

Radio & Records

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THE INDUSTRY'S NEWSPAPER

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NEW OWNERSHIP RULES, NO MORE "FEDERAL PD'S"

Fowler Escalates Attack On Broadcast Regulation

Blasting the "Big Brother" concept of broadcast regulation, FCC Chairman Mark Fowler told broadcast executives attending the International Radio & TV Society's luncheon, Wednesday (9-23), that dictating how licenses serve their committees must cease.

Nor will the Commission continue a policy of "protected protectionism," Fowler said. He added, "You are not my flock, and I am not your shepherd." More

WRKO Adopts All-Talk Format

Longtime Contemporary Hit Radio station WRKO/Boston will convert to an all-Talk format on Monday (9-28). The station, which had begun a transition to Adult Contemporary by adding evening sports and talk elements during the last year, has now decided to make the transition complete.

WRKO General Manager Bob Fish told R&R, "In the last couple of ratings books the music listening on AM has been deteriorating. We could have stayed with our present format and in the next two or three years increased our ratings, but my feelings were that the prize in terms of people listening would be so small that the victory would be relatively meaningless.

"We felt that now was the time to convert to all-Talk because the WRKO/See Page 14

than a regulatory trend, Fowler called regulation based on marketplace forces a social, commercial, and Constitutional imperative.

"From here onward," Fowler stressed, "the public interest must determine the public interest." Noting that the FCC's seven Commissioners are "ill-suited" to be "Federal program directors," Fowler added that broadcasters should bear the risks of poor programming and bad business decisions.

Broadcasters Must Shoulder Responsibility

The FCC Chairman told the audience to "establish before the Congress their right to full First Amendment protection." Referr-

FOWLER/See Page 4

WILSON NAMED NEW VP/GM

Francis, McVay Resign At WWWE

WWWE/Cleveland President/GM George Francis and VP/Operations Mike McVay have both announced their resignations from the Gannett station. Francis will join the AMR Division of the San Diego-based Unidyne Technology Corp. on October 5, while McVay will become GM at WABB-AM & FM/Mobile. WWWE General Sales Manager Tom Wilson has been named VP/GM replacing Francis.

Commenting on his move to Unidyne, the company that purchased the RAM Music Research

MEMBRADO TAKES

NEW POSITION

Aurichio Heads Radio & TV In Arbitron Changes

Rick Aurichio, longtime VP/GM of Arbitron's radio division who became VP/GM of the company's TV division 18 months ago, will now head both areas as Executive VP/GM for Radio & TV. The move comes as part of a significant realignment of the ratings firm's executive structure, which also has present radio VP/GM Mike Membrado becoming VP/Station Management Relations, a newly-created position.

Arbitron spokesperson Connie Anthes told R&R that the restructuring is designed to "better coordinate research and sales efforts of our two major divisions." She described Membrado's new posi-



Rick Aurichio

tion as "creating an ombudsman, someone who will not be trying to sell anything but who will be responsive to station concerns and complaints." She added that the details of setting up channels for stations to communicate with Membrado are being worked out.

Three other Arbitron executives gain new responsibilities in the reorganization. Arbitron Radio VP/Sales Bill Livek is now VP/Sales & Marketing. TV Adver-

AURICHIO/See Page 14

Laboe To Leave KRLA

Art Laboe, Senior Vice President and air personality at KRLA/Los Angeles, has announced he will not be renewing his contract with the station when it expires on December 31, 1981. The legendary Southern California radio-performer has been with KRLA for more than five years, and recently received his "star" on the Hollywood Walk Of Fame (R&R 7-24).

Laboe explained to R&R his reasons for leaving the station: "We have some basic philosophical differences and, simply put, I just didn't want to stay when I didn't agree with what they're doing. There are no hard feelings here. Bert West (KRLA General Manager) and I get along fine, but we do have some basic differences about which direction the station should be going. I do love radio...it's something I've done all my life and I don't think I'm through with it. I wish the people at KRLA all the best."

West told R&R, "We offered Art

LABOE/See Page 16

WAAF Pulls Off Stones Club Date Coup

WAAF/Worcester pulled off an unprecedented radio concert promotion coup last week by distributing all the tickets to a Rolling Stones appearance at a 300-seat local club. Some problems arose when 4000 people showed up at the club, Sir Morgan's Cove (some perhaps in response to rival AOR station

WBCN/Boston's announcement of the location), and 11 arrests for disturbing the peace and throwing missiles were made, but local police overall felt that "considering the short notice we received, it worked out well," and described the crowd as "surprisingly manageable." WAAF paid the \$5000 tab for police protection.

Stickers & T-Shirts Win Tickets

The Stones originally planned the small-venue show (the warm-up gig for their nationwide tour) as a thank-you to area fans who had respected their privacy while the group was rehearsing at nearby Long View Farm. The first

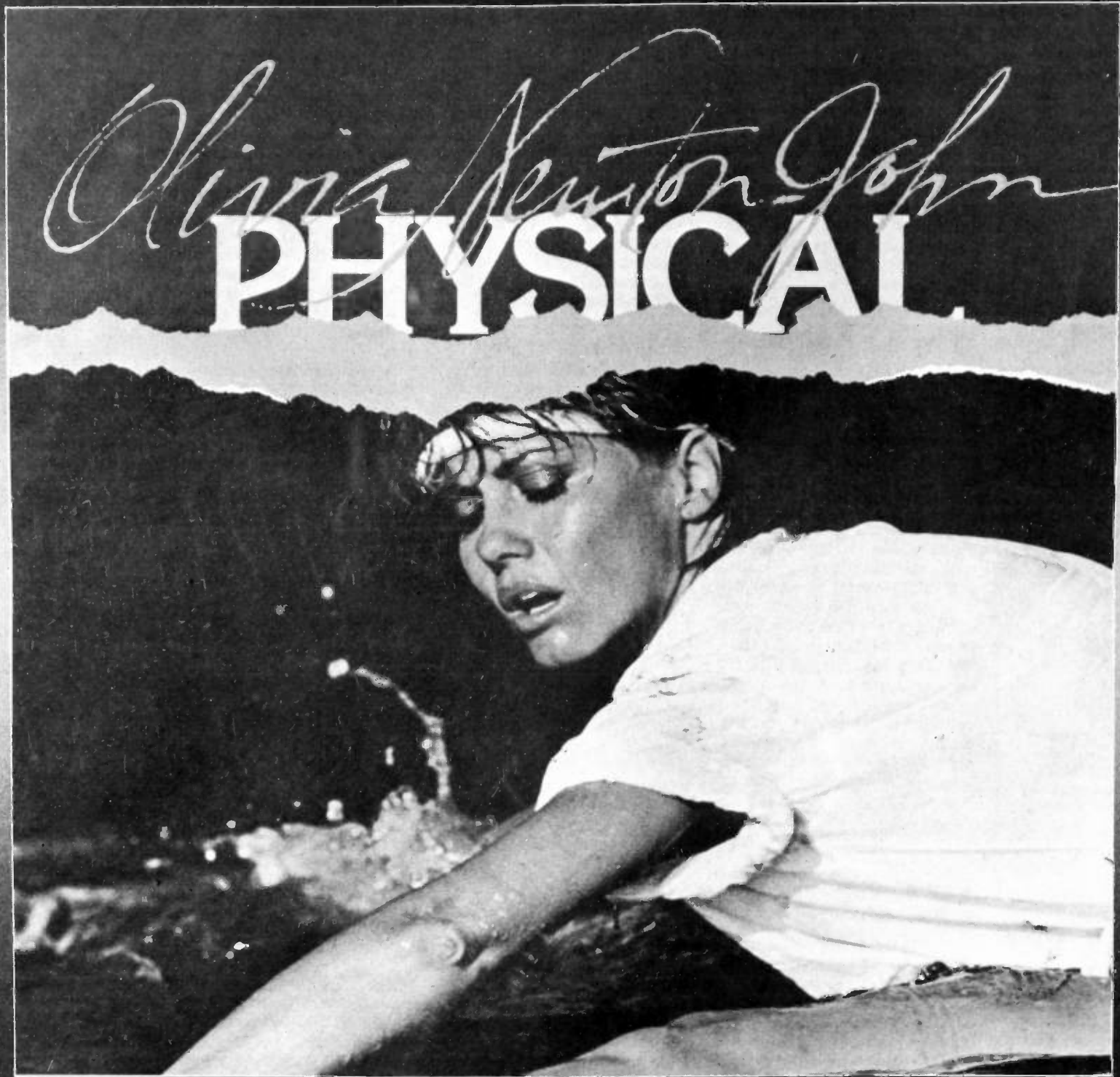
WAAF/See Page 14



STICKERS FOR STONES - When WAAF/Worcester announced that it would give away tickets to a Rolling Stones performance at a local 300-seat club to fans displaying station stickers and T-shirts, the citizenry (in all demographics and psychographics) responded with instant enthusiasm.

OLIVIA'S

NEW AND EXCITING SINGLE...



PRODUCED BY JOHN FARRAR

FROM HER SOON TO BE RELEASED ALBUM...

PHYSICAL

MCA - 51182

MANAGEMENT: ROGER DAVIES MANAGEMENT

MCA RECORDS

Arbitron Eliminates TSA Sports Crediting

In a move that may affect hundreds of stations in the current fall survey, R&R has learned that Arbitron has decided not to credit sports entries showing up in diaries outside metro survey areas. Diaries that record a sports team but don't also list the call letters of the station carrying that team will have that listening assigned by Arbitron to "unidentified," rather than having a station receive credit for the time frame. According to Arbitron officials including VP/Sales & Marketing Bill Livek, there will not be any TSA sports credit without accompanying call letter in the fall sweep. Reportedly, an Arbitron priority is the development of software that can credit non-metro sports entries in future surveys, but the fall and possibly winter books will see TSA entries go to "U."

Broadcasters React

Tom Hoyt, Chairman of the Arbitron Radio Advisory Council, reacted immediately to the Arbitron decision. He told R&R, "This sounds like another example of Arbitron untrustworthiness." Hoyt added, "To the best of my knowledge this topic was never brought before the Council, and the Council never approved such an action." ARBITRON/See Page 16

Grau New KOMO VP/GM

Monty Grau has been elected VP/GM of KOMO/Seattle, a promotion from Station Manager of the Fisher Broadcasting A/C outlet. In announcing the appointment, Fisher President John Behnke told R&R, "We wanted to recognize Monty for his outstanding contributions to our company and to KOMO. We feel he's giving excellent leadership to the station, and he's certainly recognized for it in the radio industry, so we felt this was appropriate."



Monty Grau

Grau told R&R, "This new title provides me with a more independent focus on the station in terms of overall responsibilities — total control of the physical as well as the programming aspects. It serves as a substantial reinforcement; I take it as an indication that they're comfortable with what I'm doing here, which has been a gradual repositioning of KOMO from an MOR presentation to more of an Adult/Contemporary, more conversational approach."

He added, "I think this move is important to the entire staff here, because in a radio/TV common-ownership situation (Fisher also owns KOMO-TV in town), the radio station can too frequently be looked upon as the stepsister. If nothing else, this serves as a notice to the people inside as well as outside our organization that there is a definite interest in trying to equate the two." GRAU/See Page 16

CHR TO "EUPHORIC" A/C

WLPL Changes Calls, Format, Staff

WLPL/Baltimore changed its format from CHR to Adult/Contemporary Friday (9-25), with a revamped air staff, and an application for new call letters (WYST, identified on-air as "92-STAR"). Acting PD J.J. Marshall has been officially designated Program Director to supervise the changeover, and the new station logo and advertising campaign will be debuted at a lavish kickoff party early in October. The station has spent over \$100,000 in technical improvements.

GM John Columbus explained the changes to R&R: "We're instituting our 'Star' format, and the change was based on economic as well as corporate factors. This company (United Broadcasting) is undergoing a major image change. 92-STAR is not only a new image for Baltimore but also what we'd like to consider a new image for the corporation as well."

Columbus detailed the new format more specifically: "In the past we've always been a teen-oriented station. With this switch, we expect to hold very few teens. We're going to be playing the hits from 1958 to the present. We're trying to create a very

WLPL/See Page 16

GOSPEL LABEL SIGNED

Elektra Sees Light For Distribution

Elektra/Asylum Records has signed a long-term label distribution agreement with gospel label Light Records, effective February 1, 1982, with E/A distributing Light product everywhere in the U.S. except for Christian bookstores. These will be handled by Lexicon Music, Light's parent company. E/A will initially distribute about 25 records drawn from the



Pictured at the signing are (l-r) E/A's Joe Smith, Light's Ralph Carmichael, and E/A's Vic Faraci.

Light catalog, with another 20 catalog items set to form the first gospel midline release early next year. Light will also deliver around 15 new releases to E/A each year, including LP's by Jessy Dixon, Walter Hawkins, and Andrae Crouch.

E/A Chairman Joe Smith commented, "The rapid growth of gospel music has been one of the most exciting developments of the past few years. Light Records has been in the forefront of that growth... It doesn't appear the normal channels of distribution have been fully exploited in the marketing of gospel records, and we believe the tremendous facilities of WEA, along with the marketing efforts of E/A and Light, will speed that process." ELEKTRA/See Page 16

WINS STAY BUT STILL MAY FACE JAIL

Colorado Radio Reporter's First Amendment Fight Continues

David Tragethon, the KIUP & KRSJ-FM/Durango, CO reporter who had been facing a jail term as a result of his refusal to identify a source (R&R 9-4), will not be going to jail after all, at least not for a while. Both Tragethon and Barry Smith of the Durango Herald had been ordered to spend a weekend in jail by District Judge Al Haas last week, but the two reporters were granted a stay by the Colorado Court of Appeals on Thursday (9-17).

Haas found the duo in contempt of court last August 11 for refusing to reveal how they had learned that two suspects in a shooting murder had confessed. The judge wants to know if any court or law enforcement personnel had violated his gag order prohibiting release of details in the case by furnishing Tragethon or Smith with the information.

REPORTER/See Page 20

Redpath Promoted To WCLR President

Chet Redpath has been promoted to President/General Manager of Bonneville's WCLR/Chicago. Redpath had been VP/GM of the Adult/Contemporary-formatted station since January 1980, having become its Manager six months before, after serving in several sales capacities, including General Sales Manager. Before joining WCLR, Redpath managed rep firm Avco Radio's Detroit office.

Bonneville International Exec. VP Joseph Kjar, commenting on the appointment, told R&R, "We are pleased with the outstanding job Chet Redpath has done at WCLR and the great progress that's been made."

LETTER

A THREAT TO RADIO?

MTV Or Not MTV

Dear R&R:

Bob Pittman's MTV is an ambitious enterprise worthy of commendation. Any group of people progressive enough to pioneer concepts on a national level have my respect, but I am not sure they have my support...

How does an FM station react to a Music Channel broadcasting in stereo down the local cable company? MTV may have 20,000 subs now, but give them a few years — cable growth is so phenomenal that they'll be hooking your whole cume audience.

LETTER/See Page 16

RESEARCH KEY TO RADIO PROFITS

Blair Radio's Bob Galen feels that better-defined radio will become more lucrative radio.

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WFIL & WUSL:

DUAL COUNTRY CONVERSION

Lin's Philadelphia AM-FM combo takes the Country route together.

Page 43

KTAR PACKS A PUNCH IN PHOENIX

The News/Talk outlet becomes market leader thanks to aggressive positioning.

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GETTING "WARM" IN CINCINNATI

WRRM-FM moves from Beautiful Music to "warm" Adult/Contemporary and wins.

Page 47

AOR UP ON THE SCOREBOARD

The Spring ratings results for the nation's AOR stations — with more ups than downs in sight.

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HANDICAPPING THE RATINGS RACES, PART II

More of the hottest CHR contests coming up in the fall book.

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staff

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

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

Adult/Contemporary Editor: JEFF GREEN

AOR Editor: JEFF GELB

Black Radio Editor: WALT LOVE

Contemporary Hit Radio Editor: JOEL DENVER

Country Editor: CAROLYN PARKS

Easy Listening Editor: FRED SEIDEN

News/Talk Editor: GAIL MITCHELL

Ratings & Research Editor: JHON HIBER

Contributing Editor: JIM DUNCAN

Associate News Editor: DON WALLER

Nashville Correspondent: BIFF COLLIE

Associate Editors: KRISTIAN AGUIO, CHRISTINA ANTHONY, ELLEN BARNES,

NINA GOMEZ, LINDA MOSHONTZ, SYLVIA SALAZAR, CLAUDIA STEWART

Computer Services Director: DAN COLE

Assistant: LEE CLARK

Research: JACK TOOTHMAN

Traffic Director: ADRIENNE RIDDLE

Creative Consultant: MARK SHIPPER

Associate Art Director: MARILYN FRANSDEN

Photography: ROGER ZUMWALT

Production Director: RICHARD AGATA

Typography: KENT THOMAS, ELIZABETH WESTON

Graphics: L.T. PEARL, GARY VAN DER STEUR

Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004

Washington, DC 20036, (202) 462-4980

Bureau Chief: JONATHAN HALL

National Sales Director: BARRY O'BRIEN

Washington Editor: BRADLEY WOODWARD

Office Manager: VIVIAN FUNN

Legal Counsel: JASON SHRINSKY

Vice President, Business Affairs: ROBERT KARDASHIAN

Creative Services Director: MIKE ATKINSON

Marketplace Coordinator: PAM BELLAMY

Office Manager: NANCY HOFF

Administrative Assistant: GAYLE DUNCAN

Controller: MARGARET BECKWITH

Assistant: CAROL TAYLOR

Circulation: JUDY LUCARELLI

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Washington Report

D.C. Current

Longer Hours For Daytimers? . . . The National Telecommunications and Information Administration (NTIA) asked the FCC last week to extend the hours of daytime-only stations, and, when granting new FM licenses, to give preference to daytime-only stations that provide the only local service to their community.

The NTIA said restricted hours hamper daytimers' ability to cover weather and news emergencies, and limit advertising dollars, which means less working capital to improve community service.

The petition calls for stations not eligible for pre-sunrise operations to be allowed experimental authorization to begin broadcasting 30 minutes earlier, and for stations to begin operations at 6am — even if that is before sunrise — with reduced power (500w) as long as they do not interfere with other stations.

Another Radio Deregulation Bill . . . Senator Howard Cannon (D-NB) introduced yet another bill (S. 1629) last week aimed at putting radio and TV deregulation into law. It consolidates some of the provisions of earlier bills (S. 270 and S. 601), and would eliminate community ascertainment requirements. It would also prohibit the FCC from requiring a radio station to adhere to a particular format, to maintain program logs, to provide news, public affairs, or locally-produced programs. Cannon's bill also seeks to "promote the development of competitive, new, and diverse sources of broadcast programming" plus new and additional services to consumers. Cosponsors for the bill include Senators Bob Packwood (R-OR), Barry Goldwater (R-AZ), Harrison Schmitt (R-NM), and Fritz Hollings (D-SC).

Fairness Reaction . . .

Various labor, church, and citizens' groups will oppose the FCC's push to go to Congress to eliminate the Fairness Doctrine. Meanwhile, broadcast organizations were quick to show support for last week's FCC action. RTNDA President Wayne Godsey called the decision "possibly the most important step ever taken by the Commission to vindicate the public interest served by the First Amendment." Rep. Carlos Moorhead (R-CA) may be in the pivotal position with the House Telecommunications Subcommittee. He favors possible elimination for radio, but not for TV.

Legal Promotions . . .

NAB Executive Committee approves the appointment of former FCC Commissioner Tyrone Brown of Steptoe & Johnson to the Board of the BROADCAST Division, which plans to loan minorities money for broadcast acquisitions . . . NAB Sr. VP/GC Erwin Krasnow picks Cov-

ington & Burling's Mike Berg to join NAB's legal department . . . Former WIOO/Carlisle & WCMB/Harrisburg, PA broadcaster Norm Blumenthal, a 13-year FCC vet, becomes a member of the Commission's Review Board, leaving the post of Acting Associate General Counsel . . . Michael Glass named new general counsel and assistant corporate secretary for NPR.

Fowler Explains Telecommunications Policy . . .

FCC Chairman Mark Fowler, flanked by his six colleagues, appeared before Rep. Glen English's (D-OK) Subcommittee On Government Information & Individual Rights Tuesday (9-22) to report on FCC involvement in international telecommunications conferences. "Gone are the days when the United States could implement independently a domestic communications policy without due regard to the international implications," the Chairman warned. The purpose of the hearing was primarily to make sure the FCC is doing its job and to formulate recommendations.

Citizens' Group/NAB Turned Down . . .

FCC General Counsel Steve Sharp made no exception this week and denied separate requests for extra time to reply to the FCC's Notice of Inquiry regarding the character qualification of broadcast licenses. The Citizens' Communication Center wanted more time because of the vacation schedule of various employees while the NAB sought additional time to study the Commission's evaluation and past precedents. Comments are due October 2.

Fowler Escalates Attack On Broadcast Regulation

Continued from Page 1

ing to the FCC's decision last week recommending that Congress abolish the Fairness Doctrine and equal opportunities rule for political candidates, he warned broadcasters they may be abandoned in the fight for First Amendment rights by competitors afraid of "perhaps offending their future regulators."

"When the government imposed a ban on station editorializing, where were you? When the Fairness Doctrine crept into view, where were you? When Congress imposed equal time and reasonable access requirements, where were you? Was your license so valuable, your fear so great, that you would abide by violations of your First Amendment rights, so long as no one would touch your license?" the Chairman challenged.

Specific Recommendations

Touching on a wide number of points relevant to broadcasters, Fowler feels that basically the FCC should "deal with the reality that broadcasting is a business." He called ascertainment a collection of "canned summaries," and advocated redefining public interest, which he termed "the kernel of license revocation hearings — our most extreme punishment."

He said the Commission should eliminate the scarcity of frequencies theory used to "justify content controls." Further, the FCC should stop administering "editorial blood tests" and should "shed our censor's robe, even at the expense of shedding our power." It should cease to regulate by "raised eyebrow or raised voice," should not consider

reliance on network and syndicated programming an abdication of licensee responsibility, and should adopt a "state-of-the-art regulatory approach to watch the state of the art of the industries under our review."

Relaxing Ownership Rules

On the subject of broadcast ownership, Fowler recommended relaxing rules that have "pro-

bably restricted program service in the name of preserving a most peculiar type of ownership diversity." Toward that end, he advocated questioning the duopoly rules limiting ownership in individual markets, and examining multiple ownership rules limiting the number of stations an individual or group can own, as well as reexamining transfer rules to possibly allow "unfriendly takeovers."

Fowler's Direct Line To Broadcasters

"The most compelling reason to dissolve the trusteeship approach . . . comes from the First Amendment to the U.S. Constitution . . . Congress shall make no law . . . abridging the freedom of speech, or of the press."

"Each time we at the Commission insinuate our judgment into the editorial decisions of broadcasters, each time we try to tally how fair a documentary has been, each time we review a renewal application for this percentage of news or that percentage of public affairs, each time we clock the number of advertising minutes a station carries, we trample upon the freedom that broadcasting is guaranteed by the First Amendment."

"While well-intentioned, the efforts of the Commission to fine-tune the marketplace have led to distortions . . . And, in turning over the question of programs to a majority of seven politically-appointed men and women, we have done incalculably more harm than good to the freedom of speech and press."

"I think history will show that the last decade was a time of awakening a sometimes sleepy Commission to changes taking place in broadcasting and society."

"The battlefield for the people's interest will be on the transponders over Omaha and the coaxial lines under Brooklyn, on the UHF channels in Fresno and the FM frequencies in Seattle. Do not look for it on a regulator's mahogany desk."

Jones Analyzes Deregulation

"Your jobs are likely to be more complex because deregulation often removes familiar guidelines by which you have operated and made decisions,"

FCC Commissioner Anne Jones stated in a luncheon address to the Broadcast Management Association on Tuesday (9-22). Two members of the House Telecommunications Subcommittee, Rep. Al Swift (D-WA) and Rep. Carlos Moorhead (R-CA), also described how deregulation will affect broadcasters and affect government's view of emerging technologies.

In her address, Commissioner Jones predicted that Form 324 (Annual Financial Report) is "on the way out" and offered the following observations:

- Public File: "We should consider chopping it back."
- Form 396 (Annual Employee Form): She questions the need.
- Postcard renewal: Up to five percent of all radio stations will still have to file the long form.
- Formats: Totally a marketplace determination.
- Ascertainment: Broadcasters can choose the method; however, a "paper trail" demonstrating how the market was researched will be helpful in comparative renewals.
- Elimination of logs: "What you've gained, at most, is a degree of freedom from specific log format and filing requirements."
- Competition: There will be more of it because of deregulation.

BMI Sets New Contract With "Religious" Radio

A new BMI contract negotiated last week will save religious broadcasters and other radio stations that utilize block programming between \$500 and \$20,000 annually. "This new agreement will change the whole idea of music licensing," according to Ken Carter, President of the Religious Broadcasters Music License Committee and owner of WROL/Boston and WACE/Springfield, MA.

In an unprecedented move, BMI last week radically changed its licensing regulations for block programmers (the largest of which are religious stations). "BMI is the first of the music licensing organizations to recognize the needs of broadcasters which utilize unique program formats," Carter said. "This is an entirely new kind of agreement . . . we hope it will suit the needs of radio broadcasters that use block programming." Marvin Berenson of BMI commented.

How It Works

The new license calls for a mon-

thly charge of the highest published half-hour rate instead of a flat fee (as in the commonly-used blanket license) for stations selling blocks of time to nonprofit (including religious) organizations. Other programming on these stations (or any programming using over five minutes of BMI music in a quarter hour) comes under BMI's per-program rate. Under that structure, if BMI music is played during any quarter-hour and commercials are aired, four percent of the gross revenues must be paid to BMI. If, however, BMI music is played with no commer-

cial, no payment is due. Since the per-program rate is higher than BMI's blanket license, the new block-programming license arrangement would be of value only to radio stations selling a significant amount of time to nonprofit groups, Berenson said.

How It Came About

The new agreement was the culmination of a five-year struggle by a handful of religious broadcasters. Carter told R&R he approached Norman Bie (WSST/Largo, FL) in 1976 with his ideas about protesting payment of the music license fees. They formed a committee seeking "to obtain a fair and equitable music license for religious broadcasters." Carter's committee included Bie, Clinton Fowler (KGER/Long Beach), Tom Harvey (WBCH/Philadelphia), and Tom Moffitt (WTLN/Orlando).

**This Christmas, give yourself
a holiday.
Give your listeners a gift.**



Sometimes touching, often humorous. "The Gift of Christmas" is the gift that will tug at the heartstrings and tickle the funnybone. It's real people, real emotions; tears and laughter. It's Christmas.

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FM On A Chip

Inside the plastic container pictured below is a complete FM radio on a single microchip. This prototype from the Holland-based N.V. Philips firm



combines 280 components in a square inch of space, signalling what could be the beginning of miniature CB sets or palm-sized telephones.

Commuters Via Computers: Workforce Of The Future?

Within 20 years, almost one-third of the U.S. labor force will be working out of their own homes, predicts **Alvin Toffler**, author of futurist manifestos *The Third Wave* and *Future Shock*. The twin costs of office space and commuting, along with the revolution in computer micro-chip technology are edging Toffler's thesis ever closer to reality.

Currently, an estimated nine million Americans are self-employed and their number is increasing faster than any other segment of the workforce. Not only does working out of the home via computer hookups have enormous appeal to women who have young children to care for, but the advantages for small businesses, plagued by high taxes and overhead, are also attractive. Handicapped workers as well as those living in remote areas — a growing number, due to the high cost of housing — are likewise potential contributors to the swelling ranks of the work-at-home labor force.

In California, often the cutting edge

of such lifestyle trends, this home labor revolution is happening quicker than anticipated. Large corporations ranging from **Walgreen** to **McDonald's** to the **Continental Bank & Trust** already employ a number of stay-at-home workers, who are linked to their home offices via computer.

As computer costs shrink while energy and real estate prices skyrocket, **USC Interdisciplinary Studies Director Jack Nilles** foresees as many as 10 million telecommuters by the year 1990.

Double Your Pleasure

Almost half (46 percent) of American families own two or more cars, according to a recent **R.H. Bruskins Associates** survey. In addition, 21 percent of U.S. homes sport two or more stereo sets, with two color TV's found in 23 percent of American homes.

Broadcast Interview Connection Links Experts With Radio

The recently-created **Broadcast Interview Connection (BIC)** is designed to provide radio news and talk programs access to a multiplicity of national experts on a variety of subjects.

The Washington, DC-based service operates via a toll-free number by

which stations call to request spokespersons on a specific topic. The BIC then contacts the appropriate corporation or association with the interview information: time, date, live or tape, etc. The corporate or association executive is responsible to contact the station to confirm and conduct the interview.

Stations pay \$100 per year for unlimited use of the BIC. Corporations and associations pay \$500 yearly to

participate and are guaranteed a minimum of 10 interviews during that time. In addition, subscribing stations receive a newsletter detailing how other stations are using the BIC service as well as a listing and description of the hottest topics.

For further information on the Broadcast Interview Connection, contact BIC at 1725 K Street, N.W., #1412, Washington, DC 20006, (800) 424-2302.

Heartbeat Music Net Plans Cable Video/ Music Programming

The **Heartbeat Media Network**, an all-music pay-TV service, will make its debut at the **National Cable Television Association's (NCTA) Software Symposium**, to be held on October 4 in New Orleans. **Derek Meade**, a former air personality, producer and writer, will serve as President/Executive Producer of the Heartbeat Media Network, with Emmy award-winning television producer **John Sanfratello** holding down the Executive VP/Producer's role.

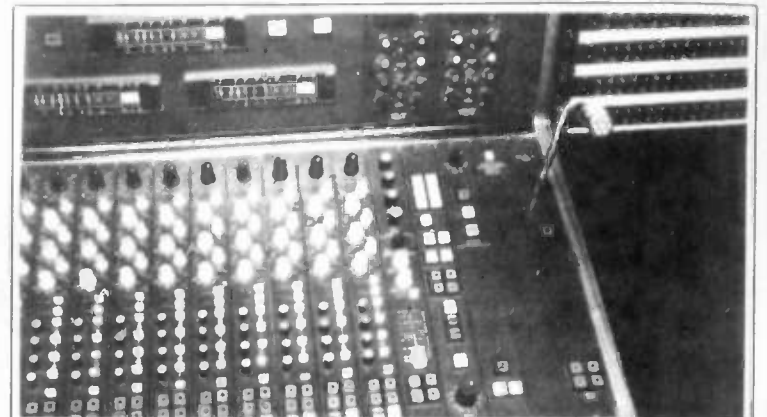
Perhaps the most interesting feature of the video/music venture is that, although the programming is almost all music, the selections will be heavily dayparted and programmed in blocs when the targeted audience is most likely to tune in. This will enable the Heartbeat Music Network to maintain its identity as a music network, while not limiting its appeal to a specific music audience.

Among the talent lined up by the Heartbeat Music Network are **WMCA/New York** air personality **Jonathan King**, who will be the net's first video jock; and former director for **ABC-TV's "20/20"** and two-time Emmy winner **Stan Spiro**, who will direct the net's premiere program.

News & Feature Segments

To prevent the Heartbeat Media Network from becoming a mere video jukebox, various feature segments will be included. "Dateline: Music," a music news roundup, will be hosted by **WPLJ/New York's Carol Miller** with **WNBC/New York's Bill Vitka** acting as a field reporter. One segment of this particular program will be devoted to new music and will be hosted by **WLIR-FM/Long Island's John DeBella**.

In addition to a number of lifestyle-oriented news reports, several "Interlude" segments have been developed as intermissions between music selections. **WLIR-FM's Ben Manilla** will narrate one segment, which will be written by the **Progressive Radio Network's Jim Wynbrandt**. The duo will also team for a second "Interlude" segment that sets classic songs to film. **RKO Satellite Network** newscaster **John Ogle** will host a third "Interlude" segment, this a soft news feature.



British-Developed Broadcast Console Now Available Stateside

The "400 Series" broadcast consoles, developed by the British-based **Raindirk** firm for use by the **South African Broadcasting Corporation**, are currently available from Nashville's **Audicon Inc.** The "400 Series" consoles feature transformer-balanced microphone, line, and main outputs with the insertion points electronically balanced. The unit's input gain can be set by switched control, giving operators accurately calibrated steps of 5 dB for both microphone and line inputs.

The console's equalizer section consists of a high pass filter (operating at four frequencies), a bass control with shelving response and four turnover frequencies, a mid-control with five frequencies, and a shelving top control. A phase inversion switch is also included.

In addition, the four auxiliary outputs may be switched to pre- or post-fader. Routing is by pushbutton to four groups with PFL, solo and channel mute standard. Separate modules house the monitor controls, echo return, master output controls, oscillator, and talkback system. Metering is by RTW bar-graph PPM meters and a PFL loudspeaker is built-in.

For further information, contact Audicon Inc. at 1200 Beechwood Ave., Nashville, TN 37212, (615) 256-6900.

5 YEARS AGO TODAY

Radio & Records

- ★ GENERAL TIRE PLANS TO SPIN OFF RKO — Move designed to protect licenses.
- ★ WPLO-FM / ATLANTA BECOMES WVEE, GOES DISCO.
- ★ JIM HARPER NEW PD AT WDRQ / DETROIT.
- ★ MICHAEL ST. JOHN NAMED WMPS / MEMPHIS PD.
- ★ NUMBER ONE FIVE YEARS AGO: "If You Leave Me Now" — Chicago (Columbia)
- ★ NUMBER ONE COUNTRY: "Here's Some Love — Tanya Tucker (MCA)
- ★ NUMBER ONE LP: "Hasten Down The Wind" — Linda Ronstadt (Asylum)

WESTWOOD ONE

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RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES...

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NEW YORK

stereo
101

KDWB-FM
Minneapolis

A NEW RADIO REP FIRM TAKES OFF WITH TWO GREAT N.Y. STATIONS

WNBC
Radio 66

97 WYNY
FM RADIO



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A team of professionals who earned their wings at rep companies, radio stations and advertising agencies.

The enthusiasm and resolve to succeed.

And the perseverance it takes to launch a new venture.

Left to right in photo:

PHILIP B. NEWMARK, Executive V.P., Eastern Division Manager
485 Lexington Ave., New York, N.Y. 10017, (212) 370-9303

IRA WECHSLER, Executive V.P., Western Division Manager
1145 Gayley Ave., Suite 309, Los Angeles, CA 90024, (213) 270-3183

JANE S. ENGEL, V.P., Philadelphia Region Manager
255 S. 17th St., Room 2305, Philadelphia, PA 19103, (215) 735-5843

MARK A. STACEY, V.P., Dallas Region Manager
3031 Allen St., Suite 102, Dallas, TX 75204, (214) 698-9961

CHARLES M. HILLIER, Executive V.P., Central Division Manager
360 N. Michigan Ave., Suite 1001, Chicago, IL 60601, (312) 372-9600

ESTHER R. FELSENFELD, V.P., San Francisco Region Manager
1736 Stockton St., Studio 2, San Francisco, CA 94133, (415) 398-7662

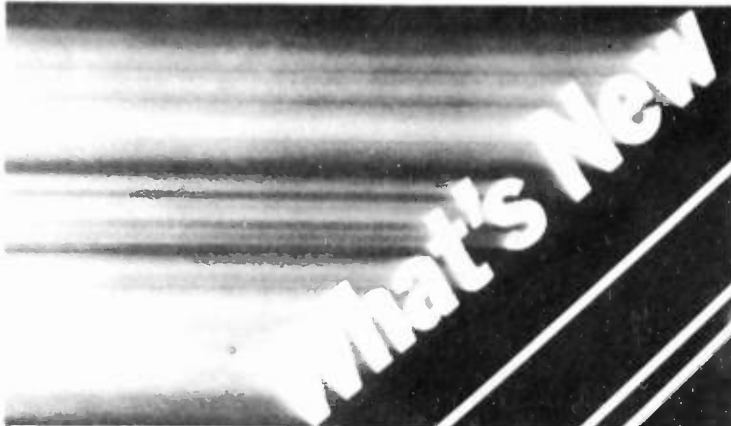
VALERIE TUTTLE, V.P. (not shown), Detroit Region Manager
30800 Telegraph Rd., Suite 1910, Birmingham, MI 48010, (313) 540-2660

Networks/Program Suppliers

CBS RADIO

Joe Dembo has been appointed News Director/Executive Editor for **CBS News/Radio**. A 21-year veteran of the organization, Dembo's experience includes serving as VP/GM for **WCBS/New York**, becoming Executive Editor for **CBS News Radio** in 1978.

"Pennant Race Fever," a 24-part series of special broadcasts on baseball's top contending teams, will be anchored by **CBS Radio** sportscaster **Curt Gowdy**. The programs, each four minutes in length, will run from Tuesday (9-29) through Friday (10-2), beginning at 9:15pm (ET).



Clayton-Webster Corporation

"Retro Rock," a weekly one-hour concert series targeted toward AOR and CHR outlets, began airing on more than 200 stations across the country recently. Available on a barter basis, the fully-sponsored program offers live, classic concerts from the 1960's and 1970's, many of which were not previously available.

For further information, contact **Jay Goldman** or **Marlene Kennedy** at the Clayton-Webster Corp. at (314) 726-0906.

TM Productions

"Radio Express," a newly-created package from the Dallas-based firm, is currently available to interested stations. "Radio Express" contains 25 expressive cuts, including ID's, transitional cuts, news/information cuts, hour openers, and promo beds. For further information, contact **Buddy Scott** at **TM Productions** at (214) 634-8511.

In addition, the following stations have signed up for TM's "Stereo Rock" format: **WDOC/Prestonburg, KY; WMXX/Brookville, PA; and KDSQ/Sherman, TX**. Meanwhile, **KBET/Reno, NV; WHOO/Orlando, FL; WMSI/Jackson, MS; and WSSL/Greenville, SC** have joined the list of facilities using the TM "Country" format, while **KXTC/Nampa, ID** has begun broadcasting the TM "M-O-R" format.

MJI Broadcasting Inc.

"Rock Quiz," a 60-second, twice-daily program in which listeners have the opportunity to call in answers to their local radio station and win prizes, will be available on a barter basis beginning in October. Created by MJI President **Joshua Feigenbaum**, the quiz program is designed to air in morning and afternoon drive times, Monday through Friday.

Listeners who win locally will be eligible to compete in regional, and ultimately, national contests. For further information, contact Feigenbaum at (212) 838-4450.



ABC Information

The net presented a 10-part special report on the U.S. military, airing September 14-18 and September 21-25. **ABC News** correspondent **Frank Reynolds** anchored the first week's reports, with **ABC News** Pentagon correspondent **David Ensor** anchoring the final segments. The one-minute reports were broadcast at 8am (EDT) during "World News This Morning" newscasts and during regularly scheduled **Information Network** newscasts at 4pm and 10pm (EDT).

WESTWOOD ONE

The firm's "Off The Record" specials with **Mary Turner** will feature a two-part **Rolling Stones** special on the weekends of September 21 and 28. Exclusive, never-before-heard interviews with group members **Mick Jagger, Keith Richards, Ron Wood, and Bill Wyman** will be spotlighted.

GLOBAL SATELLITE NETWORK

Jon Anderson and the **Little River Band** will be guests on the "Rockline" show, airing September 28. An additional feature of this particular program will be a live report from the opening date of the **Rolling Stones** tour in Philadelphia.

CROSS-COUNTRY COMMUNICATIONS, INC.

"An American Country Christmas," a four-hour program containing 40 minutes of local avals, will again be available from the Demarest, NJ-based **Cross-Country Communications** firm. Hosted by **Kris Kane**, the special program features guest appearances from 36 major country stars such as **Barbara Mandrell, Eddie Rabbitt, Anne Murray, the Oak Ridge Boys, Kenny Rogers, Eddy Arnold, Charlie Daniels, and Mickey Gilley**. The program is available on a cash basis.

For further information, contact **Shannon Drew** at (201) 262-0020.

RADIO abc

Robin Vierbuchen becomes Assistant Manager for the **ABC Radio News** Washington Bureau, having previously been News Assignment Manager for **WMAL/Washington, DC**. She had been with **WMAL** for the past five years.

ARNOLD

Ron Rose (pictured) has been signed to host "Opus 81," the nine-hour New Year's radio special currently in its eleventh year of production. Available from the Dallas-based **Toby Arnold & Associates** firm, the end-of-the-year special counts down the top 100 hits of 1981. More than 24 stations have already signed up for "Opus 81."

For further information, contact **Toby Arnold & Associates** at (800) 527-5335.



Art Garfunkel will be the subject of a two-hour, music and interview "Star '81 Sound" special, airing October 10-11 via the **RKO ONE** radio network.

Reps

Blair's Galen Views Research As Key To Radio's Future

Speaking Monday (9-12) to broadcasters at the 21st annual **Broadcast Financial Management Association** conference in Washington, **Blair Radio** Senior VP/Director of Research & Media Planning **Bob Galen** told his workshop participants that radio must begin getting more dollars per spot since most stations are running fewer and fewer spots. Emphasis on computers will help "mine the wealth of data" that will enable radio to realize its full pricing potential, Galen predicted, noting that research will also have a key role to play because refining a station's product will make a difference in revenue.

Galen discussed various forms of research especially important to radio, including:

Diagnostic research: Done once a year to collect listeners' attitudes, it will enable stations to market radio as a consumer product.

Format research: Should be ongoing to track day-by-day changes in listener attitudes, music preferences, or hot news topics.

Audience rating research: "Arbitron really only provides the raw data for more sophisticated applications," thus more emphasis on companies which interpret data.



The rep announced the opening of a new office, its seventh, to be located in Dallas/Ft. Worth. **Bob Brooks**, most recently GSM at **WAYS & WROQ-FM/Charlotte, NC**, has been named

Sales Manager for the facility. Brooks may be reached at 1215 Country Club Lane, Woodhaven Square, Ft. Worth, TX 76112, (817) 457-9096.



Watermark



COUNTDOWN TO CRASH — Pictured at left while striking a particularly expressive pose during a recent taping of **Watermark's** "American Country Countdown" is **Billy "Crash" Craddock**. Host **Bob Kingsley** looks on at right.



"Starweekend Features," a 90-second program consisting of exclusive interviews with top names in the film, sports, and recording industries, will now be heard via the **RKO TWO** radio network. **Margaret Jones** will host the "Moviestar Features" segment, with **Tony Bruno** handling the "Sportstar Features" and **Dave Roberts** the "Musicstar Features." All of these segments will be broadcast twice (Saturday and Sunday) each weekend.

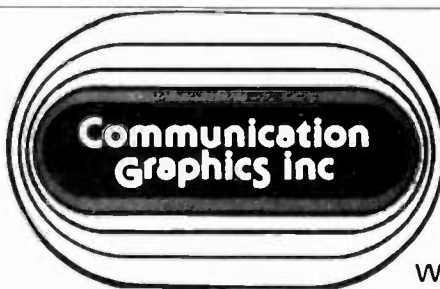
Gino Vannelli will be the featured performer in a one-hour "Musicstar Weekend Special," to be broadcast over the **RKO TWO** network on September 26-27.



Mutual

The **Post-Newsweek** television discussion series "Agronsky & Company" will now be simulcast weekly by the **Mutual Broadcasting** radio stations beginning October 31. The show will be fed Friday nights for a recommended Saturday night airing. Jointly announcing the arrangement were **Post-Newsweek** Executive VP **Joel Chaseman** and **Mutual** President **Marty Rubenstein**.

According to a recent poll conducted by the **Gallup Organization**, the cumulative audience for **Mutual** weekly program, "The Dick Clark National Music Survey," is greater than eight million people weekly. The program's average quarter-hour rating for adults 12+ was 1.9, or over three million people.



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WINDOW DECALS • BUMPERSTICKERS

Stranded in the jingle jungle?

Find Help in Marketplace, page 55



Frampton Brooke's New Film Flame

Peter Frampton will be Brooke Shields's leading man in the forthcoming film "Weekends," scheduled to begin lensing in 1982. The rocker's role will be that of a famous rock star whom Shields's father, played by Dabney Coleman, is supposed to protect as part of his private detective duties.

In the Robert Kaufman production, the divorced Coleman has custody of Shields on weekends only. One of these weekends, Coleman is assigned to guard Frampton, whom Shields has a crush on. The inevitable complications ensue...



