

Radio & Records

ISSUE NUMBER 404

THE INDUSTRY'S NEWSPAPER

OCTOBER 16, 1981

INSIDE R&R:

Arbitron Offers Ratings Relief; Birch Mounts Major Expansion:

Arbitron will share inflation costs with stations, while Birch is shooting for the top 50 markets 3

Complaints & Compliance May Become Extinct:

The division is earmarked for elimination if Reagan's 12% agency budget cuts go through 5

WABC Adds 3-Hour Talk Show:

Sex therapist/psychologist hosts 9-midnight segment called "On Track" 3

New Bill Promises Public Service Bonus Points For Radio:

Rep. Al Swift's controversial deregulation bill would also extend licenses to 10 years and abolish petitions to deny 5

KCKN Drops Country

After 25 Years: Reversing a trend, Kansas City station goes A/C 3

Dick Shiben Set To Exit Broadcast Bureau:

Chief for two years says he "can't afford it any more" 5

KPRZ Closes Out Christian Format:

Gannett's Los Angeles AM moves to Music Of Your Life 3

Is The Arbitron Advisory Council Serving Radio?

In a rebuttal to a Jhan Hiber column, King VP Dick Kime challenges the usefulness of the Council 10

Blair's Dave Klemm Exits As Senior VP:

16-year veteran departs rep firm 8

Joe Ernest Promoted At Waterman Broadcasting:

Becomes VP/Chief Operating Officer for company 3

Jones & Quello Disagree With FCC's EEO

Priorities: Commissioners question "harassing" stations over minority and female shortages, but come down hard against discrimination 5

Coury's Network Sets E/A Deal

The long-anticipated distribution deal between Elektra/Asylum and former RSO President Al Coury's newly-formed Network Records label became a reality this week. The agreement calls for at least five albums a year plus several singles, the first of which is "Anyone Can See" by Irene Cara. First LP for the label is Del Shannon's "Drop Down And Get Me," produced by Tom Petty; the album will be rush-released with initial pressings carrying the E/A logo and subsequent shipments showing the just-cleared Network insignia.

E/A Vice Chairman Mel Posner commented, "It's very exciting for us to be associated with Al



E/A Vice Chairman Mel Posner (left), Network founder Al Coury (seated), and E/A Exec. VP Vic Faraci celebrate the Network-E/A agreement.

Coury. He's one of the most dynamic record executives in the world, with a track record that shows he's a record and music man to the marrow."

Coury stated, "I'm thrilled to have Network Records associated with such a fine organization, and anticipate building a new record company. My respect and admiration for the company's Chairman (Joe Smith) goes back more than 20 years - when he was a very successful air personality in Boston, I was starting in promotion and Joe was one of my first

COURY/See Page 16

Dave Denver To Program WLS-AM & FM

Dave Denver has been named Program Director for WLS-AM & FM/Chicago, coming from his previous post as Operations Manager at WISN/Milwaukee, a position he had held for the past year.

Commenting upon Denver's appointment, WLS Station Manager John Gehron said, "With Dave's background in research and programming as well as his leadership ability, it swiftly became apparent that he was the type of person we wanted. Dave learns very quickly and with the expanded tools available to him at WLS, coupled with what he already knows, he will continue to make WLS the best programmed radio station in Chicago."

Gehron noted that because WLS and WLS-FM are partially simulcast, the company thought it best for one person to be making the programming decisions for both stations. "There will be no change in direction for either WLS or WLS-FM. This will give me the

DENVER/See Page 20

Floyd Joins WKLS As PD

Former WLUP/Chicago PD Max Floyd will become the new PD of WKLS/Atlanta, as previously rumored. When Floyd takes over the Atlanta AOR on October 26, he will replace Alan Sneed, who left WKLS to become PD at KSRH/Houston (R&R 9-18).

WKLS General Manager Dick Meeder, in making the announcement, told R&R, "Max was the first name that came to mind when I was faced with replacing Alan. I had known of his reputa-

FLOYD/See Page 16

\$10 MILLION SUIT SETTLED

WQFM, WLPX Tangle Over Comparison Commercial

WQFM/Milwaukee filed a \$10 million lawsuit against rival AOR outlet WLPX last Friday (10-9), contending that WLPX's "comparison" TV commercial was inaccurate and misleading. Monday afternoon (10-12) the matter was settled out of court, with WQFM dropping its legal action and WLPX discontinuing the use of the commercial.

Apparently there were two points in question surrounding the WLPX spot: first, WLPX made a direct comparison between the amount of commercials it aired per hour versus WQFM and CHR station WKTI (with WLPX clearly airing fewer commercials); second, Styx member Tommy Shaw

was featured in the WLPX spot saying that he listened to the radio for "more music and less commercials," which WQFM claimed implied Shaw's endorsement of WLPX. WQFM sued because it felt the WLPX commercial was inaccurate in its depiction of the WQFM hourly spot load; station officials also contended that the Tommy Shaw video statement was edited from an interview that had nothing to do with the specific subject-matter of the actual WLPX comparison spot, and therefore was out of context.

Attorneys for both stations settled the matter without going to trial and WQFM PD Brent Alberts

WLPX/See Page 16

NAB SURVEY REFLECTS ECONOMY

Rising Expenses Make 1980 Bad Year For Radio

The NAB's 1981 Radio Financial Report shows that while radio revenues rose by nearly nine percent in 1980, station expenses rose

at an even faster rate. The result is a nearly two percent decline in the typical station's profit margin.

The last good year for radio was 1978, when profits were up more than eight percent, according to NAB VP/Station Services Ron Irion. He stressed that NAB's figures represent median or typical performance, meaning half of reporting stations did better and half did worse than the median figures released by NAB.

Here are the nationwide median figures compiled from data voluntarily supplied to NAB by 2100 radio stations:

Profit Margin

1979 5.7%
1981 4.13% (down 1.6%)

Profit Dollars

1979 \$19,000
1980 \$15,600 (down 21.6%)

Total Expenses

1979 \$326,100
1980 \$361,000 (up 10.7%)

Net Revenues

(Minus Agency & Rep Fees)

1979 \$346,000
1980 \$376,600 (up 8.84%)

Total Time Sales

1979 \$352,800
1980 \$387,900 (up 9.95%)

The NAB's annual Radio Financial Report could become the most complete survey available within the industry if the FCC goes through with a proposal to stop collecting aggregate financial data via Form 324. An informal check with industry executives revealed added concern about the possible elimination of Form 324, taking into consideration NAB's small sample.

EXPENSES/See Page 20

Mandrell First Two-Time CMA Entertainment Winner



Barbara Mandrell became the first artist ever to win the Country Music Association's Entertainer of the Year award twice, walking off with the top honor for the second consecutive year at the CMA Awards presentation in Nashville Monday night (10-12). Mandrell (pictured top left), who cohosted the show with Mac Davis, also won Female Vocalist laurels. Also pictured are Male Vocalist of the Year George Jones (top right), best duo David Frizzell & Shelly West (bottom right), and Terri Gibbs (bottom left), winner of the new Horizon Award, honoring significant achievements by newer artists.

In other highlights, Alabama won best vocal group, the Oak Ridge Boys' "Elvira" was voted single of the year, and composers Bobby Braddock and Curly Putman's "He Stopped Loving Her Today" was named top song. Country pioneer vocalist Vernon Dalhart and Grand Ole Opry announcer Grant Turner were named to the CMA Hall of Fame, and the top three air personalities were KEBC/Oklahoma City's Lyn Waggoner, WAXX/Eau Claire's Tim Wilson, and WGTO/Cypress Gardens' Jacky West (the first female DJ to be honored). The ailing Jerry Lee Lewis was honored with a tribute featuring performances of his songs by cousin Mickey Gilley and Ronnie Milsap. Around 100 radio stations simulcast the awards show, while over 200 carried NBC's Post-Awards Show, produced by R&R's Jim Duncan. For a full CMA Week report, see next week's R&R in the Country section.

Look at all this immediate action, and you'll know why everyone's so excited about **Quarterflash**:

CHR NEW & ACTIVE

✓ **QUARTERFLASH "Harden My Heart" (Geffen/WB) 97/49**
 Moves: Up 10, Debut 15, Same 23, Down 0, Adds 49 including 96KX, JB105, KEGL, Q102, WKTI, KFI, KIQQ, KOPA, 92FLY, WMAK-FM, WVIC, KSPZ, KLUC, WXLK, KKLS.

THIS WEEK'S ADDS

- | | | | |
|-------|---------|-------|---------|
| 96KX | WRVQ | WVIC | WGLF |
| JB105 | G100 | KZ93 | KKQV |
| KEGL | WHHY-FM | KKXX | KILE |
| Q102 | WAXY | KSPZ | KSEL-FM |
| WKTI | WDOQ | FM103 | Q101 |
| KFI | KX104 | KLUC | KVOL |
| KIQQ | WMAK-FM | KRQ | KKLS |
| KOPA | WSKZ | WIGY | KENI |
| 92FLY | WOKI | WTSN | KSLY |
| WRCK | WSEZ | 95XIL | KCBN |
| K104 | WCSC | WFOX | KDZA |
| WKEE | WANS-FM | WISE | KATI |
| WNAP | WQRK | WXLK | |



QUARTERFLASH
"HARDEN MY HEART"

Produced by John Boylan



Manufactured and distributed by Warner Bros. Records



An original from an original

happening at:

- | | | | | |
|---------|--------|---------|-------|---------|
| WIFI | K104 | G100 | KJRB | WISE |
| WXKS-FM | WKEE | WAAY | KBBK | Q101 |
| 94Q | WNAP | WZYP | KSKD | KVOL |
| KBEQ | WMEE | BJ105 | KHYT | KKXL |
| WGCL | KHFI | WDOQ | WJBQ | KKRC |
| KIQQ | WTIX | WOKI | WIGY | WTRU |
| KJR | KROK | WBCY | WTSN | WAZY-FM |
| WPHD | KQ94 | WJXQ | WHEB | KRNA |
| WLAN-FM | KLAZ | KOFM | 95XIL | KCBN |
| WAEB | KXX106 | KKXX | WQEN | KDZA |
| WKRZ-FM | WSGN | KYNO-FM | WFOX | KATI |
| | | KGGI | WCGQ | KOZE |

RICKIE LEE
JONES
"A LUCKY GUY"

Produced by Russ Titelman and Lenny Waronker



on Warner Bros. Records

Arbitron Offers Stations Rate Relief

Arbitron has offered subscribing radio stations two forms of financial relief to offset inflation's effects on station rates. The company will give stations the option of using the government's GNP index instead of the Consumer Price Index to calculate inflationary adjustment, and will absorb part of the cost increases resulting from annual inflation above 10%, according to a letter from Executive VP/GM Rick Aurichio.

Arbitron VP/Marketing & Sales Bill Livek outlined the inflation cost-sharing schedule for R&R. If the annual rate is in the 10-13% range, Arbitron will absorb one-fourth of the cost increase that would normally accrue. If it's 13-16%, Arbitron assumes half the increase, and if inflation is over 16%, Arbitron pays three-fourths the cost.

Stations using the GNP index, which measures the economy's real growth excluding interest rates and their impact on inflation, could save 3%. Livek told R&R that the GNP inflation figure was 3%, lower than the CPI in 1979 and 1980. Stations can use either formula now; the CPI was formerly the sole gauge.

Livek commented to R&R, "Arbitron is sharing the risk in the future as a result of this move. We hope our approach will cut down the impact of hyper-inflation on radio station costs."

RATINGS CHALLENGER AIMS FOR TOP 50 MARKETS

Birch Report Expanding

Tom Birch, President of the Birch Report ratings service, has disclosed to R&R major expansion plans which will make the Birch Report "a credible factor in the top 50 markets by next August." Birch added that his firm will begin to measure Chicago on a monthly basis (840 interviews per month) starting January 1 at the latest.

This week Birch is sending a letter to the heads of major groups, asking them "to make a place in your 1982 budgets" for an alternative service such as the Birch Report. In his letter, Birch calls the diary "an antiquated measurement instrument for radio" and pleads the case for the telephone methodology used by his firm. Birch currently issues monthly data and will soon be making quarterly summaries available as an option for clients.

When asked what makes his firm's intentions any different from the plans of the defunct Trac 7 or Burke services, Birch told R&R, "We're not taking the risk that A&S or Burke took - we're already making money in many of the top 50 markets, so our service does not have to start from scratch as did the other guys."

Depending on market size, station subscription fees for the monthly and quarterly data will generally range between \$7000 and \$15,000 annually, figures Birch feels will be regarded as reasonable.

KCKN Converts To A/C From Country

After 25 years as a Country outlet, KCKN/Kansas City has switched formats to Adult/Contemporary. KCKN-FM will retain its Country format.

"Ratings were the primary reason for the format change," KCKN Program Director Paul Sebastian told R&R. "However, this is still a strong AM market - the top A/C station is on AM and so are the number one and two Country stations - but because we're only 1000 watts day and 250 watts at night, it's going to be a super challenge."

"I know it sounds a little crazy in 1981 to be switching an AM to A/C," Sebastian continued, "but under the circumstances of this market and with the advice of Burkhardt/Abrams, we've decided it's the right thing to do."

KCKN/See Page 20

HIRES WHITTINGHILL FOR PM DRIVE

KPRZ Switches To Music Of Your Life

Christian-formatted KPRZ/Los Angeles, Gannett's AM sister station to KHIS, will change formats to Al Ham's "Music Of Your Life" October 26. In making the announcement, KPRZ General Manager John McLaughlin also revealed that the station had signed former KMPC/Los Angeles morning personality Dick Whittinghill.



Dick Whittinghill

Whittinghill, who will do afternoons for KPRZ, told R&R, "This is going to be fun for me, but it's a little scary right now. After having worked over there (KMPC) for so long, it will take me a while to feel comfortable in the new surroundings here. However, I know there's a whole radio audience out there that

KPRZ/See Page 20

Ernest New Waterman Corporate VP

Joe Ernest has been promoted to Vice President & Chief Operating Officer of Waterman Broadcasting, Inc. The appointment was made public by Waterman President Bernard Waterman at the corporation's recent annual meeting. Waterman's broadcast properties include KTSA & KTFM/San Antonio, where Ernest has been General Manager, and WBBH-TV/FL Meyers, FL.

ERNEST/See Page 20

NOW 5 HOURS OF NIGHTTIME TALK

WABC Adds Evening Talk Program

Longtime CHR institution WABC/New York has added a new three-hour talk show from 9pm-midnight. The program, "On Track," will follow the station's regular 7-9pm sports talk show. "On Track" 's host is Dr. Judith B. Kuriansky, a certified sex therapist and PhD in clinical psychology who serves as a reporter for WABC-TV's news operation.

Operations Director Jay Clark, commenting on the reason for the additional talk show, told R&R, "I think this is more a follow-up to our regular sports talk show and Yankees baseball. It's our feeling now that most of the music listening at night is done on FM, so we are better off with this type of programming for these hours."

Turning to the show's scope, he explained, "'On Track' will deal with topical subjects, with focus on coping and stress." He added that guests will be present in person and will call in, while listeners will also be able to phone in comments and questions. Clark concluded, "We feel that 'On Track' will literally reach out and touch New Yorkers in a new and exciting way."

Allen Exits KOGO & KPRI

Dex Allen, General Manager for KOGO & KPRI/San Diego, has left the stations, telling R&R, "The company terminated my employment agreement. We still have a few things to resolve, but I am already looking at all the options that are currently available to me."

Southwestern Broadcasters Inc. President Ed Shadek told R&R that the dissolving of the relationship between him and Allen was "basically a parting of the ways." Shadek indicated that he would assume the managerial duties for both stations effective immediately.

Jack Casey To Take WMJX/Boston PD Job

Jack Casey, PD at WZZP/Cleveland for almost two years, has been named PD at WMJX/Boston, formerly known as WBZ-FM. Casey will take up the position when the station's transfer from Group W to Greater Media is completed, most likely at the start of 1982; he will leave WZZP October 26 and work out of Greater Media's corporate headquarters in East Brunswick, NJ. WZZP Music Director Bob McKay will become PD there at that time.

Greater Media VP/Radio Programming Julian Breen commented, "We're delighted to have a pro-

CASEY/See Page 20

NATIONAL BLACK MEDIA COALITION EXPLORES BLACK RADIO'S FUTURE

Eighth annual conference includes speeches by FCC's Fowler, Shiben.

Page 5

PROGRAMMING FOR THE PEOPLE

Two PD's stress the long-range advantages of programming for audiences, not diarykeepers.

Page 18

KENR'S COUNTRY OLDIES FORMAT

A new approach to the possible overcrowding in Country radio.

Page 40

WYSP ENTERS "SIGHT AND SOUND" DIMENSION

New video enterprise for Philadelphia AOR may be a local answer to national cable networks.

Page 30

BLACK AUDIENCE LISTENING PATTERNS, PART II

New Orleans and Los Angeles audience flow analyzed, along with more thoughts on the missing Black radio audience.

Page 48

COMMUNITY INVOLVEMENT ACROSS AMERICA

A roundup of A/C station promotions and public-spirited activities.

Page 46

SPREADING THE SINATRA SYNDROME

Sid Mark's syndicated Sinatra specials chronicle the timeless appeal of this Easy Listening Radio giant.

