONTESTANT WINS TOMORROW'S CAMARO — Q105/Tampa gave away two new cars recently, a 1980 Trans Am and a 1980 Z28 Camaro, during the station's "Magic Ticket" promotion. Pictured (l-r) are Q105 PD Mason Dixon, Camaro winner, and air personality Dave Mann.



HEART OF WASHINGTON — Heart's Steve Fossen and Ann Wilson dropped by Q107/Washington, D.C. to talk things over with afternoon personality Joe Cipriano. Pictured (l-r) are Fossen, Cipriano, and Wilson.



92X'S ROADSTER ROSTER — 92X/Columbus gave away a \$10,000 T-Roadster in conjunction with the Hot Rod Magazine Nationals, staged in town. The 350-cubic inch engine 200hp-powered roadster is pictured above along with 92X PD Buddy Scott and the winner's family.

L I P P S I N C

NBLP 7197

MOUTH TO MOUTH



LIPPS, INC.



Mouth To Mouth

Produced and Written by Steven Greenberg

Includes the No.1 Single

"FUNKYTOWN"

NB 2233

and Their new Smash

"ROCK IT"

NB 2281



April-May 1980

Advance Arbitron Results

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Note: A broken line dividing stations in a market signifies that the stations below are located outside the metro area. A solid dividing line signifies that stations below the line allegedly ran on-air survey announcements during the book.

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

Dallas

KVIL Remains On Top;
Rangers Baseball Paces Country WBAP
To Second Over FM Sister KSCS;
News KRLD, WFAA Dip Slightly;
BM KOAX Rises To Best Recent Mark
As KMEZ Also Gains; KKDA-FM Declines;
KZEW Tops KTXQ In AOR Race

	O/N '79	A/M '80
KAFM (PA)	1.7	1.0
KBOX (C)	4.0	3.3
KFJZ-FM (R)	3.8	3.8
KKDA-FM (B)	5.8	5.1
KLIF (R)	2.3	1.9
KMEZ (BM)	4.8	5.5
KMGC (PA)	3.3	3.8
KNOK (J)	1.5	1.0
KNOK-FM (B)	4.2	3.9
KNUS (PA)	3.3	2.5
KOAX (BM)	5.1	6.4
KPLX (C)	1.6	2.7
KRLD (N)	7.3	6.7
KSCS (C)	8.2	7.9
KTXQ (A)	5.1	4.5
KVIL-FM (R)	9.9	9.8
KZEW (A)	3.8	4.9
WBAP (C)	7.6	9.2
WFAA (N)	4.4	4.3
WRR (CL)	1.4	1.6

Tampa

WWBA Drops Three, Holds Lead
As BM Rival WJYW Takes Second;
Country WSON Up To Third As
WQYK Slides; WQXM, WRBQ Steady;
Black WOKF, P/A WFLA Gain;
News WPLP Continues Climb

	J/F '80	A/M '80
WDAE (PA)	3.7	3.7
WFLA (PA)	4.6	5.4
WFLA-FM (BM)	7.1	6.2
WGUL (BM)	1.7	1.8
WJYW (BM)	6.8	7.4
WLCY (R)	3.1	3.1
WOKF (B/D)	4.7	5.8
WPLP (N)	2.1	3.5
WQXM (A)	6.9	6.8
WQYK (C)	7.8	6.2
WRBQ (R)	6.4	6.5
WSUN (C)	5.9	6.8
WTMP (B)	2.1	2.3
WWBA (BM)	5.9	4.3
WWBA-FM (BM)	13.9	10.8
WYNF (R)	3.0	2.4
WDUV (BM)	1.2	1.1
WSRZ (A)	2.0	2.5

June 1980 Mediatrend Estimates

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Note: ---denotes station which did not rank in Mediatrend's Top 20 for the relevant month.

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

All share estimates are for metro average persons 12+, Monday-Friday, 6am-midnight.

Boston

WHDH Up Four, Regains Lead, As WBZ
Drops Three; WEEI Up Solidly For
Second; WVBF Flat, But Top Rockers As
WRKO Falls To 12th; BM WJIB Holds
Steady; WBCN Down Two But Still Leads
AOR's As WAAF Moves Into Top Ten;
WXKS-FM Slides Almost Three

	April	May	June
WHDH (PA)	12.6	6.7	10.8
WEEI (N)	8.6	5.6	8.4
WBZ (PA)	9.1	10.1	7.6
WVBF (R)	6.1	7.7	7.6
WJIB (BM)	6.0	7.1	7.5
WBCN (A)	6.9	8.8	6.6
WCOZ (A)	5.2	5.6	5.9
WXKS-FM (R)	7.1	8.3	5.5
WAAF (A)	3.7	3.6	4.8
WEEI-FM (A)	4.2	3.9	4.3

Washington, D.C.

Top Three Spots Unchanged
As WMAL Down Two, Still Leads;
Rockers WRQX Up One, WPGC Steady;
Black WOOK Up Almost Three As
WKYS, WHUR Maintain; WASH Flat;
AOR WWDC-FM, Classical WGMS Debut;
WRC Continues Slide

	April	May	June
WMAL (PA)	8.9	12.2	10.1
WRQX (R)	8.7	8.3	9.4
WPGC-AM-FM (R)	7.8	7.7	7.6
WOOK (B)	4.5	4.3	7.0
WKYS (B/D)	6.9	6.3	6.0
WHUR (B)	5.8	5.8	5.6
WASH (PA)	3.6	5.4	5.2
WWDC-FM (A)	4.5	4.0	4.6
WGMS-AM-FM (CL)	2.4	3.7	4.1
WRC (N/T)	6.3	5.1	3.9

Cleveland

WGCL Up Five To Double Digits,
Market Lead; WMMS Off Slightly,
Holds Second; WHK Up Two For Third;
BM WDOK Down Three;
WERE, WWWE Steady;
Black WDMT Slides Two As WJMO
Climbs To 10th;
WLYT Continues Upward Surge;
BM WQAL, P/A WJW Drop From Top Ten

	April	May	June
WGCL (R)	6.4	6.7	12.3
WMMS (A)	7.8	9.6	8.5
WHK (C)	7.4	6.0	7.9
WDOK (BM)	7.0	10.0	7.0
WERE (N)	10.5	6.6	7.0
WWWE (PA)	3.9	6.1	6.5
WDMT (B)	8.8	7.9	5.9
WLYT (A)	2.5	4.6	5.9
WZZP (R)	5.7	6.2	5.7
WJMO (B)	1.5	3.2	5.1

St. Louis

KMOX Remains On Top
With Strong Book; KSHE Up A Point
Holds Second; WWWK Rebounds To
Double Digits, Leads Rockers;
Country Combo WIL Continue Climb;
KEZK Again Declines;
Black WESL Gains As KMJM Drops
To 13th; WRTH Returns To Top Ten

	April	May	June
KMOX (T)	26.3	21.5	26.4
KSHE (A)	8.7	10.1	11.0
WWWK (R)	11.8	7.7	10.2
KSLQ (R)	4.3	8.1	7.5
WIL-FM (C)	4.1	6.0	6.8
WIL (C)	5.1	5.6	5.9
KXOK (R)	4.5	4.0	4.6
KEZK (BM)	8.8	5.4	4.5
WESL (B)	1.8	2.6	3.1
WRTH (PA)	3.7	3.4	3.1

Buddy Holly Memorial

It has been some 20 years since the untimely death of Buddy Holly. It is only fitting that something be done in his memory lest the world forget the tremendous impact that Buddy had on the youth of his generation and on Rock and Roll music from that day to this.

Recently a group of interested people, among them Waylon Jennings, Snuff Garrett, Larry Corbin, Jerry Coleman met with Dirk West, the Mayor of Lubbock, Texas, Buddy Holly's home town, and turned thought into action by commissioning internationally famous sculptor, Grant Speed, to create a monument to Buddy Holly. On September 7, 1980 the monument (over 7 feet in height) will be unveiled at the new Civic Center in Lubbock, Texas.

A 12 inch bronze miniature of this monument is being produced by Mr. Speed in a limited edition of 250.

Art lovers, music lovers and Holly Fans all are afforded the opportunity of owning this work of art by one of America's greatest artists, as well as helping to provide a beautiful monument to Buddy Holly.

At the time that the edition is sold out the name of each purchaser of the 12" bronze sculpture will be placed on the base of the monument.

For further information contact: *Jmi Clark, (920) E. Skena Dr. Scottsdale, Arizona 85254 (602) 948-8363*



ORDER FORM

To: Bank of the West
 Attn: The President
 South Plains Mall
 Lubbock, Texas 79414

Enclosed is check or money order payable to Buddy Holly Monument Trust

Please ship _____ Buddy Holly bronzes

@ \$1000 each _____

Plus shipping & insurance \$15.00 _____

Total \$ _____

Name _____

Address _____

City/State _____

Zip _____

Please use street address. U.S. shipments by U.P.S. Allow 60 to 90 days for delivery.

HITS COME FROM DREAMLAND



SPIDER



First there was a "New Romance"
and now **"EVERYTHING IS ALRIGHT"** DL-103
the song radio demanded from **SPIDER**

DL-1-5000

*Holly
Penfield*

Presenting **"ONLY HIS NAME"** DL-102
a single which will make you
remember only her name
HOLLY PENFIELD



DL-1-5003



MANUFACTURED AND MARKETED BY **ASD** RECORDS, INC.

KWK STEREO WK St. Louis

- 1 JUDAS PRIEST/Living After Midnight
2 RAY GOMEZ/Make Your Move
3 GRATEFUL DEAD/Alabama Getaway

- 19 JUDAS PRIEST/Living After Midnight
20 RAY GOMEZ/Make Your Move
21 GRATEFUL DEAD/Alabama Getaway

WZLW 96FM Milwaukee

- 10 1 BILLY JOEL/It's Still RAR To Me
2 2 SPINNERS/Cuplo
3 3 OLIVIA N-J/Magic

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 SPINNERS/Cuplo
21 3 OLIVIA N-J/Magic

94-Q Atlanta

- 2 1 ERIC CLAPTON/Tulse Time
2 2 BILLY JOEL/It's Still RAR To Me
3 3 GENESIS/Misunderstanding

- 19 1 ERIC CLAPTON/Tulse Time
20 2 BILLY JOEL/It's Still RAR To Me
21 3 GENESIS/Misunderstanding

WEST 610 KFRC San Francisco

- 1 1 PAUL MCCARTNEY/Come Up
2 2 BETTE MIDLER/The Rose
3 3 BILLY JOEL/It's Still RAR To Me

- 19 1 PAUL MCCARTNEY/Come Up
20 2 BETTE MIDLER/The Rose
21 3 BILLY JOEL/It's Still RAR To Me

13K San Diego

- 1 1 LIPPS, INC./Funkytown
2 2 BETTE MIDLER/The Rose
3 3 BILLY JOEL/It's Still RAR To Me

- 19 1 LIPPS, INC./Funkytown
20 2 BETTE MIDLER/The Rose
21 3 BILLY JOEL/It's Still RAR To Me

Phoenix

- 1 1 BILLY JOEL/It's Still RAR To Me
2 2 PAUL MCCARTNEY/Come Up
3 3 BETTE MIDLER/The Rose

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 PAUL MCCARTNEY/Come Up
21 3 BETTE MIDLER/The Rose

WGCL 98 Cleveland

- 2 1 BILLY JOEL/It's Still RAR To Me
2 2 BETTE MIDLER/The Rose
3 3 ROCKY BURNETTE/Tired Of Toin'

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 BETTE MIDLER/The Rose
21 3 ROCKY BURNETTE/Tired Of Toin'

SOUTH 2-93 Atlanta

- 2 1 BILLY JOEL/It's Still RAR To Me
2 2 JOE WALSH/All Night Long
3 3 ERIC CLAPTON/Tulse Time

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 JOE WALSH/All Night Long
21 3 ERIC CLAPTON/Tulse Time

105 Tampa

- 3 1 ELTON JOHN/Little Jeannie
4 2 JOE WALSH/All Night Long
5 3 PAUL MCCARTNEY/Come Up

- 19 1 ELTON JOHN/Little Jeannie
20 2 JOE WALSH/All Night Long
21 3 PAUL MCCARTNEY/Come Up

93 KHJ Los Angeles

- 1 1 PAUL MCCARTNEY/Come Up
2 2 MANHATTAN/Smiling Star
3 3 S.O.S. BAND/Take Your Time

- 19 1 PAUL MCCARTNEY/Come Up
20 2 MANHATTAN/Smiling Star
21 3 S.O.S. BAND/Take Your Time

KJRD All Rock FM Phoenix

- 2 1 GENESIS/Turn It On Again
2 2 ANGEL CITY/Misallies
3 3 JOE WALSH/All Night Long

- 19 1 GENESIS/Turn It On Again
20 2 ANGEL CITY/Misallies
21 3 JOE WALSH/All Night Long

KJR 950 Seattle

- 2 1 BILLY JOEL/It's Still RAR To Me
2 2 PAUL MCCARTNEY/Come Up
3 3 LIPPS, INC./Funkytown

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 PAUL MCCARTNEY/Come Up
21 3 LIPPS, INC./Funkytown

KDWB Minneapolis

- 1 1 ELTON JOHN/Little Jeannie
2 2 OLIVIA N-J/Magic
3 3 KIM CARNES/More Love

- 19 1 ELTON JOHN/Little Jeannie
20 2 OLIVIA N-J/Magic
21 3 KIM CARNES/More Love

WIOD Miami

- 4 1 LIPPS, INC./Funkytown
2 2 PAUL MCCARTNEY/Come Up
3 3 BETTE MIDLER/The Rose

- 19 1 LIPPS, INC./Funkytown
20 2 PAUL MCCARTNEY/Come Up
21 3 BETTE MIDLER/The Rose

KRYY 94 Houston

- 4 1 MANHATTAN/Smiling Star
2 2 LIPPS, INC./Funkytown
3 3 BETTE MIDLER/The Rose

- 19 1 MANHATTAN/Smiling Star
20 2 LIPPS, INC./Funkytown
21 3 BETTE MIDLER/The Rose

Denver

- 3 1 BILLY JOEL/It's Still RAR To Me
2 2 ELTON JOHN/Little Jeannie
3 3 PURE PRAIRIE LEAG/Let Me Love You

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 ELTON JOHN/Little Jeannie
21 3 PURE PRAIRIE LEAG/Let Me Love You

KRLA 11 Los Angeles

- 2 1 PAUL MCCARTNEY/Come Up
2 2 S.O.S. BAND/Take Your Time
3 3 BILLY JOEL/It's Still RAR To Me

- 19 1 PAUL MCCARTNEY/Come Up
20 2 S.O.S. BAND/Take Your Time
21 3 BILLY JOEL/It's Still RAR To Me

KEARL Los Angeles

- 1 1 BILLY JOEL/It's Still RAR To Me
2 2 PAUL MCCARTNEY/Come Up
3 3 BETTE MIDLER/The Rose

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 PAUL MCCARTNEY/Come Up
21 3 BETTE MIDLER/The Rose

CKW 1010 Detroit

- 1 1 BILLY JOEL/It's Still RAR To Me
2 2 PAUL MCCARTNEY/Come Up
3 3 BETTE MIDLER/The Rose

- 19 1 BILLY JOEL/It's Still RAR To Me
20 2 PAUL MCCARTNEY/Come Up
21 3 BETTE MIDLER/The Rose

27 FM Stereo Ft. Worth Dallas

- 2 1 JOE WALSH/All Night Long
2 2 AMBROSIA/Biggest Part Of Me
3 3 JOURNIE/Walks Like A Lady

- 19 1 JOE WALSH/All Night Long
20 2 AMBROSIA/Biggest Part Of Me
21 3 JOURNIE/Walks Like A Lady

29-9 Houston

- 2 1 CURTIS BUSH/The Drapes
2 2 ROLLING STONES/Emotional Rescue

- 19 1 CURTIS BUSH/The Drapes
20 2 ROLLING STONES/Emotional Rescue

30 Denver

- 2 1 BENNY MARDONES/Into The Night
2 2 MICKEY GILLEY/Stand By Me

- 19 1 BENNY MARDONES/Into The Night
20 2 MICKEY GILLEY/Stand By Me

30 Los Angeles

- 2 1 GAP BAND/Party Lights
2 2 ROLLING STONES/Emotional Rescue

- 19 1 GAP BAND/Party Lights
20 2 ROLLING STONES/Emotional Rescue

30 Los Angeles

- 2 1 BOB SEGER/Against The Wind
2 2 PETE TONGHE/Let My Love Open The

- 19 1 BOB SEGER/Against The Wind
20 2 PETE TONGHE/Let My Love Open The

PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS

**193 REPORTS
188 LAST WEEK**

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

Regional Reach	100/26	85%	National Summary
E	33%		Up 51
M	21%		Same 24
S	56%		Down 0
W	19%		Adds 25

EXAMPLE

100/26 — 100 R&R reporting stations on it this week, 26 of those 100 added this week.

85% — Percentage of this week's reporting stations playing it.

Regional
Reach — Percentages of this week's reporting stations playing the song within the four tracking regions.

National Summary
Up 51 — Number of stations moving it UP on their charts.
Same 24 — Number of stations holding it STATIONARY on their charts (on to, add to on, 31-31, etc.).
Down 0 — Number of stations moving it DOWN on their charts.
Adds 25 — Again, number of stations ADDING it this week.

AIR SUPPLY
All Out Of Love (Arista)
LP: Lost In Love

Regional Reach	89/15	46%	National Summary
E	48%		UP 17
S	49%		UP 59
H	41%		DOWN 0
W	60%		ADDS 15

JACKSON BROWNE
Boulevard (Asylum)
LP: Hold Out

Regional Reach	113/67	59%	National Summary
E	54%		UP 26
S	59%		SAME 20
H	54%		DOWN 0
W	92%		ADDS 47

BLUES BROTHERS
Gimme Some Lovin' (Arista)
LP: The Blues Brothers

Regional Reach	151/3	78%	National Summary
E	81%		UP 120
S	86%		SAME 10
H	72%		DOWN 0
W	89%		ADDS 3

ROCKY BURNETTE
Tired Of... (EMI America)
LP: The Son Of Rock And Roll

Regional Reach	174/3	90%	National Summary
E	94%		UP 125
S	94%		SAME 21
H	94%		DOWN 34
W	94%		ADDS 3

CHRISTOPHER CROSS
Sailing (WB)
LP: Christopher Cross

Regional Reach	165/14	85%	National Summary
E	88%		UP 142
S	88%		DOWN 0
H	78%		DOWN 0
W	83%		ADDS 14

KIM CARNES
More Love (EMI America)
LP: Romance Dance

Regional Reach	166/8	88%	National Summary
E	88%		UP 120
S	88%		SAME 12
H	82%		DOWN 4
W	92%		ADDS 4

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

RODNEY CROWELL
Ashes By Now (WB)
LP: What Will The Neighbors Think

Regional Reach	74/3	38%	National Summary
E	31%		UP 47
S	31%		UP 17
H	31%		DOWN 0
W	39%		ADDS 3

ROCKY BURNETTE
Tired Of... (EMI America)
LP: The Son Of Rock And Roll

Regional Reach	174/3	90%	National Summary
E	94%		UP 125
S	94%		SAME 21
H	94%		DOWN 34
W	94%		ADDS 3

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

DIRT BAND
Make A Little Magic (UA)
LP: Make A Little Magic

Regional Reach	122/20	63%	National Summary
E	71%		UP 78
S	60%		SAME 24
H	57%		DOWN 0
W	89%		ADDS 20

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

ERIC CLAPTON
Tulsa Time (RSO)
LP: Just One Night

Regional Reach	71/15	40%	National Summary
E	54%		UP 62
S	54%		SAME 20
H	78%		DOWN 1
W	78%		ADDS 15

EMI-A/UA Fever... Catch It!

Kenny Rogers

"Love The World Away"

Produced by Larry Butler
From: The Urban Cowboy

NATIONAL AIRPLAY/30

28 22 20 ⑩ KENNY ROGERS/Love The World Away (UA)



Kim Carnes

"More Love"

Produced by George Tobin
at Associates and TMA, Franklin
by GTP Ltd.
Mixed by Jeff Gail

NATIONAL AIRPLAY/30

19 17 14 ⑩ KIM CARNES/More Love (EMI America)

WATCH FOR KIM IN THE JULY 18TH ISSUE OF R&R

Rocky Burnette

"Tired of Toein' The Line"

Produced by Bill House & Jim Senter
for Hummingbird Prod. Ltd.

NATIONAL AIRPLAY/30

11 8 6 ⑩ ROCKY BURNETTE/Tired Of Toein' The Line (EMI America)



The Dirt Band

"Make A Little Magic"

**THE BACK PAGE
BREAKERS**

JUST RELEASED

WLAC on
B100 deb 22
KQWB-FM add
KSLQ on (dp)



Gerry Rafferty

"The Royal Mile"

Produced by
Hugh Murphy & Gerry Rafferty



JUST RELEASED

WIFI on
WGCL add
WDRQ deb 26
WVIC on
KQWB-FM add
KRUX add
KMJC add
WTAC add

WEZB add
WRVX add
WKEE add
WCIR add
WLOF add
WAIV add
KQW add
WRBR add

The J. Geils Band

"Just Can't Wait"

Produced by Cliff Goldsmith

WBGN add
WKTK add
WRIG add
WIFC add
WDUZ add
WQTC add

Give the gift
of music.



Our All Stars



GENESIS
Misunderstanding (Atlantic)
LP: Duke

178/5 91%

Regional Summary: E 92A, S 90A, M 81A, W 92A

National Summary: UP 153, SARE 14, DOWN 4, ADDS 5

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

BILLY JOEL
It's Still Rock &... (Columbia)
LP: Glass Houses

183/0 95%

Regional Summary: E 98A, S 90A, M 98A, W 97A

National Summary: UP 69, SARE 76, DOWN 4, ADDS 0

Region	Station	Time
P1	WABC 3-1	3:01
	WFLD 10-10	10:10
	WVBC 6-6	6:06
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

JOURNEY
Walks Like A Lady (Columbia)
LP: Departure

89/7 46%

Regional Summary: E 13A, S 90A, M 17A, W 98A

National Summary: UP 45, SARE 18, DOWN 2, ADDS 7

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

MANHATTANS
Shining Star (Columbia)
LP: After Midnight

154/1 80%

Regional Summary: E 90A, S 90A, M 90A, W 90A

National Summary: UP 123, SARE 10, DOWN 12, ADDS 1

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

PAUL McCARTNEY
Coming Up (Columbia)

164/0 85%

Regional Summary: E 92A, S 90A, M 92A, W 92A

National Summary: UP 34, SARE 40, DOWN 0, ADDS 0

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

RICK PINETTE & OAK
King Of The Hill (Sky's The Limit/Mercury)

51/4 26%

Regional Summary: E 90A, S 90A, M 90A, W 90A

National Summary: UP 24, SARE 32, DOWN 8, ADDS 0

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

MICKY GILLEY
Stand By... (Full Moon/Asylum)
LP: "Urban Cowboy" Soundtrack

102/13 53%

Regional Summary: E 38A, S 90A, M 58A, W 90A

National Summary: UP 61, SARE 5, DOWN 2, ADDS 13

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

ELTON JOHN
Little Jeannie (MCA)
LP: 21 at 33

178/1 92%

Regional Summary: E 98A, S 90A, M 98A, W 97A

National Summary: UP 61, SARE 47, DOWN 4, ADDS 1

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

CAROLE KING
One Fine Day (Capitol)
LP: Pearls

156/3 81%

Regional Summary: E 95A, S 90A, M 95A, W 95A

National Summary: UP 126, SARE 20, DOWN 7, ADDS 1

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

MECO
The Empire Strikes... (RSO)

123/12 64%

Regional Summary: E 74A, S 90A, M 74A, W 90A

National Summary: UP 97, SARE 10, DOWN 0, ADDS 12

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

OLIVIA NEWTON-JOHN
Magic (MCA)
LP: "Xanadu" Soundtrack

176/3 91%

Regional Summary: E 78A, S 90A, M 78A, W 90A

National Summary: UP 61, SARE 12, DOWN 5, ADDS 3

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

QUEEN
Play The Game (Elektra)
LP: The Game

85/9 44%

Regional Summary: E 48A, S 90A, M 48A, W 90A

National Summary: UP 49, SARE 6, DOWN 0, ADDS 9

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

MICKY GILLEY
Stand By... (Full Moon/Asylum)
LP: "Urban Cowboy" Soundtrack

102/13 53%

Regional Summary: E 38A, S 90A, M 58A, W 90A

National Summary: UP 61, SARE 5, DOWN 2, ADDS 13

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

ELTON JOHN
Little Jeannie (MCA)
LP: 21 at 33

178/1 92%

Regional Summary: E 98A, S 90A, M 98A, W 97A

National Summary: UP 61, SARE 47, DOWN 4, ADDS 1

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

FRED KNOBLOK
Why Not Me (Scotti Bros.)

66/11 34%

Regional Summary: E 40A, S 90A, M 40A, W 90A

National Summary: UP 13, SARE 12, DOWN 0, ADDS 41

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

BENNY MAROONES
Into The Night (Polydor)
LP: Never Run Never Hide

122/28 63%

Regional Summary: E 67A, S 90A, M 67A, W 90A

National Summary: UP 75, SARE 21, DOWN 0, ADDS 28

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

OLIVIA NEWTON-JOHN
Magic (MCA)
LP: "Xanadu" Soundtrack

176/3 91%

Regional Summary: E 78A, S 90A, M 78A, W 90A

National Summary: UP 61, SARE 12, DOWN 5, ADDS 3

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

QUEEN
Play The Game (Elektra)
LP: The Game

85/9 44%

Regional Summary: E 48A, S 90A, M 48A, W 90A

National Summary: UP 49, SARE 6, DOWN 0, ADDS 9

Region	Station	Time
P1	WFLD 10-10	10:10
	WVBC 6-6	6:06
	WFLA 10-10	10:10
P2	WTTA 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18
P3	WTOG 22-18	22:18
	WTOG 22-18	22:18
	WTOG 22-18	22:18

THE PICTURE PAGES

Gilley Rides At Palomino



Epic Record's Mickey Gilley performed recently at the Palomino Club in North Hollywood and was met before the engagement by company execs. Pictured are (standing, l-r) EIP/A's Jack Lameier, band member Johnny Lee, Gilley, Gilley LP producer Jim Ed Norman, EIP/A's Larry Douglas, Sam Harrell and Larry Stessel, CBS VP Del Costello, EIP/A's Lori Holder and Jeff Siroty, and EIP/A VP Stan Monteiro; (kneeling, l-r) Epic VP Frank Rand and Hin-Jen Productions' Bruce Hinton.