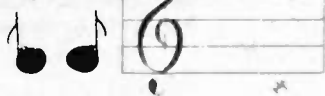
Elvis Gold Edition Latest Addition To "Chu-Bops" Line

The Amuro Products Co. has added eight Elvis Presley titles to its line of "Chu-Bops" (bubblegum packaged in mini-album covers). The eight Presley classics ("Elvis Presley," "Elvis," "Loving You," "G.I. Blues," "Something For Everybody," "Blue Hawaii," "Elvis: Aloha From Hawaii," and "From Elvis Presley Boulevard, Memphis, Tennessee") all were gold records and all reached number one in the trade charts of the time.

Two things differentiate the Elvis "Chu-Bops" from the remainder of the line. First, the bubblegum enclosed is gold in color to commemorate the original discs' sales. Second, each Elvis "Chu-Bop" contains an exclusive, never-before-released photo of Presley. All Elvis "Chu-Bops" will be priced at 35 cents each.

The Naperville, IL-based Amuro company notes that within 18 months of their market appearance, "Chu-Bops" have sold over 100 million units.

"Notable Quotes" Makes Mirth With Music



Notable Quotes by Leigh Rubin
The perfect gift for music lovers, songwriters, music fans, or anyone else just appreciating some off-beat humor.

your heart if you like your humor as light as your opera.

Priced at \$4.95, "Notable Quotes" is available from Rubes at 14447 Titus St., Panorama City, CA 91402.

Warner Bros., England's E.G. Records Ink Distribution Deal

Warner Bros. Records and E.G. Records have announced the signing of an exclusive North American marketing, manufacturing, and distribution pact. The first album released under this agreement will be "Discipline," an album of new material from the recently-reformed King Crimson group.

Additional artists on the English label's roster whose releases will be handled by Warner Bros. are Roxy Music, which will deliver a new album by 1982, and noted composer/producer/recording artist Brian Eno.

Transactions

WEER & WEER-FM/Warrenton, VA have been sold by the Elektra Broadcasting Corporation of Virginia to Robert Purcell and Bruce Houston, dba Northern Virginia Broadcasting, for \$400,000, subject to FCC approval. WEER is a 1 kw daytimer, operating at 1250 kHz, while WEER-FM is a 3.8 kw facility located at 107.7 mHz. Blackburn & Co. brokered.

Sellers Appointed VP At Prism Label

Earl Sellers has been named Vice President at Prism Records. Most recently, Sellers was responsible for Prism's national R&B promotion efforts, having joined the label after stints with MCA and RCA Records. In his new post, Sellers will be involved in A&R, marketing, and promotion of all Prism releases.



Ken Puvogel

Stuart Cohen

Sabella Named Sales Manager For KDKA

Jack Sabella has been appointed Sales Manager for KDKA/Pittsburgh, coming from his previous post as VP/GM for KACY-AM & FM/Oxnard, CA. Prior to KACY, Sabella served as Director/Station Relations for the Mutual Broadcasting System from 1976-77, having previously held the VP/GM post with KSDO/San Diego.

Puvogel Named Nat'l AOR Promo Coordinator; Cohen To Northeast Regional Promo Post At Warner Bros.

Ken Puvogel has been elevated to National AOR Promotion Coordinator and Stuart Cohen has been appointed Northeast Regional AOR Promotion Manager for Warner

Bros. Records. A seven-year veteran of the label, Puvogel most recently served as Northeast Regional Promotion Manager.

Cohen, a six-year veteran of Warner Bros., previously held the New York Promotion Manager post.

Starks, English & Warfield Upped At E/P/A Black Music Dept.

Jimi Starks, Michael English and Maurice Warfield have been elevated at Epic/Portrait/CBS Associated Labels' Black Music Promotion Staff. Starks, a five-year veteran of the label, becomes Regional Promotion Manager for the Southeast/Southwest, Black Music & Jazz Promotion.

English, who has been with the firm four years, takes on the Regional Promotion Manager for the Midwest/Mid-Central, Black Music & Jazz Promotion responsibilities. Prior to joining CBS, English held a local promotion position with Atlantic Records.

Warfield, also a four-year veteran of CBS, has been appointed Director/West Coast Promotion, Black Music & Jazz Promotion. Before joining CBS, Warfield was associated with 20th Century-Fox Records for five years.

Pro:Motions

White Named Director/Special Projects-Black Music At CBS

Granville White has been appointed Director/Special Projects, Black Music & Jazz Promotion at CBS Records. A 35-year veteran of the organization, White will be responsible for assigned promotion projects relating to black music and jazz artists on the Columbia, Epic, Portrait and the CBS Associated Labels.



R&R's Marketplace

Serving The Industry's Unique Needs!

Whether you're buying or selling, be sure to see page 55

Ratings & Research

"Arbitron has not abandoned the idea of selling monthlies."

Advisory Council — Use It Or Lose It

It never fails to amaze me how many of you gripe about some aspect of Arbitron yet how few actually take positive steps to address or correct the problems. A perfect example of this was evident at the NRBA convention last week. On Wednesday morning several members of the Arbitron Radio Advisory Council, as well as the three top executives from Arbitron Radio, were conducting a panel of how ARAC functions vis-a-vis Arbitron. It was an unparalleled chance for unhappy broadcasters to talk with Arbitron officials, as well as find out the reality of how the Advisory Council works. So what happened? As the presentation started there were perhaps 30 people in the room, and that number may have "swelled" to 50 during the session.

It occurred to me that there may have been several reasons for the poor turnout (unless only 30-50 of you are really unhappy with Arbitron). Perhaps the timing of the session was poor; perhaps the location of the meeting room (there's no truth to the rumor that it took a guide dog to find the subterranean location of the session) was a contributing factor. But there may have been a third item that hindered the effectiveness of this get-together — that being a perception among many of you out there that the Advisory Council is nothing more than a bunch of good ol' boys that cozy up to Arbitron several times a year in exchange for trips to places such as Bermuda and Cancun. There have been some inaccurate reports recently that might have given such an impression. Please allow me to set the record straight as well as give you an idea of what you can do in the next few months to affect Arbitron's thinking through the Advisory Council.

Hot NRBA Topics

There were three sensitive issues that Advisory Council Chairman **Tom Hoyt** brought to the floor of the NRBA session. In order, these were the concept of selling monthlies to stations as an offshoot of Quarterly Measurement, the new five-year contract proposal, and the possibility of a new pricing scheme to replace the current dependence on published HOMR (Highest Open Minute Rate). In addition to discussion of these topics there was an explanation by Council members **Steve Trivers**, **Bella Warner**, and **Bill Clark** on how the Council functions in working with Arbitron. Additionally, **Charlie Columbo** of **Eastman and the Station Reps Association** got up to tell, from the perspective of having been a guest at one of the Council-Arbitron meetings, what the working sessions were like. Columbo lauded the serious attitude of the Council and thanked Arbitron for at least considering the SRA's recommendation on pricing. Now, let's look at each of the three main issues in some detail.

QM Monthlies

One of the main points made by both the broadcasters on the Council, and by Arbitron representatives such as **Mike Membrado**, was that the issue of Quarterly Measurement monthlies is far from dead. Arbitron has not abandoned the idea of selling monthlies in as many markets as it can. However, through communications from the Council at the recent meeting in Seattle, Arbitron has agreed to pause in its marketing effort, in effect limiting its sales of the monthly reports to the five markets currently supporting these booklets.

Between now and the next Council-Arbitron meeting in December, Arbitron will poll (and the Council will verify the results) the broadcasters in these five markets to see if the monthlies are useful or if there is too much of a sales problem using one-third of the QM survey data on the street.

Without pressure from the Council it's unlikely that Arbitron would even reconsider its plans to spread monthlies far and wide. Indeed, since subscribers pay an extra 5% of their annual contract for the monthlies, it's to be assumed that Arbitron was counting on that additional revenue. Unless subscribers communicate to the Council or to Arbitron their negative feeling (or positive ones if that's the case), then Arbitron may assume that broadcasters are not really that upset about the monthlies concept and may, in 1982, proceed with its sales effort for monthly reports in many markets.

Five-Year Contracts

According to the participants at the NRBA panel it was only through the efforts of the Council that Arbitron was persuaded to again offer the industry five-year contracts with substantial discounts. Arbitron's plan, according to its spokesmen, was to offer only one and three-year contracts, but a five-year deal will soon be available. **Bill Livek**, Arbitron's VP/Sales, mentioned that the firm is even going back to those that had earlier signed three-year deals in order to offer them the chance to take advantage of the five-year contract opportunity.

Several broadcasters mentioned in the Q&A phase of the session that they were unhappy with the increases in the new contracts. Also, the Council members say that they will continue to push for a clause in the five-year language that will allow a broadcaster to opt out of the contract earlier than the five-year span with a pro-rata cancellation clause. **Mike Membrado**, VP of Arbitron Radio, did not seem too encouraging on this item when he told the group "broadcasters will have to make a business decision — which of the contract terms (one, three, or five years) makes the most sense."

HOMR/Pricing

Although it was previously a taboo subject, there has been notable progress in Council-Arbitron discussions on the pricing of Arbitron's contracts. At the Council's urging, Arbitron polled broadcasters in a number of markets nationwide, receiving 168 responses dealing with formulas other than HOMR that might be used to price contracts to subscribers. Unfortunately, the 168 represented only about one-third of those polled, and as **Steve Trivers** characterized it, "the responses were gibberish." In essence, then, the Council has gotten Arbitron to consider using some formula besides the HOMR, but broadcaster suggestions to date have been less than useful. Both the Council and Arbitron welcome further ideas.

Key Council Dates

Although no one is suggesting that the Arbitron Radio Advisory Council is totally effective in dealing with Arbitron, I think it is worthwhile to note that in the three areas noted above the Council has been able to get Arbitron to at least reconsider some of its actions, and in some cases has been able to see its suggestions enacted by the

Week In Review

Pittsburgh Broadcaster Cancellation?

A move to inject a winter book into the Pittsburgh metro has been met with significant broadcaster opposition. In a letter to Arbitron's **Mike Membrado**, **Ted Atkins**, VP/GM of **WTAE & WXKX**, expresses unhappiness over Arbitron's attempt to sell a third book to the market. **Atkins** mentions that his stations and possibly other members of the Pittsburgh Radio Organization may cancel their Arbitron contracts if the firm persists in its effort to sell a third measurement to the Steel City broadcasters.

MSA Has New Name

Multiple Systems Analysis, headed by **Rob Balon**, has a new name to go with the firm's recent relocation to Texas. Effective immediately, **Balon's** research firm will be known as **Robert E. Balon & Associates, Inc.**

No New Milwaukee Book

Rather than reissue the Milwaukee book owing to incorrect listing of the simulcast times for **WZUU-AM & FM**, Arbitron will issue a **Client Service Bulletin** to subscribers. The CSB will go out soon, according to Arbitron spokesperson **Connie Anthes**, and will deal with the correct listing of the station's estimates in the 3-7pm daypart.

ratings firm. Why then the apathy? Why does the average Council member receive only about three pieces of correspondence between meetings as one of the members mentioned to me? Let's make better use of ARAC!

Here are some key dates in the next few months that you may want to jot down, in terms of being able to have an effect upon Arbitron through the Council:

Early October, at which time the annual Advisory Council questionnaire will be sent to subscribers. According to **Tom Hoyt**, "Usually the response rate is only about 47%." Since there will be an area on this year's sheet for you to indicate your feelings about contract pricing, let's hope that more of you return the forms by the October 23 deadline. Results will be discussed at the next ARAC-Arbitron meeting.

Mid-December, the timing of the next get-together between the Council and Arbitron. If there's anything you'd like the Council to discuss with Arbitron, let your format's representative on the Council know in advance so the matter can be properly attended to.

January 1982, when the process to elect six new Council members will begin. If you would like to serve on the ARAC, think about running for this body. The elections will be concluded next spring and the new board members would take their places soon thereafter.

In many cases broadcasters feel that Arbitron-subscriber communications are abysmal. Perhaps that is the case, but one forum that can try to alleviate the problem is the Arbitron Radio Advisory Council. Try using the Council more and possibly at future conventions we'll see an Arbitron-Council session attended by more than 30 people.

**Jhan
Hiber**



SEGUE WITH THE STARS



BILLY JOEL

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NATIONAL AIRPLAY/30

AVERAGE MOVE: +5

— 30 28 **24**



ATLANTA RHYTHM SECTION

"Alien"

NEW & ACTIVE

AVERAGE MOVE: +4

ATLANTA RHYTHM SECTION "Alien" (Columbia) 100/14
Moves: Up 50, Debuts 17, Same 19, Down 0, Adds 14, CFTR, KOPA, 92FLY, KBFM, WSGN, BJ106, CK101, WHBQ, KSTT, WNAP, WOW, WHEB, KSEL-FM, KKRC, KBEQ 16-13.



BLUE OYSTER CULT

"Burnin' For You"

Last Week's Significant
Action Breaks Into This
Week's New & Active!

NEW & ACTIVE

BLUE OYSTER CULT "Burnin' For You" (Columbia) 52/3
Moves: Up 28, Debuts 0, Same 18, Down 3, Adds 3, WOKI, KJRB, WRKR, WBEN-FM 30-24, 96KX 16-12, Q107 8-7, KBEQ 5-3, KSFX 14-11, KIMN 30-23, K104 4-2, KHFI 26-19, KZ93 15-11, KKXX 31-26, KLUC 18-15, WJBQ 26-21, WXLK 18-14.



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WXKS-FM add
Z93 add
WDRQ add 22
CKLW add
KRLA add
KIIS-FM add
KIQQ add
KFRC add
KYYX add

WTIC-FM add 30
KINT add
B97 add
WBBQ add
WCSC add
WGH add
WVIC add
WDJX add
KYNO-FM add 29

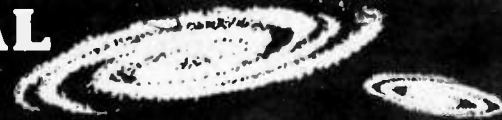
KIDD add
KCPX add
KHYT add
WGUY add
WFBG add
WSGA add 31
95SGF add
WFOX on
WFLB add

WANS-FM add
FM99 add
WKXY add
KENI add
KSLY add
KCBN add
KATI add
KQDI add

ARC

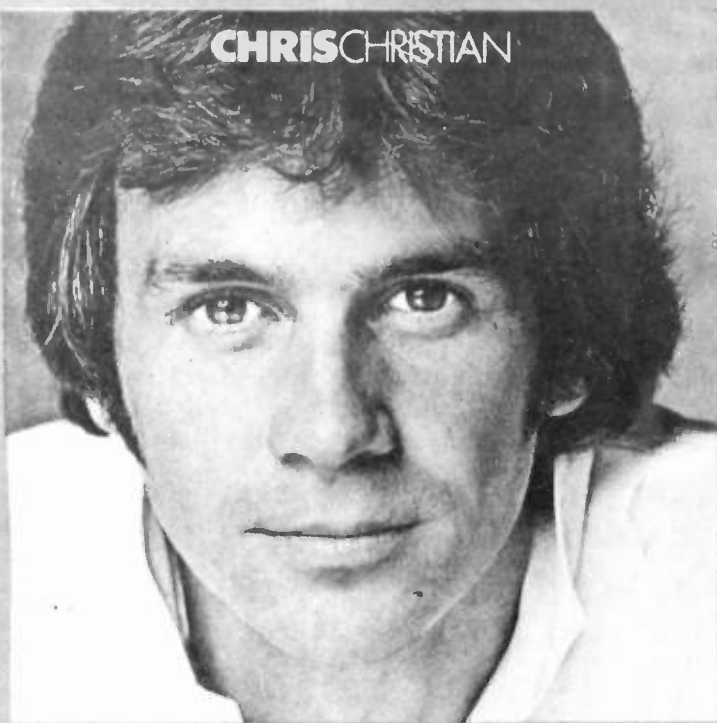


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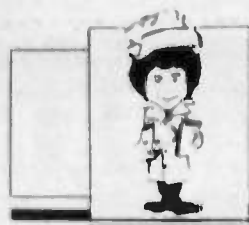
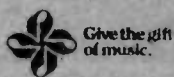
**"I WANT YOU,
I NEED YOU"**

NB7-11-126

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NB1-33240
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OUT OF EVERYONE

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| WCAO | WAAY | WVIC | WACZ |
| Z93 | KINT | KIOY | KILE |
| KFI | KBFM | KTAC | KVOL |
| KIQQ | KLAZ | KCPX | FM99 |
| KYYX | WERC | KC101 | KATI |
| WHFM | WNOX | WJBO | KQDI |
| Q106 | WCSC | WGUY | KYYA |
| WKRZ-FM | WGH | WTSN | |

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STREET TALK

WCAU-FM/Philadelphia has officially announced a format shift from its R&B/Jazz sound to CHR under the consultation of Mike Joseph. Roy Laurence remains as PD and has brought in almost an entire new staff of personalities. As Mike has done in the past with other CHR clients, WCAU-FM will be totally "current music," no oldies.

Cordic To KRLA?

With Senior VP/morning man Art Laboe not renewing his contract with KRLA/Los Angeles (see Page 1), rumors immediately surfaced in L.A. that Rege Cordic would be Laboe's replacement in AM drive. Rege did mornings for many years at KDKA/Pittsburgh before moving west for a brief stint at KMPC/Los Angeles.

If you were in Houston this week you must have heard the street talk that John Sebastian was about to sign a deal with KRBE for consultation. Well, that rumor is only half right. We hear that John is about to sign a station in Houston, but *not* KRBE. In the meantime WYNF/Tampa became the 15th Sebastian client.

Growing Your Own?

Be aware that the term "Homegrown" in reference to an album promotion has been federally copyrighted by Homegrown, Inc., 9230 Wilshire Blvd., Beverly Hills, CA 90212. This simply means that if your station is planning a homegrown promotion, you should contact Homegrown, Inc. for clearance on using the actual term "Homegrown."

Scotty Brink, who recently resigned as PD of KHOW/Denver, will join the staff at WCAU/Philadelphia to host the station's morning talk show starting Monday (9-28). This marks quite a career change for Scotty, and he's understandably very excited about it.

Boardwalk To Big Apple

The Boardwalk Entertainment Company has officially announced the move of its administrative headquarters from Los Angeles to New York. Making the move this week are Senior VP Scott Kranzberg and VP/Business Affairs David Shein. They will join label President Irv Biegel, who has been in the New York offices all along. Boardwalk Chairman Neil Bogart will remain in L.A. for the present. The New York number for Boardwalk is (212) 765-5103.

Ralph Caldwell has been promoted from Production Director to "acting Operations Manager" at WOW/Omaha in the wake of Don Davis's exit to DC101/Washington (R&R 9-11). Another change was announced at WOW, as morning personality Dave Wingert accepted AM drive at KMOX-FM/St. Louis.

Oaks Do A Good Turn

If you're a little confused about the Oak Ridge Boys releasing another single literally on top of their "Fancy Free" cut, don't panic. The boys haven't gone totally mad for exposure. The latest single is strictly a public service shot for the



OPPORTUNITY BEACH PARTY — With B100/San Diego morning personality Larry Himmel's daily "soap opera," "Opportunity Beach," coming to an end for the summer season, the station couldn't resist throwing a giant beach party for its listeners. But did they go to the near-by beach? Nooooooo. After all, with Opportunity Beach being a fantasy takeoff of typical TV soapers, it seemed much more appropriate to "create" a fantasy setting for B100's Opportunity Beach Party, which is exactly what the station did. Pictured on 60 tons of trucked-in sand on a vacant lot, 300 fun-loving B100 listeners enjoyed the imported seaweed, palm trees, and lifeguard towers while the Opportunity Beach Boys (actually a local group called Evasions) played rollicking surf music. Just as things were getting hot, the San Diego Fire Department dropped by to keep everyone cool by spraying down willing participants. The event drew coverage from two local TV stations and was a resounding success.

Boy Scouts, thus the title, "The Boy Scout Way." MCA had the record pressed and released only to radio stations at the band's request.

Tony Stone, formerly the MD at KSLQ/St. Louis, has returned to Alaska as PD of KANC/Anchorage.

Jay Tyler will leave WNAM/Appleton after two years doing music there to join Z104/Madison in middays. Jay will use his real name at Z104, Jeff Tyler.

WIGY/Bath welcomes its new Program Director from KOPA/Phoenix. He's Scott Robbins.


Meanwhile back at KOPA, Chaz Kelley has been promoted to Music Director. She will continue to handle the late evening airshift at the station, and former MD Craig Jackson has stepped down from the MD's slot to spend more time assisting in station commercial production.

WIBW/Topeka will convert from A/C to Country on October 1 with new PD Chuck Wolfe. Chuck joins WIBW from KCLV/Clovis, NM.

By now you must have heard the Ford commercials sung by Air Supply, Neil Sedaka, Tanya Tucker, and Tony Bennett. Ford hired the contemporary music makers as part of a new national campaign for their cars. No salary figures were disclosed, but you can bet the artists will be driving and not walking to the bank.

... Gather Some Cash!

Putting a pencil to some paper and staying on the conservative side, it's fairly easy to estimate that the current Rolling Stones tour could gross nearly \$40 million. Not too shabby for three months work, eh?



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Jocks...write today for free samples.



THE QUEEN: HEADED FOR NUMBER ONE!

The Aretha and George single has already exploded Top 10 on the R&B charts and is now headed for a giant crossover hit with "Love All The Hurt Away."

And the new Aretha album has the critics raving:

"There are cuts on her new LP that are so extraordinary they could make some singers want to stop singing, go to the nearest corner and slit their throats."

—Billboard (8/29/81)

"Aretha Franklin's new album is a blessing. Hear it and be inspired!"

—Record World (9/5/81)

**ARETHA FRANKLIN.
LOVE ALL THE HURT AWAY.
THE SINGLE AND THE ALBUM
BULLETING TO THE
TOP OF THE CHARTS!**

Produced by Arif Mardin

ARISTA

WWWE

Continued from Page 1
at WABB on September 28. He told R&R, "It's hard to sufficiently express my enthusiasm at becoming a general manager. I think I've proven myself as a programmer and this is the next logical move in my career. I can't say enough about George Francis, because my association with him over the past several years and two radio stations (McVay programmed WAKY under Francis) has prepared me for this challenge."

WABB President Bernie Dittman told R&R, "We've been flirting with Mike for a while now, and the possibilities of getting a man of his caliber in programming to join our company are quite exciting. We feel very privileged to have a man with his track record join us, and I know he can lead us to new vistas as he brings his expertise to Mobile."

Gannett Radio Division President Joe Dorton, commenting on the changes at WWWE, told R&R, "Mike McVay is a brilliant young broadcaster and I personally feel that any time someone in our business has an opportunity to become a manager, then more power to them. He certainly has the inherent ability and all he needs is the chance. I think it will work out very well for him."

"In terms of George Francis, he's apparently had an association with the people in San Diego previously, and I know he's always enjoyed the creative side of radio. It sounds like a very good deal for him."

"We have promoted Tom Wilson to Vice President/General Manager of WWWE effective immediately. Tom had been General Sales Manager of the station for three years and Local Sales Manager for both WWWE and WDOK prior to that, so he knows the market and the station."

Asked about his promotion, Wilson commented to R&R, "Anybody that takes over a 50,000 watt clear channel station has to be excited because it is one of 24 facilities like that in the country. We've been talking about the potential of the station and are putting plans into action immediately to help 3WE become the dominant station in the market, as it should be."

Wilson immediately named WWWE air personality Ray Marshall as the station's acting PD.

WRKO

Continued from Page 1
guy who does it first usually gets the most benefit out of it. The lineup we have in terms of the available talk show hosts is pretty dramatic. They are all homegrown New England people, which I think is essential in this market. What we're really talking about is going all talk, news, and information. Now the station is positioned properly in the marketplace and WRKO is really the only major facility in Boston in terms of engineering and signal power that has all-Talk."

WRKO Program Director Charlie Van Dyke will continue to supervise programming for the station although he will no longer be on the air. Further, Fish announced that WRKO had signed a three-year contract to carry Boston Celtics basketball games on the station.

WAAF

Continued from Page 1
distribution method they reportedly thought of was for the group to go to the club two nights before their scheduled performance (9-14) and personally pass out tickets to patrons. Fortunately, WAAF advanced a proposal to take over the distribution, the Stones approved it, and all during the day of the concert, station staffers drove around Worcester in unmarked cars giving away tickets to people displaying either station stickers or T-shirts. Names and addresses were written on the tickets to prevent scalping.

WAAF GM Steve Marx told R&R, "As far as we're concerned, it's the biggest promotion ever to hit AOR radio, certainly at least here in New England. We were flattered to have been chosen by the Rolling Stones for this promotion. We left the competition, WBCN and WCOZ, hemming and hawing."

"Some Secret"

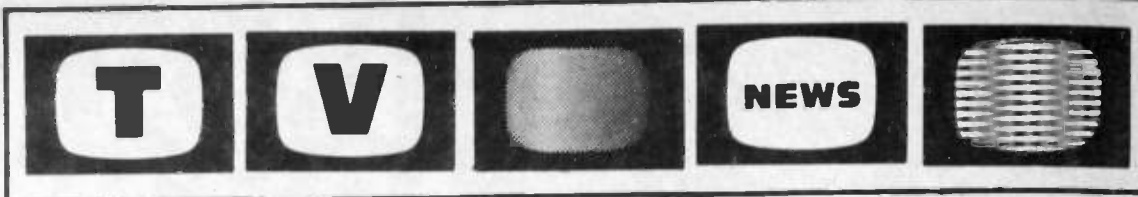
WBCN did not hem or haw when it came to revealing the supposedly confidential location of the show. The station defended the announcement by claiming the show's site was common knowledge, an assertion backed up by a policeman who commented, "Boy - some secret" to an AP reporter. WBCN PD Oedipus told R&R, "Yeah, we went on the air with it. We were telling people to stay away if they didn't have tickets; we didn't want to have another situation like the Who deaths in Cincinnati. It was pretty common knowledge. We just called the police and they told us where it was going to be held. But we just told people to stay away from it."

People didn't stay away from it, however, and WAAF Promotion Director Steve Stockman placed the blame on WBCN. Speaking to the Worcester Telegram, Stockman said, "We knew that announcing the location to the general public would bring thousands of people to the club that can hold only 200 or 300." He termed WBCN's announcement "reckless and irresponsible," adding, "I think they thought the Stones should play in Boston and got carried away by their jealousy at having another radio station bringing the concert to Worcester."

The Stones did not play in Boston, as it turned out; a request by the group for another relatively small-sized venue was turned down by city officials who feared a much larger turnout of ticketless fans than at the Worcester show. WAAF's offer to pay the police protection costs for that show was refused.

Aurichio

Continued from Page 1
tiser/Agency Sales chief Ken Wollenberg becomes VP/Advertiser/Agency Sales for Radio & TV. VP/Planning & Research Marshall Snyder has been named VP/GM for Product & Research Services, supervising the company's Laurel and Beltsville, MD production and research facilities for both radio and TV. Snyder reports directly to Arbitron President Ted Shaker, while Membrado, Livek, and Wollenberg report to Aurichio.



ABC's Football, 'West' Best CBS

For the second week in a row, CBS lost its accustomed place at the top of the three-network Nielsen rankings. Last week NBC edged ABC, forcing CBS into third (the average ratings for that week, accidentally omitted from the column last week, were NBC 15.3, ABC 15.2, and CBS 14.7). This week, for the ratings period ending September 20, it was ABC taking a commanding lead, 16.8 to CBS's 15.5 and NBC's 14.0. Spearheading the ABC attack (along with old stalwart "Three's Company") were two more prime time football telecasts (which finished sixth and 13th) and the new series "Best Of The West," in the top 10 for the second straight week. CBS had three of the top four and ten of the top 20 in its unsuccessful effort to regain the lead. The standings:

8	1	60 Minutes (CBS)	10	11	M*A*S*H (CBS)
11	2	Dukes Of Hazzard (CBS)	—	12	The Jeffersons (CBS)
4	3	Three's Company (ABC)	7	13	Monday Night Football (ABC)
—	4	Alice (CBS)	—	14	Quincy (NBC)
12	5	Diff'rent Strokes (NBC)	—	15	One Day At A Time (CBS)
6	6	Thursday Night Football (ABC)	17	16	Dallas (CBS)
5	7	Best Of The West (ABC)	20	17	House Calls (CBS)
—	8	Love Boat (ABC)	—	18	The Shootist (CBS Sat. Mov.)
9	9	Too Close For Comfort (ABC)	—	19	Archie's Place (CBS)
—	10	Code Red/Our Family Business (ABC Sunday Movie)	—	20	Little House On The Prairie (NBC)



CASEY'S CARPENTERS CONVERSATION — A&M's Carpenters were interviewed by Casey Kasem on his "America's Top Ten" syndicated show. Pictured (l-r) are Richard and Karen Carpenter and Kasem.

Music On TV

"Saturday Night Live" 's first new show of the season October 3 will feature a three-minute film by Yoko Ono touching on her life with John Lennon. The film is framed against the background of Ono's song "Goodbye Sadness" from her "Season Of Glass" LP . . . "Solid Gold," with hosts Andy Gibb and Marilyn McCoo, presents Adam & The Ants, David Gates, Crystal Gayle, Tim Goodman, Rick James, Billy Joel, Ronnie McDowell, and Eddie Rabbitt for the week of September 25 . . . Lulu guests on "John Davidson" September 30.

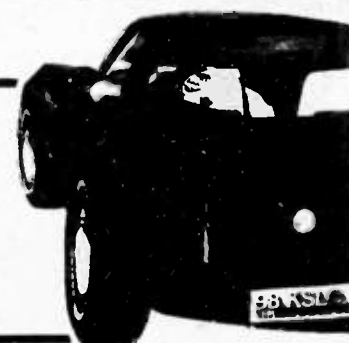
VIDEOSCOPE:

VHD VIDEODISCS ON HOLD: JVC recently announced that its VHD format videodiscs' U.S. introduction would be delayed, probably until June of 1982 as dropout and streak problems have caused the manufacturer to reformulate the plastic used in the discs. . . . TRANSLATE YOUR TAPES: European videocassettes can't be played on U.S. equipment due to electronic differences in how the images are composed and displayed on the screen. However, the Coconut Grove, FL-based Instant Replay firm has recently come up with an adapter than modifies Magnavox, Panasonic, Quasar, and RCA videorecorders, enabling them to play tapes recorded in the PAL format used in most European countries. The adapter also makes tapes made in the SECAM format (used in France, Eastern Europe, and the Soviet Union) playable on U.S. machines, but only in black-and-white. An adapter for other U.S. machines, such as Sony's, will be available by next year. Price for the adapter, called an "Image Translator," is around \$450, which is reasonable when you consider that, prior to its advent, the only way international tapes could be played in the U.S. was on a specially-built machine that cost close to \$3000. . . . U.S. BLANK VIDEOTAPE SALES TOP \$232 MILLION LAST YEAR: Over 19 million units of blank videotape were sold in America last year, according to the International Tape/Disc Association. The retail dollar volume of these tapes was put at more than \$232 million. 1980 was the first year such figures were compiled . . .

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Another hit from the album THE DUDE
ON A&M RECORDS & TAPES SP 3721

Produced by Quincy Jones for Quincy Jones Productions.

QUINCY JONES "The Dude"



Arbitron

Continued from Page 3

Reaction from stations with major signals and notable sports franchises was also downbeat. Jay Clark, PD of WABC/New York, told R&R, "It seems grossly unfair, since mentions of the Yankees in most of our TSA would have to be to us. We might lose a chunk of audience." Charlie Van Dyke, PD of WRKO/Boston, which just acquired rights to the Boston Celtics, said, "The Arbitron decision is a real problem for us." By Napier, PD of WCCO/Minneapolis, told R&R, "We're never happy about anything that might cut us out of diaries as this would appear to do. Our Vikings network affiliates may be hurt as much as we are."

George Lemich, PD of KSL/Salt Lake City, was particularly unhappy about the move. Lemich told R&R, "We are the flagship station for BYU football and basketball, but the BYU campus is located in Provo, outside our metro. We may lose significant credit for college sports. This appears to be another compromise in the ratings structure."

Elektra

Continued from Page 3

Lexicon Music Chairman Ralph Carmichael stated, "Joe Smith, (E/A Exec. VP) Vic Faraci, and all their people are real pros. The organization is tight and the members are highly motivated." He added, "The critics will say this may have a negative impact, while the bookstore people may think we've deserted them. It's just the reverse. It will move more gospel records to the front. If our artists become better known and their influence is felt across the nation, it only stands to reason that the book and Bible stores will double their sales. We are moving into the center of life and they will benefit."

WLPL

Continued from Page 3

'euphoric'-type sound, just a nice, pleasant, non-offensive place to listen to music — a place where listeners can come to remember the good times. We'll be emphasizing non-current music about 75-25%. There's a gap in Baltimore 25-34 on the FM dial for a format like this. There's no doubt in my mind that this is the direction A/C radio needs to take."

Columbus added that Scott Fey, formerly General Sales Manager at Plough's WMPG/Memphis, will become GSM at the station. He also announced the new lineup, which features morning man Pete Berry (the "Flying Dutchman"), Jefferson Keyes in middays, Dan O'Neil afternoons, Lee Douglas evenings, and Mike Bradford overnights. Columbus concluded, "Basically, we've redone the entire radio station."

Grau

Continued from Page 3

Grau joined KOMO in 1972 as an account executive, becoming General Sales Manager in 1977 and Station Manager in early 1979. He is Chairman of the ABC Information Board (comprising 650 stations) and a member of the NAB Broadcast Deregulation Committee and the ABC Government Relations Committee.

LETTER

MTV Or Not MTV

Continued from Page 3

Velvet references to MTV audio run down cable on the frequency of the area's top contemporary FM station do not make us feel any better about the task of survival, which must be the goal of all radio programmers over the next 30 years. There is no doubt . . . that these (MTV) folks have a nationalized radio station with video. Armed with the knowledge of what they are creating, some of the MTV people are perplexed by the willingness of current radio to cross-promote MTV even to the point of buying out the avals.

Outside of the few stations fortunate enough to have an existing cross-programming concept running with their area cable companies, programmers with an eye to the future are faced with a fight 'em/join 'em choice. We are fortunate enough to have the opportunity to work with Cox Cable, local Warner Amex, and Hampton Roads Cablevision in our area, all people who are willing to share their progress with those willing to aid them on a local basis. Thus, we have been able to produce our own local music video programming. Others may not be so fortunate.

As a local programmer, I must support the value of local over national programming/promotion, and I am watching with interest the current MTV/Source relationship. How long will these people take advantage of each other? Will NBC-TV wake up to the concept of stereo radio and TV combined in a young adult's home on a weekly basis?

And don't forget, MTV is going to depend heavily on music-oriented advertising/marketing revenue — the stuff you used to get entirely, or share with just another radio station.

The choice is right now. The biggest value in all this is the novelty, and the edge it may give you over your competitors. Are you set up to handle video? Then play it with care to maintain your strength as long as possible. For many programmers who are not into heavy local marketing, the shiny orange MTV note is the first glimmer of the sun setting on our old music media ways.

John Heimerl

Program Director
WZAM & WMYK/Norfolk

Laboe

Continued from Page 1

a renewal on his contract, but he chose not to renew. There are some basic ways that the owners and I feel the station should be going, and Art did not agree with them particularly. He has other things that he wants to do, so I think he's taking this opportunity to go ahead and do them.

"As far as what happens in Art's absence beginning in January, we will probably go live in the morning (Laboe had been taping his morning show for playback on KRLA's automation system). However, we're not ready to make any announcements beyond that at this time."

BRAD MESSER



The Park Bench Looms

The way my wife told it, the bug in the kitchen was large enough to eat small children and looked like a prehistoric monster. The minute she started having bugs in the house was the very minute something had best be done about it.

Having heard hundreds of radio spots for exterminators, I telephoned the one whose jingle I remembered best, and here sitting across my kitchen table was the bug man. Pleasant sort, some lines in his face, kind of middle-aged looking guy. Friendly. He had heard me on the radio but usually he listened to another station because he had started liking kicker music.

"Well, I'm basically a rock 'n' roller," I told him, "but I listen to some country."

"I'm an old rock 'n' roller too," said the bug man, and it occurred to me in a revelation that he was right. He was old. It's kind of funny that some of us rockers are getting old. Do you realize how embarrassing it's going to be to sit on a park bench in a few years, humming tunes with words like rama lama ding dong and I don't want no other love, baby you're the one I'm thinkin' of?

There's no avoiding it. (Strange. First radio years were spent trying to sound old.) Now there are old rock 'n' rollers, even old astronauts. My friends across years of radio are execs across the nation now, middle-aged people who have already written a couple of decades of industry change. We rock 'n' rollers are the leading lump in the demographic bulge of postwar babies, and because there are so many of us and we're so vast a market, we rockers have carried the ad budgets and creative control right across the top of what had been the upper-end mass appeal age of 34. As we skew, so skews the mass market.

Me and the bug man finished our business. He got out his equipment and began fighting for the sanitization of my beloved mate's kitchen.

I didn't hum it out loud, but mentally I sang his company's jingle and imagined a bunch of little cartoon bugs upside down with x's across their eyes. I mused about the time no so distant when we'll all be on Social Security if it's still there, sitting on those park benches.

CALENDAR

Baseball's Biggest Scandal

MONDAY, SEPTEMBER 28: Sixty-one years ago today (1920) a grand jury in Chicago returned indictments against eight members of the White Sox, for conspiring to throw the World Series of 1919 by intentionally losing to the Cincinnati Reds. Baseball's biggest scandal resulted in the appointment of the first baseball "czar" to oversee the game. The Chicago team of 1919 became known as the Black Sox.

Don Vesco's "Silver Bird" averaged 303mph on the salt flats six years ago today, to establish the world motorcycle speed record. The 21-foot-long bike was powered by two 750cc Yamaha engines.

Marcello Mastroianni is 57. Brigitte Bardot is 47.

Diesel's Deadly Dunking

TUESDAY, SEPTEMBER 29: The man who perfected the no-spark-plug engine in which compressed fuel spontaneously ignites was Rudolf Diesel, who accomplished that when he was about 34. At age 55 he was on a cruise ship enjoying himself — 68 years ago today — when he fell overboard and was lost at sea.

Orvon "Gene" Autry is 74. Stanley Kramer is 68. Jerry Lee Lewis is 46. Madeline Kahn is 39. Runner Sebastian Coe is 25.

Rosh Hashana.

W2XBS Puts Football On TV

WEDNESDAY, SEPTEMBER 30: A college football game was televised for the first time 42 years ago as W2XBS/New York, aired the contest between Fordham University and Waynesburg College at Randall's Island, NY.

A fight broke out between French and Spanish soldiers on the streets of London on this date in 1661, with the issue being which nation's horse-drawn carriage should be first in line at a diplomatic procession. Twelve troopers died in a point-blank shootout as Spain forcefully pulled its carriage to the head of the procession.

Johnny Mathis is 46. Angie Dickinson is 50.

"Always 19 Fine Days"

THURSDAY, OCTOBER 1: The eight-armed octopus, and the month of October, are among the things named for the Latin word *octo*, which means *eight*. That makes little sense because this is the tenth month, but on old calendars October came two months sooner. Folklore says October always has 19 "fine days."

The largest commercial hotel building on Earth at the time was the Waldorf-Astoria, which opened on Park Avenue 50 years ago today in 1931. Disney World in Florida opened ten years ago.

Walter Matthau is 61. James Whitmore is 60. Former President Jimmy Carter is 57. Tom Bosley is 54. Richard Harris is 48. Julie Andrews is 46. Rod Carew is 36.

"Women Do Not Want To Vote!"

FRIDAY, OCTOBER 2: "We all know how much further women go than men in their social rivalries and jealousies," said Grover Cleveland. "Sensible and responsible women do not want to vote. The relative positions to be assumed by man and woman in the working out of our civilization were assigned long ago by a higher intelligence than ours" (October 2, 1905).

On this date in 1967 Thurgood Marshall was sworn in as the first black United States Supreme Court Justice. Don McLean is 36. Maury Wills is 49. Rex Reed is 41.

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RATINGS PROFILE

KTAR: Leader Of The Pack

Here's a riddle for you. What's hot right now in Phoenix? Well, besides the sun. Answer: KTAR Newsradio. It gained nearly three shares in the recent Spring ratings (6.4 to 9.2), nosing ahead of Beautiful Music's KMEQ-FM to become market leader. While the station is certainly proud of that endeavor, it's not kicking back to enjoy the warm feeling good ratings bring. If anything, KTAR is kicking its way out of that 9.2 shell with plans for more creative programming and fine-tuning aimed toward even better numbers.

Breaking Up

Many times News/Talk/Sports stations combine the PD/News Director position, which can have a person running in several directions at once. The same situation existed at KTAR with then-PD/ND Dave Zorn. Then in the spring of this year Johnny Andrews, former Creative Director/morning host, became PD with Zorn retaining ND duties until a few weeks ago. More than once Johnny credited this split as one of the reasons behind KTAR's improved sound. "Our format evolved and it was an impossible job for one person to do," he says. "You have a PD responsible for the sound and beneath him the News Director, the Sports Director and your talk show producer. There's more discussion with everybody working toward the same goal and more attention given to detail. More gets accomplished."

Johnny believes another reason for the station's increase can be attributed to the longer books. Though the jury is still out as to quarterly measurement's success, the longer rating period did allow KTAR the time to do what it does best without the extra hype. Basically, the station offers news/information featuring airborne traffic, weather, stock and news reports; sportstalk and other talk shows round out the format. Taking a closer peek you'll see it's jam-packed with goodies: the Wall Street Journal and local brokerage reports, precious metal updates, Larry King, Paul Harvey, and Preston Westmoreland's popular midday program, which boasts over 5000 guests in its 2½-year history. During the book KTAR was the voice of the L.A. Dodgers and the Suns, also sandwiching in live horse racing and live boxing. Plans for the fall sweep starting this week include Dallas Cowboys and Notre Dame coverage, a college and pro football scoreboard, and an all-night Saturday talk show.

Active & Aggressive

After creative, the two words cropping up most often in Johnny's conversation were active and aggressive. With that in mind, KTAR concentrated its promotions on-air mainly through two successful contests.

The first, "Cash Call," had a certain amount of money in the jackpot, and the station called up listeners who won that amount if they guessed correctly. In the second contest, the station gave away a "love boat" trip — a lucky couple accompanied interview host Westmoreland on a Caribbean cruise. Promoted only during the midday time slot, that drawing attracted 2000 entries. Johnny sums up the reasoning behind the decision to do contests: "There is a small percentage of the audience that likes to participate in contests. We were looking for the contest that would be adult and fit the format. And it is important that we do things like that to make us sound a little more creative, more aggressive than the average News/Talk/Sports station. We encourage that kind of thinking."

Apparently, the Phoenix community enjoys that kind of thinking as well, judging by the ratings. However, looking at the audience composition chart pic-

AGE	KTAR-AM
18-24	3.0%
25-34	6.4%
35-44	9.4%
45-54	14.4%
55-64	20.3%
65+	46.5%
18+	TOTAL 20,200

tured here, the station skews heavily in the 55+ range. To some stations that could spell trouble in this day of younger and so-called more salable demos. But KTAR considers this more a blessing than a problem. "Here in Arizona, it's not an attraction to have those younger demos," Johnny explains, "because of the large retirement community. It's a very spendable community that exists here. They buy cars, homes, furniture, put large amounts of cash in banks. It's a little unusual in that sense but it is a big advertising market. We would like to have some younger demos, too. With the sports and innovative things we are doing, we might accomplish that."

Integrating New & Old

Though sports coverage plays a large part in KTAR's success, the news is equally important. Early last year the station moved to new facilities during which time the newsroom underwent a transformation of its own: ten studios equipped with independent live broadcast abilities, a central control room, and futuristic equipment complete with "sexy, flashing

Michiganites to Houston. Highlights include a simulcast with WXYZ and its audience plus an exchange between hometown personality Ben Baldwin and native Midwestern Sheila. From in-house, Rick Wallace was named News Director for KMPC/Los Angeles. He replaces Paul Fredericks who is now with RKO/New York.

PROGRAMMING HIGHLIGHTS: WPBR/Palm Beach explores human sexuality during its new weekly interview/call-in show hosted by Terry Garrity. Ms. Garrity should know whereof she speaks — under the pen name of "J," she wrote "The Sensuous Woman" . . . Telemedia Ontario Inc. announces the September 20 debut of the "Andy Barrie Sunday Show" on its Canadian stations. It features an interview-type format . . .

