

# Radio & Records

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## HAUENSTEIN TO PURSUE "FANTASY"

### Brooks Named President Of Sandusky Radio

Toney Brooks has been appointed President of Sandusky Newspapers' Radio Division, replacing Eric Hauenstein, who resigned in order to travel and "live out a fantasy." Brooks was most recently VP/GM of Sandusky's KBPI/Denver, and will continue to manage the station. Sandusky also owns KDKB & KDJQ/Phoenix, KZAM-AM-FM/Seattle, and (pending FCC approval) KWFM/Tucson.

Sandusky Newspapers Chairman Dudley White commented, "Much of the industry is familiar with our success at KBPI under Toney's leadership. We expect those same administrative and organizational skills will help build our radio division into a successful complement of stations."

Brooks, a former GSM at KXYZ-KAUM/Houston who started his radio career as PD at WTBC/Tuscaloosa, said he welcomed the opportunity "to work with the fine staff at the Sandusky stations. Eric did an outstanding job of building the division and putting together an organization of broadcast pros. It will be tough to fill his shoes, but Eric and I have

### Parish Becomes VP/GM At WPLJ

Joe Parish has been named Vice President/General Manager of WPLJ/New York, replacing Nick Trigony, who recently joined KIKK/Houston (R&R 3-13). Parish comes to the ABC AOR outlet from sister station KSFJ/San Francisco, where he had been VP/GM since July 1979.

ABC Owned FM President Martin Greenberg commented, "Joe Parish is a proven manager and a highly capable motivator of people. Replacing Nick Trigony, the driving force behind...WPLJ in recent years, will not be an easy task. I'm confident that Joe Parish will continue the forward progress of the nation's biggest AOR station."

Parish told R&R, "I know the posture and reputation of the station, and I know most of the people. It's one of the great rock stations in the country. I've lived in New York before and my family loves it there. So it was a great opportunity." He continued, "I'm disappointed to be leaving KSFJ, because we've built a good team here. The station is really on the move." Parish added that he plan-

PARISH/See Page 20



Toney Brooks

worked out a smooth transition plan." He continued, "I feel this is without question one of the fastest growing, most exciting broadcast companies in the United States. To be able to participate in the growth of an organization in its early stages is a rare opportunity

BROOKS/See Page 20

## WILL RETAIN TM CONSULTANCY

### Patterson To Program WBMX

Jack Patterson has been named Program Director for WBMX/Chicago. Patterson, who succeeds Spanky Lane, has already begun his new duties in Chicago. He told R&R, "I feel great. I look forward to working with (WBMX GM) Jim Maddox again" (he was PD at KMJQ/Houston while Maddox was GM there). Patterson added, "There's a lot of work involved in programming this station, but things are already looking better and I know I'm going to get a lot of support here."

Patterson will retain his programming consultancy with TM Programming in Dallas, continuing

## WMJQ STANDS BEHIND PHRASE

### "Kickass" Slogan Kicks Up Rochester Ruckus

WMJQ/Rochester's use of the slogan "The City's Kickass Rock & Roll Station" spurred a local listener to gather signatures for a petition sent to the FCC accusing the station of "flaunting vulgar words" and requesting a revocation of its license. However, station management and consultant John Sebastian firmly defend their use of the slogan and plan to continue, while loyal listeners are planning petitions in the station's favor.

Eric Laubenstein, the instigator of the complaint, told the Rochester Democrat & Chronicle, "The first time I heard that I was shocked," adding that he'd "never heard anything so vulgar over the public airwaves." GM Rand Gottlieb told the paper in turn, "I don't think it's vulgar or in bad taste. But taste, like beauty, is in the eye, or in this case, the ear of the beholder.

## UPHOLDS COMMISSION POSITION

### Court Frees FCC From Format Decisions

The Supreme Court handed the FCC and broadcasters a major victory Tuesday (3-24) when it ruled that the Commission does not have to consider entertainment format changes during renewal and transfer proceedings.

The decision was immediately hailed as a victory for the marketplace concept of regulation and a strong indication that radio deregulation will be upheld in the federal courts.

By a 7-2 vote, the Supreme Court reversed a 1979 U.S. Court of Appeals decision, in a case brought by the WNCN Listeners Guild, which ordered the FCC to consider whether past and anti-

ipated format changes served the public interest.

## Marketplace Endorsed

Writing for the majority, Justice Byron White said, "The Commission has provided a rational explanation for its conclusion that reliance on the market is the best method of promoting diversity in entertainment formats."

White went on to write that the court upholds the FCC's belief that the marketplace, while imperfect, can "best accommodate the various and changing tastes of the listening public."

## Good Omen For Deregulation

Tuesday's ruling will allow settlement of an estimated eight to ten unique format cases pending at the Commission, but it is also seen as a good omen for radio deregulation, which is also based on the theory that marketplace forces will promote diversity and protect the public interest.

"Radio deregulation is in court or about to be and this is one case we might very well cite," Acting FCC Chairman Bob Lee told R&R. "We're very happy about it. We basically felt we should not be in the business of telling radio stations what they ought to be doing."

FCC Deputy General Counsel David Saylor, who argued the case before the court, told R&R the ruling is "a strong endorsement of the marketplace concept." He added, "It's a very useful precedent to cite in upholding what we've done so far" with radio deregulation. "The Supreme Court supports the position we took at the outset, which is that the

FCC/See Page 20

### Harry Nelson Resigns As KSLQ PD

After six months as Program Director for Charter Broadcasting's KSLQ/St. Louis, Harry Nelson resigned Tuesday (3-24). In a tersely worded statement Nelson told R&R, "Due to personal reasons, I resigned. I would like to thank the people at KSLQ and Charter Broadcasting for giving me the opportunity. I wish them the best in future endeavors."

KSLQ General Manager Ron Grubbs commented on Nelson's departure: "(Harry) indicated to me that personal reasons would not allow him to continue to program the station, and he did not

NELSON/See Page 20

WMJQ/See Page 20



# "Watching The Wheels"

**THE BACK PAGE**  
**BREAKERS**

**JOHN LENNON**  
**Watching The Wheels (Geffen)**  
 53% of our reporters on it. Moves: Up 23, Same 22, Down 0,  
 Adds 73 including WNBC, WBEN-FM, WFIL, WCAO, WXKS-  
 FM, JB105, WPGC, CFTR, CKGM, WCKX, WHB, KRLA,  
 KJR, KPLZ, KOPA. See Parallels, charts at number 28.

## The Third Hit Single From "Double Fantasy"

Produced By John Lennon, Yoko Ono,  
 And Jack Douglas



**ON GEFEN RECORDS**

Distributed By Warner Bros. Records

# It's Another "Cross" The Board Smash!

WFIL on  
 WROR add 26  
 Z93 on  
 WRKO on  
 KRBE 27-22  
 94Q 26-22  
 Y100 29-27  
 Q105 add 26  
 WIP on  
 KEARTH on  
 KRLA add  
 KSFX on  
 KOPA 27-24  
 B104 add  
 WFBR deb 30  
 WTRY deb 26  
 WPST 32-29  
 WAEB on  
 WAQY add  
 14WK add  
 KSRR 31-28  
 KTSA on  
 KHFI 20-17  
 KBFM add  
 KXX106 on  
 WERC add  
 WSGN add  
 WAAY 27-24  
 WAXY deb 28  
 WBBQ 30-28  
 WSKZ add  
 WOKI on  
 WBCY on

WAYS add  
 WCSC on  
 WORK add 29  
 WVLC add  
 WTWR 35-34  
 KWEN 28-26  
 WISM add  
 WNAM on  
 KKXX on  
 KNBQ on  
 KSPZ 27-24  
 KENO on  
 KZZP 21-18  
 KRO deb 29  
 KTCT on  
 WGUY add  
 WHEB deb 30  
 WHHY 20-17  
 Z102 17-14  
 WSGA 20-14  
 95SGF on  
 WFOX add  
 WCGQ on  
 WFLB add  
 WANS-FM on  
 WXLK on  
 FM99 28-24  
 KOIZ-FM add  
 KPUR on  
 KILE 39-31  
 KKXL add  
 KWLO deb 29  
 KATI add  
 KYA add

# CHRISTOPHER CROSS "Say You'll Be Mine"

Produced By Michael Omartian

**ON WARNER BROS. RECORDS**



# "When it comes to hits, we're ears ahead of any other station."



**The Gang's All Ears At KFI**

KFI/Los Angeles has been promoting itself as the station with best "ears for hits," spotlighting various staffers in eerie poses featuring oversized auditory appendages. The station's most recent ad shows the whole staff heralding the new era at KFI by showing off their ears. Pictured (l-r, front) are morning team Al Lohman & Roger Barkley, and midday duo Tim & Ev; (l-r, rear) Jack Armstrong & his partner the Gorilla (afternoons) and evening personality Ron O'Brian. Ears to you, KFI.

### MUTUAL CONVERTS FLORIDA TO ALL-SATELLITE LINK-UP

Net places 21 dishes in state which allow over 40 affiliates to receive programming direct, making Florida the first state Mutual has totally wired.

Page 8

### ELTON JOHN SUES MCA FOR \$11.3 MILLION

Label claims his last LP delivered fails to fulfill his contract.

Page 20

### MOTIVATING YOUR AIRSTAFF

Five CHR programmers relate their techniques for keeping staff morale high.

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### KSFO AIMS FOR OLDER ADULTS

San Francisco fixture returns to some of its prerock musical heritage.

Page 48

### FCC STALLS VIRGINIA MOVE UNTIL FOWLER ARRIVAL

Decision to wait for new Chairman will probably kill chances of moving to suburban Rosslyn.

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### THE COUNTRY ARBITRON WRAP-UP

Six PD's with ratings success stories explain how it happened in Part I of a two-part series.

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## staff

Editor & Publisher: BOB WILSON  
 Vice President, Sales & Marketing: DICK KRIZMAN  
 Executive Editors: KEN BARNES, JOHN LEADER  
 Art Director: RICHARD ZUMWALT  
 Contemporary Hit Radio Editor: JOEL DENVER  
 Country Editor: JIM DUNCAN  
 Nashville Editor: BIFF COLLIE  
 AOR Editor: JEFF GELB  
 Pop/Adult Editor: MIKE KASABO  
 News/Talk Editor: GAIL MITCHELL  
 Ratings & Research Editor: JHAN HIBER  
 Associate News Editor: DON WALLER  
 Associate Editors: CHRISTINA ANTHONY, ELLEN BARNES, SANDRA BOBEK, CAROLYN PARKS, SYLVIA SALAZAR, CLAUDIA STEWART  
 Research: JACK TOOTHMAN  
 Creative Consultant: MARK SHIPPER  
 Associate Art Director: MARILYN FRANSEN  
 Photography: ROGER ZUMWALT  
 Production Directors: LESLIE HALPERN, RICHARD AGATA  
 Typography: KENT THOMAS, GARY VAN DER STEUR, ELIZABETH WESTON  
 Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004  
 Washington, DC 20036, (202) 466-4960  
 Bureau Chief: JONATHAN HALL  
 National Sales Director: BARRY O'BRIEN  
 Washington Editor: BRADLEY WOODWARD  
 Office Manager: VIVIAN FUNN  
 Legal Counsel: JASON SHRINSKY  
 Vice President, Business Affairs: ROBERT KARDASHIAN  
 Advertising Rep: RICK HAROLD  
 Marketplace Coordinator: PAM BELLAMY  
 Office Manager: NANCY HOFF  
 Controller: MARGARET BECKWITH  
 Assistant: CAROL TAYLOR  
 Circulation: KRISANN AGLIO

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### CRUSADES AGAINST TIGHT PLAYLIST

## Jock Fired On-Air For Breaking Format

A Milwaukee part-time air personality, frustrated by playlist restrictions at WQFM/Milwaukee, orchestrated his own dismissal by criticizing the format on-air and substituting records of his own choosing.

"I might not make it all the way through this, but I'm going to do this anyway," Grant Field began his final airshift. Field went on to tell listeners that there was an "unbelievable realm of music out there that they're not being exposed to" and that they were being "raped by Milwaukee radio," and advised them to write letters to station GM's protesting the situation. Field then segued into the Average White Band's "Work To Do," Mott The Hoople's "The Golden Age Of Rock 'N' Roll," and Elvin Bishop's "Sure Feels Good," kicking off a one-man musicological crusade on behalf of his listening audience.

Unfortunately for Field, WQFM Program Director Brent Alberts was among those listeners, and by the time the Bishop track began, a bewildered Alberts burst through the studio door. According to Alberts, Field swiftly potted down the record, turned on the mike, and said, "All right, Brent, what are you going to do?" Alberts reached over to turn off the mike, but Field refused to relinquish his hold, asking Alberts if he was going to fire him. In reply, Alberts hit the remote control switch, shutting down the transmitter and forcing the station off the air.

### Fed Up With Restrictions

When contacted by R&R, Field corroborated Alberts's story, adding, "I knew I was going to quit anyway. I'd planned my last show out about a month in advance. I just really got fed up with the restriction."  
 MILWAUKEE/See Page 20

## Herron Steps Down As WAVA PD

Jim Herron, Program Director at AOR WAVA/Washington, DC since January 1979, has stepped down from that position to pursue other opportunities. He will remain as morning man at the station and help out in programming until a permanent replacement is found. Music Director Gary Chase has been named interim PD.

Herron, who was Production Director at competitor DC101 before joining WAVA, told R&R, "It's simply a difference in philosophies with station management. But we're on the best of terms; there are no hard feelings. I'm officially out as PD, but I'll stay on and help Gary in the transitional process. I don't think there's a more qualified quality group than the people there. They're very dedicated, and I'll definitely miss them." Herron, who said he had "some irons in the fire that I can't mention yet," will announce his plans shortly.

### WINKEL NEW VP/GM

## Affiliated Takes Over WAIV AM-FM

Affiliated Broadcasting, Inc. officially took over as the new owner of WAIV-AM-FM/Jacksonville on March 19. John Winkel, Vice President of Affiliated and formerly GM of WFAS & WWYD/White Plains, NY, is WAIV-AM-FM's new VP/GM. Joe McCluskey, who had been GM of WAIV-AM-FM, will remain with the stations as General Sales Manager.

Reggie Blackwell, who had been programming both the AM & FM, will now program only the FM. A new AM program director will be named shortly. Winkel told R&R, "It's a real pleasure to be in Jacksonville. We're now going to concentrate on making these stations perform the way we know they can."

Affiliated, which paid \$3 million for the two Jacksonville stations, also owns WSAI-AM-FM/Cincinnati; WHYN-AM-FM/Springfield, MA; KRAK & KEWT/Sacramento; KMPS-AM-FM/Seattle; and the White Plains stations.

## Glade Promoted To VP At KSL

Tom Glade has been promoted to Vice President/Station Manager/GSM at KSL/Salt Lake City, moving up from the Asst. Station Manager/Local Sales Manager position at the Bonneville Pop/Adult outlet. In becoming Station Manager, Glade follows in the footsteps of his grandfather, Earl Glade, who was the first to hold that position; the new VP's father Earl was also a station executive.

KSL President Jay Lloyd told R&R, "I'm very pleased. Tom has come up through our company, and we're always very happy to promote through the ranks. He's doing a great job already."

GLADE/See Page 20

## Wright Joins Motown Promotion Team

Don Wright has been appointed National Pop Promotion Director at Motown Records, as previewed in R&R (3-13). Wright was most recently National Promotion Director for Wayne Newton's Aries II label, having earlier worked in promotion capacities for several labels, including Epic, RCA, and CBS. Motown VP/Promotion Skip Miller added that Wright, who has already taken up his new duties, will be based at the label's Los Angeles headquarters.



Don Wright

# Washington Report

COMMERCIAL RADIO EXEMPT FROM AUDITS, SAMPLING

## FCC To Approve Postcard License Renewal

The FCC was set to approve a reduction of the license renewal form to five questions on a postcard this week. The adoption of short form renewal is seen as a victory for its sponsor, Broadcast Bureau Chief Dick Shibben, who has been trying to streamline and shorten renewal and application procedures for some time.

Under the new system, commercial radio stations will be exempt from a requirement that at least five percent of stations applying for renewal be chosen at random to submit the more extensive long form. "It won't apply to commercial radio because there would be nothing to sample on," Shibben told R&R. "We'll really get all we want just from the annual problem/program listing."

Shibben explained that commercial radio escapes the sampling rule because deregulation, which takes effect April 3, will eliminate the need for much of the information now required for the long form, such as ascertainment and nonentertainment programming data. However, noncommercial radio will be subject to the sampling.

The Report and Order the FCC was expected by well-placed Commission sources to hand down would reduce renewal forms, more

or less, to five questions:

- 1) Name, etc.
- 2) Have you filed forms 395 (employment) and 323 (ownership)?
- 3) Are you in compliance with Section 310, involving the interests of aliens and foreign governments?
- 4) Have you been convicted of a felony, lotteries, unlawful restraint or monopolies, fraud, unfair labor practices, or discrimination? (The last three items are an addition to the original postcard proposal.)
- 5) Are you keeping your public file up to date?

Even with postcard renewal, stations will still have to submit EEO forms, pending a separate Commission proceeding that may alter EEO procedures.

The FCC Field Office Bureau will also conduct engineering audits of 10% of all stations every three years, since stations will no longer file routine engineering information with their renewal forms.

### Broadcasters Fear Random Audits

Many broadcasters submitted comments to the FCC expressing fears about the plan to sample five percent of stations with the long form, perhaps backed up by full field audits (R&R 11-7-80). Stations worried about an overzealous band of regulators snooping into every corner.

However, Dick Shibben told R&R commercial radio will be exempt from the audits, as well as sampling. He stresses the Commission already has the power to conduct audits and he plans no step-up in audit activity.

"They aren't going out on fishing expeditions," Shibben promised. "We're going to go out and verify the information and that is all. I don't know that we're even going to do that, but I'm not going to say we aren't going to do it."

### STAFF CHANGE MAY SLOW DECISION

## Competitors Brawl On AM Stereo

As the period for filing reply comments with the FCC on AM stereo closed Monday (3-23), the companies competing to supply AM stereo equipment took off the gloves to engage in bare-knuckles attacks on their opponents' systems.

Voluminous and often technical filings by Harris, Magnavox, Motorola and Hazeltine/Kahn were laced with charges and countercharges that the others' systems were fatally flawed and their proponents had given false and misleading information to the FCC.

Belar submitted no comments because, President Arno Meyer told R&R, "The proceeding is so screwed up it doesn't make any difference." Meyer insists Belar is still in the running.

The FCC staff must now sift through the comments and present a final recommendation to the Commission, which could select a single system, choose several of them, or allow all of them to compete in the marketplace. The Commission a year ago chose the Magnavox system, then revoked the decision and came up with a point system that put Motorola in the lead.

## EEO Bill Considered By Congressman

Congressional interest in the unique EEO problems faced by radio stations is growing, with at least one Congressman contemplating a bill to adjust or even eliminate the FCC's EEO powers. The Congressional attention follows an NRBA survey which showed 94% of 2000 sampled radio stations finding the FCC's minority hiring guidelines impractical. NRBA favors placing EEO powers held by the FCC with the Equal Employment Opportunity Commission (EEOC).

Seriously considering legislation in the area is Rep. Daniel Akaka (D-HI), who had heard EEO complaints from Hawaii broadcasters even before seeing NRBA's survey.

"I don't know of any industry other than radio and TV that has two agencies regulating it, one with the power to revoke licenses," Akaka aide Diana Hoyt told R&R.

While Akaka has made no firm plan to go ahead with a bill, Hoyt said options under consideration include returning broadcast EEO matters to the EEOC, and giving the agency authority to petition the FCC for station license revocation. Another approach might be to take a region's ethnic makeup into account in EEO matters.

### A Sensitive Issue

Akaka's aides acknowledge the sensitivity of the issue. "Under no circumstances would Congressman Akaka ever say that he does not favor hiring minorities at radio stations," Hoyt told R&R. One factor that might protect him from criticism, his staff believes, is Akaka's own Hawaiian-Chinese heritage.

## Lack Of Congressional Communications Leadership Hit

Criticism of Congress for failing to provide communications leadership was a recurring theme during a day-long symposium in Washington last week featuring communications notable contemplating the industry's future. "The nation faces an absolute void. There is nobody to call the shots," said Lou Frey, a communications attorney who used to serve on the House Communications Subcommittee.

His concern was echoed by Rep. Doug Walgren (D-PA), who sits on the House Science and Technology Committee. Walgren warned that Congress is so preoccupied with budget cuts that there will "literally have to be blood on the floor" before broadcast issues come to the fore. "Congress is not a body of much wisdom," Wal-

gren commented.

CBS Washington VP Bill Lilley complained that only broadcasters are saddled with regulations, while having to go up against many unregulated new competitors, such as cable.

Group W Radio President Dick Harris predicted that radio's future will focus on the creation of more stations, through restructuring the FM band, moving toward directional FM's, and possibly through 9 kHz reduced spacing. However, Harris perceives mounting opposition to 9 kHz on Capitol Hill.

## Washington Street Talk

### Performers Royalty

Expect a one-day hearing in late spring on performers royalty or "pay for play" legislation by Chairman Kastenmeier's courts subcommittee. Also, look for the chairman to oppose the abolition of Copyright Royalty Tribunal asked for by CRT Chairman James.

### NPR Victory

NPR officials are elated by the Senate Budget Committee's vote against rescinding CPB's 1982 and 1983 funding, although the action is largely symbolic. Another new development is the introduction of new public broadcasting legislation, with Sen. Barry Goldwater's suggestion that the FCC consider allowing public radio and TV to air some commercials.

### Reagan Actualities

R&R recently reported the White House planned to begin feeding actualities of the President. This system is now in operation, and the toll-free number is (800) 424-9090.

### Political Broadcasting

Senate Commerce Committee Chairman Bob Packwood should get a staff recommendation early next week on options for changing the Fairness Doctrine and equal time rules. Comments are still filtering in to his staff, including the RTNDA's recommendation to throw out both provisions.

## FCC: At A Glance

### Rosslyn Move Halted

Faced with a threatened contempt citation by a Congressional subcommittee, the FCC voted last week to shelve its planned move to Rosslyn, VA until a new chairman takes office. Acting Chairman Bob Lee says that effectively kills the Rosslyn option, because the developer of Twin Towers is already looking for other renters. In the meantime, the Commission is accepting bids from potential landlords inside the District of Columbia.

### Shared Time Station

Two religious schools which competed for an educational FM frequency in Birmingham, AL have been ordered to share the channel. Southeastern Bible College will broadcast on Tuesday, Thursday, Saturday, and alternate Sundays. Glen Iris Baptist School will be on the air on Monday, Wednesday, Friday, and alternate Sundays.

The FCC Review Board ordered the unusual sharing scheme, overturning a law judge's award of the channel to Southeastern, which

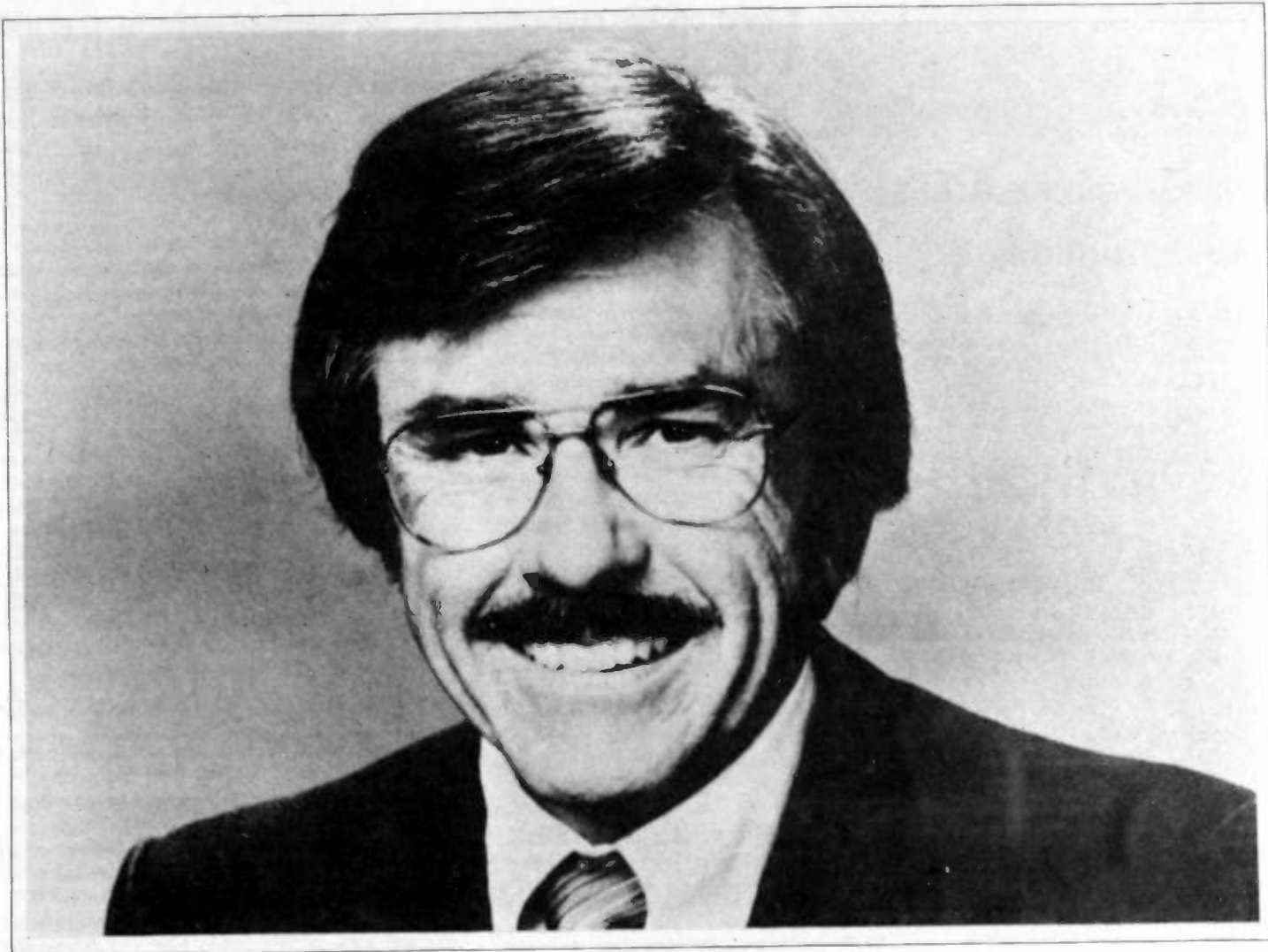
has indicated it will reject the shared time offer.

### Renewals, Distress

#### Sale On Tap

The FCC agenda this week (3-26) includes the distress sale of WAVS/Ft. Lauderdale; the petition to deny renewal of WACB/Kittanning, PA (for misrepresentations to the FCC and favoring Democrats in political advertising); and the petition to deny renewal of WWMM/Arlington Heights, IL (for discriminatory hiring).

# Top 40 Grows Up



## Soundtrack of the 60s with Gary Owens

They call Top 40 the "lost format." It just doesn't exist these days... at least not in the form that dominated music radio in the '50s and '60s.

But if you heard the hits during the '60s, you heard them on Top 40 Radio... The Beatles, Dylan, Motown, The Doors, Otis Redding... they all appeared together on one giant stage called Top 40. Today, the music lives on in the minds of today's 25-49 radio listeners, and in a three-hour weekly show called SOUNDTRACK OF THE 60s. SOUNDTRACK OF THE 60s is Top 40 for grownups.

Regular weekly host for SOUNDTRACK OF THE 60s is veteran pilot of the airwaves GARY OWENS. We estimate Gary has compiled over 30,000 airtime hours from the towers of such legendary Top 40 giants as KOIL in Omaha, KLIF in Dallas, WNOE in New Orleans, KTSA in San Antonio, KILT in Houston, WIL in St. Louis, KIMN in Denver and KFVB in Los Angeles. Now on KMPC, he's L.A.'s leading afternoon drive personality. The industry voted him Top Air Personality in the nation 10 times in Gavin and Billboard awards, and "Laugh-In" helped make his the most famous ear in America.

SOUNDTRACK OF THE 60s has the credentials, the concept and the credibility to make it a prime feature listening attraction for your station every weekend. And it delivers 25-49s, helping to lock them in to your dial position for the rest of the week.

**800-423-2502**



**Watermark**

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No. Hollywood, California 91604

But don't take our printed word for it... hear it yourself. Let us send you a telescoped demo... and a complete three hour show. Or call Watermark for a price quote and market exclusivity check.



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WATERMARK 10700 Ventura Blvd., No. Hollywood, CA 91604

YES. PLEASE SEND ME EVERYTHING YOU'VE GOT ON  
SOUNDTRACK OF THE 60s WITH GARY OWENS. I want the  
demo, the price, the brochure, the works!

MY NAME \_\_\_\_\_ MY TITLE \_\_\_\_\_

STATION CALL LETTERS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SOUNDTRACK OF THE 60s is produced every week in stereo and shipped to more than 100 subscribing stations around the world by Watermark, makers of AMERICAN TOP 40, AMERICAN COUNTRY COUNTDOWN and SPECIAL OF THE WEEK.



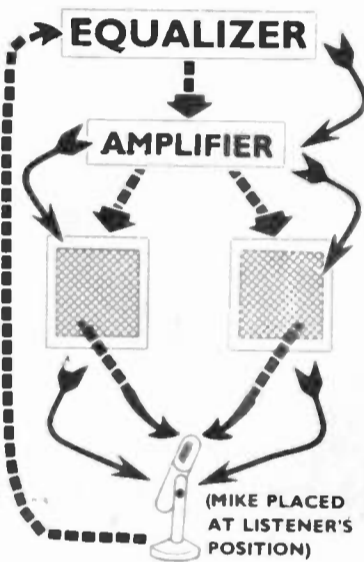
## Computerized Equalizer Adjusts Your Audio Automatically

Equalizers, basically a sophisticated form of tone controls that allow you to boost or cut anywhere from five to 24 (or more) specific audio frequency bands, are becoming commonplace add-ons to stereo systems. The reason is fairly simple. Using an equalizer can allow you to compensate for speaker placement, room acoustics, and whatever deficiencies you may find in the original recording to produce all frequencies at the same volume, a so-called flat response.

Now, equalizers have begun to get more and more sophisticated. Probably the most mind-boggling (not to mention most expensive) is **DBX's** "20/20" computerized model, priced

at \$1300. The "20/20" does exactly what conventional equalizers do, except it does it automatically.

Here's how it works (see accompanying illustration): first the equalizer



sends a "pink noise" signal (noise containing equal amounts of energy at all frequencies) through the amplifier and speakers to an attached microphone, which has been placed as near as possible to the spot from which you intend to listen to the music. The microphone then listens to the "pink noise" and sends it back to an analyzer (located in the equalizer unit) that measures the instantaneous sound levels at specific frequencies. The unit's computer then uses this information to set the 10-band equalizer, precisely adjusting the volume for every octave in the audio spectrum.

The entire operation takes about 10 seconds. A bank of 300 LED's provides you with a visual display of what's going on your system. The "20/20" is also capable of memorizing up to 10 different listening positions. For further information contact **DBX** at 71 Chapel St., Newton, MA.

## Carrot Chips Take Root

"Caroff's Carrot Chips," conceived by converted junk-food addict/ex-ad man **Robert Karoff** as a healthy replacement for potato chips, are already taking root in Southern California. Demand for the sweet-tasting alternative is such that Karoff's firm will open its third plant next month and intends to expand distribution of the carrot chips into additional Western and Sunbelt markets by the end of the year.

In fact, demand for the carrot chips (at \$1.49 for a 5.5 oz. bag) has been so great, Karoff has not yet begun to advertise them. However, this will soon change as radio spots are slated to begin airing in Southern California in June.

While copy for the spots has not been set, Karoff noted the findings of a recent British medical report attributing cancer prevention qualities to carotene (found in Vitamin A in carrots) will be subtly stressed. Karoff also plans to introduce "Snips Chips" (made from parsnips) and "Beet Chips" (made from red beets) to Southern California junk/health food fanatics within the next six months.

## PROS & CONS OUTLINED

### Should A Corporation Change Its Name?

What's in a name? Plenty, says **Walter Margulies**, Chairman of New York-based ad agency **Lippincott & Margulies**. Writing in a recent issue of **Advertising Age**, Margulies asserts that "a corporate name is the sum of what it (the company) is about. It is the one signal universally transmitted to all of the company's publics," i.e., clients, consumers, employees, advertisers.

Over 400 U.S. firms adopted new names last year. Why? Margulies claims a variety of benefits may accrue from a corporate name change. The new name can be used to positively reposition the company in its market, can be used to help convince consumers that the company is responding to their needs in new ways, and can be used to energize the company's employees, giving them new pride in a new identity.

Radio stations, the full gamut of entertainment firms, and even air personalities often change names for similar reasons. Whatever the reasoning behind the new name, Margulies stresses the new name must be propelled by a shift in the firm's behavior. In other words, the new name should communicate what the company is all about.

#### Distinct Is Desirable

Margulies further notes that the new name should not be limiting (whether geographically, or in terms of describing what the company's activities actually are). Likewise, the new name should be distinct; i.e., an accurate reflection of the company's business, and simple (complex names are less likely to be remembered).

There are occasions when companies should not change their names. Margulies names three: when the firm is not sure what's wrong with its identity, when equities inherent in the old name are more valuable than changing the name, and when an ill-chosen new name can create greater problems than before.

Margulies also underscores the importance of keeping the name in line with the company's marketing aims, how the name will look when presented visually, and whether the name will be an accurate reflection of the firm's activities ten years from now. Lastly, Margulies advises companies to steer clear of names composed of initial letters, as the field is overcrowded — the latter may be of particular interest to radio stations, as it may in part explain why diarykeepers have such a difficult time remembering call letters.

## Harris Intros Improved AM Transmitter

The **Harris Corporation's** Broadcast Products Division recently debuted the "MW-50B," a 50 kilowatt AM broadcast transmitter that incorporates all previous features included in Harris's "MW-50A" as well as certain improvements in circuitry. For example, the "MW-50B" utilizes a high-speed op-amp input stage to improve audio transient response and to provide a more effective DC coupling from the audio input to the RF power amplifier. Essentially, the "MW-50B" low end frequency response is extended to almost DC, creating a nearly perfect square wave performance and virtually eliminating low frequency tilt.

Other circuitry improvements effectively reduce complex audio overshoots by 30 percent, while a new modulation tracking circuit automatically maintains the desired transmitter modulation level over a  $\pm 20$  percent change in output power. The "MW-50B" features 125 percent positive peak capability and the entire transmitter employs only four tubes.

For further information contact **Eric Jacobson** at Harris Corp., Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301, (217) 222-8200.

## POPULATION GAINERS, LOSERS.

### Major Metro Markets On The Move

Although 10 of America's 37 largest metropolitan areas (those markets with a population greater than one million) lost people over the past decade, the populations of seven soared 30 percent or more. According to recently-released **U.S. Census Bureau** figures, Phoenix gained the most (56 percent), trailed by Houston (45 percent), Tampa-St. Petersburg (42 percent), San Diego (37 percent), Anaheim-Santa Ana-Garden Grove, CA (36 percent), Riverside-San Bernardino-Ontario, CA (35 percent), and Denver-Boulder (30 percent).

New York led the losers, posting a nine percent decline. Buffalo and Cleveland both dipped eight percent with Pittsburgh (down six percent), Boston and Newark (down five percent), St. Louis and Philadelphia (down three percent), Detroit (down two percent) and Milwaukee (down one percent) also losing population.

## Designers Downgrade Detroit

Professional designers bestow low marks upon the Motor City's models, according to a recent survey of **Design News** magazine subscribers. 91 percent of the respondents, most of whom design products for their livelihood, rated German cars "excellent" or "good," compared with 86 percent for Japanese autos, 71 percent for Swedish, and only 44 percent for American.

Principal complaints against the U.S. cars were poor gas mileage and spotty performance, but British, Italian, and French cars were rated as even more inferior.

## Portable "Space Invaders"



Two of the most popular electronic arcade games, "Space Invaders" and "Galaxia," are now available in portable, tabletop versions from the **NPI Corp.** The unit is capable of single or double player action, features accurate sound effects, and its five-inch screen provides digital display of high score to date as well.

# WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs.

Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

**KSFX 104**

THE BAY AREA'S BEST

SAN FRANCISCO

**WESTWOOD ONE**

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

AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS.

# BADFINGER

BADFINGER  
"SAY NO MORE"



RR 16030

"I really like Badfinger. We are playing it heavy at all my stations. It is one of those perfect records that fits between pop and hard rock and, therefore, allows broader demographic appeal. A very valuable record for any radio station."

JOHN SEBASTIAN, SEBASTIAN CONSULTANTS

"A rocking return by Badfinger with "I Got You" is leading the way for solid AOR play. We are into medium play here at KMET."