Page 29

features

Washington Report 5	Brad Messer 16
What's New 6	Opportunities 51
Ratings & Research 10	Marketplace 52
Street Talk 12	

formats

Contemporary Hit Radio . 18	Country 40
Easy Listening Radio . . . 29	Adult/Contemporary . . 46
AOR 30	Black Radio 48

staff

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

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

Adult/Contemporary Editor: JEFF GREEN
AOR Editor: JEFF GELB
Black Radio Editor: WALT LOVE
Contemporary Hit Radio Editor: JOEL DENVER
Country Editor: CAROLYN PARKS
Easy Listening Editor: FRED SEIDEN
News/Talk Editor: GAIL MITCHELL
Ratings & Research Editor: JHAN HIBER
Contributing Editor: JIM DUNCAN
Associate News Editor: DON WALLER
Nashville Correspondent: BIFF COLLIE
Associate Editors: KRISANN AGLIO, CHRISTINA ANTHONY, ELLEN BARNES, NINA GOMEZ, LINDA MOSHONTZ, SYLVIA SALAZAR, CLAUDIA STEWART
Computer Services Director: DAN COLE
Assistant: LEE CLARK
Research: JACK TOOTHMAN
Traffic Director: ADRIENNE RIDDLE

Creative Consultant: MARK SHIPPER
Associate Art Director: MARILYN FRANSDEN
Photography: ROGER ZUMWALT
Production Director: RICHARD AGATA
Typography: KENT THOMAS, ELIZABETH WESTON
Graphics: L.T. PEARL, GARY VAN DER STEUR

Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004
Washington, DC 20036 (202) 466-4960
Bureau Chief: JOHNATHAN MALL
National Sales Director: BARRY O'BRIEN
Washington Editor: BRADLEY WOODWARD
Office Manager: VIVIAN FUNN
Legal Counsel: JASON SHRINSKY

Vice President, Business Affairs: ROBERT KARDASHIAN
Creative Services Director: MIKE ATKINSON
Marketplace Coordinator: PAM BELLAMY
Office Manager: NANCY HOFF
Administrative Assistant: GAYLE DUNCAN
Controller: MARGARET BECKWITH
Assistant: CAROL TAYLOR
Circulation: JUDY LUCARELLI

Radio & Records ® is published every Friday by Radio & Records, Inc., 1930 Century Park West, L.A., CA 90067 (213) 553-4330. Subscriptions \$170 per year or \$50 per quarter. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Back Page, Breakers, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1981 Radio & Records, Inc. A Division of Harco-Hanks Communications.

WMCA • KHJ • WMAQ • WXYZ • KCBS • WCFL • WWJ • XETRA • CKOY • KALL • CKNX • CKOI • CKVL • CKXM • KACY
 KADE • KALE • KALI • KANC • KANW • KAPA • WTRS • WTSN • WTTB • WTVB • WTVY • WUTS • WVNH • WVOC
 WVOY • WWBZ • WWCU • WWIN • WWKX • WWNR • WWNY • WWWE • WWWF • WWWG • WWWN • WWWW • WWZD
 WXAM • WXIL • WXIX • WXLO • KAPA • KARN • KARZ • KATI • KAYS • KAYZ • KBBK • KBFS • KBLI • KBMR
 KBMW • KBUF • KCAP • KCCW • KCEY • KCJB • KCOK • KCRC • KDEN • KDEO • WRNZ • WRTB • WRWC • WSAW
 WSAU • WSBT • WSCP • WSDO • WSDR • WSFD • WSFM • WSGN • WSID • WSIR • WSLB • WSOY • WSPF • WSTU
 WTAE • WTAR • WTCO • WTNT • WTNV • WTQR • CFCH • CFCN • CFNB • CFNS • CFPL • CFQM • CFTI • CHET
 CHNS • CHQR • CHR8 • CHSC • CHTK • CHTN • CIHI • CJBK • CJCL • CJME • CJMX • CJRN • CKAR • CKDK

CKGM • CKLC • KDES
 KDWB • KECC • KEEN
 KFBK • KFDI • KFGO
 KFRC • KFXM • KFXV
 WNAU • WNIC • WNOK
 WOKV • WOMI • WOVS
 WPDM • WPGC • WPIC
 WPTF • WPXY • WQII
 WRAW • WREI • WRFC
 KGRC • KGW • KHBJ
 KHVH • KICS • KIDO
 KIUP • KIZZ • KJJJ
 KKDA • KKFM • KKNW
 WKWM • WKXZ • WKY
 WLBO • WLEA • WLHN
 WLYV • WMFG • WMIM
 WMUC • WMVY • KKQQ
 KLER • KLIK • KLLB
 KMEN • KMER • KMGC
 KMJ • KMLB • KMRC
 WIXZ • WJAC • WJAG
 WJHR • WJLB • WJLJ
 WKBK • WKBN • WKCQ
 WKIP • WKKD • WKKQ
 WKOA • WKOR • WKRK
 KNUZ • KOCY • KODI
 KOKE • KOOK • KOOS
 KORT • KOTY • KOZE
 KPRL • KQIC • WGY
 WHIN • WHLY • WHMP
 WHTH • WHUT • WIBG
 WIGO • WIL • WILQ
 WINZ • WIRB • WITS
 KQTZ • KQWB • KQXE
 KRAV • KRFM • KRGV
 KRPL • KRFX • KRSE
 KSEM • KSFO • KSIM
 WEBC • WEBR • WEDG
 WENR • WETQ • WEZB
 WFBL • WFEC • WFMD
 WGAU • WGCL • WGIG
 KSOO • KSRC • KSSK
 KTLO • KTTX • KTYL
 KULF • KUTI • KUUK
 KVLH • KVNI • KVOP
 WBPZ • WBRB • WBZ
 WCGY • WCHA • WCIL
 WCMT • WCOS • WCRO
 WDAE • WDCR • WDLV
 WDSO • WEAN • WAKS
 WAQY • WARD • WAYC
 WBCK • WBEN • WBGW
 WBMX • WBNQ • WBNS
 KWSL • KYOK • KYSS
 WAYV • WBAL • WBT
 WCNL • WCOG • WCSC

TM does America's jingles!

Also,

**AUSTRALIA/NEW ZEALAND/SOUTH AFRICA/
 SOUTHEAST ASIA/JAPAN AND OTHER COUNTRIES IN THE ORIENT/
 FIJI/NEW CALEDONIA/GUAM**
 O'Connor Creative Services PTY Ltd.
 Suite 504
 83 Mount Street
 North Sydney, NSW 2060 Australia Telephone: 02/436-1766

CANADA
 A.F. McKaye and Associates, Inc.
 1100 Invicta Drive, Unit 22
 Box 243
 Oakville, Ontario, Canada L6J 5 A 2
 Telephone: 416/844-2979

**CHILE/ARGENTINA/VENEZUELA/COLUMBIA/PERU/EQUADOR/
 WEST INDIES/SPANISH SPEAKING U.S.A. STATIONS**
 Canales and Veras
 P.O. Box 1610
 Santo Domingo, Dominican Republic Telephone: 809/565-9612
 902/469-2021

BRAZIL/URUGUAY/PARAGUAY
 Gaston Johnston
 De Jorga Roupas Esportiva, Ltda.
 Caixa Postal 7104 Telephone: 041/262-2389

UNITED KINGDOM AND EUROPE
 David McKenzie
 Standard Sound Productions, Ltd.
 6 Duke of York Street
 St. James's Square London SW1 England Telephone: 01-734-7171

KDKA • KDKO • KDSX
 KENI • KENO • KEZE
 KFIM • KFMJ • KFMN
 KFYO • KGFF • KGIL
 WNRG • WNWN • WOHO
 WOW • WPAR • WPCC
 WPOE • WPRO • WPRT
 WQSN • WQTK • WRAI
 WRKA • WRKO • KGMB
 KHOK • KHOL • KHSN
 KIJV • KING • KIST
 KJOT • KJRB • KKCS
 KKOA • WKRT • WKTQ
 WKYG • WKYY • WLAK
 WLNH • WLOM • WLVL
 WMLA • WMOB • WMOU
 KKSS • KLCL • KLDR
 KLTZ • KLUF • KMAI
 KMGK • KMGX • KMIT
 KNBQ • KNEU • KNIX
 WJAI • WJBC • WJEM
 WJLS • WJOY • WJTN
 WKGI • WKGN • WKHI
 WKLB • WKLO • WKLT
 KNIX • KNTU • KNUS
 KOFM • KOJO • KOKA
 KOOV • KOPA • KORC
 KPLZ • KPNC • KPRC
 WHBC • WHDH • WHEN
 WHO • WHOO • WHSB
 WIBW • WIFC • WIFE
 WINR • WINX • WITY
 WIUC • WIVY • KQXL
 KRAE • KRAL • KRKE
 KROD • KROY • KRUS
 KSD • KSDY • KSKD
 KSMX • WEAQ • WEEP
 WELM • WENK • WEZC
 WEZJ • WFBC • WFTL
 WFYR • WGAF • WGSO
 WGSW • WGTH • KSAU
 KTCC • KTFM • KUAD
 KUGN • KUHL • KVAA
 KVAN • KVI • KVOX
 KVVQ • KWAL • WCAU
 WCCL • WCEC • WCJW
 WCKQ • WCKY • WCSI
 WCSJ • WCWA • WDON
 WDOY • WDRM • WAKY
 WAMS • WAOV • WAYK
 WAYV • WBBG • WBHP
 WBIG • WBIZ • WBOK
 KVSO • KWIC • WACO
 WALY • WAYS • WBYU
 WCAO • WCAW • WCSI
 WDOE • WDXI • WEEU

TM
 Productions

Still The Leader

TM PRODUCTIONS, INC. • 1349 REGAL ROW • DALLAS, TX 75247 • 214-634-8511

WEJL • WESC • WEZB • WEZS • KWBO • KWJJ • KWMS • KWRG • KWYO • KXLF • KXRB • KXRX • KXTC
 KYGO • KYOK • KYOU • KYTE • KYXI • KYA • KYYY • KZIP • KZRK • KZUE • KZYM • WAAM • WACZ
 WADC • WADZ • WAGR • WAJR • WAKQ • WAKR • WFHG • WFIR • WGBZ • WGNT • WHFD • WHLB • WIBA
 WIBW • WIKC • WIOU • WISN • WJNR • WKAZ • WKBR • WKBZ • WKHQ • WKLM • WKWK • WKXA • WKY
 WLAC • WLAP • WLEC • WLUC • WMPS • 2-86 • CFOK • CJLB • DXIO • KABR
 KAFY • KAKZ • KARZ • KASI • KBHL • KBIZ • KBOZ • KCMQ • KCYX • KDDA • WOLF • WOMI • WPCH
 WPPA • WPRM • WRBZ • WRCB • WSCQ • WSIX • WSLI • WSTA • WTAE • WTAR • WTAX • WTIC • WTMA
 WTRC • WTTS • WUIV • WVMT • WWDE • WYNE • KDTH • KFMB • KFRC • KGEM • KGHM • KGLO
 KGNC • KJR • KKBK • KKCM • KLDR • KMGK • KMLB • KMZK • KNIN • KNOX • KOUL • KPEL • KRBE
 KRXK • KRZI • KSRO • KTLW • KTWQ • WTYN • KVBL • KVNI • KVOL • WXRK • WYMB • WZGC

Washington Report

D.C. Current

Complaints And Compliance Doomed?

The FCC's Complaints and Compliance Division will be wiped out if Congress goes along with a new Reagan request for a 12% agency budget cut. After briefing the Commissioners behind closed doors Tuesday, the staff replied to OMB's recommendation that 70 Broadcast Bureau employees be eliminated. The staff suggested abolishing the 34 Complaints and Compliance slots altogether and making steep cuts in the EEO Branch and the Policy and Rules Division. The next move is up to Congress.

Jones, Quello Question EEO "Harassment"

During a budget crunch, the FCC "should reconsider whether it is our proper function to harass broadcast licensees simply for failure to have enough women and minority employees." Commissioners Jim Quello and Anne Jones last week issued this scathing dissent to EEO sanctions imposed recently against KXKS and KKJY-FM/Albuquerque and KMPH-TV/Visalia, CA. They charged there was no evidence of outright discrimination but only indication the stations did not meet FCC guidelines.

However, the Commissioners stressed that "where unlawful discrimination is proven, very strong action would be appropriate."

Rust Controller Pleads Guilty Of Embezzlement

Rust Communications' former controller pleaded guilty last week to embezzling over \$1.6 million from the Leesburg, VA-based broadcast group over a six-year period. At sentencing January 5, 44-year-old Carl Faler faces a jail term of up to 240 years, although the judge said punishment will depend in part on how much of the stolen money Faler pays back.

The massive theft was discovered when the IRS notified Rust that its 1980 taxes were unpaid. Faler has been fired shortly before the discovery for neglecting his duties, apparently to devote time to outside business ventures he was financing with the stolen money.

Asked how other broadcasters can protect themselves against embezzlement, company President Bill Rust told R&R, "The best advice I can give is to have two people sign checks and make sure that bank statements are reconciled religiously by more than one person."

Shiben To Leave Broadcast Bureau

Dick Shiben, FCC Broadcast Bureau Chief for the last two years, will soon step down, with insiders predicting that common

carrier attorney Lawrence Harris will replace him. "I just can't afford it anymore," Shiben told R&R. "In real dollar terms, I've lost 47% of my salary in the last three and a half years." Vague thoughts of quitting were galvanized into action two weeks ago, said Shiben, when Congress rejected pay raises for top federal executives.

Although he's "actively looking" for other work, Shiben doesn't yet know when or where he'll go. Shiben disputes some rumors that Chairman Fowler is pushing him out, noting that since he's a member of the Senior Executive Service, he can't be fired without just cause, and otherwise Fowler would be obliged to give him another bureau chief's job.

Swift Bill Allows Public Service Bonus Points

Broadcasters would receive points for public service programming, with bonus points to encourage local production and exposure during drive or prime-time if Rep. Al Swift's (D-WA) H.R. 4726, a radio-TV deregulation bill, becomes law. Swift readily admits that broadcasters and public interest groups alike are opposed to it. As Swift sees it, the plan would give stations the option of earning the required number of points toward license renewal with specified hours of graveyard syndicated programming, or with lesser amounts of material that is locally produced and aired when people will hear it.

H.R. 4726 would also extend radio and TV licenses up to 10 years, abolish the petition to deny procedure, put new stations on the air more quickly by combining the CP and operating license applications into a single step, exempt debates from the equal time provision, abolish comparative renewals and ban consideration of a competing application unless a station has been found unfit to hold a license, and codify the FCC's radio deregulation.

CBS Chooses Wear For Washington VP

New CBS VP/Washington Affairs is Donald Wear, currently VP for talent negotiations at NBC Sports. Besides several other posts at NBC, Wear was assistant to former FCC Chairman Richard Wiley and at Washington law firm Dow, Lohnes and Albertson. He replaces and will report to Bill Lilley, new CBS VP/Corporate Affairs in New York.

\$200,000 GOP Radio Buy

The GOP's radio campaign swung into action last week with a \$200,000 buy on Mutual, NBC and CBS radio networks. Spots will run for several weeks, centered around the Republican theme, "We're beginning to feel like winners again."

New Station On WABC/KOB Frequency

WABC/New York and KOB/Albuquerque will have company on 770 kHz, a clear channel frequency. Their new neighbor will be Jackson & Chalson Broadcasting, operating with 1kw days and 5 kw nights in Lafayette, LA. The assignment to the black-owned applicant was the fifth new AM awarded under the breakdown of the clear channels. Several mutually exclusive applications for operation on 770 kHz elsewhere in the country are still pending.

Broadcast Bureau, WAVS Battle Over Hearing

WAVS/Ft. Lauderdale, in a desperate scramble to save its license, wants to avoid a renewal hearing on charges it engaged in unauthorized transfer of control and then tried to cover up to the FCC. The Broadcast Bureau wants the hearing to proceed, since the deadline has passed for distress sale to a minority buyer. WAVS blames the holdup on the prospective buyer, and asks for either renewal without a hearing, a fine, a short-term renewal, or renewal subject to a future sale at full market value (distress sales must be for 75% of market value of less). The Broadcast Bureau says letting WAVS off the hook would seriously undermine the FCC policy, whereby stations facing serious allegations sell out to minority buyers to avoid lengthy and expensive hearings on the charges.

United Loses Bid For New Evaluation After Founder's Death

The June death of United Broadcasting owner Richard Eaton cannot be used by heirs to save the license of OK100(WOOK)/Washington, under fire from two challenging groups. Presiding FCC law judge Frederic Coufal rejected a motion by United (R&R 7-17) to determine the effect of Eaton's death and resulting management changes on United's licensee qualifications. United had argued that the FCC had historically treated Eaton and United Broadcasting as one and the same.

Dawson & Rivera Appoint Key Staffers

Commissioners Dawson and Rivera's teams continue taking shape, with the FCC's newest Commissioners both making key staff appointments last week. Rivera named Renee Licht of the General Counsel's office to be his Legal Assistant, while Dawson officially appointed Gary Stanford as her Engineering Assistant. Stanford is a holdover from former Commissioner Bob Lee's staff. Also, 12-year FCC veteran Sheldon Guttman has been named to head up the FCC's Administrative Law Division.