There's Elektric In The Air



New York-based group the Elektrics have signed an agreement with Capitol Records, which will release their debut album, "Current Events," July 14. Pictured enjoying the moment are (seated, l-r): group members Chris James, Marco Delmar, Carl Worner, and Bob Drew; (standing, l-r): Capitol's Bruce E. Garfield and Mitchell Schoenbaum, group manager Frank Breuer, Capitol/EMIA/UA President Don Zimmermann, April-Blackwood Publishing consultant Andy Gould, and "Current Events" producer Peter Ker.

Lacy Enjoys Frilly Premiere



Columbia's Lacy J. Dalton held her premiere Nashville performance recently at J. Austin's and was met after the concert by well-wishers. Shown are (kneeling, l-r) Dalton's manager David Wood, BMI's Phil Graham and Variety Artists' Rod Essig; (standing, l-r) CBS' Mary Ann McCreedy, BMI's Jerry Smith, CBS VP/Executive Producer Billy Sherrill, Dalton, CBS VP/GM Rick Blackburn, CMA Executive Director Jo Walker, BMI VP Frances Preston, and BMI's Joe Moscheo.

Flack Stacks Gold



Roberta Flack was honored by a party hosted by Atlantic Chairman Ahmet Ertegun on the occasion of her 12th gold record, awarded for the "Roberta Flack Featuring Donny Hathaway" LP. Pictured (l-r) are Atlantic President Doug Morris, Cotillion President Henry Allen, Flack, and Ertegun.

We Live For Baseball



Chrysalis artist Pat Benatar recently performed before a Philadelphia Phillies home game as part of a promotion coordinated by WIFI. Pictured after the show flanking Benatar are Phillies stars Mike Schmidt (left) and Pete Rose.

Paul Perks Up KFRC Party



KFRC VP/GM Pat Norman (right) is shown welcoming Paul Anka (left) to the annual station client party on May 22, during which Anka, as well as Pablo Cruise and the Doobie Brothers' Mike McDonald, entertained an enthusiastic audience.

**ON THE FOURTH OF JULY, 1980 THESE
RECORDS EXPLODED
NATIONWIDE!**



**LARRY
GRAHAM**
"One In
A Million
You"

WHBQ 27-13-6-1	WSGN deb 29
WCAO 23-18	WLCY add
WPGC 21-14	WSGA 21-13
KRLY on	WBBQ add
CKLW on	WLAC add
KHJ add	KX104 on
WFBR 18-14	WKIX 7-5
WKBO add	WAYS add
KRBE add	WRVQ deb 31
KFMK 30-25	WYRE 24-11
WTIX 36-28	WANS-FM add
WERC add	FM99 add

Produced By Larry Graham For Maul Music Productions



**GEORGE
BENSON**
"Give Me
The Night"

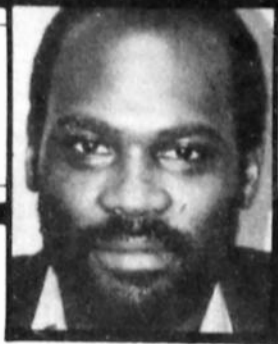
WNBC add 30	WNOX add	BJ105 40-33
WCAO add	WKIX add	95SGF on
PRO-FM add	WQRK add	WLAC on
WPGC add	KRUX add	92Q on
Z93 add	14WK add	WAYS 24-23
Q105 add	WXLO on	WYRE on
KRLA add	KRLY on	WERC deb 27
WFBR add	Y100 37-35	WFOX on
WBLI add	WOKY 30-26	WISE on
WICC add	KEARTH on	WROV on
14Q add	KHJ on	CK101 38-33
WSGN add	KFRC on	KBDF deb 30
WLCY add	Z98 40-36	KBIM on
WBBQ add	KXX106 deb 29	

Produced By Quincy Jones



Direction: Ken Fritz/Dennis Turner - Ken Fritz Management

ON WARNER  BROS. RECORDS



Black Radio

Bill Speed

BMA Conference:

A New Direction For The 80's

The second annual Black Music Association conference was held June 26-30 in Washington, D.C., the theme of which was: "Black Music: Sound For The 80's."

It was good to be able to visit face to face with many of you who live in other regions of the country, and it was quite stimulating to discuss, debate, and organize the many things that are a must to preserve the framework of black music in America.

One thing I noticed was the presence of many politically active individuals of the black perspective, a necessary component to not only the survival of black music, but the destiny of many people who listen and rely on the medium for more than just the musical enjoyment.

The workshops and seminars were well planned, there seemed to be a reflection of the unity of the 60's and the acquired mutual respect and knowledge of the 70's. If this is an indication of how blacks in the entertainment industry are to be perceived in the 80's, then we should feel secure in the directions that were reflected at this conference.

The Friday sessions began with an official welcome by BMA President Kenny Gamble and a brief message and welcome to the city by the Honorable Marion Berry, Mayor of Washington, D.C.

CBS President Walter Yetnikoff's keynote address outlined how much black music has grown in the last decade (from \$50 million, to \$500 million a year). He also pointed out how black music has evolved from a 3% share to a 14% share of the total music business.

RCA Records gave an audio/visual presentation, which pointed out the growing mainstream acceptance of black music. This was followed by NARM's "Give The Gift Of Music" audio/visual presentation, conducted by NARM Exec. VP Joe Cohen and Calvin Simpson Jr., President of Simpson's Music Wholesale, Inc. This in turn, led to a discussion of "What Is Black Music?" chaired by Jim Tyrell, President of T-Electric Records and George Ware, BMA Communications Board member and consultant.

Saturday was devoted to panel discussions, including several which were radio-related. I chaired a panel, "Programming Black Music In The 80's." Topics discussed included the future of Black radio, ratings, the regulatory process, the emergence of the Black-Pop/

Adult radio format, the responsibility of black broadcasters, and the opportunities for blacks in radio during the next decade.

Panelist Lynn Rogers, GM of WABQ/Cleveland, addressed black Americans' purchasing habits, noting



STANDING OVATION — BMA Board Members rise to salute newly-elected Chairman Kenny Gamble. From left: T-Electric Records President Jim Tyrell, Simpson's Wholesale Music President Calvin Simpson, Unlimited Gold Records President Rod McGrew, (partially hidden) GEI Communications President Ed Wright, Kenny Gamble, music industry consultant Ewart Abner, and CBS Records VP LeBaron Taylor.

with shortly, adding that the increasing minority population (currently minorities make up a larger population that blacks spend much of their income on products that are not advertised on Black radio. She urged the audience to be more responsive to the needs of their listeners in terms of educating them beyond simply playing the hits.

Panelist Jhan Hiber, R&R Ratings & Research Editor, pointed out what's in store for Black radio with regard to ratings. Hiber noted the telephone retrieval method (used exclusively for blacks) will be done away

share than whites) will have a definite effect on the general marketplace.

Panelist Fred Cook, attorney for Black-owned Unity Broadcasting, spoke on the law and programming, as well as what the new regulatory processes will mean for minorities, while panelist Lee Armstrong, PD of WVON/Chicago, dealt with the trend toward Black-Pop/Adult programming, discussing research which showed that blacks listen to more than just Black-formatted stations. Armstrong pointed out that all Black stations have to appeal to a wide spectrum of blacks, stating that not all Black outlets fit the "kiddie stations" image. As an example, he described WVON's effort to become more of a Pop/Adult-style station, adding that they have all the P/A elements: the presentation, the music, the attention to public service, and even the possibility of carrying professional sports broadcasts.

Panelist George Cross, air personality at Beautiful Music-formatted WDVR/Philadelphia, talked about the

opportunities in areas other than Black music stations. Cross spoke about the problems facing many black DJ's who choose to broadcast only black music and thereby find themselves (usually 20 years later) in the same role. Cross said, "It would seem that if a DJ is professional and can't find the freedom to express himself on-air, he should begin to explore the formats that require straight, no nonsense talking and playing music . . . any music," continuing, "There are a lot of DJ's on radio but very few are truly professional," citing an overabundance of DJ's "who can 'funk' the day away, but can't talk seriously and sincerely long enough to read a 30-second commercial."

Panelist Bob Law, PD of WWRL/New York, spoke on how WWRL has dropped all negatives from the news, such as rapes and murders, pointing out that WWRL is making a conscious effort to be a friend to those who listen by being positive in programming, by being careful of lyrical content in songs and commercials, and by maintaining its public service commitment through working with citizens' groups.

Of particular interest to radio was Sunday's "Minority Ownership Panel," which was chaired by Dwight Ellis, NAB VP/Minority and Special Services.

Dwight began by detailing the problems of minority ownership, then turned the session over to the panelists.

Robert Johnson, President of Black Entertainment Television (BET), spoke on ownership of cable as an alternative to an actual broadcast facility, saying "it's done locally, through local government and franchises." Panelist Sam Ewing, Chief Officer for the FCC's Minority Broadcast Fund, said, "Minority groups must become astute at pulling together packages that can raise the money." Another panelist, attorney Ed Hayes, emphasized where to go for funding, citing examples such as insurance companies, banks and capital investment companies, all of which are available to lend money, providing the proper preparation has been made.

Attorney Rod Porter, spoke on the broadcast properties available to minorities through distress sales, while Ed Cardona, FCC Chief Executive/Minority Enterprise Division, provided an overview on what the Commission can do to help minorities own broadcast properties (e.g. breaking up the clear channels so that minorities will get a chance to get the newly-created signals).

Things

In typical game show fashion, 25 finalists from WJLB/Detroit's contest arrived at Bill Sneathkamp's car dealership in Highland Park, MI and were given a set of keys, one of which would start the new Chrysler Cordova. Local resident Vernon Ward held the winning set of keys, but the other 24 finalists did not go home empty handed. Each received a beautiful AM/FM table radio. The same winning performance was repeated a week later, to the joy of winner Larry Eldrige.

WKWM/Grand Rapids is celebrating July 4th with a weekend of music from the 50's and 60's. Listeners can win an LP of their choice by guessing which year the particular record is from. Yolanda Cheryl Hart was Baltimore's winner of the "Beautiful Artra Contest" sponsored by WWIN. Yolanda is now eligible for the national contest, in which the grand prize is a trip to the Caribbean. Local prizes included, among other things, a color portrait. Winners were selected on the basis of color and tone — the natural look.

WRVR/New York recently ran a promotion called "The Grand Slam of Festivals," which will include the Pori Festival in Finland, Montreaux in Switzerland, and the Newport Festival in New York. The station selected six artists who will perform at the festivals and aired their music all day. Listeners had to guess the six artists within a period of six days. The grand prize was an all-expense-paid trip for two to all the festivals. Second place, a trip to Saratoga where the end of the Newport Festival is held. 25 third place winners each received three albums of all six featured artists.

People

Chris Turner, formerly of WGIV/Charlotte, SC, joins WHAT/Philadelphia as Program Director, in the wake of the station's recent format switch from Black/Talk to Black. Turner replaces Reggie LaVon . . . Sincere condolences to the family of Johnnie Neely, assistant to Ron King, PD of WDIA/Memphis, on the passing of her father . . . KAEZ/Oklahoma City air personality Donnel Holmes is branching off by joining the station's sales staff part-time in addition to his airshift . . . Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

Places

KDIA/Oakland is beginning a policy of playing selected album cuts along with singles . . . WTLC/Indianapolis, IN's "Cash Cruiser" was part of the WTLC "Great Stick-Up." The station will be giving away 70,000 bumper stickers. The DJ on duty will meet the listeners and distribute the stickers. The chosen winner's license number will be given on the air and he or she has one day to respond.

RHAPSODY: Poetic, emotional, AND **BLUES**: Melancholy, lost love
: rapturous, ecstasy and blue Mondays

...THE **CRUSADEERS**,

Stix Hooper, Joe Sample and Wilton Felder are the epitome of musical sophistication. Their new album "Rhapsody And Blues" is a wonderful collage of energy, emotion and musical poetry that will last forever.

Produced by: Wilton Felder, Stix Hooper and Joe Sample
for **CRUSADEERS** Productions, Inc.



MCA 5124

**This summer there's only ONE WAY to
Do Your Thang**



MCA 5127

Do it with One Way and their new album "One Way Featuring Al Hudson," featuring the single "Do Your Thang"

MCA 41238

It will definitely make your body move.

Copy this?

Produced by Kevin McCord, Dave Roberson, Al Hudson, & Richard Becker
MCA RECORDS

©1980 MCA Records, Inc.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity

SPINNERS

"Cupid/I've Loved You For A Long Time" (Atlantic)

LARRY GRAHAM

"One In A Million You" (WB)

STACY LATTISAW

"Dynamite!" (Cotillion)

BROTHERS JOHNSON

"Light Up The Night" (A&M)

S.O.S. BAND

"Take Your Time" (Tabu/CBS)

FATBACK BAND

"Backstrokin'" (Spring/Polydor)

COMMODORES

"Old-Fashioned Love" (Motown)

GEORGE BENSON

"Give Me The Night" (WB)

CLIMBERS

Following are listed in order of their airplay activity

ISLEY BROTHERS "Here We Go Again" (T-Neck) 43% reporting airplay. Added in the East at WAMO, in medium rotation at WWIN, and hot at WOL. Medium rotation throughout the South at WGIV, WLOK, WJJS and KOKY. The Midwest reflects medium rotation at WVKO and WLOU. Hot in the West at KDAY.

GLADYS KNIGHT & THE PIPS "Landlord" (Columbia) 39% reporting activity. Hot at KDIA in the West, at WWWS in the Midwest and throughout the South at WLOK, WJJS, WHRK and WVEE. Climbing at WWIN while hot at WXYV and WAMO in the East.

ROCKIE ROBBINS "You And Me" (A&M) 39% of our reporters are on it. In hot rotation at KDAY in the West. Climbing at WWIN with heavy rotation at WAMO and WOL in the East. In the South it's hot at WLOK and KOKY, while showing medium rotation at WGIV, WJJS and WPXI.

HAROLD MELVIN & THE BLUENOTES "I Should Be..." (Source/MCA) 39% of our stations report airplay. In medium rotation in the Midwest and West at WKVO and KDAY, RESPECTIVELY. In the South it's hot at WLOK, while climbing at WGIV, WJJS and KOKY. In the East it is hot at WWRL and WOL; medium at WAMO.

NATALIE COLE "Someone That I Used To Love" (Capitol) 39% reporting. Hot in the West at KDAY. The South shows medium rotation at WLOK and WJJS with heavy rotation at KOKY. Medium activity in the East at WWIN. In the Midwest it's hot at WDAO and WLOU; medium at WVKO and WTLC.

KURTIS BLOW "The Breaks" (Mercury) 39% stations reporting. Medium airplay in the West at KDAY and in the South at WJJS. Debuting in the Midwest at KAEZ, and climbing at WDAO, while hot at WVKO, WLOU, WTLC and WWWS. In hot rotation at WWIN in the East.

LIPPS, INC. "Funkytown" (Casablanca) 35% reporting airplay. Hot throughout the South at WHRK, WVEE, WPXI and WJJS. Hot in the East at WAMO and WXYV. The Midwest shows it climbing at WWWS, while hot at WVKO.

CHANGE "A Lover's Holiday" (RFC/WB) 35% reporting activity. Hot airplay at WAMO in the East. Hot rotation in the West at KDAY and KDIA. Hot in the Midwest at WDAO and WVKO, while climbing at WTLC. The South shows hot rotation at WLOK and WJJS.

CAMEO "We're Goin' Out Tonight" (Chocolate City) 35% reporting. Hot in the South at WLOK and WJJS. Hot in the West at KDIA. Climbing at WWWS in the Midwest; hot at WVKO. The East shows medium rotation at WOL while hot at WWRL and WAMO.

FIVE SPECIAL "Jam" (Elektra) 35% of our reporters are on it. Medium activity in the Midwest at WVKO and WWWS, and in the East at WAMO and WOL. Hot at KDAY in the West. Climbing at WJJS and WPXI in the South, while hot at WGIV.

GAP BAND "Party Lights" (Mercury) 35% reporting activity. New at WGIV in the South, while climbing at WJJS. Medium rotation at WWIN, WAMO and WOL in the East. Showing medium airplay at WLOU and WWWS in the Midwest and at KDAY in the West.

CHIC "Rebels Are We" (Atlantic) 35% reporting. Debuting in the Midwest at WDAO, WTLC and WWWS, as well as at KDAY in the West. Climbing in the South at WGIV and KOKY. The East shows medium activity at WWIN while new at WOL.

SKYY "Skyyzoo" (Salsoul) 30% reporting airplay. Medium rotation in the East at WAMO. Hot in the South at WGIV; medium at WLOK. In the Midwest, it reflects medium activity at WLOU while hot at WDAO, WTLC and WVKO.

BOZ SCAGGS "Jojo" (Columbia) 30% reporting action. Medium activity in the West at KDAY and in the Midwest at WLOU and WTLC. New at WLOK and medium at KOKY in the South. In the East it's hot at WWRL while climbing at WOL.

ONE WAY "Do Your Thang" (MCA) 30% reporting. Medium airplay throughout the Midwest at WVKO, WWWS and WLOU, as well as at WOL in the East. Debuting in the South at WLOK; medium at WJJS, WGIV.

WILLIAM DeVAUGHN "Figures Can't Calculate" (TEC) 30% reporting activity. Added at WLOK and WJJS with medium airplay at KOKY in the South. Medium rotation in the East at WWRL and WOL. Medium rotation at WDAO and WLOU in the Midwest.

DYNASTY "I've Just Begun To Love You" (Solar/RCA) 30% of our stations are on it. Added in the Midwest at WWWS. Medium activity at WWIN and WOL, while new at WWRL in the East. Debuting at KAPE, while in medium rotation at WGIV and KOKY in the South.

BRICK "All The Way" (Bang/CBS) 30% reporting. Medium activity at WLOK, WJJS, WPXI and WGIV in the South. Added at KAEZ, while climbing at WVKO and WLOU in the Mid.

NEW & ACTIVE

AL JARREAU "Never Givin' Up" (WB) 26% reporting airplay. Medium rotation in the West at KDAY and in the South at WJJS and WPXI. Heavy action at WWRL, with medium rotation at WWIN and WOL in the East.

STANLEY CLARKE "We Supply" (Epic) 26% reporting. Climbing in the South at WJJS and WLOK while hot at KOKY. Medium rotation in the West at KDAY. In the Midwest it's hot at WLOU and medium at WTLC.

FRANK HOOKER & POSITIVE PEOPLE "I Wanna..." (Panorama/RCA) 26% reporting. New in the South at WLOK and WJJS; medium at KOKY. Medium activity in the East at WWRL and WOL and in the Midwest at WDAO and WLOU.

TEDDY PENDERGRASS "Can't We Try" (Philadelphia International) 26% reporting. Climbing in the South at KOKY and WLOK; new at KAPE. Hot rotation at WWRL and WOL in the East. Debuting at WKVO in the Midwest.

ISAAC HAYES "I Ain't Never" (Polydor) 26% reporting activity. Debuting at WAMO in the East. In medium rotation in the South at WGIV and WJJS. Hot in the Midwest at WDAO; climbing at WVKO and WLOU.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity

JEFF LORBER FUSION Wizard Island (Arista)
FREDDIE HUBBARD Various Cuts
CHICK COREA Skagly (Columbia)
 Various Cuts
 Tap Step (WB)
GEORGE CABLES Various Cuts
 Cables' Vision (Contemporary)
PHAROAH SANDERS Various Cuts
 Journey To The One (Theresa)
MCCOY TYNER Various Cuts
 Horizon (Milestone)
LONNIE LISTON SMITH Various Cuts
 Love Is The Answer (Columbia)
EARL KLUGH Various Cuts
 Dream Come True (UA)
GEORGE DUKE Various Cuts
 Brazilian Love Affair (Epic)

NEW & ACTIVE

EMPIRE JAZZ Empire Jazz (RSO)
 Various Cuts

EAST: WRVR/New York, NY, Herschel/Prescott; WHUR/Washington, D.C., Jesse Fox; WEA/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Roy Schneiderman. SOUTH: WCLN/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Roi Ewell. MIOWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Pester. WEST: KADQ/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tenter.

**Pop/Rhythms
Hottest
July 4, 1980**

EAST	SOUTH	MIDWEST	WEST
Larry Graham Spinners	Larry Graham S.O.S. Band Lipps, Inc.	S.O.S. Band Larry Graham Kurtis Blow	Change Spinners

Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WOL
Washington, D.C.
Bobby Bennett

ADDED
None

HOTTEST
S.O.S. Band
Harold Melvin & Bluenotes
Spinners
Rhyze
Kool & The Gang
Ambrosia
Invisible Man's Band
Isley Brothers
Rockie Robbins
Raydio "Time"

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Isley Brothers
Isaac Hayes

HOTTEST
Change
Lipps, Inc.
Gladys Knight
Cameo
Stephanie Mills
Spinners
Jermaine Jackson
Stacy Lattisaw
Rockie Robbins
Herbie Hancock

WWIN
Baltimore, MD
Curtis Anderson

ADDED
None

HOTTEST
Kurtis Blow
Larry Graham
Teena Marie
Stone City Band
Fatback Band "Backstrokin'"
Gene Chandler
John & Arthur Simms
Raydio "For"
Commodores
B.T. Express

WXVY
Baltimore, MD
Larry Wilson

ADDED
None

HOTTEST
Fatback Band "Backstrokin'"
Larry Graham
S.O.S. Band
Gladys Knight
Spinners
Lipps, Inc.
Jermaine Jackson

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Smokey Robinson
Jermaine Jackson "You're"
Al Johnson
Pleasure
Dynasty
Fat Larry's Band

HOTTEST
Commodores
Roy & Wayne
Teddy Pendergrass
Cameo
Al Jarreau
Dramatics
Boz Scaggs
Larry Graham
Harold Melvin & Bluenotes
7th Wonder

MIDWEST

WBMX
Chicago, IL
Stephen Harris

ADDED
Al Jarreau "Distracted"

HOTTEST
Larry Graham
Kurtis Blow
Patti Labelle
Al Jarreau
Chaka Khan
Stone City Band
Cameo
B.T. Express
Jermaine Jackson "Burnin'"
Ambrosia

KAEZ
Oklahoma City, OK
Steve Scott

ADDED
Herb Alpert
Jabaro
Brick
Kurtis Blow

HOTTEST
Fatback Band "Money"
Change
S.O.S. Band
Gene Chandler
Brothers Johnson
Chaka Khan
Bobby Caldwell
Lipps, Inc.
Al Jarreau

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Young & Company

HOTTEST
Kurtis Blow
S.O.S. Band
Spinners
Bobby Caldwell
Fatback Band "Backstrokin'"
Stacy Lattisaw
Gladys Knight
Cameo "Shake"
Johnny Guitar Watson
Vaughan Mason & Crew

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Rick James
Ashford & Simpson
Brecker Brothers
Chic
Trussel

HOTTEST
Kurtis Blow
Larry Graham
S.O.S. Band
Rick James
Stacy Lattisaw
Midnight Star
Skyy
Stone City Band
Spinners
Dayton

WVCO
Columbus, OH
Kirk Bishop

ADDED
Rose Royce
Teddy Pendergrass
ADC Band
David Hudson
7th Wonder
Collins & Collins
Patrice Rushen/D.J. Rogers

HOTTEST
Larry Graham
Lipps, Inc.
Kurtis Blow
Stephanie Mills
Cameo "We're Goin'"
Skyy
Teena Marie
Patti Labelle
Average White Band
Change

WDAO
Dayton, OH
Turk Logan

ADDED
Mille Jackson
Coco Taylor
Chic
Fatback Band "Backstrokin'"
Mass Production
Trussel
Chuck Cissel
Herb Alpert
Smokey Robinson
Platypus
David Oliver
Interlude

HOTTEST
Larry Graham
Change
Stacy Lattisaw
Dayton
Skyy
Spinners
Natalie Cole
Candi Staton
Isaac Hayes
Patti Labelle

WLOU
Louisville, KY
Bill Price

ADDED
ADC Band
Heat
Collins & Collins
Simba
Players Association
Elsie & Ellen

HOTTEST
Kurtis Blow
Roberta Flack/Donny Hathaway
Natalie Cole
Stanley Clarke
Brothers Johnson
Delegation
Larry Graham
Rufus & Chaka
Prince
Stacy Lattisaw

KATZ
St. Louis, MO
Earl Parnell

ADDED
None

HOTTEST
Jermaine Jackson
Rockie Robbins
S.O.S. Band
Gladys Knight
Bobby Caldwell
One Way
Temptations
Stephanie Mills
Spinners
Five Special

KPRS
Kansas City, MO
Dell Rice

ADDED
None

HOTTEST
Stephanie Mills
Bobby Caldwell
Jermaine Jackson
Con Funk Shun "Got"
Fatback Band "Money"
Two Tons O' Fun
Invisible Man's Band
Ray, Goodman & Brown
Herbie Hancock
S.O.S. Band

KMJM
St. Louis, MO
Harry O

SOUTH

WOIC
Columbia, SC
Bob Walters

ADDED
Rose Royce
Shalamar
Starpoint
Barry White
Johnnie Taylor

HOTTEST
Larry Graham
Lipps, Inc.
S.O.S. Band
Invisible Man's Band
Spinners
Patti Labelle
Roberta Flack/Donny Hathaway
James Last Band
Harold Melvin & Bluenotes
Delegation

WVEE
Atlanta, GA
Scotty Andrews

ADDED
None

HOTTEST
Fatback Band "Backstrokin'"
Larry Graham
S.O.S. Band
Gladys Knight
Spinners
Lipps, Inc.
Jermaine Jackson

KOKY
Little Rock, AR
Jimmy Smith

ADDED
Average White Band
Pleasure
Michael Henderson

HOTTEST
Larry Graham
Rockie Robbins
Brothers Johnson
Stanley Clarke
S.O.S. Band
Stacy Lattisaw
Natalie Cole
Spinners
Billy Preston & Syreeta
Patrice Rushen/D.J. Rogers

KAPE
San Antonio, TX
Cesta Ayers

ADDED
Rose Royce
Platypus
Teddy Pendergrass
Dynasty

HOTTEST
Cameo
Larry Graham
Fatback Band "Money"
Stacy Lattisaw
Temptations
Chaka Khan
B.T. Express
S.O.S. Band
Gladys Knight
Change

WPXI
Charleston, SC
Tony Jamison

ADDED
None

HOTTEST
S.O.S. Band
Chaka Khan
Temptations
Roberta Flack/Donny Hathaway
Larry Graham
Prince
Denise LaSalle
Lipps, Inc.
David Hudson
Kool & The Gang

WLOK
Memphis, TN
Melvin Jones

ADDED
William DeVaughn
Boz Scaggs
One Way
Commodores

HOTTEST
Larry Graham
S.O.S. Band
Patti Labelle
Harold Melvin & Bluenotes
Gladys Knight
Rockie Robbins
Jerry Knight
Change
GQ
Cameo

WGIV
Charlotte, NC
Chris Turner

ADDED
Bobby Waters
Chocolate Milk
Fantastic Elaine
Gap Band
Marva Monroe
Cubby St. Charles
Cameron
Love Committee

HOTTEST
Fatback Band "Backstrokin'"
Ritchie Family
Five Special
Skyy
Commodores
Peter Brown
Spinners
Cameo "Shake"
TTF
Smokey Robinson

WYLD
New Orleans, LA
Ron Ashe

ADDED
None

HOTTEST
Lipps, Inc.
S.O.S. Band
Gladys Knight
Temptations
Chaka Khan
Larry Graham
Change
Roberta Flack/Donny Hathaway
B.T. Express
Cameo

WHRK
Memphis, TN
Ron Olson

ADDED
None

HOTTEST
Fatback Band "Backstrokin'"
Larry Graham
S.O.S. Band
Gladys Knight
Spinners
Lipps, Inc.
Jermaine Jackson

WJJS
Lynchburg, VA
Robert Golts

ADDED
Rene & Angele
Fat Larry's Band
Con Funk Shun
William DeVaughn
Candi Staton

HOTTEST
Larry Graham
Lipps, Inc.
S.O.S. Band
Gladys Knight
Change
Roberta Flack/Donny Hathaway
Chaka Khan
Invisible Man's Band
Cameo
GQ

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
None

HOTTEST
Kurtis Blow
Fatback Band "Backstrokin'"
Kool & The Gang
Change
Air Supply
Lipps, Inc.
Invisible Men's Band
Prince
Roberta Flack/Donny Hathaway
Rockie Robbins

WANT
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
S.O.S. Band
Larry Graham
Change
Gladys Knight
Stephanie Mills
Jerry Knight
Stacy Lattisaw
Lipps, Inc.
Chaka Khan

KMJQ
Houston, TX
Jack Patterson

ADDED
None

HOTTEST
Change
Jermaine Jackson
Kurtis Blow
Fatback Band "Money"
Spinners
S.O.S. Band
Manhattans
Stephanie Mills
Gladys Knight
Kleer

KDAY
Los Angeles, CA
Steve Woods

ADDED
Boz Scaggs
Chic
Commodores

HOTTEST
Larry Graham
Natalie Cole
Spinners
S.O.S. Band
Isley Brothers
Rockie Robbins
Five Special
Brothers Johnson
Change
Stacy Lattisaw

WEST

KDIA
Oakland, CA
Keith Adams

ADDED
Johnny Guitar Watson
Curtis Mayfield/Linda Clifford
Natalie Cole
Rockie Robbins

HOTTEST
Larry Graham
Spinners
Rodney Franklin
Roberta Flack/Donny Hathaway
Cameo
Randy Crawford "Now We"
Raydio "Tonight's"
Whispers "Out"
Change
Gladys Knight
Isley Brothers "Don't"



Jeff Gelb AOR

More Thoughts On Attracting Upper Demos

R&R readers are still responding to the three-part series on maintaining upper demo AOR listeners that ran several weeks ago, proving that topic to be of major concern to all stations right now. With that in mind, I'd like to share the thoughts of three respondents with you.

