

Radio & Records

ISSUE NUMBER 402

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OCTOBER 2, 1981

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Kelly Exits WLS For WLUP PD Position

WLS-FM/Chicago Program Director Tim Kelly resigned that position last week to join WLUP/Chicago as the station's new PD. Kelly replaces exiting WLUP PD Max Floyd.

Kelly told R&R, "Working at WLS was probably the greatest experience in my life. The chance to work for ABC was terrific and the people were dynamite, but then I was offered the opportunity to work for the Loop. I thought about it a lot and it was a tough decision to leave ABC, but I figured that every time I'd listen to the Loop I'd say to myself, 'I could be there turning that station around.' It's a chance for me to have total control of something and do it the way I want to. That's why I made the move."

WLUP GM Jim DeCastro commented to R&R, "Things didn't work out with Max, and we had the opportunity to hire one of the foremost programmers in the Chicago area, Tim Kelly. He

Allen Shaw Becomes Summit VP



Allen Shaw

Allen Shaw, head of ABC's-owned FM stations for nearly a decade, has been appointed Vice President of Summit Communications' Radio Division, replacing Richard Barron, who is retiring. Shaw resigned his ABC position in 1979 to form his own radio management and programming consultation firm.

Commenting on the appointment, Summit President Richard Stakes said, "Allen brings a wealth of experience and expertise to our company. We look forward to the leadership he will provide our radio division."

Shaw stated, "I have enjoyed the consulting business very much, but found that I missed the action and responsibility of front line management. I also have wanted to return to my native Southeast (Summit is based in Winston-Salem, NC). Summit is a

SHAW/See Page 20



Tim Kelly

knows Chicago very well, and also importantly, has worked with our consultant John Sebastian in the past. We feel he's the kind of guy who will help us do what we need to do here in Chicago."

Kelly's first day at WLUP was Thursday (9-24); he was not immediately replaced at WLS-FM.

Arbitron Installs Winter Books In Nine Markets

Arbitron sent mailgrams last week to broadcasters in nine major markets notifying them that their areas will receive winter surveys for the first time, effective January 1982. The markets affected are Dallas-Ft. Worth, Denver, Kansas City, Louisville, Milwaukee, Phoenix, Pittsburgh, St. Louis, and Seattle.

Arbitron spokesperson Connie Anthes told R&R that "this was a business decision. We have the support of at least two stations in each of these markets."

Broadcaster Reaction Mixed

General managers in the affected markets had varied feelings about the Arbitron move. A broadcaster who runs an AM-FM combination in Phoenix requested anonymity but stated, "I feel pre-

SCHRUTT TO WBIE, WEINHAUS TO WPAT

Cap Cities Names Two GM's

Capital Cities Communications announced two new general manager appointments last week, with KZLA-AM & FM/Los Angeles VP/GM Norm Schrutt transferring within the chain to newly-acquired WBIE/Marietta (Atlanta) and Fred Weinhaus promoted from General Sales Manager to GM at WPAT-AM & FM/New York.

Schrutt will take over WBIE in mid-October when the acquisition is complete. He told R&R, "We have applied for call letters WKHX. The station is now Country, and although we will make some changes, we plan to stay with the format. This is a very good FM station; it has an excellent signal. I'm really excited about going to Atlanta; it's an exploding market. There's added ex-

GROUND WIRE STOLEN, CREW SHOT AT

KRAM Victimized By Vandalism

A wave of vandalism recently struck Country-formatted KRAM/Las Vegas, and the station suspects sabotage. \$20,000 worth of copper ground wire was stolen from the antenna system, reducing the station's signal 40%; an elaborate billboard display was defaced; and a shooting incident was reported by a staffer working near the station's tower.

Station GM Bill Berkey commented, "If anyone wanted to cripple a radio station, they couldn't have picked a more crucial time," adding that the ratings started only a week after the wire theft. "Someone knew

what they were doing. If this was just vandalism for the copper wire, why not take all of it?" Around 75% of the wire was stolen. Berkey elaborated to R&R, "The stolen wire should have taken us off the air, but earlier in the year I put down three huge grid screens, a pure copper mesh that I buried in the ground. Without them I wouldn't be on the air; this cut my signal back by 40%. What power is there is now directed west of the tower. The problem is that metropolitan Las Vegas lies to the east."

Gunshots And Billboard Slashing

Two weeks before the wire theft, a KRAM staffer was forced to hide in the transmission building next to the tower when a shot was fired at him. The incident followed a similar occurrence during the previous ratings period when a crew was shot at while working on the tower.

Last week a new instance of vandalism took place. Berkey told R&R, "We have a billboard with an inflatable head of a cowboy, and also a 30-foot balloon cowboy. Just a week ago the balloon was slashed. Also, somebody broke in-

KRAM/See Page 20

MOVES OVER FROM WEEI-FM

Baker Becomes WEEI GM



Jack Baker

Jack Baker has been named VP/GM at CBS's WEEI/Boston, moving over from the same position at WEEI-FM, which he had managed for four years. Baker replaces Gene Lothery, who recently became VP for the CBS-Owned AM Stations (R&R 9-11).

Commenting on his switchover from the soft-AOR FM to the all-News AM, Baker told R&R, "I'm very sorry to leave the FM because it's grown tremendously in the last four years, and of course there's a lot yet ahead of it. On the other hand, I'm very

BAKER/See Page 20

THIS FALL, "RISE"

THE FIRST "QUARTER"
IS NOW UNDERWAY



QUARTERFLASH

"HARDEN MY HEART"

PRODUCED BY: JOHN BOYLAN



ON GEFfen RECORDS
Manufactured and distributed by Warner Bros. Records

**"THE HIGHER
YOU RISE"
NEW FROM**

Maxis

PRODUCED BY: MICHAEL OMARTIAN FOR
LEWIS KAPLAN ENTERPRISES, INC.

ON WARNER BROS. RECORDS



Cohen Promoted To KYW VP/GM

Nelson Cohen has been promoted to Vice President/General Manager at Group W's KYW/Philadelphia, moving up from the position of Executive Editor at the all-News station. Cohen replaces Warren Maurer, who recently was promoted to VP/AM Group for the company (R&R 8-28).



Nelson Cohen

Maurer commented to R&R, "I worked with Nelson for the past four years, and he's the perfect person for the job. He understands the station and the market, and he's been part of KYW for the past 16 years."

Cohen told R&R, "I feel real good about it. I started here as a copy boy, and I've held just about COHEN/See Page 14

Q107 Launches \$750,000 Multi-Prize Giveaway

Q107 (WRQX)/Washington kicked off a major direct mail contest last week offering its listeners more than \$750,000 in cash and prizes. Commenting on what is being called the largest cash and prize giveaway in Washington radio history, Q107 PD Alan Burns told R&R, "Q107 has always benefitted from strong promotion, very much like our sister station WLS/Chicago always has. The numbered ticket giveaway worked very well for us last year, and combining that idea with direct mail, the response over the long haul for this promotion will be incredible."

The grand prize in Q107's "Winning Tickets" contest is a \$125,000 new home. Other prizes include three new cars, 87 trips for two to Hawaii, twelve \$5000 prizes, thirteen \$10,000 jackpots, and 180 cash awards of \$1000 each, among others.

Contest fliers containing five different "Winning Ticket" serial numbers have already been direct-mailed to thousands of Washington, D.C. area homes, with more contest brochures being made available through the company providing

Nº 3102073

YOUR WINNING TICKET™ NUMBER

Hold on to this ticket. There is a \$750,000 cash prize for your number of 7 10s, 6 10s, 10 10s, 4 10s and 10 10s, and you could win \$1,000 to \$100,000 cash or a vacation for two to Hawaii or a new Cadillac 200 ZX... and 1 more... eligible for Grand Prize of a new \$125,000 Home!



Q107/See Page 14

Linden LOVE 94's PD

Bob Linden has been appointed Program Director at LOVE 94 (WWWL)/Miami, filling the gap left by Rick Peters moving to WEEI-FM/Boston as PD (R&R 9-4). Linden had been PD at KEZO/Oklahoma City for three years, putting its AOR format on the air, after serving as PD at KXFM/Santa Maria, CA. No replacement has been chosen at KEZO, although a search is underway.

LOVE 94 GM Gary Starr commented to R&R, "Bob has a lot of experience, is very creative, and has a lot of ability. I think he'll help LOVE 94 move ahead, not only musically, but in news and also community involvement. But I think what impresses me the most about Bob is his great feel for people. They like his leadership qualities. I'm extremely happy that we got him."

Linden told R&R, "It's difficult to leave KEZO, because Meredith is an outstanding organization and Jim Carter has to be one of broadcasting's super GM's. There are a lot of good people here. But the

LINDEN/See Page 20

DUNCAN EXITS AS PD

Johns To Program KPRI

Southwestern Broadcasters VP/Corporate Operations George Johns will assume the programming reins at KPRI/San Diego, following the departure of PD John Duncan. Johns retains his corporate responsibilities as well.

SBI VP Tom Shadok explained to R&R, "George Johns will be in a hands-on programming posture for KPRI. In George, we have probably the best pro-

JOHNS/See Page 14

Halyburton Joins KLIF & KPLX As Operations Mgr

Veteran Country programmer Dan Halyburton has been named Operations Manager at KLIF & KPLX/Dallas. Halyburton was most recently PD at WQAM/Miami, having previously programmed W D G Y / Minneapolis among others.



Dan Halyburton

Halyburton commented to R&R, "The thing I'm looking forward to is that it gives me the opportunity to be involved with two stations. KLIF of course is a legend, and since its change to Country, they're working to get that one rolling. KPLX is certainly doing well, and we're obviously looking to improve the ratings of both stations."

"It's an important move for me because it moves me up a notch as far as management is concerned. And you couldn't pick a better Country market!" Halyburton added that KLIF PD Danny McDuff and KPLX PD Bobby Craig will continue in their positions, and said Tim Baxter will serve as interim PD at WQAM.

TALK HOST SUMMONS POLICE ON-AIR

PD Escapes Death In Robbery At WNWS

The presence of a live talk show in the studios of WNWS/Miami possibly saved the life of then-PD Jerry Williams (now a talk personality at WRKO/Boston). Williams was held up at gunpoint by three men on the station's premises last Tuesday (9-22) and robbed of cash and jewelry.

Williams related the story to R&R: "I was working late and had just opened the door and in walked three guys. They manhandled me and disposed of my gold chain, my gold ring, my gold watch, and my money — a couple of hundred dollars. They shoved me back into the control area — they didn't realize they were in a radio station (although) I told them. One of them indicated they ought to shoot me. Then one of the other guys, noticing there were two guys in the station, one on the air, one the producer, said, 'Let's get out of here,' and they left me. I'm lucky to be alive."

Listeners Flood Police With Calls

Talk show host Neil Rogers, on the air with a caller at the time, interrupted his show when Williams entered the studio "looking as if the end of the world had happened." Williams explained what

WNWS/See Page 14

Rivers Returns To KNUS As Program Director

Jon Rivers was named Program Director at KNUS/Dallas last Friday (9-25), returning to a position he had held with the station in 1973 and 1974. Rivers, who had most recently been with the Continental Radio Network, told R&R, "It's good to be back into the really creative side of radio. It's fun."

In outlining some of his plans for KNUS, Rivers said, "'Love 99' is our official new identity, and we do have a call letter change in the works. As far as our sound goes, we will be somewhat like a 'Magic' station, but we will be different. We're going to be playing people's favorite songs with a very smooth-sounding approach." Rivers also indicated that he would be doing an airshift at the station, although he had not yet determined exactly which time period he would occupy.

Rogers Moves From News Director To PD At KYYX

Chet Rogers has shifted from News Director to Program Director at KYYX/Seattle, replacing KYYX owner Pat O'Day, who had been handling the programming chores for the FM CHR station. Rogers commented to R&R on the apparently unconventional move from news to programming: "Most people who think this change is a bit unusual don't know me or my background. They don't know that I jockeyed for four years, was a small market PD/MD, and have done commercial production for

ROGERS/See Page 14

R&R

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this week ...

10-2-81

FORMER COMMISSIONER NICK JOHNSON TELLS FOWLER TO RESIGN

Hits hard at current FCC Chairman's policies in recent speech.

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RADIO AS THE THEATER OF THE MIND

WHDH/Boston morning man Jess Cain looks back on 25 years of radio experience.

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ADVERTISING YOUR STATION THROUGH AN AGENCY

The principles and procedures of radio image campaigns.

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WAILING IN NEW ORLEANS

WAIL brings the urban contemporary approach to the city and competes successfully with Black stations and CHR's.

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U.S. PLANNING RADIO SERVICE INTO CUBA?

Proposed system to be called Radio Marti after Cuban independence leader.

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ADAPTING BIG BANDS FOR TODAY'S RADIO

Two stations explore different ideas for integrating big band hits into their Easy Listening formats.

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Washington Report

D.C. Current

Radio Ads Generate Press . . . In Virginia, where LBJ's son-in-law Chuck Robb is running ahead in the race for governor, radio ads are being used to generate controversy on subjects such as marijuana, and are getting the attention of newspaper reporters. It is "the most visible example of how radio fits into the war of political media experts," reported the Washington Post this week.

Similarly, New York Mayor Ed Koch, newly re-elected, used radio well. Stations are considering political money better than 60-day old money despite lowest unit rate, reports RAB VP Ken Costa, since it's cash up front.

Fowler Talks To NABOB . . . FCC Chairman Mark Fowler told black broadcasters last week he'd help lead the charge for more capital investments in broadcasting. He announced the intention to form a blue-ribbon panel headed by new Commissioner Henry Rivera to examine ways of financing increased minority ownership, with Rivera's report due five months after creation of the panel.

He told members of the National Association of Black-Owned Broadcasters that with the new telecommunications opportunities under his leadership at the Commission coupled with new economic incentives for the business community under the Reagan administration, "the world of telecommunications services available to the people of our great nation is almost limitless."

Fine For Engineering Defects Upheld . . . The FCC told KALE/Tri-Cities, WA last week that it would still have to pay the \$1500 fine the Commission sanctioned a year ago for repeated violation of rules and failure to comply with the terms of the station license. Specifically, KALE, owned by Sterling Recreation, was told the fine was not excessive, nor did the FCC think it would hurt it financially.

The FCC said KALE "repeatedly failed to cease operation by remote control within one hour after detection of a system malfunction, failed to calibrate the indicating instruments of the remote control system, failed to make antenna proofs of performance, and failed to comply with a license requirement to make field strength measurements."

Attorneys The Real Winners? . . . Radio Charlton (see next item) may have won round one, but two other initial winners of the new FM's will be back at the FCC this month to defend their victories: Scott & Davis Enterprises, which was awarded the license for Bryan, TX, and BenDel Broadcasting Corp. in Muncie, IN.

When Is Two Cities Of License Better Than One?

. . . Two non-broadcasters applied for a new FM in St. Mary's, GA, which resulted in a hearing February 23 before FCC Administrative Law Judge Ed Kuhlman. One applicant, Casey Broadcasting Co., attempted to justify its desire to locate its tower outside St. Mary's, as well as its proposed tower location and height, which seemed to present some possible threat to air navigation. But late last week, Kuhlman announced that Radio Charlton, with plans to build studios in St. Mary's as well as Kingland, GA, would get the license over Casey.

Public Safety More Important Than Interference-Free Contours . . .

WREA/Dayton, TN is not the only station in town, but after the daytimer found a lack of emergency information offered by its AM competitor last January 30, it hit the air noncommercially with full daytime power to fill the void. Last week, the FCC upheld WREA's judgment and turned down an appeal from WDNT Broadcasting, also of Dayton, which maintained that because other stations with signals reaching Dayton covered the emergency, WREA should not have gone on the air.

Alaskan Broadcasters In Washington . . . They met this week with Congressmen and made a presentation to the FCC detailing the unique problems of running stations in Alaska. Specialized areas included in Monday's (9-28) session were small and large market radio problems and population and economic profile. Citizens' groups have requested and received matching time to discuss controversial issues.

WBPZ-AM & FM Cleared On Personal Attack Accusation . . . A local political candidate contended that the Fairness Doctrine was violated when WBPZ/Lock Haven, PA limited his response to an editorial regarding the city's code. Next, the politician said he was wronged when a caller on a talk show referred to him by name and the station failed to notify him.

The FCC decided the station acted reasonably in all instances earlier this year and reaffirmed its decision last week after an appeal.

Talbot Leads Unregulators . . . FCC engineer/attorney Maurice Talbot heads a team of lawyers and economists who will make recommendations on which rules to change or kill. Talbot's new job carries the title of Acting Associate General Counsel.

LABELS FCC "PUPPETS OF THE INDUSTRY"

Johnson To Fowler: "Resign!"

Former FCC Commissioner Nicholas Johnson told participants at a Ralph Nader-sponsored conference Saturday (9-26) that FCC Chairman Mark Fowler should resign.

Johnson said, "One week CBS, the ventriloquist, asks that the Fairness Doctrine be repealed, and the next week Chairman 'Charles McCarthy' Fowler echoes the industry's line." Chairman Fowler's office declined comment.

Johnson called for a three-point

reform plan for the FCC:

- Those persons and entities which control the distribution of information should not control the content and production of information.

- Distribution services must be made available to all, on the same terms and conditions.

• Something must be done for those least able to pay for access to information and distribution services.

Johnson was critical of broadcasters' rights to free speech, which he said have never been challenged since there is no limit to what they can say over "their licensed frequencies." The issue, according to Johnson, is the extent to which broadcasters can keep others from expressing contrary views.

BROADCAST BUREAU WANTS TO SUSTAIN \$20,000 KRMQ FINE

Deregulation May Be Hampered By Budget Cuts

At a two-day meeting of all Commissioners this week (9-30, 10-1), it became apparent that changes in FCC policy may be a function of budgeting in the future. For example, elimination of the three-year trafficking rule or creation of new categories of FM stations will take extra people to process additional applications.

Indeed, discussion of how to tackle issuing of a new seven-year radio license, which at press time was pulled from the FCC's agenda, will involve a discussion of how to grant every broadcaster a new license simultaneously once the exact interpretation of the Congressional mandate is resolved. Also at issue is whether to phase in renewals beginning with a three-plus year renewal. (NAB President Vince Wasilewski fired a letter to Chairman Fowler on

Tuesday (9-29) opposing the "phased-in" approach and supporting the full term.)

Probable Elimination Of Form 324

The broadcast industry hopes to have the FCC continue to collect financial data. However, despite a visit from executives of broadcast companies and associations last week, the Broadcast Bureau's current thinking leans away from requiring the form.

NAB and RAB proposed the idea of the Commission collecting the data and making it available to the public and industry for analysis. NAB contends that its data isn't as good as the FCC's since it doesn't have the full cooperation of the industry, and argues that only a government agency with its clout can gather the info.

The bureau will go along with a further proposal to gather more comments, believing now that the original idea to require broadcasters to file even more information than Form 324 requires would be too cumbersome. The FCC's dilemma on the issue of government vis-a-vis industry collecting information regarding commerce revolves around the reluctance of broadcasters to reveal all financial details to the agency.

The FCC was expected to authorize a new Further Notice of Inquiry. Comments should address eliminating the data collection altogether, collecting revenues only annually, or collecting substantial information every three to five years.

Other Radio Actions

The Commission was further expected to approve Broadcast Bureau recommendations to sustain a \$500 fine of WIXK-AM-FM/New Richmond, WI for a lottery violation. The station contended the bureau failed to consider that the lottery was noncommercial in nature; however, the bureau disagreed and pointed out that \$500 is considerably less than the typical \$2000 fine for such an offense.

The bureau also recommended the Commission stick to its guns in levying the maximum \$20,000 fine against KRMQ/Provo, UT for constructing its tower 65 feet higher than authorized. KRMQ argued the mistake occurred as a result of engineering computer errors.

The bureau additionally suggested to the Commissioners that KXKS & KKJY/Albuquerque should have extra EEO reporting sanctions levied because of their deficient record of hiring minorities.

The bureau also felt strongly that KOB/Albuquerque should not get WABC/New York's 1-A status. The matter came up again on appeal of an earlier decision against KOB.

DIRECTIONAL ANTENNAS DESCRIBED

AT INTERNATIONAL CONFERENCE

U.S. Unveils "Radio Marti"

Jose Marti, the founder of independent Cuba, will have a radio service named for him, providing the U.S. State Dept. sticks to its plans to spend \$10 million in January to begin broadcasting to Cubans. Instead of naming the new radio service Radio Free Cuba, it will be dubbed Radio Marti.

That announcement was splashed all over Mexican media last week while representatives from 20 countries were in Mexico for preliminary talks leading up to November 9's big Region 2 (Western Hemisphere) Argentina conference.

During the conference, U.S. officials got a chance to measure Cuba's reaction to Radio Marti when they delivered various maps and studies to Cuban representatives. There was no animosity, and the Cubans seemed to take it in stride, State Department officials reported to R&R.

The Pros Of Going Directional

U.S. representatives from industry and government presented positive discussions on using directional antennas to improve other countries' service. FCC Broadcast Bureau Engineer Henry Straub indicated there was slight interest in the discussion.

An increasing problem, the lack of directionalized signals, is causing tremendous interference. For example, Radio Havana's present

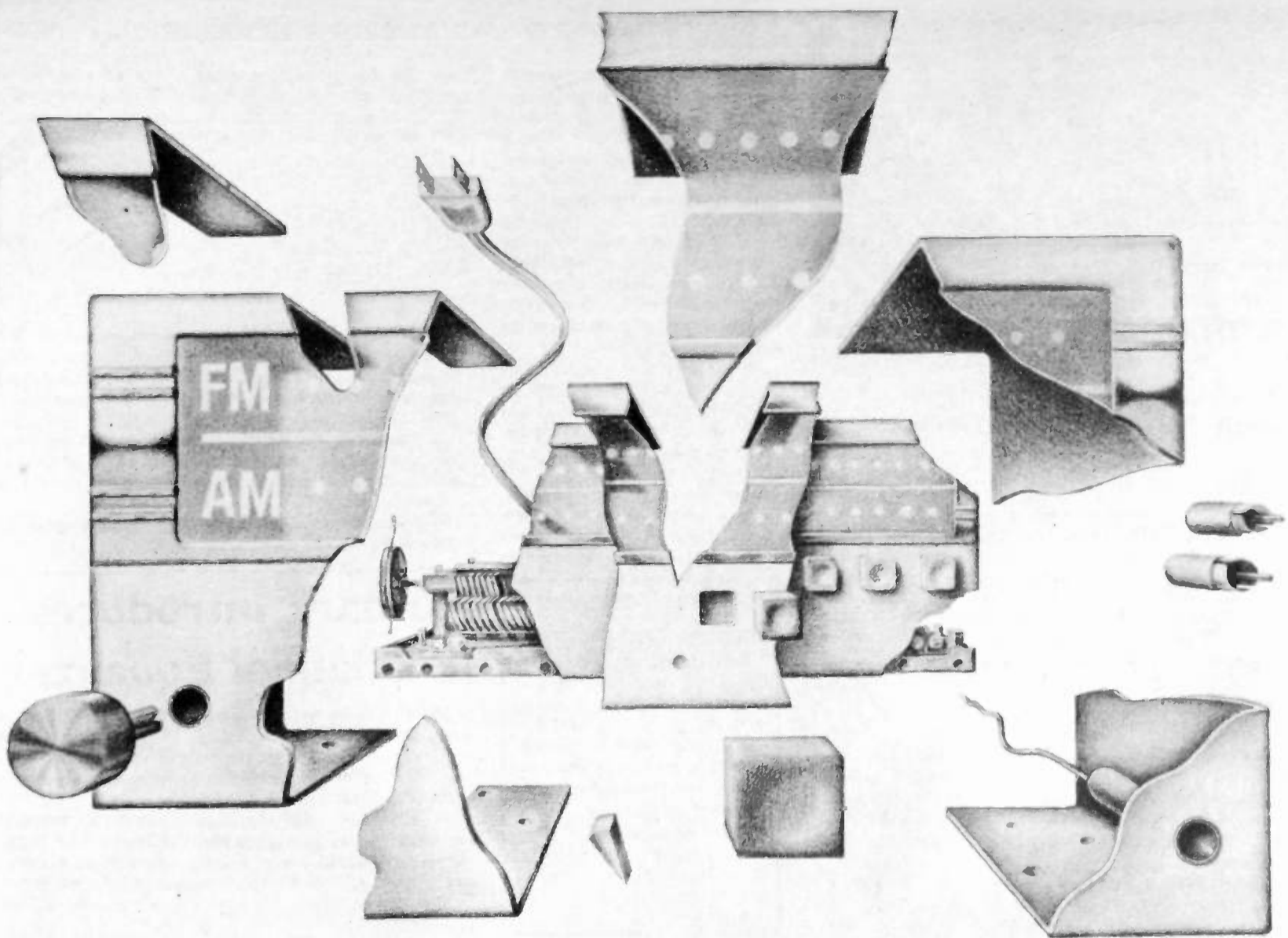
circular signal at night rings an area that includes the tip of South America, all of Central America, most of Mexico, and in the U.S., from Houston to Chicago and Detroit to Washington. Cuba's proposed new nighttime service will blanket all of the United States at night.

Therefore, if Cuba unleashes its two proposed new 500 kw stations, the U.S.'s best hope would be that they add directional antennas.

10 kHz Looks Good






U.S. experts included Wally Johnson, Exec. Director of the Association of Broadcast Engineering Standards (ABES), and Carl Smith, described as the grandfather of directional antennas.

Resistance to 10 kHz as an hemispheric standard met with less opposition than six months ago, according to sources. If there is to be any arm-twisting on the part of U.S. officials, it is expected to come this week at a meeting of CITEL, the Inter-American Conference of Communications, an arm of the Organization of American States. (OAS)



R&R puts it all together

Radio & Records, the first and only full-service radio publication.

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Use A City Guide To Direct Listeners To Your Station



The "Music City U.S.A. Guide," available from the Madison, TN-based **Diamond Directories** firm, is a valuable promotional item for radio stations. Basically, the guide is a full-color map of Nashville and the 25-mile surrounding area with a complete index of hotels, motels, night clubs, and other points of interest, the latter including various "stores of the stars" (The House Of Cash, for example).

While this guide is particularly useful to Country-formatted stations, especially those who are sponsoring some sort of junket to Music City, U.S.A., the concept could be adopted by stations in virtually any town, highlighting accommodations and points of interest. Furthermore, stations should take advantage of the guide's size (24 x 33 inches) and personalize the item with their call letters, frequency and logo.

For a sample copy of the guide, contact **Glen Hunt** of Diamond Directories at (615) 868-2042.

EUE/Screen Gems Debuts Video Music Division

EUE/Screen Gems, the nation's oldest television commercial house, has announced the creation of a video music division, **EUE/Screen Gems Video Music**. Headed by **Alan Metter** (Director) and **Larry DeLeon** (Executive Producer), each multiple Clio award-winners, the new division will concentrate upon the production of video projects for the music industry.

Metter most recently headed his own creative service company, having previously created campaigns for **A&M**, **Warner Bros.**, and **United Artists Records**, while DeLeon has served as VP/Executive producer at EUE for the past three years. EUE is headquartered at the Burbank Studios Ranch and maintains full production facilities in Chicago and New York as well.

Polygram, Bomp Pen Selective Distribution Pact

Polygram and **Bomp Records** have recently entered into an agreement whereby Polygram will distribute selected product from the L.A.-based label. According to **Jay Landers**, who orchestrated the deal and will serve as liaison between the two parties, the arrangement will function in "much the same way that I.R.S. has a relationship with **A&M**," i.e., I.R.S. provides the initial promotional efforts and A&M has the option of throwing its full support behind the acts, as in the case of the **Go Go's**.

At the same time, Polygram may assign certain acts to Bomp initially "to build a foundation on a grass-roots level," Landers explained, adding that Polygram looks to Bomp to deliver "the best of new music."

Bomp, under President **Greg Shaw**, will continue to exist as an independent label, notable for having released either the first or early product from

Devo, the **Romantics**, and **20/20**, acts will be distributed by Polygram among others. Exactly which Bomp acts as yet undetermined.

Teenage Anti-Smoking
Spot Sports
New Wave Overtones



In an effort to persuade teenagers not to smoke, the U.S. Public Health Service has issued a 60-second spot designed to reinforce the truth that the majority of teens don't smoke, despite imagined peer pressure to begin smoking. While this is hardly earth-shattering news, the actual sound of the spot is quite interesting.

Arranged by **Bob Walters** of the L.A.-based **Sound Arts** firm, the spot resembles the latest in popular teen music styles, featuring a backing track similar to the **Police** and a female lead vocalist reminiscent of **Debbie Harry**. Highly entertaining.

For copies of this PSA, contact **Robert Hutchings** of the Public Health Service at (301) 443-5287.

Two-Day Major Metro Weather Info By Phone

Good news for weekend travelers. Two-day weather forecasts for major cities are currently available by telephone from the **National Weather Service**. For 10 eastern cities (including Boston, New York, Atlanta, New Orleans, Chicago, and Minneapolis), call (202) 899-3244. For 10 western cities (including Tulsa, Dallas, Kansas City, Los Angeles, and Seattle), dial (202) 899-3249.

Machines Listen Up

Machines with built-in speech recognition devices are quickly becoming more advanced and reliable at dramatically lower costs. Already, state-of-the-art speech recognition units can respond to as many as several dozen commands by a single pre-programmed voice. These units currently cost thousands of dollars.

However, by next year, speech-recognition machines with eight-word vocabularies, able to respond to any voice — although less reliably — will be available for about \$10. According to the **Boardroom Reports** publication, units capable of identifying complete phrases will be in use by the second half of the 1980's.

At Our Leisure

The average American has 38.5 hours of leisure time (non-working and non-sleeping) per week, according to a recent article in **Play Meter** magazine. Almost half (18.2 hours) of this "free time" is devoted to the media, another 19 hours goes to social organizations and hobbies, with the remaining 1.3 hours spent on recreation.

