

Radio & Records

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THE INDUSTRY'S NEWSPAPER

AUGUST 8, 1980

GREEN, BROWN NAMED REGIONAL VP'S

Rosenwald Promoted In Malrite Restructuring

Malrite Broadcasting announced a restructuring involving several of its top executives, with Gil Rosenwald, VP/GM of WHK & WMMS-FM/Cleveland, promoted to VP/Group Operations. At the same time, two Regional VP positions have been created, with WNYR & WEZO/Rochester VP/GM Murray Green adding supervision of Malrite's TV production facilities and WUHF-TV/Rochester, and KEEY-AM-FM/St. Paul VP/GM Doug Brown also overseeing WZUU-AM-FM/Milwaukee.

Rosenwald, who will be working with Malrite President Carl Hirsch, told R&R that the restructuring is



Gil Rosenwald

intended to involve the new VP's more closely in corporate operations and give the ability to provide upper mobility for other Malrite executives. He added that Malrite's purchase of KNEW/Oakland-San Francisco from Metromedia has been approved by the FCC, with staff changes planned there. Malrite has also received the go-ahead

RETURNS TO HOMETOWN

Teuber Named WMET PD

Tom Teuber returns to his hometown of Chicago as Program Director of Metromedia's WMET, filling the long-vacant position last held by Bob Coburn, who resigned to join KLOS/Los Angeles (R&R 5-23). Teuber comes to WMET from WLVQ/Columbus, which he has programmed since February 1977.

WMET GM Bruce Holberg told R&R, "Tom is a solid thinker and, from everything I've heard about him, a strong leader. He's been a very successful innovator within the Superstars format. He's maintained a broad-based dominance in Columbus, and was successful in Buffalo before that (as MD at WGRQ). I think as a native Chicagoan he'll adapt real well here."

Teuber, who worked at WGN and WAIT in Chicago before moving into programming, told R&R, "It's my hometown, and I'm real excited about it. I used to walk up Michigan Avenue as a child and look up at those tall buildings and fantasize about what it'd be like to work there, and now I'm doing it. I've watched Metromedia stations since the inception of the (AOR) format. Names like Tom Donahue and Scott Muni are legendary. I can't believe I'm working for a company like that in my own hometown."

He continued, "It was a real tough decision to leave. We've been real successful here at WLVQ. Taft is a great company to work

to purchase TV stations in Jacksonville and West Palm Beach.

Tiburski, Jones Promoted

In addition, Malrite has promoted two of its Cleveland station staffers. WMMS Station Manager Walt Tiburski is now GM at WMMS and WHK, while WHK PD Ron Jones becomes Operations Manager there. Tiburski, an eight-year WMMS veteran, told R&R, "I'm excited about it, naturally. It'll give me the opportunity to continue what I've been doing and to help keep the stations cooking."

Jones commented, "According to Gil I will be the 'daily operational' head of the station. It has been a dream for a lot of years to have this position with Malrite. Gil and I have a tremendous working relationship, and I hope to justify the confidence he has placed in me. I'm really excited about it."

Beesemyer Joins Eller's KIOI

Fritz Beesemyer has been appointed General Manager of KIOI (K101)/San Francisco, and is set to assume his new duties when Charter Media takes over the station's operations in early September. Beesemyer has been President/GM of WCZY-FM/Detroit since April 1978 and GM of both WCZY-AM and FM since June 1979. Jim Mulla, General Sales Manager at WOMC/Detroit, will replace Beesemyer at WCZY.

John Bayliss, head of Charter Media Radio Division and former Combined Radio President when WCZY was a Combined station, told R&R, "Fritz was one of our superstars in the division, and when he made it known to us that he was interested in joining our new company, we acted immediately."

Beesemyer told R&R, "I'm excited about the terrific opportunity at K101. It is the best FM facility west of the Mississippi River, and I look forward to being an active member of the San Francisco radio community. It was a very difficult decision to leave Gannett; they are in the process of building a terrific radio division. But the opportunity to get back together again with John Bayliss and Karl Eller (Charter Media partner, purchaser of K101, and former

Combined President) couldn't be turned down. I look forward to working with them in building a new media conglomerate."

Beesemyer, who started his career in TV, joined KIIS/Los Angeles as an account exec in 1975. He became VP/GSM at KBBC/Phoenix in December 1976, remaining in that position until his move to WCZY.

CHICAGO BLACK RADIO

RIVALRY RAGES

WBMX PD

Harris Jumps To WGCI

Steve Harris, who became PD at WBMX/Chicago slightly over a month ago (R&R 6-27), has departed that position to join cross-town rival WGCI as Music Director and midday personality.

Incoming WBMX GM Jim Maddox told R&R that he was sorry Harris had decided to leave before they had a real chance to explore each other's attitudes and ideas on programming the station. He added that he was looking for qualified air staffers, as well as a new PD. Harris was unavailable for comment.

COMPANY RELOCATES

TO NEW YORK

Blonstein Resigns As Island President



Marshall Blonstein

Marshall Blonstein has resigned as President of Island Records, under circumstances both he and Island principal Chris Blackwell described as "wholly amicable." At the same time, it was announced that Island would base its headquarters in New York. Blonstein's reluctance to relocate there was given as a reason for his departure.

Blackwell commented, "It is with deep regret that I accept Marshall's resignation. During the past 18 months in which he has served as Island Records' President, he has proven himself to be an extremely talented executive, and has been instrumental in the company's significant success... I'm certain that he'll be equally successful in his future endeavors."

Blonstein, a 15-year industry veteran, had been VP/GM at Ode Records for eight years before joining Island. Previously he was National Promotion Director at Epic.

CBS To Distribute Handshake Label

The long-anticipated distribution agreement between Ron Alexenburg's Handshake Records and CBS has been signed, with the CBS branch system handling the new label's product, while Handshake will do its own promotion and marketing.

CBS Records Group Deputy President/Chief Operating Officer Dick Asher commented, "I anticipate a great deal of success from CBS Records' new association with Ron Alexenburg and Handshake Records. This unique relationship will result in comprehensive distribution throughout the U.S. for the exciting releases being planned by the Handshake label."

Alexenburg said, "I spent 13 years at CBS moving through the organization from local promotion to the executive suite. During that time, I developed great respect and affection for many of the people I will now be working with again. It is a tremendous advantage to know how the system works,



FAIR SHAKE FOR CBS — Pictured celebrating the CBS/Handshake distribution agreement are (l-r) CBS VP Frank Mooney, CBS Records Division President Bruce Lundvall, CBS Records Group President Walter Yetnikoff, Handshake President Ron Alexenburg, CBS Records Group Deputy President Dick Asher, CBS Sr. VP/GM Paul Smith, and Columbia Records Productions VP Tom Van Gessel.

and even more important to know and respect the people on your team and their operating techniques." Alexenburg also credited Ariola International VP/U.S. & Canadian Operations Elliot Goldman and CBS Executive VP Walter Dean for "enormous effort in putting together the CBS deal with me. It was a new and thoughtful arrangement, and their intelligence, tact, and perseverance was marvelous."

(Ariola International is a partner in Handshake with Hansa's Peter and Trudy Meisel and Alexenburg.)

At the same time, it was announced that Quality Records of Canada will distribute Handshake in that country, with Quality President George Struth commenting, "There is no doubt in my mind that Handshake Records will develop very quickly into a potent new force both here and abroad."



SPIDER

"EVERYTHING IS ALRIGHT"

DL-103

SPIDER



WFLY on
WICC on
WPST 32-30
WKEE 19-15
WBBQ on

WGH on
WVIC add
WFBG on
WFLB on
KFXD deb 30
KRLC on

Holly Penfield



"ONLY HIS NAME"

DL-102

Late Add
KOPAI

CBS FM VP Cole Exits Position

Bob Cole, VP in charge of CBS's FM Division since 1969 and a 27-year veteran of the company, has left CBS over disagreements in management policy. Cole joined CBS in 1953 and was an account exec with CBS-TV National Sales for seven years before taking the FM position.

CBS Radio Sr. VP Bill Grimes told R&R, "We differed in philosophy of management." He added that he hopes to name a successor to Cole shortly.

Conlee Becomes KHTZ PD

Jim Conlee, who had been acting PD at KHTZ/Los Angeles since the departure of Bobby Rich (R&R 7-18), has been officially appointed Program Director of the Greater Media Top 40 station. General Manager Tim Sullivan told R&R, "Jim has been Assistant PD here since the beginning of the year, and I felt that in the last three weeks, when he was acting PD, he demonstrated a real take-charge attitude and an obvious ability to program in this market."



Jim Conlee

Conlee, who was TEN-Q/Los Angeles's last PD in its Top 40 incarnation, commented, "I feel real good about being given the opportunity to get back into programming and doing it in Los Angeles. I specifically feel good about this company's ability to have a winner in this city. There are obvious advantages to working with a small, privately-owned company; one of them is the direct access to top management people. Utilizing their talents and the brand-new facilities we have here, I think we'll achieve success. Success is the word I live by; failure is not a part of my game plan. I think we're going to be doing some different, exciting things here on the radio!"

Tracy Takes KZAP PD Position

Les Tracy has been named Program Director at KZAP/Sacramento, replacing Chris Miller, who departed to become PD at KLOL/Houston (R&R 8-1). Tracy had most recently been appointed PD at Hefel's new Cincinnati AOR WYYS, and was in the process of selecting an air staff when disagreements arose over programming policies. As a result, he exited the position before the station signed on. He had previously been Assistant PD and air personality at WLUP/Chicago, following air shifts at KPRI and KGB-FM/San Diego.

Tracy, who started at AOR-formatted KZAP Friday (8-8), told R&R, "I'm real excited. I like the town, I like the people; it's a good company with a good GM. It's a great opportunity for me and I'm really looking forward to it."

McVay Moves To K-BEST

Mike McVay, who followed a successful ratings book as PD of WAKY/Louisville by resigning the position (R&R 7-25), has been appointed PD of K-BEST (KBZT)/San Diego. He replaces Dene Hallam, who departed the station he helped put on the air.

K-BEST GM Norm Feuer told R&R, "We are absolutely delighted. Mike is an obviously intelligent, obviously very professional individual, and I think he's going to be dynamite out here."

McVay, who programmed TEN-Q/Los Angeles before joining WAKY, commented, "I'm thrilled to take on this new challenge. I'm looking forward to working with the company (Force Communications), and San Diego's a great place to live." McVay added that he will continue to consult WAKY on programming matters.

Hallam, a longtime Country programmer before his K-BEST stint, told R&R, "I felt it was time for me to move on and pursue other challenges that will help me expand my horizons. I'm very interested in getting back into Country radio. I felt being a free agent would give me a better opportunity to make a good situation for myself."



Mike McVay

Dallmann Upped To VP/GM At WIP

Bill Dallmann has been promoted to Vice President and General Manager of WIP/Philadelphia. Most recently General Sales Manager for the Metro-media-owned outlet, Dallmann joined the station as an account exec in 1960, opening the Philadelphia offices of Metro Radio Sales in 1962. In 1964, he was appointed Executive Vice President of Metro Radio Sales, a position he held until he left Metro-media in 1969. Dallmann returned to WIP as GSM in 1973.

George Duncan, President of Metro-media Radio, said, "Metro-media is indeed fortunate to entrust its highly successful WIP to a man with Bill's vast experience in the broadcasting business."

"You've got to feel great," Dallmann told R&R, commenting upon his appointment, adding, "Hopefully, WIP will not only maintain its present position but will become even better." Dallmann noted that there were no major format or personnel changes planned.

Ten Eighty Promotes Ury To President

Perry Ury has been named President and Chief Executive Officer for the Ten Eighty Corporation, owners of WTIC-AM-FM/Hartford. Perry, who joined the stations as Vice President of Sales in 1977, will continue in his present post as Executive Vice President and General Manager of both stations in addition to his new duties. Former Ten Eighty President Bob Tyrol was appointed Vice Chairman of the Board for the firm.

When contacted by R&R, Ury commented upon the promotion, "There isn't a radio station in the United States that I would rather be President and Chief Executive Officer of and there isn't a radio staff, both AM and FM, that I would prefer."

"We are absolutely one large family," Ury continued, "and at the same time we are a superior group of super achievers, which is reflected in the success of both the AM station (number one in the market in Arbitron ratings) and the FM (now number three)."

this week...

BACK TO SQUARE ONE ON AM STEREO AND DISTRESS SALES

The FCC calls for more study on AM stereo and complicates the issue on distress sales to minorities.

Page 4

DOES RADIO NEWS LIVE UP TO ITS POTENTIAL?

WGN's Paul Davis, a veteran of both radio and TV news, thinks there's room for improvement.

Page 6

ADVERTISER APATHY CAUSES RATINGS FAILURES

A look at the failed alternatives to Arbitron, with some common-sense reasons for their mishaps.

Page 13

THE CALCULATED APPROACH TO TOP 40

Microcomputers can save time and simplify your music programming efforts — and they don't have to be expensive.

Page 20

ALPHA ONE:

AUTOMATION AND SYNDICATION

Jack Patterson's new syndicated Black format uses automation to enhance a radio station's personality and image.

Page 36

CHUM-FM ABANDONS ONE-ARTIST SETS

The AOR station which pioneered 15-minute sets of one artist only claims there's not enough good new music to keep it going.

Page 40

RECORD SUPPORT FOR POP/ADULT

Two top record executives explain their new emphasis on Pop/Adult artists with broad appeal.

Page 56

Latest Arbitron Results

Page 14

features

Washington Report.....	4	Brad Messer.....	14
What's New.....	8	Street Talk.....	16
Gary Owens.....	12	Ratings & Research.....	18
Tv News.....	12	Picture Page.....	34
Media Marketing.....	13	Opportunities.....	61

formats

News/Talk.....	6	AOR.....	40
Top 40.....	20	Country.....	51
Black Radio.....	36	Pop/Adult.....	56

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Latest Convention Information



See Page 19

Washington Report

OKAYS KJAZ PURCHASE

FCC Further Confuses Distress Sale Policy

On a close-call (4-to-3) vote, the FCC went against the recommendation of its own Broadcast Bureau behind closed doors last Friday (8-1) and gave approval to Patrick Henry to sell KJAZ/Alameda, CA (near Oakland) to Lionel Wilson and Ronald Cowan. The sale price of \$1.4 million represented approximately 61% of market value, according to the majority of Commissioners.

(A distress sale enables a licensee accused of wrongdoings to sell his property to a minority for up to 75% of market value rather than face a hearing.)

The issue was whether or not a minority would be in control of the station. Chairman Charles Ferris,

who voted against the sale, said that wouldn't be the case with two coequal owners, only one of whom is a minority. "By ownership, I refer to control, not mere investment, in broadcast properties," he said in a dissenting statement, adding that the decision "reduces what we mean by ownership."

However, the majority said that 50% ownership constitutes the ability to veto any action. Additionally, the new owners' bylaws state that three of four directors are to be minorities.

Are Wilson & Cowan Qualified?

In a press release issued on Tuesday (8-5), the FCC said the distress sale was being conditioned upon the two new owners being found qualified to hold the license. In previous approvals, however, the Commission made that determination prior to approving a distress sale.

KAHN CLAIMS BIGGEST BROADCAST SUPPORT

AM Stereo Boomerangs

FCC Asks For More Info, Will Delay Action At Least Six Months

Magnavox is no longer the winner. Late last week the FCC went back to the starting gate on AM stereo, opening the way for either a new single winner or a possible marketplace decision with all five AM stereo proponents emerging as co-winners.

Magnavox President Kenneth Meinken, in a prepared release, stated, "We are naturally disappointed in the Commission's decision to delay final action on AM stereo for at least six months and possibly a year or more."

Indeed, if a vote on adopting a marketplace choice had been taken — and there almost was one — the tally would have been three-to-three with Chairman Ferris being the swing vote.

Moreover, positions held by the Broadcast Bureau and Dr. Nina Cornell's Office of Plans & Policy advocated the adoption of all five systems. But Dr. Steve Lukasik's Office of Science & Technology, which had been the primary department favoring Magnavox based

on a controversial matrix evaluation, deferred to General Counsel Bob Bruce to defend the need for additional time in order to prepare a written defense (one that could stand court challenge) of the selection process.

In opening up the proceeding again, the FCC has said it will take a further look at additional data from the five system proponents. R&R has learned that based on current data, Motorola and Harris would be the front-runners if one system were chosen.

Kahn's Claims

Meanwhile, Kahn Communications President Leonard Kahn informed the Commission of an NBC decision to use the Kahn system at

WNBC/New York, WMAQ/Chicago, and KNBR/San Francisco "if the FCC approves the 'marketplace.'" Kahn also cited "favorable reports" from ABC, Westinghouse, RKO, Meredith, LIN, Waterman, Moffat, and several other radio outlets, adding, "I know of no network or major station group that favors any of the four other systems."

People

Washington

Dick Smith named Assistant Chief of the FCC's Field Operations Bureau. He will handle a nationwide public service, educational, and "outreach" program.

Madison

Russell Matar named GM of WWQM-AM-FM, from a similar position at WRTR & WQTC/Two Rivers, where he had worked for almost eight years.



ACADEMIC HONORS — FCC Commissioner Tyrone Brown and Vice-com VP John Goddard were awarded honorary degrees from the East Bay Skills Center, an Oakland area occupational training facility. The honors were presented by KDIA/Oakland GM Kerrie Anderson, a 1978 recipient. Pictured (l-r) are Anderson, Brown, and Goddard.

FCC: At A Glance

At its final session before the August break, the FCC took the following actions:

- Went against a Broadcast Bureau recommendation and denied a tax certificate to the sellers of KEYN/Wichita, KS. Station was bought by Jim Long and Charley Pride, each with 45% ownership. In addition, Pride will vote another 10% of stock, which is being held in trust. FCC Commissioners said despite Pride's stock, the fact that he would not be involved in the daily operations was enough to deny the request,

which would have meant about \$200,000 to the sellers.

- Reaffirmed a prior decision not to include the handicapped in the Commission's EEO program. Vote was 6 to 1, with Commissioner Bob Lee concurring in part, but also dissenting in part.

- Rejected a suggestion that broadcasters be required to carry public service messages announcing how citizens can better participate in FCC rulemakings.

At The Nets

NBC

"Very Special Special" featuring Melissa Manchester aired over the weekend (August 1-3). Program coincided with the beginning of her first big tour in three years.

NBC O&O's: Eight radio stations as a group got highest audience level figures in history, according to Kathy Lenard, VP for Research. During five-year period, cumes (18-49) increased 49% with an increase of 35% in last year.

WNYS/Rochester, NY is latest affiliate.

Source

Affiliates get three-hour, magazine-style Yes program for airing August 15-17. "Yesspecial" will feature two cuts from the soon-to-be-released "Drama" album. Interviews include comments from band members and founder Rick Wakeman, manager Brian Lane and Atlantic Chairman Ahmet Ertegun. Show was produced by Denny Somach Productions.

Greater Media's KHTZ/Los Angeles becomes new affiliate.

NBC taking Source multimedia show on the road. Net has four new affiliates: WMJQ/Rochester, NY; WSPT/Stevens Point, WI; WQAA/Aberdeen, SD; and WOMN/New Haven.

CBS

VP/GM Dick Brescia plans additional idea exchanges to aid in generating more local business from advertisers. In attendance at the first three seminars held in Boston, Atlanta, and Chicago during June and July were 185 broadcasters from over 80 affiliates.

Net begins three-day series of special pre-convention broadcasts today (August 8-11), each 23 minutes. Emphasis will be on the Carter/Kennedy clash, where the candidates stand, and a roundup of late developments prior to the striking of the gavel.

Preceding the Democratic National Convention, net will air three documentaries on the convention process, issues and candidates. Special reports will be aired at :20 and :50 each hour beginning Monday (8-11). News correspondents Reid Collins and Charles Osgood will co-anchor.

Beautiful Music WJCL/Savannah, GA recently switched to CBS.

"The Supreme Court of the Air: The Pentagon Papers Revisited," broadcast June 29 by Correspondent Fred Graham, has won the Silver Gavel Award of the American Bar Association.

ABC

Net claims to have beaten all others, including the wire services, in breaking the story about the Shah of Iran's death July 27.

RADAR 21 showed the Contemporary Network the leader in 17 of 25 key demographic groups including total persons 12+. ABC Information was dominant in delivering Adults 18+ and ABC FM was dominant in men 18-24.

Bob Chaisson named to newly created position of Director of Network Development, from VP position at Blair Radio. Sandra Kennedy upped to Manager/Research & Media Planning.

Robert Trout, who's covered every political convention since 1936, and Bob Walker will head Democratic Convention coverage.

560 stations clearing the third airing of "Elvis... Memories" scheduled to air August 16.

ABC Information

Sportscaster Lou Boda speaks to the Montana Sportscasters Association in Great Falls tomorrow (August 9).

New affiliates are WKDA/Nashville; KCMP/Brush, CO; and KBCR/Steamboat Springs, CO.

APR

Using satellites will cut APR's phone bill by a million dollars annually, predicted David Bowen, VP/Director of Communications. Last week APR cut away from AT&T altogether in a dozen locations, six shy of a planned 18. But APR will continue the process until it has direct satellite signal access, according to a release.

Net awarded American Legion's Special Citation for 24-minute documentary "The Forgotten Unknown Soldier," produced by Mike White.

NPR

Ronald Reagan's former campaign manager, John Sears, helps out reporting team at Democratic Convention. In addition, he will be regular commentator beginning this fall on "All Things Considered."

William Drummond promoted to National Security Correspondent, Carolyn Craven will report on the White House, and Neal Conan, Scott Simon, Cokie Roberts, and David Molpus have been promoted from staff reporters to correspondents.

Science correspondent Ira Flatow received the first place Clarion Award for his documentary "Antarctica, the Invisible Continent."

Enterprise

New all-sports net has entered into negotiations with California Microwave to design and construct an audio uplink earth station in Avon, CT, where it will have new studios and offices.

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Consultation for this contest provided by Dean Landsman.
(Landsmen/Rivers Radio Services)**

Paul Davis: Radio & TV From Both Sides Now

Paul Davis, currently News Director of WCIA-TV/Champaign, IL, is returning to his radio roots. Effective August 18, he will move to Chicago to assume the same position at WGN-AM-TV. Davis is the immediate past President of the Radio Television News Directors Association (RTNDA) and possesses an extensive background in radio and television news. I talked with him, on the eve of his transfer, to discuss, among other things, his views on his career shift and the future of News/Talk radio.

Obviously, the first question that comes to mind is why return to radio after many successful years in television? It turns out that Davis grew up around radio. His mother was a radio news director now since retired. Davis got his start as an announcer at WCRA/Effingham, IL and he's been hooked ever since. Davis explains further, "I've missed radio. I grew up in it and I like it. And I'll be going to both (radio and TV) which is the best of all worlds." And why WGN? "I think that WGN has, over the years, been introducing the information concept that is going to be very common on AM radio."

During his tenure at WCIA-TV, Davis was responsible for implementing several effective work methods,

News/Talk

one of which is a computerized election night reporting system. When asked about changes and innovations he has planned for WGN, Davis commented, "It would be premature to say very much at this time, but I want to involve the staff that is there in looking at the future and talking about what can be done to improve an already good product." With just such an eye toward the future, Davis's new post marks an increase in news emphasis at both the AM and the TV station. The simultaneous appointment of John Ravencroft is further testimony. "Underneath the News Director there will be a Manager of News Operations for WGN Radio who will focus on radio and continue to develop an excellent product. They have not had a person solely dedicated to the AM news product as they will have in the future."

Davis's philosophy about radio and its potential is a forceful one, dating back to a year ago while he was still RTNDA President. To detail his position more fully, he referred to an article he wrote at that time, in which he outlined his reasons why radio isn't living up to its expectations and opportunities. He still adheres to that philosophy now. "Radio has more options than television or print, but it will take greater pride and product, professionalism and sense of purpose on the part of journalists to fully realize this potential. I have a feeling that there will be significant change in all-News radio, live pickups from news events or as it happens and less repetitive rip-and-read reports." Davis is quick to note, however, that WGN is an exception to the rip-and-readers. "They are very much a broad spectrum radio station. Emphasis is on the content and conversation. All day long a combination of personality, talk, information, and people calling with data. The public can sometimes be as good a journalist as a paid employee."

Winning Radio Requires Work

His extensive background in both radio and TV allows him the unusual opportunity to witness both the weaknesses and advantages of radio in regard to the burgeoning developments in television. "In a large market, radio is still, for ownership, a crap game. There are only about half the stations in the country making money. That's a surprising and alarming figure for someone sinking money into it. I think that a radio station that is successful really has to work diligently to maintain that preeminence because it doesn't take very long to lose it. It is easier to be a radio station owner in a small market than in the big city and the probability of profits more assured. Because of the multiplicity of voices in a large area, I think it's important to know what audience you are playing to and have your information content relate to the audience."

Will News/Talk be adversely or advantageously affected by the advent of AM stereo and the changes in frequencies? "I'm not an expert witness," Davis says. "I know WGN was one of the stations that was in the FCC experiment. I'm sure that if the technology is acceptable, they will be there with all their guns going. I think it will have more of an effect on smaller markets where the AM and the FM are going against each other



and the AM may want to stay in music more. Little-market radio is going to be fascinating in the next 20 to 30 years because it won't be as affected by the satellite, the computer, and the cable system as TV will be. The great change will be in television, and the stability that radio in the smaller communities is going to offer is going to be interesting."

Davis isn't worried that he'll suffer a division of loyalty working with both radio and TV. "I don't know if it will be like having two wives or not. But it's always sounded rather fascinating. I'm excited about it in part because WGN is so good and now I have another news experience. And that is independent television news on the other side. I've spent all of my television years at network affiliated stations and the approach can be different. It's going to be a lot of fun. The one thing I'll miss is I won't be on the air and that will be interesting to see how I do because I've never been off the air since my voice dropped. We'll see how the ego does."

Democratic Convention Coverage Wrapup

Amidst interesting party developments, the upcoming Democratic National Convention promises more excitement than was first anticipated. And News/Talk stations are busily preparing for it with the same enthusiasm.