Underground Resurfaces

KTCL/Ft. Collins MD Rick Lofgren wrote to explain how his station has always tackled the upper demo problem: by maintaining its progressive image. He writes, in part:

"We've found that the concepts of 'underground' or 'progressive' radio in its earliest form are still important to a fairly large number of listeners: low repetition; few commercials; fewer national jingles and screaming announcers; simple, informative conversation and a wide variety of music. Those of us who were exposed to that kind of radio in our early 20's have watched in horror as one after another of those kind of stations changed or disappeared altogether.

"KTCL is not, however, a station living in the past. We've tried (and been successful too, I think) to mix new music, new programs, and new ideas with the traditional freeform attitude we were all weaned on. The results have been a solid core of faithful listeners and an ever-growing number that tune in when the 'chainsaws' and hype get them down. We'll never have a very large teen audience and I guess that means no huge ARB numbers. But, we're providing a valuable service to those upper demos that can't find relateable rock 'n' roll radio."

Rick's points are well-taken, and his station's attitude is commendable. I'm sure that all of us who began in radio's more "progressive" or "freeform" days applaud the handful of remaining stations who have clung to their commitment of a broadbased musical spectrum, sometimes even in the face of decreased financial returns.

AOR: All Over The Road?

At the same time, KTCL's programming philosophy works, in part, because of the size of the community it serves (Ft. Collins) as well as

the station's lack of direct format competition in its marketplace. The fact that it also pulls in interested and loyal listeners from the Denver metro area is icing on the cake for the station. Glenn Corneliess, MD at WAAL/Binghamton, addresses the point of market size and format competition: "WAAL is #1 in teens, 18-24 men and women, and 25-34 men and women. In a larger market, we'd sound all over the road and get beaten in all those age groups by the stations that target more specifically. I think being able to play a variety of music and the opportunity to go for wider demographics depends entirely on your market size and competition. There's really no way in a large market that you can cover the whole AOR musical spectrum, because there are too many stations fighting for the same audience. You become forced to target for a specific demographic."

Those Oldies But Goodies

Meanwhile, Dave Lange, PD at WDVE/Pittsburgh, downplays the importance of restructuring

musical and programming policies to attract upper demos. As he sees it, "I think there's a lot of confusion here. I think everyone's looking at the front of the ARB's and noticing an increase in 25-35's, which is going to be happening for awhile. But I think they're way overreacting.

"There are six years of 18-24's and ten for 25-35, so I expect to see more people showing up there. But it's nothing to panic over. My feeling is that most people decide what music they're going to listen to for the rest of their lives sometime between 16 and 21. We use a lot of image artists from ten years ago to appeal to the older audience; groups like Cream and the Yardbirds. At the same time, I don't think it's detrimental to our younger listeners, as long as the music doesn't feel radically different from the way the station usually sounds. (Playing the Lovin' Spoonful, for example, might adversely affect our younger demos.)"

WDVE also runs an oldies show on Sunday mornings to help pull in older listeners, who can hear the image artists they grew up listening to, and then (it's hoped) stick around for the station's regular programming when the show's over. Such oldies shows have taken off at AOR's across the country, and may be one excellent way in which AOR radio can tackle the upper demo bulge.

As always, your responses are welcomed.

UPDATE

KAZY/Denver is looking for rock star memorabilia for its upcoming rock auction for cystic fibrosis. Contact MD Greg Gillispie at (303) 759-5600 after 2pm any weekday . . . KLOS/Los Angeles bought 15,000 parking spaces for five nights of L.A. Who concert appearances (in shows co-sponsored by neighboring KMET) . . . WIYY/Baltimore simulcast the audio portion of a TV interview with Heart that was done by MD Chuck DuCoty for a Baltimore TV outlet . . . The June 20 "Funky Winkerbean" comic strip featured a character in a WMMS T-shirt . . . KTXQ/Dallas's coverage of the recent Texas Jam included backstage interviews with most of the concert stars, along with concert broadcast segments by April Wine and Sammy Hagar . . . KDKB/Phoenix is celebrating the Who's local concert date by offering promotion winners tickets and limo service to the show, plus a pinball machine, and for concertgoers, Who concert patches . . . KTYD/Santa Barbara secured a famous host for its coverage of a summer solstice benefit concert, when Jim Messina showed up. As part of his guest DJ shift, he called buddy Kenny Loggins for what must have been a uniquely revealing interview . . . Chicago

beachgoers can watch out for the Loop Beach Patrol, giving away T-shirts, radios, and registrations to win a '57 Chevy in conjunction with Columbia and the Tommy Tutone album . . . Has this ever happened to you? WZXR/Memphis MD Redbeard caught a sudden case of laryngitis while on the air last week, so he enlisted listeners' aid in completing his show. Listeners phoned in PSA's, weather, and other break information. Also helping man the board for the shift were visiting promo people Michael Papale and R&M's Lee Durham . . . Listen for WBAB/Long Island MD Marc Coppola's voice as the DJ in the upcoming film "Times Square." Marc was also the announcer voice in "Apocalypse Now" . . . Among recent air guitar contest prizes: WRCN/Long Island awarded a \$1000 Fender Stratocaster; Y-95/Rockford gave away a \$400 stereo system; WYDD/Pittsburgh gave out a Les Paul guitar in a contest judged by members of Iron City Houserockers (with contestants miming one of the band's tunes) . . . KEZY/Anaheim's live coverage of the Summer Solstice anti-nukes concert in Laguna Niguel included interviews with Country Joe, Bonnie Raitt and Father Guido Sarducci . . . Congrats to award-winning News Directors Steve North of WLIR/Long Island, and KGON/Portland's Chris Burns, recipients of awards from the One-to-One organization and the Oregon Broadcasters Association respectively . . . WQFM/Milwaukee is broadcasting live, 24-hours a day from the city's eleven-day Summerfest of musical talent . . . WVUD/Dayton celebrated the coming of summer with "Hot Fun in the Sun," a concert picnic on station grounds with beer, pizza, and live music for 800 listeners . . . WRKI/Bridgeport drafted a big supporter for its charity softball match against the Simms Bros. band when Meat Loaf joined the I-95 team (who naturally won, 19-7) . . . Love 94/Miami's bed race benefit for MD attracted 31 entries, included a free concert by Frank Weber, and raised \$12,000 . . . KFMH/Muscataine broadcast a nine-hour summer jam of area bands which raised \$1200 for MD . . . WMMR/Philadelphia held a block party free concert with Pickin' prior to its exclusive "Blues Brothers" movie screening for 500 listeners. When the group appears in Philadelphia, WMMR will send 400 listeners to the show with their very own Blues Bros. harmonicas . . . WNEW-FM/New York will help coordinate a small-hall Genesis concert that's a benefit for UNICEF.



THEY DON'T NEED NO EDUCATION — KAZY/Denver morning team Baxter and Samansky staged their whole show from one of the city's busiest intersections, where the team asked schoolteachers to bring their kids out for a chorus of "Another Brick In The Wall, Part Two."

WE THANK YOU!

For the most successful 2-hour radio show in history!

The BBC's

ERIC CLAPTON SPECIAL



Sponsored by:

CRAIG



RECORDS & TAPES

Panasonic



ERIC CLAPTON · JUST ONE NIGHT



Broadcast this 4th of July weekend, on 275 radio stations, covering 100% of the U.S.A.

Look for our upcoming specials; "ROLLING STONES" (August 17th), "PAUL McCARTNEY AND WINGS" (Labor Day weekend), "25 YEARS OF ROCK."

LONDON WAVELENGTH

Syndicators of the weekly BBC "Rock Hour"
154 East 46th Street, New York, New York 10017 (212) 682-5390

Jeff Gelb

EVOLUTION

Ron Parker has exited as MD at Zeta 4/Miami . . . Paul "Lobster" Wells has exited KSAN/San Francisco . . . Jeremy Savage has exited WAAF/Worcester for airwork at WCOZ/Boston . . . J.D. Steele has exited 6-10pm at KBCO/Boulder. Joining the station are Alexia, from KROQ/Pasadena, for 10pm-2pm; Jim Schwar, from KGOU/Norman, for 6-10pm; and Peter Moon, from WMAS/Springfield, for 2-6am . . . Gabriel Wisdom has rejoined the airstaff at KGB-FM/San Diego . . . Paige Beal has been named Promotions Director at WMYK & WZAM/Norfolk . . . KXOA/Sacramento News Director Jim Taylor has exited the station.

MARKET SURVIVAL

US 93 LAFAYETTES NEW ALBUM ROCK STATION 93 FM



PUTTING US 93 ON THE MAPS — US 93 became Lafayette, Indiana's full-service AOR when it signed on recently. Pictured with a congratulatory sign are station's Don Payne (left) and PD Stuart McRae (right).

COLOR

DOIN' PROMOTIONS THE HARD WAY: In conjunction with MCA and Point Blank's "The Hard Way" album, several stations are setting up promotions on the record's various themes. WKQB/Nashville and KRST/Albuquerque are setting up photo contests of entrants doing something the hard way, with winners receiving cameras. Y-95/Rockford is tying in its air guitar contest with the album (since playing an imaginary guitar is doing it the hard way), with a real guitar the grand prize. WQXM/Tampa is asking listeners to design creative draft cards (in conjunction with the album's song "Rock 'n' Roll Soldiers") in return for tickets and transportation to the band's area concert date. Finally, WIMZ/Knoxville is asking listeners to guess how many nuts and bolts (as pictured on the album's cover) are contained in a glass jar on display at a local record store, in return for a \$200 gift.

T-SHIRTS DEEP, MOUNTAIN HIGH: To increase station visibility, KMTN/Jackson, WY produced customized T-shirts. Several were given out at client locations when the on-air jocks gave out the locations. For the promotion's second week, a station rep hiked 6200 feet up the side of nearby Snow King mountain with T-shirts, and station jocks broadcasted his location.

ATTENTION ALL AOR READERS: We want your video! R&R is assembling a "Video Teletheatre" of radio spots for the upcoming American Radio Expo, and we need your input. If you've produced or obtained a TV spot for your station of which you're proud and want to share with the rest of the radio community, we'd like to showcase your spot with the cream of the other formats' crops.

We can accept your spot in any format: Beta, VHS, U-Matic, or film. And we can also return same to you as soon as we make our copy for the video presentation that will run throughout the upcoming American Radio Expo. Please send your spots to Jeff Gelb at R&R, 1930 Century Park West, Los Angeles, CA 90067.



MOTELS BOOKED — Capitol's Motels were congratulated by several AOR representatives following the group's recent L.A. club dates. Pictured (l-r) are Capitol National AOR Promotion Manager Ray Tusken, KLOS/Los Angeles PD Tommy Hedges, group's Martha Davis, WLUP/Chicago MD Sky Daniels.



REX RAVES — Dreamland's Nervus Rex recently played at an East Coast party to introduce the band. Pictured (l-r) are unidentified man, group's Shaun Brighton, Lauren Agnell and Diane Athey, WNEW-FM/New York's Dan Neer, group's J. Gildersleeve, WNEW-FM's Dave Herman, unidentified woman, WNEW-FM's Bernie Bernard, WLIR/Long Island MD Larry Kleinman, Dreamland VP of Promotion and Marketing Rick Swig.

PROMOTION OF THE WEEK



Nova 104 Soars Thru Summer

Nova 104 frisbees, part of the station's month-long May promotional campaign, were given away in conjunction with other promotion items.

416 frisbees were manufactured in Portland, Oregon at a cost of 96¢ each, and were free to listeners who phoned in when they were mentioned on the air. The promotion has been so successful that it's now scheduled to continue throughout the summer.

Scott Kelly, PD
Nova 104 (KGRA)/Lake Charles, LA

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.

CONCERTS & CONVERSATIONS

PRESENTATIONS: KRVE/Santa Rosa presented Snail, Stoneground for free.

RADIO CONCERTS: Romantics on KILO/Colorado Springs . . . Blotto, Steppenwolf on WLIR/Long Island.

GUEST DJ'S: Romantics on WABX/Detroit . . . Howard Hesseman (WKRP) on WSRZ/Sarasota.

CONVERSATIONS: Judas Priest on KAZY/Denver . . . REO Speedwagon on WILS-FM/Lansing . . . Robn Lane on WMMR/Philadelphia . . . Triumph on WRHY/York . . . Jefferson Starship on WKLC/W. Virginia . . . Ray Gomez on KILO/Colorado Springs . . . Tonio K., Walter Egan on KEZY/Anahelm . . . Klark Kent on KNAC/Long Island . . . Dirty Looks on WQBK/Albany . . . D.L. Byron, Benny Mardones, Blotto, Carlyne Mas, Bill Bruford, John Kay on WLIR/Long Island . . . Jefferson Starship on M105/Cleveland . . . Brian Auger on KVRE/Santa Rosa . . . Rocky Burnette, Robert Fripp on WBCN/Boston . . . Triumph on WDHA/North Jersey . . . Def Leppard, Marshall Tucker, Blues Bros. on WMMS/Cleveland . . . Southside Johnny, Point Blank, Triumph on DC101/Washington, D.C. . . . Michael McDonald, Gentle Giant, LRB, PPL, Journey, Bob Welch on KBCO/Boulder . . . Blackfoot, Henry Paul on WORJ/Orlando . . . Jon Anderson on WYDD/Pittsburgh . . . Genesis on WMMS/Cleveland . . . Pat Travers, Southside Johnny, Billy Squier, Jimmy Lovine on WZXR/Memphis . . . Cheap Trick on WCMF/Rochester . . . Marshall Tucker on WHCN/Hartford . . . Ted Nugent on WMAD/Madison . . . Alice Cooper, Shandi on KNAC/Long Beach . . . PPL on WLIR/Long Island . . . Robert Fripp on CHEZ-FM/Ottawa . . . Father Guido Sarducci on KTYD/Santa Barbara, WZZO/Allentown, KWST/Los Angeles, KLOS/Los Angeles . . . Angela Bofill, Liv Taylor on KBBC/Reno.

QUEEN

The Game

(SE-513)

The New Album.

QUEEN

The Game



Includes
"Crazy Little Thing Called Love"
and
The new single "Play the Game"
(E-46652)

On Elektra Records & Tapes
Produced by Queen

 Give the gift
of music.

 elektra

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Radio & Records

Album Airplay/ 40

Chart Summary

July 4, 1980

163 REPORTERS

Album cuts are listed in order of airplay preference

Chart showing previous weeks' positions (6/13, 6/20, 6/27, 7/4) for various albums.

- Album titles and artist names: PETE TOWNSHEND, GENESIS, URBAN COWBOY, BOB SEGER & SILVER BULLET, KINKS, GRATEFUL DEAD, ROADIE, BLUES BROTHERS, ERIC CLAPTON, BLACKFOOT, VAN HALEN, GRAHAM PARKER & RUMOUR, TED NUGENT, ROSSINGTON COLLINS, ALICE COOPER, CHEAP TRICK, BLACK SABBATH, BILLY JOEL, ROXY MUSIC, SAMMY HAGAR, JUDAS PRIEST, FOGHAT, SOUTHSIDE JOHNNY & ROLLING STONES, TOMMY TUTONE, BLUE OYSTER CULT, PAUL McCARTNEY, JEFF BECK, POINT BLANK, ELTON JOHN, JOURNEY, BOZ SCAGGS, PRETENDERS, JOAN ARMATRADING, DAVE MASON, SCORPIONS, BILLY SQUIER, PETER GABRIEL, PHILIP LYNOTT, BOB DYLAN.

- Album titles and artist names: Empty Glass (Atco), Duke (Atlantic), Various Artists (Full Moon/Asylum), Against The Wind (Capitol), One For The Road (Arista), Go To Heaven (Arista), Various Artists (WB), Blues Brothers (Atlantic), Just One Night (RSO), Tomcattin' (Atco), Women & Children First (WB), The Up Escalator (Arista), Scream Dream (Epic), Anytime - Anyplace... (MCA), Flush The Fashion (WB), Found All The Parts (Epic), Heaven & Hell (WB), Glass Houses (Columbia), Flesh & Blood (Atco), Danger Zone (Capitol), British Steel (Columbia), Tight Shoes (Bearsville/WB), Love Is A Sacrifice (Mercury), Emotional Rescue (Rolling Stones), Tommy Tutone (Columbia), Cultosaurus Erectus (Columbia), McCartney II (Columbia), There And Back (Epic), The Hard Way (MCA), 21 At 33 (MCA), Departure (Columbia), Middle Man (Columbia), Pretenders (Sire), Me Myself I (A&M), Old Crest On... (Columbia), Animal Magnetism (Mercury), The Tale Of The Tape (Capitol), Peter Gabriel (Mercury), Solo In Soho (WB), Saved (Columbia).

- Album titles and artist names: "Door" "Gonna" "Rough" "Little", "Misunderstanding" "Turn" "Lines", "Night" "Nine" "Hello" "Falling", Title "Betty" "Line" "Bop", "Got Me" "Lola" "Celluloid" "Day", "Alabama" "Ease" "Feel", "Everything" "Run" "Ball", "Gimme" "Katy" "Chicago" "Rock", "Tulsa" "Cocaine" "Midnight", "Fox" "Gimme" "Warped", "Cradle" "Rhyme" "Whiskey", "Night" "Stupefaction" "Empty", "Wango" Title "Hard", "Prime" "Misunderstand", "Clones" "Talk", "Day" "Good" "Hold", "Evil" Title "Neon", "R&R" "Leyna" "Fantasy", Title "Over" "Midnight" "Scene", "Reputation" "Money", "Midnight" "Law", "Stranger" "Loose" "Dead", "Heart" "Why", Title "Dance" "Romance" "Cold", "Angel" "Date" "Seat", "Blade" "Plan" "Wind" "Monsters", "Coming" "Bogie" "Way", "Star" "Becko" "Pump" "Boogie", "Soldier" Title "Star", "Chasing" "White" "Jeannie", "Walks" "People" "Fire" "Time", "Imagination" "Jojo" "Breakdown", "Sobbing" "Brass" "Neck", Title "Beach", "Paralyzed" "Talk", "Zoo" Title, "High" "Beat", "Remember" "Games" "Control", "Call", "Rock" "Covenant" "What" Title.

The old has begun to make way for the new, as some of summer's first major releases showed up this week. Watch for many changes in coming weeks as more heavy hitters make their airplay presence felt. TOWNSHEND stayed strongly at the top of the chart, while GENESIS moved up to second place with phenomenal hits. COWBOY sidled up to third place and KINKS hit top five. BROTHERS moved up as BLACKFOOT hit top ten, showing well in upper rotations. PARKER and NUGENT held rock steady as ROSS-COLLINS jumped, pushed by increases in upper rotations. TRICK and SABBATH maintained while ROXY jumped and HAGAR inched up. FOGHAT and SSJ held their own. STONES debuted with strong initial response both to the album and single release (many stations had not yet received their copies of the album when they reported, so expect significant single-to-album conversions next week). BOC debuted handsomely with strong reports in all rotations. BECK continued his climb, as did ARMATRADING and GABRIEL LYNOTT and DYLAN debuted, while HENRY PAUL and PURE PRAIRIE LEAGUE almost charted this week.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

New Entry

MOST ADDED

Table with 5 columns (7/4, 6/27, 6/20, 6/13, 6/6) showing album additions for artists like ROLLING STONES, HENRY PAUL BAND, BLUE OYSTER CULT, JACKSON BROWNE, LE ROUX, JEFF BECK, SILENCERS, QUEEN, BOB DYLAN, CARLY SIMON, ROXY MUSIC, XANADU, ROSSINGTON COLLINS, MOTELS, NEW ADVENTURES.

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

Table with 5 columns (7/4, 6/27, 6/20, 6/13, 6/6) showing medium reports for artists like SAMMY HAGAR, GRAHAM PARKER & RUMOUR, FOGHAT, SOUTHSIDE JOHNNY & ROLLING STONES, ROXY MUSIC, BLACK SABBATH, TOMMY TUTONE, POINT BLANK, ROSSINGTON COLLINS, CHEAP TRICK, JUDAS PRIEST, BLACKFOOT, ROADIE, KINKS, JOHN ARMATRADING.

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

Table with 5 columns (7/4, 6/27, 6/20, 6/13, 6/6) showing hottest reports for artists like PETE TOWNSHEND, GENESIS, URBAN COWBOY, BOB SEGER & SILVER BULLET, GRATEFUL DEAD, ERIC CLAPTON, KINKS, VAN HALEN, BILLY JOEL, ROXY MUSIC, ALICE COOPER, ROADIE, TED NUGENT, BLACKFOOT, FOX CHASE, ALICE COOPER, CHEAP TRICK.

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.

YOU

are making the difference.

Radio is responding
like never before to
JOAN ARMATRADING.

ME MYSELF I

the definitive album.

"Based on my Airplay Index,
ME MYSELF I is the most accepted
Joan Armatrading track on Album
Radio in the history of the sheet."

BILL HARD
Friday Morning Quarterback

"Awe inspiring as a songwriter,
explosive as a performer, Now Joan
has given us rockers... a record we
can love."

STEVE SMITH
The Album Network

All she needed was you
ME MYSELF I

SP4809

A hit from
JOAN ARMATRADING.



ON A&M RECORDS & TAPES

A MUST SEE: JOAN ARMATRADING U.S. TOUR

- July 15
Lenox, MA
- July 22
Worcester, MA
- July 23
Boston, MA
- July 24
Portland, ME
- July 25
Philadelphia, PA
- July 26
New York, NY
- July 28
Washington, D.C.
(More dates to come)



AOR BREAKERS

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

BLUE OYSTER CULT



There And Back (Epic)
"Star" "Becko" "Pump"
"Boogie." 64% of our
reports on it. Total album
reports: 88. A-28, M-41,
H-16. Charted this week
at No. 28.

THE ROLLING STONES



"Emotional Rescue"
"Dance" "Romance"
"Cold." 51% of our
reports on it. Total album
reports: 83. A-78, M-1, H-4.
Debuted this week at No.
24.

BLUE OYSTER CULT

Cultosaurus Erectus
(Columbia)
"Bleed" "Plan" "Wind"
"Monsters." 59% of our
reports on it. Total album
reports: 96. A-54, M-26,
H-28. Debuted this week
at No. 28.

JEFF BECK



There And Back
(Epic)
"Star" "Becko" "Pump"
"Boogie." 64% of our
reports on it. Total album
reports: 88. A-28, M-41,
H-16. Charted this week
at No. 28.

ROLLING STONES

Emotional Rescue
(Rolling Stones)
Title "Dance" "Romance"
"Cold." 51% of our
reports on it. Total album
reports: 83. A-78, M-1, H-4.
Debuted this week at No.
24.