M.S.I. Label Launched

M.S.I. Records, created by the recent merger of San Francisco's **Mutiny Records** and New York City-based **Shadow Productions**, recently signed a distribution deal with **Stiff America Records**. The initial releases on M.S.I. will be albums from **SVT**, a Bay Area trio featuring former **Jefferson Airplane** bassist **Jack Cassidy**, and New York City's **Hurricane Jones** group, fronted by vocalist **Melinda Jones**.

Shadow Productions is a partnership between former **Sire Records** VP **John Montgomery** and noted guitarist/producer **T.J. Tindall**, while **Mutiny Records** is headed by **Bart Valerio**, a principal in the **Berkeley Square** rock club and the **Mutiny Communications** video firm.

Radio & Records

5

YEARS AGO TODAY

- ★ **ABC BUYS WMAL-AM & FM/WASHINGTON FOR \$16 MILLION FROM WASHINGTON STAR.**
- ★ **JOHN BAYLISS APPOINTED COMBINED RADIO PRESIDENT — Had been VP/GM at company's WSAI/Cincinnati.**
- ★ **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)**

MARS MEMO

MASS ACCEPTANCE RESPONSE STUDY

To: All Radio Programmers
From: Todd Wallace
Re: The Balance Between "Art" and "Science"

For years I've been on record as feeling that THE KEY to RESEARCH is PROPER INTERPRETATION (distinguishing pertinent data from useless, irrelevant information). And THE KEY to PROPER INTERPRETATION is TEMPERING RESEARCH WITH COMMON SENSE (not interpreting any one research detail as so absolute that conclusions are based on mere surface statistics).

Pragmatic programmers know how to use callout music research to their best TIMING advantage. For example, an experienced programmer doesn't need a callout system to know that adding the "Stars on 45" Beatle Medley to the playlist is a low-risk move. But, as "Stars" began to burn in (and subsequently burn-out), programmers using the new MARS/P.D.C. System knew, not only when the burn was occurring, but IN WHICH DAYPARTS it was burning out FASTEST in.

Remember, a basic objective of callout research is to simply ELIMINATE Music as a WORRY on your station. You've got enough things to worry about. Making your playlist QUANTIFIABLY PRECISE allows you to concentrate quality time on the more creative endeavors that can make your radio station truly "sparkling".

For a free copy of the full two-page text of the above condensation, call me TOLL FREE: (800) 528-6082.

radio index **Todd Wallace** associates

Yule

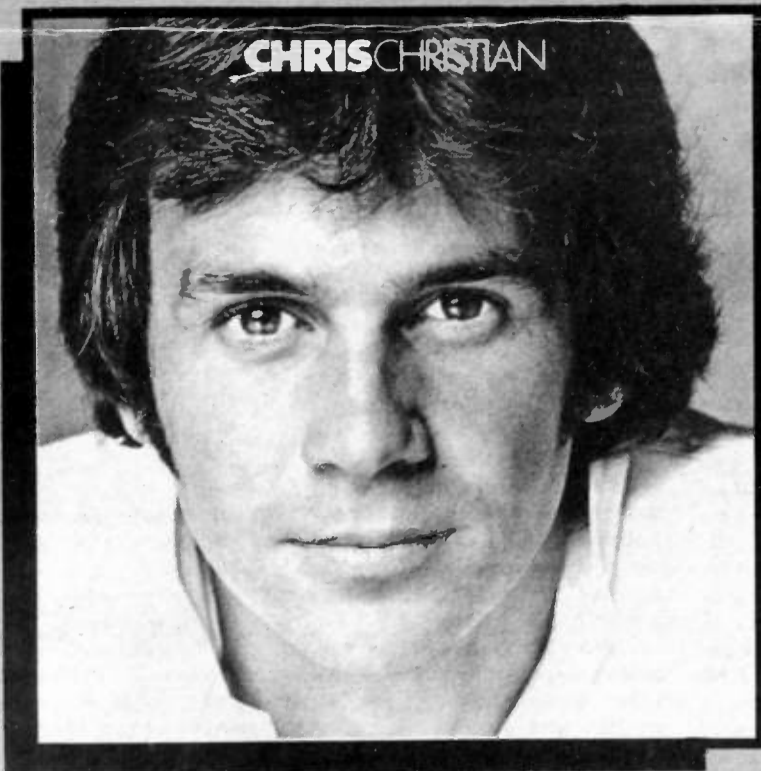
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CHRIS CHRISTIAN

NB1-33240

IS MAKING BELIEVERS
OUT OF EVERYONE

WBEN-FM 40-36
WHFM d-29
WKRZ-FM d-29
WERC d-26
KIOY d-29
KCPX 32-27
WJBQ 34-22
13FEA d-28
KILE d-26
KATI d-35
WIFI add
KXOK add 20
B104 add
WFBR add
KHFI add
WAXY add
WMAK-FM add
WCIR add
FM99 add
KQIZ-FM add
KKRC add
KENI add
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**3RD MOST ADDED
A/C 32/19**

PRODUCED BY BOB GAUDIO



TIERRA

**"La La Means
I Love You"** (NB7-11-129)



OUT OF THE BOX

**KEARTH
KRLA
KFI
KIQQ
KHYT**

From
The Boardwalk Records Album "Together Again"
Produced By Rudy Salas

(NB1-33244)



An Artist Services Int. Prod.

Networks/Program Suppliers

RadioRadio Pens Pact With GK

RadioRadio VP/GM Bob Kipperman announced this week a contract with GK Productions to produce eight 90-minute concerts monthly, beginning in May, 1982. The new CBS young adult-oriented net had been looking for "something special" that would be strong with young adults and blend with affiliates' formats, Kipperman told R&R. Coordinating with Patrick Griffith, a principal at GK Productions, will be RadioRadio Director of Programming Leslie Corn.

Kipperman also answered questions on the new net from clients of Eli Kaufman's CBS FM National Sales last week. He noted there would be two minutes of new on-the-hour news prepared by a "new team" of writers and reporters, plus four daily 90-second features, in addition to the aforementioned monthly music specials.



THE MAX IN DEXTER-ITY — Dexter Gordon (left) and Max Roach (right) will bring their brands of jazz to NPR's 1981 "Jazz Alive!" fall season, beginning October 4. The 13-week program covers virtually the entire spectrum of the idiom with a multitude of name talents contributing. "Jazz Alive!" is broadcast on Saturdays at 8 and 11pm (ET).

SPECTRUM

SOUND PRODUCTION STUDIOS

"The Gift Of Christmas," a 10-hour multi-feature special, is currently available in the U.S. for the first time via the British Columbia-based Spectrum Sound Production Studios firm, an affiliate of CKIQ/Kelowna, BC. The program can be aired either as continuous Christmas programming or as a series of ten one-hour shows. "The Gift Of Christmas" contains 143 songs from artists such as John Denver, Stevie Wonder, and Emmylou Harris as well as 80 features on the subject of Christmas. For further information, contact Dale Baglo at (604) 860-8600.

Meredith Syndication Service

Meredith Broadcasting, a division of the Meredith Corp., will introduce a new radio program syndication service in late 1981. This service will make available both tape and script features and programs developed by the Meredith Syndication Service as well as outside producers.

Chris Davala has been named to coordinate programming and production for the Meredith Syndication Service, coming from his previous post as News Director for KAUT-TV/Oklahoma City. The Meredith Syndication Service will operate from WGST/Atlanta.



YOU SAY IT'S YOUR BIRTHDAY — The RKO Radio Networks will celebrate their second anniversary on October 1, 1981 — the date in 1979 that the first RKO Radio Network, RKO ONE, went on the air. Since that time, the net has grown from a dozen charter affiliates to some 200 affiliated stations. The second RKO Radio Network, RKO TWO, debuted September 1, 1981.

As part of the RKO Radio Networks' birthday celebration, RKO ONE will rebroadcast the John Lennon/Yoko Ono interview conducted by Dave Sholin, Ron Hummel, Bert Keane, and Laurie Kaye, which was recorded hours prior to Lennon's assassination last year. The rebroadcast will take place on December 8.



London Wavelength

"The Rolling Stones Story," a seven-hour program originally produced by the BBC, is currently available from the New York City-based programming supplier in time to coincide with the Stones' latest tour. Hosted by noted musician Alexis Korner, the program traces the Stones' history from their inception to their 1975 U.S. tour. For further information on the cash/market-exclusive show, contact London Wavelength at (212) 682-5390.



"Something You Should Know," the syndicated program featuring experts in fields such as time management, personal relationships, jobs, and health, is now being broadcast on 28 stations across the nation. The latest outlets to begin carrying the show are: WWOM/Albany, KBOL/Boulder, and WINE/Danbury, CT.

For further information, contact Donna Lum at (213) 372-6282.

Innerview

Upcoming guests on Jim Ladd's "Innerview" show will be Cheap Trick (10-5), Yoko Ono (10-12 and 10-19), and Pat Benatar (10-26). The L.A.-based show is currently heard on 160 stations across the country.

The United Stations

"The Country Music Countdown," a weekly three-hour survey of America's top country songs as well as interviews with the songs' artists, will debut via the United Stations Country Music Network on December 4. This program series will be syndicated via disc and will be completely independent of United's round-the-clock country music satellite programming which will begin broadcasting this spring.

Produced by United Stations VP/Programming Ed Salamon, the "Country Music Countdown" will be available on a barter basis to one station in each market from the United Stations Country Music Network. For further information, contact United Stations VP/Marketing Frank Murphy at (703) 556-9870.

Susan Storms has been appointed Director/Client Services for United Stations, coming from her previous post as an account exec with the Richard Gersh Associates public relations firm. Storms previously held programming and promotion positions at WHN/New York.



P. Kent Coughlin has been elevated to VP/Director of Engineering & Program Operations for the ABC Radio Networks, coming from his previous post as Director of Operations for the ABC Radio Network, which he had held for the past three years. Coughlin joined ABC in 1958.



EARS TO SUCCESS — Pictured raising a toast to tout the success of the first anniversary of the "Satellite Live" call-toll-free-to-the-stars program, which now sports a 55-station network nationwide, are the show's host Joe Reynolds (left) and Golden West Executive Kreebler Gary Owens, who are photographed standing in front of a full-grown toast.

WESTWOOD ONE

The Culver City, CA-based programming supplier has set six concerts in three formats to air over more than 750 radio stations nationwide in October. The firm's "In Concert" rock series will feature Nazareth on the weekend of October 30-November 1 via 250 AOR stations, while its "Budweiser Concert Of The Month" will host Millie Jackson and the O'Jays via 100 Black-formatted stations on the weekend of October 23-25.

Meanwhile, the 400 country stations carrying "Live From Gilley's" will receive four live concerts featuring Willie Nelson, Terri Gibbs, Kris Kristofferson, and Loretta Lynn on successive weekends beginning October 2.

Reps

Reps Unite: McGavren-Guild & Buckley Merge

The straw that broke the camel's back for Buckley Radio Sales Inc. came two weeks ago when WGN/Chicago announced it would be leaving to join Christal. Last week, McGavren-Guild President Ralph Guild and Buckley President Rick Buckley signed a merger agreement that includes the newly-created Hillier/Newmark/Wechsler firm (R&R 9-28).

As a result, McGavren will become the second largest rep firm, according to Guild. Rick Buckley said he had discussed the merger for three years and that he believes McGavren-Guild is the best rep firm in the business. Buckley will now devote his time to operating the company's radio properties.

Plans call for some of the Buckley staff to join McGavren-Guild and Hillier/Newmark/Wechsler.



H-R/Stone

David Nelson has been appointed Sales Manager in the firm's Chicago office. Nelson's previous experience includes stints as GSM for WMAQ/Chicago, Chicago Sales Manager for RKO Radio Representatives (nine years), Chicago Sales Manager for Globetrotters Communications (two years), and as an account exec with Christal Radio Representatives (four years).



WGAC/Augusta, GA has joined the firm's roster of clients.



Torbet Radio

KKJO-KSFT/St. Joseph, MO and KREO-FM/Santa Rosa, CA have become client stations.



WEZG-AM & FM/Syracuse, NY have signed on as clients for the rep.

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“The Jam Was Moving”

the new single
from the album

“KooKoo”



Chrysalis
Records and Tapes

The single 2554 The album CHR 13-47
Produced by Nile Rodgers & Bernard Edwards for The C.I.B.C. Organization, LTD.
Management: ALIVE ENTERPRISES INC.

Xerox Enters Home-Computer Market

A relative newcomer to the field of personal computers, Xerox has nevertheless entered the burgeoning home-computer market in a big way with the recent introduction of the "820". At \$2995, the "820" is priced competitively with other firms' personal models and boasts a number of what are now standard features, including a 96-key, touch-typing quality keyboard with a 10-key numeric keypad for number entries.

A 12-inch black-and-white CRT screen allows you to see the results of your work: upper- and lower-case

characters are displayed 24 lines at a time (up to 80 characters per line). The unit's dual disc drives are enclosed in a single box for double the storage capability. Each drive can hold up to 92,000 bytes of data — approximately 45 pages of text — on a single 5 1/4-inch disc.

Many small businesses may need additional storage capability. Therefore, an eight-inch disc drive is also available, increasing the "820" 's saving capacity to 250,000 bytes. A word-processing package, including a letter-quality printer, the Xerox "630,"

adds \$5895 to the unit's price. The software for the word-processor will run you another \$400.

Compatible Software

Perhaps the most important feature of the Xerox "820" is that it has been designed to be compatible with the "CP/M" disc-operating software system, written by Digital Research. Since many other firms entering the home-computer field have designed their units so that they cannot be used with other companies' software, making it so you have to buy all your software from the company you bought the computer from, this has created problems arising from these firms' inability to write software as fast as the computers' owners require.

Xerox intends to circumvent this trouble area by relying upon the "CP/M" software, which has become an industry-wide standard. The "CP/M" software consists of nearly 2000 pre-written business and personal programs. You simply choose which program you want and pop it into the disc drive. Prices for these programs range from \$25 to \$500, depending upon the application.

Four Stations Add Aphex To Aural Arsenal

WLUP-FM/Chicago, KDAY/Los Angeles, KVIL-FM/Dallas, and WRKS (formerly WXLO)/New York have become the first radio stations in the world to begin using the "Aphex II Broadcast Aural Exciter" for the purpose of enhancing their music broadcast signals. According to Marvin Caesar, President of the L.A.-based Aphex Systems Ltd. firm, each station has installed the Aphex units in-line to allow their signals to cut through the muddiness of the broadcast without inducing listener fatigue.



The Xerox "820" in action. Seen from left are the disc drive storage unit, the CRT, and the touch-type keyboard.



Transactions

WEFM/Chicago has been sold by the General Cinema Corp. to the First Media Corp. for \$9.2 million, pending FCC approval. WEFM operates at 6000 watts on 99.5 mHz.

WKAX/Russellville, AL has been sold to the Cumberland Foundation Inc., whose principals include Michael and Ellen Freeland. John Parker, most recently an independent record promoter, will serve as VP/Operations for the station.

KIOT/Barstow, CA has been sold by Sunburst Broadcasting Inc. to D.L. Developments Inc. for \$350,000. KIOT is a 5 kw daytimer located at 1310 kHz. The broker was Blackburn & Co.

Briley's Medley B-Side Itself

A medley of songs from Polygram recording artist Martin Briley's "Fear Of The Unknown" album has been placed on the B-side of commercial copies of his initial 45 release, "Slipping Away." Although medleys or samplers have found their way onto the B-sides of promotional copies of singles previously, most recently on an Emotions track a couple of months back and on an ELO 12-inch, Briley's single is the first commercial release to be issued with a medley of songs from the artist's album as its B-side.

Polygram hopes that consumers, upon purchasing Briley's single, will be able to expose themselves to four ad-

ditional tunes from the album and thereby boost sales of the LP.

In discussing the unique strategy, conceived by Polygram VP/Marketing & Product Development Rick Bleiweis and executed by label East Coast Director of A&R Peter Lubin, Polygram Executive VP/GM Bob Sherwood noted, "This is one way we believe we may help establish a new artist by offering record buyers an extra value while also letting them know that there is so much more great music to be had by the artist.

"We're sending up a trial balloon. Should we see results, we'll try it with other artists," Sherwood concluded.

Bogash Bows Main Street Label

Bert Bogash has announced the formation of Main Street Records, a New York City-based label that will be distributed in the U.S. by Capitol Records. A 12-year industry veteran, Bogash most recently headed his own public relations/marketing firm, having formerly been associated with Infinity and MCA Records.



Bert Bogash

Main Street's New York offices are located at 360 Lexington Ave., 13th Floor, New York, NY 10017. (212) 557-2090.

Mercogliano Becomes Local Sales Mgr. For WNBC

Lana Mercogliano has been elevated to Local Sales Manager for WNBC/New York,

coming from her previous post as Retail Sales Manager for the station. Prior to joining WNBC as an account exec in 1979, Mercogliano served as a retail specialist for WVNJ/New York, having previously held research and sales positions at WINS/New York.

Dorfman Returns As Sr. VP/Marketing & Sales At W.M.O.T.

Marv Dorfman has resumed his position as Sr. VP/Marketing & Sales at W.M.O.T. Records. Dorfman had recently exited the post to pursue outside projects. Prior to joining W.M.O.T., Dorfman had served as Director/National Accounts for A&M Records.

Bullard Elected VP At WZZK

Jordan Bullard has been elected Vice President at WZZK-FM/Birmingham, AL. Bullard previously held the GM position at the station.

Jordan Upped To GSM At WBBM

Jay Jordan has been appointed General Sales Manager at WBBM/Chicago, coming from his previous position as National Sales Manager for the station. Prior to joining WBBM in 1979, Jordan served as GSM for WIND/Chicago, as Sales Manager for KFWB/Los Angeles and in account exec positions with WBZ/Boston, WGN/Chicago, and Radio Advertising Representatives in New York.

Ellis & Lavish Elevated At RCA-Europe

Don Ellis has assumed the VP/Market Development post for RCA Records-Europe in addition to his duties as Managing Director for RCA Limited (England).

Concurrent with Ellis's promotion, Ed Lavish will take on the added responsibilities of VP/Finance & Operations for RCA Records-Europe. Lavish will also continue to serve in his present position as Deputy Managing Director for RCA Limited (England).

Catania Elevated To Nat'l Album Promo Mgr. At RCA

Bob Catania has been promoted to Manager/National Album Promotion for RCA Records. Catania, a four-year veteran of the label, most recently was a field promotion rep based in Philadelphia.



Bob Catania

Pro:Motions

Morley Becomes GM At WEZN-FM

James Morley has been named General Manager for WEZN-FM/Bridgeport, CT, coming from his previous post as VP/Station Manager for Park City Communications.

WESTWOOD ONE

AMERICA'S NUMBER ONE
PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED
RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES . . .

LOS ANGELES

NEW YORK



WYNF/Tampa

**THEY'D LOVE YOU
TO BREAK THEIR
"HEART"**



**"Heart & Soul"
EXILE**

Produced by: Mike Chapman

WXKS-FM	KCPX
KRBE	WGUY
KIQQ	14WK
KJR	KVOL
KYYX	WRKR
KSET-FM	KENI
Z104	KSLY
KJOY	KATI
KYNO-FM	KYYA
KTAC	KRLC



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BROS.
RECORDS**



**THIS WEEK,
'LUCKY'
STRIKES!**

WXKS-FM	KXX106	KHYT
94Q	WSGN	WJBQ
KBEQ	G100	WTSN
WGCL	WAAY	14WK
KIQQ	WBBQ	95SGF
KPLZ	KX104	WFOX
WICC	WOKI	WCGQ
WAEB	WRJZ	WISE
WKRZ-FM	WBCY	KSEL-FM
WHYN	KJ100	KVOL
WKEE	WNAP	WFLB
KLAZ	WMEE	KKRC
WFOX	KKXX	WTRU
KINT	KYNO-FM	KCBN
KHFI	KIOY	KATI
WTIX	KJRB	KRLC
KQ94		KBOZ

**"A Lucky Guy"
RICKIE LEE
JONES**

Produced by: Russ Titelman and Lenny Waronker



ON WARNER BROS. RECORDS

"Arbitron requires a bit more visibility and communication with our customers."

Rick Aurichio: Back In Charge

As reported last week, Arbitron has recently undergone an executive reorganization which places Rick Aurichio as Executive VP/GM in charge of the radio and TV divisions for the company. In order to explore the implications for the industry of the Aurichio ascendancy and the new slot occupied by former radio VP/GM Mike Membrado, I flew to New York to interview Aurichio. Rick was formerly VP/GM of the radio division, but for the last 18 months has been in a similar post on the TV side of the company.

Streamlining, Cost Efficiencies Sought

R&R: Rick, what would you say are the major implications for broadcasters in this high-level reorganization?

RA: It's very simple. As much as we'd like to say there is a huge difference between radio and TV, from our perspective the basic concept of what we're attempting to do is quite similar. The thrust of the reorganization is that the two divisions have to work together internally and learn from one another in order to improve.

R&R: Will the streamlining lead to cost efficiencies at Arbitron that would lessen future rate hikes to your subscribers?

RA: We hope so. By cooperating on such concerns as weighting, sample size, Differential Survey Treatment, and other items that can be worked on by both units, economy of scale and of execution can be achieved.

R&R: What do you see as your major priority for 1982?

RA: (facetiously) Living through it. Seriously, I suspect the major thing will be developing a team (Arbitron management).

R&R: What should the individual subscriber look for in '82?

RA: I think we need to get across that our intent is to improve the service, not in any way diminish it. I think, in the long run, we have to convince our customers that the radio-TV realignment at Arbitron will mean benefits that are in their interests.

Improvements In '82

R&R: What specific improvements are you seeking for next year?

RA: Two key areas. Production economies are foremost. As hyper-inflation has hit us, it means we must boost productivity so that revenue increases within the company don't come solely from rate increases. I think we've heard that message loud and clear from our customers. Second, we need to come

up with new applications so that our customers are able to make more money.

R&R: What additional aids do you have in mind?

RA: One item is Qualidata. Its intent was to assist radio to attack local business and to take revenue away from newspapers. We certainly have been struggling with Qualidata and maybe if we do it a few more times we'll get it right.

R&R: What about diary redesign?

RA: Here's a good example of the benefits of using our two services efficiently. TV has been in the lead in designing a simple diary — the idea of using graphics and simpler instructions. Maybe we can borrow some of that research for the radio diary.

R&R: What other diary options do you see?

RA: I don't know which will happen first but either we'll go to a closed-end diary (where time frames are already listed on the diary pages) or we'll go to placing just one diary per household. One of those steps will occur in the foreseeable future.

R&R: Can you be more specific?

RA: Given the way we have to research things, I'd say the next major step will not occur for two years.

Reissue Possibilities?

R&R: What is your philosophy on the reissue of books due to Arbitron errors? According to Mike Membrado, the errors involved did not have to necessarily have a total persons, total week impact, but he was unwilling to be more specific about reissue criteria. Can you spell out what it takes to have mistakes corrected so agencies are not buying off incorrect data?

RA: I think what he was saying is that you can't establish a set of hard and fast rules for when you reissue. I'd rather that the company made none because in the process of coming up with something someone would get screwed.

R&R: But clients want redress when there is an impact in key dayparts or demos, and there is frustration when no correction is forthcoming.

RA: Each condition is going to have to be reviewed and a subjective judgement made. Let me say that if it's a big number and a case where somebody has made an error that affects the numbers, there's no question.

Monthly, Contract Alternatives

R&R: What is your feeling about the continued sale of monthly reports to clients in Quarterly Measurement markets?

RA: Let me say that there would be no product if there were not customers supporting it. I feel that the financial support shown in the five markets where monthlies are established so far is a strong vote for that product. However, I understand the fears about the misuse of the data and the wobbles inherent in the monthly reports. There must be some middle ground where the utility of the information can be used without it becoming a thorn in everybody's side.

R&R: So you are searching for that middle ground?

RA: For example, we might produce monthly information as part of the local market report, and there might be 10 other viable ways to produce this valuable information.

R&R: At the NRBA there was discussion of the five-year contract issue. What is the latest on that matter? Will there be an option for a subscriber to terminate the contract and receive a pro-rata rate?

RA: There is a five-year contract, there is a three-year contract, and there is a one-year contract. Our position is pretty simple — we can't give you any more alternatives than to subscribe to one of these contractual terms. I suspect we've covered every possible alternative we could offer a customer. In terms of a short-rate, I just think that's a bad way to do business with people. To start talking about short-rates seems silly.

Membrado As Ombudsman

R&R: How do you foresee Mike Membrado's role under the reorganization?

RA: Mike has a tremendous background working with TV and radio management, and we think Arbitron requires a bit more visibility and communication with our customers, and Mike can communicate with them. He'll deal with business and technical matters and will not be involved in selling. We hope this will help our understanding of the radio and TV business, as well as give us a different feedback system than just through our salespeople.

R&R: Would it be fair to say that Membrado will be the lightning rod for customer complaints?

RA: We need someone who can take customer questions and attack our procedures, so they can be improved. I think Mike will be able to dig internally and see if we can improve our procedures.

R&R: If I am an unhappy broadcaster with a suggestion or complaint, would it be appropriate for me to contact Mike with that comment or problem?

RA: Absolutely.

R&R: Well, here's one to put on the agenda... Sports entries, without accompanying call letters, are not being credited in the TSA's. Can you tell me what steps will be taken to see that this doesn't recur?

RA: I don't know about this one. Sounds dumb to me, but we'll sure check it out.

As we parted company (and I dashed madly for my plane), I told Rick what many of you have been expressing to me over the last few days, upon hearing of his new assignment. Most radio broadcasters seem pleased that Rick will again be in charge of the radio division. Let's wish him and Mike Membrado well with their new responsibilities.

Clarification Corner

Evidently some of you did not easily follow my explanation several weeks ago of the terms "cume rating" and "cume share." Let me try to rephrase it — cume rating (percentage shown in your books) is the station's cume as a percentage of the potential cume population in the relevant demo. A station with a 12+ cume rating for the total week of 25 garnered a cume figure equivalent to 25% of the 12+ population in the metro.

Cume share is not shown in the book and is a figure derived from dividing the number of diaries your station received credit in by the total number of metro in-tab diaries. A station that was mentioned by 200 diarykeepers out of a metro total of 1000 garnered a cume share of 20%.

Also, Arbitron spokesperson Connie Anthes called to be sure my column last week, which touched on HOMR pricing, did not unintentionally confuse you. She wanted to make the point that while the Advisory Council and Arbitron are discussing pricing theories, discussion of specific station costs is still a taboo topic.

**Jhan
Hiber**



MCA HOT

MCA RECORDS

CATCHING FIRE UNDER THE RAINBOW

"Only When I Laugh"

From the Columbia Motion Picture
PRODUCED BY RON CHANCEY
MCA-51195

BRENDA LEE



"Fancy Free"

PRODUCED BY RON CHANCEY
MCA-51169

THE OAK RIDGE BOYS

"Have A Heart"

PRODUCED BY LOUIE SHELTON
Oak Tree Productions
MCA-51168

AMY WOOLEY



"Sleep Walk"

PRODUCED BY JOHN HUG
MCA-51163

TIM WEISBERG

It's Heavier The
Second Time Around!
NEW AND
ACTIVE AGAIN!

HEAVY METAL

(TAKIN' A RIDE)

E-47175

Don Felder



Never before in the history of R&R has a record been on the Back Page in New and Active, fallen off, then returned and climbed back to New & Active again!



From the hit double album,

HEAVY METAL DP-90004

Album Executive Producer: Irving Azoff

Album Compiled By:

Irving Azoff, Howard Kaufman & Bob Destockl



© 1981 Elektra/Asylum Records • A Warner Communications Co.



WDRQ TAKEN OFF MARKET, SETS POWER BOOST

Charter Wins Go-Ahead On WMIL-FM

Charter Broadcasting has been granted a construction permit for WMIL-FM/Milwaukee, a class B 50kw station which had been tied up for more than 2½ years in a dispute with WXFM/Elmwood Park, IL (near Chicago) over possible signal overlap. Charter Broadcasting President John Bayliss told R&R that after the company and WXFM, Inc. reviewed the WMIL-FM plans

together, WXFM withdrew its petition. This development clears the way for the eventual transfer of WMIL-FM and AM sister WOKY to Sunbelt Communications; Sunbelt agreed to buy the stations for \$5 million (R&R 6-12), and expects to assume ownership in March 1982.

Charter, however, will not be selling WDRQ/Detroit, as previously announced. Bayliss

told R&R, "The company decided to stay in the market with a new solid commitment to Detroit. Our recent research has shown that the city is turning around, the economy is better, and the spirit is back." He mentioned the recent appointment of Rick Torcasso (formerly known as Spanky Lane) as WDRQ's PD (R&R 7-31) as a measure of the company's commitment, and added that the station's signal will be boosted to 50kw.

STRIKE OR SABOTAGE?

XHIS/Tijuana Forced Off-Air

On September 12, XHIS/Tijuana was forced off the air as a result of what station owner Victor Diaz told R&R, was an "act of sabotage," apparently caused by a dispute between station management and union officials.

Diaz, who also owns Tijuana stations XHQS and XHRM, the latter of which, like XHIS, can be heard throughout Southern California, said that the feelings of XHIS's union employees were not taken into consideration by the union leadership and that no strike vote was taken. Repeated attempts were made to contact union officials, who were unavailable for comment.

According to Diaz, two XHIS employees were fired on August 5 because, acting upon union orders, they changed XHIS's format by refusing to play any American music. Diaz contends that "it's not the union's business to program the station."

The situation became further aggravated on August 26 when XHIS began broadcasting with live jocks, also against the union's wishes. Diaz notes that no Mexican national lost his job as a result of this conversion to live operation. "As a matter of fact," Diaz told R&R, "there were union operators sitting outside doing

nothing and getting paid. We didn't fire anyone."

Nevertheless, on September 12, after union leaders were convinced that XHIS's five union members didn't want to strike, the leaders asked for the station's main gate to be opened so they could exit.