JACK SNYDER, KMET RADIO

"Call-out research shows Top 20 the first week; gut feeling says it's the next best thing to a brand new Beatle record!"

ROB WALKER, WCIX RADIO

"Badfinger has dealt a good hand this time around. They are doing what they do best. They have a Beatles-influenced sound that most new power pop bands of today are unable to reach. Badfinger executes it with genuine affection."

KID LEO, WMMS RADIO

# BADFINGER

"SAY NO MORE"  
ON RADIO RECORDS



DISTRIBUTED BY ATLANTIC RECORDS

© 1970 Atlantic Recording Corp. © Warner Communications Co.



## Now On One Incredible Single!

# THE STARS ON 45 PERFORM

VENUS  
SUGAR, SUGAR  
NO REPLAY  
I'LL BE BACK  
DRIVE MY CAR  
DO YOU WANT TO KNOW A SECRET  
WE CAN WORK IT OUT  
I SHOULD HAVE KNOWN BETTER  
NOWHERE MAN  
YOU'RE GOING TO LOSE THAT GIRL  
THE STARS ON 45

**Sales on the Continent  
2,000,000  
Available in the U.S. on  
Radio Records**

RR 3810



From the Forthcoming Album,  
THE STARS ON LONG PLAY.



## Nets

### AP Associated Press

"The Business Of Health," "The Science Of Health," "Healing The Mind," and "The Quiet Enemy" are four special script series set to air during the month of April via AP's Radio Wire. The two-minute length programs, offered in 20, 10, nine, and five parts, respectively, are designed for weekday broadcast.



The net announced the expansion of its Dallas operations to include a national sales office, which will be headed by **John Butler**. Most recently VP/Executive Director of the Mutual Southwest Radio Network, Butler will now assume the title of VP/Southern Sales Manager.

In addition, the net reported it has recently completed installation of its satellite earth stations in Florida, making it the first state in the U.S. with affiliates completely linked to the Mutual network via satellite. Mutual has placed 21 satellite receiving dishes throughout the state, allowing its more than 40 affiliates to interconnect and receive Mutual programming from the satellite receive terminals.



The 1981 NCAA basketball tournament semifinals and championship game will be carried live from Philadelphia's Spectrum via the net's 400 affiliates. The semifinals will air Saturday, March 28 (a doubleheader, beginning at 12:35pm NYT), while the final contest will be broadcast on Monday, March 30, beginning at 8pm (NYT). Play-by-play will be handled by University of Kentucky broadcaster **Cadwood Ledford** with 1980 U.S. Olympic basketball coach **Dave Gavitt** supplying color commentary.



### RKO Radio Network

**Rod Stewart** will be the subject of an exclusive two-hour stereo music special, "Rod Stewart," the third in the net's continuing "StarSound" series, is scheduled to be broadcast via **RKO Radio Network** affiliates the weekend of April 18-19. Produced by the **Creative Factor** in association with the net, the special combines an interview with Stewart along with selected tracks from his career.

## Reps



**Don Hart** has joined the firm's Atlanta office in an account exec position. Hart most recently spent six years with the **Katz** rep firm's Atlanta office, having begun his industry career in 1964.



**KTSM-AM-FM/EI Paso, WKOP/Binghamton, NY; and WIBB/Macon** have announced their affiliation with the rep.



BLAIR RADIO

**Patty Gilhooly** has been named to the newly-created post of Manager/Budget Planning for **Blair Radio** and **Blair Television**. Most recently, Gilhooly served as Business Manager for the **ABC Radio Networks**, a position she had held for the past two years.

### ENTERPRISE RADIO

The Ford Division of the **Ford Motor Company** has recently signed on as a sponsor of the sports network, joining Ford's Lincoln-Mercury Division, which likewise recently announced it would sponsor Enterprise's sports programming.



**Coca-Cola** has signed on as the exclusive sponsor of a series of concerts to be broadcast via **the Source**. The series kicks off on April 10 with **Eddie Money**, recorded live in concert at the Agora in Atlanta.



Network sportscaster **Curt Gowdy** will be inducted into the National Sportscasters and Sportswriters Hall of Fame on April 6. Inductees are elected annually by their peers in the association.

Gowdy will also host a five-part special series, "Baseball Preview," to be broadcast Monday-Friday, March 30-April 3 via the **CBS Radio Network**. Each program will be 14 minutes in length and contain interviews with the managers and key players from pennant contending teams. The programs will air at 5:45pm (ET).



ABC FM

The **Police** will launch the net's "Supergroups In Concert 1981" series with a live concert airing Saturday, March 28 at 8pm.

## People

### Kankakee, IL

**Reva Small** has been elected Chairman/President at **Mid America Media**. Small succeeds her husband, **Burrell**, who died earlier this year. She had previously served as Vice Chairman/Executive Vice President for the firm, which owns 11 radio stations in six states.

### San Francisco



**Frank Hays** has been named General Sales Manager at **KDIA/Oakland**. Hays previously served as GM at **KBZL-KRE/Berkeley** and as Regional Sales Manager at **WBLB-WLIB/New York**, having formerly been an account executive with **CBS Radio** as well.

### Washington, DC

**Jay Bowles** has been appointed to a media broker position with **Blackburn & Co.**, coming from his previous post as Deputy Director of Broadcast Services for the **Associated Press**. A 16-year veteran of the wire service, Bowles formerly was associated with **WKGN** and **WBIR/Knoxville**.

## Syndicators

### FirstCom

**Dennis Kennedy** has been appointed Southeast Representative and **Dennis Pierce** has been named Midwest Representative for the Dallas-based syndicator. Kennedy most recently served as Southeast Representative for **TM**, while Pierce formerly held the Sales Manager post at **WMAD/Madison**.

### Wavebreaker Productions

"Wavebreaker," the 90-minute weekly countdown of the top 20 new wave rock songs in the country, is currently available from the New York-based firm. Produced by **Tony Garcia** and hosted by **Marc Williams**, the show recently added **KCSC-FM/Edmond, OK** as an affiliate.

### Watermark



**WILLIAMS RECOUNTS FOR COUNTDOWN** — **Don Williams** (left) was interviewed by "American Country Countdown" host **Bob Kingsley** during the artist's recent Los Angeles engagement. The **Watermark**-syndicated show is now heard over 265 stations with recent station additions including **WKHK/New York, WMAQ/Chicago, KNEW/San Francisco, and KCBQ/San Diego**.

### TM Programming

**Phil Barry** has been appointed Consultant to the firm's "Beautiful Rock" format. Most recently, Barry served as PD for **WHNB-AM** and as an air personality at **WMJC-FM/Detroit**, having previously been PD at **KIOG** and **KQXE** (now **KZZP-AM&FM/Phoenix**). He will be headquartered in the firm's Dallas offices.

### Full Compass Radio Corp.

"Alibi Ike," **Ring Lardner Sr.**'s classic baseball story, is now a radio drama available for syndication from the Madison, WI-based **Full Compass Radio Corp.** Produced and directed by **NPR** veteran and former **WIBA-FM/Madison** PD **Rick Murphy**, the radio adaptation was handled by **Andy Boehm**.

### Drake-Chenault



**Doug Flodin** has been elevated to Promotion Director for the **Canoga Park, CA-based syndicator**. Flodin joined the company as Production Administrator in 1979, having previously held on-air and PD posts with several radio stations, including **KYNO-FM/Fresno** and **WMAJ/State College, PA**.

### Westwood One



**HATS OFF TO GILLEY'S** — **Mickey Gilley** (right) holds onto **Westwood One** President **Norm Pattiz's** hat upon his learning that "Live From Gilley's," the firm's hour-long weekly radio series of live concerts recorded at Gilley's famous Houston nitespot, is now being carried by over 300 stations nationwide.

### Rogers Broadcast Productions

The long-time Canadian production firm has announced plans to enter the American market. Among the firm's previous syndicated programs are "Tapestry," a nightly hour-long show that constructs words and music around a central theme, and "Sunday Sunday," a 90-minute news and public affairs magazine. A nine-hour Fourth of July Weekend program entitled "Heatwave," and a four-hour Sixties retrospective entitled "Hot Shots" are also slated. The firm's U.S. offices are located at 430 South Westmoreland Ave., Los Angeles, CA 90020.

## Sales

**KTNC-AM** and the construction permit for its FM have been sold by the **Southeast Nebraska Broadcasting Co. Inc.** to **C.R. Communications Inc.** for \$270,000, subject to **FCC** approval, according to broker **Richard Shaheen Inc.**

# GOTTA GET WET!

# get wet



# JEFFERSON STARSHIP



PETE SEARS

AYNSLEY DUNBAR

MICKEY THOMAS

PAUL KANTNER

CRAIG CHAQUICO

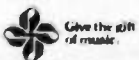
DAVID FREIBERG



AND INTRODUCING GRACE SLICK

.....  
THE NEW SINGLE,  
"FIND YOUR WAY BACK"  
FROM THE FORTHCOMING LP "MODERN TIMES"  
.....

FB-12211



PRODUCED BY RON NEVISON FOR GADGET PRODUCTIONS, INC.



Manufactured and Distributed by RCA Records

### Day Forms Maiden Voyage Label

Marla Day has announced the formation of **Maiden Voyage Records**. A veteran of artist management and currently President of **Day Five Productions**, Day's management clients include **Seals & Crofts**, **Danny Deardorff**, **Paul Parrish**, and **Maureen McGovern**, the latter recently signed to Maiden Voyage. **Macey Lipman Marketing** will coordinate distribution of the independently-distributed and promoted firm.



Pictured welcoming Maureen McGovern (second from right) to Maiden Voyage are, from left: label national promotion head **Richard Sargent**, artist/promotion coordinator **Garnie Day**, President Marla Day, and artist relations/marketing head **Ron Barron**.

### Moells Upped To President At Kirshner Entertainment

**Herb Moells** has been promoted to President/Chief Operating Officer at the **Don Kirshner Entertainment Corp.**, coming from his previous post as Executive VP for the firm. Moells had held the Executive VP position since the firm's inception in 1967, having previously served as Executive VP at **Columbia Pictures/Screen Gems TV's Music & Record Division** from 1963-67, during which time Kirshner was President of this operation.

### Pagan Named Promo Director At A La Carte

**Tom Pagan** has been named Director of Publicity and Promotion at **A La Carte Productions**, a recently-formed Studio City, CA-based firm. Pagan was previously associated with **Billboard** magazine.



Phyllis Chotin

Michele Hart

### Chotin, Hart Form Media Arts Firm

**Phyllis Chotin** and **Michele Hart** have announced the formation of **Media Arts**, a multifaceted firm involved in the marketing, merchandising, advertising and promotion of various entertainment projects. Most recently, Chotin served as Vice President/Creative Services at **Casablanca Records** and **FilmWorks**. Hart formerly served as Casablanca's Vice President/Special Projects.

Media Arts is located at 8358 Sunset Blvd., Suite 903, Los Angeles, CA 90069. (213) 656-2246.

### Seater, Lynn Form Third Coast Label

**Frank Seater** and **Sam Lynn** have announced the formation of **Third Coast Records**. Seater and Lynn are the owners of **Pierce Arrow Studios**, located in Evanston, IL. The independently-distributed label has signed three acts: **Jet** (not the group currently recording for **Pacific Arts**), **Mr. Cat**, and **Short Stuff**, whose debut album was recently issued. **Third Coast** may be reached at (312) 869-6290.

### Gilligan Named VP/Marketing At LAX

**Robert Gilligan** has been appointed Vice President of Marketing at **LAX Records**. A 20-year veteran of the music industry, Gilligan's experience includes stints as Vice President of Production and Marketing for **Aries II Records**, General Manager for **Suburban One Stop Inc.**, and Recording Studios Administrator at **RCA Records**.

### Heatherly Upped To Eastern Regional Sales Director At RCA

**Bob Heatherly** has been promoted to Director of Commercial Sales/Eastern Region for **RCA Records**. A nine-year veteran of the label, Heatherly most recently served as Branch Manager for the Washington-Baltimore region.

## Pro:Motions



Gall Roberts

Michael Jensen

### Jensen, Roberts Form Multi-Faceted Firm

**Gall Roberts** and **Michael Jensen** have announced the formation of **Jensen/Roberts & Associates**, which will provide public relations, advertising, marketing, and management services.

Having most recently headed her own management and public relations firms for the past three years, Roberts's previous experience includes having served as Director/West Coast Publicity at **Columbia Records** for five years.

Jensen most recently held the post of Associate Director of Tour Publicity and Special Projects at **Columbia Records**. Prior to joining Columbia, Jensen was a syndicated columnist for the **Knight-Ridder** news chain.

Jensen/Roberts & Associates is located at 7250 Beverly Blvd., Los Angeles, CA 90036. (213) 934-7765.

### Sloman Named Arista VP/A&R Administration

**Paul Sloman** has been appointed Vice President/A&R Administration at **Arista Records**. Sloman most recently served as Executive Director of **Sound Mixers Studios**, having formerly held the post of General Manager at **Record Plant Studios** in New York City.



Paul Sloman

### Brinton Upped To VP/GM At Pavillion

**Jane Brinton** has been promoted to Vice President/General Manager of **Pavillion Records**. Most recently having headed National Promotion/Creative Affairs for the label, Brinton joined Pavillion from her own **Brinton & Company** independent promotion firm. She will be based at the CBS-distributed label's New York offices.

### Stern Appointed VP/Finance At CBS Video

**Larry Stern** has been named Vice President of Finance for **CBS Video Enterprises**. An eight-year veteran of CBS, Stern most recently served as VP/Finance for **CBS Toys** Division.

### Ayers Forms Uno Melodic Label

Recording artist **Roy Ayers** has announced the formation of his own label, **Uno Melodic Records**. While Ayers will continue recording on the **Polygram** label, he will serve as a producer or co-producer on all **Uno Melodic** projects. Initial signings to the **Uno Melodic** label are **Sylvia Stribling**, **Jaymz Bedford**, and **Justo Almaro**. **Uno Melodic** will be located at 390 Riverside Drive, Suite 1C, New York, NY 10025. (212) 662-8454.

### D'Amato Named VP/A&R At Audiofidelity

**Tony D'Amato** has been appointed Vice President of A&R for contemporary, easy listening and classical music at **Audiofidelity Records**. Most recently a Division Manager at **London Records** in charge of its **Phase 4** label, D'Amato's record production credits include albums by **Benny Goodman**, **Mantovani**, **Leopold Stokowski**, **Ronnie Aldrich**, and **Frank Chacksfield**.

### Stevens, McIntyre Form Suncoast Indie Promo Firm

**Perry Stevens** and **Neil McIntyre** have announced the formation of **Suncoast Productions**, an independent promotion company based in Florida. **Suncoast** will concentrate upon all radio stations in the Tampa, Clearwater, St. Petersburg, and Sarasota markets.

Stevens is a 20-year veteran of the music industry, most recently doing independent promotion in Cleveland. McIntyre, likewise a 20-year veteran of broadcasting, most recently served as National Promotion Manager for **MCA Records**, having previously programmed **WPIX/New York** as well as having been associated with **WHK/Cleveland** and **KQV and KDKA/Pittsburgh**. **Suncoast Promotions** can be reached at (813) 595-7144 or (813) 596-3603.

# GOTTA GET WET!

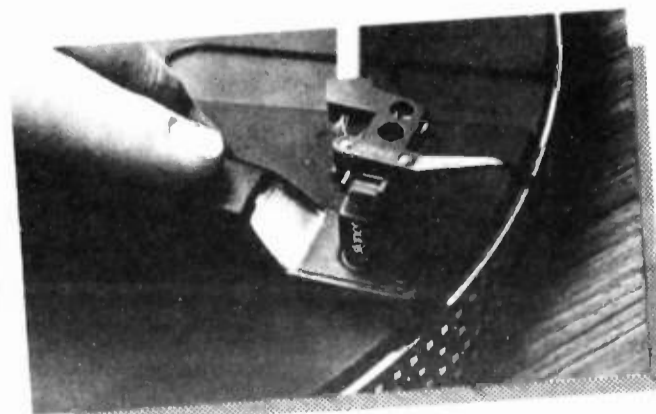
get wet

## RCA Launches Digital Disc Line

**RCA Records** recently introduced a deluxe line of digital recordings with the release of four albums on its **Red Seal** label. These records were mastered on **Neumann Cutters** and lathes, plated by **Europadisk**, and pressed on 140 gram pure vinyl by **Teidec** of West Germany. The digitally-recorded discs will also be available on audiophile chromium dioxide cassettes in April.

The initial albums to be released are: **Orff's "Carmina Burana"** with **Eduardo Mata** conducting the **London Symphony Orchestra**; **Mahler's "Symphony No. 10"** with **James Levine** conducting the **Philadelphia Orchestra**, the recording debut of violinist **Dylana Jenson**, featuring works by **Sibellus** and **Saint-Saens**, and supported by **Eugene Ormandy** conducting the **Philadelphia Orchestra**; and "The Village Band," a recreation of turn-of-the-century park band music performed by the **Canadian Brass**.

## Space-Age Stylus Shiner



**Signet's** electronic stylus cleaner keeps your phonograph needle looking sharp by means of a finely bristled, vibrating pad and a specially formulated cleaning fluid. The unit's high frequency oscillator gently vibrates away all dirt, dust, and deposits without your having to remove the cartridge assembly from the tonearm. The device is compatible with all conventional phonograph cartridges and is claimed to be more thorough than manual stylus cleaners.

# A 3-COURSE MEAL FOR HUNGRY PLAYLISTS.

## THE ROVERS "Wasn't That A Party"



Produced By Jack Richardson  
for J.A.R. Productions

KIQQ add  
WTIX add  
KQ94 add  
KLAZ add  
WJDX add  
WERC add  
WNAM add  
WKBW 3-1  
WBEN-FM 2-1  
WDRQ 5-4  
CKLW 6-5  
WGCL 4-2  
WHFM 27-22  
WKEE 34

WSGN 23-17  
WTWR 18-4  
WOHO 14  
WACZ 16-13  
WFBG 32-27  
95XIL 10-6  
WXLK 17-7  
WROV 19-15  
KFYR 1-1  
WRKR deb 33  
KENI 14-12  
KATI 17  
KBOZ 23-17  
KYVA 7-3  
KRLC 5-3

WIFI  
BJ105  
WRJZ  
WNOX  
WGH  
WNCI  
92X  
KIOY  
KNBQ  
KCPX  
WHEB  
WHHY  
95SGF  
KVOL



## THE JACKSONS "Can You Feel It?"

KINT add  
WCSC add  
KIDD add  
WGUY add

WACZ add  
KVOL add  
WXKS-FM deb 25

JB105 35-32  
KSET-FM deb 27  
KELP 29-27  
KHYT deb 27

Management:

Weisner-Demann Entertainment and Joe Jackson

## GARLAND JEFFREYS "96 Tears"

Produced by Garland Jeffreys  
and Bob Clearmountain for Ghostwriters, Inc.  
Executive Producer: Dick Wingate

KRBE 21  
WPST deb 34  
KINT 20  
WOKI 30-28  
KJ100 18-16  
KWEN 25  
Z104 deb 30  
KNBQ 30  
KTAC deb 35  
KKLS deb 27

KENI 30  
KCBN 37  
KRLC 18  
KYYX  
WHFM  
KBFM  
92Q  
KIOA  
WNAM  
FM103

KTKT  
WIGY  
WFBG  
WXLK  
FM99  
KSEL  
KQIZ-FM  
KWLO  
KBOZ  
KOOK

ON *Epis* RECORDS

*"You shouldn't be surprised to see Black-formatted stations surging in the ratings."*

## Differential Survey Treatment — The Ethnic Dilemma

What is the "best" way to measure the radio listening habits of blacks? The answer to that question has been bouncing around the industry for years, and although Arbitron recently announced its latest idea on the subject, the topic may not be closed. Reaction to Arbitron's intent to implement Differential Survey Treatment beginning with the Winter '82 survey has been mixed. Let's examine the history of this issue, and then next week look at what might lie ahead.

### What's The Best Way?

Like most research companies, Arbitron has for years been wrestling with the \$64 question of how to properly measure ethnic audiences. A number of factors come into play here. Researchers may feel they can't go overboard with ethnic measurement, since most ratings subscribers are non-ethnic stations. Also there is a set of particular problems posed by each ethnic group being targeted for measurement — blacks and Hispanics in this case. Since the most recent Arbitron Differential Survey Treatment announcement dealt only with measuring blacks, we'll stick to the problems inherent in measuring their listening for the time being.

### WDAS Legal Action

The catalyst for action by Arbitron on the question of using different techniques to measure black audiences was a lawsuit filed approximately a decade ago against Arbitron by WDAS. The Philadelphia station contended that black stations weren't getting fair treatment under the standard diary system, and the action caused Arbitron to rethink its approach. The result was the development of Telephone Retrieval (TR), in which an Arbitron staffer calls black homes in the appropriate metro and retrieves listening from each member of the household. After the daily calls, the Arbitron field worker fills in the diaries for each 12+ member of the family, and at the end of the relevant survey week mails the diaries back to Beltsville.

### ESF Helps

The implementation of the Expanded Sample Frame was another attempt by Arbitron to cope with the thorny ethnic measurement issue. When

ESF began in 1977, during my tenure at Beltsville, the method for acquiring listeners whose phones were not in the local directory helped the standing of Black-formatted stations. As Arbitron's Rip Ridgeway put it, "ESF resulted in an improvement in the representation of young black households and large black households." That's one reason why you shouldn't be surprised to see Black-formatted stations surging in the ratings — as has been seen in the South this past year — when ESF is introduced to the marketplace.

### Years Of DST Testing

Although Arbitron was taking worthwhile steps to better represent blacks in the audience figures, there was still a desire to improve the status quo, namely Telephone Retrieval. Again, while I was at Arbitron, in the fall of 1977 we began testing variations on the current procedures for measuring blacks and Hispanics. New Hispanic techniques were tested in San Antonio and Miami, while new black procedures were examined in Norfolk and Atlanta. By the way, these tests in no way

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*"Arbitron is convinced that the measurement of blacks can be better accomplished through the mailing of a diary to each person 12+."*

---

affected the regular survey in those markets. The initial results of those tests were encouraging enough to convince Arbitron to pursue new techniques through further testing. Those tests led to the recent announcement about the DST usage in black audience measurement. The procedures for Hispanic measurement will probably be changed, but Ridgeway told R&R that "no decision has yet been made on when or how to revise" Arbitron's current Hispanic placement and retrieval technique.

### What Is DST?

What was the result of all the testing? Essentially, Arbitron is convinced that the measure-

## Week In Review

### Arbitron Promotes Two

Bill Livek, VP for Sales for Arbitron Radio, has announced that Ms. Susan Dingethal, Regional Manager of Arbitron's Northeast territory, has been promoted to Eastern Division Manager. Ms. Dingethal will thus be in charge of the sales offices in New York and Atlanta, and will administer the Arbitron sales effort in the East and most of the South.

Announced soon after her promotion was the decision by Ms. Dingethal to advance Andy Golding from an account executive position with Arbitron to the new title of Northeast Regional Manager. Golding fills the spot vacated by Dingethal.

### Advisory Council Miffed

Arbitron Radio Advisory Council Chairman Tom Hoyt tells R&R that he and the rest of the Council members in attendance at a recent session in Beltsville were upset with the way Arbitron ran the inspection trip. According to Hoyt, "The open-door policy promised us was not in evidence." Mike Membrado, Arbitron VP/GM, told R&R that Advisory Council members were not allowed access to certain sections of the Beltsville operation because "live materials" (diaries) could be seen by the members. Membrado stated that Arbitron is looking to schedule another tour at a less critical time so that access can be more thorough.

ment of blacks can be better accomplished through the mailing of a diary to each person 12+, as in standard non-ethnic homes currently. However, besides the fact that the diary will soon actually be in the hands of the black respondents, Arbitron is going further to encourage diary return. Additional monetary premiums will be included for those households where a black male in the 18-34 demo resides, and additional follow-up calls will be made to the homes to prod the residents to keep the diaries faithfully. Thus, although blacks will soon — if Arbitron goes ahead with its plans for the Winter '82 sweep — be getting diaries, they will receive "differential treatment"; thus the name for the new methodology.

### Reactions/What's Ahead

In the column for next week we'll interview Arbitron officials and spokespersons for other research concerns to evaluate DST. We'll also talk to various ethnic broadcasters who (interestingly enough) have diverse opinions as to whether or not DST will be helpful to Black stations. Finally we'll talk to a number of general market broadcasters to see how they perceive this new potential boost to ethnic numbers in the book. See you next week!

## Q&A

A reader recently wrote to inquire "How long do Arbitron diarykeepers retain their diaries? Do they keep them the entire length of a survey?"

No. Arbitron respondents keep their diaries for only one survey week. They may fill them out after the survey week is over, but the listening is credited to the week for which the diaries were actually placed. In Quarterly Measurement sweeps there will thus be 12 separate samples of diarykeepers in your market (in the spring and fall surveys).

**Jhan  
Hiber**



# THE POLICE TAPES

**CAME TO LIGHT**

**MARCH 28**

**SUPERGROUPS IN CONCERT**

**A DIR PRODUCTION**

**SPECIAL THANKS TO MILES COPELAND**

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**RADIO abc**  
**Networks**



# ABBA's Super Single from ABBA's Super Album!

## SUPER TROUPER #3806

Produced by Benny Andersson and Björn Ulvaeus.

A Super International Hit on Atlantic Records.

- WFIL
- WXKS-FM
- WFBR
- KQ94
- WJDX
- Y103
- WAYS
- WOHO
- KKXX
- WTSN
- WHEB
- WFOX
- WFLB



# STREET TALK

Changes within General Cinema Corporation include the resignation of Bill Gamble as National PD and Program Director of GCC's WEFM/Chicago. Bill will announce his future plans shortly. The new National PD for GCC will be Bob Gaskins, who had programmed WHUE/Boston. WEFM's new PD is David Lee Austin, who also moves from GCC's WHUE. WEFM recently switched from CHR to Schulke II.

WTOP, Washington's all-News station, is rumored to be ready to do direct combat with WMAL, the Pop/Adult leader. Street Talk has it that WTOP offered WMAL's PM drive team of Bill Trumble and Chris Core hefty salaries to bolt, to which the duo said no.

Greater Media has reportedly made an offer to purchase WBZ-FM/Boston from Westinghouse.

The RKO Radio Network has been so successful that it will soon begin multiplying. Although not too many specifics are known at this point, RKO has called a press conference for Monday (3-30), reportedly to announce the formation of two additional RKO Radio Networks which will target for different demographics and formats than the present net. More details on this next week.

Meanwhile at ABC... word has it that ABC's current four radio networks may soon become five (is this a trend?). We hear this would be accomplished by splitting the Contemporary Network in two, creating a new net specifically for AOR stations.

First the FM, now the AM — KILT/Houston will change formats from CHR to Country in the very near future. Look for current PD Beau Weaver to remain with the station as morning personality, but not as PD. Rumor has it that the search for a new Country PD is going on right now.

Street Talk from New York is that Dennis Laventhal (and company) is close to signing a label deal with CBS.

Our sincere thoughts of sympathy go out this week to John Long, PD of KULF/Houston. John's 3-year-old son, Matthew, passed away last week in La Grange, GA, where the boy had been living with John's first wife.

Also our condolences to Joel & Louie Newman on the death of their father last weekend.



**ANOTHER STREET TALK EXCLUSIVE!** — Superstar manager Irving Azoff decided to shave his beard off, after sporting full facial hair for over four years. Naturally, Street Talk's roving photographer Nikon F. Stop was close by and filed this exclusive "new Irv" snapshot. You'll notice that the beard may be gone, but the mustache remains the same.

### The Beat Apparently Does Not Go On

David Randel, a resident of the Wareham Hotel, was the big winner in the KMKF-FM/Manhattan, KS "Win A Jukebox Contest." David's winning was the source of lots of free newspaper publicity for the station, which ordinarily would be fine, but in this case...

Actually, David won't be able to take delivery of his prize right away. It seems that the police won't allow the jukebox to be delivered to the county jail where Randel occupies a cell due to his arrest on a felony theft charge. KMKF-FM will await the outcome of Randel's upcoming trial before making the final delivery arrangements.

Word out of Columbus is that WNCI has finally decided on a new Program Director. Gary Wall, formerly of KSPZ/Colorado Springs, will take over at WNCI on April 6.

Sondra Hill has resigned as National Secondary Promotion Manager at Capitol Records after eight years with the company. Sondra recently signed a book publishing contract with Simon & Schuster, and her first work will focus on the record industry.

Steve Summers has been promoted to Music Director at WDRQ/Detroit. The former 6-10pm jock will also take over PM drive for PD Bill Garcia.

Grammy champ Christopher Cross performed a homecoming concert in Austin, TX on Thursday (3-26), which also just happened to be "Christopher Cross Day" as declared by Austin's mayor. Along with the obligatory key to the city, Cross was also invited to speak before the state legislature. You might say that Austin is a town with a lot of pride in its native superstar.

Congratulations to Carol Peters of Planet Records and her husband Larry on the St. Patrick's Day birth of their third child, Evan Daniel Peters.

Chuck Kelly has resigned as Operations Manager of KSET-AM & FM/El Paso. He can be reached at (915) 581-4309.

John Antoon has exited as Executive Vice President of the Confidential Report tipsheet. Eli Bird, President of Confidential and Album Network, has purchased Antoon's stock. Look for Antoon to rejoin the record industry with a production or label deal in the near future.

Get well wishes to WQXI/Atlanta PD Fleetwood Gruver, who was in a serious automobile accident outside of Montgomery, AL last weekend. Luckily, Fleetwood emerged with only a shattered kneecap.

Catherine Deneuve, star of the Oscar-nominated "The Last Metro," has supposedly signed a recording contract with Phonogram in Europe and will record an album of torch tunes. We can hardly wait for the American release, especially if it's accompanied by a nationwide promotional tour of radio stations. We'll bet that Bob Sherwood is planning the whole thing right now!

## ELECTRIC WEENIE

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(808) 395-9600

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

ROSS & WILSON/WABC . . . "Thanks for all the help over the years, and keep on sending the jokes. Always a delight."

Jocks...write today for free samples.



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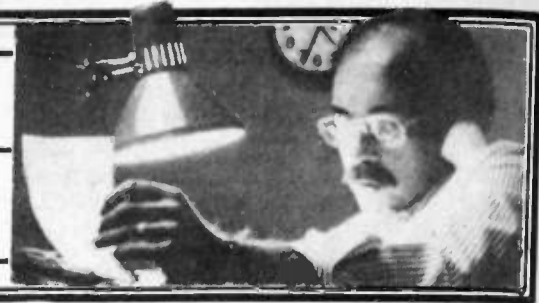
# T.G. Sheppard

- |             |             |
|-------------|-------------|
| Z93 add     | WISM on     |
| 94Q add 29  | KCPX deb 33 |
| WRKO deb 25 | WTSN on     |
| KLAZ add    | WHEB 28-19  |
| KXX106 on   | WHHY on     |
| WERC 29-25  | Z102 add 30 |
| WSGN 26-22  | WSGA 32-27  |
| WAAY 25-21  | 95SGF on    |
| Y103 add    | WFOX add    |
| WBBQ 29-27  | WCGQ add    |
| WHBQ 29-24  | WANS-FM add |
| 92Q on      | FM99 deb 36 |
| WOKI add    | KKLS on     |
| WRJZ add    | WRKR 32-30  |
| WNOX deb 30 | WEAQ add 30 |
| WQRK 31-25  | KBOZ on     |
| WVLK on     | KYYA 26-22  |

**"I Loved 'Em Every One"**

Produced By Buddy Killen For Tree Productions  
 Distributed By Warner Bros. Records  
 On Warner/Curb Records

# BRAD MESSER



## The Great Lineup Won't Be

Doing my homework to be ready for next year's well-publicized Great Lineup of the planets, I dragged out some clippings and reference books and decided to telephone an astronomer or two. Nothing better than an expert who can explain complicated events in simple English, I was thinking, as I dialed the McDonald Observatory to get some good audio from a respected scholar.

The first I'd heard of the Lineup was when the book "The Jupiter Effect" was published a few years ago. It was a pretty sensational book. Too sensational, it turned out. Scientists hurried to play down the book's alarmist predictions of earthquakes and other natural disasters that might be caused by the gravitational pull created by the planets being in a straight line out from the sun. They said the Lineup might be interesting but not devastating. The experts who hurried to debunk the predictions that California might drop into the Pacific when the San Andreas Fault gave way did not challenge the basic prediction of a planetary lineup.

Now even that, it turns out, has been challenged... but too late to erase the Jupiter Effect predictions from reference books and other publications. Conscientious individuals who have been collecting articles and clippings so they'd have background information when the event occurs can throw 'em in the waste basket.

Dr. Dale Mulholland says astronomers have done their own homework and are anxious for us all to know there will be no Great Lineup at all, merely a semi-lineup which will spread the planets across about one-fourth of the sky... within a 45-degree span, not a few degrees as earlier forecast. The semi-lineup coming next year, he says, happens roughly every 270 years, and nothing is affected down here on Earth.

The astronomer who coauthored the Jupiter Effect has withdrawn and apologized for his predictions, and says in essence that he was much younger and somewhat gullible when he reached the erroneous conclusion that Earth might be wracked by tidal waves and earthquakes caused by extra-powerful pulling by the other planets.

Gee. When you go after a story you never know what you're gonna come back with. I went after Great Lineup details and came back without even a Great Lineup.

One thing about radio, though. Whereas it might be nice being a print journalist because when you've written it it stays written, in radio we can rewrite it time after time to accommodate newly-discovered information. The book is locked in. Radio can be updated endlessly. Our spoken words may vanish into the ozone, but that transience gives us an advantage over print.

## CALENDAR

### Soviets Sell Alaska For 2¢ An Acre

**MONDAY, MARCH 30:** On this date in 1867 the deal to buy Alaska from the Russians was okayed by the U.S., and the agreed-on price was a fraction less than two cents an acre for all that beautiful land (with its beautiful oil and beautiful gold, just to mention a couple of plus factors not apparent until after the sale).

On this date year-before-last, pregnant women and some children were evacuating the neighborhoods nearest Three Mile Island, two days after the reactor mishap.

Warren Beatty is 43. Eric Clapton is 36.

\* \* \* \* \*

### "Win This One For The Gipper!"

**TUESDAY, MARCH 31:** You know the story, now that all the old Ronald Reagan movies have been rerun en masse: Notre Dame's quarterback becomes a beloved hero, gets a deadly disease and is taken out of the Game of Life. Years later, coach Knute Rockne invokes the memory of George Gipp to charge up the team, which then wins the Big One "for The Gipper." Coach Rockne was killed in a plane crash fifty years ago today in 1931.

The tallest tower in the world at the time, the Eiffel in Paris, was opened today in 1889. Critics said it was a monstrosity. They always say negative stuff like that while other people are accomplishing things, eh?

Cesar Chavez is 54. Richard Chamberlain is 46. Shirley Jones is 47. Gabe Kaplan is 36.

\* \* \* \* \*

### Fair Warning: April Fools' Day

**WEDNESDAY, APRIL 1:** The origins of April Fools' Day are lost in hazy pre-history, but give a scholar an opportunity and he'll produce his favorite theory. Maybe the Hindus started it, by sending people on useless errands ("Hey, new kid, go find me a reel-to-reel cart!") and playing practical jokes. Perhaps the Scots... They call someone who has fallen for an April Fool trick an "April Gawk." Ancient Rome enjoyed itself by staging outdoor festivals with lots of music, but giving *fake directions* to the festival location.

The first weather satellite was placed in Earth orbit 21 years ago today.

Debbie Reynolds is 49. Ali McGraw is 42.

\* \* \* \* \*

### First Boxoffice Smash Closes First Theater

**THURSDAY, APRIL 2:** As everyone in this business knows, when you get a good act together you take it on the road. That's what happened with the first movies, until roadshow promoter Thomas Talley got the idea to stay in one place with the movies and let people come to him. Today in 1902 he opened The Electric Theater on Main Street in Los Angeles. When the smash hot movie "The Great Train Robbery" came along, Talley decided he could make a ton if he reverted to Plan One. He closed the first theater, took TGTR on the road for tent showings, and got rich.

Leon Russell is 40. Marvin Gaye is 42.

\* \* \* \* \*

### Carter Predicts "A Short Recession"

**FRIDAY, APRIL 3:** On this date last year President Carter confirmed a "short recession" had begun. The prime rate had hit 20% exactly two weeks earlier.

British historian J.D. Acton's well-known pessimistic warning was made on this date in 1887. "Power tends to corrupt, and absolute power corrupts absolutely!"

Doris Day and Marlon Brando are 57. Marsha Mason and Wayne Newton are 39. Tony Orlando is 37.