SINGLES

- 1 CHARLIE DANIELS BAND "In America" (Epic)
- 2 ROGER DALTREY "Free Me" (Polydor)
- 3 JACKSON BROWNE "Boulevard" (Asylum)
- 4 QUEEN "Play The Game" (Elektra)
- 5 PURE PRAIRIE LEAGUE "Let Me Love" (Casablanca)
- 6 KROKUS "Heatstrokes" (Ariola)
- 7 DEF LEPPARD "Rock Brigade" (Mercury)
- 8 ELO "I'm Alive" (MCA)
- 9 PAT TRAVERS BAND "Is This Love" (Polydor)
- 10 ROCKY BURNETTE "Tired Of Toelin'" (EMI America)
- 11 RUSS BALLARD "On The Rebound" (Epic)
- 12 SPIDER "New Romance" (Dreamland)
- 13 IAN HUNTER "We Gotta Get Out Of Here" (Chrysalis)
- 14 KINGBEES "My Mistake" (RSO)
- 15 SQUEEZE "Pulling Mussels..." (A&M)

These 45's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

JAZZON AOR

- 1 DIXIE DREGS "Dregs Of The Earth (Arista)
- 2 STANLEY CLARKE "Road" "Twiggs"
"Rocks, Pebbles & Sand (Epic)
- 3 AL DIMEOLA "Splendido Hotel (Columbia)
- 4 KITTYHAWK "Roller" "Allen" "Dream"
"Islands" "Chinazo" "Never"
"Kittyhawk (EMI America)
- 5 MICHAEL FRANKS "One Bad Habit (WB)
"Title "Baseball"
"Wizard Island (Arista)
- 6 JEFF LORBER FUSION "This "Enough"
"Title "Enough" (WB)
- 7 AL JARREAU "Never" "Time" "Spain"
"Rhapsody & Blues (MCA)
- 8 CRUSADERS "Call" "Sweet"
"Nite Ride (Inner City)
- 9 DAN SIEGEL "Habit" "Friday" "Back"
"Catching The Sun (MCA)
- 10 SPYRO GYRA "Title "Autumn"

These albums received significant airplay reports this week but did not chart on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed.

REGIONAL AOR ACTIVITY

EAST

Albany
518-492-5555

104 WQHK FM
104.1

104.1 WQHK FM
104.1

104.1 WQHK FM
104.1

Boston
617-266-1111

104.1 WQHK FM
104.1

104.1 WQHK FM
104.1

104.1 WQHK FM
104.1

Allentown
215-894-0511

WZZO
93.7

WZZO
93.7

WZZO
93.7

Boston
617-247-0850

WQZ
93.7

WQZ
93.7

WQZ
93.7

Baltimore
301-889-0098

98 Rock WYVY
98.5

98 Rock WYVY
98.5

98 Rock WYVY
98.5

Boston
617-262-5900

98 Rock WYVY
98.5

98 Rock WYVY
98.5

98 Rock WYVY
98.5

Binghamton
807-772-8850

WAAA
93.7

WAAA
93.7

WAAA
93.7

Bridgeport
203-579-9995

98 Rock WYVY
98.5

98 Rock WYVY
98.5

98 Rock WYVY
98.5

MOST ADDED

ROLLING STONES
Emotional... (Rolling Stones) 24/23

HENRY PAUL BAND
Feel The Heat (Atlantic) 22/19

BLUE OYSTER CULT
Cultosaurus... (Columbia) 23/11

SILENCERS
R'N'R... (Precision) 12/11

JACKSON BROWNE
Hold Out (Asylum) 11/11

Buffalo
716-881-4555

97 Rock WGRM
97.1

97 Rock WGRM
97.1

97 Rock WGRM
97.1

Clermont
603-542-7735

WECM
93.7

WECM
93.7

WECM
93.7

Hartford
203-549-3456

WCCC
93.7

WCCC
93.7

WCCC
93.7

MEDIUM

ROXY MUSIC
Flash & Blood (Atco) 29/17

FOGHAT
Tight... (Bearsville/WB) 24/16

SOUTHSIDE JOHNNY/
ASBURY JUKES
Love Is... (Mercury) 31/15

BLUES BROTHERS
Blues Brothers (Atlantic) 30/14

JOAN ARMSTRADNG
Me Myself I (A&M) 21/14

DAVE MASON
Old Crest On... (Columbia) 15/14

Hartford
203-247-1060

WLOX
93.7

WLOX
93.7

WLOX
93.7

Lewiston-Portland
207-783-2065

WBLM
93.7

WBLM
93.7

WBLM
93.7

Long Island
516-485-9200

WLSM
93.7

WLSM
93.7

WLSM
93.7

THE HOTTEST

PETE TOWNSHEND
Empty Glass (Atco) 36/36

GENESIS
Duka (Atlantic) 39/35

GRATEFUL DEAD
Go To Heaven (Arista) 33/29

KINKS
One For The Road (Arista) 36/28

URBAN COWBOY
Verano (Full Moon/Asylum) 33/26

BOB SEGER &
SILVER BULLET BAND
Against The Wind (Capitol) 28/26

Long Island
516-587-1023

WLOX
93.7

WLOX
93.7

WLOX
93.7

Long Island
516-727-1570

WLOX
93.7

WLOX
93.7

WLOX
93.7

Manchester
603-825-6915

WLOX
93.7

WLOX
93.7

WLOX
93.7

MIDWEST

93QFM Milwaukee

414-276-2040

PD PAUL BELL
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)

PD JEFF BECK
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)

PD JEFF BECK
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)

STARD KDWB-FM Minneapolis

612-739-4000

PD PAUL BELL
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)

PD JEFF BECK
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)

KFMM Muscatine

319-263-2512

PD LISA CATALANO
 CAROL SHERIN (Mercury)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)

PD JEFF BECK
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)
 JEFF BECK (Epic)
 ROLLING STONES (Atlantic)

Oklahoma City

405-831-8881

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

Oklahoma City

405-528-5543

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

Z-92 Omaha

402-592-5300

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
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106.7 WUWT Peoria

309-674-2000

PD BOB DYLAN
 BOB DYLAN (Capitol)
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PD BOB DYLAN
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Rockford

815-877-3075

PD BOB DYLAN
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PD BOB DYLAN
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Rockford

815-399-2233

PD BOB DYLAN
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PD BOB DYLAN
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 BOB DYLAN (Capitol)

Winnipeg

517-892-9528
517-894-2996

PD BOB DYLAN
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 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
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Saginaw

517-892-9528
517-894-2996

PD BOB DYLAN
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PD BOB DYLAN
 BOB DYLAN (Capitol)
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St. Louis

314-842-1111

PD BOB DYLAN
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 BOB DYLAN (Capitol)

PD BOB DYLAN
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 BOB DYLAN (Capitol)
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St. Louis

314-842-1111

PD BOB DYLAN
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 BOB DYLAN (Capitol)
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PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

Terre Haute

812-238-2557

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
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Terre Haute

812-238-2557

PD BOB DYLAN
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PD BOB DYLAN
 BOB DYLAN (Capitol)
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FM 104 Toledo

419-248-3377

PD BOB DYLAN
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PD BOB DYLAN
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T-95 Wichita

316-722-8123

PD BOB DYLAN
 BOB DYLAN (Capitol)
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PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
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92 Citi FM Winnipeg

204-776-0371

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
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92 Citi FM Winnipeg

204-776-0371

PD BOB DYLAN
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PD BOB DYLAN
 BOB DYLAN (Capitol)
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WEST

KRST Albuquerque

505-266-7946

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

KSPN Aspen

303-925-5778

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
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KEZY Kicks Ass Anaheim

714-778-3896

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

NBCO Boulder

303-444-5800

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

MOST ADDED

ROLLING STONES
Emotional... (Rolling Stones) 22/20

BLUE OYSTER CULT
Cultosaurus... (Columbia) 22/14

QUEEN
Hold Out (Elektra) 14/11

JACKSON BROWNE
Hold Out (Asylum) 13/11

BOB DYLAN
Saved (Columbia) 23/10

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

MEDIUM

TOMMY TUTONE
Tommy Tutone (Columbia) 23/17

GRAHAM PARKER & RUMOUR
The Up Escalator (Arista) 29/16

SAMMY HAGAR
Danger Zone (Capitol) 26/16

BLACK SABBATH
Heaven & Hell (WB) 20/16

SOUTHSIDE JOHNNY & ASBURY JUKES
Love Is... (Mercury) 19/15

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

THE HOTTEST

PETE TOWNSHEND
Empty Glass (Atco) 36/35

GENESIS
Duke (Atlantic) 31/30

GRATEFUL DEAD
Go To Heaven (Arista) 35/29

BOB SEGER & SILVER BULLET BAND
Against... (Capitol) 34/28

URBAN CONBOY
Various (Full Moon/Asylum) 32/26

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

KRST Albuquerque

505-266-7946

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

KSPN Aspen

303-925-5778

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

KILO 94 Colorado Springs

303-634-4896

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

KAZY Denver

303-759-5600

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

103 KBPJ Denver

303-936-2313

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

K97 Denver

303-759-5600

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
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 BOB DYLAN (Capitol)

KTCL Fort Collins

303-571-1232

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

KRDU Fresno

209-226-5991

PD BOB DYLAN
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)
 BOB DYLAN (Capitol)

PD BOB DYLAN
 BOB DYLAN (Capitol)
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 BOB DYLAN (Capitol)



Jim Duncan

Country



RIDE 'EM COWBOY — Wayne Gardner, morning personality on WKSJ/Mobile, AL, is pictured trying out the station's new mechanical bull, El Toro. As reported in last week's "Air Waves" column, WKSJ is the first radio station in the nation to obtain one of the bulls from Gilley's Club in Pasadena, TX. The popularity of these mechanical bulls was stimulated by the recent "Urban Cowboy" movie. WKSJ plans to use the bull for charity events, station promotions and remotes. By the way, a recent edition of the Gilley's Club newsletter listed the price of the El Toro Mechanical Bull at \$4455.

News Notes

Hope you had a great 4th of July. Many radio stations have already reported promotions built around one of the big holidays of the year. I don't know about you, but I really get into holidays. For example, this month besides my annual celebration of Independence Day, I have marked these important dates to remember: July 12-13, National Nude Beach Weekend (I am planning my annual beach party remote — sponsored by Knudsen of course!); July 15-22, National Avoid Boredom Week (R&R's not going to require a column out of me that week.); July 15, National Ice Cream Day (A double scoop of rocky road, please) and let's not forget July 20, the 11th anniversary of the first man on the moon (You can just imagine what I do on Moon Day!) . . . Denver is getting an FM Country station for the first time. As of next Monday, according to new PD Bill Call, KYGO-FM will drop Top 40 for Country. Steve Kenney is the GM for KYGO and for sister-station KIMN. Call told R&R, "We plan to lean toward a contemporary solid-adult sound. FM stereo Country is really happening in many markets and we feel we have a good shot." The station will be live with only a few hours of automation on the all-night. . . . WSN/Allentown, PA is changing from P/A to Country, also next Monday (7-7). The 5000 watt AM station will be guided by GM Rick Musselman and PD Mickey Hagerty, a recent transplant from WEEX/Easton, PA . . . With Neil Rockoff (former GM of WHN/New York) being named the GM of KHJ here in L.A., lots of people wondering if there might be a format change in the works. Having worked with Neil on the CMA board, I know he has a genuine respect for Country music. Anyway, it's good to have him back in Los Angeles radio . . . Con Schader of KLAQ/Denver was just elected to the Colorado Country Music Hall of Fame during the recent week-long Country Music Festival. Con has worked 18 years at KLAQ, which is now in its 25th year as a Country station . . . Lisa Landau has joined WOKK/Meridian, MS from cross-town WFEZ. She will be doing the evening show. MD Van Mac moves to middays from afternoons, with PD Larry Edwards and Johnny Mack Brown teaming to do afternoon drive . . . KFH/Wichita announced it will carry K.C. Chiefs football for the 1980 season . . . Lamar Lynn, former morning man at WQQT/Savannah, GA, will be doing an all-night trucking show on WGEC-FM/Springfield, GA . . . After five years at WBAX/Wilkes-Barre, PA, Vince Webber joins WBRX/Berwick, PA for his first PD job. Webber had been MD for WBAX . . . KRMD/Shreveport, LA OD Tom Phifer reports he has a new direct phone line for music calls, etc. (318) 221-1025 . . . Mickey Gilley has a unique first on the R&R Country chart this week with two songs in the top 10. His "Stand By Me" is also doing well in the P/A and Top 40 sections . . . R&R Nashville Editor Biff Collier and Scott Evans of Winner Productions are putting together a weekly radio show showcasing the top 30 Country songs of the week. The "Nashville Connection" will be co-hosted each week by a different Country artist. The first program features Charlie Daniels. For more information call (615) 637-5742 . . . Don't miss Page 3 of this week's R&R, telling the "shocking" details of WQAM/Miami air personality Dale Sommers being struck by lightning. WDAF's former "Afternoon Bozo" is expected to soon release a cover version of Debby Boone's "You Light Up My Life." . . . So "watts" news with you?

The Truck Stops Here . . .

THE ROAD ON THE SHOW — The Charlie Douglas Road Gang Tenth Anniversary Tour will begin August 11 at Truckstops Of America in Gallup, NM. WWL/New Orleans legendary all-night trucking personality Charlie Douglas will head up an entourage of over fifty people and carry ten or more new truck displays by many manufacturers, including CR Industries, Goodyear, Cummins Engines, Utility Trailers, and the show's major sponsors, Freightliner Trucks and Truckstops Of America. The traveling truck show will be set up in each town at three in the afternoon and lead into a free Country music show at 8pm. The performers, including Dave Dudley, David Rogers, Becky Hobbs, Kent Westberry, and the



Charlie Douglas

Freightliner Band with Delilah McClane, will do their shows from a self-contained traveling show unit — a 40-foot trailer with drop sides, foldout stage, complete sound system, and even self-generated power if needed. At 11 each night Douglas will move into the truckstop driver's section for a two-hour remote. This year's shows will make 25 different location stops on a Monday through Friday night basis over a five-week period, covering a total of 10,000 miles. Thousands of dollars worth of gifts and prizes will be given away. Charlie told R&R, "Since our direct thrust to the trucker generally takes us out of competition with other radio stations, I have contacted stations along the route and invited them to take advantage of a promotional idea: the use of the free show concept for their listeners. Many stations are calling it their own show, which is excellent."

Just A Thought

Dear R&R,

I was curious if a particular issue has ever been touched on in R&R or at seminars.

It pertains to Program Directors who solicit tapes and resumes for job openings and only reply to that select person chosen for the job.

It is really a bugaboo of mine, perhaps because of my "inexperience," but I'm sure it hurts others too.

I fully realize that a personal reply to hundreds of applicants is not appropriate, but at least a xeroxed "thanks but no thanks" form letter of acknowledgment to those who spend great time and money on a professional T&R package is not out of bounds!

Of course the exceptions would be unsolicited materials and applications from totally unqualified persons.

Wayne Elliot

Music Director

WJJK/Eau Claire, WI

(R&R would like to hear from you. Send comments and thoughts to R&R Country, 1930 Century Park West, Los Angeles, CA 90067.)



WHO IS THAT MASKED MAN? — It's Sam Harrell of Epic Records making a promotion trip to Portland, OR, the city that is being called the "Ash City of the Northwest." The ashes have been falling due to the Mount St. Helens volcano. The masked Harrell is shown with KYTE/Portland MD Don Perry (left) and PD Chris Collier (right).



GOOD AS GOLD — MD Lonnie Glass and PD Mike Ryan of KGFX/Pierre, SD are shown hiding the KGFX "gold" in preparation for another week of the station's "Gold Rush" contest. The contest spanned eight weeks in Pierre and seven other communities. Listeners were invited to prospect for KGFX "Gold" using daily clues as their guide. Half of the clues were available each day on KGFX and the other half at area sponsors. The persons who found the replica "gold" in their town won several hundred dollars worth of cash and gift certificates.

Country

BREAKERS

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

CONWAY TWITTY

I've Never Seen The Likes Of You (MCA)

On 64% of reporting stations. Adds this week include KSON, WHK, WBAX, WYDE, WSLR, KFTN, KGFX, WTHI, WWJO, WMUS, WNVY, WVOJ, WPOR, WNOW. R&R Chart Debut 33.

REBA McENTIRE

(You Lift Me Up) To Heaven (Mercury)

62% of reporters on this record. Charts: debut 24 WMC, 31-25 KKYX, 27-22 KWMT, 30-25 WEAT, 27-22 WSLR, 28-22 KWKH, 36-25 KYNN, 28-18 WSM, 24-18 KSO, 33-25 WLAS. Adds include WBAX, WADR, WKXA, WOKK, WHOO, WQQT, WYDE, WTHI, WFMS, WDAF, KSON, WLZ. R&R Chart Debut 34.

NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

LEON EVERETTE "Over" (Orlando) 67/8, WIL, WKSJ, WINN, KNOE, KLAC, KCUB, KLZ, WBAX. Charts: 7-8 WCOS-FM, 20-13 WBAM, 31-22 KEED, 35-26 KRAM, 37-29 KFTN, 15-10 KMPS, 20-15 WHK, 31-23 KIKX, 22-16 WTSO, 16-12 KYNN, 22-18 WSLR, 28-23 KVET, 30-24 KRAK, 27-21 WLAS. R&R Chart Debut 35.

ROY ORBISON & EMMYLOU HARRIS "That Lovin'..." (WB) 66/13, WIL, WINN, KWKH, KRAM, WIXY, WCMS, WNOW. Charts: 29-21 WDDD, 22-16 KRMD, 26-22 WSM, 29-24 WHK, 36-26 WBAM, 29-22 WSUN, 33-28 KEEN, 29-23 KNEW, 37-24 WMZQ, debut 24 WYDE, 40-30 WSEN, 38-24 KRZY, 30-20 WFMS, 29-20 WMAQ, 33-28 KSOP, 38-30 WYTL, debut 23 KKAL. R&R Chart Debut 36.

DON KING "Here Comes That Feeling Again" (Epic) 65/8, KGFX, WDAF, WIL, WMUS, WKSJ, WOKK, WBAX, WNOW. Charts: 29-21 WDDD, 22-16 KRMD, 26-22 WSM, 29-24 WHK, 31-23 KSOP, 6-5 WCMS, 20-14 KUGR, debut 20 KOKE, 29-20 KCUB. R&R Chart Debut 37.

FREDDIE HART "Sure Thing" (Sunbird) 64/8, KLZ, KRZY, WDAF, WFMS, WKSJ, WYDE, KGFX, WCUZ. Charts: 38-26 KCEY, 39-29 KSON, 35-27 KEED, 26-21 KWKH, 13-11 KMPS, 27-21 KIKX, 14-10 KYNN, 30-22 WTSO, 23-19 KKYX, 32-25 WTHI. R&R Chart Debut 38.

PORTER WAGONER & DOLLY PARTON "Making Plans" (RCA) 63/12, WJJD, WKDA, KRAM, WBAX, WKMF, WHBF, KGFX, WTSO, WNRS, WLWI, WOKK, WNVY. Charts: 20-16 WSUN, 36-29 KEEN, 32-26 KNEW, 32-24 WFMS, debut 23 WMC, 29-25 WADR. R&R Chart Debut 39.

DEAN DILLON "What Good is A Heart" (RCA) 58/7, WYDE, WDDD, WSAI, WKMF, KLAC, KCUB, KEEN. Charts: 30-22 WCOS-FM, 31-27 KWKH, 28-24 KRAM, 25-19 KRZY.

MERLE HAGGARD "Misery And Gin" (MCA) 57/20. One of the "Most Added" for the second week in a row. Some new stations include KEED, KLZ, KSOP, KRAK, KEBC, KVOO, WLWI, KWKH, WSM, WKDA, WQQT, WHOO, WYDE, WWVA, 32-27 KCKC.

GEORGE JONES & JOHNNY PAYCHECK "When You're Ugly..." (Epic) 55/11, WADR, KOKE, WYDE, KNOE, WYTL, WNRS, WTHI, WWJO, KLAC, KRZY, KRAM. Charts: 27-20 KFTN, 34-26 WTSO, 40-30 KYNN, 28-22 KSOP, 31-27 WCMS, 32-28 WITL.

ANNE MURRAY "I'm Happy Just To Dance With You" (Capitol) 53/16, WMZQ, WNOW, WYII, WUNI, WSM, WKDA, KKYX, KLVI, WVOJ, WYDE, KEBC, WTSO, KYNN, WKKN, WUBE, KCEY. Charts: 29-17 WMZQ, 31-24 KFTN, 32-28 KFGO, 34-24 KUGR.

GARY STEWART "Cactus And A Rose" (RCA) 51/14, KMPS, KMAK, WDDD, WYTL, WNRS, WUBE, WHK, KWKH, WSM, WBAM, KHEY, KOKE, KLVI, WUNI. Charts: 45-25 KCEY, 23-15 WIRK-FM, 23-17 KRZY, 19-15 KFGO, 38-29 KFEQ.

GAIL DAVIES "Good Lovin' Man" (WB) 50/17, KLAC, KMPS, KCEY, WTSO, KWMT, KYNN, WTHI, WKMF, WXCL, WKSJ, WEAT, WQQT, WNVY, WYDE, WKXA, WADR, WBAX, 35-23 WCMS.

BILLY "CRASH" CRADDOCK "Sea Cruise" (Capitol) 48/7, KLAC, KRAM, WKKN, WFMS, WHK, WNRS, KOKE. Charts: 25-19 KYNN, 25-21 KFGO.

EDDY ARNOLD "That's What I Get For Loving You" (RCA) 43/8, KSON, KKAL, WTHI, KFEQ, WINN, WSM, WVOJ, WMZQ, debut 28 WIRK-FM, debut 27 KLAJ.

DANNY WOOD "A Heart's Been Broken" (RCA) 43/4, WHBF, WINN, WCOS-FM, KCEY. Charts: 42-29 WADR, 31-27 WMZQ, 32-27 KRZY, 42-28 KKYX.

BILLIE JO SPEARS "Natural Attraction" (UA) 41/8, KEED, WHBF, KWMT, KNOE, KWKH, KLVI, WKDA, WYDE, 31-27 KFEQ, 36-26 WVOJ.

JEANNE PRUETT "It's Too Late" (IBC) 39/11, WSEN, WEAT, WVOJ, KLVI, WQQT, WKMF, WSAI, WNRS, KWMT, WKKN, KIKX, 34-28 WMZQ.

EDDY RAVEN "You've Got Those Eyes" (Dimension) 38/10, KEEN, KEED, KLAJ, WHK, WCKI, WSAI, WITL, KNOE, KHEY, KLVI. Charts: 30-26 KWKH, 32-28 WSM, 37-29 KYNN, debut 30 KOKE, debut 30 WYDE.

JOE STAMPLEY "Haven't I Loved You..." (Epic) 36/7, KEED, WSLR, WKKN, KWMT, WEAT, WVOJ, KLVI, 35-29 WMZQ.

Others Getting Significant Action

TOMMY OVERSTREET "Sue" (Elektra) 34/13, KEEN, KEED, KFTN, KLAJ, KMAK, KGFX, WKKN, KFEQ, KWKH, WIRK-FM, WKDA, WKXA, WSEN, 34-29 KWMT.

KENNY DALE "Thank You Ever-Lovin'" (Capitol) 34/6, WSLR, KWKH, WIRK-FM, WSM, WCMS, WWVA.

STEPHANIE WINSLOW "Try It On" (WB/Curb) 34/4, KRAK, KNOE, WKDA, WYDE, 30-24 KWKH, 25-21 KSO.

LYNN ANDERSON "Even Cowgirls Get The Blues" (Columbia) 33/10, WPOR, WIXY, WEAT, KHEY, WNVY, WITL, KBMR, KGFX, WDDD, KLAJ.

Radio & Records

NATIONAL AIRPLAY/40

July 4, 1980

Three Weeks Two Weeks Last Week

Three Weeks	Two Weeks	Last Week		
10	6	3	①	CHARLEY PRIDE/You Win Again (RCA)
3	3	2	②	JOHN CONLEE/Friday Night Blues (MCA)
13	10	4	③	MICKEY GILLEY/True Love Ways (Epic)
14	7	5	④	MERLE HAGGARD & CLINT EASTWOOD/Bar Room Buddies (Elektra)
18	9	8	⑤	CRYSTAL GAYLE/The Blue Side (Columbia)
15	8	6	⑥	CONWAY TWITTY & LORETTA LYNN/It's True Love (MCA)
2	1	1	7	GEORGE JONES/He Stopped Loving Her Today (Epic)
22	13	11	⑧	BELLAMY BROTHERS/Dancin' Cowboys (WB/Curb)
31	19	13	⑨	WAYLON JENNINGS/Clyde (RCA)
34	28	14	⑩	MICKEY GILLEY/Stand By Me (Full Moon/Asylum)
36	26	12	⑪	CHARLIE DANIELS BAND/In America (Epic)
32	29	16	⑫	ALABAMA/Tennessee River (RCA)
29	31	17	⑬	EMMYLOU HARRIS/Wayfaring Stranger (WB)
35	22	15	⑭	HANK WILLIAMS JR./Kaw-Liga (Elektra)
6	5	7	15	WILLIE NELSON/Midnight Rider (Columbia)
8	4	10	16	MEL TILLIS/Your Body Is An Outlaw (Elektra)
33	30	23	⑰	REX ALLEN JR./It's Over (WB)
-	37	28	⑱	DOTTIE WEST/Leavin's For Unbelievers (UA)
1	2	9	19	OAK RIDGE BOYS/Trying To Love Two Women (MCA)
40	33	22	20	JACKY WARD/Save Your Heart For Me (Mercury)
-	34	29	⑳	EDDIE RABBITT/Drivin' My Life Away (Elektra)
28	27	19	22	CHARLY McCLAIN/Let's Put Our Love In Motion (Epic)
-	-	34	㉑	KENNY ROGERS/Love The World Away (UA)
12	12	21	24	TAMMY WYNETTE/(He Was There) When I Needed You (Epic)
-	-	35	㉒	RONNIE MILSAP/Cowboys And Clowns (RCA)
25	20	24	26	LACY J. DALTON/Losing Kind Of Love (Columbia)
9	11	18	27	CRISTY LANE/One Day At A Time (UA)
-	-	33	㉓	BARBARA MANDRELL/Crackers (MCA)
-	39	37	㉔	JOHNNY DUNCAN/I'm Gonna Love You... (Columbia)
-	38	38	㉕	LARRY GATLIN & GATLIN BROS./We Are Number One (Columbia)
-	-	36	㉖	ROSANNE CASH/Take Me, Take Me (Columbia)
-	-	39	㉗	LORETTA LYNN/Naked In The Rain (MCA)
-	-	-	㉘	CONWAY TWITTY/I've Never Seen The Likes... (MCA)
-	-	-	㉙	REBA McENTIRE/(You Lift Me Up) To Heaven (Mercury)
-	-	-	35	LEON EVERETTE/Over (Orlando)
-	-	-	36	ROY ORBISON & EMMYLOU HARRIS/That Lovin' You Feelin' Again (WB)
-	-	-	37	DON KING/Here Comes That Feeling Again (Epic)
-	-	-	38	FREDDIE HART/Sure Thing (Sunbird)
-	-	-	39	PORTER WAGONER & DOLLY PARTON/Making Plans (RCA)
16	16	20	40	MOE & JOE/Tell Ole I Ain't Here... (Columbia)

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.