"At that point," Diaz continued, "100 additional union members (from other stations and even other unions) stormed through the gates, disconnected XHIS's electricity, and closed the main gas lines to the station's emergency generators."

"We had to surrender," Diaz said. "The stations (all three) are closed and are being picketed by the union."

As for how Diaz intends to get the stations back into operation, he claims that the Labor Ministry in Mexico City has to make a decision whether the strike is "existent" or "non-existent." If the government agrees with Diaz that the action "was not a strike, but an assault," the stations will begin operating immediately. But if, in Diaz's words, "the bureaucrats in Mexico City say the strike is existent, it will be a travesty of justice. I won't believe it. I might have to change my line of business and go to Tibet to meditate."

WNWS

Continued from Page 3

had happened, and Rogers asked listeners to notify the police, who arrived shortly thereafter (following "thousands of calls") only to find the robbers departed.

Rogers told R&R, "They were talking about shooting Jerry, and of course if they'd have shot him, I don't think they would have left anybody else in the building alive. I guess the thing that saved us was that Jerry indicated to them that this was a radio station with live broadcasts going on, and that's when they panicked, because they realized we had the live communication and could get help right away."

Three weeks earlier, Rogers had been robbed in his own home by three knife-wielding assailants; and talk host Mike Siegel was mugged in the station's parking lot about three months ago. WNWS has now hired an armed security guard on duty from 8pm to 4am.

Q107

Continued from Page 3

the grand prize home. Burns explained the large number of prizes: "All the other prizes will allow us flexibility with the giveaway other than the announced times we have said we will be calling numbers on the air."

"Just during this last year, when you combine the promotional dollars Q107 has offered, it comes to over \$1.5 million in prizes. After a time I think the big giveaway gets less novel, but I don't think the audience turns up their noses at something this big. There is a fine line where you cannot allow the promotion to take over the radio station, and we will walk that line really well."

Cohen

Continued from Page 3

every position in the station: reporter, producer, editor, News Director, Executive Editor, and now GM. I did spend one year at KFWB/Los Angeles as News Supervisor. It feels good to be GM of the number one all-News station in the country, and we want to try like hell to keep it the best. I hope to build what we have now; we don't see any changes. We deliver hard news and information and try to be as well-rounded a station as we can."

Johns

Continued from Page 3

grammer in the country. We want him to run the station directly, not from a distance." Shadok added that KPRI will retain its AOR format.

Johns told R&R that Reid Reker, PD at AM sister station KOGO, will assist him, "implementing things I need done. I will possibly name a PD in the future, but it will probably be an air talent." Promotions Director Les Edelson has also exited the station.

Rogers

Continued from Page 3

ten years. I really have been quite lucky to have a pretty varied background in the broadcasting business.

"Pat and our GM, Bob Bingham, had been aware of my desire to move up as the company progressed. I hadn't intended to look at anything this soon, but the opportunity came up and Pat thought I was capable of handling it and doing a good job at it, so he made the offer and I accepted."

Rogers spent several years at KJR/Seattle before moving to KYYX last November. His new appointment is effective immediately.

TRADES SATELLITE

CHANNEL FOR DEBT RELIEF

Enterprise Dismisses Staff, Halts Programming

Enterprise Radio became the first major casualty of the radio network and satellite programming boom, as the all-sports satellite network suspended broadcasting Thursday (9-24) and dismissed its entire staff. The company, which started providing programming at the beginning of 1981, had been seeking financing for some time, and cited its failure to accomplish that goal as the reason for the shutdown. By the start of this week, phone lines at the network's Avon, CT headquarters had been disconnected.

In a unique arrangement, Enterprise reached an agreement with the Associated Press to relinquish one of its two SCPC (single channel per carrier) channels (on Westar III/Transponder 1) in return for a reduction in its debt to AP. AP Radio Deputy Director of Communications Larry Blasco told R&R that a number of companies covet the former Enterprise channel. He said, "AP must take care that the shared system be whole, but we hope Enterprise makes it."

MTV: Music Television

REPORT #1 Tulsa, Oklahoma: A case in point

Launch Date: August 1, 1981
MTV Penetration: 100,000 households

Impact on Record Sales:

"We need MTV here. It definitely sells records. That's easy to trace because we are selling stuff we never sold before, until MTV came and started featuring these new performers."

"We had 15 Buggles albums here for 7 months, and all sold in the last three weeks. It's MTV exposure. We just had to reorder Squeeze albums, and Squeeze gets no airplay here. MTV is selling that album."

—Bob Smith
Manager, Peaches Records
Tulsa, Oklahoma

"MTV is the best thing in ages for record stores. MTV is bringing me \$300 to \$500 in additional business per week."

"We sold 25 Phil Collins records in 2 days. We are out. Customers mention seeing the video on MTV. Everyday people come in here talking about MTV."

—Tom McMillian
Manager, Record Town, Inc.
Tulsa, Oklahoma

"There is no doubt we are selling more records because of MTV. It's been phenomenal; we get requests now for artists

we've never sold like the Tubes, the Shoes, the Buggles. Besides selling new artists, MTV is also turning a whole new group of people on to established artists like David Bowie."

"People come in here who never heard of the Talking Heads—and they've been around for years—and ask for the single they saw on MTV. When we say we don't have the single, they say 'OK, give me the album.'"

—Steve Mitchell
Manager, Sound Warehouse, Inc.
Tulsa, Oklahoma

Impact on Radio Stations:

"The buzz in this town for MTV is incredible. We added two records—'Tempted' by Squeeze and 'Talk to Ya Later' by the Tubes—due to MTV airplay. MTV is making it much easier for us to play new music."

—Bill Bruin
Program Director, KMOD-FM
Tulsa, Oklahoma

Impact on Cable Subscribers:

"The positive impact MTV has had on our subscribers is really amazing. It's all we're hearing about from younger people these days."

—Pat Stanfield
Marketing Manager, Tulsa Cable
Tulsa, Oklahoma

These preliminary results underline the enthusiasm for MTV's unique format: the power of stereo music united with the visual impact of television, 24 hours a day. In the months to come,

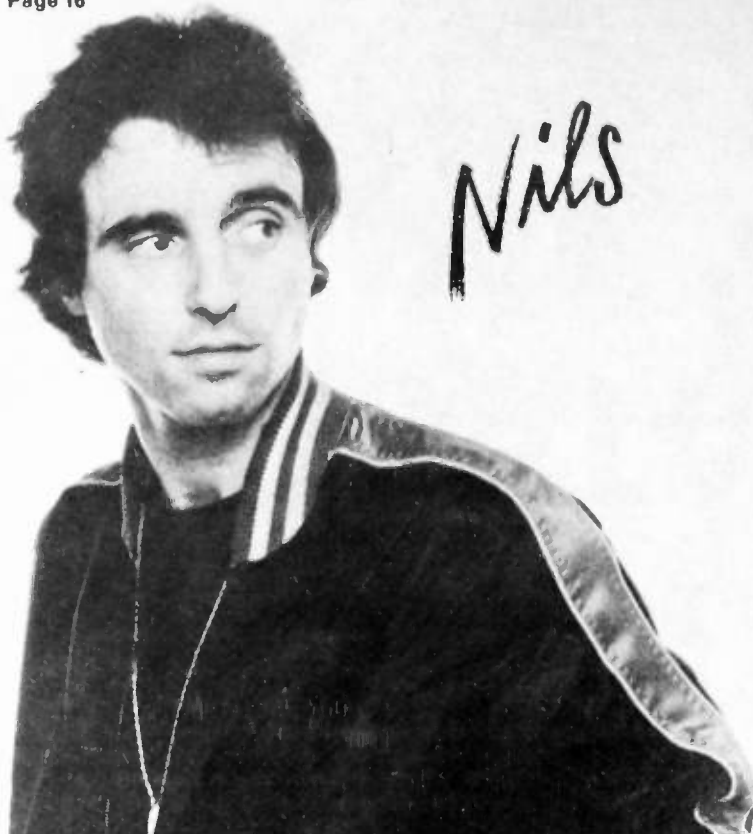
we'll continue to share with you our findings on MTV's further growth.

For more information about MTV and its success, call John Sykes, Director of Promotion: (212) 944-5389.





STREET TALK



Nils


Night Fades Away

THE DEBUT SINGLE

Nils Lofgren

FROM THE NEW ALBUM

Night Fades Away



BSR-5251

PRODUCED BY JEFFREY BAXTER

Backstreet

© 1981 Backstreet Records, a Division of MCA Records, Inc.

The talk in Chicago is that WLS-AM & FM Station Manager John Gehron was not "thrilled" at the timing of WLS-FM PD Tim Kelly's resignation (see page 1). John was on his honeymoon when Tim turned in his walking papers to GM Don Bouloukos. Now John must find a PD for both WLS and WLS-FM. Street Talk hears that one person has been offered both jobs . . . John Young of Z93/Atlanta. No word yet on whether Young will be moving his family north or staying in Atlanta.

And while we're in Chicago . . . is former WLUP PD Max Floyd the leading candidate to fill the recently-vacated PD post at WKLS/Atlanta? We hear he's almost certain to get the job.


What major radio group president is on shaky ground and very near being terminated?

KIIS-FM/Los Angeles has lured Don Geronimo away from WPGC/Washington. Don will start on the air in L.A. in mid-October. That leaves a key slot open at WPGC for PD Steve Kingston.

Look for Billy Bass to join Motown Records in a national promotion capacity in the very near future.

Lots of Street Talk in Los Angeles regarding KRLA. As we predicted last week, Rege Cordic (formerly of KDKA/Pittsburgh) will take over mornings from Art Laboe. However, what nobody figured is that Rege will start next Monday (10-5) with Art moving to another time slot until his contract expires on December 31. The rumors are that KRLA will be headed away from its trademark "oldies" sound more toward an Adult Contemporary format, which could put a lot of L.A. stations on the move to pick up KRLA's numerous East L.A. listeners.

Hal McClain



KENR/Houston afternoon air personality Hal McClain was killed September 19 when his Taylorcraft stunt plane crashed during an airshow in Kerrville, Texas. McClain, who had set three world records for stunt flying, was performing in the 17th annual "Fly-In" of the Southwest Regional Experimental Aircraft Association. After successfully completing several stunts, Hal attempted a "sky spin," in which the plane climbs vertically, topples over, and dives into a flat spin. He was unable to recover from the spin before crashing into a small valley out of sight of the 8000 spectators.

KENR GM Bob Chandler called McClain's death "not only tragic, but a great personal loss to each member of the KENR radio family."

As Hal himself had once said about his fellow stunt pilots, "They're the happiest people in the world. When one of 'em gets killed in an air show, the rest of us don't really mourn. We all drink beer and talk about what a great guy he was. It's a fraternity of full-grown children."



ROCK 'N' ROLL WEDDING — At last weekend's gala industry wedding of Rob Sisco and Jo Interrante near San Diego, the invited guests were handed "backstage passes" prior to the reception. If you look closely you'll see a special stamp on the authentic looking "pass" indicating "no honeymoon access." After all, even in the most festive of rock 'n' roll weddings, some things are better left in private. Our congratulations to the happy couple.

Al Ham's "Music Of Your Life" continues to be one of the fastest growing syndicated formats, picking up KJLA/Kansas City last week. PD Ken Edwards has left the station with Assistant PD Mark Gelder being promoted to Operations Director. Is L.A. about to get an Al Ham station too?

It now looks like the title for "first full satellite format broadcast" goes to Bonneville Broadcast Consultants. On August 31 Bonneville began sending its 24-hour a day Beautiful Music format to charter satellite station KIOU/Corpus Christi. The next fully satellite capable station for Bonneville will be KOIT/San Francisco.

Apparently there's been a shakeup going on at KROQ/Los Angeles, and while it's too early for a "body count," one full-time air personality, Dusty Street, has already left and two more may follow. Sources indicate that management may be getting squeamish about the station's new wave slant.

WIKS/Indianapolis has raided KJ100/Louisville, which new WIKS PD C.C. Matthews helped to put on the air. KJ100 personalities Commander Hutch and Tom Gilligan are headed to Indianapolis. Hutch for mornings and Gilligan for nights with current WIKS evening personality Harry Lyles moving to middays.

Meanwhile, Jay Michaels, who recently left WIKS as PD, has been named PD at WNOX/Knoxville replacing John E. Douglas, who joins WIBC/Indianapolis as Production Director.

Who's going to be the new PD at WIFI/Philadelphia replacing Tom Bigby? Street Talk hears that the station will not be making any quick decisions. Applicants are being encouraged to apply for the job and until someone is named, MD Liz Kiley will continue to handle music and programming duties.

Andy Barber, last of KMJK/Portland, is the new afternoon drive personality at KWST/Los Angeles.

RONNIE LAWS

“STAY

Produced by Ronnie Laws
Direction: Michael Brokaw/Kragen & Co.
© 1981 LIBERTY RECORDS, a division of Capitol Records, Inc.

AWAKE”



Added at these stations:
Z-93 / WCAO / Q105 / KRLA
KFI

WROR
WXKS-FM
WCKX
KIQQ

KSET-FM
KBFM
WTIX
KQ94

KXX106
WSGN
WAAY
BJ105

WBBQ
KX104
WMAK-FM
WSKZ

WVIC
KCPX
WGUY
13FEA

WHHY-FM
WANS-FM

THE FUTURE IS IN DIESEL.

AND THEIR NEW ALBUM,

"WATTS IN A TANK."

RY 19315

Featuring the single,

"SAUSALITO SUMMERNIGHT."

RY 7339

THE BACK PAGE

BREAKERS

DIESEL

Sausalito Summernight (Regency/Atlantic)

60% of our reporters on it. Moves: Up 89, Debuts 20, Same 19, Down 1, Adds 17 including WPGC, 94Q, Q102, KIIS-FM. See Parallels, charts at number 28.



Produced by Pim Koopman

On
Regency
Records and Tapes

Distributed by Atco Records

A Division of Atlantic Recording Corp.

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ABC Wins; Carson, Football, Hope Top Ratings

The NBC specials captured the number one and three slots in the Nielsen ratings for the week ending September 27, but ABC, paced by Monday Night Football and strong series performances, narrowly won the week over CBS, with NBC a distant third. ABC scored a 16.5 average rating to CBS's 16.1, while NBC had a 14.1. **Johnny Carson** and **Bob Hope** displayed their enduring appeal, while two movies at opposite ends of the spectrum in conception made the top 20, "The Love Bug" and Stephen King's "Salem's Lot." The standings follow:

— 1	Johnny Carson 19th Anniversary Special (NBC)	11 11	M*A*S*H (CBS)
13 2	Monday Night Football (ABC)	— 12	Hart To Hart (ABC)
— 3	Bob Hope Special (NBC)	— 13	Magnum, PI (CBS)
3 4	Three's Company (ABC)	— 14	That's Incredible (ABC)
— 5	Laverne & Shirley (ABC)	— 15	Greatest American Hero (ABC)
1 6	60 Minutes (CBS)	7 16	Best Of The West (ABC)
2 7	Dukes Of Hazzard (CBS)	16 17	Dallas (CBS)
— 8	The Love Bug (NBC Sunday Movie)	— 18	Salem's Lot (CBS Tuesday Movie)
9 9	Too Close For Comfort (ABC)	— 19	Real People (NBC)
— 10	Happy Days (ABC)	— 20	Taxi (ABC)



BANDSTAND SHOWS OFF DIMPLES — Richard "Dimples" Fields recently appeared on "American Bandstand." Pictured (l-r) are host Dick Clark, Fields, Boardwalk VP Gary LeMel, and manager Belinda Wilson.

Music On TV

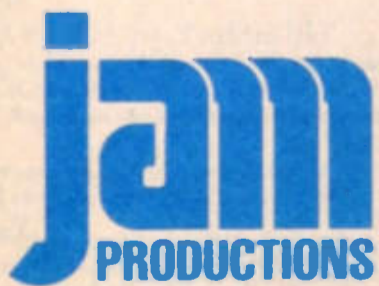
"Saturday Night Live" makes its season debut October 3, with (as previewed last week) a Yoko Ono film and Rod Stewart. Also, as mentioned previously in R&R, the **Source** will simulcast the show in 22 Eastern and Central time zone markets, apparently as a one-time experiment. . . . **Afternoon Delights**, **Chuck Berry**, **Stacy Lattisaw**, **Novo Combo**, **Poco**, **Charley Pride**, **Victoria Principal**, and the **Rolling Stones** join hosts **Andy Gibb** and **Marilyn McCoo** on "Solid Gold" the week of October 2. . . . **Journey** appears on the "Tomorrow Show" October 6. . . . The **Kenny Rogers** TV movie "Coward Of The County" (based on his past hit) airs October 7. . . . **Little River Band** and **Jose Feliciano** are on "Merv" Griffin" October 15. . . . **Phoebe Snow** is on the "Tomorrow Show" October 15.

VIDEOSCOPE:

NBC, WARNER HOME VIDEO INK DISTRIBUTION DEAL: NBC Enterprises and Warner Home Video have signed an agreement whereby Warner Home Video will have the rights to distribute 28 NBC-produced programs in the videocassette and laser-read videodisc formats. Warner Home Video will also have the rights to distribute a number of programs to be specifically produced by NBC Enterprises for the home market. Included under the terms of the agreement are 10 of the best "Saturday Night Live" programs and the Elvis Presley star vehicle "Loving You." . . . MGM/CBS HOME VIDEO TO ISSUE 22 VIDEOCASSETTE, 12 VIDEO DISC TITLES: Among the 22 videocassettes and 12 videodiscs scheduled to be released as part of MGM/CBS Home Video's fall package are: the Marx Brothers classics "A Day At The Races" and "Go West," Stanley Kubrick's "Lolita," the Burton-Taylor topliner "Night Of The Iguana" and the "No Nukes" rock concert film, the latter of which will also be available on videodisc, as will REO Speedwagon's "Hi Infidelity." . . . TOP VIDEOCASSETTES FOR AUGUST: The top 10 best-selling videocassettes as of August, 1981, according to Merchandising Magazine, are: 1) "9 To 5" (number one last month as well), 2) "Airplane," 3) "Ordinary People" (the highest debut), 4) "Elephant Man" (also a debut), 5) "Caddyshack," 6) "Alien," 7) "The Stunt Man," 8) "Fame," 9) "Flash Gordon," and 10) "M*A*S*H." "Superman" (up 17 spots to 15th) and "Enter The Dragon" (also up 17 places to 18th) took the biggest jumps, while "Popeye" (debuting in 11th place), "My Bodyguard" (debuting at 21st), "Cabaret" (debuting at 22nd) and "My Fair Lady" (debuting at 25th) all were newcomers to the top 30. . . .

Who does America's jingles?

WABC • WKY • WROR • KMOX-FM • WPRO • WLS • WGAR • WYNY • WKBW • WWSW • WKTU • WFAA • KXOK • KUTE • WFBG • WZYQ • WAVZ •
WTKT • WNCI • WYDE • KRNT • KRAV • WIFI • WKBN • KFMK • WJDX • WGY • WLS-FM • KEEL • WIKY • WBSB • WVLC • KOA • WMAL • KELI •
WMBD • KIMN • WSM • KRNA • WCBM • WGOW • WICC • WLEE • KSLO • WOJK • WDIA • WFMF • WSON • WSIX • KSTT • WKQX • WLWI • WPGC •
VOICE OF AMERICA • WWL • WPRO-FM • WIS • WJAR-TV • WOW • WGBS • KTSA • US AIR FORCE • WKJJ • WGFM • WKDQ • WBDJ • KOFM •
WKQA • WHYN • WKCI • WOWW • KOPA • WSGN • KIDO • WKIX • WOBA • KLOK • WCOL • WHAM • KPUR • WCSC • WALL • KWLO • KICE • WYER •
WWWX • WVCG • WKZO • WEEI • WSM-FM • KGY • DICK CLARK NATIONAL MUSIC SURVEY • KRAV • WMC-FM • WRVR • KLLL • WRVQ • WLS



The Leader.

KRAM

Continued from Page 1
to our van where we keep the cowboy and cut it up." Berkey added that cords were cut on two portable generators kept in the same van.

D.A. On The Case

The District Attorney's office volunteered to investigate the incidents, and parent company Cole Industries is offering a \$10,000 reward for information leading to the arrest and conviction of the

perpetrators. Berkey added, "We have a guard service going through both the transmitter and studio areas about four times a night."

Berkey had complimentary words for the local media's handling of the case. "We called a press conference and the three network channels all sent out crews, the three daily newspapers all ran stories, and six other radio stations gave us coverage, which I thought was very nice of them."

Shaw

Continued from Page 1
very exciting growth company and provides an opportunity for me to do both."

Summit owns WREC & WZXR/Memphis, KOCY & KXXY/Oklahoma City, WCAO & WJLQ/Pensacola, and WSJS & WTQR/Winston-Salem.

Baker

Continued from Page 1
delighted the AM provides an entirely different kind of service. It's a much larger operation, and the stimulation of that journalistic element is very exciting."

Baker added that a new GM will be appointed shortly at WEEL-FM.

Linden

Continued from Page 3
time was right; I'm intrigued by the idea of working with a format aimed at a slightly older audience. Gary Starr strikes me as an exceptional person. And it's private ownership, which appeals to me. There are real good people there, and I'm looking forward to it." Linden starts at LOVE 94 around mid-October.

BRAD MESSER



Is Cart Start Partly Art?

Getting tape on the air is one of a newperson's everyday tasks. Being caught with a dead cart is a common goof. There is a simple way to avoid tipping off your entire audience when a cart doesn't fire, and it requires only a slight adjustment in the way actualities and voice reports are introduced. Don't introduce them.

Usually we set up a tape with a distinct handoff. Here's Joe Smith with a report. Now to the courthouse where John Doe has the story. The listener knows a tape or live report is coming and is instantly aware of a problem when the dead air hits, but if he hadn't been set up to expect it, he would notice nothing but what seems a normal pause between stories. Merely make sure the setup sentence is self-contained, then punch the cart. "John Doe says the mayor was angry at police demands for a big pay raise" is self-contained, while "Here's John Doe with the mayor's reaction" is a distinct handoff. The slight adjustment in style eliminates the possibility of everyone knowing something's wrong when the tape refuses to play.

Another newsroom gremlin bites only beginners and lazy people. It's the repeated statement. The newperson says, "The President criticized opponents of the MX project today" and hits a tape in which the reporter says, "The President criticized opponents of the MX project today." When I hear a repeated statement I hear an anchorperson too inexperienced or too slothful to belong in a professional newsroom.

The overworked newperson who must get a lot of tape on frequently relies on one or more of the audio services and has little time to get richly creative in mixing hard copy and tape. A trick of the trade is to use the first sentence of the recorded voice as the intro, cue the cart past that sentence, and after using the reporter's first sentence as your own, hit the cart beginning with his second sentence. Simply steal his lead line and use it as your own, starting the tape a sentence in, keeping in mind the need to make that intro self-contained by adjusting the copy slightly if necessary.

There's no law that says tapes must be 40 seconds long. Many audio service voiceers can be cued a sentence or two deep, and cut after four or five sentences without losing the essence of the story. Odds are the brevity will enhance the pace of the newscast without sacrificing much real information.

If you have a technique that maximizes the effectiveness of your voiceers and actualities, which might be shared with me and newpeople elsewhere, please get in touch. Most of us need all the help we can get.

CALENDAR

Beatles' First Record

MONDAY, OCTOBER 5: A clean-cut band with carefully-trimmed hair and matching costumes released its first commercial record in England 19 years ago today. "Love Me Do" reached #17 and justified a followup release by the Beatles, whose second record "Please Please Me" reached Number One.

The Soviet Union launched the first artificial Earth satellite 24 years ago yesterday in 1954, and the following day James Mangan angrily told Chicago reporters the Russians had not asked his permission to be in space. He had filed a charter for the outer space nation "Celestia" eight years earlier and complained the Sputnik satellite was trespassing.

McDonald's founder and baseball owner Ray Kroc is 79. Actress Glynis Johns is 58. Musician Steve Miller is 38.

First Talking Motion Picture

TUESDAY, OCTOBER 6: George Jessel and Eddie Cantor turned down the part that made Al Jolson the world's first singing movie star. "The Jazz Singer" premiered 54 years ago tonight (1927) with only 291 spoken words but lots of songs, including "Toot, Toot, Tootsie Goodbye." Warner Brothers made \$3.5 million at a time the company was on the verge of going broke, and revolutionized the movies as well.

George Westinghouse, inventor of the air brake and pioneer in residential electricity, was born 135 years ago in 1846. Thomas McClary of the Commodores is 32. Laudir DeOliviera of Chicago is 41. Adventurer Thor Heyerdahl is 67.

Elmer Buried 66 Years After Dying

WEDNESDAY, OCTOBER 7: Seventy years ago today Elmer McCurdy was shot dead by a lawman following a small-time train robbery in Oklahoma. His arsenic-embalmed remains went unclaimed by relatives, and Elmer's body somehow became part of a traveling carnival as a sideshow attraction, which was not uncommon in those days. Years later McCurdy's body was stored in a movie prop warehouse in Southern California, where in 1977 it was used as a funhouse prop for an episode of "The Six Million Dollar Man." During TV shooting Elmer's arm fell off and it was immediately realized that Elmer was a dead human, not a paper mache creation. Medical detectives traced his identity, and finally, 66 years after his death, Elmer McCurdy's remains were shipped home to Oklahoma where he was properly buried near Guthrie, in a ceremony attended by townspeople dressed in old-fashioned clothes.

Actress June Allyson is 58. David Hope of Kansas is 32.

America's Most Deadly Fire

THURSDAY, OCTOBER 8: As the story goes, a cow owned by one Mrs. O'Leary kicked over a lantern and started the Great Chicago Fire 110 years ago today. About 300 people died and 2100 acres of buildings burned. At the same time in the forests around Peshtigo, Wisconsin, a raging wildfire was killing four times as many people. That fire on the same day as the Chicago fire was the most deadly blaze in U.S. history, killing 1182 people as it burned 400 square miles in four hours (1871).

The first movies aboard an airplane were shown 52 years ago, aboard a Transcontinental Air Transport plane (1929). Chevy Chase is 38. The Rev. Jesse Jackson is 40.

Yale Begins On A Shoestring

FRIDAY, OCTOBER 9: Today is the 280th anniversary of the founding of Yale University, started three-quarters of a century before the United States was founded. The first Yale classes were low-budget affairs because the school owned no buildings. The initial classes of 1701 were taught in private homes.

Griswold Lorrillard bought a stylish dress coat from a London tailor, and wore it for the first time when he went to his private club in New York 95 years ago this weekend. Members were shocked and upset at the informality of the coat without tails. The club was the Tuxedo. It is gone but the tuxedo has become the accepted formal dress coat.

Jackson Browne is 33. John Entwistle of the Who is 35. Former CIA employee and Watergate break-in vet Howard Hunt is 63. John Lennon would have been 41 today.



PILOT TO TOWER — WLAM/Lewiston showed up at a local amusement park recently with the air staff and the station's mini-tower to attract attention to the more than 1000 listeners who got in free to enjoy the rides and entertainment. Shown (l-r) are station personalities Kirk Allen, Tim Nicholson, PD Gary Bruce, and MD Chris Layne.

Prospecting for SUPER GOLD?



Dig into Marketplace, page 71

Use a **TRAVELING BILLBOARD™**
for the Best in **BUMPER STRIPS**
and **WINDOW LABELS . . .**



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EASY LISTENING RADIO

Fred Seiden

Thrilling Days Of Yesteryear

It seems that the sounds of the past are proving to be more than just happy memories for many radio stations across the country, with the renewed interest in big bands and old records. I heard about two East Coast stations that have found novel and entertaining ways to make *nostalgia* a part of today's passing parade.

WVNJ — Something For Everyone

Operations Manager **Arnie Raskin** of WVNJ/Newark told me about his station's format. "What we're playing is a foreground, nostalgia-type sound. Basically it's the great hits of the big band era, early 50's material prior to rock, the 'Danny Stiles Show' with his collection of original classics, the **Merv Griffin** syndicated radio show from 7-8pm, followed by soft, mellow music which goes till five in the morning." I learned that his New Jersey AM station is a totally live operation, while WVNJ-FM runs automated with Beautiful Music programming until 8pm, and then jazz takes over till six in the morning. Getting back to the diversity of the AM facility, Arnie Raskin talked about his special programming in the evening. "We carry a lot of sports, such as Cosmos soccer games, Rutgers football, New Jersey Nets basketball, and events from the Meadowland, which is a big sports arena in North New Jersey. Most of the sports run in the evening so it really doesn't interrupt our nostalgia music shows."



Arnie Raskin

Beginning in April of this year, WVNJ introduced **Danny Stiles** to its listeners. He had spent the past 12 years on WEVD, a New York City FM station that broadcast a big variety of foreign language programs along with the "Danny Stiles Show."

After six months at WVNJ, Danny said he feels right at home in his time slot from 10am-3pm, and he stressed that his program should not be called "big bands."

"I play original hit recordings of the 20's, 30's, 40's, 50's, and a little sliver of the 60's. Most of it is familiar, and some of the songs are esoteric and never got on the charts. For example, I have what I call the Danny Stiles 'Nostalgia Hall of Fame,' which includes people like **Fats Waller, Frank Sinatra, Glenn Miller, Sophie Tucker, Al Jolson, Benny Goodman, Artie Shaw, Paul Whiteman, Hal Kemp, Jimmy Durante** — and the list goes on. Over the past 12 years I've been able to tell what people really want, and what they miss hearing on the radio. I play a lot of the Top 10 records as far back as 1920, if the song is good enough."

Just how did Danny build this extensive record collection? He told me, "I started at age 14 to collect records. For my radio programs, it's not just the total amount in the collection that counts, but the quality of what you choose to play, and the sense not to bore people with too much obscure stuff."

I asked the Operations Manager what the reaction has been to Danny Stiles on WVNJ. "Super! Positive beyond anything any personality has ever done on this radio station. Phone calls, letters, press — all very encouraging. You have to understand that Danny is filling a tremendous vacuum in this whole market. The people just love it, the sponsors are delighted, and everybody here is happy with the situation."