**THE HOTTEST DECALS YOU'VE EVER SEEN!**

YOUR LISTENERS WILL LOVE 'EM!

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WINDOW DECALS - BUMPERSTICKERS





Well, here we are again, striking a telling blow against ALL that's poopoo-headed.

The other day, I found a book published in 1892 that had a great collection of early etchings, including many by **Gustave Dore** . . . but the fascination of this early epic was its contents — an encyclopedic listing of people in fiction and mythology up to the turn of the century. Before turning to the soybean futures I immediately went to the X's in the back of the volume. There was the name **XIT** (Zit). **XIT**, we find, was the name of King Edward VI's favorite dwarf jester. I realize this may not be a great conversation starter, but it's OK if you are just now working your way up to becoming a functional illiterate.

This may surprise you, but **Buddy Ebsen**, the great star of "Barnaby Jones" and the "Beverly Hillbillies," has been an **ASCAP** composer of songs for 30 years! Buddy was a visitor to the Gary Owens column this week and we started chatting about music and showbiz. He and **Zeke Manners** have written the book and lyrics to "Turn To The Right," based on the first musical Buddy ever saw way back in 1916.

You may not know this, but he was the first choice to be the Tin Man in the "Wizard Of Oz," but because the goopy stuff they sprayed on him to look like tin made him ill and hospitalized, he couldn't do the part. Shortly thereafter, **Jack Haley** got the role and of course was integral in the award-winning movie. Buddy and his sister were a great dance team, when they zoomed into Holly-

wood from the "Ziegfeld Follies" (where Buddy was the tallest dancer they ever had). He's from Bellville, IL originally, and his folks owned a dance studio back there. In his early 70's he's off to even more prodigious achievements.

**Dick Lyons** of **KMXT/Kodiak, AK** interviewed the Gary Owens column last week in a big fund-raiser for public radio in the North Country.

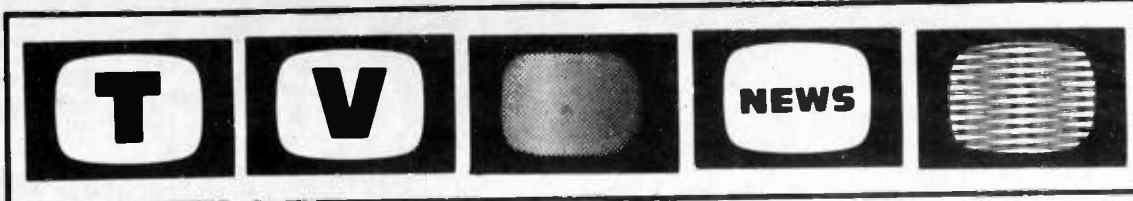
Dick let me sing all of the theme music to "Sergeant Preston Of The Yukon Writes His Name In The Snow" (one of our all-time favorite soundtracks).

**Paul Dunn** at **WRBA/Normal, IL** launched his successful "Be-Kind-To-Your-Amoeba Day" on March 13.

Paul feels that it should be an annual **CELL-a-bration** of one of nature's most enduring one-celled creatures.

Paul feels that there are at least three main ways in which amoebas are abused in our society:

1. People purposely run over millions of amoebas in puddles with their cars.
2. People brutally brush their teeth with them while camping by lakes.
3. Cities perform amoebic genocide when they chlorinate their town's drinking water. So there!



## CBS Keeps Rolling Along

CBS sauntered to another easy victory in the **Nielsen** contest for the week ending March 22, taking five of the top six positions en route to a 19.6 average rating, compared to **ABC's** 17.5 and **NBC's** 15.5. This unquestionable domination was achieved without the help of perennial front-runner "Dallas," which took another week off in order that a two-hour edition of "Dukes Of Hazzard" might be presented to the public. CBS also derived points from **Kenny Rogers**, who propelled his TV movie debut "The Gambler" to 11th place in its second airing. The standings went as follows:

3	1	60 Minutes (CBS)	—	11	The Gambler (CBS Wednesday Movie)
7	2	M*A*S*H (CBS)	18	12	Too Close For Comfort (ABC)
—	3	Gone With The Wind Pt. 1 (CBS Sunday Movie)	—	13	Laverne & Shirley (ABC)
—	4	Greatest American Hero (ABC Wednesday Movie)	13	14	Real People (NBC)
12	5	House Calls (CBS)	14	15	Happy Days (ABC)
2	6	Dukes Of Hazzard (CBS)	17	16	Fantasy Island (ABC)
11	7	Three's Company (ABC)	8	17	CHiPs (NBC)
6	8	Love Boat (ABC)	—	18	Hart To Hart (ABC)
—	9	That's Incredible (ABC)	—	19	Bugs Bunny Special (CBS)
9	10	Magnum P.I. (CBS)	20	20	Knots Landing (CBS)

"WKRP In Cincinnati" jumped 14 places to 28th last week.



**ANGELS OF THE MIDNIGHT** — Former "Saturday Night Live" star **Laraine Newman**, hosting one of the last editions of "Midnight Special," is pictured (left) with guest **Juice Newton** on the set.

### Music & Comedy On TV

More "Saturday Night Live" news — apparently three members of the cast which debuted this season, **Gilbert Gottfried**, **Ann Risley**, and **Charles Rocket**, have been dismissed, as well as a few writers. More to come, no doubt . . . The "Academy Of Country Music Awards" has announced the following performers for the April 30 NBC telecast: **Ed Bruce**, **Leon Everette**, **Terri Gbbs**, **Mickey Gilley**, **George Jones**, **Don King**, **Johnny Lee**, **Reba McEntire**, **John Schneider** (of "Dukes Of Hazzard"), **Sylvia**, and **Steve Wariner**. Hosts are, as previously announced, **Larry Gatlin** (who will perform, joined by the **Gatlin Brothers Band**), **Don Meredith**, and **Tammy Wynette** (who will also perform) . **Public TV Viewing Up**

For the first time, over half of America's TV households tuned into public TV at some point during a sample week, according to a December **Nielsen** survey. 40.6 million homes viewed public TV for an average of about 3½ hours during the week, 18% more than in a 1979 survey.

## VIDEOSCOPE:

**RIAA ANNOUNCES FIRST FOUR PLATINUM VIDEO AWARDS:** The RIAA/Video organization has certified "Allen," "M\*A\*S\*H," "Superman," and "10" as the home video recording industry's first four platinum videos, commemorating sales of at least 50,000 videocassettes and/or videodiscs with a retail list value of \$2 million. 18 gold video awards were also certified, commemorating sales of at least 25,000 units with a retail list value of \$1 million. The gold award winners were: "Close Encounters Of The Third Kind," "All That Jazz," "The French Connection," "The Muppet Movie," "Patton," "The Sound Of Music," "The Blues Brothers," "Coal Miner's Daughter," "Jaws," "The Jerk," "National Lampoon's Animal House," "Smokey And The Bandit," "Blazing Saddles," and "Enter The Dragon." The aforementioned platinum award winners made up the remaining four gold awards . . . **SONY INTRODUCES "BETA-STACK" CASSETTE CHANGER:** Sony recently debuted its "Beta-Stack" cassette changer, capable of programming 20 hours (four cassettes) of material from different channels and events over a two-week period. The "Beta-Stack" fits into the center of the VCR, measures 9-3/8 by 5-1/8 by 13-1/2 inches, and weighs five pounds, one ounce. The unit is priced at between \$180 to \$200. Buy one before you go on vacation . . . **NOSTALGIA MERCHANT ACQUIRES 39 CLASSIC FLICKS:** Hollywood, CA-based Nostalgia Merchant has acquired 39 classic films for home videocassette release. Originally produced by Edward Small, the package includes "The Man In The Iron Mask," "The Count Of Monte Cristo" (starring Robert Donat), "Black Magic" (starring Orson Welles), "The Last Of The Mohicans" (starring Randolph Scott), and "The Corsican Brothers" (starring Douglas Fairbanks Sr.). These five will be the first films released under the new pact and will retail for \$54.95. They will be available after May 1, 1981.

5

YEARS AGO  
TODAY

## Radio & Records

- ★ **CHUCK MORGAN NAMED PD OF Y95 / Tampa** — Station goes from automated to live Top 40.
- ★ **RICK CARROLL NAMED PD OF KEZY / Anaheim** — Formerly programmed **KKDJ / Los Angeles**.
- ★ **JEFF POLLACK APPOINTED MUSIC COORDINATOR AT KBPI / DENVER.**
- ★ **NUMBER ONE FIVE YEARS AGO: "December 1963" — Four Seasons (WB)**
- ★ **NUMBER ONE COUNTRY: "You'll Lose A Good Thing" — Freddy Fender (ABC / Dot).**
- ★ **NUMBER ONE LP: "Comes Alive" — Peter Frampton (A&M)**



Joel  
Denver

LEARN TO BE A COMMUNICATOR

## PD's As Staff Motivators

Have you ever sat around the radio station with tons of production to do, working with less than adequate equipment? Does the basic topic of daily conversation center around how the PD doesn't care and won't listen to anyone's problems?

The key to turning this kind of situation around lies with the PD, and the air staff's understanding of his role. The title of PD used to imply someone sitting around and picking the hits and thinking up a clever weekend promotion with a revised shift schedule attached. The position has now grown to one of full responsibility for all areas of the station, and each and every PD has his or her own idea of how best to achieve set goals.

To give you an idea of what some winning PD's do to promote success both on the air and internally, I spoke with several of them about their ideas in these areas. After reading this, you as a PD might want to reevaluate your relationships with your staff; and if you are an air staffer, you might look for ways to help your PD reverse a less than workable situation.

### Personal "PR" Of A PD



John Young

John Young, PD of Z-93/Atlanta, is highly respected in his position and is regarded in the industry as a gentleman. How does a nice guy maintain control and motivate a staff? "My key role as a PD is to bridge communications within the staff. I do this by letting programming and sales know what's going on. People who don't see each other on a daily basis due to working hours can be alienated from each other, and it's my job to see this doesn't happen," John explained.

How do you get the ball rolling on establishing a winning attitude? John feels "a person has got to be a winner to start with, and have the right attitude going into the job. I try and surround myself with winners, creative people who will be open and bounce concepts around for a flow of positive ideas."

Some PD's use memos to make announcements and give instruction, and some do it very effectively, especially when there are a lot of small daily updates and changes regarding internal information. John tries to use the personal touch and backs this approach by saying, "You can expect people to do a lot, but not everything, unless you take the time to show them exactly what is needed."

John also has ideas on how to keep motivation rolling once it is established. "I try and keep constant momentum at Z-93 by keeping everyone up and hot with new promotions and a constant flow of information. Too often a station will hit peaks and valleys just because a PD can't make a decision on a situation."

Citing confusion among PD's changing their stations' demos for an older audience, John remarked, "When a staffer asks you why, you should be ready with an answer. Even if it is wrong, you have made a decision and it can always be reversed. It's the personal 'PR' of a PD that keeps a station moving in bad times, and a staff will be more likely to rally around the PD who is not only respected, but well-liked."

### Taking It To The Streets

Tony Stewart, PD of KDVV (V-100)/Topeka, KS, related his total involvement with his air staff: "When my jocks go out to do an appearance, I go with them. You can't ask someone to do something that you wouldn't do yourself."

This point is basic to a sound working relationship with a staff. Another way that Tony works with his



staff also requires extra effort on his part. He will take them out in his car and examine V-100's outdoor advertising for location acceptance and visual impact. At the same time, they look at those of the competition and discuss what they've seen during a meal. Input is then passed on to the GM.

Accentuating the positives and playing down the negatives is important to Tony, especially when critiquing an aircheck. "If you bring out enough positives about a person's work, the negatives seem to disappear as the person begins to 'key in' on what he does well."

There are times when a PD must get involved with a staffer's personal problems, especially when they start to affect the working environment. Tony believes this area is critical to maintaining a winning feeling at the station. "When employees know that the PD really cares about their happiness in all areas, it can make all the difference in the world."

### A PD Is A Guiding Hand



Todd Chase

How a station is programmed is usually a direct reflection of the PD and his own personality. JB-105/Providence PD Todd Chase operates totally on positives and the premise that a PD should be "the guiding hand" and not a dictatorial monster trying to win through intimidation.

Todd told me, "When everyone is happy and feeling good, it shows through to the audience on the air. It's like calling a friend and by the sound of his voice, knowing that all is going great. I try to impress on my people the need to win, and I achieve a winning attitude by not over-programming the radio station."

The term "over-programming" can have different meanings to different people, but in Todd's case: "I let the jocks ad-lib and be creative so that they can have a good time on the air. I reinforce this by maintaining a constant flow of information from my air staff both in the station and at informal meetings at someone's home. More information seems to surface outside the station."

Todd pointed out a good example of this when he recently hired Grady Brock (formerly at WAYS/Charlotte, WCFL/Chicago, and others) to do nights for him. "Grady has only been here a short time, but has already loosened up because he can be a personality, and has offered some great suggestions for the station."

Working on the "Vince Lombardi Teamwork Theory," Todd feels the main purpose of a PD is to develop a level of communication with his staff created by being honest and open with them. "This openness and honesty should extend to the GM's office, otherwise a paranoid situation is ripe to develop at the station." This is an excellent point, because people around a station can pick up on bad feelings between a PD and GM.

One of the main gripes among jocks at stations has always been "not getting freebies that the PD has access to" from clients and record companies. Todd tries to take care of his air staff on an equal basis "by ordering any album they want. This tends to avoid missing albums from the music library."

When a PD gets out the pom-poms to keep morale from sagging, it must be remembered not to over-hype the staff, but as Todd says, "Stress the possibility of a positive, rather than the impossibility of it. When a true negative does come along, make sure you take care of it with careful thought and good judgment, making sure that everyone knows the reasons for your actions."

### Same Problems In Small Markets

In small markets, money tends to be even tighter and promotions not as extravagant, and the same basic

problems of motivation must be tackled. "In a market like this, the problems are even harder to overcome," said Larry O'Neal, Operations Manager of Q-101 (WJDQ)/Meridian, MS.

"One way of overcoming salary problems is by giving out cash incentives to jocks for any spec spots they cut that result in a sale," he suggests. It's an old idea but it seems to work well for Larry.

Another way that Larry keeps motivation high is to keep the station sounding good so that all of his air staff feel proud of the air product. He encourages input with an "open-door policy" for his office.

When it comes to airchecking his staff, "I don't sit down on a regular basis with them because they are all real good and don't need a heavy hand in this area. When they need help, they come to me and criticism is handed out in a constructive and friendly manner. One of the things I like to do is to call a jock on the air and tell him how good he sounds."

### A National Overview

Having the responsibility for one station is a major undertaking, but when you are the man in charge of a whole chain, the philosophies and priorities of motivation come from you and must permeate all the stations. Don Benson, VP of Programming for Western Cities Broadcasting, owners of KZZP-AM-FM/Phoenix, KMGX-KRQ/Tucson, KMJJ-Sacramento, and KMJJ-KLUC/Las Vegas, gives some insight as to what he tells his local PD's.



Don Benson

"The local PD must fight for what he believes in and at the same time should have a full understanding of the GM and his needs, so this can filter down to the other departments and the air staff. When the station is having a rough month in sales, it is hard to go in and be unrealistic with promotion requests," he says.

Spending time with the staff is a very important point, according to Don: "You have to find out what makes each individual on your staff tick so you can give him or her proper guidance without smothering or squelching creativity."

Besides playing psychologist and cheerleader, the PD must not forget that a little thing like a note complimenting a job well done goes a long way. "Self-fulfillment is one of the best motivators I know. We take it even further by offering cash incentives for personal performance in the ratings. When the book comes back, the jocks feel satisfied that a good performance was recorded and more money is in the bank," Don comments.

Another subject which came up earlier in this article is honesty. Don stressed, "You have got to be honest, even if it hurts. Keep your staff totally informed about what is going on and let them give you reaction to developments. If you are going to be a PD, you must be ready to accept criticism too."

Don points out, "The industry has neglected the development of talent over the years, and I urge my PD's to work with the air talent to cultivate what is already available in the radio station to a maximum level before making any wholesale staff changes." (In a future article, the subject of "Where Has All The Talent Gone?" will be covered.)

Now that you've read what a variety of PD's around the country feel about their roles and staff motivation, you might as a PD want to go through a little self-evaluation in these areas. If you are part of an air staff, some of these ideas might be worth suggesting in a tactful manner to your PD.

The momentum towards a positive and winning attitude has got to start somewhere, and you can be that catalyst. One of the things to remember is that teamwork gets it done, and teamwork develops from an understanding of all sides to any given situation. Generally, a station that is fun to work at and is run as a smooth and efficient business is usually a successful operation.

# When It Comes To Contemporary **Hits** Radio Columbia **Hits** Hard!

**CHECK OUT THE STATS ON THESE THREE GREAT RECORDS:**

## CHAMPAIGN "How 'Bout Us"

WKTU add	KENI add	KIQO 15	WJDX 29-27	WRJZ 24-20	KHYT 27-20	WEAQ 25-24
CKGM add	WFIL 19-16	KYYX 20-18	KXX106 deb 26	WORK 15-10	WLAM 32-30	KATI 31
KJR add	WCAO 11-7	KPLZ 22-21	WERC 14-13	WVLK 19-17	WTSN 22-20	KYYA 25-24
KBFM add	WXKS-FM 9-6	KOPA 29-26	WSGN 13-12	WLOL-FM 26-22	WHEB 11-10	96KX on
B97 add	94Q 10-6	WFBR 18-16	G100 24-20	KSTT 29-21	WCIR 19-10	WZUU on
WBBO add	Y100 26-24	WOLF 27-23	WAXY 30-23	WISM 28-26	WHHY 11-4	WFMF on
WAKX add	O105 11-10	KC101 20-14	Y103 11-9	WIKS 33-31	WFOX deb 29	BJ105 on
KZZP add 28	WCKX 9-4	14Q 24-23	FM100 14-13	WMEE 28-26	WFLB 35-31	95SGF on
KRO add	KEARTH 24-18	WKEE 39-38	WHBO 17-11	WNCI 25-23	WANS-FM deb 24	WTRU on
WGUY add	KRLA 26-14	KSET-FM 12-7	KX104 22-20	KGGI 14-12	WROV 25-24	KDZA on
WSPA add 31	KFI 24-17	KINT 25	92Q 4-1	KJRB 27-24	FM99 16	KBOZ on
WISE add 38	KIIS-FM 22-21	WTIX 4-3	WOKI 26-22	KNBO 25-22	WRKR 28-27	

Taken From The Columbia LP: "Champaign" • Arranged By James Mack • Produced By Leo Graham For B-Line Productions

## JOURNEY "The Party's Over (Hopelessly In Love)"

94Q add	95SGF add	KFRC 21-18	KO94 30-22	KWEN 20-15	KNBO 29-27	KPUR 24-23	WSKZ on
WKRZ-FM add	WANS-FM add	KSFX 19-17	KLAZ 37-32	Z104 25-23	KTAC 28-24	KENI deb 35	WZOK on
WAQY add	KDVV add	WOLF 40-32	KXX106 23-19	WNAM 22-20	KYSN deb 30	KCBN 18-15	WOW on
KELP add 33	KDZA add	WHFM 30-27	FM100 24-22	WIKS 11-9	KMJK 29-28	KODI 27-24	92X on
KINT add	WBEN-FM 24-22	WFLY 25-23	KX104 28-26	WMEE 23-21	KLUC 27-22	KRLC 10-5	KJRB on
WFMF add	WIFI deb 29	WPST 28-25	WOKI deb 34	YES-95 7-6	KENO deb 27	O107 on	KTKT on
G100 add	JB105 30-26	K104 22-15	WBCY 10-8	WNCI deb 25	KRO deb 28	WTRY on	WGUY on
WAAY add	KRBE 5-5	WKEE 20-17	KJ100 13-11	WDJX 26-22	WACZ deb 29	WAEB on	WFOX on
WNAP add 27	WLS-FM 27-26	KSRR 20-19	WVLK 28-27	KKXX 12-9	WCIR deb 30	V100 on	KOOK on
WJBO add	KBEO 25-22	KHFI 29-22	WGRD 13-11	KERN 29-28	95XIL 33-27	KBFM on	KFXD on
WLAM add	WGCL 16-16	WTIX deb 29	WAKX 29-26	KYNO-FM 29-28	WCGO 19-16	WBBO on	
WIGY add	O102 25-23	B97 18-18	KSTT 24-23	KIDD 26-23	FM99 32-30	92Q on	

Taken From The Columbia LP: "Captured" • Produced By Kevin Elson

## HAWKS "Right Away"

KX104 add	WIFI 27-24	WHYN 27-23	WGH 24-23	WFBG on
KIOA add	96KX 29	KLAZ 40-38	WFIL on	KENI on
KWEN add	JB105 26-24	Y103 37-33	WGCL on	KRLC on
KWLO add	KRBE 26-25	BJ105 35-31	KTAC on	

Taken From The Columbia LP: "Hawks" • Produced By Tom Werman For Julia's Music, Inc.



**COLUMBIA RECORDS:**

**WE DON'T JUST MAKE RECORDS, WE BREAK THEM.**



# Parish

Continued from Page 1

ned no changes at WPLJ. A 15-year radio veteran, Parish started at WKVA/Lewiston, PA, becoming an account exec at KDKA/Pittsburgh in 1970. He served as Sales Manager of WIND/Chicago in 1973 and was named GSM at WLS in the same city the following year. His first GM position was at KHOW/Denver in 1978, after which he joined KSFX.

# WMJQ

Continued from Page 1

DC101/Washington right under the nose of the FCC." Sebastian explained the use of the term: "It just means it's a great record. I got it from the street. We're not using the word 'ass,' which has an entirely different set of connotations. We're using the term 'kick-ass,' which is just a street term for something good."

Steve Sewell, Acting Chief of the FCC Broadcast Bureau's Complaints & Compliance Division, told R&R, "We have received complaints but I don't think it's legally actionable based on what we've received in letters to date. Just the occasional promotional announcement that this is 'Kickass Rock' is clearly not obscene, and I don't think it's legally indecent within the Supreme Court's very narrow ruling" (in the George Carlin "seven dirty words" case, in which WBAI/New York was reprimanded for airing a comedy routine judged "patently offensive" to listeners). Sewell added that complaints had been received over the slogan's use by several stations.

# Nelson

Continued from Page 1

elaborate on that. No replacement will be named until Charter's new National PD, Al Casey (R&R 3-20), joins the company on April 6."

# FCC

Continued from Page 1

marketplace is a better judge of listeners' preferences than the Commission could ever hope to be."

One Washington communications attorney told R&R the decision is "more meaningful than radio deregulation because it says the FCC shall not be in the business of determining music formats, which are 90 to 95% of a station's air time."

At the NAB, General Counsel Erwin Krasnow said, "My reading of the Supreme Court decision is that the FCC's radio deregulation decision will be upheld in the courts."

# Brooks

Continued from Page 1

in this industry. I look forward to that challenge."

## Destination: 'Round The World

Hauenstein, who sold the two Phoenix stations to Sandusky 2½ years ago, told R&R, "If I had not had the extra luxury of being blessed with so much success so early in my career, this job would be my life's goal. I wouldn't want to work any place else. But I have a yacht in the Mediterranean and a house in Pebble Beach and I've spent a total of ten days on either one over the last two years. I just decided I'd rather do this at 32 than 45. The business has been fantastic to me and it's going to enable me to do the next best thing — travel around the world, go to Grand Prix races, take up tennis, etc."

Hauenstein continued, "I've had to balance it against the tremendous sense of fulfillment I've gotten from this job. It was a joy to be torn between two such exciting and happy alternatives. Finally I realized I couldn't devote the attention to the job that Dudley White had every right to expect from me. I'm absolutely not leaving to go to work for anyone else. It's an opportunity to live out a fantasy as long as it makes sense for me to do it."

# Goldrod VP/GM At New Zappa Label

Marty Goldrod has been appointed Vice President/General Manager at Frank Zappa's newly-formed Barking Pumpkin Records. The new label will be distributed by CBS, with a Zappa double album released on Columbia in April.

Goldrod was most recently VP/GM West Coast for Polydor, having previously worked in promotion at Mercury, Private Stock, and Arista. In addition, Marv Greifinger will continue his association with Zappa as Director/Press Information and Creative Liaison with CBS for the new label.



Marty Goldrod

# Milwaukee

Continued from Page 3

tions in radio. I figured we were playing about two percent of the total rock spectrum. I knew that if I did something crazy on the air I'd be taking away any chance of working in the Milwaukee market, but I decided to go ahead with it anyway." Field had been working part-time at WQFM for slightly over a year, his first professional radio position. He has now started a "Save The Music" campaign to mobilize popular sentiment against tight playlists.

Alberts noted that Field was the second airstaffer fired for violating the station's format within the past month, explaining that John Rausch was dismissed for a similar, though less spectacular, infraction earlier. Alberts mentioned that Field had gone to the local press with the story of his firing, causing a furor, with letters from outraged listeners.

"The press is making it out that I'm firing them for the music they're playing," Alberts continued. "What they don't understand is that it's more than just playing records on the radio. It has to do with not doing what they're getting paid to do."

"I'm getting petitions, letters about tight playlists... all the press is doing is getting them mad. How can you make the average Joe understand why you have to have a format?" Alberts asked exasperatedly.

# Elton Sues MCA For \$11 Million

Elton John filed a \$1.3 million breach-of-contract suit against MCA Records last week (3-19). John's suit, filed in conjunction with John Reid Enterprises and Sackville Productions (a British entertainment rep firm fronted by attorneys Michael Oliver and Ashley Laurence), seeks another \$10 million in exemplary damages from the label.

The suit arises from MCA's refusal to accept "The Complete Thom Bell Sessions" as Elton's sixth and final album for the label under his last contract there. Robert Dudnik of the Rosenfeld, Meyer & Sussman legal firm, representing MCA in this case, told R&R, "The suit is totally without merit. Four of the six masters submitted for the album are performances of tracks on previous albums and don't comply with the terms of the contract."

Three tracks are said to be remixed, reedited versions of tunes previously issued on the 1979 "Thom Bell Sessions" EP, and the fourth a re-recording of "Shine On Through," found on 1978's "Simple Man" LP. John's five-year, six-album MCA contract expired March 26; he signed with Geffen Records earlier this year.

# Divney Joins Warner Amex

Larry Divney has been named Vice President, Advertising Sales for Warner Amex's recently announced MTV: The Music Channel. Divney, who was most recently VP/GM of WLS-FM/Chicago, will begin establishing a national sales organization to secure advertising revenue for MTV.

In making the announcement, Robert McGroarty, Senior Vice President, Marketing and Sales for Warner Amex, said, "I am delighted Larry has joined us to head up this operation for our company." His extensive background in marketing contemporary music to advertisers is recognized throughout the country. His background will be invaluable to the growth of MTV."

# Glade

Continued from Page 3

Glade, a six-year station veteran, commented, "I'm proud of the station, and it's a phenomenal property, so to be involved in the management is very exciting." He added, "It's basically a natural evolution; there aren't any real problems here. My number one goal during the transition is to maintain our momentum. We've had excellent growth, but coming from the sales side I've got to do some major rebuilding to keep us moving."



"TWO B'S OR NOT TWO B'S" — After a recent performance in Atlanta supporting their LP "Two B's Please," members of Ovation's Robbin Thompson Band posed backstage with local radio and promotion personalities. Pictured (l-r, front row) RTB's Michael Lanning and Velpo Robertson, Crossover Promotions' Wynn Jackson, National Album Promotion Director for Ovation Lauren Korman; (l-r, back row) RTB Manager Ken Brown, 94Q/Atlanta PD Jeff McCartney, Crossover Promotions' John Parker, RTB's Eric Heiberg and Bob "Rico" Antonelli.

**GOTTA GET WET!**

get wet

**HOT NEWS**

THIS WEEK  
STYX

NEXT WEEK  
REO SPEEDWAGON  
BADFINGER

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

# The Spring Radio Calendar

Watermark and its "Special of the Week" network proudly present a great new 13-week package of musical artist profiles on "The Robert W. Morgan Special of the Week," starting the first weekend in April and taking you through June. And stick with us during the rest of 1981 for many more memorable musical moments.

**Steely Dan**

April 4-5

**Andy  
Gibb**

May 9-10

**CLIFF  
RICHARD**

May 30-31

**DOLLY  
PARTON**

April 11-12

**Willie Nelson**

May 16-17

**earth, wind  
& fire**

June 6-7

**KOOL  
& the Gang**

April 18-19

**SUPERTRAMP**

May 23-24

*Olivia  
Newton-John*

June 13-14

**BOZ  
SCAGGS**

April 25-26

**MICHELOB<sup>®</sup>**

**THE ROBERT  
W. MORGAN  
SPECIAL OF  
THE WEEK**

**Harry  
Chapin**

June 20-21

**the  
dirt band**

May 2-3

**ABBA**

June 27-28



Watermark

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# ADDS & HOTS

## SOUTH Most Added Hottest

John Lennon Hall & Oates  
Kim Carnes Grover Washington Jr.  
Dottie West Steve Winwood

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

### EAST

#### PARALLEL TWO

140W Worcester, MA  
Gary Nolan

Hottest:  
STYX 1-1  
HALL & OATES 4-2  
BARBRA STREISAND 6-5  
LEO SAYER 8-6  
STEVE WINWOOD 17-11

WBDF/Rochester, NY  
Dave Mason

STEELY DAN  
ERIC CLAPTON  
GINO VANNELLI  
PHIL COLLINS (dp)  
JOHN LENNON (dp)  
Hottest:  
REO SPEEDWAGON 1-1  
POLICE 9-7  
SHEENA EASTON 11-8  
HALL & OATES 13-9  
GROVER WASHINGTON 23-14

WICC/Bridgeport, CT  
Bob Mitchell

CLIMAX BLUES BAND  
JOHN LENNON  
KIM CARNES  
ANNE MURRAY  
Hottest:  
STYX 1-1  
HALL & OATES 11-4  
STEVE WINWOOD 9-6  
GROVER WASHINGTON 15-10  
TERRI GIBBS 16-13

WKEE/Huntington, WV  
Gary Miller

GINO VANNELLI  
JOHN O'BANION  
JOHN LENNON  
ROLLING STONES  
KIM CARNES  
Hottest:  
HALL & OATES 4-1  
STEVE WINWOOD 6-4  
SHEENA EASTON 9-5  
GROVER WASHINGTON 13-7  
JUICE NEWTON 17-9

WOLF/Syracuse, NY  
Bob Mitchell

PHIL COLLINS  
GINO VANNELLI  
BARRY MANILOW  
ROLLING STONES  
Hottest:  
POLICE 2-1  
STEVE WINWOOD 3-2  
GROVER WASHINGTON 5-3  
NEIL DIAMOND 14-9  
RAYDIO 29-22

WPST/Trenton, NJ  
Tom Taylor

JEFFERSON STARSHI  
ROLLING STONES  
Hottest:  
HALL & OATES 3-1  
STEVE WINWOOD 4-3  
CLIMAX BLUES BAND 11-7  
APRIL WINE 15-10  
WHO 23-15

WTRY/Albany, NY  
Bill Cahill

JOHN LENNON  
CLIMAX BLUES BAND  
Hottest:  
REO SPEEDWAGON 1-1  
HALL & OATES 6-3  
SHEENA EASTON 8-6  
REO SPEEDWAGON 19-9  
STYX 29-23

WAEB/Arlington, PA  
Jeff Frank

STEVE WONDER  
FRANKE/RNOCROUTS  
PHIL COLLINS  
KIM CARNES  
Hottest:  
BLONDIE 1-1  
JUICE NEWTON 14-7  
JOHN O'BANION 26-18  
STEVE WINWOOD 21-19  
WHO D-24

WHYN/Springfield, MA  
Andy Carey

GINO VANNELLI  
KIM CARNES  
Hottest:  
NEIL DIAMOND 1-1  
HALL & OATES 3-2  
BARBRA STREISAND 6-3  
JUICE NEWTON 11-8  
FRANKE/RNOCROUTS 14-12

KC101/New Haven, CT  
Danny Lyons

GINO VANNELLI  
FRANKE/RNOCROUTS  
CLIMAX BLUES BAND  
KIM CARNES  
Hottest:  
STYX 1-1  
GROVER WASHINGTON 7-5  
STEVE WINWOOD 8-6  
JAMES TAYLOR 14-11  
RAYDIO 28-25

WFBR/Baltimore, MD  
Andy Szulinski

LEON REDRONE  
KIM CARNES  
JOHN O'BANION  
JOHN COUGAR  
Hottest:  
HALL & OATES 1-1  
STEVE WINWOOD 6-2  
GROVER WASHINGTON 4-3  
SMOKEY ROBINSON 9-4  
RAYDIO 20-13

WBLI/Long Island, NY  
Bill Terry

TERRI GIBBS  
GINO VANNELLI  
PHIL COLLINS  
REO SPEEDWAGON  
Hottest:  
STYX 1-1  
SHEENA EASTON 8-2  
GROVER WASHINGTON 18-9  
JUICE NEWTON 21-13  
JAMES TAYLOR 19-14

WTIC/FM/Hartford, CT  
Rick Donahue

JAMES TAYLOR  
SMOKEY ROBINSON  
Hottest:  
STYX 2-1  
HALL & OATES 5-2  
SHEENA EASTON 6-3  
STEVE WINWOOD 11-8  
GROVER WASHINGTON 12-9

Q108/York, PA  
Steve Gallagher

Hottest:  
STYX 1-1  
HALL & OATES 4-2  
STEVE WINWOOD 7-5  
SHEENA EASTON 13-5  
GROVER WASHINGTON 17-10

WHFM/Rochester, NY  
Marc Cronin

CLIMAX BLUES BAND  
JOHN LENNON  
JEFFERSON STARSHI  
DAN HARTMAN  
Hottest:  
BARBRA STREISAND 1-1  
HALL & OATES 9-2  
SHEENA EASTON 10-4  
GROVER WASHINGTON 15-11  
ERIC CLAPTON 16-12

WFLY/Albany, NY  
Buzz Phillips

STYX  
PHIL COLLINS  
LEON REDRONE (dp)  
RICK SPRINGFIELD  
38 SPECIAL  
Hottest:  
HALL & OATES 7-2  
STEVE WINWOOD 8-3  
POLICE 14-9  
JUICE NEWTON 15-10

K104/Erie, PA  
Bill Shannon

38 SPECIAL  
DOTTIE WEST  
KIM CARNES  
Hottest:  
POINT BLANK  
SHOT IN THE DARK  
Hottest:  
CLIFF RICHARD 1-1  
CLIMAX BLUES BAND 9-4  
REO SPEEDWAGON 15-5  
JOURNEY 22-15  
JOHN O'BANION 39-29

V100/Charleston, WV  
Jay Jarvis

GINO VANNELLI  
JOHN O'BANION  
38 SPECIAL (dp)  
RICK SPRINGFIELD (dp)  
ROLLING STONES (dp)  
ERIC CLAPTON (dp)  
Hottest:  
HALL & OATES 3-1  
STEVE WINWOOD 17-9  
POLICE 16-13  
JUICE NEWTON 19-14  
SMOKEY ROBINSON 28-22

WAGY/Springfield, MA  
Mike Adams

GINO VANNELLI  
PHIL COLLINS  
JOHN O'BANION  
KIM CARNES  
CHRIS CROSS  
JOURNEY  
38 SPECIAL  
JEFFERSON STARSHI  
Hottest:  
HALL & OATES 2-1  
ERIC CLAPTON 17-9  
JAMES TAYLOR 18-10  
FRANKE/RNOCROUTS 20-14  
JOHN COUGAR 24-15

B104/Baltimore, MD  
Jeffrey James

KIM CARNES  
PHIL COLLINS  
CHRIS CROSS  
WHO  
Hottest:  
HALL & OATES 5-1  
POLICE 3-2  
APRIL WINE 13-3  
STEVE WINWOOD 17-7  
ERIC CLAPTON 18-8

WKRZ/FM/Wilkes Barre, PA  
Jim Rising

GINO VANNELLI  
KIM CARNES  
JOURNEY  
JEFFERSON STARSHI  
JOHN LENNON  
Hottest:  
HALL & OATES 2-1  
SHEENA EASTON 3-2  
STEVE WINWOOD 4-3  
TERRI GIBBS 9-5  
GROVER WASHINGTON 11-7

WACZ/Bangor, ME  
(Formerly WLBZ)  
Michael O'Hara

JACKSONS  
GINO VANNELLI  
Hottest:  
SHEENA EASTON 8-1  
NEIL DIAMOND 6-4  
HALL & OATES 10-7  
JUICE NEWTON 11-9  
APRIL WINE 13-10