RADIO ON TV: WOR/New York's Arlene Francis, best remembered for her panelist stint on TV's "What's My Line," has been chosen as co-host of NBC-TV's "The Prime Of Your Life." She'll continue her daily interview show as well. . . Moving to the Midwest, Dick Pomerantz, the issue-oriented talker at KSTP/St. Paul, brings his expertise to the small screen with an hour-long Sunday morning show. Repeated again that night, the show focuses upon the interplay between Dick and his guests . . .

BUILDING BLOCKS, ANYONE?: Afternoon personality J Michael Kenyon of KVI/Seattle is conducting the "Lincoln Log Architectural Competition" for area listeners. The top five entries win all-expenses-paid trips to Harrah's Lake Tahoe. Judged on creativity by such notables as the President of Weyerhaeuser, the entries not kept by the owners will be donated to needy children as Christmas presents. Sounds easy enough, right? Wrong, there is a catch. You can use no more than 90 1½ inch wooden blocks, only 20 roofing slats, two roof gables and one chimney.

News/Talk

Gail Mitchell



lights" (Brad Messer, R&R 9-18) of its own. The station utilizes three networks (Mutual, ABC, and AP) for national coverage. The midday show also leans heavily toward national and international stories, providing expanded information through a "Time Magazine approach." But the emphasis at KTAR is decidedly local.

Current News Director Jack Penland acknowledges the increased efficiency brought about by the improvements. But the flashing lights haven't dimmed the journalistic perspectives of the 19-member news team. Their news coverage tries to avoid the pitfalls and criticisms associated with the electronic media by integrating old-fashioned journalistic know-how with newfangled technology.

KTAR's beat reporter system, developed by Zorn, is an example. The station has four offices located throughout the city: state capitol, city hall, the police department, and county headquarters. This gives KTAR reporters an on-the-scene advantage rather than waiting for something to pop up on the wires and then sending someone out to cover it. Under the same philosophy, the staff can offer its listeners more thorough story treatment, giving them both sides. The station doesn't rely much upon man-on-the-street interviews, which Jack dismisses as filler which doesn't take a lot of thought, but can take up the space better suited to a more newsworthy piece. In fact, rather than go solely with the networks' coverage of Judge Sandra O'Connor's Supreme Court appointment, KTAR sent out its own reporter — O'Connor is from Phoenix and therefore of more local interest.

"We look for the best news stories of the day. It's obviously simple. It's difficult, it's expensive, but it pays off to keep the public trust," Jack adds. "I guess what we really have are journalists who work in radio versus radio people." And what big plans does the news department have in store for this year's final ratings sweep? "There is still a lot of improvement we can do," concludes Jack. "I, for one, just intend to do the best news product possible and let everybody else worry about the numbers."

News/Talk Personalities

ON THE MOVE: WCAU/Philadelphia executive producer Andrew Goodman opted for 'round the clock sun and fun and will join WKIS/Orlando as Program Manager beginning October 5. He replaces Roger Stallard. . . Mike Prelee has been appointed News Director at WNEW/New York. Mike will retain his morning newscaster duties as well. . . KNTB/Bakersfield welcomes Ron B. Fineman to its broadcast family. Doubling as reporter and talk host, Ron's afternoon show debuts this week. . . Popular Boston columnist Norma Nathan brings her "Norma Nathan's Notebook" to WRKO's "Morning Magazine" twice weekly. . . Next door, WEAN/Providence has made several changes: Charlie Jeffers returns to his hometown as morning personality and station goodwill ambassador. Moving over from afternoons to middays is John Martin; replacing him is Chuck Bennett, who will also produce and host financial and leisure activity reports on WEAN's "Mid-Day Magazine." A new talk show running from 8pm-midnight will be hosted by Terry Powell, a 20-year broadcasting vet. And Chuck Wilson, experienced interviewer/sportscaster, tackles the new two-hour sports talk program heard weeknights. . . Well-known Los Angeles newscaster Lee Marshall journeys-crosstown to KABC's news staff. He had been News Director at neighboring KHJ. . . Next Tuesday (9-29) marks the launching of newcomer Sheila Rushlo's nightly talk show on KTRH/Houston. Most recently with WXYZ/Detroit, Sheila plans a general interest/magazine type of format. To help ease her transition to Southern comfort and hospitality, KTRH has scheduled a three-hour show that Monday devoted to the growing exodus of

Sneakin' Around

Where can you go to see such world class runners as Tom Wysocki, Steve Scott, and Mark Scrutton, and racing teams like the Allegheny Track Club of Pittsburgh? Well, they are all participants in the KFWB/Los Angeles South Coast Classic 10K Run. The race is set for September 26 in Irvine, with runners eligible to win a color TV, 10-speed bike, and moped in scheduled drawings. In addition to the 10 kilometers there will be a five-kilometer "fun run." But the runners will be doing more than sneakin' around. They'll be running to raise monies for the continued operation of Children's Hospital/Orange County, whose support group, Choc Padrinos, is the co-sponsor.





Joel
Denver



HEART-STOPPING COMPETITION IN SOME MARKETS

The Hottest CHR Wars For The Fall Sweep (Part Two)

By the time you read this column, the fall sweep will be in progress, and all the programmers will have shown their "promotional hands" for the rating period, which will end December 16.

Be that as it may, let's take a look at the rest of those markets that promise to be some of the more competitive situations for this ARB. In each case, I have given a four-book trend of the 12+ shares to lend a better understanding of the market situation.

Denver

KIMN 6.8—7.7—5.4—5.4
KOAQ (Q103) 2.6—2.7—6.0—5.2

These numbers will give you a good example of what a close race really is like. There is only a hair's-breadth difference between these two fine-sounding CHR stations. KIMN, programmed by recently-promoted MD Doug Erikson, is used to competition from KTLK before it changed calls and went Country. Now the main CHR competition comes from Q103 (KOAQ), programmed by Jack Regan.

There are striking similarities in some cases between their music lists, with both stations playing a liberal dose of rock 'n' roll. This isn't so unusual for Q103, but many AM's have shied away from the harder music, and KIMN is determined to fight this battle rockin' out. Good luck to two good stations.

Tampa

WCKX 5.8—5.9—8.2—6.0
WRBQ (Q105) 6.5—5.5—6.1—8.8

During the last two books Q105 and WCKX have done a flip-flop in position. Scott Shannon, PD of Q105, has turned its downward trend around. WCKX PD Robert W. Walker has just returned to sister station Y100/Miami, and Scott Robbins has been named Operations Manager/PD for the station by GM John Lander. Interestingly enough, Lander is also doing the morning show, trying to draw upon his past familiarity in the market at WLCY. Both stations will be promoting hard this book, so this fall the weather won't be the only thing in Tampa that's warm.

Providence

WPJB (JB105) 7.2—9.4—7.7—6.1
WPRO-FM 8.6—7.1—8.3—10.5

For years JB105 and PRO-FM have been at each other's throats in the ratings. Since the return of Gary Berkowitz to PRO-FM about a year ago, he has reversed a downward trend for the station and taken it to new heights in the ARB.

Todd Chase, PD at JB105, has a more liberal music policy, and reportedly runs more of a personality-oriented station than PRO-FM. There is another factor that could affect both JB105 and PRO-FM... a new AOR station, WHJY, which recently converted from Beautiful Music. This could send normal listening patterns between the two stations into a tailspin this book.

Phoenix

KOPA 4.3—7.6—5.8—5.9
KZZP-AM & FM 2.1—2.9—3.9—6.8

Many observers haven't given Phoenix the credit it has deserved as a good radio town in the past, but with the contest between KOPA and KZZP, there is no doubt that there's real strong radio to be heard in this market. KOPA had been the CHR leader since KUPD went AOR, but with the arrival of KZZP PD Dave Anthony and the redefining of that station's target, KOPA's Steve Rivers once again has his hands full.

KOPA, not to be outdone, is fighting back with strong promotions and increased visibility in the market. Musically KOPA leads the way on black

crossovers, while KZZP is quicker on the AOR crossovers. Keep your eyes on this market for sure.

Buffalo

WBEN-FM 7.7—9.1—7.8—7.1
WKBW 10.9—9.2—10.1—9.7
WPHD 4.0—5.0—4.1—6.4

Buffalo may be the brunt of a lot of jokes, and may get a lot of snow, but the radio is no joke and is likely to be pretty hot this fall. WKBW PD Neil McGinley has a lot of built-in audience at the 50kw giant from years of consistency, and with Buffalo Bills football is still the CHR leader.

WBEN-FM, run by Bob Wood, has a considerably more liberal playlist than WKBW to take advantage of the longer listening spans on FM. The FM band in Buffalo is no longer the home of only one CHR station; now there's WPHD, which has evolved from an AOR station. Harv Moore is the PD, and with his ear for music and creativity, and from the looks of the trends, his station is starting to put a sizable dent in the market.

New Orleans

WEZB (B97) 4.2—10.3—10.7—10.3
WTIX 6.8—8.4—6.9—7.8

When you think of New Orleans, WTIX and its longstanding stability comes to mind, and it continues to a large degree despite increased FM competition. PD'd by Bob Mitchell, WTIX faces increased competition from B97, as new PD John Shomby looks to refine and improve his station's sound. In just a few books, B97 has proven to be another powerful yet stable force in the market.

Other contributing factors include WQUE-FM, an A/C station run by Phil Zachary which is grabbing a good chunk of the 18+ audience. Also, WAIL-FM, a Black station PD'd by Barry Richards, shares some audience with the CHR's and has shown some impressive growth too. Keep your scorecard handy for New Orleans.

Columbus, OH

WNCI 10.1—11.6—11.1—10.0
WXGT (92X) 7.3—8.2—9.1—10.8

A quick glance at the ratings gives you an idea of the incredible ratings battle taking place in Columbus between 92X, the new CHR leader, and close second WNCI. Art Ortega, once the PD of WNCI, is now the GM, and during the last few months he has brought in PD Garry Wall from KSPZ/Colorado Springs, who will try and take over the lead again.

Interestingly enough, 92X is the FM sister station of WCOL, which was the CHR leader for years in the market. Buddy Scott, 92X PD, originally put the CHR format on the station and has continued to build the ratings each book. The station leans towards a "hipper" sound than WNCI, which has been looking to expand its adult base, and tends to open up the records with a younger appeal first. With numbers this close, everyone in Columbus will be holding his or her breath for the ARB results.

San Antonio

KITY-FM 8.2—6.7—4.4—5.2
KTSA 8.8—9.1—10.7—11.6

The ratings for San Antonio indicate that KTSA has a pretty solid hold on the market, under the leadership of PD Charlie Brown, as KITY-FM has had four successive down books. AM is alive and well in San Antonio; KTSA boasts a pretty conservative playlist that's aimed right down the middle... not too white and not too black.

KITY-FM on the other hand is looking to reverse its string of down books, and has imported Robb Stewart, who took KHFI/Austin to the number one position in the last ratings. Robb certainly has his work cut out for him,

and lots of eyes will be trained on the market to see what progress KITY-FM can make against double-digit KTSA.

Hartford

WDRC-FM 2.4—3.4—3.4—4.0
WTIC-FM 4.0—7.9—6.2—4.7

WDRC is a familiar set of call letters in the market that used to indicate big ratings, but now WDRC-FM, programmed by Charlie Parker, is becoming a strong factor. Charlie was responsible for much of WDRC's success years ago and is looking to erode WTIC-FM's hold on the market.

Until recently, WTIC-FM ran an extremely tight playlist, but in recent weeks PD Rick Donahue has expanded it to include more records for increased depth and longer rotations. With these two stations being less than a full share apart, you'll see a lot of action from this market.

Charlotte

WAYS 10.4—9.7—8.5—8.7
WBCY 7.2—6.9—8.7—9.2

Charlotte has always meant aggressive radio, and this race is a close one. WAYS PD Scott Slade has been at the helm for a number of years now, and has a great understanding of the town. Meanwhile WBCY PD Bob Kaghan has imported his right-hand man from WRJZ/Knoxville, Fred Story, in recent months.

Both stations are doing well in the ratings, and are on target for the audiences they are seeking. WBCY is quicker on the AOR crossovers, while WAYS will be first as a rule on black and A/C crossover product. Each station puts together a good-sized playlist and both stations are known for their professional sound and abilities to promote actively. With less than a share between these two stations, it will be another "edge of your seat" situation this book.

Youngstown

WHOT 8.9—10.5—9.4—8.2
WYFM 10.5—9.6—10.5—9.0

It's an AM versus FM, with WHOT PD'd by market veteran Dick Thompson holding its own against Jeff Tobin's WYFM. What makes it even more interesting is that WHOT is only 500 watts daytime, and is one of the few stations that increases power at night to 1000 watts.

WHOT's playlist is longer and broader in spectrum than WYFM's, which leans a little more towards AOR crossover material for early airplay. WHCT, on the other hand, is more aggressive on the black and/or softer product, but still plays its share of rock too. This has been a tight one for the past four books and it will be interesting to see if one of them really steps far out front.

Knoxville

WOKI 7.7—8.3—11.5—7.8
WNOX 11.9—7.1—8.4—6.4
WRJZ 9.9—10.5—8.2—7.6

The South has always generated competitive situations, and Knoxville is a good example of exciting radio. The town itself is going through big changes in preparation for the 1982 World's Fair, and all the construction has caused major programming decisions at all stations on how best to be involved with the event.

WRJZ is programmed by Tim Edwards, who was at one time the station's MD until 1978, when he left for a career in record promotion. Tim has repositioned the station away from the A/C leaning it was developing, and now WNOX seems to have picked up that slack, under the leadership of John E. Douglas. WOKI, run by Gary Adkins, is the lone FM CHR station, that has felt some effects this last book from AOR station WIMZ. It

SLIP AWAY



"COOL LOVE" Was Only The Warm-Up

AM 2349

Here's The Pitch.

"SLIP AWAY"

AM 2373

Is The Pablo Cruise Smash You've Been Waiting For
Follow-Up To A Top 5 Single ■ From A Hit-Filled Album ■ Watch It Come Home.



From The Album
REFLECTOR

SP 3726

Produced By Tom Dowd
Management: Bob Brown

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Pablo Cruise
On A&M Records
& Tapes



Hottest CHR Wars For The Fall

Motion

Continued from Page 18

will be worth noting if WOKI can return to double digits, and if WNOX and WRJZ can reverse their down trends.

El Paso

KELP	7.9—6.0—4.9—3.2
KINT	11.7—7.9—7.5—5.4
KROD	2.9—1.5—1.9—5.9
KSET-FM	5.6—8.3—6.4—5.9

What a battle... four stations trying to be the CHR champ. The most recent ratings shakeup came from KROD, programmed by Randy Sanders, a very tight, almost recurrent music format, non-personality station. KELP's Raymond Mesa has seen a four-book downward trend and has in the past few weeks adjusted the music to include more of the Spanish listeners, by paralleling some of the music played on KSET-FM. Jeff Blake, who programs KSET-FM, was affected by KROD this book too and will be looking to increase its shares again.

Meanwhile, KINT PD Jim Zippo has cut his list back a bit in hopes of increasing his cume, but still runs a pretty liberal playlist, all things considered. Will KROD gain on the market, and will the other CHR's recover? The answers will be available in a few months from now when the fall numbers return.

Charleston, SC

WCSC	13.4—10.0—8.9—11.0
WKTM	12.8—8.2—6.5—5.0
WSSX	0—0—0—15.5

A three-way race for dominance is shaping up as newcomer WSSX, programmed by Bill Martin and consulted by E. Alvin Davis, debuts as the CHR market leader. WCSC, under PD Chris Bailey, had been dominant and did hold on well, even increasing this book despite the new competition, with WKTM dropping for the fourth straight book.

WKTM is looking to stabilize and reverse this trend

with the help of former Y103/Jacksonville PD Scott Sherwood, who just joined the station a few weeks ago. Will WCSC be able to hold up under a double-pronged FM attack? Will WSSX be able to hold its lead? This is going to be one fun market to analyze when the book comes back.

Some Closing Thoughts

While it isn't possible to examine every market getting a fall book, I tried to select the markets with the most competitive situations. My thanks to everyone for their input, and for the positive response to part one of this column.

I hope it has helped to expand your knowledge of what's taking place in markets that you're not familiar with. When you are a PD, MD or air talent, you can get very shortsighted regarding what is happening in the rest of the country. If there are some competitive situations I have missed that you would like to call to my attention, please let me know about them and any other subject ideas you have. In any event, I wish everyone lots of success this ARB.



PARSONS GOES GOLD — KJ100(WKJJ)/Louisville was presented with a gold album for the Alan Parsons LP "Turn Of A Friendly Card." Pictured here (l-r) are Arista rep Pete Spazoff and Operations Director Bobby Hatfield.

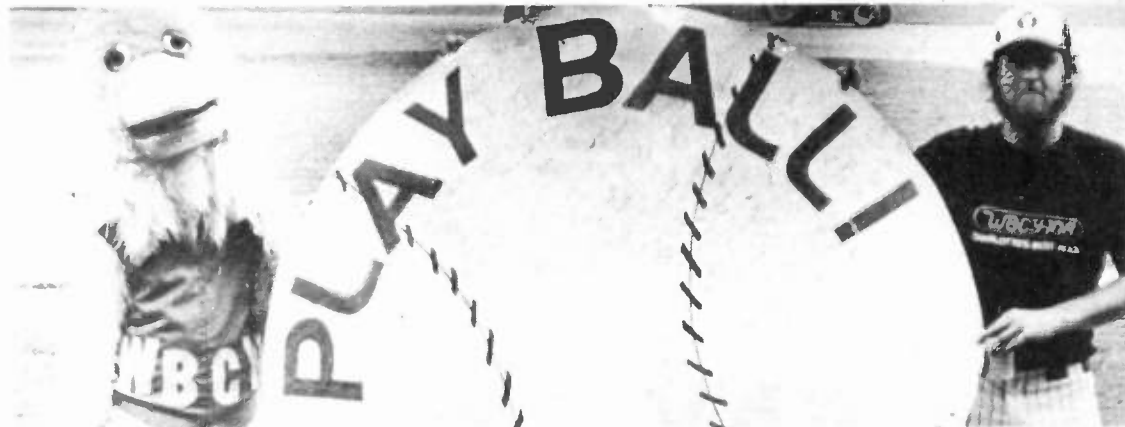
KRLA/Los Angeles has named Jane Platt News Director... Kevin O'Neill has been promoted to Assistant PD and MD at KJ100/Louisville, where he was previously Research Director... Missy McKal leaves KYNO/Fresno where she did PM drive, to do mornings at KIOY across town... KSMB/Lafayette, LA PD Jay Walker leaves to become Station Station of KEUN/Eunice, LA.

KKLS/Rapid City reports that Roger Piper is promoted to MD, and the new PD is Randy Sherwyn from KROC/Rochester, MN, replacing Mick Kjar who is the new PD at WDAY/Fargo (R&R 9-11)... J.J. Stewart and Steve Casey are promoted to the morning show at WQEN/Gadsden, AL, replacing Rick and Dennis. Rick Sisk is GM and Dennis Deason is an account exec. at the station.

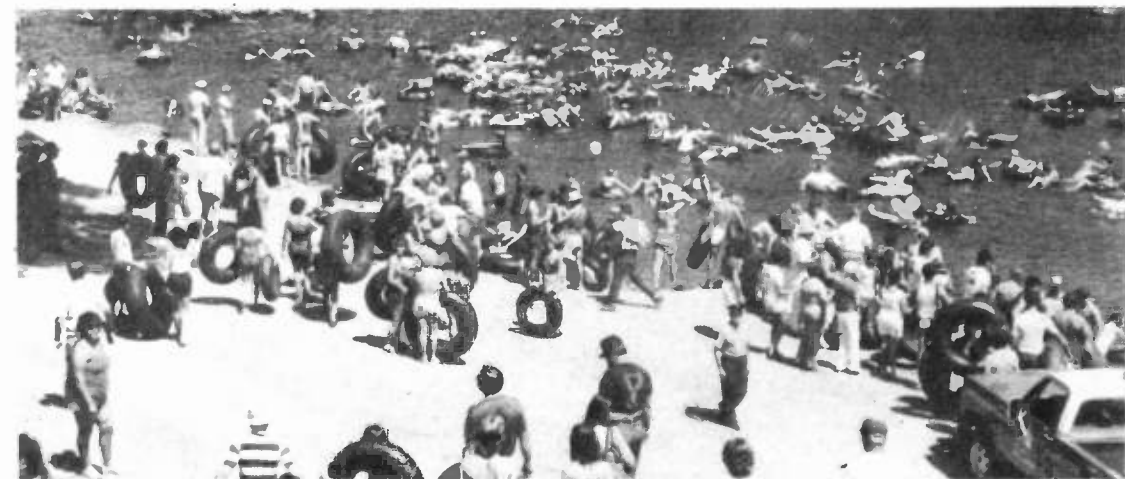
A couple of changes at KRQ/Tucson to report, as Charlie Summers is the new midday personality and Randy Hart does 10pm-2am. Both join from KMGX/Tucson where they did AM and PM drives respectively. KRQ midday man Jim Gillie is promoted to Production Manager... Ron Nelson, middays at KKRC/Sioux Falls, is promoted to MD.

Steve Graziano replaces Mark Shevitz as PD at KFMZ/Columbia, MO coming in from WIRL/Peoria. Also KFMZ MD Bubba Singleton leaves to do an airshift at KMJM/St. Louis... B97/New Orleans welcomes Duke Chandler (Chris J. Knight) formerly of KMJK/Portland, to afternoons, replacing Scottie McAllister, who goes across to WAIL-FM.

WNGS/West Palm Beach afternoon driver Keith Carson has been promoted to Promotion Director, and is celebrating his recent marriage to Cindy Johnson of Pound Ridge, NY... Q106/York PD Dan Steele and wife Linda brought home their third child (9-9), Becky Elizabeth... and KWST/Los Angeles night rocker Benny Martinez and wife Carmen had their first child (9-11), Benjamin Amado, Jr. ... Congratulations!



WBCY PLAYS BALL — When the baseball strike put a damper on the spirits of diehard fans, WBCY/Charlotte staged the "All Star Game That Never Was" against the wives and girlfriends of the Charlotte O's. The station also collected a petition with over 2000 signatures on it from distressed major league fans. Shown with the petition are the WBCY Chicken and morning man John Boy Isley.



FLOAT YOUR FANNY ON THE SUSQUEHANNY — WSQV/Jersey Shore, PA had over 4500 people turn out for an inner tube float down the Susquehanna River for the benefit of "Jerry's Kids." With the help of other organizations, the event brought over 10,000 onlookers and helped to raise over \$30,000.



CHRIS CROSSING THE Q — WQRK/Norfolk's morning team of Bates and Winston took a lucky couple for an evening with WB recording artist Christopher Cross, which included limo service, dinner and front row concert seats. Pictured (l-r) are WB rep David Kimmel, Tom Winston, winner, Cross, winner, and Ron Bates.



KRZ AND KIHN — After a concert appearance, Beserkley recording act Greg Kihn Band took time to visit with the folks at WKRZ-FM/Wilkes-Barre. Pictured in the back row (l-r) are the group's Dave Carpenter, Larry Lynch, and Steve Wright, WKRZ-FM's Dave London, and PD Jim Rising, along with two listeners. In the front row (l-r): Greg Kihn and group member Gary Phillips, along with Elektra Records rep Ferd Renzi.

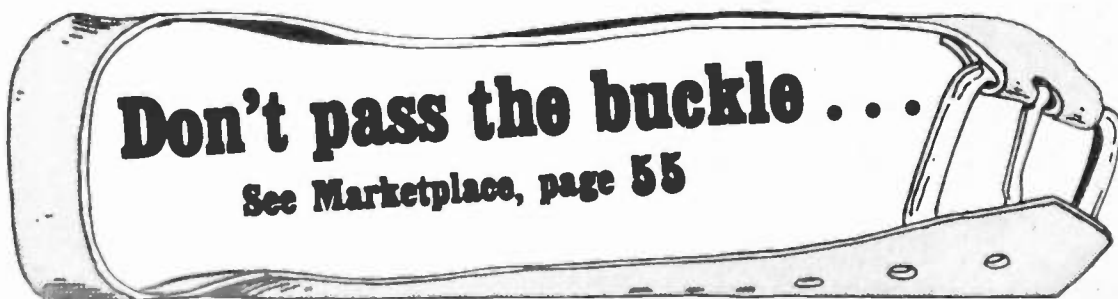
Reporter

Continued from Page 3

When contacted by R&R, station attorney Robert Crane said that Tragethon was appealing Judge Haas's threat to jail him and his print colleague indefinitely, as the two men had already served the two days in jail earlier. Furthermore, Crane noted that Tragethon and Smith's stories had only confirmed rumors which had been flying around town for six

months or longer.

Crane added that, since Colorado has no "shield law" protecting a reporter from having to reveal sources, Tragethon was claiming protection under the First Amendment, and that the station had vowed to continue the legal battle to the U.S. Supreme Court if necessary. "We think we have a strong case," Crane concluded.



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"A Lucky Guy"

**RICKIE LEE
JONES**

KBEQ deb 23	G100 add 31	WJBQ 33-26
KIQQ add	WAAY add	WTSN on
KPLZ deb 30	WBBQ on	14WK on
WXKS-FM on	WRJZ deb 27	WFOX on
94Q on	WNOX add	WFLB deb 35
WICC on	WBCY add	KVOL add
WKRZ-FM deb 29	KJ100 on	KKRC add
WHYN deb 26	WNAP add	KCBN add
WKEE add	KYNO-FM add	KATI add
WTIX on	KIOY add	KBOZ on
KQ94 deb 35	KJRB 26-24	KRLC on
KLAZ add	KHYT 33-23	

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FUNK
RAILROAD**

**Back On The Track With
Their Debut Single**

*Produced by:
Andrew Cavaliere
and Bob Destocki*



Manufactured and Distributed by Warner Bros. Records

EAST
Most Added® Hottest
 Olivia Newton-John
 Christopher Cross
 Police
 Pat Benatar
 Rolling Stones
 Ross & Richie

ADDS & HOTS

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

SOUTH
Most Added® Hottest
 Olivia Newton-John
 Christopher Cross
 Pat Benatar
 Police
 Dan Fogelberg
 Hall & Oates

EAST

PARALLEL TWO

140/Worcester, MA

Gary Nolan
 Hottest:
 BOSS/RICHIE 1-1
 RAYDIO 4-4
 CHRIS CROSS 4-8
 LULU 11-11
 SHEENA EASTON 12-12

WBHF/Rochester, NY

Jay Stevens
 QUINCY JONES
 LRB
 AIR SUPPLY
 BILLY JOEL
 Hottest:
 CHRIS CROSS 5-1
 LULU 11-7
 REO SPEEDWAGON 16-9
 KENNY ROGERS 18-12
 HALL & OATES 22-15

WICC/Bridgport, CT

Bob Mitchell
 COMMODORES
 ONJ
 DON FELDER (RA)
 Hottest:
 JOURNEY 1-1
 CHRIS CROSS 8-4
 MOODY BLUES 9-7
 ROLLING STONES 12-9
 HALL & OATES 14-10

WKEE/Huntington, WV

Gary Miller
 PAT BENATAR
 FOREIGNER
 CHILLIWACK
 RICKIE LEE JONES
 C. CHRISTIAN
 Hottest:
 CHRIS CROSS 2-1
 DAN FOGELBERG 19-5
 KENNY ROGERS 20-12
 BOB SEGER 22-14
 BILLY JOEL 31-19

WPST/Trenton, NJ

Tom Taylor
 PAT BENATAR
 BURTON CUMMINGS
 FOREIGNER
 RICK JAMES
 TRIUMPH
 Hottest:
 STEVIE NICKS 1-1
 JOURNEY 2-2
 ROLLING STONES 4-3
 CHRIS CROSS 12-5
 HALL & OATES 17-9

WTRY/Albany, NY

Bill Cahill
 DIESEL
 ONJ
 Hottest:
 ROSS/RICHIE 1-1
 SHEENA EASTON 10-6
 DAN FOGELBERG 17-7
 REO SPEEDWAGON 20-16
 AIR SUPPLY 28-22

WAEB/Albany, PA

Jefferson Ward
 PAT BENATAR
 PABLO CRUISE
 GARY WRIGHT
 GENESIS
 ONJ
 ROSS/RICHIE
 Hottest:
 ROSS/RICHIE 1-1
 SHEENA EASTON 2-2
 DAN FOGELBERG 11-6
 ROLLING STONES 13-8
 RICK JAMES 24-18

WHYV/Springfield, MA

Andy Carey
 FOUR TOPS
 AIR SUPPLY
 MIKE POST
 ANNE MURRAY
 Hottest:
 JOURNEY 1-1
 EDDIE RABBITT 3-2
 MOODY BLUES 7-5
 SHEENA EASTON 10-6
 KENNY ROGERS 13-7

KC101/New Haven, CT

Danny Lyons
 ONJ
 Hottest:
 JOURNEY 4-1
 QUINCY JONES 13-8
 DAN FOGELBERG 17-11
 FOUR TOPS 25-22
 MARTY BALIN 30-26

WFBR/Baltimore, MD

Andy Szulinski
 BURTON CUMMINGS
 MANHATTAN TRANSFE
 ONJ
 CHILLIWACK
 Hottest:
 CHRIS CROSS 6-1
 FOUR TOPS 8-6
 QUINCY JONES 11-8
 MIKE POST 21-12
 RICK SPRINGFIELD 23-15

WBUL/Long Island, NY

Bill Terry
 BEE GEES
 AIR SUPPLY
 MARTY BALIN
 Hottest:
 ROSS/RICHIE 1-1
 SHEENA EASTON 7-3
 CHRIS CROSS 8-5
 EDDIE RABBITT 13-11
 LRB 19-15

WTIC/FM/Hartford, CT

Rick Donahue
 AL JARREAU
 RICK SPRINGFIELD
 BEE GEES
 KOOL & THE GANG
 Hottest:
 ROSS/RICHIE 1-1
 SHEENA EASTON 2-2
 CHRIS CROSS 4-4
 MOODY BLUES 13-6
 LULU 20-8

Q108/York, PA

Oan Steele
 BALANCE
 DEVO
 FOREIGNER
 C. CHRISTIAN
 Hottest:
 CHRIS CROSS 2-1
 ROLLING STONES 11-6
 LULU 17-11
 HALL & OATES 23-13
 KENNY ROGERS 22-15

WFHM/Rochester, NY

Aimee Pack
 AL JARREAU
 ONJ
 C. CHRISTIAN
 Hottest:
 SHEENA EASTON 3-1
 MOODY BLUES 10-8
 LULU 15-10
 DAN FOGELBERG 18-12
 LRB 23-16

K104/Erie, PA

Bill Shannon
 POLICE
 ALAN PARSONS
 CLIFF RICHARD
 PAT BENATAR
 STEVIE NICKS
 Hottest:
 CHRIS CROSS 2-1
 DAN FOGELBERG 19-5
 KENNY ROGERS 20-12
 BOB SEGER 22-14
 BILLY JOEL 31-19

V100/Charleston, WV

Jay Jarvis
 AIR SUPPLY
 MARTY BALIN
 COMMODORES
 Hottest:
 CHRIS CROSS 3-1
 EDDIE RABBITT 2-2
 SHEENA EASTON 4-3
 LULU 8-6
 DAN FOGELBERG 11-7

B104/Baltimore, MD

Jan Jeffries
 FOREIGNER
 COMMODORES
 BURTON CUMMINGS
 POLICE
 Hottest:
 RICK JAMES
 TRIUMPH 24-12
 CRUSADERS/JOE COC 29-22
 RICKIE LEE JONES 33-26

WKRZ-FM/Wilkes-Barre, PA

Jim Riesing
 STARS ON 45
 TIGHT FIT
 ANNE MURRAY
 C. CHRISTIAN
 Hottest:
 CHRIS CROSS 4-1
 ROLLING STONES 5-4
 LRB 6-5
 BOB SEGER 28-14
 FOUR TOPS 26-19

92FL/Albany, NY

Jack Lawrence
 FOUR TOPS
 QUINCY JONES
 ARS
 COMMODORES
 DON FELDER (dp)
 Hottest:
 ROSS/RICHIE 1-1
 CHRIS CROSS 5-3
 HALL & OATES 17-10
 LRB 18-13
 DAN FOGELBERG 19-14

PARALLEL THREE

13FEA/Manchester, NH

Kath Lamine
 Hottest:
 JOURNEY 1-1
 SHEENA EASTON 3-3
 MOODY BLUES 6-6
 REO SPEEDWAGON 8-8
 HALL & OATES 12-12

14WK/Wheeling, WV

Jack Armstrong
 ONJ
 POLICE
 ARLAN DAY
 GENESIS
 MARTY BALIN
 BEE GEES
 Hottest:
 CHRIS CROSS 8-1
 LRB 25-18
 QUINCY JONES 26-19
 KENNY ROGERS 30-24
 AL JARREAU D-25

WCIR/Beckley, WV

Jim Martin
 BEE GEES
 COMMODORES
 FOREIGNER
 POLICE
 ROSS/RICHIE
 Hottest:
 ROLLING STONES 1-1
 DEVO 11-3
 MOODY BLUES 12-4
 DAN FOGELBERG 16-6
 ZZ TOP 18-9

WFUG/Altoona, PA

Tony Booth
 ONJ
 PAT BENATAR
 JOEY SCARBURY
 EW&F
 Hottest:
 ROSS/RICHIE 1-1
 LRB 12-8
 DEVO 16-11
 HALL & OATES 18-12
 AIR SUPPLY 24-19

WQUY/Bangor, ME

Jim Randall
 ONJ
 EW&F
 COMMODORES
 TIGHT FIT
 PAT BENATAR
 FRANKLIN & BENSON
 C. CHRISTIAN
 CHILLIWACK
 MARTY BALIN
 Hottest:
 ROSS/RICHIE 1-1
 ROLLING STONES 6-4
 RICK SPRINGFIELD 14-11
 LRB 22-19

WHBS/Portsmouth, NH

Rick Bean
 ARS
 AIR SUPPLY
 MARTY BALIN
 JOHNNY LEE
 Hottest:
 CHRIS CROSS 1-1
 SHEENA EASTON 2-2
 MOODY BLUES 4-4
 JOURNEY 7-5
 ELO 11-7

WJBQ/Portland, ME

Dave Cole
 POLICE
 MIKE POST
 ANNE MURRAY
 RONNIE LAWS
 TIGHT FIT
 ONJ
 FOREIGNER
 DAN HARTMAN
 Hottest:
 JOURNEY 1-1
 CHRIS CROSS 9-7
 TRIUMPH 24-12
 CRUSADERS/JOE COC 29-22
 RICKIE LEE JONES 33-26

WTSN/Dover, NH

Jim Sebastian
 DAVID GATES
 Hottest:
 ROSS/RICHIE 1-1
 CHRIS CROSS 9-5
 HALL & OATES 13-7
 FOUR TOPS 15-9
 DAN FOGELBERG 16-11

WIGY/Bath, ME

Willie Mitchell
 POLICE
 PAT BENATAR
 AL JARREAU
 DIESEL
 Hottest:
 STEVIE NICKS 2-1
 EDDIE RABBITT 10-4
 CHRIS CROSS 17-5
 HALL & OATES 24-13
 BOB SEGER D-17

WLAM/Lewiston, ME

Chris Layne
 FOREIGNER
 ONJ
 Hottest:
 EDDIE RABBITT 1-1
 AL JARREAU 10-2
 QUINCY JONES 16-3
 FOUR TOPS 11-7
 KENNY ROGERS 14-9

95XIU/Parkersburg, WV

Terry Lee Collins
 SILVER CONDO
 DOLLY PARTON
 PAT BENATAR
 POLICE
 CLIFF RICHARD
 ARLO GUTHRIE
 Hottest:
 STEVIE NICKS 4-1
 BOB SEGER 20-15
 KENNY ROGERS 28-21
 RICK JAMES 32-25
 FOREIGNER 38-31

SOUTH

PARALLEL TWO

BJ106/Orlando, FL

Tom West
 AIR SUPPLY
 PAT BENATAR
 ARS
 DIESEL
 ANNE MURRAY
 TIGHT FIT
 POLICE
 Hottest:
 JOURNEY 2-1
 EDDIE RABBITT 10-3
 CHRIS CROSS 12-4
 ROLLING STONES 14-7
 DAN FOGELBERG 27-15

KEEL/Shreveport, LA

Kevin Davis
 FOUR TOPS
 COMMODORES
 QUINCY JONES
 JOEY SCARBURY
 CHILLIWACK
 DEVO
 Hottest:
 EDDIE RABBITT 1-1
 LULU 6-2
 SHEENA EASTON 8-3
 CHRIS CROSS 12-8
 KENNY ROGERS 19-13

KTBA/San Antonio, TX

J.J. Rodriguez
 AL JARREAU
 QUINCY JONES
 Hottest:
 ROSS/RICHIE 1-1
 JOURNEY 7-3
 CHRIS CROSS 9-4
 STEVIE NICKS 24-19
 ROLLING STONES 29-22

KXX108/Birmingham, AL

Chris Trane
 ROSS/RICHIE
 COMMODORES
 DIESEL
 BONNIE LAWS
 FOREIGNER
 Hottest:
 ROLLING STONES 5-1
 CHRIS CROSS 7-2
 HALL & OATES 12-5
 RICK JAMES 13-7
 DEVO 21-17

WAKY/Louisville, KY

Bob Moody
 QUINCY JONES
 FOUR TOPS
 JOHNNY LEE
 ROSS HASON
 Hottest:
 CHRIS CROSS 1-1
 EDDIE RABBITT 4-2
 KENNY ROGERS 7-3
 ELO 5-5
 REO SPEEDWAGON 8-6

WAXY/Ft. Lauderdale, FL

Rick Shaw
 MARTY BALIN
 CLIFF RICHARD
 BURTON CUMMINGS
 Hottest:
 CHRIS CROSS 3-1
 AL JARREAU 10-5
 ROLLING STONES 15-10
 DAN FOGELBERG 23-11
 BILLY JOEL 28-14

WAYS/Charlotte, NC

Lou Simon
 Hottest:
 SHEENA EASTON 4-1
 FOUR TOPS 12-5
 AL JARREAU 15-6
 DAN FOGELBERG 18-9
 HALL & OATES 20-12

WBBQ/Augusta, GA

Bruce Stevens
 MIKE POST
 FOREIGNER
 ONJ
 EW&F
 BEE GEES
 ALAN PARSONS
 RONNIE LAWS
 Hottest:
 CHRIS CROSS 6-1
 ROLLING STONES 7-3
 LRB 11-8
 HALL & OATES 12-9
 BOB SEGER 14-11

WFMF/Baton Rouge, LA

Randy Rice
 MARTY BALIN
 Hottest:
 CHRIS CROSS 8-1
 CARL CARLTON 10-6
 BOB SEGER 24-18
 AL JARREAU 28-22
 ROSS/RICHIE D-28

WQW/Norfolk, VA

Bob Canada
 ONJ
 CLIFF RICHARD
 EW&F
 SAVOY BROWN
 PAT BENATAR
 Hottest:
 CHRIS CROSS 1-1
 AIR SUPPLY 18-8
 BILLY JOEL 19-9
 BURTON CUMMINGS 22-17
 COMMODORES D-19

WHBQ/Memphis, TN

Mike Scalzi
 ARS
 AIR SUPPLY
 Hottest:
 CHRIS CROSS 2-1
 FOUR TOPS 5-4
 HALL & OATES 7-5
 AL JARREAU 13-10
 FRANKLIN & BENSON 14-11

WJDX/Jackson, MS

Bill Crowe
 ROSS/RICHIE
 BEE GEES
 DOLLY PARTON
 BURTON CUMMINGS
 DIEREL
 POLICE
 JOHN SCHNEIDER
 DON FELDER
 Hottest:
 SHEENA EASTON 4-1
 EDDIE RABBITT 5-4
 FOUR TOPS 7-5
 AL JARREAU 8-6
 QUINCY JONES 16-10

WRJZ/Knoxville, TN

Tim Edwards
 ROSS/RICHIE
 STREX
 Hottest:
 SHEENA EASTON 1-1
 EDDIE RABBITT 3-2
 CHRIS CROSS 4-3
 KENNY ROGERS 13-6
 DAN FOGELBERG 20-13

WSON/Birmingham, AL

Sandra Newby
 JOHNNY LEE
 TIGHT FIT
 ARS
 CLIFF RICHARD
 Hottest:
 CHRIS CROSS 8-1
 ROLLING STONES 14-7
 QUINCY JONES 16-8
 LRB 15-10
 HALL & OATES 20-14

WTIX/New Orleans, LA

Gary Franklin
 DIESEL
 MARTY BALIN
 ONJ
 POLICE
 ZE TOP
 MAZE
 Hottest:
 JOURNEY 2-1
 ROLLING STONES 7-5
 CARL CARLTON 27-11
 LRB 24-12
 AIR SUPPLY 39-27

Y103/Jacksonville, FL

Dave Scott
 BEE GEES
 POLICE
 COMMODORES
 CHILLIWACK
 Hottest:
 JOURNEY 1-1
 ROLLING STONES 9-8
 HALL & OATES 14-9
 KENNY ROGERS 21-15
 DAN FOGELBERG 29-16

WRVQ/Richmond, VA

Bill Thomas
 MARTY BALIN
 PAT BENATAR
 EDDIE RABBITT
 Hottest:
 ROSS/RICHIE 1-1
 DAN FOGELBERG 9-4
 HALL & OATES 15-11
 LRB 19-12
 BILLY JOEL 24-13

KELPE/Paso, TX

Raymond Mesa
 KENNY ROGERS
 LUTHER VANDROSS
 CURTIS MAYFIELD
 Hottest:
 RICK JAMES 1-1
 CARL CARLTON 4-3
 SHEENA EASTON 11-7
 COMMODORES 34-29
 ROLLING STONES 35-32

FM100/Memphis, TN

Tom Prestigiacomo
 AIR SUPPLY
 LUTHER VANDROSS
 LRB (RA)
 Hottest:
 ALABAMA 4-1
 CHRIS CROSS 9-3
 SHEENA EASTON 14-9
 BOB SEGER 21-16
 AL JARREAU 23-17

WNOK/Knoxville, TN

Bill Evans
 RICKIE LEE JONES
 GENE COTTON
 OAK RIDGE BOYS
 CARPENTERS
 STREX
 TEDDY BAKER
 CRYSTAL GAYLE
 DIRT BAND
 FRANKLIN & BENSON
 Hottest:
 EDDIE RABBITT 1-1
 CHRIS CROSS 6-2
 DAN FOGELBERG 16-9
 QUINCY JONES 20-17
 LRB 23-19

WSKZ/Chattanooga, TN

David Carroll
 AIR SUPPLY
 COMMODORES
 FOREIGNER
 MIKE POST
 Hottest:
 CHRIS CROSS 5-1
 MOODY BLUES 6-3
 DAN FOGELBERG 17-13
 BOB SEGER 21-14
 AL JARREAU 22-17

KINT/EI Paso, TX

Jim Zippo
 JOEY SCARBURY
 PAT BENATAR
 EW&F
 BEE GEES
 DEVO
 ONJ
 STREX
 SAVOY BROWN
 CLIFF RICHARD
 Hottest:
 EDDIE RABBITT 2-1
 SHEENA EASTON 4-2
 AFTERNOON DELIGHT 6-3
 RICK JAMES 7-5
 RICK SPRINGFIELD 9-6

WERC/Birmingham, AL

AJ Carr
 ROSS/RICHIE
 ONJ
 C. CHRISTIAN
 Hottest:
 STEVIE NICKS 2-1
 CHRIS CROSS 6-4
 FOUR TOPS 8-5
 HALL & OATES 11-7
 COMMODORES D-24

KX104/Nashville, TN

Jon Anthony
 AIR SUPPLY
 GENESIS
 MIKE POST
 PAT BENATAR (dp)
 RONNIE LAWS
 Hottest:
 CHRIS CROSS 2-1
 FOREIGNER 3-3
 HALL & OATES 14-8
 QUINCY JONES 20-16
 BOB SEGER 22-19

KJ100/Louisville, KY

Kevin O'Neal
 PAT BENATAR
 TRIUMPH
 TUBES
 FOREIGNER
 POLICE
 Hottest:
 JOURNEY 1-1
 MOODY BLUES 6-5
 BILLY SQUIER 10-7
 CHRIS CROSS 11-9
 ROLLING STONES 15-12

KHFI/Austin, TX

Ed Volkman
 DON FELDER
 GO GO'S
 AIR SUPPLY
 COMMODORES
 Hottest:
 CHRIS CROSS 1-1
 HALL & OATES 6-3
 RICK SPRINGFIELD 13-9
 DEVO 15-14
 DIESEL 21-15