Fred Seiden is an established programmer and promotion expert with an extensive background in the Easy Listening Radio field. To contact Fred, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067



I wondered if the New Jersey location limited WVNJ's coverage in the big centers of population. Arnie Raskin was quick to explain, "We happen to be licensed to Newark, but our five thousand watts at 62 on the dial gets us responses from the entire New York and Long Island areas, as well as parts of Connecticut. So it isn't that we're attracting a small segment of people in New Jersey, because I think most of our listener calls and letters come from Brooklyn, Queens and Long Island."



"LIVE AFTER FIVE" — Wayne Carter at the microphone, awaits his cue from band leader Ed Cerveney (right). It's a scene from the dance remotes heard Friday evenings on WMAS... a real throwback to the good ol' days of live dance music on the radio.

Danny Stiles made this observation about the advantages of being heard on AM radio, when he said, "I found after almost 12 years on an FM station, coming to WVNJ-AM was a great boost for me. Looking at it practically, for the kind of people I hope to attract, most of them have AM radios, but not all those same folks listen to FM. Quite a few people have called to say that now they

- Nostalgia is waxing at WVNJ and WMAS, as the "good old days" are brought to life creatively.

- WVNJ plays the hits — from the 20's to the 60's.

- WMAS holds weekly live remotes from the site of a big band concert.

can hear me in both their cars, the kitchen, bedroom — just about everywhere. As you know, there is no car without an AM radio, but there are still many cars that don't have FM, so I have the advantage of more potential listeners than ever before in this market."

WMAS — Brings 'Em Back Live!

Tune in 1450 on the AM dial in Springfield, MA and you'll find "Music Of Your Life," **Al Ham's** syndicated taped format of oldies but goodies. However, Fridays from 5:30-7pm, all the music is *live*, when WMAS carries a remote big band broadcast, with dancing and entertainment to the sounds of the **Ed Cerveney Band**.

According to **Olga Pannone**, Public Relations Director at WMAS, "This free event has drawn crowds of almost 1500 people each week who come to relax, mingle, enjoy cocktails and hors d'oeuvres, and dance to the vintage sounds of **Glenn Miller, Duke Ellington, the Dorseys**, and other jazz greats brought to life by Ed Cerveney's music."

This weekly dance remote started in July at the open-air terrace of the Marriott Hotel, and has just moved to the Holyoke Mall for upcoming broadcasts. WMAS afternoon air personality **Wayne Carter** hosts the Friday remotes, and called this resurgence of the big band sound in Springfield "a breath of fresh air." The veteran radio and TV broadcaster and lifelong jazz connoisseur said, "The acceptance is incredible. We started off our Marriott broadcasts with crowds of about 600. And now, the whole thing has grown like wildfire to well over 1400 attending each show." Carter went on to say, "These are people of all ages from their twenties on up, who gather on the dance floor to kick off the weekend, and savor the jazz sounds of the 30's and 40's. It's a wonderful revival."

Do you suspect this kind of thing might catch on for other stations trying to revive the big band movement? I'd guess it has a remote possibility.

Flow

Beautiful Music radio stations like to relax their late-night listeners, but few are as successful as CIME-FM in the Canadian resort town of Ste. Adele, Quebec. Five nights a week, a half-hour before midnight, the station broadcasts subliminal messages, such as "Relax," and "Let your eyes close and your muscles relax," along with low frequency inaudible sounds that mimic the beat of a relaxed heart. Says station owner **Giles Lajoie**, "If you are a listener, it's just plain music to you. That's all you hear." The Canadian station advises listeners that a subliminal experiment is being conducted, and also warns motorists not to listen. A survey of listeners found that 99 percent felt more relaxed after the show, and had more energy the next day. In the United States, the FCC bans subliminal messages on radio, TV and films; but in Canada, only subliminal television ads are prohibited.

In North Carolina, one of Charlotte's most popular radio personalities of the 1960's joins the staff of WEZC. **Bill Curry** adds his humor and comments to the Easy Listening format each morning, Monday through Friday from six till noon.

James Pfefferkorn is now Operations Manager at WSJY/Fort Atkinson, Wisconsin. This Beautiful Music station programs to a primary market of five counties in Wisconsin and three in Il-

linois.

Moving from WWSH/Philadelphia as Operations Manager, **Donald F. Nutting** is now handling the same position at the Schulke-programmed WJIB/Boston.



A BEAUTIFUL SPOKEDOG — TM Productions in Dallas is offering Beautiful Music radio stations a new TV campaign to sell its format. According to TM, extensive motivational research and an exhaustive "talent search" turned up this new face... his name is Rascal.



Joel
Denver

CONTEMPORARY HIT RADIO

ADVICE FROM AN EXPERT

Radio Advertising Itself Through An Agency

Radio stations have long been experts at selling spots to clients, but have been unsuccessful in effectively marketing their own product and attracting listeners without professional help from an advertising agency.

That thought scares many GM's and PD's, and comes as a slap in the face to those thinking themselves totally capable of planning, producing, and executing a successful advertising campaign. In many cases, it would be wise to have outside help to assist in the expenditure of those precious outside media dollars.

To help with the subject, I talked with Deppe Callahan, Executive VP of Burton-Campbell Inc., an Atlanta-based advertising agency. Deppe is well qualified to address the questions as he has handled the advertising campaigns for WQXI-AM & FM/Atlanta for the past six years.

Deppe outlined some of the most important criteria a station should consider before choosing an agency:

- What is the agency's track record?
- Have they worked with other "media clients?"
- Do the people have a feel for your station as a product?
- Is there a harmonious chemistry between you and the agency?
- Is the agency the right size to afford the amount of attention desired?

Consumer-Oriented Campaigns

R&R: Once a station decides it wants to use an agency, what kind of homework should it do before talking to one?

DC: The station has got to know how much it can spend... this will be key to targeting into the proper advertising medium. A clear-cut self-image of what the station sounds like and who it appeals to must be well defined in the prospective advertiser's head. The stations should also look towards a twofold campaign: a "consumer-oriented" campaign to attract listeners and a "trade-oriented" campaign to attract advertisers.



Deppe Callahan

R&R: Please explain the difference between the two types of advertising campaigns.

DC: First of all, it must be clearly understood that no matter how good an advertising campaign is, the product (the air sound) must be able to hold listeners once we have drawn listeners to dial the station up. The programming must be correct. An agency can make suggestions, from an objective viewpoint on programming, but can't be directly involved.

Consumer-oriented advertising is used to attract listeners and trade-oriented advertising is used to make the station more attractive to local and, in some cases, national sponsors for time buys.

"It must be clearly understood that no matter how good an advertising campaign is, the product must be able to hold listeners once we have drawn listeners to dial the station up... An agency can make suggestions, from an objective viewpoint on programming, but can't be directly involved."

One of the ironies is that the most efficient advertising medium is the radio station itself. The next best thing is to use alternative media to spread the word, and that is where an agency's expertise can help.

R&R: What type of alternative medium is best?

DC: You have a choice between TV, print, and where available, outdoor advertising. The choice as to which is best is very dependent upon the budget, and what type of advertising the station wishes to do.

TV is crowded, but so is any other medium. The big factor with TV is that it may be cost-prohibitive. With longer sweeps it is important for an agency to come up with a TV spot that is creative and can break through the clutter, without breaking the radio station's bank account.

The TV commercial must be first-class. You also have to decide if it is to be used for one flight, or if it can be used again. So many of these spots use current hit music, and as we all know, what is hip today is out tomorrow. This can limit the flexibility of the spot to air more than one book.

R&R: What about "syndicated" spots?

DC: There are pros and cons. They can be more cost-efficient than those that are done locally, and have high production value. These spots look good, sound good, but can often make a station "shoehorn" itself into the image of the spot, more than the spot fitting the station's image.

R&R: If TV is so expensive, are there any "short-cuts" to buying TV time effectively?

DC: With longer sweeps, it is still necessary to get high GRP's (gross rating points) over a longer period of time. If a station knows what its audience is, we use a "rifle technique" vs. "shotgun technique" for buying time. In other words, we will place spots adjacent to or in shows that have the most logical appeal for the target audience. If your station is very broad in appeal, it means a wider variety of time buys, which drives costs up higher.

R&R: What about outdoor advertising?

DC: Depending on your market, this might be your most cost-effective campaign medium, backed up with selective TV time as a reinforcement. The billboards are big, and they can attract attention from those listeners that are a captive audience in their cars.

There is no set policy as to which is best, either a

right or left-hand reader. It all depends on the location, visibility, and length of time spent in drive-by as to determining the value of one location over another for a billboard.

R&R: You mentioned the use of print media. Is newspaper really that effective?

DC: In Atlanta, we use an entertainment supplement that comes with the Saturday paper. It is filled with movie and concert information that we feel most of the target audience will look at. The people that read this section are active folks, and so are the listeners to WQXI and 94Q. This is an example of placing advertising in the most logical locations for the target audience.

The main thing to keep in mind in any form of advertising is that it should say something about the product, as well as call letter reinforcement. 94Q calls itself "The Music FM" and WQXI-AM says "We Play Atlanta's Best Oldies." Both tell the listener something about the stations.

Trade-Oriented Campaigns

R&R: Please explain a "trade-oriented" campaign.

DC: This is used to reinforce what is happening on the advertising level. Local sponsors can see what happens within the market, and we use this form of advertising in Atlanta publications such as Atlanta magazine and the Atlanta Business Chronicle, which is directed towards agency people, media buyers, and local advertisers to help carry the message that "QXI Works," which is our trade slogan. Both stations are sold only in combo. Other such trade advertising is done on a national basis for out-of-town agencies and accounts.

R&R: What methods do you employ for effective trade campaigns?

DC: Of course if a radio station has great ratings, they can be the focal point of the campaign. Other information such as demographic and consumer spending patterns are also highlighted. Satisfied customers that have used the station with great results have often written testimonial letters as thanks for a job well done. The letters, when combined with an arresting headline, can provide a great form of print advertising for other agencies and advertisers about the selling power of a station.

"The main thing to keep in mind in any form of advertising is that it should say something about the product, as well as call letter reinforcement."

R&R: If a radio station begins a search for an advertising agency, will it meet with a lot of enthusiasm from candidates?

DC: No doubt about it. A radio station account becomes a showpiece for an agency. It demonstrates the agency's ability to show strength within a communication medium and further demonstrates its creativity and expertise. Any radio station thinking seriously about spending large amounts of money in alternative medium advertising should take the time to find the agency that it can work with best. The time spent will be paid back in efficiently-spent dollars and a first-class campaign.

Plan Ahead Now

You may be wondering about the need to talk about an advertising campaign now, at the start of the fall book. But the spring book will be here before you know it, and if you are planning a big advertising campaign, now is the time to give consideration to the need for an agency. Planning ahead right now for spring might make what you do in that sweep more effective.



ARE YOU "KIDD" ING? — KIDD/Monterey personality T.B. Hollywood held his first "Hollywood Night" at a recent screening of "The Rocky Horror Picture Show." Over 300 turned out dressed in costume for prizes, and shown (l-r) are T.B. and the winner, a lawyer from Carmel.

LOVERBOY'S CONQUESTS!

PAST

Their debut album was one of the most successful in years! It featured two smash singles, "Turn Me Loose" and "The Kid Is Hot Tonite," and is on its way to double-platinum status!

Reaction to their initial tours with Kansas, ZZ Top and Journey was equally enthusiastic! Each date brought them thousands of new and devoted fans!

PRESENT

Their current album, "Get Lucky,"¹⁸⁻⁰²⁵⁸⁹ featuring the smash hit, "Working For The Weekend," is also working its way to double platinum!

And Loverboy has been working hard to support it on the road! Their first headline tour ever was one of the most successful tours ever. Most cities were sold out way in advance, in some cases Loverboy sold out faster than any other group in history!

FUTURE

Things can only get bigger and better! The release of their new single, "When It's Over," is just the beginning!

Starting early this spring, Loverboy will be back on the road continuing their headlining conquest of America and drawing the kinds of crowds that you never expected to see again!

Loverboy. Beyond your wildest expectations.



Look for their new single, "When It's Over."¹⁸⁻⁰²⁵⁸⁹
Beginning this spring, the "Get Lucky" tour continues!
On Columbia Records and Tapes.

Bits

92FLY/Albany held a "Winning Combination Contest" to qualify 40 people to go see the Rolling Stones concert (9-27) at Rich Stadium. Numbers were announced on the air at various times with listeners writing down the digits to form the winning combination. Calls were taken and listeners with the correct combination were the winners of the Stones tickets.

WJDQ/Meridian's morning team Mike & O'Neal were guest walkers in the Clarke County St. Jude Walkathon. Hundreds of listeners turned out to walk with them, and they raised over \$4000 for St. Jude's Children's Hospital in Memphis. The morning duo also showed up for a "Back To School Party" held at a skating center. Hundreds of listeners turned out for this event and had one last fling before hitting the books again.

WBCY/Charlotte helped out the Charlotte Drug Education Center celebrate its 10th anniversary recently during the annual "Festival In The Park." The station parked its van beside the organization's booth, and when people came by they got a WBCY Best Rock bumper sticker and button, along with a hug. Why a hug? It's the drug center's slogan that "Hugs Are Better Than Drugs."

KEZR/San Jose personalities are getting the chance to be on TV for the next 13 weeks as hosts of a local broadcast called "Rock Showcase," which will highlight the best bands in the Bay Area, over TV-48.

KERN/Bakersfield is giving away big cash in the "14 KERN Gold Express" game. It could be worth \$5000 in cash, and a trip to Hawaii. Listeners register at various locations, and have 30 minutes to call in if their names are called for the final drawing.

Motion

Lots of activity this week as KCBS/San Francisco names midday personality Dave Roberts as PD. Weekender Jon Brent is moved into middays at the oldies station... KHF1/Austin welcomes Geoff Davis as afternoon driver and Assistant PD from KZ93/Peoria. Also joining the station is Peter Stewert, doing 9am-noon... Jim Haurlyko leaves WRHY/York to do an airshift at WSEA/Georgetown, DE.

KGGI/Riverside has a new MD, Steve O'Neil, coming in from KENO-FM/Las Vegas. He will also do PM drive. Former MD Bob West leaves to do weekends and relief at 13K/San Diego... WNAM/Appleton's new MD is night rocker Jay Christopher, who replaces Jay Tyler, who's joining Z104/Madison. He replaces Buddy Albert who vacates his midday slot to become PD at WNNO-AM & FM/Wisconsin Dells, WI.

WZUU/Milwaukee welcomes Jonathan Green to afternoons, coming in from WDAE/Tampa. Jonathan is a veteran of the market, having spent 12 years at WTMJ... KX104/Nashville hires Bobby Cook to do afternoons from crosstown at WMAK-FM... Steve Brooks is the new PD at WTTR-AM & FM/Baltimore-Westminster, MD... WIGY/Bath picks up a couple of new people, as Steve Rogers comes over from crosstown rival WJTO, and Mark Erikson leaves WLAM/Lewiston to do nights.

KWLO/Waterloo loses PM driver Randy Cook to WNCI/Columbus, and has hired Bob Booker from WOKL/Eau Claire, WI to do mornings... WFMV/Blairstown, NJ welcomes Bob Thomas as PD... Gary Baker is the News Director at KXOR/Thibodaux, LA, coming in from WLPA/Lancaster, PA.

WYTX/Jackson, MS has put the automation system in mothballs and is now live with its CHR format... 95SGF/Savannah will take music calls on Mondays from 3-5pm with the music finalized on Tuesdays at 4:15pm... G100/Mobile has a new address and phone number: 555 Broadcast Drive, Mobile, AL 36606. Call (205) 479-5555.



WOLFMAN IN THE Q-ZOO — On a recent trip around the country, Wolfman Jack dropped in to visit the morning "Q-ZOO" at Q105/Tampa. Shown (l-r) are PD Scott Shannon, Wolfman, and personality Cleveland Wheeler.



MOUNDS OF MAIL — WCBS-FM/New York remembered Elvis Presley with a recent 12-hour tribute "The Presley Years." The station also offered 10 copies of RCA Records limited edition album set, "Elvis Aron Presley." Personality Dick Heatherton is surrounded by over 20,000 letters mailed in to receive one of the valuable sets, as he prepared to announce the 10 winners.



JOURNEY PARTIES IN PORTLAND — On the first stop of their current tour, Columbia artists Journey held a backstage party following the show. Pictured in the back row (l-r) are Columbia's Debbie Gould, WBLM/Portland's Jose, WYNZ/Portland's Dan Schuster, Journey's Ross Valory and Columbia's Lanny Collins. Holding the cake (l-r) are Journey's Jonathan Cain, Columbia's Tom Lanzillotti, WJBQ/Portland MD David Cole (partially hidden), and an unidentified Columbia staffer.

Where does talent meet opportunity?

Check our Marketplace, page 71



TWO CRAZY CATS — During a recent appearance at Marriott's Great America theme park in Santa Clara, KFRC/San Francisco's Rick Shaw is shown with Sylvester The Cat just outside the KFRC mobile studio.

BILLY JOEL



The Album

SONGS IN THE ATTIC

ACR NATIONAL AIRPLAY/40 - - 27 17

The Single

"SAY GOODBYE TO HOLLYWOOD"



**ON
COLUMBIA
RECORDS**

Atlantic Records
NATIONAL AIRPLAY/30. 30 28 24 20

Produced by
Phil Ramone
Concert Recording by Brian Ruggles



13K HOSTS THE STARS — On a recent promotion trip through the West, EMI America recording artist Robbie Patton and Fleetwood Mac's Christine McVie stopped in at 13K(KGB)/San Diego. Shown (l-r) are McVie, MD Rick Gillette, Patton, and PD Jeff Lucifer.



SISTER SLEDGE ON THE RUN — Cotillon Records recording artists Sister Sledge stopped in to WABC/New York, promoting their latest single "He's Just A Runaway." Shown here (l-r) are Sister Sledge (Joni, Kathy, Debbie & Kim) and WABC Assistant PD Steve Goldstein.



KSFX IN THE CONCERT BIZ — KSFX/San Francisco, along with several other sponsors, have formed the Keystone Concertclub. There are three Keystone nightclubs in the Bay Area, and for a \$25/year fee, members are entitled to discounts on tickets, plus free concerts on designated evenings, along with other benefits. Shown at the signing (l-r) are KSFX GM Ron Denam and Keystone Club owner Bobby Corona.



LULU HUGS HAMILTON — Alfa recording artist Lulu recently paid a visit to KEARTH/Los Angeles PD Bob Hamilton, promoting her current single "I Could Never Miss You (More Than I Do)."



ALLMAN BROTHERS HIT THE ROAD — During a recent concert appearance in Columbia, MD, Arista's Allman Brothers Band took time to visit with some folks from Q107/Washington. Shown (l-r) are Arista's Gary Ellen, group's Butch Trucks, Q107's Uncle Johnny, local distribution rep Mark Weiss, group's Dickie Batts, Q107 MD Frank Holler, and Arista reps Randy Hock and Jeff Backer.



BIG BUCKS FOR BIKINI BEAUTIES — WKLI/Angola, IN held its fifth annual Bikini Spectacular Contest with over \$1800 in prize money up for grabs. Shown (l-r) amid the winners are station personalities Bill Kerner and Larry Davis



KISS MY Q — WDOQ/Daytona Beach recently held the "Great Summer Kiss Off" on the boardwalk. The station was looking for the sexiest, most kissable lips in Central Florida. The winner, pictured with station personality Bob Mitchell, won a trip for two to the Bahamas, \$102 cash, and a 14kt gold "kiss" stickpin.

What comes in the mail and makes you laugh?



Check out Marketplace, page 71

SINGLE NO.: 3868

URGENT!!!

ANNOUNCING THE RELEASE OF
"WAITING FOR A GIRL LIKE YOU,"

THE SECOND SINGLE FROM

FOREIGNER'S DOUBLE PLATINUM
ALBUM, "4".

ON ATLANTIC

RECORDS

AND TAPES 

PRODUCED BY ROBERT JOHN
"MUTT" LANGE AND MICK JONES

THE BACK PAGE
BREAKERS®

FOREIGNER
Waiting For A Girl Like You (Atlantic)
64% of our reporters on it. Moves: Up 40, Debuts 28, Same
10, Down 0, Adds 55 including WIFI, WCKX, WLS-FM, 13K.
See Parallels, charts at number 27.

SD 16999



PARALLEL ONE PLAY

EAST

105 Providence
PD: Todd Chase
MD: Mike Waite

105 Montreal
MD: Sharron Brooke

Kiss WKKX-FM Boston
PD: Sonny Joe White
MD: Vinnie Peruzzi

105 Buffalo
PD: Neil McGinley
MD: Jon Summers

Rock 102 WBEN-FM Buffalo
PD: Bob Wood
MD: Roger Christian

New York WABC 77
PD: Jay Clark

105 Baltimore
PD: Ron Riley
MD: Scott Richards

98.5 FM Boston
PD & MD: Mike Addams

105 Buffalo
PD: Neil McGinley
MD: Jon Summers

1050 chum Toronto
PD: Jim Waters
MD: Brad Jones

96 Pittsburgh
OM: Bobby Christian
MD: Clarke Ingram

96 Washington, D.C.
PD: Alan Burns
MD: Frank Holler

105 Boston
PD: Reg Johns
MD: Tom Connelly

WNBC Radio 66 New York
PD: Kevin Metheny
MD: Roz Frank

CF 680 Toronto
PD: Bill Gable
Asst. PD: John Keogh

107 Washington, D.C.
PD: Alan Burns
MD: Frank Holler

WUVE-FM 105 Boston
PD: Reg Johns
MD: Tom Connelly

WITI-FM 92 New York
PD: Carlos DeJesus
MD: Michael Ellis

wifi 92 Philadelphia
PD: Tom Bigby
MD: Liz Kiley

98 WCKX Tampa
PD: Scott Robbins
MD: Ron Parker

SOUTH Houston
PD: Roger W.W. Garrett
MD: Daya Steele

93 Atlanta
PD: John Young
MD: Dale O'Brien

94-6 Atlanta
THE MUSIC FM
PD: Jim Mortison
MD: Jeff McCarty

103 Dallas
PD: Larry Dixon
MD: Chuck Rhodes

98 WCKX Tampa
PD: Scott Robbins
MD: Ron Parker

103 Love that music! Houston
PD: Michael Jones
MD: Blake Lawrence

105 Tampa
PD: Scott Shannon
MD: Pat McKay

94-6 Atlanta
THE MUSIC FM
PD: Jim Mortison
MD: Jeff McCarty

103 Dallas
PD: Larry Dixon
MD: Chuck Rhodes


98 WCKX Tampa
PD: Scott Robbins
MD: Ron Parker

(H) indicates one of the five "hottest" records on each Parallel One playlist.





LUTHER VANDROSS


The new album "NEVER TOO MUCH" from the most "commercial" singer in the world today. America is sold on **LUTHER VANDROSS** already.

 Among other things you can hear his voice on commercials for Juicy Fruit Gum, Miller Beer, 7-UP, Mountain Dew, Gino's, Burger King, Kentucky Fried Chicken, and even the U.S. Army.

There are other things that make **LUTHER VANDROSS** a hot commercial property.

 He's sung background for Carly Simon, Roberta Flack, Bette Midler, Chaka Khan and nearly everyone else who records in New York.

 He's written for David Bowie and Roberta Flack. He's written the score for Richard Pryor's latest film "Bustin' Loose," and he wrote an award-winning song for the Broadway production of "The Wiz."

 And he is a lead singer. He's sold millions of records already. His most recent work was with the group Change singing lead on their hit record "Searchin'" and "The Glow Of Love."

"NEVER TOO MUCH"

THE HOT NEW SINGLE, ALREADY A HIT ON BLACK RADIO

AVERAGE MOVE +5

WKTU 4-3
WCAO add
WXKS-FM 21-12
KRLY 24-17

WCKX deb 30
CKLW add
KFI add
KIQQ 35-10



KSET-FM 24-18 BJ105 add
KELP 36-30 FM100 deb 23
WJDX add 35 KYNO-FM add
95SGF on

ON EPIC RECORDS

WZZM 102.5 Cincinatti PD: Jim Fox MD: Tony Galluzzo

98 KSLQ St. Louis PD: John Larrabee

KANSAS CITY KBEQ PD: Maja Britton Asst. PD: Mike Schmidt

Seattle PD: Pat O'Day MD: Elvyn Ichiyama

KSFZ 104 San Francisco PD: Pat Evans MD: Jert O'Heson

13 San Diego PD: Jeff Lucifer MD: Rick Gillette

WZZM 102.5 Cleveland PD: Jack Casey MD: Bob McKay

KS95-FM Minneapolis PD: Chuck Knapp MD: Kim Jeffries

80.3 KTLW Rock 'n Talk Detroit PD: Pat Holiday MD: Rosalie Trombley

610 KFRC San Francisco PD: Gerry Cagle MD: Sandy Louie

101 FM Los Angeles PD: Bob Hamilton

KPLZ 101.5 Seattle PD & MD: Jeff King

KKXK St. Louis AM 63 PD & MD: Lee Douglas

woky Milwaukee PD: Jim Brown MD: Rick Brown

WEST PD: Tracy Mitchell MD: Norm Gregory

KFRC 950 METROMEDIA RADIO Seattle PD: Tracy Mitchell MD: Norm Gregory

KEZ Rock San Jose 106.5 FM PD & MD: Bob Harlow

Denver PD: Doug Erikson MD: Gloria Avila

WZZM 102.5 Cleveland PD: Bob Travis

WMB-71 Kansas City PD: Jeff Roberts MD: Tom Land

Los Angeles PD: Paula Matthews MD: Robert Moorhead

KOAO Denver PD: Jack Regan MD: Alan Sledge

KISFM Los Angeles 102.7 PD: Don Benson MD: Danny Lemos

KRLA III Los Angeles PD: Jack Roth MD: Rick Stancato

WZZM 102.5 Cleveland PD: John Gehron

WDRQ 93.3 Detroit PD: Rick Torcasso MD: Steve Summers

Los Angeles PD: Roger Collins

64 KFI The #1 hit station. Los Angeles PD: John Rook MD: Roger Collins

Phoenix PD: Steve Rivers MD: Chaz Kelley

Los Angeles PD: John Shannon

Chicago PD: John Shannon

Milwaukee PD: John Driscoll MD: Bill Shannon

Los Angeles PD: Roger Collins

Los Angeles PD: Roger Collins

Phoenix PD: Steve Rivers MD: Chaz Kelley

Los Angeles PD: John Shannon

(H) indicates one of the five "hottest" records on each Parallel One playlist.



It's a jungle out there...filled with all sorts of ferocious beasts. You could get lost.
For a professional guide call your **ARBITRON** Representative.

PARALELS.

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

Parallel II: Selected stations in secondary markets that are formal dominant and/or exert a significant local or regional influence.

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

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

BEE GEES He's A Liar (RSO) LP: Living Eyes. Regional Reach 104/6 50%. N&A.

CHILLWACK My Girl... (Millennium/RCA) LP: Wanna Be A Star. Regional Reach 88/21 33%. N&A.

BURTON CUMMINGS You Saved My Soul (Alfa). Regional Reach 118/13 66%. BREAKER.

SHEENA EASTON For Your Eyes Only (Liberty) LP: Soundtrack "For Your Eyes Only". Regional Reach 171/11 82%. BREAKER.

BURTON CUMMINGS (continued). Regional Reach 118/13 66%. BREAKER.

BURTON CUMMINGS (continued). Regional Reach 118/13 66%. BREAKER.

SHEENA EASTON (continued). Regional Reach 171/11 82%. BREAKER.

BURTON CUMMINGS (continued). Regional Reach 118/13 66%. BREAKER.

BURTON CUMMINGS (continued). Regional Reach 118/13 66%. BREAKER.

SHEENA EASTON (continued). Regional Reach 171/11 82%. BREAKER.

BURTON CUMMINGS (continued). Regional Reach 118/13 66%. BREAKER.

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. National Summary Reach 100/25 44%. Up 51. Debits 20. M 23%. S 56%. W 19%.

MARTY BALIN Atlanta Lady... (EMI America) LP: Balin. Regional Reach 149/20 71%. National Summary Reach 97/7.

BLUE OYSTER CULT Burnin' For You (Columbia) LP: Fire Of Unknown Origin. Regional Reach 50/3 24%. N&A.

CHRISTOPHER CROSS Arthur's Theme... (WB) LP: Soundtrack Arthur. Regional Reach 200/1 96%. N&A.

DEVO Working In... (FM/Asylum) LP: Soundtrack Heavy Metal. Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

AIR SUPPLY Here I Am (Just...) (Arista) LP: The One That You Love. Regional Reach 164/8 78%. N&A.

BLUE OYSTER CULT (continued). Regional Reach 50/3 24%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

ATLANTA RHYTHM... Alien (Columbia) LP: Quinella. Regional Reach 109/18 52%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

ATLANTA RHYTHM... (continued). Regional Reach 109/18 52%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

CHRISTOPHER CROSS (continued). Regional Reach 200/1 96%. N&A.

DEVO (continued). Regional Reach 88/2 41%. N&A.