13FEA/Manchester, NH  
Keith Lemire

FRANKE/RNOCROUTS  
RAYDIO  
CLIMAX BLUES BAND  
ANNE MURRAY  
RUPERT HOLMES  
SHOT IN THE DARK  
Hottest:  
SHEENA EASTON 3-1  
HALL & OATES 5-2  
TERRI GIBBS 7-3  
JOHN COUGAR 13-10  
SMOKEY ROBINSON 14-11

WCIR/Beckley, WV  
Ron Hill

KIM CARNES  
PHIL COLLINS  
JOHN O'BANION  
SHOT IN THE DARK  
Hottest:  
TERRI GIBBS 2-1  
LOVERBOY 6-2  
JOHN COUGAR 10-4  
GROVER WASHINGTON 11-5  
CHAMPAIGN 14-10

WFBQ/Altoona, PA  
Tony Booth

JOHN LENNON  
GINO VANNELLI  
JEFFERSON STARSHI  
KIM CARNES  
Hottest:  
SHOT IN THE DARK  
TASTE OF HONEY  
KROKUS (dp)  
Hottest:  
BLONDIE 7-1  
HALL & OATES 4-2  
STEVE WINWOOD 8-4  
SHEENA EASTON 9-5  
SMOKEY ROBINSON 21-16

WGUW/Bangor, ME  
John Jackson

SMOKEY ROBINSON  
GINO VANNELLI  
CHRIS CROSS  
KIM CARNES  
JACKSONS  
RUPERT HOLMES  
CHAMPAIGN  
Hottest:  
BLONDIE 4-1  
TERRI GIBBS 6-4  
POLICE 7-5  
BARBRA STREISAND 9-8  
CLIFF RICHARD 10-9

WHBS/Portsmouth, NH  
Rick Bean

NICOLETTE LARSON  
GINO VANNELLI  
KIM CARNES  
ABBA  
DOTTIE WEST  
Hottest:  
SHEENA EASTON 1-1  
GROVER WASHINGTON 4-2  
HALL & OATES 9-5  
JAMES TAYLOR 15-11  
TASTE OF HONEY 26-20

WJBO/Portland, ME  
Mike O'Neill

CLIMAX BLUES BAND  
JOURNEY  
JOHN LENNON  
Hottest:  
REO SPEEDWAGON 1-1  
HALL & OATES 4-2  
TERRI GIBBS 13-7  
STEVE WINWOOD 19-10  
JOHN COUGAR 17-13

WTSN/Dover, NH  
Jim Sebastian

DOLLY PARTON  
RAYDIO  
TASTE OF HONEY  
KIM CARNES  
ABBA  
Hottest:  
HALL & OATES 1-1  
NEIL DIAMOND 3-2  
SHEENA EASTON 6-5  
GROVER WASHINGTON 10-7  
POLICE 14-17

WIGY/Bath, ME  
White Mitchell

JOHN LENNON  
STYX (dp)  
JOURNEY (dp)  
KIM CARNES  
ABBA  
Hottest:  
HALL & OATES 1-1  
GROVER WASHINGTON 6-2  
SHEENA EASTON 11-4  
SHEENA EASTON 7-6  
POLICE 13-9

WLAN/Lewiston, ME  
Chris Layne

PHIL COLLINS  
JOURNEY  
Hottest:  
HALL & OATES 4-1  
STEVE WINWOOD 6-2  
GROVER WASHINGTON 11-4  
SHEENA EASTON 7-6  
POLICE 13-9

95XIL/Parkersburg, WV  
Terry Lee Collins

DOTTIE WEST  
38 SPECIAL  
KIM CARNES  
Hottest:  
DON MCLEAN 2-1  
PAT BENATAR 4-2  
ROVERS 10-6  
STEELY DAN 15-11  
REO SPEEDWAGON 38-30

WACZ/Bangor, ME  
(Formerly WLBZ)  
Michael O'Hara

JACKSONS  
GINO VANNELLI  
Hottest:  
SHEENA EASTON 8-1  
NEIL DIAMOND 6-4  
HALL & OATES 10-7  
JUICE NEWTON 11-9  
APRIL WINE 13-10

### SOUTH

#### PARALLEL TWO

82Q/Nashville, TN  
Scooter Davis

DR. HOOK  
ROSANNE CASH  
JOHN O'BANION  
ROLLING STONES  
WHO  
Hottest:  
CHAMPAIGN 4-1  
HALL & OATES 6-4  
GROVER WASHINGTON 7-5  
JUICE NEWTON 12-9  
STEVE WINWOOD 18-11

8J105/Oriando, FL  
Tom West

JEFFERSON STARSHI  
JIM PHOTOGLO  
REO SPEEDWAGON  
SMOKEY ROBINSON  
DR. HOOK  
Hottest:  
BLONDIE 8-1  
DON MCLEAN 7-5  
HALL & OATES 11-6  
PAT BENATAR 12-10  
POLICE 18-14

KEEU/Shreveport, LA  
Marty Johnson

RAYDIO  
KIM CARNES  
DOTTIE WEST  
Hottest:  
STYX 1-1  
HALL & OATES 4-2  
YARBROUGH/PEOPLES 9-4  
SHEENA EASTON 10-7  
JUICE NEWTON 14-9

KTSA/San Antonio, TX  
J.J. Rodriguez

GINO VANNELLI  
Hottest:  
STYX 2-1  
BLONDIE 13-10  
HALL & OATES 21-18  
TERRI GIBBS 25-22  
GROVER WASHINGTON 29-24

KXX108/Birmingham, AL  
Chris Train

SHOT IN THE DARK  
ALI THOMSON  
ROX  
WHISPERS  
KIM CARNES  
JEFFERSON STARSHI  
Hottest:  
HALL & OATES 1-1  
GROVER WASHINGTON 6-2  
JOHN COUGAR 9-4  
POLICE 8-5  
JAMES TAYLOR 13-7

WAKY/Louisville, KY  
Marsha Witten

FRANKE/RNOCROUTS  
CLIMAX BLUES BAND  
STYX  
Hottest:  
BARBRA STREISAND 4-1  
REO SPEEDWAGON 22-12  
SHEENA EASTON 29-16  
CLIMAX BLUES BAND 24-18  
ERIC CLAPTON 34-24

WAXY/Ft. Lauderdale, FL  
Rick Shaw

JOHN LENNON  
RAYDIO  
TASTE OF HONEY  
FRANKE/RNOCROUTS  
JOHN O'BANION  
Hottest:  
STYX 1-1  
HALL & OATES 9-2  
YARBROUGH/PEOPLES 10-3  
GROVER WASHINGTON 12-5  
SMOKEY ROBINSON 15-10

WAYS/Charlotte, NC  
Mark Kessler

TASTE OF HONEY  
DOTTIE WEST  
ABBA  
CLIMAX BLUES BAND  
CHRIS CROSS  
STYX  
Hottest:  
STYX 1-1  
TERRI GIBBS 7-4  
GROVER WASHINGTON 9-6  
JUICE NEWTON 17-8  
NEIL DIAMOND 8-9

WBBQ/Augusta, GA  
Bruce Stevens

JEFFERSON STARSHI  
CHAMPAIGN  
JOHN LENNON  
JIM PHOTOGLO  
SHOT IN THE DARK  
Hottest:  
HALL & OATES 6-1  
STEVE WINWOOD 7-3  
GROVER WASHINGTON 13-8  
REO SPEEDWAGON 21-16  
STEELY DAN 22-18

WFME/Baton Rouge, LA  
Randy Rice

GINO VANNELLI  
JOHN COUGAR  
KIM CARNES  
JOHN O'BANION  
JOHN LENNON (dp)  
JOURNEY (dp)  
Hottest:  
YARBROUGH/PEOPLES 5-1  
HALL & OATES 9-3  
GROVER WASHINGTON 14-9  
ERIC CLAPTON 19-12  
REO SPEEDWAGON 23-13

WGH/Norfolk, VA  
Bob Canada

JIM PHOTOGLO  
DOTTIE WEST  
DR. HOOK  
KIM CARNES  
JEFFERSON STARSHI (dp)  
ROX (dp)  
Hottest:  
SHEENA EASTON 1-1  
JUICE NEWTON 7-5  
STYX 9-8  
CLIFF RICHARD 13-11  
JAMES TAYLOR 21-15

WHBQ/Memphis, TN  
Mike Scalzi

WHISPERS  
STEELY DAN  
DOTTIE WEST  
GINO VANNELLI  
Hottest:  
STYX 1-1  
HALL & OATES 5-3  
GROVER WASHINGTON 8-4  
JAMES TAYLOR 16-9  
SMOKEY ROBINSON 14-10

WJDX/Jackson, MS  
Bob Rall

KIM CARNES  
JOHN O'BANION  
GINO VANNELLI  
CLIMAX BLUES BAND  
ANNE MURRAY (dp)  
ROVERS (dp)  
Hottest:  
HALL & OATES 2-1  
STEVE WINWOOD 9-4  
LAKESIDE 16-6  
JUICE NEWTON 18-9  
TERRI GIBBS 22-16

WKIX/Raleigh, NC  
Ron McKay

GROVER WASHINGTON 2-1  
SHEENA EASTON 3-2  
STEVE WINWOOD 10-4  
JAMES TAYLOR 12-8  
JUICE NEWTON 13-9

KX104/Nashville, TN  
Michael St. John

JEFFERSON STARSHI  
SHOT IN THE DARK  
HAWKS  
Hottest:  
HALL & OATES 2-1  
GROVER WASHINGTON 4-2  
JUICE NEWTON 14-8  
JAMES TAYLOR 18-10  
SMOKEY ROBINSON 24-13

KJ100/Louisville, KY  
Bobby Hatfield

ROLLING STONES  
JIM PHOTOGLO  
JEFFERSON STARSHI  
CARL WILSON  
Hottest:  
POLICE 3-1  
MANFRED MANN 9-8  
APRIL WINE 14-12  
JOHN COUGAR 23-14  
CLIMAX BLUES BAND 24-18

KHF/Austin, TX  
Ed Volkman

KIM CARNES  
DOTTIE WEST  
BARRY MANILOW  
JOHN LENNON  
RICK SPRINGFIELD  
Hottest:  
BLONDIE 1-1  
POLICE 4-2  
STEVE WINWOOD 4-3  
CLIMAX BLUES BAND 12-7  
REO SPEEDWAGON 15-12

KBFM/McAllen-Brownsville, TX  
Steve Owens

CHAMPAIGN  
CHRIS CROSS  
TASTE OF HONEY  
KIM CARNES  
DOTTIE WEST  
JERMAINE JACKSON  
BARRY MANILOW  
Hottest:  
HALL & OATES 1-1  
YARBROUGH/PEOPLES 6-2  
SHEENA EASTON 7-4  
STEVE WINWOOD 12-5  
ERIC CLAPTON 20-16

WQRK/Norfolk, VA  
Ron Bates

JOHN LENNON  
ROLLING STONES  
CHRIS CROSS  
JOHN O'BANION  
STYX  
RAYDIO  
TASTE OF HONEY  
DOTTIE WEST  
Hottest:  
BLONDIE 1-1  
SHEENA EASTON 4-2  
GROVER WASHINGTON 11-7  
ERIC CLAPTON 21-15  
REO SPEEDWAGON 25-16

FM100/Memphis, TN  
Scott Sharwood

KIM CARNES  
SMOKEY ROBINSON  
Hottest:  
GROVER WASHINGTON 1-1  
HALL & OATES 5-2  
STEVE WINWOOD 8-3  
JAMES TAYLOR 12-4  
ERIC CLAPTON 16-9

WNOX/Knoxville, TN  
Scott Majors

STYX  
ANNE MURRAY  
JOHN LENNON  
PHIL COLLINS  
Hottest:  
STYX 1-1  
HALL & OATES 5-2  
RANNEY MEISNER 9-6  
SHEENA EASTON 11-8  
ERIC CLAPTON 17-13

WSKZ/Chattanooga, TN  
David Carroll

ROLLING STONES  
CHRIS CROSS  
RICK SPRINGFIELD  
Hottest:  
HALL & OATES 1-1  
TERRI GIBBS 4-2  
JUICE NEWTON 17-10  
JAMES TAYLOR 19-14  
SMOKEY ROBINSON 20-15

KINT/E Paso, TX  
Jim Zippo

RAYDIO  
TASTE OF HONEY  
JOHN O'BANION  
JOHN LENNON  
PHIL COLLINS  
JOHN O'BANION  
ROD STEWART  
ROLLING STONES  
RUPERT HOLMES  
DELBERT MCCLINTON  
CLIMAX BLUES BAND  
JACKSONS  
JOURNEY  
QUINCY JONES  
JIM PHOTOGLO  
ADDRESSI BROS.  
Hottest:  
HALL & OATES 1-1  
JAMES TAYLOR 37-15  
SMOKEY ROBINSON D-17  
REO SPEEDWAGON 26-21  
WHO 35-24

WERC/Birmingham, AL  
Kevin McCarthy

JOHN LENNON  
JOHN O'BANION  
CHRIS CROSS  
HOVES  
TASTE OF HONEY  
Hottest:  
GROVER WASHINGTON 2-1  
SHEENA EASTON 3-2  
STEVE WINWOOD 10-4  
JAMES TAYLOR 12-8  
JUICE NEWTON 13-9

KX104/Nashville, TN  
Michael St. John

JEFFERSON STARSHI  
SHOT IN THE DARK  
HAWKS  
Hottest:  
HALL & OATES 2-1  
GROVER WASHINGTON 4-2  
JUICE NEWTON 14-8  
JAMES TAYLOR 18-10  
SMOKEY ROBINSON 24-13

KJ100/Louisville, KY  
Bobby Hatfield

ROLLING STONES  
JIM PHOTOGLO  
JEFFERSON STARSHI  
CARL WILSON  
Hottest:  
POLICE 3-1  
MANFRED MANN 9-8  
APRIL WINE 14-12  
JOHN COUGAR 23-14  
CLIMAX BLUES BAND 24-18

KHF/Austin, TX  
Ed Volkman

KIM CARNES  
DOTTIE WEST  
BARRY MANILOW  
JOHN LENNON  
RICK SPRINGFIELD  
Hottest:  
BLONDIE 1-1  
POLICE 4-2  
STEVE WINWOOD 4-3  
CLIMAX BLUES BAND 12-7  
REO SPEEDWAGON 15-12

KBFM/McAllen-Brownsville, TX  
Steve Owens

CHAMPAIGN  
CHRIS CROSS  
TASTE OF HONEY  
KIM CARNES  
DOTTIE WEST  
JERMAINE JACKSON  
BARRY MANILOW  
Hottest:  
HALL & OATES 1-1  
YARBROUGH/PEOPLES 6-2  
SHEENA EASTON 7-4  
STEVE WINWOOD 12-5  
ERIC CLAPTON 20-16

WQRK/Norfolk, VA  
Ron Bates

JOHN LENNON  
ROLLING STONES  
CHRIS CROSS  
JOHN O'BANION  
STYX  
RAYDIO  
TASTE OF HONEY  
DOTTIE WEST  
Hottest:  
BLONDIE 1-1  
SHEENA EASTON 4-2  
GROVER WASHINGTON 11-7  
ERIC CLAPTON 21-15  
REO SPEEDWAGON 25-16

KELPE/Paso, TX  
Raymond Mesa

STYX  
JOURNEY  
Hottest:  
REO SPEEDWAGON 2-1  
YARBROUGH/PEOPLES 4-2  
PHIL SEYMOUR 12-7  
SISTER SLEDGE 15-12  
GROVER WASHINGTON 17-14

FM100/Memphis, TN  
Scott Sharwood

KIM CARNES  
SMOKEY ROBINSON  
Hottest:  
GROVER WASHINGTON 1-1  
HALL & OATES 5-2  
STEVE WINWOOD 8-3  
JAMES TAYLOR 12-4  
ERIC CLAPTON 16-9

WNOX/Knoxville, TN  
Scott Majors

STYX  
ANNE MURRAY  
JOHN LENNON  
PHIL COLLINS  
Hottest:  
STYX 1-1  
HALL & OATES 5-2  
RANNEY MEISNER 9-6  
SHEENA EASTON 11-8  
ERIC CLAPTON 17-13

WSKZ/Chattanooga, TN  
David Carroll

ROLLING STONES  
CHRIS CROSS  
RICK SPRINGFIELD  
Hottest:  
HALL & OATES 1-1  
TERRI GIBBS 4-2  
JUICE NEWTON 17-10  
JAMES TAYLOR 19-14  
SMOKEY ROBINSON 20-15

G100/Mobile, AL  
Scott Griffith

GINO VANNELLI  
JOHN O'BANION  
JOHN LENNON  
DOTTIE WEST  
SANTANA  
JOURNEY  
Hottest:  
HALL & OATES 2-1  
BARBRA STREISAND 3-2  
GROVER WASHINGTON 13-4  
SMOKEY ROBINSON 20-16  
JOHN COUGAR 21-18

WAAY/Huntsville, AL  
Jim Kendrick

DOLLY PARTON  
JOHN LENNON  
JOURNEY  
DOTTIE WEST  
RUPERT HOLMES  
JEFFERSON STARSHI  
Hottest:  
HALL & OATES 1-1  
SHEENA EASTON 4-2  
JAMES TAYLOR 20-11  
STEVE WINWOOD 17-12  
YARBROUGH/PEOPLES 21-13

CK101/Cocoa Beach, FL  
Steve Ocean

STYX  
PHIL COLLINS  
JOHN LENNON  
Hottest:  
STEVE WINWOOD 2-1  
HALL & OATES 10-4  
GROVER WASHINGTON 16-11  
SMOKEY ROBINSON 21-17  
KOOL & THE GANG 30-25

WSEZ/Winston-Salem, NC  
Bob Ziegler



# MIDWEST Most Added Hottest

Gino Vannelli Steve Winwood  
Kim Carnes Sheena Easton  
Climax Blues Band Hall & Oates  
Franke & The Knockouts

# ADDS & HOTS

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

# WEST Most Added Hottest

John Lennon Grover Washington Jr.  
Gino Vannelli Sheena Easton  
Kim Carnes Hall & Oates  
Steve Winwood

## MIDWEST

### PARALLEL TWO

**92X/Columbus, OH**  
Teri Nutter  
JUICE NEWTON  
GINO VANNELLI  
JOHN LENNON  
Hottest:  
STYX 1-1  
STEVE WINWOOD 8-3  
POLICE 12-7  
SHEENA EASTON 15-10  
GROVER WASHINGTON 17-11

**KIOA/Des Moines, IA**  
A.W. Pantoja  
RUPERT HOLMES  
HAWKS  
KIM CARNES  
GINO VANNELLI  
FRANKE/KNOCKOUTS  
Hottest:  
STYX 1-1  
STEVIE WONDER 14-8  
SHEENA EASTON 16-11  
POLICE 17-12  
ERIC CLAPTON 21-15

**KOFM/Oklahoma City, OK**  
Chuck Morgan  
GILBERT O'SULLIVA  
EMMYLOU HARRIS  
RUPERT HOLMES  
Hottest:  
REO SPEEDWAGON 2-1  
BLONDIE 5-3  
STYX 7-4  
SHEENA EASTON 12-9  
HALL & OATES 13-11

**KRAV/Tulsa, OK**  
Gary Reynolds  
JOHN LENNON  
KIM CARNES  
JOHN O'BANION  
Hottest:  
HALL & OATES 1-1  
SHEENA EASTON 3-2  
JUICE NEWTON 8-4  
GROVER WASHINGTON 11-7  
STEVE WINWOOD 10-8

**KZ93/Peoria, IL**  
Keith Edwards  
JOHN O'BANION  
JOHN LENNON  
FRANKE/KNOCKOUTS  
GINO VANNELLI  
Hottest:  
HALL & OATES 2-1  
STEVE WINWOOD 3-2  
POLICE 10-5  
GROVER WASHINGTON 12-7  
JUICE NEWTON 14-8

**WGRD/Grand Rapids, MI**  
Ray Baker  
WHO  
JOHN O'BANION  
GINO VANNELLI  
SMOKEY ROBINSON  
FRANKE/KNOCKOUTS  
Hottest:  
KOOL & THE GANG 1-1  
POLICE 11-3  
STEVE WINWOOD 7-5  
TERRI GIBBS 15-7  
REO SPEEDWAGON 14-8

**WHOT/Youngstown, OH**  
Dick Thompson  
GINO VANNELLI  
Hottest:  
HALL & OATES 2-1  
POLICE 16-11  
JAMES TAYLOR 25-14  
SMOKEY ROBINSON 26-16  
STEELY DAN 30-25

**WMEE/Fort Wayne, IN**  
John Curry  
STEELY DAN  
CLIMAX BLUES BAND  
FRANKE/KNOCKOUTS  
LOVERBOY  
Hottest:  
HALL & OATES 2-1  
STEVE WINWOOD 3-2  
BARBRA STREISAND 6-3  
POLICE 14-11  
SMOKEY ROBINSON 22-14

**WNAP/Indianapolis, IN**  
R. Reagan  
SMOKEY ROBINSON  
APRIL WINE  
REO SPEEDWAGON  
STYX  
FRANKE/KNOCKOUTS  
JOURNEY  
Hottest:  
BARBRA STREISAND 8-1  
SHEENA EASTON 12-5  
HALL & OATES 16-6  
GROVER WASHINGTON 17-7  
STEVE WINWOOD 13-8

**WNCI/Columbus, OH**  
Steve Edwards  
CLIMAX BLUES BAND  
GINO VANNELLI  
Hottest:  
BLONDIE 1-1  
SHEENA EASTON 13-5  
GROVER WASHINGTON 17-7  
JUICE NEWTON 20-10  
JAMES TAYLOR 18-13

**WOHO/Toledo, OH**  
Jeff McCarthy  
GINO VANNELLI  
BARRY MANILOW  
ABBA  
Hottest:  
STYX 3-1  
HALL & OATES 5-2  
JUICE NEWTON 10-7  
JAMES TAYLOR 14-10  
SMOKEY ROBINSON 24-17

**WOW/Omaha, NE**  
J.C. Corcoran  
CLIMAX BLUES BAND  
LOVERBOY (dp)  
Hottest:  
BARBRA STREISAND 3-1  
HALL & OATES 7-5  
STEVE WINWOOD 10-7  
SHEENA EASTON 11-8  
GROVER WASHINGTON 13-10

**WVIC/East Lansing, MI**  
Jim St. John  
SMOKEY ROBINSON  
BARRY MANILOW  
RUSH  
KIM CARNES  
JOHN LENNON  
38 SPECIAL  
ROX  
Hottest:  
STYX 1-1  
NEIL DIAMOND 4-2  
STEVE WINWOOD 8-5  
SHEENA EASTON 12-8  
ERIC CLAPTON 29-22

**KSTT/Davenport, IA**  
Bill Young  
FRANKE/KNOCKOUTS  
GINO VANNELLI  
PHIL COLLINS  
Hottest:  
BARBRA STREISAND 4-1  
GROVER WASHINGTON 8-3  
SHEENA EASTON 9-4  
TERRI GIBBS 10-5  
SMOKEY ROBINSON 14-8

**WISM/Madison, WI**  
Baru Starr  
GINO VANNELLI  
DOTTIE WEST  
ROD STEWART  
KIM CARNES  
CHRIS CROSS  
Hottest:  
STEVE WINWOOD 1-1  
POLICE 14-8  
JOHN COUGAR 17-9  
JAMES TAYLOR 23-17  
FRANKE/KNOCKOUTS 27-21

**KWEN/Tulsa, OK**  
Ronda Curtis  
BLONDIE  
GINO VANNELLI  
JOHN O'BANION  
JEFFERSON STARSHI  
HAWKS  
Hottest:  
STYX 1-1  
POLICE 4-2  
ERIC CLAPTON 13-9  
REO SPEEDWAGON 16-10  
BLONDIE A-11

**WYFM/Youngstown, OH**  
Jeff Tobin  
GROVER WASHINGTON  
Hottest:  
BLONDIE 1-1  
HALL & OATES 8-3  
SHEENA EASTON 16-8  
POLICE 13-10  
STEVE WINWOOD 19-12

**WTWR/Detroit, MI**  
Kurt Kelly  
POLICE  
FRANKE/KNOCKOUTS  
STEELY DAN  
PHIL COLLINS  
Hottest:  
DOLLY PARTON 1-1  
ROVERS 18-4  
GROVER WASHINGTON 24-1  
ERIC CLAPTON 26-14  
STEVE WINWOOD 30-20

**WAKX/Duluth, MN**  
Bruce McGregor  
CLIMAX BLUES BAND  
GINO VANNELLI  
CHAMPAIGN  
JOHN LENNON  
KIM CARNES  
Hottest:  
REO SPEEDWAGON 1-1  
HALL & OATES 11-4  
STEVE WINWOOD 13-6  
ERIC CLAPTON 15-9  
JAMES TAYLOR 28-13

**WNAM/Appleton-Oshkosh, WI**  
Jay Tyler  
CLIMAX BLUES BAND  
KIM CARNES  
RAYDIO  
JOHN O'BANION  
ROVERS (dp)  
JOHNNY AVERAGE (dp)  
WHISPERS  
Hottest:  
HALL & OATES 3-1  
STEVE WINWOOD 4-2  
SHEENA EASTON 8-5  
APRIL WINE 10-7  
REO SPEEDWAGON 20-11

**WGBF/Evansville, IN**  
Kevin Carpenter  
JAMES TAYLOR  
SMOKEY ROBINSON  
REO SPEEDWAGON  
STYX  
STEELY DAN  
JOHN COUGAR  
WHO  
CLIMAX BLUES BAND  
FRANKE/KNOCKOUTS  
Hottest:  
HALL & OATES 6-1  
SHEENA EASTON 12-6  
STEVE WINWOOD 13-8  
BLONDIE 10-9  
TERRI GIBBS 18-14

**WRB/Booth Bend, IN**  
Joe Lightner  
CLIMAX BLUES BAND  
Hottest:  
KOOL & THE GANG 1-1  
DON MCLEAN 4-2  
BARBRA STREISAND 20-16  
HALL & OATES 22-19  
SHEENA EASTON 25-20

**WZOK/Rockford, IL**  
Ed Lambert  
SHEENA EASTON  
JOHN LENNON  
PHIL COLLINS  
Hottest:  
HALL & OATES 4-1  
BARBRA STREISAND 9-5  
STEVE WINWOOD 15-7  
JAMES TAYLOR 16-11  
REO SPEEDWAGON 18-13

**Z104/Madison, WI**  
Mitchell/Hudson  
JEFFERSON STARSHI  
JOHN LENNON  
JOHN COUGAR  
KIM CARNES  
Hottest:  
REO SPEEDWAGON 3-1  
HALL & OATES 5-3  
STEVE WINWOOD 10-7  
APRIL WINE 11-9  
ABBA 14-10

**WIKS/Indianapolis, IN**  
Mike Timmes  
CLIMAX BLUES BAND  
PHIL COLLINS  
Hottest:  
BLONDIE 1-1  
STEVE WINWOOD 4-2  
GROVER WASHINGTON 17-11  
JOHN COUGAR 19-15  
HALL & OATES 22-17

**U93/South Bend, IN**  
J.K. Dearing  
REO SPEEDWAGON  
POLICE  
GROVER WASHINGTON  
STEVE WINWOOD  
Hottest:  
REO SPEEDWAGON 1-1  
STYX 3-2  
NEIL DIAMOND 11-3  
SHEENA EASTON 19-6  
REO SPEEDWAGON A-14

**WDJX/Dayton, OH**  
Mark Elliott  
38 SPECIAL  
JOHN LENNON  
RICK SPRINGFIELD  
QUINCY JONES  
SHERBS  
DOLLY PARTON  
POINT BLANK  
KIM CARNES  
Hottest:  
STYX 2-1  
JUICE NEWTON 18-9  
REO SPEEDWAGON 28-14  
WHO D-16  
STEELY DAN 32-20

**WLWL-FM/St. Paul, MN**  
Phil Houston  
STEELY DAN  
DOTTIE WEST  
PHIL COLLINS  
WHISPERS  
Hottest:  
GROVER WASHINGTON 2-1  
JAMES TAYLOR 15-9  
SMOKEY ROBINSON 22-14  
HALL & OATES 28-19  
POLICE 30-20

**YES 95/Cincinnati, OH**  
Barry James  
GINO VANNELLI  
CLIMAX BLUES BAND  
PHIL COLLINS  
JOHN LENNON  
Hottest:  
STYX 2-1  
BARBRA STREISAND 5-3  
HALL & OATES 8-4  
STEVE WINWOOD 12-8  
SHEENA EASTON 13-9

**PARALLEL THREE**

**KFYR/Bismarck, ND**  
Dan Brannen  
GINO VANNELLI  
KIM CARNES  
ANNE MURRAY  
Hottest:  
ROVERS 1-1  
DON MCLEAN 4-2  
JUICE NEWTON 9-6  
SHEENA EASTON 11-7  
APRIL WINE 15-11

**KKLS/Rapid City, SD**  
Mick Kjar  
WHO  
OUTLAWS  
KIM CARNES  
SHOT IN THE DARK  
Hottest:  
JOHN COUGAR 1-1  
TERRI GIBBS 4-2  
GROVER WASHINGTON 11-6  
STEVE WINWOOD 18-15  
HALL & OATES 21-18

**KKRC/Sioux Falls, SD**  
Don Nordine  
GINO VANNELLI  
KIM CARNES  
JIM PHOTOGLO (dp)  
Hottest:  
NEIL DIAMOND 1-1  
HALL & OATES 5-3  
STEVE WINWOOD 12-7  
GROVER WASHINGTON 14-8  
SHEENA EASTON 16-11

**KKXL/Grand Forks, ND**  
Jeff Parker  
CHRIS CROSS  
KIM CARNES  
REO SPEEDWAGON  
JIM PHOTOGLO  
Hottest:  
STYX 1-1  
NEIL DIAMOND 6-3  
STEVE WINWOOD 8-4  
BARBRA STREISAND 9-7  
SHEENA EASTON 16-12

**WEAQ/Eau Claire, WI**  
Rick Roberts  
TERRI GIBBS  
REO SPEEDWAGON  
T.G. SHEPPARD  
Hottest:  
DON MCLEAN 3-1  
JUICE NEWTON 13-10  
FIREFALL 16-11  
STYX 17-12  
JAMES TAYLOR 19-16

**WRKR/Recine, WI**  
Tom Bzak  
KIM CARNES  
ERIC CLAPTON  
FLEETWOOD MAC  
Hottest:  
STYX 1-1  
HALL & OATES 5-2  
STEVE WINWOOD 14-9  
TERRI GIBBS 19-12  
REO SPEEDWAGON 34-31

**WTRU/Muskegon, MI**  
Mike Stevens  
GINO VANNELLI  
KIM CARNES  
ANNE MURRAY  
Hottest:  
HALL & OATES 5-1  
STEVE WINWOOD 8-3  
TERRI GIBBS 14-11  
JAMES TAYLOR 18-12  
SMOKEY ROBINSON 20-13

**KDVI/Topeka, KS**  
Rocky Roberts  
JOURNEY  
GINO VANNELLI  
PHIL COLLINS  
Hottest:  
HALL & OATES 1-1  
JOHN COUGAR 5-2  
APRIL WINE 11-5  
STEVE WINWOOD 10-6  
GROVER WASHINGTON 13-10

**KELO/Sioux Falls, SD**  
Paul Wescott  
PHIL COLLINS  
RUPERT HOLMES  
WHO  
Hottest:  
STYX 1-1  
BLONDIE 3-2  
GROVER WASHINGTON 11-7  
STEVE WINWOOD 10-8  
FRANKE/KNOCKOUTS 16-12

**KWLO/Waterloo, IA**  
Drew Bentley  
JOHN LENNON  
CLIMAX BLUES BAND  
STEELY DAN  
HAWKS  
Hottest:  
STEVE WINWOOD 2-1  
JAMES TAYLOR 11-4  
JUICE NEWTON 16-6  
SHEENA EASTON 17-7  
38 SPECIAL 19-8

**WEST**

**PARALLEL TWO**

**KCPX/Salt Lake City, UT**  
Gary Waldron  
DOLLY PARTON  
GINO VANNELLI  
KIM CARNES  
OOTTIE WEST  
HEART  
RICK SPRINGFIELD  
DR. HOOK  
REO SPEEDWAGON  
STYX  
Hottest:  
STYX 1-1  
JUICE NEWTON 10-7  
NEIL DIAMOND 2-8  
JAMES TAYLOR 21-13  
TASTE OF HONEY 20-15

**KENO/Las Vegas, NV**  
Bill Alexander  
KIM CARNES  
CLIMAX BLUES BAND  
STEELY DAN  
JOHN LENNON  
Hottest:  
HALL & OATES 2-1  
JUICE NEWTON 12-4  
SHEENA EASTON 10-7  
APRIL WINE 17-11  
REO SPEEDWAGON 25-14

**KERN/Bakersfield, CA**  
Beau Reyes  
GINO VANNELLI  
REO SPEEDWAGON  
PHIL COLLINS  
JOHN O'BANION  
Hottest:  
STYX 1-1  
HALL & OATES 5-2  
SMOKEY ROBINSON 17-8  
GROVER WASHINGTON 15-10  
ERIC CLAPTON 16-11

**KGW/Portland, OR**  
Janis Wojniak  
SHEENA EASTON  
Hottest:  
REO SPEEDWAGON 4-1  
STYX 10-5  
DON MCLEAN 15-11  
CLIMAX BLUES BAND 19-15  
BARBRA STREISAND 21-16

**KJRB/Spokane, WA**  
Brian Gregory  
PHIL COLLINS  
GINO VANNELLI  
FRANKE/KNOCKOUTS  
TASTE OF HONEY  
YARBROUGH/PEOPLES (dp)  
JEFFERSON STARSHI (dp)  
Hottest:  
GROVER WASHINGTON 2-1  
STEVE WINWOOD 6-3  
SHEENA EASTON 7-4  
JAMES TAYLOR 18-11  
SMOKEY ROBINSON 17-12

**KRO/Tucson, AZ**  
Kent Lacey  
JOHN O'BANION  
CHAMPAIGN  
38 SPECIAL  
BLONDIE 3-1  
SHEENA EASTON 7-5  
STEVE WINWOOD 11-7  
POLICE 12-9  
STEELY DAN 17-14

**KTAC/Tacoma, WA**  
Tom Jeffries  
JOHN LENNON  
DOTTIE WEST  
ANNE MURRAY  
RICK SPRINGFIELD  
RUSH (dp)  
Hottest:  
NEIL DIAMOND 2-1  
GROVER WASHINGTON 5-3  
JUICE NEWTON 14-10  
SMOKEY ROBINSON 17-13  
JAMES TAYLOR 20-14

**KTKC/Tucson, AZ**  
Ed Alexander  
JOHN O'BANION  
PHIL COLLINS  
TASTE OF HONEY  
RICK SPRINGFIELD  
Hottest:  
SHEENA EASTON 4-1  
JUICE NEWTON 10-5  
GROVER WASHINGTON 12-7  
SMOKEY ROBINSON 15-11

**KHYT/Tucson, AZ**  
Rich Brother Robbin  
SHALAMAR  
KLEER  
REO SPEEDWAGON  
ROLLING STONES  
Hottest:  
GAP BAND 2-1  
SMOKEY ROBINSON 17-3  
GROVER WASHINGTON 10-6  
SLAVE 24-9  
TASTE OF HONEY 29-18

**KLUC/Las Vegas, NV**  
Randy Lunquist  
FRANKE/KNOCKOUTS  
JOHN O'BANION  
Hottest:  
ALAN PARSONS 1-1  
CLIMAX BLUES BAND 14-7  
POLICE 9-8  
STEELY DAN 19-10  
REO SPEEDWAGON 24-16

**KMJK/Portland, OR**  
John Shomby  
REO SPEEDWAGON  
STYX  
JOHN LENNON  
JOHN O'BANION  
Hottest:  
STYX 5-1  
KONNIE WILSON 9-3  
BARBRA STREISAND 14-9  
SHEENA EASTON 15-11  
GROVER WASHINGTON 23-19

**KIOY/Fresno, CA**  
Driscoll/Richards  
DR. HOOK  
DOLLY PARTON  
JEFFERSON STARSHI  
ROX  
LENNY LE BLANC  
Hottest:  
GROVER WASHINGTON 8-1  
SHEENA EASTON 11-9  
TERRI GIBBS 13-10  
SMOKEY ROBINSON 20-13  
JAMES TAYLOR 22-15

**KYNO-FM/Fresno, CA**  
Walker/Manson  
Hottest:  
DOLLY PARTON 1-1  
GAP BAND 5-4  
LAKESIDE 7-5  
STYX 12-9  
SMOKEY ROBINSON 21-17

**KZZX/Albuquerque, NM**  
Chuck Morgan  
CLIMAX BLUES BAND  
WHO  
JOE CHEMAY BAND  
WHISPERS  
Hottest:  
STYX 4-1  
NEIL DIAMOND 8-3  
HALL & OATES 10-4  
BLONDIE 11-5  
BARBRA STREISAND 13-6