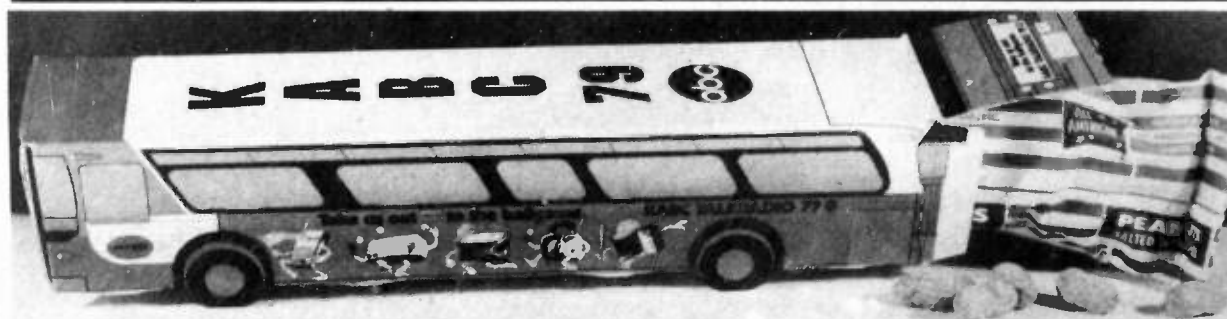
Rob Sunde, Director of News Operations and Programs for WCBS/New York, plans to have his crew of eight street reporters directly involved in all major aspects. Chief political correspondent Steve Flanders will cover the New York delegation with others assigned to the New Jersey and Connecticut delegations. Sidebar reports coupled with network feeds round out their coverage. Crosstown competitor WINS's 40-member team will provide live reports via the Westinghouse skybooth at Madison Square Garden. Jerry Udwin, the company's Washington Bureau Chief, says they are sending an additional 25 radio people from stations across the country who will handle both local and national reports from the specially-built structure, also used during the Republican Convention. A couple of stations are set to stage talk shows from inside and outside the convention as well. Meanwhile, WOR will repeat its extensive Detroit coverage, though on a grander scale. News Director Reg Laite remarks, "It will be a bigger story and so will the WOR news team."

Carter Country Connection

Further south in Carter country, WRNG/Atlanta is prefacing its coverage with three analytical programs prior to the convention. During the actual proceedings, it will utilize network news as well as telephone hookups with political journalists and others as guests. Neighboring WGST will send reporter Tom Houck along with the Georgia delegation. He'll supply them with hourly feeds and live interviews.

According to Mel Miller, Director of News and Programming at WEEI/Boston, two staffers will be in New York. They will devote their time primarily to the Massachusetts delegation, issuing reports to complement regular network coverage.

Ted Wygant, morning anchorman for KGO/San Francisco, will also be travelling to New York. Besides feeding news to the station, he will guest on several talk shows, allowing the local audience to participate. Tentative plans include originating the Owen Spann show from the Garden during the convention's first three days. Whatever the case, Operations Manager Jerry Johnson is sure of one thing, "The horse is in place and if the race develops, we're ready to go."



TAKE US TO THE BALLGAME — Baseball season is here and no one knows that better than KABC/Los Angeles, which broadcasts Dodger games to loyal fans. The station is currently running a bus campaign spotlighting one of America's favorite pastimes as well as the KABC personalities. Pictured above is a cardboard version. And for your munching pleasure while listening to play by play action, bags of peanuts can be found inside.

News/Talk Personalities

Ohio State Senator Charles Butts recently filled in for vacationing John Manolesco on WERE/Cleveland's 9am-midnight show.

Some personnel changes at WCFL/Chicago... Week-day Evening Broadcast Supervisor Bernie Tafoya becomes reporter, newsman John Ganas becomes anchor during Chuck Swinsky's sports show, and Gil Peters moves to morning drive reporter from Weekend Broadcast Supervisor.

KMOX/St. Louis received a Certificate of Merit in the 1980 Gavel Awards sponsored by the American Bar Association for its documentary "Wanted: A Safe Place To Grow Old." In the annual Radio Television News Directors Association (RTNDA) competition, the same documentary won an investigative reporting award. In addition, the station's "The Day After Christmas" received the Edward R. Murrow award for public service.

WXYZ/Detroit General Sales Manager Gene Boivin was elected President of the Detroit Radio Advertising Group (DRAG). Former model, now a member of Detroit's police department, Officer Patty joins the station as traffic reporter weekday mornings.

WMCA/New York's Barry Gray will host a new show, "Special Edition," 6-7pm weeknights devoted to

news coverage. Reporters from Newsweek, People, Inside Sports and Money magazines, plus Newsday, will discuss news preparation. WMCA Chairman R. Peter Straus will host the show one night a week, with the London Broadcasting Corp. linking audiences in England with callers in New York via satellite.

Chris Hanburger is the newest addition to the WRC/Washington, D.C. staff. The veteran Redskins linebacker will host the "Redskin Report," airing from preseason training period through the conclusion of the team's season.

J. Michael Kenyon has been named host of KVI/Seattle's Sports Page. He had been interim host.

KNX/Los Angeles has acquired exclusive broadcast rights to the 1980 Oakland Raiders games in Southern California, preparing for a hoped-for Raiders move to L.A.

With this issue, Gail Mitchell assumes the position of News/Talk Editor at R&R. Following her graduation from Loyola University with a degree in communications, Mitchell worked at RKO Radio for 2½ years before joining R&R, where she has served in a number of editorial positions. She will be based at R&R's Los Angeles headquarters, and welcomes all communications from News/Talk radio stations.

Gilley's

I'm counting my blessings...

"Stand By Me" from the soundtrack of
"Urban Cowboy" (Full Moon/Asylum Records)
Top 40 - 22
Pop/Adult - 3
Country - No. 1. (2 weeks)

"True Love Ways" (Epic Records)
No. 1 Country Hit

... and they add up to the most exciting month of my career! I understand that this is the first time in the history of the Country Charts that an artist has had two Top Ten records simultaneously for four weeks. But I don't stop counting there, because I know that my greatest blessings are the people who've made this possible.

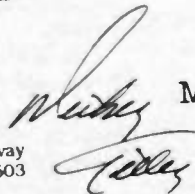
Without the talent of my producer, Jim Ed Norman, and the unbeatable efforts of Epic Records, I wouldn't be able to proudly say "WE'RE NUMBER ONE!"

Without the support of Paramount Pictures, Irving Azoff and Bob Evans, "Urban Cowboy" might never have come together. I'd have missed the pleasure of working with a top film director like Jim Bridges, and a superstar like John Travolta. They made the experience an incredible one, and the team at Elektra-Asylum Records made it even more so by bringing home a hit for me on the country AND pop charts!

Because of these projects, I'm enjoying a very special success, and to my friends at The William Morris Agency go my thanks. Having good people in my corner gives me great confidence, and I've always known I can count on my promotion team - Bruce Hinton, Peter Svendsen, Jan Rhees and Sammy Alfano as well as all the radio programmers and record retailers for listening and buying.

My special thanks also to David and Sandy Brokaw for helping in my career direction. My partner, Sherwood Cryer, is beyond simple thanks. Hey Boss, we've really done it. And a loving thanks to my wife, Vivian and my son, Gregg for being here to share our success.

All things considered (though I'm sure I missed some) there's a helluva lot of blessings to count. I'm a lucky man.



Mickey Gilley

4500 Spencer Highway
Pasadena, Texas 77503

WHAT'S NEW

Music Division Powers MCA To Record Net, Revenues

Aided by a 289 percent turnaround in the music and publishing division, **MCA Inc.** posted record income and revenues for the second quarter and first half of 1980. MCA's second quarter net income for the period ending June 30 increased slightly to \$29.5 million from \$29.4 million in the equivalent period of 1979, while second quarter revenues for the firm rose 12 percent to \$304.4 million, up from 1979's \$272.9 million. These figures do not reflect MCA's extraordinary income of \$12.2 million for the second quarter, which was the final installment of payments resulting from theatrical tax credits that totalled \$51.9 million over the past two years.

1980 first half net for MCA climbed three percent to \$55.2 million, up from \$53.5 in 1979, while first half revenues jumped 13 percent to \$627.2 million, up from \$555.9 million in the equivalent period of last year.

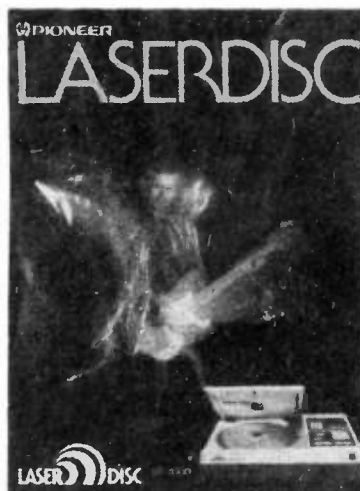
Big Comeback For Music Division

Although all divisions reported increased revenues, MCA's filmed entertainment and its retail and mail order divisions both reported lower operating income levels for the second quarter. However, the decline was offset both by the aforementioned investment tax credits and the music and publishing division chalking up a second quarter net of \$2.1 million, as opposed to a \$1.1 million loss in the second quarter of 1979. Revenues for the music division, however, rose very slightly from 1979's \$40,130,000 to \$40,138,000 in 1980.

Nevertheless, first half net income for the music and publishing division soared 240 percent to \$2.4 million, up from a loss of \$1.7 in the first half of 1979, while first half revenues for the division rose 15 percent to \$81.4 million, up from \$70.8 million for the year-previous.

Pioneer Pamphlet Intros "LaserDisc" To Prospective Purchasers

Claiming good results (but declining to divulge sales figures) in its four present test markets (Dallas, Madison, Minneapolis and Syracuse), **Pioneer** is planning to spend \$4 million advertising its laser-read videodisc system, the "LaserDisc," by the end of this year. National availability is scheduled for the end of 1981 with the firm planning a \$10 million advertising campaign in support of the \$750 player. While Pioneer executives noted the advertising will encompass all forms of media, one existing sales tool is the 12-page booklet (pictured) which introduces the player and describes the product's features.



Research Group Service Surveys Advertisers' Attitudes

While radio stations have long had indicators of how their audience perceives them (through **Arbitron** and other research services), not until now have broadcasters had a resource to gauge advertisers' overall views of stations. **The Research Group** has announced plans to fill this void with a service called "Diagnostic Sales Profile."

The individual studies incorporate several 30-minute in-office executive interviews, in which the client's identity is kept secret, to provide an honest evaluation (by both local agencies and direct accounts) of a station's overall reputation and its ability to create a healthy sales atmosphere. For further information, contact **The Research Group** at 1422 Monterey Professional Plaza, San Luis Obispo, CA 93401, (805) 541-2838.

Working Women Affect 80's Affluence

With more women in the work force than ever before (more than half as compared to 38 percent in 1960), upper-middle class families may find the 80's to be a time of affluence even as inflation continues to rise. Affluent households (those with incomes of \$25,000 or more) are the fastest growing of all wage-earning groups, according to business research organization **The Conference Board**, which estimates an increase of 70 percent in this decade or roughly one of every three households attaining this status by 1990.

These families are expected to expand 3½ times as rapidly as total households, with \$50,000+ households having the second highest growth spurt and accounting for 18 percent of total U.S. spending power by the end of the decade. However, this "road to riches" is a rough journey achieved more and more only by two-income families. While two incomes were necessary to achieve affluence in 57 percent of all 1954 families, it now takes dual paychecks to reach the \$25,000 mark over 80 percent of the time.

Manufacturers have been following with interest the effects the World War II baby boom has had on the marketplace, as the 35-44 age group continues to swell in both numbers and dollars earned. In fact, one-third of this lucrative demographic is already in the over \$25,000 income bracket, and approximately 15 percent more could reach that level by 1990. These hoped-for additional purchasing dollars have begun influencing the production of more luxury and special need items to profit from this developing market.

O'Connor Specials Commemorate The King Of Rock 'N' Roll

The king is gone but not forgotten. The third anniversary of the death of the "King of Rock 'n' Roll" can be commemorated with 10 one-hour **Elvis Presley** specials from **O'Connor Creative Services**. Featuring Elvis's own words and music, from his earliest **Sun** recordings to his final concert appearance, the programs may be purchased in three-hour segments as well. For a free demo and market exclusive price quote contact **O'Connor Creative Services** at (800) 423-2694; California and outside the U.S., call collect (213) 769-3500.

Gannett's 2nd Qtr. Net Sets Record

Gannett Co. Inc. reported that net income for the second quarter of 1980 increased 11 percent to a record \$40.5 million, up from \$36.6 million in the equivalent period of 1979. Paced by gains in all Gannett's major divisions — broadcast, newspaper and outdoor — 1980 second quarter revenues rose 14 percent to \$308.1 million, up from \$270.8 million in the second quarter of 1979.

In the first half, Gannett's net income climbed 11 percent to \$67.7 million, up from \$60.4 million in the first half of 1979, while first half revenues likewise rose 14 percent to \$581.5 million, up from \$507.9 million in the equivalent period of 1979.

Optimum Angle Cartridge



Previously, a phonograph cartridge's vertical tracking angle was determined (correctly or incorrectly) by tone arm height. Now

the **ADC Integra "Model XLM III"** allows you to achieve the optimum 20-degree angle simply by loosening the set-screw. Price: \$130.

\$1.5 MILLION "ODYSSEY"

Classic Myth Becomes Radio Reality

At some point in your life it's a good bet that you'll read **Homer's** epic "The Odyssey" or see it performed, but have you heard it lately? Well, you'll get a chance to do just that come September when the Chicago-based **National Radio Theater (NRT)** mounts a 12-hour version of the classic play.

Conceived, written, produced and directed by **Yuri Rasovsky** (who views "The Odyssey" as "the first soap opera" on the order of an historic "Star Wars"), the \$1.5 million production was three years in the making, with 130 studio hours devoted to taping eight hours of dialogue alone.

Many veteran stage, screen, and radio actors were assembled for the project, which was partially funded by the **John and Mary R. Markle Foundation** of New York and the **National Endowment for the Arts**. The NRT, for the past seven years a major voice in radio drama revival, plans to air the massive undertaking on 300 independent radio stations (mostly FM to preserve the stereo production qualities) this fall. Rasovsky emphasizes, "We've found a way to turn literary imagery into sound imagery."

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**.

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105**

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**WESTWOOD
ONE**

A BOULEVARD NIGHT/Speedway Blvd. — BAT OUT OF HELL/AC/DC — WILD/Steppenwolf — BOULEVARD/Jack White — BOULEVARD/Chris Numan — CROSSTOWN TRAFFIC/Jimi Hendrix — DRIVE MY CAR/Beatles — DRIVIN'/The Rabbitt — DRIVIN' WHEELS/John Mellencamp — FIVE GEARS IN REVERSE/Elvis Costello — GETTING CLOSE/Wings — HIGHWAY CHILD/Jimi Hendrix — HIGHWAY SONG/Blackfoot — HIGHWAY STAR/Deep Purple — HOLD ON (STOP AT THE TRAFFIC LIGHTS)/Speedway Blvd. — HOT ROD HEARTS/Robbie Dupree — I'M IN LOVE WITH MY CAR/Queen — KEEP YOUR HANDS ON THE WHEEL/Ram Jam — LET IT RIDE/BTO — LET'S GO/Cars — LIFE IN THE FAST LANE/Eagles — MAGIC BUS/Steve Miller — MOVIN' ON/Phogood & Canned Heat — PARADISE DESTROYERS/Meat Loaf — RACING IN THE RAIN/Queen — RADAR LOVE/Goatsnacks — O Speedwagon — ROAD ROLLER/Steve Miller — ROCK 'N' ME/HIGHWAY/BTO — RUNNING ON AUTOMATIC/John Mellencamp — SLOW RIDE/Foghorn Legman — SPEEDWAY BOULEVARD/Speedway Blvd. — SWEET HITCHHIKER/Creedence Clearwater Revival — TAKE THE MONEY & RUN/Sly & The Family Stone — THUNDER ROAD/Bruce Springsteen — TRANS AM/Sammy Hagar — TRAVELIN' BAND/Creedence Clearwater Revival — TRAVELIN' TRUCKIN'/Grateful Dead — TURN UP THE MUSIC/Sammy Hagar — UNDER MY WHEELS/Alice Cooper — WANGO TANGO/Ted Nugent

MOTOR MUSIC

AT ITS BEST
IS

"SPEEDWAY BLVD."



Key Cuts:

"SPEEDWAY BOULEVARD"

"HOLD ON"

MOTOR MUSIC
A Kasenetz & Katz Original Conception
ON RECORDS

WHAT'S NEW

Arista Music Advances Promotion Efforts

Arista Music Publishing Group recently instituted a policy in which a significant portion of the advances formerly handed out to songwriters will be earmarked for independent radio promotion, sales, and merchandising efforts.

"Publishers have been giving out advances to writers based upon their estimates of sales for the album, which are mostly based upon sales levels of two years ago," Arista Music VP/GM Billy Meshel told R&R, explaining that the new policy was necessary to maximize sales and airplay on an artist's record to assure the publisher of the maximum return on his investment.

Meshel stressed that this policy was not designed to replace record company efforts but rather to "bolster" them, to create more of a "priority situation" for the artist's record. He added, "The publisher contacts the record company and offers help in promotion, sales and merchandising, and the record company will more often than not welcome the help. Things come up in real life that get in the way of every record being treated the same way.

"If more publishers followed this concept," Meshel concluded, "I think we'd wind up selling 10-20 percent more records by working together with the record companies."

TV's "Sugar Time" Showcases Black Music

Veteran broadcast personnel George Klein and Lewis Harris have joined forces with Johnson & Associates, a company headed by Wallace E. Johnson, co-founder and Vice Chairman of the Board Emeritus of Holiday Inns Inc., to produce "Sugar Time," a 30-minute variety show featuring black musical acts. The program will be the first show to be nationally syndicated from Memphis.

Klein's 25-year music industry career includes stints as a station manager, and 12 years as host of his own television show, along with having written the upcoming Elvis Presley biopic, "The King Of Rock 'N' Roll." A 20-year veteran of the television industry, Harris, currently with the CBS affiliate in Memphis, will direct "Sugar Time."

Additional principals include co-producer/director Jerry Williams, founder of Trans Maximus Recording and former business manager of Paul Revere And The Raiders, Merrilee Rusin, and the Gulloteens; and associate producer Robert Horton, a leading figure in Johnson & Associates.



Pictured while penning the production pact are, from left: Lewis Harris, Jerry Williams, Wallace E. Johnson, Robert Horton, and George Klein.

Seeger, Nelson Among Playgirl's 10 Sexiest Men



Bob Seger

Willie Nelson

Two top music artists, Motor City rocker Bob Seger and country crossover artist Willie Nelson, are among the "Ten Sexiest Men In America," according to a write-in poll conducted by Playgirl magazine. Rounding out the top ten (remember these are predominantly ladies' choices) were tennis pro Harold Solomon, comedian David Steinberg, Baltimore Orioles' pitcher Jim Palmer, fashion designer Bill Kaiserman, actors Billy Dee Williams and Sam Shepard, TV newsman Tom Brokaw, and U.S. Senator Gary Hart (D-CO), who said of his inclusion, "About the only good thing is that I'm glad to be on any list that Willie Nelson is on."

Metromedia's Net, Revenues Rise To Record Qtr., Half

Metromedia Inc. reported record results for the second quarter and first half of 1980, as second quarter net soared 63 percent to \$17.2 million from \$10.5 million in the second quarter of 1979. (This figure was enhanced by an after-tax gain of \$4.3 million derived from the sale of the firm's Metro-mall division.) Metromedia's second quarter revenues rose 11 percent to \$106.2 million, up from \$95.4 million in the year-previous period.

First half net income for the firm climbed 46 percent to \$25.5 million, up from \$17.4 million for the equivalent period of 1979, while first half revenues increased 12 percent to \$213.6 million, up from \$190.7 million for the first half of 1979. Metromedia's broadcasting division posted a 24 percent increase in operating income for the second quarter of 1980, earning \$19.7 million, up from 1979's \$15.9 million, while second quarter broadcast division revenues jumped 20 percent to \$56 million, up from \$47.4 million in 1979.

Oriental Auto Import To Intro In '81

A new Japanese import auto is set to arrive on American shores. Beginning next year, American Isuzu Motors will introduce its line of lightweight "Imark" cars and "Pup" trucks (75 percent of which will be equipped with diesel engines), backed by a \$7 million first quarter ad campaign created by Della Femina, Trivisano & Partners. While the campaign is still on the drawing board, industry observers speculate that American Isuzu will stress its advanced technology features and tradition as the firm's parent, Isuzu Motors Ltd. of Tokyo, pioneered the diesel engine and has been a Japanese automotive industry leader since 1933. Humor is likewise expected to be a major factor in the upcoming ads, given Della Femina's reputation for funny, often controversial commercials.

Isuzu hopes to set up 150 U.S. dealers in 15 markets along the western and southern coasts its first year, moving to national distribution by 1984. First year sales goals are 25,000 cars with a significant increase to come in 1982.



when the company debuts a 2+2 sports coupe (pictured) in the Datsun "280-ZX" and Mazda "RX-7" mold. Isuzu's basic passenger car is slated to retail for \$5000 with the sports model priced in the \$8-15,000 range.

1965 TO PRESENT

"Rock Years" Show To Survey Top Songs & Stories

"The Rock Years: Portrait Of An Era" is a 48-hour air special tracing the development of album rock music and the rock culture, including the antiwar movement and changing drug and sexual mores, from 1965 to the present. Created by Burt Kleinman and Jeff Pollack and narrated by KMET/Los Angeles air personality David Perry, the Westwood One air special is targeted for airing in the Spring of 1981.

Each year will be devoted to the top-selling albums as well as topical demographic news stories with a special focus on a cultural issue of particular importance (i.e., LSD and Psychedelia — The New Consciousness (1966), Watergate and the Crisis of Confidence (1973) and The Struggle for Women's Rights (1977)). Among those interviewed are the Rolling Stones, the Who, Blondie, John Hammond, the Doors, Grace Slick, Dr. Tim Leary and George Martin. For further information contact Westwood One VP/Sales Judy Gold at (213) 204-5000.

PRO:MOTIONS

Bicknell, Weiner Form Radio Production Firm

Paul Bicknell (a.k.a. Dave Jones) and Michael Weiner have announced the formation of The Image Generators, a radio production firm. Bicknell and Weiner have a combined total of over 25 years media production experience, including work with such stations as WBZ/Boston, WPGC/Washington, D.C., KFQD/Anchorage and WMAL-FM/Washington, D.C.

The firm plans to market customized production packages to radio stations nationwide, using a number of major market voices for their logos, ID's, drop-ins and special production features. For further information contact Michael Weiner at (301) 593-2937.

Tope Upped To West Coast Regional Pop Promo Dir. At Atlantic

John Tope has been appointed to the post of West Coast

Regional Pop Promotion Director for Atlantic Records. A six-year veteran of the label, Tope most recently served as Atlantic's local pop promotion representative in Denver, having begun his music industry career working at Denver's Mile High One-Stop in 1970. He will be based in Atlantic's Los Angeles offices.

Wyld Named VP/Publishing For Don Perry Enterprises

Bob Wyld has been named Vice President of Publishing for Don Perry Enterprises Inc. Most recently Wyld was associated with Seals & Crofts's Dawnbreaker Music, having previously headed his own production and publishing house, Longhair Productions, where his successes included three records with the Blues Magoos.

In his new post, Wyld will be signing and developing new writers for Invador Music/Susaper Music, administrating existing publishing catalogs, and setting up and administrating outside publishing firms. He will also provide material for the firm's Production Division.

Meeks Named VP/Sales Mgr. At Criterion Prods.

Dennis Meeks has been named Vice President/Sales Manager for Dallas-based Criterion Productions. Formerly Sales Representative for Station ID's at TM Productions, Meeks previously served as Sales Manager for PAMS as well. In his new post, Meeks will supervise the sales of Criterion's production libraries, commercials and radio and TV ID's. He will also oversee production of custom ID's for the firm's clients.

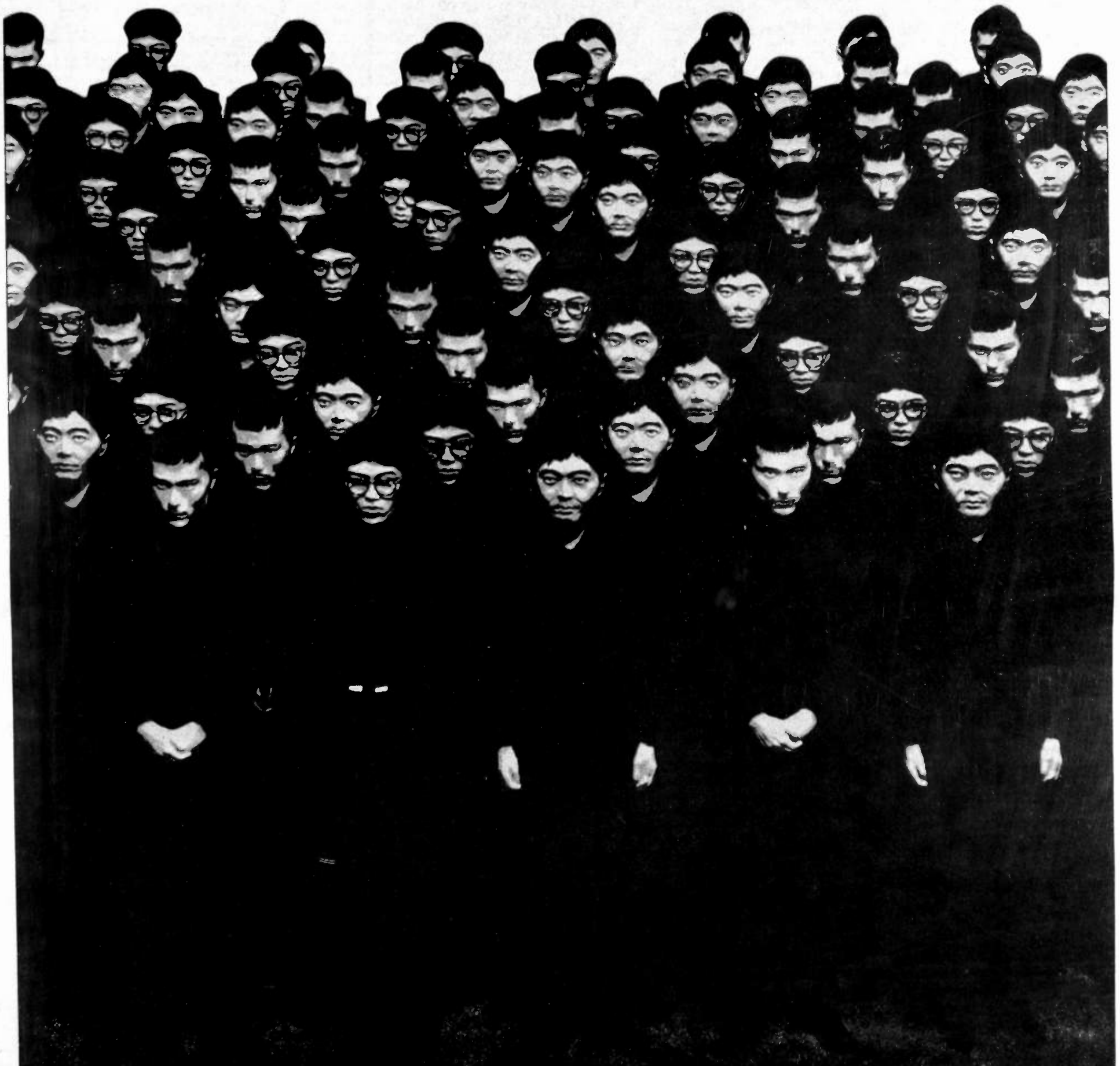
Bradley Named Nat'l Pub Dir. For Far Out

Eileen Bradley has been named National Publicity Director for the Far Out Companies, headed by industry veterans Steve Gold and Jerry Goldstein. Bradley most recently headed the publicity department for Tapestry Records, the Bobby Vinton-owned label. Prior to her stint with Bobby Vinton Enterprises, Bradley served as National Publicity Director for Phonogram/Mercury.