(ELO continued)
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

DON FELDER
Heavy Metal... (FM/Asylum)
LP: Soundtrack Heavy Metal
61/18 28% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

DAN FOGELBERG
Hard To... (Full Moon/Epic)
LP: The Innocent Age
195/4 93% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

FOREIGNER
Waiting For A... (Atlantic)
LP: Foreigner 4
132/55 84% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

(Continued On Next Column)

(Foreigner "Waiting" continued)
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
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DEBUTS 10
DOWN 1
ADDS 16

GO GO'S
Our Lips Are Sealed (IRS)
LP: Beauty & The Beast
51/7 24% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

(Continued On Next Column)

HALL & OATES
Private Eyes (RCA)
LP: Private Eyes
189/1 80% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
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PI
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DEBUTS 10
DOWN 1
ADDS 16

AL JARREAU
We're In This Love... (WB)
LP: Breakin' Away
174/7 83% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

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(Al Jarreau continued)
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

BILLY JOEL
Say Goodbye... (Columbia)
LP: Songs In The Attic
158/8 76% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
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(Journey continued)
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
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PI
Regional Beach Summary
DEBUTS 10
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Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

LULU
I Could Never Miss... (A&M)
LP: Lulu
129/2 62% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

(Continued On Next Column)

(Lulu continued)
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

BARRY MANILOW
The Old Songs (Arista)
LP: If I Should Love Again
78/72 38% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

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Regional Beach Summary
DEBUTS 10
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Regional Beach Summary
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Regional Beach Summary
DEBUTS 10
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PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

OLIVIA NEWTON-JOHN
Physical (MCA)
LP: Physical
112/54 54% National Summary

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

PI
Regional Beach Summary
DEBUTS 10
DOWN 1
ADDS 16

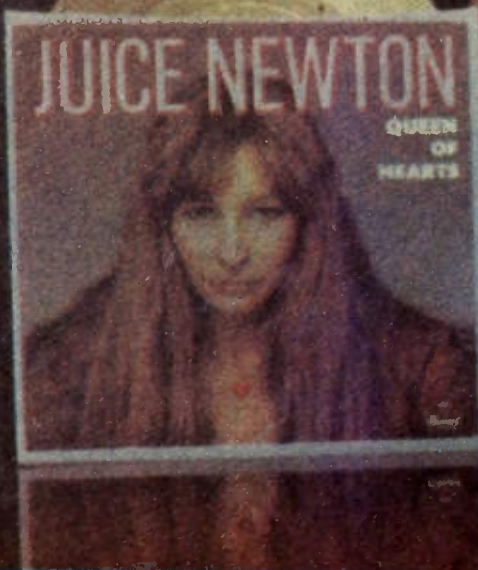
(Continued On Next Column)

America's

Juice Newton

"THE SWEETEST THING"

THE NEW HIT SINGLE FROM THE GIRL WITH THE GOLDEN TOUCH



CERTIFIED GOLD 9/2/81



CERTIFIED GOLD 8/12/81



CERTIFIED GOLD 7/1/81

Sweetheart,



Capitol
RECORDS

Produced by Richard Landis
Management: Stage Right Ltd



Capitol
RECORDS

(Ollie Newton-John continued)

Table with 2 columns: Song Title, Radio Station. Includes titles like 'Rolling Stones' and '10'.

Stevie Nicks w/ Tom Petty & the Heartbreakers. LP: Bella Donna. National Summary: 158/0 78%

Table with 2 columns: Song Title, Radio Station. Includes titles like '12' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '12' and 'P3'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '12' and 'P2'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '12' and 'P1'.

Police Every Little Thing... (A&M) LP: Ghost In The Machine. National Summary: 148/15 70%

Table with 2 columns: Song Title, Radio Station. Includes titles like '26' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '26' and 'P1'.

M. Post # L. Carlton Theme From "Hill Street Blues" (Elektra) LP: Breaker. National Summary: 126/22 80%

Table with 2 columns: Song Title, Radio Station. Includes titles like '23' and 'P1'.

(M. Post continued)

Table with 2 columns: Song Title, Radio Station. Includes titles like '12' and 'P1'.

Eddie Rabbitt Step By Step (Elektra) LP: Step By Step. National Summary: 170/1 81%

Table with 2 columns: Song Title, Radio Station. Includes titles like '6' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '6' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '6' and 'P1'.

REO SPEEDWAGON In Your Letter (Epic) LP: Hi Infidelity. National Summary: 101/0 48%

Table with 2 columns: Song Title, Radio Station. Includes titles like '23' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '23' and 'P1'.

M. Post # L. Carlton Theme From "Hill Street Blues" (Elektra) LP: Breaker. National Summary: 126/22 80%

Table with 2 columns: Song Title, Radio Station. Includes titles like '23' and 'P1'.

(D. Ross & L. Ritchie continued)

ROLLING STONES Start Me Up (Rolling Stones) LP: Tattoo You. National Summary: 184/0 78%

Table with 2 columns: Song Title, Radio Station. Includes titles like '10' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '10' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '10' and 'P1'.

Kenny Rogers Share Your Love... (Liberty) LP: Bare Your Love. National Summary: 179/1 88%

Table with 2 columns: Song Title, Radio Station. Includes titles like '11' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '11' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '11' and 'P1'.

DIANA ROSS & LIONEL RICHE Endless Love (Motown) LP: Soundtrack Endless Love. National Summary: 181/0 77%

Table with 2 columns: Song Title, Radio Station. Includes titles like '9' and 'P1'.

(Rick Springfield continued)

RYAN REAGAN I've Done... (RCA) LP: Working Class Dog. National Summary: 158/5 76%

Table with 2 columns: Song Title, Radio Station. Includes titles like '16' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '16' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '16' and 'P1'.

RYAN REAGAN I've Done... (RCA) LP: Working Class Dog. National Summary: 158/5 76%

Table with 2 columns: Song Title, Radio Station. Includes titles like '16' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '16' and 'P1'.

Table with 2 columns: Song Title, Radio Station. Includes titles like '16' and 'P1'.

RYAN REAGAN I've Done... (RCA) LP: Working Class Dog. National Summary: 158/5 76%

Table with 2 columns: Song Title, Radio Station. Includes titles like '16' and 'P1'.

(Billy Souier continued)

BILLY SOUIER In The Dark (Capitol) LP: Don't Buy No. National Summary: 62/6 30%

Table with 2 columns: Song Title, Radio Station. Includes titles like 'P1' and 'P3'.

Table with 2 columns: Song Title, Radio Station. Includes titles like 'P1' and 'P3'.

Table with 2 columns: Song Title, Radio Station. Includes titles like 'P1' and 'P3'.

BILLY SOUIER In The Dark (Capitol) LP: Don't Buy No. National Summary: 62/6 30%

Table with 2 columns: Song Title, Radio Station. Includes titles like 'P1' and 'P3'.

Table with 2 columns: Song Title, Radio Station. Includes titles like 'P1' and 'P3'.

Table with 2 columns: Song Title, Radio Station. Includes titles like 'P1' and 'P3'.

BILLY SOUIER In The Dark (Capitol) LP: Don't Buy No. National Summary: 62/6 30%

Table with 2 columns: Song Title, Radio Station. Includes titles like 'P1' and 'P3'.

Stranded in the jingle jungle? Find Help in Marketplace, page 71

Let's Groove One More Night with the Alien that's Burnin' For You:

ATLANTA RHYTHM SECTION "ALIEN"

NEW & ACTIVE

ATLANTA RHYTHM SECTION "Alien" (Columbia) 109/16
Moves: Up 66, Debuts 12, Same 15, Down 0, Adds 16 including KEARTH,
WPST, KJ100, KOFM, KNBQ, WLAM, Z102, KPUR, KKXL, KDVV.

EARTH WIND and FIRE "LET'S GROOVE"

JB105 add 33	G100 add 31	WHHY-FM add	WDRQ 22-20	WBBO on	WSGA 31-26
KRLY add	Y103 add 34	WFOX add	CKLW on	WCSC deb 29	95SGF on
94Q add	BJ105 add 39	WISE add	KRLA on	WGH on	WANS-FM on
KFI add	KX104 add	WXLK add	KIIS-FM on	WVIC on	FM99 deb 34
WICC add	WOKI add	KQIZ-FM add	KIQQ deb 39	WDJX on	WKXY on
WKEE add	KERN add 40	KVOL add	KFRC deb 27	KYNO-FM 29-19	KENI on
KSET-FM add	FM102 add 27	KDZA add	KYYX on	KIDD on	KSLY on
KELP add 37	WLAM add	KOOK add	WTIC-FM 30-24	KCPX deb 39	KCBN deb 40
KBFM add	14WK add	WXKS-FM deb 30	KINT on	KHYT deb 38	KATI deb 33
KEEL add	WCIR add	Z93 on	B97 deb 30	WFBG on	KQDI on

ARC

STREEK "ONE MORE NIGHT"

WCAO add	WKRZ-FM add	KJ100 add	KLUC add	KVOL add	KRLC add	WOKI on
Y100 add	WHYN add	WVIC add	WJBQ add	KENI add	WIFI on	KNBQ on
WZUU add	BJ105 add	KERN add 39	WGUY add	KSLY add	WGCL deb 27	KCPX on
KFI add	WBBO add	KIOY add	13FEA add	KCBN add	KIQQ on	
WHFM add	WGH add	KSPZ add	WFBG add	KYYA add	B104 on	

PARADISE
RECORDS

BLUE OYSTER CULT "BURNIN' FOR YOU."

KEZR add	Q107 7-7	WBEN-FM 24-23	KFRC 35-33	KXX106 on	WRVQ deb 23	KNBQ 25-19	WCGQ on
WIKS deb 11	KRBE 13-9	WXKS-FM on	KSFY 11-11	G100 on	WZOK on	KYSN on	KILE on
WNAP add 28	KBEQ 3-2	JB105 28-23	KIMN 23-15	WAAY on	Z104 26-22	KLUC 15-12	WRKR 24-20
KQIZ-FM add	K104 2-2	WLS 16-16	WPST 21-15	BJ105 deb 40	WNCI 20-19	WJBQ 21-19	WTRU on
96KX12-9	KJ100 4-6	WLS-FM 16-16	WKEE 34-33	WSKZ on	KKXX 26-23	WGUY 25-18	KSLY on
WXLK 14-12	KZ93 11-7	KIQQ 18-17	KHFI 19-15	WOKI on	KJRB on	95XIL 23-21	

**Titles That Titillate
From Columbia Records**



THE PICTURE PAGES

Fanfare For Vandross



Epic Records threw a party in New York to celebrate the release of Luther Vandross's first album. Pictured (l-r) are David Franklin Assoc. Exec. VP Ed Howard, CBS VP Larkin Arnold, EPIA Sr. VP/IGM Don Dempsey, Vandross, EPIA's T.C. Thompkins, EPIA VP Paris Eley, label's Scott Folks, manager/attorney David Franklin, and EPIA's Jerome Gasper.

Bow Wow Wow Wows RCA



RCA staged a reception for new signing Bow Wow Wow at the label's New York headquarters, presenting the band with personal Nippers. Pictured (l-r) are RCA VP John Betancourt, label's Dan Loggins, manager Malcolm McLaren, group's Annabella Lwin, RCA's Bill McGathy, band's Matthew Ashman, RCA VP Jack Craigo, group's Leroy Gorman, dancer Fufi, group's Dave Barbarossa, and dancer Boo.

Destiny Manifests In L.A.



Newly-formed Destiny Records hosted a Beverly Hills cocktail party to introduce itself. Pictured at the festivities are (l-r) Stan Sheppard, Fred Brown, and Chauncey Matthews of Destiny group Skool Boys, label VP Bunky Sheppard (seated), group's Billy Shappard, Destiny VP A.J. Cervantes, and label President Arnie Orleans.

Juana Joins Roshkind's R&L



R&L Distribution, part of the new company formed by former Motown Vice Chairman Michael Roshkind, has signed Frederick Knight's Juana Records and Knight's production company for a co-financing and marketing deal. Pictured (l-r, seated) are Knight's attorney Walter Hofer, consultant Wally Roker, R&L Exec. VP Mike Lushka, Knight, and Roshkind; (l-r, standing) R&L's Pat Means, attorney Michael Frisby, R&L's Steve Jack, and R&L attorney Joel Strota.

Stars Out For Radio Records



Radio Records staffers celebrated the release of their third Stars On 45 single recently. Pictured (l-r, seated) are Radio President Dick Kilna, Chairman Ed McGlynn, and VP Jimmy Gielbert; (l-r, standing) VP Steve Wittmack, label's March Edgar, VP Bob Rogel, Radio's Cindy Ward, and VP John Schoenberger.

Morgan Moves Beacon



Becket Records artist Denroy Morgan played New York's Beacon Theater recently, and was congratulated post-performance by label executives. Pictured (l-r) are Morgan's business manager Iris McRae, Becket's Chuck Welz and Jack Kreisberg, producer Bert Reid, Morgan, unidentified diminutive fan, and Debbie McGriff, Barbara Hernandez, and Rita Saunders of the Jamaica Girls, Morgan's backing trio.

Stella Parton Teams With Townhouse



Townhouse Records has signed country singer Stella Parton, with a first album to be produced by Commodores member Milan Williams. A single will precede the LP. Pictured backstage at a party for the Commodores in New York are (l-r) Accord/Townhouse VP/IGM Walt Maguire, Accord/Townhouse President Michael Gusick, Parton, and Williams.

MCA Cops Boppers



The L.A. Boppers have signed with MCA Records. Pictured at the signing are (l-r, standing) manager Forrest Hamilton, group's Kenny Styles, producer Auggie Johnson, group's Vance Robert Tenort, and MCA President Bob Siner; (l-r, seated) MCA VP Denny Rosencrantz and group's Ed Reddick and Stan Martin.



**ON SATURDAY, OCTOBER 31,
THE MUSIC INDUSTRY DIVISION,
UNITED JEWISH APPEAL
WILL HONOR DOUG MORRIS,
PRESIDENT OF ATLANTIC RECORDS.**

This is your opportunity to join him in helping people in Israel, and throughout the world who are in dire need. Your contributions will aid not only the elderly, but children, Soviet Jews, and many more.



JOURNAL AD

The people of Israel, as well as those in other countries throughout the world, are in dire need of the basic necessities of life. They look to you for help. Join us in the campaign. Help us to help them. The following is a listing of different degrees of participation in this event. We ask that you choose one. Your participation in the SETTLE A FAMILY ENDOWMENT (SAFE) will enable a Jewish family to be settled in their Israeli homeland.

ENDOWMENT	\$25,000
(includes 30 tickets and two page spread in Journal)	
PLATINUM PAGE	\$10,000
(includes 20 tickets for dinner/dance)	
GOLD PAGE	\$ 5,000
(includes 10 tickets for dinner/dance)	
SILVER PAGE	\$ 3,500
(includes 10 tickets for dinner/dance)	
COPPER PAGE	\$ 2,500
(includes 10 tickets for dinner/dance)	
FULL PAGE	\$ 1,000
HALF PAGE	\$ 500
CONTRIBUTION	\$ _____

Each ad is limited to the name of the firm or individual indicated. In the interests of uniformity the producers of the Journal will set those names in the same type style. No logos or any other message will be reproduced.

DINNER RESERVATION

Please send _____ ticket(s) (\$200.00 each) for the dinner/dance honoring Doug Morris, President, Atlantic Recording Corp., Saturday, October 31, 1981, 7:00 p.m., at the Sheraton Centre Hotel, New York City.

Return completed form with payment enclosed to:

John Kraushar
UJA-Federation Campaign
130 East 59th Street
New York, N.Y. 10022

NAME _____
 FIRM _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 CHECK FOR \$ _____ ENCLOSED. CHECKS PAYABLE TO UJA

THE PICTURE PAGES

Deniece Time At Greek



Following Deniece Williams's engagement at the Greek Theatre in Los Angeles, Columbia and ARC executives greeted her backstage. Pictured (l-r) are Columbia's Wayne Edwards, Columbia VP Ron Oberman, label's Mika Johnson, Williams, manager Sherwin Bash, ARC/Columbia's Maurice Wetkns, and Columbia's Doug Wilkins.

Newton Gold Collection



Capitol's Juica Newton received gold awards in profusion after a recent Country Club/Los Angeles date. Pictured at the presentation (l-r) are Capitol VP Bruce Wendell, band member Otha Young, Capitol Group President Don Zimmermann, Newton, producer/manager Richard Landis, and Capitol's Steve Meyer.

Sneaker Runs To Handshake



Handshake Records has signed Sneaker, with the group's first album due this month. Pictured (l-r) are group's Mitch Crane, Handshake's Joel Newman, unidentified, group's Michael Cottage and Michael Hughes, Handshake President Ron Alexenburg, group's Tim Torrance and Michael Schneider, and manager Shelly Weiss.

Leppard Spotted At Nassau



Mercury/Polygram's Def Leppard played Nassau Coliseum recently, with a strong label turnout in support. Pictured (l-r, front) are group's Pete Willis, Polygram's George Meler, group's Richard Allen, label's Jim Sotet, management's Cliff Burnstein, group's Steve Clark and Rick Savage, and Polygram VP's Jim Lewis and Jerry Jaffe; (l-r, top) group's Joe Elliot and label's Steve Greenberg.

Rick & Teena Win Platinum & Gold



Motown Records presented Rick James with a platinum album for his "Street Songs" LP and labelmate Teena Marie with a gold award for "It Must Be Magic" after the two performed at the Long Beach Arena. Pictured at the post-concert reception are (l-r) Motown VP Skip Miller, label President Jay Lasker, Rick James, Motown's Iris Gordy, and Teena Marie.

Foreigner In London



Atlantic's Foreigner played a concert at London's Hammersmith Odeon, and WEA staged a party afterward at a local club. Pictured (l-r) at the party are manager Bud Prager, group's Mick Jones, and Atlantic Sr. VP Phil Carson.

Clarke/Duke Receive Indie Award



Independent promotion firm the Dudley Gorov Organization, in an unusual gesture, presented George Duke and Stanley Clarke commemorative plaques in honor of their hit "Sweet Baby." Pictured at the ceremony are (l-r) DGO's Cliff Gorov, George Duke, Stanley Clarke, and DGO's Craig Dudley.

Rods On The Road



Arista's Rods played New York's Great Gildersleeves club recently, following the release of their first album. Pictured up against the wall backstage are (l-r, rear) ATI's Michael Laurie, attorney Allan White, group's Carl Canady and Gary Bordenaro, manager Pete Morticelli, attorney Jonathan Blank, and Arista VP Mike Bone; (l-r, front) ATI's Andy Water, group's David Feinstein, and ATI's Jeff Rowland.



MONKEYING WITH MSB — After playing three sold-out shows in his hometown of Cleveland, EMIA's Michael Stanley Band visited old cohorts at WMMS. Pictured (l-r) are band's Kevin Raleigh, WMMS air personality Dia, and Stanley.



UP PERISCOPE TO KMET — Polydor's Novo Combo joined KMET/Los Angeles airstaffers for conversation during the band's promotional trip for their first album release. Pictured (l-r) are Integrity's Bob Cahill, KMET Assistant PD Jack Snyder, Polygram's Greg Miller and Cynthia Cox, group's Michael Shrieva, Polygram's Jim DeBalzo, Kenny Hamlin, Emel Petrone and Bill Follett.



WPLJ GOES KOOKOO — Chrysalis recording artist Debbie Harry visited WPLJ/New York's offices in support of her solo album release. Pictured (l-r) are PD Larry Berger, WPLJ rock critic Lisa Robinson, Chris Stein, Debbie, and WPLJ air personality Tony Pigg.



STEVIE SOLOS ON WBCN — During a recent promotional visit to WBCN/Boston, Modern's Stevie Nicks sang an acappella version of "Edge Of Seventeen" live on the air. Pictured (l-r) are GM Tony Berardini, jock Tracy Roach, Stevie, PD Oedipus, and jock Mark Parenteau.



BLUE OYSTER CULT FOLLOWING — Columbia's Blue Oyster Cult greeted KNCN/Corpus Christi airstaffers after the band's recent area performance. Pictured (l-r) are KNCN PD Bob Fazio, group's Eric Bloom, PD Fazio's wife Terry.



WKLS SUPPORTS SPECIAL OLYMPICS — WKLS/Atlanta donated \$23,000 to Special Olympics from the sale of its latest "Hot Lanta Home Cookin'" album. Pictured receiving a plaque of thanks from the organization's executive director is WKLS GM Dick Meeder, while Assistant PD "John Boy" Bryant offers encouragement from the sidelines.



MICKEY THOMAS RIDES KMEL — Elektra's Mickey Thomas stopped at the KMEL/San Francisco offices for an interview in promotion of his solo album. Pictured (l-r) are KMEL air personality Paul Vincent, Thomas, KMEL PD Brook Jones, air personality Mary Hallaway.



NAZARETH SWINGS SOUTH: A&M's Nazareth stopped by WIZD/W. Palm Beach during a recent concert tour. Pictured (l-r) are WIZD air personalities Arvette and Dennis Ryse, Nazareth's Dan McCafferty, WIZD air personality Liz West and PD Scott Fisher, and A&M's Richard Pachter; (kneeling) WIZD's Michael Keating.



ROCKIN' RUTH — Here's a photo of Ruth Hutchinson, the grandmother of AOR, who's 87 and rocks semi-regularly on a prerecorded AOR oldies show on KSHE/St. Louis. Keep on rockin', Ruth!



Jeff Gelb

AOR

Bob Pittman Speaks Out On MTV

The first major experiment putting a radio station on television 24 hours a day uses AOR music. Combine that with Warner Amex's putting \$20 million into this experiment, and it becomes very noteworthy that our format's music is in such a big-bucks spotlight.

This week I spoke with Bob Pittman, a former radio programmer and now Vice President of Programming for Warner Amex Satellite Entertainment (including the Movie Channel). He detailed the reasons behind MTV, and his impressions of the early effects on MTV on audiences, albums, and competition with AOR radio for its core audience.

R&R: I must begin by asking why AOR was chosen as the format for TV's first experiment with an all-music format?

BP: Because as a TV outlet, we're not competing with other music forms, we're competing with drama. We had to determine what audience would be more interested in watching music than, say, "Dallas." Our research showed they were AOR fans. About 24% of those sampled were hardcore AOR listeners, while about 23% were interest-



Bob Pittman

ed in Top-40ish AOR. They had the same basic favorite artists as the AOR listener, but accepted other music as well (while the hardcore AOR listener dislikes other kinds of music). Another 18% preferred basically soft rock, which we can also play. So we found between 60-65% who would definitely watch us, and we've since found that number to be even larger. Some hardcore Top 40 or pop fans have tuned in because they're interested in TV or in this new form of entertainment.

A New Form Of TV

R&R: How did the whole MTV concept evolve?

BP: Our examination of the marketplace led us to the conclusion that video music was the next step, just as a decade earlier, stereo FM had been the logical step.

Also, we saw some music industry problems with radio. Unfortunately for the music industry, 80% of the radio audience doesn't buy records. We hoped to make the record buyer our target, because that's the person who would watch MTV as opposed to "Dallas." Radio doesn't really have that problem, because there's nothing targeted 12-34 except music.

"We are playing every piece of AOR music that comes out. Who am I to judge its merits?"

Given that, we examined what would work for that consumer. We thought about creating traditional forms like programs, but the reason music has not worked on TV is there's no plot or continuity; it's all mood. It's like trying to put an hour of music in the middle of a News station; it doesn't work. It requires a different listening experience than what people are used to coming to the medium for.

So we had a choice: either put continuity and plot to music, which has been tried and doesn't work. Or, we could scrap the old forms and create a new one. We decided on the latter. MTV's form is similar to radio, while its techniques are similar to TV, so it's a real hybrid. It's not really radio, it's not TV; it's a new form, just as music radio in the fifties was a new form but also an outgrowth of the block-programmed radio before it.

We had to begin by abolishing all our ideas of what TV is. We really had to start from ground zero, because many ideas that wouldn't work for regular TV are good for us.

VJ Considerations

R&R: When you announced your "VJ" lineup, I was surprised that some did not have any radio experience.

BP: We didn't really care where they came from; we cared how much they knew about music, how enthusiastic they were about it, and how comfortable they looked in front of a camera. It took all those ingredients to make our choices.

We probably talked to between three and four thousand people, with a thousand being given video tests. We pretty well covered the whole country in our search.

"We're only competition to radio in the same way that a show like 'Saturday Night Live' is radio's competition."

Oddly, we found many of the radio people were trying to copy people they see on TV, and ended up looking like they were doing a TV talk show. They couldn't grasp the form of what we were looking for: a visual representation of radio.

R&R: In radio, jocks are hired and fired over ratings. How will you determine whether your initial VJ choices are the right five people?

BP: When I was in radio, I never thought it was the jock who failed. Sometimes an attitude was wrong, or he didn't want to work; that, to me, was the only reason to let a jock go. When I fired Don Imus at WNBC/New York it was not because he was not a good DJ or capable of great ratings, it was because Don didn't want to work. He wanted to do a million other things. When I rehired him he was the same person but he had decided he wanted to work on the radio again. As long as the VJ's care about the product and want to work as a team headed toward a common goal, they'll be fine.

R&R: How much of their personalities do you want to come out?

BP: I want them to be themselves. But I don't think people tune to MTV to find out what Mark Goodman did last night or what Nina Blackwood's favorite color is. The audience wants to know about the music. The jocks are the hosts, the moderators. They're not the stars; the musical selections are the stars. The VJ's are there to tell people what's going on and to give the channel some humanity, personality, and a warm touch.

A perfect example is Walter Cronkite. Walter never did anything except read the news, yet over the years, viewers got a very clear sense of what his personality was. All my jocks have to say is what's important and appropriate for that occasion, because after awhile, viewers will accumulate what they've seen into a sense of who these people are.

We don't put them on a teleprompter reading other peoples' words, so they've all begun developing their own styles of talking about

things, explaining things. One person will tell you a lot more about one kind of music than another. They all have their favorites though they play all types of music.

Playing The People Who Make Video

R&R: Who chooses the music selections?

BP: For now, I will. In most cases it's pretty obvious what constitutes AOR. We are playing every piece of AOR music that comes out. Who am I to judge its merits? It's like the early days of progressive rock radio: you didn't necessarily play the hits, you played the people who made albums. We're playing the people who make rock videos. If it doesn't make it within three or four weeks, we'll drop it. We do callout research, not to decide what to add, but to see what's making an impact.

If something is unfamiliar that's not a reason to drop it. It's only a reason to drop it if people are familiar with it and then reject it. It's perhaps a legitimate complaint of the record industry that most records haven't been rejected by the consumer, but by the PD, who hasn't given his audience the opportunity to be exposed to the records in the first place. I think we can help fill that void. Of course, we also don't have radio's competitive pressure.

R&R: Rock video is relatively new, which will keep you from playing some of the AOR "oldies" that are essential to the format on the radio. Have you considered producing your own videos of songs that were never filmed?

BP: I don't think we're capable of that. I think the person who made the music should be involved in that creative process. What we find makes a video work is when the video image creates the same mood as the audio. That's an experience I don't think I could recapture.

Also, if we produced our own videos, they'd have a certain sameness to them. The beauty of videos is that since so many people produce them, they all have varied looks.

What we've done to counteract the lack of oldies is to project an image of being on the "cutting edge"; very hip, very much where it's at today. Because of that, we can get away with not playing oldies. We've designed the format to work within the limitations of what product is available.

R&R: In radio, you don't find many programmers who will play a group like AC/DC back-to-back with, say the B-52's, as you do.

BP: Radio is in a tough position. It has so conditioned people to accept a certain sound that

"What we're really going to do is fragment TV viewing."

now, when it breaks from that sound, it's not accepted. Radio can't change that image overnight, but I can; MTV is a new form. We don't have to adhere to any "image" because we have none; we can play any artists who fit under the AOR umbrella.

Answering The Objections

R&R: I understand some record companies won't supply you with their videos.

BP: Polygram and MCA won't. I think they probably don't understand cable and need to get together their position on it. It's a complicated issue. We've spent a lot of time with them and with music publishers, trying to work out something that's equitable for everybody.

We're the only cable channel that's offered free to cable operators and free to subscribers.

Continued on Page 46

Nazareth

WMAZ



HOUSE
FULL

IT'S NAZARETH "LIVE," THE WAY THEY SHOULD BE HEARD!

All the NAZARETH Classics, "LOVE HURTS," "HAIR OF THE DOG," and new killer tracks like "MORNING DEW" all performed by the band that patented the "HEAVY" sound of Rock and Roll.

**NAZARETH LIVE ALL OVER THE RADIO AND NAZARETH LIVE,
ON TOUR ALL OVER AMERICA STARTING OCTOBER 14.**

Step right up, folks, to "SNAZ" ^{SP 6703} NAZARETH LIVE! A true life rock and roll experience

"SNAZ" ... A Live Two Record Set with
A Free Live Performance Poster.

ON A&M RECORDS & TAPES

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Management: Jim White for Fool Circle Ltd.
Produced by John Punter

Jeff Gelb

Bob Pittman

Continued from Page 44

We wanted the analogy of a movie theatre not charging admission but making its money off the concession stand, so the public would feel comfortable that we're not taking this product and exploiting it for our gain. It's truly for promotional use, just as a radio station's usage of records is promotional. That loses a certain revenue source for us but we believe in the concept enough to think we'll end up making money from our advertising.

R&R: How long do you have to make MTV work?

BP: We've already seen audience feedback that's far beyond what we'd hoped for. So, from a consumer standpoint, it's successful already. We're on between two and three hundred cables, and reach about 2½ million people. The goal now is to stretch distribution further, looking for more channels.

Advertising always lags behind consumer acceptance. Some want to get in early because they believe in it, plus they'll get a great rate. We have some of those now, but we'll get the bulk of our business as we establish how successful we are with the consumers.

We are set up to carry eight commercial minutes per hour: six we sell, and two are left to the local affiliate.

R&R: What does MTV carry other than rock videos?

BP: We're also a music news source. The three networks don't cover music as news. When the Rolling Stones come to America, that's not news to them, it's entertainment. If the Queen of England were coming to America, that's news to them, but to our age group it's more important to hear about the Stones. There's a great void in TV programming for that kind of news, and we fill it. For four minutes an hour, in two two-minute segments, we do music news that's read by our VJ's, plus we have news correspondents all over

COLOR



STONES-MANIA: AOR radio and the Rolling Stones: a perfect match for fall promotional pushes. The group's not coming to Phoenix, so KDKB (see photo) acted as the sole Arizona ticket outlet for 2000 seats to the band's Boulder show, selling them out in three hours. KDKB's also taking a busload of ticket winners to the show. Also selling tickets for the Boulder show were KWFM/Tucson and KICT/Wichita. WPDH/Poughkeepsie will send 20 winners to see the group in Buffalo, while WOUR/Utica is providing low-cost bus service to the same show for three busloads of fans. WPLR/New Haven actually chartered a plane to take 32 winners to see the Stones' Buffalo show. WGRQ/Buffalo had 97 tickets for lucky winners, and is sponsoring a banner contest, the winner of which will fly to New York for the band's appearance there. WYSP/Philadelphia awarded 17-album Rolling Stones catalogues to winners in trivia quizzes, and awarded concert tickets at a special station screening of "Gimme Shelter." Also tying in with a "Gimme Shelter" showing is KLOS/Los Angeles, which is supplying the stereo audio for a simulcast showing of the film on an area cable TV channel.