KBFM/McAllen-Brownsville, TX

Steve Owens
 ARS
 POLICE
 CHILLIWACK
 C. CHRISTIAN
 PAT BENATAR
 CLIFF RICHARD
 JOEY SCARBURY
 Hottest:
 CHRIS CROSS 1-1
 MIKE POST 22-18
 AIR SUPPLY 30-20
 DIESEL 29-22

WQWK/Knoxville, TN

Gary Adkins
 PAT BENATAR
 COMMODORES
 ONJ
 GENESIS
 BOB
 CLIFF RICHARD
 STREX
 Hottest:
 STEVIE NICKS 1-1
 HALL & OATES 9-4
 SHEENA EASTON 10-7
 ROLLING STONES 17-11
 KENNY ROGERS 20-14

WCSC/Charleston, SC

Chris Bailey
 BEE GEES
 ONJ
 POINTER SISTERS
 EW&F
 Hottest:
 CHRIS CROSS 1-1
 ROLLING STONES 8-3
 DAN FOGELBERG 9-6
 HALL & OATES 11-8
 CARL CARLTON 12-9

WQWK/Norfolk, VA

Bruce Garraway
 REO SPEEDWAGON
 ONJ
 QUINCY JONES
 DIESEL
 Hottest:
 JOURNEY 1-1
 EDDIE RABBITT 3-2
 SHEENA EASTON 4-3
 CHRIS CROSS 8-5
 DAN FOGELBERG 16-11

MIDWEST
Most Added, Hottest
 Air Supply Christopher Cross
 Police Journey
 Al Jarreau Dan Fogelberg
 Four Tops

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
 Pat Benatar Christopher Cross
 Olivia Newton-John Rolling Stones
 Earth, Wind & Fire Journey

MIDWEST

PARALLEL TWO

WNCU/Columbus, OH

Steve Edwards
 AIR SUPPLY
 ROSS/RICHIE
 GENESIS
 BILLY JOEL
 Hottest:
 JOURNEY 1-1
 RICK SPRINGFIELD 11-6
 LRB 14-9
 AL JARREAU 20-11
 HALL & OATES 18-14

WOMO/Toledo, OH

Beau Elliot
 DAVID GATES
 POLICE
 Hottest:
 CHRIS CROSS 2-1
 JOURNEY 3-2
 KENNY ROGERS 7-4
 DAN FOGELBERG 10-7
 BOB SEGER 20-16

KIOA/Des Moines, IA

A.W. Pantoja
 MIKE POST
 STEVIE WOODS
 Hottest:
 ROSS/RICHIE 1-1
 CHRIS CROSS 11-2
 SHEENA EASTON 10-8
 BEACH BOYS 12-9
 LULU 20-16

KOFM/Oklahoma City, OK

Chuck Morgan
 COMMODORES
 AIR SUPPLY
 MARTY BALIN
 LRB
 ONJ
 BURTON CUMMINGS
 TIGHT FIT
 Hottest:
 ROSS/RICHIE 1-1
 RONNIE MILSAP 2-2
 ALABAMA 4-3
 CHRIS CROSS 5-4
 KENNY ROGERS 20-10

KRAV/Tulsa, OK

Gary Reynolds
 AL JARREAU
 ONJ
 Hottest:
 ROSS/RICHIE 1-1
 CHRIS CROSS 3-2
 MOODY BLUES 8-6
 QUINCY JONES 13-8
 DAN FOGELBERG 15-10

KZSU/Peoria, IL

Keth Edwards
 PAT BENATAR
 Hottest:
 ROLLING STONES 2-1
 CHRIS CROSS 7-2
 HALL & OATES 9-6
 BOB SEGER 15-11
 DIESEL 19-13

WGRD/Grand Rapids, MI

Sean Stevens
 MARTY BALIN
 BURTON CUMMINGS
 Hottest:
 ROSS/RICHIE 1-1
 FOREIGNER 3-2
 CHRIS CROSS 9-8
 SHEENA EASTON 13-9
 BOB SEGER 18-12

WHOT/Youngstown, OH

Dick Thompson
 DEVO
 MARTY BALIN
 POLICE
 AIR SUPPLY
 BOB SEGER
 AL JARREAU
 PAT BENATAR
 BURTON CUMMINGS
 COMMODORES
 Hottest:
 CHRIS CROSS 5-1
 LRB 16-11
 HALL & OATES 17-14
 DAN FOGELBERG 21-16
 BOB SEGER A-21

WMEE/Fort Wayne, IN

John Curry
 POLICE
 GENESIS
 DIESEL
 AFTERNOON DELIGHT
 COMMODORES
 Hottest:
 CHRIS CROSS 5-1
 ELO 7-3
 SHEENA EASTON 8-4
 DAN FOGELBERG 14-10
 KENNY ROGERS 21-15

WNAF/Indianapolis, IN

Chad Hunt
 RICK SPRINGFIELD
 BILLY JOEL
 BOB SEGER
 ARS
 FOREIGNER
 RICKIE LEE JONES
 GO GO'S
 Hottest:
 RAYDIO 3-1
 REO SPEEDWAGON 17-9
 MOODY BLUES 26-19
 HALL & OATES 28-20
 QUINCY JONES 30-22

WGBF/Evanville, IN

Kevin Carpenter
 AIR SUPPLY
 FOUR TOPS
 Hottest:
 CHRIS CROSS 1-1
 SHEENA EASTON 2-2
 MOODY BLUES 7-6
 HALL & OATES 16-7
 REO SPEEDWAGON 10-8

WRBR/South Bend, IN

Joe Lightner
 AL JARREAU
 AIR SUPPLY
 QUINCY JONES
 Hottest:
 JOURNEY 1-1
 BEACH BOYS 14-10
 SHEENA EASTON 17-11
 CHRIS CROSS 20-13
 LULU 23-20

WZOK/Rockford, IL

Mr. Ed
 AIR SUPPLY
 SHEENA EASTON
 POLICE
 Hottest:
 ROLLING STONES 4-1
 CHRIS CROSS 7-5
 DAN FOGELBERG 9-7
 LRB 11-8
 BOB SEGER 17-14

WOW/Omaha, NB

J.C. Corcoran
 AL JARREAU
 FOUR TOPS
 ARS (dp)
 Hottest:
 ROSS/RICHIE 1-1
 EDDIE RABBITT 7-5
 CHRIS CROSS 9-6
 SHEENA EASTON 10-7
 DAN FOGELBERG 11-9

WVIC/East Lansing, MI

Jim St. John
 BEE GEES
 ONJ
 CLIFF RICHARD
 GENE COTTON
 EW&F
 C. CHRISTIAN
 ANNE MURRAY
 Hottest:
 JOURNEY 2-1
 CHRIS CROSS 6-4
 MOODY BLUES 10-6
 KENNY ROGERS 26-12
 AL JARREAU 24-13

KSTT/Davenport, IA

Bill Young
 MIKE POST
 BURTON CUMMINGS
 ARS
 Hottest:
 JOURNEY 2-1
 SHEENA EASTON 5-2
 CHRIS CROSS 7-3
 KENNY ROGERS 14-7
 LRB 15-11

WISM/Madison, WI

Barb Starr
 POLICE
 CARPENTERS
 GENESIS
 Hottest:
 CHRIS CROSS 6-1
 SHEENA EASTON 7-3
 LRB 8-4
 DAN FOGELBERG 11-5
 HALL & OATES 13-6

KEYN-FM/Wichita, KN

Terri Springs
 POLICE
 Hottest:
 JOURNEY 1-1
 CHRIS CROSS 10-6
 ROLLING STONES 16-12
 HALL & OATES 21-17
 AIR SUPPLY 28-22

WYFM/Youngstown, OH

Jeff Tobin
 HALL & OATES
 Hottest:
 JOURNEY 1-1
 FOREIGNER 2-2
 STEVIE NICKS 5-4
 SHEENA EASTON 10-6
 CHRIS CROSS 15-7

WTWR/Detroit, MI

Kurt Kelly
 ROLLING STONES
 LULU
 AL JARREAU
 Hottest:
 ROSS/RICHIE 1-1
 STEVIE NICKS 3-2
 SHEENA EASTON 17-11
 LRB 25-17
 FOUR TOPS 30-18

WAKX/Durham, MN

Jon Armstrong
 AIR SUPPLY
 Hottest:
 JOURNEY 2-1
 CHRIS CROSS 10-4
 HALL & OATES 15-9
 KENNY ROGERS 20-14
 DAN FOGELBERG D-19

WNAM/Appleton-Oshkosh, WI

Jay Tyler
 AL JARREAU
 QUINCY JONES
 Hottest:
 JOURNEY 1-1
 HALL & OATES 12-8
 BOB SEGER 25-12
 KENNY ROGERS 20-15
 DAN FOGELBERG 22-16

WGBF/Evanville, IN

Kevin Carpenter
 AIR SUPPLY
 FOUR TOPS
 Hottest:
 CHRIS CROSS 1-1
 SHEENA EASTON 2-2
 MOODY BLUES 7-6
 HALL & OATES 16-7
 REO SPEEDWAGON 10-8

WRBR/South Bend, IN

Joe Lightner
 AL JARREAU
 AIR SUPPLY
 QUINCY JONES
 Hottest:
 JOURNEY 1-1
 BEACH BOYS 14-10
 SHEENA EASTON 17-11
 CHRIS CROSS 20-13
 LULU 23-20

WZOK/Rockford, IL

Mr. Ed
 AIR SUPPLY
 SHEENA EASTON
 POLICE
 Hottest:
 ROLLING STONES 4-1
 CHRIS CROSS 7-5
 DAN FOGELBERG 9-7
 LRB 11-8
 BOB SEGER 17-14

WOW/Omaha, NB

J.C. Corcoran
 AL JARREAU
 FOUR TOPS
 ARS (dp)
 Hottest:
 ROSS/RICHIE 1-1
 EDDIE RABBITT 7-5
 CHRIS CROSS 9-6
 SHEENA EASTON 10-7
 DAN FOGELBERG 11-9

WVIC/East Lansing, MI

Jim St. John
 BEE GEES
 ONJ
 CLIFF RICHARD
 GENE COTTON
 EW&F
 C. CHRISTIAN
 ANNE MURRAY
 Hottest:
 JOURNEY 2-1
 CHRIS CROSS 6-4
 MOODY BLUES 10-6
 KENNY ROGERS 26-12
 AL JARREAU 24-13

KSTT/Davenport, IA

Bill Young
 MIKE POST
 BURTON CUMMINGS
 ARS
 Hottest:
 JOURNEY 2-1
 SHEENA EASTON 5-2
 CHRIS CROSS 7-3
 KENNY ROGERS 14-7
 LRB 15-11

WISM/Madison, WI

Barb Starr
 POLICE
 CARPENTERS
 GENESIS
 Hottest:
 CHRIS CROSS 6-1
 SHEENA EASTON 7-3
 LRB 8-4
 DAN FOGELBERG 11-5
 HALL & OATES 13-6

KEYN-FM/Wichita, KN

Terri Springs
 POLICE
 Hottest:
 JOURNEY 1-1
 CHRIS CROSS 10-6
 ROLLING STONES 16-12
 HALL & OATES 21-17
 AIR SUPPLY 28-22

WYFM/Youngstown, OH

Jeff Tobin
 HALL & OATES
 Hottest:
 JOURNEY 1-1
 FOREIGNER 2-2
 STEVIE NICKS 5-4
 SHEENA EASTON 10-6
 CHRIS CROSS 15-7

WTWR/Detroit, MI

Kurt Kelly
 ROLLING STONES
 LULU
 AL JARREAU
 Hottest:
 ROSS/RICHIE 1-1
 STEVIE NICKS 3-2
 SHEENA EASTON 17-11
 LRB 25-17
 FOUR TOPS 30-18

WAKX/Durham, MN

Jon Armstrong
 AIR SUPPLY
 Hottest:
 JOURNEY 2-1
 CHRIS CROSS 10-4
 HALL & OATES 15-9
 KENNY ROGERS 20-14
 DAN FOGELBERG D-19

WNAM/Appleton-Oshkosh, WI

Jay Tyler
 AL JARREAU
 QUINCY JONES
 Hottest:
 JOURNEY 1-1
 HALL & OATES 12-8
 BOB SEGER 25-12
 KENNY ROGERS 20-15
 DAN FOGELBERG 22-16

KKLS/Rapid City, SD

Shawlyn Piper
 GENESIS
 FOREIGNER
 Hottest:
 JOURNEY 3-1
 ELO 5-2
 MOODY BLUES 6-3
 ROLLING STONES 11-6
 DAN FOGELBERG 18-11

KKRC/Sioux Falls, SD

Dan Kleley
 AIR SUPPLY
 FOREIGNER
 ARS
 RICKIE LEE JONES
 CLIFF RICHARD
 Hottest:
 ROSS/RICHIE 1-1
 COMMODORES 2-2
 JOURNEY 3-3
 ROLLING STONES 9-6
 DIESEL 14-12

KKXL/Grand Forks, ND

Jeff Parker
 AIR SUPPLY
 FOUR TOPS
 Hottest:
 STEVIE NICKS 2-1
 SHEENA EASTON 3-2
 ELO 5-3
 LRB 11-7
 HALL & OATES 13-8

WEAQ/Eau Claire, WI

Rick Roberts
 MOODY BLUES
 FOUR TOPS
 Hottest:
 BEACH BOYS 1-1
 BOBBY PATTON 13-8
 ELTON JOHN 16-10
 PABLO CRUISE 17-12
 CHRIS CROSS 19-15

WRKR/Racine, WI

Steve Warren
 POLICE
 Hottest:
 JOURNEY 2-1
 RICK JAMES 11-7
 CHRIS CROSS 15-11
 LRB 23-16
 DAN FOGELBERG 27-20

WSPT/Stevens Point, WI

Brad Fuhr
 AIR SUPPLY
 FOUR TOPS
 CHILLIWACK
 GENESIS
 Hottest:
 JOURNEY 3-1
 CHRIS CROSS 10-4
 HALL & OATES 23-13
 DIESEL 27-18
 DAN FOGELBERG 28-20

WTRU/Muskegon, MI

Mike Stevens
 GENESIS
 ONJ
 POLICE
 MIKE POST
 Hottest:
 JOURNEY 1-1
 SHEENA EASTON 4-2
 MOODY BLUES 5-4
 LRB 9-6
 DAN FOGELBERG 12-8

KELO/Sioux Falls, SD

Scott McGuire
 HALL & OATES
 LRB
 CHILLIWACK
 FOREIGNER
 DAVID GATES
 Hottest:
 CHRIS CROSS 2-1
 ELO 12-8
 DIESEL 20-10
 DAN FOGELBERG 18-14
 ROLLING STONES 21-16

KWLO/Waterloo, IA

Drew Bentley
 ONJ
 BURTON CUMMINGS
 Hottest:
 JOURNEY 1-1
 STEVIE NICKS 2-2
 DAN FOGELBERG 10-3
 ROLLING STONES 9-4
 HALL & OATES 11-6

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron
 ONJ
 JOEY SCARRURY
 BEE GEES
 EW&F
 PAT BENATAR
 CLIFF RICHARD
 STREK
 SAVOY BROWN
 DON FELDER
 Hottest:
 ROSS/RICHIE 1-1
 CHRIS CROSS 2-2
 EDDIE RABBITT 4-3
 SHEENA EASTON 5-4
 HALL & OATES 8-5

KERN/Bakersfield, CA

Rob Tonkin
 BEE GEES
 TUBES
 ONJ
 PAT BENATAR
 ANNE MURRAY
 GO GO'S
 Hottest:
 JOURNEY 1-1
 SHEENA EASTON 8-5
 ROLLING STONES 11-7
 CHRIS CROSS 15-8
 FOUR TOPS 23-17

KGW/Portland, OR

Janis Wojniak
 Hottest:
 ROSS/RICHIE 1-1
 SHEENA EASTON 6-3
 CHRIS CROSS 10-5
 MOODY BLUES 11-7
 DAN FOGELBERG 16-11

KJRB/Spokane, WA

Brian Gregory
 ONJ
 COMMODORES
 BILLY JOEL
 FOREIGNER
 BOC
 PAT BENATAR
 Hottest:
 CHRIS CROSS 3-1
 LRB 16-13
 ROLLING STONES 23-17
 BEE GEES D-25
 CARL CARLTON D-26

KRQ/Tucson, AZ

Dave Van Stone
 AL JARREAU
 AIR SUPPLY
 FOREIGNER
 POLICE
 Hottest:
 JOURNEY 1-1
 MOODY BLUES 5-3
 CHRIS CROSS 10-8
 DAN FOGELBERG 15-10
 ROLLING STONES 17-13

KTAC/Tacoma, WA

Dan Moore
 CARPENTERS
 EXILE
 C. CHRISTIAN
 Hottest:
 JOURNEY 2-1
 CHRIS CROSS 9-3
 MOODY BLUES 14-10
 AL JARREAU 15-11
 BALANCE 21-17

KTKT/Tucson, AZ

Bobby Rivers
 ONJ
 QUINCY JONES
 Hottest:
 CHRIS CROSS 4-1
 DAN FOGELBERG 14-9
 LRB 20-16
 AL JARREAU 29-21
 ELTON JOHN 18-22

YB4/Fresno, CA

Ray Appleton
 FOUR TOPS
 QUINCY JONES
 Hottest:
 SHEENA EASTON 1-1
 CHRIS CROSS 12-7
 HALL & OATES 16-10
 LRB 15-11
 LULU 17-12

KLUC/Las Vegas, NV

Randy Lunquist
 GENESIS
 BURTON CUMMINGS
 CHILLIWACK
 BILLY SQUIER
 Hottest:
 ELO 2-1
 MOODY BLUES 3-3
 FOREIGNER 12-5
 BILLY JOEL 19-14
 DAN FOGELBERG 22-17

KIOV/Fresno, CA

Tom Saville
 QUINCY JONES
 RICKIE LEE JONES
 ANNE MURRAY
 C. CHRISTIAN
 Hottest:
 JOURNEY 1-1
 CHRIS CROSS 13-7
 ROLLING STONES 15-10
 HALL & OATES 18-12
 KENNY ROGERS 19-14

KYNO-FM/Fresno, CA

Walker Davis
 EW&F
 ONJ
 KOOL & THE GANG
 RICKIE LEE JONES
 Hottest:
 RICK JAMES 2-1
 CARL CARLTON 6-3
 EVELYN KING 11-6
 RICK SPRINGFIELD 21-13
 KENNY ROGERS 37-19

KZZU/Albuquerque, NM

Bruce Daniels
 RICK SPRINGFIELD
 AIR SUPPLY
 QUINCY JONES
 Hottest:
 JOURNEY 1-1
 CHRIS CROSS 4-2
 MOODY BLUES 9-6
 DAN FOGELBERG 19-13
 BOB SEGER 25-27

FM102/Sacramento, CA

Mark Preston
 AIR SUPPLY
 POLICE
 Hottest:
 ROSS/RICHIE 1-1
 CHRIS CROSS 3-2
 STEVIE NICKS 4-3
 ROLLING STONES 17-9
 HALL & OATES 29-20

KSPZ/Colorado Springs, CO

Mike Daniels
 AL JARREAU
 QUINCY JONES
 Hottest:
 HALL & OATES 4-1
 EDDIE RABBITT 2-2
 CHRIS CROSS 5-4
 LRB 13-7
 KENNY ROGERS 16-8

KYSN/Colorado Springs, CO

Dan Jackson
 MIKE POST
 PAT BENATAR
 ONJ
 CLIFF RICHARD
 Hottest:
 STEVIE NICKS 2-1
 MOODY BLUES 3-3
 ROLLING STONES 11-4
 CHRIS CROSS 13-5
 DAN FOGELBERG 18-10

KZZP/Phoenix, AZ

Dave Anthony
 TARNEY/SPENCER BD
 CLIFF RICHARD
 POLICE
 CHILLIWACK
 Hottest:
 CHRIS CROSS 2-1
 DAN FOGELBERG 9-6
 ROLLING STONES 15-10
 HALL & OATES 17-12
 DIESEL 20-15

KHYT/Tucson, AZ

Rich Brother Robbin
 KOOL & THE GANG
 PRINCE
 ONJ
 COMMODORES
 AIR SUPPLY
 TEDDY PENDERGRASS
 CHILLIWACK
 EW&F
 PAT BENATAR
 Hottest:
 CARL CARLTON 2-1
 RICK JAMES 15-5
 ROGER 22-13
 DEVO 27-16
 CLARKE/DUKE 37-25

KIDD/Monterey, CA

Brown/Ryan
 EW&F
 GREG KINN
 BEE GEES
 CHILLIWACK
 AL JARREAU
 Hottest:
 FOREIGNER 1-1
 CHRIS CROSS 12-7
 LRB 19-13
 RICK SPRINGFIELD 22-14
 GO GO'S 27-20

KQGU/Riverside-San Bernardino, CA

Steve O'Neil
 BOB SEGER
 POLICE
 AIR SUPPLY
 Hottest:
 JOURNEY 1-1
 ELO 11-8
 ROLLING STONES 13-9
 MOODY BLUES 22-14
 LRB 25-17

KKXX/Bakersfield, CA

Squires/DeRoo
 MIKE POST
 GRAND PUNK RAILPO
 POLICE
 AL JARREAU
 AIR SUPPLY
 BOB/RICHIE
 BILLY SQUIER
 Hottest:
 CHRIS CROSS 2-1
 ROLLING STONES 3-2
 GO GO'S 7-3
 KENNY ROGERS 18-9
 BILLY JOEL 25-12

KNBQ/Tacoma, WA

Bryan/Roberts
 QUINCY JONES
 DIESEL
 PAT BENATAR
 ONJ
 MARTY BALIN
 GREG KINN
 ARLAN DAY
 Hottest:
 JOURNEY 1-1
 ROLLING STONES 9-6
 DAN FOGELBERG 19-11
 RICK SPRINGFIELD 24-11
 DEVO 21-17

K96/Provo, UT

PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

216 REPORTS
213 LAST WEEK

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

Regional Reach	100/25	44%	National Summary
E 33%			Up 51
M 21%			Debut 20
S 56%			Same 24
W 19%			Down 0
			Adds 25

EXAMPLE

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

44% — Percentage of this weeks reporters playing it.

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

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

Debut 20 — Number of stations debuting the song this week

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

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

Adds 25 — Total number of stations adding it this week.

(Atlanta Rhythm Section continued)

MARTY BALIN
Atlanta Lady... (EMI America)
LP: Ballin

Regional Reach	135/28	63%	National Summary
E 23%			Up 0
M 54%			Debut 39
S 76%			Same 27
W 65%			Down 0
			Adds 29

PAT BENATAR
Promises In The... (Chrysalis)
LP: Precious Time

Regional Reach	55/55	26%	National Summary
E 23%			Up 0
M 10%			Debut 5
S 10%			Same 10
W 53%			Down 0
			Adds 55

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

Regional Reach	165/48	77%	National Summary
E 73%			Up 56
M 92%			Debut 48
S 76%			Same 15
W 74%			Down 0
			Adds 46

BLUE OYSTER CULT
Burnin' For You (Columbia)
LP: Fire Of Unknown Origin

Regional Reach	52/3	24%	National Summary
E 23%			Up 28
M 24%			Debut 3
S 24%			Same 12
W 24%			Down 3
			Adds 3

BALANCE
Breaking Away (Portrait)
LP: Balance

Regional Reach	132/2	61%	National Summary
E 30%			Up 35
M 63%			Debut 17
S 63%			Same 17
W 61%			Down 1
			Adds 14

ATLANTA RHYTHM...
Allen (Columbia)
LP: Quinella

Regional Reach	108/14	47%	National Summary
E 35%			Up 17
M 64%			Debut 15
S 64%			Same 17
W 45%			Down 14
			Adds 14

CARL CARLTON
She's A Bad Mama... (20th)
LP: Carl Carlton

Regional Reach	57/8	27%	National Summary
E 30%			Up 31
M 40%			Debut 12
S 40%			Same 12
W 33%			Down 3
			Adds 8

DEVELOPMENT
Working In... (FM/Asylum)
LP: Soundtrack Heavy Metal

Regional Reach	95/9	44%	National Summary
E 46%			Up 51
M 28%			Debut 13
S 28%			Same 13
W 31%			Down 9
			Adds 9

BEE GEES
He's A Lie (RSO)
LP: Living Eyes

Regional Reach	99/22	46%	National Summary
E 57%			Up 9
M 52%			Debut 31
S 52%			Same 30
W 41%			Down 22
			Adds 22

COMMODORES
Lady You Bring... (Motown)
LP: In The Pocket

Regional Reach	112/0	62%	National Summary
E 54%			Up 9
M 54%			Debut 10
S 54%			Same 10
W 41%			Down 9
			Adds 9

BURTON CUMMINGS
You Saved My Soul (Alfa)

Regional Reach	109/27	51%	National Summary
E 60%			Up 27
M 54%			Debut 20
S 54%			Same 25
W 54%			Down 27
			Adds 27

JOHN DOE
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W 65%			Down 0
			Adds 29

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LP: Precious Time

Regional Reach	55/55	26%	National Summary
E 23%			Up 0
M 10%			Debut 5
S 10%			Same 10
W 53%			Down 0
			Adds 55

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

Regional Reach	165/48	77%	National Summary
E 73%			Up 56
M 92%			Debut 48
S 76%			Same 15
W 74%			Down 0
			Adds 46

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S 63%			Same 17
W 61%			Down 1
			Adds 14

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LP: Quinella

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S 64%			Same 17
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			Adds 14

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LP: Carl Carlton

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S 40%			Same 12
W 33%			Down 3
			Adds 8

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M 54%			Debut 10
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			Adds 9

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S 54%			Same 25
W 54%			Down 27
			Adds 27

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S 76%			Same 27
W 65%			Down 0
			Adds 29

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LP: Precious Time

Regional Reach	55/55	26%	National Summary
E 23%			Up 0
M 10%			Debut 5
S 10%			Same 10
W 53%			Down 0
			Adds 55

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Here I Am (Just...) (Arista)
LP: The One That You Love

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E 73%			Up 56
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W 74%			Down 0
			Adds 46

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M 54%			Debut 10
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W 41%			Down 9
			Adds 9

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			Adds 27

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LP: Precious Time

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E 23%			Up 0
M 10%			Debut 5
S 10%			Same 10
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			Adds 55

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LP: Balance

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W 61%			Down 1
			Adds 14

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Allen (Columbia)
LP: Quinella

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S 40%			Same 12
W 33%			Down 3
			Adds 8

DEVELOPMENT
Working In... (FM/Asylum)
LP: Soundtrack Heavy Metal

Regional Reach	95
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THE PICTURE PAGE

Topical Gayle In New York



Crystal Gayle traveled to New York for a Columbia reception in honor of her latest album, "Hollywood, Tennessee." Pictured (l-r) are husband/manager Bill Gatzimos, Columbia Sr. VP/GM Al Teller, CBS Records Group President Walter Yetnikoff, Gayle, CBS Records Group Deputy President Dick Asher, and CBS Nashville VP/GM Rick Blackburn.

Harris & Friends



Emmylou Harris played Los Angeles's Greek Theatre recently, and was congratulated backstage by Warner Bros. executives. Pictured (l-r) are label's Chris Crist, WB Country GM Bob Kirsch, Harris, label VP Lou Dennis, Warners' Chris Williams and Robin Rothman

Special Night For Chrysalis



Chrysalis artists the Specials recently played Perkins' Palace in Los Angeles. Pictured relaxing backstage after the show are (l-r) Chrysalis VP Jeff Aldrich, group's Terry Hall, Horace Panter (front), and Neville Staples, label VP Jack Forsythe, group's Lynval Golding, and Chrysalis President Sal Licata.

Wishbone Flash



Wishbone Ash and MCA executives flash smiles at the camera following the group's Ritz performance in New York. Pictured (l-r) are group's Steve Upton, MCA's Don Wasley, group's Andy Powell and Trevor Bolder, MCA's Leon Tsillis and (front) Sammy Vargas, and band's Laurie Wisefield.

Capitol Digs Cole



Natalie Cole played Los Angeles's Greek Theatre, with Capitol executives showing up en masse to offer congratulations backstage. Pictured (l-r) are label's Wendell Bates, VP Dennis White, manager Kevin Hunter, Cole, VP Varnell Johnson, label's Steve Buckley, and VP's Walter Lee and Dan Davis.

Pages In Roxy Turn



Following the recent Pages performance at Los Angeles's Roxy, the group was greeted by Capitol executives. Pictured backstage are (l-r) Capitol VP Bobby Colomby, label's Steve Meyer, VP Bruce Wendell, group's Steve George and Richard Page, VP Rupert Perry, Capitol Group President Don Zimmermann, and manager George Ghiz.

Sudano Signs With Millennium



Bruce Sudano, formerly a member of Brooklyn Dreams and further back Alive & Kickin' of "Tighter Tighter" fame, has signed with Millennium. His first solo album, "Fugitive Kind," is expected immediately. Pictured (l-r) are Millennium's Andrew Frances, Sudano, Millennium President Jimmy Jenner, label's Beverly Berman, and Millennium VP Don Jenner.

Cure For A&M



A&M signed British band the Cure, with a double album compilation of their last two LP's set for this month. Pictured backstage after the band's Los Angeles performance at Perkins' Palace are (l-r) A&M's Jeff Gold and David Anderle, VP's Martin Kirkup and (kneeling) Jeff Ayeroff, group's Robert Smith, Lawrence Tolhurst, and Simon Gallup, and manager Chris Parry.



Jeff Gelb



The State Of The Art Of AOR Radio: Spring 1981

Welcome to an inclusive look at the best Arbitron results, in toto, that AOR radio has ever gathered. Spring's Arbitron period brought more AOR success stories than I had the time or pages to keep up with. As pointed out in an earlier column, our format had more number one market positions in the top fifty markets than any other contemporary music format. We have, after these many years, arrived, and as the winners can tell you, it feels great!

Some numbers: Of the 191 AOR's represented in our Spring 1981 Scoreboard below, the 12+ figures at 108 rose, while 72 were down, and 12 were either the same or figures from the last book were unavailable. It's also advisable to remember that in many cases, down 12+ figures might have meant only a slight shift in overall appeal, while many down stations actually showed gains in prime demographic groups.

The Consultants

No one can deny the power of the AOR consultant in 1981, nor his ability to deliver the ratings goods. Leading consultant Lee Abrams of B/A/M/D remarked, "Arbitron methodology certainly had something to do with our rise this book.

The 18-24 diary returns were also up in many of our stronger markets. And the longer sweep certainly helped.

"I think AOR is now the new Top 40, not necessarily from the standpoint of its sound, but from its overall place in the market. Compare the demos of the big Top 40 stations of the 60's with AOR's demos now and there are a lot of similarities. We're powerhouses as far as contemporary formats are concerned."

Lee's Superstars stations did very well, with 37 up in 12+ figures, and only 20 showing losses (many just a few tenths of a share point).

John Sebastian's formula for success continued to work its magic at WCOZ/Boston, as well as the three other stations that were signed to Sebastian's consultation company and on the air with his systems by the time the spring book began. Sebastian commented, "Predominantly, the AOR's that did well were those taking a tighter direction and using research. A lot of stations cleaned up their acts, becoming in the process a more mass appeal format. We are the new mass appeal format of the 80's. I think this will continue and get even bigger. I'm very bullish on the format."

Also feeling good was consultant Jeff Pollack,

whose six stations at the time (including one confidential client) were all up. He stated, "Obviously, consultants are only part of the team that creates a success story. Without excellent PD's and management, I wouldn't have the tools to work with. In general, many broadcasters who jumped to the conclusion that AOR was either dying or was too narrow were premature in their analyses. I found that winning PD's and GM's have become more objective in programming their radio stations, with fewer preconceived notions about what AOR is supposed to stand for. It's being programmed now as a mass appeal format. People are less obsessed with what album they're going to play that night at eleven and more interested in the broader picture, focusing less on their AOR competitor and more on the entire market."

Noble Broadcast Consultants' Frank Felix led two out of three consulted stations to ratings gains this book. The future looks bright for the consultants, with several new opening shop following the spring book - their success stories have yet to be written.

The Independents

Of course, it wasn't only the consulted sta-

Continued on Page 34

Spring 1981 Arbitron AOR Scoreboard

The following are Monday-Sunday, 12+ metro shares for the Arbitron-rated markets, as compared to their results from the previous ratings period. This data is copyrighted by Arbitron; non-subscribers to Arbitron may not reprint or use this information in any form.

LEGEND: (A) Abrams Superstars station; (F) Felix client station; (P) Pollack client station; (S) Sebastian client station.

These twelve stations held their precise 12+ figures from the previous ratings period, or figures from the last book were unavailable for comparison: KISM/Bellingham (11.5), WEEI-FM/Boston (3.7), KBCO/Boulder (8.6), WXRT/Chicago (1.3), WMMS/Cleveland (10.5), WVUD/Dayton (3.3), WCCC-FM/Hartford (3.6), WRCN/Nassau-Suffolk (.8), KATT-FM/Oklahoma City (5.3), WIBZ/Parkersburg (4.3), WPDH/Poughkeepsie (10.3), and KCPX/Salt Lake City (6.3).

	Up	Down
WKDD/Akron		5.3-2.4
WPYX/Albany (A)	6.2-10.7	
WQBK/Albany	2.4-2.8	
KFMQ/Albuquerque		9.7-8.0
KWXL/Albuquerque (A)	5.7-9.5	
WZZO/Allentown (A)	8.5-10.1	
KYTX/Amarillo	9.4-10.1	
KEZY-AM/Anahelm		2.1-1.8
KEZY-FM/Anahelm		1.8-1.6
KRKN/Anchorage	3.5-8.5	
WIBQ/Ann Arbor	3.4-4.3	
WAPL/Appleton	5.9-9.0	
WKLS/Atlanta (A)	6.6-10.7	
WYMX/Augusta (A)	4.1-4.2	
KLBJ/Austin	6.8-11.2	
KMGN/Bakersfield		2.2-1.4
WIYY/Baltimore (A)		8.7-8.3
KZOM/Beaumont		6.3-4.3
WAAL/Binghamton		12.4-11.5
WRKK/Birmingham		6.6-4.8
KIDQ/Boise (A)		10.9-8.3
WBCN/Boston		4.8-3.9
WCOZ/Boston (S)	11.0-11.1	
WRKI/Bridgeport (A)		1.8-3.7
WGRQ/Buffalo (A)		6.0-7.2

KKRQ/Cedar Rapids-Iowa City	5-2.7	
WPGU/Champaign		11.9-5.2
WROQ/Charlotte (A)		10.5-8.9
WLUP/Chicago		3.4-3.1
WMET/Chicago		4.0-3.5
KFMF/Chico	6.9-7.5	
WEBN/Cincinnati (S)		8.6-9.6
MIOS/Cleveland		3.0-3.1
KILO/Colorado Springs	11.0-11.2	
WLVQ/Columbus (A)	14.0-15.9	
KNCN/Corpus Christi		7.4-6.5
KTXQ/Dallas (A)	4.0-4.6	
KZEW/Dallas (P)	4.7-5.0	
WTUE/Dayton (A)		11.4-9.7
KAZY/Denver	4.2-5.7	
KBPI/Denver	8.6-9.9	
KFML-AM/Denver		9-1.0
KSGO/Des Moines (A)	8.8-13.0	
WABX/Detroit		3.1-3.9
WLLZ/Detroit		9.2-8.0
WRIF/Detroit	4.3-4.8	
KQDS/Duluth	2.6-5.1	
KLAQ/El Paso (A)	4.0-14.1	
KZEL/Eugene		9.9-7.8
KQWB-FM/Fargo	15.2-15.1	
WWCK/Flint (A)		13.8-10.5
WCKO/Ft. Lauderdale	2.0-3.1	
WOVV/Ft. Pierce		21.3-11.8
WXKE/Ft. Wayne		11.3-9.5
KKDJ/Fresno	3.8-4.6	
KBOS/Fresno (Tulare)	2.6-4.3	
WLAV/Grand Rapids (A)	13.3-14.1	
WKZL/Greensboro-Winston Salem		10.4-7.4
WTPA/Harrisburg (A)	7.3-10.7	
WCCO-AM/Hartford		3-4
WHCN/Hartford (A)		5.1-6.2
KDUK/Honolulu (A)	6.4-11.5	
KLLO/Houston		5.7-6.2
WFBQ/Indianapolis	7.4-10.3	
WVBR/Ithaca		16.0-12.8
WJQQ/Jackson	8.1-10.2	
WFYV/Jacksonville (A)	7.0-11.7	
KSAS/Kansas City		2.0-1.0
KYYS/Kansas City		10.3-9.0
WIMZ/Knoxville (A)	7.0-8.1	
WXUS/Lafayette		19.0-13.3
KSMB/Lafayette (A)	12.9-16.0	
WILS-FM/Lansing (A)		9.1-6.7

KENO/Las Vegas (A)	3.6-7.3	
WKQQ/Lexington	12.8-21.2	
KFMQ/Lincoln	11.6-16.9	
KFRX/Lincoln (F)	7.0-7.2	
KLOS/Los Angeles (P)	2.9-3.6	
KMET/Los Angeles	3.9-4.6	
KNX-FM/Los Angeles		4.3-2.8
KROQ/Los Angeles (Pasadena)	1.6-1.7	
KWST/Los Angeles	1.6-2.3	
WLRS/Louisville (A)		8.5-4.0
WQMF/Louisville (S)	3.9-4.1	
WIBA-FM/Madison (F)	3.5-9.7	
WMAD/Madison (A)		10.3-4.6
WGIR-FM/Manchester		5.0-4.0
WZXR/Memphis (A)		13.4-11.5
WSHE/Miami (A)	2.4-2.8	
LOVE94/Miami		3.6-2.7
WLPX/Milwaukee (A)	6.0-6.3	
WQFM/Milwaukee	4.3-6.0	
KDWB-FM/Minneapolis	5.7-6.3	
KQRS-AM/Minneapolis		1.0-8
KQRS-FM/Minneapolis	4.5-5.6	
WABB-FM/Mobile	11.5-14.7	
WHHY/Montgomery		13.7-12.3
WLSQ/Montgomery (A)		1.3-1.1
WDHA/Morristown	2.9-4.1	
WKDF/Nashville	7.3-11.9	
WBAB/Nassau-Suffolk	2.7-3.3	
WLIR/Nassau-Suffolk	1.6-2.0	
WPLR/New Haven		9.3-4.1
WRNO/New Orleans	3.4-5.6	
WNEW-FM/New York	2.9-3.7	
WPLJ/New York	4.1-4.5	
WMYK/Norfolk	8.1-10.1	
WNOR/Norfolk (P)	6.8-7.6	
WZAM/Norfolk		1.4-1.2
KATT-AM/Oklahoma City		1.2-1.1
KXXY/Oklahoma City (A)	6.2-8.5	
KEZO/Omaha (A)	10.8-12.2	
WDIZ/Orlando (A)	6.5-11.0	
WTKX/Pensacola		11.5-8.0
WWCT/Peoria	6.3-12.0	
WIOQ/Philadelphia		4.0-3.6
WMMR/Philadelphia		5.9-5.2
WYSP/Philadelphia (A)		4.8-3.2
KDKB/Phoenix (A)	6.2-6.5	
KUPD/Phoenix		5.2-4.4
WDVE/Pittsburgh (A)	6.4-7.9	
WYDD/Pittsburgh		1.0-2.2
WBLM/Portland, ME		10.3-9.8
WYNZ/Portland, ME (A)		8.7-6.6
KINK/Portland	4.5-5.3	
KGON/Portland (A)		10.2-9.4
KKSN/Portland		1.6-1.5
WBRU/Providence	1.5-1.6	

WXLP/Quad Cities	6.0-16.8	
WQDR/Raleigh (A)		11.1-8.2
KOZZ/Reno (A)	7.9-13.6	
WRXL/Richmond (A)		11.0-9.3
KCAL-FM/Riverside	2.0-2.5	
KOLA/Riverside	3.2-3.8	
WSLQ/Roanoke (A)	6.2-6.5	
WCMF/Rochester (P)	6.6-7.2	
WMJQ/Rochester	6.4-6.7	
WYFE-FM/Rockford (A)	7.8-11.5	
KROY-FM/Sacramento	3.4-4.2	
KXOA-FM/Sacramento	5.5-4.1	
KZAP/Sacramento (A)	12.2-13.1	
KISS/San Antonio (P)	5.0-5.1	
KGB-FM/San Diego	6.6-6.7	
KIFM/San Diego		4.0-3.2
KPRI/San Diego (A)	4.0-4.8	
XTRA-FM/San Diego (Tijuana) (F)		5.3-4.3
KMEL/San Francisco	3.9-4.6	
KOME/San Jose	6.9-7.6	
KLSJ/San Jose		2.5-2.6
KTMS/Santa Barbara	4.6-6.7	
KTYD/Santa Barbara	5.0-7.2	
KVRE/Santa Rosa		3.6-2.8
WSRZ/Sarasota		3.5-1.8
WEZX/Scranton (A)		7.3-7.3
KISW/Seattle	7.3-8.6	
KZAM-FM/Seattle		3.6-2.8
KZOK/Seattle		2.9-2.3
KMBQ/Shreveport		8.6-8.4
KKRZ/Sioux Falls		8.6-7.5
KREM-FM/Spokane	10.0-12.9	
KSHE/St. Louis	5.1-7.8	
KWK-AM/St. Louis		1.4-1.1
WWWK-FM/St. Louis	4.8-7.9	
WAQX/Syracuse	5.7-4.4	
WSYR/Syracuse (A)	9.6-12.1	
WQXM/Tampa (A)	5.9-6.9	
WYNF/Tampa		3.7-3.6
WFFR/Terre Haute		18.2-16.0
WIOT/Toledo (A)		14.9-14.2
WXEZ/Toledo		3.5-1.7
KLPX/Tucson	5.1-8.5	
KWFM/Tucson		8.5-5.4
KMOD/Tulsa		13.3-8.6
WOUR/Utica	9.5-10.4	
WWDC-AM/Washington		8-6
WWDC-FM/Washington (A)	3.1-4.0	
WAVA/Washington	3.5-4.5	
WIZD/West Palm Beach (S)	2.2-4.4	
KICT/Wichita (A)		14.5-7.8
WAAF/Worcester (A)		12.5-11.7

ROLLING STONES:

Thanks for a Great Show!



Rolling Stones performing in front of WAAF listeners at Sir Morgan's Cove, Worcester, Massachusetts, September 14, 1981

WAAF 107FM

Special Thanks to:
Ian Stewart
Mick Jagger
Joe Faucher

Quite Simply, The Rock Album of 1981.

GIVE THE PEOPLE WHAT THEY WANT:

“A masterpiece.” — WBCN, Marc Miller

“The freshest and best produced KINKS album ever. It’s sure to be a smash.” — WRXL, Ilyse Gottlieb

“The KINKS record is a killer.”

— WKQQ, Dave Krusenklau

“The KINKS album is fantastic.” — KZAP, Jon Russell

“The LP is filled with magnificent songs.”

— WXRT, Bob Gelms

“The KINKS album just knocks me out.”

— WMMR, Joe Bonadonna

“The KINKS get better and better with every LP.”

— WSYR, Tom Nast

“This is damn near the KINKS’ best record ever.”

— WRAS, Dane Venable

“The KINKS album is just incredible. Very, very good positive phone response.” — KGB-FM, Judy McNutt

“This is the best KINKS record in a long time. There isn’t a bad cut here and more than a few are absolute killers.” — KZOK, Craig Martin

“One of the best things they’ve ever done.”

— WBLM, Mike Bushey/ Jose Diaz

the Kinks

**A Band For All Time,
At Their
All-Time Peak.**

Give
the people
What they
want.



the Kinks

Give
the people
What they
want



R&R: 9*
BB: 22**
RW: 49*
CB: 34*

Give The People What They Want.
An LP As Great
As The Kinks Themselves.

ARISTA

AL 9567

Jeff Gelb

The State Of The Art Of AOR Radio

Continued from Page 30

tions that fared well. WMMS/Cleveland, while contracted with B/A/M/D for research of a general nature, did its own music programming to market-dominant success. Bob Hattrik oversaw some great numbers at some of the Doubleday AOR's that were self-programmed. KMET/Los Angeles rebounded. WKQQ/Lexington hit AOR's largest 12+ figure ever (a 21.2) with no consultant aid. There were many other ratings triumphs, proving there are a number of programmers out there who will either continue to write their own success stories, or fatten the future ranks of AOR consultants!