MARGO SMITH "My Guy" (WB) 32/13, KMPS, KSOP, KCEY, WVMJ, KVOO, WDDD, KNOE, WCOS-FM, KWKH, WLWI, WSEN, WYII, WCMS.

JOHNNY RUSSELL "We're Back In Love Again" (Mercury) 32/6, KEED, WHBF, WKMF, WCOS-FM, WUNI, KNOE.

STONEY EDWARDS "No Way To Drown A Memory" (Music America) 31/3, KWKH, WKMF, KLAJ. Charts: 34-27 KEBC, debut 28 KMPS, 33-29 KRAK.

ED BRUCE "The Last Cowboy Song" (MCA) 29/10, WINN, KENR, WXCL, KLAJ, KIKX, WKKN, WKMF, WCOS-FM, WLWI, KHEY, 40-25 WMZQ.

MAC DAVIS "Let's Keep It That Way" (Casablanca) 26/13, WMZQ, WWVA, WBAM, WEAT, KRMD, WUNI, KVET, KFGO, KYNN, KVOO, KRZY, KUGR, KNIX, 21-17 KCKC.

MEL McDANIEL "Hello Daddy, Good Morning Darling" (Capitol) 25/9, WWVA, WPOR, WEAT, WAXX, KYNN, KLAJ, KFTN, KIKX, KCEY.

BRENDA LEE "Don't Promise Me Anything (Do It)" (MCA) 24/14, WCMS, WWVA, WBAM, WIRK-FM, KNOE, KEBC, KVOO, WHK, WKMF, KRAK, KCKC, KSOP, KUGR, KIKX.

STATLER BROTHERS "Charlotte's Web" (Mercury) 23/23. The "Most Added" this week. New at KNIX, KRZY, KIKX, KFTN, KMPS, KEEN, KCKC, KRAK, KVET, KFEQ, KEBC, KSO, WFMS, KWMT, WAXX, WSAI, KFGO, KRMD, WBAM, WLWI, WLAS, KHEY, WYDE.

MARTY ROBBINS "One Man's..." (Columbia) 23/6, WCOS-FM, WLWI, WEAT, WLAS, KCEY, KEED, 34-29 KFGO.

JIM ED BROWN & HELEN CORNELIUS "The Bedroom" (RCA) 22/21. Another of the "Most Added" this week. New at WWVA, WMZQ, WPOR, WYII, KRMD, WBAM, WLWI, WLAS, WXCL, KFGO, KBMR, KSO, WAXX, KRAK, KCUB, KEED, KEEN, KMPS, KIKX, KMAK, KNIX.

JERRY REED "Friendly Family Inn" (RCA) 19/8, WKXA, WMZQ, KRMD, WUNI, KVET, KEBC, KVOO, KSO, 35-26 KCKC.

RONNIE McDOWELL "How Far Do You Want To Go" (Epic) 19/4, KIKX, WAXX, KYNN, WBAM, 13-9 KCKC, On KVOO, KWKH.

JOHNNY DUNCAN & JAMIE FRICKE "He's Out Of My Life" (Columbia) 17/13, KEEN, KMPS, KRZY, KNIX, KSOP, KGFX, KVOO, WSLR, WAXX, WCOS-FM, WMC, KHEY, WLAS.

ROY HEAD "Long Drop" (Elektra) 15/5, KLAJ, WYTL, WITL, WXCL, WUNI.

STEVE WARNER "The Easy Part's Over" (RCA) 14/7, KRMD, KHEY, KVET, KYNN, KVOO, KEBC, KCEY.

BIG AL DOWNING "Bring It On Home" (WB) 10/10, KFTN, KRZY, KVOO, KEBC, WAXX, WXCL, WCOS-FM, KWKH, KRMD, WYII.

Most Requested

LW	TW	
1	1	CHARLIE DANIELS BAND (Epic)
3	2	HAGGARD & EASTWOOD (Elektra)
2	3	GEORGE JONES (Epic)
6	4	CONWAY & LORETTA (MCA)
9	5	JOHN CONLEE (MCA)
4	6	WAYLON JENNINGS (RCA)
-	7	BARBARA MANDRELL (MCA)
-	8	EDDIE RABBITT (Elektra)
7	9	ALABAMA (RCA)
5	10	HANK WILLIAMS JR. (Elektra)

Active Recurrents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- MOE BANDY
The Champ (Columbia)
- MAC DAVIS
It's Hard To Be Humble (Casablanca)
- GEORGE JONES
He Stopped Loving (Epic)
- KENDALLS
I'm Already Blue (Ovation)
- CRISTY LANE
One Day At A Time (UA)
- RONNIE MILSAP
My Heart Silent Night (RCA)
- MOE & JOE
Tell Ole I Ain't Here... (Columbia)
- ANNE MURRAY
Lucky Me (Capitol)
- OAK RIDGE BOYS
Trying To Love Two Women (MCA)
- REEVES & ALLEN
Take Me In Your Arms (RCA)
- ROGERS & CARNES
Don't Fall In Love... (UA)
- T.G. SHEPPARD
Smooth Sailing (WB/Curb)
- MEL TILLIS
Your Body Is An Outlaw (Elektra)
- GENE WATSON
Bedroom Ballad (Capitol)
- DON WILLIAMS
Good Ole boys Like Me (MCA)



Biff Collie Inside Nashville

Country

WHAT SO PROUDLY WE HAIL: "Two score and 17 years ago Vernon Dalhart sang the 'Prisoner's Song' and started a trend in American music that depicted the common man, his life, and his problems. The reality of life, the imperfections of the human, the hopes, the dreams, and the chronicles of history have since been recorded in word and music. Today we stand on the threshold of another decade, another era, another step in America's original art form, confident, humbled, and excited that, in truth, as those prognosticators have proclaimed, Country will be the music of the 80's and that the music Of the People, For the People, and By the People will flourish and document life in these United States of America, so help us, Charlie Daniels."



PICKIN' 'N' GRINNIN' — Eddie Rabbitt will host his first network TV special, airing July 10, with guests Stockard Channing, Jerry Lee Lewis, Emmylou Harris, Henny Youngman and (pictured above) Wendy Holcombe.

FLASHBACKS: Judge Sue Kerr Hicks died last week in Sweetwater, TN. Judge Hicks once was quoted as saying "It is an irony of fate that I have tried over 800 murder cases and thousands of others, but the most publicity I have ever gotten came from my name." Judge Hicks, 84 at the time of his death, inspired Shel Silverstein to write a song which sold over three million records for Johnny Cash. But "A Boy Named Sue" was not his only source of notoriety. It was the same small town Tennessee judge who, fifty years ago convinced a man named John Thomas Scopes that a test case might be the way to open the door for teaching of evolution in the state of Tennessee. That became the notorious "Monkey" trial in Dayton, Tennessee, which inspired years of controversy and a number of motion pictures.

"TAKE ONE:" Roy Clark and Larry Butler, Dottie West, Randy ("You Needed Me") Goodrum and Brent Maher, Bobby Bare and Bill Rice, Tanya Tucker and Jerry Crutchfield, Faron Young and Ron Chaney, Ronnie Milsap and Tom Collins, Billy Sherill and Johnny Rodriguez, as well as Tammy Wynette and George Jones were "hit-hunting" in the recording jungles of Music City last week. The results within a couple of months.



CLONES — WXCL/Peoria held a Kenny Rogers look-a-like contest and 48 husky, bearded gentlemen showed up to enter. PD Lee Ranson can be spotted easily — he's the only one with a microphone!

"COAL MINER'S DAUGHTER," now in its 17th week of national distribution, is over \$52 million gross, definitely the largest box-office picture of 1980 to date. They have re-scheduled the London opening of the movie til after the Academy Award Nominations are announced in January. That means there's strong talk already of Oscars and nominations for at least Sissy Spacek, if not the whole bag of beans. Since the March 1st premiere, the original book has sold just under a million additional copies. That's the biggest reason why there are over a half-dozen big name negotiations going on between movie studios and individuals for film rights to Country star stories.

NASHVILLE CONNECTIONS: Minnie Pearl, Larry Gatlin, Loretta Lynn and several others (will Sonny Throckmorton really get a role?) will get top guest billing with George Burns when the "Most Promising" Country record artist tapes (films) his first Nashville TV special September 17-18 at the Opry House. Dolly Parton's new song "Nine To Five," the title song of the movie which stars Dolly, Lily Tomlin, and Jane Fonda, will be her next single release. Tom T. Hall and his wife Dixie are invited guests at the Democratic National Convention in New York City. George Jones debuting on the silver screen in WB's "Any Which Way You Can." (Clint Eastwood in title role.) In addition to singing, Jones has a speaking role. Don Williams and Elton John share top billing in the now airing syndicated TV program, "America's Top Ten." Jerry Reed in the studio for his fall-release LP. Word has it he's redoing Charlie Daniels's "The Devil Went Down To Georgia" using a pick and a Peavey instead of a fiddle 'n' bow. Bobby Bare also recording for his next album, no date or title as yet. The Kendalls are beginning a 10-day tour of Canada and Northern U.S. While in Canada, they'll tape "Nashville Swings," a network TV variety/comedy show. New PR firm in town: Total Concept Representation, announced by Earl E. Owens. Robert F. Nacarato also involved in the full-service operation headquartered at 535 Murfreesboro Rd., Nashville, 37210. Columbia House, the mail order record branch of CBS Records, is planning a hush-hush marketing program to release a series of "Grand Ole Opry" album packages featuring Opry stars. Albums already cut or in the works include discs by Justin Tubbs, Jean Shepard, Charlie Walker, Billy Walker, the Vic Willis Trio, Del Wood, Billy Grammer and several others. Pete Drake, famous steel guitarist whose producing-marketing coup on the multi-million dollar Ernest Tubbs, "The Legend And The Legacy" project a couple years ago (and he's got a lot more in the can from that project), is the "Project'or." The Kiss & Tell Glen Campbell Chronicles of the past five years are just "tasted" in the current People magazine. Watch a book evolve from that too-juicy to drop Hollywood serial, starring Glen, Billie, Mac, Sarah, Tanya and who knows. Charly McClain may become a latter-day glamour version of Janet



ALABAMA IN TENNESSEE — RCA recording group Alabama visited Nashville recently. Shown here (l-r) Bob Baranato, RCA; Mark Herndon and Handy Owen, band members; Georgeann Galante, No-Big Productions; Jeff Cook, band member; Tim McFadden, RCA; Steve Campbell, WOD; and Teddy Gentry, group member.

Guthrie, after being touted as a "natural" behind the wheel of a race car. Dick Pierce, longtime RCA Records West Coast exec, named President of IBC Records, which has Jeanne Pruett cookin' on the front record burner these days. Bobby Fischer and Joe Lucas, late of IBC, are opening a new sales and distribution firm in the name "United Artists Tower," which no longer houses United Artists. Minnie Pearl introduced a new comedienne on the Grand Ole Opry last Saturday night. Her name is "Aggie Mae," the alter-ego of Sylvia Harney of Nashville. (You can bet she's got something, earning a personal push from the lady who wrote the book on female Country comedy). Hank Snow and Kelly Foxton returned from Hank's first tour of his native Canada in three years. The Shorty Lavendar Agency, in a major expansion move, announced the formation of a Public Relations Division within the operation, naming Music Row pro Jeff Walker Director of that division. Walker, whose Aristo Associates, Inc. is already representing a number of firms in management, planning, publishing and P.R., performed as General Manager of Con Brio Records for five years, developing new talent. Don King, who after five years, numerous top chart records and national television exposure under the direction of Bill and Jeff Walker, signed with CBS Records, and continues his rise as an artist.

WAYLON JENNINGS's complaint for a declaratory judgment filed by his attorneys Patrick Flynn and Douglas E. Jones alleges that Nashville-based American Sounds Studio and its owner, Alan Cartee, have failed to "maintain the studio property." Jennings has done most of his recording there for the past two years. According to the suit, Jennings has suffered both financial damages and damage to his reputation in the music industry.

NASHVILLE AIRLINES: Marty Robbins signed to race in the "Firecracker 400" on the 4th of July in Daytona. Johnny Paycheck, in a deposition from one of his ex-confidants, is purported to have spent \$42,000 on cocaine. Willie Nelson's blues jeans are the biggest-selling item at Mr. Fine's factory in Dallas. Dolly's mother, Avie Lee Parton, has received a dozen offers to record since her recent public debut at Nashville's "Century III" celebration at Centennial Park (wonder why?). Jeanne Pruett getting more offers to do national TV since her appearance on that soap opera "One Life To Live" with Bill Anderson. He may not look like a movie star, but under that grizzled beard, the gray-streaked braids, the bandana, and the beatup jogging shoes, Willie Nelson became one of Hollywood's hottest properties. He's got five movie projects on the boards and offers coming in everyday. Mac Davis will star in the remake of the 1957 Andy Griffith-starring film "A Face In The Crowd." (It's hard to be humble!) Mort Armstrong of the Horsefeathers Cowboy Band from Madison, WI, swears he got this on the bandstand: "Roses are red, violets are blue, Houston's in Texas, why's aren't you?" Archie Campbell says: "I was young when the five and ten was selling things for 5 and 10 cents!" Was it the great writer Bill Anderson who wrote the American classic about baseball titled: "I Knew The Ballpark Was Haunted When The Ole Bat Spoke To Me?"

Country

WEST

KBYU
Albuquerque, NM
Johnny Lee "Love"
Stetler Bros.
Sissy Spacek "Honky"
Mac Davis
Hank Thompson
David Mills
Big Al Downing
Freddie Hart
John M. Ryles
Dickey Lee
Jones & Paycheck
Duncan & Frické
HOTTEST
Johnny Lee
Fanny DeHaven
Roy & Emorylou
Mickey Gilley "Stand"

KJZZ
Denver, CO
Freddie Hart
Leon Everette
Reba McEntire
Loretta Lynn
Merle Haggard

KREO
Eugene, OR
Merle Haggard
Joe Stampley
Broom & Cornelius
Tommy Overstreet
Marty Robbins
Billie Jo Spears
Jack Grayson
Johnny Russell
David Houston
Eddy Raven
HOTTEST
John Conlee
Kenny Rogers

KJAC
Arroyo Grande, CA
Merle Haggard
Eddy Arnold
Rosanne Cash
HOTTEST
Kenny Rogers
Bobby Bare
Roy & Emorylou

KJLH
Denver, CO
Roy Head
Lynn Anderson
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Eddy Raven
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Tommy Stinson
Stoney Edwards
Ed Bruce
Mel Tillis
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Mickey Gilley "True"

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KRAM
Las Vegas, NV
Merle Haggard
Roy & Emorylou
Porter & Dolly
"Crash" Craddock
Loretta Lynn
Jones & Paycheck
Klin Vassey
HOTTEST
George Jones
John Conlee
Haggard & Eastwood
Mickey Gilley "True"
John Conlee
Kenny Rogers

KLAC
Los Angeles, CA
Gail Davies
"Crash" Craddock
Jones & Paycheck
Leon Everette
Dean Dillon

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John Conlee
Stephanie Sarnone
Tommy Roe

Most Added

- STATLER BROTHERS
Charlotte's Web (Mercury)
- BROWN & CORNELIUS
The Bedroom (RCA)
- MERLE HAGGARD
Misery And Gin (MCA)

Hottest

- CHARLIE DANIELS BANO
In America (Epic)
- HAGGARD & EASTWOOD
Bar Room Buddies (Elektra)
- JOHN CONLEE
Friday Night Blues (MCA)
- MICKEY GILLEY
Stand By Me (Full Moon/Asylum)

REGIONAL ADDS & HOTS

EAST

WSEN
Baldwinville, NY
Tommy Overstreet
Earl Scruggs
Jacky Ward
Jeane Pruett
Shelia Andrews
Margo Smith
HOTTEST
Coe & Anderson
Emorylou Harris
Larry Gatlin
Charlie Daniels Band
Maylon Jennings

WUVA
Brunswick, ME
Jerry Reed
Reba McEntire
Tommy Overstreet
Gail Davies
HOTTEST
Mickey Gilley (Both)
Maylon Jennings
Eddie Rabbitt

WCVB
Hartford, VA
Margo Smith
Louise Mandrell
Kenny Dale
Roy & Emorylou
Brenda Lee
Tom Roper
Keith Stegall
HOTTEST
John Conlee
Emorylou Harris
Charlie Daniels Band
Larry Gatlin
Eddie Rabbitt

WADR
Harrisburg, NY
Earl Scruggs
Rosanne Cash
Jerry Lee Lewis
Reba McEntire
Loretta Lynn
Jones & Paycheck
Gail Davies
HOTTEST
George Jones

WVVA
Washing, WV
Broom & Cornelius
Kenny Dale
Mac Davis
Neil McDaniel
Sunny Curtis
Brenda Lee
Merle Haggard
HOTTEST
Comay & Loretta

WVTV
Williamsport, MD
Big Al Downing
Broom & Cornelius
Margo Smith
Anne Murray
Sunny Curtis
Brenda Lee
Merle Haggard
Cristy Lane
Haggard & Eastwood
George Jones
John Conlee

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George Jones
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Duncan & Frické
Joe Stampley
Comay Twitty
HOTTEST
Ann Arbor, MI
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Kenny Rogers
Garry Burrbank
Brenda Lee
HOTTEST
Porter & Dolly
Jones & Paycheck
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Jeane Pruett
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Maylon Jennings
Mickey Gilley "Stand"

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Country

HOTTEST TRACKS:

- "Dukes Of Hazzard" WAYLON JENNINGS (RCA)
- "Looking For Love" JOHNNY LEE (Full Moon/Asylum)
- "Move It On Over" HANK WILLIAMS JR. (Elektra)
- "Could I Have This Dance" ANNE MURRAY (Full Moon/Asylum)

A Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay.

M MOE BANDY - The Champ - (Columbia) "Beethoven Was Before My Time" "Yesterday Once More"

B BRONCO BILLY - Soundtrack - (Elektra) "Bronco Billy"

B BROWN & CORNELIUS - One Man, One Woman - (RCA) "What A Friend I Have In You" "Born To Be With You/Endlessly"

U ED BRUCE - Ed Bruce - (MCA) "The Last Thing She Said"

J JOHN CONLEE - Friday Night Blues - (MCA) "Let's Get Married Again" "We Belong In Love Tonight"

M MICKEY GILLEY - That's All That Matters To Me - (Epic) "Million Dollar Memories"

S MERLE HAGGARD - The Way I Am - (MCA) "Wake Up" "I'm The One Who Loves You"

T TOM T. HALL - Soldier Of Fortune - (RCA) "Back When Gas Was..."

R EMMYLOU HARRIS - Roses In The Snow - (WB) "Roses In The Snow" "The Boxer" "Gold Watch & Chain" "You're Learning" "I'll

Go Stepping, Too" "Green Pastures"
WAYLON JENNINGS - Music Man - (RCA) "Dukes Of Hazzard"
 "Waltz Across Texas" "It's Alright" "Good Ol' Boys"
WILLIE NELSON & RAY PRICE - San Antonio Rose - (Columbia)
 "Crazy Arms" "Faded Love" "San Antonio Rose" "Deep Water"
DOLLY PARTON - Dolly Dolly Dolly - (RCA) "Old Flames Can't Hold..."
EDDIE RABBITT - Horizon - (Elektra) "Pretty Lady" "Rockin' With My Baby" "What Will I Write" "I Love A Rainy Night" "Short Road To Love" "I Need To Fall In Love Again" "747"
KENNY ROGERS - Gideon - (UA) "You Were A Good Friend" "Somebody Help Me"
JOE STAMPLEY - After Hours - (Epic) "This Should Go On Forever" "There's Another Woman" "Come As You Were" "How Many



P/A

POP/ADULT®

Mike Kasabo

On A "Clear" Day (You Could Hear Forever)

Last week's conversation with Rust Communications owner and President Bill Rust has already sparked a great number of comments from P/A programmers, especially those involved with clear channel operations.

We took the opportunity to share with you the comments of two of the nation's best known and most respected 50,000 watt giants - KSL/Salt Lake City and WCCO/Minneapolis. The Rust interview dealt with the FCC's recent restrictive planning in regards to current 1-A clear channels. This week WCCO's Program Director By Napier and KSL's Operation Manager George Lemich, along with their respective Chief Engineers, take an even closer look as to what this potentially historic decision may mean in terms of programming and technical alterations. We first talked with KSL's Lemich and Chief John Dehnel.

R&R: What's the effect going to be for programming?

GL: The real losers to me are the listeners. Local stations will cover some of it. But the rural listener is going to be stuck.

R&R: What about servicing the needs of the rural listener?

GL: The Commission's definition of "service" is really "signal." Is there a signal there? And while that's one way of looking at it, that doesn't begin to consider the formats that are involved - and I'm not suggesting they should get involved, in fact the Government shouldn't, but saying that one signal is enough or saying 100 is enough is a difficult question. The fact remains that rural listeners have difficulty in finding a signal and finding a station to listen to in many areas of the West.

R&R: What about the economics of it?

GL: Good question. Small stations trying to survive in a local community are going to find the going really tough. The Commission can serve witness on the number of people who sell stations for various reasons, and the smaller the community, the less likely that area is going to be able to support a radio station. There again

is a service the clears were designed to provide, and I think in the West they really do provide it. But you see, it's really hard relating to someone in a remote area and realizing what difficulties they may have or just simply wanting to know what the weather is or just wanting to find out what's happening.

The other thing is that the more stations you put on, the more confusion and interference you'll create on the AM band. At this point the AM band is a nightmare already with signal propagation . . .

R&R: Do you foresee any format alteration with clears being cut back?

GL: Well, not for KSL. We will continue to program and work toward regional audiences that we serve.

R&R: Any personal comment to wrap it up?

GL: The only thing I can really associate it with is the experience I had as a teenager, when we'd be in the mountains with no local station to rely on for information. Our only contact was with KSL or KOA out of Denver. I think now that in the future people won't have that available to them and I think it's unfortunate. Their needs, in a sense, are being sacrificed.

KSL's Chief Engineer John Dehnel picks up by explaining some technical aspects of what might happen.

JD: Let me start off by saying that I've been explaining to a lot of confused people just what all this means. This cutback does not mean that we are going to have to reduce our output power or put in directional antennas or whatever. We'll still run 50 kilowatts, non-directional. The difference is that we will only be protected to the 750-mile contour point. From our standpoint at KSL, we're in pretty good shape because of our geographical location, especially with the real estate to the East . . .

R&R: OK, you go 750 miles east, what happens then to your signal?

JD: It won't drop off - that's the whole fallacy in this. All they're (FCC) saying is that the signal strength at that point is going to be low, but not low enough that you can't hear it, but certainly low enough that another station would easily block it. What they're really saying is that, at this point (750 miles) we no longer care if your signal is there, we'll cover it with another one.

R&R: So actually, John, KSL will continue in operation just like it has with no major differences?

JD: As far as we understand the ruling at this point, the current 1-A clear channels will continue just as they have been except we'll lose the protection beyond the 750-mile limit.

In the more closely cropped area of Minneapolis/St. Paul, some different reactions come to light from WCCO PD By Napier.

BN: We weren't surprised at all. I guess the feeling is we hate to give up any possible advantage but it really isn't going to hurt us that much in terms of listeners. The large percentage of our listeners are in metro Minneapolis/St. Paul and the bulk of our programming is keyed to them - it's different than what a KSL, in a larger uncovered area, might face. But I must say that we will continue to serve up the general kind of programming we have in the past, such as documentaries, music specials, and our great weather service, to all the areas we reach.

R&R: Do you see this affecting sales?

BN: No. We still have a wide reach and with our main buys being mostly national, it's not going to affect

us in a negative way. Our primary influence will remain very strong.

R&R: Do you foresee legal action, as has been talked about with some clears?

BN: Not for us, although I'm sure some clears will fight. The Commission is correct in saying that in the past 25-30 years much of the wide area of unserved people has been changed with regional signals, so the need is not what it used to be. We at WCCO do know that we have listeners over a large area based on the mail we receive, and of course we hate to lose that element. We feel like they're a part of our broadcasting community, so we'll miss them, and I think, at least hope, they'll miss us.

WCCO Chief Chuck Kunze tends to agree with Napier that it's not going to hurt the Twin Cities powerhouse.

CK: About two years ago I hired an individual to monitor all the clears, and what we found was that, with few exceptions, the so-called clear channel stations didn't live up to what is generally regarded as a 1-A monster signal in terms of propagation - it was simply bad. We listened to 20 clear signals for two hours a night during various times and found the sky wave was very inconsistent. We found that Detroit (WJR) and Louisville (WHAS) were the most consistent . . .

R&R: So, in a sense, you're saying that "clear channel" is a misnomer?

CK: That's right. I suppose it carries a little prestige to have a channel all isolated for your own use, but about 1/3 of the time it's usable at other places - in other words, you might get to a program coming from WGN in Chicago, then the next night it's not there . . .

R&R: You're saying a true "clear" station is a bit of a fallacy anyway?

CK: To an extent. But I must say the Commission is not just throwing a whole bushel basket full of stations in on the clear channels. They're doing research and using their talents to find a good plan. For us, there will be duplication out there in Los Angeles, Tucson, and somewhere near Jacksonville . . .

R&R: Orange Park, Florida . . .

CK: That's it. You see, clear channel broadcasting isn't what it used to be back when there was no particular noise level to worry about. We're suffering from interference of several different types, our ground wave during the day from all industries adding to the racket and so on. It would take 100,000 watts now to make up for the noise factor.

Transition

Long-time programming star Mike Harvey has been appointed President and General Manager of WPEZ & WWSW/Pittsburgh from the Program Director position of WHAM/Rochester. Complete story on Page 1 . . . Bill Morse leaves his air shift and Assistant PD gigs at KMBZ/Kansas City to go to Dallas sister KAAM to do the midday slot . . . Big happenings at WHIO/Dayton, as Music Director Kris Rankin slips over to the TV side as an account exec. and is replaced by Peggy Powell, who will also retain her position as Producer of the morning show. Finally Ken Moorman resigns as Promotion Director, with no replacement named as yet . . . Roger Curtis leaves his MD position (and radio) of WLNH/Laconia and is replaced by Bill Shane, who will continue to do an air shift at the station . . . Jan Kowalczyk (pronounced Co-Wall-Czyk) has been named Radio Engineering Manager of KDKA/Pittsburgh after serving in the capacities of Technical Operator and Supervisor the past four years . . . Program Assistant Rose Lorenti leaves WATR/Waterbury to become an Associate Producer of ESPN (Entertainment and Sports Programming Network), with no replacement named. Also, part-timer Pat O'Brien has exited to WRCQ/Hartford, and finally, Eugene Kim leaves his afternoon news slot to the same for WPOP/Hartford . . . Terry Lee is the Program Director of KBLF/Red Bluff, coming from the sales department . . . For the record, the new account executive at KYUU/San Francisco is Bob Barnett, formerly GM at WRPL/Charlotte, NC. Inadvertently an incorrect name was printed here last week . . .