And that, I'm certain, is just the tip of the promotional iceberg!

SHOOT YOUR OWN STAR: 195/Bridgeport, in conjunction with Virgin/Epic and the Shooting Star album, is picking five names in a mail-in contest to have a registered Illinois company name a celestial star after each of the winner's names.

the world.

We also do a concert a week, and a music-related movie weekly. The concerts come from stuff that's already been done, as well as concerts we produce ourselves. That's an enormous amount of production, but its promotional benefit makes it worthwhile.

The sound for one of these programs was carried by Source affiliate stations. We have a very good relationship with them, as well as the other networks. Perhaps we'll do something with all of them sooner or later.

R&R: All of your programming is music-related. Why isn't MTV dealing with the other interests of your target demographic?

BP: They have lots of other interests. However, our vision of cable is that we know everyone enjoys a variety of programming. The problem is, every person's variety is different, and his needs change daily. The only way we can really satisfy his needs is for a cable station with multiple channels to offer 24-hour specialized channels, so a viewer can pick and choose to create his own blend. It would dilute this source to put all his interests on one channel. If we believed one channel could be all things to all people, cable TV wouldn't be happening, because people would be happy with the three networks. It's obvious they're not, and we know their biggest frustration is not that they offer bad programming, it's that they can't find what they want when they want it. It's the same as it was back in the days of block-programming on radio: people didn't want to wait for rock and roll at night; they were ready to rock at noon. And sooner or later that desire gave birth to music radio.

MTV Vs. Radio

R&R: How do you view MTV in relation to radio? Are you competition or a complementary source of entertainment?

BP: We're only competition to radio in the same way that a show like "Saturday Night Live" is radio's competition. We don't take away radio revenue — we take away TV revenue. We're not taking away radio audiences in the sense that they're not measured in the same medium. We're measured by Nielsens and TV Arbitrons, not by Arbitron for radio.

TV and video tape recorders are all competition for radio to some degree, and to that degree, so are we. Generally you find that when there's something new and exciting in the home, leisure time expands as opposed to shrinking. They take it away from another activity: reading, perhaps, or cooking, or chatting with the wife or husband.

What we're really going to do is fragment TV viewing. We're probably the first step in doing to TV what specialized radio stations did to those old block-programming stations. Our research shows that people don't say, "I want to listen to WNEW-FM or watch MTV." People say, "I want to watch TV — do I watch MTV, or the network, or whatever?" In other words, rather than comparing the options of one medium over another, we find that they first decide on the entertainment source, and then decide on their options.

Ultimately, I think we have a pretty symbiotic relationship with radio. Radio is interested in people who are interested in music. If every time people watch TV they're watching music, it enhances radio's product. And vice versa, of course — it helps us when they're not watching us to have them listening to AOR radio. So we're a shared experience.



JOHANSEN'S LIVE BROADCAST — While in New York recently, Blue Sky's David Johansen did a live broadcast for WNEW-FM. Pictured are Johansen (left) and WNEW-FM air personality Dan Neer.

EVOLUTION

WTYX/Jackson, MS hopes to grab some of former AOR WZZX's listeners with its new AOR approach at nights... KENO/Las Vegas PD Jesse Summers has exited and will announce new plans shortly... Dave Scott has taken on the MD post for KZAM/Seattle. Carl Gardner has been upped to News Director for KZAM... Doug Burton has been upped to PD for WKLC/St. Albans... Dan Brunty has exited as PD of WQDR/Raleigh... Andy Preston has joined KDUK/Honolulu as MD from WGVL/Gainesville... New to WZZR/Memphis from WOWN/Tallahassee as music assistant and evening air personality is "Doc" Robin Stearns. Also new to WZZR is Dave Culp from WRVR/Memphis for weekends and fill-ins. Claudia Barr has exited WZZR morning news for a TV news post, and has been replaced by Lola... Mike Hayes has exited afternoon drive at WMAD/Madison... New to WERI/Westerly for mornings is Jim Zeiner, and for middays, Cynthia Glinnick... Chris Warren has been named Production Director for WCCC-FM/Hartford... Dusty Street has joined KEZY/Anaheim for fill-in air work from KROQ/Pasadena... Former KTYD/Santa Barbara MD Laurie Cobb has joined KTIM/San Rafael for fill-in shifts... Bob Lilly has exited airwork at KZOK/Seattle... New to overnights at CITI-FM/Winnipeg from CFTR/Toronto is Jim Johnston. Howard Mandshein has been named Production Director for CITI-FM... Karen Hand has joined the news staff of WXRT/Chicago from neighboring WLS-AM... Cal Campbell has exited news at KLOS/Los Angeles... Eric Young has joined Q107/Toronto for weekends... Bob Pantano has joined WIOQ/Philadelphia from neighboring WCAU for weekends.

UPDATE

California Governor Jerry Brown played guest disc jockey at KKDJ/Fresno during a rare stopover last week. While on the air, he answered questions about his rock star girlfriend Linda Ronstadt, and played two of her tunes: "Carmelita" and "Mohammed's Radio"... Inadvertently, we left KTIM/San Rafael out of our AOR Scoreboard last week. The station should have shown 5-6 in the San Francisco book... WFYV/Jacksonville world-debuted the new MCA Rossington-Collins Band album last week, with a little help from group members Leon Wilkeson and Derek Hess, who dropped by to help kick off a Lynyrd Skynyrd/Rossington-Collins weekend that included giveaways of the band's newest album... KMEL/San Francisco cosponsored a radiothon to help save the city's cable cars. The station also broadcasted the sold-out benefit concert to save the cable cars, which featured Jefferson Starship... Watch for new Homegrown-type albums from the following: WHKC/Evanstonville, which pressed 1000 copies of "Homecookin'" to sell at \$3.98 each as part of the Big Music America competition; Y95/Rockford, selling 5000 "Homemade" compilations at \$2.95, and WYSP/Philadelphia, pressing 3000 "Philadelphia Rock Volume One" for sale at \$3.94.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WMAD/Madison presented Nathan Coates for 92 cents.

GUEST DJ'S: George Thorogood on WYSP/Philadelphia.

CONVERSATIONS: Ian Hunter on WPLR/New Haven... Pat Benatar, Riot, Survivor, Bryan Adams on WIOT/Toledo... Grateful Dead on WBAB/Long Island, WYSP/Philadelphia, WNEW-FM/New York... Mike Mainieri on WXCI/Danbury... Ramones on WBWB/Bloomington... Roomful Of Blues on KTCL/Ft. Collins... Kim Carnes, Bow Wow Wow, Dave Davies on KROQ/Pasadena... Survivor on KILO/Colorado Springs... George Thorogood on WYSP/Philadelphia... Tubes on KMOD/Tulsa... Brian Auger, Dave Grisman, Swamp Dogg, Tim Goodman on KTIM/San Rafael... Pat Benatar on WILS/Lansing... Del Shannon, Muddy Waters on KRKN/Anchorage... Donnie Iris, Survivor, Tim Welsberg on WKZL/Greensboro-Winston-Salem... Triumph on KLAQ/EI Paso.

AOR



PRESENTING

ROLLING STONE'S CONTINUOUS HISTORY OF ROCK & ROLL



Radio Stations
across the country are now
airing the most
definitive program ever produced
which documents
why we are
where we are
musically

ROLLING STONE MAGAZINE'S CONTINUOUS HISTORY OF ROCK AND ROLL

Monday through Friday you'll hear daily segments on The Moody Blues, Steve Winwood, The Stones, The Yardbirds, Led Zeppelin, The Who, The Beatles, Manfred Mann, and more... Each weekend, an hour-long special will re-create the energy of musical beginnings and bring them to the present Created by the people who wrote the book on it!

Check local listings and future issues of Rolling Stone for the radio stations in your city.

Listen each weekend as the history continues

- Oct. 10-11 The British Invasion, First Wave—Pt. 1
- Oct. 17-18 The British Invasion, First Wave—Pt. 2
- Oct. 24-25 The San Francisco Sound—Pt. 1
- Oct. 31-Nov. 1 Artist Profile—Led Zeppelin
- Nov. 7-8 Art Rock—Yes, Genesis, Emerson, Lake & Palmer, etc.
- Nov. 14-15 Where Rock Began
- Nov. 21-22 Artist Profile—The Beatles—Pt. 1

- Nov. 28-29 The Great American Dream—"The Garage Bands"—The Standells, Blues Magoos, Seeds, etc.
- Dec. 5-6 L.A. Rock—The Doors, Byrds, etc.
- Dec. 12-13 The Producers—The Men Who Make The Sound
- Dec. 19-20 Christmas Rocks—Real Rock and Roll for Christmas
- Dec. 26-27 Heavy Metal—AC/DC, Van Halen, Blue Oyster Cult, etc.
- Jan. 2-3 Midwest Rock—Styx, REO Speedwagon, Ted Nugent, etc.



ROLLING STONE MAGAZINE PRODUCTIONS

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**RADIO SOLIDARITY...
UNITED BEHIND**

MAYDAY



**MAYDAY'S
POPULARITY HAS
CAPTURED THE
NATION ATTRACTING
THROGS OF
LOYAL RADIO FANS.**

"It's like giving candy to a baby,
the kids are just eating it up."
— KGB-FM Judy McNutt
"Hottest testing record I've seen
at WXRL."

— WXRL Illyse Gottlieb
"So Young, So Bad' has the potential
to become the No. 1 most lusted after
song of the year."

— WQFM Mike Wolf
"It's a definite graduate of the classic
hooks university."
— WAAF Rob Barnett

**MAYDAY...
SP 4873
A CULTURAL
PHENOMENA ON
A&M RECORDS & TAPES
LISTEN TO
"SO YOUNG, SO BAD"...
AM 2379
IT'S THE FIRST SINGLE.**

ROCKERS OF THE WORLD UNITE!



Produced by Don Silver and Ben Wisch for the Empire Project.
Direction: Michael J. Lembo, Mikes Artist Management, New York City.
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AOR BREAKERS

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

ROSSINGTON-COLLINS BAND This Is The Way (MCA)

"Don't" "Straight" "Miss" "Toughness" 85% of our reporters on R. Total album reports: 102, A-100, M-1, H-1. Debuted this week at number 28.



JOHN ENTWISTLE Too Late The Hero (Atco)

"Talk" "Try" "Angel" 51% of our reporters on R. Total album reports: 78, A-78, M-4, H-8. Debuted this week at number 28.



Significant Action

- RIOT Fire Down Under (Elektra)
"Swords" "Outlaw" Total 42, A-1, M-38, H-2
- JOHN HALL BAND All Of The Above (EMI America)
"Crazy" "Somebody" Total 42, A-35, M-7, H-0
- IAN HUNTER Short Back 'n' Sides (Chrysalis)
"Need" "Central" Total 41, A-1, M-30, H-10
- NOVO COMBO Novo Combo (Polygram/PolyGram)
"Up" "Long" Total 30, A-3, M-28, H-7
- TOM PETTY & HEARTBREAKERS Hard... (Backstreet/MCA)
"Woman" "Waiting" Total 37, A-0, M-22, H-15
- GRATEFUL DEAD Dead Set (Arista)
"Deal" Total 36, A-3, M-20, H-13
- MAYDAY Mayday (A&M)
"Young" Total 36, A-10, M-23, H-3
- DEVO New Traditionalists (WB)
"Cool" "World" Total 36, A-35, M-1, H-0
- BALANCE Balance (Portrait)
"Breaking" "Dream" Total 29, A-0, M-23, H-6
- CHARLIE Good Morning America (RCA)
Title "Roll" Total 29, A-27, M-2, H-0

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not generated 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

- 1 1 AL JARREAU Breakin' Away (WB)
"Love" "Roof" "Blue"
- 2 2 YELLOWJACKETS Yellowjackets (WB)
"Idol" "Rush" "Priscilla"
- 3 3 SPYRO GYRA Freetime (MCA)
Title "Strut" "Sunrise"
- 7 4 TIM WEISBERG Travelin' Light (MCA)
Title "Gettin'" "Why"
- 6 6 CRUSADERS Standing Tall (MCA)
"Tall" "Glad" "World"
- 5 6 PASSPORT Blue Tattoo (Atlantic)
"Ragtag" "Tattoo" "Rock"
- 4 7 TOM SCOTT Apple Juice (Columbia)
"White"
- 6 8 MILES DAVIS The Man With The... (Columbia)
"Shout" "Fat"
- 9 9 TOM GRANT You Hardly Know Me (WMOT)
"Imposter" "Damage"
- 10 10 GIL SCOTT-HERON Reflections (Arista)
"B' Movie"

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

104 WQXR FM Albany
518-462-5555

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

WZZO Allentown
215-894-0511

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

MOST ADDED

ROSSINGTON-COLLINS BAND
This Is The Way (MCA) 32/32

JOHN ENTWISTLE
Too Late The Hero (Atco) 25/25

JOHN HALL BAND
All Of The... (EMI America) 14/12

DEVO
New Traditionalists (WB) 11/10

CHARLIE
Good Morning... (RCA) 9/9

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

NILS LOFGREN
Night... (Backstreet/MCA) 24/18

RED RIDER
As Far As Siam (Capitol) 27/16

ATLANTA RHYTHM SECTION
Quinnella (Columbia) 21/16

ELO
Time (Jet) 26/15

TRIUMPH
Allied Forces (RCA) 25/15

DEF LEPPARD
High 'N' Dry (Mercury/PG) 17/15

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

THE HOTTEST

ROLLING STONES
Tattoo You (Rolling Stones) 36/36

FOREIGNER
4 (Atlantic) 36/31

STEVIE NICKS
Bella Donna (Modern/Atco) 35/31

JOURNEY
Escape (Columbia) 35/29

BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 34/29

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.

104 WQXR FM Albany
518-785-9800

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

WMAZ Binghamton
807-772-8850

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

SOFT ROCK 93.7 Boston
617-262-5900

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

97.3 WJLB Buffalo
716-881-4555

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

WHCN Hartford
203-247-1080

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

104 WQXR FM Albany
518-785-9800

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

WJZZ Boston
617-267-9090

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

95.5 WJZZ Bridgeport
203-579-9995

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

WECM Claremont
803-542-7735

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

WJZZ Harrisburg
717-238-1402

ADD: JOHN HALL BAND (EMI America)
"All Of The..."
JOHN ENTWISTLE (Atco)
"Too Late The Hero"
ROSSINGTON-COLLINS BAND (MCA)
"This Is The Way"
NOVO COMBO (Polygram/PolyGram)
"Up"
TOM PETTY & HEARTBREAKERS (MCA)
"Woman"
GRATEFUL DEAD (Arista)
"Deal"
MAYDAY (A&M)
"Young"
DEVO (WB)
"Cool"
BALANCE (Portrait)
"Breaking"
CHARLIE (RCA)
"Good Morning..."
JAZZ
None
Singles
None

Electric Weenie!

FRANKLY SHOCKING or SHOCKINGLY FRANK?

Check out Marketplace, page 71

SOUTH

ky99 Amarillo 806-350-8561

MD: DON SIMON... HEAVY METAL (Full Moon/Ayul)... RICK SPRINGFIELD (RCA)...

TEXAS ROCK Beaumont 713-727-0229

MD: BILL GEMRE... MD: PAUL GAUER... RICK SPRINGFIELD (RCA)...

BIRMINGHAM 205-870-9900

MD: DAN O'BRIEN... JOHN ENTWISTLE (A&C)...

WAPI Birmingham 205-933-9274

MD: STEVE RUNNER... MD: STEVE HELLER... RICK SPRINGFIELD (RCA)...

Corpus Christi 512-855-4841

MD: BOB FAZIO... MD: MARCO CAMINO... RICK SPRINGFIELD (RCA)...

Rock 104 Knoxville 615-525-8000

MD: KERRY LAMBERT... MD: JOHN ENTWISTLE (A&C)...

KZEW Dallas 214-748-0898... MD: JAMES DOLAN... RICK SPRINGFIELD (RCA)...

KTXQ Dallas-Ft. Worth 214-528-5500... MD: TOM OWENS... MD: CRAIG HALL...

The Q KLAO El Paso 915-544-8884... MD: ARNOLD MICHELS... MD: RUDY ROHM...

K102 Ft. Lauderdale 305-731-4800... MD: BUDY HOLLIS... MD: JOHN ENTWISTLE (A&C)...

Rock 103 Jacksonville 904-842-1055... MD: ANDY HESS... MD: CHARLIE LOGAN...

Rock 104 Knoxville 615-525-8000... MD: KERRY LAMBERT... MD: JOHN ENTWISTLE (A&C)...

LRS 102 Louisville 502-585-5178... MD: RALPH JAMES... MD: JAMES DOLAN...

WJMF Louisville 502-589-4400... MD: TOM OWENS... MD: LARRY MEYERS...

FMY Lubbock 806-747-1224... MD: BOB JACGER... MD: JOHN ENTWISTLE (A&C)...

WJTE Miami 305-581-1580... MD: SONY FOX... MD: HANEY GETTLE...

Love 4 Miami 305-872-2500... MD: BOB BLOCH... MD: JOHN ENTWISTLE (A&C)...

WABB-FM Mobile 205-432-5572... MD: GUARIE KELLEY... MD: LESLIE FRAM...

WFLD Roanoke 703-387-0234... MD: RIC JOHNSON... MD: DAN FOGLEBERG...

WVNO New Orleans 504-880-2424... MD: MARY COSTELLO... MD: DAVE NICHOLS...

WVNO New Orleans 504-880-2424... MD: MARY COSTELLO... MD: DAVE NICHOLS...

WVNO New Orleans 504-880-2424... MD: MARY COSTELLO... MD: DAVE NICHOLS...

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WVNO New Orleans 504-880-2424... MD: MARY COSTELLO... MD: DAVE NICHOLS...

WVNO New Orleans 504-880-2424... MD: MARY COSTELLO... MD: DAVE NICHOLS...

99.5 KISS San Antonio 512-223-6211... MD: TIM SPENCER... MD: TERRY LINDSEY...

93FM Shreveport 318-425-8892... MD: HOWARD CLARK... MD: TOM NICHOLS...

98 Rock Tampa 813-224-0742... MD: MARK STEVENS... MD: MARY...

95FM Tampa 813-878-0455... MD: AL PETERSON... MD: JOHN ENTWISTLE (A&C)...

99.1D West Palm Beach 305-481-0089... MD: SCOTT FISHER... MD: JOHN ENTWISTLE (A&C)...

WKZL Winston-Salem 919-725-0556... MD: SHARON PAUL... MD: SHARON PAUL...

WKZL Winston-Salem 919-725-0556... MD: SHARON PAUL... MD: SHARON PAUL...

A little something for your umper... Stick to Marketplace, page 71

MIDWEST

101 Minneapolis 612-739-4000

Oklahoma City 405-528-5543

Omaha 402-592-5300

106.1 Peoria 309-674-2000

95 Rockford 815-877-3075

79.5 Rockford 815-877-3075

Sloux Falls 605-336-8700

KWK 314-844-1380

St. Louis 314-844-1380

PFR 612-238-2657

Tulsa 918-664-2810

92 Citi FM Winnipeg 204-775-0371

FH 104 Toledo 419-248-3377

T-95 Wichita 316-722-8123

92 Citi FM Winnipeg 204-775-0371

WEST

KFMG Albuquerque 505-265-8811

94ROCK Albuquerque 505-785-5400

KEZY Anaheim 714-778-3696

KRPN Anchorage 907-277-2655

KSPN Aspen 303-925-5776

98.1 Bakersfield 805-832-1410

KBCO Boulder 303-444-5800

KRPN Anchorage 907-277-2655

MOST ADDED ROSINGTON-COLLINS BAND This Is The Way (MCA) 23/23

Chico 916-343-8461

KILO4 Colorado Springs 303-634-4896

KAZY Denver 303-759-5800

MEDIUM KINKS Give The People... (Arista) 38/18

103 KBPI Denver 303-938-2313

KPKE Denver 303-694-1080

KRPN Anchorage 907-277-2655

THE HOTTEST ROLLING STONES Tattoo You (Rolling Stones) 45/45

KICL Fort Collins 303-571-1232

KRPN Anchorage 907-277-2655

KRPN Anchorage 907-277-2655

KRPN Anchorage 907-277-2655

KRPN Anchorage 907-277-2655

KRPN Anchorage 907-277-2655

KRPN Anchorage 907-277-2655

KRPN Anchorage 907-277-2655

WEST

FM 92
ROCKS LAS VEGAS
702-878-1400

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KLOS 95.5
Los Angeles
213-683-3311

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KMET 94.7
Los Angeles
213-464-9638

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KWLA 91.1
Los Angeles
213-480-1212

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KJZZ 92.3
Missoula
406-726-5000

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KROQ
Pasadena
213-578-0830
FM 106.7

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KDJB
Phoenix
602-833-8888

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KUPD
Phoenix
602-838-3082

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KGON
Portland
503-855-9181

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

Link
Portland
503-276-9000

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KZL 95
Reno
702-379-0261

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KIO8
Sacramento
916-448-4905

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KROY
Sacramento
916-448-7548
97.9 FM

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KZMP
Sacramento
916-926-3700

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KCAL 96.7
San Bernardino
714-926-5020

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KGB-FM 101.5
San Diego
619-292-1380

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

106
San Diego
619-585-8008

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

91X FM
San Diego
619-236-9872

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KGO
San Francisco
415-381-0800

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KOME
San Jose
408-248-9811

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KIO8
San Jose
408-288-5400

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KJJO
San Jose
408-288-5400

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KTIM
San Rafael
415-486-1510

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KZAM
Seattle
206-454-1540

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KTMS-FM
Santa Barbara
805-963-1975

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

92.9 KREM-FM
Spokane
509-448-2000

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

99 KXFM
Santa Maria
805-922-2156

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KPLX
Tucson
602-622-8711

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

CFMX
Vancouver
604-684-7221

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

Rock
Seattle
206-624-4305

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KZAM
Seattle
206-454-1540

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KZLX
Seattle
206-223-3911

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

92.9 KREM-FM
Spokane
509-448-2000

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KWFM
Tucson
602-624-8588

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

KPLX
Tucson
602-622-8711

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

CFMX
Vancouver
604-684-7221

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

100% ROCK MUSIC
100% LIVE MUSIC
100% LOCAL MUSIC

MIDWEST

101 KQOW-FM
101.1 MHz
Minneapolis
612-739-4000

Address: 225 Park Ave. N. Supt. Room 2150
Phone: 612-739-4000

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

106 WLUK fm album rock
Peoria
309-674-2000

Address: 225 Park Ave. N. Supt. Room 2150
Phone: 309-674-2000

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

103 PFR fm 103
St. Louis
314-644-1380

Address: 1400 N. Grand Blvd.
Phone: 314-644-1380

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

FM 104
416-248-3377
Toledo

Address: 1400 N. Grand Blvd.
Phone: 416-248-3377

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

T-95
316-722-8123
Wichita

Address: 1400 N. Grand Blvd.
Phone: 316-722-8123

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

X Oklahoma City
405-528-8543

Address: 1400 N. Grand Blvd.
Phone: 405-528-8543

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

95
815-877-3076
Rockford

Address: 1400 N. Grand Blvd.
Phone: 815-877-3076

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KWK
St. Louis
314-644-1380

Address: 1400 N. Grand Blvd.
Phone: 314-644-1380

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KMOD
918-664-2810
Tulsa

Address: 1400 N. Grand Blvd.
Phone: 918-664-2810

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

92 CITI FM
204-775-0371
Winnipeg

Address: 1400 N. Grand Blvd.
Phone: 204-775-0371

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

700 Zee
402-592-5300
Omaha

Address: 1400 N. Grand Blvd.
Phone: 402-592-5300

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

Rocky Mountain
Aspen
303-925-5776

Address: 1400 N. Grand Blvd.
Phone: 303-925-5776

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

Chico
916-343-8461

Address: 1400 N. Grand Blvd.
Phone: 916-343-8461

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

106 KBPI
303-936-2313
Denver

Address: 1400 N. Grand Blvd.
Phone: 303-936-2313

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KICL
303-571-1232
Fort Collins

Address: 1400 N. Grand Blvd.
Phone: 303-571-1232

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

94ROCK
505-765-5400
Albuquerque

Address: 1400 N. Grand Blvd.
Phone: 505-765-5400

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

98
805-832-1410
Bakersfield

Address: 1400 N. Grand Blvd.
Phone: 805-832-1410

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

104 KLOA
303-634-4696
Colorado Springs

Address: 1400 N. Grand Blvd.
Phone: 303-634-4696

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KPKE
303-694-1060
Denver

Address: 1400 N. Grand Blvd.
Phone: 303-694-1060

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KALL
307-862-5101
Gillette

Address: 1400 N. Grand Blvd.
Phone: 307-862-5101

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KEZY 106
714-776-3696
Anaheim

Address: 1400 N. Grand Blvd.
Phone: 714-776-3696

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KBCC
303-444-5600
Boulder

Address: 1400 N. Grand Blvd.
Phone: 303-444-5600

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KRPN
907-277-2655
Anchorage

Address: 1400 N. Grand Blvd.
Phone: 907-277-2655

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KZZY
303-759-5600
Denver

Address: 1400 N. Grand Blvd.
Phone: 303-759-5600

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

KRZY
209-226-5991
Fresno

Address: 1400 N. Grand Blvd.
Phone: 209-226-5991

Personnel:
Host/Hostess: [List of names]
DJ/Programmer: [List of names]
DJ/Programmer: [List of names]

MOST ADDED
ROSSINGTON-COLLINS BAND
This Is The Way (MCA) 23/23
JOHN ENTWISTLE
Too Late The Hero (Atco) 20/17
DEVO
New Traditionalists (WB) 13/13
CHARLIE
Good Morning... (RCA) 10/10
NAZARETH
'Snez (A&M) 9/9

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

MEDIUM
KINKS
Give The People... (Arista) 38/18
ATLANTA RHYTHM SECTION
Quinella (Columbia) 28/16
TRIUMPH
Allied Forces (RCA) 25/16
DARYL HALL & JOHN OATES
Private Eyes (RCA) 22/16
DEF LEPPARD
High 'N' Dry (Mercury/PG) 25/15
NILS LOFGREN
Night... (Backstreet/MCA) 21/15

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

THE HOTTEST
ROLLING STONES
Tattoo You (Rolling Stones) 45/45
STEVIE NICKS
Belle Donna (Modern/Atco) 47/40
FOREIGNER
4 (Atlantic) 44/39
BOB SEGER & THE SILVER BULLET BAND
Nine Tonight (Capitol) 46/35
HEAVY METAL
Various Artists (FM/Asylum) 42/36

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

MIDWEST

101 Midwest Minneapolis 612-739-4000. Station details and staff list including John Entwistle and Steve Hicks.

104 Oklahoma City 405-528-6543. Station details and staff list including John Entwistle and Steve Hicks.

79.9 Omaha 402-592-5300. Station details and staff list including John Entwistle and Steve Hicks.

100 Peoria 309-674-2000

100 Peoria station details and staff list including John Entwistle and Steve Hicks.

99.5 Rockford 815-877-3075. Station details and staff list including John Entwistle and Steve Hicks.

103 Sioux Falls 605-336-6700

103 Sioux Falls station details and staff list including John Entwistle and Steve Hicks.

KWKZ St. Louis 314-644-1380. Station details and staff list including John Entwistle and Steve Hicks.

PFR Terre Haute 812-236-2657

PFR Terre Haute station details and staff list including John Entwistle and Steve Hicks.

KMOD Tulea 918-684-2810. Station details and staff list including John Entwistle and Steve Hicks.

FM 104 Toledo 419-246-3377

FM 104 Toledo station details and staff list including John Entwistle and Steve Hicks.

T-95 Wichita 316-722-8123. Station details and staff list including John Entwistle and Steve Hicks.

WEST

KFMG Albuquerque 505-265-8811. Station details and staff list including John Entwistle and Steve Hicks.

94ROCK Albuquerque 505-765-5400. Station details and staff list including John Entwistle and Steve Hicks.

KEZY Anaheim 714-776-3698. Station details and staff list including John Entwistle and Steve Hicks.

KRKN Anchorage 907-277-2655. Station details and staff list including John Entwistle and Steve Hicks.

KSN Aspen 303-925-5776. Station details and staff list including John Entwistle and Steve Hicks.

98 Bakersfield 805-832-1410. Station details and staff list including John Entwistle and Steve Hicks.

KBCO Boulder 303-444-5600. Station details and staff list including John Entwistle and Steve Hicks.

MOST ADDED ROSSINGTON-COLLINS BAND This Is The Way (MCA) 23/23. List of most added albums.

Chico 916-343-6481. Station details and staff list including John Entwistle and Steve Hicks.

KILO4 Colorado Springs 303-634-4896. Station details and staff list including John Entwistle and Steve Hicks.

KAZY Denver 303-759-5600. Station details and staff list including John Entwistle and Steve Hicks.

MEDIUM KINKS Give The People... (Arista) 38/18. List of medium rotation albums.

106 KBPI Denver 303-936-2313. Station details and staff list including John Entwistle and Steve Hicks.

KPKE Denver 303-694-1080. Station details and staff list including John Entwistle and Steve Hicks.

KDDY Fresno 209-226-5991. Station details and staff list including John Entwistle and Steve Hicks.

THE HOTTEST ROLLING STONES Tattoo You (Rolling Stones) 45/45. List of hottest rotation albums.