They will not arrive in a tour bus with cameras around their necks.

XOO MULTIPLIES.

SP 4813



It was not White Magic.
It was not Black Magic.
It was Yellow Magic that
brought us YELLOW MAGIC

ORCHESTRA'S smash
"Computer Games."
Now YELLOW MAGIC
ORCHESTRA brings us—

XOO MULTIPLIES. A raw slice
of new musical imagination
for the entire "Magical" world.
From A&M Records & Tapes.

YELLOW MAGIC ORCHESTRA XOO MULTIPLIES

Produced by Haruomi Hosono • Executive Producers: Kuni Mural and Sho Kawazoe



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HELLO AND HELLO . . . as you glimpse today's column with your pale, merciless eyes (or nose, depending on how you read this) . . . let's ruminate on what's been happening.

First, I'm sorry I forgot to mention what Neil Simon play Jess Cain of WHDH was appearing in with Kate McGrew. Although many of our readers presumed it was "Dick And Jane Perform Euthanasia On Each Other," that's not correct.

Jess and Kate are doing summer stock with "Chapter Two." (Jess is obviously playing the Marsha Mason role.)

Congratulations to Dr. Don Rose on becoming a station owner. Recently Don and I were discussing our halcyon days at KOIL/Omaha together. And our monikers' origin popped up . . . Don Burden named both of us, D.R. for Don Rose . . . became Doctor Don, and The G.O. show came about from Gary Owens . . . of course, those were not our real names. As you know, Don's real name was Mary Wollstonecraft Shelley and mine was Spangler Arlington Brugh.

In the Newsweek issue on the GOP convention (July 28) is an interesting boo boo on page 31. They've printed a photo of Donny and Marie Osmond, Ginger Rogers, Susan Anton, Efram Zimbalist, Jr., Mike Connors, and Mickey Rooney.

Unfortunately, the man pictured as Mickey Rooney is not Mickey but Golden West's Johnny Grant! (Johnny was

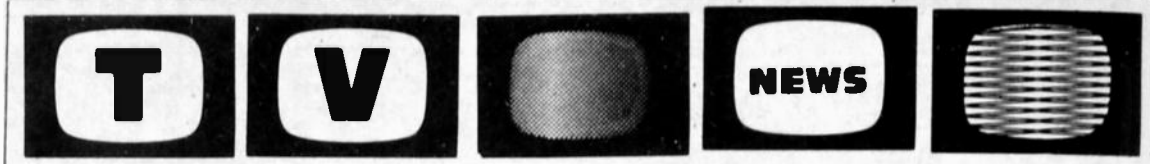
there giving the Pledge of Allegiance.) I told Johnny to wear elevator shoes!

Fred Willard dropped by the GO column this week to talk about comedy. Fred is perhaps best known as "Jerry Hubbard" on "Fernwood Tonight" and "America 2 Night" (Fernwood, incidentally, is the name of the street where Norman Lear's Tandem Productions is located).

He's starring in "The High Cost Of Living" with Richard Benjamin, Jane Curtin, Jessica Lange, and Susan St. James.

Anyway, Fred, who's from Cleveland, told me that he really wanted to be a professional baseball player. And in his wry way, he entertained our staff of secretaries by fun-goin' for several minutes in our lobby.

Air pollution is so bad in Los Angeles right now, last night a man was mugged and all they took was his cough drops.



ABC Takes Over Top; NBC Back To Third

NBC's time at the top of the network ratings standings was short, as ABC came back during the week ending August 3 to beat CBS and send NBC right back down to the cellar. The figures were fairly close; ABC led with a 14.1 average rating, CBS had 13.4 and NBC 12.2, typical midsummer rerun season statistics.

Leading program for the week was "The Jeffersons," a CBS series that seems to come into its own when summer starts, regularly appearing in the top 10. This week it edged the two other high-rated shows, the conclusion of "Airport '77" (NBC) and "Trapper John MD" (CBS), which tied for second, "Trapper" 's best performance yet. Rounding out the top ten, rated significantly below the top three, were 4) "Alice" (CBS) 5) "Three's Company" (ABC) 6) "M*A*S*H" (CBS) 7) "Taxi" (ABC) 8) "Fantasy Island" (ABC) 9) "Dukes Of Hazzard" (CBS), and 10) a tie between "Dallas" (CBS) and "Hart To Hart" (ABC).

A subpar week for "60 Minutes" (CBS) led to a 12th place finish, with ABC's competitive "20/20" right behind at 13th. Following were 14) "Love Boat" (ABC) 15) "WKRP In Cincinnati" (CBS) 16) "Flo" (CBS) 17) "Facts Of Life" (NBC), a solid showing for this new series, which tied with "Laverne & Shirley" (ABC) 19) a tie between "Real People" (NBC) and "House Calls" (CBS).

MUSIC ON TV: All Thomson is on "American Bandstand" August 16 . . . Dusty Springfield joins "John Davidson" August 15 . . . Cleo Laine does the same on September 2, preceding it with a visit to "Mike Douglas" August 22 . . . In the cable realm, ON TV has grabbed up a 90-minute special called "20 Years Of Rock & Roll," hosted by New York TV personality Clay Cole and starring the Five Satins, Johnny Maestro & the Brooklyn Bridge, and other 50's-oriented stars.

SUMMER SIGNED FOR NBC SPECIALS — Donna Summer has been contracted by NBC for a number of TV specials, following a successful ABC special in January. Her first NBC special will air early in 1981, with NBC spokespersons terming the deal a major coup in the music-on-TV area.

VIDEOSCOPE:

PREMIERE PAY-CABLE HIT WITH ANTITRUST ACTION: The Justice Department filed a civil antitrust suit Monday (8-4) in New York Federal Court alleging that the creation of the recently-formed Premiere pay-cable network (a joint venture between Getty Oil, MCA Inc., 20th Century-Fox Film Corp., Columbia Pictures Industries Inc., and the Paramount Corp.) would allow the firm to engage in price fixing and a group boycott. Premiere, which is set to debut on January 1 next year, had announced its intentions to make movies produced by the participating firms available to its subscribers for nine months before selling them to its competitors such as Home Box Office, Showtime Entertainment, and the Movie Channel, as well as to determine the price at which it would sell these films to their competitors by a formula calculated by the five participating firms. HBO, Showtime and Movie Channel all currently purchase a third of their product from the four studios involved in the Premiere venture. While the action was not unexpected, as the affected firms had raised antitrust charges upon the announcement of the creation of Premiere, Premiere counters the Justice Department's action with allegations that HBO's current 63 percent of the market amounts to a monopoly and that this gives HBO too much power to determine licensing fees for the studios' product. Expect further developments . . .

TIME-LIFE TO BRING "VIDEOFASHION QUARTERLY" TO CONSUMERS: The Time-Life Video Club recently announced it will make "Videofashion Quarterly," basically a fashion magazine on videocassette, currently available to retail and trade customers at \$375 per "issue," available to consumers for home use for \$30 per cassette or \$100 per year (four issues). The reduced price, which is expected to increase volume, is part of "VQ" 's strategy to apply print techniques to a video product . . .

ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

Radio & Records

- ★ **WCOZ CONVERTS TO AOR** — Changes format from Beautiful Music.
- ★ **WQBK DEBUTS AS FULL-TIME AOR STATION FOR ALBANY**
- ★ **COUNTRY EDITOR JIM DUNCAN NOMINATED FOR CMA BOARD OF DIRECTORS**
- ★ **NUMBER ONE FIVE YEARS AGO:** "Jive Talk-In" — Bee Gees (RSO)
- ★ **NUMBER ONE COUNTRY:** "Rhinstone Cowboy" — Glen Campbell (Capitol)
- ★ **NUMBER ONE LP:** "One Of These Nights" — Eagles (Asylum)

Media Marketing

Radio Ratings: What Can Be Done?

With the recent demise of RAM Research as a national supplier of radio ratings (R&R 7-11), Arbitron appears to be firmly ensconced as the sole survivor of the "big ratings battle" which took place last year. Mediatrend may still make a run at the dominant firm, but that is unclear at this time. Thus, it appears that after all the hoopla over the new services — Audits & Surveys and Burke — it will soon be back to business as usual for radio ratings. Why were the efforts to make inroads into Arbitron's lock on the ratings so abysmally unsuccessful? Let's examine some of the factors that may have contributed to this situation.

A Marketing Perspective

First of all, let's view the ratings game from an overall marketing perspective. Who is selling what to whom? Technically, information (about the size and composition of radio audiences) is being sold by Arbitron to advertisers. Radio, in a very real sense, is a captive audience in this situation. Broadcasters are practically forced to purchase Arbitron's services, but only because advertisers want the information which the ratings provide. Thus, is it easy to see why radio's discontent may mean little to Arbitron from a marketing perspective. Arbitron's

"Arbitron's real customers — the people it really has to keep happy — are advertisers, not broadcasters."

real customers — the people it really has to keep happy — are advertisers, not broadcasters. I have not heard frequent complaints about Arbitron emanating from advertisers — at least not to any larger degree than they complain about magazine readership figures or television ratings.

Radio's sometimes reluctant support of Arbitron, then, is what is known as a derived demand — radio uses Arbitron because radio's customers — advertisers — demand it. Until such time that advertisers become dissatisfied with Arbitron, there will be little motivation or opportunity for drastic changes in the radio ratings industry.

What Do Advertisers Think?

You might ask, why aren't advertisers dissatisfied with Arbitron? It has all kinds of flaws, is notoriously inaccurate (just look at my low ratings!), and doesn't really reflect true radio listening behavior. The problem is the all of those perceptions are much clearer to broadcasters than they are to advertisers.

As a broadcaster, you have a vested interest in obtaining the highest ratings possible within your demographic target. When the "book" turns out unfavorably, your dissatisfaction is immediate and easily focused — i.e., your market performance is determined by those little printed numbers. Advertisers, on the other hand, have no vested interest in which stations enjoy high ratings. All they care about is being able to identify those stations that offer them the most ears for their ad dollars.

Advertisers have a problem, though. It is much more difficult for them to tell whether or not their efforts have been successful. Broadcasters read their success stories right from the pages of Arbitron, but advertisers have little or no way of knowing whether they picked the right radio stations. Many factors affect sales of the product the advertiser is pushing; it is impossible to pinpoint the true reasons underlying success or failure of an ad campaign.

So, let's suppose for a moment that the Arbitron report is grossly in error. Advertisers erroneously purchase time on the number 3 station in the market thinking they are buying numero uno. Will they ever know? The answer is almost certainly a resounding "No!" Advertisers

"Advertising agencies want to spend their clients' money as efficiently as possible; they are not too excited about having to justify exactly why they selected the media they did. Justification is simple when there is only one ratings service."

are thus in the position of buying information, the accuracy of which they can almost never verify. Given that they never really know that the Arbitron ratings may be wrong, they are not likely to express much, if any, dissatisfaction with the service.

This "ignorance is bliss" attitude of advertisers partially explains the lack of success experienced by other ratings services. No ratings service will ever be perfect, and when two or more are providing information, there will inevitably be discrepancies. When discrepancies appear, it becomes glaringly obvious that at least one set of ratings is incorrect (and probably both), but which one? Thus, discrepancies put advertisers on the horns of a dilemma. As long as only one service is available, that's the gospel — a second service complicates the situation dramatically. Advertising agencies want to spend their clients' money as efficiently as possible; they are not too excited about having to justify exactly why they selected the media they did. Justification is simple when there is only one ratings service; it's a lot touchier when another service, with different numbers, is also present.

Is Arbitron That Bad?

Let me hasten to add that the above discussion is not intended to suggest that Arbitron is providing bad service. Any ratings service, indeed any market research effort of any kind, is going to be imperfect. Problems and inaccuracies are bound to arise. If advertisers believed that Arbitron was providing truly horrible information, they would insist that the methodology be improved. That has not been the case. Advertisers did not rush to embrace A&S or Burke last year. Nor did they throw a lifebuoy to RAM this past month. The truth of the matter is that none of the competing services offered clearcut advantages over Arbitron. Sure, they used different

"Advertisers did not rush to embrace A&S or Burke last year. Nor did they throw a lifebuoy to RAM this past month. The truth of the matter is that none of the competing services offered clearcut advantages over Arbitron."

approaches. But every approach is fraught with difficulties and compromises. There is no guarantee that the methods used by other services were superior to Arbitron's.

In fact, let's say for the sake of argument that Burke had supplanted Arbitron as number one in the hearts and minds of the American advertising industry. There is no doubt in my mind that the same broadcasters who hate Arbitron so fiercely would be bitching just as loudly about Burke — "the sample is too small," "it doesn't pick up in-car listening, which is where my audience is," etc.

What About The Future?

Having observed the events over the past year, it is my belief that Arbitron will not be replaced until an entirely new ratings technology emerges — say, one based on an electronic monitoring device of some kind. Other services using recall methods — whether diary or phone interviews — simply do not offer a significantly greater degree of accuracy than provided by Arbitron.

Probably the eventual change in radio ratings will be brought about more by changes in the structure of the radio industry itself than by any other factor. As radio is invaded by new technologies such as cable, satellite, and fiber optics, the possibilities for vastly different forms of listenership measurement will be greatly enhanced.

Until such time that a completely different form of ratings technology becomes viable, then, radio can expect to live with Arbitron as basically the sole supplier of audience

"... radio can expect to live with Arbitron as basically the sole supplier of audience ratings. It is probably advisable to accept it, learn as much as possible about Arbitron's methods and how they affect your audience figures, and adjust your programming in such a way as to take maximum advantage of the system."

ratings. It is probably advisable to accept it, learn as much as possible about Arbitron's methods and how they affect your audience figures, and adjust your programming in such a way as to take maximum advantage of the system. Weeping, gnashing of teeth, rending of clothing, and other archaic mourning rituals will get you nowhere and waste precious time that you should be using to serve your audience better.

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



April-May 1980 Arbitron Results

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

Miami

WHY1 Rebounds, Gains Almost Three Shares; WRHC Gains 2, Passes WQBA For Lead; WYOH Becomes New BM Leader

	O/N '79	A/M '80
WALA (PA)	3.1	2.9
WCMQ (S)	3.2	1.7
WCMQ-FM (S)	3.4	4.8
WEDR (B)	5.3	5.4
WGBS (PA)	1.6	1.6
WINZ (N)	4.1	4.6
WINZ-FM (A)	4.6	4.3
WIOD (PA)	5.0	3.0
WKAT (T)	1.5	1.4
WLYF (BM)	4.6	3.3
WMBM (B)	1.2	1.3
WMLJ (R)	2.3	2.7
WNWS (N)	3.2	3.6
WOCN (PA)	2.5	3.1
WQAM (C)	1.5	2.0
WQBA (S)	10.8	7.9
WQBA-FM (S)	3.9	3.2
WRHC (S)	7.5	9.5
WTMI (CL)	1.8	1.9
WYOH (BM)	3.5	2.7
WYOR (C)	1.7	3.4
WYOR (A)	2.8	3.8
WYOR (BM)	3.6	5.2
WAXY (R)	2.0	2.3
WHY1 (R)	4.4	7.2
WSHE (A)	2.4	1.8
WYOH (A) (Outside Metro & A11)		
WKQS (BM)	1.9	1.3

Ft. Lauderdale

WAXY, WRBD Almost Double; WSHE Jumps To Best Book In Two Years; Miami's WLYF Loses 6; WNWS Has Best Book Ever

	O/N '79	A/M '80
WAXY (R)	3.5	6.9
WCKO (R)	2.1	3.1
WEWZ (R)	1.1	1.5
WEXY (C)	1.4	1.5
WFTL (PA)	4.5	3.1
WHY1 (R)	7.6	7.7
WPPI (BM)	1.9	2.3
WRBD (B)	3.0	5.7
WSHE (A)	1.8	4.4
WALA (PA)	6.2	5.0
WINZ (N)	6.5	5.3
WINZ-FM (A)	2.4	2.0
WIOD (PA)	5.0	4.3
WKQS (BM)	6.8	7.2
WLYF (BM)	16.1	10.1
WMLJ (R)	1.6	1.5
WNWS (N)	3.2	7.0
WQAM (C)	1.0	2.4
WTMI (CL)	1.6	1.7
WYOH (C)	.9	1.5
WYOR (A)	3.7	2.8
WYOR (BM)	3.5	2.2

A-AOR, B-Block, 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.

BRAD MESSER



A Usually Unreliable Source Says . . .

You never hear anyone saying that, do you? You never hear a big time reporter say, for example, "a usually unreliable source says it is certain that Gerald Ford will be the Vice Presidential running mate." For a long time I've been hearing that there's an Eastern Establishment among the various media and I've tried several times to get a copy of their News Style Book with no success. What I was going to do this week was just reprint the section on "Sources" so you'd have timely material during the Democratic National Convention. Failing at that, it became necessary to turn to my longtime friend Les Capable who used to be a gonzo journalist before he burned out. Les, first of all it is obvious that your coverage of the previous political convention caused enough comment that you've been taking a lot of heat, right?

LES: Yeah, the stuff about Ford was gonna be Vice President set me back quite a bit, but I'm here in New York now, so to hell with the critics. I'm ready to do my thing again.

BRAD: I wanted to ask you about "sources," as in "unimpeachable source."

LES: That's the President himself. Then in order come the reliable source and the usually reliable source. For instance last week when I said "a usually reliable source says Jimmy Carter wishes he had been an only child," that was Hamilton Jordan who said that. Ham and me were sitting around not snorting cocaine.

BRAD: C'mon, Les, that cocaine story was a bunch of doo-doo, you know that.

LES: Yeah, that's what I said. We weren't doing coke. Anyway we're talking about sources and I'm in a hurry so let's get back to it. This hotel room's so small I only have one fly.

BRAD: Okay, down the list then. What about when you attribute a news story to "observers?"

LES: That just means yourself, or maybe you and the guy sitting next to you in the telephone room. Like "observers are convinced that New York City prostitutes have tripled their prices during the convention."

BRAD: Have they really?

LES: You'd think so, but even if it isn't really true, you can get by with it if you just say "observers" are saying it.

BRAD: What about the real disclaimers like "wild rumor" and, on a lesser scale, "persistent rumors?"

LES: A wild rumor is something you know isn't true but your competition is reporting it as fact. If it happens to turn out to be true, you just say your own careful investigation has now determined it's true, but to have reported it previously would have been irresponsible. Okay? Then a "persistent rumor" is any story your competition has used three times or more and you haven't been able to check it out but you're afraid it's true and they have it first. Listen, do you think you could send me some more expense money?

BRAD: You don't work for us, Les.

LES: Oh, yeah. Right. You need anything else then?

BRAD: Well, maybe while you're there covering the convention, you could keep your eye out for one of those Eastern Establishment News Style books, and pick one up for me?

LES: That's crazy! There's never been any such thing! No, wait a minute. I think there may be. I may have seen one, in fact, but I remember 'em being awfully expensive. Tell you what. Wire me a hundred bucks immediately. I'm almost sure I can get you a copy.

Rip 'N' Read

Meteor Shower May Begin Tonight

MONDAY AUGUST 11: If politics begin to get you bored tonight, walk outside and look up. The Perseid meteor showers may begin overnight. With a peak rate of 65 an hour this three-night "shooting star" show is the year's second best (the biggest is in January). The British Astronomical Association says best viewing is after midnight. But meteor shower dates aren't precisely predictable and vary a day or two from year to year.

Today is the fifteenth anniversary of the beginning of the Watts Riots in Los Angeles, in which 35 people died (1965). The first SOS was transmitted from the liner "Arapahoe" 71 years ago (1909).

Alex "Roots" Haley is 59. Mike Douglas is 55. Phil Ochs would have been 49.

Antiseptic Surgery Demonstrated

TUESDAY AUGUST 12: In cowboy-and-Indian times medicine was still so primitive that pulling a tooth meant slugging down a bottle of whiskey and calling the blacksmith. Two major medical breakthroughs are noted in America's earlier history. In 1845 the first anesthetic (painless) surgery was performed using ether, replacing the horrible hold-'em-down and let-'em-scream method. Then on this date twenty years later (1865) Dr. Joseph Lister demonstrated antiseptic surgery, using sterile instruments and clean-room techniques to guard against infection.

Three years ago the space shuttle made its first free flight after being dropped from its Boeing 747 mother ship over the California desert.

(Alvin) Buck Owens is 51. Porter Wagoner is 48. Parnelli Jones is 47.

First Phone Call By Satellite

WEDNESDAY AUGUST 13: Today's the 20th anniversary of the first two-way telephone conversation via satellite (1960). Echo-1 had been launched into orbit the day before.

The first taxicab began doing business in New York City on this date in 1907. Folli transfused blood between animals in 1654. The coin telephone was patented in 1889 by William Gray.

Jefferson Airplane first appeared in 1965 at the Matrix Club in San Francisco. Fidel Castro is 53.

Buddy Holly's First Hit

THURSDAY AUGUST 14: "That'll Be The Day" hit the charts 23 years ago (1957) just over a month after release, and became the first of seven major songs that made Buddy Holly a legend in a year and a half.

David Crosby is 39. Mark Fidrych is 26.

Will Rogers On A Reagan Presidency?

FRIDAY AUGUST 15: William Penn Adair Rogers, known as Will Rogers, once joked about President Calvin Coolidge in a way that might apply to Ronald Reagan. "He is the first President to discover that what the American people want is to be left alone!" Rogers died in a plane crash in Alaska 45 years ago today (1935).

World War II ended in 1945. "Three Days of Peace & Music" began in 1969 and made history as Woodstock. The Panama Canal opened in 1914.

NOTE: It was two years ago tomorrow that Elvis died at age 42 at Graceland mansion in Memphis, TN.

July 1980 Mediatrend Estimates

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

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

Boston

WCOZ Almost Doubles, Zooms To Top; WHDH Down Three Shares — WXKS Up Strong; WAAF Drops From Top Ten (9th-13th); WITS Rises 13th-9th; WROR Enters Top Ranks From 11th

	May '80	June '80	July '80
WCOZ (A)	5.6	5.9	11.6
WHDH (PA)	6.7	10.8	7.8
WBZ (PA)	10.1	7.6	7.1
WXKS-FM (R)	8.3	5.5	6.9
WVBF (R)	7.7	7.6	6.7
WEEI (N)	5.6	8.4	5.3
WBCN (A)	8.8	6.6	5.2
WJIB (BM)	7.1	7.5	4.6
WEEI-FM (A)	5.6	4.3	4.4
WITS (T)	3.2	2.5	4.2
WROR (PA)	3.7	3.8	4.2

Washington, D.C.