**FM102/Sacramento, CA**  
Manders/Gillette  
GINO VANNELLI  
CLIMAX BLUES BAND  
TASTE OF HONEY  
Hottest:  
DOLLY PARTON 1-1  
YARBROUGH/PEOPLES 8-4  
BARBRA STREISAND 9-5  
WHISPERS 19-12  
STEVE WINWOOD 22-19

**KSPZ/Colorado Springs, CO**  
Mike Daniels  
GINO VANNELLI  
PHIL COLLINS  
JOHN LENNON  
DELBERT MCCLINTON  
Hottest:  
SMOKEY ROBINSON 2-1  
CLIMAX BLUES BAND 8-2  
GROVER WASHINGTON 10-5  
ERIC CLAPTON 14-6  
REO SPEEDWAGON 19-11

**KYSN/Colorado Springs, CO**  
Mark Murray  
RICK SPRINGFIELD  
JEFFERSON STARSHI  
PHIL COLLINS  
JOHN LENNON  
KIM CARNES  
Hottest:  
HALL & OATES 1-1  
SHEENA EASTON 3-2  
POLICE 6-4  
GROVER WASHINGTON 14-9  
JAMES TAYLOR 20-13

**KZZP/Phoenix, AZ**  
Dave Anthony  
CHAMPAIGN  
JOHN LENNON  
JOHN O'BANION  
Hottest:  
BLONDIE 4-1  
TERRI GIBBS 5-3  
JUICE NEWTON 10-5  
GROVER WASHINGTON 12-7  
SMOKEY ROBINSON 15-11

**KHYY/Tucson, AZ**  
Rich Brother Robbin  
SHALAMAR  
KLEER  
REO SPEEDWAGON  
ROLLING STONES  
Hottest:  
GAP BAND 2-1  
SMOKEY ROBINSON 17-3  
GROVER WASHINGTON 10-6  
SLAVE 24-9  
TASTE OF HONEY 29-18

**KIDD/Monterey, CA**  
Ron Rodriguez  
ROLLING STONES  
JOHN COUGAR  
JEFFERSON STARSHI  
KIM CARNES  
DOTTIE WEST  
JOHN O'BANION  
38 SPECIAL  
JACKSONS  
Hottest:  
NEIL DIAMOND 1-1  
HALL & OATES 8-2  
GROVER WASHINGTON 10-5  
YARBROUGH/PEOPLES 12-8  
POLICE 15-11

**KGII/Riverside**  
San Bernardino, CA  
Bob West  
JUICE NEWTON  
SANTANA  
FRANKE/KNOCKOUTS  
JOHN LENNON  
DOLLY PARTON  
Hottest:  
REO SPEEDWAGON 1-1  
LAKESIDE 6-3  
GAP BAND 7-5  
NEIL DIAMOND 12-7  
WHISPERS 24-18

**KKXX/Bakersfield, CA**  
Squires/Deroo  
JOHN LENNON  
FRANKE/KNOCKOUTS  
JEFFERSON STARSHI  
Hottest:  
STYX 1-1  
CLIMAX BLUES BAND 8-3  
STYX 28-19  
38 SPECIAL 22-21  
ROLLING STONES D-26

**KNBQ/Tacoma, WA**  
Bryan/Roberts  
GINO VANNELLI  
ROLLING STONES  
JEFFERSON STARSHI  
RICK SPRINGFIELD  
Hottest:  
BLONDIE 2-1  
POLICE 5-4  
SHEENA EASTON 7-6  
STEVE WINWOOD 11-9  
CLIMAX BLUES BAND 17-13

**KSB/Provo, UT**  
Jim Sumpter  
JOHN COUGAR  
GINO VANNELLI  
JOHN LENNON  
Hottest:  
BARBRA STREISAND 2-1  
HALL & OATES 3-2  
STEVE WINWOOD 6-4  
POLICE 10-5  
GROVER WASHINGTON 12-8

**FM103/Salt Lake City, UT**  
Lorraine Winnegar  
JEFFERSON STARSHI  
JOHN LENNON  
Hottest:  
POLICE 1-1  
JOHN COUGAR 11-5  
ERIC CLAPTON 13-9  
REO SPEEDWAGON 18-13  
WHO 23-19

**KBOZ/Bozeman, MT**  
Greg Williams  
RUPERT HOLMES  
GINO VANNELLI  
KIM CARNES  
ANNE MURRAY  
JOHN O'BANION  
SHOT IN THE DARK  
Hottest:  
TERRI GIBBS 2-1  
HALL & OATES 13-7  
SHEENA EASTON 14-9  
JAMES TAYLOR 20-11  
ROVERS 23-17

**KCBN/Reno, NV**  
Larry Irons  
GINO VANNELLI  
WHO  
38 SPECIAL  
WHISPERS  
LENNY LE BLANC  
Hottest:  
SHEENA EASTON 1-1  
LOVERBOY 7-4  
STEVE WINWOOD 14-9  
JUICE NEWTON 20-13  
TERRI GIBBS 27-22

**KDZA/Pueblo, CO**  
Rip Avins  
JOURNEY  
GINO VANNELLI  
TIERRA  
RUSH  
PHIL COLLINS  
Hottest:  
HALL & OATES 3-1  
SHEENA EASTON 13-5  
GROVER WASHINGTON 14-7  
POLICE 11-8  
LOVERBOY 17-13

**KFXD/Boise, ID**  
Charlie Fox  
PHIL COLLINS  
CLIMAX BLUES BAND  
JOHN O'BANION  
RAYDIO  
Hottest:  
HALL & OATES 4-1  
TERRI GIBBS 9-5  
SHEENA EASTON 11-6  
STEVE WINWOOD 14-7  
JUICE NEWTON 13-9

**KOOK/Billings, MT**  
Dennis Nichols  
BARRY MANILOW  
KIM CARNES  
JOHN LENNON  
ROLLING STONES  
Hottest:  
HALL & OATES 2-1  
BLONDIE 3-2  
STEVE WINWOOD 8-6  
APRIL WINE 14-11  
ERIC CLAPTON 17-12

**KQDI/Great Falls, MT**  
Pat Richards  
DOTTIE WEST  
KIM CARNES  
JOHN LENNON  
JEFFERSON STARSHI  
ROLLING STONES  
Hottest:  
STYX 2-1  
POLICE 6-4  
HALL & OATES 10-7  
BARBRA STREISAND 11-9  
CLIMAX BLUES BAND 13-10

**KRLC/Lewiston, ID**  
Steven Alan Mackelvie  
CARL WILSON  
JOHN LENNON  
JEFFERSON STARSHI  
DOTTIE WEST  
ROLLING STONES  
Hottest:  
LOVERBOY 1-1  
38 SPECIAL 9-4  
JOURNEY 10-5  
SHEENA EASTON 13-9  
REO SPEEDWAGON 17-12

**KSLY/San Luis Obispo, CA**  
Don Potter  
WHO  
FRANKE/KNOCKOUTS  
PHIL COLLINS  
KIM CARNES  
BARRY MANILOW  
Hottest:  
STYX 1-1  
HALL & OATES 5-3  
STEVE WINWOOD 9-7  
GROVER WASHINGTON 10-9  
JAMES TAYLOR 19-13

**KENI/Anchorage, AK**  
Randy Robbins  
MAC DAVIS  
JIM PHOTOGLO  
TIERRA  
CHAMPAIGN  
JOHN LENNON  
TODD RUDGREN  
Hottest:  
CLIFF RICHARD 3-1  
TERRI GIBBS 4-3  
STEVE WINWOOD 10-9  
BLONDIE 12-10  
SMOKEY ROBINSON 28-24

**KYYA/Billings, MT**  
Jack Bell  
JOHN O'BANION  
CHRIS CROSS  
KIM CARNES  
Hottest:  
STYX 1-1  
ROVERS 7-3  
APRIL WINE 11-6  
FRANKE/KNOCKOUTS 23-17  
STEELY DAN 29-23

**KATI/Casper, WY**  
Donna Foxx  
WHISPERS  
KIM CARNES  
JOHN LENNON  
CHRIS CROSS  
CLIMAX BLUES BAND  
JOHN O'BANION  
DOTTIE WEST  
Hottest:  
BARBRA STREISAND 2-1  
STEVE WINWOOD 7-3  
SHEENA EASTON 9-5  
GROVER WASHINGTON 15-9  
ERIC CLAPTON 24-12



John Lennon continued... LP: Double Fantasy... 118/73 63%

John Lennon continued... LP: Double Fantasy... 118/73 63%

John Lennon continued... LP: Double Fantasy... 118/73 63%

John Lennon continued... LP: Double Fantasy... 118/73 63%

John Lennon continued... LP: Double Fantasy... 118/73 63%

John Lennon continued... LP: Double Fantasy... 118/73 63%

EMMY HARRIS... LP: Evageline... 88/4 31%

LOVERBOY... LP: Loverboy... 54/2 24%

JOHN O'BANNON... LP: Love You Like I... (Elektra)... 108/43 48%

REO SPEEDWAGON... LP: Hi Infidelity... 108/18 78%

ROLLING STONES... LP: Sucking In The Seventies... 54/19 24%

STYX... LP: Paradise Theater... 208/0 83%

JOURNEY... LP: Captured... 100/18 45%

BARRY MANILOW... LP: Lonely Together (Arista)... 88/10 31%

RAY PARKER JR. & RAYDIO... LP: A Woman Needs... (Arista)... 102/15 48%

STEELE DAN... LP: Time Out Of Mind (MCA)... 178/14 81%

STYX... LP: Too Much Time On... (A&M)... 180/20 72%

DONNA SUMMER... LP: Who Do You Think... (Geffen)... 57/0 28%

JOHN LENNON... LP: Watching The Wheels (Geffen)... 118/73 63%

JUICE NEWTON... LP: Angel Of The... (Capitol)... 185/5 88%

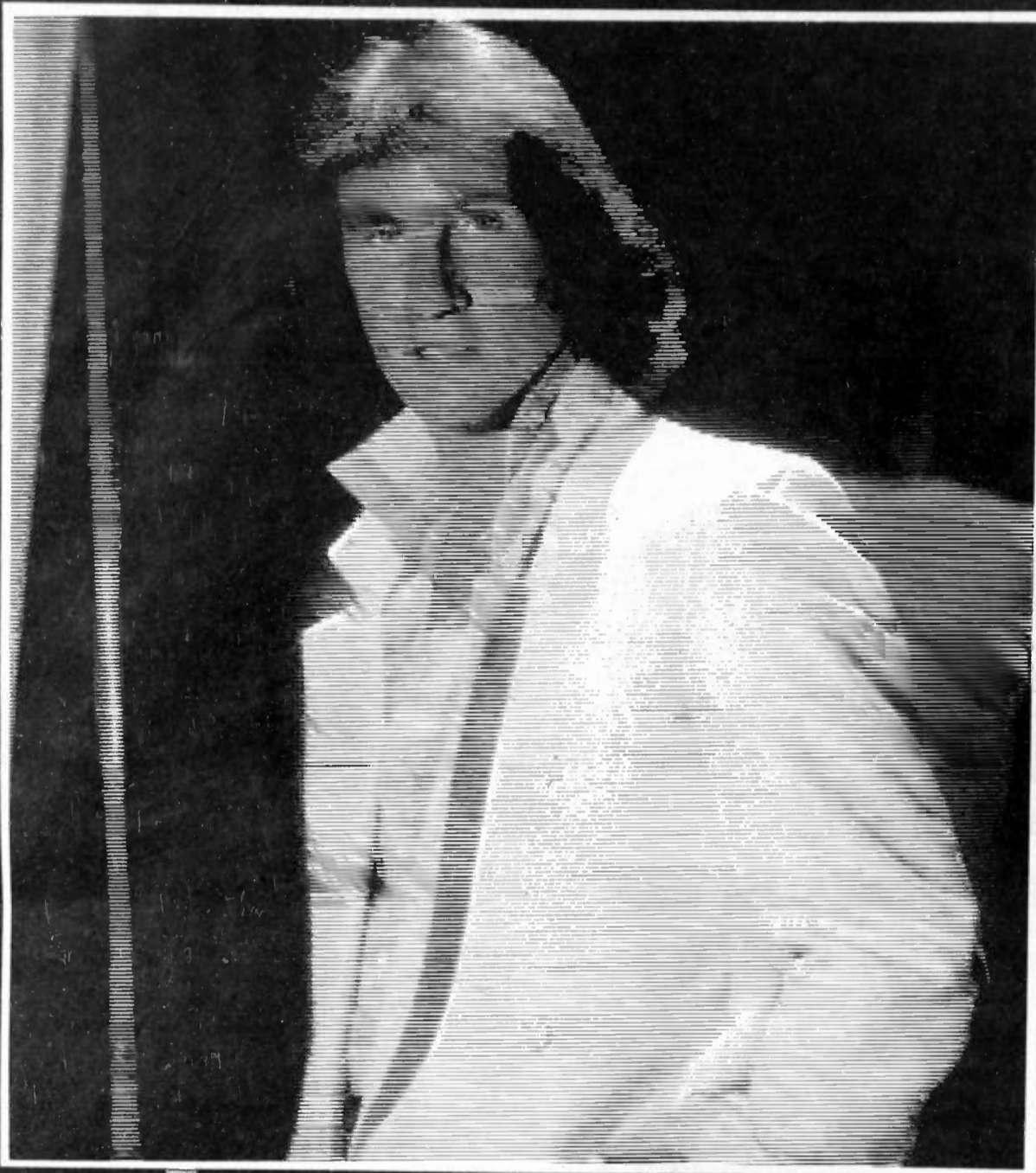
POLICE... LP: Don't Stand So Close (A&M)... 175/4 78%

SMOKEY ROBINSON... LP: Being With You (Tamla)... 108/17 84%

STYX... LP: Too Much Time On... (A&M)... 180/20 72%

DONNA SUMMER... LP: Who Do You Think... (Geffen)... 57/0 28%

# "I Don't Know Much



## BILL MEDLEY

from the Album-  
**SWEET THUNDER**

Produced by Michael Lloyd

**WOKY 27-24**  
**WGH on**  
**WDJX on**  
**KIOY on**  
**KIDD on**  
**KCPX deb 39**  
**WFBG on**  
**WFLB 29-26**  
**KFYR on**



# HOT and

Y



# MICHAEL STANLEY BAND

## " **Lover** "

from the Album:  
**HEARTLAND**

Produced by MSB



WIFI on  
96KX deb 28  
KBEQ add 31  
WZZP on  
K104 deb 40  
KBFM on  
WGH on  
KWEN on  
WIGY deb 30  
95XIL on

# HEAVY



# Gino Vannelli Rocks With A Passion. Nightwalker.

His dramatic Arista debut is his first album since the platinum, top 15 AOR LP Brother To Brother.



Gino Vannelli's  
Nightwalker.



Featuring the  
fast-breaking single  
"Living Inside Myself"  
AS0588

In only 3 weeks!:

**THE BACK PAGE**  
**BREAKERS**  
GINO VANNELLI  
Living Inside Myself (Arista)  
71% of our reporters on it. Moves: Up 70, Same 26, Down 0.  
Adds 81 including WFIL, WIF, F106, JB106, WZUU, KP,  
KIQQ, KYYX, Q103, WOLF, WAQV, WTIX, WHBQ, WGRD,  
K10A, KJRB, KCPX. See Parallels, charts at number 27.

**ARISTA**



Jeff Gelb

AOR

## GM's Discuss The Selling Of AOR Radio

You've read the articles and seen the quotes: many of the AOR stations which have either changed formats or revamped their music lists recently have done so because management was reacting to reports that ad agencies are no longer making AOR's prime demo of 18-34 a major buy.

One can't help reading articles like those without starting to wonder if the AOR base is eroding. Yet the dozens and dozens of AOR success stories nationwide (see our AOR Arbitron Scoreboard, 2-27) certainly suggest that there's plenty of money to be made by an AOR with a respectable ARB figure.

To determine the true salability of AOR, I spoke this week with GM's at four AOR's nationwide, whose experiences and opinions paint an optimistic picture of the future of selling AOR radio... for managers who work with programmers to find ways of dealing with AOR's shifting demographic.

### Bob Linder:

#### Avoid Stereotypical Dependencies

The first GM with whom I spoke was Bob Linder of WDHA/North Jersey, who said, "Actually, our 18-34 national business is definitely on the upswing. Some of that may be due to an aggressive effort on our part to develop such business, which we hadn't done before.



Bob Linder  
sification of advertising sources."

"It's important not to allow your station to become too dependent on any one form of advertising, whether it's national, local, nightclub, stereo shops, or whatever. If you allow yourself to become dependent on any one thing, you're up the creek if that segment of the advertising community becomes difficult to obtain. Our goal at WDHA has been diversification of advertising sources."

### Les Elias:

#### Segment The 25-54 Demo

WLUP/Chicago GM Les Elias agreed in principle with Linder's statement about the importance of diversification of advertising sources, noting, "18-34 ad revenue opportunities may be fewer than two years ago, but much of the attrition has been in the automotive category. That isn't as much a function of demographic changes as it is of the auto industry depression. Many of the 18-34 ad revenue losses fall into this same problem area."



I asked Les whether

Les Elias

the ad agencies have given him any indication of retreating away from 18-34 buys, to which he replied, "The fashion is 25-54, but we're successfully selling that demo by segmenting it. I believe the 25-54 demo should be bought in three different segments: 25-34, 35-44, and 45-54. After all, 25 year olds are very difficult from 54 year olds. And they ought to have something that takes into account the rock psychographic.

"Many of the 25-54 buys in Chicago are made with P/A's and News/Talk stations whose weight is entirely in the upper end of the 25-54 demo, while their 25-34 reach is virtually non-existent. I feel if we can make headway with 25-34's, we'll be fine.

"I read an article in Rolling Stone about the fountain of youth not running dry; it said that for every three 18-34's there were in the 70's, there will be four in the eighties. Granted they will be older — they will not be 18-20 year olds, they'll be people over 30. But the fact is they'll be one-third larger as a group than they were in the preceding decade. I don't think anyone has gone to the trouble of pointing that out to the agencies.

"One of the other compensating factors," he continued, "is that when there's suddenly a lot of interest in a particular demo, all the lemmings tend to flock that way, leaving less competition for the other demos. So, for those of us who remain where we were demographically, aiming 18-34, we've rid ourselves of some of the competition for 18-34 buys.

"We've developed a number of features that make WLUP more attractive to upper demos: an excellent news department, increased sports coverage, etc. So even for people who are biased against rock and roll music, we still have a whole radio station to discuss. Not that the music isn't important, but at least it doesn't become a conversation just about how people over 25 still like rock music.

### Dex Allen:

#### Strengthen 25-34's Promotionally

KPRI/San Diego GM Dex Allen agreed with Elias that part of the problem with upper demos is Arbitron methodology. "We are victims of Arbitron terminology," he said. "If you asked a retailer who sells shoes or tires or whatever who he targets towards, he probably won't say he targets for 25-54 adults, because he probably doesn't know there is any such demo spread. He'd just say he sells to adults. The ad agencies structure an almost impossible demo to buy, because the 25-year-old listener is light years away from the 45-year-old psychographically.

"The real problem with 18-34 stations," he continued, "is that they're geared more 18-24 than 25-34. KPRI will always be an 18-34 radio station; all we're trying to do is strengthen our 25-34 listening, because that will help us in combo-selling with our Pop/Adult sister station KOGO, and give us a better shot at some of the business that's now almost exclusively targeted 25-49 or 25-54."

Dex revealed some of KPRI's upcoming promotional plans that will help gear the station toward older listeners: "Beginning March 30, KPRI will be one of the very few music FM's with traffic reports from our own helicopter. Another

promotion that relates to older listeners is the KPRI Office Party: once a week, we'll choose a postcard from a business office and send one of our personalities over with free soft drinks, wine



Dex Allen

and beer, and hors d'oeuvres. It's all been set up through a catering service we started a relationship with. That's a perfect example of giving attention to the 25-34 cell. Maybe those people would never have listened to KPRI otherwise, or maybe their image of us is what we sounded like ten years ago. This is an attempt to reach those people and persuade them to give us another listen."

On the musical end, KPRI PD John Duncan mentioned the station has modified only insofar as "to concentrate on playing more familiar product. 18-34's still like rock and roll, but they don't seem comfortable with unfamiliar music. So we're playing the Rolling Stones, Led Zeppelin, the Who — it's still rock and roll, but it's all familiar. On new music we're being very tight, very cautious. We're adding those records that have been established in the market or those that are showing good track records."

### Jeff Poll:

#### Sunbelt Youth Migration

KZEW/Dallas GM Jeff Poll told me, "In all fairness, as time goes on, the format will have to be modified. But that's true of any format that wants to keep up with the everchanging nature of its audience."

Regarding ad agencies abandoning 18-34 buys, Jeff commented, "Two years ago the top buy was 18-34, and number two was 25-54. Last year it flipped, with 25-54 #1, and 18-34 #2. I don't believe this was the case in Dallas-Fort Worth, or Houston, or San Diego. In the Sunbelt I think you'll find 18-34's growing instead of shrinking as young people migrate from the Northeast and Midwest.

"Locally, we're finding accounts finally realizing that 18-34's have money to spend. It's becoming a key part of their demo breakdown and media buying, with banks and airlines, for example, starting to buy 18-34 stations.

"This isn't to say," he adds, "that we're ignoring the older part of our demo. As time goes on we're going to have to increase our median age. But it's not going to be by a huge margin; it'll be by one or two years."

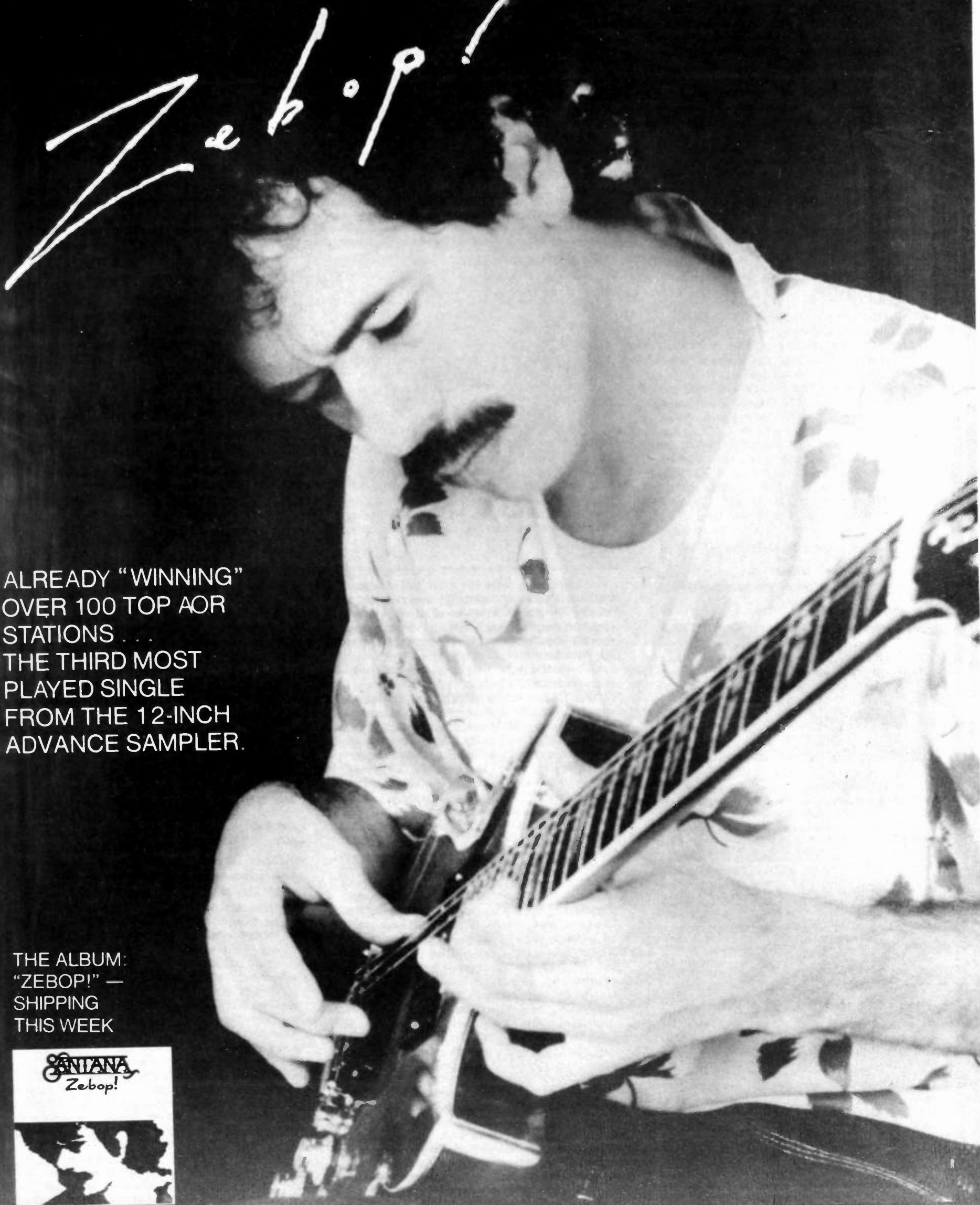
Next week we'll bring AOR Music Directors into the discussion, as we ask for their opinions on how AOR radio should (or shouldn't) react musically to its slowly aging primary demographic.



Jeff Poll



# SANTANA



ALREADY "WINNING"  
OVER 100 TOP AOR  
STATIONS...  
THE THIRD MOST  
PLAYED SINGLE  
FROM THE 12-INCH  
ADVANCE SAMPLER.

THE ALBUM:  
"ZEBOP!" —  
SHIPPING  
THIS WEEK



BILL GRAHAM MANAGEMENT

THE SINGLE: "WINNING" — RUSH RELEASED

KFRC 39-38  
KEZR on

G100 add  
KWEN on

KIDD on  
KGGI add 30

KRLC on

ON  
COLUMBIA  
RECORDS



# Jeff Bell

## EVOLUTION

WLSQ/Montgomery PD Rich Piombino has exited, and the air staff's Neal McNeal has been named the new PD. Dave Lawrence has exited as PD of KMGH/Bakersfield, and MD Dick Shepard has been moved up to PD. Katy Manor has been named to KMGH's MD post. Several changes at WIOT/Toledo, where Terry Sullivan has been upped from PD to Operations Manager, and Lee Randall has been promoted to PD from MD. Also, Buck Williams has moved to mornings for the station. Gary Jackson has been appointed PD at WAIM/Greenville from neighboring WQOK. Scott Jameson is the new MD at KENO/Las Vegas. KZAP/Sacramento PD Tom (Gary Nixon) Cale has announced he'll exit for mornings at KLOL/Houston. John Bell has exited mornings at WDEK/De Kalb. Jim Pemberton has vacated the morning show post at WABX/Detroit. Numerous changes at WYDD/Pittsburgh: The station is the new Frank Felix consultation affiliate, and has changed slogans from "Steel City Rock" to Y104. Bob Spence from WVAF/Charleston has moved to WYDD for mornings, and Mike Konecko, formerly Operations Manager of WSEA/Georgetown, has joined WYDD as Assistant PD and evening air personality. Also, new to WYDD overnights is Dave Shedlock from WLSW/Scottsdale, PA. Donna Timmons is new to overnights at WZZX/Louisville. Morgan Evans has joined KRKN/Anchorage from KRUX/Phoenix for morning drive. Craig Kilpatrick is new to afternoon drive at WLSQ/Montgomery. John Lyle has joined WQDR/Raleigh for 7-10pm, and new to middays is John Gongaware. Mike Turner is KGON/Portland's new News Director, returning to KGON from neighboring KQFM. Craig Sea has joined KROQ/Pasadena from KEZY/Anaheim for fill-in airwork. New to nights at WIHC/Evansville is Robin Luse from neighboring WIKY. Brad Beaubien has joined KBOS/Tulare for mornings. Rick Miller is new to weekends at KWFM/Tucson from competing KTKT.



**HATCHET CUTS THROUGH TEXAS** — During a recent concert stop-over in Lubbock, Epic's Molly Hatchet was greeted backstage by the FMX staff. Pictured (l-r) are group's Duane Roland, station's P.J. Sanderson, group's David Hlubek, station's Tonya Caster and station PD Bo Jagger.

### Promotion Of The Week



**WCOZ STICKS IT TO YOU:** WCOZ/Boston's attractive ceramic stickpins were originally produced for a Christmas party and became such collector's items that they are now being manufactured for sale to the general public for \$5 each, with any profits being recycled into the station's promotional funds.

The stickpins are hand-created and painted by Florida-based craftsman Dan Komar at an approximate cost of \$2.50 per pin. 600 have been created and individually numbered for sale as collector's items.



**KEEP ON RUNNIN'** — KLOS/Los Angeles cosponsored the third annual 10km Marina Freeway Tree Run. Over 5000 entrants participated in the race, with entry fee proceeds benefitting a program of reforesting and maintaining smog-tolerant trees in Southern California (L.A. was less smoggy the day of the run because part of the city's freeway system was closed for the use of the runners). Over \$20,000 was collected for use in the program.



**WRAPPING UP 'THE WALL'** — CFOX/Vancouver and Kawasaki motorcycles recently sent two winners to West Germany to see the final performance of "The Wall" by Columbia's Pink Floyd. Pictured (l-r) are CFOX PD Don Shafer, winner, station's Dean Hill, Kawasaki's Rick Stratinski, winner, and station's Ted Cowie.

### UPDATE

After toying with the notion of renaming WGRQ/Buffalo's "Rockettes" cheerleaders as "Rockets," station PD George Hawras wisely chose to forego further controversy with the owners of Radio City Music Hall by naming the squad the "Rockerettes." Meantime, WAQX/Syracuse is getting into the cheerleaders act, as it holds contests in local bars to find the city's ugliest men for its squad of "Hogettes," who will represent the station at promotional functions and whose images will grace an upcoming station calendar (all of which may sound rather familiar to competing WSYR, which is similarly promoting its soon-to-be renamed "Rockerettes"). John Sebastian called to say he has cancelled his consultation agreement with KUPD/Phoenix, after completing a basic restructuring of KUPD's programming, because the station "was unable to fully adapt the formula." John uses. WGRQ/Buffalo midday air personality Snortin' Norton is attempting to break the Guinness world's record for longest continual airshift. To do so, he'll have to stay up for 16 days, with only two hours' sleep a day allowed. Good luck, Norton. In a drawing from over 30,000 entries, WEEI-FM/Boston awarded a \$5000 Bloomingdale's shopping spree. KDKB/Phoenix PD Jeff Sattler is taking staff members off the air occasionally to drive them around town during their shifts, to get a better feel for the mood and activities of the city during their airtime. He reports the idea has had great results already. KFMX/Lubbock's first listener party, for \$5.94 admission (or \$5 with KFMX's logo visible anywhere on the partier's body), featured MCA's Point Blank in concert, plus special 94¢ drinks. Watch out for the KLBK-Birds, a combination of KLBK/Austin staffers and other staff members who have formed their own rock band for station promotions. WZZO/Allentown's Z-95 Superstars basketball team raised \$500 in a recent match for the American Cancer Society. KKRZ/Sioux Falls, called Z-93 on the air, is giving away a Datsun 280-Z. The station is airing clues to the location of 93 car keys hidden throughout the city; one will open the car's door and make its owner the winner of the car. WMMS/Cleveland held a Fleetwood Mac video party for lis-

teners, using the WB tape of the band in concert and recording its last album "Tusk." Starfleet Blair Inc. and Columbia Records presented Boomtown Rats in a 50-station AOR concert network on St. Patrick's Day. The show was broadcast live from Seattle. KNX-FM/Los Angeles National Sales Manager Miles Sexton has been named instructor of a course in advance radio time sales at UCLA. A new regularly scheduled program on KZOK/Seattle is "Trial And Error," wherein noted attorney D. Michael Tomkins will cover a variety of the most commonly asked questions about the law. WMET/Chicago has recorded its own version of the De Paul University "Victory Song." The song, used in conjunction with the university's top-ranked basketball team, has never been recorded before, so WMET recorded two versions: one featuring the university's pep band, and the other by a local rock band.

### CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WCCC/Hartford presented A Teardrop Explodes for \$1.07. WNOR/Norfolk presented 4 Out Of 5 Doctors and Jim Carroll for \$4.99. WMYK-WZAM/Norfolk presented Doc Holliday for \$3.94.

**BROADCASTS:** Randy Melsner on WNEW-FM/New York. UFO, Donnie Irls on WLUP/Chicago. **GUEST DJ'S:** Romantics on WIOT/Toledo. Molly Hatchet on WFYV/Jacksonville.

**CONVERSATIONS:** Rings on WMMR/Philadelphia. Oak on GIRFM/Manchester. Ted Nugent, Steve Marrott (Humble Pie) on WIOT/Toledo. McGuffey Lane on WHKC/Evansville. Kansas on KQRS/Minneapolis. George Thorogood on KYLT-FM/Missoula. Leon Redbone, Leo Kottke, Peter Asher on WKZL/Winston-Salem. Rick Springfield, Mitch Ryder on WDHA/North Jersey. Journey on KBOS/Tulare. U2 on KNAC/Long Beach. Chuck Mangione on WXLN/State College. Donnie Irls, UFO on WLUP/Chicago. 38 Special on WZZX/Louisville. U2, Dirt Band on KTIM/San Rafael. Donnie Irls, Ted Nugent on CHUM-FM/Toronto. Phoebe Snow, Eve Moon, Pearl Harbour on WBAB/Long Island. Styx on WMET/Chicago. Les McCann on KTYD/Santa Barbara. Ted Nugent on CHEZ-FM/Ottawa.



**WHEN THE MUSIC MAKES IT,  
THE PLAY'S THE THING...**

# THE VAPORS

## FAST FONTAINE

Featuring

**"I Put My Heart  
In My Love"**

**"Vengeance"**

**"Is Your  
Heater Hot?"**



## MAGNETS

Featuring

**"Spiders"**

**"Jimmie Jones"**

**"Civic Hall"**



Produced by Paul Al Rothchild



Produced by David Tickle

Give the gift  
of music.



**ON EMI-AMERICA/LIBERTY RECORDS**

# Radio & Records

# Album Airplay/ 40

# Chart Summary

## March 27, 1981

167 REPORTERS

Album cuts are listed in order of airplay preference.