The Casualties

Of course, our format was not without its casualties. Some registered up books and others down, but following the ratings results, we have seen the format demises of WZZQ/Jackson, KWST/Los Angeles, WHHY-FM/Montgomery, KKSJ/Portland, and WOVV/Ft. Pierce.

In general, things have never been better for AOR, as a look at the AOR Scoreboard for Spring 1981 amply displays.



RADIO PIRATES — WB's Rickie Lee Jones made a rare guest appearance on the air at KTIM/San Rafael, guest-DJing with KTIM's Michael Hester following her area concert appearance.



OZZY STRIKES BACK — WFBQ/Indianapolis air personality Jim Pemberton seems taken aback by some of the comments of interview guest Ozzy Osbourne, in town to promote his Jet LP.



WKLS HONORED — WKLS/Atlanta has helped raise over \$27,000 in recent months for the Cystic Fibrosis Research Foundation. Pictured (l-r) accepting a plaque in appreciation of the station's efforts are Assistant PD John Bryant, News Director Gina Loque, and an unnamed CF representative.

EVOLUTION

Marital congratulations to WZZO/Allentown PD Lyn Corey, who's exiting that post and will wed EMIA album promo rep Ken Benson shortly. KUFO/Odessa, TX has switched from mellow rock to AOR. J. Michael Scott is PD at this 100,000 watt outlet; Harold Thompson has joined KUFO as Promotion Director from WOUR/Utica. Former KINK/Portland Co-MD Les Sarnoff has joined KXIQ/Bend, OR as Operations Manager. Former KQFM/Portland PD Thom O'Hair is doing some relief airshifts at KTIM/San Rafael. Scott Segraves has been upped to PD from Asst. PD at KSMB/Lafayette. Charlie West has been upped to PD from MD for KMOD/Tulsa. Dave Nichols has joined WRNO/New Orleans as MD from neighboring WEZB. Glenn Cornelius is now Asst. PD as well as MD for WBAB/Long Island. Gerry Martire is new to overnights at WBAB from WAAL/Binghamton. Steve Feinstein has been upped to MD for WYSP/Philadelphia. Nick Van Cleve has stepped down as MD from WYNF/Tampa. Casey Stangl (Stewart) has been named Promotions Director for KDKB/Phoenix. WDVE/Pittsburgh has hired Jack Robertson from WQXM/Tampa for evenings. Jeremy Schlosberg has exited WCMF/Rochester for the PD post at WBRU/Providence. WCMF's replacement Promotions Director is Bruce Haustin from KKRQ/Iowa City. Tim Bedure has joined KLOL/Houston from KZAP/Sacramento for mornings. Craig Kilpatrick has joined WXUS/Lafayette from WLSQ/Montgomery for nights. Don Pia is new to overnights at KPRI/San Diego from neighboring KCBQ. New to WZIR/Buffalo is "Doc" Robin Stearns from WQWD/Tallahassee as music assistant and evening air personality. Also new is Dave Culp from WRVR/Memphis for weekends and fill-ins. Claudia Barr has exited WZIR morning news for a news anchor TV post. She is replaced by Lola. Alan Thompson has joined WABB/Mobile for overnights. Kenny Puvogel has been upped to Album Coordinator for WB Records from a regional promotion post with the company. Several recent changes at WPYX/Albany: Bob Mason has joined for mornings, replacing Rick Van Zandt who is now doing promotions for the station. Kevin Belcastro has exited for airwork at WMJQ/Rochester, replaced at WZIR by former part-timer Bob Welch. And Cliff Nash has joined from WPDH/Poughkeepsie for overnights, replacing Harvey Kojan, who's moved into news for WZIR. Tom Kelly has been upped to PD for WZZO/Allentown.



CULT FOLLOWING: Columbia's Blue Oyster Cult visited KZOM/Beaumont following the band's area concert date. Pictured (l-r) are Promotion Director Mark McLaren, group's Eric Bloom, and KZOM MD Paul Gautier.

COLOR

98 ROCK CRAZY TRAIN: WQXM/Tampa, in conjunction with an Ozzy Osbourne concert tour, had write-in registrations to win one of 40 seats on a "98 Rock Crazy Train" from St. Petersburg to Tampa to see the band in concert. Along the way, winners feasted on free food and drinks in a private car.

A CONTEST FIT FOR KINGS: WGRQ/Buffalo, in conjunction with Elektra and the latest Kings album, gave away 50 copies of the album, and then did a random drawing from those 50 to win a trip to see the group in its home town of Toronto. The winners were driven by limousine, and aside from the show, met the band backstage and won a free dinner.

UPDATE

AOR radio has Rolling Stones fever! Aside from the newsmaking WAAF/Worcester tie-in with the group's first small-hall concert date last week (see Page 1), several AOR's, including KDKB/Phoenix and KICT/Wichita, are providing tickets, transportation, and sometimes accommodations to see the group in other cities. Not surprisingly, the fledgling tour has already caused some controversies: WRIF/Detroit PD Fred Jacobs wrote and voiced an on-air editorial questioning the festival seating policy for the Stones' Detroit dates. The editorial has garnered lots of listener support but a chilly reception from the show's promoter, who isn't talking to WRIF. Meanwhile, WRIF is preparing its own "Motor City Jam," an outdoor daylong benefit concert with six local acts plus headliner Mitch Ryder. Proceeds will help financially-troubled Detroit public radio station WDET; the show's planned for September 30. K94/Norfolk and a local cable TV channel have taped and stereo-simulcasted several rock acts recently, including Steppenwolf, States, and Nighthawks. WOUR/Utica raised \$950 for the humane society in a softball tourney. WOUR lost its game, but remained formidable overall, with a record of 52-17 to date this season. WWTR/Ocean City, MD needs album service from all labels for this Superstars 2 station. Contact PD/MD Dave Kettinger at (301) 289-4545. DC101/Washington morning crazy Howard Stern did a recent "Dial-a-Date" with Linda Blair, who was in town to promote her latest screamer, "Hell Night." K102/Ft. Lauderdale sponsored its fourth annual river raft race, raising \$7000 for MDA. The race was followed by a free party on the beach with a live broadcast of the awards ceremony.

COMING NEXT WEEK: AOR was picked as the format for the world's first radio-on-TV experiment. Next week, we'll speak with Music TV's Bob Pittman about how this breakthrough may already be affecting album sales, as well as listening patterns for both radio and TV.



WPLJ'S MAIN COURSE: MEAT LOAF — Epic/Cleveland International's Meat Loaf (center) was given a warm welcome by WPLJ/New York PD Larry Berger (right) and MD Dorothy Vanturin (left) recently when he visited the station in promotion of his latest LP.

CONCERTS & CONVERSATIONS

BROADCASTS: John Hall on WNEW-FM/New York. Koko Taylor on KTIM/San Rafael.

GUEST DJ'S: Billy Squier on WIMZ/Knoxville.

CONVERSATIONS: DVC, Michael Stanley Band on KEZO/Omaha. Papa John Creach, Tim Welsberg, Rodney Crowell on KTIM/San Rafael. Look on WFBQ/Indianapolis. Blotto on CHEZ-FM/Otowa. Van Halen, Pretenders on KLOL/Houston. Dirt Band on WNEW-FM/New York. Journey, Point Blank, Red Rider, Any Trouble on WIOT/Toledo. Blackfoot on WFYV/Jacksonville. Tubes on KSJO/San Jose. Yellowjackets on WXCI/Danbury. Go Go's on WKZL/Winston-Salem. Pat Benatar, Triumph on WSYR/Syracuse. Riot, Triumph on KWXL/Albuquerque. Dregs on WEZX/Scranton. Duran Duran on WBCN/Boston.

DEVO



We know where the old traditions have taken us.
And now we're all here together.
So, let's get out of here! Give the past the slip!
It's time to seek out New Traditions.
It's time for **DEVO!**

Get New Traditionalists,
DEVO'S latest musical mutation
designed to protect you from the Ninnies and the Twits.
On Warner Bros. Records & Tapes.
Includes a limited edition bonus single
"Working In The Coalmine"
and 2 x 3 poster.

The tour:

October 13 Minneapolis MN
October 14 Kansas City KS
October 16 Chicago IL
October 17 Milwaukee WI
October 18 Cincinnati OH
October 19 Pittsburgh PA
October 21 Passaic NJ
October 23 Albany NY
October 24 Tarrytown NY
October 25 Buffalo NY
October 26 Toronto
October 27 Ann Arbor MI
October 30-31 New York NY
November 2 College Park MD

November 3 Tomorrow Show NYC
November 5 Boston MA
November 6 Providence RI
November 7 Philadelphia PA
November 8 Hempstead NY
November 10 Hampton VA
November 12 Atlanta GA
November 13 Gainesville FL
November 14 Ft. Lauderdale FL
November 15 Tampa FL
November 18 New Orleans LA
November 19 Houston TX
November 20 Dallas TX
November 21 Austin TX

November 23 Norman OK
November 24 Denver CO
November 27 Portland OR
November 28 Seattle WA
November 30 Vancouver
December 3 Sacramento CA
December 4-5 San Francisco CA
December 7-8 Los Angeles CA
December 10 Inglewood CA
December 12 San Bernardino CA
December 13 Long Beach CA
December 16 Phoenix AZ
December 18 San Diego CA
December 19 Las Vegas NV

Radio & Records **AOR** NATIONAL AIRPLAY/40 Chart Summary

September 25, 1981

160 REPORTERS

Album cuts are listed in order of airplay preference.

9/4	9/11	9/18	9/25	Artist	Album	Album Cuts
8	2	1	1	ROLLING STONES	Tattoo You (Rolling Stones)	"Start" "Fire" "Slave" "T&A" "Hero" "Waiting" "Night"
1	4	4	2	FOREIGNER	4 (Atlantic)	"Edge" "Stop" "Lace" "Think"
2	1	2	3	STEVIE NICKS	Bella Donna (Modern/Atco)	"Don't" "Stone" "Who's" Title "Tryin'" "Let" "R&R" "Old"
3	3	3	4	JOURNEY	Escape (Columbia)	Title "Ride" Title "Mob" "Coal"
—	15	8	5	BOB SEGER & SILVER...	Nine Tonight (Capitol)	"Promises" "Fire" Title "Just" "Tube" "Pearl" "Party"
5	6	5	6	HEAVY METAL	Various Artists (Full Moon/Asylum)	"Destroyer" "Dial" "Things"
4	5	6	7	PAT BENATAR	Precious Time (Chrysalis)	"Lost" "Hard" "Moments"
7	7	7	8	ZZ TOP	El Loco (WB)	"Power" "Fight" "Goodbye" "Fool" "Owls"
21	12	9	9	KINKS	Give The People... (Arista)	"Lunatic"
—	27	14	10	DAN FOGELBERG	The Innocent Age (Full Moon/Epic)	"Hold" "Twilight" "News" "Life's"
33	20	17	11	TRIUMPH	Allied Forces (RCA)	"Straight" "Judgement" Title
25	18	15	12	LITTLE RIVER BAND	Time Exposure (Capitol)	"Let" "Heartbreak"
19	17	19	13	RED RIDER	As Far As Siam (Capitol)	"Burnin'" "Sole"
11	11	10	14	ELO	Time (Jet)	"Voice" "Meanwhile"
10	9	11	15	ALLMAN BROTHERS BAND	Brothers Of The Road (Arista)	45
15	16	16	16	DEF LEPPARD	High 'N' Dry (Mercury/PolyGram)	"Adulthood" "Pack" "Roses"
9	10	13	17	BLUE OYSTER CULT	Fire Of Unknown Origin (Columbia)	"Dark" "Lonely" "Lover" "Daze"
6	8	12	18	MOODY BLUES	Long Distance... (Threshold/PG)	"Alien" "Homesick" "Higher"
—	—	—	19	POLICE	Every Little Thing... (A&M)	"Heartland" "Hearts" "Nite"
18	19	21	20	PRETENDERS	Pretenders II (Sire)	"Sausalito"
12	13	18	21	BILLY SQUIER	Don't Say No (Capitol)	Title "Go" "Mano" "Head"
—	35	32	22	ATLANTA RHYTHM...	Quinella (Columbia)	"Everything" "Jessie's"
13	14	20	23	MICHAEL STANLEY BAND	North Coast (EMI America)	"Goodbye" "Jack" "Miami"
22	22	24	24	DIESEL	Watts In A Tank (Regency)	Title "Fire"
—	—	32	25	HALL & OATES	Private Eyes (RCA)	"Easy" "Gringo" "Teenage"
39	34	30	26	RICK SPRINGFIELD	Working Class Dog (RCA)	"Flesh" "Hang" "Breakout" "Side"
—	—	—	27	BILLY JOEL	Songs In The Attic (Columbia)	"Girl" "Mr. Rock"
20	24	22	28	DIRT BAND	Jealousy (EMI America)	"Merilee" Title "Rock" "Pretender"
29	32	26	29	LITTLE FEAT	Hoy-Hoy! (WB)	Title "Independence" "School"
30	26	25	30	SHOOTING STAR	Hang On For Your Life (Virgin/Epic)	Title "Heart"
—	—	34	31	CHILLIWACK	Wanna Be A Star (Millennium)	"Need" "Central"
—	—	40	32	DONNIE IRIS	King Cool (MCA)	45
35	33	29	33	JON & VANGELIS	Friends Of Mr. Cairo (Polydor/PG)	"Woody" "Living" "Belong" Title
—	—	35	34	NILS LOFGREN	Night Fades Away (Backstreet/MCA)	"Swords" "Outlaw"
37	39	38	35	IAN HUNTER	Short Back 'n' Sides (Chrysalis)	"Waiting" "Woman" "Kings"
—	—	—	36	GENESIS	No Reply At All (Atlantic)	"Poor" "Chevy"
31	30	27	37	RICKIE LEE JONES	Pirates (WB)	
—	38	39	38	RIOT	Fire Down Under (Elektra)	
17	25	28	39	TOM PETTY & HEARTBREAKERS	Hard Promises (Backstreet/MCA)	
—	—	—	40	SURVIVOR	Premonition (Scotti Bros.)	

STONES maintained their top airplay position this week in a very tight race with both FOREIGNER, who reclaimed second place, and STEVIE, who maintained a lead in total reports. SEGER made significant hot airplay gains. KINKS held rock steady. FOGELBERG, TRIUMPH, LRB and RIDER all showed airplay gains. DEF maintained. The POLICE single debuted with a strong 122 adds. PRETENDERS resurged in medium reports. ARS jumped up. DIESEL picked up some new stations as it maintained. H&O and SPRINGFIELD continued to climb. JOEL debuted with strong add response. CHILLIWACK and IRIS leaped up as adds converted into upper airplay rotations. NILS inched up as HUNTER climbed. The GENESIS single debuted with 75 adds. RIOT inched up while SURVIVOR debuted. The Significant Action listings came closest to charting this week.

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

MOST ADDED

Artist	9/25	9/18	9/11	9/4	8/28
1 BILLY JOEL	8766	0/0	0/0	0/0	0/0
2 SURVIVOR	53/24	33/19	22/19	4/3	0/0
3 DONNIE IRIS	62/20	51/23	44/42	0/0	0/0
4 MAYDAY	34/17	19/16	6/6	0/0	0/0
5 KINGS	30/14	23/16	15/15	0/0	0/0
6 KIX	23/13	19/18	5/5	1/1	0/0
7 HARLEQUIN	17/13	7/7	3/3	1/0	1/0
8 ATLANTA RHYTHM...	26/12	78/20	64/47	23/16	9/7
9 TRIUMPH	112/11	82/12	79/31	71/58	0/0
9 RODNEY CROWELL	13/11	0/0	0/0	0/0	0/0
9 KARLA DEVITO	11/11	0/0	0/0	0/0	0/0
9 JOHN HALL BAND	11/11	0/0	0/0	0/0	0/0
13 RIOT	48/10	43/5	41/8	41/18	27/19

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

MEDIUM

Artist	9/25	9/18	9/11	9/4	8/28
1 TRIUMPH	112/80	82/64	79/40	71/0	0/0
2 KINKS	138/73	120/64	114/39	97/4	0/0
2 RED RIDER	110/73	88/62	88/66	80/53	67/49
4 DEF LEPPARD	96/72	90/70	90/67	83/54	77/55
5 MICHAEL STANLEY...	79/57	87/57	94/53	106/64	101/65
8 DIRT BAND	66/55	73/53	71/56	80/67	64/35
7 ELO	104/51	110/39	108/38	112/38	114/44
7 ALLMAN BROTHERS...	39/51	111/62	117/67	127/68	120/65
7 ATLANTA RHYTHM...	85/51	78/40	64/12	23/6	9/2
10 DAN FOGELBERG	124/48	111/32	91/3	11/1	0/0
11 CHILLIWACK	62/46	53/37	45/25	50/23	40/0
12 BLUE OYSTER CULT	89/43	100/51	107/48	125/49	128/50
12 LITTLE FEAT	62/43	65/48	59/43	62/36	55/29
14 DIESEL	72/42	65/42	68/47	68/51	71/53
14 IAN HUNTER	51/42	48/34	47/32	50/39	44/32

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

THE HOTTEST

Artist	9/25	9/18	9/11	9/4	8/28
1 ROLLING STONES	152/147	150/148	145/139	155/48	48/10
2 STEVIE NICKS	155/138	150/138	150/139	156/140	154/133
3 FOREIGNER	154/137	146/128	146/133	153/144	149/138
4 JOURNEY	147/133	145/135	142/134	152/141	151/139
5 BOB SEGER & SILVER...	161/114	138/56	98/10	0/0	0/0
6 HEAVY METAL	141/109	141/113	134/106	140/100	141/94
7 PAT BENATAR	132/101	136/111	138/122	147/135	146/136
8 ZZ TOP	129/87	122/84	123/83	128/85	130/80
9 DAN FOGELBERG	124/87	111/65	91/7	110	0/0
10 MOODY BLUES	89/59	101/71	115/87	134/107	134/115
11 KINKS	136/57	120/49	114/36	87/0	0/0
11 LITTLE RIVER BAND	89/57	95/47	78/25	62/3	0/0
13 ELO	104/52	110/69	108/66	112/70	114/64
14 ALLMAN BROTHERS...	39/48	111/47	117/49	127/54	120/48
15 BILLY SQUIER	71/47	74/49	84/55	95/67	105/73

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

AOR BREAKERS

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

POLICE
"Every Little Thing..."
(A&M) 45
78% of our reporters on it.
Total single reports: 122.
Debuted this week at number 19.

BILLY JOEL
Songs In The Attic
(Columbia)
"Goodbye" "Jack" "Miami"
54% of our reporters on it.
Total album reports: 87. A-86,
M-10, H-11. Debuted this
week at number 27.

Significant Action

- MEAT LOAF** Dead Ringer (Epic/Cleveland Int'l)
"Peel" Title Total: 47. A-5, M-34, H-8
- BALANCE** Balance (Portrait)
"Breaking" "Dream" Total: 43. A-2, M-30, H-11
- BLACKFOOT** Marauder (Atco)
"Fly" "Searchin'" Total: 42. A-0, M-34, H-8
- FOGHAT** Girls To Chat... (Bearsville/WB)
"Live" "Wide" Total: 40. A-0, M-32, H-8
- GRATEFUL DEAD** Dead Set (Arista)
"Friend" "Deal" Total: 39. A-5, M-18, H-16
- MAYDAY** Mayday (A&M)
"Young" Total: 34. A-17, M-16, H-2
- NOVO COMBO** Novo Combo (Polydor/PolyGram)
"Up" "City" Total: 34. A-7, M-26, H-2
- BOB DYLAN** Shot Of Love (Columbia)
Title "Trouble" Total: 33. A-0, M-26, H-8
- GENESIS** "Abacab" (Charisma)
45 Total: 31.
- ICEHOUSE** Icehouse (Chrysalis)
Title "Sister" Total: 31. A-1, M-16, H-14

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

JAZZ ON AOR

- Last This Week
- 2 1 **AL JARREAU** Breakin' Away (WB)
"Love"
 - 1 2 **YELLOWJACKETS** Yellowjackets (WB)
"Idol" "Strut" "Rush" "Hornet"
 - 3 3 **SPYRO GYRA** Freetime (MCA)
"Strut" "Telluride" Title
 - 4 **TOM SCOTT** Apple Juice (Columbia)
Title "White"
 - 4 5 **PASSPORT** Blue Tattoo (Atlantic)
"Orchestra" "Ragtag"
 - 6 6 **MILES DAVIS** The Man With The... (Columbia)
"Fat" "Betty" "Shout"
 - 5 7 **TIM WEISBERG** Travellin' Light (MCA)
"Sleepwalk"
 - 8 8 **JOHN NEPTUNE** Shogun (Inner City)
"Windows" "Ninja"
 - 10 9 **SADAO WATANABE** My Dear Life (Inner City)
Title
 - 10 **BOB JAMES** Sign Of... (Tappan Zee/Columbia)
"Enchanted"

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

REGIONAL AOR ACTIVITY

EAST

Q104 WQBX FM
151-462-5555
Albany

98Rock WYNY
301-889-0098
Baltimore

WAAJ
807-772-8850
Binghamton

WOCZ
617-267-9090
Boston

WCEM
603-542-7735
Claremont

WCCW AM/FM
203-233-4426
Hartford

WBLM
207-783-2065
Lewiston-Portland

WZZO
215-694-0511
Allentown

104FM WBCN
617-266-1111
Boston

97Rock
716-881-4555
Buffalo

WHGN
203-247-1080
Hartford

WLIR FM 92.7
516-485-9200
Long Island

MOST ADDED

BILLY JOEL
Songs In The Attic (Columbia) 27/21

MAYDAY
Mayday (A&M) 1/06

RODNEY CROWELL
Rodney Crowell (WB) 6/8

FRANK ZAPPA
Are You... (Barking Pumpkin) 6/5

SURVIVOR
Premonition (Scott Bros.) 9/5

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

MEDIUM

TRUMP
Allied Forces (RCA) 27/20

NILS LOFGREN
Night... (Backstreet/MCA) 23/18

ELO
Time (Jet) 29/17

RED RIDER
As Far As Slam (Capitol) 28/17

DEF LEPPARD
High 'N' Dry (Mercury/PG) 18/18

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

STEVIE NICKS
Bella Donna (Modern/Atco) 38/36

ROLLING STONES
Tattoo You (Rolling Stones) 37/36

FOREIGNER
4 (Atlantic) 38/34

JOURNEY
Escape (Columbia) 37/34

BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 38/31

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.

104FM WBCN
617-266-1111
Boston

104FM WBCN
617-266-1111
Boston

104FM WBCN
617-266-1111
Boston

104FM WBCN
617-266-1111
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617-266-1111
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104FM WBCN
617-266-1111
Boston

104FM WBCN
617-266-1111
Boston

A little something for your bumper...

Stick to Marketplace, page 55

EAST

WBAB 102.3

Long Island
516-587-1023

PO: BOB BAILEY
NO: BOB BAILEY

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WPLJ 95.5

New York
212-887-7777

PO: LARRY WISNER
NO: DONOTHY WATKINS

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WVSP 94 ROCK

Philadelphia
215-688-0460

PO: DAVID HUNTER
NO: DAVID HUNTER

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WVSP 94 ROCK

Rochester
716-232-7650

PO: TOM HUNTER
NO: TOM HUNTER

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WOUR

Utica-Syracuse
315-797-0803

PO: DAVID HUNTER
NO: DAVID HUNTER

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

97.1 FM

Manchester
603-625-8915

PO: JOE HILL/PAUL
NO: KAREN ANDERSON

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

105.5 WJHA

North Jersey
201-328-1055

PO: BOB LINDER
NO: BOB LINDER

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

102.1 WJVE

Pittsburgh
412-582-5900

PO: DAVID LANGE
NO: DAVID LANGE

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

107

Scranton
717-961-1842

PO: CHRIS HERTON
NO: CHRIS HERTON

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

DC 101 AM FM

Washington, D.C.
202-828-9932

PO: DAVID HUNTER
NO: DAVID HUNTER

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

97.1 FM

New Haven
203-777-8617

PO: CHRIS HANSEN
NO: CHRIS HANSEN

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

105.5 WJHA

Ottawa
613-563-1919

PO: STEVE COLWILL
NO: GREG TORRINGTON

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

105.5 WJHA

Poughkeepsie
914-471-1500

PO: MIKE HARRIS
NO: STEVE SCHWARTZ

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

99X

Syracuse
315-682-9538

PO: ED LEVINE
NO: AMY DAHLMAN

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

FM 105

West Virginia
304-722-3308

ASST. PO: DOUG BURTON
NO: DOUG BURTON

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WPLR

New Haven
203-777-8617

PO: CHRIS HANSEN
NO: CHRIS HANSEN

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WIOE

Philadelphia
215-687-8100

PO: ALAN DENNIS
NO: ALAN DENNIS

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WCMF 96

Rochester
716-288-3200

PO: TRIP REBE
NO: DATE NAME

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

94 ROCK

Syracuse
315-472-9797

PO: MIKE CASTLE
NO: TOM NAST

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WERI-FM 104

Westerly
401-596-7728

PO: LYNNE GALLMAN
NO: STEVE FELDMAN

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WVSP 94 ROCK

New York
212-986-7000

PO: SCOTT HUBB
NO: NANNIE BERNARD

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WMMR

Philadelphia
215-561-0933

PO: CHARLIE KENDALL
NO: JOE BORDENKAMP

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

WVSP 94 ROCK

Toronto
416-967-3445

PO: GARY SLAYTON
NO: BOB MACKENZIE

Added:
BILLY JOEL (Columbia)
JOURNEY (Columbia)
-GENESIS (Atlantic)

Medium:
HEAVY METAL (Full Moon/Arista)
NICKI JACKSON (Mercury/PG)
-POLICE (A&M)

Hot/Top:
ROLLING STONES (Rolling Stones)
STEVE NICKS (Mercury/Arista)
-POLICE (A&M)

ROCK

THE HOTTEST

FOREIGNER
4 (Atlantic) 34/31

ROLLING STONES
Tattoo You (Rolling Stones) 32/31

STEVE NICKS
Bella Donna (Modern/Arista) 34/29

BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 34/28

JOURNEY
Escape (Columbia) 31/28

THE HOTTEST

FOREIGNER
4 (Atlantic) 34/31

ROLLING STONES
Tattoo You (Rolling Stones) 32/31

STEVE NICKS
Bella Donna (Modern/Arista) 34/29

BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 34/28

JOURNEY
Escape (Columbia) 31/28

THE HOTTEST

FOREIGNER
4 (Atlantic) 34/31

ROLLING STONES
Tattoo You (Rolling Stones) 32/31

STEVE NICKS
Bella Donna (Modern/Arista) 34/29

BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 34/28

JOURNEY
Escape (Columbia) 31/28



**Carolyn
Parks**

Country

COUNTRY COMES TO PHILADELPHIA

WFIL & WUSL Throw Cowboy Hats In Ring

I must confess that the transformation of WFIL & WUSL into the first viable Country outlets in the Philadelphia market (R&R 9-4) gives me mixed emotions. On the one hand, I'm excited over the prospect of Country radio finally entering the fifth largest market; on the other hand, it also raises feelings of nostalgia for a station when I spent an extremely happy and productive 4½ years. A little background is in order.

WFIL has been rocking since its 1966 conversion from an old-line MOR facility. The changeover and resultant head-to-head combat with market-dominant WIBG (now WZZD) was probably the most exciting radio battle in Philadelphia's history. WFIL emerged the winner and, until recently, retained its title as "The Sound Of Philadelphia"; however, the past several years have produced a gradual but steady erosion of the once dominant station (and its A/C-programmed FM as well).

WUSL was the first to throw its cowboy hat in the ring on the Fourth of July weekend, followed by WFIL two months later on Labor Day weekend. President/GM Jim DeCaro picks up the story from there.

"Timing was so critical on this. One of the first things I really fought for in trying to get a corporate decision was for that long weekend situation to debut both stations. I thought we could pick up a tremendous number of outdoor listeners with people traveling to and from the shore; plus, since we started on the last day of the work week, we could get those people going into work and shock them with this new sound. Whether they liked it or not, we felt that they would talk about it enough to create interest above and beyond what we normally might get."



Jim DeCaro

A great deal of thought and research was undertaken before the first country tune went on the air, as Jim explains. "People tended to believe that Philadelphia was the kind of market where Country would never work. There's that old myth that Country doesn't make it in the Northeast and belongs somewhere in the West or Southwest. Even one of my former program directors with whom I discussed the possibility of going Country said that there was no market for it. WRCP tried it, but it's an inferior facility way up on the dial, a daytimer, and you can't even hear them because it's so highly directional."

Checking Country In Other Markets

"We went back to 1977 and tracked the growth of Country all over the country, using fairly sophisticated urban markets that we might be able to compare Philadelphia with, such as New York, Pittsburgh, Washington, DC, Chicago, and Los Angeles. Based on that cross-section we discovered that not only were the Country stations doing well or coming on, but as each additional station was being added in those markets, it was not fragmenting the Country audience but expanding it."

"We also took into consideration the type of lifestyle that's developed in the last few years as a result of TV shows like 'Dallas' and all of the country specials on the air, movies like 'Urban Cowboy' and 'The Electric Horseman,' and even the way styles in clothes have changed. From what we were observing in Philadelphia in the way people were dressing and their lifestyles here and the success of those kinds of shows in our market, we felt that the opportunity was ripe."

"After taking all that into consideration, we decided to convert WUSL first. Then, based on the immediate response to WUSL, we felt we had a tiger by the tail. So much so that with only one Country station in the market, we were afraid that someone else might want to

come in and take a shot at it. The potential for two Country stations was great. To protect our franchise on the FM, we decided to go Country on the AM and, we hoped, lock out competitors. Someone might come in if there were only one Country station in town, but people might think twice before they would come in to be the third."

In a market the size of Philadelphia it's difficult to keep anything a secret, much less the imminent format change of one of the city's most prominent stations. Yet the whole industry was stunned when the news was announced. How did they keep the lid on? "One of the newspapers in town had released a story about a month prior to the changeover saying that there was a rumor going around that we were going all-Talk," Jim remembers. "I was real pleased that that story came out... it really got everybody going in a different direction and allowed me to do the work quietly without tipping our hand. Everybody in the market was totally surprised, and that's exactly what we hoped to accomplish."

Subtle AM-FM Differences

Both the AM and FM are being consulted by George Burns, in conjunction with Joe Sommerset. However, each station has retained its current PD, Dean Tyler on WFIL and Kris Chandler for WUSL, to implement the



Dean Tyler



Kris Chandler

new formats. Jim notes that while "neither one of them have had country backgrounds, all it really takes, I believe, is a professional and knowledge of and experience in radio programming, combined with the enthusiasm and excitement which they both have."

While both stations sound very similar at present, with almost identical music lists, there are some subtle differences with more planned for the future, as Jim elaborates. "We're playing the country hits, both the singles and album cuts too. On the FM the rotation of the current hits is not as tight. We plan to tighten up the rotation on the currents half again on the AM side, and then we'll expand that music list somewhat. However, we'll be extremely careful, because we want to make sure that whatever we play always was classified as a solid country hit. As far as oldies go, we may go back to the mid-70's up till now, although we could go back as late as 1970 based on the selection, the artist and the impact that the tune had at that time period. We want to make sure that everything we play is totally familiar, and we really don't want to establish a Western 'twang' sound. It's definitely going to be a Contemporary Country sound."

Jim continues to describe the AM vs. FM presentation. "The FM has very little personality, a very laid-back sound, with very few interruptions and a 100% emphasis on the music. That's why we call it 'Continuous Country Music.' On the AM, by contrast, we are continuing with newscasts, sportscasts, Shadow Traffic reports, and CompuWeather. The AM personalities have the freedom to make comments about the records or about activities that are happening in the Philadelphia market that will tie us in to the city on a personality basis. The FM does not have that flexibility."

Lineup Shifts

While the station has retained many of its former personalities, a number of its jocks and newscasters have departed, most notably five-year morning man

Don Cannon (who moved across the street to WFIL) and 35-year veteran newscaster Allen Stone. Jim comments on the staff changes. "We sat down the personalities that we had a feeling might adjust to the new format and asked them if they wanted to stay or if they would like us to work out an amicable separation, and we would use whatever facilities and capabilities we had to try and place them somewhere else. In Allen Stone's case we sat down and discussed the whole thing, and it was our mutual feeling that with the kind of personality, style, and flare that Allen has, he would have been such a dominant personality in the whole environment that it would have taken away from the format change and could tend to destroy his credibility. He just did not feel that it would be compatible with his image, and I was inclined to agree with him. It was a situation where in each one of the individuals' cases we all felt that it would be a difficult transition for them."

Barbara Sommers has been elevated into the prime morning drive slot at WFIL. I asked Jim's reasoning behind the move. "Frankly, Barbara's a professional. She was voted Philadelphia's #1 female radio personality by Philadelphia magazine. That honor doesn't come lightly. We have surrounded her with enough activity and features in the morning that she is not isolated, and, from what we've seen, country music has a very strong female following, so we thought she might give that a new perspective that we haven't had before."

Listener response to the FM has been extremely favorable thus far, and Jim expects the same feedback from WFIL listeners. "When we looked at all the research material we had, the success and response to WUSL was the final clincher; that convinced us to go with WFIL because we felt we had a winner on our hands. I've had more people tell me 'We've been closet Country listeners, and we've had to wait until we drive out of the market before we can pick up a Country station. Now we have it right here in our own town.' I think we're going to draw listeners from a wide variety of stations because the letters I've been getting mention a whole cross-section of stations here in the market that they've been listening to. Their attitude is 'Thank God, now we have country music... we don't have to wait to hear one or two selections throughout the whole day.'"

"We're expecting to get a good share of the market, and I would hope that we'll see both stations really on the move at the expiration of this fall sweep. The FM

"When we looked at all the research material we had, the success and response to WUSL was the final clincher; that convinced us to go with WFIL because we felt we had a winner on our hands."

station will be a step or two ahead of the AM, but I believe that the AM will be right behind. After the book I think we'll reach a real good plateau from which we can go on beyond that."

Parent company Lin Broadcasting has obviously committed for the long haul on both stations with initial newspaper and television campaigns planned, combined with outside, transit, and even bumper sticker advertising a possibility for 1982. The results should make interesting reading in the next ratings book; but regardless of the outcome, the event itself has created an air of excitement and vitality in the market. Jim describes it: "I've been hearing not only from people in Philadelphia, but from programmers around the country, that Philadelphia radio is good but it sure has gotten boring... everybody's doing the same thing. We've always been a leader in the past, and we thought it was time to take the bit in the mouth and take a brand new bold step."



BREAKERS

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

EMMYLOU HARRIS & DON WILLIAMS If I Needed You (WB)

On 83% of reporting stations. National Summary: Up 18, Same 26, Down 0, Debuts 28, Adds 19. A Most Added record. R&R Chart: 48-40.

MERLE HAGGARD My Favorite Memory (Epic)

On 77% of reporting stations. National Summary: Up 26, Same 17, Down 0, Debuts 23, Adds 18. A Most Added record. R&R Chart: 49-42.

ANNE MURRAY It's All I Can Do (Capitol)

On 70% of reporting stations. National Summary: Up 23, Same 23, Down 0, Debuts 16, Adds 15. R&R Chart: Debut 43.

CON HUNLEY She's Steppin' Out (WB)

On 65% of reporting stations. National Summary: Up 31, Same 19, Down 0, Debuts 12, Adds 9. R&R Chart: Debut 44.

SONNY CURTIS Married Women (Elektra)

On 62% of reporting stations. National Summary: Up 40, Same 17, Down 0, Debuts 9, Adds 2. R&R Chart: 50-45.

Most Added:

- JOHNNY LEE
Bet Your Heart On Me (Full Moon/Asylum)
- LARRY GATLIN
What Are We Doin' Lonesome (Columbia)
- GEORGE JONES
Still Doin' Time (Epic)
- GENE WATSON
Fourteen Carat Mind (MCA)
- STEVE WARINER
All Roads Lead To You (RCA)
- WILLIE NELSON
Mountain Dew (RCA)

Hottest:

- EDDIE RABBITT
Step By Step (Elektra)
- CHARLEY PRIDE
Never Been So Loved (In All My Life) (RCA)
- T.G. SHEPPARD
Party Time (WB/Curb)
- OAK RIDGE BOYS
Fancy Free (MCA)
- LACY J. DALTON
Takin' It Easy (Columbia)
- RAZZY BAILEY
Midnight Hauler (RCA)

MOST ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week. indicates one of this week's "most added" new songs.

RICKY SKAGGS "You May See Me Walkin'" (Epic) 66/13

National Summary: Up 26, Same 14, Down 0, Debuts 14, Adds 13, KMAK, KVEG, KLAC, KWJJ, WKXA, WYII, WCOS-FM, WQIK-FM, WSIX-FM, WKLM, WHBF, WKKN, WIL-AM-FM, WIXL-FM 41-31, WKSJ-FM 38-28, KSO 32-26. R&R Chart: Debut 49.

GEORGE STRAIT "Down And Out" (MCA) 65/9

National Summary: Up 15, Same 27, Down 0, Debuts 14, Adds 9, WMZQ-FM, WVMI, WQYK-FM, WKLM, WSLR, KBUF, WDAF, WKCO-FM, KBYM, WYII 60-43, KRRV d-36, KOKE-FM 41-36, WTQR-FM d-37, KEBC-FM 48-36, KUZZ 48-41. R&R Chart: Debut 50.

JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 58/54

National Summary: Up 0, Same 0, Down 0, Debuts 4, Adds 54 including WMAQ, WSAI, WUBE-FM, WHK, WFMS-FM, KEBC-FM, KEED, KLAC, KEEN, KMPS-AM-FM, WNYR, WMZQ-FM, KOKE-FM, KIKK-FM, WMC-AM, WLWI-FM, WSIX-FM.

LARRY GATLIN "What Are We Doin' Lonesome" (Columbia) 54/37

National Summary: Up 1, Same 12, Down 0, Debuts 4, Adds 37 including KOKE-FM, WGTO, WQIK-FM, WSIX-FM, WSLR, WSAI, WCXI, WFMS-FM, KFDD-AM, KLZ, KNIX-FM, KSOP, KGA, WWCS-FM, WYII.

STEVE WARINER "All Roads Lead To You" (RCA) 46/23

National Summary: Up 2, Same 14, Down 0, Debuts 7, Adds 23 including KSO, WCXI, WFMS-FM, WIRE, KBYM, KRDR, KRSY, WQNA-FM, WMZQ-FM, KOKE-FM, WCOS-FM, WGTO, WQIK-FM, WMC-AM, WIRK-FM.

TOMPALL & THE GLASER BROTHERS "Just One Time" (Elektra) 45/16

National Summary: Up 4, Same 21, Down 0, Debuts 5, Adds 16, WSEN, WCAW, WPD, WQIK-FM, KLRA, WWOD, WKSJ-FM, WTQR-FM, WSAI, WGEE, WXCL, WHBF, WKCO-FM, KBYM, KWJJ, WIXL-FM 43-33.

DAVID FRIZZELL "Lefty" (WB) 45/4

National Summary: Up 18, Same 17, Down 1, Debuts 5, Adds 4, WKLM, WITL-FM, WXCL, WTHI, KOKE-FM 43-38, WQIK-FM 50-46, WKSJ-FM 32-26, KKYX 41-38, WQYK-FM 30-23, KSO 31-26, KVOD 46-40, KUZZ 46-42, KNIX-FM 38-36.

Radio & Records NATIONAL AIRPLAY/50

September 25, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK	WEEKS	WEEKS	WEEKS	ARTIST/Title (Label)
7	3	1	1	1	1	EDDIE RABBITT/Step By Step (Elektra)
4	1	2	2	2	2	T.G. SHEPPARD/Party Time (WB/Curb)
8	6	4	3	3	3	LACY J. DALTON/Takin' It Easy (Columbia)
10	10	6	4	4	4	LEON EVERETTE/Hurricane (RCA)
22	15	11	5	5	5	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
14	14	10	6	6	6	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
9	9	8	7	7	7	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
11	8	7	8	8	8	RAZZY BAILEY/Midnight Hauler (RCA)
12	12	9	9	9	9	ED BRUCE/Everything's A Waltz (MCA)
13	13	13	10	10	10	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
3	4	3	11	11	11	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
33	24	19	12	12	12	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)
23	17	16	13	13	13	RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)
30	21	17	14	14	14	GLEN CAMPBELL/I Love My Truck (Mirage)
1	2	5	15	15	15	MICKEY GILLEY/You Don't Know Me (Epic)
42	37	23	16	16	16	OAK RIDGE BOYS/Fancy Free (MCA)
35	27	21	17	17	17	GAIL DAVIES/Grandma's Song (WB)
21	18	18	18	18	18	MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia)
29	23	22	19	19	19	JOHN ANDERSON/I Love You A Thousand Ways (WB)
40	32	26	20	20	20	KENDALLS/Teach Me To Cheat (Mercury/PolyGram)
24	16	15	21	21	21	BILLY SWAN/I'm Into Lovin' You (Epic)
43	39	29	22	22	22	BARBARA MANDRELL/Wish You Were Here (MCA)
36	31	25	23	23	23	BURRITO BROTHERS/She Belongs To Everyone But Me (Curb)
37	30	24	24	24	24	B.J. THOMAS/I Recall A Gypsy Woman (MCA)
2	5	12	25	25	25	DON WILLIAMS/Miracles (MCA)
41	33	28	26	26	26	ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
44	42	32	27	27	27	FRED KNOBLOCK/Memphis (Scotti Bros.)
-	47	41	28	28	28	KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
-	40	39	29	29	29	HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
5	7	14	30	30	30	RONNIE McDOWELL/Older Women (Epic)
45	43	37	31	31	31	DOLLY PARTON/The House Of The Rising Sun (RCA)
-	44	42	32	32	32	JOHN CONLEE/Miss Emily's Picture (MCA)
48	41	34	33	33	33	DEBORAH ALLEN/You (Make Me Wonder Why) (Capitol)
46	34	30	34	34	34	JOHNNY RODRIGUEZ/Trying Not To Love You (Epic)
47	46	43	35	35	35	ZELLA LEHR/Feedin' The Fire (Columbia)
-	45	44	36	36	36	TAMMY WYNETTE/Crying In The Rain (Epic)
6	11	20	37	37	37	RONNIE MILSAP/There's No Gettin' Over Me (RCA)
34	28	27	38	38	38	TOM JONES/What In The World's... (Mercury/PolyGram)
-	50	46	39	39	39	MEL TILLIS/One-Night Fever (Elektra)
-	-	48	40	40	40	EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
-	-	47	41	41	41	SYLVIA/Heart On The Mend (RCA)
-	-	49	42	42	42	MERLE HAGGARD/My Favorite Memory (Epic)
-	-	48	43	43	43	ANNE MURRAY/It's All I Can Do (Capitol)
-	-	49	44	44	44	CON HUNLEY/She's Steppin' Out (WB)
-	-	50	45	45	45	SONNY CURTIS/Married Women (Elektra)
27	25	33	46	46	46	WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)
49	38	38	47	47	47	BOBBY BARE/Take Me As I Am (Or Let Me Go) (Columbia)
17	19	31	48	48	48	JOHN DENVER/Some Days Are Diamonds... (RCA)
-	-	49	49	49	49	RICKY SKAGGS/You May See Me Walkin' (Epic)
-	-	50	50	50	50	GEORGE STRAIT/Down And Out (MCA)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

DON KING "The Closer You Get" (Epic) 44/10

National Summary: Up 9, Same 22, Down 0, Debuts 3, Adds 10, WUBE-FM, KWMT, WDAF, WXCL, KCKC, WWCS-FM, WYII, KOKE-FM, WSIX-FM, WQYK-FM, KFEQ 47-38, KEED 47-40, KMPS-AM-FM 27-20, WIXL-FM 15-6, KYXX 43-39.

GEORGE JONES "Still Doin' Time" (Epic) 39/38

National Summary: Up 0, Same 1, Down 0, Debuts 2, Adds 38 including KOKE-FM, WYDE, WLWI-FM, WSLR, WSAI, WHK, KSO, WFMS-FM, KRZY, KEEN, KMPS-AM-FM, KGA, KCUB, WNYR, WMZQ-FM.