WRQX Still Climbing, Edges Into Top Slot; WMAL Slips Again As WASH Gains; WAVA Rebounds, Moves 11th-7th; WGAY Picks Up Almost 2, Reenters Top Ten; WWDC-FM (11th), WGMS (15th) Dropout

	May '80	June '80	July '80
WRQX (R)	8.3	9.4	9.8
WMAL (PA)	12.2	10.1	9.5
WKYS (B/D)	6.3	6.0	7.5
WPGC-AM-FM (R)	7.7	7.6	7.4
WASH (PA)	5.4	5.2	6.1
WVOK (B)	4.3	7.0	5.6
WAVA (A)	5.9	3.8	5.1
WHUR (B)	5.8	5.6	5.1
WGAY-FM (BM)	5.1	3.1	5.0
WRC (N/T)	5.1	3.9	3.6

Cleveland

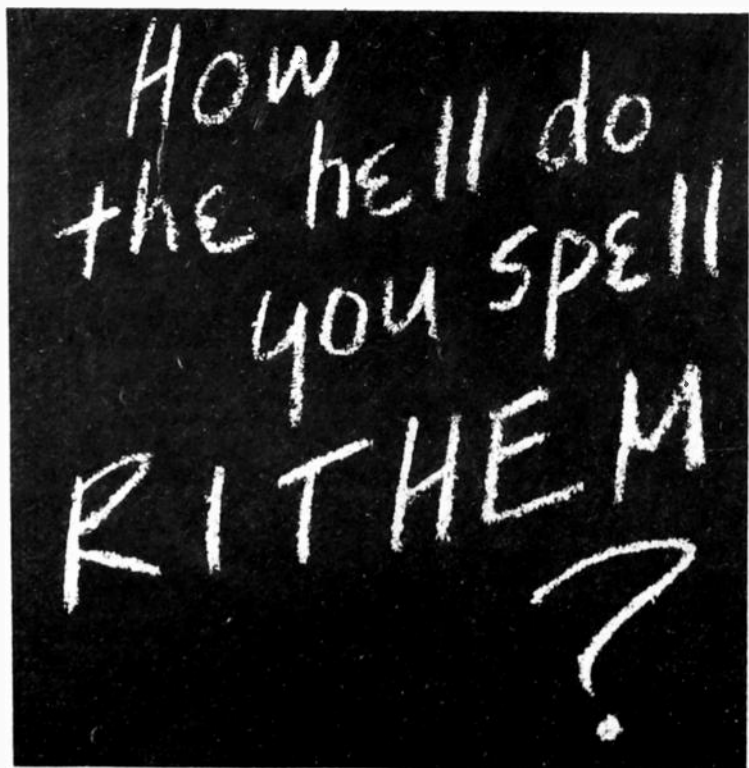
WMMS Gains Almost 5, Takes Lead As WGCL Drops; WQAL Up Sharply; WWWW More Than Doubles, Jumps 16th-9th; WHK Loses Almost 50%, Falls 3rd-12th; WJMO Slips From 10th To 11th

	May '80	June '80	July '80
WMMS (A)	9.6	8.5	13.3
WGCL (R)	6.7	12.3	8.7
WQAL (BM)	6.2	3.5	8.1
WERE (N)	6.6	7.0	7.7
WDOK (BM)	10.0	7.0	7.4
WDMT (R)	7.9	5.9	5.7
WZZP (R)	6.2	5.7	5.6
WWWV (PA)	6.1	6.5	5.5
WWWV (A)	1.0	2.2	5.4
WLYT (R)	4.6	5.9	5.1

St. Louis

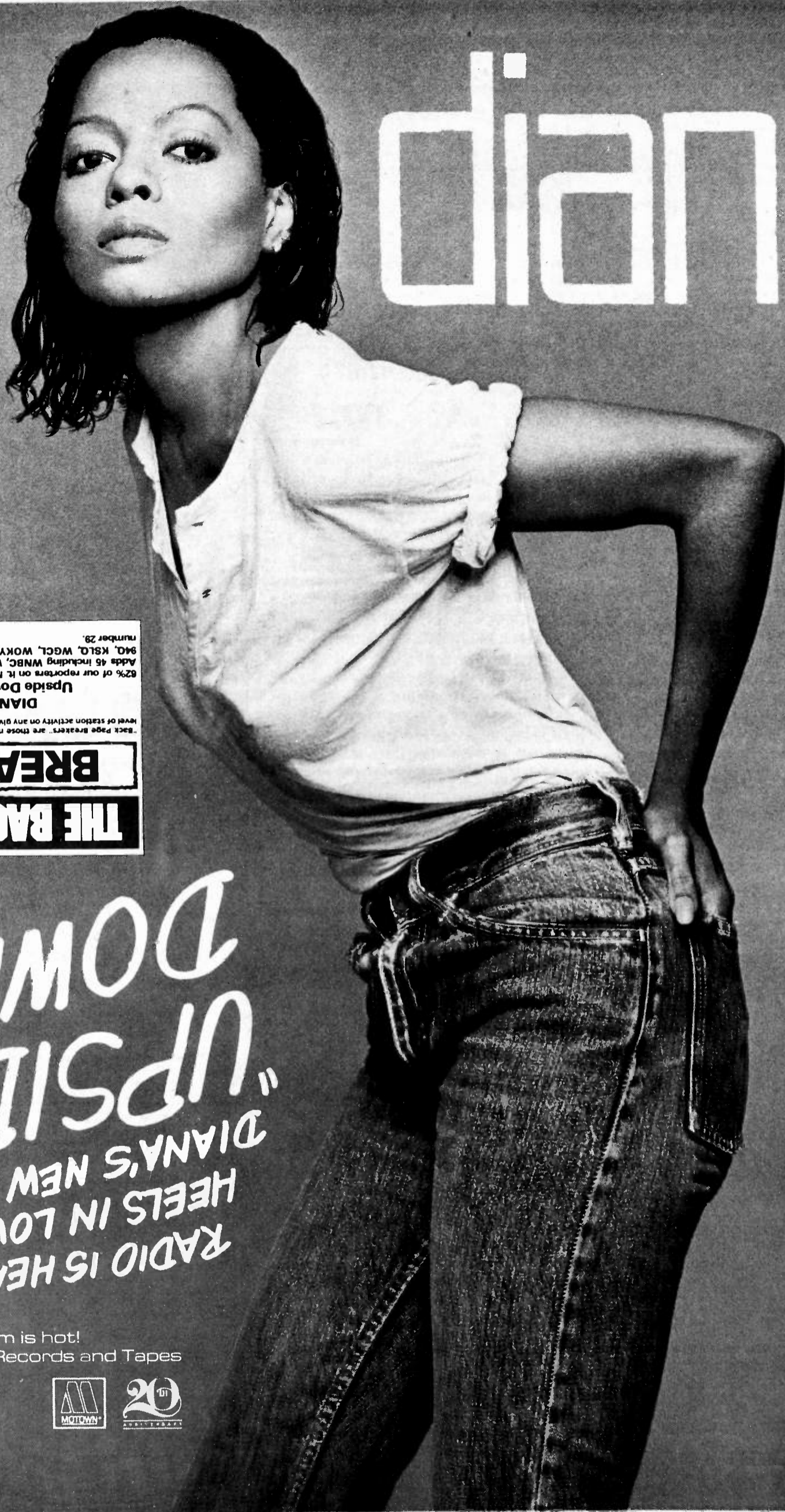
KMOX Keeps Rising; KSHE, WWWW Slip; Black Stations Rebound After Poor June Numbers; WRTH Falls 10th-11th; WESL Loses 50%, Drops To 14th

	May '80	June '80	July '80
KMOX (T)	21.5	26.4	30.4
KSHE (A)	10.1	11.0	9.1
WWWK (R)	7.7	10.2	7.4
WIL-FM (C)	6.0	6.8	6.9
KSLQ (R)	8.1	7.5	6.2
KEZK (BM)	5.4	4.5	4.8
WIL (C)	5.6	5.9	4.6
KXOK (R)	4.0	4.6	3.7
KATZ (B)	4.4	1.7	3.5
KMJM (B)	4.3	1.9	3.0



diana

MB-936M1



Back Page Breakers... are those newer records that have the greatest level of station activity on any given week.
DIANA ROSS
Upside Down (Motown)
62% of our reporters on It Moves: Up 66, Same 8, Down 0.
Adds 45 including WNBC, WKBW, WRKO, PRO-FM, KVIL, 94.0, KSLO, WGCL, WOKY, KJR. See Parallels, charts at number 29.

THE BACK PAGE
BREAKERS

RADIO IS HEAD OVER
HEELS IN LOVE WITH
"DIANA'S NEW SINGLE
"UPSIDE
DOWN"
M-1494F

Her new album is hot!
On Motown Records and Tapes

PRODUCED BY
BERNARD EDWARDS AND
NILE ROGERS FOR THE
CHIC ORGANIZATION, LTD.



Album remixed by
Russ Terrano and Diana Ross

Whitesnake

THE ALBUM

AOR BREAKERS

Whitesnake
"READY AN' WILLING"



INCLUDES
FOOL FOR YOUR LOVING
SWEET TALKER/SHE'S A WOMAN

WHITESNAKE
Ready An' Willing
(Mirage)
"Fool" Title "Cry." 64%
of our reporters on it. Total
album reports: 86. A-29,
M-46, H-11. Charted this
week at No. 20.

THE SINGLE

"FOOL FOR YOUR LOVING"

KWK 13-10
WGCL on
KJR add
WEFM deb 28
WFLY on
WGH on
WICC on
KTSA on
WTIX deb 37
92Q add
WDRG-FM on
WVIC on
KJOY on
KCPX
KRSP
WIGY add
WFBG 31-26
WCGQ on

WGBF on
WANS
WORD
WSEZ on
WKXX
WSKZ on
WKEE on
WPHD
KDWB-FM
WSPT 25-19
WIKS on
KJ100 deb 27
WCIR
WXIL on
KCBN on
KQWB
KBIM

Produced by Martin 'Basher' Birch
For Sunburst Records and YOU!



Distributed by Atlantic Recording Corporation



STREET TALK

What Los Angeles PD is about to turn in his resignation and move on *before* the station he currently programs moves on to another format?

A couple of major market sales rumored this week . . . for starters Street Talk hears that First Media will be purchasing 100kw KBLE-FM/Seattle(Bellevue). Already a scramble is developing to land that possible programming job. KBLE-FM is currently formatted Religious, but the speculation about a format more consistent with the other First Media stations is obvious.

Although there has been no official announcement yet, Swanson Broadcasting is reportedly selling its KFJZ-AM-FM combo in Ft. Worth. We heard the asking price is \$12 million.

In a development that may be related to the possible sale of the stations, Z97(KFJZ-FM) has dropped all its music research systems and will no longer publish a numbered playlist. We hear this is part of an overall economic cutback at both stations.

Now that the WMET/Chicago PD post has been filled, look for WLUP/Chicago to follow with its PD announcement this week. We are still hearing that KYYS/Kansas City PD Max Floyd is the number one contender for the Loop PD job.

Meantime, word is that the WLVQ/Columbus PD's position vacated by Tom Teuber (who moves to WMET) will be filled by WYMX/Augusta PD Eric Heckman.

Jim Jeffries, formerly National Promotion Director for Phonogram/Mercury, has accepted the position of Vice President of Radio & Record Marketing for Ron Brandon's NMR sheet in Atlanta. Jim will work out of both Atlanta and New York City.

Bob Moody has been promoted to PD at WAKY/Louisville, replacing Mike McVay (see Page 3). Bob had been Mike's assistant at WAKY and will now take over the programming department under the consultation of McVay.

A get-well-quick wish to WLS/Chicago PD John Gehron, who broke his foot and his collar bone in a motorcycle mishap in the Windy City. Seems John bought himself a new motorcycle as a gift following the recent ARB, but a tangle with a motorist driving a four-wheel vehicle left John the loser.



FORGET THE ENVELOPE, THEY'RE ALL WINNERS! — When Bobby Poe throws his annual "bash" in Washington, people come from miles around for the kind of one-on-one seminars that just aren't available at any other industry gathering. Another highlight of Bobby's "Pop Music Survey" meeting is the annual awards presentation, where many are nominated but only a few can win. This year however, Bobby outdid himself by adding a "Miss Pop Music Survey" segment to the awards banquet. Shown with the finalists are (l-r) Billy Bass of Chrysalis, Bobby, and Charlie Minor of A&M. This photo proves that you can give out awards and wind up with no losers!



P.O. Box 25-866
Honolulu, Hawaii 96825
(808) 395-9600

THE ELECTRIC WEENIE, RADIO'S NUMBER 1 GAG SHEET GETS LETTERS . . .

ANDY MONDAY, KHSN . . . "Please sign me up for another year of Weenies. Guess you don't listen to the news. We're in the middle of sinking recession and rising inflation and you're still charging the same this year as last. What a deal! Many thanks for being the best."

Jocks...write today for free samples.

Calling Dr. Don . . .

How's this for a great summer promotion? KFRC/San Francisco's morning mayor, Dr. Don Rose, is going to Hawaii for his four-week vacation. The trip begins Friday (8-8) but there is a bit of a catch, or perhaps a sloop.

Dr. Don is sailing his own boat to Hawaii. Yes, the valiant morning strange-one will actually sail himself to Hawaii on his vacation. The station has provided Don with a super deluxe ship-to-satellite-to-shore radio for daily progress reports back to KFRC.

And who will be filling in for the Doctor while he sails the blue Pacific? In the great RKO Radio tradition of "Rambling With Gambling" at WOR/New York, Dr. Don's 22-year-old son Dan Rose will take to the airwaves for the very first time beginning Monday (8-11).

It's official. WKJJ-AM/Louisville is changing formats from Top 40 to Country. The FM (KJ100) will remain as a rocker but the AM call letters will change. C.C. Matthews has been promoted to Operations Director for both stations and Bobby Hatfield from WFFM/Pittsburgh will come in as Assistant PD and MD for KJ100. Also joining the FM will be Diane Shannon, last with WNAP/Indianapolis.

Some of the names we've picked up in connection with the vacant WNBC/New York PD's slot are John Gehron of WLS/Chicago, Alan Burns of Q107/Washington, Bob Hamilton at KEARTH/Los Angeles, and Dean Tyler from KLIF/Dallas.

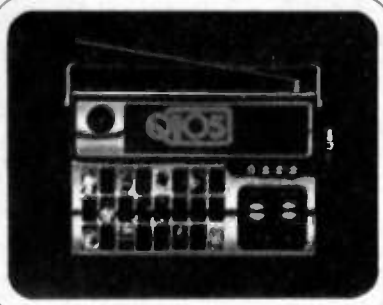
Chuck Kaye, who currently is running Irving/Alamo music publishing for A&M, reportedly will segue over to David Geffen's new label to head up his publishing efforts. Speaking of Geffen . . . the name of his new label should be on the street within the next 10 days.

Z93/Atlanta has lured Steve Davis from his PD's job at KXX106/Birmingham. Steve will handle the 6-10pm shift for PD John Young, but look for his responsibilities to go beyond air work soon. Steve is a very talented pro.

I guess we can all stop worrying about Richard Pryor. At a recent L.A. listening party for Polydor artist La Toya Jackson (Michael Jackson's big sister), Pryor not only showed up but he was wearing a Cheech & Chong "Up In Smoke" T-shirt (honest!).

The **Rock Lifestyle**

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Ratings & Research

"Stations that have been used to hyping a four-week sweep will have a more difficult time adjusting to QM than will Beautiful Music stations."

Beautiful Music & Quarterly Measurement — A Good Marriage

Last week this column carried an analysis of the impact of Arbitron's Expanded Sample Frame on the fortunes of Beautiful Music stations. It appeared that ESF may have had some negative effects on BM stations this spring, especially in certain markets where the technique was used for the first time. In this week's page we'll look at another variable in the ratings game, namely the 12-week long surveys known as Quarterly Measurement. As you will see below, it appears that QM is a more friendly Arbitron addition than was ESF for the BM contingent.

Top Three Markets Examined

Let's take a look at the top three markets, where the Quarterly Measurement technique was used for the first time this spring. Using Golden West's Market-Buy-Market® computer ratings breakout system, here's a comparison of the most salable BM demos, adults 35-54, looking at last spring and the Spring '80 sweep.

New York

In the Spring '80 survey there was general stability among the leading Beautiful Music stations. WRFM's Spring '79 to Spring '80 12+ share remained the same, 4.7. WPAT-AM-FM went from a 6.1 share last year to a 6.0 in the quarterly sweep. While there were some cume losses, as you'll see below, there was no drastic fall as occurred in some of the ESF markets.

SEX-AGE: ADULTS 35-54 POP(00): 39116		ARBITRON: APR-MAY '79 DAYPARTS: MON-SUN, 6AM-MID		
RANK	STATIONS	MINS/DAY LISTENED	AVG. QTR. HR. (00)	WEEKLY CUME(00)
1	WPAT-FM	106	380	3887
2	WRFM-FM	97	482	5389
3	WPAT-AM	49	157	3485

SEX-AGE: ADULTS 35-54 POP(00): 39116		ARBITRON: APR-MAY '80 DAYPARTS: MON-SUN, 6AM-MID		
RANK	STATIONS	MINS/DAY LISTENED	AVG. QTR. HR. (00)	WEEKLY CUME(00)
1	WRFM-FM	112	478	4602
2	WPAT-FM	74	331	4816
3	WPAT-AM	55	154	3001

Los Angeles

The Beautiful Music story in the first L.A. 12-week sweep was essentially a positive one. Both KJOI and KOST added to their respective cumes. KBIG and KJOI were able to stretch audience loyalty, as evidenced by increased time spent listening.

SEX-AGE: ADULTS 35-54 POP(00): 20617		ARBITRON: APR-MAY '79 DAYPARTS: MON-SUN, 6AM-MID		
RANK	STATIONS	MINS/DAY LISTENED	AVG. QTR. HR. (00)	WEEKLY CUME(00)
1	KBIG-FM	104	344	3585
2	KOST-FM	68	117	1859
3	KJOI-FM	65	150	2492

SEX-AGE: ADULTS 35-54 POP(00): 20617		ARBITRON: MAR-MAY '80 DAYPARTS: MON-SUN, 6AM-MID		
RANK	STATIONS	MINS/DAY LISTENED	AVG. QTR. HR. (00)	WEEKLY CUME(00)
1	KBIG-FM	108	324	3236
2	KJOI-FM	93	223	2598
3	KOST-FM	65	137	2277

Chicago

The BM stations in the Windy City may not be as favorably inclined to QM as their cousins in New York or L.A. WLOO saw its cume and TSL slip, while WLAK and WAIT saw drops in their cume and TSL figures, respectively.

SEX-AGE: ADULTS 35-54 POP(00): 17232		ARBITRON: APR-MAY '79 DAYPARTS: MON-SUN, 6AM-MID		
RANK	STATIONS	MINS/DAY LISTENED	AVG. QTR. HR. (00)	WEEKLY CUME(00)
1	WLOO-FM	97	312	3460
2	WAIT-AM	97	94	1047
3	WLAK-FM	77	174	2425

SEX-AGE: ADULTS 35-54 POP(00): 17232		ARBITRON: MAR-MAY '80 DAYPARTS: MON-SUN, 6AM-MID		
RANK	STATIONS	MINS/DAY LISTENED	AVG. QTR. HR. (00)	WEEKLY CUME(00)
1	WLOO-FM	94	275	3172
2	WLAK-FM	84	185	2366
3	WAIT-AM	76	86	1218

Oversample Helped Stability

One reason why the key Beautiful Music stations in the leading markets did not suffer drastic reverses as the 12-week surveys were implemented was tremendous oversampling by Arbitron. Here are the relevant figures for metro in-tab 12+ for the two spring surveys. Note the huge increases in this first QM sweep. It seems that Arbitron may have put in much more sample than normal to protect against the threat of falling short of usable diaries in the key markets.

12+ Metro In-Tab

	A/M '79	Spring '80
New York	4271	6904
Los Angeles	3590	5954
Chicago	2677	4859

Q&A

Sam Sherwood, GM of KHOW/Denver, called recently to ask "Are there any Arbitron-related problems that crop up when stations (AM and FM) under the same management use the same calls?"

Assuming that both stations are full-time properties, the only real hassle is that diarykeepers will confuse the AM and FM aspects of the stations' identity. If the stations are simulcast partially, and are thus sold in combo, this confusion may not make a big difference. However, if it is important to station management that the reality of each station's popularity be known through the Arbitron, it is not a good idea to use the same calls since AM/FM confusion is rampant in diaries.

Week In Review

Arbitron Network Study Coming

The 1980 Arbitron Nationwide report is being prepared by the ratings company. Nationwide will allow broadcasters and advertisers to plan network ad campaigns using the latest data. The Nationwide report will be available on an ADI basis, with ready access to the data from ratings books or computer tapes. Release of the 1980 Nationwide survey is expected to be in the fourth quarter of this year.

MSA Produces "Congruency Index"

Rob Balon's Multiple Systems Analysis firm has created a new way of measuring the public's perception of a radio station. The Congruency Index measures the public's feeling about personalities, station advertising, and audience expectations, etc. Balon contends that all these factors must be congruent for a station to achieve maximum success.

By getting back thousands of extra diaries Arbitron assured itself the QM effort would not fall short during the first run in the top markets. Hundreds of these additional diaries fell into the 35-54 demos — which are generally fairly stable anyway due to the inherent biases of the diary — thus rendering even more stable the numbers for stations that appeal to this adult group.

It will be important to track the in-tab in the top markets as time goes on. It was expensive for Arbitron to oversample, and it seems likely it will decrease the diary count in the markets until the figures approximate what was the norm prior to the installation of Quarterly Measurement. Fortunately, this reduced diary count shouldn't hurt BM stations, since the lessened in-tab is likely to affect the younger demos first, since Arbitron has a more difficult time obtaining usable diaries from these younger adults.

Mature Marketing Helps

As we close this look at the impact of QM on the spring numbers, it is important to keep in mind that 12-week surveys will be virtually everywhere by next spring. BM stations in other markets should not panic. The longer surveys will, I believe, tend to favor those stations with mature, year-round marketing approaches. Stations that have been used to hyping a four-week sweep will have a more difficult time adjusting to QM than will Beautiful Music stations that are frequently using external media on a year-round basis. Take heart, Beautiful Music stations — Quarterly Measurement is on the way, and the results may be sweet music to your ears.

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 Greatest Radio Event Of 1980

October 5-8, 1980

Bonaventure Hotel Los Angeles, California

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- Giant Exhibit Area—You
- Ratings Clinic: "Last-M
- Multimedia Shows And Movies
- Superstar Monday Night Concert



Starring
Paul Simon

Richard Shiblen

Will Deliver His First Major Address To The Broadcast Industry Since Being Named FCC Broadcast Bureau Chief

Anne Jones

FCC Commissioner, Who Has Established A Reputation For Independent Voting, Will Be A Keynote Speaker At The Tuesday Luncheon.

America's Trend Watchers

The Research Firm Yankelovitch, Skelly & White Will Detail The Latest American Lifestyle Changes.

A New Concept For Individual Format Meetings

Top 40, AOR, P/A, Country, Black, News/Talk, And Beautiful Music — All With Their Own Hospitality Rooms, Aircheck Equipment, Structured And Unstructured Meetings, And A Few Surprises.

- Promotion
- Participation In A Futuristic "Delphi Study" Of Our Industry
- The Latest From The Networks And Syndicators
- FCC & Engineering Panels
- Hospitality Suites

And So Much More...

Registration Information

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Name(s) & Title(s): _____

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Address: _____

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each add'l. registrant	\$130.00
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1st registrant	\$190.00
each add'l. registrant	\$170.00
SPOUSES	\$ 50.00



Please use separate forms for each room requested. This form may be duplicated.

Name(s) & Title(s): _____

Station/Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Arrival date: _____

Departure date: _____

Reservations will be held until 6:00pm unless guaranteed by a first-night deposit (payable to hotel) or a credit card.

Credit card type & # _____

Expiration date: _____

** For Guaranteed Reservations Only **

I understand that I am liable for one night's room and tax which will be deducted from my deposit, or billed through my credit card in the event that I do not arrive or cancel on the arrival date indicated.
Signature: _____

Please circle preferred type of accommodation:

	Standard	Medium	Deluxe
Single	\$57	\$67	\$77
Twin (2 beds)	\$69	\$79	\$89
Double (1 bed; 2 people)	\$69	\$79	\$89

NOTE: NRBA is processing initial hotel reservations as a convenience to registrants. To change or cancel your hotel reservations, you must do so directly with the Bonaventure Hotel (213) 624-1000.

If rate requested not available, nearest available rate will be assigned.

NOTE: Pre-registration deadline is September 25. After September 25, registration will be handled on-site.

* There will be an additional charge of \$25 per person for registrations received after September 1st.



TOP-40

John Leader

HOME COMPUTERS FOR RADIO

Dealing With Numbers

Not so long ago the word "computer" struck fear into the hearts of most of us. A computer was a giant "figuring device" loaded with fancy electronic equipment, spinning reels of high-speed data tape, and enough circuitry to send the average program director babbling into the chief engineer's office for protection.

Now, a lot of radio stations have computers. They handle the rote tasks of billing, logging, and traffic. Some stations are even using computers in their music re-

"In the last few years Radio Shack and a few other companies (Apple, Texas Instruments, etc.) have developed and perfected the home or microcomputer. By reducing their random access memories and transferring the big tape reel memory capacity to cassettes, these devices are not only smaller in size but much less expensive. Next question: What would you ever use it for other than electronic backgammon?"

"A few years ago, K104 switched to a call-out form of music research. Assuming most programmers have an opinion either pro or con on this form of determining playlists, I'll avoid that topic and stick to explaining our computer. Unlike our big brothers in larger markets

Shack told him he didn't need special training to program its computer.

As Bill said, "The sales rep gave me an instructional manual to take home and I read about six chapters. With no previous computer knowledge I discovered through reading the manual that the programming of a microcomputer was relatively easy. We bought one, or should I say, we traded it."

"We settled on Radio Shack's TRS-80 16K Level II computer and case. The unit includes the actual computer, video display, and cassette recorder. Total price was \$849."

A little explanation is in order... 16K means 16,000 bytes of information in the random access memory. What that means is that the computer is capable of handling 16,000 different items at any one time. Each letter, number, symbol, and piece of punctuation (including spaces) constitutes 1 byte.

Level II is simply a bit more sophisticated and faster in operation than Level I. Radio Shack also makes a model with a 4K memory, but Bill didn't feel that 4000 bytes would be a large enough memory for K104's purposes.

Up And Running

Naturally the best part of the entire computer experience is when the device is fully "up and running." Bill explained, "Within one month of purchase, working three or four evenings a week for about three hours at a stretch, I was able to program our music research requirements into the TRS-80. The final result is we have been able to double our sample, increase by a third the number of tunes processed each week, and cut the information processing time from 4 hours to 90 minutes, and that time includes the time needed to copy the information from the video display. A printer would shorten the time even further. Prices for printers I checked out ranged from \$219 for a model that prints on adding

"With no previous computer knowledge I discovered through reading the manual that the programming of a microcomputer was relatively easy."

search, making the machines do the tedious calculations that used to take hours when done by hand. Even Radio & Records entered the computer age 18 months ago when we began processing all our radio station reports on a Texas Instruments system.

As with any piece of equipment, cost is important, and lately the cost of computer equipment has been coming down. New technology and more mass production have brought the expenses of owning a computer down to a much more reasonable level. A perfect example of just how inexpensive and efficient a small system can be in a radio station application comes from Bill Shannon, Operations Manager of K104/Erie.

Under A Grand

Bill has recently installed a home computer for use in his music research at K104, and he is quite pleased with the results. He told me, "The word 'computer' still conjures up visions of a huge room, jam-packed with equipment... reels and reels of tape on machines that line an entire wall. At the controls, a Ph. D with years of training behing him or her, maybe. But for music research, we certainly don't need all that memory, all that equipment, or a Ph. D to operate it."

with those giant budgets, the computing of music information was done by me each Sunday evening. I used a hand calculator and it took me hours to complete the work. The time involved prohibited us from going to a larger sample, which was something I had wanted to do for some time.

"A couple of months ago we decided to take a look at the small computers, price them, and find out if they could help us. We talked to two different companies.

"The final result is we have been able to double our sample, increase by a third the number of tunes processed each week, and cut the information processing time from 4 hours to 90 minutes."

Representatives of each confirmed their computers could handle the job, and they could provide us with the software or computer program to do what we wanted."

Programming Secrets

At that point a problem arose for Bill because he wasn't thrilled at the prospect of revealing his research methodology to someone outside the radio station. He wanted to program the computer himself, but he had no training in that area. However, a representative of Radio

machine paper to \$2000 for a model that gives you a typical computer printout.

"We will also be able to use our computer to process ratings information and cost-per-thousand information for sales, and we have already begun running all our oldies and recurrents through the system to upgrade that part of our music product. It's been fun to use, and you will find yourself putting in more time than you need trying to discover new ways to use any unit. I'm sure others have found plenty of extra applications. And, of course, with all that it does come with the electronic backgammon game too!"

Forget Your Fears

Bill says to forget about your fears when it comes to computers, and I can echo that statement. When R&R made the decision to put the Top 40 section of the paper's music information on computer, I was a bit apprehensive at first. I didn't know a thing about computers and I could just see myself doing something by accident that would cost R&R thousands of dollars in computer repair bills. Well, after a couple of fast lessons with our resident computer programmer Dan Cole, all my fears were laid to rest.