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

<b>STEVE WINWOOD</b> ..... Arc Of A Diver (Island)..... "Chance" Title "Train"
<b>ERIC CLAPTON</b> ..... Another Ticket (RSO)..... "Stand" "Catch" "Rita" "Blow"
<b>STYX</b> ..... Paradise Theater (A&M)..... "Rockin'" "Time" "Snowblind"
<b>REO SPEEDWAGON</b> ..... Hi Infidelity (Epic)..... "Take" "Tough" "Keep" "Don't"
<b>APRIL WINE</b> ..... Nature Of The Beast (Capitol)..... "Between" "Gypsy" "Town"
<b>RUSH</b> ..... Moving Pictures (Mercury/PolyGram)..... "Tom" "Limelight" "Red"
<b>.38 SPECIAL</b> ..... Wild-Eyed Southern Boys (A&M)..... "Hold" "Fantasy" Title
<b>JOURNEY</b> ..... Captured (Columbia)..... "Party's" "Dixie" "Wheel" "Lights"
<b>PHIL COLLINS</b> ..... Face Value (Atlantic)..... "Air" "Missed" "Behind" "Thunder"
<b>LOVERBOY</b> ..... Loverboy (Columbia)..... "Turn" "Kid"
<b>GARLAND JEFFREYS</b> ..... Escape Artist (Epic)..... "96" "R.O.C.K." "Lovers"
<b>SHERBS</b> ..... The Skill (Atco)..... "Skill" "Crazy" "Turning" "Bars"
<b>WHO</b> ..... Face Dances (WB)..... "Better" "Day" "You" "Quiet"
<b>RAINBOW</b> ..... Difficult To Cure (Polydor/PolyGram)..... "Surrender" "Spotlight" "Happen"
<b>MANFRED MANN'S EARTH BAND</b> ..... Chance (WB)..... "For You" "Lies"
<b>ROBIN TROWER</b> ..... B.L.T. (Chrysalis)..... "Money" "Life" "What"
<b>BRUCE SPRINGSTEEN</b> ..... The River (Columbia)..... "Fade" "Ramrod" "Cadillac"
<b>TED NUGENT</b> ..... Intensities In 10 Cities (Epic)..... "Lip" "Tire" "Jailbait" "Put"
<b>JOHN LENNON &amp; YOKO ONO</b> ..... Double Fantasy (Geffen)..... "Losing" "Wheels" "Woman"
<b>STEELY DAN</b> ..... Gaucho (MCA)..... "Time" "Nineteen" "Babylon"
<b>PAT TRAVERS</b> ..... Radio Active (Polydor/PolyGram)..... "Music" "Line" "Electric"
<b>ELVIS COSTELLO &amp; ATTRACTIONS</b> ..... Trust (Columbia)..... "Whisper" "Clubland" "Step"
<b>ROLLING STONES</b> ..... Sucking In The 70's (Rolling Stones)..... "Whip" "Dancer" "Gold" "Stuff"
<b>JAMES TAYLOR</b> ..... Dad Loves His Work (Columbia)..... Stand "Town" "Hour" "Times"
<b>POLICE</b> ..... Zenyatta Mondatta (A&M)..... "Stand" "De Do"
<b>KROKUS</b> ..... Hardware (Ariola)..... "Bones" "Winning" "Sixty-Nine"
<b>TODD RUNDGREN</b> ..... Healing (Bearsville/WB)..... "Time Heals" "Compassion"
<b>OUTLAWS</b> ..... Ghost Riders (Arista)..... "Riders" "Angels" "Devils"
<b>TOTO</b> ..... Turn Back (Columbia)..... "Live" "English" "Gift"
<b>RICK SPRINGFIELD</b> ..... Working Class Dog (RCA)..... "Jessie's" "Pearl"
<b>CLASH</b> ..... Sandinista! (Epic)..... "Police" "Someone" "Seven"
<b>JIMMY BUFFETT</b> ..... Coconut Telegraph (MCA)..... Title "Weather" "Job" "Older"
<b>DONNIE IRIS</b> ..... Back On The Streets (MCA)..... "Ah! Leah!" "Hear"
<b>DIRE STRAITS</b> ..... Making Movies (WB)..... "Romeo" "Skateaway" "Expresso"
<b>BADFINGER</b> ..... Say No More (Radio/Atlantic)..... "Hold" "Got"
<b>FRANKE &amp; KNOCKOUTS</b> ..... Franke & Knockouts (Millennium)..... "Sweetheart" "Come" "Tonight"
<b>ALAN PARSONS PROJECT</b> ..... The Turn Of A... (Arista)..... "Games" "Eyes"
<b>UFO</b> ..... The Wild The Willing... (Chrysalis)..... "Killing" "Gone"
<b>PHIL SEYMOUR</b> ..... Phil Seymour (Boardwalk)..... "Precious" "Found" "Baby"
<b>GREG KIHN BAND</b> ..... Rockinroll (Beserkley)..... "Sheila" "Breakup" "Hurtin'"

**WINWOOD** held his lead in hot reports for a third week at the top of the AOR airplay lists. **CLAPTON** and **STYX** grew in hots. **REO** held rock steady as **RUSH**, **WINE**, .38, and **COLLINS** grew in hots. **JEFFREYS** continued his quick climb up the charts as **SHERBS** maintained. **WHO** was the week's most added album and highest debut, collecting 92% of our reporters in its first week of airplay. **RAINBOW** inched up as **TROWER** showed gains in mediums and hots. **NUGENT** showed rotation gains. **TRAVERS** had strong new action along with significant conversions to upper rotations. **STONES** debuted with strong adds. **TAYLOR** held his own, as **KROKUS** jumped nicely, garnering new action and significant conversions. **SPRINGFIELD** continued to gain airplay converts. **BADFINGER**, **FRANKE & KNOCKOUTS**, and **KIHN** debuted. **PAT BENATAR**, who spent an incredible 32 weeks on the Album Airplay/40 chart, came close to charting this week.

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

## MOST ADDED

	3/27	3/20	3/13	3/6	2/27
<b>1 WHO</b> ..... Face Dances (WB)..... M 1					
"You Better You Bet"..... H 15					
<b>2 ROLLING STONES</b> ..... Sucking... (Rolling Stones)..... M 2					
"When The Whip"..... H 7					
<b>3 GREG KIHN BAND</b> ..... Rockinroll (Beserkley)..... M 0					
"Sheila"..... H 0					
<b>4 JUDAS PRIEST</b> ..... Point Of Entry (Columbia)..... M 2					
"Headin' Out"..... H 0					
<b>5 PHOEBE SNOW</b> ..... Rock Away (Mirage)..... M 2					
"Mercy, Mercy"..... H 0					
<b>6 KROKUS</b> ..... Hardware (Ariola)..... M 38					
"Burning Bones"..... H 2					
<b>7 PAT TRAVERS</b> ..... Radio Active (Polydor/PG)..... M 51					
"New Age Music"..... H 11					
<b>8 FRANKE &amp; KNOCKOUTS</b> ..... Franke &... (Millennium)..... M 27					
"Sweetheart"..... H 5					
<b>9 HAWKS</b> ..... Hawks (Columbia)..... M 20					
"It's All Right"..... H 2					
<b>10 TOM DICKIE &amp; DESIRES</b> ..... Competition (Mercury/PG)..... M 0					
Various Cuts..... H 0					
<b>10 GREAT BUILDINGS</b> ..... Apart From... (Columbia)..... M 1					
"Hold On..."..... H 0					
<b>11 ROBIN TROWER</b> ..... B.L.T. (Chrysalis)..... M 66					
"Into Money"..... H 27					
<b>11 SHOT IN THE DARK</b> ..... Shot In The Dark (RSO)..... M 4					
"Lightning"..... H 1					
<b>12 KINGBEES</b> ..... The Big Rock (RSO)..... M 9					
Title..... H 1					
<b>13 PHIL COLLINS</b> ..... Face Value (Atlantic)..... M 63					
"Air Tonight"..... H 42					

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

## MEDIUM

	3/27	3/20	3/13	3/6	2/27
<b>1 GARLAND JEFFREYS</b> ..... Escape Artist (Epic)..... A 4					
"96 Tears"..... H 36					
<b>2 SHERBS</b> ..... The Skill (Atco)..... A 1					
"I Have The Skill"..... H 40					
<b>3 RAINBOW</b> ..... Difficult To... (Polydor/PG)..... A 4					
"I Surrender"..... H 24					
<b>4 ROBIN TROWER</b> ..... B.L.T. (Chrysalis)..... A 13					
"Into Money"..... H 27					
<b>5 PHIL COLLINS</b> ..... Face Value (Atlantic)..... A 11					
"Air Tonight"..... H 42					
<b>5 TED NUGENT</b> ..... Intensities In 10 Cities (Epic)..... A 6					
"Flying Lplock"..... H 18					
<b>6 PAT TRAVERS</b> ..... Radio Active (Polydor/PG)..... A 23					
"New Age Music"..... H 11					
<b>7 MANFRED MANN'S...</b> ..... Chance (WB)..... A 0					
"For You"..... H 54					
<b>8 TODD RUNDGREN</b> ..... Healing (Bearsville/WB)..... A 0					
"Time Heals"..... H 21					
<b>9 ELVIS COSTELLO...</b> ..... Trust (Columbia)..... A 1					
"Whisper Into A Scream"..... H 35					
<b>9 TOTO</b> ..... Turn Back (Columbia)..... A 0					
"Live For Today"..... H 21					
<b>9 RICK SPRINGFIELD</b> ..... Working Class Dog (RCA)..... A 10					
"Jessie's Girl"..... H 11					
<b>10 JAMES TAYLOR</b> ..... Dad Loves His... (Columbia)..... A 4					
"Stand & Fight"..... H 33					
<b>11 .38 SPECIAL</b> ..... Wild-Eyed... (A&M)..... A 0					
"Hold On Loosely"..... H 96					
<b>11 NAZARETH</b> ..... The Fool Circle (A&M)..... A 2					
"Dressed To Kill"..... H 4					

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

## THE HOTTEST

	3/27	3/20	3/13	3/6	2/27
<b>1 STEVE WINWOOD</b> ..... Arc Of A Diver (Island)..... A 0					
"Chance"..... M 11					
<b>2 ERIC CLAPTON</b> ..... Another Ticket (RSO)..... A 0					
"I Can't Stand It"..... M 18					
<b>3 STYX</b> ..... Paradise Theater (A&M)..... A 0					
"Rockin' The Paradise"..... M 13					
<b>4 REO SPEEDWAGON</b> ..... Hi Infidelity (Epic)..... A 0					
"Take It On The Run"..... M 14					
<b>5 APRIL WINE</b> ..... Nature Of The... (Capitol)..... A 1					
"Between You & Me"..... M 35					
<b>6 RUSH</b> ..... Moving... (Mercury/PG)..... A 0					
"Tom Sawyer"..... M 33					
<b>7 JOURNEY</b> ..... Captured (Columbia)..... A 0					
"Party's Over"..... M 26					
<b>8 .38 SPECIAL</b> ..... Wild-Eyed... (A&M)..... A 0					
"Hold On Loosely"..... M 39					
<b>9 LOVERBOY</b> ..... Loverboy (Columbia)..... A 1					
"Turn Me Loose"..... M 36					
<b>10 PHIL COLLINS</b> ..... Face Value (Atlantic)..... A 11					
"Air Tonight"..... M 63					
<b>10 BRUCE SPRINGSTEEN</b> ..... The River (Columbia)..... A 0					
"Fade Away"..... M 22					
<b>11 J. LENNON &amp; Y. ONO</b> ..... Double Fantasy (Geffen)..... A 0					
"Losing You"..... M 21					
<b>12 MANFRED MANN'S...</b> ..... Chance (WB)..... A 0					
"For You"..... M 46					
<b>13 STEELY DAN</b> ..... Gaucho (MCA)..... A 0					
"Time Out Of Mind"..... M 22					
<b>14 POLICE</b> ..... Zenyatta Mondatta (A&M)..... A 0					
"Don't Stand So Close"..... M 22					

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

# AOR BREAKERS

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

**WHO**  
Face Dances (WB)  
"Better" "Day" "You" "Quiet" 82% of our reporters on it. Total album reports: 184. A-138, M-1, H-18. Debuted this week at number 12.



**ROLLING STONES**  
Sucking In The Seventies (Rolling Stones)  
"Whip" "Dancer" "Gold" "Start" 88% of our reporters on it. Total album reports: 113. A-104, M-2, H-7. Debuted this week at number 23.

# SINGLES

- PAT BENATAR ..... "Treat Me Right" (Chrysalis)
- JUDAS PRIEST ..... "Heading Down The Highway" (Columbia)
- SANTANA ..... "Winning" ("E Papa Re" (Columbia)
- NAZARETH ..... "Dressed To Kill" (A&M)
- AC/DC ..... "Back In Black" (Atlantic)
- GRACE SLUICK ..... "Sea Of Love" (RCA)
- FOOLS ..... "Running Scared" (EMI America)
- PLIMSOUHS ..... "Now" (Planet)
- RANDY MEISNER ..... "Hearts On Fire" (Epic)
- ROD STEWART ..... "Somebody Special" (WB)
- PHOEBE SNOW ..... "Games" (Mirage)
- BLONDIE ..... "Rapture" (Chrysalis)
- POINT BLANK ..... "Let Me Stay With You Tonight" (MCA)
- RINGS ..... "Let Me Go" (RCA)
- XTC ..... "Generals And Majors" (Virgin)

These 16 received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay-80 chart. The chart is listed in order of total mentions received this week.

# JAZZ ON AOR

- GROVER WASHINGTON, JR. .... Winelight (Elektra)  
"Two" Title
- DAVE GRUSIN ..... Mountain Dance (GRP/Arista)  
Title "Friends" "Rag Bag"
- JOE SAMPLE ..... Voices In The Rain (MCA)  
"Hurricane" "Grass" Title "Dream"
- DAN SIEGEL ..... The Hot Shot (Inner City)  
"West" "Talk" Title
- B.B. KING ..... There Must Be A Better World... (MCA)  
Title "The Victim"
- KILIMANJARO ..... Killimanjaro (Philo)  
"Cold Flame"
- BOB JAMES... All Around The Town (Tappan Zee/Col.)  
"Touchdown" "Angela" "Karl"
- WAYNE JOHNSON ..... Arrowhead (Inner City)  
Various Cuts
- AFFIRMATION ..... Lost Angeles (Inner City)  
Title
- ERIC GALE ..... Touch Of Silk (Columbia)  
Title

These albums received significant airplay reports this week but did not chart on the Album Airplay-80 listing. This chart represents activity based on a combination of add, medium and hot reports as well as special jazz programming. The album's preferred airplay cuts are listed.

# REGIONAL AOR ACTIVITY

## EAST

### MOST ADDED

- WHO**  
Face Dances (WB) 36/33
- ROLLING STONES**  
Sucking In... (Rolling Stones) 28/25
- GREG KIHN BAND**  
Rockin'roll (Baswickley) 23/23
- JUDAS PRIEST**  
Point Of Entry (Columbia) 16/16
- KROKUS**  
Hardware (Arista) 23/13

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

### MEDIUM

- SHERBS**  
The Skill (Atco) 29/22
- RAINBOW**  
Difficult To... (Polydor/PG) 29/19
- PHIL COLLINS**  
Face Value (Atlantic) 35/16
- TED NUGENT**  
Intensities In 10 Cities (Epic) 26/76
- ROBIN TROWER**  
B.L.T. (Chrysalis) 26/15

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

### THE HOTTEST

- ERIC CLAPTON**  
Another Ticket (RSO) 37/36
- STEVE WINWOOD**  
Arc Of A Diver (Island) 37/33
- STYX**  
Paradise Theater (A&M) 36/32
- REO SPEEDWAGON**  
Hi Infidelity (Epic) 34/32
- RUSH**  
Moving Pictures (Mercury/PG) 35/28

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

**Q104 Albany**  
518-467-8555

104.1 FM  
WZZO

12:00-1:00 PM  
1:00-2:00 PM  
2:00-3:00 PM  
3:00-4:00 PM  
4:00-5:00 PM  
5:00-6:00 PM  
6:00-7:00 PM  
7:00-8:00 PM  
8:00-9:00 PM  
9:00-10:00 PM  
10:00-11:00 PM  
11:00-12:00 AM

**98 Rock Baltimore**  
301-869-0088

98.1 FM  
WJAZ

12:00-1:00 PM  
1:00-2:00 PM  
2:00-3:00 PM  
3:00-4:00 PM  
4:00-5:00 PM  
5:00-6:00 PM  
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**WQZ Boston**  
617-267-8090

103.5 FM  
WQZ

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**97 Rock Buffalo**  
716-881-4555

97.1 FM  
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**AM100 Harrisburg**  
717-238-1402

100.1 FM  
AM100

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**106 Albany**  
518-785-9800

106.1 FM  
106

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**104FM WJAZ Baltimore**  
301-722-8850

104.1 FM  
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**103FM WQZ Boston**  
617-262-5900

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**97 Rock Buffalo**  
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**WCCC Hartford**  
203-549-3458

103.5 FM  
WCCC

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**WZZO Allentown**  
215-894-0511

104.1 FM  
WZZO

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**97 Rock Buffalo**  
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97.1 FM  
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**WJAZ Hartford**  
203-247-1060

104.1 FM  
WJAZ

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MIDWEST

Muscatine 319-263-2612. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Oklahoma City 405-528-8543. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Rockford 815-877-3075. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

St. Louis 314-644-1380. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Toledo 419-266-1470. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Oklahoma City 405-631-8861. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Peoria 309-674-2000. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

St. Louis 314-842-1111. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Terre Haute 812-238-2557. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Wichita 316-722-8123. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

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Sioux Falls 605-339-1520. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

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Winnipeg 204-775-0371. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

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Bakersfield 805-832-1410. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Denver 303-759-5600. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Fort Collins 303-571-1232. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Anchorage 907-277-2655. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Boise 208-344-8363. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Chicago 916-343-6461. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Denver 303-936-2313. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Fresno 209-226-5991. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Anaheim 714-776-3698. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Boulder 303-444-5800. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Colorado Springs 303-634-4896. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Edmonton 403-428-8597. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

Las Vegas 702-876-1480. List of artists and album titles including Phil Collins, Eric Clapton, and Stevie Nicks.

WEST

MOST ADDED. WHO Face Dances (WB) 40/38. ROLLING STONES Sucking In... (Rolling Stones) 36/32.

MEDIUM. PHIL COLLINS Face Value (Atlantic) 41/23. GARLAND JEFFREYS Escape Artist (Epic) 35/23.

THE HOTTEST. STEVE WINWOOD Arc Of A Diver (Island) 45/42. ERIC CLAPTON Another Ticket (RSO) 44/37.

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WEST

Long Beach 213-437-0366. AMAC. STYL BAYDERS (Hawaii), GUY LINE (Hawaii), JERRY'S (Hawaii), etc.

Los Angeles 213-663-3311. KLOS 95.5. BOB DYLAN (Hawaii), JERRY'S (Hawaii), etc.

Los Angeles 213-464-5638. KNBT 94.7. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Los Angeles 213-467-1224. KWEST. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Missoula 406-728-5000. KZLZ. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Pasadena 213-578-0830. FM 106.7. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Phoenix 802-833-8888. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Phoenix 802-838-3062. KQPD. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Portland 503-655-9181. KGOX. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Portland 503-226-5000. Kink. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Reno 702-329-8261. KZLZ. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Sacramento 916-448-4965. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Salt Lake City 801-972-3030. KZLZ. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Sacramento 916-444-2806. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

San Bernardino 714-825-5020. KRCL 96.7. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

San Diego 714-282-1360. KGB-FM 101.5. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

San Diego 714-565-8006. FM 106. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

San Francisco 415-391-9400. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Santa Barbara 805-983-1601. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Santa Barbara 805-983-1601. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

San Jose 408-288-5400. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

San Rafael 415-456-1510. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

San Rafael 415-456-1510. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Santa Barbara 805-983-1975. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Santa Maria 805-922-2156. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Seattle 206-624-4305. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Seattle 206-223-3911. KZOK. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Santa Rosa 707-544-5873. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Seattle 206-454-1540. KZAM. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Spokane 509-448-2000. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

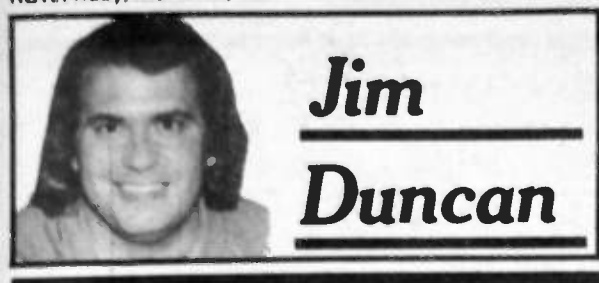
Tri-Cities 509-586-0459. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Tucson 602-624-5588. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Vancouver 604-684-7221. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

Vancouver 604-684-7221. KQOB. JERRY'S (Hawaii), BOB DYLAN (Hawaii), etc.

ADAM AND THE AN'S "KING OF THE WILD FRONTIER" FULLY MOVING TEN TIMES THEIR OWN WEIGHT AT RETAIL. Epic logo.



**Jim  
Duncan**

## News Notes

I even told the police officer that I knew Conway Twitty's bus driver, but he didn't seem to care as he kept writing my speeding ticket. In my haste (which seems to be one of my problems of late) last week covering the Country Radio Seminar, I forgot to mention getting the ticket on my way to the airport. It must have been that flashy car I rented. I could have taken the more conservative Thunderbird, but nooooo, I had to be a flashy Hollywood-kind-a-guy in a maroon Camaro with chrome mag wheels. Oh well, such is "life in the fast lane" . . . The 171 Country stations that carried the first annual "Country Music Radiothon" for the National Kidney Foundation raised close to \$600,000 . . . Dene Hallam, new PD at W-4/Detroit, called to say he needs some air talent immediately. Good pay . . . Gary Stevens has been promoted to Station Manager of KEIN/Great Falls, MT. Stevens helped the station make the switch from CHR to Country last October . . . Tim Byrd is no longer with WHK/Cleveland. New PD Joel Raab will take over the music. Recently, "Wild Bill" Wilkins returned to the afternoon show after a brief stay at Malrite's KNEW/Oakland. Doc Lemon has also come back to WHK to do some weekend work . . . R. Marshall Barber is the new morning man on KSKX/Topeka, KS . . . Sean Marshall from WGEE/Green Bay is the new afternoon at WKYG/Parkersburg, WV . . . Tom McGuire is doing the morning drive at WHBF/Rock Island, IL from 97X/Davenport . . . Scott Moore from WIFE/Indianapolis will do mornings. Mark Winston from KFDI/Wichita will be PD. Rob Haggard from KDWB/Minneapolis will do afternoons at new Country station WWQM/Madison . . . Tab Allen from KHOW/Denver joins KLZ crosstown for afternoon drive . . . Tom Jordan is the new morning man/Music Director of WMBH/Joplin, MO . . . Rob Lane is new MD at KRSY/Roswell, NM as Kevin Jamison exits for KCBN/Reno . . . Mark Robinson from WJEZ/Chicago is new morning man at KWJJ/Portland. Randy Price from all-nights at WCXI/Detroit to AM drive on WJEZ-FM . . . Kevin Coan moves from OM at WVOT & WXYW/Winslow, NC to mornings at WKSU/Cleveland . . . Al Brock is new MD of WQIK/Jacksonville, FL from WLOF/Orlando . . . It was sad to hear KYXX/Odessa, TX MD Jeff Thomas was killed in a car accident last week . . .

**THANKS MISSOULA  
for 50 years**



**13-COUNTRY  
KGVO**

KGVO/Missoula, MT celebrated its 50th anniversary with style by publishing the above full-page thank you to listeners as part of a special Sunday paper supplement highlighting station personalities and activities through its long reign in Missoula.

# Country

## Country Ratings Wrap-Up

During the past several months we've profiled some of Country radio's brightest success stories as reflected in the October/November '81 Arbitron ratings. This week and next we'll briefly highlight those stations also deserving of recognition due to substantial ratings increases and/or high ranking in their respective markets. Space limitations prevent us from spotlighting everyone we'd like, but we hope the previous articles and this wrap-up will serve to emphasize the overall gains and increased respect Country radio has earned in the past year.

Following are excerpted comments from programmers to our question: "To what would you attribute your station's success in the fall ratings sweep?"



Moon Mullins, PD

**WDAF/Kansas City, MO  
(12.0-11.9, #1 In Market 12+)**

"Our first number one spot in the market was in the Spring of 1980. Our success is a combination of attempting to do everything right and trying to make sure that all the different packaging elements of the format are correct, all the way from our promotions to our news and service information, sports, traffic reports. Our on-air personalities are believable, honest and real. We play the best music in our judgment. We always have some sort of promotion going on, but I don't think it's our contests and promotions that have made us number one by any means. We just try to make our programming package top-flight and first class."

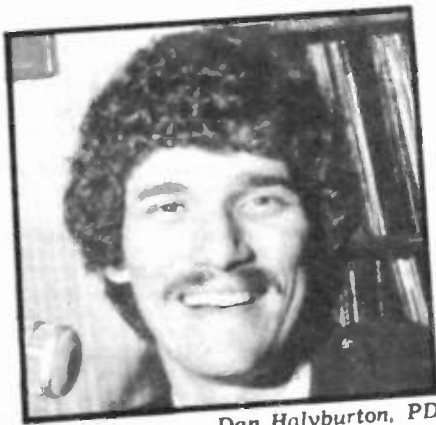
— Moon Mullins, PD

**KRAK/Sacramento, CA  
(6.4-9.0, #2 In Market 12+)**

"We promote all the time and geared our fall on-air promotion and advertising campaign to one theme . . . 'Country Gold.' We also started call-out research last summer, which we'll be continuing. I think the total emphasis on country music has certainly helped our station do so well."

— Walt Shaw, PD

**WQAM/Miami, FL  
(2.0-4.8, Tied For #4 In Market 12+)**



Dan Halyburton, PD

"During the fall sweep we advertised exclusively on TV and also ran a call-in-to-win type of promotion on-air. Country has proven to be a strong format for the market, and we have an excellent signal which covers our entire market."

— Dan Halyburton, PD

**WNOE-FM/New Orleans, LA  
(4.2-9.9, #2 In Market 12+)**

"We changed from an AOR to a Country format the last week of August 1980. New Orleans is really ready for country music because of the economy . . . people are looking for a simpler form of music. Our station plays only the hits, and our whole approach is more music and less talk. I feel the changeover was so smooth due to the professionalism of our jock staff, most of whom remained with the station."

— Russ Mitchell, PD



Rusty Walker, PD

**WZZK-FM/Birmingham, AL  
(5.7-7.7, #4 In Market 12+)**

"In order to be a mirror image of the market, you've got to find out what the market wants. Our station does a lot of research and was fully prepared before we changed from an automated to a live format on October 4, 1980. Country FM's are the wave of the present, and Park City Communications (our new owners) are determined to win. They've already spent a quarter of a million dollars in studio equipment alone and are fully behind the station."

— Rusty Walker, PD

**WKSJ-FM/Mobile, AL  
(15.5-20.1, #1 In Market 12+)**

"We have an extremely talented and professional staff who all work together toward the same goal of 25-54 dominance, which got us 12+ dominance. We play the best country music, but we also feature the best in-



Bill Robbins, Corporate PD

formation services in the market; e.g., the best local news staff, our own meteorologist, our own sports director, Paul Harvey, and ABC Entertainment. Our station contests all year round, and we're highly visible with a lot of promoting in the marketplace."

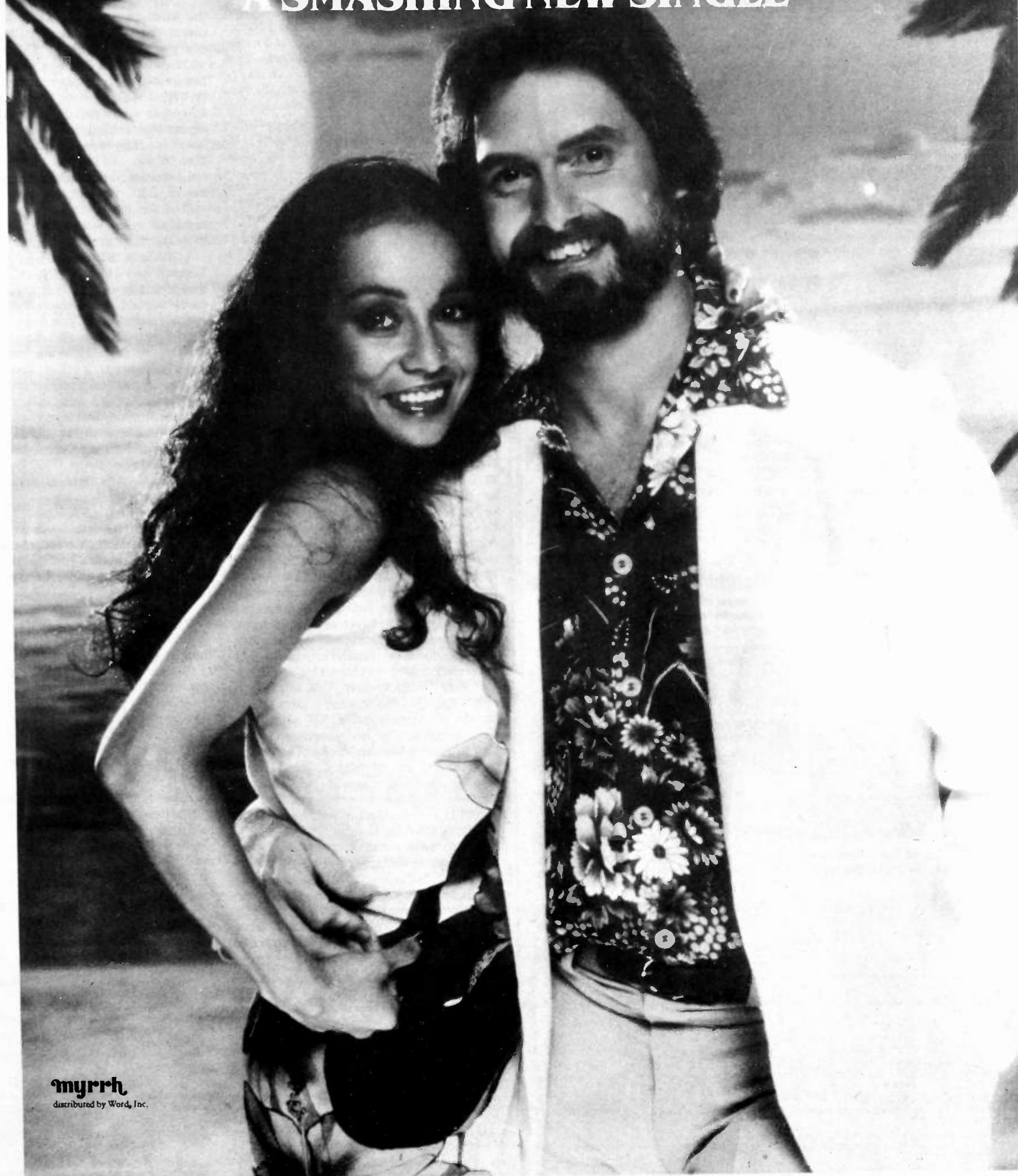
— Bill Robbins, Corporate PD, Capitol Broadcasting



**BOB & PAULINE WILSON**

# **"You Can't Hide"**

**A SMASHING NEW SINGLE**

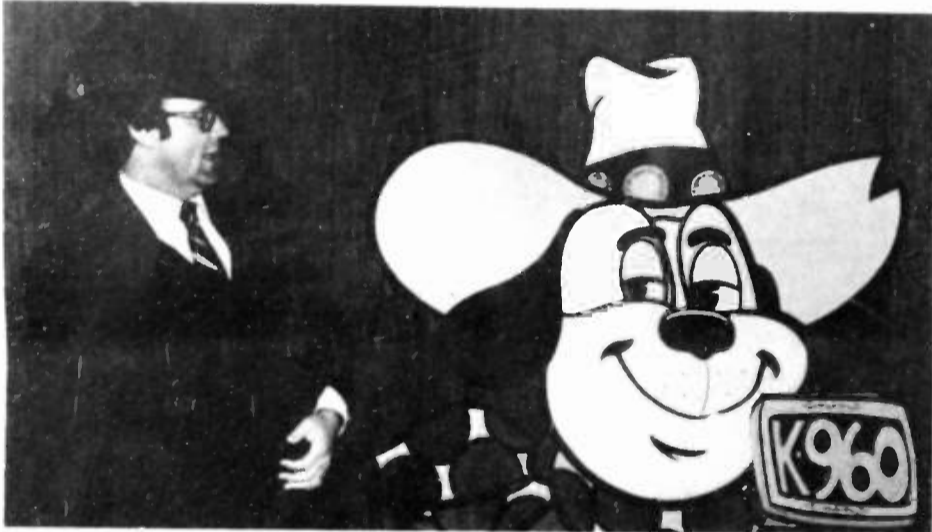


**myrrh**  
distributed by Word, Inc.

# Country Pictures



**SIGN OF THE TIMES** — As a welcome home to the former American hostages, WKSJ Mobile erected the billboard seen here in a local mall. Area listeners were invited to sign the special sign.



**COUNTRY CRITTER** — KARZ(K.960) Phoenix Station Manager Del Hull checks out the mascot for the new Country-formatted station. The station's programming will be directed by Bill Dodd, formerly of KOGO/San Diego. By the way, manager Hull is on the left.



**CASH & COMPANY** — Columbia's Johnny Cash is pictured with "Shotgun" Kim St. James, afternoon personality at WGNA-FM/Albany, NY. Kim hosted the Cash concert at the Palace Theatre in town.



**FIRED UP IN HOUSTON** — Wes Johnson, Assistant News Director at KIKK-AM-FM/Houston, was recently made an honorary firefighter by the internationally famous Red Adair's oil well firefighting team. It seems Johnson had put out a small brush fire and Adair wanted to salute him. Johnson was presented with a personalized Adair jumpsuit by Jimmy Adair (left).

## Biff Collie Inside Nashville



**SPRING FEVER:** Gary Paxton filed a \$2 million civil suit against the two men who have been charged with criminally beating and shooting him. An indictment is expected in that case shortly . . . Loretta Lynn expected to resume his touring schedule late April or early May (that's good news!) . . . Larry Scott, back in Los Angeles doing the all-night show on KLAC again, still commutes to his Dallas-Ft. Worth home every weekend, where he M.C.'s the Johnny High Revue in Ft. Worth . . . The "eternal flame," which sputtered and went out on Elvis Presley's Walls, MS ranch, will be moved to a memorial garden being built across from Graceland, Presley's Memphis home . . . Billy Bob Bowman is nonplussed that he was not invited, along with Waylon Jennings, to appear at the grand opening of Billy Bob's in Ft. Worth, which will be the largest (bigger than Gilley's?) nightclub in the world. Notice that both of those monsters are in Texas???? . . .

**GLASER BROS. REUNION:** Chuck, Tompall and Jim, the Glaser Bros., who won virtually every award vocal groups could win for years before they feuded and fell apart eight years ago, are back. Signed with Elektra and completing their first album since 1973, the explosive trio still is together on a "trial" basis, pending outcome of consistent compatibility.

Tompall: "It's still shaky. Write fast because Jim may bolt any minute."  
Jim: "Eliminate the hassle."  
Tompall: "I've always been good at hassles."  
Jim: "That's right. If there ain't one, you'll stir one up."  
Chuck: "I tried the solo stuff. Had a band for \$25,000 worth. I was paying out too much and couldn't get a record contract."  
Jim: "You saved yourself \$15,000. I had a record contract and a band and I blew a bundle."  
Tompall: "Our musical tastes are not so different now."  
Jim: "We're reaching for the same thing on stage and in the studio now."  
Chuck: "There are three hard heads involved."  
Tompall: "Jim worked out the harmonies. The tenor takes the prettiest part; Chuck takes what's left over."  
Jim: "The blend came from Tompall singing lead. He wanted to sing lead so bad."  
Chuck: "Then everytime he tried to sing harmony, he was so bad he had to sing lead again."  
Jim: "Most of our fans are glad to see us back together again."  
Tompall: "Most? You mean some are not?"  
Jim: "You got it, ace, lest you get too secure."  
Yep, the Glaser Bros. are back!

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Country

Regional Adds & Hits

Summary table with columns: EAST, MIDWEST, SOUTH, WEST. Sub-headers: Hottest, Most Added. Content: Oak Ridge Boys (MCA), Johnny Lee (Full Moon/Asylum), Anne Murray (Capitol), Mel Tillis (Elektra), Hank Williams Jr. (Elektra/Curb).

Table for EAST region. Columns: Hottest, Most Added. Lists stations and artists like Oak Ridge Boys (MCA), Johnny Lee (Full Moon/Asylum).

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Cuts in bold type are receiving the heaviest airplay. ALABAMA - Feels So Right - (RCA) "Ride The Train" "Feels So Right". MOE BANDY & JOE STAMPELY - Hey Joe, Hey Moo - (Columbia) "Country Boys". ROSANNE CASH - Seven Year Ache - (Columbia) "My Baby Thinks He's A Train". ROY CLARK - Back To The Country - (MCA) "You Better Be Right By Your Women". CONWAY & LORETTA - Two's A Party - (MCA) "Two's A Party".

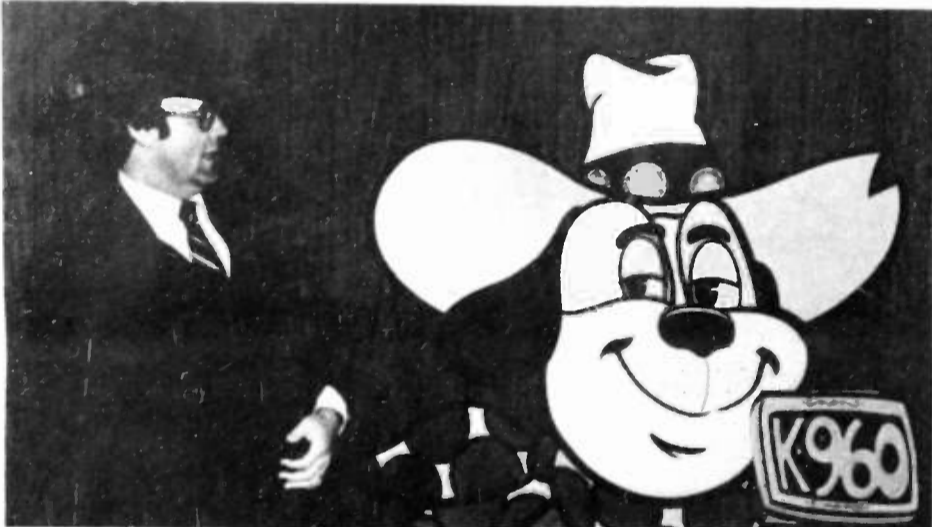
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# Country Pictures



**SIGN OF THE TIMES** — As a welcome home to the former American hostages, WKSJ/Mobile erected the billboard seen here in a local mall. Area listeners were invited to sign the special sign.