DEREGULATION STIRS ANXIETY

Black Radio's Future Explored At NBMC Conference

The future of Black radio depends largely on productivity, careful market positioning, and solid business and management practices, according to panelists at the National Black Media Coalition's (NBMC) eighth annual media conference in Washington, DC last week.

During a discussion on Black radio's future, chaired by KACE/Los Angeles GM Bill Shearer, Sheridan Network President Skip Finley commented, "Productivity will be the difference between success and failure for Black radio in the 1980's." The prime concerns for stations should be identifying a target audience and developing strong staffs, Finley advised.

Shearer said radio should be stripped of its "mystique" and treated solely as a business, with effective marketing, research, and product evaluation. KYOK/Houston President/GM Bernard Walker identified "positioning" as the key to Black radio's future and called for a "higher degree of professionalism and hiring of more people who want to be managers."

At a later panel on station management, Berkshire Broadcasting President and BROADCAST President Don Thurston, a former NAB Chairman, said the management pitfalls pointed out by one participant "are not just a black or minority problem, it's a radio industry problem." He announced that BROADCAST, which the NAB set up to raise venture capital for minority enterprise, will soon begin offering management training and seminars.

Overall, panels stressed programming, management, and new technologies, a blend NBMC Chairman Pluria Marshall says is an indication his organization is evolving into a "communications consultant."

Reagan Policies Raise Doubts Despite Fowler

Among the more than 200 participants, there seemed to be an undercurrent of concern that blacks will be harmed by deregulation and further rule cutbacks. Some voiced fears that fewer rules and less enforcement will reduce the number of stations that become available to black buyers under the FCC's distress sale policy.

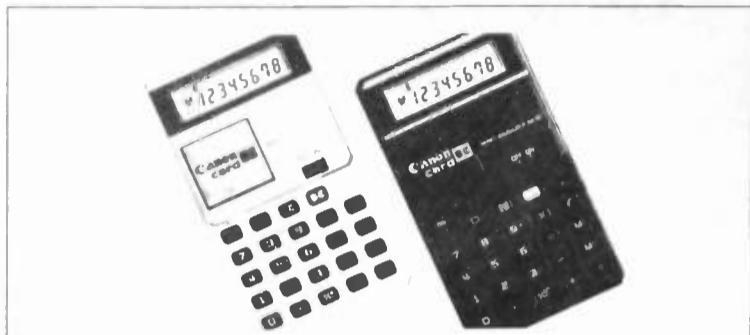
However, in a Saturday night banquet address, FCC Chairman Mark Fowler pledged strict enforcement of discrimination laws and a genuine commitment to the new advisory committee, chaired by Commissioner Henry Rivera, to "explore untapped financial sources of capital, rule changes which could facilitate minority ownership, and improved management and training techniques for minority entrepreneurs."

Broadcast Bureau Chief Dick Shiben defended cuts in rules and regulations and strongly recommended that minority businessmen move into the software and programming fields that will be created by the explosion in technologies such as cable, DBS, videodiscs, and low-power TV.

"If you're only worried about where you're going to file your next petition to deny," Shiben warned, "the train's going to pull out of the station and you'll be left standing on the platform."



NBMC DISCUSSES BLACK RADIO'S FUTURE — Pictured during the "Black Radio's Future" panel at the National Black Media Coalition's eighth annual media conference in Washington are (l-r) speaker Bernard Walker, Pres./GM of KYOK/Houston; moderator Bill Shearer, GM at KACE/Los Angeles; and panelist Skip Finley, President of the Sheridan Network.



Miniature Metric Conversion Calculators

Canon U.S.A. recently introduced a pair of metric-to-English conversion calculators: the "FC 43" and the "FC 53." The former is a handheld unit capable of 40 different conversions, including measurement of distances, area, volume, weight, and temperature. The "FC 43" has eight digits and one memory. Price: \$24.95.

The "FC 53" can be carried in your wallet or pocket. It also features the eight digits and single memory as well as the 40 conversion capabilities of the "FC 43." The "FC 53" is priced at \$29.95.

CBS Debuts Nashville-Based Gospel Label

CBS Records formally heralded the creation of a gospel label, **Priority Records**, to be based in Nashville and headed by **Buddy Huey**, who was named VP/IGM of the then-untitled operation earlier this year.

Huey, a six-year veteran of the independent gospel label, **Word Records**, announced the following major staff appointments for Priority: **Steve Bock**, Sales Director; **Richard Page**, Marketing Director; and **Brenda "Bernie" Sheahan**, Radio Promotions Director. Sheahan will be responsible for Religious-formatted stations.

Priority will work its releases via field sales personnel and an extensive in-house telephone distribution system as well as via CBS branch distribution efforts. Artists that have previously recorded gospel material for CBS Records (e.g., **Mahalia Jackson**, **Johnny Cash**, the **Mighty Clouds Of Joy**, **Bob Dylan**, and the **Oak Ridge Boys**, among others) will now be marketed, promoted, and distributed by Priority as well.

New artists signed to Priority include: **Carman**, **Ben Moore**, **Bob Bennett**, and **James Felix & the Street Band**. Priority will be located at 3310 West End Ave., Nashville, TN 37205, (615) 383-6000.

The "Chip Clip" —
A Fresh Idea

From our Build A Better Mousetrap Department comes refreshing evidence that good ol' American ingenuity is well preserved — witness the "Chip Clip." Basically, it's a bright yellow clip designed to reclose snack food bags almost as airtight as when they left the factory.

A product of the Chip Clip Corporation, the handy little item is useful for prolonging the freshness of just about any bagged product.

Voice Memory System Makes Tape Recorders Obsolete



The "Guardian" voice memory system may allow certain professionals to consign their tape recorders to the closet permanently. Manufactured by the Anaheim, CA-based **GYR Products Inc.**, the "Guardian" system sports a variety of features designed to aid in the storage of oral information.

The "Guardian" not only makes dual original tapes simultaneously, but reportedly never needs watching, never erases by mistake, misses no words, and sports automatic alarms which warn you if anything does go wrong.

The unit is also capable of recording two cassettes in series so that long meetings can be captured in their entirety without interruption. In addition, the "Guardian" features six microphone inputs to ensure all speakers can be heard.

CABLE VIEWING SPURS VCR SALES

Simmons/Video Magazine Survey VCR Owners

In an effort to learn more about the burgeoning home video market, **Video** magazine recently commissioned the **Simmons** research firm to undertake a survey of **Video's** readers. Among the results of the **Simmons/Video** findings were that (not surprisingly) 75 percent of **Video's** readers own videocassette recorders, with an incredible 28 percent of these VCR owners claiming to have two or more VCR's so that they might edit, duplicate, or simultaneously record videotapes.

Furthermore, over half of **Video's** readers subscribe to cable TV — double the national average of 25 percent. Interestingly, 45 percent of the cable subscribers said they purchased VCR's after first installing cable. A substantially greater percentage noted that they subscribed to pay-TV rather than simply basic cable services.

Tape Rentals Almost Equal Purchases

Sixty-five percent of the VCR owners surveyed said they bought prerecorded videotapes, with the average collection being eight tapes. In the 12 months prior to the survey, 56 percent of the prerecorded tape viewers claimed to have purchased at least one videotape with another 54 percent reporting to have rented at least one videotape during that time. The overlap is a result of those who both bought and rented tapes.

As testimony to the active readership of specialty publications such as this, 46 percent of **Video's** readers said they owned a videodisc player. Oddly enough, five percent of those who own VCR's also own a videodisc player, which may point to the com-

patibility of the two systems in the future.

What's more, 30.5 percent of the VCR owners who read **Video** said they produce original home videotapes with a camera. 88 percent of the VCR owners said they recorded material off their TV (the highest percentage of usage) and another 54 percent reported using their machines to tape cable-TV programming.

Post-1975 Films Most Popular

The most popular prerecorded videotapes are feature films made after 1975. "Adult" films edged pre-1975 movies for second place. Music programming took fourth place, followed by sports, cartoons, and children's programs.

Those **Video** readers who own VCR's also own a camera (30 percent), videogames (47 percent), home computers (14 percent), large-screen TV's (nine percent) and a home satellite

Archives Of Music Preservation Established

A great deal of films, videotapes, photographs, and reference material dealing with America's pop, rock, and folk music artists has unfortunately been destroyed. In an effort to preserve what little material there is left, the **Archives Of Music Preservation** (formed three months ago, but recently granted nonprofit educational status) has been established.

Paul Surratt serves as Director of the organization with **Ron Furmanek** handling video research and consultation. The **Archives Of Music Preservation** is currently seeking records, photos, and trade/consumer magazines of historical interest. Note that because of the **Archives'** nonprofit status, all donations are tax-deductible.

In addition, the **Archives Of Music Preservation** guarantees not to lend out material without the permission of the donor. If interested, contact **Surratt** at 6427 Sunset Blvd., Hollywood, CA 90028, (213) 462-3666.

Capitol Sets Two Mini-LP Series

Capitol Records recently announced its intention to enter the extended play record market with the introduction of **Iron Maiden's** "Maiden Japan" EP.

The forthcoming Capitol EP's will be divided between a \$4.98 list price line designed to showcase introductory product by new acts, and a \$5.98 list price line, which will feature new material (primarily live concert recordings) from established acts. The aforementioned **Iron Maiden** EP consists of five live cuts and will retail for \$5.98.

5 YEARS AGO TODAY

Radio & Records

- ★ HEFTEL SELLS 130 & WSHH/PITTSBURGH TO NATIONWIDE FOR \$3.7 MILLION.
- ★ NUMBER ONE FIVE YEARS AGO: "Rock 'N' Me" — Steve Miller (Capitol)
- ★ NUMBER ONE COUNTRY: "You & Me" — Tammy Wynette (Epic)
- ★ NUMBER ONE LP: "Songs In The Key Of Life" — Stevie Wonder (Tamla)

WESTWOOD ONE

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

LOS ANGELES

NEW YORK

RADIO IS ENTERING THE "TWILIGHT" ZONE

Another Dimension of Mass Appeal Music from ELO



"TWILIGHT"

The New Single From

ELO

WBEN-FM 40-36
96KX add 30
B104 on
KEGL add
KBEQ add 27
WKTI add 25
KOPA add
KZZP add 26
WFBR add 30
WPHD add
92FLY add
WRCK on
3WT add 37
WICC add
WPST add
K104 deb 40
WKEE deb 39

KHFI deb 30
KROK add
WSGN add
WZYP add
CK101 deb 34
WBCY on
Z104 add
WNAM add

WDJX add
KSFY add
KSKD add
KLUC add
KHYT add
WGUY add
WFBG add
WOMP-FM 35-32

WCIR add
WQEN add
Z102 33-31
WFOX on
WCGQ add
WXLK deb 26
WGLF add
KSEL-FM add
Q101 deb 30
KVOL on
KFYR add
WCIL-FM add
KRNA add
KFMZ on
KENI 27-23
KQDI add
KYA add



Distributed by CBS Records

Networks/Program Suppliers

ABC SATELLITE SERVICE ON HORIZON

NBC To Offer Nightly Talk Blocks

Beginning November 2, the NBC Radio Network will offer a block of long-form call-in talk programming to its affiliates on Mondays through Fridays. The first of these weeknight programs will be hosted by businesswoman/entrepreneur/radio personality Bruce Williams. This two-hour show will deal with common finance and investment problems and will be fed from 10pm-midnight and again at 3am-5am (EST).

The second of these call-in shows, to be fed from midnight-3am, will be hosted by Sally Jessy Raphael and will focus on practical insights on day-to-day personal problems and relationships. Callers from all parts of the country will be able to participate in the programs via "800" numbers.

Meanwhile, ABC Radio VP/Programming Rick Sklar, addressing the annual meeting of the New Jersey State Broadcasters Association, forecast that satellite-delivered talk programming would give AM stations "the competitive advantage they'll need today and in the future."

Sklar's remarks dovetailed with the recent announcement that ABC Radio Enterprises would introduce two satellite-delivered formats next year, "ABC Superadio" and "ABC Talkradio." The former will feature an Adult Contemporary format with major air personalities, while the latter will headline the nation's leading talk show hosts. In addition, WABC/New York announced a new daily 8pm-midnight talk program this week (see Page 3).



Mutual

The following 18 stations have joined the list of Mutual affiliates: WCMT/Martin, TN; WAIV/Jacksonville, FL; KGJM/Globe, AZ; WNOX/Knoxville, TN; KPOD/Crescent City, CA; KIOY/Fresno, CA; KUTY/Lancaster, CA; WIS/Columbia, SC; WOKV/Jacksonville, FL; WAPI/Birmingham, AL; WHIM/Providence, RI; WLBJ/Bowling Green, KY; KROX/Dallas, TX; WHLB/Burnet, TX; KKAJ/Ardmore, OK; KQIK/Lakeview, OR; KQEN/Roseburg, OR; and KGCH/Sidney, MT.



D.I.R. TO BROADCAST BENATAR — Seen on the scene backstage following a pre-production meeting whereby plans were laid to tape a future concert for radio broadcast by D.I.R. are (from left) Chrysalis Records' Mike Abramson, Pat Benatar, guitarist Neil Geraldo, D.I.R.'s Bob Kaminsky, and Benatar's manager Rick Newman.

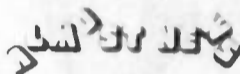


Scott Kummer joins the firm as a consultant, coming from KENR/Houston. In his new post, Kummer will assist TM Music Director Steve Penny in providing ongoing consultation for TM Country-formatted stations.

CBS RADIO

Peter Herford has been named Vice President/Affiliate Services for CBS News. A 19-year veteran of the network, Herford most recently held the post of Director/Affiliate Liaison.

In his new position, Herford will be responsible for CBS's close-circuit late afternoon newscast, the CBS late night newscast, and will serve as CBS News's liaison between the news operation as well as the affiliated stations of both the CBS Radio and CBS Television networks.



Ragamuffin Productions has produced a new 2½-minute daily feature called "Almost News," described as "fast-paced light accounts of factual news events." Rollye Bernstein created the show and voices it. A demo package and further information are available from Ragamuffin at 4676 Admiralty Way, #206, Marina Del Rey, CA 90291, (213) 821-8087.



CULT FOLLOWING — Pictured at the New Haven taping of Starfleet's September Blue Oyster Cult concert are (l-r front) coanchor Paul Harris of WHCN/Hartford, and Starfleet's Joe Mirabella and Sam Kopper, (l-r rear) group's Allen Lanier, Donald Roesser, Joe Bouchard, Rick Downey, and Eric Bloom, plus Starfleet's Harriet Bellush; (l-r top window), Starfleet's Steve Colby and Harlan Gibson.



Rita Coolidge will headline the RKO network's seventh "Musicstar Special." The one-hour stereo music and interview special will be offered to network affiliates the weekend of October 17-18.



KJMO-FM/Jefferson City, MO; WQWQ/State College, PA; KMLB/Monroe, LA; WAPI-FM/Birmingham, AL; WOKY-FM/Oxford, OH; KPM-FM/Burke, CA; WYCR-FM/Hanover, PA; and WFAL/Bowling Green, OH have become affiliates.

Peters Productions

William Spencer becomes Director/Marketing & Public Relations for the San Diego-based firm, which provides

seven syndicated music formats to radio stations nationwide. Spencer may be reached at (714) 565-8511.

Reps

Major Market, Katz Studys Show 25-54's Top Spot Target

Spot radio advertisers continue to make 25-54 year-olds the most desirable demographic group, according to a recent survey by Major Market Radio Sales. During the third quarter of 1981, 37 percent of all Major Market requests were for this demo, compared to 30 percent during the first nine months.

Supporting this finding, Katz Radio announced similar figures, which showed that the 25-54 demographic was included in 31 percent of its sales presentations last quarter. According to Katz VP/Radio Research Carol Mayberry, this is a 15 percent increase from last year.

Both Major Market and Katz noted that the second most requested demo was 18-49 year-olds with 15 percent of the requests. The Katz survey also revealed that 75 percent of all advertiser requests were for 60 second spots, the average length of a campaign was six weeks, and that the average number of markets per campaign was six.

In a move that took industry observers by surprise, Dave Klemm, Sr. VP/Programming & Marketing for Blair Radio for many years, is out as of last week (10-7). The company will not make any format comment on the change, except to state that Klemm is no longer part of the organization. Klemm apparently tried unsuccessfully to restructure his contract with the company.



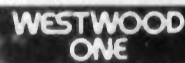
WPTF/Raleigh, NC and WHMY-AM & FM/Montgomery, AL have announced their affiliation with the rep. The stations were formerly represented by Christal.



KLIV & KARA-FM/San Jose and KHYL-FM/Sacramento, CA have joined the rep's roster of clients. All three properties were previously handled by Buckley.



WCXI-WTWR/Detroit have signed on as clients.



"Rock Album Countdown" has picked up seven new stations, bringing its total over the 160 mark. New to the roster are KDWB-FM/Minneapolis, KPKE/Denver, KLBX/Austin, KCBN/Reno, KRZI/Waco, KPKY/Pocatello, and KFMZ/Columbia, MS.