KICL Fort Collins 303-571-1232. Station details and staff list including John Entwistle and Steve Hicks.

KALL Gillette 307-682-5101. Station details and staff list including John Entwistle and Steve Hicks.

Denver 303-759-5600. Station details and staff list including John Entwistle and Steve Hicks.

WEST Las Vegas 702-876-1480. KROQ ROCKS LAS VEGAS. Host: SCOTT ANDERSON. Add: SHERIFF (Scotty) (Bro...)

KROB Phoenix 602-833-8888. 93 FM ROCKS ARIZONA. Add: JEFF SATTLER (Full Room/Asyl).

KCAP Sacramento 916-925-3700. Add: DAVID T. (Full Room/Asyl).

San Rafael 415-456-1510. Add: GARY (Full Room/Asyl).

Seattle 206-824-4305. KZAM. Add: JOHN ENTWISTLE (Bro).

Los Angeles 213-863-3311. KLOS 95.1/2. Add: TOMMY HADGE (Full Room/Asyl).

Phoenix 602-838-3062. KUPD 98. Add: TOMMY EVANS (Full Room/Asyl).

San Bernardino 714-825-5020. KCAL 96.7. Add: JIM JAMES (Full Room/Asyl).

San Diego 714-292-1360. KGB-FM 101.5. Add: LARRY BRUCE (Full Room/Asyl).

Seattle 206-454-1540. KZAM. Add: JOHN ENTWISTLE (Bro).

Los Angeles 213-464-5638. KMET 94.7. Add: JAM BELLAMY (Full Room/Asyl).

Portland 503-855-9181. KGO 92.7fm. Add: DAVID VAN DYKE (Full Room/Asyl).

San Diego 714-565-6006. FM 106. Add: JOHN DUCKAN (Full Room/Asyl).

Santa Barbara 805-963-1601. Add: JOHN ENTWISTLE (Bro).

Seattle 206-223-3911. KZAM. Add: JOHN ENTWISTLE (Bro).

Los Angeles 213-469-1212. KTLA 35. Add: MICHAEL SNEYD (Full Room/Asyl).

Portland 503-226-5000. link. Add: BILL WICKLER (Full Room/Asyl).

San Diego 714-236-8872. 9IX FM. Add: JIM DELAP (Full Room/Asyl).

Santa Barbara 805-922-2156. 99 KXFM. Add: IRENE SALTAROS (Full Room/Asyl).

Spokane 509-448-2000. KREM-FM 92.9. Add: JIM SCROD (Full Room/Asyl).

Los Angeles 408-728-5000. KTLA 35. Add: JOHN ARBO (Full Room/Asyl).

Phoenix 602-329-9261. 102.3 KRLD. Add: DANIEL COOK (Full Room/Asyl).

San Diego 714-236-8872. 9IX FM. Add: JIM DELAP (Full Room/Asyl).

San Francisco 415-391-9400. KGO 70. Add: BOBBY COLE (Full Room/Asyl).

Tucson 602-624-5588. KWFM. Add: JIM RAY (Full Room/Asyl).

Pasadena 213-578-0830. KROQ FM 106.7. Add: RICK CARROLL (Full Room/Asyl).

Sacramento 916-448-4985. KROB. Add: ART SCHREIBER (Full Room/Asyl).

San Jose 408-288-5400. KOME. Add: HENRY HARTER (Full Room/Asyl).

San Jose 408-288-5400. KOME. Add: JOHN VAN ZANT (Full Room/Asyl).

Tucson 602-622-8711. KWFM. Add: ALAN BROWN (Full Room/Asyl).

Sacramento 916-446-7546. KROY 97FM. Add: SCOTT RICHARDS (Full Room/Asyl).

San Jose 408-288-5400. KOME. Add: JOHN VAN ZANT (Full Room/Asyl).

San Jose 408-288-5400. KOME. Add: JOHN VAN ZANT (Full Room/Asyl).

San Jose 408-288-5400. KOME. Add: JOHN VAN ZANT (Full Room/Asyl).

Vancouver 604-684-7221. KISS. Add: RICH BAKER (Full Room/Asyl).



Carolyn Parks

Country Happenings

Well, here it is Country Music Month once again. What a great way to start off the fall season!

As you know from your own experiences, the first few weeks tackling a new job tend to really get the adrenalin running, which is convenient since it's also a very, very hectic period. However, I've been enjoying every minute of it. You've made me feel right at home with all your welcoming phone calls and letters. I've heard from several people I haven't seen in years as well as a couple of folks I don't even know (yet!). Thank you all for the good wishes. I hope to meet many of you at this year's CMA and finally connect the face to the voice!

This week's section is devoted to Country happenings around the country, from promotions to staff changes to station conversions. There's been a lot going on recently, so let's get to it...

Speaking of Country Music Month, WQIK-FM's popular morning personality Lee Shannon will be broadcasting live from Nashville during CMA week, October 12-16. Other stations are honoring the event in their own manner. WKXA/Brunswick, ME will be featuring one of the top 31 country artists (from their list) every third record. The station requests additional albums and promotional material on the "Country Greats" be sent to the station at Box 900, River Rd., Brunswick, ME 04011. September 26 was designated "Country Music Day" at WTCR/Huntington, WV as the station staged its "Country Olympics '81" during half-time of the MU vs. East Tennessee game. Events included a tobacco-spitting contest, cow-milking competition, and a frog-jumping race... Received a very nice letter from Bob Fuller of the Fuller-Jeffrey Group asking us to set the record straight on KJJY/Des Moines's new owner. His company is indeed the station owner, not Perry Broad-



Lee Shannon

Medfly Protection



KDON AM-FM

From the looks of the pictured mask you might assume that KDON/Salinas, CA is under quarantine. Not so, although station GM Dan Leonard has turned a very topical news event (the Mediterranean fruit fly infiltration) into a clever promotion. Quite a bit of spraying has been going on in the area, prompting the station to distribute its Medfly masks as protection for area listeners. Naturally, it doesn't hurt to put the call letters on the front!

Country

casting as previously mentioned here. Thanks for sending along the correction, Bob!... Drake-Chenault's Bobby Rich is hot on the trail of outstanding air talent once again. Anyone interested in entering his Top Five Talent Search II should send a 10-minute scoped air-check and resume to Bobby at Box 1629, Canoga Park, CA 91304. Come on, Country personalities... let's be represented!... Quite a few station promotions are tied into various charities. KIX 106/Washington got into a "sticky" situation by holding a pool plunge (into strawberry gelatin - yuck!) and celebrity auction to benefit MDA, while KEEN tied into the MDA Telethon with its second annual Bed Race through downtown San Jose. WHK broadcast its own radiothon for Jerry's kids during Labor Day weekend which aired from the WJKW-TV telethon studios... The American Diabetes Assn. was the beneficiary of KILT's fourth annual "Fall Classic 5 Mile Run," held on September 12... The "Ugliest Bartender Contest" has surfaced again, this time at WPCV/Winter Haven, FL, which raised over \$6700 for Multiple Sclerosis. However, if you missed that event, Wayne Edwards is again accepting nominations for the fifth annual Country Music "Ugly Awards." I'm sure you'll all want to nominate your favorite "uglies" from the country music industry (I decline!) by sending your entries to Wayne, c/o RCA Records, 4232 Spring Valley Road, Dallas, TX 75234... WEEP celebrated Labor Day the way it was intended, by saluting various occupations each hour, from milkmen, optometrists, and waiters/waitresses to butchers, bakers, and candlestick makers (Barry Mardit assures me there are several in the Pittsburgh area)... KCKC/San Bernardino got a real coup. The station is presenting Eddie Rabbitt's only Southern California concert this season on October 5 at the National Orange Show... WNYR/Rochester's "Concert Of The Mind" was presented on the station September 25-27 as the second annual Hickory Creek Reunion. Listeners got the full roster of big-name guests, crowd applause, delayed arrivals, and artist interviews without ever leaving their homes. The station is still getting inquiries from last year's listeners asking where the 1981 "concert" is being held. Ah, the power of radio!... KRMD PD Tom Phifer reports the station has moved its offices to 3109 Alexander St. (Box 41011), Shreveport 71104. Phone numbers remain the same...

CHANGES: Dan Halyburton has resigned as PD of WQAM/Miami to take over the Operations Manager position at KLIF/KPLX in Dallas, effective October 5 (see Page 3). Tim Baxter is the interim PD at QAM... Lori Lerner is KHJ's new News Director, coming from a similar position at KHIS-FM. Another L.A. move finds KLAC's Sammy Jackson and Gene Price switching air shifts. Sammy moves up to the 6-10am slot (changing his "Coffee With..." segment to 9-10am), while Gene gets to sleep in a little later for his 10am-1pm shift...



Lori Lerner

WMZQ has named Janice Dougherty as Promotion Director from neighboring DC101... Sharon B. Warantz joins WHN as Promotion Coordinator. Still no replacement named as yet for departing Ed Salamon... 21-year news veteran Mike Morgan returns to the Rochester market as WNYR's morning news anchor... KEBC-FM/Oklahoma City welcomes Mike Howell on board as Asst. Promotion Director... Mucho changes at WITL/Lansing. Junior Blackwood has departed to assume the PDship at sister station WSJM/St. Joseph, MI; Dave Monroe leaves his evening shift at the station to do morning drive at WYYY in Kalamazoo; Dave White exits for WIQB/Ann Arbor... Mark Peebles is once again at WGVM/Greenville, MS as afternoon personality, while Lee Randall has been upped to Asst. PD... Oops! Charlie Campbell is KVOC/Casper's new evening jock, not morning drive as previously reported. Sorry Charlie!... WCAW/Charleston has named two new appointments, Mike Spencer as Public Service Director and Randy Damron as Promotion Director... Mark Allan Rappaport takes over the morning drive duties as well as MD position at KZNS/Barstow, CA. He previously held down the after-

noon drive slot... KRWQ/Gold Hill, OR's Marney moves from her all-night show to station MD, replacing Gene Davis, who will debut as KFMJ/Grants Pass PD on October 2.

OPENINGS: Couple of real good positions available. Bill Ford of WKHK is looking for full-time air talent. T&R to Bill at 41-30 58th St., Woodside, NY 11377... WWW's inimitable Dene Hallam also needs part-time and full-time DJ's. Call him at (313) 259-4323 or write to 2930 E. Jefferson, Detroit, MI 48207... WQBE/Charleston has an opening for "top-notch, creative air talent." Contact Bruce Clark, National PD, Box 871, Charleston, WV 25323... Bob Mitchell of WKYG/Parkersburg still looking for PD/air talent and afternoon drive jock.

CONVERSIONS: Although a little late, we'd like to welcome WKIX/Raleigh into the Country fold. The former CHR station changed format on August 8. KJJO (formerly KRSI with Al Ham's "Music Of Your Life" format) became Minneapolis's first full-time live Country outlet over Labor Day weekend... Another Labor Day switchover and Washington's newest Country station is WEEL (Radio 13)... Former BM station WKQS made the change September 19, marking the first Country station in the Boca Raton (Broward County), FL area... Former News/Talker KAYO/Seattle switched back to Country several weeks ago... KDWZ in the Crookston/Grand Forks, MN market went Country from CHR at 7:13am September 21. PD/MD Joey Evans picked the unusual time for just that reason, because it was unusual. She's also looking for a midday personality with production plus a 7-midnight jock... October 1 marked KVYN's switch from BM to K-99 Country. PD Jim Tighe is looking for congratulatory messages from country artists welcoming the station to the Country ranks. Send to KVYN, Box 1150, Napa, CA 94558... An interesting sidelight to last week's WFIL/WUSL article finds Country daytimer WRCP giving up the ghost for an Oldies format.

THE WHITE HOUSE
WASHINGTON

July 28, 1981

It is with special pride that I issue this message designating October as "Country Music Month."

Country music represents the story of our nation. It is the oral history of America in song, describing the way we think and feel, our personal joys and sorrows. It tells of our way of life and of the men and women who built this nation and made it the greatest land on earth.

"Country Music Month" brings deserved attention to a form of artistic expression that is uniquely American and a fine contribution to our culture. All Americans join me in applauding the gifted artists who provide the continuing entertainment and inspiration of country music for the enjoyment of all our citizens.

Ronald Reagan



PRESIDENT/GOVERNOR HONOR COUNTRY MUSIC MONTH: Country Music Month has just begun, but already the proclamations pour in. President Reagan got the month off to a grand start with a special message to country music devotees, while Ohio Governor James Rhodes presented a proclamation in honor of Country Music Month to CMA board member Barbara Mandrell during her performance at the Ohio State Fair. Pictured standing are (l-r) Mrs. Rhodes, WMNI/Columbus's Carl Wendelken, and Ohio Country & Western Music Association chairman Bill Rice; Ms. Mandrell and Governor Rhodes are seated.

READ ABOUT REED AT RADIO

"We rarely add a record out of the box. From the first listen, it was obvious that 'PATCHES' was going to be a hit. Since we've been playing it, the requests have been super!"

Charlie Cook, KHJ, Los Angeles

"His best since 'When You're Hot, You're Hot'. He'll be hot again after this one."

Joel Raab, WHK, Cleveland

"On my first listen, I felt that 'PATCHES' was a natural song for Jerry Reed. I believe that this will be Jerry's biggest hit in years, and the immediate audience requests are proving this to be true."

Tom Newman, KGA, Spokane

"Jerry Reed is a great record in my book (ARB)!"

Moon Mullins, WDAF, Kansas City

"I have had many calls on this record. My audience response is fantastic... very good requests!"

Billy Parker, KVOD, Tulsa

"If a record is going to sell in Salt Lake, it usually takes two or three weeks to get on sales reports, but on 'PATCHES', we got immediate sales and also instant listener response on our request lines. I think 'PATCHES' will be Jerry Reed's biggest hit to date."

Joe Flint, KSOP, Salt Lake City

"Getting good phones. Reed does this record with profound feeling. It's a hit!"

Phil Williams, WYNK, Baton Rouge

"Best version of 'PATCHES' ever out."

Don Crowley, WDAF, Kansas City

"Just as much soul as Clarence Carter, and soul is what Country is all about."

Jon Marks, WSAI-AM/FM, Cincinnati

"We, Barry Mardit and I, we've been yelling for two years that somebody should cut that song because it is such a natural country hit."

Alan Furst, WEEP, Pittsburgh

"Should be numbering soon... getting good phones in all demos."

Terry Wunderlin, WIRK-FM, West Palm Beach

"'PATCHES' is a perfect song for Jerry Reed. We have received unusually good requests after the first couple of plays."

Dan Cowen, KSSS, Colorado Springs

"Jerry Reed took a very good song and made it a very great song."

Tom Phifer, KRMD, Shreveport

"We all know what Kenny Rogers can do with a story song. This is a true story song and Jerry Reed does it better."

Jarrett Day, KSO, Des Moines

"Back to basics Jerry Reed! A good story record for listeners"

Sid Wood, WMAY, Springfield

"Jerry Reed is singing my song."

Jerry Adams, KFDI, Wichita

"Jerry Reed will hit the winner's circle with 'PATCHES' "

Curtis King, WKKN, Rockford

"One of the most requested singles. Reed's doing a dynamite job."

Sid Kaminsky, WPNX, Columbus

"A great record that Jerry Red countrified with class."

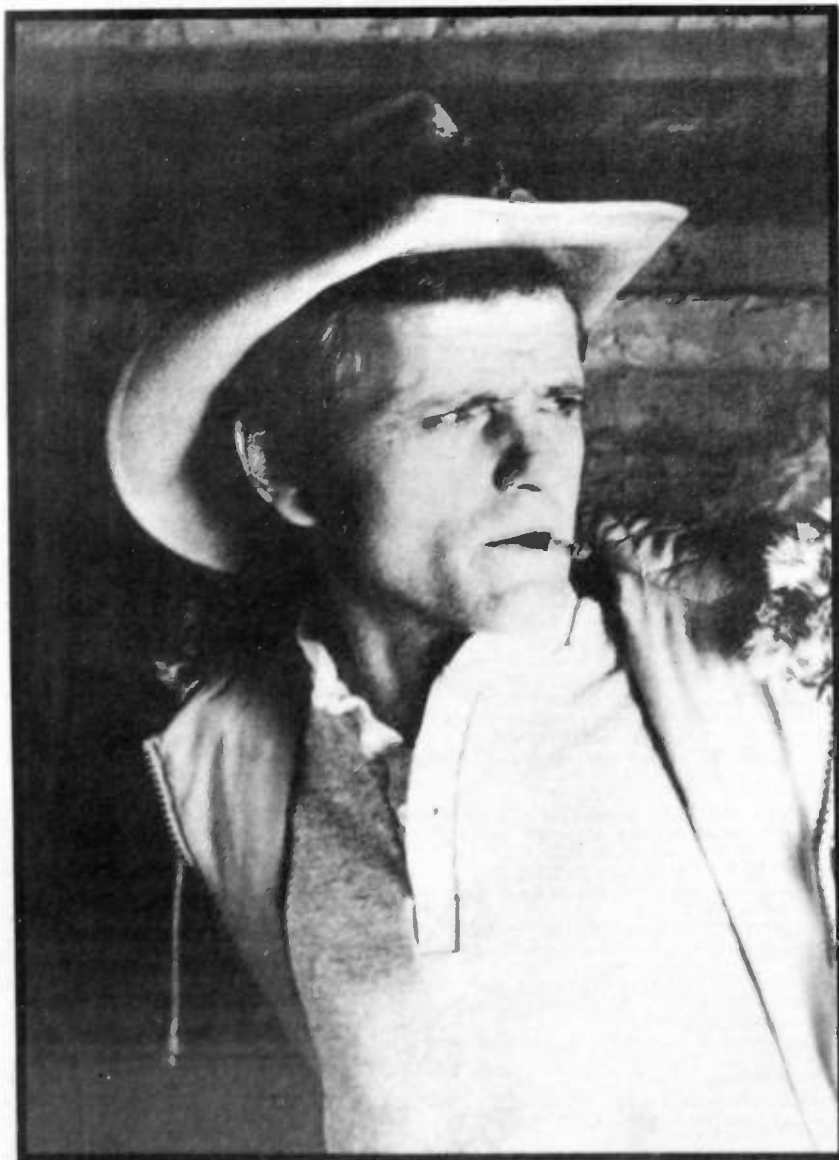
Dan Wells, WSOS, Ypsilanti

"I think it's the best single since 'Sweet Love Feelings',... our people really like it."

Jeff Smith, WCBX, Eden, N.C.

"Most requested at night... mostly women"

Rita Basnight, WBXB, Edenton, N.C.



HOT

KTTS 56-47
KVOD 89-78
KNDE 43-38
WOSD 53-48
WEEP 33-28
WKCW 60-55
WPNX 55-33
WCBX 63-45
WFAI 59-46
WBXB 43-38
WVOJ 48-43
KIKX 58-45
KSOP 40-32
KOYN 32-24

JUST ADDED

WDAF
KFDI
WJQS
KRMD
KD JW
KEBC-FM
KOUL-FM
WYNK
KCAN
KFRM
WKKN
WMAY

KHAK
KSO
KYNN
WSOS
WTD
WPOR
WVAM
WELA-FM
WSAI
WUBE
WPLO
WBAM

WLWI
WKSJ-FM
WWNC
WCOS-FM
WESC
WDOD
WDXB
WIVK
WDXE
WCMS
WSLC
WXBO

WIRK-FM
KHJ
KUZZ
KEEN
KTOM
KRAK
KSSS
KUUY
KGA
KZUN-FM
KWJJ
KEED
KUGN-FM



ON RCA RECORDS

JERRY REED "PATCHES"

Country
BREAKERS

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

- JOHNNY LEE
Bet Your Heart On Me (Full Moon/Asylum)
On 79% of reporting stations. National Summary: Up 6, Same 28, Down 0, Debuts 24, Adds 29. A Most Added record. R&R Chart: Debut 41.
STEVE WARINER
All Roads Lead To You (RCA)
On 69% of reporting stations. National Summary: Up 11, Same 20, Down 0, Debuts 19, Adds 26. A Most Added record. R&R Chart: Debut 42.
LARRY GATLIN
What Are We Doin' Lonesome (Columbia)
On 69% of reporting stations. National Summary: Up 6, Same 17, Down 0, Debuts 28, Adds 25. A Most Added record. R&R Chart: Debut 43.
GEORGE STRAIT
Down And Out (MCA)
On 69% of reporting stations. National Summary: Up 29, Same 21, Down 0, Debuts 15, Adds 11. R&R Chart: 50-44.
RICKY SKAGGS
You May See Me Walkin' (Epic)
On 67% of reporting stations. National Summary: Up 42, Same 11, Down 0, Debuts 15, Adds 6. R&R Chart: 49-45.
GEORGE JONES
Still Doin' Time (Epic)
On 66% of reporting stations. National Summary: Up 5, Same 15, Down 0, Debuts 17, Adds 38. A Most Added record. R&R Chart: Debut 48.

Most Added:
BELLAMY BROTHERS
You're My Favorite Star (WB/Curb)
CRYSTAL GAYLE
The Woman In Me (Columbia)
GEORGE JONES
Still Doin' Time (Epic)
Hottest:
EDDIE RABBITT
Step By Step (Elektra)
CHARLEY PRIDE
Never Been So Loved (In All My Life) (RCA)
OAK RIDGE BOYS
Fancy Free (MCA)

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 file 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, 51-51, etc.), moved it down on their charts, or Added it this week. Indicated one of this week's "most added" new songs.

- TOMPALL & THE GLASER BROTHERS "Just One Time" (Elektra) 68/17
National Summary: Up 12, Same 19, Down 0, Debuts 20, Adds 17 including WFMS-FM, WTSO, KFDI-AM, KKAL, KMAK, WKYD, WYDE, WSIX-FM, WQYK-FM, KSO 38-33, KWMT 38-30, KMPS-AM-FM d-27, WQNA-FM 33-28, KHEY 46-37, KRMD-AM-FM 44-35. R&R Chart: Debut 49.
CRYSTAL GAYLE "The Woman In Me" (Columbia) 68/45
National Summary: Up 1. Same 11, Down 0, Debuts 9, Adds 45 including WNYR, WVVA, WGTO, WMC-AM, WQYK-FM, WIRK-FM, WMAQ, WFMS-FM, WDAF, WBCS-FM, WILAM-FM, KLZ, KNIX-FM, KEEN, KGA. R&R Chart: Debut 50.
DAVE ROWLAND & SUGAR "The Pleasures All Mine" (Elektra) 64/2
National Summary: Up 39, Same 14, Down 2, Debuts 7, Adds 2, WSUN, WSAI-AM-FM, WGTO 33-25, WBAM 22-18, WLWI-FM 27-18, WSIX-FM 11-7, KKYX 25-18, WSLR 35-23, WAXX 30-24, KFGO 15-12, KSON-AM-FM d-32, KGA 34-29, WQNA-FM 15-12, WCAW 35-20.
DON KING "The Closer You Get" (Epic) 59/11
National Summary: Up 15, Same 17, Down 0, Debuts 15, Adds 11, KMAK, KRDR, KRSY, KIXZ, WSOC-FM, KLRA, KWKH, KFGO, WITL-FM, WTSO, KFDI-AM, KMPS-AM-FM 20-15, WIXL-FM 6-4, KKYX 43-33, KWMT 48-37.
BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 58/1
National Summary: Up 38, Same 16, Down 0, Debuts 3, Adds 1, KLZ, KSSS 28-23, KRAK 33-28, WBGW-FM 37-31, KIXZ 38-27, KHEY 35-29, WLWI-FM 22-19, WSM 17-10, KRMD-AM-FM 26-20, WSLR 18-14, WHBF 43-39, KICD-FM 38-30, KFEQ 42-37, KVOO 35-30, KFH 30-26.
BELLAMY BROTHERS "You're My Favorite Star" (WB/Curb) 57/48
National Summary: Up 1, Same 5, Down 0, Debuts 3, Adds 48 including KOKE-FM, WYDE, KIKK-FM, WLWI-FM, KRMD-AM-FM, WNRS, WHK, KSO, KEBC-FM, KEED, KNIX-FM, KSOP, KQUB, WSEN, WNYR.
GENE WATSON "Fourteen Carat Mind" (MCA) 56/23
National Summary: Up 4, Same 21, Down 0, Debuts 8, Adds 23 including WSAI-AM-FM, WCXI, WFMS-FM, KEED, KRAK, KSOP, KGA, WVAM, WVVA, KOKE-FM, KRMD-AM-FM, KSO d-32, KBUF 20-16, KEBC-FM d-34, KCKC 31-21.
DAVID FRIZZELL "Lefty" (WB) 49/1
National Summary: Up 25, Same 17, Down 0, Debuts 8, Adds 1, WBCS-FM, KWMT 32-28, WITL-FM 39-32, WKKN 39-33, KVOO 40-34, KEED 47-38, KRAK 44-40, WVAM 46-39, WBGW-FM 48-40, KIXZ 44-33, KOKE-FM 38-34, WQIK-FM 45-37, KYXX 45-38, WQYK-FM 23-17.
RANDY BARLOW "Try Me" (Paid) 45/8
National Summary: Up 15, Same 10, Down 0, Debuts 12, Adds 8, KLAC, KEEN, WPOR, KIKK-FM, WBAM, WIRK-FM, KWMT, WKCO-FM, KSSS 42-39, KEED 49-35, KIXZ 46-35, KKYX 50-35, KSO 34-30, WKKN 36-31.
JOHN SCHNEIDER "Them Good Ol' Boys Are Bad" (Scotti Bros.) 42/21
National Summary: Up 4, Same 11, Down 0, Debuts 6, Adds 21 including KOKE-FM, WYDE, WMC-AM, WQAM, WSM, WNRS, WCXI, KEBC-FM, KEED, KRAK, KGA, WVVA, WQIK-FM 49-41, WHK 38-34.
TERRI GIBBS "I Wanna Be Around" (MCA) 41/15
National Summary: Up 10, Same 9, Down 0, Debuts 7, Adds 15 including KEED, KYTE, KRSY, KRAK, WWCS-FM, WPOR, KIKK-FM, KYXX, WHOO, WIRK-FM, WIXL-FM 47-37, WSIX-FM d-19.
SUSIE ALLANSON "Love Is Knockin' At My Door" (Liberty/Curb) 39/4
National Summary: Up 18, Same 9, Down 0, Debuts 8, Adds 4, WIRE, WKCO-FM, KLAC, WPOR, WNRS 35-28, WHK 30-26, KICD-FM 32-23, KFEQ 46-38, KSOP 49-43, WVAM 47-40, WYDE 34-28, WGTO 37-33, KNOE 43-36, KYXX 46-39, KRMD-AM-FM 34-25.
WILLIE NELSON "Mountain Dew" (RCA) 37/9
National Summary: Up 3, Same 18, Down 0, Debuts 7, Adds 9, WPOR, WMZQ-FM, WWOD, WTQR-FM, KSO, WKKN, KSSS, KNIX-FM, KQUB, WIXL-FM 39-33, WHOO d-25, KCKC 21-13, KEEN d-32, KMPS-AM-FM d-28.

Others Getting Significant Action

- FREDDIE HART "You Were There" (Sunbird) 32/4
National Summary: Up 9, Same 12, Down 0, Debuts 7, Adds 4, WSOC-FM, WBAM, KWKH, KWMT, KIXZ 48-38, KHEY 43-35, KKYX 49-43, WIRK-FM 38-32, KGA d-37, WVAM 34-30, WIXL-FM 20-11.
JERRY REED "Patches" (RCA) 29/10
National Summary: Up 4, Same 12, Down 0, Debuts 3, Adds 10, WSAI-AM-FM, WKKN, KICD-FM, KFDI-AM, KONE, KEEN, WKYD, WPOR, KHEY, WWOD, KSOP 40-32.
CINDY HURT "Dreams Come In Handy" (Churchill) 27/2
National Summary: Up 7, Same 9, Down 0, Debuts 9, Adds 2, WCXI, KWMT, KFDI-AM 41-38, KSSS 32-28, KSOP 47-41, WVVA d-38, WGTO 48-44, KHEY 47-38. On: WIRK-FM.
SAMMY JOHNS "Common Man" (Elektra) 27/2
National Summary: Up 5, Same 15, Down 0, Debuts 5, Adds 2, WKXA, WIRK-FM, WBGW-FM 49-42, WKSJ-FM 33-31, WLWI-FM d-38, KRMD-AM-FM 43-37, WSAI-AM-FM 39-34, KEED d-41.
DOTSY "Let The Little Bird Fly" (Tanglewood) 26/6
National Summary: Up 3, Same 11, Down 1, Debuts 5, Adds 6, KIXZ, KOKE-FM, WGTO, WLWI-FM, WCXI, KFDI-AM, KKYX 48-38, KRMD-AM-FM 49-41, KWMT 49-40.

Radio & Records
NATIONAL AIRPLAY/50

Table with columns: THIS WEEK, LAST WEEK, RANK, ARTIST/SONG/TITLE, LABEL. Lists top 50 songs including Eddie Rabbitt, Charley Pride, Lacy J. Dalton, etc.

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.

- DAVID FRIZZELL & SHELLY WEST "Husbands And Wives" (WB) 25/25
STEPHANIE WINSLOW "When You Walk In The Room" (WB/Curb) 25/25
ROGER MILLER "Everyone Gets Crazy Now And Then" (Elektra) 25/4
CRISTY LANE "Cheatin' Is Still On My Mind" (EMI/Liberty) 21/17
KIPPI BRANNON "Slowly" (MCA) 19/6
DEL REEVES "Slow Hand" (Koala) 19/1
JUDY BAILEY "The Best Bedroom In Town" (Columbia) 18/8
TANYA TUCKER "Rodeo Girls" (MCA) 17/9
HELEN CORNELIUS "Where Did Our Love Go" (Elektra) 16/3
LEE GREENWOOD "It Turns Me Inside Out" (MCA) 14/5
GARY MORRIS "Headed For A Heartache" (WB) 13/12
DEAN DILLON "Jesus Let Me Slide" (RCA) 13/10
MUNDO EARWOOD "I'll Still Be Loving You" (Excelsior) 13/8
ROY CLARK "The Last Word In Jesus Is Us" (MCA/Songbird) 13/3
DICKEY LEE "I Wonder If I Care As Much" (Mercury/PolyGram) 13/1
BILLY "CRASH" CRADDOCK "Now That The Feeling's Gone" (Capitol) 11/11
BILL NASH "Slippin' Out, Slippin' In" (EMI/Liberty) 11/9
CALAMITY JANE "Send Me Somebody To Love" (Columbia) 11/3

"STILL DOIN' TIME"

14-02526

GEORGE JONES

COUNTRY MUSIC'S master vocalist has delivered another of the sterling performances that has made him a favorite in the eyes of fans and his fellow artists alike.