TENNESSEE EXPRESS "Big Like A River" (RCA) 39/1

National Summary: Up 21, Same 12, Down 1, Debuts 4, Adds 1, WNRS, WAXX 26-23, KFDD-AM 47-39, KEED 33-23, KWJJ 43-39, KGA 27-20, WYII 49-44, KOKE-FM 44-40, WGTO 23-20, WKSJ-FM 19-14, KKYX 27-22, KWKK 21-18.

RANDY BARLOW "Try Me" (Paid) 38/8

National Summary: Up 3, Same 16, Down 0, Debuts 9, Adds 8, WNYR, KLRA, WQYK-FM, WKLM, KFGO, WTSO, WHBF, KRDR, WLWI-FM d-37, KSO d-34, KSSS 46-42.

SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 38/3

National Summary: Up 18, Same 11, Down 3, Debuts 3, Adds 3, KRZY, WVMI, KVOD, KRDR d-37, KWJJ 48-43, KSON-AM-FM 38-30, WYII 30-26, KLRA d-26, WOKK 19-17, WQYK-FM 33-26, WTQR-FM 18-16, WUBE-FM 19-14, KBUF d-27, WIRE, 17-14.

SUSIE ALLANSON "Love Is Knockin' At My Door" (Liberty/Curb) 35/3

National Summary: Up 9, Same 10, Down 0, Debuts 13, Adds 3, WIL-AM-FM, KRDR, WKLM, WNRS d-36, WHK 35-30, KSO 30-24, KVOD 43-37, KMAK 26-22, WGTO 44-37, WLWI-FM d-38, WIRK-FM d-37.

Others Getting Significant Action

WILLIE NELSON "Mountain Dew" (RCA) 30/21

National Summary: Up 2, Same 6, Down 0, Debuts 1, Adds 21 including KEED, KMAK, KGA, WCAW, WBHP, KKYX, WNRS, WSAI, WCXI, KCKC 31-21, WIXL-FM 48-39.

GENE WATSON "Fourteen Carat Mind" (MCA) 29/27

National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 27 including WNYR, WMZQ-FM, WYDE, WGTO, KIKK-FM, KSO, KEBC-FM, KFEQ, KMAK, KNIX-FM, KEEN, KMPS-AM-FM.

TERRY GREGORY "Cinderella" (Handshake) 29/3

National Summary: Up 11, Same 13, Down 0, Debuts 2, Adds 3, WOKK, WKLM, WWCS-FM, WBHP 38-30, WSIX-FM d-19, KYXX 42-38, WSLR 36-33, KVOD 46-39, KEED 48-44, WIXL-FM 30-22.

JOHN SCHNEIDER "Them Good Ol' Boys Are Bad" (Scotti Bros.) 24/16

National Summary: Up 0, Same 5, Down 0, Debuts 3, Adds 16 including WSAI, WKCO-FM, KFEQ, KMAK, KTOM, KMPS-AM-FM, WEEP, WNYR, KHEY, WQIK-FM, WHK d-38.

FREDDIE HART "You Were There" (Sunbird) 23/5

National Summary: Up 4, Same 12, Down 0, Debuts 2, Adds 5, KEBC-FM, KSSS, KEED, WOKK, WKSJ-FM, WGTO 50-46, KHEY 49-43, WIRK-FM d-38. On: KGA, WQYK-FM, WCXI.

DEL REEVES "Slow Hand" (Koala) 23/4

National Summary: Up 5, Same 9, Down 1, Debuts 4, Adds 4, KWKH, WKLM, WNRS, KGA, KRRV 16-12, WGTO 46-40, WLWI-FM 15-14, WSAI d-37, WIXL-FM 26-17.

TERRI GIBBS "I Wanna Be Around" (MCA) 23/4

National Summary: Up 2, Same 11, Down 0, Debuts 6, Adds 4, WGTO, WQIK-FM, WTHI, KGA, WKSJ-FM 44-36, WFMS-FM d-29, WKKX 36-30, KEEN d-39. On: WYDE, WNYR, WMZQ-FM.

ROGER MILLER "Everyone Gets Crazy Now And Then" (Elektra) 22/7

National Summary: Up 2, Same 10, Down 0, Debuts 3, Adds 7, KEED, KRDR, WKSJ-FM, KKYX, WTQR-FM, KWMT, KVOD, KSSS d-31, KCKC 32-27, WIXY 27-23.

JERRY REED "Patches" (RCA) 20/8

National Summary: Up 1, Same 8, Down 0, Debuts 3, Adds 8, WDAF, KVOD, KEED, KWJJ, KRSY, WWCS-FM, WYII, KNOE, KSOP 48-40, WEEP d-33.

SAMMY JOHNS "Common Man" (Elektra) 20/5

National Summary: Up 2, Same 11, Down 0, Debuts 2, Adds 5, WYII, KRRV, KHEY, KLRA, KGA, WSAI d-39. On: KOKE-FM, KEED.

CRYSTAL GAYLE "The Woman In Me" (Columbia) 19/19

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 19 including WSAI, WCXI, KFGO, WIRE, KEBC-FM, WSEN, KIKK-FM, WLWI-FM, WSIX-FM, KKYX.

CINDY HURT "Dreams Come In Handy" (Churchill) 17/2

National Summary: Up 2, Same 9, Down 0, Debuts 4, Adds 2, KSOP, KGA, WLWI-FM d-39, WMNI d-38, WKKX 30-27. On: KEED, WWVA, KOKE-FM, WYDE, WSAI.

DOTSY "Let The Little Bird Fly" (Tanglewood) 16/6

National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 6, WGTO, KHEY, KLRA, KWMT, KGA, WYII. On: WIRK-FM, KFGO, WHBF, WIXL-FM.

HELEN CORNELIUS "Where Did Our Love Go" (Elektra) 16/2

National Summary: Up 2, Same 11, Down 0, Debuts 0, Adds 2, WCAW, WHBF, KSO 38-32. On: WWVA, WQIK-FM, KFGO, KFDD-AM, KTOM.

ROY CLARK "The Last Word In Jesus Is Us" (MCA/Songbird) 12/2

National Summary: Up 1, Same 8, Down 0, Debuts 3, Adds 2, KFGO, WLWI-FM, KSO d-35, WFMS-FM d-36, WIXL-FM 42-28. On: KEBC-FM, KUZZ, KGA.

KIPPI BRANNON "Slowly" (MCA) 11/4

National Summary: Up 1, Same 5, Down 1, Debuts 0, Adds 4, KEED, KSOP, KRRV, KWKH, WIXL-FM 46-32. On: WUBE-FM, KSO, WAXX, KEBC-FM.

Country Pictures



YOU CAN TAKE A DOG TO WATER, BUT — KFH/Wichita had some real "dog days" recently during its "Freedom Fighters March On" campaign to rid the town of deadly fleas and ticks. Over 450 dogs were dipped in one day, although some were more cooperative than the 125-pound canine you see pictured with station PD Chuck Robson (bearded) and salesman Mark Yearout.



THE WTCR WET ONES — WTCR/Huntington, WV held a "Western Days" promotion in the town square complete with the proverbial high noon shootout (to the accompaniment of Tex Ritter's "High Noon"). This gunfight had no casualties, however, except for a very wet morning man, Jim "the Dutchman" Schneider (right), who is shown just prior to being shot by Huntington Police Chief Otis Adkins's water pistol.

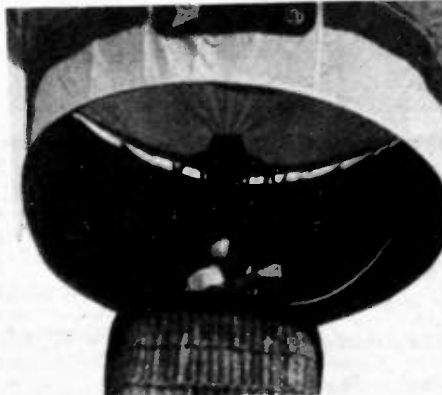


KIX 106 DEBUTS, JANIE VISITS — KIX 106/Dallas-Fort Worth kicked off its Country debut in the market with a huge media party held at the station's new offices and studios. Several artists dropped by, including CBS's Jenie Fricke, who is flanked by KIX 106 PD John Walton (left) and CBS's Jay Jensen (right).

PROSPECTING FOR SUPER GOLD?

Dig into Marketplace,

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UP, UP, AND AWAY — DJ's have often been accused of being full of hot air, but WILQ/Williamsport's PD Mark Lindow decided to prove that he was. Mark is pictured broadcasting from the 7-Up Hot Air Balloon in an hour-long flight over the city during the Little League World Series.



Biff Collie

Inside Nashville

NEWSMAKERS: Oak Ridge Boy Bill Golden's homecoming in Brewton, AL has turned into the "Harvest Jam" filled with goodies such as Charlie Daniels and CDB, Sylvia, Alabama, Delbert McClinton, & the host Oaks on Saturday, Oct. 10th... Richie Albright, former drummer for Waylon Jennings, and his nephew Chuck Albright suffered second-

degree burns when priming the carburetor of their car; a backfire caused the engine to ignite. Both are in Williamson County Hospital in nearby Franklin, TN... Jerry Lee Lewis, here for a split-screen appearance on Tom Snyder's "Tomorrow" latenight show on NBC-TV, says he plans to go back to work shortly. Lewis, who lost 40 pounds during the death-defying hospitalization, has gained back 10, he says. I hope he waits another month to go to work. Jerry Lee's convinced there's something special for him to do; that's why he didn't die, he says... Willie Nelson plans to take off most of the rest of this year to recuperate from that collapsed lung, having cancelled almost all his concert dates and rescheduled an upcoming movie till after the holidays... The second annual Charlie Daniels Day in nearby Mt. Juliet drew upwards to 35,000 people; the Governor proclaimed it "Charlie Daniels Day In Tennessee"... WHLP/Centerville, TN DJ Terry Shanes was killed in a car accident when he smashed into a tractor-trailer rig near Centerville... Hate to keep dwelling on the subject, but another accident took the life of KENR/Houston DJ John Howard (Hal) McClain on September 19. Hal recently set a world record for inverted flight (flying upside down for four hours and seven minutes) and was performing at the Experimental Aircraft Association Show in Kerrville, TX when the accident occurred. His plane went into a fatal nosedive and crashed before 1000 spectators, including his father. Luckily, no one else was injured... Haze Jones and Dick Shuey announced the 22nd annual Atlas Artist Bureau show and dance during convention on Friday night, October 16 at Opryland... Good-lookin', good-singin' Terri Hollowell honored at the third annual Terri Hollowell Homecoming Concert at the Pine Ridge Jamboree in Jeffersonville/Albany, IN (September 26).

HOMECOMING: Longtime Nashville radio/TV personality Teddy Bart, who's changing addresses this week from WSM to WNGE-TV, after 22 years, told Nashville Banner columnist Red O'Donnell this story: when he first came to Nashville in August, 1958 to do "a week" at the Voodoo Room in Nashville's Printer's Alley, he found a rooming house at 441 Murfreesboro Road, where entertainers often stayed. Teddy was a boarder there over a year. That rooming house is long gone now. The property is now the site of WNGE-TV, his new-old address. Only this homecoming he'll make about \$100,000 a year. When he was there before Ted was making about \$100 a week!

POTPOURRI: Slight correction on my comment about Ronnie Milsap guesting on Dick Clark's 30th Anniversary "American Bandstand" show (R&R 9-11). Ronnie will be on the program October 17, which is a special "Salute to Country Music Month" edition. He will not be appearing on the October 30 "30th Anniversary" show. Sorry

'bout that!... The Hap Peebles "50th Anniversary" (all these anniversaries!) tribute dinner is scheduled for October 9 in Nashville with Roy Clark scheduled to make an appearance. Anyone interested in attending should contact Maggie Cavendar at (615) 254-5721... What crossover Country/Pop superstar is coming to Music City with hopes of propping up a drooping career with a "magic" Nashville record session?? (I know a number of Nashville people who'd like to get in on one of those "magic" sessions)... Charlie Williams, longtime premier West Coast AM DJ, now "gettin' em up on the right side of the radio" in the Music City and Middle Tennessee at "US-107" here. Talking about Country going Pop, he remembered out loud the other morning that Jimmie Rodgers, the "Father of Country Music," had jazz trumpeter Louis Armstrong on a bunch of his records 'way back in 1928!! (Country always was "Pop," Charlie)... Next month's the 56th birthday of the Grand Ole Opry, the longest-running radio show in American history (true!)... They taped the first edition of "Nashville Palace," the music-variety show which will follow Barbara Mandrell this fall on NBC, with Roy Clark hosting, Tanya Tucker, and "Woodchopper's Ball" player Woody Herman as guests... Alabama will appear on the new season of "Barbara Mandrell & The Mandrell Sisters," which has already started taping. Their segment airs October 24, and marks the first encore appearance by a country act on a show. The group is also the subject of a November feature story in Playboy magazine... Del Reeves set to have his own TV show again??... "The Hoyt Axton Show" debuts September 28 on NBC. The program is not featuring Hoyt's musical ability as much as his dramatic talent with the story line centering around a recently widowed entertainer who quits the road to care for his three children... Sylvia is the Georgia Boot Company's "Durango Boot Girl"... Crazy new-old Nashville radio personality Roger "Captain Midnight" Scutt says they're talking about a new line of clothes labelled Conway Twitty's "Tight-Fittin' Jeans".

HAPPY BIRTHDAY: Marty Robbins, Lynn Anderson, Jerry Lee Lewis, Gene Autry, Olivia Newton-John, "Born To Lose" songwriter Ted Daffan, and Dickey Lee... Grandpa Jones has worn the same pair of stage boots for 45 years! (He has had them re-soled 14 times!)... John Denver's "Some Days Are Diamonds," written by Dick Feller, was recorded here during John Denver's month-long stay this spring... The Don Williams/Emmylou Harris duet was recorded here (part of an album they cut) about three years ago, wasn't it??

TAG-LINE: Why does a performer work his head off for 20 years to become famous, then wear dark glasses so nobody will recognize him???



Coors Country News

THIS WEEK'S GUEST
RONNIE MILSAP

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



Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Johnny Lee (Full Moon/Asylum)	Eddie Rabbitt (Elektra)	Johnny Lee (Full Moon/Asylum)	Eddie Rabbitt (Elektra)	Johnny Lee (Full Moon/Asylum)	Eddie Rabbitt (Elektra)	Johnny Lee (Full Moon/Asylum)	Eddie Rabbitt (Elektra)
Steve Warner (RCA)	T.G. Sheppard (WB/Curb)	Larry Gatlin (Columbia)	T.G. Sheppard (WB/Curb)	Larry Gatlin (Columbia)	Charley Pride (RCA)	Larry Gatlin (Columbia)	Charley Pride (RCA)
George Jones (Epic)							

EAST

WQMA-FM Albany, NY
JOHNNY LEE
HARRIS & WILLIAMS
STEVE WARNER
BILL GREEN
HOTTEST:
ROSANNE CASH
JOHN CONLEE
BARBARA MANRELL
KENNY ROGERS
MARK WILLIAMS JR.

WQEN Buffalo, NY
TOPPALL & GLASER B
DAVE ROWLAND/SUGAR
CRYSTAL GAYLE
JOHNNY LEE
TAMMY WNETTE
HOTTEST:
EDDIE RABBITT
GAIL DAVIES
CHARLEY PRIDE
TAMMY WNETTE

WPOC-FM Baltimore, MD
CHARLEY PRIDE
GAIL DAVIES
B.J. THOMAS
GEORGE JONES
HOTTEST:
RONNIE MC DOWELL
EDDIE RABBITT
RONNIE MC DOWELL
CONWAY TWITTY
KENNY ROGERS

WQOW-FM Bangor, ME
GEORGE JONES
RODNEY CROWELL
DAN FOGELBERG
CRYSTAL GAYLE
HOTTEST:
EDDIE RABBITT
LEON EVERETTE
CHARLEY PRIDE
JOHN ANDERSON
DEBORAH ALLEN

WVLA Brunswick, ME
None
HOTTEST:
B.J. THOMAS
RICKY SCAGS
CON HUBLEY
JOHNNY LEE
HOTTEST:
T.G. SHEPPARD
RONNIE MC DOWELL
LACY J. DALTON
GLEN CAMPBELL

WCAW Charleston, WV
MERLE HAGGARD
HARRIS & WILLIAMS
TOPPALL & GLASER B
JOHNNY LEE
MARTY ROBBINS
GLEN CAMPBELL
RODNEY CROWELL
WILLIE NELSON
HOTTEST:
T.G. SHEPPARD
LACY J. DALTON
RAZZY BAILEY
JAMIE FRICKE
NEL MC DANIEL

WKQ Dover, NH
TAMMY WNETTE
RODNEY CROWELL
CON HUBLEY
BILLY SWAN
HOTTEST:
EDDIE RABBITT
T.G. SHEPPARD
LACY J. DALTON
LEON EVERETTE
NEL MC DANIEL

WKY East Longmeadow, MA
LARRY GATLIN
HOTTEST:
EDDIE RABBITT
DEBORAH ALLEN
RENDALLS
HARRIS & WILLIAMS
SYLVIA

MIDWEST

WBLR Akron, OH
SYLVIA
LARRY GATLIN
WILLIE NELSON
GEORGE STRAIT
ZELLA LEHR
MUNDO EARWOOD
JOHNNY LEE
CRYSTAL GAYLE
GEORGE JONES
GENE WATSON
HOTTEST:
GAIL DAVIES
CHARLEY PRIDE
BARBARA MANRELL
CHARLEY PRIDE
TAMMY WNETTE

WBAA Cincinnati, OH
GEORGE JONES
MERLE HAGGARD
EMMONS & BALEH
HARRIS & WILLIAMS
JUDY BAILEY
ANNE MURRAY
LARRY GATLIN
TOPPALL & GLASER B
CALAMITY JANE
JOHNNY LEE
BELLAMY BROTHERS
WILLIE NELSON
JOHN SCHNEIDER
HOTTEST:
LEON EVERETTE
MICKY GILLEY
DOLLY PARTON

WBNS Ann Arbor, MI
MERLE HAGGARD
WILLIE NELSON
TENNESSEE EXPRESS
DAVE ROWLAND/SUGAR
DEL REEVES
HOTTEST:
EDDIE RABBITT
LACY J. DALTON
RAZZY BAILEY
MCKE & JOE
TAMMY WNETTE

WUOE-FM Cincinnati, OH
None
HOTTEST:
ANNE MURRAY
HARRIS & WILLIAMS
DON KING
SAMMI SMITH
B.J. THOMAS
GAIL DAVIES
BURRITO BROTHERS

WMAO Chicago, IL
JOHNNY LEE
HOTTEST:
KENNY ROGERS
BARBARA MANRELL
T.G. SHEPPARD
OAK RIDGE BOYS
HARRIS & WILLIAMS

WVBA Cincinnati, OH
GEORGE JONES
MERLE HAGGARD
EMMONS & BALEH
HARRIS & WILLIAMS
JUDY BAILEY
ANNE MURRAY
LARRY GATLIN
TOPPALL & GLASER B
CALAMITY JANE
JOHNNY LEE
BELLAMY BROTHERS
WILLIE NELSON
JOHN SCHNEIDER
HOTTEST:
LEON EVERETTE
MICKY GILLEY
DOLLY PARTON

WVBE Columbus, OH
GENE WATSON
SONNY CURTIS
HARRIS & WILLIAMS
LARRY GATLIN
HOTTEST:
CONWAY TWITTY
REBA MC ENTIRE
RENDALLS
CHARLEY PRIDE
JOHN CONLEE

WVBE-FM Cincinnati, OH
None
HOTTEST:
ANNE MURRAY
HARRIS & WILLIAMS
DON KING
SAMMI SMITH
B.J. THOMAS
GAIL DAVIES
BURRITO BROTHERS

WVBE-FM Cincinnati, OH
None
HOTTEST:
ANNE MURRAY
HARRIS & WILLIAMS
DON KING
SAMMI SMITH
B.J. THOMAS
GAIL DAVIES
BURRITO BROTHERS

WVBE-FM Cincinnati, OH
None
HOTTEST:
ANNE MURRAY
HARRIS & WILLIAMS
DON KING
SAMMI SMITH
B.J. THOMAS
GAIL DAVIES
BURRITO BROTHERS

SOUTH

KWMT Ft. Dodge, IA
FRED KNOBLOCK
CON HUBLEY
DON KING
DOITTY
ROGER MILLER
HOTTEST:
T.G. SHEPPARD
EDDIE RABBITT
LEON EVERETTE
CONWAY TWITTY
GAIL DAVIES

WIRE Indianapolis, IN
CRYSTAL GAYLE
STEVE WARNER
NEL TILLIS
JOHN CONLEE
ANNE MURRAY
HOTTEST:
MICKY GILLEY
EDDIE RABBITT
LEON EVERETTE
CONWAY TWITTY
GAIL DAVIES

WVBN Rockford, IL
GEORGE JONES
JUDY BAILEY
MERLE HAGGARD
GENE WATSON
DEAN DILLON
CRYSTAL GAYLE
SWEETWATER
RICKY SCAGS
HOTTEST:
GLEN CAMPBELL
BARBARA MANRELL
KENNY ROGERS

WDAF Kansas City, MO
BOBBY SMITH
MARK WILLIAMS JR.
SYLVIA
GEORGE STRAIT
DON KING
JOHN SCHNEIDER
JERRY REED
LARRY GATLIN
FRED KNOBLOCK
JOHNNY RODRIGUEZ

WVLA Lansing, MI
None
HOTTEST:
NEL TILLIS
MERLE HAGGARD
DAVID FRIZZELL

WVLS Madison, WI
RANDY BARLOW
BELLAMY BROTHERS
GEORGE JONES
JOHNNY LEE
HOTTEST:
RAZZY BAILEY
EDDIE RABBITT
CHARLEY PRIDE
BARBARA MANRELL
MARK WILLIAMS JR.

WVLS-FM Madison, WI
None
HOTTEST:
RAZZY BAILEY
EDDIE RABBITT
CHARLEY PRIDE
BARBARA MANRELL
MARK WILLIAMS JR.

WVLS-FM Madison, WI
None
HOTTEST:
RAZZY BAILEY
EDDIE RABBITT
CHARLEY PRIDE
BARBARA MANRELL
MARK WILLIAMS JR.

WVLS-FM Madison, WI
None
HOTTEST:
RAZZY BAILEY
EDDIE RABBITT
CHARLEY PRIDE
BARBARA MANRELL
MARK WILLIAMS JR.

WEST

KRVV Alexandria, LA
LYNDA R. LAKE
KIPPI BRANNON
SAMMY JOHNS
LANNY BRONNING
HOTTEST:
JIMM CANNON
EDDIE RABBITT
FRED KNOBLOCK
BARBARA MANRELL
MARK WILLIAMS JR.
JOHN CONLEE

WVAP Ft. Worth, TX
GEORGE JONES
JOHNNY LEE
ZELLA LEHR
HOTTEST:
BURRITO BROTHERS
BOBBY BARE
FRED KNOBLOCK

WVAP-FM Houston, TX
CRYSTAL GAYLE
MERLE HAGGARD
GENE WATSON
RODNEY CROWELL
JOHNNY LEE
BILL WASH
HOTTEST:
CONWAY TWITTY
JAMIE FRICKE
T.G. SHEPPARD
STATLER BROTHERS

KIXZ Amarillo, TX
None
HOTTEST:
HARRIS & WILLIAMS
JOHNNY LEE
JAMIE FRICKE
T.G. SHEPPARD
STATLER BROTHERS

KVBE Austin, TX
HARRIS & WILLIAMS
LARRY GATLIN
GEORGE JONES
STEVE WARNER
JOHN CONLEE
DON KING
HOTTEST:
CHARLEY PRIDE
REBA MC ENTIRE
KENNY ROGERS
SYLVIA

WVLA-FM Austin, TX
None
HOTTEST:
HARRIS & WILLIAMS
LARRY GATLIN
GEORGE JONES
STEVE WARNER
JOHN CONLEE
DON KING
HOTTEST:
CHARLEY PRIDE
REBA MC ENTIRE
KENNY ROGERS
SYLVIA

WVLA-FM Austin, TX
None
HOTTEST:
HARRIS & WILLIAMS
LARRY GATLIN
GEORGE JONES
STEVE WARNER
JOHN CONLEE
DON KING
HOTTEST:
CHARLEY PRIDE
REBA MC ENTIRE
KENNY ROGERS
SYLVIA

WVLA-FM Austin, TX
None
HOTTEST:
HARRIS & WILLIAMS
LARRY GATLIN
GEORGE JONES
STEVE WARNER
JOHN CONLEE
DON KING
HOTTEST:
CHARLEY PRIDE
REBA MC ENTIRE
KENNY ROGERS
SYLVIA

WEST

KRZY Albuquerque, NM
JOHNNY LEE
WILLIE NELSON
GEORGE JONES
SAMMI SMITH
BOBBY SMITH
DAVE ROWLAND/SUGAR
HOTTEST:
EDDIE RABBITT
T.G. SHEPPARD
RAZZY BAILEY
LACY J. DALTON
ED BRUCE

KKAL Arroyo Grande, CA
ZELLA LEHR
JOHN CONLEE
KENNY ROGERS
ANNE MURRAY
HOTTEST:
EDDIE RABBITT
CHARLEY PRIDE
TOPPALL & GLASER B
DEBORAH ALLEN

WVLA-FM Arroyo Grande, CA
None
HOTTEST:
ANNE MURRAY
JOHNNY LEE
JOHNNY LEE
JERRY REED
KIPPI BRANNON
HOTTEST:
EDDIE RABBITT
RAY PRICE
CHARLEY PRIDE
KENNY ROGERS

WVLA-FM Arroyo Grande, CA
None
HOTTEST:
ANNE MURRAY
JOHNNY LEE
JOHNNY LEE
JERRY REED
KIPPI BRANNON
HOTTEST:
EDDIE RABBITT
RAY PRICE
CHARLEY PRIDE
KENNY ROGERS

WVLA-FM Arroyo Grande, CA
None
HOTTEST:
ANNE MURRAY
JOHNNY LEE
JOHNNY LEE
JERRY REED
KIPPI BRANNON
HOTTEST:
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WVLA-FM Arroyo Grande, CA
None
HOTTEST:
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HOTTEST:
EDDIE RABBITT
RAY PRICE
CHARLEY PRIDE
KENNY ROGERS

KVBE Austin, TX
HARRIS & WILLIAMS
LARRY GATLIN
GEORGE JONES
STEVE WARNER
JOHN CONLEE
DON KING
HOTTEST:
CHARLEY PRIDE
REBA MC ENTIRE
KENNY ROGERS
SYLVIA

WVLA-FM Austin, TX
None
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DON KING
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KENNY ROGERS
SYLVIA

WVLA-FM Austin, TX
None
HOTTEST:
HARRIS & WILLIAMS
LARRY GATLIN
GEORGE JONES
STEVE WARNER
JOHN CONLEE
DON KING
HOTTEST:
CHARLEY PRIDE
REBA MC ENTIRE
KENNY ROGERS
SYLVIA

NUMBER OF REPORTING STATIONS THIS WEEK: 109

Hottest Tracks: "Ladies Night" MICKEY GILLEY (Epic) "It's Only Make Believe" RONNIE MCDOWELL (Epic) "A Country Boy Can Survive" HANK WILLIAMS JR. (Elektra/Curb)

Love Song "Hard Workin' Hands" CRYSTAL GAYLE - Hollywood, Tennessee - (Columbia) "Lvin In These Troubled Times" "Aln' No Sunshine" "Keepin' Power" MICKY GILLEY - You Don't Know Me - (Epic) "Ladies Night" "Drinking Old Memories Down" MERLE HAGGARD - Rainbow Stew/Live At Anaheim Stadium - (MCA) "Fiddle Breakdown" "Sing Me Back Home" "Dealin' With The Devil" RONNIE MCDOWELL - Good Time Lovin' Man - (Epic) "It's Only Make Believe" "Watchin' Girls Go By" "Crazy Legs" REBA McENTIRE - Heart To Heart - (Mercury/Pg) "In-dubly Blue" RONNIE MILSAP - There's No Gettin' Over Me - (RCA) "Two Hearts Don't Always Make A Pair" "I Wouldn't Have Missed It For The World" "I Live My Whole Life At Night" "Everywhere I Turn (There's Your Memory)" EDDIE RABBITT - Step By Step - (Elektra) "Early In The Mornin'" "Rivers" "Skip-A-Beat" "Dim Dim The Lights" GEORGE STRAIT - Strait Country - (MCA) "If You're

Thinkin' You Want A Stranger" "Blame It On Mexico" "Down And Out" CONWAY TWITTY - Mr. T - (MCA) "I'm Already Taken" "Red Neckin' Love Makin' Night" GENE WATSON - Old Loves Never Die - (MCA) "Fourteen Carat Mind" "Speak Softly (You're Talking To My Heart)" "Old Loves Never Die" DON WILLIAMS - Especially For You - (MCA) "Fairweather Friends" "Years From Now" "Especially You" "Now And Then" HANK WILLIAMS JR. - The Pressure Is On - (Elektra/Curb) "A Country Boy Can Survive" "Tennessee Stud" "The Pressure Is On" "Weatherman" "I Don't Care (If Tomorrow Never Comes)"

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - Feels So Right - (RCA) "Love In The First Degree" "Ride The Train"
JOHNNY CASH - The Baron - (Columbia) "Chattanooga City Limit Sign" "Hey, Hey Train"
LACY J. DALTON - Takin' It Easy - (Columbia) "Wild Turkey"
JAMIE FRICKE - Sleeping With Your Memory - (Columbia) "The Heart" "There's No Future In The Past" "Love Me"
LARRY GATLIN & THE GATLIN BROTHERS BAND - Not Guilty - (Columbia) "Rain" "She Used To Sing On Sunday" "My Last

CRYSTAL GAYLE - Hollywood, Tennessee - (Columbia) "Lvin In These Troubled Times" "Aln' No Sunshine" "Keepin' Power" MICKY GILLEY - You Don't Know Me - (Epic) "Ladies Night" "Drinking Old Memories Down" MERLE HAGGARD - Rainbow Stew/Live At Anaheim Stadium - (MCA) "Fiddle Breakdown" "Sing Me Back Home" "Dealin' With The Devil" RONNIE MCDOWELL - Good Time Lovin' Man - (Epic) "It's Only Make Believe" "Watchin' Girls Go By" "Crazy Legs" REBA McENTIRE - Heart To Heart - (Mercury/Pg) "In-dubly Blue" RONNIE MILSAP - There's No Gettin' Over Me - (RCA) "Two Hearts Don't Always Make A Pair" "I Wouldn't Have Missed It For The World" "I Live My Whole Life At Night" "Everywhere I Turn (There's Your Memory)" EDDIE RABBITT - Step By Step - (Elektra) "Early In The Mornin'" "Rivers" "Skip-A-Beat" "Dim Dim The Lights" GEORGE STRAIT - Strait Country - (MCA) "If You're

Most Requested: EDDIE RABBITT "Step By Step" (Elektra) CONWAY TWITTY "Tight-Fittin' Jeans" (MCA) GLEN CAMPBELL "I Love My Truck" (Mirage) T.G. SHEPPARD "Party Time" (WB/Curb)



Jeff Green

Adult/Contemporary

warm 98

WINNER'S CIRCLE SERIES

“WRRM-ing” Things Up In Cincinnati

Two weeks ago, I wrote about the evolution of A/C music on AM, presenting two top music directors' views and methods on fighting quarter-hour erosion from competing FM A/C stations that use music for their chief programming menu. The rapidly growing impact of these music FM's is a key topic we'll be discussing in the months ahead.

This week, I talked with the program director of one of these successful FM stations. WRRM-FM/Cincinnati, better known as “WARM-98,” is owned by the Susquehanna Broadcasting Company.

After abandoning Beautiful Music and the call letters WLQA-FM last November, WARM-98 climbed with its new format to a 9.8 25-49 share, to third-ranked in 25-54 females, and to fourth in Minutes

AGE	WRRM-FM	AC
12-17	2.5x	
18-24	33.9x	
25-34	28.8x	
35-44	25.4x	
45-54	5.1x	
55+	4.2x	
12+ TOTAL	11,800	
Min/Day Listened	87	
Turnover	12.4	

Listened Per Day in the market. Remarkably, this 25-54 position is achieved with just 59% of its total audience.

Tom Walker is the Program Director at WARM-98, and after listening to his relaxed, confident manner, you can begin to understand his strategy to fill a void in the market, as well as to fragment the musical strengths of the other A/C stations in town.

Research Revealed Big Format Opportunity

Tom related the changeover from BM to A/C that resulted in such swift success. “We did a tremendous amount of research. In fact, it was probably the most well-researched format change I'd ever seen in the six stations and ten years of my experience. A great deal of this research was coordinated by our Regional Program Director Rick McDonald, and our National Research Director David Kennedy, both headquartered in Toledo. We found that people didn't know how to remember our old call letters (WLQA) and that there wasn't an outlet for A/C music on FM – it was all AOR or CHR. As a Beautiful Music station, we were playing instrumental covers of a lot of softer contemporary classics, and with other successful BM stations already covering Cincinnati, we considered playing the original versions with new music in a similar, low-key presentation.

“Just to be sure, we did quite a number of focus groups, in-person interviews, visited malls, and played samples of what we envisioned the format to sound like. We ended up getting a much better reaction than we expected. Coupled with studies of other successful FM A/C stations around the country and our gut instincts, we decided to give it a shot.

“Once we decided on the format, we had to choose new call letters. We selected the term ‘WARM’ because,

unlike the various other slogans in this market like ‘Q,’ ‘KISS,’ and ‘YES,’ we wanted a slogan that wasn't abstract, that really described what our station sounded like. ‘WARM’ appealed to us, it came out very favorably in our research, and apparently it's been much easier for diarykeepers to remember than our old call letters.

“In part, our success can be based on the fact that this market was really ready for a format like ours. A/C, in my opinion, had never been done right consistently in Cincinnati before on FM, and it has been attempted before several times. Also, until we came along, there hasn't been very much A/C music on the radio here. The three AM A/C stations devote a lot of time to other elements, such as talk, news, and sports. So the market was ripe, there was plenty of product to program with, we had the right people and the research backed it all up.”



Tom Walker

Tom continued by describing how the station positions itself. “We have very little personality. We don't let our air talents interfere with the fact that most people are using WARM as *music entertainment*. We don't tell jokes or use bits. We also don't run syndicated programs, mainly because I haven't been able to find any that match what we do.”

Breaking Rules And Breaking Records

Many of the successful FM A/C stations are winning with a very conservative attitude about exposing new music. Tom sees WARM-98 as a maverick from this approach. “We break new music here every week,” he remarked. “I've talked with programmers elsewhere who have airchecked our station in order to figure out our success and they'll copy everything except in the area of new music. We were advised by a lot of people around the country that to succeed we had to play only the established hits, that we should not put new music on unless somebody else added it first. We threw all that out about a month after we started, because some of the new stuff we were playing started getting lots of response from listeners and tremendous reaction from record stores who were feeling our impact. We're starting to play records that no one else in the country will play.”

Explaining his research process, Tom stated, “Most of our music research right now is being done through our corporate offices and by David Kennedy. I also get a lot of help and support from my Music Director Joe Zerhusen, our Group Music Coordinator For A/C Stations Jim Horn, who works as PD of our sister WSBA/York, and our General Manager George C. Hyde. We also continue to do a lot of on-the-street, sales, and station perception research, all of which combined with

about 50% gut instinct has kept us on track. We don't have a lot of secrets here. We basically ask Cincinnati what is lacking on the radio.”

Tom pointed out that maintaining quarter-hours with musical variety while playing the powers frequently enough is a delicate, continuously-tuned balance. “It's a big problem. You can't play the same records every two hours and expect people to listen to you all day. Of course, the key is variety. I'll try to offer as much variety as possible, but when I find in our research that a typical listener is unfamiliar with our power records, I know then it's time to speed them up.”

Discreet & Tasteful On-Air Promotion

WARM-98 keeps a relatively low-key overall profile regarding on-air promotions. “We're not real big with them,” Tom said. “Our research revealed that promotions offer little more than a gimmick to entice an extra ten minutes of listening. They do not make people listen on any kind of permanent basis for this format. The kind of promotions we're interested in are those that enhance our station's image. We like classy promotions and contest drawings which are designed to make our listeners feel they actually have a chance to win, not those that make them race mindlessly to the phone. We'll give away such things as dinners, weekends for two,

“We selected the term ‘WARM’ because, unlike the various other slogans in the market, we wanted one that wasn't abstract, that really described what our station sounded like.”

ballgame tickets, riverboat cruises and theatre seats. These drawings aren't always easy to win, but they're easy to enter and the prizes are worth winning. In addition, a high percentage of our listeners tune in to us away from home, so we arrange special promotions just for them.”

Building Promotion Above A Strong Foundation

Extending his thoughts to outside promotion, Tom supports WARM-98's primary philosophy of forming a sturdy program foundation before spending outside dollars. “A good product coupled with word-of-mouth advertising will do more for you than just about anything else. I really believe that, and therefore we didn't immediately break with extensive billboards, TV, and buscards until a couple of months after we got established.

“Outside media has its benefits,” continued Tom. “The problem comes when a station relies on giving away \$500,000 and promotes it through television to carry the weight of the radio station, when the product itself may not be that strong. We first made sure of what the market wanted. Then we put together a good radio station to go after that segment of the market that wasn't being served. Once we did that, we let the word-of-mouth take hold while keeping the product smooth and consistent. Only after the base was established did we step into outside media promotion,” Tom concluded. “Without a good base, you can give away a million dollars and it won't get you anywhere.”

Summarizing his approach as a successful A/C alternative, Tom said, “We've avoided all clutter and excess. We don't have a helicopter and don't feel we need to blare in every seven minutes to offer useful traffic information. We've shortened everything down to a minimum and don't sound that different from one daypart to another. We concentrate on the music, and five years down the road, I believe people will know us as the entertainment medium that we are.”

Public Service

WTCJ/Tell City, IN sponsored a skate-a-thon at a local rink, involving all of their air personalities, particularly midday man David Lee, who acted as MC. Sixty kids skated all night to raise \$3400 for Muscular Dystrophy. WYNY-FM/New York's weekend talent Carol Mason recently raised \$58 in one hour for MD by selling “lunchtime kisses and hugs” at Rockefeller Center. Overall, the station assisted in collecting over \$21,000. WCLR-FM/Chicago's morning team of “Doc-tor” Duncan and Mike Elston served as auctioneers to help raise funds for public TV station WTTW's annual drive. A detachment of Concord militiamen, led by WBZ/Boston morning personality Dave Maynard,

journeyed to New York to return over \$70,000 worth of parking violation notices which were mistakenly issued to Greater Boston motorists. The snafu, which generated the rebellion against “taxation without representation,” was caused by a computer error, and even ticketed an air compressor that had never been near New York, let alone in the city. KHOW/Denver and the Governor's Council for Health & Physical Fitness announced the first annual Governor's Awards Program to recognize Colorado's employers who have made noteworthy accomplishments in employee or community health and physical fitness promotion.

A/C

Regionalized Adds & Hots

EAST

WCBM/Baltimore

Hal Martin
 CARPENTERS
 AIR SUPPLY
 Hot: STEVIE WOODS
 AL JARREAU
 BARRY HAMILTON
 ROYAL PHILHARMONI
 FOUR TOPS

WBZ/Boston

Wendy Furtig
 none
 Hot: ROSS/RICHIE
 POINTER SISTERS
 RONNIE MILSAP
 JUICE NEWTON

WNAB/Bridgeport

Russ Garrett
 AIR SUPPLY
 ARLAN DAY
 STEVIE WOODS
 MIKE POST
 Hot: EDDIE RABBITT
 CHRIS CROSS
 AL JARREAU

WBEN/Buffalo

Roger Christian
 COMMODORES
 C. CHRISTIAN
 MARTY BALIN
 Hot: ROSS/RICHIE
 JOURNEY
 CHRIS CROSS
 SHEENA EASTON
 AL JARREAU

WGR/Buffalo

Jerry Rao
 AL JARREAU
 AIR SUPPLY
 HALL & OATES
 Hot: ROSS/RICHIE
 JOURNEY
 SHEENA EASTON
 KENNY ROGERS
 CHRIS CROSS

WNEE/Erie

Ted Abbott
 DIRT BAND
 DAVID GATES
 COMMODORES
 STARS ON 45
 WARTY BALIN
 MOODY BLUES
 Hot: ROSS/RICHIE
 FOUR TOPS
 JOURNEY
 REO SPEEDWAGON
 STACY LATTISAW

WENF/Hickory

Chuck Morgan
 TIGHT FIT
 POINTER SISTERS
 DAN HARTMAN
 COMMODORES
 TEDDY BAKER
 GENE COTTON
 ARLAN DAY
 DAN HILL
 JOHN SCHNEIDER
 C. CHRISTIAN
 Hot: EDDIE RABBITT
 CHRIS CROSS
 REO SPEEDWAGON
 AL JARREAU
 QUINCY JONES

WHAQ/Hagerstown

B.J. Baumgardner
 BURTON CUMMINGS
 CHILLIWACK
 ADDRESSI BROS
 ARLAN DAY
 MIKE POST
 KEITH STEGALL
 Hot: LULU
 KENNY ROGERS
 DAN FOGELBERG
 CHRIS CROSS
 JOURNEY

WBFM/Harrisburg

Bob Pava
 none
 Hot: EDDIE RABBITT
 CHRIS CROSS
 SHEENA EASTON
 DAN FOGELBERG
 ART GARFUNKEL

WTTA/Hartford

Oliver Jankovic
 AIR SUPPLY
 DAVID GATES
 Hot: CHRIS CROSS
 EDDIE RABBITT
 SHEENA EASTON
 LULU
 AL JARREAU

WLNH/Laonia

Greg Stevens
 FOUR TOPS
 AIR SUPPLY
 STEVIE WOODS
 WARTY BALIN
 POLICE
 GENESIS
 BEE GEES
 Hot: none

WQII/Manchester

Karen Anderson
 ANNE MURRAY
 CARPENTERS
 MIKE POST
 Hot: CHRIS CROSS
 RAYDIO
 ROSS/RICHIE
 LULU
 EDDIE RABBITT

WELH/Haverah

Walt Pinto
 ROYAL PHILHARMONI
 CARPENTERS
 C. CHRISTIAN
 DAN HARTMAN
 Hot: LULU
 FOUR TOPS
 OAM FOGELBERG
 KENNY ROGERS
 CHRIS CROSS

WPPH/Philadelphia

Bob Russo
 ROSS/RICHIE
 ANNE MURRAY
 WARTY BALIN
 MIKE POST
 Hot: MOODY BLUES
 REO SPEEDWAGON
 TEMPTATIONS
 AIR SUPPLY

3-W/Pittsburgh

Herb Crowe
 QUINCY JONES
 Hot: ROSS/RICHIE
 COMMODORES
 CHRIS CROSS
 JOURNEY
 AL JARREAU

WTAE/Pittsburgh

Don Berna
 DAN FOGELBERG
 MICHAEL STANLEY B
 Hot: COMMODORES
 ALABAMA
 JOURNEY
 PABLO CRUISE
 MICHAEL STANLEY B

KDKA/Pittsburgh

Jim Harrington
 none
 Hot: CHRIS CROSS
 EDDIE RABBITT
 ELO
 BEACH BOYS
 SHEENA EASTON

WQAN/Portland

Cary Pahtigan
 none
 Hot: ROSS/RICHIE
 JOEY SCARBURY
 KENNY ROGERS
 POINTER SISTERS
 CARPENTERS

WPRO/Providence

Gary Berkowitz
 MARTY BALIN
 JOURNEY
 AIR SUPPLY
 AL JARREAU
 DAN FOGELBERG
 Hot: SHEENA EASTON
 CHRIS CROSS
 MICKEY GILLEY
 RAYDIO
 EDDIE RABBITT

WHAJ/Rochester

Devo Laird
 CARPENTERS
 MIKE POST
 DAN HARTMAN
 WARTY BALIN
 ARLAN DAY
 Hot: CHRIS CROSS
 EDDIE RABBITT
 LULU
 DAN FOGELBERG
 JOURNEY

WQY/Schenectady

Walter Fritz
 FOUR TOPS
 ARS
 QUINCY JONES
 B.J. THOMAS
 Hot: CHRIS CROSS
 AIR SUPPLY
 DAVID GATES
 FOUR TOPS
 QUINCY JONES

WCFR/Springfield

Jeff Taylor
 AIR SUPPLY
 CRYSTAL GAYLE
 GENE COTTON
 RICKIE LEE JONES
 Hot: CHRIS CROSS
 MOODY BLUES
 GIBB & PRINCIPAL
 KENNY ROGERS
 BURTON CUMMINGS

WHEM/Syracuse

Debbie Staughtenger
 AIR SUPPLY
 RICK SPRINGFIELD
 LACY J. DALTON
 Hot: JUICE NEWTON
 STEVIE WOODS
 EDDIE RABBITT
 JOURNEY
 CHRIS CROSS

WASH/Washington D.C.