The Armed Forces Radio & TV Service (AFRTS) has bestowed a contract on D-C to provide music programs for military bases and ships around the world.



Rod Stewart will be the featured guest on the "Rockline" show airing October 19. The program will also include an exclusive report from London from correspondent Alan Freeman.



Yule

sound great...

with Christmas music from BPI. Announced or live-assist. Take five minutes to order yours now. For more information call toll free:

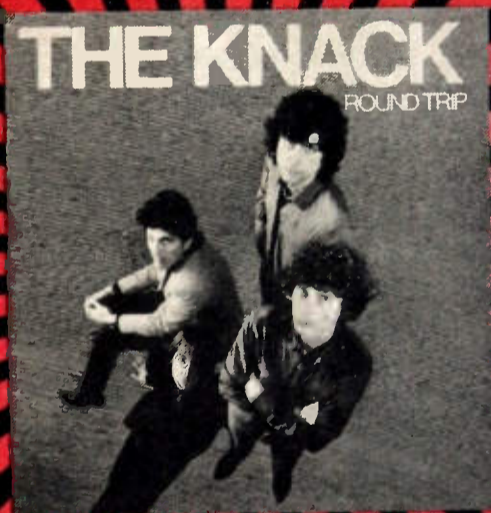
1-800-426-9082

Broadcast Programming International, Inc.
Call Collect (206) 676-1400
P.O. Box 547
Bellingham, WA 98227

music is BPI

PAY THE DEVIL

(Ooo Baby Ooo)



THE KNACK'S
first single from the adventurous new album
ROUND TRIP

Produced by JACK DOUGLAS for November Music Productions, Ltd.

Capitol
RECORDS



Ratings & Research

KING'S KIME RESPONDS

Rebuttal On Advisory Council

In the September 26 issue of R&R, my column dealt with the Arbitron Radio Advisory Council, its utility and relative lack of attention from the industry. I've heard from many of you who had viewpoints on both sides of the ARAC issue, but perhaps most cogent in stating why the Advisory Council does not deserve the attention of broadcasters was Jim Kime, VP/Radio for King Broadcasting. Mr. Kime differed with my suggestion that radio should make better and more frequent use of ARAC. In the interests of exploring the depths of industry feelings on this Arbitron matter, I wanted to excerpt salient portions of Mr. Kime's letter — perhaps you share his thoughts.

Arbitron Stonewall

When I mentioned in my column that the attendance at the Council-Arbitron session at the NRBA was poor, Mr. Kime stated, "The stonewall approach of the Arbitron organization leaves most broadcasters with the justifiable belief ARB will do as they please ultimately, so why bother?" Kime continued, "From my viewpoint radio broadcasters are tired of having their suggestions ignored by an organization that has no real interest in the broadcast industry other than as a source of revenue."

Advisory Council: No Power?

The heart of Jim Kime's frustration was shown in the next section, where he wrote, "I believe you are wrong in your statement 'the perception of many broadcasters is that the Advisory Council is a bunch of good old boys.' Most of us understand the Council has no power. Yes, they can pass resolutions. Yes, they can express the opinion of the Council, but ultimately Arbitron will do what they deem in the best interest of Arbitron. With most monopolies there is a commission to which the public can appeal, which has the power to set rates and policies. The Arbitron Advisory Council has no such power and at best can only delay the plans which Arbitron has already established as company goals.

"The Arbitron Advisory Council might well consider resigning en masse."

"A perfect example of this is the determination to sell monthlies. The Advisory Council unanimously indicated to ARB the industry's absolute distaste for the monthlies to be issued prior to the book itself and stated categorically that it was bad for the industry. Arbitron in their graciousness determined to delay plans for marketing the monthlies. Perhaps it is only my jaded perspective which tells me monthlies are a potential source of high revenues for Arbitron and there is little doubt that ultimately they will be in every major market with a substantial price tag attached to them."

Wasted Correspondence?

I noted in my pro-Advisory Council article that members of the body tell me they receive only a handful of letters from station constituents between meetings. Kime was less than astonished: "No, I'm not surprised the Council receives few letters between their meetings with Arbitron — why waste your time sending your vote to a Council which has no power and whose open admonitions to Arbitron are at best heeded for a limited period of time until ARB can move forward with their original plan?"

Increased Costs Touchy

One of the items Kime feels Arbitron has ploughed ahead on, without regard for industry concerns, is the firm's new contractual rate structure. For the King group of stations Kime supplied figures that he said will see his company's payment to Arbitron "increase from \$147,500 in 1982 to \$520,000 (after all discounts) five years hence. This is an increase of 29% per year on the average. What broadcaster would allow any other suppliers to increase their rates by that amount? Unfortunately, there is no alternative to broadcasters for this particular service which only continues to establish the fact that Arbitron is indeed a monopoly."

Council Resign En Masse?

"I may misjudge the feeling of the broadcasters but it seems to me that it is time for

Week In Review

TSA Sports Update

Arbitron has made two announcements with regard to the crediting — or lack thereof — of non-call letter sports entries outside metros. Arbitron spokespeople tell R&R that the policy of not crediting sports team entries, unless accompanied by calls, has been the TSA policy for several years. What's new this sweep is that the industry is now aware of this approach which may diminish radio listening and crediting outside metros.

Arbitron has suggested a remedy. Stations that carry college or pro sports teams may submit "Yankees baseball," or whatever, as one of the station's three allotted slogans. In this way Arbitron will credit sports entries. However, if you carry three or more teams you are in a difficult position. Also, the slogan handling of the TSA sports entries does not allow stations to revise their submitted slogans for this sweep. Sports entries will thus not be credited for the fall, but may be allocated in future sweeps if stations choose to go the slogan route. In the meantime Arbitron will be trying to develop computer software to properly credit sports entries outside metros.

us to develop some kind of organization that has more than a delaying effect on the Arbitron organization. As a beginning the Arbitron Advisory Council might well consider resigning en masse rather than lending any further credence to the fact that broadcasters are working with Arbitron. Secondly, it is time for the broadcasters to form their own all-industry Advisory Council with careful legal guidance, to discuss the various aspects of ratings, ratings services, and the monopolistic hold Arbitron has over this industry."

Arbitron, Council Response

What you have read above is the gist of a four-page letter from Jim Kime to a paper which he believes "still attempts to serve the industry on which it depends." However, judging from the letters and calls I've received since getting back from a brief vacation, there seems to be much interest in the Council and in the issues of Arbitron pricing and contracts. I'd like to open up this forum for additional discussion of these key research issues. It would be especially helpful if a member of the Council felt like responding to Jim Kime's points. This is also an especially timely moment for Mike Membrado, recently appointed VP for Station Management Relations, to begin to show the industry how Arbitron will handle broadcasters questions and complaints. Mike, please feel free to supply me with any material you care to in order to present Arbitron's perspective on the points raised by Mr. Kime. Let's see where we go from here.

Q&A

A reader recently asked "Why is it that the total week cume ratings figure for persons 12+ never equals 100%?"

When looking at the total week, total persons cume ratings totals in most markets the figure will be between 85-95%. The difference is that the remaining percentage of radio listening could not be credited to any of the stations that qualified for the book. The extra few percentage points may consist of entries that Arbitron was unable to decipher, entries to calls that couldn't be flipped to another legal station, or entries to noncommercial stations in a market.

**Jhan
Hiber**



Olivia Newton-John
PHYSICAL



“PHYSICAL” ... Olivia's hit single and now her long awaited album **“PHYSICAL”**. Produced by John Farrar.

Single: MCA-51182 Album: MCA-5229 — Management: Roger Davies Management

MCA RECORDS

If your audience demands quality, here it is . . .



George Benson

His New Smash "Turn Your Love Around"

Produced by Jay Graydon

From The Upcoming Album
The George Benson Collection

FIRST WEEK!

WXKS-FM add	WDOQ add
WDRQ add	WBCY add
KEARTH add	WSEZ add
KIQQ add	WCSC add
KJR add	KYNO-FM add 40
WICC add	KHYT add
WAEB add	WGUY add
KLAZ add	WFOX on
WSGN add	WGLF add
WAAY add	KKLS add
WAXY add	



on Warner Bros. Records



STREET TALK

Who is going to be the new Columbia National Promotion VP? Speculation this week ran toward Pasha's Ray Anderson. The connection is that Ray worked with Columbia's Al Teller when they both were at UA five years ago.

Meanwhile, Street Talk hears that Joe Mansfield may be exiting CBS for a position with RCA. That's the rumor, and the ties in this deal would be Joe's friendship with ex-CBS and current RCA Division VP Jack Craigo.

A lot of talk running around radio and record circles in New York that WPIX is being consulted by John Sebastian. Although that's not true, it is interesting to note that WPIX has shifted more toward the harder AOR sound that has boosted ratings at several of John's client stations.

What is KRBE/Houston up to? Apparently the station switched directions to the syndicated Fairwest Program I Adult Contemporary format under the consultation of George Johns. Although most of the jock "talk" has disappeared from the air, that will not be a permanent situation. The station is in a transition period currently, and every other station in the market is riveted to KRBE's frequency to see what happens next.

What's That Smell?

As the Rolling Stones pulled out of Southern California, Street Talk picked up some disenchantment about the way Jovan, which is "sponsoring" the current tour, is coordinating its promotion of the concert series with local radio stations. It seems a certain representative of the J. Walter Thompson Agency may have been making promises of exclusivity and some rather amazing demands on stations who are invited to participate.

We heard that one station is so incensed about the way it was treated that legal action may be initiated. What does all this really mean? Hopefully not too much, since, as one programmer confided to us, "Who in their right mind would give \$10,000 worth of traded advertising for \$1500 worth of tickets and T-shirts?"

Either way, the Stones are knocking the audiences out as they continue to play what many are calling their last American tour ever.

Bob Seger has a new producer — Jimmy Iovine, who produced Stevie Nicks and Tom Petty. We hear that the new Seger album, which is still quite a few months from release, will feature some very big all-star talent lending their services to the veteran rock and roller.

Jay Stone has exited the all-night show at KFI/Los Angeles to become Assistant PD and Music Director at WGCL/Cleveland.

Is Kenny Rogers looking for a new record label?

If It Had Only Been Columbus Day . . .

Some guys have all the luck. Like the guy who waxes his car and 30 minutes later a monsoon moves in . . . well, you get the idea, and so did WVOJ/Jacksonville's new PD Bill Wise.

It was Bill's first day on the job at WVOJ, after having moved over from WQIK-FM/Jacksonville, and he was anxious to see that he got off on the right foot. New to his surroundings, he innocently posed the question, "What time does the mail usually arrive?" Not ten minutes later, the mail truck, which was parked a short distance away from the station, slipped out of gear, and before the mailman could jump back in and stop it, smashed into Bill's Camaro. Bill's car and the mail truck wound up punched through a sturdy wooden fence that surrounds the transmitter field. The mail had arrived.

Something's Fishy In San Francisco

Have a good book, get a bonus, right? Well, it's a nice thought and there does seem to be a bit more of that kind of activity going around these days. However, in San Francisco, KFRC PD Gerry Cagle received a somewhat strange "bonus" from VP/GM Pat Norman following the station's recent ratings increase. Gerry, who hails from Mississippi and frequently laments the unavailability of a good "Mississippi catfish dinner" in San Francisco, was greeted at his home by a long black limousine containing (you guessed it) 20 pounds of uncleaned Mississippi catfish.

Street Talk has learned that B. Mitchel Reed is exiting his position as host of the syndicated show "Rockline." B. Mitchel's replacement will be fellow KLOS/Los Angeles personality Bob Coburn.

CFTR/Toronto has promoted Cyd Kaplan to Music Coordinator.

Remember that Eagles single we told you about earlier this summer? Well, as it turns out, the song called "Johnny Can't Read" is still alive and well but it's waiting for the rest of the Don Henley solo album, of which it will be a part, to be completed. Look for it around February of next year.

Street Talk hears that Walter Yetnikoff is about to sign a new longterm deal as President of the CBS Records Group.

It is with deep regret that WHMD/Hammond, LA acknowledges the death of air personality Patti Verret. Patti died in an automobile accident recently and the entire staff mourns her loss.

THINK FAST . . .

What do you do when you absolutely, positively **HAVE** to win THIS book?

TW/A offers **IMMEDIATE** recovery potential (with a solid track record of turn-around successes). Call Toll Free (800) 528-6082

radio
index

Todd Wallace
associates

Only The
Strong Survive
"Poor Man's Son"
SURVIVOR

 Scotti Brothers

Bobby Christian - 96KX "Research shows three to one ratio of positives, especially 18-24 males."

John Gehron - WLS AM/FM "It's nice when you can support a Midwest band with new material and Survivor's got it."

John Sebastian - Sebastian, Casey & Associates "Survivor's 'Poor Man's Son' is one the best call-out records of the year."

CHR

WIFI on
96KX on
CKLW on
KBEO on
WGCL on
KIQO on
WLAN-FM on
KROK on

KXX106 add
WSSX add 27
WIKS add
WJBO 23-18
WOMP-FM on
95XIL deb 18
WZYQ on

KILE add
KVOL add
WSPT on
WTRU on
KRNA add
KFMZ on
KQDI on

AOR

KMET
KLOS
WEBN
WLUP
WMET
WKLS
WMMR

KBPI
WLBO
WPLJ
KZEW
KTXO
KLOL
KPRI

KY102
WIYY
KGB
KOME
WOFM
KSHE
WLAV

KWFM
WSHE
KMEL

"I Surrender"
ARLAN DAY



A/C National Airplay/30 30

A record that is proving itself by growing stronger every week. First at the A/C stations and now building at CHR. A guaranteed hit in both formats!

CHR Activity

WZUU on
WKTU on
KIQO on
KJR 19-12
KYYX on
KTAC 24-19
KBLE deb 22

KPLZ 32-31
KBOZ 20-17
WPHD add
WHFM add
WHHY-FM on
BJ105 add

WGH on
WVIC deb 40
KOFM add
KJRB 26-25
KNBQ deb 26
WFOX on

KILE 32-27
KELO 30
KRNA add
KENI on
KSLY on
KCBN deb 40
KDZA deb 30

WPRO



DESIGNED TO BUILD YOUR YOUNG ADULT AUDIENCE AS ONLY ABC CAN.
Now network rock radio comes of age. Here are the features, the news, the personalities to set your rock station apart from the rest... to give your station a lock on the young adult market.



ABC

WOL



ABC builds your audience with a special kind of news and sports tailored to the young adult audience. Young, sometimes irreverent but always relevant. And they're from **ABC News and Sports**—the biggest, the quickest, the best. □ Then there's the "Steve Dahl Supper Klub"... hours of weekly zaniness from radio's most charismatic comic personality... Steve will keep your audience coming back week after week. □ There'll also be features such as "Rock & Roll Legends," "Rock Notes" and a lifestyle feature, "Lifelines," plus music, movie and TV news features, and more. □ Most important of all, **Rock Radio Network** is your direct and exclusive line to AOR's biggest and best music program features. We've got the most listened-to program in rock history, "The King Biscuit Flower Hour," featuring its biggest star line-up ever. And we keep pouring it on with the hottest groups in concert on "Supergroups." Looking ahead, we'll also be bringing your station exciting simulcasts and **Satellite Concerts**, live from around-the-world. □ Every field has a leader. In radio it's **ABC Network Radio**. ABC has the know-how, the track record, and the commitment to special AOR programming to make your station the one that rocks radio best. Call Virginia Westphal, Denise Oliver or Tom Plant. (212) 887-7777.

WOL

NETWORK

The new energy in young adult radio.



PHOTOGRAPHS: THE WALL, PINK FLOYD, BRIAN AUGUSTA, BRUCE SPRINGSTEEN AND FLEETWOOD MAC, NANCY SNEY

Rogers Elevated To WNWS PD

WNWS/Miami evening talk show host Neil Rogers has been named PD of the station, replacing Jerry Williams, who recently became a talk host at WRKO/Boston (R&R 10-2). Rogers will continue his show in addition to his programming duties.

WNWS VP/GM Lewis Krone told R&R, "Neil is the best talk show host in the U.S. He's a brilliant guy. He really knows what the people want; he's very issue-oriented, extremely bright and verbal. We're

FORMERLY PROGRAMMED KINK

Minckler Crosses Hall For KGW PD Post

Bill Minckler has accepted the position of PD at KGW/Portland, joining the CHR station from its sister AOR FM KINK. He had previously been with KYA/San Francisco for three years, the last year and a half as Assistant PD.

KGW GM Jim Woodyard told R&R, "I'm delighted to have Bill working with me at KGW. We sought PD's outside the company and had some fine candidates, but when Bill and I talked, we both realized this was the right move. He has a real understanding of how news and information are becoming a more vital part of our profile in the market. My only regret is that my problem of looking for a PD has turned into the same problem for KINK GM Ron Salto."

Minckler commented, "KINK will always be special to me, but this is a real challenge. KGW is an AM station where lots of work is needed to solve the identity crisis most AM's are going through. It will be a high-profile personality

WLPX

Continued from Page 1 told R&R that he was satisfied because "all we wanted to do was get the WLPX commercial off the air. It was misleading and contained incorrect information."