Computers enable us to break down your station's music information in so many different and useful ways I shudder to think of ever doing it by hand again. Bill's experience tells me that it's possible even to design your own basic computer program with no previous training, and that is very encouraging. K104's music systems are running much smoother now thanks to their investment in a microcomputer. Bill doesn't have to spend four eyestraining hours with his calculations each week, and the actual cost to the station was buffered considerably by its trading with Radio Shack, which is the kind of creative financing that's understood in any size market.

Thanks to Bill for sharing his first steps in the ever-expanding computer boom. I hope his positive experiences will encourage others to experiment as well. If you have specific questions about the Radio Shack application that Bill made at K104, feel free to contact him at the station. He's the expert now.

A Tower Of Merchandising

TOWER POWER!

SHOW DETROIT YOU LISTEN TO "THE GREATEST HITS" ON WTWR-92FM!

TOWER 92 T-SHIRTS \$6.00 each

TOWER 92 BELT BUCKLE \$6.00 each

THE GREATEST HITS OF ALL-TIME VOL. I \$6.00 each

TOWER 92 SPECIAL! Summer Beach Bundle

Order any T-Shirt and a Beach Towel or the regular price and receive FREE from TOWER 92 a Tower Tossers and a Tower Time Bag!

FREE! **FREE!**

"PUT IT ON THE TOWER" BEACH TOWEL - \$9.00 each

Whether you're at the beach or just around the neighborhood swimming pool, when you're looking for a place to sit down "Put it on the Tower!" A big, first quality 32" x 66" beach towel designed like a radio to remind you where you can find TOWER 92 FM!

QUANTITY	DESCRIPTION	TOTAL
	TOWER 92 Belt Buckles @ \$6.00 each	
	"THE GREATEST HITS OF ALL-TIME" Volume I @ \$6.00 each	
	TOWER 92 T-Shirt - Baseball Blue @ \$6.00 each	
	TOWER 92 T-Shirt - Red/Yellow @ \$6.00 each	
	TOWER 92 T-Shirt - Ladies French Cut @ \$6.00 each	
	"PUT IT ON THE TOWER" Beach Towels @ \$9.00 each	
	TOWER 92 SPECIAL! Summer Beach Bundle @ \$15.00 each	

Includes your choice of T-Shirt made with Super-Tough 100% Cotton T-Shirt and 100% Cotton T-Shirt

There are many ways to merchandise your radio station, the most obvious methods being station T-shirts and/or bumper stickers. In Detroit, WTWR has found another way... or several other ways.

As excerpts from the station's latest promotional brochure show, WTWR is offering two styles of logo bearing T-shirts, beach towels, Tower tossers (like frisbees), beach bags, belt buckles, bumper stickers, and a specially produced oldies album containing 12 original hits!

Plus, WTWR has its own fan club. When you join you receive a bumper sticker, a personalized membership certificate (suitable for framing), an official membership card (which can be used as a discount item for future events) a pair of Tower 92 FM magnets, a pair of matched Tower 92 FM jumping discs, and regular editions of the Tower Power Boosters Newsletter keeping you informed of station functions.

This is a radio station looking for visibility within its market like stations of old, and perhaps since the station is an Oldies/Top 40 format, the link with the past is proper. Either way, WTWR has mounted one of the most comprehensive and aggressive merchandising campaigns I have seen in recent years. Reportedly, response from the market has been favorable, which can only mean Detroiters will begin seeing more and more of the WTWR call letters and logo everywhere they look.



The First Hit Single From

Amy Holland

"How Do I Survive"

From her debut album **AMY HOLLAND**
ST-12071

Produced by **MICHAEL McDONALD**
and **PATRICK HENDERSON.**



Direction: Front Line Management.
©1980 CAPITOL RECORDS, INC.

WCAO deb 30	WLBZ deb 34
94Q 25-21	13FEA on
KDWB on	WFBG on
WGCL add	WHHY on
KJR deb 27	WFOX add
WICC add	WSEZ add
KXX106 on	WISE on
BJ105 on	WFLB add
WGH deb 21	WANS-FM on
KMJC add	WROV add
KIOY on	KENI on
KCPX 26-24	KDZA add
KRUX on	KBOZ add



KBIM add	WLVA #39
KNUS add	WEEO on
WCUE add	WQXI #27
WLOF add	WFOM #37
WLEE add	WBTR on
WQOK add	WKCX on
KLIF add	WGSV on
KQDI on	WWID on
KS95FM on	WGNI on
WXXX on	WORD #30
WLLH #35	Y103 on
3WD on	WBSR #28
WAQY-FM on	WDLP #38
WARE on	V97 on

TOP-40



WTK "ROCKS" BALTIMORE — WTK/Baltimore's new rock direction is being emphasized around town with a large (what else) rock, pictured above as the station's entry float in the city's 4th of July parade, along with a pair of rockettes.



WLAC'S HARD CELL APPROACH — WLAC/Nashville morning man Smokey Rivers was confined to a jail cell for a week. The imprisonment was carried out at a local mall, and Rivers raised almost \$8000 for the fight against muscular dystrophy. While incarcerated, Rivers (left) was visited by EMIA/UA artist Rocky Burnette.



KASH KAR FOR KARLA — KASH/Eugene, OR weekender Karla Michaels salvaged a batch of old bumper stickers and covered her car with them, drawing a lot of attention on the streets. Shortly thereafter, she won a regular midday air slot on the station. Pictured (l-r) with the Kash Kar are air personality Steve O'Neal, Michaels, and PD Andy Barber.



KIIS-FM AWARDS TRIUMPH — At a recent KIIS-FM/Los Angeles-sponsored beach party, the station gave away an \$11,000 TR-7. Herb Alpert conducted the drawing, and is pictured (left) with the winner and KIIS-FM PD Mike Wagner (right).



FEVERED MEETING AT CK101 — While Denny Terio, host of the syndicated dancemusic TV show "Dance Fever," was vacationing in Florida, he dropped by CK101/Cocoa Beach for an interview with the station's Steve Ocean. The duo are pictured (Ocean at left) at the station.



BUNNIES KEEP KUPD HOPPING — KUPD/Phoenix's softball team played with the local Playboy bunnies in a charity game for muscular dystrophy, opposing a combined local team. No results were given, but the game did result in the picture of the vallant athletes above.



CROSS SAILS INTO DETROIT — Christopher Cross's recent promotional tour took him to Detroit, where he visited WDRQ. Pictured at the station (l-r) are Warners' Richard Wolod, Cross, WDRQ MD Jim Ryan, and Warners' Linda Baker.



SOMETHING FIJI AT WNOE — WNOE/New Orleans gave a listener a free week-long vacation in the Fiji Islands, tying in with the movie "Blue Lagoon," which was filmed in that exotic South Seas location. The film's star Christopher Atkins visited the station in conjunction with the promotion, and is pictured (right) with WNOE's Ty Bell.



JOCK'S JULY 4TH PICNIC — KSMX/Fort Dodge, IA had listeners vote for the air personality with whom they'd most like to have a 4th of July picnic. One voter's name was picked, and winning personality Bryan Jeffries dropped by the winner's house with all the food and equipment for the picnic. He's pictured with the winner above.



MERIDIAN GOLD — Q101/Meridian, MS won a gold record award for KC & The Sunshine Band's "Please Don't Go." Pictured displaying the plaque are night jock Chommlie-On-The-Radio (left) and PD/Operations Manager Larry O'Neal.

THESE LEGENDS CONTINUE

CHEAP TRICK

"Day Tripper"

KWK 12-11
KJR on
KUPD 14-10
96X on
WRVQ deb 31
WVIC add

KJRB on
KRSP 23-16
WISE on
WROV on
KQWB-FM on
KOOK 28-25



Produced by Cheap Trick

THE CHARLIE DANIELS BAND

"The Legend of Wooley Swamp"

KWK 11-1
KUPD 28-19
WPEZ add
WICC add
KSRR add 30
Z98 add
WJDX 30-24
KXX106 add

KX104 on
92Q on
WSKZ deb 27
KRSP add
KLUC add
KTKT 28-18
K104 deb 33
WAAY add

WCGQ add
WSEZ on
WANS-FM deb 32
KQ94 add 27
CK101 31-26
KJOY add
FM97 add
Q104 add



Produced by John Boylan

On *Epic* Records

R&R/Friday, August 8, 1980

WCC 98 Cleveland
4 1 BENNY MARDONES/Into The Night
2 2 BILLY JOEL/It's Still RAR To Me

WZUU 96 FM Milwaukee
2 1 OLIVIA N-J/Magic
2 2 AIR SUPPLY/All Out Of Love

94-Q Atlanta
THE MUSIC FM
1 1 JOHNNY LEE/Lookin' For Love

13 K Dallas
STEREO 103
3 1 CHRIS CROSS/Selling

13 K San Diego
STEREO 103
1 1 S.O.S. BAND/Take Your Time

KRLA 101 Los Angeles
1 1 BILLY JOEL/It's Still RAR To Me

WCC 98 Cleveland
23, 26, 30
POD/Under The Gun

WZUU 96 FM Milwaukee
AIDS BILLY JOEL/Don't Ask Me Why

94-Q Atlanta
AIDS 30
DIANA ROSS/UpSide Down

13 K Dallas
AIDS LARRY GRAHAM/One In A Million You

13 K San Diego
AIDS 29
ROGER DALTRY/Free Me

KRLA 101 Los Angeles
AIDS STEPHANIE MILLS/Never Knew A Love

KbeQ Kansas City
6 1 BENNY MARDONES/Into The Night

WZUU 96 FM Milwaukee
AIDS BILLY JOEL/Don't Ask Me Why

94-Q Atlanta
AIDS 30
DIANA ROSS/UpSide Down

13 K Dallas
AIDS BOB SEGER/You'll Accompany Me

13 K San Diego
AIDS LINDA CLIFFORD/Rad Light

KRLA 101 Los Angeles
AIDS HOLLY PEARL/Only My Name

KDWB Minneapolis
4 1 PETE TONSHEND/Let My Love Open The

WZUU 96 FM Milwaukee
AIDS 24
IRENE CARA/Fame

94-Q Atlanta
AIDS 19, 20, 23, 26, 27, 30

13 K Dallas
AIDS 09, 28, 29
JACKSON BROME/Boulevard

13 K San Diego
AIDS PAUL SIMON/Late In The Evening

KRLA 101 Los Angeles
AIDS BOB SEGER/You'll Accompany Me

KWK STEREO WK St. Louis
11 1 CDB/Legend Of Woolly Swam

WZUU 96 FM Milwaukee
AIDS 29, 30
POD/Under The Gun

94-Q Atlanta
AIDS 1
ROLLING STONES/Emotional Rescue

13 K Dallas
AIDS 05, 28, 29
JACKSON BROME/Boulevard

13 K San Diego
AIDS PAUL SIMON/Late In The Evening

KRLA 101 Los Angeles
AIDS BOB SEGER/You'll Accompany Me

KWK STEREO WK St. Louis
AIDS NONE
PETE TONSHEND/Little Is Enough

WZUU 96 FM Milwaukee
AIDS 29, 30
POD/Under The Gun

94-Q Atlanta
AIDS 1
ROLLING STONES/Emotional Rescue

13 K Dallas
AIDS 05, 28, 29
JACKSON BROME/Boulevard

13 K San Diego
AIDS PAUL SIMON/Late In The Evening

KRLA 101 Los Angeles
AIDS BOB SEGER/You'll Accompany Me

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.

Parallel III: Selected stations in smaller markets that are format dominant* and/or exert a significant local influence.

Note: (*)Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron.

194 REPORTS 188 LAST WEEK

★ DENOTES FIRST WEEK IN PARALLELS.

GEORGE BENSON Give Me The Night (WB) LP: Give Me The Night 144/8 74%

ERIC CLAPTON Tulsa Time (RSO) LP: Just One Night 55/0 28%

ROBBIE DUPREE Hot Rod Hears (Elektra) LP: Robbie Dupree 100/11 82%

NATALIE COLE Someone That... (Capitol) LP: Don't Look Back 54/8 28%

COMMODORE Old Fashion Love (Motown) LP: Heroes 77/0 40%

JACKSON BROWNE Boulevard (Asylum) LP: Hold Out 164/3 85%

DIRT BAND Make A Little Magic (UA) LP: Make A Little Magic 140/2 72%

CHRISTOPHER CROSS Sailing (WB) LP: Christopher Cross 188/2 97%

DIRT BAND Make A Little Magic (UA) LP: Make A Little Magic 140/2 72%

PAT BENATAR You Better Run (Chrysalis) LP: "Roedie" Soundtrack (WB) 50/8 26%

DIRT BAND Make A Little Magic (UA) LP: Make A Little Magic 140/2 72%

IRENE CARA Fame (RSO) LP: "Fame" Soundtrack 135/23 70%

DIRT BAND Make A Little Magic (UA) LP: Make A Little Magic 140/2 72%

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song 100/25 65%

EXAMPLE 100/25 - 100 R&R reporting stations on it this week, 25 of those 100 added this week.

AIR SUPPLY All Out Of Love (Arista) LP: Lost In Love 176/4 91%

Various charts and station lists for the first section.

AMBROSIA You're The Only Woman (WB) LP: One Eighty 175/5 80%

Various charts and station lists for the second section.

Various charts and station lists for the third section.

Various charts and station lists for the fourth section.

Various charts and station lists for the fifth section.

Various charts and station lists for the sixth section.

Various charts and station lists for the seventh section.

Various charts and station lists for the eighth section.

Various charts and station lists for the ninth section.

Various charts and station lists for the tenth section.

Various charts and station lists for the eleventh section.

Various charts and station lists for the twelfth section.

ROLLING STONES Emotional... (Rolling Stones) LP: Emotional Rescue 176/50 90%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

S.O.S. BAND Take Your Time... (Tabu) LP: S.O.S. 126/3 64%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

DIANA ROSS Upside Down (Motown) LP: Diana 120/45 62%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

LINDA RONSTADT I Can't Let Go (Asylum) LP: Mad Love 135/1 70%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

BOB SEGER You'll Accompany Me (Capitol) LP: Against The Wind 154/18 79%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

BOZ SCAGGS JoJo (Columbia) LP: Middle Man 147/1 76%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

CARLY SIMON Jessy (WB) LP: Come Upstairs 108/36 56%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

ALI THOMSON Take A Little Rhythm (A&M) LP: Take A Little Rhythm 164/1 85%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

PETE TOWNSHEND Let My Love Open... (A&T) LP: Empty Glass 188/1 87%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

LAURA SIMON Late In The Evening (WB) LP: One Trick Pony 178/34 92%

Regional, National, Summary, Reach, E, M, H, W, S, D, A, G, B, C, F, J, K, L, N, O, P, Q, R, T, V, X, Y, Z

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RADIO RECORDS SUBSCRIPTION SERVICE ONE YEAR - \$140

Others Getting Significant Action

- CHICAGO "Thunder And Lightning" (Columbia) 16/9
WOLX, WKLC.
JON & VANGELIS "I Hear You Now" (Polydora) 18/5
Moves: Up 4, Same 6, Down 1. Adds 4, 10, 14, WJLB, WJLB, WGBF, KILE 40-38.

CHANGE OF ADDRESS AND RENEWAL
Please attach the mailing label from the
envelope when writing about service or change
of address. Allow 3 weeks for change of
address to take effect. Thank you.

KENNY LOGGINS



**“I’m
Alright”**

THE BACK PAGE

BREAKERS®

KENNY LOGGINS

I'm Alright (Columbia)

54% of our reporters on it. Moves: Up 65, Same 14, Down 0,
Adds 26 including WCAO, PRO-FM, JB105, Z97, Z93, KSLQ,
KEARTH, KIMN, WFLY, KBFM, KIOA, FM102. See Parallels,
will chart next week.

JOURNEY



CHICAGO
**“Thunder And
Lightning”**

**“Stay
Awhile”**

KBFM
WFMF
WJDX
WGH
WTWR
KMJC
KTAC
KRSP
KLUC
KTKT
WIGY
WHEB
K104
WXIL
WTMA
KRLC

96KX add
KSLQ deb 23
WKEE add
KRBE on
Z98 on
WBBQ add
92Q on
WDRQ add
KIOY on
KCPX add
KTKT add
K104 deb 39
WFBG add
KQ94 26-23
CK101 add 38



on Columbia Records



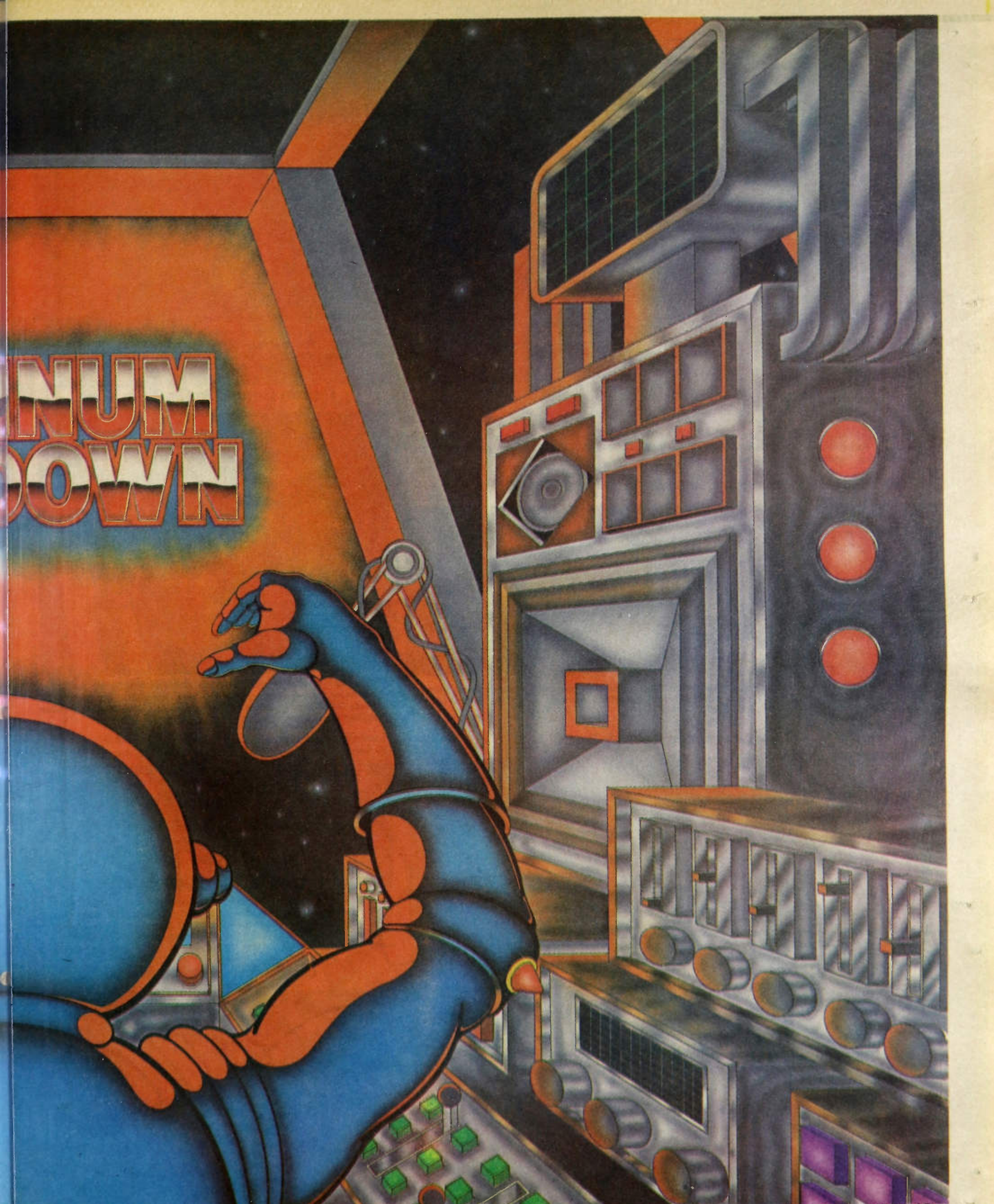
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From the company that has its ear to Tomorrow Media, and in answer to the demands for new radio specials, TM Special Projects pre-

sents "PLATINUM MELTDOWN." Orwellian in concept, but right on target for today's AOR demographics, "PLATINUM

MELTDOWN" is going to reach out and literally grab listeners by the ear. For a demo of this weekend radio milestone,

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meltdown works and how to compute audi-
ence and dollar reach in your market.

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Ask for Ron Nickell or Neil Sargent.

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Dallas, Tx 75247
Ron Nickell V.P.
(214) 634-8511

THE PICTURE PAGES

Rupert Registers Gold



MCA's Rupert Holmes was recently presented a gold record for his LP "Partners In Crime." Pictured are (l-r) Holmes, Line Management's Ron Raphael, MCA's George Mangrum, MCA President Bob Siner, Holmes, an unidentified "her," and Holmes's manager Norman Kurtz.

Casablanca Leagues With Pure Prairie



Following Pure Prairie League's recent Roxy performance in L.A., Casablanca President Bruce Bird congratulated the group backstage. Pictured (l-r) are group's Billy Hinds and Jeff Wilson, manager Jack Daley, band's Michael Connor and Mike Reilly, Bird, and PPL's Vince Gill.

Nash Admirers Rehash Bash



Miami/Ft. Lauderdale radio personalities and Capitol Records staffers joined Graham Nash backstage after his recent appearance at the local Sunrise Musical Theatre. The admirers include (from left) WSHE PD Neal Mirsky, WAXY MD Richard Byrd, Nash, Capitol's Bill Bartlett and Train Zimmerman, EMI/UA's Mike Harris, and Zeta 4 MD Ron Parker.

UA Inks Unity



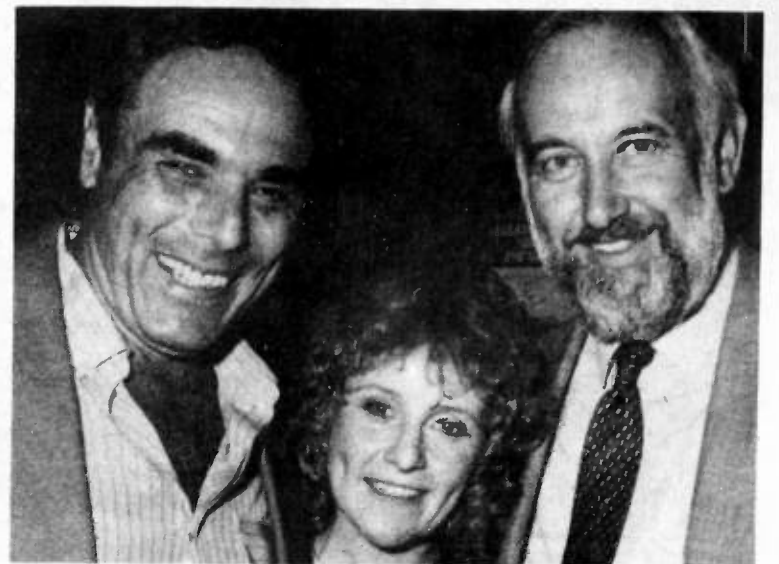
United Artists has announced the signing of the band Unity. Pictured at the inking are from left: Unity's Mark King, Larry Butler, and Wanda Butler, producer/manager Terry Philips, and Capitol/EMIA-UA's Varnell Johnson and Don Mac.

Mangione Gold



A&M hornsmith Chuck Mangione was presented with a gold record for his latest LP "Fun And Games" after his opening night performance at the Universal Amphitheatre in Los Angeles. Shown with Mangione (left) are A&M President Gil Friesen and A&M Sr. VP Harold Childs.

Dalton Gangs Up On New York



NY's Other End recently welcomed Columbia's Lacy J. Dalton during her current tour. Lacy is pictured after the New York debut flanked by CBS/Records Group Deputy Pres. Dick Asher (left) and CBS Records Division President Bruce Lundvall (right).

Only Ones Alive



The Only Ones opened for the Who in Los Angeles, and found time to drop by Epic's offices during their stay. Pictured (l-r) are Epic's Jeff Siroty, label VP Frank Rand, group's Mike Kellie, manager Zena Kakoulli, band's John Perry and Peter Perrett, Epic's Larry Douglas, group's Alan Mair, and American manager Bob Tulipan.

Chalet Records Premieres



Jean Claude Friederich (standing) has announced the formation of Chalet Records, to be distributed by Prelude. Madleen Kane is the first artist to be signed by Chalet. Pictured with Friederich are (l-r) attorney Rick Talmadge, Kane, and Kane's manager Tom Hayden.



ALREADY ON 108 R&R REPORTING STATIONS!

**THE BACK PAGE
BREAKERS**

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

CARLY SIMON
Jesse (WB)

56% of our reporters on it. Moves: Up 47, Same 25, Down 0, Adds 36 including WCAO, F105, JB105, Z97, KRLY, KHJ, KJR, KOPA, WHFM, WSGA, WISM, KMJC. See Parallels, charts at number 30.

CARLY SIMON
"Jesse"

Produced by Mike Mainieri



THE LARSEN-FEITEN BANDWAGON GROWS EVERY WEEK:

- | | | |
|--------------|-------------|----------|
| 94Q 23-18 | WSKZ add | KX104 on |
| KRBE deb 28 | WNOX add | WQRK on |
| Z-98 37-26 | WGH add | WBBQ on |
| WJDX 32-29 | WGUY add | KCPX on |
| KXX106 24-19 | WFBG add | KRUX on |
| WERC deb 30 | WAAY add | WIGY on |
| WJBQ deb 29 | WHY add | WFOX on |
| WCGQ 26-23 | WSEZ add | 13FEA on |
| WISE deb 35 | WFLB add | WROV on |
| WHFM add | WTMA add | FM99 on |
| 14Q add | WANS-FM add | KKLS on |
| KJRB add | KENI add | WGBF on |
| | KDZA add | KBIM on |

**LARSEN/
FEITEN
BAND**

**"Who'll Be
The Fool
Tonight"**

Produced by Tommy Lipuma

ON WARNER  BROS. RECORDS



Black Radio

Bill Speed

SYNDICATION FOR BLACK RADIO (PT. II)

Jack Patterson & Alpha One's Automation

Last week we looked at a specific special programming tool for Black radio, Sid McCoy's "Special Edition." This week we'll examine a whole format. Jack Patterson, formerly PD at KMJQ/Houston working with Jim Maddox, recently joined the TM Companies to develop a new Popular Rhythms-styled syndicated format called Alpha One. It's automated, and provides ongoing consultation as well. In the following interview, Jack explains how the format works and why automation can help Black radio stations.