Bob Duclunan
 COMMODORES
 AIR SUPPLY
 GARY WRIGHT
 Hot: LULU
 SHEENA EASTON
 CHRIS CROSS
 AL JARREAU
 FOUR TOPS

MIDWEST

WAKR/Milwaukee

BM Hart
 STEVIE WOODS
 MIKE POST
 ARLAN DAY
 WARTY BALIN
 DAN HARTMAN
 Hot: DAN FOGELBERG
 KENNY ROGERS
 EDDIE RABBITT
 AL JARREAU
 CHRIS CROSS

WHBY/Appleton

Jeff Clark
 DAN HILL
 JOHN SCHNEIDER
 Hot: ART GARFUNKEL
 LULU
 CHRIS CROSS
 DAN FOGELBERG
 QUINCY JONES

WNEU/Wheeling

Amos Fox
 ARS
 FOUR TOPS
 CARPENTERS
 WARTY BALIN
 Hot: none

WBAA/York

Jim Horn
 none
 Hot: ROSS/RICHIE
 EDDIE RABBITT
 BEACH BOYS
 CHRIS CROSS
 KENNY ROGERS

WQAR/Cleveland

Chuck Collier
 HALL & OATES
 FRANKLIN & BENSON
 LRB
 BILLY JOEL
 MIKE POST
 COMMODORES
 Hot: ROSS/RICHIE
 JOURNEY
 JUICE NEWTON
 STEVIE NICKS
 CHRIS CROSS

WQAR/Cleveland

Mike McVey
 CARPENTERS
 ARS
 AIR SUPPLY
 FOUR TOPS
 KIM CARNES
 Hot: CHRIS CROSS
 ROSS/RICHIE
 EDDIE RABBITT
 SHEENA EASTON
 JOURNEY

WQOV/Phoenix

Armstrong/Steves
 AL JARREAU
 CRYSTAL GAYLE
 MIKE POST
 ARLAN DAY
 STEVIE WOODS
 DAVID GATES
 CARPENTERS
 Hot: ROSS/RICHIE
 JOURNEY
 JUICE NEWTON
 STEVIE NICKS
 CHRIS CROSS

WQOV/Phoenix

Bob Swanson
 none
 Hot: SHEENA EASTON
 RAYDIO
 CHRIS CROSS
 ART GARFUNKEL
 QUINCY JONES

KOLO/Reno

Michael Bennett
 REO SPEEDWAGON
 CARPENTERS
 BILLY JOEL
 NICOLETTE LARSON
 Hot: EDDIE RABBITT
 CHRIS CROSS
 LULU
 RAYDIO
 QUINCY JONES

KKRV/Rock Springs

Chuck Martin
 COMMODORES
 none
 Hot: BURTON CUMMINGS
 C. CHRISTIAN
 BENNY HESTER
 ADDRESSI BROS
 Hot: none

KBL/Boh Lake City

George Lemich
 none
 Hot: RONNIE MILSAP
 ROSS/RICHIE
 CHRIS CROSS
 DAN FOGELBERG
 KENNY ROGERS

KRKO/San Diego

Sandi Benister
 GARY WRIGHT
 FOUR TOPS
 Hot: ROSS/RICHIE
 POINTER SISTERS
 RONNIE MILSAP
 JUICE NEWTON
 EDDIE RABBITT

KFMB/San Diego

Larsen/Anthony
 RITA COOLIDGE
 COMMODORES
 Hot: RAYDIO
 LULU
 CHRIS CROSS
 QUINCY JONES
 ART GARFUNKEL

KNBR/San Francisco

Larry Finkel
 MIKE POST
 Hot: EDDIE RABBITT
 SHEENA EASTON
 CHRIS CROSS
 KENNY ROGERS
 DAN FOGELBERG

KLOK/San Jose

BH Weaver
 OAK RIDGE BOYS
 DAN FOGELBERG
 ROYAL PHILHARMONI
 Hot: none

KMGZ/Seattle

John Stanic
 ROSS/RICHIE
 EDDIE RABBITT
 JOURNEY
 RAYDIO
 Hot: BILLY JOEL
 MANHATTAN TRANSFE
 KENNY ROGERS

KMGZ/Seattle

Barbara M. Richardson
 ADDRESSI BROS
 COMMODORES
 CRYSTAL GAYLE
 TERRI GIBBS
 DAN HILL
 ANNE MURRAY
 C. CHRISTIAN
 RONNIE MILSAP
 Hot: ART GARFUNKEL
 PURE PRALIE LEAG
 JIM PHOTOGLO
 LULU
 CHARLEY MCCLAIN

WVCB/Canton

Mike Dorn
 CARPENTERS
 CHARLIE DORE
 MANHATTAN TRANSFE
 MIKE POST
 BENNY HESTER
 JIM PHOTOGLO
 KEITH STEGALL
 DAN HILL
 Hot: EDDIE RABBITT
 CHRIS CROSS
 ART GARFUNKEL
 LULU
 DAVID GATES

WYFR/Chicago

John Wetherbee
 AIR SUPPLY
 Hot: ROSS/RICHIE
 JOURNEY
 MOODY BLUES
 SHEENA EASTON
 CHRIS CROSS

WLW/Cincinnati

Greg Picciano
 none
 Hot: CHRIS CROSS
 JOURNEY
 LULU
 JUICE NEWTON
 ROSS/RICHIE

WQAR/Cleveland

Chuck Collier
 HALL & OATES
 FRANKLIN & BENSON
 LRB
 BILLY JOEL
 MIKE POST
 COMMODORES
 Hot: ROSS/RICHIE
 JOURNEY
 JUICE NEWTON
 STEVIE NICKS
 CHRIS CROSS

WQOV/Phoenix

Armstrong/Steves
 AL JARREAU
 CRYSTAL GAYLE
 MIKE POST
 ARLAN DAY
 STEVIE WOODS
 DAVID GATES
 CARPENTERS
 Hot: ROSS/RICHIE
 JOURNEY
 JUICE NEWTON
 STEVIE NICKS
 CHRIS CROSS

WQOV/Phoenix

Bob Swanson
 none
 Hot: SHEENA EASTON
 RAYDIO
 CHRIS CROSS
 ART GARFUNKEL
 QUINCY JONES

KOLO/Reno

Michael Bennett
 REO SPEEDWAGON
 CARPENTERS
 BILLY JOEL
 NICOLETTE LARSON
 Hot: EDDIE RABBITT
 CHRIS CROSS
 LULU
 RAYDIO
 QUINCY JONES

KKRV/Rock Springs

Chuck Martin
 COMMODORES
 none
 Hot: BURTON CUMMINGS
 C. CHRISTIAN
 BENNY HESTER
 ADDRESSI BROS
 Hot: none

KBL/Boh Lake City

George Lemich
 none
 Hot: RONNIE MILSAP
 ROSS/RICHIE
 CHRIS CROSS
 DAN FOGELBERG
 KENNY ROGERS

KRKO/San Diego

Sandi Benister
 GARY WRIGHT
 FOUR TOPS
 Hot: ROSS/RICHIE
 POINTER SISTERS
 RONNIE MILSAP
 JUICE NEWTON
 EDDIE RABBITT

KFMB/San Diego

Larsen/Anthony
 RITA COOLIDGE
 COMMODORES
 Hot: RAYDIO
 LULU
 CHRIS CROSS
 QUINCY JONES
 ART GARFUNKEL

KNBR/San Francisco

Larry Finkel
 MIKE POST
 Hot: EDDIE RABBITT
 SHEENA EASTON
 CHRIS CROSS
 KENNY ROGERS
 DAN FOGELBERG

KLOK/San Jose

BH Weaver
 OAK RIDGE BOYS
 DAN FOGELBERG
 ROYAL PHILHARMONI
 Hot: none

KMGZ/Seattle

John Stanic
 ROSS/RICHIE
 EDDIE RABBITT
 JOURNEY
 RAYDIO
 Hot: BILLY JOEL
 MANHATTAN TRANSFE
 KENNY ROGERS

KMGZ/Seattle

Barbara M. Richardson
 ADDRESSI BROS
 COMMODORES
 CRYSTAL GAYLE
 TERRI GIBBS
 DAN HILL
 ANNE MURRAY
 C. CHRISTIAN
 RONNIE MILSAP
 Hot: ART GARFUNKEL
 PURE PRALIE LEAG
 JIM PHOTOGLO
 LULU
 CHARLEY MCCLAIN

KDCA/Ann Arbor

Gary Olson
 ARLO GUTHRIE
 MANHATTAN TRANSFE
 JIM PHOTOGLO
 ARLAN DAY
 Hot: CHRIS CROSS
 QUINCY JONES
 LULU
 DAN FOGELBERG
 HICKEY GILLEY
 CHRIS CROSS

WKHM/Jackson

Lou Lambert
 TIGHT FIT
 ELO
 ADDRESSI BROS
 DAN HILL
 GENE COTTON
 JIM PHOTOGLO
 DOBBIE GRAY
 Hot: DOLLY PARTON
 FRED KNOBLOCK
 CHRIS CROSS
 EDDIE RABBITT
 KENNY ROGERS

KWOB/Jefferson City

Steve Morse
 C. CHRISTIAN
 COMMODORES
 DAN HARTMAN
 POINTER SISTERS
 CLIFF RICHARD
 Hot: ROSS/RICHIE
 JOURNEY
 EDDIE RABBITT
 CHRIS CROSS
 SHEENA EASTON

KMBZ/Kansas City

Steve Bell
 COMMODORES
 AIR SUPPLY
 CRYSTAL GAYLE
 ROGER MILLER
 HARRIS & WILLIAMS
 Hot: CHRIS CROSS
 DAN FOGELBERG
 EDDIE RABBITT
 KENNY ROGERS
 RONNIE MCOWELL

KFOR/Lincoln, NB

Patricia Moran
 AIR SUPPLY
 FOUR TOPS
 Hot: CHRIS CROSS
 EDDIE RABBITT
 LULU
 DAN FOGELBERG
 KENNY ROGERS

KLMB/Lincoln

Gary Collins
 ELECTRIC CHURCH
 ALBERT HAMMOND
 POCO
 WILD ROOT ORCHEST
 Hot: DON MCLEAN
 CHRIS CROSS
 ROSS/RICHIE
 DAN FOGELBERG
 ART GARFUNKEL
 LULU

WTYN/Columbus

Denny Nugent
 COMMODORES
 FOUR TOPS
 Hot: CHRIS CROSS
 SHEENA EASTON
 JOURNEY
 ROSS/RICHIE
 MOODY BLUES

WBO/Dayton

Peggy Powell
 STEVIE WOODS
 RITA COOLIDGE
 ARLAN DAY
 Hot: SHEENA EASTON
 LULU
 CHRIS CROSS
 DAN FOGELBERG
 AIR SUPPLY

KRNT/Des Moines

Scott Huskey
 none
 Hot: none

WDFW/FM

Paul Landino
 none
 Hot: ROSS/RICHIE
 RAYDIO
 RONNIE MILSAP
 EDDIE RABBITT

WCCO-AM/Minneapolis

Denny Long
 HARRIS & WILLIAMS
 CRYSTAL GAYLE
 BENNY HESTER
 BARBARA MANORELL
 FRANK SINATRA
 JOHN SCHNEIDER
 AIR SUPPLY
 ARLAN DAY
 RICKIE LEE JONES
 Hot: none

WCCO-FM/Minneapolis

Curt Lundgren
 none
 Hot: CHRIS CROSS
 JOURNEY
 STACY LATTISAW

KLTE/Oklahoma City

John Williams
 none
 Hot: JOHN DENVER
 ROSS/RICHIE
 LULU
 DAN FOGELBERG
 ART GARFUNKEL

WJOL/Pittsburgh

Lenora Duzinger
 MICHAEL JOHNSON
 BURTON CUMMINGS
 Hot: EDDIE RABBITT
 KENNY ROGERS
 SHEENA EASTON
 LULU
 PARLO CRUISE
 KENNY ROGERS

WJON/Flt. Cloud

Tom Booth
 WARTY BALIN
 ARLAN DAY
 ROSS/RICHIE
 AIR SUPPLY
 MANHATTAN TRANSFE
 HERB ALPERT
 Hot: AL JARREAU
 EDDIE RABBITT
 HICKEY GILLEY
 CHRIS CROSS

WJON/Flt. Cloud

Rob Belcher
 MOODY BLUES
 MIKE POST
 WARTY BALIN
 REO SPEEDWAGON
 STEVIE WOODS
 Hot: EDDIE RABBITT
 CHRIS CROSS
 SHEENA EASTON
 LULU

WBT/Charlotte

Greg McCullough
 none
 Hot: ROSS/RICHIE
 RONNIE MILSAP
 CHRIS CROSS
 JOHN DENVER
 ART GARFUNKEL

WABZ/Albany

Mark Robinson
 HARTY BALIN
 AIR SUPPLY
 DAN HARTMAN
 BEE GEES
 RICKIE LEE JONES
 STARS ON 45
 Hot: CHRIS CROSS
 LRB
 HALL & OATES
 DAN FOGELBERG
 KENNY ROGERS

WBB/Atlanta

Mary Catherine Sneed
 C. CHRISTIAN
 ARLAN DAY
 FOUR TOPS
 Hot: RONNIE MILSAP
 EDDIE RABBITT
 LULU
 CARPENTERS
 MIKE POST

WLTJ/Atlanta

Allen Saunders
 ROSANNE CASH
 CRYSTAL GAYLE
 BERTIE HIGGINS
 ARLAN DAY
 FRANK SINATRA
 Hot: MIKE POST
 ARLO GUTHRIE
 ROBBIE DUPREE
 DOLLY PARTON
 CAROLE B. SAGER

WJBO/Baton Rouge

Laurie Harrison
 AIR SUPPLY
 MIKE POST
 Hot: ROSS/RICHIE
 AIR SUPPLY
 CARPENTERS
 CHRIS CROSS
 ELO
 QUINCY JONES

WBT/Charlotte



Walt Love

Black Radio

Black Radio On Display

Thanks to a backlog of photos featuring Black radio folks from across the country, I'm pleased to present a portfolio of pictures this week. Let me remind you that photos from your station are always

welcome, and you don't have to be an R&R reporter to get your picture in the paper. We're here to serve you and help your station increase its visibility.



TEE FOR KDAY — Motown's Teena Marie recently stopped by KDAY/Los Angeles to say hello and thanks to the staff for helping with her current album's success. Pictured (l-r) are air personalities Don Tracy and Dave Michaels, KDAY MD Jon Badaewx, Teena, Asst. to the PD Joan Scott, and Motown's Jesus Garber.



KING & HIS COURT — After a recent performance at the Country Club in Los Angeles, B.B. King took time to say "cheese." Pictured (l-r) are Delores Garonea, KJLH Station Manager; MCA's Elmer Hill and Brenda Johnson (fourth from left); B.B. King (center); KACE Office Manager Andrea Norwood (third from right); and various friends.



WWRL & EVELYN IN BROOKLYN: WWRL/New York held a community-oriented function at the Brooklyn Abraham & Strauss department store. Pictured (l-r) are air personality Vi Higginson, RCA artist Evelyn King, and WWRL Program Director Bob Law.



WNJR LIVE FROM PEPPERMINT LOUNGE: While broadcasting live from the Peppermint Lounge in Orange, NJ, WNJR's Bill Franklin poses for the camera with (l-r) Mr. Blue of the Manhattans, Millennium artist Keith Diamond, and Millennium's Reggie Thompson.



VALENTIN'S DAY IN NEW YORK — Arista/GRP recording artist Dave Valentin recently made a New York City headlining appearance at the Bottom Line. Shown backstage (l-r): Arista VP Richard Smith, WBL's Pat Prescott, Valentin, WBGO's Rob Crocker, and Arista's Linda Haynes and Sherry Winston.



WHRK WELCOMES JACKSONS — WHRK/Memphis held a contest allowing winners to meet the Jacksons. Pictured (l-r, kneeling) are K-97's Robert Jon, Los Angeles Lakers' Magic Johnson, and Big Jon Priestler; (standing) K-97's Leon Griffin, group's Randy and Michael Jackson, contest winner, Jackie Jackson, winner, Marion Jackson, K-97 Program Director Ron Olson, and Tito Jackson.



WRBD'S DOUBLE DUTCH BUS: WRBD/Ft. Lauderdale sponsored what it called a "Double Dutch Bus Contest," which provided the winners with a free bus pass for 30 days. To win, listeners had to translate the pig Latin used in WMOT artist Frankie Smith's "Double Dutch Bus." Pictured smiling after the contest are (l-r) WRBD air personality Chico, two winners, WMOT's Larry Hargrove, WRBD MD Julian "Dr. J" Wright, and two more winners.

Black Radio

HOTTEST

Following are listed in order of their airplay activity.

FOUR TOPS

"When She Was My Girl" (Casablanca/PolyGram)

LUTHER VANDROSS

"Never Too Much" (Epic)

ARETHA FRANKLIN & GEORGE BENSON

"Love All The Hurt Away" (Arista)

MAZE

"Before I Let You Go" (Capitol)

DIANA ROSS & LIONEL RICHIE

"Endless Love" (Motown)

AL JARREAU

"We're In This Love Together" (WB)

B.B. & Q. BAND

"On The Beat" (Capitol)

TEDDY PENDERGRASS

"I Can't Live Without Your Love" (Philadelphia International)

CARL CARLTON

"She's A Bad Mama Jama" (20th)

RICK JAMES

"Super Freak" (Gordy)

ROGER

"Heard It Through The Grapevine" (WB)

TIME

"Get It Up" (WB)

BRICK

"Sweat ('Til You Get Wet)" (Bang)

DONALD BYRD & 125TH N.Y.C.

"Love Has Come Around" (Elektra)

CLIMBERS

Following are listed in order of their airplay activity.

☑ **ONE WAY** "Pull Fancy Dancer/Pull" (MCA) 62% (+17) reporting. Added at WHUR, KMJQ, WHRK, WDMT, WGIV, KDIA. Medium at WXYV, WWIN, WILD, WAOK, WAIL, WJMO, WJLB, WVON, WBMX, WGCI, KSOL, KDKO, WKND, WPDQ, WATV, WENN, WKXI, WLOU, WBLX, WTOY, WDAO, WKWM, KAEZ. Hot at WJMI, WTLC.

ROCKIE ROBBINS "Time To Think" (A&M) 62% (+11) reporting. Added at WAMO, WDMT, WOIC, WLOU, WTOY. Medium at WXYV, WVEE, WHRK, WYLD-FM, WAIL, WCIN, WJMO, WJLB, WVON, KDKO, WKND, WWRL, WTMP, WGIV, WVOL, WATV, WENN, WKXI, KOKY, WBLX, WDAO, WTLC, WKWM, KJLH, KACE. Hot at WHUR.

RONNIE LAWS "Stay Awake" (Liberty) 62% reporting. Added at WTOY. Medium at WAMO, WXYV, WWIN, WILD, WAOK, WVEE, WDMA, WHRK, WAIL, WEDR, WJMO, WDMT, WJLB, KDAY, KSOL, KDKO, WKND, WWRL, WGIV, WATV, WLOU, WBLX, WDAO, WTLC, WKWM, WWWW. Hot at WYLD-FM, WCIN, KOKY, KJLH.

☑ **CURTIS MAYFIELD** "She Don't Let Nobody (But Me)" (Boardwalk) 60% (+15) reporting. Added at WAMO, WAIL, WDMT, WKWM. Medium at WXYV, WWIN, WHUR, WAOK, WDMA, WHRK, WYLD-FM, WEDR, WCIN, WJMO, WJLB, WBMX, WGCI, KSOL, WKND, WWRL, WPDQ, WGIV, WVOL, WATV, WKXI, KOKY, WLOU, WDAO, KACE. Hot at KJLH.

☑ **SLAVE** "Snap Shot" (Cotillion) 60% (+13) reporting. Added at WAMO, WHRK, WWRL, WJJS, WANT. Medium at WXYV, WWIN, WILD, WAOK, WVEE, WAIL, WCIN, WJMO, WDMT, WGCI, KSOL, KDKO, WKND, WGIV, WKXI, WJMI, WOIC, WLOU, WBLX, WDAO, WTLC, WKWM, KAEZ, KACE. Hot at WBMX.

STEPHANIE MILLS "Night Games" (20th) 58% (+5) reporting. Added at WAMO, WANT. Medium at WILD, WAOK, WHRK, WYLD-FM, WCIN, WJMO, WDMT, WJLB, WVON, KDAY, KSOL, WKND, WPDQ, WVOL, WATV, WKXI, KOKY, WLOU, WTOY, KAEZ. Hot at WXYV, WEDR, WWRL, WGIV, WJMI, WDAO, KACE.

DENIECE WILLIAMS "Silly" (ARC/Columbia) 58% reporting. Medium at WWIN, KMJQ, WAOK, WDMA, WHRK, WJMO, KDAY, KDKO, WJJS, WANT, WOWI, WJMI, WTOY, WKWM, WWWW, KAEZ. Hot at WILD, WVEE, WYLD-FM, WAIL, WDMT, WJLB, KSOL, WVOL, WATV, WOIC, KOKY, WBLX, KDIA.

☑ **KOOL & THE GANG** "Take My Heart" (De-Lite) 58% reporting. Debuts this week. Added at WXYV, WWIN, WILD, WHUR, WAOK, WDMA, WAIL, WEDR, WCIN, WDMT, WBMX, WGCI, KMJM, KSOL, KDKO, WKND, WWRL, WPDQ, WGIV, WATV, WENN, WKXI, KOKY, WBLX, WTLC, WKWM, KAEZ, KDIA. Medium at WHRK.

WHISPERS "This Kind Of Lovin'" (Solar) 56% (+7) reporting. Added at WWIN, WJMO, WJLB, WLOU. Medium at WXYV, WILD, WHUR, WAOK, WHRK, WAIL, WCIN, WDMT, KSOL, KDKO, WKND, WPDQ, WGIV, WVOL, WATV, KOKY, WBLX, WTOY, WDAO, WTLC, WKWM, KAEZ, KACE. Hot at WOIC.

TEMPTATIONS "Aiming At Your Heart" (Gordy) 56% reporting. Added at WAMO. Medium at WILD, WAOK, WDMA, WHRK, WYLD-FM, WCIN, WJMO, WDMT, WJLB, KDAY, WKND, WWRL, WJJS, WANT, WKXY, WOIC, WLOU, WDAO, WTLC, KAEZ, KACE. Hot at WXYV, WHUR, KSOL, KOKY, WTOY, KDIA.

PATTI AUSTIN "Do You Love Me?" (Qwest/WB) 54% (+1) reporting. Added at WDMT, WBMX. Medium at WXYV, WILD, WHRK, WYLD-FM, WJLB, WGCI, KDAY, WGIV, WVOL, WJJS, WOWI, WATV, WLOU, WBLX, WTOY, WDAO, WTLC, KAEZ. Hot at WAMO, WAOK, WCIN, KSOL, WWRL, WOIC, KJLH.

WEST STREET MOB "Let's Dance (Make Your Body Move)" (Sugar Hill) 54% reporting. Added at WAMO, KAEZ. Medium at WXYV, WAOK, WVEE, WHRK, WEDR, WDMT, WGCI, WGIV, WANT, WOWI, WATV, WKXI, WBLX, WTOY, KACE. Hot at WILD, WAIL, WKND, WPDQ, WTMP, WVOL, WOIC, WLOU, WTLC, WKWM.

☑ **PRINCE** "Controversy" (WB) 54% reporting. Debuts this week. Added at WAMO, WXYV, WWIN, WCIN, WJLB, WGCI, KSOL, KDKO, WPDQ, WGIV, WOWI, WJMI, WOIC, WTLC, KAEZ. Medium at KMJQ, WAOK, WVEE, WDMA, WHRK, WAIL, WEDR, WJMO, WDMT, WBMX, WWWW, KDIA.

CAMEO "I Like It" (Chocolate City/PolyGram) 54% reporting. Added at WWIN, KDIA. Medium at WAMO, WXYV, WAOK, WHRK, WCIN, WJMO, WDMT, WVON, KSOL, KDKO, WGIV, WJJS, WANT, WENN, WKXI, WJMI, KOKY, WKWM, WWWW, KAEZ. Hot at WOIC, WLOU, WDAO, KACE.

☑ **BROTHERS JOHNSON** "Dancin' Free" (A&M) 52% (+17) reporting. Added at WCIN, WJMO, WBMX, WATV. Medium at WXYV, WILD, WHUR, WHRK, WYLD-FM, WAIL, WJLB, KDAY, KSOL, WKND, WWRL, WTMP, WOWI, WKXI, WJMI, KOKY, WBLX, WTOY, WDAO, WKWM, WWWW, KACE.

DENROY MORGAN "I'll Do Anything For You" (Becket) 52% reporting. Added at KMJM. Medium at WAOK, WHRK, WGCI, KDKO, WTMP, WVOL, WANT, WENN, WOIC, WLOU, WWWW, KACE. Hot at WAMO, WVEE, WDMA, WEDR, WJMO, WVON, WBMX, KDAY, WPDQ, WOWI, WATV, WTLC, WKWM.

QUINCY JONES featuring **JAMES INGRAM** "Just Once" (A&M) 52% reporting. Medium at WILD, WVEE, WDMA, WHRK, WAIL, WCIN, WDMT, KSOL, KDKO, WKND, WTMP, WGIV, WENN, WBLX, WTOY, WDAO, WKWM, WWWW, KJLH, KDIA. Hot at WJLB, WATV, WKXI, WJMI, KOKY, WLOU.

EVASIONS "Wikka Wrap" (SAM) 48% reporting. Added at WHRK, WGCI. Medium at WAMO, WAOK, WVEE, WAIL, WVON, WBMX, KSOL, WPDQ, WTMP, WANT, WOWI, WWWW, KDIA. Hot at WDMA, WEDR, WDMT, WJLB, WVOL, WKXI, WBLX, WTOY, WKWM.

S.O.S. BAND "Do It Now" (Tabu) 46% reporting. Added at WPDQ. Medium at WAMO, KMJQ, WVEE, WDMA, WCIN, WJMO, WDMT, WVON, WBMX, WTMP, WGIV, WVOL, WOWI, WATV, WENN, KACE. Hot at WHRK, KDAY, WJJS, KOKY, WLOU, KDIA.

☑ **JEAN CARN** "Love Don't Love Nobody" (TSOP) 44% (+15) reporting. Added at WJMO, WANT, WLOU. Medium at WWIN, WILD, WHUR, WEDR, WCIN, WKND, WWRL, WGIV, WENN, WKXI, WOIC, WBLX, WTLC, WKWM, WWWW, KJLH, KACE. Hot at WXYV.

ASHFORD & SIMPSON "It Shows In The Eyes" (WB) 44% (+5) reporting. Added at WGCI, WAMO, WJJS, WTOY. Medium at WXYV, WWIN, WHUR, WAOK, WDMA, WHRK, WYLD-FM, WCIN, WDMT, KSOL, KDKO, WKND, WWRL, WGIV, WOIC, WTLC, KJLH, KDIA.

GLADYS KNIGHT & THE PIPS "If That'll Make You Happy" (Columbia) 44% reporting. Medium at WXYV, WHUR, WAOK, WVEE, WDMA, WHRK, WYLD-FM, WCIN, WJMO, WJLB, WVON, WGCI, WVOL, WJJS, WKXI, WJMI, KOKY, WTOY, KACE, KDIA. Hot at WGIV, WDAO.

COMMODORES "Oh No" (Motown) 44% reporting. Debuts this week. Added at WAMO, WCIN, WGCI, KDAY, WKXI, WJMI. Medium at WXYV, WHUR, WHRK, WYLD-FM, WAIL, WEDR, WJLB, WPDQ, WGIV, WOWI, KOKY, WBLX, WTOY, KDIA. Hot at WWRL, WANT.

☑ **MELBA MOORE** "Take My Love" (EMI America) 42% (+15) reporting. Added at WDMT, WBMX, WENN, WKXI. Medium at WAMO, WXYV, WWIN, WILD, WHUR, WAOK, WHRK, WYLD-FM, WCIN, KDKO, WKND, WWRL, WPDQ, WTOY, WTLC, WKWM, WWWW.

DEBRA LAWS "Meant For You" (Elektra) 36% reporting. Debuts this week. Added at WAMO, WXYV, WWIN, WHUR, WJLB, WBMX, WPDQ, WGIV. Medium at WAOK, WYLD-FM, KDAY, WWRL, WOWI, KOKY, WDAO, WTLC. Hot at WVEE, WAIL.

NEW & ACTIVE

HERBIE HANCOCK "Everybody's Broke" (Columbia) 34% (+3) reporting. Added at WGIV, WANT, WBLX. Medium at WXYV, KMJQ, WAIL, WCIN, WDMT, KDAY, KSOL, WWRL, WATV, WTOY, WDAO, KAEZ. Hot at WENN, WLOU.

BITS & PIECES "Don't Stop The Music" (Mango) 34% reporting. Medium at WAMO, WAOK, WVEE, WAIL, WJMO, WDMT, WBMX, KMJM, WKND, WTMP, WENN, WKXI, WTOY, WDAO, WWWW. Hot at WLOU, WKWM.

STRIKERS "Inch By Inch" (Prelude) 32% (+1) reporting. Added at WJMO, KSOL. Medium at WXYV, WAOK, WHRK, WJLB, WTMP, WGIV, WJJS, WATV, WLOU, WBMX, WDAO, WKWM, KACE. Hot at WJMI.

BILLY OCEAN "Another Day Won't Matter" (Epic) 30% (+3) reporting. Medium at WXYV, WILD, WHUR, WAOK, WHRK, WCIN, WJLB, WBMX, WGIV, WKXI, WJMI, KOKY, WDAO, WTLC, KJLH.

BARBARA MASON "You Got The Papers (But I Got The Man)" (WMOT) 28% (+1) reporting. Added at WANT, KOKY. Medium at WILD, WAOK, WDMA, WHRK, WVON, WGCI, KDAY, WVOL, WATV, WENN. Hot at KMJQ, WJMO.

GRAINGERS "Shine Your Light" (BC) 26% reporting. Added at WANT. Medium at WAMO, WAOK, WVEE, WDMA, WHRK, WEDR, WCIN, WJLB, WBMX, WOWI. Hot at WJMO, WKXI.

RICHARD "DIMPLES" FIELDS "I've Got To Learn To Say No!" (Boardwalk) 26% reporting. Debuts this week. Added at WPDQ. Medium at WXYV, WHRK, WEDR, WCIN, WVON, WBMX, WKND, WKXI, WBLX, WDAO, KJLH. Hot at KACE.

Black Radio

Hottest

September 25, 1981

EAST	SOUTH	MIDWEST	WEST
Four Tops Luther Vandross B.B. & Q. Band Donald Byrd Al Jarreau Ross/Richie	Ross/Richie Four Tops Carl Carlton Brick Rick James "Super"	Four Tops Roger "Heard" Carl Carlton Ross/Richie	Luther Vandross Al Jarreau Carl Carlton Brick

Regionalized Adds & Hots

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

EAST

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
Prince
Rockie Robbins
Commodores "Oh No"
Time
West Street Mob
Stephanie Mills
Emodona
Afternoon Delights
Slave
Was (Not Was)
Debra Laws "Meant"
Ashford & Simpson
Pieces Of A Dream
Curtis Mayfield
Temptations
Bohannon

HOTTEST
Donald Byrd
Al Jarreau
Denroy Morgan
Meze
Larry Graham
Franklin/Benson
Rene & Angela
Patti Austin
Ross/Richie "Endless"
B.B. & Q. Band

WKND
Hartford, CT
Eddie Jordan

ADDED
Kool & The Gang
Stacy Lattisaw "It"
Gwen McCrae
T-Life
Klique
Natalie Cole "Nothing"
L.J. Reynolds

HOTTEST
Luther Vandross
Ross/Richie "Endless"
Carl Carlton
B.B. & Q. Band
Rick James "Super"
West Street Mob
Larry Graham
Franklin/Benson
Four Tops
Afternoon Delights

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Whisper
Isley Brothers
Kool & The Gang
Prince
Thelma Houston
Debra Laws "Meant"
Cheryl Lynn "In"
Central Line
Reddings
Rafael Cameron "Boogie's"
Keni Burke

HOTTEST
Carl Carlton
Ross/Richie "Endless"
Prince
Mean Machine
Nick Straker Band
Evelyn King "If"
Roger "Ruff"
Kool & The Gang
Tyrone Davis
Four Tops

WXVY
Baltimore, MD
Tim Watts

ADDED
Kool & The Gang
Prince
Kwikk "Night Life"
Stevie Woods
Miles Davis "Shout"
L.J. Reynolds
Superior Movement
Chaka Khan "Any"
Debra Laws "Meant"

HOTTEST
Stephanie Mills
Franklin/Benson
Four Tops
B.B. & Q. Band
Luther Vandross
Al Jarreau
Temptations
Donald Byrd
Ross/Richie "Dreaming"
Jean Carn

WWRL
New York, NY
Wanda Ramos

ADDED
Kool & The Gang
Thelma Houston
Lee Oskar
Klique
Slave
Peter Tosh

HOTTEST
Commodores "Oh No"
Taddy Pendergrass
Kool & The Gang
Four Tops
Dynasty
Herb Alpert
Patti Austin
Stephanie Mills
Robert Fleck
Bobby Brown

WDAS
Philadelphia, PA
Joe Tamburro

Not Available

WILD
Boston, MA
Steve Crumbley

ADDED
Kool & The Gang
Reddio "Ifs"
Robert Fleck "Loving"
Rafael Cameron "Boogie's"
Bohannon
Linda Jones
Quick
R.J.'s Latest Arrival
Mean Machine "Disco"

HOTTEST
Al Jarreau
Teddy Pendergrass
Donald Byrd
Roger "Ruff"
Patti LaBelle
Luther Vandross
Rick James "Super"
Al Jarreau
Carl Carlton
Brick
Donald Byrd
West Street Mob

WHUR
Washington, DC
Oscar Fields

ADDED
Escorts
Kool & The Gang
Isley Brothers
Jose Feliciano
Earth, Wind & Fire
One Way
Debra Laws "Meant"

HOTTEST
Al Jarreau
Teddy Pendergrass
Donald Byrd
Roger "Ruff"
Patti LaBelle
Luther Vandross
Temptations
Rockie Robbins
Rene & Angela "Wall"
Peaches & Herb

MIDWEST

WJMO
Cleveland, OH
Erik Stone

ADDED
Brothers Johnson "Dancin"
Jean Carn
Aura "Nasty"
Vaughn Mason
Strikers "Inch"
Tom Grant
Whispers

HOTTEST
Carl Carlton
Denroy Morgan
Four Tops
Dazz Band "Knock"
Ross/Richie "Endless"
Grangers
Nick Straker Band
Franklin/Benson
Barbara Mason
Brick

WDMT
Cleveland, OH
Freddie James

ADDED
Curtis Mayfield
Rockie Robbins
One Way
Patti Austin
Kool & The Gang
Melba Moore

HOTTEST
Rick James "Super"
Al Jarreau
Deniece Williams
Evasions
Four Tops
Franklin/Benson
B.B. & Q. Band
Roger "Heard"
Luther Vandross
Time

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Prince
Kool & The Gang
K.I.D.
Bohannon
Della Renee
Isley Brothers

HOTTEST
Ross/Richie "Endless"
Roger "Heard"
Denroy Morgan
One Way
Rick James "Super"
West Street Mob
Jean Knight/Barbara Mason
Four Tops
Dayton
Luther Vandross

WBMX
Chicago, IL
Pam Wells

ADDED
Melba Moore
Ashford & Simpson
Debra Laws "Meant"
Sherae Brown
Bob Marley
Brothers Johnson
Natalie Cole "Nothing"
Kool & The Gang
Central Line
Isley Brothers
Patti Austin
Bobby Brown

HOTTEST
Roger "Heard"
Four Tops
Time
Denroy Morgan
Luther Vandross
Slave
West Street Mob
Ross/Richie "Endless"
Rick James "Super"
Pointer Sisters

WWWS
Saginaw, MI
Kermit Crockett

ADDED
Kool & The Gang
Jimmy Ross
Tavara
Keith Diamond
Kurtis Blow
Quick

HOTTEST
Time
Evelyn King "I'm"
Carl Carlton
Rene & Angela
Franklin/Benson
Ross/Richie "Endless"
Roger "Heard"
Dayton
Teena Marie
Larry Graham

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
K.I.D.
Prince
Raydio "It's Your"
Kool & The Gang
Greg Phillinganes
Atlantic Starr "Time"
West Street Mob
Ross/Richie "Dreaming"
Natalie Cole "Nothing"

HOTTEST
Carl Carlton
Ross/Richie "Endless"
Stacy Lattisaw
Rafael Cameron
Evelyn King
Al Jarreau
Rene & Angela
Cheryl Lynn "Shake"
B.B. & Q. Band
Shelamer

SOUTH

WAIL
New Orleans, LA
Barry Richards

ADDED
Curtis Mayfield
Luther Vandross
Meze
Kool & The Gang
Klique
Brick "Summa"
Patti LaBelle "Spirit"
T-Life

HOTTEST
Carl Carlton
Rick James "Super"
Deniece Williams
Four Tops
West Street Mob
Debra Laws "Special"
Teddy Pendergrass
Rolling Stones
Roger "Heard"
Ross/Richie
Time

WPDO
Jacksonville, FL
Maxx St. Clair

ADDED
S.O.S. Band
Prince
Ebony Webb "Something"
Richard Fields "I've"
Klique
Kool & The Gang
Tom Tom Club
General Calne
Mighty Five
Nick Straker Band
Roger "Heard"

HOTTEST
Denroy Morgan
Rick James "Super"
Carl Carlton
Luther Vandross
Ross/Richie
Teena Marie
Rene & Angela
Roger "Ruff"
West Street Mob
B.B. & Q. Band

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Stars On 46 "More Stars"
Stevie Woods
Isley Brothers
Sequence
Bob Marley
M-Zee Band
Twice
Was (Not Was)
Power

HOTTEST
Deniece Williams
Time
Ross/Richie "Endless"
Debra Laws "Special"
Denroy Morgan
Carl Carlton
Franklin/Benson
Four Tops
Roger "Heard"
Luther Vandross

WJMI
Jackson, MS
Carl Haynes

ADDED
Commodores "Oh No"
Prince
Isley Brothers

HOTTEST
Quincy Jones
Nick Straker Band
Stephanie Mills
Time
Strikers
Four Tops
Temptations
One Way
Roger "Heard"
Suzy Q

WDIA
Memphis, TN
Carl Connors

ADDED
Kool & The Gang
Roger "Ruff"
Bobby Brand

HOTTEST
Roger "Heard"
Denroy Morgan
Four Tops
Ross/Richie "Endless"
B.B. & Q. Band
Ebony Webb "Something"
Cameo "Don't Be"
Rick James "Ghetto"
Franklin/Benson

WJLB
Detroit, MI
J. Michael McKay

ADDED
Prince
Debra Laws "Meant"
Madagascar
Superior Movement
Thelma Houston
Quick
Stevie Woods
Whispers
Atlantic Starr
E.K.P. Express

HOTTEST
Al Jarreau
Carl Carlton
Jenny Carr
Time
Dayton
Herb Alpert
Evasions
Meze
Deniece Williams
Quincy Jones

WCIN
Cincinnati, OH
Everett Cork

ADDED
Stacy Lattisaw "It"
Kool & The Gang
Hot Cuisine
Brothers Johnson
Commodores "Oh No"

HOTTEST
Patti Austin
Brick
Roger "Heard"
Ronnie Laws
Franklin/Benson
Donald Byrd
Meze
B.B. & Q. Band
Teddy Pendergrass
Manhattan

KMJM
St. Louis, MO
Dick Edwards

ADDED
Kool & The Gang
Denroy Morgan

HOTTEST
Ross/Richie "Endless"
Commodores "Lady"
Shelamer
Rick James "Super"
Roger "Heard"
Four Tops
Frankie Smith "Double"
Carl Carlton
Kenny Rogers
Pointer Sisters

WYLD-FM
New Orleans, LA
James Alexander

ADDED
Jose Feliciano
Cheryl Lynn "In"
Ch-Lita
Della
Neville Brothers
Superior Movement
Lee Bates

HOTTEST
Ross/Richie
Al Jarreau
Deniece Williams
Hymn/Henderson
Four Tops
Franklin/Benson
Luther Vandross
Ronnie Laws
Pointer Sisters
Rene & Angela

WBLX
Mobile, AL
Michael Jay Alexander

ADDED
Herbie Hancock
Kool & The Gang
Isley Brothers
Atlantic Starr
Donald Byrd
Earl Klugh
Reddings
Batty Wright

HOTTEST
Ross/Richie
Evelyn King
Brick
Larry Graham
Commodores "Lady"
Debra Laws "Special"
Rafael Cameron
Evasions
Richard Fields "She's"
Deniece Williams

WANT
Richmond, VA
Ben Miles

ADDED
Tyrone Davis
Jean Carn
Roger "Heard"
Herbie Hancock
Barbara Mason
Teena Marie
Hymn/Henderson
Brick
Afterback
Larry Graham
S.O.S. Band

HOTTEST
Rick James "Super"
Ross/Richie "Endless"
Evelyn King
Carl Carlton
Teena Marie
Hymn/Henderson
Brick
Afterback
Larry Graham
S.O.S. Band

WJWS
Lynchburg, VA
Art Young

ADDED
Slave
Four Tops
LoveSmith
Ashford & Simpson
Roger "Heard"

HOTTEST
Rick James "Super"
Ross/Richie "Endless"
Evelyn King
Carl Carlton
Teena Marie
Hymn/Henderson
Brick
Afterback
Larry Graham
S.O.S. Band

WADK
Atlanta, GA
Larry Tinsley

ADDED
Kool & The Gang
Natalie Cole "Nothing"
Prince
Jenny Carr
Power
Isley Brothers

HOTTEST
Larry Graham
Ebony Webb "Anybody"
Teena Marie
Noel Pointer
Brick
Time
Luther Vandross
Nick Straker Band
Al Jarreau
Patti Austin

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Kool & The Gang
Curtis Mayfield
Gledys Knight & Pips
Rick James "Super II"

HOTTEST
Carl Carlton
Brick
Grangers
Teena Marie
Evasions
Denroy Morgan
Bita & Pleece
Shelamer
West Street Mob
Rick James "Super II"

WGCI
Chicago, IL
Steve Harris

ADDED
Commodores "Oh No"
Kool & The Gang
Donald Byrd
Prince
Hot Cuisine
Isley Brothers
Evasions

HOTTEST
Luther Vandross
Roger "Heard"
Dynasty
Dazz Band
Pointer Sisters
Bobby Brand
Four Tops
Evelyn King
Carl Carlton

WVON
Chicago, IL
Bobby D'Jay

ADDED
None

HOTTEST
Richard Fields "She's"
Carl Carlton
Afternoon Delights
Debra Laws "Special"
Rick James "Firs"
Denroy Morgan
Evelyn King
Four Tops
Rick James "Super"
Ross/Richie "Endless"

WEDR
Miami, FL
Leo Jackson

ADDED
Dream Machine
Peter Tosh
Central Line
Mean Machine
Ebony Webb "Something"
Robert Fleck "Loving"
Cotton Candy
Kool & The Gang
Viola Wills
Lulu

HOTTEST
Brick
Luther Vandross
Stephanie Mills
Denroy Morgan
Dayton
Evasions
Vin-Zee
Evelyn King
Teena Marie
Jerry Carr

WLOU
Louisville, KY
Neal O'Rea

ADDED
Jean Carn
Vaughn Mason
Rockie Robbins
L.J. Reynolds
Randy Brown
Bohannon
Charles Sherrell
Keni Burke

HOTTEST
Franklin/Benson
Four Tops
Bita & Pleece
S.O.S. Band
Herbie Hancock
Rick James "Super"
West Street Mob
Quincy Jones
Cameo
Pointer Sisters