**COUNTRY CRITTER** — KARZ(K-960)/Phoenix Station Manager Del Hull checks out the mascot for the new Country-formatted station. The station's programming will be directed by Bill Dodd, formerly of KOGO/San Diego. By the way, manager Hull is on the left.



**CASH & COMPANY** — Columbia's Johnny Cash is pictured with "Shotgun" Kim St. James, afternoon personality at WGNA-FM/Albany, NY. Kim hosted the Cash concert at the Palace Theatre in town.



**FIRE UP IN HOUSTON** — Wes Johnson, Assistant News Director at KIKK-AM-FM/Houston, was recently made an honorary firefighter by the internationally famous Red Adair's oil well firefighting team. It seems Johnson had put out a small brush fire and Adair wanted to salute him. Johnson was presented with a personalized Adair jumpsuit by Jimmy Adair (left).

## Biff Collie Inside Nashville



**SPRING FEVER:** Gary Paxton filed a \$2 million civil suit against the two men who have been charged with criminally beating and shooting him. An indictment is expected in that case shortly . . . Loretta Lynn taped her Barbara Walters special segment. It'll be seen Tuesday (3-31) on ABC-TV . . . Freddie Fender will sing "Mexican Rose" on the "Dukes Of Hazzard" Tuesday (3-31) . . . 26 of his 28 shows at the Frontier Hotel in Las Vegas were sellouts for Mel Tillis's engagement there . . . Conway Twitty concert'ed in Ft. Lauderdale. While he was there, he got to work out with the New York Yankees (he's the biggest stockholder in the Yankees' farm club, the Nashville Sounds) . . . Roy Acuff "abandoned" his sponsor, Goo-Goo Candy Bars, on the Grand Ole Opry, for Martha White Flour . . . Jim Stafford and Tanya Tucker will host the first "Music City News Top Country Hits Of The Year" show, joined by over a dozen country stars . . . Jay Diamond, former "D.J. of The Year" from Paducah, now heads Diamond Talent in Nashville (Box 120662-Nashville 37212, (615) 790-2446) . . . The "ubiquitous" Ray Stevens performs in concert at the new Tennessee Performing Arts Center's James K. Polk Theater Tuesday (3-31), presented by the Nashville Chapter of N.A.R.A.S.

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expected to resume his touring schedule late April or early May (that's good news!) . . . Larry Scott, back in Los Angeles doing the all-night show on KLAC again, still commutes to his Dallas-Ft. Worth home every weekend, where he M.C.'s the Johnny High Revue in Ft. Worth . . . The "eternal flame," which sputtered and went out on Elvis Presley's Walls, MS ranch, will be moved to a memorial garden being built across from Graceland, Presley's Memphis home . . . Billy Bob Bowman is nonplussed that he was not invited, along with Waylon Jennings, to appear at the grand opening of Billy Bob's in Ft. Worth, which will be the largest (bigger than Gilley's?) nightclub in the world. Notice that both of those monsters are in Texas???? . . .

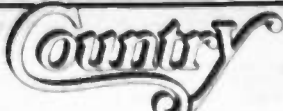
**GLASER BROS. REUNION:** Chuck, Tompall and Jim, the Glaser Bros., who won virtually every award vocal groups could win for years before they feuded and fell apart eight years ago, are back. Signed with Elektra and completing their first album since 1973, the explosive trio still is together on a "trial" basis, pending outcome of consistent compatibility.

Tompall: "It's still shaky. Write fast because Jim may bolt any minute."  
 Jim: "Eliminate the hassle."  
 Tompall: "I've always been good at hassles."  
 Jim: "That's right. If there ain't one, you'll stir one up."  
 Chuck: "I tried the solo stuff. Had a band for \$25,000 worth. I was paying out too much and couldn't get a record contract."  
 Jim: "You saved yourself \$15,000. I had a record contract and a band and I blew a bundle."  
 Tompall: "Our musical tastes are not so different now."  
 Jim: "We're reaching for the same thing on stage and in the studio now."  
 Chuck: "There are three hard heads involved."  
 Tompall: "Jim worked out the harmonies. The tenor takes the prettiest part; Chuck takes what's left over."  
 Jim: "The blend came from Tompall singing lead. He wanted to sing lead so bad."  
 Chuck: "Then everytime he tried to sing harmony, he was so bad he had to sing lead again."  
 Jim: "Most of our fans are glad to see us back together again."  
 Tompall: "Most? You mean some are not?"  
 Jim: "You got it, ace, lest you get too secure."  
 Yep, the Glaser Bros. are back!



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Summary table with columns: MOST ADDED, EAST, HOTTEST, MOST ADDED, MIDWEST, HOTTEST, MOST ADDED, SOUTH, HOTTEST, MOST ADDED, WEST, HOTTEST. Includes names like Oak Ridge Boys (MCA), Alabama (RCA), Johnny Lee (Full Moon/Asylum), etc.

Table listing music adds and hits for the EAST region, including artists like Alabama, Oak Ridge Boys, and Johnny Lee.

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- RAY STEVENS - One More Last Chance - (RCA) "It's Not All Over" "Molissa" WAYLON & JESSI - Leather And Lace - (RCA) "I'll Be A Right" DOTTIE WEST - Wild West - (Liberty) "What Are We Doin' In Love" HANK WILLIAMS JR. - Rowdy - (Elektra/Curb) "Dixie On My Mind" "Are You Sure Hank Done It This Way"

- Most Requested: ALABAMA "Old Flame" (RCA) D. FRIZZELL & S. WEST "You're The Reason..." (WB) HANK WILLIAMS JR. "Texas Women" (Elektra/Curb) DON WILLIAMS "Falling Again" (MCA) CRYSTAL GAYLE "Take It Easy" (Columbia)



# P/A

**POP/ADULT®**

## Mike Kasabo

**KSFO AIMS FOR OLDER ADULTS**

### Back To The Basics In San Francisco

For decades KSFO was the radio station to listen to in the Bay Area. The Golden West outlet was the radio definition of "I Left My Heart In" you-know-where. But sometime in the early 70's, the station began a long and subtle process of music and programming transition. During this time, radio surveys showed an ebbing of its once-dominant posture in the market. Then, after 20+ years, the Giants baseball team went over to another station.

However, things are on the upswing at KSFO now. We talked with Program Director Allan Hotlen about KSFO's rediscovered programming philosophy and how he will administer it.

**R&R:** You're back in the hunt; can you give us some idea as to how the change will affect you?

**AH:** First of all, let me start with where we have been. During the past eight months or so, we've been doing some talk blocks particularly nine to noon with a psychologist — and a highly-produced and uptempo magazine kind of approach most of the rest of the day. Although we continued to play music in every daypart but 9 to noon, it was very little music. Now we are going back into a format in which music is clearly the most visible element, although we will continue to feature our personalities. Gene Nelson will stay on as morning man, Buddy Hatton will also continue here, and most of our lineup, with the exception of Bonnie Ring leaving.

**R&R:** How specific can you get about the music change?

**AH:** I want to point out that we are still going to be very much a Pop/Adult station, but we are also going to get back to what has been KSFO's musical heritage.

**R&R:** You're going to dig into the Sinatra bag . . .

**AH:** Yes. Also Johnny Mathis and Tony Bennett, but this will be done for the most part for flavoring.

**R&R:** Will this preclude artists like England Dan & John Ford Coley?

**AH:** Let me answer that two ways — there are very few artists whose music we would not give consideration to, and yes, there will be airtime for some England Dan & John Ford Coley-type records. But our thrust is going to be skewed a little higher demographically. We are simply going to be much more selective with newer and more contemporary artists and rely more heavily on traditional and established artists like Barbra Streisand, Neil Diamond, and even Kenny Rogers material. But we are not going to old-fogey radio, that's for sure. It'll be soft, with stuff like Anne

Murray, Barry Manilow, Carpenters, things like that. It's an older adult approach, but not the Geritol set.

**R&R:** Will you go back into the mid-50's for some oldies?

**AH:** Yes, we'll play selected things like the Four Lads and the like. But the backbone of our stuff will be standards by major adult artists, and we'll be playing it in sweeps, except for morning drive.

**R&R:** You're going to make music the star, but still retain a solid personality base?

**AH:** Exactly.

**R&R:** How do you see these changes affecting KSFO in programming and sales?

**AH:** Well, programming is my area so let me start there. After extensively researching all the changes we have gone through in the past several years, we have the indication that where we are going is where the people have always wanted us to be. Now I'm not suggesting that we've had some massive groundswell mandate from the people, but our ongoing questionnaire mailings have shown us that KSFO is perceived as a traditional, classy adult-image radio station. People have always associated us with quality — from the music to the personalities, to news and sports coverage. So from a programming point of view, it's where we probably should have been all along.

**R&R:** Didn't Don Sherwood try a musical shift to the big band sound in the early 70's?

**AH:** Yes, but only a Martian would confuse what he did and what we're doing now. That was much older in appeal. We're not going to be playing Jerry Vale and that type; although he is a good artist, he wouldn't fit in with us. Getting into the sales area, I think this will give us a more singular thrust on which to make our presentations and the fact that KSFO is doing it rather than KFRC or other stations.

**R&R:** You're saying that KSFO's inherent profile, in terms of your research, indicates that you are the station to adopt the image you're talking about?

**AH:** Based upon this station's longtime tradition of adult programming, we are obviously the key signal, not because we say so, but because the people in the Bay Area have indicated strongly a return to what they want to hear. I really believe that our redirection is the proper action to take — it was a hard sell with us doing a little talk, a little music. In terms of demographics, certainly we're not going to have a lot of 18-34 numbers, but there are plenty of 25+ people that have supported us in the past, and they are continuing to indicate their loyalty through our research.

And let's face it, there are plenty of buys made on 25-54 to justify this move. We are going after the available AM audience, which is shrinking at the younger end, not the higher end. We feel that there are a lot of people with no place to go in this market, and we're going to offer that to them. The way we have our music

designed, you'll be able to hear any two records in a row and know you're listening to KSFO. I can't reveal all the systems that we are going to employ, but if you flew into San Francisco tomorrow, and tuned us in, you'd know that you're listening to the soundtrack of this city.

**R&R:** That's quite a statement!

**AH:** It will give us a strong and instant identity with a lot of positive flow, musically and otherwise. One thing to point out is that we're not going to be, as some might think, so bland and predictable or constrained that Beautiful Music stations will have to fight us. We will offer a great deal of latitude for our listeners: we still carry A's baseball, which will take up 600 hours of broadcasting. Plus we have some very specialized programming.

**R&R:** Could you fill us in on that?

**AH:** Monday through Friday from 8-11pm we do an hour called the "Great American Broadcast," which is old-time radio that includes comedy and drama. Our ratings on that have been superb for years — always top three at least with 25+. We also have a Saturday morning feature called the "Vintage Music Machine," which is a big-band type show, then at night on Saturday John Hardy, our Music Director, does his "Frank Sinatra & Friends" program, which we've always gotten great reaction to. It's interesting to see the changing of demographics over the past several years. Today, it's almost like a big portion of the population has grown into understanding and appreciating an artist like Sinatra.

**R&R:** There's no mystery; the population is getting older. People mature in lifestyle and that includes music. But back to baseball, you're carrying an Oakland team — how does that relate to your strong identity as a San Francisco radio station?

**AH:** You'd have to be here now to understand that. As a matter of fact two years ago, when Charley Finley owned the team and was willing to almost give us the rights to broadcast, we had no interest. Since the Haas family has purchased the team, and signed Billy Martin to a longterm contract, there has been a tremendous generation of interest in the A's from all sides and factions of the Bay Area. The Haas family is using all of its considerable influence to place their team on the same level as the Giants.

**R&R:** It seems to me that you're "getting back to where you once belonged."

**AH:** I hope that we are perceived as "Hey, that's where you guys belong." It is coming home in a sense, but we're not trying to recreate what KSFO was 15 years ago; that's imbecilic. We are going to try to create a mood and feeling for the city of San Francisco and the quality that goes along with it. The composition of this city is unique, with an awful lot of white collar people. And a lot of those people, research shows, have been feeling ignored. They heard 25 shades of rock and roll or elevator music with nothing in between.

### Transition

WFYR/Chicago has added Bernie Tafoya to the News Department to anchor overnight newscasts. Prior to joining WFYR, Tafoya was Operations Manager for Shadow Traffic and had also worked as reporter/editor for WCFL, as well as WIND in the Second City . . . Bill Dwyer, KNBR/San Francisco VP/GM, has announced the appointment of Charles Ward to the position of Marketing Manager for KNBR Sports. In announcing Ward's appointment, Dwyer said, "I look to him to carry forward the marketing concept of KNBR Sports programming performed so well by the late Bruce Hale." Ward will be active with both the San Francisco Giants and the Golden State Warriors . . . Jeff Mazzei has been named Assistant Program Director of WYNY/New York, coming over from the same position at WABC. Mazzei had worked previously with the station's AM sister, WNBC . . . Dean Taylor has been named to the Music Director position of KGNC/Amarillo.



**WASHING WITH THE TROTTERS** — WASH/Washington's basketball "talent" shone during a recent halftime as Music Director and air personality Bob Duckman (second from left) watches fellow personality John Bodnar "dazzle" members of the world famous Harlem Globetrotters with a behind the back pass to traffic reporter Walt Stirling.

P/A

POP/ADULT

BREAKERS

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

BARRY MANILOW Lonely Together (Arista)

77% of our reporters are on it. With 31 adds it is also this week's Most Added...

STEVE WINWOOD

While You See A Chance (Island)

52% of our reporters are on it. Adds include WSJS, WRVR, WHAS, WBT, KBAI, KAKZ, WAKR...

T.G. SHEPPARD

I Loved 'Em Every One (WB/Curb)

54% of our reporters are on it. Crossing over in a big way - adds include KLOK, WSJS, WELI, WRIE, WLNH...

NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week...

STEELY DAN "Time Out Of Mind" (MCA) 53/13 add WLW, KFMB, WPRO, WELI, WTIC, WCBM...

MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 46/5 add WNAB, WEIM, WSLI, WHIZ, WAKR...

TASTE OF HONEY "Sukiyaki" (Capitol) 45/10 add WSJS, WBT, WPRO, WCBM, WGR, WNEU...

CHAMPAIGN "How 'Bout Us" (Columbia) 44/8 add WSJS, WDAE, WOAI-FM, 97A1A, KBAI, KBLF...

BARBARA MANDELL "Sometime, Somewhere, Somehow" (MCA) 43/4 add WTMJ, KEX, WATR, WHOK...

CLIMAX BLUES BAND "I Love You" (WB) 36/7 add WDAE, WRVR, WTAE, KOKA, WJBO, KRZI...

CHRISTOPHER CROSS "Say You'll Be Mine" (WB) 33/26. Second Most Added this week - included are KMBZ, WFYR, WDAE...

MAC DAVIS "Hooked On Music" (Casablanca/PolyGram) 32/4 add WATR, WYMC, WQUA, KRNT...

DEBBY BOONE "Perfect Fool" (WB/Curb) 30/1 add WHBC, Heavy rotation: KSL, WDEF, WLVA...

GINO VANNELLI "Living Inside Myself" (Arista) 28/22 adds include WLW, WFYR, KFMB, KPPL...

RAY PARKER JR. & RAYDIO "A Woman Needs Love (Just Like You Do)" (Arista) 28/9 add WQAR, 97A1A, WPRO, WRIE...

ROVERS "Wasn't That A Party" (Epic/Cleveland International) 26/2 add KOLO, WDFI, Heavy rotation: WQAR...

PAUL SIMON "Oh, Marion" (WB) 24/0. Heavy rotation: KOLO, KLMS, WLTA, Medium rotation: KSL, KEX...

ABBA "Super Trouper" (Atlantic) 23/12 add KEX, WSB, WFSM, WGR, WJBO, WSLI, KFOD, KLO, WJON...

DON WILLIAMS "Falling Again" (MCA) 23/3 add WIS, KUGN, WOOD. Heavy rotation: KMBZ, WNDK, KRMG...

SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 23/0. Heavy rotation: WHAG, Medium rotation: WIP, WEIM, WCFR, WCHV, WMAZ, WFR, KRKK, WDFI, KKIC, WKHM...

CAPTAIN & TENNILLE "Keepin' Our Love Warm" (Casablanca/PolyGram) 21/9 add WLTA, WLNH, WATR, WBSA, WDBO, KBAI, WBW, KGGF, WHBC, Medium rotation: WJON, WKHM, WOOD, WNDK...

DIANA ROSS "One More Chance" (Motown) 21/9 add WIP, WPRO, WLVA, WFR, KBLF, KRKK, WHIZ, KRMG, KGGF, Heavy rotation: KSL, Medium rotation: WCHV, WBSA, WAKR, KKIC...

LESUE, KELLY & JOHN FORD COLEY "Come Back To Me" (A&M) 21/3 add WATR, WHBC, WHBY, Medium rotation: KSL, WNDK, KLO, WJON, WNAB, Spread about even...

HARRY CHAPIN "Remember When The Music" (Boardwalk) 20/1 add WSGW, Heavy rotation: KMBZ, 97A1A, WLTA, Medium rotation: KSL, WNDK, WLVA, WRVA, KRKK, KFOD...

Others Getting Significant Action

ANDY GIBB "Me (Without You)" (RSO) 19/2 add WBNB, WEIM, Medium rotation: WIP, WNAB, WRIE, WLNH, WSLI, WORG, WFR, WHIZ, WKIQ, WHBY, Spread is about even.

Radio & Records POP/ADULT AIRPLAY / 30

March 27, 1981

Table with 4 columns: Three Weeks, Two Weeks, Last Week, This Week, and Song Title. Lists top 30 records including B. STREISAND & B. GIBB, NEIL DIAMOND, GROVER WASHINGTON JR., SHEENA EASTON, TERRI GIBBS, JOHN LENNON, JUICE NEWTON, HALL & OATES, JAMES TAYLOR & J.D. SOUTHER, EMMYLOU HARRIS, LEO SAYER, CLIFF RICHARD, SMOKEY ROBINSON, DOLLY PARTON, ELVIS PRESLEY, GILBERT O'SULLIVAN, STYX, RONNIE MILSAP, CHRIS MONTAN, BARRY MANILOW, STEVE WINWOOD, ASSOCIATION, PHIL EVERLY, JIMMY BUFFETT, BOBBY GOLDSBORO, T.G. SHEPPARD, SPYRO GYRA, ABBA, and STEELY DAN.

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

Most Added: BARRY MANILOW Lonely Together (Arista) Added at 27% of our reporting stations. CHRISTOPHER CROSS Say You'll Be Mine (WB) Added at 23% of our reporting stations. GINO VANNELLI Living Inside Myself (Arista) Added at 19% of our reporting stations. SMOKEY ROBINSON Being With You (Tamla) Added at 15% of our reporting stations. T.G. SHEPPARD I Loved 'Em Every One (WB/Curb) Added at 14% of our reporting stations. RUPERT HOLMES I Don't Need You (MCA) Added at 12% of our reporting stations. JOHN LENNON Watching The Wheels (Geffen) Added at 12% of our reporting stations. STEELY DAN Time Out Of Mind (MCA) Added at 12% of our reporting stations.

Hottest: SHEENA EASTON Morning Train (Nine To Five) (EMI America) Reported hot at 35% of our stations. GROVER WASHINGTON JR. Just The Two Of Us (Elektra) Reported hot at 31% of our stations. DON McLEAN Crying (Millennium) Reported hot at 36% of our stations. NEIL DIAMOND Hello Again (Capitol) Reported hot at 35% of our stations. BARBARA STREISAND & BARRY GIBB What Kind Of Fool (Columbia) Reported hot at 32% of our stations. TERRI GIBBS Somebody's Knockin' (MCA) Reported hot at 31% of our stations. JUICE NEWTON Angel Of The Morning (Capitol) Reported hot at 30% of our stations.

# P/A REGIONAL ADDS & HOTS

## EAST

**WCBM/Baltimore**  
Hal Martin  
A. Parker Jr. & Raydio  
Taste Of Honey  
Steeley Dan  
HOTTEST  
[Time]  
D. West  
L. Sayer  
S. Easton  
G. Washington Jr.

**WBZ/Boston**  
Wendy Furiga  
C. Cross  
S. Robinson  
J. Taylor & J.D. Souther  
HOTTEST  
D. McLean  
C. Richard  
RED  
N. Diamond  
J. Lennon  
J. Newton  
(Woman)

**WNAB/Bridgeport**  
Jay McCormick  
G. O'Sullivan  
M. Manchester & P. Bryson  
B. Manlow  
HOTTEST  
B. Streisand & B. Gibb  
J. Lennon  
J. Newton  
HOTTEST

**WBEN/Buffalo**  
Roger Christian  
G. Vannelli  
J. Dulce  
A. Gibb  
HOTTEST  
S. Easton  
G. Washington Jr.  
S. Robinson  
J. Taylor & J.D. Souther

**WQR/Buffalo**  
Jerry Rao  
Frankie & Knockouts  
D. West  
G. Vannelli  
C. Cross  
HOTTEST  
S. Easton  
G. Washington Jr.  
HOTTEST  
Hall & Oates  
Rovers

**WRE/Erie**  
Ted Abbon  
A. Parker Jr. & Raydio  
T.G. Sheppard  
D. West  
S. Monder  
(Lateley)  
C. Cross  
B. Scaggs  
(Anytime)  
R. Stewart  
HOTTEST  
D. Parton  
(9-5)  
Kool & Gang  
(Celebration)  
J. Lennon  
(Woman)  
S. Easton

**WEHM/Fitchburg**  
Chuck Morgan  
R. Holmes  
(Need)  
G. Fischhoff  
Dr. Hook  
A. Gibb  
B. King  
R. Cash  
M. Manchester & P. Bryson  
HOTTEST  
D. McLean  
S. Easton  
G. Washington Jr.  
J. Newton  
S. Robinson

**WHAG/Hagerstown**  
B.J. Baumgardner  
Steeley Dan  
(Time)  
G. Vannelli  
B. King  
J. Newton  
P. Anka  
HOTTEST  
Hall & Oates  
Firefall  
Double Bros.  
(Train)  
B. Goldsboro  
Dr. Hook

**WSFM/Harrisburg**  
Bob Peave  
J. Taylor & J.D. Souther  
J. Average Band  
Abba  
(Super)  
HOTTEST  
M. Diamond  
(Hello)  
B. Streisand & B. Gibb  
E. Harris  
T.G. Sheppard

**WTC/Hartford**  
Ginny Jackson  
B. Manlow  
Steeley Dan  
(Time)  
S. Robinson  
HOTTEST  
D. McLean  
N. Diamond  
(Hello)  
J. Lennon  
(Woman)  
C. Richard  
B. Streisand & B. Gibb

**WJML/Macon**  
Bob Nelson  
Styx  
(Too)  
Who  
T.G. Sheppard  
Capt. & Tennille  
G. Vannelli  
P. Snow  
P. Collins  
R. Springfield  
HOTTEST  
B. Streisand & B. Gibb  
HOTTEST  
Hall & Oates  
J. Newton  
S. Minwood  
J. Taylor & J.D. Souther

## MIDWEST

**WATR/Waterbury**  
Nick O'Connor  
B. Mandrell  
(Some) (Time)  
D. Manlow  
HOTTEST  
M. Darius  
Capt. & Tennille  
Leslie, Kelly & J.F. Coley  
HOTTEST  
D. McLean  
HOTTEST  
S. Easton  
T. Gibbs  
T. Gibbs  
E. Harris  
S. Monder  
(Lateley)

**WNEU/Wheeling**  
Aimee Fox  
G. Vannelli  
E. Harris  
C. Cross  
Taste Of Honey  
B. Manlow  
Rolling Stones (dp)  
HOTTEST  
N. Diamond  
(Hello)  
Hall & Oates  
Rovers  
J. Newton  
S. Easton

**WELI/West Haven**  
Wah Pinto  
S. Robinson  
Steeley Dan  
(Time)  
T.G. Sheppard  
G. Fischhoff  
HOTTEST  
S. Easton  
G. Washington Jr.  
B. Streisand & B. Gibb  
J. Newton  
HOTTEST

**WPHI/Philadelphia**  
Bob Russo  
S. Monder  
(Lateley)  
D. West  
C. Cross  
P. Collins  
D. Ross  
HOTTEST  
S. Minwood  
(Hello)  
J. Taylor & J.D. Souther  
A. Gibb  
Climax Blues Band

**WKDA/Pittsburgh**  
Randy Fick  
E. Clapton  
Climax Blues Band  
D. West  
HOTTEST  
Styx  
(Best)  
D. McLean  
RED  
(Keep)  
N. Diamond  
(Hello)  
S. Easton  
HOTTEST

**WTAE/Pittsburgh**  
Don Barne  
J. Newton  
J. Taylor & J.D. Souther  
Climax Blues Band  
D. West  
(Need)  
HOTTEST  
J. Lennon  
(Woman)  
Styx  
(Anytime)  
RED  
(Keep)  
D. McClinton  
(Giving)  
S. Robinson

**3-W/SPittsburgh**  
Herb Crowe  
J. Lennon  
C. Montan  
B. Manlow  
HOTTEST  
S. Easton

**WGAN/Portland**  
Janet Booth  
E. Harris  
HOTTEST  
S. Easton  
T. Gibbs  
G. Washington Jr.  
D. McLean

**WPRP/Providence**  
Gary Berkowitz  
Steeley Dan  
(Time)  
R. Parker Jr. & Raydio  
G. Vannelli  
D. Ross  
B. Manlow  
(Duet) (lp)  
Taste Of Honey  
D. West  
HOTTEST  
N. Diamond  
(Hello)  
T. Gibbs  
S. Easton  
J. Newton  
E. Harris

**WHAM/Rochester**  
Dave Laird  
None  
HOTTEST  
D. McLean  
C. Richard  
B. Streisand & B. Gibb  
N. Diamond  
(Hello)  
HOTTEST  
S. Easton  
G. Washington Jr.  
J. Newton

**WSPM/Syracuse**  
Debbie Stoughtenger  
S. Robinson  
April Wine  
(Between)  
HOTTEST  
D. Parton  
(9-5)  
D. McLean  
N. Diamond  
(Hello)  
B. Streisand & B. Gibb  
HOTTEST  
D. Deardoff  
J. Photoglo  
HOTTEST  
B. Goldsboro  
(Hello)  
J. Newton  
S. Robinson  
E. Harris

## SOUTH

**WAKR/Aaron**  
Mike Dan  
M. Manchester & P. Bryson  
S. Minwood  
HOTTEST  
N. Diamond  
(Hello)  
B. Streisand & B. Gibb  
T. Gibbs  
J. Newton  
E. Harris

**WBBC/Canton**  
Mike Dan  
D. Valery  
(Roses)  
P. McGovern  
M. Page  
Capt. & Tennille  
D. Boone  
S. Forbert  
S. Robinson  
Leslie, Kelly & J.F. Coley  
HOTTEST  
J. Newton  
J. Taylor & J.D. Souther  
P. Simon  
B. Goldsboro  
T.G. Sheppard

**WBWY/Appleton**  
Jeh Clark  
R. Parker Jr. & Raydio  
G. Fischhoff  
A. Murray  
HOTTEST  
D. McLean  
T. Gibbs  
N. Diamond  
(Hello)  
G. O'Sullivan  
G. Washington Jr.

**WKIQ/Bowling Green**  
John Swan  
Leslie, Kelly & J.F. Coley  
J. Lennon  
S. Robinson

**WLVK/Cincinnati**  
Craig Picciano  
G. Vannelli  
Frankie & Knockouts  
L. Hall  
HOTTEST  
D. McLean  
S. Easton  
J. Lennon  
(Woman)

**WVTV/Columbus**  
Denny Nugent  
None  
HOTTEST  
N. Diamond  
(Hello)  
HOTTEST  
E. Harris  
C. Richard  
G. Washington Jr.

**WHO/Dayton**  
Peggy Powell  
S. Robinson  
B. Manlow  
M. McGovern  
P. Anka  
HOTTEST  
B. Streisand & B. Gibb  
S. Easton  
E. Harris

**KRRK/Rock Springs**  
Rod Tucker  
T.G. Sheppard  
B. Medley  
E. Clapton  
C. Cross  
B. Manlow  
G. Fischhoff  
D. McLean  
N. Diamond  
(Hello)  
Hall & Oates  
B. Streisand & B. Gibb  
C. Montan

**KSL/Salt Lake City**  
George Lamich  
J. Buffett  
HOTTEST  
D. Ross  
G. Washington Jr.  
E. Harris

**KFMB/San Diego**  
Larson Anthony  
A. Thomson  
G. Vannelli  
Steeley Dan  
(Time)  
HOTTEST  
B. Streisand & B. Gibb  
J. Newton  
G. Washington Jr.  
D. McLean  
Association

**KNBR/San Francisco**  
Larry Finkel  
J. Lennon  
(Hello)  
B. Medley  
HOTTEST  
B. Streisand & B. Gibb  
T. Gibbs  
S. Easton  
J. Newton  
J. Taylor & J.D. Souther

**KLOS/San Jose**  
Donna Blachoff  
T.G. Sheppard  
B.J. Thomas  
J. Taylor & J.D. Souther  
S. Easton  
N. Diamond  
(Hello)

**RBLF/Red Bluff**  
Allen Bennett  
Champaign  
M. McGovern  
(Need)  
D. Ross  
G. Lee  
D. Dunlap  
HOTTEST  
N. Diamond  
(Hello)  
B. Streisand & B. Gibb  
Hall & Oates

**KOLO/Reno**  
Miba Hagerty  
R. Holmes  
(Need)  
HOTTEST  
J. Newton  
HOTTEST  
G. O'Sullivan  
HOTTEST  
J. Lennon  
(Woman)  
D. McLean  
Hall & Oates  
B. Streisand & B. Gibb  
G. Washington Jr.

**KMED/Medford**  
Charlie Kirk  
B. Manlow  
Steeley Dan  
LeBlanc  
B. Scaggs  
(Anytime)  
D. Deardoff  
J. Photoglo  
HOTTEST  
B. Goldsboro  
(Hello)  
J. Newton  
S. Robinson  
E. Harris

## WEST

**WAKR/Aaron**  
Mike Dan  
M. Manchester & P. Bryson  
S. Minwood  
HOTTEST  
N. Diamond  
(Hello)  
B. Streisand & B. Gibb  
T. Gibbs  
J. Newton  
E. Harris

**WBBC/Canton**  
Mike Dan  
D. Valery  
(Roses)  
P. McGovern  
M. Page  
Capt. & Tennille  
D. Boone  
S. Forbert  
S. Robinson  
Leslie, Kelly & J.F. Coley  
HOTTEST  
J. Newton  
J. Taylor & J.D. Souther  
P. Simon  
B. Goldsboro  
T.G. Sheppard

**WBWY/Appleton**  
Jeh Clark  
R. Parker Jr. & Raydio  
G. Fischhoff  
A. Murray  
HOTTEST  
D. McLean  
T. Gibbs  
N. Diamond  
(Hello)  
G. O'Sullivan  
G. Washington Jr.

**WKIQ/Bowling Green**  
John Swan  
Leslie, Kelly & J.F. Coley  
J. Lennon  
S. Robinson

**WLVK/Cincinnati**  
Craig Picciano  
G. Vannelli  
Frankie & Knockouts  
L. Hall  
HOTTEST  
D. McLean  
S. Easton  
J. Lennon  
(Woman)

**WVTV/Columbus**  
Denny Nugent  
None  
HOTTEST  
N. Diamond  
(Hello)  
HOTTEST  
E. Harris  
C. Richard  
G. Washington Jr.

**WHO/Dayton**  
Peggy Powell  
S. Robinson  
B. Manlow  
M. McGovern  
P. Anka  
HOTTEST  
B. Streisand & B. Gibb  
S. Easton  
E. Harris

**KRRK/Rock Springs**  
Rod Tucker  
T.G. Sheppard  
B. Medley  
E. Clapton  
C. Cross  
B. Manlow  
G. Fischhoff  
D. McLean  
N. Diamond  
(Hello)  
Hall & Oates  
B. Streisand & B. Gibb  
C. Montan

**KSL/Salt Lake City**  
George Lamich  
J. Buffett  
HOTTEST  
D. Ross  
G. Washington Jr.  
E. Harris

**KFMB/San Diego**  
Larson Anthony  
A. Thomson  
G. Vannelli  
Steeley Dan  
(Time)  
HOTTEST  
B. Streisand & B. Gibb  
J. Newton  
G. Washington Jr.  
D. McLean  
Association

**KNBR/San Francisco**  
Larry Finkel  
J. Lennon  
(Hello)  
B. Medley  
HOTTEST  
B. Streisand & B. Gibb  
T. Gibbs  
S. Easton  
J. Newton  
J. Taylor & J.D. Souther

**KLOS/San Jose**  
Donna Blachoff  
T.G. Sheppard  
B.J. Thomas  
J. Taylor & J.D. Souther  
S. Easton  
N. Diamond  
(Hello)

**RBLF/Red Bluff**  
Allen Bennett  
Champaign  
M. McGovern  
(Need)  
D. Ross  
G. Lee  
D. Dunlap  
HOTTEST  
N. Diamond  
(Hello)  
B. Streisand & B. Gibb  
Hall & Oates

**KOLO/Reno**  
Miba Hagerty  
R. Holmes  
(Need)  
HOTTEST  
J. Newton  
HOTTEST  
G. O'Sullivan  
HOTTEST  
J. Lennon  
(Woman)  
D. McLean  
Hall & Oates  
B. Streisand & B. Gibb  
G. Washington Jr.

**KMED/Medford**  
Charlie Kirk  
B. Manlow  
Steeley Dan  
LeBlanc  
B. Scaggs  
(Anytime)  
D. Deardoff  
J. Photoglo  
HOTTEST  
B. Goldsboro  
(Hello)  
J. Newton  
S. Robinson  
E. Harris

## WEST

**WAKR/Aaron**  
Mike Dan  
M. Manchester & P. Bryson  
S. Minwood  
HOTTEST  
N. Diamond  
(Hello)  
B. Streisand & B. Gibb  
T. Gibbs  
J. Newton  
E. Harris

**WBBC/Canton**  
Mike Dan  
D. Valery  
(Roses)  
P. McGovern  
M. Page  
Capt. & Tennille  
D. Boone  
S. Forbert  
S. Robinson  
Leslie, Kelly & J.F. Coley  
HOTTEST  
J. Newton  
J. Taylor & J.D. Souther  
P. Simon  
B. Goldsboro  
T.G. Sheppard

**WBWY/Appleton**  
Jeh Clark  
R. Parker Jr. & Raydio  
G. Fischhoff  
A. Murray  
HOTTEST  
D. McLean  
T. Gibbs  
N. Diamond  
(Hello)  
G. O'Sullivan  
G. Washington Jr.

**WKIQ/Bowling Green**  
John Swan  
Leslie, Kelly & J.F. Coley  
J. Lennon  
S. Robinson

**WLVK/Cincinnati**  
Craig Picciano  
G. Vannelli  
Frankie & Knockouts  
L. Hall  
HOTTEST  
D. McLean  
S. Easton  
J. Lennon  
(Woman)

**WVTV/Columbus**  
Denny Nugent  
None  
HOTTEST  
N. Diamond  
(Hello)  
HOTTEST  
E. Harris  
C. Richard  
G. Washington Jr.

**WHO/Dayton**  
Peggy Powell  
S. Robinson  
B. Manlow  
M. McGovern  
P. Anka  
HOTTEST  
B. Streisand & B. Gibb  
S. Easton  
E. Harris

**KRRK/Rock Springs**  
Rod Tucker  
T.G. Sheppard  
B. Medley  
E. Clapton  
C. Cross  
B. Manlow  
G. Fischhoff  
D. McLean  
N. Diamond  
(Hello)  
Hall & Oates  
B. Streisand & B. Gibb  
C. Montan

**KSL/Salt Lake City**  
George Lamich  
J. Buffett  
HOTTEST  
D. Ross  
G. Washington Jr.  
E. Harris

**KFMB/San Diego**  
Larson Anthony  
A. Thomson  
G. Vannelli  
Steeley Dan  
(Time)  
HOTTEST  
B. Streisand & B. Gibb  
J. Newton  
G. Washington Jr.  
D. McLean  
Association

**KNBR/San Francisco**  
Larry Finkel  
J. Lennon  
(Hello)  
B. Medley  
HOTTEST  
B. Streisand & B. Gibb  
T. Gibbs  
S. Easton  
J. Newton  
J. Taylor & J.D. Souther

**KLOS/San Jose**  
Donna Blachoff  
T.G. Sheppard  
B.J. Thomas  
J. Taylor & J.D. Souther  
S. Easton  
N. Diamond  
(Hello)

**RBLF/Red Bluff**  
Allen Bennett  
Champaign  
M. McGovern  
(Need)  
D. Ross  
G. Lee  
D. Dunlap  
HOTTEST  
N. Diamond  
(Hello)  
B. Streisand & B. Gibb  
Hall & Oates

**KOLO/Reno**  
Miba Hagerty  
R. Holmes  
(Need)  
HOTTEST  
J. Newton  
HOTTEST  
G. O'Sullivan  
HOTTEST  
J. Lennon  
(Woman)  
D. McLean  
Hall & Oates  
B. Streisand & B. Gibb  
G. Washington Jr.