R&R: As you know, automation is almost a whole new thing for Black radio, except for the "Super Soul" format that was out a few years ago.

JP: Our basic idea is to make this format work so that the stigma of automation no longer exists. A lot of managers cannot come to grips with it, and a lot of people, when they hear automation, they say, "There goes my gig." But automation can help in so many ways. You have quality control factors, you have location patterns, you have everything filled in, and in any area it can be an advantage.

R&R: In what way? Does it lighten up the work on a programmer, does it actually enhance what he does?

JP: It enhances, because I can tell you from exper-

small markets, it helps the person who can't hire the big buck jocks, who has got the jocks who are still learning to ply their trade. With this, they've got one less hassle to worry about. Because music mix and flow, which by the way we will set up for each market, is taken care of automatically. That whole thing is a big part of the station's personality.

R&R: You said you were looking at the future. What sort of things do you have planned so you can maintain your success? If you're aiming for the 18-34 group, and the 25-49 group, obviously some things will appeal to each of them specifically. How do you plan to maintain that and grow as well?

JP: There are psychographic ties to those two demos . . . There are certain things that are parallel within those demos. And if you talk to knowledgeable people on the subject of psychology, those demos are really the rating service demos in terms of groups and how they think and act. The 25-year-old and the 49-year-old rarely think alike. So there are elements within the format which pick up each individual demo within the demo. We have all of those elements together. The basic idea is we are going 25-49 and 18-34, but there are things that fall between that they can handle; buffering, let's say, so that what is purely upper demo stuff will appeal to the lower demos without turning them off completely.

R&R: Are you researching markets for prime candidates now? Are you worried about existing competition?

JP: We can go into a market with a similar type of format in it already simply because I think in many markets in which we have done research, we can do a better job at doing what the other folks are doing. In the markets which don't have this kind of format, and the black base is not in high concentration, the format has the elements to pick up the non-black audience.

R&R: How about news?

JP: When we go into a market and we sign a station up, they do not get just a music service. They get ongoing consultation. We handle everything from PSA's to rate cards if need be. We will come in and give you a

"Our basic idea is to make this format work so that the stigma of automation no longer exists."

R&R: Can you tell us a little about this new project you are working on, Alpha One?

JP: Alpha One is a syndicated format, an urban contemporary format.

R&R: Sort of a Pop Rhythm format, by chance?

JP: Yes, as a matter of fact it is.

R&R: So tell us some more about it. How did it all come about, your leaving KMJQ, going to TM, and now having a syndicated format?

JP: I was approached about six or seven months ago to help put together a format of this type, similar in feel and target to the thing I was doing in Houston. It was a basic consulting type of thing. I came to Dallas and had a series of meetings with everybody involved and I got really charged up on the idea. I thought it was time for this kind of format. I still had an obligation to the station at that time but certain things had changed, the complexion of everything I was involved in had changed, so I made the move to TM.

Black Radio Pioneer Garrett Dies

Leroy Garrett, Alabama's first black owner of a radio station, died recently (7-21) at age 66.

Garrett came from the cotton fields in the 1930's, eventually starting WEUP/Huntsville in a house trailer.

Today the station is an 11-acre complex, and has served as a training station for many minority broadcasters. His wife, Mrs. Viola Garrett, today serves as GM of the station.



WMBM WELCOMES A&M's ROBBINS — While in the midst of a recent Southeast promotional tour, A&M's Rockie Robbins (left) visited the studios of WMBM/Miami where he visited with (l-r) station air personality Connie Clare and Music Director Abdul. A&M's Richard Pachter is seen at right.

ience, certain things I wanted to do on a radio station I had to teach or show people exactly how to do it, and it still didn't come out right. Here you have all the elements you need, especially in music selection and rotation patterns, and the energy is all built in for you. That lessens the burden on the operations director and he can go on with the other functions. With a jock, I believe it frees up his hands or her hands to do the things he or she was hired for: personality, etc. Again, a lot of jocks

"When we go into a market and we sign a station up, they do not get just a music service. They get ongoing consultation."

think automation is the first step toward going out the door. A lot of people don't realize that a radio station has a format clock and has certain requirements that must be met. The only difference is that a clock is run by a human machine and this is by electronics.

R&R: How much research has gone into this project?

JP: For the mechanics and the music, collectively from past experience and the experiences of others who are working with me on the project, I would say seven to eight years. It is going to help all market sizes. In the

People

Steve Harris, former Program Director at WBMX/Chicago, is now Music Director and midday personality at neighboring WGCI . . . Frequita Slade has joined the staff at WKND/Hartford in a part-time capacity. Also, Music Director Eddie Jordan announces that music information calls will be taken Tuesday through Thursday after 2pm. The new telephone number is (203) 683-1616 . . . 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

WFDR/Manchester has recently become a part of the network broadcasting Atlanta Falcons games. The station serves Atlanta, Macon, Columbus and Manchester . . . And speaking of ball games, the WKWM/Grand Rapids "Travelling All-Stars" will be playing against "Magic Enterprises," L.A. Laker Magic Johnson's team. The upcoming charity softball game will benefit local resident Barbara Brooks, who is a victim of a rare bone cancer . . . WWRL/New York is now sponsoring "Serenade To The City," a series of free, live noontime concerts. The shows are hosted by Gerry Bledsoe at the Lincoln Center. Last week's featured artist was Stanley Turrentine . . .

Things

FOR LADIES ONLY: WAMO/Pittsburgh is conducting a "One In A Million You" contest in conjunction with an upcoming Larry Graham/Isley Brothers concert. Ladies are being asked to send in postcards from which Larry Graham will personally pick the lucky winner. Prizes include concert tickets, dinner for two, limousine service and a chance to have an after concert chat with Graham . . . Over 350 bicycle enthusiasts participated in the July 20 "Minnie Riperton Month" bike-athon presented by KJLH/Los Angeles with the help of a local hospital and a bicycle store. Joining the KJLH Staffers were several celebrities, including Stevie Wonder, Altovise Davis, and Dick Rudolph, Riperton's husband . . .

STATION REQUESTS: WCLK/Atlanta will be increasing its power to 2500 watts and Program Director J.C. Futrell requests that the station needs product. Releases should be directed to Music Director Requaya Ward at 240 Chestnut Street, SW, Atlanta, GA 30314 . . .

WVBA/Charlottesville, VA also needs service from all labels. Product should be sent to Dean Palmer, c/o Emmet Post Office . . . Jazz-formatted WTJZ/Newport News, VA is in need of bios and other informative material for special programming purposes. Address to Larry Hollowell, 553 Michigan Drive, Hampton, VA 23669 . . .



"TRIPPING OUT"
THE CONSENSUS HIT TRACK FROM HIS SMASH ALBUM
"SOMETHING TO BELIEVE IN"

CURTIS MAYFIELD

"RED LIGHT"
THE SIZZLING SINGLE
FROM THE YEAR'S MOST DYNAMIC
ORIGINAL MOTION PICTURE SOUNDTRACK ALBUM "FAME"

LINDA CLIFFORD

"HOUSE PARTY"
THE ORIGINAL GOOD TIME
PARTY RECORD

FRED WESTLEY

"(BABY) I CAN'T GET OVER LOSING YOU"
THE INFECTIOUS NEW SINGLE BREAKING OUT
WHEREVER HIT RECORDS ARE BEING PLAYED

TTF

WITH FOUR HOT NEW SINGLES
FROM **RSO/CURTOM** RECORDS

Having A House Party

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- DIANA ROSS**
"Upside Down" (Motown)
- ASHFORD & SIMPSON**
"Love Don't Make It Right" (WB)
- GEORGE BENSON**
"Give Me The Night" (WB)
- CHIC**
"Rebels Are We" (Atlantic)
- TEDDY PENDERGRASS**
"Can't We Try" (Philadelphia International)
- DYNASTY**
"I've Just Begun To Love You" (Solar/RCA)
- O'JAYS**
"Girl, Don't Let It Get You Down" (TSOP)
- FATBACK BAND**
"Backstrokin'" (Spring/Polydor)
- KURTIS BLOW**
"The Breaks" (Mercury)
- COMMODORES**
"Old-Fashion Love" (Motown)
- MAZE**
"Southern Girl" (Capitol)

CLIMBERS

Following are listed in order of their airplay activity.

S.O.S. BAND "Take Your Time (Do It Right)" (Tabu) 53% reporting activity. Hot at KDKO and KYAC while climbing at KDIA in the West. Medium airplay at KATZ and WWWS with hot rotation at KAEZ and WBMX in the Midwest. The South shows hot airplay at WANT, WPDQ, WVOL, WOWI and WJJS with medium activity at KMJQ. Heavy airplay at WKND, WAMO and WILD in the East.

CAMEO "Shake Your Pants" (Chocolate City) 53% reporting. Hot at WILD in the East. New at KDKO in the West. Showing medium airplay at KOKY, WGIV, WDIA, WVOL, WOWI, WYLD and WJJS with hot rotation at WANT in the South. Debuting at WDAO and climbing at WJMO, KMJM and KATZ, while hot at WKWM and WWWS in the Midwest.

RAY PARKER JR. & RAYDIO "For Those Who Like To Groove" (Arista) 50% of our reporters are on it. Climbing at WDIA, KMJQ, WOWI, WYLD and WJJS; hot at WVOL in the South. The Midwest reflects hot rotation at WKWM, WJMO and WJLB with medium airplay at KATZ. New at KDIA, climbing at KDKO, and hot at KSOL in the West. Medium airplay at WKND and WAMO in the East.

CHAKA KHAN "Papillon" (WB) 50% reporting action. Hot at WBMX; climbing at WTLC, WDAO, WJMO, KMJM and WJLB in the Midwest. Added at KSOL and climbing at KDKO in the West. Hot rotation at WDIA, WOWI and WJMI with medium airplay at KOKY in the South. The East shows medium airplay at WKND and WILD with hot rotation at WWRL.

PLEASURE "Yearnin' Burnin'" (Fantasy) 50% reporting. Climbing at WKND, WAMO and WWRL in the East. Hot at KYAC; climbing at KSOL and KDIA in the West. The Midwest shows an add at WJMO with medium airplay at KAEZ, KATZ, WJLB and WWWS. New at WJMI, climbing at WVOL and WJJS, and hot at WGIV in the South.

BARRY WHITE "Love Makin' Music" (Unlimited Gold/CBS) 50% reporting. Climbing at KOKY, WVON and WJJS in the South. Hot at WDAO and WWWS; climbing at WTLC, WJMO, KAEZ, KMJM, KATZ and WJLB in the Midwest. Hot at KDIA and climbing at KYAC in the West. The East shows medium airplay at WAMO and WWRL.

TASTE OF HONEY "Rescue Me" (Capitol) 50% of our reporters are on it. New at WAMO and climbing at WKND, WWRL and WILD in the East. Hot at WOWI and showing medium activity at KOKY, WGIV, WYLD and WJJS in the South. Climbing at KYAC in the West. New at WJMO, climbing at WKWM and WJLB, and hot at WDAO and KAEZ in the Midwest.

SEVENTH WONDER "I Enjoy Ya" (Chocolate City) 50% reporting airplay. Medium airplay at KSOL in the West. Added at WKWM and WJMO, climbing at KATZ and WWWS, and hot at WDAO and KAEZ in the Midwest. Hot at WJMI with medium airplay at WGIV, WVOL, WOWI, WYLD and WJJS in the South. The East shows hot airplay at WWRL and medium activity at WAMO.

STARPOINT "I Just Wanna Dance With You" (Casablanca) 50% reporting airplay. Debuting at WVOL and WYLD with medium airplay at KOKY and WJJS in the South. The East shows medium airplay at WKND, WAMO, WWRL and WILD. Hot at KAEZ; climbing at WTLC, WKWM, WJMO, KATZ and WWWS in the Midwest. Medium airplay at KSOL in the West.

LARRY GRAHAM "One In A Million You" (WB) 47% reporting. Hot at WAMO in the East. Climbing at KDIA while hot at KYAC and KSOL in the West. Hot rotation at WKWM, WJMO, KAEZ, KMJM and WBMX in the Midwest. The South reflects hot rotation at WVOL, KMJQ, WOWI, WYLD and WJJS.

TTF "I Can't Get Over Losing You" (Curton/RSO) 43% reporting activity. New at WVOL and WJJS, climbing at WGIV, WPDQ and WOWI, and hot at WDIA in the South. The Midwest shows hot rotation at KAEZ, KMJM and KATZ with medium airplay at WTLC and WJMO. Climbing at KSOL in the West. Hot at WILD; climbing at WAMO in the East.

ISLEY BROTHERS "Here We Go Again" (T-Neck) 43% of our reporters are on it. Medium airplay at KDKO and KSOL in the West. Hot at WDAO, WJMO, KMJM and WBMX with medium activity at WJLB in the Midwest. The South shows hot rotation at WOWI, WYLD and WJJS with medium airplay at WVOL and KMJQ. Hot at WAMO in the East.

BOZ SCAGGS "Jojo" (Columbia) 43% reporting. Climbing at WAMO in the East. The South reflects medium airplay at WVOL, KMJQ, WYLD and WJJS while showing hot rotation at WOWI and WJMI. Hot at KMJM; climbing at WDAO, KATZ and WJLB. Hot at KSOL and KDIA in the West.

JOHNNY GUITAR WATSON "Love Jones" (DJM) 40% reporting. Climbing at KDKO, KYAC and KDIA in the West. Hot at WJLB and KMJM while climbing at WJMO and WWWS in the Midwest. Hot at WAMO in the East. Climbing at WGIV, WJMI and WJJS; hot at WVOL in the South.

RICK JAMES "Big Time" (Gordy) 40% reporting airplay. The South shows medium airplay at WPDQ, WOWI, WYLD and WJJS with hot rotation at KOKY and WJMI. Hot at WTLC; climbing at WDAO, WJMO, WJLB and WWWS in the Midwest. Climbing at WILD in the East.

PEABO BRYSON "I Love The Way You Love" (Capitol) 40% reporting action. Medium airplay at WKND in the East. Hot at WJMI while climbing at WDIA, WYLD and WJJS in the South. Debuting at WJMO and KAEZ, climbing at WTLC, WKWM, KMJM and WJLB, and hot at WDAO in the Midwest.

TOM BROWNE "Funkin' For Jamaica (NY)" (GRP/Arista) 40% of our reporters are on it. Added at KYAC in the West. New at KAEZ and KATZ, climbing at WTLC and WKWM, and hot at WWWS in the Midwest. Medium airplay at WKND and WILD in the East. The South shows an add at WJJS, medium airplay at WPDQ, and hot rotation at KOKY and WGIV.

ONE WAY "Pop It" (MCA) 37% reporting activity. Added at KDKO in the West. Debuting at WTLC, WKWM, and KMJM while showing medium airplay at KAEZ, WJLB, WBMX and WWWS in the Midwest. New at WYLD and climbing at KOKY and KMJQ in the South.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 37% of our reporters are on it. Added at WILD in the East. Debuting at WJJS, climbing at WGIV, WVOL, KMJQ and WJMI, and hot at KOKY and WANT in the South. The Midwest shows medium airplay at WTLC, KAEZ and WDAO.

CON FUNK SHUN "By Your Side" (Mercury) 33% reporting airplay. Climbing at WGIV and WJJS in the South. Medium airplay at KDKO and KSOL in the West. Hot at WTLC and KATZ; climbing at KAEZ, KMJM and WBMX in the Midwest. Hot at WAMO in the East.

CAMERON "Magic Of You" (Salsoul) 33% reporting action. Hot at WILD in the East. Climbing at WGIV and WJMI; hot at KMJQ in the South. New at KMJM, climbing at WJMO and KAEZ, and hot at WTLC and WWWS in the Midwest. Added at KDKO in the West.

MANHATTANS "Girl Of My Dream" (Columbia) 33% reporting. Added at WDAO and WTLC with medium airplay at WJMO and KATZ in the Midwest. New at WJJS while climbing at KOKY, WPDQ, WDIA and WJMI in the South. The West shows medium airplay at KYAC.

MICHAEL HENDERSON "Wide Receiver" (Buddah) 33% of our reporters are on it. Debuting at WKWM, climbing at WJMO, and hot at WTLC, KATZ, WJLB and WWWS in the Midwest. New at WDIA in the South. Climbing at WILD in the East. Medium airplay at KYAC in the West.

FRED WESLEY "House Party" (Curton/RSO) 33% reporting airplay. Hot at WKND; climbing at WILD in the East. Medium airplay at KOKY and WJJS while hot at WDIA in the South. New at WJLB and showing medium airplay at WKWM, KATZ and WWWS in the Midwest.

SMOKEY ROBINSON "Heavy On Pride" (Tamla) 33% reporting. Climbing at KYAC in the West. Hot at KATZ; climbing at WJLB in the Midwest. The South shows medium airplay at WPDQ, WVOL, WOWI and WJJS. Hot rotation at WKND and WWRL in the East.

CHANGE "Searching" (RFC/WB) 33% of our reporters are on it. Medium activity at WTLC, WJMO, KMJM and WBMX in the Midwest. New at WDIA and WJJS with medium airplay at KOKY and KMJQ in the South. The East shows it climbing at WKND.

NEW & ACTIVE

RENE & ANGELA "Do You Really Love Me" (Capitol) 27% reporting. Climbing at WKND, WWRL and WILD in the East. Added at KMJM; climbing at WKWM and WJLB in the Midwest. Medium airplay at KSOL and KDIA in the West.

WILLIAM DeVAUGHN "Figures Can't Calculate" (TEC) 27% of our reporters are on it. Added at KDKO and climbing at KDIA in the West. New at WYLD with medium airplay at WVOL and WJMI in the South. Climbing at WKND, WAMO and WILD in the East.

DIONNE WARWICK "No Night So Long" (Arista) 27% reporting airplay. Added at WVOL and climbing at KOKY and WDIA in the South. New at WDAO, WJMO, KAEZ and KMJM in the Midwest. Debuting at KDIA in the West.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- BOB JAMES** H (Tappan Zee/CBS)
- CRUSADERS** Rhapsody And Blues (MCA)
- GEORGE BENSON** Give Me The Night (WB)
- AL JARREAU** This Time (WB)
- TOM BROWNE** Love Approach (GRP/Arista)
- JOHN KLEMMER** Magnificent Madness (Elektra)
- DAN SIEGEL** Nite Ride (Inner City)
- GEORGE DUKE** Brazilian Love Affair (Epic)

NEW & ACTIVE

No Records Qualified For New & Active This Week.

EAST: WRVR/New York, NY, Herschel/Prescott; WHUR/Washington, O.C., Jesse Fax; WEEA/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Roy Schneiderman. SOUTH: WCLM/Atlanta, GA, Requesa Ward; WTJZ/Newport News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Paster. WEST: KAOX/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGOLos Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tarter.

Pop / Rhythms
Hottest
August 8, 1980

EAST	SOUTH	MIDWEST	WEST
George Benson Fatback Band S.O.S. Band	Diana Ross George Benson Larry Graham Kurtis Blow	George Benson Larry Graham Diana Ross	George Benson

Regionalized Adds & Hots

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

EAST		MIDWEST		WEST		
<p>WXTV Baltimore, MD Larry Wilson</p> <p>ADDED None</p> <p>HOTTEST Fatback Band Larry Graham S.O.S. Band Diana Ross Teddy Pendergrass George Benson Stacy Lattisaw "Dynamite/Angel Jump" Cameo "Shake/On" Commodores</p> <p>WEND Hartford, CT Eddie Jordan</p> <p>ADDED McFadden & Whitehead Pointer Sisters Jermaine Jackson</p> <p>HOTTEST David Hudson Kurtis Blow S.O.S. Band Fatback Band Commodores George Benson Smokey Robinson Chic Fred Wesley Rockie Robbins</p>	<p>WWMN Baltimore, MD Curtis Anderson</p> <p>ADDED RCR Mtume Young & Co. Side Effect Ritz Queen E.J. Rice Omni Grand Master Flash Truth Joe Tex</p> <p>HOTTEST Captain Skyy Soft Tones Ashford & Simpson Gene Chandler Sugar Hill Gang</p> <p>WAMO Pittsburgh, PA Ken Allen</p> <p>ADDED Dynasty Taste Of Honey</p> <p>HOTTEST Larry Graham Johnny Guitar Watson S.O.S. Band Kurtis Blow Isley Brothers Con Funk Shun Stacy Lattisaw "Dynamite" Fatback Band George Benson Teena Marie</p>	<p>WWRL New York, NY Bob Low/Linda Haynes</p> <p>ADDED Minnie Riperton Teddy Pendergrass "TKO" Stephanie Mills Brothers Johnson Jones Girls Love Unlimited Maze Slick</p> <p>HOTTEST Commodores Donna Warwick Smokey Robinson Teddy Pendergrass Diana Ross Ashford & Simpson Chaka Khan George Benson O'Jays Seventh Wonder</p> <p>WILD Boston, MA Steve Crumbly</p> <p>ADDED Stacy Lattisaw Slick Herbie Hancock Carl Carlton</p> <p>HOTTEST Cameron Fatback Band George Benson Stacy Lattisaw "Dynamite" S.O.S. Band Dynasty Candi Staton Cameo Natalie Cole TTF</p>	<p>WTLC Indianapolis, IN Jay Johnson</p> <p>ADDED Dave Mason Peaches & Herb Shalamar One Way Manhattans Queen Charles Veal Lamont Jackson</p> <p>HOTTEST Chic Rick James Fatback Band Chocolate Milk Alfonzo Surratt Michael Henderson Con Funk Shun Cameron Maze Dynasty</p> <p>WCIN Cincinnati, OH Michael Roberts</p> <p>ADDED None</p> <p>HOTTEST Chic Average White Band Cameo Jermaine Jackson "You're" Spinners Larry Graham Commodores S.O.S. Band Midnight Star Diana Ross</p>	<p>WKWM Grand Rapids, MI Frank Grant</p> <p>ADDED Maze Seventh Wonder Mtume Michael Henderson Casper One Way</p> <p>HOTTEST Kurtis Blow Fatback Band George Benson Diana Ross Cameo Rockie Robbins Raydio Larry Graham Windy City GQ</p> <p>WJMO Cleveland, OH Bernie Moody</p> <p>ADDED Dionne Warwick Taste Of Honey Seventh Wonder Pleasure Peabo Bryson O.J. Rogers</p> <p>HOTTEST Isley Brothers Larry Graham Kurtis Blow Stacy Lattisaw "Dynamite" Fatback Band Raydio George Benson Chic Diana Ross Commodores</p>	<p>KAEZ Oklahoma City, OK Steve Scott</p> <p>ADDED Temptations Casper Dionne Warwick Tom Browne Kleer Edmund Sylvers Stephanie Mills Peabo Bryson Harold Melvin & Sharon Paige</p> <p>HOTTEST TTF S.O.S. Band Commodores Ashford & Simpson Larry Graham Seventh Wonder George Benson Taste Of Honey Windy City Starpoint</p> <p>WWWS Birmingham, MI Kermit Crockett</p> <p>ADDED Queen</p> <p>HOTTEST Cameo Jermaine Jackson "Serious" Tom Browne Michael Henderson Cameron Diana Ross Barry White George Benson Kurtis Blow Google & Tom Coppola</p>	<p>WBMX Chicago, IL Jim Maddox</p> <p>ADDED None</p> <p>HOTTEST S.O.S. Band AJ Jareau Larry Graham Gladys Knight "Landlord" Gene Chandler Frank Hooker Isley Brothers Fatback Band Spinners Chaka Khan</p> <p>KATZ St. Louis, MO Earl Parnell</p> <p>ADDED Peaches & Herb Dells Tom Browne</p> <p>HOTTEST TTF Kurtis Blow Diana Ross Smokey Robinson Michael Henderson Chic Curtis Mayfield George Benson Fatback Band Con Funk Shun</p> <p>WDAO Dayton, OH Turk Logan</p> <p>ADDED Cameo Manhattans Parti Labelle Roberta Flack/Donny Hathaway Jermaine Jackson O'Jays Gladys Knight "Taste" LTD Stephanie Mills "Never" Jerry Butler Peaches & Herb David Ruffin Dionne Warwick Rose Royce Heat Pointer Sisters Top Shelf</p> <p>HOTTEST Taste Of Honey George Benson Peabo Bryson Seventh Wonder Fatback Band Chic Mass Production Isley Brothers Barry White Ashford & Simpson</p>
<p>WFDQ Jacksonville, FL Ned Jackson</p> <p>ADDED Brothers Johnson Melba Moore Johnnie Taylor</p> <p>HOTTEST Kurtis Blow S.O.S. Band Chic Diana Ross Ashford & Simpson Teddy Pendergrass Stephanie Mills "Sweet" Lou Rawls Isaac Hayes "Ain't" Change "Lovers"</p> <p>WGBV Charlotte, NC Jo Ann Graham</p> <p>ADDED Leon Huff Shadow Simba Stephanie Mills "Never" O'Jays Main Ingredient Trussel</p> <p>HOTTEST Tom Browne Teddy Pendergrass Alfonzo Surratt Rockie Robbins Kurtis Blow Pleasure Diana Ross Ashford & Simpson Dynasty Gap Band "Party"</p> <p>KOKY Little Rock, AR Jimmy Smith</p> <p>ADDED Delegation Peaches & Herb Upps, Inc. Crusaders Brothers Johnson Breakwater</p> <p>HOTTEST Diana Ross Commodores Stacy Lattisaw George Benson Tom Browne Queen "Bites" O'Jays Ashford & Simpson Rick James Rod</p>	<p>WWRK Memphis, TN Ron Otten</p> <p>ADDED None</p> <p>HOTTEST Fatback Band Larry Graham S.O.S. Band Diana Ross Teddy Pendergrass George Benson Stacy Lattisaw "Dynamite/Angel Jump" Cameo "Shake/On" Commodores</p> <p>WAOK Atlanta, GA Carl Connors</p> <p>ADDED None</p> <p>HOTTEST Kurtis Blow Larry Graham Diana Ross Teddy Pendergrass Johnny Guitar Watson Con Funk Shun Boz Scaggs Peabo Bryson Dynasty Chic</p> <p>KAPE San Antonio, TX Jerry Moon</p> <p>ADDED None</p> <p>HOTTEST Larry Graham Michael Henderson Diana Ross S.O.S. Band Change "Lovers" Kurtis Blow Gladys Knight "Landlord" Odyssey Seventh Wonder Heat</p> <p>WOWI Norfolk, VA Chester Benson</p> <p>ADDED Not Available</p> <p>HOTTEST S.O.S. Band Isley Brothers Fatback Band Chaka Khan George Benson Commodores Larry Graham O'Jays Taste Of Honey Boz Scaggs</p>	<p>WYEE Atlanta, GA Sooty Andrews</p> <p>ADDED None</p> <p>HOTTEST Fatback Band Larry Graham S.O.S. Band Diana Ross Teddy Pendergrass George Benson Stacy Lattisaw "Dynamite/Angel Jump" Cameo "Shake/On" Commodores</p> <p>WDIA Memphis, TN Mark Christian</p> <p>ADDED Michael Henderson Change Mtume Minnie Riperton</p> <p>HOTTEST Ashford & Simpson Billy & Syreeta Chaka Khan Diana Ross Fred Wesley TTF Teddy Pendergrass George Benson Temptations Parti Labelle</p> <p>WYLD New Orleans, LA Brute Bailey</p> <p>ADDED Edmund Sylvers William DeVaughn McFadden & Whitehead Curtis Mayfield Ashford & Simpson Dynasty One Way Dells Starpoint Simba</p> <p>HOTTEST Commodores Isley Brothers Diana Ross Kurtis Blow George Benson Rockie Robbins Chic Fatback Band Larry Graham Teddy Pendergrass</p>	<p>WANT Richmond, VA Ben Mills</p> <p>ADDED None</p> <p>HOTTEST Kurtis Blow Spinners Diana Ross Stacy Lattisaw Cameo S.O.S. Band Dynasty George Benson Chic</p> <p>WVOL Nashville, TN Fred Harvey</p> <p>ADDED TTF Starpoint Dionne Warwick</p> <p>HOTTEST Kurtis Blow S.O.S. Band Fatback Band Diana Ross Stacy Lattisaw "Dynamite" Johnny Guitar Watson Larry Graham Vaughan Mason & Crew Raydio Teena Marie</p> <p>KNLQ Houston, TX Harry O</p> <p>ADDED None</p> <p>HOTTEST Diana Ross Kurtis Blow Fatback Band "Back/Money" Invisible Man's Band Larry Graham Commodores Cameron Maze George Benson</p> <p>WJMI Jackson, MS Carl Haynes</p> <p>ADDED Stephanie Mills Pleasure Herbie Hancock</p> <p>HOTTEST Chic George Benson Diana Ross Peter Brown Peabo Bryson Rick James Dynasty Boz Scaggs Seventh Wonder Chaka Khan</p>	<p>KJUM St. Louis, MO CBF Winston</p> <p>ADDED One Way Rene & Angela Maze Mudry Cameron Dionne Warwick</p> <p>HOTTEST Larry Graham Diana Ross George Benson Commodores Spinners Isley Brothers TTF Johnny Guitar Watson Stacy Lattisaw "Dynamite" Boz Scaggs</p> <p>WVON Chicago, IL Lee Armstrong</p> <p>ADDED None</p> <p>HOTTEST S.O.S. Band George Benson Larry Graham Parti Labelle Spinners Gladys Knight "Landlord" Gene Chandler Invisible Man's Band GQ Chaka Khan "Clouds"</p> <p>WJJS Lynchburg, VA Robert Goins</p> <p>ADDED Change Tom Browne TTF Rose Royce Leon Huff Johnnie Taylor McFadden & Whitehead LTD Kwick Stacy Lattisaw Manhattans Dells</p> <p>HOTTEST Fatback Band Spinners Larry Graham Kurtis Blow Rockie Robbins S.O.S. Band George Benson Isley Brothers Commodores</p>	<p>KDKO Denver, CO John Anderson</p> <p>ADDED O'Jays Peaches & Herb Nicolette Larson Dynasty Robert John Cameo Gary Bartz One Way Cameron William DeVaughn</p> <p>HOTTEST Manhattans "Shining" One Way S.O.S. Band Booker T. Jones Gladys Knight "Landlord" George Benson Chic Invisible Man's Band Cameo "We're" Rockie Robbins</p> <p>KYAC Seattle, WA Jimmy Pipkins</p> <p>ADDED David Hudson Tom Browne</p> <p>HOTTEST Larry Graham S.O.S. Band Spinners Fockie Robbins George Benson Stacy Lattisaw "Dynamite" Gladys Knight "Landlord" Pleasure AJ Jareau Curtis Mayfield</p>	<p>KBOL San Mateo, CA J.J. Jeffries</p> <p>ADDED O'Jays Chaka Khan Maze Alfonzo Surratt Chocolate Milk</p> <p>HOTTEST George Benson Kurtis Blow Diana Ross Fatback Band Larry Graham Commodores Teddy Pendergrass Raydio Chic Boz Scaggs</p> <p>KDIA Oakland, CA Keith Adams</p> <p>ADDED Dionne Warwick Maze "Joy" S.O.S. Band Raydio</p> <p>HOTTEST AJ Jareau Barry White Boz Scaggs Cameo "We're" Crusaders Dells Dorothy Moore Earl Klugh Roberta Flack "Don't"</p>