WTMP
Tampa, FL
Avis Faulter

ADDED
None

HOTTEST
Carl Carlton
Ross/Richie
Rick James "Super"
Evelyn King
Teena Marie
Kraftwerk "Numbers"
Shelamer
Al Jarreau
Richard Fields "She's"
West Street Mob

WATV
Birmingham, AL
Stan Granger

ADDED
Della Renee
Woods Empire
Brothers Johnson
Dazz Band
Kool & The Gang
Isley Brothers

HOTTEST
Kraftwerk "Numbers"
Luther Vandross
Franklin/Benson
Quincy Jones
Deniece Williams
Denroy Morgan
Evelyn King
Joe Tex
Dynasty
Roger "Ruff" "Heard"

WVIC
Columbia, SC
Mickey Arnold

ADDED
Bobby Womack
Herbie Hancock
Prince
Debra Laws "Meant"
Commodores "Oh No"
Kool & The Gang
One Way
Quick
Thelma Houston
Bob Marley

HOTTEST
Deniece Williams
Cameo
Meze
Four Tops
Carl Weathers
West Street Mob
Whispers
Bohannon
Patti Austin
Pointer Sisters

WDAD
Dayton, OH
Turk Logan

ADDED
Time
Clarence Carter

HOTTEST
Roger "Heard"
Luther Vandross
Four Tops
Shadow
Afterback
Gledys Knight & Pips
Franklin/Benson
Donald Byrd
Stephanie Mills
Cameo

WENN
Birmingham, AL
Gene Wise

ADDED
Commodores "Oh No"
R.J.'s Latest Arrival
Melba Moore
Kool & The Gang
Natalie Cole "Nothing"
Lenny Williams
Gwen McCrae

HOTTEST
Luther Vandross
Herbie Hancock
Rene & Angela
Roger "Heard"
Pointer Sisters
Al Jarreau
Time
Ross/Richie
Deniece Williams
Carl Carlton

WOWI
Norfolk, VA
Chester Benton

ADDED
Kwikk
Prince
Debra Laws "Meant"

HOTTEST
Ross/Richie "Endless"
Carl Carlton
Evelyn King
Rick James "Super"
Teena Marie
Brick
Al Jarreau
Pointer Sisters
Luther Vandross

WTOY
Roanoke, VA
Dorrie Deane

ADDED
Funkadelic
Roger "Heard"
Tavara
Cheryl Lynn "In"
Shock
Rockie Robbins
Bobby Womack
Ashford & Simpson
Hot Cuisine
Unlimited Touch
Ronnie Laws

HOTTEST
Luther Vandross
Stephanie Mills
Denroy Morgan
Dayton
Evasions
Vin-Zee
Evelyn King
Teena Marie
Jerry Carr

KMJQ
Houston, TX
Rose Holland

ADDED
One Way
Roger "Ruff"

HOTTEST
Rick James "Super"
Ross/Richie "Endless"
Pointer Sisters
Barbara Mason
Brick
Teena Marie
Carl Carlton
Jean Knight
Franklin/Benson
Commodores "Lady"

WVOL
Nashville, TN
Fred Harvey

ADDED
None

HOTTEST
Carl Carlton
West Street Mob
Afternoon Delights
Evasions
Rick James "Super"
Deniece Williams
Ross/Richie "Endless"
Teena Marie
Brick
Evelyn King

WHRK
Memphis, TN
Sharon Smith

ADDED
Kool & The Gang
Isley Brothers
Melba Moore
Ebony Webb "Something"
Natalie Cole "Nothing"
Lonnie Love
Commodores "Oh No"

HOTTEST
Time
Quincy Jones
Meze
Four Tops
Roger "Heard" "Ruff"
Evasions
Al Jarreau
B.B. & Q. Band
Grangers
Luther Vandross

WKXI
Jackson, MS
Tommy Marshall

ADDED
Kool & The Gang
Isley Brothers
Melba Moore
Ebony Webb "Something"
Natalie Cole "Nothing"
Lonnie Love
Commodores "Oh No"

HOTTEST
Deniece Williams
Brick
Luther Vandross
Teddy Pendergrass
Four Tops
B.B. & Q. Band
Franklin/Benson
Rick James "Super"
Quincy Jones
Al Jarreau

WOKY
Little Rock, AR
Rhonda Curtis

ADDED
Ross/Richie "Dreaming"
Kool & The Gang
Superior Movement
Barbara Mason

HOTTEST
Deniece Williams
Brick
Luther Vandross
Teddy Pendergrass
Four Tops
B.B. & Q. Band
Franklin/Benson
Rick James "Super"
Quincy Jones
Al Jarreau

WJZZ
Denver, CO
John Rebeck

KDKD
Denver, CO
Byron Pitts

ADDED
Cheryl Lynn "In"
Prince
Ebony Webb "Something"
Jumbo
Lee Oskar
G.H. Scott Heron
Miles Davis "Shout"
Kool & The Gang

HOTTEST
Carl Carlton
Four Tops
Luther Vandross
Roger "Heard"
Pointer Sisters
Raydio
Debbie Harry
Meze
Brick
Time

KJLH
Los Angeles, CA
Lawrence Tarrar

ADDED
Lenny Williams
Candy Boman
Donald Byrd

HOTTEST
Ronnie Laws
Rene & Angela "Wall"
Evelyn King "If You"
Patti Austin
Miles Davis "Shout"
Bobby Womack
Bob Marley
Luther Vandross
Curtis Mayfield
Batty Wright

JAZZ

MILES DAVIS
The Man With The Horn
(Columbia)

FREDDIE HUBBARD
Minstral (Liberty)

DAVE VALENTIN
Pied Piper (Arista/GRP)

ARTHUR BLYTHE
Blythe Spirit (Columbia)

AL JARREAU
Breakin' Away (WB)

WOODY SHAW
United (Columbia)

STAN GETZ
Dolphin (Concord)

EDDIE "CLEANHEAD" VINSON
I Want A Little Girl
(Pablo)

EAST: WYBC/New Haven, CT, Tom Strassburg SOUTH: WTJZ/Newport News, VA, Larry Holloman MIDWEST: WBBY/Columbus, OH, Terry Wilson WJZZ/Denver, CO, John Rebeck WEST: KADZ/Denver, CO, John Rebeck

Opportunities

Openings

EAST

Newsperson for AM "Music Of Your Life" FM Contemporary in Albany area. Salary D.O.E. T&R: Jim Bleikamp, WMYL/WIZR-FM, Box 307, Johnstown, NY 12078. EOE M/F (9-25)

WGFM looking for all night host for up-tempo A/C station. 3 years experience. Send best T&R: Paul Cassidy, 1400 Balttown Rd., Schenectady, NY 12309. EOE M/F (9-25)

WHYN/Bpringfield looking for top flight afternoon drive personality for A/C format. T&R to Andy Carey, WHYN, Box 8013, Springfield, MA 01101. EOE M/F (9-25)

WQBE needs top-notch, creative air talent. T&R to Bruce Clark, WQBE, Box 871, Charleston, WV 25323. EOE M/F (9-25)

Aggressive, experienced newsperson needed immediately for metro AM-FM Harrisburg, PA. Phone (717) 232-3128. EOE M/F (9-25)

Are you a personality-oriented newsperson? Females encouraged to apply. T&R: Gary Berkowitz, Pro-FM, 1502 Wampanoag Trail, Providence, RI 02915. EOE M/F (9-25)

T&R's being sought by major area Contemporary and Album format stations. Professionalism and talent required. To: Operations Manager, WLYN AM/FM, Box 831, Lynn, MA 01903. (9-25)

WEIR needs newsperson, beginners ok. Females & minorities encouraged. 30 minutes from Pittsburgh, PA. T&R to Gene Stabile, Box 2494, Weirton, WV 26082. EOE M/F (9-25)

WDEL/WSTW needs newsperson. Studio anchor, street reporting. Talk experience helpful. T&R to News Director, 2727 Shipley Road, Wilmington, DE 19899. EOE M/F (9-25)

WOND/Atlantic City looking for morning personality. T&R to Tom McNelly, Box 362, Pleasantville, NJ 08232 or call (609) 641-1400. EOE M/F (9-25)

WGRQ-FM/Bufalo looking for part-timers that rock & roll. Several weekend slots available. T&R to George Harris, 59 Virginia Place, Buffalo, NY 14202. EOE M/F (9-25)

Informative, Friendly, A/C

personalities wanted for expanding organization in beautiful mid-Eastern state. Applicants must relate to and become involved with our listening audience. Quality production skills a must. Salary commensurate with skills. Send T&R to Radio & Records, 1930 Century Park West, #268, Los Angeles, CA 90067. EOE M/F

WMGK/Philadelphia looking for part-time newsperson. Call Bob Craig, (215) 879-8000 or send T&R to WMGK, Bela Cynwyd Place, Bela Cynwyd, PA 19004. EOE M/F (9-18)

SOUTH

CK101 is looking for fun, entertaining morning jock. 100kw, great facilities on Florida's East Coast. T&R: Ray St. James, Box 520, Cocoa Beach, FL 32931. EOE M/F (9-25)

#1 Country station seeks evening announcer, good production. Call WDXI. T&R to Tommy Oliver, Box WDXI, Jackson, TN 38301. (901) 424-1310. EOE M/F (9-25)

KBFM looking for the best medium market night jock. T&R to Steve Owen, Box 3764, McAllen, TX 78502. EOE M/F (9-25)

WBEU/Beaufort needs midday Country personality. Must be team worker with good production skills. Rush T&R: Mark Robertson, 3040 Boundry St., Beaufort, SC 29902. (9-25)

96ROCK. WLBO-AM, AOR Superstars needs morning person immediately. Good production. T&R: Neil McNeal, Box 5000, Montgomery, AL 36192. (9-25)

A/C air talent Top 100 market in Southeast. Top salary for talent and experience. T&R, salary history to: PD, WTMA, Box 31089, Charleston, SC 29407. EOE M/F (9-25)

WJBO-AM is looking for a full-time adult communicator. Experience is a must. Send T&R to Gary King, Box 496, Baton Rouge, LA 70821. EOE M/F (9-25)

WJYL, Schulte 2 for Louisville, has immediate openings. A/C delivery. T&R to Mark Williams, 10,000 Shelbyville Rd., Louisville, KY 40223. EOE M/F (9-25)

Immediate opening for creative night time air talent at Q101. Send T&R to Larry O'Neal, Q101, Box 5314, Meridian, MS 39302. EOE M/F (9-25)

Southeast major market looking for strong voiced, human sounding DJ's and news anchors. T&R to Ted Stecker, 5700 Sunset Blvd., Los Angeles, CA 90028. EOE M/F (9-25)

Operations, Programming and/or announcing. Job designed around your abilities. Above average pay for above average talent for A/C station. Cliff Somers, WTON. (703) 885-5188. EOE M/F (9-25)

Openings

Wilmington, NC 100 KW FM and class IV AM. New owners need mature, experienced O.M. Contact Weyher Dawson or Paul Nichols, (919) 867-3131. EOE M/F (9-25)

KJLB-AM looking for top-notch news anchor for growing News-Telker. T&R to Frankie Rodriguez, Box 1290, Austin, TX 78767. (9-25)

All star Country, KWKC/Abilene has morning opening. Team possible. T&R: Troy London, Box 2201, Abilene, TX 79604 or call (915) 673-2545. (9-25)

KMAC looking for experienced entertainers for possible future openings. Show prep/writing skills necessary. T&R: Steve Gallagher, 1101 N. Main Ave., San Antonio, TX 78212. EOE M/F (9-25)

Orlando's hottest Adult Contemporary station is looking for a good part-timer. Minorities encouraged. T&R to Bill Bondurant, Y106 (WHLY), Box 7247, Orlando, FL 32854. (9-25)

Air talents needed for new FM. Positions open include morning drive. Pros only. T&R to Reggie Jordan, WKIN, Box 9, Kingsport, TN 37662. No calls. EOE M/F (9-25)

WLCS/Baton Rouge seeks air/production talent. T&R to Gene Nelson, 1 American Place, Suite 2420, Baton Rouge, LA 70825. EOE M/F (9-25)

WIRA & WOVV has two full-time openings. MOR & A/C. Minorities encouraged. Rush T&R to Steve Hess, Roth Broadcasting, Box 3192, Ft. Pierce, FL 33454. EOE M/F (9-25)

Central Virginia A/C leader seeks bright, warm and personable morning talent, capable of two way talk with newsmen. Good production skills required. T&R to Tom Leebrick, WLVA Radio, Box 2179, Lynchburg, VA 24501. (10-2) *

METROPLEX COMMUNICATIONS

Y-100/Miami and 96-KX/Tampa would like to have your tape on file for possible future openings. Tape and resume to Bill Tanner, Y-100, Miami, FL 33138.

equal opportunity employer

WLSQ/Montgomery, 95 Rock, Burkert Abrams Superstars. Immediate opening for morning person. Need production whiz! Send T&R: Neil McNeal, Box 5000, Montgomery, AL 36192. EOE M/F (9-18)

MIDWEST

Chicago's leading A/C has immediate opening for polished air personality. Multi-track production helpful. T&R to Jack Kelly, WCLR, 168 E. Superior, Chicago, IL 60611. EOE M/F (9-25)

Need two mature, experienced newscasters. One for morning drive, one for middays. T&R to Charlie Butts, WQUA, 1801 16th Ave., Moline, IL 61265. (9-25)



Killer Production Director

Wasting time and talent in unappreciative small market? Midwest Top 15 market leader seeking super creative production genius. Requirements: skill, talent, and several years multi-track experience. Salary med-20's+, great benefits. Rush best, brilliant, bizarre to Radio & Records, 1930 Century Park West, #270, Los Angeles, CA 90067.

WKAU-AM & FM/Appleton-Oshkosh-Green Bay CHR needs PM drive personality now! Possible 7-12mid-night opening. No beginners. T&R to Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE M/F (9-25)

Air personality needed immediately for 7-12midnight shift. Good bucks for good talent. T&R to WNFL, Box 520, Green Bay, WI 54306. EOE M/F (9-25)

Reporter/anchor with minimum 2 years experience. Good salary/benefits. T&R, samples, references to Lee Kelso, WQHK/WMEF, Box 6000, Ft. Wayne, IN 46896. EOE M/F (9-25)

WZVZ Kokomo's #1 station looking for morning personality. Reliable and mature. T&R, yesterday, to Pat Moore, PD, Box 2208, Kokomo, IN 46902. EOE M/F (9-25)

Wanted - Morning Pro

You'll start at \$25-30,000. You'll have fun on the air. You'll communicate with your audience. You'll be working for the #1 rated station in an upper Midwest market. Is this you? Tape & Resume to Radio & Records, 1930 Century Park West, #269, Los Angeles, CA 90067.

WZUU-FM CHR seeking mature, experienced reporter/anchor preferably from Milwaukee area. T&R to News Director, 520 W. Capitol Dr., Milwaukee, WI 53212. No calls. EOE M/F (9-25)

Openings

13-WTRX needs aggressive street reporter to work with top news department in mid Michigan. T&R to Art Reid, WTRX, Box 1330, Flint, MI 48501. EOE M/F (9-25)

Wanted: a CHR personality that can maintain big ARB numbers in morning drive. T&R to Keith Mason, WDNL, 1501 N. Washington, Danville, IL 61832. EOE M/F (9-25)

Reporter/anchor for station with major market approach to news. T&R to Gary Wescott, WSPT, Box 247, Stevens Point, WI 54481. EOE M/F (9-25)

Superstars AOR, immediate opening for healthy communicator for airshift, production, etc. Minorities and females encouraged. Rush T&R: Chris Kelly, Box 760, Jacksonville, NC 28540. EOE M/F (9-25)

Looking for professional staff. Five jocks, 2 salespersons. T&R to Bob Dillon, 318 Wilmac, Dwight, IL 60420. EOE M/F (9-25)

Station of the year '79-'80, PD leaving due to family illness. Send confidential T&R to G. Scantland, WDF, Box 10,000, Marion, OH 43302-1330. EOE M/F (9-25)

Z-98 needs evening jock. Stable staff, good working conditions and #1 station in a market of 100,000+. T&R to Keith Harris, Box 1410, Lafayette, IN 47902. EOE M/F (9-25)

Afternoon drive jock and a Production Director needed for our #1 CHR FM. T&R to J.J. Bouley, KYTN-FM, Box 1838, Grand Forks, ND 58201. (701) 772-7197. EOE M/F (9-25)

STUART BROADCASTING NEEDS

NEWS DIRECTOR NEWS PEOPLE ANNOUNCERS ENGINEER COPYWRITERS

Call or send tape and resume to: Orv Koch, Stuart Broadcasting Co., 625 Stuart Bldg., Lincoln, NE 68501., (402)475-4204

EOE

Hiber & Hart, Ltd., looking for midday personality for one of our client stations. Opening is at top ten Midwestern market station with A/C format. T&R to Hiber & Hart, Ltd., Box 1220, Pebble Beach, CA 93963. (9-18)

Midday air personality needed at leading small market station. Good production a must. T&R to Doug Triplett, WDF, Box 10000, Marion, OH 43302-1330. EOE M/F (9-18)

WEST

Future opening. 24-hr FM. A/C, MOR. Vacation area. 35 mi. to skiing. 2 years experience. T&R: PD, KIOQ-FM, Box 1388, Bishop, CA 93514. EOE M/F (9-25)

PD, MD, ND, AM talent openings. Several CA and Sunbelt medium market. T&R to Bob Goode Consulting Services, P.O. Box 1783, Cave Creek, AZ 85331. (9-25)

KIQY-FM Album oriented hits 1-1 adult communicators part-time and possible future full-time. Tape, resume, and salary requirements: Steve Conrad, 743 Main St., Lebanon, OR 97356. EOE M/F (9-25)

General Manager. Dynamic opportunity for sales and programming whiz at 24 hour dynamo in Portland, OR. Call Jack Alex, Patten Communications, (904) 255-1456. (9-25)

NEWS ANCHORS/REPORTERS

L.A. - Dallas - Houston - Cleveland - Miami

Expanding traffic reporting company accepting cassettes/resumes in confidence. Excellent salary plus benefits with good advancement

CREATIVE BROADCAST SERVICES
6290 Sunset Blvd., Hollywood, CA 90028

(213) 467-8151

Looking for PD and future air talent. T&R to Lou Burke, P.O. Box 60, Cottonwood, AZ 86326. (9-25)

KNEW/San Francisco looking for full-time production and evening shift person. T&R to Jim Wood, Box 910, Oakland, CA 94604. (9-25)

KYTE-KLLB-FM needs full-time news announcer. No calls. T&R only to Mark Gere, 2040 S.W. First, Portland, OR 97201. EOE M/F (9-25)

24-hour FM beautiful vacation area needs dedicated, hard-working News Director/announcer. Long hours and experience required. T&R: KIOQ-FM, Box 1388, Bishop, CA 93514. EOE M/F (9-25)

Wyoming's Country KUUY/Cheyenne has immediate opening for morning drive. T&R to Richard Lee, Box 928, Cheyenne, WY 82001 or (307) 632-0551. EOE M/F (9-25)

Openings

Las Vegas/KORK needs a 6-10pm A/C jock yesterday. Rush T&R to Bill Bauman, Box 42129, Las Vegas, NV 89104. EOE M/F (9-25)

KFMG/Albuquerque accepting T&R for possible future openings. John Florence, 5801 Domingo Rd. N.E., Albuquerque, NM 87108. (9-25)

KGA/Spokane looking for PD. Contact Don Lane, Box 32, Gresham, OK 97030 or (503) 867-1230. EOE M/F (9-25)

KACI/Dallas, OR looking for talented A/C communicators for AM drive position. T&R to John Rossi, KACI-AM, Box 516, The Dalles, OR 97058. No calls. EOE M/F (9-25)

Morning drive jock needed by Sept. 30th for soft rock FM. Experienced call Tony Kent, KPGA, Piemo Beach, CA. (805) 773-1895. EOE M/F (9-25)

Feel you're ready to lead an expanding news department? Call me right now and I'll give you all the details. R.S. Tucker, PD, KRKK/Rock Springs, WY, (307) 362-3793. EOE (10-2) *

Positions Sought

Chief Engineer/announcer. 5 years experience, AM, FM stereo, STL, Marti, also directional AM and P-B-P. Excellent references. Call BOB, (716) 372-0967. (9-25)

Sports Director at all-news station would like to do P-B-P and/or color in Top 50 market. 8 years experience. JONATHAN WARNER, (302) 738-0202. (9-25)

For immediate hire. Trained Black newscaster/DJ seeking first radio job. Mature, articulate performer. KARL GAYLE, (212) 325-8360. (9-25)

J.K. DEARING, highly successful at current station. Seeking PD position. For programming philosophies and how I can make money for your station, call (219) 277-8046. (9-25)

Currently employed. Billboard, Gavin, award-winning Operations Manager seeks new opportunity. Excellent skills and administrative motivation, sales promotion. Country or A/C format. Call (415) 392-3157. (9-25)

15 years in A/C, CHR, Talk programming. Looking for work in medium to large market. Contact DUSTIN KIRBY, (714) 622-5820. (9-25)

WBT WHAM WNDE

POP PERSONALITY

Professional, creative, good citizen and gentleman. For tape and resume call TOM McMURRAY (319) 372-8169

Female air personality. 7+ years experience. Country, AOR, R&B, Jazz and A/C. Looking to relocate. Los Angeles area. Currently San Francisco. Call (707) 552-6769. (9-25)

Want a winner? Creative, humorous, seeking small, medium market position in East or Midwest. 4 years experience, airshift/automation. Love community involvement. Call TOM, (312) 539-1730. (9-25)

CC McCARTNEY, formerly of 8100 and KFMB/San Diego, KTLK and 96KX/Denver, KUPD/Phoenix, KLIF/Dallas, actively seeking PD position. Call (303) 364-4917. (9-25)

Former 96X/Miami personality available. Call BRIAN, (306) 431-8993 for tape and resume. (9-25)

Experienced air personality in competitive small market seeking professional promotionally-minded CHR or A/C in Midwest. BRAD LOVETT, (419) 678-3138. (9-25)

BTEVE ANTHONY WRKO/Boston, KNUB and K97/Dallas, KTLK/Denver plus PD at Q107/Amarillo, is looking for programming position. Call before noon. (413) 245-9662. (9-25)

Help save a jock with 2 1/2 years experience who is dying of boredom! Pittsburgh or Pennsylvania station should call THOM at (412) 441-4410, days before 3pm. (9-25)

7 years experience looking for a gig yesterday. Country or Talk format. Prefer Northeast, Northwest, Midwest PD or on-air. Call BILL JAMES, (615) 725-3650. (9-25)

CHRISTIE BARNEB, formerly midday and production. Free form AOR in Apen, just moved to West Los Angeles seeking airshift and production part-time. (213) 273-4800, ext. 2007. (9-25)

Need big pipes? I need bigger dollars. Have bucks will travel. Let's get together. Call STEVE (807) 722-3437, between 10am and 5:30pm EST. (9-25)

Attention West Coast. Major market morning personality wants to program your A/C or Country station, utilizing 8 years experience. Call JERRY, (602) 948-9848. (9-25)

Former Top 30 market jock looking for small market station to PD. Love NY, PA, and ME. Call MIKE, (607) 724-0176. (9-25)

Opportunities

Positions Sought

RON YOUNG 10 year air personality, all formats. Programming, production, music and more. New Spanish format leaves me unemployed. HELPI (714) 340-2831. (9-25)

DJ presently working Country format. Willing to relocate for full-time position. Call (401) 739-5625, ask for KEVIN. (9-25)

10 years radio. Los Angeles County/City. Seeking Operations Manager airshift or news, air production. (213) 277-7769, (213) 822-3444 (service). Ask for BILL. (9-25)

Single male seeks production copywriting or programming position. 8 year veteran with numerous references and production awards. West Coast preferred. (714) 829-8323. (9-25)

It's my job to be better than the rest. Call KATHY LEE if you're looking for an experienced team player. Want more info? (813) 725-3883. (9-25)

Talented, young air personality. Looking for new challenge in medium market. 8 year experience, strong production. Call RON SMITH, before 12noon. (606) 437-9855. (9-25)

Positions Sought

PD's: You say there's no true creative talent out there. I say wrong. Let's win together. BRAD KAYE, WTVN, AM drive, KIOA. (515) 280-7136. (9-25)

Experienced female announcer and copywriter wants to relocate for better bucks. Any format. Oldies are my specialty. Call ROBIN, (312) 860-2120 or (312) 827-1213. (9-25)

Offbeat, Dirty Two-Man

morning show. Nice numbers in Top 30 market. AOR, harder leaning CHR stations looking to stun market and competition. send for aircheck. New ratings: In the 7's; men in the 10 range. Reply to Radio & Records, 1930 Century Park West, #264, Los Angeles, CA 90067.

Chief Engineer/air personality looking for good A/C medium market station to do either or both. Over 9 years experience. Call MORGAN, (216) 884-4169 or 884-2678. (9-25)

Positions Sought

Minority news/DJ, 7 years experience. All formats including N.Y.C. and NET experience. (212) 489-4850 till noon EST Orlando. (9-25)

JIM CASHIDY 20 year pro, PD, MD, sales and marketing, seeks programming position with stable, aggressive company. (501) 861-7500. (9-25)

"Glacerae Oppore Barattaramel" . . . "Play me or trade me!" Cleave female sports radio personality, 10 years major market/international coverage. Tri-lingual. SPRING de HAVILAND, IITYWYBMAD (213) 828-8143. (9-25)

Good down-home Country voice. Looking for medium to large market Country station. WXIC, WXIZ. Will relocate. Call CARL, (216) 493-6329. (9-25)

Bookkeeper/traffic person with 3rd class license available. Solid bookkeeping/billing experience. Will relocate. Contact BETTY PARENT, (505) 247-3056. (9-25)

Medium market mouth trapped in the body of a 500 watt daytimer, is looking for drive slot at Midwest A/C. WAYNE, (502) 223-8045. (9-18)

RYK BT. VINCENT, refreshing, colorfully sincere and dedicated to doing a good job. Relocatable, R&B Jock with sparkling production. Call (213) 389-2838. (9-18)

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.
Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

Marketplace

Promotions that WORK!

NOW 50% MORE INFORMATION!

- Monthly newsletter filled with the latest broadcast promotion and contest ideas
- Up-to-date listing of new sources of prizes and promotional items
- Regular tips on planning ahead for seasonal promotions

PROMOTIONS THAT WORK gives you an important edge, bringing dozens of exciting new promotion ideas to your mailbox each month. SEE FOR YOURSELF! Write (on station letterhead, please) or call with no obligation . . . for a free current issue of PROMOTIONS THAT WORK!

Promotions That Work!
625 EAST TERRACE • FRESNO, CA 93704 • 209 226 5400

O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service!
For sample, write on station letterhead to: **O'Liners**
1448-R, West San Bruno Ave., Fresno, CA 93711
or phone (209) 431-1502

"BILLY SQUIER... a fish out of water"

Pro or con comments like this are caught as they happen from fans across the country on "Concert Line," one of the several exciting features offered each week on **STICK IT IN YER EAR**, a one-hour music magazine designed for AOR radio.

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This month's current issue #18 features KIS-FM/Rick Dees, KJR/Eric Chase, KMET/Jeff Gonzer, KWST/London & Engelman, 91X/Ted Wayne, and from San Bernardino, a mini-composite with KCAL-FM, KOLA, KFXM, KMEN & 99.1

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A SPECIAL WESTERN STATES CASSETTE THIS MONTH TOO! 90 minute issue #5-1 offers KLUC/KENO-FM from Las Vegas, KTKT/KRQQ from Tucson, KZZX/KQEO/KFMG/KWXL from Albuquerque, KMOD from Tulsa, KXXY/KOFP/KATTA/LNK from Oklahoma City, KQAM/KICT/KEYN from Wichita, and KIMN-Chuck Buell/KBPH/KAZY/KOAO from Denver.

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Classic issue #C-11 this month features WKBW/Dick Bond-1959, KMPC/Robert W. Morgan-1976, KFWB/Reb Foster-1966, KFV/Charlie Fox-1978, KHJ/Charlie Van Dyke & Mark Elliot-1976, and WNBC/Cousin Bruce-1976.

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Changes

RADIO

Tony Bruno named weekend Sports Anchor for the RKO Radio networks.

John Winters joins the RKO Radio Networks as News Correspondent/Anchor.

Lou Millano and Art Blazar named Newswriters/Editors for the RKO Radio Networks.

Leslie Wolfe-Cundiff and William G. McColl join the RKO Radio Networks as Newswriters/Editors.

Bill Bulger joins the RKO Radio Networks as Legal Correspondent.

Arlene Bahrenburg named Senior Research Analyst, RKO Radio Networks.

Changes

Charles Van Dyke named News Correspondent for the Washington Bureau of the RKO Radio Network.

John Winters joins the RKO Radio Networks as News Correspondent/Anchor.

Margaret Jones to host the "Ask The Expert" series on the RKO Radio Networks.

Will Spens named News Anchor/Correspondent for the RKO Radio Networks.

Bill Zervakos is now the full-time Sales Manager for Summit Communication, OK.

Tom Olson joins WFYR/Chicago, IL Sales Staff.

Frank Guida has joined Progressive Radio Network as Producer of the company's Holiday Package.

RECORDS

Wanda Hayes has been promoted to Capital Region Promotion Manager for Polygram Records.

Changes

Jeff Laufer has been upped to Western Regional Promotion Manager, Polygram Records.

Lise Lane named Assistant A&R Director for Emerald City.

Heather Irving appointed Manager, West Coast A&R, Epic Records.

Barbara Merselis appointed Local Promotion Manager, Black Music Jazz, New Orleans Market, Columbia Records.

Melani Rogers named Arieta's Associate Director, National Publicity.

INDUSTRY

George S. Smith, Jr. has been appointed Controller for Viscom Radio.

Alexandra Grevas joins the promotion staff at Frank Management.

Al White joins The Total Experience talent booking division.

Changes

Duane Baron appointed Engineering Director for Pasha.

Miscellaneous

WLYN-AM/FM needs CHR and AOR single/LP service from all labels. Also all catalogue service. Send to WLYN, P.O. Box 831, Lynn, MA 01903. (9-25)

WHTL-FM/Whitehall, WI needs single and album service from all labels. Send to Dave Daniels, WHTL, Box 878, Whitehall, WI 54773, or call (715) 538-4341. (9-25)

WBLX-FM requests albums and other related product for on-air promo giveaway. Sources will be acknowledged on air. Carmen Brown, WBLX-FM, Box 2823, Mobile, AL 36652, (205) 432-7609. (9-25)

KKAZ/Cheyenne, WY 100,000 watt FM needs CHR, AOR and Oldies service from all labels. John Ramsey, PD, Box 928, Cheyenne, WY 82001, (307) 635-1111. (9-25)

New A/C and Country crossover station needs 45 and LP service from all labels. Dave Daniels, WHTL, Box 878, Whitehall, WI 54773, (715) 538-4341. (9-18)


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 Miles David, President Radio Advertising Bureau

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THE BACK PAGE BREAKERS

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

MARTY BALIN

Atlanta Lady (Something About Your Love)
(EMI America)

63% of our reporters on it. Moves: Up 40, Debuts 39, Same 27, Down 0, Adds 29 including WKBW, WBEN-FM, F105, WZZP, KEZR, 13K, WBLI, V100, KQ94, WAXY, WGRD, KNBQ, WGUY, 95SGF, KSLY. See Parallels, charts at number 29.

POLICE

Every Little Thing She Does Is Magic
(A&M)

60% of our stations on it. Moves: Up 10, Debuts 42, Same 30, Down 0, Adds 48 including WNBC, WBEN-FM, WIFI, JB105, Q107, WGPC, CKLW, KFI, 13K, KIMN, Q103, K104, B97, KJ100, WOHO, FM102. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record up on their charts, the number of new chart debuts, how many stations held it the same (on to on, add to on, 31-31), moved it down on their charts or added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels. indicates one of this week's "most added" new songs.

DIESEL "Sausalito Summernight" (Regency) 110/16

Moves: Up 51, Debuts 15, Same 27, Down 1, Adds 16, WIFI, PRO-FM, WTRY, WTX, KQ94, WJDX, KXX106, BJ105, CK101, WMAK-FM, WQRK, WMEE, WDJX, KNBQ, WIGY, 95SGF.

BURTON CUMMINGS "You Saved My Soul" (Alfa) 109/27

Moves: Up 27, Debuts 20, Same 35, Down 0, Adds 27 including WROR, 94Q, KEZR, KPLZ, B104, WPST, KQ94, WAXY, WGRD, KOFM, KLUC, KQIZ-FM, KFJR, KWLO, KYA.

MIKE POST featuring LARRY CARLTON "Theme From 'Hill Street Blues'" (Elektra) 104/18.

Moves: Up 40, Debuts 26, Same 20, Down 0, Adds 18 including WKBW, WPGC, WCKX, KFRC, KEZR, Q103, WHYN, KFMK, KX104, KSTT, K10A, KYSN, WJBQ, WCGQ, WTRU.

ATLANTA RHYTHM SECTION "Alien" (Columbia) 100/14

Moves: Up 50, Debuts 17, Same 19, Down 0, Adds 14, CFTR, KOPA, 92FLY, KBFM, WSGN, BJ105, CK101, WHBQ, KSTT, WNAP, WOW, WHEB, KSEL-FM, KKRC, KBEQ 16-13.

BEE GEES "He's A Liar" (RSO) 99/22

Moves: Up 16, Debuts 31, Same 30, Down 0, Adds 22 including 96KX, PRO-FM, KBEQ, WZUU, WBLI, WTIC-FM, KQ94, WBBQ, WCSC, WVIC, KIDD, KCPX, WCIR, WCGQ, KFXD.

DEVO "Working In The Coal Mine" (Full Moon/Asylum) 95/9

Moves: Up 51, Debuts 13, Same 21, Down 1, Adds 9, Q107, CKGM, Q106, KINT, KEEL, WDJX, WHOT, WANS-FM, KFJR, Q102 35-30, K10Q 25-17, WKEE 23-18, WSKZ 18-15, WFBG 16-11, KOOK 14-11.

COMMODORES "Oh No" (Motown) 92/34

Moves: Up 16, Debuts 24, Same 18, Down 0, Adds 34 including WZUU, KEARTH, KFI, KFRC, 13K, KPLZ, KOPA, 92FLY, KHFI, WAAV, WOKI, KHYY, WGUY, WISE, KSLY.

FOREIGNER "Waiting For A Girl Like You" (Atlantic) 75/32

Moves: Up 21, Debuts 11, Same 11, Down 0, Adds 32 including WCAO, CFTR, 94Q, Y100, Q102, KEARTH, KYYX, KOPA, WPST, KXX106, WNAP, 92X, KJRB, KKRC, KQDI.

RICK JAMES "Super Freak" (Gordy) 85/5

Moves: Up 30, Debuts 4, Same 16, Down 10, Adds 5, JB105, WGCL, Q102, B104, WPST, WXXS-FM 3-2, WPGC 4-2, Y100 3-3, WCKX 4-2, 13K 2-2, KELP 1-1, KXX106 13-7, Z104 14-7, WSGA 1-1.

OLIVIA NEWTON-JOHN "Physical" (MCA) 63/61

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 61 including WIFI, WCAO, WXXS-FM, JB105, WPGC, Z93, CKLW, KFI, K10Q, KYYX, KIMN, KC101, WMAK-FM, KOFM, K96.

CARL CARLTON "She's A Bad Mama Jama" (20th) 57/8

Moves: Up 31, Debuts 3, Same 12, Down 3, Adds 8, WABC, WNBC, WBEN-FM, PRO-FM, JB105, Z93, WXLK, KDZA, KRLY 3-3, WCKX 17-10, K10Q 8-5, WTIC-FM 25-19, KELP 4-3, WFMF 10-6, WCSC 12-9, WSGA 16-10.

ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 57/5.

Moves: Up 24, Debuts 8, Same 20, Down 0, Adds 5, CKGM, WNOX, WGUY, WKXY, KILE, WIFI on, WROR 18-13, PRO-FM 17-13, Y100 33-28, CKLW 16-13, KFI on, WHBQ 14-11, KCBM 40-37.

PAT BENATAR "Promises In The Dark" (Chrysalis) 55/55

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 55 including WBEN-FM, WIFI, JB105, Y100, Q105, WCKX, KRLA, KFI, KIIS-FM, KSFY, KIMN, Q103, WPST, KJ100, WDJX, 95XIL, Z102, KFJR.

BILLY SQUIER "In The Dark" (Capitol) 54/4

Moves: Up 22, Debuts 9, Same 18, Down 1, Adds 4, KKXX, KLUC, KSEL-FM, KDZA, JB105 33-27, WLS 24-17, WKRZ-FM d-28, KEGL 29-26, KXX106 28-25, KJ100 10-7, Z104 20-14, FM103 18-13, WJBQ 28-24, Z102 33-29, KILE 31-27.

Radio & Records

NATIONAL AIRPLAY/30

September 25, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK
9	5	3
2	2	1
1	1	2
5	4	4
8	6	5
10	8	7
24	20	11
27	22	14
19	12	9
22	17	10
3	3	6
30	24	16
18	15	13
6	7	8
-	-	24
-	28	23
21	19	17
-	29	26
-	-	25
4	9	12
-	-	27
26	25	22
11	11	15
-	30	28
13	14	18
-	-	30
7	10	19
12	13	20
-	-	27
-	-	28

1	CHRISTOPHER CROSS/Arthur's Theme (Best That...) (WB)
2	JOURNEY/Who's Crying Now (Columbia)
3	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
4	EDDIE RABBITT/Step By Step (Elektra)
5	SHEENA EASTON/For Your Eyes Only (Liberty)
6	MOODY BLUES/The Voice (Threshold/PolyGram)
7	DARYL HALL & JOHN OATES/Private Eyes (RCA)
8	DAN FOGELBERG/Hard To Say (Full Moon/Epic)
9	ROLLING STONES/Start Me Up (Rolling Stones)
10	LITTLE RIVER BAND/The Night Owls (Capitol)
11	S. NICKS w/T. PETTY/Stop Draggin'... (Modern/Atco)
12	KENNY ROGERS/Share Your Love With Me (Liberty)
13	LULU/I Could Never Miss You (More Than I Do) (Alfa)
14	ELECTRIC LIGHT ORCHESTRA/Hold On Tight (Jet)
15	AL JARREAU/We're In This Love Together (WB)
16	BOB SEGER/Trying To Live My Life Without You (Capitol)
17	REO SPEEDWAGON/In Your Letter (Epic)
18	RICK SPRINGFIELD/I've Done Everything For You (RCA)
19	Q. JONES featuring J. INGRAM/Just Once (A&M)
20	COMMODORES/Lady (You Bring Me Up) (Motown)
21	FOUR TOPS/When She Was My Girl (Casablanca/PolyGram)
22	BALANCE/Breaking Away (Portrait)
23	FOREIGNER/Urgent (Atlantic)
24	BILLY JOEL/Say Goodbye To Hollywood (Columbia)
25	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
26	AIR SUPPLY/Here I Am (Just When I Thought I...) (Arista)
27	PABLO CRUISE/Cool Love (A&M)
28	GARY WRIGHT/Really Wanna Know You (WB)
29	MARTY BALIN/Atlanta Lady (Something...) (EMI America)
30	POLICE/Every Little Thing She Does Is Magic (A&M)

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

MOST ADDED

OLIVIA NEWTON-JOHN "Physical" (MCA)
PAT BENATAR "Promises In The Dark" (Chrysalis)
POLICE "Every Little Thing She Does..." (A&M)
AIR SUPPLY "Here I Am (Just When...)" (Arista)
COMMODORES "Oh No" (Motown)
EW&F "Let's Groove" (ARC/Columbia)

Complete Regionalized Listings on Pages 24 and 25.

HOTTEST

CHRISTOPHER CROSS "Arthur's Theme..." (WB)
DAN FOGELBERG "Hard..." (Full Moon/Epic)
JOURNEY "Who's Crying Now" (Columbia)
ROLLING STONES "Start Me Up" (Rolling Stones)
HALL & OATES "Private Eyes" (RCA)

Parallel Listings Begin on Page 26.

BLUE OYSTER CULT "Burnin' For You" (Columbia) 52/3

Moves: Up 28, Debuts 0, Same 18, Down 3, Adds 3, WOKI, KJRB, WRKR, WBEN-FM 30-24, 96KX 16-12, Q107 8-7, KBEQ 5-3, KSFX 14-11, KIMN 30-23, K104 4-2, KHFI 26-19, KZ93 15-11, KKXX 31-26, KLUC 18-15, WJBQ 26-21, WXLK 18-14.

GO GO'S "Our Lips Are Sealed" (IRS) 50/5

Moves: Up 23, Debuts 5, Same 16, Down 1, Adds 5, KEGL, KHFI, WNAP, KERN, WISE, WXXS-FM 6-4, Y100 31-24, WCKX 23-16, KBEQ 27-21, KFI 26-16, 13K 11-9, WAXY 29-26, KZZP 10-7, WJBQ 22-19, KCBN 36-31.

Others Getting Significant Action

GENESIS "No Reply At All" (Atlantic) 48/21

Moves: Up 1, Debuts 12, Same 12, Down 0, Adds 21 including K10Q, KSFX, KEZR, WAEB, KEGL, KX104, Z104, WMEE, WNCI, KLUC, WCIR, WHYY-FM, KKLS, WTRU, KRLC.

CHILLIWACK "My Girl (Gone, Gone, Gone)" (Millennium) 48/21

Moves: Up 2, Debuts 4, Same 19, Down 0, Adds 21 including CFTR, WGCL, K10Q, WFBQ, WKEE, KBFM, KQ94, KIDD, KLUC, KZZP, WGUY, WISE, KILE, KELO, KOOK.

DON FELDER "Heavy Metal (Takin' A Ride)" (Full Moon/Asylum) 42/11

Moves: Up 15, Debuts 2, Same 8, Down 6, Adds 11, WCKX, WGCL, 92FLY, WICC, KHFI, WJDX, KCPX, K96, WCGQ, KQIZ-FM, KCBN, KSFX 8-7, WDJX 6-4, 95XIL 12-9, KILE 14-7.

EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 35/34

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 34 including WXXS-FM, Z93, WDRQ, CKLW, KRLA, KIIS-FM, K10Q, KFRC, KYYX, WTIC-FM, WCSC, WDJX, KIDD, WANS-FM, KQDI.

RICKIE LEE JONES "A Lucky Guy" (WB) 35/14

Moves: Up 3, Debuts 7, Same 11, Down 0, Adds 14, K10Q, WKEE, KLAZ, G100, WAAV, WNOX, WBCY, WNAP, KYNO-FM, KIOY, KVOL, KKRC, KCBN, KATI, 94Q on.

DIANA ROSS & LIONEL RICHIE "Dreaming Of You" (PolyGram) 34/14

Moves: Up 4, Debuts 3, Same 13, Down 0, Adds 14, KYYX, KPLZ, WAEB, WJDX, KXX106, WERC, WRJZ, WNCI, KKXX, WCIR, Z102, WFLB, KENI, KCBN, KELP 36-30.

STARS ON 45 "More Stars On 45" (Radio/Atlantic) 32/3

Moves: Up 13, Debuts 6, Same 10, Down 0, Adds 3, WKRZ-FM, WLOL-FM, KSLY, WIFI 28-21, Y100 32-30, KFRC d-34, KC101 29-27, KINT 20-17, BJ105 40-33, WHBQ d-14, WAKY 24-17, KCPX 33-27, 14WK on, KDZA on.

CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 31/18

Moves: Up 1, Debuts 2, Same 10, Down 0, Adds 18 including WBEN-FM, WCAO, Z93, KFI, KYYX, WHFM, Q106, WKRZ-FM, WKEE, KBFM, WERC, KTAC, WGUY, KILE, KATI, KQDI.

DAVID GATES "Take Me Now" (Arista) 27/9

Moves: Up 4, Debuts 4, Same 10, Down 0, Adds 9, KPLZ, KLAZ, WSEZ, WOHO, WTSN, FM99, KILE, KELO, KRLC, KFI on, K104 33-30, WHYN d-17, WVLK d-29, WKXY on, KBOZ 24-21.

DIRT BAND "Fire In The Sky" (Liberty) 22/5

Moves: Up 2, Debuts 4, Same 11, Down 0, Adds 5, 94Q, KYYX, KEGL, WMAK-FM, WNOX, KBEQ 28-25, Q103 on, WKEE d-40, KHFI d-30, G100 31-28, WSEZ on, KIOY on, WCIR on, KVOL on, KKLS d-30.

Continued on Page 28