WLPX PD Tom Daniels told R&R that the station had agreed to pull the spot in question off the air, but would be doing further "comparison" spots in the future without the services of Tommy Shaw.

When R&R contacted both WLPX and WQFM for comments, it became clear that WQFM felt that the specific information about its commercial load in the WLPX spot was inaccurate, while WLPX felt its information was correct. The issue of Shaw's appearance in the WLPX spot seemed to center on the fact that Shaw's statement was excerpted from an interview unrelated to the WLPX commercial. WLPX contended that it had permission to use Shaw's segment for a one week run of the commercial, which the station completed before the suit was dropped.

Floyd

Continued from Page 1 tion for several years through our association with the Superstars format. He was very successful at KYYS/Kansas City (where Floyd programmed prior to WLUP), and I know him to be a mature, shrewd album rock programmer. I think we're very fortunate to have him join us in Atlanta."

looking for a continuation of our upward trend."

Rogers, who has been at WNWS for 3 1/2 years following two years as a talk host at WKAT in Miami, commented, "We're on top of the market. I don't plan any dramatic changes because I don't believe in monkeying around with success. There will be subtle changes, a few things to try to give the station a little bit younger sound."

Rogers assumed his new responsibilities Monday (10-12).

station that will still play music but will emphasize some of the other features it has going for it, like traffic information and credible news. We've just picked up the RKO 2 network and we'll be adding more news staff and utilizing helicopter traffic information.

"I really enjoyed working with Ron Saito, and am looking forward to working with Jim Woodyard," Minckler continued. "With 25-44 growth in mind, I will be examining the current ratings information carefully when it comes out."

Bose, Cena Promoted To VP At Bonneville

Joyce Bose and Don Cena have been promoted to vice-presidential positions in Bonneville's Los Angeles/San Francisco Division. Bose, Promotion Manager at Bonneville's KBIG/Los Angeles, becomes VP/Advertising & Promotion, taking charge of promotional efforts for both KBIG and KOIT/San Francisco. Cena, General Sales Manager at KBIG, becomes VP/Sales, in charge of both stations.

Bonneville L.A./S.F. President Jack Adamson commented, "Now that Bonneville International has created the Los Angeles/San Francisco Division, it gives me an opportunity to utilize more fully the abilities of Joyce and Don. Certainly these appointments give us an added dimension which will strengthen both stations."

Coury

Continued from Page 1 and most important contacts. So this isn't only an exciting professional association, but a great personal pleasure as well."

Coury also explained that he will remain with RSO for a time, supervising sales, marketing, and promotion on the Bee Gees' current single and forthcoming album product. He will be working with RSO until the end of 1981, R&R has learned. "I've been involved with this project since its inception," he said, "and because it's a labor of love, I'll be following through until its logical conclusion. My years with the Robert Stigwood Organization have been the most rewarding I've experienced. I'll always remember those times as the most enjoyable and challenging of my career."

Network will be based for now at RSO's headquarters in Hollywood. Staff announcements for the new label are forthcoming.

BRAD MESSER



Is It Local Or Merely Yokel News?

It was a slow local news day and I had filled my five-minute slot with a few features and a ton of national/international stories, silently grumbling to myself that if we only had seven or eight street reporters we would have had something local and not been forced to use so much faraway stuff. I wasn't very proud of what I had put on the air.

A salesperson came into my room a few minutes later with a surprising opinion. "I like hearing what's really going on in the world that's important," she said, "instead of that dinky local news. The world news makes us sound more impressive."

Well, folks, everyone's entitled to an opinion, but I thought that one was particularly naive if not downright stupid. Since the dawn of my own time it has been an unchallenged basic rule that Local is what separates the winners from losers. Gordon McLendon was my teacher in the sixties and that was one of his major themes. He put his money where his mouth was, too, by shelling out big bucks for fleets of mobile news cars and staffs of street reporters . . . and his stations were overwhelmingly dominant giants.

But it is necessary occasionally to rethink even the basics to determine whether they still apply, so I gave some brain time to my salesperson's opinion. Have things changed? If a station does a lot of local news, is it the public's opinion that it is merely a little local radio station? Does talking about "big" news make a station's image bigger?

Experience tells me local news often produces the most telephone feedback and creates a lot of discussion. Stations for whom I've worked over the years have stressed local coverage, and have had good news images and superior ratings. When big local news is happening, ratings breakouts show the tune-in factor is strong. Give me a good local emergency and I'll give you a few points in The Book for the duration.

So what's her opinion based on? I think her use of the adjective "dinky" was revealing. When she dials around she hears some pretty insignificant material passed off as local news when it is actually local trivia. Who got run over yesterday, what council member will push which policy, what attraction is being staged at a neighborhood park (that'll draw maybe fifty people, half of them the organizers), and so on.

To tell the truth, she hears some fairly trivial stuff being passed off as local news at my own station sometimes. Given a local and a national story, our tendency has been to go with what's close to home, with proximity the sole determining factor based on the assumption it's more meaningful and more likely to directly affect local people.

So is Local still basic? Yeah, I think it is, but maybe we need a bit more attention devoted to the cutoff level . . . the crossover point between news and trivia. The Dinky Factor?

CALENDAR

Sandwich Speaks

MONDAY, OCTOBER 19: People like to tell other people how to do things, and here's evidence it was that way at least 2 1/2 centuries ago: on this date in 1744 the Earl of Sandwich issued a statement complaining that his creation (the sandwich) should be eaten "in a civilized manner" rather than bolted down barbarously.

Jack Anderson 58. Peter Max 42. Peter McIntosh 37.

Today's the last Monday of Daylight Savings Time this year because we Fall Back next weekend.

First Over The Falls

TUESDAY, OCTOBER 20: Niagara Falls is a 180-foot sheer drop ending in a thunderous mix of water and rocky river bottom. The first person to crawl inside a reinforced barrel to challenge the falls was a 41-year-old widowed school-teacher, Anna Taylor, who had her barrel towed into the Niagara River above the falls and rode 'er down 80 years ago this week. (Many people before and since have died trying, and it's against the law now.)

Art Buchwald 56. Dr. Joyce Brothers 53. Mickey Mantle 50.

Blazing Keyboards

WEDNESDAY, OCTOBER 21: There must be very little current interest in fast typing, because the world typing speed record is 63 years old today. Margaret Owen fired up her fingers and typed 170 words per minute accurately on a manual Remington on this date in 1918. The fastest electric typewriter hit 216wpm in 1946.

The first light bulb that really worked was turned on by Tom Edison 102 years ago today. He wrote, "The longer it burned, the more fascinated we were. There was no sleep for any of us for forty hours."

John "Dizzy" Gillespie 64. Michael Landon 44. Manfred Mann 40.

Look Out Below

THURSDAY, OCTOBER 22: Hundreds of people gathered in a city park in Paris to watch the first successful parachute jump. Andre Garnerin rode his hot air balloon to 3000 feet and bailed out, but his parachute swung him back and forth like a pendulum. He became violently airsick (onto the crowd, if you must) but landed safely, 184 years ago today in 1797.

Romantic legend says the swallows leave San Juan Capistrano today. Actually they straggle out over a period of weeks, flying to Argentina for the Southern Hemisphere's spring and summer. Before migrations were understood, it was thought swallows buried themselves in mud all winter, or perhaps flew to the moon.

Timothy Leary 61. Annette Funicello 39. Catherine Deneuve 38.

Johnny Carson Is 56

FRIDAY, OCTOBER 23: He got into TV 23 years ago as an early game show host and began the "Tonight Show" 19 years ago this month. Johnny Carson is 56 today.

Two years ago Congress okayed a standby gas rationing plan.

Diana Dors (born Diana Fluck) 50. Pele 41. Tyny Tavares 32.

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



Call Byron Crecellus Collect . . .

314-423-4411

1561 Fairview Ave. • St. Louis, MO 63132



PULL OUT THIS PAGE
TO POSITION THE HITS
ON YOUR PLAYLIST

JOURNEY "DON'T STOP BELIEVIN'"



JOURNEY

Don't Stop Believin' (Columbia)

56% of our reporters on it. Moves: Up 18, Debuts 19, Same 26, Down 0, Adds 55 including WIFI, JB105, CFTR, Q106, WCKX, KEZR, 13K, KIMN, KZZP, 3WT, KJ100, KBBK. See Parallels, charts at number 30.

EARTH, WIND & FIRE "LET'S GROOVE"



EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 86/10

Moves: Up 41, Debuts 10, Same 25, Down 0, Adds 10, WIFI, CKGM, 196, KEARTH, 92FLY, KC101, Q106, KGGI, WAZY-FM, KOZE, CKLW 29-20, KFRC 17-9, WKEE 38-33, WCSC 26-18, KIDD 28-23.



STREEK "ONE MORE NIGHT"



**11 NEW ADDS
THIS WEEK!**

WCKX add KLAZ add
WZZP add WJXQ add
KRLA add WDJX add
Q103 add KBBK add
K104 add 95XIL add
KEEL add

**Plus Action
At These Stations:**

WIFI	WCAO	WBBQ	KNBQ	WCIR	KCBN
B104	WFBR	KX104	KSPZ	WISE	KDZA
Y100	WHFM	WOKI	KCPX	KKQV	KQDI
WGCL	92FLY	WCSC	KLUC	KVOL	KYYA
WZUU	WKEE	WAKY	WJBQ	13FEA	
WKTJ	KINT	KJ100	WGUY	99KG	
KFI	KBFM	WVIC	WIGY	KENI	
KYYX	BJ105	KIDD	WFBG	KSly	



BLUE OYSTER CULT "BURNIN' FOR YOU"



96KX 6-5
WXKS-FM deb 29
JB105 22-20
Y100 34-32
WCKX deb 34
KIQQ 12-10

KFRC 31-29
KEZR 26-24
KIMN 12-9
WRCK 23-21
3WT 17-14
WPST 12-9

KHFI 10-4
Z104 18-14
KKXX 20-13
KSFx 9-9
K96 add 30
KSKD 13-11

KLUC 9-7
KRQ deb 28
WJBQ 7-7
WGUY 13-8
KRNA 21-16





Joel
Denver

Contemporary Hit Radio

WHERE DO YOU DRAW THE LINE?

Programming For The Book Or The Audience

While "positioning" may be the buzzword of 1981, how your station is actually programmed is the key to its positioning. Many programmers sit on the horns of a philosophical dilemma — whether to program for ARB methodology, or program to the people.

There are no clear-cut answers to either side of the issue, but two well respected programmers, 94Q (WQXI-FM)/Atlanta's Jim Morrison, and KX104 (WWKX)/Nashville's Michael St. John, have some definite opinions on the subject.

R&R: Jim, is the public more aware of radio hype than it used to be?

JM: Maybe I look at listeners as being more intelligent than they really are, but I think they know the hype is happening more than ever before. The public has been made more aware because of local rock columns in newspaper supplements and the amount of attention paid to ratings by TV and newspaper articles.

R&R: Michael, are we programming for our peers more often than not?

MS: Yes, I think this is one of the great pitfalls of the business. We are overcritical, and oversensitive. Chances are that most of our friends are industry-related. This probably holds true for this business more than, say, insurance or cars. If we were not in the media, our friends would probably have more dissimilar backgrounds. Take a step back and try and be more objective about things.

R&R: So, if radio is to be programmed for the audience, and the public is aware of the hype, why do programmers continually knock themselves out doing promotions and worrying about the ARB?

JM: The book has been used as an agency tool, and it should be a programming tool. We are lacking in this area. Radio needs a legitimate programming tool. A record friend of mine once said, "A programmer can use many parts of his body to program his stations, but

"A record friend of mine said, 'A programmer can use many parts of his body to program his stations, but too many people use only what's above the head.' Too many have forgotten to use their guts."

— Jim Morrison, 94Q/Atlanta

too many people use only what's above the head." You know, he's right. Too many have forgotten to use their guts.

I think promotions have a valid place if used properly. They can be a great people motivator. We just recently completed a "Chili Cook-Off" and had over 10,000 people show up. They will all tell people they know about the fun they had, and we will benefit greatly from it. To me this is programming for the people and hitting ARB at the same time.

MS: I've always been a proponent of "hee-haw" radio. I think it's good for jocks to make mistakes and sound human. I'm not saying that promotions aren't good, but if they are constructed so that they hit home with the audience, it will certainly make a better impression.

You don't know the power of radio until you do something reactionary. Recently KX104 ran a promo about Bobby Cook, a jock we hired away from WMAK-FM to do afternoons. It was structured like a contest, and called "The KX104 Anything You Ever Wanted Contest." Bobby called up and asked if he could do afternoons for us. We told him he could, because he was a winner. The phones went nuts. People from everywhere wanted to know how they could be a winner too. We were careful to explain it was just a spoof.

R&R: You've both seen stations that are programmed exclusively to ARB methodology do well book after book. It seems to work, right?

JM: Anyone programming exclusively to the ARB is really taking a serious chance. This person is rolling the dice every time that all things will always be equal. To program to the people is much smarter. Returns might be scattered or down, and then you are really in trouble. On the other hand, by keeping your base broad enough, and keeping in mind that your image will carry you to some extent, you are more likely to have successful books. All things considered, each ARB is chancy enough without totally putting all of your eggs into one basket.

I saw one diary where the person actually listed every radio station on the AM dial, one right after the other. Too many diary holders feel they must sample the radio, instead of just marking down their normal listening habits.

MS: Most diary holders that fill them out are the "scabs of the lifestyle" to which your station appeals. Either the people are so bored that they take the time to fill it out or receive ego gratification from thinking they are experts. These are "super-active" people, not the normal listener. ARB will never get a true cross-section of the audience.

The diaries just demand too much information. The most successful tests going right now are those that have a black-and-white type of answer. The comparative questions like taste tests work real well. They either like the product, or they don't, no questions asked.

R&R: Jim, does the average person really care about radio?

JM: The old theory that "the masses are asses" is very egotistical. In radio we are so close to it, that it's the end-all for us. It isn't the central medium we think it is to the average person. They have so many other things to listen to, and to consider.

I do believe, however, that people do play "follow the leader" and will check out what someone else is listening to. Pull up to another car with the window open. If you hear a good song, you might go searching to see who is playing it. I've done it, and have seen other people do the same thing.

R&R: Mike, you say you don't program to the book. How do you define where the station is going and if it's reaching its goals?

MS: I'm in this for the long haul. I have a game plan which I have been working on since the beginning. I am fortunate enough to have put this station on the air, and knew what we are doing today would be different from, say, two years ago. What we will be doing two years from now is different from what's going on today.

Game plans aren't cast in stone, but you should have an idea of where you are going. It should be where the audience is headed so that you can maintain your audience year after year. It's almost the question of "which came first, the ratings or the audience?" Without the audience, you have no ratings, so that should be your first priority. Take a lesson from sales

and maintain a guideline of goals.

R&R: How do you go about really making the audience feel like part of 94Q, Jim?

JM: I think our listeners know they can reach out to the station in a number of ways. We have input lines that are used to take in comments, both negative and positive, around the clock. Toll-free request lines are available as well as skiing and concert information.

Cutting yourself off from the public is a very dangerous thing. I visualize 94Q as a huge power source, and there are thousands of extension cords tapped into it, running out into the suburbs. This is the link with the audience that I feel is critical to maintain.

R&R: Since you are programming for the audience, Mike, what about negatives on the air?

MS: I wouldn't knowingly put any program element on the air that would have a negative effect on the

"It's almost the question of 'which came first, the ratings or the audience?' Without the audience, you have no ratings, so that should be your first priority."

— Michael St. John, KX104/Nashville

general audience. What is negative to you may not be to me or the next guy. I try and basically walk the middle as best as possible. If a record or promotion is so close to be an either/or situation, I would rather pass than offend the audience.

Keep Your Mind Open

Both Jim and Mike are gut-level programmers who feel the audience comes first. They operate on the theory that if you serve the public well, they in turn are most

DENVER/ See Page 20



Jim Morrison



Michael St. John



GOING, GOING, GONE — KIIS-FM/Los Angeles has been going all out to promote morning man Rick Dees's return to the radio. The station erected a 47'x57' billboard on top of the Taft Building in Hollywood to help spread the word, which takes the place of an old KXWEST/Los Angeles billboard from its AOR days. A KIIS-FM photographer caught the evolution of one radio station slogan turning into another.

Radio Can Never Get "Too Much"
of
LUTHER VANDROSS



"NEVER TOO MUCH"

WABC 7-4
WIFI deb 30
WXKS-FM 11-10
WPGC add 27
Z93 add
Q105 30-29
WCKX 29-26
CKLW 27-18
WKTJ on

KEARTH deb 25
KRLA on
KFI on
KIIS-FM 24-16
KIQQ 8-6
WCAO 29-25
WTIC-FM add 27
KC101 deb 28
WICC add

KFMK add
KSET-FM 10-6
KINT deb 21
KBFM on
B97 add
KROK on
KLAZ deb 29
WJDX 26-21
WAXY on

BJ105 deb 39
WBBQ on
FM100 18-14
WHBQ 13-11
WCSC add
WVIC on
KYNO-FM 36-31
KGGI 29-11
KBBK on

KHYT ra
WGUY deb 32
Z102 add 35
95SGF deb 27
WGLF deb 39
Q101 add
KVOL on
WRKR add 26
KSLY add



ON EPIC RECORDS

Programming

Continued from Page 18

likely to respond well in the ratings. They are both aware of the pitfalls of Arbitron.