Jeff Gelb

AOR

CHUM-FM Realigns Unique Programming

Following a downturn in its ratings, CHUM-FM/Toronto has largely abandoned its innovative approach to AOR programming, which involved programming one album per set, showcasing three or four cuts from each record at a time.

Now the station has decided to return to the more traditional AOR approach of programming music in sets comprised of separate songs from varied artists. The one-artist, one-album per set idea has been retained for occasional special programming.

Product Problems

The unique programming approach (last spotlighted in R&R's October 5, 1979 AOR column) was dropped, according to PD Bob Wood, because of a dearth of appropriate album product. Wood explained that the success of CHUM-FM's programming depended entirely on the amount of solid programmable AOR product coming out, and that there simply wasn't enough of it to keep the format afloat. He expressed the opinion that

the station's down book was a result of the amount of new wave material that was being programmed recently. He noted that the station was forced into playing more new wave than its listeners wanted to hear simply because, at the time, that's what was being released.

Listener response to the reversion has been 25-1 in favor of going back to the one-set, one-album approach, which Wood said would not be possible until the record industry supplied the station with enough proper new product to make the idea feasible again. In the meantime, CHUM-FM will continue to program the special sets once every couple of hours.

Staff Changes

Music isn't all that's changing at the Toronto AOR. Former PD Warren Cosford has taken a prolonged leave of absence to tour both Canada and the United States. Additionally, fifteen year CHUM-FM veteran broadcaster Peter Griffin has announced he will be leaving his popular morning program to join competing Toronto AOR CFNY. His replacement at CHUM-FM has not been announced.

UPDATE

The obscenity charges against WMYK/Norfolk regarding the station's promotion of a "creative" swimsuit contest have been dropped by the Norfolk courts . . . M105/Cleveland cosponsored a "Festival of Stars" benefit for MD. On hand for the fund-raising activities were M105 air personalities Bill Stallings and Doug Johnson, and Foreigner's Rick Wills. The station also provided one hundred frisbees containing valuable coupons for discounted merchandise . . . WMMR/Philadelphia has instituted a "Draft Line" phone number for listeners to call . . . KTXQ/Dallas has signed on to carry the Dallas Cowboys football game play-by-plays for a third consecutive season . . . KVVRE/Santa Rosa sponsored a free concert featuring Steve Gillette, Terry Garthwaite, Tasmanian Devils, and Brian Auger's new band . . . KREM-FM/Spokane collaborated with the Spokane Community Press for a "pub crawl," which provided public transportation and low-cost food and drinks to people who rode to several local nightclubs to sample their fare . . . KPRI/San Diego is preparing for its annual Chili Cook-Off, to benefit the Shrine Crippled Children's Hospital and Burn Institute. Over 10,000 people are expected to attend . . . KWST/Los Angeles plans to simulcast the audio portion of a new rock video TV show, hosted by the station's Raechel Donahue, that will run on the city's ON TV cable system . . . Charlie Daniels guest-premiered his own album on WKDF/Nashville. Then, on a visit to KWFM/Tucson, Charlie guest dj'ed and interviewed the Henry Paul band live . . . WXUS/Lafayette raised over \$2300 in pledges during a MD motorcycle rally . . . The annual Chicagofest is underway, and WLUP plans to broadcast live from the affair for 12 hours each weekday. The first 98 people to arrive at the fair each day wearing Loop T-shirts get in free. WXRT is cosponsoring blues concerts with Olympia Beer during the Chicagofest, and gave out 3000 free admissions . . . KEZY/Anaheim is cosponsoring the fourth annual Songwriter's Expo, a symposium of special interest to budding songwriters . . . WKLC/St. Albans, WV gave away two Chrysler Cordobas to listeners who were spotted sporting the station's bumper sticker on their cars . . .

DC 101/Washington's annual Peaches art board auction for Easter Seals raised over \$10,000 in total. Among the bands on hand to help auction off the art were Face Dancer and Robbin Thompson . . . Over 10,000 people attended KDWB-FM/Minneapolis's free outdoor concert, featuring seven of the bands from its hometown album project . . . Happy first AOR birthday to WIMZ/Knoxville, which offered free tickets to a baseball game and rock concert in celebration . . . WRCN/Long Island took 7000 Rock & Roll Air Force members to free lunch at Arby's . . . More birthday best wishes, to WZZO/Allentown, which celebrated its second AOR anniversary with a cake for 1000 listeners who partied with the station . . . And happy birthday to the saxophone! WEBN/Cincinnati marked the 135th birthday of the sax (or so they say) with an original radio drama and the live broadcast of a sax jam from a public square just outside the station . . . KAZY/Denver held a kite day for over 500 enthusiasts. The station awarded prizes to those who most creatively displayed KAZY's call letter's on their kites . . . K102/Ft. Lauderdale is planning its third annual river raft race, with all profits earmarked for MD . . .

WAPL/Appleton GM L.J. Lancer has resigned that post to join Station Business Systems. Joining WAPL September 2nd as GM is Don Weir . . . Longtime WLIR/Long Island MD Larry Kleinman has exited the station. His successor is airstaffer Ray White . . . Tom Owens has announced he'll be exiting as PD at WZXR/Memphis within two weeks. He'll announce future plans shortly . . . KLAQ/El Paso PD Doug Sorensen is exiting to start a new AOR, WTPA/Harrisburg, which converts from Beautiful Music on September 1st. Also exiting KLAQ is MD Tim Page . . . Former WDIZ/Orlando PD Joe Krause has joined WFBQ/Indianapolis as PD, where he replaces departing PD Liz Curtis, who is joining WWWW/Detroit as MD and afternoon drive air personality. She replaces W4's Chip Hobart, who is returning to KDWB-FM/Minneapolis for afternoons. Also joining KDWB-FM, for evenings, is Steve Shannon

PROMOTION OF THE WEEK



Stereo 101 Original Hometown Album

KDWB-FM/Minneapolis's Original Hometown Album is comprised of tapes from twelve area bands.

5000 albums have been pressed and are available at various music outlets for \$3.99-4.99 (depending on the store). All proceeds are donated to the Minnesota Chapter of the National Committee for the Prevention of Child Abuse.



I-95 Album Project Volume I

1-95-FM/Bridgeport Album Project Vol. I compiles twelve songs performed by area musicians.

5000 albums were pressed and can be purchased for \$4.95 at local music outlets and at stationed sponsored events. Part of the proceeds will be donated to Big Brothers and Big Sisters of Fairfield County.

CONCERTS & CONVERSATIONS

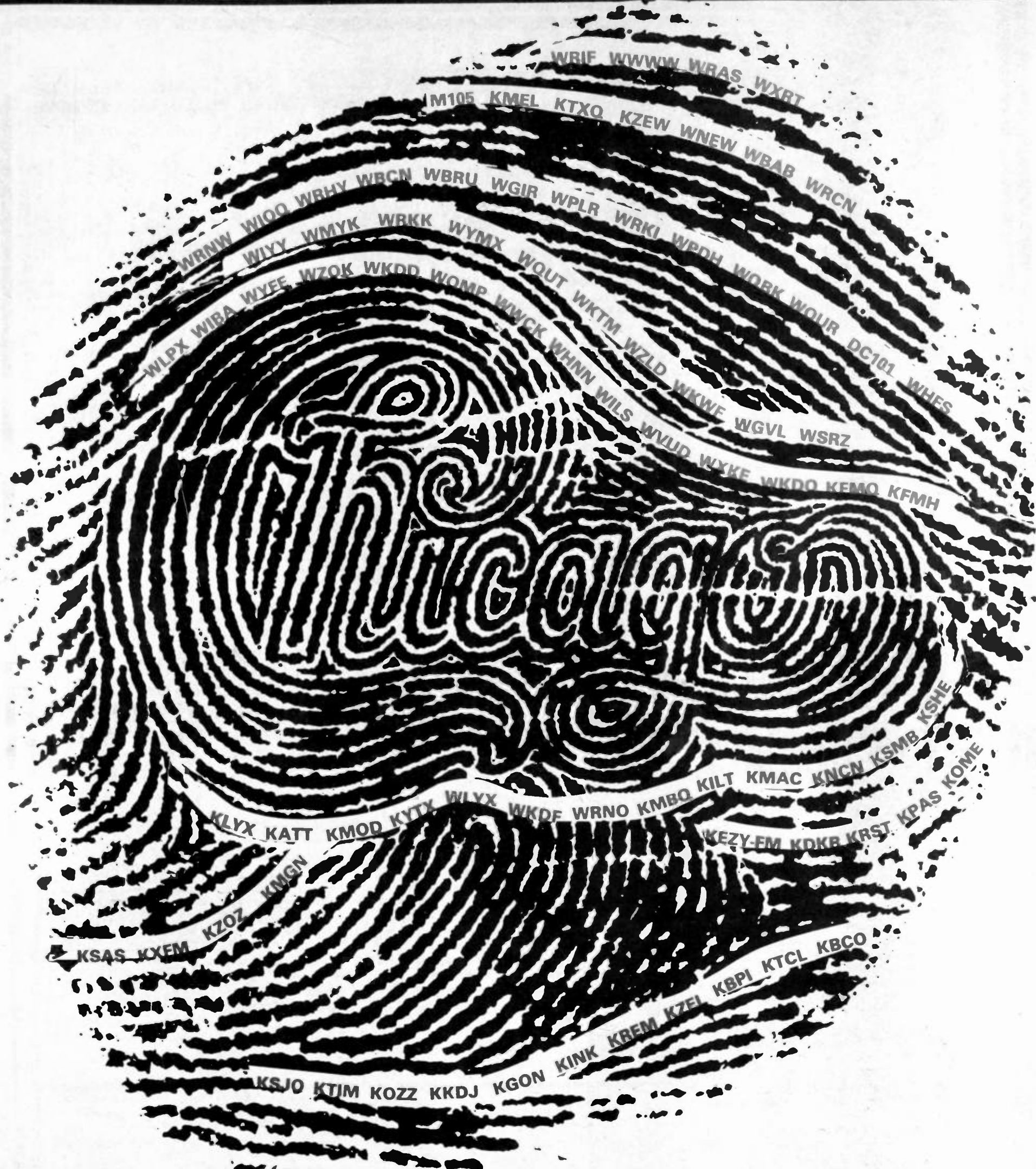
PRESENTATIONS: WMYK & WZAM/Norfolk presented Devo for \$4.94 . . . WXRT/Chicago presented Motels for \$2.50.

RADIO CONCERTS: Rocky Burnette on WBCN/Boston . . . Jo Jo Zep on WYDD/Pittsburgh, WRKI/Bridgeport . . . Records on WSHE/Miami . . . Judas Priest on KAZY/Denver . . . American Noise, Love Affair on WMMS/Cleveland.

CONVERSATIONS: Kingbees on WLIR/Long Island . . . Foghat, Black Sabbath, Pat Travers on KICT/Wichita, WWCK/Filint . . .

EVOLUTION

from neighboring WLOL . . . Helen Leicht has stepped down as MD as WIOQ/Philadelphia, but will retain her airshift. No replacement has yet been named . . . Rob Roman has been named MD at KRST/Albuquerque . . . Joe Biedrzycki has been upped to PD at WGIR-FM/Manchester . . . Ed O'Connell has resigned as Asst. PD and MD at WHCN/Hartford to study law. Bob Bittens has been upped from the airstaff to WHCN's MD post . . . David Bordealis and Karla Raswick have exited their airshifts at WBLM/Lewiston-Portland. Mary Ellen O'Brien has been upped to full-time nights at the station . . . John Bradley and Mark Goodman have announced their intentions to resign their airshifts at WMMR/Philadelphia by the end of the month . . . Rich Sutton is new to overnights at WBAB/Long Island from WAQX/Syracuse . . . Former KPAS/El Paso Asst. PD and MD Gayle Miller has joined London Wavelength as its radio liaison.



IT'S IN THE GROOVES!

FEATURING THE ROCK RADIO FAVORITE "HOLD ON"
PLUS "MANIPULATION," "THUNDER AND LIGHTNING,"
"UPON ARRIVAL."



ON COLUMBIA RECORDS

Jeff Bell



"HANG TEN" FEVER — During a recent "Hang Ten Weekend" KGB-FM/San Diego announced the winning entries from the recently completed Aloha Sweepstakes promoted by Hang Ten International, which KGB-FM co-promoted. Pictured (l-r) are station's Gabriel Wisdom and Bill Hergerson, Hang Ten Int'l's Cory Richards, and contest winners Stan Malachowski and Tony Motto.



THE DEVIL WENT DOWN TO LONG ISLAND — While in town to accept the "Man of the Year" award from the Myasthenia Gravis Foundation, Epic's Charlie Daniels joined WLIR/Long Island's PD Denis McNamara on the air to talk about his latest album release, "Full Moon." Standing (l-r) are Sound Seventy's Ron Huntsman, PD Denis McNamara, and artist Charlie Daniels.



DUMMY DISCO DESTRUCTION — Looks like Steve Dahl's up to his old tricks again. The WLUP/Chicago morning man staged an anniversary commemorative disco funeral at a recent rock concert. Pictured is Steve ripping apart a mannequin representing Donna Summer, while in repose in the background is another dummy representing the Bee Gees. Steve did not come out unscathed; he scratched both kneecaps on broken glass and required eight stitches later that night.



HORIZONTAL HEART — M105's T.K. invited Nancy Wilson to join him while he did the horizontal bop during Heart's Cleveland concert stop-over. Pictured (l-r) are the Epic group's Michael DeRosier and Nancy Wilson, station's T.K.



HIGH VOLTAGE ROCK — A&M's Nazareth joined KSHE/St. Louis air staffers for some electrifying conversation during the group's recent concert tour. Pictured (l-r) are KSHE's David Grafman and Ken Suiter, group's Dan McCafferty, KSHE MD Rick Ballis, A&M's Steve Pachter.



MOTELS BOOKED IN PHILLY — WMMR/Philadelphia presented a special midnight broadcast of Capitol's Motels. Pictured visiting backstage after the performance are WMMR's air personality Mark Goodman (2nd from left) and MD Joe Bonadonna (3rd from left) along with the band.



LOVE AFFAIR ROMANCES WMMS — Radio Records's artists Love Affair returned to their hometown of Cleveland to visit WMMS in celebration of its first album's release. Pictured standing (l-r) are group's Michel Hudak, PD John Gorman, group's Rich Spina and John Zdravecky, station's Matt the Cat, group's Wes Collbaugh; kneeling (l-r) group's Wayne Cukras, station's Denny Sanders.



RONIN CONQUERS L.A. RADIO — Mercury's Ronin was greeted backstage by L.A. area AOR radio staffers following the band's concert date. Pictured (l-r) are KLOS's Anita Gevinson, Ronin producer/manager Peter Asher, group's Dan Dugmore and Waddy Wachtel, KMET's Mary Turner, PolyGram's Carolyn Broner, group's Rick Marotta, KEZY's Terry Gladstone (seated) group's Stanley Sheldon, PolyGram's Jeff Laufer.

AC/DC

BACK IN BLACK

BACK IN R&R

BACK IN THE U.S.A.

SD 16018 Produced By Robert John "Mutt" Lange
Booking ATI Management: Peter Mensch for C.C.C. Inc

AOR BREAKERS

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

AC/DC
Back In Black
(Atlantic)

"Hells" Title "Thrill"
"Drink." 69% of our
reporters on it. Total album
reports: 109. A-108, M-0,
H-1. Debuted this week at
No. 25.



July 30, County Fieldhouse, Erie, Pa.
July 31, Spectrum, Philadelphia
August 1, Palladium, New York
August 3, Capital Centre, Largo, Md.
August 6, Scope, Norfolk, Va.
August 7, Civic Center, Roanoke, Va.
August 8, Coliseum, Charlotte, N.C.
August 9, Cumberland County Mem. Aud.,
Fayetteville, N.C.
August 10, Coliseum, Greensboro, N.C.
August 12, Fox Theatre, Atlanta, Ga.
August 13, Coliseum, Knoxville, Tenn.
August 15, Freedom Hall, Johnson City, Tenn.
August 16, Legend Valley, Newark, Ohio
August 17, Toledo Speedway, Toledo, Ohio

August 19, Rupp Arena, Lexington, Ky.
August 20, Memorial Auditorium, Nashville
August 22, Lakeland Civic Center, Lakeland, Fla.
August 23, Sportatorium, Miami
August 24, Coliseum, Jacksonville, Fla.
August 26, Sam Houston Coliseum, Houston
August 29, Convention Center Arena, San Antonio
August 30, Dallas Convention Center, Dallas
August 31, Civic Center Auditorium, Amarillo
September 1, Coliseum, El Paso
September 3, Swing Aud., San Bernardino, Ca.
September 4, Arena, Long Beach, Ca.
September 5, Cow Palace, San Francisco
September 6, Oakland Aud., Oakland, Ca.

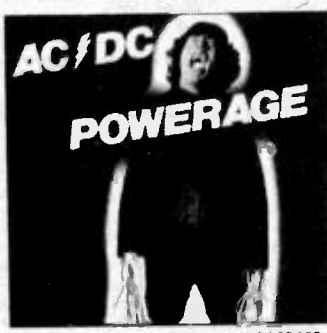
AC/DC ON ATLANTIC RECORDS AND TAPES



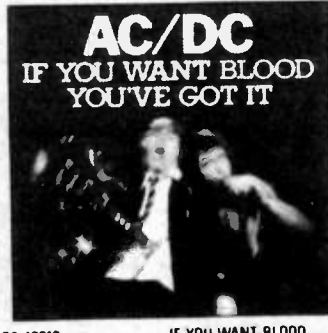
SD 36-142 HIGH VOLTAGE



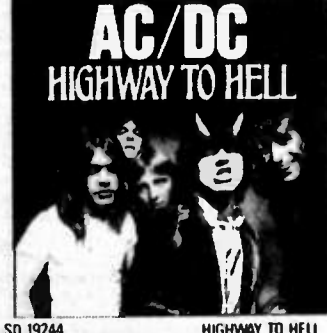
SD 36-151 LET THERE BE ROCK



SD 19180 POWERAGE



SD 19212 IF YOU WANT BLOOD...



SD 19244 HIGHWAY TO HELL

Album Airplay/40

Chart Summary

August 8, 1980

159 REPORTERS

Album cuts are listed in order of airplay preference.

Chart summary table with columns 7/18, 7/25, 8/1, 8/8

Main chart table with columns: Rank, Artist, Album Title, Label

Main chart table with columns: Rank, Artist, Album Title, Label

Main chart table with columns: Rank, Artist, Album Title, Label

The top of the chart remained a superstar haven, with the top five holding rock steady.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports.

New Entry



MOST ADDED

Table with columns: Rank, Artist, Album Title, 8/8, 8/1, 7/25, 7/18, 7/11

The Added reports of charting artists are displayed over a five-week period.

MEDIUM

Table with columns: Rank, Artist, Album Title, 8/8, 8/1, 7/25, 7/18, 7/11

The Medium reports of charting artists are displayed over a five-week period.

THE HOTTEST

Table with columns: Rank, Artist, Album Title, 8/8, 8/1, 7/25, 7/18, 7/11

The Hottest reports of charting artists are displayed over a five-week period.

MIDWEST

WLPX 97 fm Milwaukee

414-342-1111

Address: AC/DC (Atlantic), QUEEN (Elektra), JACOBS BROTHERS (Asylum), etc.

Minneapolis

612-739-4000

Address: VAN HALEN (WB), ROSSINGTON COLLINS (MCA), etc.

Peoria

309-674-2000

Address: PROTEGEERS (Sire), DAVE DAVIES (MCA), etc.

Saginaw

517-892-9528

Address: LOVE AFFAIR (A&O), ALY THOMPSON (A&O), etc.

FM 104 Toledo

419-248-3377

Address: BOB SEGER & ... (Capitol), ROSSINGTON COLLINS (MCA), etc.

93QFM Milwaukee

414-276-2040

Address: JACOBS BROTHERS (Asylum), "Mousetrap" (Sire), etc.

KQ92 Minneapolis

612-545-5601

Address: BOB SEGER & ... (Capitol), VOLUNTEER JOHN (Epic), etc.

Rockford

815-877-3075

Address: ROLLING STONES (Rolling Stones), JACOBS BROTHERS (Asylum), etc.

Sloux Falls

805-339-1520

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

T-95 Wichita

316-722-8123

Address: BOB SEGER & ... (Capitol), LINDA ROYSTON (Asylum), etc.

Muscatine

319-263-2512

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Oklahoma City

405-528-5543

Address: CHARLIE DANIELS... (Epic), WHITE SNOW (Sire), etc.

Rockford

815-399-2233

Address: ROLLING STONES (Rolling Stones), JACOBS BROTHERS (Asylum), etc.

Terre Haute

812-238-2557

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

92 CITI FM Winnipeg

204-775-0371

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Albuquerque

505-286-7946

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Omaha

402-592-5300

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

St. Louis

314-842-1111

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Denver

303-936-2313

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Eugene

503-484-4304

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Anahiem

714-778-3696

Address: JERRY LIFORN (Sire), ROLLING STONES (Rolling Stones), etc.

Bakersfield

805-832-1410

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Colorado Springs

303-834-4896

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Denver

303-936-2313

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

THE HOTTEST

JACOBS BROWNE Hold Out (Asylum) 41/40

ROLLING STONES Emotional... (Rolling Stones) 39/37

EMOTIONAL... (Rolling Stones) 39/37

PETE TOWNSHEND Empty Glass (Atco) 39/33

POCO Under The Gun (MCA) 39/28

QUEEN The Game (Elektra) 31/27

Boise

208-344-6383

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Boulder

303-444-5600

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Denver

303-759-5600

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Edmonton

403-428-8597

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

THE HOTTEST

JACOBS BROWNE Hold Out (Asylum) 41/40

ROLLING STONES Emotional... (Rolling Stones) 39/37

EMOTIONAL... (Rolling Stones) 39/37

PETE TOWNSHEND Empty Glass (Atco) 39/33

POCO Under The Gun (MCA) 39/28

QUEEN The Game (Elektra) 31/27

Albuquerque

505-286-7946

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Bakersfield

805-832-1410

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Colorado Springs

303-834-4896

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Denver

303-936-2313

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

Eugene

503-484-4304

Address: BOB SEGER & ... (Capitol), ROLLING STONES (Rolling Stones), etc.