During the past year George has received the public recognition that many of his peers had given him long ago.

He has won more awards for excellence in the field of country music than any other artist this year, and his "I Am What I Am" album has just been certified gold.


And now George has delivered his long awaited follow-up "Still Doin' Time," from the forthcoming album "Still The Same Ole Me."

(FE 37106)

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Country Pictures



MISS LILLIAN'S OTHER SON? — At a quick glance, WHK/Cleveland's Gary Dee (left) could be one of the ex-President's brothers. However, he and visiting WNBC morning talent (and former WHK afternoon drive personality) Don Imus really got together to discuss "God's Other Son," Imus's new book, during a recent cohosting stint.



NASHVILLE WHEELS OUT WELCOME WAGON — Nobody does it better than the Music City when it comes to good old country hospitality, as 100 KOKE/Austin listeners discovered. The "Bob Cole & Company" morning show hosted a trip to Nashville where the Lone Star residents were given a bash in their honor. Pictured in a party perfect mood are (back row, l-r) Sonny Curtis, KOKE Sports Director Ken Gray, Eddy Raven, KOKE morning newsmen David Anderson, Billy Walker, Bob Cole, and Webb Pierce; (front row, l-r) Stonewall Jackson, Doyle Wilburn, Dickey Lee, KOKE GM Jim Ray, Faron Young, Jim McReynolds, Ray Pillow, and O.B. McClinton.



SIGN ON THE DOTTED LINE — There were no dotted lines but plenty of fans for two recent autograph sessions at a local Salt Lake City record outlet. Pictured (left) are artists Patsy and Ed Bruce and (right) Johnny Duncan, both with KSOP PD Country Joe.



STAR CAR WARS: The final phase of WAJR/Morgantown's "WAJR Star Car Craziest Contest" invited listeners to put the station's stickers on something, someone or somewhere out of the ordinary. The winner did just that by attaching and photographing her sticker under the falls at Niagara Falls, Canada. Pictured doling out the prizes are (front, l-r) WAJR midday jock Kevin Nicholas, winner Mrs. Dorothy Thomas, and station OD Carl Becker; (back, l-r) morning talk show host Kay Murray, News Director Hoppy Kercheval, afternoon personality Mary Anne Zben, and Chief Engineer John McKinney.



Biff Collie

Inside Nashville

OCTOBER SONG: Thank you Roy Horton (Peer-Southern Music) for shaping October into "International Country Music Month." Horton's been Chairman of this month he created for CMA since its inception. This year's CMA convention (October 12-16) should be the biggest and best ever. The FICAP DJ Awards Presentation will take place on Friday of CMA week and features a great talent lineup (the Oaks, Brenda Lee, Bill Monroe and George Strait). Tickets are going fast but may still be ordered (at \$25 each) by sending check or money order to FICAP, 1201 16th Ave. South, Nashville, TN 37212. Deadline is October 6. People magazine is paying its own tribute to Country Music Month by profiling George Jones in its October 12 issue. Handshake Records President Ron Alexenburg was partied and pampered by Music Row execs (especially publishers). CBC (Canadian Broadcasting Corp.) bought that "Country Music Celebration" TV special starring Ernest Tubb and a dozen Opry stars for North Country viewing. Tubb, Justin, Jean Shepard, Stonewall Jackson, Billy Walker, Jan Howard, Charlie Louvin, Ray Pillow, Vic Willis Trio, and the Wilburn Bros. are some of the headliners. John Anderson added to the Opry roster. Broadway's Carol Lawrence came to Music City to host a national "TV Presence and Ministry" special to kick off a television thrust for the United Methodist Church in America. Dolly Parton named Bob Hunka, Greg Perry, and Don Warden to top executive positions at Dolly Parton Enterprises. Perry arranged and produced, among others, Dolly's "9 to 5" record hit. Warden managed Porter Wagoner for many years, and has been with Dolly since 1974. Gaylord Productions, of Hollywood, is eyeing Middle Tennessee as the setting for a Civil War movie, and kicking around a \$22 million budget (nice figure to kick around!). Wish Johnny Bond could have been there in Hollywood for the "Cimarron" listening party celebrating Emmylou Harris's next album by that name (Bond, who wrote "Cimarron," a Cowboy/Country/Western classic, died in 1977). Independent record labels floundering in Music City, USA?? Mac Magaha, the dancin' fiddle man, and Porter Wagoner are going back on the road together after almost seven years? Bill Anderson taping another batch of episodes of the ABC-TV soap opera "One Life To Live" mid-October, as is Minnie Pearl! Jerry Reed did a command performance for 2500 Genesco employees in nearby Waynesboro. (Genesco manufactures Laredo Boots; Reed is their commercial spokesman.)

became the preacher. Who??? (10) He was named "Male Vocalist Of The Year" in 1965 in Britain, the year after he died (he's in the Hall of Fame)... I'll give you the answers next week.

PARTY-TIME: Chuck Chellman/Georgia Twitty's ninth Invitational Golf and Tennis (?) Tournament Thursday, October 15 at the Nashboro Village Golf Club here. Jeannie C. Riley celebrates the 25th Annual National Quartet Convention October 7 with a special appearance. Talent Buyer's Showcase at Tennessee Performing Arts Center October 11. Music vets would have thrilled to the steel guitar lineup recently at the convention in St. Louis, featuring legendary steel guitarists Herb Remington, Speedy West, Jerry Byrd, Leon McAuliff, Alvino Rey, Joaquin Murphy, Don Helms, and Buddy Emmons, the newest member of the Steel Guitar Hall of Fame.

OOOPS! Mac Sanders says he's not selling his WJRB Radio in Nashville as we reported here (unless he gets a verrrry big offer!). But he is promoting Dale McWhorter, GM at WVOK/Birmingham; Don Keith, PD at WJRB/Nashville; and John Gober, Chief Engineer at WVOK in his Jaco Corporation.

HUMOR, RUMORS, & LATE BLOOMERS: Jerry Lee Lewis does not plan to preach. Country Music Hall of Famer Red Foley's first instrument was a trombone (that ain't country!). Interesting that Dolly's "House Of The Rising Sun" and her next movie "Best Little Whorehouse In Texas" are both lyrically dealing with "ladies of the night". One of Ronnie Milsap's favorite hobbies is driving a car! (Only problem is, Ronnie has trouble finding someone to ride with him!). Marty Robbins joined the Grand Ole Opry in 1953. Newspapers here are carrying stories that rumor Vern Gosdin was the instigator of that two-man assault on Gary Paxton last winter (he was not physically involved in the incident). Last week's oldest chartmaker in R&R: Willie Nelson (49). The youngest chartmaker was Charly McClain.

D.J. AIRWAYS QUIZ: (1) He was discovered in jail! (Hello, Happy S.) (2) He studied concert violin. (3) This diminutive dynamo debuted in mid-50's on national TV, the first national country variety show. (4) When he married, his mom and dad were "Matron of Honor" and "Best Man." (All are performers, dad's a TV star). (5) What country lady is sometimes called "The Crisco Kid"? (6) What do Conway Twitty, Larry Gatlin and Jerry Lee Lewis have in common? (7) Who, in 1946, did writer/publisher Fred Rose send to another room and tell to "write a song about a boy losing his girl who married a rich boy and moved to a palatial home on the hill" to test his writing skills? (8) She was once a hairdresser from Red Bay, AL. Who??? (9) They were kids together in church in Ferriday, LA, but their Cousin

A Month In The
Country Wherever
You Are



October is Country Music Month

ECHOES FROM ACUFF'S GOLDEN CELEBRATION: Archie Campbell said Roy fell in love with his second-grade teacher. They would have gotten married, except for the differences in age; she was 22, he was 31! Gene Autry said "78-year-old Roy went to Las Vegas and put a dime in the slot machine; three prunes came up!" Chet Atkins said: "One time when Roy was signing autographs at Opryland, a country boy said: 'Boy, I bet you wish you had a dollar for all those millions of autographs you've signed, don't you?' "And Roy said, 'I have'."



Coors Country News

This Week's Guests:

RONNIE McDOWELL

Plus Various Celebrities

Call Pete Howard (213) 399-4949

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Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists top artists like Bellamy Brothers, Eddie Rabbitt, and Crystal Gayle.

EAST section listing radio stations and their programming, including Albany, NY, Hagerstown, MD, and Albany, PA.

MIDWEST section listing radio stations and their programming, including Des Moines, IA, Chicago, IL, and Grand Rapids, MI.

SOUTH section listing radio stations and their programming, including Atlanta, GA, Nashville, TN, and Memphis, TN.

WEST section listing radio stations and their programming, including Los Angeles, CA, San Francisco, CA, and Phoenix, AZ.

Large table listing hundreds of radio stations across all regions with their call letters and programming details.

NUMBER OF REPORTING STATIONS THIS WEEK: 110

Hottest Tracks: "Early In The Mornin'" by Eddie Rabbitt. COUNTRY ALBUMS: ALABAMA - Feels So Right, DAVID ALLAN COE - Tennessee Whiskey, CRYSTAL GAYLE - Hollywood, Tennessee.

Stadium - (MCA) "Blue Yodel No. 9", KENDALLS - Lettin' You In On A Feelin', BARBARA MANDELL - Barbara Mandrell Live, RONNIE McDOWELL - Good Time Lovin' Man.

GEORGE STRAIT - Strait Country, CONWAY TWITTY - Mr. T, HANK WILLIAMS JR. - The Pressure Is On, Most Requested: EDDIE RABBITT "Step By Step", GLEN CAMPBELL "I Love My Truck".



Jeff
Green

Adult/Contemporary

25 YEARS ON-AIR AT WHDH/BOSTON

Jess Cain: Acting On The Theatre Stage Of Your Mind

One of the wonderful parts about Adult/Contemporary radio is that *personality* is still very important. Chances are the most popular air talent in any market is the longtime A/C morning man. Why? Because of his ability to relate, and his ability to make people use their imagination, far beyond the scope of a 19-inch screen and fixed images.

This interview is with one of these great morning men: Jess Cain, the top-rated 25-year veteran from WHDH/Boston. A TV actor long before his career as a radio personality began, Jess has never given up his love for the stage, and continues today to appear in noted theatre plays.

Jess's experiences as a performer, as well as his illustrious career at WHDH, offer valuable lessons and mature insight to all beginning and developing air personalities — the real radio entertainers.

R&R: Describe your background before joining WHDH.

JC: I was an actor nonstop for about five years, until live television moved to the West Coast. I worked on many TV shows, including "Alcoa," "Studio One," "Philco," "Captain Video," and numerous others. I also had a two-year series of my own that ran in 50 major cities, called "Marge & Jeff," which was eleven minutes and fifty seconds of extempore — we never had a written script. It was about two people and a dog — the dog got all the laughs!

R&R: Did you ever think at that time that you'd end up in radio?

JC: No, I didn't. I turned down radio every time it was offered to me. I always said, "No, no — you don't understand. It's not *souhd* anymore — it's *pictures* now. 25 years later, I'm still at it.

R&R: After 25 years, what have you learned?

JC: I've learned that I've never really lost my innate love for the spoken word, the *ability* of radio. I was just in a discussion where the point came up that television can give you impact, but that doesn't mean the audience has read your message. There is *no way* your message can be avoided with radio. First of all, the audience believes *you*, and if they believe *you*, they'll believe what you say. Now, maybe some of that comes from longevity, but a lot comes from that one-on-one relationship you can create with radio that you can't with television.

Theatre Of The Mind

R&R: Especially being an actor as well as an air personality, what does "theatre of the mind" mean to you?

JC: Well, "theatre of the mind" is best evidenced by the fact that I get a lot of positive mail from *blind* people. A slamming door, a giggle, even a verbal lapse (intentional or otherwise) creates something in the mind of these listeners. The blind can't even see the instrument from which your voice emanates, yet if you use *inflection* and *effect*, they'll immediately know exactly — perhaps even more so than a person with sight — where you are, what you're doing, and the illusion you're creating.

So "theatre of the mind" is 1) the ability to verbalize and 2) create with the audio medium that which theatre can create in itself: Theatre is a suspension of belief because the actors are playing to a fourth wall. In radio, there are no walls and so you can, as Stan Freberg once did, order up a maraschino cherry atop Mt. Fuji. It can be done with radio.

R&R: How has acting helped you as a radio personality?

JC: It's been great therapy. If your only recognition in radio is from a passer-by on the street, or a fan letter, you can't really beat the thrill of sixteen standing ovations. That's why personal appearances are an advantage. It sort of reestablishes your confidence.

All performers live in a cocoon of ego. There's nothing wrong with ego — Ego is The Actor's courage. It's superfluous ego that gets in your way. Most performers are performers because they lack sufficient



HAPPY ANNIVERSARY — Jess Cain and Disneyworld are both celebrating anniversaries this year: Jess's 25th year as morning personality at WHDH, and Disneyworld's 10th year in Florida. WHDH is awarding 60 trips to the Magic Kingdom, a promotion which is expected to draw over a million entries.

ego, so they reinforce it by becoming someone else. As a result, if you can reinforce your ego, or *confidence*, with something tangible, such as the immediate favorable reaction to your ability as a performer, there's nothing healthier for you than that.

R&R: Do you still ever get self-conscious or nervous on the air?

JC: No, and I never really have. I approach it from the angle where it's like having a good friend listen to you. Therefore, you can't say anything that might embarrass you. If your friendship is strong enough with the listeners, then you become aware that you're not embarrassing them, either.

Progress

Barney Stone is the new Program Director at WEJL/Scranton, PA. Most recently, Barney held airshifts and engineering posts simultaneously at Z-104/Frederick, MD and KICKS-106/Washington, D.C. . . . Dain Schult is the new Program Director at WSRZ-FM/Sarasota. Dain comes from Radioactivity, Inc., a full service consultation firm he established in the Southeast. . . . Andy Monday, formerly morning personality at KREM-AM/Spokane, has been appointed Program Director at KATA-AM & KFMI-FM/Arcata, CA. . . . Jay Scott is the new Program Director and PM driver at WRIE/Erie, PA. He was formerly PD at WBZA & WNIQ/Glens Falls, NY. Afternoon drive man Kenny Nolan moves to all nights. . . . At WNGS/West Palm Beach, Carol Benton has been appointed Music Director in addition to her evening airshift. Afternoon drive talent Keith Carson has been upped to Promotion Director. Keith, who was recently married, will keep his airshift. Midday personality Mike Sheridan and his wife Brandy are celebrating the birth of their first child, Valerie Michelle. . . . Woody Stevens, formerly with KKAM/Lubbock, TX, has been appointed Music Director at KOZA/Odessa, TX. . . . KAKZ/Wichita, KS has changed formats from A/C to "Music Of Your Life" . . . Stoney Richards has joined KHTZ/Los Angeles as evening air personality. . . . Happy Anniversary to WBZ/Boston, which celebrated its 60th year on the air September 19. Also special greetings to WKZO/Kalamazoo, which celebrated its 50th anniversary on September 20!

R&R: How have you refined your verbal, illustrative skills?

JC: I don't do it consciously. I never cease to read — I must read six newspapers a day, including papers from three cities and the Wall Street Journal. I read all the national magazines and several others. Essentially, it comes from reading, and more importantly, scanning it all to ferret that which I can hang something onto. The problem with reading only your local newspaper is that everyone has seen it and knows the editorial slant it takes. By reading papers from out-of-town about your town, you can see an uneditorialized side, which not only gives you a fresh viewpoint, but also one that perhaps is closer to the viewpoint of your listeners, who are also looking at it objectively.

R&R: Give us one of your most memorable moments in radio.

JC: The ones that stick out immediately are those which were the most difficult to handle: Returning to the air after four days' coverage of the John F. Kennedy assassination. What do you say when you get back on the air? The same following the deaths of Bobby Kennedy, Martin Luther King, Jr. and John Lennon. Sad enough to say, the most memorable moments are those where the element that would be the most *incongruous* to those moments would be humor.

R&R: Being a 25-year veteran, do you ever think of yourself as one of a disappearing breed of air talents?

JC: No. At the risk of seeming selfish, I've never considered myself part of a *breed* — I believe thinking of yourself as part of a breed might be a mistake. Strive to be *unique*, and if you're sufficiently unique, you'll not only survive but flourish. Unique personalities will not vanish as long as they remain so.

R&R: How about some advice to young DJ's?

JC: What's worked for me is the only route I can give, which may or may not be right for someone else.

What you must do is understand that everything in your life — everything you do, see, or experience — is something you can use as a frame of reference for what you do during your four-hour airshift. Learn what is and what is not acceptable to your audience. It's crazy to be a performer and deal in negatives, unless you're on the safe ground of knowing the consensus agrees with what you see as being negative. The whole point here is to *relate*. We've had many meetings where we're constantly told, "Relate to what the listener's doing." I think if you have to be told to do that, that if you don't do it *instinctively*, you probably won't relate well. It's essential if you expect to be successful in this business. While at the same time being creative, a key basic talent is to know *how far* you can go — to know instinctively when to stop, to know how far you bend over when playing the part of an 80-year-old man, and to know when your acting begins to take away from the natural part of your character. The audience *knows* when it's the *true* you coming out.



MONEY FOR MUSIC — WCCW-AM & FM/Traverse City, MI staged their second annual Tube Trot to raise some bank notes for the Northwestern Michigan Symphony Orchestra. Pictured (l-r) are WCCW PD Cliff Carey, a two-time tuba trotter, and the official tuba repairman for the event. The stations entered their own team, but at the time this picture was sent in, they hadn't finished yet.

Contemporary Classic

“Incredible phone reaction!!!!”

— Bob Russo, WIP/Philadelphia

“In over 3½ years, I’ve never had this much immediate reaction to a record.”

— Walt Pinto, WELI/New Haven

“Number One phones for the last 3 weeks — stores receiving heavy calls!”

— Andy Szulinski, WFBR/Baltimore

“... good phone response ... an instant hit on KOY!”

— Dan Armstrong, KOY/Phoenix

KFMK

WJR

WGN

WCCO-AM

WJON

WMAZ

WHBC

WSTV

WCBM

WBAL

WRVA

WELI

WMAL

WHAG

WIP

WSFM

WSBA

KLOK

KFQD

KSNM

KOY

KDKA

KFBR

KFMK

KHYT

#1 ON THE POP CHARTS IN ENGLAND

“Hooked On Classics”

From the forthcoming album shipping Oct. 29 by

The Royal
Philharmonic Orchestra

RCA





Walt Love

Black Radio

WAIL's Bayou Boogie

While waiting for the results of the Summer ARB's, I decided to find out what the winning formula was for WAIL/New Orleans. For years New Orleans was dubbed one of those cities that would not accept what I call the modern, slicker approach to Black radio, and others may call it the KMJQ, WBLS, or Urban Contemporary method. Whatever we choose to call the format for Black radio in the 80's, it is certainly more meaningful, dynamic, and fascinating.

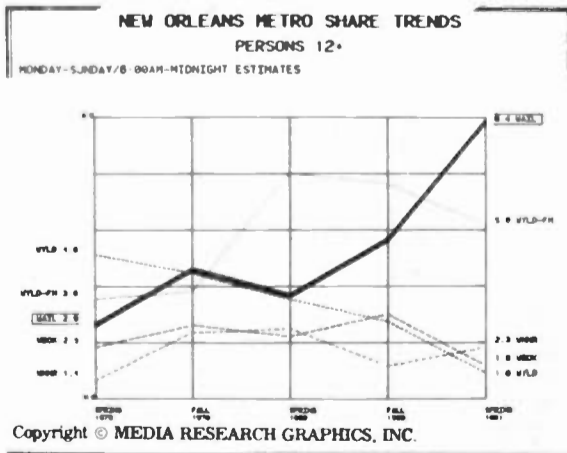
After contacting Barry Richards, Operations Manager & Program Director of WAIL-FM, I found out some interesting things about him and his successful radio station. Barry Richards, a native of Washington, DC, worked at a number of Washington radio stations, and has been the host of two different TV shows during the "Disco Craze" years. "Studio 78," the more successful of the two shows, was viewed in Washington, Baltimore, and Philadelphia.



Barry Richards

I asked Barry to give us a little background on the history of WAIL. "When I first arrived at WAIL, things were in a state of turmoil. Once known as WXEL, a very ethnic-approach station, WAIL changed its format to Country - which it did for about a day. Then WNOE, which has been a powerhouse in New Orleans, went Country, so WXEL then went to CHR and had no direction. So finally when I was brought in, we decided on our present format. In the spring of '80, when I started here, it had about a 3 share - during the winter book of 1980 we increased to a 5.2, and now, with the spring book of '81, we have an 8.4, making us the no. 2 rated radio station in New Orleans. I'm also very proud to say that we are the #1 Black station in the city."

How many Black stations are in New Orleans? "Five, counting ourselves - we also own WNNR, which is a Black Talk format on AM that plays music at given times of the day."

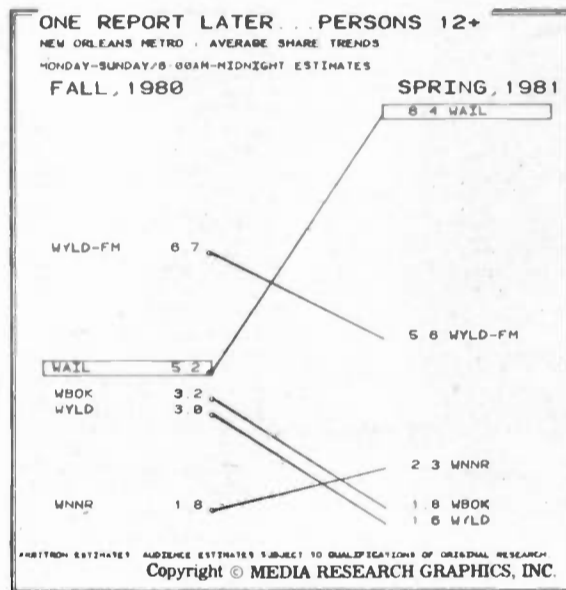


Saving The WAIL

Tell me what you think were some of the most important things you did to make WAIL a successful station? "Well, we put together a format - something that was never used previously - the talent just did what they wanted to do. Presently, we're a highly-formatted station; we use different types of music categories like powers, currents, recurrents, and golds. We also research our music determining which records to play and not to play. Another thing I'm quite proud of is that we have an integrated staff which (the city of New Orleans) has never had on a Black station before. We

play records by white artists that appeal to black listeners, and that has never been done on a Black station in this city before." How many blacks and how many whites do you have on your staff? "Myself and one other white. Everyone else is black, so I have five blacks and two whites."

Tell me about your news department. "There's not much to tell except that we've had the NBC Source Network, but we just hired Ben Suddock, who came to us from WWVO, where he was the morning news anchorperson. He gets in the street and picks up a lot of



local news. We don't have a large news staff or anything of that nature."

In talking with Barry it became obvious to me that WAIL's success has come from the right music mix and its air personalities, so I wanted to know if the staff was all new or holdovers from the old situation. "Everybody is new - we all came from other cities with the exception of two people: Jay Johnson, who does nights for us, had been the Program Director for WYLD-AM; and Ron Ash, who does middays. He was once the Program Director for WYLD-FM."

Introducing The Urban Sound

What makes your music so special? It appears to be your focal point. "Well, there's nothing really special about it except what we do to formulate it. For example,

"They've never had urban radio down here before; what was black was black and what was white was white."

we check to see what all the clubs are playing - what the listeners call up for - what the record stores are really selling - what the trades say are hits - and what I hear with my ear. I've had a lot of experience listening to this type of radio, so what I like and what I think is going to happen is how we pick the correct music. You know, they've never had urban radio down here before; what was black was black and what was white was white. This is the first time in this city's history that a Black radio station would play a Blondie record, or a Barbra Streisand, or Rod Stewart or a Rolling Stones. Things have changed because of us; we have made New Orleans radio more competitive, which ultimately makes it better for the public. What was at one time a 'Neckbone or Pork Chop' station, WXEL, is now an Urban Contemporary station, and urban to me means music that appeals to the urban community; music that is rhythm & blues-oriented. If the music has the right feel and the public likes it, what the hell's the difference what the color of the person who made it. If



it's good and in the groove, the audience should get to hear it. That's the theory we've operated on thus far, and it has worked because the city has really gotten into WAIL.

"By the way, I want to tell you that we are right on B97's behind, they're the big CHR station here. They now play every third record black in the daytime and every other record is black at night; what does that tell you? Remember, they're CHR. And the Black stations, WYLD-FM, WBOK, and WYLD-AM, have all altered their formats to be more like ours. All of them are now playing more mainstream contemporary black music, and WYLD-FM stopped playing as much jazz as it used to."

What sorts of promotion is WAIL doing? "A lot of visibility - we've got this 'Cash Call' coming up where we will be giving away some money, and we've also got a large bumper sticker campaign that should help us get that visibility." Are you going to have any TV advertising this time? "No, unfortunately, we're not in a position to do that just yet, but eventually WAIL will have a television campaign and be able to reap the benefits of our hard work. Our billing has tripled since I've been here but we've limited our number of spots - we only run 12 commercial minutes an hour now; when I first arrived here they were taking 18 minutes an hour!"

Definitely enjoying this interview, I asked Barry the question that I know our militant readership has been waiting on! Do you have any commitment to the black

"... (the Urban Contemporary format) is the wave of the future for Black and CHR stations."

community at all - not WAIL - but you personally? "Yes, I do, very definitely. Just my own background speaks for itself. I've always liked R&B music - I came out of the streets of Washington, DC and always wanted to work at WOL, but could never get the opportunity. Rhythm & Blues and soul music is my roots; I've always been into that. I grew up in DC listening to people like 'The Night Hawk' (Bob Terry) and people like that - they influenced me and my life. I worked at a couple of Black stations in Washington like WUST and WEAM; I was the Music Director at WEAM under Calvin Booker.

"I just think that this (the Urban Contemporary format) is the wave of the future for Black and CHR stations. I believe that the two formats are coming together because I don't think there is any real Top 40 anymore. Most cities have 'blue collar' Top 40 stations where they don't play any black music at all, something I find ridiculous. I estimate our audience to be 75% black to 25% white, and a number of whites like R&B music, especially in the South."

Barry concluded, "When it comes to fundraisers, benefits or just being a part... I'm there. I'm in the streets - I go to churches, I do discos at black clubs, because I feel that you have to be in the streets to relate. I am definitely a part of the black community here in New Orleans."

I ended by asking Barry if he felt the New Orleans listening audience had become more sophisticated. "Definitely, they've been sophisticated all along. It just took WAIL to really bring it out of them because nobody else was giving them what they wanted to hear. Instead, they were talking down to the people, yelling through the records, and playing records that didn't have good reproduction quality on the air, etc. - they just didn't give the people any real continuity."

Opportunities

Positions Sought

Experienced DJ seeks CHR position, possibly MD/assist. PD. Knowledge of Top 40, natural sounding, reliable. (213) 859-3007. (10-2)

PETE EARLY formerly PD at KMNB. 4 years programming experience. 7 years in radio. Comfortable with all formats. All offers considered. Call (712) 255-9528. (10-2)

PD, heavy promotion, automation experience looking for position in small or medium market. DON, (419) 422-1145. (10-2)

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Talented news/sports reporter can combine 6 years experience. Excellent P-B-P, sports talk. Ready immediately. Any market. Call JIM (814) 436-8133. (10-2)

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Positions Sought

AOR air personality, over 10 years in the business. Will relocate, but would like to stay in the West. Call DARRYL EVANS, (213) 783-3521. (10-2)

JORDAN FISCHER, a New Yorker with personality, style and warmth, now available to do news, sports, DJ position. Small or medium markets O.K. (212) 371-2358. (10-2)

TIM LECHNER, fantastic new jock, seeks position out West. Has helped boost Chicago's #1 rockers. Team attitude and natural talent. Available immediately. Anytime (312) 934-0414. (10-2)

STEVE GARRETT, 96XX/Pittsburgh, looking for an on-air PD position. Excellent numbers. All offers considered. Prefer West. Before you decide, call (412) 373-3994. (10-2)

Victim of deregulation. Seasoned news pro with decade plus experience, available yesterday. Recently afternoon drive, Top 30 market. Call JOHN ADAMS, (318) 686-7586. (10-2)

5 year man wants small community involved A/C or Country, PD/MD or operations position. OH, IN, KY, PA, MI, WV. MORRY, (513) 631-4657. (10-2)

Philadelphia morning man/MD. 7 years major market experience, seeks air position or programming. Contact: DAVE ECHOLS, (215) 474-0435. (10-2)

R&B and Urban GM's: I'm a productive and polished PD/MD. Solid management background and ratings success. Super ear work and creative production. Call (609) 344-5096. (10-2)

You see it's like this: I'm ready to move up. 5 years experience: News, sports, P-B-P and jockeying. Call MARK, (408) 452-5178 or (408) 781-1000. Now! (10-2)

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Positions Sought

Excellent news, sports writer, announcer. Solid interviewing, production skills, various work experience, small stations in San Francisco. I'm mature, intelligent, hard-working. Masters. NEIL, (415) 282-9319. (10-2)

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).

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1 Week	2 Weeks	3 Weeks
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* Must run consecutive weeks.

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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.

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For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

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