Update

THE SPORTING NEWS: WARZ/Phoenix has signed an agreement with Arizona State University to broadcast its major and minor sports activities during the 1980-81 school year . . . WCMB staged a big Fourth of July bash complete with live broadcast at the 19th annual Harrisburg Hydroplane Regatta. 70 of the nation's top drivers were on hand racing nine different classes of hydroplanes, some capable of 150 miles an hour. More than 20,000 were expected to attend the event . . . WMAL/Washington's news department has received four awards from the Chesapeake Associated Press, including a Best Enterprise award to reporter Gary Reals for his celebrated coverage on a former State Department employee who is suspected of murdering his wife . . . KPPL/Denver running a cute promotion called "I Want To Sleep In." A card is drawn, with subsequent arrangements made with the person's employer for the day off - then the winner is called in the morning and advised of his or her luck and asked to go back to sleep . . . WCFR/Springfield has again (for the second successive year) taken the "Commercial of the Year" award bestowed by the Vermont Association of Broadcasters . . . ADD THE 4th: WJON/St. Cloud is running its "Fly the Flag" promotion all weekend, playing patriotic music of America, songs with state names, narratives, related stories, and the like - flag kits are given to correctly-answered trivia questions . . .

Considering the huge volume of mail we get here at the P/A department, I'm especially pleased that my assistant Ellen Barnes (during my absence) noticed the following from the KAKZ/Wichita newsletter - "This week's cash call winner is Mike Kasabo, who has until June 24 to call Sheryl Hughey . . . and collect a \$5.00 bonus just for reading this newsletter." I wonder if I should split it with her . . . do you think J.R. would? . . .

Color

BUGGING THE FOURTH: WABZ/Albemarle, NC will give away a Volkswagon "Bug" July 4th as part of its "Bug-In" promotion. Hourly qualifiers will become a member of a VW caravan across town to a movie theater where the film "Herbie Goes Bananas" is opening. All VW-carried folks get in free for the drawing that will take place for the "Bug." Side contests will have participants winning smaller prizes for being best dressed, and a car cramming contest to see how many can be quished into a VW.

P/A

POP/ADULT®

BREAKERS®

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

CHRISTOPHER CROSS

Sailing (WB)

69% of our reporters are on it. Adds include KOGO, WOWO, WTIC, WQUA, KEX, WTVN, WTAR, WCWA, KSL, WNEU, WCCO-FM, WSIX (dp), KBAI, KRNT, WORG. Key moves: 16-10 KRKO, 16-12 KFMB, 29-22 KLTE, 33-26 WHBC, 31-28 WSTV, 26-23 KWOS, 30-22 WGAR, 26-19 WWWE, debut 18 KMBZ, debut 28 KUKI, debut 29 KOLO, debut 30 WCSC. Heavy rotation: WCFR, WDIF, WCMB, WASH. Jumps 29-21 on P/A chart.

DIRT BAND

Make A Little Magic (UA)

65% of our reporters are on it. This week's Most Added — including WIOD, WTIC, WHIO, WGIR, KGGF, KFOR, KFOD, WSLI, KOLO, WRVA, WSGW, WIS, WNFL, WCWA, KAKZ, KAFM, KBAI, WLNH, WCSC. Key moves: 18-13 KMBZ, 19-13 KRMG, 18-15 WBEN, 27-24 WPRO, 38-35 WFIR, 28-21 KDKA, 25-21 FM97, debut 27 KWOS, debut 29 WNEU. Heavy rotation: KOGO. Hot at WIP. Jumps 32-22 on P/A chart.

BOZ SCAGGS

Jojo (Columbia)

57% of our reporters are on it. Adds include KDKA, WCCO-FM, KEX, WHBC, WELI, WIP, WNEU, KFMB, WSGW, WFDF, WHEN, KFOR, WSIX (dp), KAKZ. Key moves: 17-6 WBEN, 14-10 WSM-FM, 26-17 FM97, 24-18 WGAR, 27-21 WQUD, 27-23 WOWO, 28-25 WWWE, 26-21 WORG, 25-21 KOLO, debut 26 WVMT, debut 29 WCSC. Heavy rotation: WEBC, WDIF, KOGO. Jumps 33-25 on P/A chart.

NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first reports total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

FRANKIE VALLI "Where Did We Go Wrong" (MCA/Curb) 64/11 add WCCO-FM, WIOD, WTIC, WSJS, WKIQ, KUKI, KBAI, WTAR, KWOS (ra), WCHV, WYMC. Key moves: 22-15 WHAG, 29-26 KDKA, 20-17 WISN, 33-30 WSGW, debut 20 KMBZ, debut 34 WHBC. Heavy rotation: KLYD. Hot at WNFL. Increased 29-23 on P/A chart.

ROCKY BURNETTE "Tired Of Toein' The Line" (EMI America) 42/3 add WSGW, WSIX (dp), WBZ. Key moves: 21-16 KRKO, 12-8 KBAI, 23-16 WHIZ, 20-15 KWOS, 11-7 WGAR, 2-1 WGR, 20-16 WLW, 30-22 WNEU, 27-23 KDKA. Soaring where played. Increased 30-28 on P/A chart.

ALI THOMSON "Take A Little Rhythm" (A&M) 51/17 adds include WSLI, WKHM, WOWO, KOGO, KRNT, WATR, WIS, WJON, KRMG, WCSC, WCCO-FM. Key moves: 16-13 WSM-FM, 37-33 WORG, 30-26 FM97, debut 30 WVMT. Heavy rotation: WTMJ. Increased 34-29 on P/A chart.

FIREFALL "Love That Got Away" (Atlantic) 46/11 adds include WHIZ, WREC, WSIX, WBT, WSJS, KWOS, WTMJ, WPRO. Key moves: 27-22 WSM-FM, 32-28 KBLF, debut 27 WLNH, debut 30 WTAR. Heavy rotation: KFOD. Debuts at No. 34 on P/A chart.

ROY ORBISON & EMMYLOU HARRIS "That Lovin' You Feelin' Again" (WB) 47/17 adds include WSIX, WIOD, WBT, KHOW, WISN, WJON, WIS, WELI, KAKZ, WFTL, KWOS, WRVA, KFOD. Key moves: 39-31 WORG, 34-28 KBAI, 26-23 WVMT, debut 18 WGR, debut 31 WHAG. Heavy rotation: WHIO. Debuts at No. 34 on P/A chart.

CHARLIE DANIELS BAND "In America" (Epic) 34/9 add KFOD, WSIX (dp), WOWO, WCMB, KNBR, WIS, WCFR (dp), WLW, KRKO. Key moves: 8-4 WNEU, 19-14 WHIZ, 2-1 FM97, 25-17 WGAR, 24-19 KBLF, debut 29 KWOS. Heavy rotation: WCCO-FM, KUGN. Increased 40-36 on P/A chart.

EXILE "You're Good for Me" (WB/Curb) 35/2 add WSGW, KUKI. Key moves: 19-17 WBT, 31-26 KRKO, 29-23 WHBC. Increased 38-37 on P/A chart.

BILLY PRESTON & SYREETA "One More Time For Love" (Motown) 35/5 add KRKO, WELI, WISN, WCHV, KBAI. Key moves: 29-25 FM97, debut 29 WHBC. Heavy rotation: WKHM. Hot at WSIX. Increased 39-38 on P/A chart.

GENESIS "Misunderstanding" (Atlantic) 31/3 add WTVN, WQUA, KOGO. Key moves: 19-14 WGAR, 4-3 WVMT, 27-22 WLNH, 22-19 KWOS, debut 18 WFYR, debut 20 WGR, debut 27 WSM-FM. Debuts at No. 39 on P/A chart.

MECO "The Empire Strikes Back (Medley)" (RSO) 26/5 add WGR, WSTV, WLNH, WRVA, WCSH. Key moves: 23-14 WOWO, 33-28 WGAR, 34-30 WFIR, 33-30 KRKO, debut 20 KRMG, debut 25 WYMC. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

LIVINGSTON TAYLOR "First Time Love" (Epic) 30/8 add WSJS, WATR, WKIQ, KHOW, KBAI, WHIZ, WRVA, WJON.

FRED KNOBLOCK "Why Not Me" (Scotti Bros.) 29/15 adds include KFOR, WHIO (dp), KOB, WPRO, WCHV, WJON, WORG, KRKK, WSM-FM, WOOD. Debuts 30 KOLO. Heavy rotation: WSLI, KMRJ.

TERRY WILLIAMS "Blame It On The Night" (International Artists) 28/2 add WBT (ra), WGIR. Moves: 21-17 WHAG, debut 14 WFDF.

RODNEY CROWELL "Ashes By Now" (WB) 27/6 add KDKA, WNEU, WHBC, KAKZ, WTAE, WQUD. Moves: 11-7 WSM-FM, 29-25 WPRO, 21-18 WORG, 27-23 FM97. Heavy rotation: KFOD.

DR. HOOK "Years From Now" (Capitol) 26/10 add KBAI, KFOR, FM97, WWWE, WRVA, KWOS, WLW, WFTL, WHBC, KRKO.

PHILADELPHIA LUV ENSEMBLE "Love Fantasy" (Pavillion) 26/7 add WGIR, WFTL, WHDH, WHOK, WIOD, KBAI, WSJS. Moves: 28-21 WSTV. Heavy rotation: WNEW, WATR.

PAUL DAVIS "Cry Just A Little" (Bang) 25/12 add KRMG, WSLI, WBAL, WWWE, WHIO, WRIE, WJON, WHBC, KSL, KMRJ, WHAG, WORG. Debuts 29 WSM-FM. Hot at WSIX.

JOHN DENVER "Dancing With The Mountains" (RCA) 25/2 add WFIR, WHBC. Moves: 31-24 WTAR.

EDDIE RABBITT "Drivin' My Life Away" (Elektra) 24/10 add WSIX, WCMB.

Radio & Records

POP/ADULT AIRPLAY / 40

July 4, 1980

Three Weeks	Two Weeks	Last Week	This Week	
7	5	2	1	PURE PRAIRIE LEAGUE/Let Me Love You Tonight (Casablanca)
1	1	1	2	ELTON JOHN/Little Jeannie (MCA)
8	3	3	3	SPINNERS/Cupid/I've Loved You For A Long Time (Atlantic)
11	8	5	4	OLIVIA NEWTON-JOHN/Magic (MCA)
16	10	8	5	KENNY ROGERS/Love The World Away (UA)
2	2	4	6	ROBBIE DUPREE/Steal Away (Elektra)
27	13	10	7	KIM CARNES/More Love (EMI America)
19	14	9	8	CAROLE KING/One Fine Day (Capitol)
22	15	11	9	MANHATTANS/Shining Star (Columbia)
6	6	6	10	BOB SEGER/Against The Wind (Capitol)
4	4	7	11	MICHAEL JACKSON/She's Out Of My Life (Epic)
32	22	16	12	MICKEY GILLEY/Stand By Me (Full Moon/Asylum)
40	25	17	13	ANNE MURRAY/I'm Happy Just To Dance With You (Capitol)
5	7	13	14	BETTE MIDLER/The Rose (Atlantic)
31	26	20	15	BILLY JOEL/It's Still Rock & Roll To Me (Columbia)
9	9	14	16	NEIL SEDAKA & DARA SEDAKA/Should've Never Let You Go (Elektra)
3	11	12	17	AMBROSIA/Biggest Part Of Me (WB)
23	18	18	18	CRYSTAL GAYLE/The Blue Side (Columbia)
25	19	19	19	GORDON LIGHTFOOT/Dream Street Rose (WB)
-	31	23	20	AIR SUPPLY/All Out Of Love (Arista)
-	39	29	21	CHRISTOPHER CROSS/Sailing (WB)
-	-	32	22	DIRT BAND/Make A Little Magic (UA)
-	38	28	23	FRANKIE VALLI/Where Did We Go Wrong (MCA/Curb)
30	27	24	24	GLEN CAMPBELL & RITA COOLIDGE/Somethin' Bout You Baby I Like (Capitol)
-	-	33	25	BOZ SCAGGS/Jojo (Columbia)
38	32	27	26	FELIX CAVALIERE/Good To Have Love Back (Epic)
38	37	30	27	RAY PARKER JR. & RAYDIO/Two Places At The Same Time (Arista)
39	34	30	28	ROCKY BURNETTE/Tired Of Toein' The Line (EMI America)
-	-	34	29	ALI THOMSON/Take A Little Rhythm (A&M)
10	12	15	30	FRANK SINATRA/Theme From New York, New York (WB/Reprise)
13	16	21	31	RUPERT HOLMES/Answering Machine (MCA)
14	20	22	32	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)
-	-	→ 33	33	FIREFALL/Love That Got Away (Atlantic)
-	-	→ 34	34	ROY ORBISON & EMMYLOU HARRIS/That Lovin' You Feelin' Again (WB)
34	33	35	35	PAUL McCARTNEY/Coming Up (Columbia)
-	-	40	36	CHARLIE DANIELS BAND/In America (Epic)
-	40	38	37	EXILE/You're Good for Me (WB/Curb)
-	-	39	38	BILLY PRESTON & SYREETA/One More Time For Love (Motown)
-	-	→ 39	39	GENESIS/Misunderstanding (Atlantic)
-	-	→ 40	40	MECO/The Empire Strikes Back (Medley) (RSO)

This chart is based solely on statistics compiled weekly from our reporting stations. New Entry
Black circled numbers indicate significant upward movement from at least 60% of our reporters.

WBAL, WASH, WCMB, WNEU, WPRO, WTAR, WLNH, WSLI. Moves: 30-25 WOWO, debut 24 WBEN, debut 28 WORG.

HERB ALPERT "Beyond" (A&M) 24/7 add WIP, KWOS, WBT, KRKK, WORG, WATR, WSIX (dp). Moves: 25-21 WSM-FM, debut 29 WVMT. Heavy rotation: WKHM.

ELO "I'm Alive" (MCA) 23/1 add WHIZ. Moves: 19-14 WNEU, 18-11 KRKO, 16-11 WLNH, 11-7 WGR, 23-19 WGAR.

LANI HALL "I Don't Want You To Go" (A&M) 23/1 add WVMT. Moves: 30-24 WHBC, 32-25 WSGW.

LINDA RONSTADT "I Can't Let Go" (Asylum) 22/14 adds include KWOS, WPRO, WHIO, WHEN, WASH, WHIZ, KBAI, WGY, WSIX (dp), WEBC, WCSH. Debuts 17 WTVN, debuts 29 WWWE.

BENNY MARDONES "Into The Night" (Polydor) 22/4 add WGAR, WCSC, WCHV, KRKO. Moves: 24-16 FM97, 25-22 WPRO, 28-23 WSM-FM, debut 30 WNEU.

STARLAND VOCAL BAND "(Love) Thought I Would Never Find Love" (Windsong) 20/5 add WHBC, WJON, KBLF, WLNH, KMBZ. Moves: 34-28 WHAG. Heavy rotation: WSBA.

FRANCE JOLI "This Time (I'm Giving All I've Got)" (Prelude) 20/4 add WDBO, KMRJ, WCHV, WGIR.

RICK PINETTE & OAK "King Of The Hill" (Sky's The Limit/Mercury) 20/1 add WTAR. Moves: 5-3 WPRO, 18-15 WVMT, debut 23 WBEN.

PLAYER "It's For You" (Casablanca) 19/4 add WGAR, WHIO, WCCO-FM, WSIX (dp). Moves: 15-12 WSM-FM.

NATALIE COLE "Someone That I Used To Love" (Capitol) 19/2 add WBZ, WSJS. Moves: 40-35 WORG, debut 27 WVMT.

COMMODORES "Old-Fashioned Love" (Motown) 16/5 add WFIR, WPRO, WDIF, KRKK, WHIO. Debuts 25 WNEU, debuts 30 WWWE, debuts 32 WORG.

EARL KLUGH "Doc" (UA) 15/2 add WELI (dp), WREC. Heavy rotation: WNEW.

KENNY RANKIN "Regrets" (Atlantic) 13/1 add WHBC.

TOBY BEAU "If I Were You" (RCA) 13/4 add WPRO, WORG, WISN, KRKK. Heavy rotation: WATR.

GARY BURBANK "Who Shot J.R.?" (Ovation) 12/4 add WHAG, WCWA (dp), WSJS, KMBZ. Debuts 25 WBEN.

HUES CORPORATION "Something In Return" (Polydor/Curb) 11/3 add WLNH, WREC, KMBZ. Moves: 24-20 WSM-FM, 35-27 WHAG, debut 24 WYMC.

BRICK "All The Way" (Bang) 11/1 add WHBC. Moves: 23-20 WORG.

CHARLIE DORE "Fear Of Flying" (Island) 11/1 add KDOWN. Moves: 34-27 KRKO, 36-29 KBAI.

GLADYS KNIGHT & THE PIPS "Landlord" (Columbia) 9/1 add WQUD. Moves: 27-23 WORG, debut 29 WPRO.

TERI DeSARIO w/KC "Dancin' In The Streets" (Casablanca) 8/3 add KRKK, KWOS, WCHV.

PETE TOWNSHEND "Let My Love Open The Door" (Atco) 8/2 add WRVA, WOWO. Moves: 34-27 WGAR.

Most Added:

- DIRT BAND**
Make A Little Magic (UA)
Added at 23% of our reporting stations.
- CHRISTOPHER CROSS**
Sailing (WB)
Added at 19% of our reporting stations.
- BOZ SCAGGS**
Jojo (Columbia)
Added at 19% of our reporting stations.
- ROY ORBISON & EMMYLOU HARRIS**
That Lovin' You Feelin' Again (WB)
Added at 17% of our reporting stations.
- ALI THOMSON**
Take A Little Rhythm (A&M)
Added at 17% of our reporting stations.
- AIR SUPPLY**
All Out Of Love (Arista)
Added at 16% of our reporting stations.
- FRED KNOBLOCK**
Why Not Me (Scotti Bros.)
Added at 15% of our reporting stations.

Hottest:

- OLIVIA NEWTON-JOHN**
Magic (MCA)
Reported hot at 47% of our stations.
- PURE PRAIRIE LEAGUE**
Let Me Love You Tonight (Casablanca)
Reported hot at 45% of our stations.
- SPINNERS**
Cupid/I've Loved You For A Long Time (Atlantic)
Reported hot at 40% of our stations.
- ELTON JOHN**
Little Jeannie (MCA)
Reported hot at 38% of our stations.
- KENNY ROGERS**
Love The World Away (UA)
Reported hot at 32% of our stations.
- KIM CARNES**
More Love (EMI America)
Reported hot at 30% of our stations.

OPPORTUNITIES

Openings

EAST

WCMF/Rochester is looking for a morning personality. Tapes and resumes to Trip Reeb, 129 Lexington Ave., Rochester, NY 14609, or call (716) 288-3200. EOE M/F (7-4)

Afternoon drive/Superstars AOR needs creative, witty and mature jock. Good pipes, production ability a must for highly rated album rocker. Good bucks, nice people. Tapes and resumes to Dave Lee Austin, PD, WAAF, 34 Mechanic St., Worcester, MA 01608. EOE M/F (7-4)

WBVO/Beverly, MA seeking qualified applicants for anticipated openings in our growing news department and on-air staff. Adult Contemporary format, 30 miles North of Boston. Send tapes, resumes and salary requirements to Scott Hooper, Mgr., Box 344, Beverly, MA 01915. No calls please. (7-4)

Insilco Broadcast Group accepting tapes and resumes for possible future openings. Various formats, various locations. Air personalities, news, talk and programming positions. Send resumes to Bill Rock, Insilco Broadcast Group, Box 85, New Haven, CT 06501. EOE M/F (7-4)

Maryland Pop/Adult seeks morning drive communicator. Send tapes and resumes to Box 315, Fairfield, PA. EOE M/F (7-4)

News person needed in Northwest New Jersey. Must have solid journalistic instincts, good voice and strong delivery. Send resumes and tapes to Personnel Director, WCRV, Box 150, Washington, NJ 07882. EOE (7-4)

WCPA/Clearfield, PA is accepting applications for Pop/Adult air personality, strong on production with programming potential. Resumes and airchecks to Dave LaBrozzi, PD, Box 1032, Clearfield, PA 16830. Affirmative Action Employer. (7-4)

CQ102/Geneva, NY searching for young contemporary jocks on the way up. If you've got some experience, want to work in a professional situation and are a "team player" we've got two key slots opening soon. Send airchecks and production sample to John Roberts, Box 213, Geneva, NY 14456, or call (315) 781-1101. (6-27)

WBAX/Wilkes-Barre, PA is accepting tapes and resumes for future openings. No calls please. Send info to Max Kinkel, 1 Broadcast Plaza, Wilkes-Barre, PA 18703. EOE (6-27)

WIKZ/Chambersburg, PA looking for talented personality-oriented individual to join winning team. Good company, working conditions and chance for advancement. Tapes and resumes to Bill Matthews, Box 479, Chambersburg, PA 17201. EOE M/F (6-27)

CKJM is accepting applications from aggressive hard working news people. Reporting and on-air work. Tapes and resumes to Dave Christenson, PD, 1310 Greene Ave., Montreal, Quebec H3Z2B5. (6-27)

Looking for knowledgeable and high profile personality to work 10pm-2am. Good company, super station, fun place to work. Send essentials to Steve Hayes, KEE-100-FM, Huntington, WV 25724, or call (304) 525-7788. EOE M/F (6-27)

Musicradio CIR, Southern West Virginia's leader is expanding. We need Production Director to work with the newest and best equipment in the area. A News Director who likes to dig for good local and state news. Also talented air people. If you're good and want to work at a growing professional organization with good benefits, send tapes and resumes to Jay Q., PD, Box 1063, Beckley, WV 25801, or call (304) 252-6452. EOE M/F (6-27)

An erroneous classified ad ran in the 6-20 edition implying that WKW-FM/Allentown, PA was looking for an entire new staff and was going to change format. Neither was true, and we apologize to the station for any inconvenience that may have been caused. All ads placed in the future will be verified before publication.

Openings

13Q/Scranton, PA is building the best damn radio station in the Northeast. We're looking for "super" personality pros to be part of a radio legend. 2-3 yrs experience needed. Send tapes, resumes and references to Chris Starr, Operations Mgr., 130, 1520 N. Keyser Ave., Scranton, PA 19504. No calls please. EOE M/F (6-27)

The new **FM97** is now accepting tapes and resumes for future openings. Send tapes and resumes to Mel Edwards, PD, WLAN-FM, 252 N. Queen St., Lancaster, PA 17603. (6-27)

WINR/Binghamton, NY would like tapes and resumes to consider for possible future openings. Pop/Adult-formatted with emphasis on personality. Good production essential. Send materials to John Simmons, PD, WINR, Box 27, Binghamton, NY 13904. EOE M/F (6-27)

SOUTH

Personality night time jock wanted for leading station in market for 7pm-12midnight shift. Tight modern Country format with cross overs. Enjoyable place to live with lakes for boating, skiing and swimming nearby. Exceptional public schools. Comprehensive medical plan. Salary negotiable. Send tapes and resumes to Paige Pitts, PD, WKUL, Drawer 968, Cullman, AL 35055. EOE (7-4)

#1 Beautiful Music station in exciting Top 10 market looking for strong, creative Operations Mgr. to direct continued ratings success. Houston is America's 5th largest city, a dynamic and aggressive Sunbelt metro area offering great opportunity for an experienced professional. Salary is open. Send resumes to Ms. Vici Williams, GM, KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, TX 77046, or call (713) 961-0092. EOE (7-4)

WOKB/Orlando looking for afternoon personality. Should have good production skills. Send tapes and resumes to Bret Lewis, 1111 Division St., Orlando, FL 32805, or call (305) 841-1600. EOE M/F (7-4)

WAVV/Vero Beach looking for the right person to take and build our news department. Experienced news personnel only. Prefer South Florida background. Send tapes, resumes and salary requirements to Joe Maxwell, WAVV, Box 489, Vero Beach, FL 32980. (7-4)

WIZD99 still rustling the bushes for a on-air production person to write copy, produce, battle salesmen, etc. Choice gig. Climate and bucks for the right person. Send tapes, resumes and copy samples to Scott Fisher, WIZD, Box 99, Ft. Pierce, FL 33450. EOE M/F (7-4)

#1 Beautiful Music station in dynamic top 10 market looking for top-notch experienced announcer. Qualified applicants send tapes and resumes to KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, TX 77046. EOE (7-4)

WAVV, modern Country accepting applications for future air shift openings. Send tapes, resumes and salary requirements to Joe Maxwell, WAVV, Box 489, Vero Beach, FL 32980. (7-4)

100,000 watt FM in 48th market needs bright, reliable personalities with exceptional production talent. Tapes, resumes and production sample to Chuck Holloway, PD, WKZL, Box 11967, Winston-Salem, NC 27106. EOE (7-4)

Needed: Anchor person for one of the South's largest news departments. Must have at least 3 yrs anchor experience. Tapes and resumes to Box 486, Orange Park, FL 32073. EOE M/F (7-4)

Austin, music capital of Texas is looking for a few good people. We're putting together an incredible staff of pros for what we hope will be one of America's premiere stations. All new facilities. Great area to live in. If you're a super communicator, make listeners talk back and don't sound asleep when you do it and can work hard for reasonable pay, call me. Send tapes to Jim Roberts KIXL, Box 5820, Austin, TX 78763. (7-4)

Openings

WQMV-FM is looking for a News Director. Females encouraged. Someone who can gather, produce and relate to the city. Most important, desire. Tapes and resumes to J. Walker, Box 76, Vicksburg, MS 39180. EOE (7-4)

KIKK-AM-FM/Houston has rare opening for News Director. Tapes and resumes to Charlie Ochs, OM, 6306 Gulfon, TX 77081. EOE M/F (7-4)

KBST/Big Spring, TX now accepting tapes for future openings. Great place to get your act ready for the majors. Right bucks for the right talent. Tapes and resumes to Greg Cole, KBST, Box 1632, Big Spring, TX 79720. EOE M/F (7-4)

New station in Austin, Texas, active with University of Texas sporting events, concerts by major acts nearly every night. Seeking News Director who is willing to do more with stones than just write the "hard facts" and read. Must be creative enough to tie in the city with national issues, create an interest in people that will make them aware of the pros and cons of issues. Call me, or send tapes and resumes to Jim Roberts, KIXL, Box 5820, Austin, TX 78763. (7-4)

WQMV-FM/Vicksburg, MS looking for nighttime person with good production experience. We also reach Jackson, MS. Tapes and resumes to J. Walker, Box 76, Vicksburg, MS 39180. EOE (7-4)

Superstars in Charlottesville, VA, 3WV now accepting tapes and resumes for future openings. Send to Phil Kirzyc, 3WV, Box 5387, Charlottesville, VA 22905. EOE M/F (7-4)

International syndicator needs feature material of particular interest, dealing with a wide variety of subjects suitable for broadcast, from one to three minutes in length. All topics considered (sports to sex, auto repair to artist interviews, medicine to money management). Comedy, drama, reviews, interviews, profiles, investigative reporting, and mass-appeal lifestyle features are all welcome.