There are certain "ARB basics" that we all use to take advantage of certain ingrained and well-known listening habits — commercial placement within the hour, and days of heaviest listening, among others. To discard these programming tools would be foolish, but to totally turn your radio station over to the unpredictable formulas of ARB would be equally foolish. Unless your station is programmed as a background music companion, don't discard those elements that make your station sound human.



KRAV CASH PAYOFF — KRAV-FM/Tulsa recently offered \$10,000 cash for sending in a postcard. The offer was so attractive, that 35,000 cards came into the station in a short period of time. Shown here (l-r) is afternoon man Johnny Rivers handing over the money to the lucky winner, Karl Suggs.

Casey

Continued from Page 3

programming executive with Jack's broad background and skills joining us. His familiarity with Top 40, AOR, Urban, and Adult Contemporary formats will be particularly helpful as we finish sorting out our final format options in Boston."

Discussing WMLJX's future format, yet to be chosen, Casey told R&R, "We're doing research right now attempting to find the hole in the market, and whatever hole we find is the one we'll plug." He added, "I love Boston, and I'm really fired up about the opportunity," and noted that he had started out as a "telephone turkey" and board operator at WRKO/Boston under Bob Henabery, now a consultant for WMLJX. "I'm absolutely delighted to be joining Greater Media. I think it's one of the best broadcast companies in the country."

Casey said on the subject of his successor, "Bob was a very strong Music Director — I gave him a lot of leeway in decision-making. He knows his way around the market and around research, and I think he'll do a fine job." McKay, who was interim PD at WZZP

Ernest

Continued from Page 3

Ernest told R&R, "I think the excitement of being promoted to this position is only equalled by the good fortune I've had in being able to do this in my home territory. I was born and raised in Southwest Texas and this area is my home. This promotion is really a growth statement for the company, and I'll be coordinating, basically, our entire corporate effort. It's an entirely new position for me and it'll take some getting used to."

Ernest indicated that he would remain as General Manager of KTSA & KTFM for the immediate future.

Bits

B104/Baltimore is giving away a trip for two to Hollywood, CA to see Rick Springfield. The lucky winners will get to have lunch with him on the set of ABC's "General Hospital," see Disneyland, Universal Studios, and be chauffeured around in their own personal limo.

WKTI/Milwaukee put on its heavy-duty walking shoes, holding a walk-a-thon for Project Concern. Over 3000 listeners turned out and helped raise over \$100,000.

KSKU/Hutchinson, KS took 46 of its listeners on a bus trip to see the Rolling Stones concert in Boulder, CO. All they had to do was be on hand with \$60 cash, and the station handled the rest.

Motion

Pete Thomson leaves his airshift at KDWB/Minneapolis to move across town to WLOL-FM...WDRG-AM/Hartford welcomes new 7pm-12midnight jock Phil Britain from WPTR/Albany...BJ105/Orlando morning man Scott Walker leaves after four years to do 5-9am at WCAU-FM/Philadelphia.

Rich Bird is the new Production Director at WCIL-FM/Carbondale, replacing Kelly Carls, who becomes PD at WRRR/Rockford, IL...KZ93/Peoria has a few staff changes to report: late-nighter Christy Ryan is now doing 6-10pm, and night rocker Mark Maloney moves to afternoons. Jeff Moore joins from WSKS/Cincinnati to do late nights and KRQ/Tucson's Paul Sheppard comes in to do overnights.



MANILOW "WOWS" 'EM IN OMAHA — WOW/Omaha was fortunate enough to have Arista's Barry Manilow stop by for an on-the-air interview, the only one he did in town. He also gave away a pair of tickets to his own concert on the air and had the phone lines jammed. Shown (l-r) just after the interview are MD J.C. Corcoran, Manilow, and station staffer Mary McCoy.



KDZA HAS "DARK EYES" — KDZA/Pueblo, CO recently was paid a visit by Lana Wood (Netalie's little sister), who is starring in a new movie, "Dark Eyes," being test-marketed in town. Shown standing next to Lana is KDZA MD Rip Avina.

just before Casey's arrival, told R&R, "The station is doing well. I've always been involved, and I will try to keep it going. The direction will essentially be the same."

KCKN

Continued from Page 3

Getting down to specifics, Sebastian noted that he'd appointed Dave Matthews, most recently MD at KCKN-FM, as morning drive personality/Music Director for KCKN, which will now be called "All-Music 1340." Sebastian said that the newly-created A/C operation would be playing a "relatively short list of currents and very little news," adding that "because of our heavy concentration of music over news and personality, KCKN is not going to be just another A/C station in the market. I think it will definitely be a distinctive alternative."

"I'm really excited about it," Sebastian concluded. "My background of 13 years in radio has been spent in CHR and A/C. In fact, my last PD position was at WAPE/Jacksonville before they changed formats."

KPRZ

Continued from Page 3

we can serve with this format, and I'm truly looking forward to helping in any way I can."

McLaughlin commented on the acquisition of Whittinghill, "We've been talking with Dick for the past three months, and I think this was a very emotional thing for him because he's had thirty years of his life wrapped up with KMPC. It just came down to his decision that he wanted to get back to work full time. We're very excited to have him and he's very excited about the music. It's going to come very easy to him."

McLaughlin also told R&R that KPRZ will apply for new call letters within the next few weeks.

Denver

Continued from Page 1

time now to concentrate on the areas of my responsibility as station manager."

WLS VP/GM Don Boloukos added, "I think we've made a great choice. With Dave's background being so well-rounded between CHR, AOR, and A/C, along with

his research capabilities, we're sure he'll do an excellent job for us."

"I'm very excited," Denver told R&R. "WLS will be a great place to work. This is not a situation where I've got to go in and make a lot of changes as both stations are doing very well. My first priority will be to find an afternoon drive jock for WLS-AM, as that position hasn't been permanently filled since John Landecker left some time back."

"Radio is only in the embryonic stage of research as compared with other companies," Denver continued. "At WLS, I'll be able to explore some new areas of research I've been wanting to try."

Prior to his arrival at WISN, Denver handled focus research for WLPX/Milwaukee, programmed WADY/Miami, and worked on research projects for Heftel Broadcasting, spending time at Heftel's KGMB (now KSSK)/Honolulu. Denver also was associated with WGBF/Evansville and was an air personality at WNDE and WIFE/Indianapolis.

Expenses

Continued from Page 1

24% Tradeout Rise

The FCC has not yet released 1980 data, but it reported a 24% drop in radio profits overall in 1979, compared to a 34% rise in 1978, a year in which the NAB also reported a surge in profits.

The NAB will soon release a more detailed breakdown of its 1980 figures by market size, revenue size, formats and efficiency. One significant detail is a rise of 24% in tradeouts and barter transactions over the previous year.

Communication
Graphics Inc

stickers.

Ask how ours can be so much better at such a terrific price!

TOLL FREE 1-800-331-4438

WINDOW DECALS • BUMPERSTICKERS

100,000 OUT OF L.A.! BUT THIS AIN'T NO LOCAL HIT!

GO·GO'S

GO·GO'S
Beauty and the Beat



album-BEAUTY AND THE BEAT SP 70021 single-OUR LIPS ARE SEALED IR 9901

RADIO PROVES IT!

WIFI 18-16
B104 on
WXKS-FM 5-11
Q107 deb 24
KEGL 20-12
94Q add
Y100 13
I95 12
WCKX 12-10
KBEQ 17-14
WGCL add
WKTI on
KEARTH 12
KRLA 12-5
KFI 9-7
KIIS-FM 4-4
13K 3-3
KYYX on
KZZP 3-2
WPHD add

WHFM 27
WRCK 30-27
3WT on
WICC deb 30
WPST 10-8
WLAN-FM add
WKRZ-FM 29-27
WKEE on
KINT on
KHFI 24-20
KBFM on
WTIX 38-34
B97 add
KROK add
KQ94 25
WJDX on
WDOQ 26-20
WBCY 28-24
KIIK 33-29
WZOK on

WNAP 25-21
B94 add
WEZB add
K104 add
KKXX 6-12
KIDD 11-6
KGGI 15-14
KSFY deb 23
KJRB add
KNBQ on
KBBK 23-17
KSKD 26
KRQ 9-8
KHYT 20-17
WGUY 5-4
WACZ deb 31
WOMP-FM on
WCIR deb 29
WISE on
WXLK 17-15

WGLF 39-34
KKQV deb 29
KSEL-FM add
KQIZ-FM add
Q101 on
WRKR 20
WSPT 27-19
WAZY-FM 14
WCIL-FM 10-7
KRNA 22-18
99KG deb 38
KFMZ on
KENI on
KSLY 19-18
KCBN 24-21
KYVA 29-26
KCUZ add
WKNZ add
KSWB add



WATCH FOR THE NEXT SINGLE



EAST
Most Added Hottest
 Lindsey Buckingham
 Nicks & Henley Christopher Cross
 Journey Hall & Oates
 Dan Fogelberg

ADDS & HOTS

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

SOUTH
Most Added Hottest
 Lindsey Buckingham
 Quarterflash Christopher Cross
 Journey Foreigner
 Hall & Oates

EAST

PARALLEL TWO

WBFF/Rochester, NY
 Jay Stevens
 FOREIGNER
 COMMODORES
 C. CHRISTIAN
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 4-2
 AL JARREAU 9-6
 AIR SUPPLY 12-7
 FOUR TOPS 19-15

WICC/Bridgeport, CT
 Bob Mitchell
 RUPERT HOLMES
 DIANA ROSS
 ELO
 GEORGE BENSON
 STEVIE NICKS &...
 LINDSEY BUCKINGHAM
 JOHNNY LEE
 LUTHER VANDROSS
 Hotteat:
 CHRIS CROSS 1-1
 HALL & OATES 4-2
 DAN FOGELBERG 7-4
 LRB 9-5
 FOREIGNER 18-12

WKEE/Huntington, WV
 Gary Miller
 STEVIE NICKS &...
 QUARTERFLASH
 JUICE NEWTON
 Hotteat:
 HALL & OATES 2-1
 AIR SUPPLY 12-4
 RICK SPRINGFIELD 11-5
 DIESEL 15-12
 FOREIGNER 29-18

WPST/Trenton, NJ
 Tom Taylor
 LINDSEY BUCKINGHAM
 ELO
 STEVIE NICKS &...
 Hotteat:
 HALL & OATES 3-1
 RICK SPRINGFIELD 7-4
 LRB 11-6
 GO GO'S 10-8
 DAN FOGELBERG 14-11

WAEB/Albany, NY
 Jeff Frank
 STEVIE NICKS &...
 FOUR TOPS
 GEORGE BENSON
 KIM CARNES
 JUICE NEWTON
 Hotteat:
 DAN FOGELBERG 4-1
 COMMODORES 13-7
 AIR SUPPLY 14-10
 FOREIGNER 18-14
 ONJ 19-16

KC101/New Haven, CT
 Danny Lyons
 FOREIGNER
 EW&F
 STEVIE NICKS &...
 LINDSEY BUCKINGHAM
 Hotteat:
 CHRIS CROSS 1-1
 COMMODORES 25-20
 ONJ 29-21
 DIANA ROSS 30-22
 BARRY MANILOW D-25

WFBR/Baltimore, MD
 Andy Szulinski
 ROD STEWART
 ELO
 STEVIE NICKS &...
 RONNIE MILSAP
 Hotteat:
 CHRIS CROSS 1-1
 QUINCY JONES 3-2
 HALL & OATES 6-3
 FOREIGNER 9-5
 COMMODORES 14-9

WBLL/Long Island, NY
 Bill Terry
 ROD STEWART
 DIANA ROSS
 Hotteat:
 CHRIS CROSS 1-1
 QUINCY JONES 12-4
 KENNY ROGERS 14-11
 HALL & OATES 16-12
 DAN FOGELBERG 21-13

WTIC/FM/Hartford, CT
 Rick Donahue
 LUTHER VANDROSS
 FOREIGNER
 POLICE
 ROD STEWART
 BARRY MANILOW
 Hotteat:
 ROSS/RICHIE 1-1
 RICK JAMES 5-3
 DIESEL 7-4
 CARL CARLTON 9-7
 EW&F 20-16

Q108/York, PA
 Dan Steele
 STEVIE NICKS &...
 EW&F
 JOURNEY
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 10-7
 AL JARREAU 12-9
 AIR SUPPLY 18-12
 FOREIGNER 27-17

WHFM/Rochester, NY
 Aimee Peck
 ARLAN DAY
 POLICE
 JOHNNY LEE
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 4-2
 HALL & OATES 7-4
 AIR SUPPLY 16-13
 AL JARREAU 19-15

K104/Elm, PA
 J.J. Sanford
 JOURNEY
 CHILLIWACK
 RONNIE MILSAP
 RICKIE LEE JONES
 STREK
 QUARTERFLASH
 Hotteat:
 ROLLING STONES 3-1
 LRB 8-4
 GENESIS 18-8
 TRIUMPH 20-14
 CLIFF RICHARD 27-17

V100/Charleston, WV
 Jay Jarvis
 FOREIGNER
 GENESIS
 Hotteat:
 KENNY ROGERS 2-1
 DAN FOGELBERG 5-3
 HALL & OATES 6-4
 QUINCY JONES 9-5
 COMMODORES 18-11

WKRC/FM/Wilkes-Barre, PA
 Jim Rising
 DIANA ROSS
 JUICE NEWTON
 DON MCLEAN
 KNACK
 Hotteat:
 DIESEL 1-1
 LRB 3-2
 KENNY ROGERS 7-3
 RICK SPRINGFIELD 8-4
 BOB SEGER 11-6

92FL/Albany, NY
 Jack Lawrence
 DIANA ROSS
 BARRY MANILOW
 ELO
 EW&F
 QUARTERFLASH
 Hotteat:
 CHRIS CROSS 1-1
 RICK SPRINGFIELD 12-7
 AIR SUPPLY 18-14
 POLICE 24-19
 DIESEL 26-21

WCAO/Baltimore, MD
 Scott Richards
 Hotteat:
 CHRIS CROSS 1-1
 HALL & OATES 5-2
 RICK SPRINGFIELD 8-4
 LRB 12-7
 BOB SEGER 16-8

WDRG-FM/Hartford, CT
 Paul Roberts
 LINDSEY BUCKINGHAM
 JOURNEY
 ROD STEWART
 Hotteat:
 ROSS/RICHIE 1-1
 ROLLING STONES 3-2
 BOB SEGER 7-5
 DIESEL 15-10
 POLICE 25-20

WRCK/Utica, NY
 Jim Reltz
 STEVIE NICKS &...
 ONJ
 QUARTERFLASH
 LINDSEY BUCKINGHAM
 Hotteat:
 HALL & OATES 3-1
 DAN FOGELBERG 11-8
 BOB SEGER 13-9
 RICK JAMES 15-11
 FOREIGNER 28-19

3WT/Binghamton, NY
 Scott Michaels
 BARRY MANILOW
 ROD STEWART
 JOURNEY
 ELO
 LINDSEY BUCKINGHAM
 CHILLIWACK
 Hotteat:
 LINDSEY BUCKINGHAM
 KNACK
 GO GO'S
 ARLAN DAY
 TRIUMPH
 KIM CARNES
 RONNIE LAWS
 Hotteat:
 BOB SEGER 2-1
 HALL & OATES 5-2
 DAN FOGELBERG 3-3
 POLICE 9-7
 FOREIGNER 14-11

WLAN-FM/Lancaster, PA
 Dave Russell
 BARRY MANILOW
 JOURNEY
 STEVIE NICKS &...
 C. CHRISTIAN
 GO GO'S
 Hotteat:
 CHRIS CROSS 1-1
 ROLLING STONES 2-2
 RICK SPRINGFIELD 15-7
 BOB SEGER 13-8
 AL JARREAU 16-9

PARALLEL THREE

WCIR/Beckley, WV
 Jim Martin
 ELO
 JOURNEY
 JUICE NEWTON
 STEVIE NICKS &...
 Hotteat:
 DEVO 1-1
 HALL & OATES 3-2
 BOB SEGER 6-3
 BILLY JOEL 9-5
 DIESEL 7-6

WFBQ/Altoona, PA
 Tony Booth
 JOURNEY
 BONNIE MILSAP
 LINDSEY BUCKINGHAM
 CLIFF RICHARD
 ELO
 ORNE COTTON
 Hotteat:
 HALL & OATES 2-1
 AIR SUPPLY 6-2
 RICK SPRINGFIELD 7-3
 RICK JAMES 14-8
 ONJ 23-18

WGUY/Bangor, ME
 Jim Randall
 DEBBIE HARRY
 GEORGE BENSON
 LINDSEY BUCKINGHAM
 ELO
 Hotteat:
 ROLLING STONES 1-1
 DAN FOGELBERG 9-7
 BOB SEGER 13-8
 ONJ 16-11
 POLICE 21-16