**KMED/Medford**  
Charlie Kirk  
B. Manlow  
Steeley Dan  
LeBlanc  
B. Scaggs  
(Anytime)  
D. Deardoff  
J. Photoglo  
HOTTEST  
B. Goldsboro  
(Hello)  
J. Newton  
S. Robinson  
E. Harris

## SOUTH

**WABZ/Alexandria**  
Mark Robinson  
Frankie & Knockouts  
P. Collins  
R. Stewart  
P. Anka  
HOTTEST  
S. Minwood  
Hall & Oates  
B. Gibb  
G. Washington Jr.  
S. Easton

**WIS/Columbia**  
Bob Davis  
S. Robinson  
B. Manlow  
R. Stewart  
Steeley Dan  
(Time)  
D. Williams  
J. Taylor & J.D. Souther  
HOTTEST  
G. Washington Jr.  
J. Newton  
J. Buffett  
J. Taylor & J.D. Souther

**WYR/Memphis**  
Steve Butler  
Climax Blues Band  
L. LeBlanc  
G. Vannelli  
S. Minwood  
HOTTEST  
S. Robinson  
Hall & Oates  
(Hello)  
G. Washington Jr.  
S. Easton

**WYR/Richmond**  
Dick Gram  
D. Parton  
(Know)  
R.J. Thomas  
HOTTEST  
N. Diamond  
(Hello)  
T.G. Sheppard  
J. Lennon  
(Woman)  
E. Harris  
G. O'Sullivan

**WYR/Roanoke**  
Bill Bratton  
R. Holmes  
(Need)  
Champaign  
C. Cross  
D. Ross  
HOTTEST  
Blonde  
(Rapture)  
S. Easton  
C. Richard  
G. Washington Jr.  
S. Robinson  
E. Harris

**WYR/Vicksburg**  
Kevin Fennasay  
G. Vannelli  
Tierra  
(Heerries)  
P. Collins  
Champaign  
Climax Blues Band  
HOTTEST  
Rovers  
Elvis  
S. Easton  
S. Robinson  
J. Newton

**WYR/Waco**  
Clay Steele  
B. Medley  
C. Cross  
Climax Blues Band  
S. Gibb  
(Need)  
HOTTEST  
D. McLean  
G. Washington Jr.  
Champaign  
S. Minwood  
G. Campbell & P. Tucker  
HOTTEST  
D. McLean  
G. Washington Jr.  
S. Easton

**WYR/Winston-Salem**  
George Brown  
Taste Of Honey  
HOTTEST  
S. Sheppard  
Champaign  
S. Minwood  
G. Campbell & P. Tucker  
HOTTEST  
D. McLean  
G. Washington Jr.  
S. Easton

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- SMOKEY ROBINSON**  
"Being With You" (Tamla)
- ATLANTIC STARR**  
"When Love Calls" (A&M)
- CHAMPAIGN**  
"How 'Bout Us" (Columbia)
- A TASTE OF HONEY**  
"Sukiyaki" (Capitol)
- GROVER WASHINGTON, JR.**  
"Just The Two Of Us" (Elektra)
- KOOL & THE GANG**  
"Take It To The Top" (De-Lite/PolyGram)
- SHALAMAR**  
"Make That Move" (Solar/RCA)
- TOM BROWNE**  
"Thighs High" (GRP/Arista)
- WHISPERS**  
"It's A Love Thing" (Solar/RCA)
- QUINCY JONES**  
"Ai No Corrida" (A&M)
- KLEER**  
"Get Tough" (Atlantic)

## CLIMBERS

Following are listed in order of their airplay activity.

**ARETHA FRANKLIN** "What A Fool Believes" (Arista) 59% (+10) reporting. Showing medium airplay at WKND, WAMO, WILD and WXYV in the East. Climbing at WDIA, WENN, WVOL, WHRK, WVEE, WJJS and WYLD in the South. Hot rotation at WKWM, WDAO, WCIN, and WJLB. Climbing at KAEZ, WVON, WJMO, and KPRS in the Midwest. The West shows medium airplay at KYAC, KDAY and KSOL.

**JERRY KNIGHT** "Perfect Fit" (A&M) 57% reporting airplay. Heavy rotation at WTMP, WVEE, WHRK, WJJS and WAOK. Medium airplay at WDIA and WATV in the South. Climbing at WKND, WAMO, and WILD. Hot at WXYV in the East. Hot at KDAY. Climbing at KDKO and KSOL in the West. The Midwest shows it climbing at WKWM, WCIN, WVON and WBMX. Hot at WJLB, WJMO and KPRS.

**SISTER SLEDGE** "All American Girls" (Cotillion) 54% reporting action. Hot at WTMP, WHRK, WVEE and WJJS. Climbing at WVOL and WATV in the South. The East shows it climbing at WKND, WAMO and WWRL with hot rotation at WILD and WXYV. Hot at WKWM, WJLB and WJMO. Showing medium airplay at KAEZ and WCIN in the Midwest. Climbing at KDKO and KDIA. Hot at KDAY and KSOL in the West.

**CAMEO** "Feel Me" (Chocolate City/PolyGram) 54% of our reporters are on it. The Midwest shows an add at WCIN. Medium airplay at WKWM, WDAO, WJLB and KPRS. and hot rotation at WJMO. Climbing at KDAY and KSOL. Hot at KDKO in the West. New at WTMP, climbing at WDIA, WVOL, WJJS, WEDR and WYLD. and hot at WGIV and WAOK in the South. Hot at WAMO, climbing at WKND and WILD in the East.

**ROBERT WINTERS & FALL** "Magic Man" (Buddah/Arista) 54% reporting action. Hot at WKND and WILD. Climbing at WWRL and WDAS in the East. The South shows hot rotation at WTMP, WANT and WJJS. Medium airplay at WKXI, WDIA, WVOL and WGIV. Added at WBMX, climbing at WKWM and WJLB. and hot at WJMO and KPRS in the Midwest. The West shows an add at KDKO with hot airplay at KYAC, KDIA and KSOL.

**DENIECE WILLIAMS** "What Two Can Do" (ARC/Columbia) 51% (+1) reporting. Climbing at WWRL, WDAS and WXYV in the East. Showing medium airplay at KDKO, KDIA and KDAY in the West. The South shows it climbing at WDIA, WVOL, WHRK, WVEE, WATV, WAOK and WYLD. Medium airplay at WKWM, WVON, WJMO, WTLC, KPRS and WBMX in the Midwest.

**RAY PARKER JR. & RAYDIO** "A Woman Needs Love (Just Like You Do)" (Arista) 51% (+2) reporting activity. New at WJJS. Climbing at WKXI, WVOL, WHRK, WVEE, WGIV, WJMI and WAOK in the South. Added at KDAY. Climbing at KYAC. and hot at KDKO in the West. Climbing at WILD and WXYV while hot at WWRL in the East. The Midwest reflects medium airplay at WKWM, WDAO, WVON, WJMO and WBMX.

**MARVIN GAYE** "Praise" (Tamla) 51% (+2) reporting. Hot at KDKO and KDIA. Climbing at KSOL in the West. Climbing at WKWM, WDIA, KPRS and WBMX while hot at WCIN, WJMO and WTLC in the Midwest. Showing medium airplay at WXYV with hot rotation at WWRL and WDAS in the East. The South reflects medium activity at WENN, WHRK, WVEE, WJJS, WATV and WAOK.

**SADANE** "One-Way Love Affair" (WB) 46% (+12) of our reporters are on it. Climbing at KDAY in the West. New at WCIN. Medium airplay at WKWM, WVON, WJMO, WTLC and KPRS in the Midwest. The East shows it climbing at WAMO, WWRL, WDAS and WXYV. Added at WYLD while climbing at WTMP, WHRK, WVEE, WJJS and WJMI in the South.

**JERMAINE JACKSON** "You Like Me Don't You" (Motown) 46% (+2) reporting action. Climbing at KAEZ, WJLB, WJMO, KPRS and WBMX in the Midwest. Added at WVOL and WANT, climbing at WDIA, WENN, WGIV and WJJS. and hot at WKXI and WYLD in the South. Hot at WAMO and WWRL. Climbing at WILD in the East. Medium airplay at KYAC in the West.

**T-CONNECTION** "Everything Is Cool" (Capitol) 46% reporting action. Hot airplay at KAEZ, WCIN, WVON and KPRS. Medium airplay at WKWM, WJLB and WJMO in the Midwest. Climbing at KSOL in the West. Hot at WXYV. Climbing at WKND and WDAS in the East. Showing medium airplay at WJJS, WEDR and WATV. Hot at WTMP, WHRK and WVEE in the South.

**YARBROUGH & PEOPLES** "Don't Stop The Music" (Mercury/PolyGram) 46% reporting activity. Hot rotation at KDKO and KSOL in the West. Heavy airplay at WKND, WILD and WDAS in the East. Climbing at WCIN. Hot at WKWM, KAEZ, KMJM, KPRS and WBMX in the Midwest. Showing medium airplay at WJJS with hot rotation at WTMP, WKXI, WDIA, WANT and WYLD in the South.

**MELISSA MANCHESTER & PEABO BRYSON** "Lovers After All" (Arista) 43% (+4) reporting.

Climbing at WAMO and WXYV in the East. Hot at WVOL, WJMI and WAOK. Climbing at WHRK, WVEE, WJJS and WYLD in the South. Medium activity at KSOL in the West. Added at WJMO. Climbing at WKWM, KAEZ and KPRS. and hot at WDAO and WJLB in the Midwest.

**EARTH, WIND & FIRE** "And Love Goes On" (ARC/Columbia) 43% reporting. Hot at WJMO. Climbing at WKWM, WCIN, WJLB and KPRS in the Midwest. Hot at WKXI, WHRK, WVEE, WGIV, WJJS and WYLD while climbing at WTMP in the South. Climbing at WAMO and WDAS with hot rotation at WWRL and WXYV in the East.

**CHAKA KHAN** "What Cha' Gonna Do For Me" (WB) 43% of our reporters are on it. Climbing at WVOL, WGIV, WJMI, WATV, and WYLD in the South. New at WCIN. Climbing at WKWM, KAEZ, WJMO, WTLC and WBMX. and hot at WVON in the Midwest. The West shows an add at KYAC. medium airplay at KDKO. and hot rotation at KDAY. Hot at WWRL in the East.

**T.S. MONK** "Bon Bon Vie" (Mirage) 41% reporting action. Heavy rotation at WJLB, WJMO and WBMX with medium airplay at WKWM, KAEZ and WCIN in the Midwest. Climbing at KSOL in the West. Hot at WVEE, WHRK, WEDR and WYLD. Climbing at WDIA in the South. Hot at WKND and WXYV while climbing at WDAS in the East.

**SPINNERS** "Yesterday Once More/Nothing Remains The Same" (Atlantic) 38% (+9) reporting. Medium airplay at WKND, WILD, WDAS and WXYV in the East. Climbing at WTMP, WDIA, WHRK, WVEE, WGIV, WJJS and WAOK in the South. New at WKWM and climbing at WVON in the Midwest. The West shows medium activity at KSOL.

**DEBRA LAWS** "Be Yourself" (Elektra) 38% (+1) reporting. Medium airplay at WDIA, WHRK, WVEE, WAOK and WYLD in the South. Climbing at WILD and WXYV in the East. Hot at KAEZ. Climbing at WDAO, WCIN, WJLB, KPRS and WBMX in the Midwest. Climbing at KSOL in the West.

**LINX** "You're Lying" (Chrysalis) 35% (+11) reporting airplay. New at WHRK, WVEE, and WJJS. Climbing at WENN and WEDR. and hot at WAOK in the South. Climbing at KYAC in the West. Added at WCIN and WBMX. Climbing at WJLB in the Midwest. The East shows an add at WXYV with medium airplay at WILD and WDAS.

**GRANDMASTER FLASH** "Birthday Party" (Sugarhill) 35% (+6) reporting action. Climbing at KDKO in the West. Medium airplay at WKWM, WTLC and KPRS in the Midwest. Added at WJJS. Climbing at WVOL and WAOK. and hot at WENN, WGIV, WANT and WATV in the South. Medium airplay at WAMO and WILD in the East.

**RUFUS** "Tonight We Love" (MCA) 32% (+8) reporting activity. Climbing at KYAC in the West. New at WBMX. Climbing at WJMO in the Midwest. Medium airplay at WDAS and WXYV in the East. Climbing at WHRK, WVEE, WGIV, WJJS, WEDR, WATV and WAOK in the South.

**FANTASY** "You're Too Late" (Pavillion) 32% reporting. Hot at WILD and climbing at WKND in the East. Climbing at WDIA, WENN and WJJS in the South. Hot at WVON. Medium airplay at WCIN, WJMO and WTLC in the Midwest. New at KYAC. Climbing at KSOL and hot at KDAY in the West.

**PATRICE RUSHEN** "Never Gonna Give You Up" (Elektra) 30% (+1) reporting. Climbing at WKND in the East. Hot at WDAO and WVON. Climbing at KAEZ, WJLB, WTLC and KPRS in the Midwest. Hot at KDAY in the West. Medium airplay at WENN, WVOL and WATV in the South.

## NEW & ACTIVE

**STARPOINT** "Keep On It" (Chocolate City/PolyGram) 27% (+10) reporting. Climbing at WAOK, WENN, WGIV, WJJS, WJMI, and WATV in the South. New at WBMX. Climbing at WJMO. and hot at WTLC in the Midwest. The East shows it climbing at WAMO.

**RICK JAMES** "Give It To Me Baby" (Gordy) 27% (+10) reporting airplay. Added at WILD and climbing at WXYV in the East. New at WVON in the Midwest. The South shows an add at WVOL, WJJS, WJMI, WATV and WAOK. Climbing at WHRK and WVEE.

**ZINGARA** "Love's Calling" (Wheel) 27% reporting. Hot at WDAS in the East. New at WANT. Climbing at WEDR. and hot at WDIA, WVOL and WJJS in the South. Hot at WVON and KPRS. Climbing at WJMO in the Midwest. Climbing at KYAC in the West.

**GAP BAND** "Yearning For Your Love" (Mercury/PolyGram) 27% reporting airplay. The South shows an add at WEDR and WYLD with medium airplay at WJMI and WAOK. New at WCIN, WTLC and KPRS. Climbing at WJLB and WJMO in the Midwest. Climbing at KDIA in the West.

**LAKESIDE** "Your Love Is On The One" (Solar/RCA) 24% reporting action. Climbing at KDKO in the West. New at WTMP. Climbing at WDIA in the South. New at WKWM, WJMO and WTLC while hot at WCIN, WVON and WBMX in the Midwest.

**ULLANDA McCULLOUGH** "Bad Company" (Atlantic) 24% reporting. Added at KDAY in the West. Climbing at WXYV in the East. Medium airplay at WDIA, WVOL, WHRK, WVEE and WJMI in the South. New at WCIN and WJLB in the Midwest.

**SUN** "Reaction Satisfaction" (Capitol) 24% of our reporters are on it. Added at WKWM and KAEZ. Climbing at WDAO and WTLC in the Midwest. New at WDAS in the East. The South shows an add at WTMP, WGIV, WJJS and WJMI.

## JAZZ RADIO HOTTEST

- DEXTER GORDON..... Gotham City (Columbia)
- JOE SAMPLE..... Voices In The Rain (MCA)
- GROVER WASHINGTON JR..... Winelight (Elektra)
- BILL EVANS..... You Must Believe In Spring (WB)
- DAN SIEGEL..... The Hot Shot (Inner City)
- TOM BROWNE..... Magic (GRP/Arista)
- GENE DUNLAP..... It's Just The Way I Feel (Capitol)
- DAVE GRUSIN..... Mountain Dance (GRP/Arista)
- BOB JAMES..... All Around The Town (Tappan Zee/Columbia)
- WEATHER REPORT..... Night Passage (ARC/Columbia)
- KILIMANJARO..... Kilimanjaro (Philo)
- NATIVE SON..... Savanna Hot-Line (MCA)

## NEW & ACTIVE

No records qualified for New & Active status this week.

EAST: WHUR/Washington, D.C., Oscar Fields: WEA/Baltimore, MD, Michael Singleton: WYBC/New Haven, CT, Jonathan Breslau: SOUTH: WCLK/Atlanta, GA, Requay: WD: WTJZ/Newport News, VA, Roi Ewell, MIDWEST: WBBY/Columbus, OH, Terry Wilson: WJZZ/Detroit, MI, Donan Paster: WEST: KJLH/Los Angeles, CA, Lawrence Tarter: KKGQ/Los Angeles, CA, Sal Levine: KADQ/Denver, CO, Charlotte Height

**Pop/Rhythms**  
**Hottest**  
**March 27, 1981**

EAST	SOUTH	MIDWEST	WEST
Tom Browne A Taste Of Honey	Whispers Grover Washington Jr. Tom Browne Champaign	Tom Browne Gap Band "Burn" Yarbrough & Peoples	Smokey Robinson Grover Washington Jr.

# Regionalized Adds & Hots

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

## EAST

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
None

**HOTTEST**  
Gap Band "Burn"  
Yarbrough & Peoples  
Tom Browne  
T.S. Monk "Bon"  
Grover Washington Jr.  
Champaign  
Robert Winters & Fall  
A Taste Of Honey  
Unlimited Touch  
Whispers

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Strikers  
Kid  
Geraldine Hunt  
Al Jarreau  
Funkadelic  
Stanley Clarke/George Duke  
Change  
Sun  
Tierra "Memories"

**HOTTEST**  
Slave  
Frankie Smith  
Tom Browne  
Smokey Robinson  
Yarbrough & Peoples  
Marvin Gaye  
Zingars  
A Taste Of Honey  
Lenny White  
Grover Washington Jr.

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
Shelamar  
Blackbyrds "Strike"  
Mighty Fire  
James Brown  
Jerry Bell  
Funkadelic  
Booty

**HOTTEST**  
Tom Browne  
Smokey Robinson  
A Taste Of Honey  
Kleer  
Jarmaine Jackson  
Whispers  
Cameo  
Teena Marie  
Gap Band "Burn"  
Zapp

**WWRL**  
New York, NY  
Bob Law/Linda Haynes

**ADDED**  
Dynasty  
Grace Jones  
Niteflyte  
Rose Royce  
Skiyy "Superlove"  
Tierra "Memories"  
Michael Wycoff

**HOTTEST**  
A Taste Of Honey  
Kool & The Gang  
Raydio  
Mervin Gaye  
Earth, Wind & Fire  
Chaka Khan  
Smokey Robinson  
Jarmaine Jackson  
Wanda/Narda Michael Walden  
Delegation

**WILD**  
Boston, MA  
Steve Crumbley

**ADDED**  
Michael Wycoff  
Sandra Feva  
Aurra  
T.S. Monk "Candidate"  
Rick James  
Change  
Tanya Gardner

**HOTTEST**  
Yarbrough & Peoples  
Whispers  
Robert Winters & Fall  
Tom Browne  
Sister Sledge  
Free Expression  
Dramatics  
Grover Washington Jr.  
Fantasy  
Enchantment

**WXYY**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Linx  
One Way

**HOTTEST**  
Slave  
Smokey Robinson  
Jerry Knight  
Grover Washington Jr.  
Blondie  
Whispers  
T.S. Monk "Bon"  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

## MIDWEST

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Bernard Wright  
Lakeside "On"  
Sun  
Blackbyrds "Strike"  
Spinners  
Blue Megic  
Omni  
Michael McGloiry

**HOTTEST**  
Tom Browne  
Yarbrough & Peoples  
Whispers  
Barbara Mason  
Atlantic Starr  
Grover Washington Jr.  
Symba  
Aretha Franklin  
Sister Sledge  
Stevie Wonder "Ain't"

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Lakeside "On"  
Jacksons "Feel"  
Gino Vannelli  
Gap Band  
Skiyy "Superlove"  
Patty Hamilton  
Grace Jones

**HOTTEST**  
Frankie Smith  
Bill Summers  
Shelamar "Pop/Meke"  
Kleer  
Quincy Jones "Al"  
Mammatapee  
Marvin Gaye  
Starpoint  
Funkadelic  
Atlantic Starr

**KAEZ**  
Oklahoma City, OK  
Lee Simpson

**ADDED**  
Patty Hamilton  
Stevie Wonder "Lately"  
Noel Pointer  
Dee Dee Sharp Gambia  
Sandra Feva  
Jacksons "Feel"  
Dayton  
Executive  
Sun  
All Points Bulletin

**HOTTEST**  
Yarbrough & Peoples  
Gap Band "Burn"  
Whispers  
Stevie Wonder "Ain't"  
Two Tons  
Tom Browne  
Jacksons "Hotel"  
Debra Laws  
Grover Washington Jr.  
T-Connection

**KPRB**  
Kansas City, MO  
Dell Rice

**ADDED**  
Mighty Fire  
Gap Band "Yearning"  
Betty Wright  
Jacksons "Feel"  
Conversion

**HOTTEST**  
Gap Band "Burn"  
Yarbrough & Peoples  
Omni  
Tom Browne  
Robert Winters & Fall  
Zingars  
Jerry Knight  
T-Connection  
Leon Huff  
Champaign

**WKXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
None

**HOTTEST**  
Yarbrough & Peoples  
Jarmaine Jackson  
Joe Simon  
Smokey Robinson  
Earth, Wind & Fire  
Lenny White  
Kool & The Gang  
Skiyy "Here's  
A Taste Of Honey  
Shelamar "Move/Pop"

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Jarmaine Jackson  
Zingars

**HOTTEST**  
Gap Band "Burn"  
Yarbrough & Peoples  
Champaign  
Whispers  
Zapp  
Isley Brothers  
Slave  
Grandmaster Flash  
Robert Winters & Fall

**WVVE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Linx  
One Way

**HOTTEST**  
Slave  
Smokey Robinson  
Jerry Knight  
Grover Washington Jr.  
Blondie  
Whispers  
T.S. Monk "Bon"  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**WJLB**  
Detroit, MI  
J. Michael McKey

**ADDED**  
Young & Company "Strut"  
Blackbyrds "Strike"  
Brenda Russell  
Dr. Hook  
Betty Wright  
Ullanda McCullough  
Lani Hall  
Dazz Band

**HOTTEST**  
Slave  
Whispers  
Manchester/Bryson  
Tom Browne  
Jerry Knight  
A Taste Of Honey  
T.S. Monk "Bon"  
Sister Sledge  
Aretha Franklin  
One Way

**WVON**  
Chicago, IL  
Ron King

**ADDED**  
Rick James  
Quincy Jones "Dude"

**HOTTEST**  
Chaka Khan  
Fantasy  
Atlantic Starr  
Lakeside "On"  
Shelamar "This"  
Patrice Rushen  
Champaign  
T-Connection  
Zingars  
Quincy Jones "Al"

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Manchester/Bryson  
Lakeside "On"

**HOTTEST**  
T.S. Monk "On"  
Cameo  
A Taste Of Honey  
Robert Winters & Fall  
Smokey Robinson  
Tom Browne  
Sister Sledge  
Jerry Knight  
Earth, Wind & Fire  
Marvin Gaye

**KDIA**  
Oakland, CA  
Keith Adams

**ADDED**  
None

**HOTTEST**  
A Taste Of Honey  
Robert Winters & Fall  
Smokey Robinson  
Grover Washington Jr.  
Jones Girls  
Marvin Gaye  
Jacksons "Hotel"  
Dramatics  
Stevie Wonder "Ain't"  
Tierra "Together"

**KDAY**  
Los Angeles, CA  
J.J. Johnson

**ADDED**  
Tierra "Memories"  
Ullanda McCullough  
Shelamar  
Raydio  
Side Effect

**HOTTEST**  
Quincy Jones "Al"  
Jerry Knight  
Sister Sledge  
Grover Washington Jr.  
Smokey Robinson  
Champaign  
Fantasy  
Patrice Rushen  
Chaka Khan  
Kool & The Gang

**KSOL**  
San Mateo, CA  
J.J. Jeffries

**ADDED**  
Kleer

**HOTTEST**  
Whispers  
Tom Browne  
Sister Sledge  
Smokey Robinson  
Yarbrough & Peoples  
Grover Washington Jr.  
Slave  
Whispers  
Champaign  
Switch  
Stevie Wonder "Ain't"  
Jones Girls

## SOUTH

**WATV**  
Birmingham, AL  
Bill Glover

**ADDED**  
Kleer  
Midnight Blue  
Mighty Fire  
O'Jays  
Rick James  
Jacksons "Feel"

**HOTTEST**  
Whispers  
Shelamar  
Gap Band "Burn"  
Grandmaster Flash  
Leon Huff  
Sugarhill Gang  
Slave  
Teddy Pendergrass "Is"  
Skiyy "Superlove"

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Skiyy "Superlove"  
Rick James  
Sun

**HOTTEST**  
Kool & The Gang  
Smokey Robinson  
Tom Browne  
Atlantic Starr  
Shelamar  
Prince  
Unlimited Touch  
Manchester/Bryson  
Quincy Jones "Al"  
Grover Washington Jr.

**WJJS**  
Lynchburg, VA  
Donnie Deane

**ADDED**  
Teena Marie  
Bill Summers  
Enchantment  
Raydio  
Grandmaster Flash  
Linx  
Persuaders  
Sun  
Rick James  
Side Effect

**HOTTEST**  
Tom Browne  
Sister Sledge  
Whispers  
Zingars  
Leon Ware  
Earth, Wind & Fire  
Robert Winters & Fall  
Grover Washington Jr.  
Jerry Knight  
A Taste Of Honey

**WAOK**  
Atlanta, GA  
Carl Connors

**ADDED**  
Rick James  
Change  
Skiyy "Superlove"  
Stevie Wonder "Lately"  
Funkadelic "Electric"  
Eloise Laws  
Bill Summers  
Joe Graham  
Jacksons "Feel"

**HOTTEST**  
Jerry Knight  
Manchester/Bryson  
A Taste Of Honey  
Champaign  
Quincy Jones "Al"  
Grover Washington Jr.  
Linx  
Atlantic Starr  
Cameo  
Kool & The Gang

**WYLD**  
New Orleans, LA  
Bruta Bailey

**ADDED**  
Rose Royce  
Mighty Fire  
Sadane  
Gap Band "Yearning"

**HOTTEST**  
Smokey Robinson  
T.S. Monk "Bon"  
A Taste Of Honey  
Whispers  
Yarbrough & Peoples  
Jarmaine Jackson  
Grover Washington Jr.  
Earth, Wind & Fire  
Chi-Lites  
Stevie Wonder "Ain't"

**WDIA**  
Memphis, TN  
Mark Christian

**ADDED**  
Stevie Wonder "Lately"  
Shelamar  
Con Funk Shun "Wild"  
Ann Peebles

**HOTTEST**  
A Taste Of Honey  
Smokey Robinson  
Kleer  
Champaign  
Atlantic Starr  
Bobby "Blue" Bland  
Grover Washington Jr.  
Zingars  
Kool & The Gang  
Yarbrough & Peoples

**WENN**  
Birmingham, AL  
Dave Donnell

**ADDED**  
Booby  
Shelamar  
Forecast

**HOTTEST**  
Mammatapee  
Grandmaster Flash  
Rose Royce  
Originals  
M'Lady  
Whispers  
Gene Dunlap  
Dazz Band  
Unlimited Touch  
Kleer

**WEDR**  
Miami, FL  
Leo Jackson

**ADDED**  
T.S. Monk "Candidate"  
Funkadelic  
Michael Wycoff  
Executive  
Jerry Bell  
Con Funk Shun "Wild"  
Mass Production  
Gap Band "Yearning"  
One On One  
Randy Brown

**HOTTEST**  
Jacksons "Hotel"  
Norman Connors  
T.S. Monk  
Whispers  
Mentus  
Common Sense  
Silver Platinum  
Tom Browne  
Jones Girls  
R.J.'s Latest Arrival

**WVOL**  
Nashville, TN  
Fred Harvey

**ADDED**  
Jarmaine Jackson  
Funkadelic  
Stevie Wonder "Lately"  
Rick James

**HOTTEST**  
Champaign  
Mammatapee  
Tom Browne  
Blondie  
Manchester/Bryson  
Grover Washington Jr.  
Isley Brothers  
Jones Girls  
Gap Band "Burn"  
Zingars

**WHRK**  
Memphis, TN  
Ron Olean

**ADDED**  
Linx  
One Way

**HOTTEST**  
Slave  
Smokey Robinson  
Jerry Knight  
Grover Washington Jr.  
Blondie  
Whispers  
T.S. Monk "Bon"  
A Taste Of Honey  
Earth, Wind & Fire  
Sister Sledge

**WGIV**  
Charlotte, NC  
Jo Ann Graham

**ADDED**  
Webster Lewis  
Rose Royce  
Sun  
Ray, Goodman & Brown  
Conversion  
Diana Ross  
Dennis Brown  
Michael Wycoff

**HOTTEST**  
Atlantic Starr  
Smokey Robinson  
Bill Summers  
Common Sense  
Earth, Wind & Fire  
Kleer  
Grandmaster Flash  
Cameo  
Quincy Jones "Al"  
Whispers

**WTMP**  
Tampa, FL  
Debbie Parker

**ADDED**  
Lakeside "On"  
Con Funk Shun "Wild"  
Webster Lewis  
Sun  
Cameo

**HOTTEST**  
R.J.'s Latest Arrival  
Robert Winters & Fall  
Tom Browne  
George Benson  
Sister Sledge  
Yarbrough & Peoples  
T-Connection  
Champaign  
Jerry Knight  
Ashford & Simpson

## WEST

**KDKO**  
Denver, CO  
Byron Pitts

**ADDED**  
Stevie Wonder "Lately"  
Junie  
Frank Hooker  
Robert Winters & Fall  
Boz Scaggs  
Quincy Jones "Duda"  
Parliament  
M  
Aurra

**HOTTEST**  
Blondie  
Grover Washington Jr.  
Atlantic Starr  
Raydio  
Champaign  
Smokey Robinson  
Marvin Gaye  
Cameo

**KYAC**  
Seattle, WA  
Larry J

**ADDED**  
Shelamar  
Rose Royce  
Fantasy  
Sandra Feva  
Chaka Khan  
Peabo Bryson  
Diana Ross  
Atlantic Starr  
Clarence Carter  
Blackbyrds "Strike"

**HOTTEST**  
Tierra "Together"  
A Taste Of Honey  
Smokey Robinson  
Robert Winters & Fall  
Slave  
Whispers  
Champaign  
Switch  
Stevie Wonder "Ain't"  
Jones Girls

**ADDED**  
Kleer

**HOTTEST**  
Whispers  
Tom Browne  
Sister Sledge  
Smokey Robinson  
Yarbrough & Peoples  
Grover Washington Jr.  
Slave  
Whispers  
Champaign  
Switch  
Stevie Wonder "Ain't"  
Jones Girls







# Opportunities

## Positions Sought

Music Director, 22 of large college station (KTHK) in the University of Kansas. Graduating with B.S. in Journalism in May. Looking for position in a record company or music department of a radio station. Young and aggressive. SCOTT EPSTEIN, 2500 West 8th St., #320, Lawrence, KS 66044, or call (913) 842-2714. (3-13)

ROY ROSEN, 8 years with WAYS/Charlotte is available. 10 years experience. Looking for medium market job position or medium or major market music research and writing position. Call (704) 568-1882. (3-13)

DJ 2 1/2 years experience seeks position with professionally-minded operation in Western states. 1st phone, available now. Call BRUCE, (213) 586-8578. (3-13)

Don Imus, Steve Dahl, and The Greaseband all rolled into one. The wild and crazy JEFF CONRAD seeks mornings or personality shift. Phone bits, sound effects and outrageous humor. 700% rating increase in Honolulu, 300% increase in Miami. Call (305) 392-1916. (3-13)

News man with more than 2 years experience as a News Director looking for reporter spot with strong local news station. Plenty of actualities and long hours are what I provide. Call GREGORY BRESIGER, (717) 828-7187. (3-13)

BOB LEONARD, 15 year proven pro looking. WLS/Chicago, Fox & Leonard morning show #1 WYSP/Philadelphia, Pater Philadelphia, New York, Chicago, Los Angeles or Florida. Call (815) 489-3085. (3-13)

Your chance to pick up talented, creative production pro for your professional airstaff. Call DAVE at (918) 674-0444. Hurry! Offer ends soon. (3-13)

## Positions Sought

Some people just don't appreciate results! #1 women 18-34 last book in Baltimore. Available for PD or MD position and will relocate immediately! Call AJ ROBERTS anytime, (301) 467-8518. (3-13)

Experienced in all facets of radio including CHR, Pop/Adult, and Country formats. Also music and programming. Looking for a better opportunity. Call CHRIS, (215) 481-1072. (3-13)

5 years experience in personality, production, programming. Oldies, CHR, Pop/Adult. Looking for on-air/production or programming position. Will put in hours for pro operation. JEFF FALEWICZ, (617) 479-5868. (3-13)

WANTED: Programming position in Southern market with annual Arbitron. College grad with 7 years experience, presently Asst. PD at CHR in Top 50 market. Responsible, capable and ready to handle most formats. I've seen how the big guys do it. Call S.M., (904) 388-2628. (3-13)

30,000 watt AOR powerhouse needs service from all labels. Also need Jazz material. All responses would be greatly appreciated. Send to KACV-FM, Box 447, Amarillo, TX 79178, or call Robby Brown, (806) 378-7032. (3-20)

Lee Simpson of KAEZ/Oklahoma City needs any and all product, KAEZ, 4240 N.E. 23rd St., Oklahoma City, OK 73138. (3-20)

WNDU/South Bend requests Country service from all labels, singles and LP's. We are Indiana's new Country great. Send to WNDU, Box 1616, South Bend, IN, 46634. (3-13)

## Positions Sought

### Changes

### RADIO

Don Hartanov has been added to the sales staff at KOA-Newstalk-85/Denver, CO.

Jim Spiegaler named PD at KACT-AM/Andrews, TX, formerly Chief Announcer at KBBB/KDKQ/Borger, TX.

Terry Young, former MD at WEZB/New Orleans, doing mornings at WAIL/New Orleans, LA.

Mary Walls has been appointed Account Executive for KIQQ/Los Angeles, CA.

David Rivera joins the Sales Staff at KIQQ/Los Angeles, CA.

Brian Shields has been appointed News Director at WGNA-FM/Albany, NY.

Danny Harris now doing middays at KDKO/Englewood, CO, from WDOX/Rochester, NY.

Kevin Brown has been promoted to Assistant PD at KDKO/Englewood, CO.

Kevin Janison joins KCBN/Reno, NV from KRSY/Roswell, NM.

## Changes

Eric Sharp appointed PD at KACT-FM/Andrews, TX, from News Director at KOUR/Independence, IA.

Steve Heaton promoted to PD at KEEZ-FM/Mankato, MN.

Sharon Tollefson promoted to Public Service Director at KEEZ-FM/Mankato, MN.

### RECORDS

### Miscellaneous

WKIR-FM/Jackson, TN now Country. 100,000-watt station needs record service. Send to Rob Ryan, Box 1119, 122 Radio Road, Jackson, TN 38301. (901) 427-9547. (3-27)

KDON-FM needs record service from all labels. Call Roman Moore, PD, (408) 422-5363. (3-27)

WTNC-AM (Country) and WTNC-FM (CHR) have just changed to these formats and request record service from all labels. Contact STAN CLIFTON, GM, Box 250, Thomasville, NC 27360, or call (919) 476-7701. (3-13)

# Marketplace

### R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable

Submit to: **Marketplace**  
**RADIO & RECORDS** 1930 Century Park West  
 Los Angeles, Calif. 90067 (213) 553-4330

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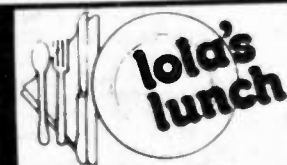
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YOUR DESIGN molded in 3 dimensions, rich colors. Pin or Clutch Back, Golf Ball Markers, Push-Pins, etc. 1¢ to 14¢ ea. (min 1000) plus 1-time mold charge. Free literature and samples. Distributor inquiries invited.

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### O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service!  
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 or phone (209) 431-1502

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Issue C-5 features KKD/J/Charlie Tuna, KCBQ/Jimi Fox, KFRC/Chuck Buell, 10Q/Real Don Steele, KRLA/Casey Kasem, KHJ/Bobby Ocean and 3 more!  
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The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

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 for more information.

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