MOST ADDED

AC/DC Back In Black (Atlantic) 24/24

ATLANTA RHYTHM SECTION Boys From... (Polydor) 21/20

DARYL HALL & JOHN OATES Voices (RCA) 22/17

JAY FERGUSON Terms And... (Capitol) 11/8

McVICAR Various Artists (Polydor) 33/7

EDDIE MONEY EDDIE MONEY (Polydor) 33/7

DAVE DAVIES AFL1-3603 (RCA) 20/14

MEDIUM

DIRT BAND Make A Little Magic (UA) 27/16

EDDIE MONEY Playing For... (Columbia) 32/15

BLACKFOOT Tomcatin' (Atco) 23/15

JEFF BECK There And Back (Epic) 27/14

DAVE DAVIES AFL1-3603 (RCA) 20/14

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 who reported it in hot rotation this week.

THE HOTTEST

JACOBS BROWNE Hold Out (Asylum) 41/40

ROLLING STONES Emotional... (Rolling Stones) 39/37

EMOTIONAL... (Rolling Stones) 39/37

PETE TOWNSHEND Empty Glass (Atco) 39/33

POCO Under The Gun (MCA) 39/28

QUEEN The Game (Elektra) 31/27

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 who reported it in hot rotation this week.

WEST

KWES 93.7FM Fort Collins 303-571-1232

KXFL 106.5FM Reno 774-282-0100

KROQ 106.7FM Fresno 209-226-5991

K99 93.7FM Great Falls 406-727-7211

K99 93.7FM Las Vegas 702-732-7753

K99 93.7FM Long Beach 213-437-0386

K99 93.7FM Los Angeles 213-663-3311

RAMET 94.7 Los Angeles 213-464-6838

KMET 106.5FM Reno 774-282-0100

KMET 106.5FM Reno 702-882-6263

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KGB-FM 101.3 San Diego 714-292-1360

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KGB-FM 101.3 San Diego 714-292-1360

KTMS-FM Rock 97 Santa Barbara 805-963-1975

KXFM 99 Santa Maria 805-922-2156

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KXFM 99 Santa Maria 805-922-2156

KXFM 99 Santa Maria 805-922-2156

KXFM 99 Santa Maria 805-922-2156

KXFM 99 Santa Maria 805-922-2156

KIOS-FM Sacramento 916-448-4965

KIOS-FM Sacramento 916-448-4965

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KOME San Jose 408-246-8811

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Country



Jim Duncan

News Notes

Congrats to Gil Rosenwald and Ron Jones on their promotions within Malrite (see Page 1). Talking with Ron, he told me he is glad to be a part of that rare programming breed being able to crossover to management . . . Louisville gets its fourth Country station, according to the station's consultant E. Alvin Davis. WKJJ-AM will make the change Monday (8-11). Look for call letter changes. Good PD job here . . . Buck Owens's longtime manager Jack McFadden now owns a station in Manteca, CA, KQKK-FM. It went, as expected, Country last Monday (8-4). Friends of Jack can reach him at (209) 239-3000. Edward R. Bourough is KQKK's PD . . . KORJ-FM/Garden Grove, CA gives Orange County and much of L.A. another Country station when it makes the change. Art Astor is GM, Steve Thomas PD, and John De Zima will handle the music for the former AOR station . . . WBKC/Chardon, OH (about 120 miles from Cleveland) is going Country on October 1. Clarence Bucaro is GM and Jim Goldurs will do the PD/MD job . . . After a brief stay at WDGY/Minneapolis, Bill Conway returns to Milwaukee and WTMJ. Conway, who was WDGY's PD, had been with Country-formatted WBCS before joining WDGY last March. Gary Stone is WDGY's acting PD . . . K.D. Lance is the new PD of KGFX/Pierre, SD, with Tim Wayne being named MD . . . Afternoon drive at WEEP/Pittsburgh is open. Joel Raab is taking calls at (412) 471-9950 if you qualify . . . Mel Owens, GM of KUZZ/Bakersfield, has named Chris Squires PD. Squires will continue as PD for the FM, KKXA . . . Jeff Davies is now PD of KDMS/El Dorado, AR . . . Joe London will handle the PD job at WFNC/Fayetteville, NC . . . Mike Malone exits the PD position at WYDE/Birmingham, AL. Management is looking for his replacement . . . More next time around . . .

What's In A Name?

EDITOR'S NOTE: Joel Raab the Program Director and Barry Mardit his assistant have submitted an interesting letter-test for those of you involved with any type of music research. Your comments are certainly welcomed.

Dear R&R:

The following is a list of songs frequently requested by WEEP listeners. The WEEP programming department would like you to identify these song by their real title.

1 Welfare Party	20 Six Days on the Road
2 Lord Help Me Jesus	19 All These Things
3 Bacon and Beans	Any Better
4 Champagne in a Dixie Cup	18 It Couldn't Have Been
5 The Perfect Country Song	17 One's On The Way
6 You Never Did Think I Could Ever Happen Again	16 If You Can Touch Her At All
7 Cheatin' Song	15 I Just Fall In Love Again
8 Coffee Black	14 Lucille
9 I Wanna Go Home	Afternoon
10 Do I Look Like A Daddy To You	13 Love In the Hot
11 From a Chevy To a Lincoln	12 It'll Come Back
12 It'll Grow Back	11 Golden Tears
13 Fillet Gumbo	10 Rake and Ramblin' Man
14 Four Hungry Kids In a Crop In a Field	9 Detroit City
15 Dreamer	Mend
16 One Night of Love Is Better Than None	8 Some Broken Hearts Never Situation, etc.
17 Here In Topeka	Songs, It's A Cheatin'
18 You're My Best Friend's Girl	7 I Cheated Me Right Out of You, She Just Started Liking Cheatin'
19 Your Love's So Warm and Tender	6 In America
20 I Pulled Out of Pittsburgh	5 You Never Even Called Me By My Name
	4 That's What Made Me Love You
	3 Put Another Log On The Fire
	2 Why Me
	1 Farewell Party

This test is designed for the benefit of those stations engaging in call-out research by exclusive use of titles, either by phone or mail. As country radio becomes more sophisticated, call-out research becomes more critical than ever. However, based on our experience, WEEP "active" listeners do not know song titles, therefore, we cannot expect so-called "passive" audience to know them either.

In order to effectively test the validity of the music we play, we have to talk the same language as the listener, and do whatever is necessary to make them recognize what song we want them to respond to. Confusion, such as the type you may have experienced while taking this test, can mislead programmers into deadly decisions.

Sincerely,
 Joel Raab, Program Director, WEEP
 Barry Mardit, Assistant Program Director, WEEP

Air Waves

At the invitation of KOKE/Austin morning personality Bob Cole, a rainmaker came to town to help cool off the unbearable heat wave. It's hard to believe, but it's true, the promotion actually worked. According to Austin newspaper accounts sent to R&R by KOKE's Operation Director Jonathan Fricke: "Rainmaker Nora Seidensticker came to Austin Friday with fellow rain dancers . . . While a crowd gathered on the parking lot of a university-area saloon, Seidensticker and troupe jingled their bells, cavorted in baggy costumes and promised if it rained at all, it would do so in three days. She was right. It sprinkled in sections of Austin on Saturday. It rained Sunday in other areas of town. And Monday afternoon (three days later!) it poured in North and South Austin." . . . Ronnie McDowell is seen here visiting with WSIX-FM/Nashville disc jockey Bennie Ray . . .



right before your eyes . . . Jacky did an hour on the afternoon drive show of Ben Robbins recently on KNOE/Monroe, LA . . . KGFX/Pierre, SD is running a "21 or Bust" contest where listeners register at a participating sponsor for a chance to play blackjack on the air. Each hour a KGFX air personality draws a name and calls that person. Cash prizes from \$10.60 to \$106 are up for grabs . . . WYII/Williamsport, MD hosted Don King, John Wesley Ryles and Randy Barlow for a recent concert . . . KKAL/San Luis Obispo is giving away tickets for the Willie Nelson concert at the county fair . . . Con Hunley and WHK/Cleveland MD Tim Byrd are seen together here at the recent



Jamboree In The Hills in Wheeling, WV. More than 43,000 fans were treated to two days of concerts in the fourth annual festival sponsored by Jamboree U.S.A. and WWVA Radio . . . On a recent morning WIRE/Indianapolis invited people to stop by the station's mobile unit for free coffee and donuts. A good way for the neighbors and friends to meet new morning personality Doug Dahlgren . . . WSLR/Akron air staffers are all wet. But that's not bad. By taking part in a dunking machine at the county fair they helped raise over \$1000 for the Talmadge Jaycees . . . Because of the great response from three "Country Classic" weekend specials aired on KLAQ/Denver, the station has decided to make it a regular weekend feature. The three hours of best of the "good-ole-good-ones" will be heard each Sunday morning with host Larry Watts, the station's PD . . . With smiles to make any dentist proud, Mickey Gilley and WUBE/Cincinnati PD Paul O'Brien are seen here following a recent Gilley performance in the area . . . From the "Here-We-Go-Again" department: WMUS-AM-FM/Muskegon, MI got together with a local gas station and for more than six hours sold gas for an incredible 99.9 cents a gallon. A similar promotion last year by the station had gas going for 49.9 cents per gallon. What a difference a year makes . . . This column has run out of gas for this week . . .





Biff Collie Inside Nashville

Country

BUSY LINE: Dolly Parton's Tennessee Tourism video-taping to take place at Truckstops of America in Nashville Tuesday was postponed due to a rush trip to L.A. . . . They're talking about Marianne Gordon's newly-signed role in the upcoming movie called "Easter Sunday." Kenny Rogers's pretty wife (formerly on "Hee Haw") must have been seen by the movie moguls in that gorgeous photography of her they used on Kenny's TV special, remember? . . . Roy Clark's umpteenth "Tonight Show" guesting Thursday (8-7) followed June Carter Cash's encore as guest on the show . . . I hear the Hollywood Wax Museum's new country star section includes Loretta Lynn, Dolly Parton, Barbara Mandrell, Kitty Wells, Anne Murray, Emmylou Harris, and Patti Page. (No guys?) . . . Latest "Coal Miner's Daughter" scorecard total is \$75 million gross since the premiere of the Loretta Lynn screenplay in the spring . . . Catch Jerry Lee Lewis's therapy session with "Tomorrow" host Tom Snyder on NBC-TV Thursday (8-7) . . . Seidina Reed, Jerry's (and Priscilla Mitchell's) daughter



Johnny Duncan

everything was "clean?" . . . Crystal Gayle attended a concert incognito in L.A. (with her knee-length hair in a topknot). She was identified, her money returned, and she was persuaded to do an imitation of "The Coal Miner's Daughter's Sister." Crystal said she felt naked, singing with her hair up! . . . Leon Everette played to a SRO crowd at the opening last week of San Diego's newest country club, the Mustang Ranch . . . Tom T. Hall just did two SRO's at New York City's Lone Star Cafe . . . While guests of Tennessee Governor Lamar Alexander, Jim Ed Brown & Helen Cornelius performed an instant request by a diplomatic group from Taiwan. The Taiwanese Governor and the group gave Jim Ed and Helen a standing ovation for their version of the classic "Tennessee Waltz" . . . Bill Anderson opened the kickoff celebration of the 350th birthday celebration of the city of Boston last Wednesday (8-6) night. Interesting thing is that there are no Country radio stations in the city of Boston . . . Austin Roberts, composer of such hits as "Rocky" (not the movie but the song), has signed

with Colgems-EMI Music here . . . D.J. Hall of Farmer Hugh Cherry is working with Weedeck Radio Network on its new "Country Report Countdown." The weekly show is hosted by Ron Martin and Nancy Jordan and is produced in Hollywood. Ron Martin and Weedeck just completed, along with Vince Cosgrave, the production of a radio special to promote the just-released "Smokey And The Bandit 2."

"URBAN COWBOY" 's hot, and Gilley's, the setting of most of that movie, is hotter than ever, what with the national limelight glowing on the world's biggest stompin' ground; the 6000-seat club is often as not these days running over, with people even sitting on the mechanical bull. Sooo, bossmen Mickey Gilley and Sherwood Cryer have opened a club "annex" about three miles down the road in Pasadena, TX and named it "Johnny Lee's," capitalizing on Gilley's band front man and longtime bandstand host. Lee's making a career out of "Lookin' For Love," a natural hit record born in the movie that has splashed all over the country and pop charts. Are they really planning to market a "Johnny Lee" beer?

ON THE HOOK: Barbara Mandrell was booked for a fair date in August at the Oregon State Fair; inmates at the State Penitentiary, in honor of the occasion, enlisted over 1000 members of the "Big



OAK RIDGE BOYS & BASEBALL — On the way to their recent European television tour MCA recording artists the Oak Ridge Boys stopped first in New York as guests of Yankees owner George Steinbrenner. Pictured are Duane Allen, Oaks' tour manager Mickey Baker, Bill Golden, Steinbrenner, Joe Bonsall, and Richard Sterban.



SLIM SESSION — Slim Whitman is pictured here during a recent recording session for his debut album on Cleveland International/Epic Records. Shown (l-r) are Steve Popovich, President, Cleveland International; musical arranger Bill Justis; Slim and album producer Pete Drake.

house" in perhaps the largest fan club chapter Mandrell has. Further, the 1500 inmates, in a personal letter signed by the incarceratees (over a thousand) invited her to come and do a special show for them while she's in town for the fair August 26. (She will!)

NASHVILLE CONNECTION: The 800 AFTRA members and the 2000-member AFM local in Nashville will honor the national strike of SAG, AFTRA and AFM members in Hollywood which has virtually halted all filming.

CALL SHEET: Hit-hunting in Nashville studios — Ronnie McDowell and producer Buddy Killen at Sound Shop; Ron Chancey produced Conway Twitty at Woodland Studios, where Tom Collins produced Ronnie Milsap; Billy Sherrill worked on David Allan Coe's single and the soundtrack album for the movie inspired by his hit song "Take This Job & Shove It"; Ray Baker cut Moe Bandy at Columbia; Jerry Kennedy worked with Reba McEntire at Sound Stage; Nelson Larkin recorded O.B. McClinton at Scruggs Sound Studio; and Rex Allen Jr. produced his own album at Sound Emporium.

JOHN J. HOOKER, former politician and now publisher of the Nashville Banner, our afternoon newspaper, will be "honored" as the subject of a Celebrity Roast here August 24. Scheduled roasters so far include Muhammad Ali, Warren Beatty, Jimmy "The Greek" Snyder, Lorne Greene, Abbe Lane, Andy Granatelli, Kentucky Governor John Y. Brown and his celebrity wife Phyllis George, and Watergate lawyer James F. Neal. Tennessee Governor Lamar Alexander will be Master of Ceremonies. It's John J.'s 50th birthday and is a \$100-plate affair.

FAMILIAR RINGS: My kids are bugging me for the "Honeysuckle Rose" soundtrack since they saw Willie's first starring role. I showed them they'd had it for a month and didn't notice (until the movie). Ditto with "Urban Cowboy" . . . Does it seem odd to you that the Picayune, MS mail order house "The Country Store" has an unlisted telephone number? . . . KRRV-FM station execs Hank Lazarone and John Hardy in (Alexandria, LA) wanted to know what happened to the legendary Ed Hamilton, who last made trade headlines as National Promo Domo for the shortlived Lone Star Records. (Me too, guys!) . . . Is Alvis Owens really set to host a TV talk show called "Buckshot?" . . . Did Chet Atkins, whose new record was produced by a musician named Harold Ragsdale (sings under the name of Ray Stevens), just have a physical, and say the X-rays looked so good, he's thinking of putting them on the cover of his next album?

HANK-UP: Remember when rock star Alice Cooper (before he took the pledge) estimated he drank \$32,000 worth of beer per year? Longtime KNUZ/Houston personality-imbiber Arch Yancey told me he once tried to drink Canada Dry. He couldn't do it, but he did have them working nights for awhile!



COOKING IT COUNTRY — Razy Bailey is joined by some friends prior to his appearance at Jerry Lee Lewis's "Country Showplace" in Nashville. The scene takes place in the backstage kitchen and it looks like everyone is trying to do a bit of country cookin'. (Left to right) Pam Zimmerman and Joe Galante of RCA; Georgeann Galante, No-Big Productions; Razy; RCA's Dave Wheeler, and Andrea Smith of Top Billing.

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Mike Kasabo

Record Execs Continue To Support P/A

Record company interest for Pop/Adult stations has taken off since our recent article with Warner Bros. National P/A Promotion Manager Pat McCoy. In recent days we've talked with two well-known industry veterans who've given us their view of us — Pop/Adult radio. First, is Ron Alexenburg, who is President of newly-formed Handshake Records, followed by comments from Steve Popovich, who heads Cleveland International.

R&R: I understand that you have quite a commitment for Pop/Adult radio with Handshake?

RA: Yes, that's true. But at the same time, I don't like to categorize music per se. I'm also into high energy music. But if you were to ask me, "What kind of music are you looking for?", I'd have to say I'm looking to make a successful record company — but at the same time, not following any trends. You know, Barry Manilow is already Barry Manilow, Billy Joel is already Billy Joel and the Eagles are the Eagles. As it turns out, they share broad demographics and that's what I'm after — as complete an audience appeal act as I can sign.

Update

The Insilco Broadcast Group held its annual management conference earlier this week at the Yale School of Organization and Management. This unusual approach to a marketing conclave was given high marks by the attendees... WBZ/Boston's morning traffic network capabilities were expanded last week to better serve the community. Joe Green, veteran traffic reporter, will continue his popular reports from the 'BZ Copter and will be supplemented by on-the-scene descriptions from five helicopter pilots in the digital Equipment Corporation fleet. In addition, Bob Raleigh will monitor police traffic officials as well as the use of their 14 mobile ground units... Strong reaction was registered to KDKA/Pittsburgh's Roy Fox's focus on the persons who run America's major corporations. His guest for the show, Dr. Stuart Taylor, said it's still the "54-year-old white male with three children" running the major corporations. He discussed his theory that sagging corporate profits are caused by these executives and their inability to identify with the people who are supposed to be buying their goods... Products, styles, and ideas of the future are the main theme of KAKZ's "Future World" coming to Wichita in September. This is the first show of its kind in the area, and will provide business and individuals alike an opportunity to provide Wichitans a look at things to come. The show will be supported by a large television schedule as well as various print media advertising... WGAR/Cleveland is holding a free running clinic conducted by Tom Kelley, a well-known runner, which is open to all runners and non-runners and is being held in preparation for the third annual Health Run... WOWO/Ft. Wayne is sporting its new mobile broadcast studios (pictured) these days. Known as the



"Sunshine" studio, it is the most technologically advanced mobile radio broadcast facility in the area according to Vice President and General Manager Dan Friel... The 10th annual Harden & Weaver Golf & Tennis Tournament raised \$111,313 to benefit Children's Hospital — the popular morning duo have raised over \$1 million in donations from listeners during their career at the station...

R&R: That's what modern Pop/Adult is about, the enormous appeal of those acts who make up the core of Pop/Adult music...

RA: It's no surprise to me that Kenny Rogers has the kind of success that he has. The people in your format go back to the First Edition, don't they? I can take you back to Charlie Rich — first they had him in Country, then he sold three million albums, and all of a sudden he was pop. That's a great story...

R&R: It sounds like you're going to concentrate on a few artists and develop them all the way?

RA: I'll put it this way; we're going to be a tidy company with a dozen artists and a dozen or so employees, and our staff will be working very closely with Pop/Adult program directors and music directors, and, of course other formats as well.

R&R: In general you're looking with a very positive eye in this down economy...

RA: Our economy is down but music, Pop/Adult or otherwise, will always be there. After all, I'm starting a company, Neil Bogart is, as well as Jerry and Bob Greenberg — you of the press report to your P/A stations that we're putting ourselves on the line, our companies on the line, human beings on the line, artists are on the line — we're trying to do what we all love to do, tap our toes and dance to the music.

R&R: That's a pretty wild statement...

RA: It's a very accurate one also, because if radio doesn't know by now how much it needs this industry and if the record industry doesn't know by now how much they need radio, then all the R&R and Gavin conventions, the tip sheets, Billboards and the rest have not been educating anybody along the way. I think programmers in Pop/Adult radio understand that probably more than anyone else. If we ever stop the dialogue we got problems.

On the other line we had Steve Popovich, who spoke of adult performers with acceptance at the Pop/Adult level, and on live club dates, but who also face some resistance from major labels.

R&R: People like Tom Jones and Engelbert Humperdinck may not have smash records each year, but continue to get P/A support from many programmers...

SP: I've been giving a lot of thought lately, as everyone has, to the recession, and it never fails to amaze me the seemingly total lack of interest from major record companies who have just about every other category of music covered, but show little or no interest in major league acts like Tom Jones, who continues playing 200 dates a year, most of which are completely sold out. He and others in the same musical bag still continue to be

Color



TAKING A HIP DIP: With the temperatures soaring all over the country, KRMG/Tulsa morning man John Erling decided to cool off in style. As you can see, his recreational remoting of his drive show offers quite a view also. The gentleman in the background is apparently rereading Erling's contract.

MONEY GRABBER: KHOW/Denver will offer a lucky listener a chance to pick up an extra \$5000 in the Five Grand Grab-Off. The winner will be determined by the luck of the draw and will have five minutes to pick up as much as five grand as it drops from the ceiling of a racquetball court. Although the winner may not carry a bag or purse, any zany clothing is acceptable.

showcased in only one format, Pop/Adult — it's no wonder that this format is coming more and more to the forefront of radio. Just four months ago he sold 70,000 seats in Argentina. You know how long its going to take for 90% of the rock 'n' roll bands who are out there now to do that?

R&R: You and I are first generation rock 'n' rollers, the baby boom if you will, so we are the hardcore Pop/Adult listener, the ones who remember Elvis and people of that vintage. Now we're in our 30's or older with adult responsibilities, so P/A radio is now serving the mass of people with the type of radio we find informative, as well as musically entertaining. In other words, we couldn't possibly enjoy a constant diet of Tony Bennett and Rosemary Clooney...

SP: But for an adult act right now, I feel the two major radio audiences are those in Pop/Adult and Country. Look at your chart today or the Back Page for goodness sake, or certainly the Country charts. The top level of all three, with some exceptions on the Back Page, are pretty close, with all the "Urban Cowboy" stuff and other artists like Olivia Newton-John, who's been a big young adult and older appeal artist for some time. Look at Dirt Band and Linda Ronstadt also; it's really happening. I think the adults finally took over.

R&R: You'll take the established artist over the youngster?

SP: If I were a gambling man, I'd take my money and bet on the presold artist everytime. It's crazy that so many record companies don't have the the time or inclination to merchandise something that's already half way home — it's really a mystery to me. The risk right now on the return of your money, boggles the mind. I'm convinced for that and other reasons, to go, go, go with a proven winner. Record buyers have been burned too much with only a good song or two out of ten. Your adult artists, for the most part, deliver a much higher average.

Transition

In a major promotion, Perry Ury has been named President Chief Executive Officer of WTIC/Hartford see story, Page 3)... WBEN/Buffalo Program Director Bob Wood has announced, after a long and arduous search, a new personality for the 10am-noon slot, Bill Lacy. Lacy comes from WRIE/Erie and replaces George Hamberger, who exits the station for a move to Canada. "Bill's the perfect choice," said Wood. "He actually sounds like WBEN. He'll be right at home because Buffalo is his home town."

... Vicky Purnell (pictured) has replaced Sherry Brennen as WTAR/Norfolk's Promotion Manager. Brennen stays at the station moving into the sales department — Purnell starts her first radio gig coming from Old Dominion University where she was an admissions counselor...



... KMBZ's "Mother" Merz, who had been doing the morning shift for the past couple of years, returns to his original midday slot at the Kansas City outlet — thereby sending Ray Dunaway from the midday spot to the vacated AM drive position — and everyone lives happily ever after... Jim Lowe has moved his act to the afternoon drive segment at WNEW/New York from a later shift. Replacing Lowe is Alison Steele, who joins the Metromedia outlet from the corporation's FM facility in the Big A. Ms. Steele will host the 8pm-midnight shift, and gained industry attention in the mid 60's as one of the first to blaze the female disc jockey trail... Phil Zackary leaves WSKS/Hamilton, OH, WLW's FM outlet, and is looking for a new slot — he can be reached at (513) 874-5164... Dick Yarnell has exited KAKZ/Wichita with no replacement as yet named. PD Don Hofmann is looking for someone to replace him in the afternoon drive slot: "I need a topical person, one who is relevant to adults." T&R's to him at Box 1240, Zip 67201...

ERIC TROYER

"Mirage"

It's not a vision. Eric Troyer's single is very, very real. It's an incredibly beautiful, well-crafted ballad that sings to the heart of the '80s. Eric Troyer has successfully combined fantasy with excellent musicianship and has created a pretty package that is targeted directly at the new adult audience. Clearly, this is one "Mirage" that you'll never mistake for an illusion.

"Particularly strong with 25-34 females . . . 75% positive acceptance level in this demographic. This record is legitimately #17 in our call-out research."

**— Mark Larson
Operations Manager
KFMB/San Diego**

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WOKY deb 30
KFI on
WHYN add
WTIX add
KXX106 add
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WGH on
WVIC on
WZZP on
KIOY 34-33
KCPX 30-27
KRUX on
WLBZ add
WIGY add
WTSN 26-22
WHEB 21-19
13FEA 25-23
WFBG deb 31
WXIL on
WFLB add
WROV add
KWIC add
WGBF add
KENI on

KBOZ on
KBIM add
KOGO add
KOY add
WYMC add
KFQD add
WJBO add
KAKZ add
WGY add
WDBO add
KRKK HOT
KFMB 25-17
WHBC 19-16
WSB 25-19
WBOW 27-23
KOLO 21-17
KBAI 24-21
KEX deb 24
KAAY deb 28
FM97 add
KING add
WQUE add
KMJC add
WQPD add
KWWL add
WHAM add

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WGN
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**KVIL deb 23
WHB add 21
KSRR on
KIOA add
KWEN on
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