If you are an experienced writer or producer of audio features or feel you could develop features in areas of special interest, this could be a rare opportunity for free-lance activity resulting in international exposure for your work and on-going usage of your ideas.

Payment? By fixed rate of royalty. Freedom? Unlimited. Continue to pursue all other business interests unrestricted.

Have you had an idea you feel certain would do well in several markets if only you could find the right setting and work with people who know how to syndicate successfully? We want to talk to you.

Send resume, an outline of your idea(s), and a sample of your work without delay, as available openings are narrowing. All input will be kept strictly confidential. Send to Radio & Records, 1930 Century Park West, #194, Los Angeles, CA 90067.

News Director to establish and motivate a department from scratch. Work closely with present staff, magazine format and Operations Director. We're a heavy weight in the Southern market. Contact Tom Anderson at (803) 776-1230, or write to WNOK, Box 50568, Columbia, SC 29250. EOE (6-27)

We need a morning man! Must be a dog and pony show. Tapes to Gary Gutherie, WMC-FM, 1960 Union Avenue, Memphis, TN 38104. No calls please. EOE M/F (6-27)

WRKK/Birmingham, AL looking for AOR morning person. Contact Dan Brennan at (205) 870-9900. (6-27)

WQID-FM looking for afternoon announcer. At least 3 yrs experience on-air, commercial production. Ability to communicate well with audience. Personal appearances. 3rd phone license required. Send aircheck and commercial samples to Mickey Coulter, PD, WQID-FM, Box 4806, Biloxi, MS 39533. (6-27)

Openings

Zete 4/Miami now accepting applications for possible openings. Requirements: intelligence, naturalness, willingness to accept direction, experience with Top 40 and AOR. Screemers, punkers and personality types: don't waste your stamps. Tapes and resumes to Keith Laley, PD, WINZ-FM, 4330 NW 207 Dr., Miami, FL 33055. No calls. EOE (6-27)

Q101/Meridian, MS still looking for an exceptional air talent with Music Director qualifications to join the winning team at our #1 rated, 100kw FM. Tapes and resumes to Larry O'Neil, Box 5314, Meridian, MS 39301. (601) 693-2381. (6-27)

WZZZ/Augusta, GA needs an announcer/production person for Pop/Adult format. Call (803) 279-2330. EOE M/F (6-27)

WDNC/Durham-Raleigh, NC, traditional MOR 48-year-old institution in this medium market looking for conscientious, hard workers (production and air talent) for future part and full-time entry level openings. Send tapes and resumes to Jim Sackett, PD, WDNC, Box 2126, Durham, NC 27702. No calls please. EOE M/F (6-27)

Small market South radio consultant looking for staff for AM/FM combo. New owners want to start over. Good first job opportunity. Air, news and sales people. Market is small but the money won't be. If interested contact Randall C. Bilas (815) 224-2100. EOE M/F (6-27)

150,000 Metro market #1 station in search of PM drive personality with music and programming knowledge. Contact Mark Shannon, PD, KPUR, Box 30000, Amarillo, TX 79120, or call (806) 374-1637. EOE M/F (6-27)

WLGM/Lynchburg, VA is in a rebuilding process for News Director, Ass't. PD, news and air staff. Good benefits, nice atmosphere. Send tapes and resumes to Tony Bonzini, OM, Allied Arts Bldg., 8th & Church Sts., Penthouse Studios, Lynchburg, VA 24504, or call (804) 847-1267. EOE M/F (6-27)

Needed: Evening air personality with sports background to help with play-by-play at a West Texas station. Good benefits and pay. Call (806) 872-2404. EOE (6-27)

Drive talent. Send tapes to Steve Coggins, KSEL, Box 2369, Lubbock, TX 79408. EOE M/F (6-27)

Mature creative Country DJ with smooth delivery and production skills needed at WFMW/Madisonville, KY. Excellent benefits and good equipment. Immediate opening. Rush tapes and resumes to Danny Koerber, WFMW, Box 338, Madisonville, KY 42431. EOE M/F (6-27)

NOVA104/Lake Charles, LA 100,000 watt AOR looking for air talent for future openings. Please send tapes and resumes to Scott Kelley, PD, NOVA104/KGRA-FM, Box 3306, Lake Charles, LA 70602. (6-27)

MIDWEST

Mature Pop/Adult morning communicator with sense of humor, MD experience and management potential opening August 7th. Salary commensurate with ability. Pros only. Send tapes and resumes to Kurt Scholle, Director of Operations, WYBR Radio, E-114, Cheryvale Mall, Rockford, IL 61112. EOE (7-4)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Industry

MITCH McCracken joins the sales staff of Westwood One, Los Angeles, CA.
BROCK JANOFF joins the sales staff of Westwood One, Los Angeles, CA.

Radio

KEN STANCIEL has joined the W-ROCK/Chicago, IL sales staff as an Account Executive.
PETER LINSKY has joined the News Staff at KEX/Portland, OR. He will write, produce and deliver KEX's hour long weekday morning newsblock.
ROSE M. AMBROSE named Account Executive at KRNA/Iowa City, IA.
KATHLEEN E.S. WILD joins the KRNA/Iowa City, IA staff as a copywriter.
MICHAEL McKAY moves from weekends to the 6pm-10pm shift at KRNA/Iowa City, IA.
RICH COLLINS has been promoted to Asst. PD at 14WK/Wheeling, WV. He will continue as MD.
THERESE CROWLEY joins the RKO Radio Network as Anchor. She was News Director of KOPA-AM-FM/Phoenix, AZ.

JEFF MICHAELS joins KOPA-AM-FM/Phoenix, AZ as News Director. He was News Director of KMJJ/Las Vegas, NV.
CHRIS STARR has been promoted to Operations Manager at 13Q/Scranton, PA.
BOB MICHAELS appointed to PD at 13Q/Scranton, PA.
LAMAR LYNN moves from morning at WQQT/Savannah, GA to all night trucker show at WGEC-FM/Springfield, GA.
JAMES T. KEANY leaves KRNA/Iowa City, IA to program WAYX-AM-FM/Waynesboro, PA.

Station Line-Ups

KTLK/Denver, CO LINEUP: 6am-10am Randy Jay (MD), 10am-2pm Dave Avalos (Prod. Director), 2pm-6pm Scott Kelly, 6pm-10pm Tom Chase, 10pm-2am Kurt Hermann, 2am-6am Rick Nicoletti.
V-100/Charleston, WV LINEUP: 6am-10am Gary Mitchell, 10am-3pm Bob Spence (MD), 3pm-7pm Jack Dillon, 7pm-12mid John Boy, 12mid-6am Steve Adams.
WEZX/Scranton, PA LINEUP: 6am-10am Rich Levinson, 10am-3pm Ben Smith (PD), 3pm-7pm Chris Norton (PD), 7pm-12mid Larry Hillyard, 12mid-6am Paul Michaels. Weekends: Laura Leonard, Shawn Casey, Charlie Oliva, Bill Edwards.
KBAI/Morro Bay, CA LINEUP: 6am-10am B.J. Gibson, 10am-3pm Donna St. John, 3pm-7pm Craig Hines, 7pm-12mid Bob Martin. Weekends: Brian Hackney.
KVOC/Casper, WY LINEUP: 6am-9am Rich Abrams, 9am-12noon Laurie Hansen, 12noon-4pm Mike Lee, 4pm-7pm Don Claunch (MD), 7pm-12mid Tom Dana, 12mid-5am Bill Scott. Weekends: Galen Wayne, Wayne Scott, John Cutter.

OPPORTUNITIES

Openings

MIDWEST

KWNO/Winona, MN needs a News Director. Must have strong news gathering and writing ability. August 1st opening. Send tapes and written examples to Al Thurley, PD KWNO, Box 486, Winona, MN 55987. EOE M/F (7-4)

News Director wanted immediately. Females encouraged to apply. Tapes and resumes to Brian Phoenix, KKRC, Sioux Falls, SD 57103. EOE (7-4)

A rare opportunity. Due to recent expansion, Cedar Rapids Broadcasting Company Inc. is now accepting applications for future on-air announcing positions. All applicants must have at least 3 yrs experience and be strong on production. Excellent fringe benefits including profit sharing. Tapes and resumes to Jim Curtis, Cedar Rapids Broadcasting Co., Inc., 500 Paramount Building, Cedar Rapids, IA 52401. EOE M/F (7-4)

WLAV/Grand Rapids is accepting applications for full-time opening on our air staff. We're looking for a mature announcer for our Pop/Adult format. Tapes and resumes to Regis McKenna, WLAV 101 "C" Waters Blvd., Grand Rapids, MI 49503. EOE M/F (7-4)

Wanted: Someone who eats, sleeps, breathes and can have fun with news and a talk show. Human being preferred. 100,000+ college metro ARB market. Tapes and resumes to Phil Conrad, WOKL, 1819 Mitchell St., Eau Claire, WI 54701. EOE M/F (7-4)

KROC-FM/Rochester, MN looking for morning drive air personality. Must have magical fingers in production studio. Send tapes and resumes to Al Malmborg, KROC-FM, 122 4th St., S.W., Rochester, MN 55901, or call (507) 288-1010. (7-4)

WBEC/Duluth, MN needs a News Director. Tapes and resumes only Don Hoberg, 1001 East 9th Street, Duluth, MN 55805. EOE (7-4)

Experienced personality with track record sought by Kansas' leading Pop/Adult station. Tapes and resumes to Don Hofmann, KAKZ Radio, Box 1240, Wichita, KS 67201. EOE (7-4)

KKOA/Minot, ND has rare opening for 6:10pm experienced personality. Tapes and resumes to Doug Corbett, Box 10, Minot, ND 58701, or call (701) 852-4646. EOE M/F (7-4)

WBBM-FM looking for new personality for its "60 Second" and "Curiosity File." Person will also be responsible for gathering, writing and presenting of 4 newscasts during afternoon drive. Applicants should contact Ed Crane, ND, before sending tapes or resumes. Write to 630 N. McClurg Court, Chicago, IL 60611, or call (312) 951-3378. EOE (7-4)

Sports/Sales. Immediate opening. Strong experienced Account Executive. Also handle heavy play-by-play schedule of football, basketball including complete Big 10 schedule. Excellent account list. Send resume, earnings history and sales performance to GM, WITY, Box 142, Danville, IL 61832. EOE M/F (7-4)

WMEE/WQHK/Ft. Wayne, IN looking for Operations Director. Must have knowledge of both Top 40 and Country formats. Administrative and budgeting skills also required. A growth opportunity with Federated Media. Send resumes to John David Spangler, Box 6000, Ft. Wayne, IN 46896, or call (219) 447-5511 between 2-5:30pm. EOE M/F (7-4)

WAXX-WAYY/Eau Claire, WI has immediate opening for Production/Copywriter. Send tapes and resumes to Kurt Christenson, Box 41, Chippewa Falls, WI 54729. No calls please. (7-4)

News Director wanted for aggressive news operation in a competitive market. Send tapes and resumes to Box 99, LaCrosse, WI 54601. EOE M/F (7-4)

Immediate opening for all-night air personality at leading Pop/Adult with heavy emphasis on oldies. Experience preferred. Minorities encouraged. Send tapes, resumes, recent photo and salary requirements to Bill Craig, WITY, Box 142, Danville, IL 61832. EOE M/F (7-4)

Wanted: Air talent for future opening. We always want tapes from good talent. Send to Kevin St. John, WIZM/Z93, Box 99, LaCrosse, WI 54601. No calls please. EOE M/F (7-4)

KDWB-FM/Minneapolis-St. Paul (Doubleday) has rare opening for afternoon drive personality. Prefer AOR/Modal Top 40 experience. Tapes and resumes to Dave Hamilton, KDWB, Box 7630, St. Paul, MN 55119. No calls please. EOE M/F (7-4)

Air personalities with strong production for 5,000 watt Adult Contemporary serving Northeastern Ohio and Northwestern Pennsylvania. Experienced only. Tapes and resumes to Chris Johnson, WFUN, Box 738, Ashtabula, OH 44004. EOE M/F (7-4)

Wanted: Young professional air, production and copy production talent. All shifts for 100,000+ Midwest college metro. Aggressive Adult Contemporary experience preferred. Tapes and resumes to Phil Conrad, WOKO, 1819 Mitchell St., Eau Claire, WI 54701. EOE M/F (7-4)

Group owner expanding seeking 3 key people. PD, ND and Production Director for Pop/Adult AM in Midwest metro market. Must have track record of success. Excellent people manager and committed to long hours and producing a winner. \$20,000+ annually. Tapes, resumes and brief statement of operating philosophy to Larry Lakoduk, Midwest Radio Co., Box 2983, Fargo, ND 58108. EOE M/F (7-4)

Openings

KLMS/Lincoln, NE seeking mature communicator to join our morning team for a long stay. Minimum 5 yrs experience. Good money and benefits for right person. Tapes and resumes to Gary Claus, Box 81804, Lincoln, NE 68501. EOE M/F (6-27)

Radio news anchor/reporter. Minimum 3 yrs experience in all aspects of radio news. Excellent benefits and salary depending on ability. Tapes and resumes to Bill Graham, ND, WXCL, 3841 Meadow Brook Rd., Peoria, IL 61604. EOE M/F (6-27)

Under umbrella of top 10 quarter million population market Pop/Adult. Have resources and commitment to win. Send tapes and resumes to Paul Neuhoff, Continental Broadcast Consultants, 31113 Manchester, Day Village, OH 44140. EOE M/F (6-27)

Main man needed in the birthplace of Top 40 radio. If you can relate to a mass appeal audience, targeted at 18-34 and can still take direction, rush tapes and resume to Terry Mason, PD, KOIL, 8901 Indian Hills Dr., Omaha, NE 68114, or call (402) 397-1290. All inquiries confidential. EOE M/F (6-27)

KMJM/St. Louis is looking for airstaffers. Send tapes and resumes to Harry O. PD, 1215 Cale St., St. Louis, MO 63106. EOE M/F (6-27)

Hefel Broadcasting looking for exciting air people for our new Cincinnati operation. We want pros to rock and relate. Ready now. Send materials to Les Tracy, Hefel Broadcasting, 1132 W. Kemper, Cincinnati, OH 45240, or call (513) 825-5400. Minorities encouraged to apply. (6-27)

WAZY-FM/Lafayette, IN needs afternoon drive jock with strong production for #1 rated Top 40, 50,000 watts, part of growing chain, competitive two-book market. Good bucks for right person. Woman and minorities encouraged to apply. Tapes, resumes and references to Jeffrey Jay Weber, OM, WAZY-FM, Box 1410, Lafayette, IN 47902. (6-27)

KZ93/Peoria, IL looking for 6pm-10pm personality who is ready to make a final move before going to a major market. Bucks are good and the station is one of the highest listed shares in the top 100 markets. Personalities send tapes and resumes to Charlie Quinn, WKZW, 3131 N. University, Peoria, IL 61604. EOE M/F (6-27)

WISM/Madison looking for professional communicator who really knows how to entertain, inform and relate on a one-to-one basis. Top-notch production skills and a first ticket required. Let us hear how good you are. Send tapes and resumes to Bill Vancil, WISM, Box 2058, Madison, WI 53701. EOE (6-27)

We need a production wiz to join our family. All new equipment and good pay. Agency and talent wide open. Call Steve Bridgewater, KSKU-FM at (316) 663-2115. (6-27)

WKHM/Jackson, MI has opening for News Director. 2 yrs experience necessary in news writing, digging and delivery. Salary negotiable. Send tapes and resumes to Lou Lambert, WKHM, 1700 Glenshire, Dr., Jackson, MI 49201, or call (517) 784-7181. EOE (6-27)

WEST

KOPA/Phoenix now accepting tapes for future openings from top quality, articulate jocks with strong production who desire to work and learn within a winning organization. Send tapes and goals to Steve Rivers, KOPA, Box 1827, Scottsdale, AZ 85251. No calls please. EOE M/F (7-4)

KVOC/Casper, WY, one of the nation's top Country stations seeks tapes and resumes for future openings. If you like elbow room and working for top bucks with a top-notch organization, send tapes and resumes now to Rich Abrams, KVOC, Box 2090, Casper, WY 82602. EOE M/F (7-4)

Western Cities Broadcasting Company is looking for a Chief Engineer for its AM/FM in Las Vegas. Directional AM antenna experience is requested. Send resumes to Paul Montoya, KLUC/KMJJ, Box 14805, Las Vegas, NV 89114. EOE (7-4)

Wanted: Announcer/production person. Experience preferable. Contact Dave Broman, KTLG, Box 65, Twin Falls, ID 83301, or call (208) 733-3381. EOE M/F (7-4)

Announcer needed for Pop/Adult station in Salt Lake-Ogden market. Send tapes and resumes to Barb Richardson, PD, KLO, Box 1430, Ogden, UT 84402. EOE M/F (7-4)

KXOA-AM-FM/Sacramento accepting applications for full time news reporter/director. Responsibilities include gathering, production and presentation of news in a conversational style. Tapes and resumes to Phil Melrose, KXOA, Inc., Box 1677, Sacramento, CA 95808. No calls please. EOE M/F (7-4)

New World Communications looking for major market main men and PDs. Tapes and resumes to Jerry Clifton, 6070 Rancho Mission Rd., Suite 436, San Diego, CA 92108. EOE (7-4)

OK95-FM(KIOK) seeking applications for future full-time and part time openings. 2-3 yrs experience. Must understand AOR lifestyle. Tapes and resumes only to Mike Russell, Box 2798, Tri Cities, WA 99302. EOE M/F (7-4)

Openings

Buper talented AM or PM drive talent to have fun on the radio with no flip cards. If you're tired of passives, pollution and politics, do it and call Tom Rivers, PD, KFQD, 9200 Lake Otis Pkwy, Anchorage, AK 99507, or call (907) 344-8622. EOE M/F (7-4)

Operations Manager/PD for #1 adult rock FM in Northern California. Good production and automation experience a must. Send tapes and resumes to Steve Friedman, KNVR, Box 1167, Paradise, CA 95969, (916) 895-1197. (7-4)

KGHO, coastal Washington's leading contemporary station needs Chief Engineer. AM-FM combo, entry level position. Contact Jim Alan (206) 532-1200. EOE M/F (7-4)

Drake-Chenault looking for Program Directors for present and future openings at our consulted stations. Please send resume and brief job history to Bill Drake, Drake-Chenault, Box 1629, Canoga Park, CA 91304. Please include salary requirements and willingness to relocate. No calls please. (7-4)

KASH/KSND-FM currently accepting applications for positions of afternoon drive newscaster and Chief Engineer. Applicants for news positions should know how to type, have experience in news gathering techniques, on and off street reporting and on-air newscasting. Applicants for Chief Engineer should have experience in engineering including maintenance and repair of AM and FM transmitters, and FM automation equipment. Call Andy Barber at (503) 686-9123. Minorities encouraged. EOE (6-27)

Top rated major market radio station is conducting a nationwide search for America's best Talk Show Hosts for night shift. Talk Show Hosts only need apply, with a minimum of 3 years Talk experience. Send tapes and resumes to Radio & Records, 19309 Century Park West, #195, Los Angeles, CA 90067.

KYNO-FM, Fresno's #1 station is looking for newscaster who can tell stories and relate to off-the-wall jocks. Killer bucks for right person. Tapes and resumes to John Lee Walker, VP Programming, KYNO-AM-FM, 2125 N. Barton, Fresno, CA 93703. (6-27)

Outstanding medium and major market Top 40 and album personalities and Program Directors, News personalities and News Directors and production specialists are all encouraged to apply to this young California-based group for immediate and future openings. Pros only, please, seeking opportunity, benefits and security in a medium market. Also possible air/production/utility position for the very brightest and best beginner with two or more years experience. Natural, unaffected air delivery is required for all openings. Great stations and people! This is a sincere search for super talent to join a growing, winning company. Letter, tapes and resumes to Radio & Records, 1930 Century Park West, #193, Los Angeles, CA 90067. EOE

K104-FM/Fresno seeks strong, creative PD/morning air-talent. Take over reigns of one of CA's most aggressive, trendsetting programming departments. Major/medium market experience preferred. Send tape and complete resume to Gary Willson, KIOY, 12592 S. Cedar Ave., Fresno, CA 93725, or call (209) 834-5904. EOE (6-27)

KSMA-AM-FM on the central CA coast, needs tapes and resumes from adult DJs and newscasters. You will work with major market pros. This station is owned by the president of one of the major broadcasting groups. Send tapes and resumes to KSMA, 110 W. Cypress, Santa Maria, CA 93454. EOE M/F (6-27)

KISM-FM/Bellingham, WA would like applications for full-time AOR personality. Automation experience helpful. Good production talents a must. Brand new facility with great working conditions and better than average pay. Send tapes and resumes to Mike Bettelli, 2219 Yew St. Rd., Bellingham, WA 98225. EOE (6-27)

100,000 watt FM in Southwest seeks morning personality and Operations Director. Tapes and resumes to Pete Shannon, Box 2700, Bakersfield, CA 93303. No calls please. EOE M/F (6-27)

KVOY-KJOK/Yuma, AZ looking for young motivated newscaster who has what it takes to be part of a leading news department in a 6-station market. Good writing, actualities and news savvy emphasized. Send tapes, resumes and writing samples to Dennis Milligan, ND, Box 228, Yuma, AZ 85364. EOE M/F (6-27)

Strong-voiced pro for 50,000 watt in entertainment capital with talk and news background. 1st phone preferred. Tapes and resumes to Jack London, PD, KDWN #1 Main St., Las Vegas, NV 89101. EOE M/F (6-27)

Tapes and resumes for future air openings at a Wyoming radio station. Beginners OK. Send info to John Whitford, PD, KWOR, Rt. 2, Worland, WY 82401. No calls please. EOE (6-27)

KGIM/Bellingham, WA has opening for full-time news/information announcer. Automation experience helpful. Must have flexible work hours, never more than 5 days a week. Station is geared to older audience and mature voice or delivery is a must. New facility in beautiful part of the country. Send tapes and resumes to Gary Myers, 2219 Yew St., Rd., Bellingham, WA 98225. EOE (6-27)

Goods & Services

Oldies But Goodies!

Huge Inventory! Fast service, low prices! Send \$1.00 (deductible on first order) for giant catalogue THE GOLD VAULT, P.O. BOX 202-C, Oshtemo, MI 49077, (616) 344-8345.

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502

Hall Of Fame Funnies

Only 8 months in radio and I was doing mornings in a major market. Why? Because I was outrageous and funny. I'll even send you the jokes that got me pulled off the air. Fresh Jokes \$5.00 for 12 pages. HALL OF FAME FUNNIES, 2050 Oaktimber, St. Louis, MO 63122.

Broadcaster's Action Line

Job Referral Service - \$40.00 for 12 months. R3, Box 84, Lexington, IN 47138. (812) 889-2907. Free to employers.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the leffs, here comes the yorks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsilanti, Michigan 48197

Comedy Material

Funny horoscopes. Crazy commercials, silly soap operas, ridiculous TV reviews and more. 25 pages delivered to your mouth every month. For freebies write HYPE, INC., Box 69581, Los Angeles, CA 90069

Sound Effects

COMPLETE SOUND EFFECTS LIBRARY on 24 LP Records. Only \$7.50 per record no other charges. Everything from an Atom Bomb to a Toilet Flush. From the pioneers in Sound Effects for broadcasting. Write for catalogue today. THOMAS J. VALENTINO INC., 151 West 46th St., New York, NY 10036, (212) 246-4675

Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

WEST

KOAO/Denver, CO has opening for part-time air talent and possibly full-time in the near future. Send tapes and resumes to Jack Regan, KOAO, 1044 Lincoln St., Denver, CO 80217. EOE M/F (6-27)

KERN/Bakersfield, CA looking for morning personality with plenty of experience. Funny not zany. Production a must. Tapes and resumes to Pete Shannon, Box 2700, Bakersfield, CA 93303. No calls please. EOE M/F (6-27)

Southern Oregon competitive market. Programming to adults with our new powerful FM signal. We need warm, bright and communicative personality. Send tape and resume to Jack Hansen, Operations Dir., 2411 Plymouth Avenue, Janesville, WI 53545. (6-27)

Needed: Program Director for AM Adult Contemporary station in San Diego. Send resume to Mike Stafford, KCBQ, Box 1629, San Diego, CA 92112. EOE (6-27)

Positions Sought

The RABBETT late of KDEO/Waipahu, HI and KPIG-FM/Honolulu and WDRC-FM/Hartford, CT. Top quality radio professional seeking rock 'n' roll position. Highly versatile, hard working and a copy and production animal. Call anytime (808) 281-7025. (7-4)

MIKE PARENTI, 14 yrs experience #1 morning man in 5th largest metro area of Texas. Seeks position in medium to large market, preferably Southwest. Good production skills and track record. Tapes and resumes on request. Call (512) 682-2652 after 2pm CDT. (7-4)

JOE KRAUSE, former PD at WDIZ/Orlando, KROI-AM/Sacramento, WWCK/Flint, Ass't. PD at WABX/Detroit. Looking for programming job. Will relocate. (305) 331-8479. (7-4)

TED LUX, major market air personality, experienced with NBC and Storer owned stations. Call (216) 238-0625. (7-4)

WOODY FLOE, professional impressionist looking for large market as morning person, but will do any shift. Like to relocate in Florida area, but will not turn down a good offer. Call (314) 428-3909. (7-4)

Top programmer who takes stations from the bottom to the top awaits next challenge. Great numbers. Call (315) 622-4027 mornings or evenings. (7-4)

OPPORTUNITIES

Positions Sought

Music Director, formerly WKAM-FM and M-Greenville-Anderson, SC available immediate track record and excellent references. McCOWN at (803) 226-1406. Composites airtime, ratings report and programming philosophy available. Prefer South. (7-4)

with, experienced in personality tuning personality into full-time career. Specialize in Top 40/Adult. Experience: 3 years, including small (SR) AM and KTEL-FM, and MD. Will relocate for market. Call BOB "BU" at (505) 335-5392 or (505) 335-5236 (work). You won't regret.