WJBO/Portland, ME
 Dave Cole
 KOOL & THE GANG
 DEBBIE HARRY
 DONNIE IRIS
 BARRY MANILOW
 STEVIE NICKS &...
 TARNAY/SPENCER BD
 LINDSEY BUCKINGHAM
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 11-8
 RICKIE LEE JONES 16-10
 CRUSADERS/COCKER 15-11
 BOB SEGER 18-12

WTSN/Dover, NH
 Jim Sebastian
 QUARTERFLASH
 STEVIE NICKS &...
 LINDSEY BUCKINGHAM
 COMMODORES
 SAVOY BROWN
 BURTON CUMMINGS
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 2-2
 ARS 9-6
 KENNY ROGERS 10-7
 SHEENA EASTON 13-9

WIGY/Bath, ME
 Willie Mitchell
 BARRY MANILOW
 JOURNEY
 QUARTERFLASH
 JUICE NEWTON
 C. CHRISTIAN
 Hotteat:
 HALL & OATES 2-1
 RICK SPRINGFIELD 7-5
 LRB 10-6
 DAN FOGELBERG 11-9
 DIESEL 21-15

WLAM/Lewiston, ME
 Chris Layne
 DIANA ROSS
 ROD STEWART
 Hotteat:
 AL JARREAU 1-1
 QUINCY JONES 2-2
 FOUR TOPS 3-3
 CHRIS CROSS 5-4
 COMMODORES 15-6

95XIL/Parkerburg, WV
 Terry Lee Collins
 RONNIE MILSAP
 QUARTERFLASH
 RICKIE LEE JONES
 STREK
 Hotteat:
 DON FELDER 1-1
 KENNY ROGERS 7-2
 ART GARFUNKEL 6-3
 LRB 21-14
 DEVO 23-16

WACZ/Bangor, ME
 Michael O'Hara
 ELO
 DEBBIE HARRY
 SQUEZZY
 STEVIE NICKS &...
 Hotteat:
 CHRIS CROSS 3-1
 STEVIE NICKS 5-2
 LRB 9-6
 BOB SEGER 10-7
 DAN FOGELBERG 15-10

WZYQ/Frederick, MD
 Boss Hoss
 DIANA ROSS
 LINDSEY BUCKINGHAM
 Hotteat:
 CHRIS CROSS 1-1
 AIR SUPPLY 7-5
 DAN FOGELBERG 17-9
 ONJ 21-10
 KENNY ROGERS 27-15

WOMP-FM/Bellaire, OH
 Steve Allen
 LINDSEY BUCKINGHAM
 BURTON CUMMINGS
 JOEY SCARBURY
 DONNIE IRIS
 ALAN PARSONS
 Hotteat:
 HALL & OATES 3-1
 FOREIGNER 4-2
 DAN FOGELBERG 6-4
 BOB SEGER 13-7
 CHILLIWACK 24-18

WHBB/Portsmouth, NH
 Rick Bean
 LINDSEY BUCKINGHAM
 KIM CARNES
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 2-2
 HALL & OATES 4-3
 LRB 8-4
 MIKE POST 6-6

SOUTH

PARALLEL TWO

BJ106/Orlando, FL
 Terry Long
 DEBBIE HARRY
 ARLAN DAY
 JERMAINE JACKSON
 RONNIE MILSAP
 Hotteat:
 CHRIS CROSS 1-1
 HALL & OATES 5-3
 COMMODORES 21-15
 AIR SUPPLY 10-8
 FOREIGNER 37-28

KEEL/Shreveport, LA
 Kevin Davis
 ARS
 ROD STEWART
 STREK
 STEVIE WOODS
 Hotteat:
 HALL & OATES 3-1
 DAN FOGELBERG 5-3
 AL JARREAU 7-4
 FOUR TOPS 14-10
 AIR SUPPLY 15-11

KTSA/San Antonio, TX
 J.J. Rodriguez
 DAN FOGELBERG
 FOREIGNER
 BEE GEES
 DIANA ROSS
 Hotteat:
 CHRIS CROSS 1-1
 AIR SUPPLY 20-15
 QUINCY JONES 22-22
 AL JARREAU 28-24
 ONJ D-26

KXX108/Birmingham, AL
 Chris Trane
 LINDSEY BUCKINGHAM
 SURVIVOR
 Hotteat:
 FOREIGNER 4-1
 DAN FOGELBERG 12-4
 POLICE 23-16
 COMMODORES 26-21
 QUARTERFLASH 29-24

WAKY/Louisville, KY
 Bob Moody
 ARS
 C. CHRISTIAN
 Hotteat:
 KENNY ROGERS 1-1
 DAN FOGELBERG 2-2
 HALL & OATES 5-3
 LRB 4-4
 DIESEL 6-5

WAXY/Ft. Lauderdale, FL
 Kenny Lee
 GEORGE BENSON
 QUARTERFLASH
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 6-4
 QUINCY JONES 8-6
 FOREIGNER 20-17
 BARRY MANILOW 24-21

WAYS/Charlotte, NC
 Lou Simon
 COMMODORES
 Hotteat:
 HALL & OATES 1-1
 LRB 6-3
 AIR SUPPLY 10-6
 ONJ 13-7
 FOREIGNER 15-10

WBBO/Augusta, GA
 Bruce Stevens
 LINDSEY BUCKINGHAM
 RONNIE MILSAP
 STEVIE NICKS &...
 Hotteat:
 DAN FOGELBERG 1-1
 CARL CARLTON 12-5
 FOUR TOPS 13-9
 AIR SUPPLY 17-15
 COMMODORES 21-18

WFMT/Baton Rouge, LA
 Randy Rice
 ONJ
 JOURNEY
 DIANA ROSS
 Hotteat:
 CHRIS CROSS 1-1
 HALL & OATES 4-2
 BOB SEGER 10-6
 COMMODORES 23-16
 FOREIGNER 27-19

WGH/Norfolk, VA
 Bob Canade
 KIM CARNES
 TIERRA
 JOHN DENVER
 RONNIE MILSAP
 Hotteat:
 CHRIS CROSS 1-1
 QUINCY JONES 10-7
 BARRY MANILOW 20-9
 MIKE POST 15-10
 STARS ON 45 21-17

WHBQ/Memphis, TN
 Mike Scalzi
 KOOL & THE GANG
 DIANA ROSS
 MIKE POST
 Hotteat:
 CHRIS CROSS 1-1
 HALL & OATES 3-2
 BILLY JOEL 4-3
 FOUR TOPS 5-4
 AIR SUPPLY 6-5

WJDX/Jackson, MS
 David Perkins
 C. CHRISTIAN
 CHILLIWACK
 DIANA ROSS
 GENESIS
 STEVIE WOODS
 ANNE MURRAY
 ROD STEWART
 Hotteat:
 FOUR TOPS 1-1
 CHRIS CROSS 2-2
 RICK JAMES 5-4
 AIR SUPPLY 10-8
 COMMODORES 27-13

WBSN/Birmingham, AL
 Walt Brown
 RONNIE MILSAP
 GEORGE BENSON
 ELO
 Hotteat:
 CHRIS CROSS 1-1
 DAN QUINCY JONES 3-3
 LRB 5-5
 KENNY ROGERS D-7
 MARTY BALIN 14-14

WTIX/New Orleans, LA
 Gerry Franklin
 PAT BENATAR
 JOHN DENVER
 ALAN PARSONS
 C. CHRISTIAN
 SAVOY BROWN
 JOHNNY LEE
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 12-5
 BILLY JOEL 10-6
 BOB SEGER 22-15
 ONJ 31-26

Y103/Jacksonville, FL
 Dave Scott
 ROD STEWART
 MIKE POST
 BURTON CUMMINGS
 ONJ
 Hotteat:
 CHRIS CROSS 2-1
 HALL & OATES 4-3
 KENNY ROGERS 6-4
 AIR SUPPLY 11-7
 FOREIGNER 18-12

FM100/Memphis, TN
 Tom Prastigle
 KIM CARNES (dp)
 Hotteat:
 HALL & OATES 2-1
 DAN FOGELBERG 12-4
 COMMODORES 15-8
 FOREIGNER 20-12

CK101/Cocoa Beach, FL
 Steve Ocean
 AIR SUPPLY
 COMMODORES
 ROD STEWART
 STEVIE NICKS &...
 Hotteat:
 ROLLING STONES 2-1
 DAN FOGELBERG 6-3
 BOB SEGER 13-7
 FOREIGNER 14-10
 GENESIS 35-29

WSEZ/Winston-Salem, NC
 Bob Mahoney
 DIANA ROSS
 JUICE NEWTON
 RONNIE MILSAP
 GEORGE BENSON
 QUARTERFLASH
 JERMAINE JACKSON
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 14-9
 AL JARREAU 15-10
 MARTY BALIN 19-14
 COMMODORES 27-24

KLAZ/Little Rock, AR
 Rhonda Curtis
 BURTON CUMMINGS
 STREK
 LINDSEY BUCKINGHAM
 KIM CARNES
 GEORGE BENSON
 STEVIE NICKS &...
 RONNIE MILSAP
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 3-2
 AIR SUPPLY 8-5
 MARTY BALIN 14-7
 COMMODORES 17-12

KSET-FM/EI Paso, TX
 Blake/Van Dyke
 JOURNEY
 BARRY MANILOW
 ROGER
 FOREIGNER
 POINTER SISTERS
 JERMAINE JACKSON
 CHILLIWACK (dp)
 Hotteat:
 QUINCY JONES 1-1
 COMMODORES 5-3
 LUTHER VANDROSS 10-6
 ONJ 21-15
 EW&F 26-21

BS7/New Orleans, LA
 Shomby/Voipe
 LUTHER VANDROSS
 LINDSEY BUCKINGHAM
 GO GO'S
 LRB
 Hotteat:
 ROLLING STONES 2-1
 RICK JAMES 1-3
 SHEENA EASTON 3-6
 BOB SEGER 18-15
 AIR SUPPLY 25-21

WQRK/Norfolk, VA
 Bruce Garraway
 JOURNEY
 QUARTERFLASH
 Hotteat:
 CHRIS CROSS 4-1
 AL JARREAU 8-6
 BOB SEGER 15-11
 FOUR TOPS 22-18
 QUINCY JONES D-22

KFMK/Houston, TX
 Jerry Steele
 ONJ
 LUTHER VANDROSS
 Hotteat:
 CHRIS CROSS 3-1
 DAN FOGELBERG 10-6
 AIR SUPPLY 13-9
 FOUR TOPS 19-10
 ROYAL PHILHARMONY 26-17

KQ94/Little Rock, AR
 Michael York
 ALAN PARSONS
 TRIUMPH
 JOURNEY
 Hotteat:
 HALL & OATES 2-1
 LRB 5-5
 BOB SEGER 8-7
 QUINCY JONES 12-8
 BILLY JOEL 15-11

Q100/Mobile, AL
 Scott Griffith
 DIANA ROSS
 JOURNEY
 QUARTERFLASH
 GENESIS
 Hotteat:
 HALL & OATES 2-1
 LRB 6-3
 KENNY ROGERS 7-4
 AL JARREAU 8-5
 BOB SEGER 9-6

WAAY/Huntsville, AL
 Jim Kendrick
 GENESIS
 PABLO CRUISE
 KIM CARNES
 LINDSEY BUCKINGHAM
 GEORGE BENSON
 Hotteat:
 HALL & OATES 2-1
 LRB 3-3
 DAN FOGELBERG 12-4
 COMMODORES 15-8
 FOREIGNER 20-12

CK101/Cocoa Beach, FL
 Steve Ocean
 AIR SUPPLY
 COMMODORES
 ROD STEWART
 STEVIE NICKS &...
 Hotteat:
 ROLLING STONES 2-1
 DAN FOGELBERG 6-3
 BOB SEGER 13-7
 FOREIGNER 14-10
 GENESIS 35-29

WSEZ/Winston-Salem, NC
 Bob Mahoney
 DIANA ROSS
 JUICE NEWTON
 RONNIE MILSAP
 GEORGE BENSON
 QUARTERFLASH
 JERMAINE JACKSON
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 14-9
 AL JARREAU 15-10
 MARTY BALIN 19-14
 COMMODORES 27-24

KLAZ/Little Rock, AR
 Rhonda Curtis
 BURTON CUMMINGS
 STREK
 LINDSEY BUCKINGHAM
 KIM CARNES
 GEORGE BENSON
 STEVIE NICKS &...
 RONNIE MILSAP
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 3-2
 AIR SUPPLY 8-5
 MARTY BALIN 14-7
 COMMODORES 17-12

KSET-FM/EI Paso, TX
 Blake/Van Dyke
 JOURNEY
 BARRY MANILOW
 ROGER
 FOREIGNER
 POINTER SISTERS
 JERMAINE JACKSON
 CHILLIWACK (dp)
 Hotteat:
 QUINCY JONES 1-1
 COMMODORES 5-3
 LUTHER VANDROSS 10-6
 ONJ 21-15
 EW&F 26-21

BS7/New Orleans, LA
 Shomby/Voipe
 LUTHER VANDROSS
 LINDSEY BUCKINGHAM
 GO GO'S
 LRB
 Hotteat:
 ROLLING STONES 2-1
 RICK JAMES 1-3
 SHEENA EASTON 3-6
 BOB SEGER 18-15
 AIR SUPPLY 25-21

WOKV/Knoxville, TN
 Gary Adkins
 QUARTERFLASH
 STEVIE NICKS &...
 JOHNNY LEE
 JOHN ENTWISTLE
 DEBBIE HARRY
 TEDDY BAKER
 KNACK
 Hotteat:
 DAN FOGELBERG 5-1
 LRB 12-7
 BOB SEGER 13-11
 ONJ 22-17
 COMMODORES 29-22

WCBC/Charleston, SC
 Chris Bailey
 ROD STEWART
 LINDSEY BUCKINGHAM
 LUTHER VANDROSS
 QUARTERFLASH
 KNACK
 GEORGE BENSON
 JOHNNY LEE
 RONNIE LAWS
 JERMAINE JACKSON
 Hotteat:
 CHRIS CROSS 1-1
 MARTY BALIN 14-10
 POLICE 19-13
 FOREIGNER 28-16
 EW&F 26-18

WBCY/Charlotte, NC
 Bob Kagan
 GEORGE BENSON
 KIM CARNES
 DONNIE IRIS
 Hotteat:
 HALL & OATES 1-1
 DAN FOGELBERG 4-2
 LRB 5-3
 DAN FOGELBERG D-6
 FOREIGNER 10-8
 ONJ 20-14

WMAK-FM/Nashville, TN
 Scooter Davis
 QUARTERFLASH
 LINDSEY BUCKINGHAM
 KOOL & THE GANG (dp)
 CHILLIWACK (dp)
 Hotteat:
 KENNY ROGERS 8-4
 AIR SUPPLY 9-5
 FOUR TOPS 15-11
 BOB SEGER 17-12
 ONJ 20-15

WANS-FM/Anderson, SC
 Sam Church
 QUARTERFLASH
 DIANA ROSS
 GENESIS
 LINDSEY BUCKINGHAM
 Hotteat:
 CHRIS CROSS 1-1
 RICK JAMES 2-2
 BOB SEGER 10-6
 QUINCY JONES 17-12
 CARL CARLTON 24-19

WHYY-FM/Montgomery, AL
 Neil Harrison
 ONJ
 QUARTERFLASH
 BARRY MANILOW
 CHILLIWACK
 JOHNNY LEE
 LINDSEY BUCKINGHAM
 DEBBIE HARRY
 JOURNEY
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 3-2
 HALL & OATES 10-4
 COMMODORES 27-18
 FOREIGNER 29-20

WDOQ/Daytona Beach, FL
 Dave Mann
 GEORGE BENSON
 QUARTERFLASH
 Hotteat:
 HALL & OATES 1-1
 ONJ 14-7
 EW&F 19-12
 GO GO'S 26-20
 FOREIGNER D-24

WZPY/Huntsville, AL
 Chris Andrews
 DIANA ROSS
 LINDSEY BUCKINGHAM
 CHILLIWACK
 JOHN ENTWISTLE
 MIKE POST
 ELO
 Hotteat:
 CHRIS CROSS 1-1
 RICK SPRINGFIELD 10-6
 FOUR TOPS 14-7
 FOREIGNER 15-10
 CARL CARLTON 27-19

KZFM/Corpus Christi, TX
 Steele Chandler
 SHEENA EASTON
 ONJ
 TIERRA
 KIM CARNES
 C. CHRISTIAN
 ROLLING STONES
 Hotteat:
 JOURNEY 1-1
 RICK JAMES 4-2
 CHRIS CROSS 12-5
 CARL CARLTON 19-13
 ROGER 29-23

KROK/Shreveport, LA
 Harrison/Greer
 KOOL & THE GANG
 MIKE POST
 ELO
 DIANA ROSS
 CHILLIWACK (dp)
 GO GO'S
 Hotteat:
 CHRIS CROSS 1-1
 CARL CARLTON 3-3
 AIR SUPPLY 15-5
 RICK JAMES 8-8
 DIESEL 18-16

WSSX/Charleston, SC
 Bill Martin
 JOURNEY
 STEVIE NICKS &...
 SURVIVOR
 LINDSEY BUCKINGHAM
 TRIUMPH
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 13-8
 RICK SPRINGFIELD 15-10
 FOREIGNER 21-14
 DIESEL 22-19