ANMER-aggressive, seasoned newsman, based in all styles. Needs pg in Eugene or Port St. 708 Barnham Ave., Charlottesville, VA 22901. (540) 525-1746

ator: MD and/or full-time air person. All styles, great ideas, tight schedule. Knowledge of music with experience including KTLB-FM, KSLX-FM, and KDSS-FM. Call PAUL SULLIVAN (415) 366-2219 (7-4)

D, currently programming but looking for new relationship with stable organization as PD, or PD or consultant. Impeccable track record, people skills, motivation, TV syndication, experience. References. Refer to me. South. (7-4) Consideration to (415) 335-1111 (12nd PST (7-4)

LAWRENCE in TIC-FM WORC seeking full-time position in medium market up. Background in Top 40, Pop Adult, and AOR. Also small market timing and Music Directorship. Prefer Northeast, interested in other locations as well. Call Dave or (415) 335-1111 (7-4)

looking to move into medium market. Prefer West Coast, but willing to relocate. Only 35 yrs old, but have worked at two Top 40 stations since total 1 1/2 years. Call RICK GALL (202) 721-7444

looking for medium market, Top 40 or Pop Adult. Call PATSY at (717) 424-5772 after 7pm, or (717) 424-5772 (7-4)

Director looking for new challenge. 2 yrs experience including MOR, Talk, News and Big Bands. Can handle AOR, R&B and others. Will consider other formats and markets. I'm ready to relocate. Call (717) 424-5772 (7-4)

drive. I'm a PD at one of Wisconsin's best stations. 25 yrs at WCTOPM in Two Rivers, looking for a medium market as air talent or small market. Total 8 yrs in radio. Brown Institute Grad. 23 yrs at KID DOUG DAY afternoons at (414) 794-8076. (7-4)

ing, hard working and more! 3 yrs experience, not former. AOR, Top 40, News, automation, news, production, and more. Studying for 1st. Married. If you are ready for the perfect addition to your staff, contact NEIL SCHWARTZ, 506 N. Locust Ave., Colwater, OH 45928, or call (419) 578-1746 (7-4)

ing to you from Pittsburgh! Sharp razor blade, razor voice, please, any shift. Prefer Northeast, Sun to Mon. Available now. ERIC LEE (412) 5300-1111 (7-4)

and a change. I'm a radio California announcer seeking medium market programming challenge in Top 40, Pop Adult or Country. Available now. Call (208) 295-0688 for WES (7-4)

UL MAYER of WWSB, Y102, XEROK available. Call (501) 791-5224 (7-4)

medium market AOR experience. Good numbers, references, musical knowledge. Looking for new challenge in medium market AOR. Call (517) 321-8370 (7-4)

er, pro, 1st ticket. I've done most everything, heavy production and promotion, looking for future cloning opportunity in Mountain West. Been in current market for 3 yrs. (504) 438-7370 (7-4)

top notch pro with excellent ratings and references. 1 yrs experience including major market. Looking for a right opportunity in programming or drive air shift with music responsibility. Engineering background included. Contact MAX HEYWOOD (216) 455-2582 (7-4)

ave you heard the one about the PD that's looking? All me for the punch line. Successful track record... impeccable references. Hurry, the kids are getting low in Pampers. JIM SUMPTER (208) 221-0523 (7-4)

Positions Sought

8 yr pro looking for new opportunity. Presently employed Sports Director West Coast. All experience in most formats. See by-birth, sports, talk, possible sports. 26, married 2 children. Call DANNY after 5pm POT (602) 672-217 (7-4)

Do you need an all-around professional radio person? I'm still looking for a good position to move to. Currently working in Los Angeles. Run a tight boat and am reliable. Call PETE BERNARD (213) 385-0101 (7-4)

Modern Country personality with impeccable track record seeking new challenge. Prefer Eastern Seaboard. Will consider all markets. Call (215) 535-5724 between 5pm-8pm EST (7-4)

Female jock presently working in medium market all-modern Country station and to open mc and do production. Prefer West Coast (local, Utah) part or full-time but will consider anything for the right job. Taxes and resumes upon request. ANNE CAROL, 85 "N" Street, C-1, Salt Lake City, UT 84103 (7-4)

College grad with 2 yrs small market experience seeks upward mobility in radio. News, Music Director and sports experience. Prefer sports and news or sports/entertainment combination. Call (301) 949-0722 (7-4)

Serious, friendly manager seeks job on or off air at station. Experienced in radio promotion. Call (201) 533-2307, or write to LEWIS BENDALL, Ocean Front Rd., East Boothbay, ME 04544 (7-4)

2 1/2 yrs experience, highly creative personality in highly competitive medium market. Successful MD would appreciate new challenge. Call day or night (216) 476-1208. After we talk, resume and demo will be sent. (7-4)

Looking. Large market morning or afternoon person. Must have good energy, concentration, planning and confidence in the air. Call (218) 447-9942 (7-4)

Are you tired of being in the Positions Sought section? I'm a reliable and dependable person. I'm a 1st ticket and Top 40 experience. Call DAVE at (505) 622-0845 (7-4)

14 yrs medium market announcer with extensive directing, writing and engineering experience looking for exciting, challenging engineering/combo position. Along East Coast. Contact JH, (918) 345-9100 (7-4)

Top 40 personality versatility of the best. 40 different voices for on-air or drop-in. The man to call is DAVE SHAW (215) 459-880, or write Box 14, Woodlyn, PA 19094 (7-4)

What sort of a guy creates controversy for a living? For an experienced talk show host call (513) 278-2942 (7-4)

Available immediately. Major market jock. Have worked Cleveland, Columbus, all formats, also PD. Have tape and resume. Call CHRIS (216) 459-5299 in Cleveland (7-4)

TIM DAVISSON, formerly with WWWW, WZZP, Q105 and WQUE seeks to 40 or Pop Adult air shift. Programming and MD background also. East of Mississippi desired. Call (216) 819-2211 (7-4)

9 yrs. Los Angeles County/San Diego County seeks newsman/producer/announcer. Call (213) 277-7789 ask for BILL (7-4)

71 rated Top 40 timing man employed but looking. Also experienced in gathering, writing and reporting news. All markets/150,000 plus considered. If we want performance with a great attitude call BRIAN at (417) 762-0292 (7-4)

Former Arbitron promotion man looking for work in Chicago. Live on TV host/producer. Lives with wife. Writer/producer, self promoter, unbelievable ratings. Moving nw. Call TOD MESSIRVIN (214) 671-1318 (7-4)

Husband & wife: 1 yrs combined experience in all aspects of broadcasting. Top 40, News, Sports, Morning, music, program experience. We are currently dualist. Ready to try the air. We work superbly together and are a great team. You did! (7-4)

Looking for full-time position in radio. Contemporary format. 2 yrs experience in production and promotion. Call JACK WELLS (214) 671-1318 (7-4)

Wanted: News Director. 10 yrs experience in radio. 2 yrs experience in production and promotion. Call JACK WELLS (214) 671-1318 (7-4)

CHRIS LANCE is on the move for better things. On-air, studio, light show and creative production. How about a top? Call (301) 289-0588 (7-4)

Back. 18 months AOR and 8 months PD. 10 yrs professional experience. Some Top 40. Good track record. Average production skills. 30 years experience in radio. Experienced in all aspects of radio. Looking for full-time position. Call (214) 671-1318 (7-4)

many people, and now it's time to go out and do it all for myself, rather than for a corporation." (7-4)

Positions Sought

DAVID LONDON formerly with John Rock (KTLB) Denver and Bill Drake (KYNQ) Fresno. Left radio business to finish college. Have since returned now at KACY/Oakland, past 7 months. Looking for better bucks. Have 1st phone, and tape ready! Call (905) 486-2346 (7-4)

Looking for a PD gig. Successful track record... on fire to win. JIM SUMPTER (208) 221-0523 (7-4)

MICHAEL TAYLOR former PD at KIOU/TV4 Dallas, WA, successful AOR programmer with 14 yrs radio experience, including 3 yrs jocking at KLT-FM Houston. Prefer AOR programming or airwork in top 50 market. Contact me for references and tapes at (562) 586-5459 or (508) 586-8873 (7-4)

16-yr broadcasting veteran desires jock position on Pop Adult or station heavy on oldies or PD position. Contact RON LEADER at (216) 483-3082 anytime after 1pm EDT (7-4)

Get me out of the Country. Young experienced DJ with PD & MD experience wishes to get out of saturated Country station and back into rock & roll. Medium market preferred but will consider all offers and locations. Call GREG (419) 422-8970 (7-4)

STEVE MICHAELS, 10 yrs radio experience in Washington, D.C. market available immediately. Call (301) 977-7158 for interview, tape or resume. Willing to relocate (7-4)

Top 40/AOR jock. Want to do my best for you. MD, PSA Director, promotions, remotes, production experience. \$200.00 a week. Currently employed in highly competitive medium market. Desires more responsibility, nice weather, city, facilities. Call THE POSITIVE THINKER (215) 478-0440 (7-4)

Top 10 market Production Director. Currently employed, or same, or full-time air shift. Hard working and versatile. Looking for challenge. BOB (301) 468-5531, or (301) 947-5398 (7-4)

WKRP Where Are You? Hot young jock still looking for that "right job." Do you have an opening for a dedicated professional minded DJ who doesn't mind hard work, if so I've been looking for you. 1st phone. Call BRUCE at (213) 430-9957, or write to BRUCE ARTMAN 1209'S Ocean Ave., Seal Beach, CA 90740 (7-4)

Living in exile! Please help me get back to California (S.F. Bay, San Diego). Mature, stable air personality looking for new challenge in medium or major market. College degree, 1st phone, strong production. Lots of experience including programming. The whole ball of wax. Call MICHAEL (702) 862-7346 after 5pm POT (7-4)

Are you seeking a broadcaster with depth? Several years experience. Background in all major formats. Desires MD position. Currently resides in Reno market. Call ANDY TYLER (702) 525-3216 (7-4)

Dodge City News Director. 10 yrs experience in radio. Former major market anchor/producer for Wiscotson. Over 8 yrs experience in radio. Versatile. Call PAT (316) 238-2222 (7-4)

Small market's favorite air personality. 10 yrs experience and committed to a top level. The community-minded, experienced, and reliable. Call MARV at (214) 342-2011 (7-4)

7-yr radio vet seeks programming challenge in medium market. Former major market producer. Experience in all major formats. Call (214) 342-2011 (7-4)

Superior talent. 10 yrs experience in radio. Former major market anchor/producer. Call (214) 342-2011 (7-4)

Former Arbitron promotion man looking for work in Chicago. Live on TV host/producer. Lives with wife. Writer/producer, self promoter, unbelievable ratings. Moving nw. Call TOD MESSIRVIN (214) 671-1318 (7-4)

Husband & wife: 1 yrs combined experience in all aspects of broadcasting. Top 40, News, Sports, Morning, music, program experience. We are currently dualist. Ready to try the air. We work superbly together and are a great team. You did! (7-4)

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Wanted: News Director. 10 yrs experience in radio. 2 yrs experience in production and promotion. Call JACK WELLS (214) 671-1318 (7-4)

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many people, and now it's time to go out and do it all for myself, rather than for a corporation." (7-4)

Positions Sought

Comedy, consistency and communication. Two major market jobs are ready to go with one of the best morning or afternoon drive shows in the country. Call (313) 872-7282 before 12 noon (7-4)

Looking for work. 27th and 19th. 14 years experience. Country. Top 40 or Pop Adult. Call (978) 571-7874 (7-4)

Los Angeles market announcer wants to be a PD. Promotional experience. Will relocate. Call (213) 278-1566 (7-4)

Young, 2 1/2 years experience in radio. Seeking in all aspects of radio. 10 yrs in radio. Experience includes all 3 shifts at major 100 market. MD, AOR, Sports/Entertainment. Willing to relocate. Call (717) 508-2621, or write to: Supermarket, Harrisburg, PA (717) 508-2621 (7-4)

KEVIN GRAYSON, 10 yrs radio experience. 12 yrs looking for medium market PD/MD. Excellent references. Familiar with AOR and pop formats. 24 years experience. Call (571) 464-8888 (7-4)

Superior medium market play-by-play announcer seeks new challenge in quality market. (415) 762-1221. GARY (7-4)

Looking for a variety of radio opportunities in all markets. Trained, versatile, 8 years experience, and a little extra from my wife to boot. Looking for full-time employment, preferably in the S.W. of the US. Salary, self-motivated, presently working part-time in medium market. Offer varied skills and abilities in inter-related stations. Contact JERRY (800) 892-5776 after 1pm, leave message (7-4)

Stable one-to-one communicator seeks shift format. Experienced in all facets of radio. Call JOHN at (317) 289-5191 anytime (7-4)

Quality Sportscenter available now. Major college play-by-play experience, network airings, degree. 8 yrs experience. Medium or major market desired. DON VOLTZ (218) 294-2488 (7-4)

Young, enthusiastic, ambitious and unique announcer seeking employment. Discover this young talent. Call DARREN at (301) 587-1085 (7-4)

TOM ARMSTRONG, last 2 yrs at WZLQ/Fredrick, MD. 10 yrs experience. PD/MD for class license. Available now. Call (301) 862-0394 (7-4)

Country jock with first. Able to relocate. For tape and resume call (517) 787-8850, or write to Sam Stein, 2585 Pleasant Run Dr., Jackson, MI 48320 (7-4)

Looking for great morning show? To see to see how our major market evening show is morning or afternoon show. Please call with WALK/DRIVE, 100000. Contact: Sam Stein, 2585 Pleasant Run Dr., Jackson, MI 48320 (7-4)

Small market's favorite air personality. 10 yrs experience and committed to a top level. The community-minded, experienced, and reliable. Call MARV at (214) 342-2011 (7-4)

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many people, and now it's time to go out and do it all for myself, rather than for a corporation." (7-4)

...and are of when the track in feel up

THE BACK PAGE

BREAKERS

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

ROLLING STONES

Emotional Rescue (Rolling Stones)

79% of our reporters on it. Moves: Up 61, Same 22, Down 0, Adds 69 including WXLO, WNBC, 96KX, KRLY, 94Q, WLS, KRLA, KHJ, KOPA, WHFM, 95SGF, KOFM, Y94. See Parallels, charts at number 27.

BENNY MARDONES

Into The Night (Polydor)

63% of our reporters on it. Moves: Up 73, Same 21, Down 0, Adds 28 including WCAO, F105, Q107, 13K, KIMN, KOPA, WAEB, WFMF, WDRQ, KZZX. See Parallels, charts at number 28.

DIRT BAND

Make A Little Magic (UA)

63% of our reporters on it. Moves: Up 78, Same 24, Down 0, Adds 20 including WIFI, WRKO, KSLQ, 13K, KHFI, KEEL, WNOX, KVIC, KIOA. See Parallels, charts at number 29.

JACKSON BROWNE

Boulevard (Asylum)

59% of our reporters on it. Moves: Up 26, Same 20, Down 0, Adds 67 including WCAO, F105, 94Q, Q105, KWK, KSLQ, WGCL, KIMN, KUPD. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations 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, 11-11, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

MICKEY GILLEY "Stand By Me" (Full Moon/Asylum) 102/13
Moves: Up 78, Same 9, Down 2, Adds 13 including KSLQ, KIMN, WFBL, WICC, KERP, WSTT, WOHO, KRUX, KRLY 26-22, 94Q 9-8, CKLW 24-19, WHB 17-12.

LINDA RONSTADT "I Can't Let Go" (Asylum) 99/33
Moves: Up 43, Same 22, Down 1, Adds 33 including F105, PRO-FM, KDWB, WHB, Q102, KOPA, Q106, KXX106, WBBQ, KRAV, KERN, KENO.

AIR SUPPLY "All Out Of Love" (Arista) 89/15
Moves: Up 59, Same 15, Down 0, Adds 15 including WXLO, WFIL, WFLY, KC101, WTX, WJDX, KIOA, WCAO 26-21, Q105 19-11.

JOURNEY "Walks Like A Lady" (Columbia) 89/7
Moves: Up 62, Same 18, Down 2, Adds 7, JB105, KDWB, KIMN, WTX, 96X, KEYN-FM, KERN, WIFI 23-16, Z97 7-3, KWK 9-7.

QUEEN "Play The Game" (Elektra) 85/9
Moves: Up 49, Same 27, Down 0, Adds 9, Q107, Q106, WNCI, KQ94, KPUR, KKLS, KENI, KSLY, KQDI, PRO-FM 25-22, 13K 30-26, KJR 22-19.

COMMODORES "Old-Fashioned Love" (Motown) 79/14
Moves: Up 47, Same 18, Down 0, Adds 14 including KJR, KOPA, WJDX, WHBQ, WNOX, WDRQ, WOHO, WCAO 25-20, WPGC 26-23, KRLY 30-26.

ERIC CLAPTON "Tulsa Time" (RSO) 77/15
Moves: Up 42, Same 20, Down 0, Adds 15 including Z97, KUPD, WTRY, Z98, WSGA, WNCI, KLUC, Z93 4-3, 94Q 2-1, Q102 14-10.

RODNEY CROWELL "Ashes By Now" (WB) 74/3
Moves: Up 47, Same 17, Down 7, Adds 3, WKXY, WEAQ, WRKO 28-25, Z93 10-8, 94Q 3-6, KDWB 13-10, WOKY 24-21, WRJZ 15-9, KRQ 22-17.

FRED KNOBLOCK "Why Not Me" (Scotti Bros.) 66/41
Moves: Up 13, Same 12, Down 0, Adds 41 including PRO-FM, WOKY, WPEZ, WPST, 14Q, KXX106, KX104, KWEN, KERN, KGW.

CHEAP TRICK "Everything Works If You Let It" (Epic) 56/1
Moves: Up 34, Same 16, Down 5, Adds 1, KKRC, WKBW 19-17, 96KX 16-13, KJR 23-21, KUPD 24-16, KEEL 36-27, WDRQ 17-13, KOFM 25-21, KRSP 10-5.

RICK PINETTE & OAK "King Of The Hill" (Sky's The Limit/Mercury) 51/4
Moves: Up 24, Same 22, Down 1, Adds 4, WAKY, WVIC, KKRC, WRBR, F105 14-9, PRO-FM 3-2, 14Q 3-1, KRUX 32-27.

Others Getting Significant Action

ROY ORBISON & EMMYLOU HARRIS "That Lovin' You Feelin' Again" (WB) 46/7
Moves: Up 25, Same 14, Down 0, Adds 7, WFLY, 14Q, KXX106, WOHO, WFLB, KENI, KBIM, 94Q 18-15, WSGN 28-23, WAAY 25-19.

EDDIE RABBITT "Drivin' My Life Away" (Elektra) 45/14
Moves: Up 16, Same 15, Down 0, Adds 14 including WFIL, WHB, WTRY, KFMK, WSKZ, WAYS, WCIR, WFOX, KBDF, WRKO 30-27, 94Q 30-24.

FIREFALL "Love That Got Away" (Atlantic) 45/11
Moves: Up 19, Same 15, Down 0, Adds 11 including WIFI, 96KX, WPEZ, WAEB, WQRK, WZZP, KRQ, Y103 40-36, KLUC 21-16.

Radio & Records

NATIONAL AIRPLAY/30

July 4, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK	
3	1	1	1 BILLY JOEL/It's Still Rock & Roll To Me (Columbia)
2	2	2	2 ELTON JOHN/Little Jeannie (MCA)
8	5	4	3 PURE PRAIRIE LEAGUE/Let Me Love You... (Casablanca)
14	11	8	4 OLIVIA NEWTON-JOHN/Magic (MCA)
1	3	3	5 PAUL McCARTNEY/Coming Up (Columbia)
11	8	6	6 ROCKY BURNETTE/Tired Of Toein' The Line (EMI America)
10	9	7	7 SPINNERS/Cupid/I've Loved You For A Long Time (Atlantic)
13	12	10	8 MANHATTANS/Shining Star (Columbia)
4	4	5	9 BOB SEGER/Against The Wind (Capitol)
26	21	17	10 GENESIS/Misunderstanding (Atlantic)
19	17	14	11 KIM CARNES/More Love (EMI America)
15	14	12	12 ELECTRIC LIGHT ORCHESTRA/I'm Alive (MCA)
23	18	13	13 CHARLIE DANIELS BAND/In America (Epic)
18	16	15	14 JOE WALSH/All Night Long (Full Moon/Asylum)
5	7	11	15 BETTE MIDLER/The Rose (Atlantic)
6	6	9	16 ROBBIE DUPREE/Steal Away (Elektra)
22	20	19	17 BLUES BROTHERS/Gimme Some Lovin' (Atlantic)
21	19	18	18 CAROLE KING/One Fine Day (Capitol)
28	22	20	19 KENNY ROGERS/Love The World Away (UA)
-	30	26	20 CHRISTOPHER CROSS/Sailing (WB)
-	27	23	21 PETE TOWNSHEND/Let My Love Open The Door (Atco)
-	28	25	22 BOZ SCAGGS/Jojo (Columbia)
9	10	16	23 LIPPS, INC./Funkytown (Casablanca)
-	-	28	24 ALI THOMSON/Take A Little Rhythm (A&M)
-	-	27	25 S.O.S. BAND/Take Your Time (Do It Right) (Tabu)
-	-	29	26 MECO/The Empire Strikes Back (Medley) (RSO)
-	-	→	27 ROLLING STONES/Emotional Rescue (Rolling Stones)
-	-	→	28 BENNY MARDONES/Into The Night (Polydor)
-	-	→	29 DIRT BAND/Make A Little Magic (UA)
-	-	→	30 JACKSON BROWNE/Boulevard (Asylum)

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

ROLLING STONES "Emotional..." (Rolling Stones)
JACKSON BROWNE "Boulevard" (Asylum)
FRED KNOBLOCK "Why Not Me" (Scotti Bros.)
LINDA RONSTADT "I Can't Let Go" (Asylum)
BENNY MARDONES "Into The Night" (Polydor)

Complete Regionalized Listings on Page 28 and 29

HOTTEST

BILLY JOEL "It's Still Rock & Roll To Me" (Columbia)
OLIVIA NEWTON-JOHN "Magic" (MCA)
MANHATTANS "Shining Star" (Columbia)
ROCKY BURNETTE "Tired Of Toein'..." (EMI America)
PURE PRAIRIE LEAGUE "Let Me..." (Casablanca)

Parallel Listings Begin on Page 32

GEORGE BENSON "Give Me The Night" (WB) 41/19
Moves: Up 9, Same 13, Down 0, Adds 19 including WNBC, WCAO, PRO-FM, WPGC, Z93, Q105, KRLA, WICC, WLCY, KRUX.

KISS "Shandi" (Casablanca) 40/5
Moves: Up 18, Same 17, Down 0, Adds 5, KJR, KEEL, WQRK, WFLB, KBDF, WIFI 24-21, Q105 28-25, BJ105 30-22, WLAC 30-26.

ROGER DALTREY "Free Me" (Polydor) 39/20
Moves: Up 2, Same 17, Down 0, Adds 20 including WBEN-FM, WPST, WTX, WAPE, WSKZ, KRSP, WIGY, WHHY, WSPT, KQDI.

HERB ALPERT "Beyond" (A&M) 38/14
Moves: Up 13, Same 11, Down 0, Adds 14 including 14Q, Z98, WLCY, WLAC, WDRQ, 14WK, WCGQ, KILE, KDZA, WCAO 30-24, 94Q 24-21.

AVERAGE WHITE BAND "Let's Go 'Round Again" (Arista) 36/7
Moves: Up 18, Same 11, Down 0, Adds 7, PRO-FM, WGCL, WKBO, KEEL, V100, WXIL, WGBF, WKBW 28-25, WBEN-FM 28-21, WERC 24-19.

JOHNNY LEE "Lookin' For Love" (Full Moon/Asylum) 33/20
Moves: Up 11, Same 2, Down 0, Adds 20 including Z93, WHYN, WFMF, KX104, WAYS, KJ100, KOFM, KJRB, WTSN, WISE, KEARTH d-29.

RUSS BALLARD "On The Rebound" (Epic) 30/3
Moves: Up 14, Same 13, Down 0, Adds 3, KXX106, KRUX, WRKR, PRO-FM d-30, Q102 25-23, KJR d-24, WANS-FM 38-31.

AMBROSIA "You're The Only Woman" (WB) 29/20
Moves: Up 6, Same 3, Down 0, Adds 20 including Z93, KJR, 14Q, WAPE, WSKZ, WRVQ, WHEB, WFOX, KFVR, WBDF.

IRENE CARA "Fame" (RSO) 25/8
Moves: Up 10, Same 7, Down 0, Adds 8, KEARTH, WSGN, 95SGF, KCPX, WIGY, WHHY, WRKR, KSLY, WNBC d-26, KRLA 25-21, KHJ 30-23.

LARRY GRAHAM "One In A Million You" (WB) 24/10
Moves: Up 11, Same 3, Down 0, Adds 10, KHJ, WKBO, KRBE, WERC, WLCY, WBBQ, WLAC, WAYS, WANS-FM, FM99, WCAO 23-18, WPGC 21-14, WHBQ 6-1.

GRATEFUL DEAD "Alabama Getaway" (Arista) 24/1
Moves: Up 14, Same 8, Down 1, Adds 1, 92Q, 96KX 21-18, KWK 4-3, WFLY 30-24, KHFI 26-22, KQWB-FM 23-18.

NATALIE COLE "Someone That I Used To Love" (Capitol) 21/7
Moves: Up 8, Same 6, Down 0, Adds 7, WCAO, WPGC, WFBR, WGH, WZZP, WYRE, WSEZ, WRKO 22-19, WTRY 29-20.

ELECTRIC LIGHT ORCHESTRA "All Over The World" (MCA) 18/12
Moves: Up 2, Same 4, Down 0, Adds 12 including Z93, WPST, WLAC, WJDX, KTKT, K104, WROV, WRKR, 96KX d-26, KRQ 30-21.

ROBBIE DUPREE "Hot Rod Hearts" (Elektra) 18/9
Moves: Up 5, Same 4, Down 0, Adds 9, WPGC, Z93, KSLQ, 96X, WDRQ, KRQ, WYRE, WISE, KKRC, 94Q 29-26.