KQJZ-FM/Amarillo, TX
 Tim Butler
 JOURNEY
 DIANA ROSS
 ROD STEWART
 GO GO'S
 Hotteat:
 MOODY BLUES 1-1
 QUINCY JONES 17-11
 FOREIGNER 18-13
 POLICE 22-17
 C. CHRISTIAN 29-24

KVOL/Lafayette, LA
 Philip Rankin
 JUICE NEWTON
 STEVIE WOODS
 DIANA ROSS
 DEBBIE HARRY
 JOURNEY
 QUARTERFLASH
 SURVIVOR (dp)
 Hotteat:
 CHRIS CROSS 3-1
 BOB SEGER 11-7
 BILLY JOEL 17-14
 AIR SUPPLY 18-15
 DIESEL 29-25

WXLK/Roanoke, VA
 Russ Brown
 BARRY MANILOW
 QUARTERFLASH
 STEVIE NICKS &...
 BILLY JOEL
 Hotteat:
 RICK JAMES 1-1
 HALL & OATES 5-2
 FOREIGNER 10-6
 CARL CARLTON 14-11
 CHILLIWACK 15-12

KSEL/Lubbock, TX
 Stan Castles
 STEVIE NICKS &...
 QUARTERFLASH
 ELO
 LINDSEY BUCKINGHAM
 DON MCLEAN
 Hotteat:
 CHRIS CROSS 1-1
 DAN FOGELBERG 4-2
 LRB 5-3
 FOUR TOPS 8-6
 HALL & OATES 10-8

WISE/Asheville, NC
 John Stevens
 ROD STEWART
 QUARTERFLASH
 DON MCLEAN
 RONNIE MILSAP
 ALAN PARSONS
 LINDSEY BUCKINGHAM
 Hotteat:
 LRB 3-1
 AL JARREAU 21-12
 MARTY BALIN 22-16
 AIR SUPPLY 23-19
 RICKIE LEE JONES 31-26

WFOX/Gainesville, GA
 Hank Dole
 LINDSEY BUCKINGHAM
 JOURNEY
 QUARTERFLASH
 Hotteat:
 CHRIS CROSS 1-1
 FOUR TOPS 12-9
 FOREIGNER 19-13
 ONJ 24-20
 ROD STEWART D-23

KPUR/Amarillo, TX
 Wilson/Williams
 PAT BENATAR
 JOURNEY
 JOHNNY LEE
 DAN FOGELBERG 4-1
 BOB SEGER 6-4
 LRB 7-5
 HALL & OATES 9-6
 ONJ 25-19

96SQ/Savannah, GA
 J.P. Hunter
 STEVIE NICKS &...
 LINDSEY BUCKINGHAM
 KIM CARNES
 JERMAINE JACKSON
 JOURNEY
 PRINCE
 Hotteat:
 CHRIS CROSS 1-1
 HALL & OATES 7-4
 ALABAMA 4-2
 QUINCY JONES 8-3
 ROLLING STONES 11-8
 RICK JAMES 13-9

WQEN/Gadsden, AL
 Leo Davis
 ELO
 DIANA ROSS
 BARRY MANILOW
 LINDSEY BUCKINGHAM
 JOHN ENTWISTLE
 Hotteat:
 ROLLING STONES 2-1
 HALL & OATES 3-2
 BOB SEGER 6-3
 FOREIGNER 19-9
 EW&F 29-20

Q101/Meridian, MS
 Larry O'Neal
 DIANA ROSS
 JOURNEY
 CHILLIWACK
 LINDSEY BUCKINGHAM
 LUTHER VANDROSS
 Hotteat:
 CHRIS CROSS 1-1
 RICK SPRINGFIELD 10-6
 FOUR TOPS 14-7
 FOREIGNER 15-10
 CARL CARLTON 27-19

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

WTRY/Albany
 WVBF/Boston
 WRVQ/Richmond
 WTWR/Detroit
 KEYN-F

MIDWEST Most Added Hottest Rod Stewart Lindsey Buckingham Hall & Oates Diana Ross Christopher Cross Barry Manilow Dan Fogelberg

ADDS & HOTS

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

WEST Most Added Hottest Journey Christopher Cross Lindsey Buckingham Rolling Stones Quarterflash Hall & Oates

MIDWEST

PARALLEL TWO

92X/Columbus, OH

Teri Nutter BARRY MANILOW DIANA ROSS STEVIE NICKS 4-1-1 Hottest: DAN FOGELBERG 4-1 HALL & OATES 7-3 BOB SEGER 6-4 DEVO 11-9 RICK SPRINGFIELD 12-10

KIOA/Des Moines, IA

A.W. Pantoja ROD STEWART ANNE MURRAY C. CHRISTIAN Hottest: SHEENA EASTON 6-1 HALL & OATES 11-3 DAN FOGELBERG 8-4 LULU 10-7 LRB 13-8

KOFM/Oklahoma City, OK

Chuck Morgan DIANA ROSS BARRY MANILOW MIKE POST FOREIGNER ANNE MURRAY ARLAN DAY RICKIE LEE JONES Hottest: CHRIS CROSS 1-1 KENNY ROGERS 5-2 SHEENA EASTON 6-3 DAN FOGELBERG 7-5

KRAV/Tulsa, OK

Gary Reynolds FOUR TOPS DIANA ROSS Hottest: CHRIS CROSS 1-1 DAN FOGELBERG 4-2 ONJ 7-4 QUINCY JONES 6-5 AIR SUPPLY 15-6

KZ93/Peoria, IL

Keith Edwards QUARTERFLASH DIANA ROSS ROD STEWART Hottest: CHRIS CROSS 2-1 HALL & OATES 3-2 BOB SEGER 5-3 DAN FOGELBERG 7-5 KENNY ROGERS 17-12

WGRD/Grand Rapids, MI

Sean Stevens PAT BENATAR Hottest: FOREIGNER 1-1 SHEENA EASTON 3-2 HALL & OATES 11-7 POLICE 31-23 ONJ 35-26 WHOT/Youngstown, OH

Dick Thompson BARRY MANILOW CHILLIWACK ARS Hottest: DAN FOGELBERG 5-1 BOB SEGER 14-7 AL JARREAU 16-11 FOUR TOPS 27-21 FOREIGNER D-23

WNCU/Columbus, OH

Steve Edwards JOURNEY ROD STEWART DIANA ROSS PAT BENATAR Hottest: LRB 4-1 HALL & OATES 6-3 DAN FOGELBERG 8-5 FOREIGNER 20-12 COMMODORES 19-14

WOW/Omaha, NB

J.C. Corcoran ROD STEWART (dp) Hottest: CHRIS CROSS 1-1 SHEENA EASTON 5-3 HALL & OATES 7-4 KENNY ROGERS 8-6 AL JARREAU 12-7

WVIC/East Lansing, MI

Jim St. John KIM CARNES QUARTERFLASH DON MCLEAN KNACK DEBBIE HARRY RONNIE MILSAP Hottest: CHRIS CROSS 1-1 DAN FOGELBERG 2-7 HALL & OATES 6-3 KENNY ROGERS 5-4 MARTY BALIN 20-10

WAKX/Duluth, MN

John Armstrong FOREIGNER Hottest: CHRIS CROSS 1-1 LRB 8-4 AL JARREAU 14-11 QUINCY JONES 16-13 BILLY JOEL D-18

KSTT/Davenport, IA

Bill Young DAVID GATES C. CHRISTIAN ROD STEWART DIANA ROSS KNACK Hottest: CHRIS CROSS 1-1 KENNY ROGERS 6-3 HALL & OATES 7-4 FOUR TOPS 11-7 AIR SUPPLY 15-10

WYFM/Youngstown, OH

Jeff Tobin BOB SEGER FOUR TOPS Hottest: SHEENA EASTON 3-1 HALL & OATES 6-2 ROLLING STONES 5-4 DAN FOGELBERG 12-9 LRB 17-13

WNAM/Appleton-Oshkosh

Chris Cane JUICE NEWTON STEVIE NICKS 4-1-1 ELO Hottest: HALL & OATES 2-1 DIESEL 13-9 AIR SUPPLY 15-10 BILLY JOEL 14-11 FOREIGNER 23-17

WGBF/Evanville, IN

Kevin Carpenter COMMODORES BARRY MANILOW Hottest: HALL & OATES 3-1 CHRIS CROSS 1-2 LRB 5-3 DAN FOGELBERG 6-4 KENNY ROGERS 9-6

WZOK/Rockford, IL

Mr. Ed AL JARREAU JOURNEY Hottest: CHRIS CROSS 2-1 HALL & OATES 6-5 BOB SEGER 8-6 BILLY JOEL 11-8 FOREIGNER 14-10

Z104/Madison, WI

Little Hudson COMMODORES STEVIE NICKS 4-1-1 LINDSEY BUCKINGHA ELO PAT BENATAR Hottest: RICK JAMES 4-1 HALL & OATES 8-4 POLICE 21-15 ONJ 24-16 AIR SUPPLY 26-20

WIKS/Indianapolis, IN

C.C. Matthews PAT BENATAR GENESIS LINDSEY BUCKINGHA SURVIVOR TRIUMPH Hottest: CHRIS CROSS 1-1 ROLLING STONES 5-2 FOREIGNER 3-3 RICK SPRINGFIELD 8-4 JOURNEY 7-5

U93/South Bend, IN

J.K. Dearing FOUR TOPS FOREIGNER Hottest: BPACH BOYS 2-1 ELO 14-6 LULU 18-8 RICK SPRINGFIELD 20-14 FOREIGNER A-19

WDJX/Dayton, OH

Joe Dawson ROD STEWART ELO CHILLIWACK STRECK C. CHRISTIAN Hottest: CHRIS CROSS 1-1 RICK SPRINGFIELD 7-3 DAN FOGELBERG 8-4 ONJ 21-11 FOREIGNER 22-16

WLOL.FM/St. Paul, MN

Phil Houston MIKE POST BURTON CUMMINGS C. CHRISTIAN Hottest: CHRIS CROSS 1-1 DAN FOGELBERG 5-2 AL JARREAU 13-10 MOODY BLUES 16-11 AIR SUPPLY 18-13

WKDO/Evanville, IN

Gabe Hobbs BARRY MANILOW ARS BURTON CUMMINGS JOURNEY ROD STEWART Hottest: HALL & OATES 2-1 AIR SUPPLY 20-9 QUINCY JONES 17-10 FOUR TOPS 27-14 ROYAL PHILHARMONI 21-16

WJXQ/Jackson, MI

Ryan/Chick STRECK ALAN PARSONS GRAND FUNK RAILRO RICKIE LEE JONES KIX NILS LOFGREN DVC JOHN HALL JEFF. STARSHIP Hottest: BOB SEGER 1-1 DON FELDER 5-2 LRB 7-4 POLICE 13-5 TRIUMPH 20-15

KQKQ/Omaha, NB

Mark Evans BARRY MANILOW DIANA ROSS QUINCY JONES ROD STEWART Hottest: HALL & OATES 3-1 RICK SPRINGFIELD 7-4 FOUR TOPS 14-9 ONJ 18-10 COMMODORES 16-12

KIHK/Davenport, IA

Chuck King DAVID GATES C. CHRISTIAN FOREIGNER LINDSEY BUCKINGHA Hottest: CHRIS CROSS 1-1 STEVIE NICKS 4-2 HALL & OATES 11-6 LRB 13-8 RICK SPRINGFIELD 20-16

WZZR/Grand Rapids, MI

Lucian Jay ROD STEWART DON MCLEAN ONJ Hottest: DAN FOGELBERG 2-1 CHRIS CROSS 1-2 HALL & OATES 5-3 LRB 4-4 FOREIGNER 25-20

PARALLEL THREE

KFYR/Bismarck, ND

Dan Brannan STEVIE NICKS 4-1-1 COMMODORES PABLO CRUISE ELO Hottest: HALL & OATES 5-1 BILLY JOEL 9-7 QUINCY JONES 12-8 AL JARREAU 13-10 BURTON CUMMINGS 18-14

KKLS/Rapid City, SD

Sherwyn/Piper LINDSEY BUCKINGHA GEORGE BENSON JUICE NEWTON QUARTERFLASH Hottest: DAN FOGELBERG 3-1 DIESEL 9-6 QUINCY JONES D-7 MARTY BALIN 13-10 FOREIGNER 17-14

KKRC/Sioux Falls, SD

Dan Kleley JOHNNY LEE BARRY MANILOW QUINCY JONES Hottest: ROLLING STONES 2-1 DAN FOGELBERG 7-4 LRB 9-5 KENNY ROGERS 10-6 BOB SEGER 12-8

KKXL/Grand Forks, ND

Jeff Parker ROD STEWART DIANA ROSS JOHNNY LEE Hottest: CHRIS CROSS 1-1 LRB 3-2 DAN FOGELBERG 4-3 HALL & OATES 5-4 FOREIGNER 8-6

WRKR/Racine, WI

Steve Warren LUTHER VANDROSS Hottest: JOURNEY 1-1 CHRIS CROSS 3-2 RICK JAMES 7-4 DEVO 17-13 BOB SEGER 21-15

WSPT/Stevens Point, WI

Brad Fuhr ONJ BARRY MANILOW COMMODORES PABLO CRUISE Hottest: HALL & OATES 4-1 RICK SPRINGFIELD P-3 DIESEL 5-4 GO GO'S 27-19 BILLY SQUIER 24-20

WTRU/Muskegon, MI

Mike Stevens ROD STEWART DIANA ROSS JOURNEY JUICE NEWTON STEVIE NICKS & ... LINDSEY BUCKINGHA Hottest: DAN FOGELBERG 2-1 HALL & OATES 3-2 BOB SEGER 6-5 POLICE 11-8 MARTY BALIN 12-10

KDVV/Topeka, KN

Tony Stewart ROD STEWART COMMODORES JOURNEY Hottest: BOB SEGER 3-1 DIESEL 6-3 HALL & OATES 7-4 ONJ 22-12 BARRY MANILOW D-19

KELO/Sioux Falls, SD

Harley Worthit Hottest: DIESEL 1-1 SHEENA EASTON 2-2 HALL & OATES 10-10 CHILLIWACK 17-17 FOUR TOPS 20-20

KWLO/Waterloo, IA

Drew Bentley DIANA ROSS MIKE POST POLICE Hottest: DIESEL 9-1 AIR SUPPLY 11-3 BILLY JOEL 10-7 FOREIGNER 23-13 BURTON CUMMINGS 24-15

WAZY-FM/Lafayette, IN

Harris/Dugan ROD STEWART QUINCY JONES EW&F JOURNEY LINDSEY BUCKINGHA Hottest: CHRIS CROSS 1-1 AIR SUPPLY 13-8 DIESEL 15-9 FOREIGNER 20-12 COMMODORES 23-13

KRNA/Iowa City, IA

Bart Goynshor LINDSEY BUCKINGHA ELO ARLAN DAY MARTIN BRILFY DEF LEPPARD (dp) SURVIVOR (dp) JOHN ENTWISTLE (dp) GRAND FUNK RAILRO (dp) Hottest: HALL & OATES 2-1 DIESEL 4-3 FOREIGNER 7-5 BILLY JOEL 9-6 POLICE 16-10

KQWB/Fargo, ND

Wayne Miller COMMODORES MIKE POST ROD STEWART (dp) CHILLIWACK (dp) Hottest: CHRIS CROSS 1-1 HALL & OATES 2-2 DAN FOGELBERG 5-3 LRB 4-4 KENNY ROGERS 9-7

WCIL-FM/Carbondale, IL

Tony Waltekus DON FELDER ELO AIR SUPPLY LINDSEY BUCKINGHA Hottest: SHEENA EASTON 1-1 HALL & OATES 4-3 GO GO'S 10-7 BOB SEGER 23-15 KINKS 33-22

KFMZ/Columbia, MO

Steve Graziano LINDSEY BUCKINGHA KINKS CHILLIWACK Hottest: ROLLING STONE 1-1 LRB 4-3 DON FELDER 9-6 DAN FOGELBERG D-7 BOB SEGER 16-11

99KG/Salina, KS

(formerly known as KSKG) Danny Collier JOHNNY LEE STEVIE NICKS & ... JOURNEY Hottest: CHRIS CROSS 1-1 LRB 7-4 BOB SEGER 9-5 AL JARREAU 11-7 RICK SPRINGFIELD 17-8

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron RONNIE MILSAP KNACK KIM CARNES ARS JEFF. STARSHIP DON MCLEAN JERMAINE JACKSON JOHN HALL JOHNNY LEE BOB DYLAN Hottest: CHRIS CROSS 1-1 DAN FOGELBERG 5-2 LRB 6-5 BARRY MANILOW 23-10 FOUR TOPS 20-15

KGW/Portland, OR

Janis Wojniak MIKE POST BARRY MANILOW FOREIGNER Hottest: CHRIS CROSS 1-1 MOODY BLUES 4-3 AL JARREAU 12-7 LRB 13-9 AIR SUPPLY 17-13

KJRB/Spokane, WA

Brian Gregory ROD STEWART STEVIE NICKS & ... MIKE POST JOURNEY GO GO'S Hottest: CHRIS CROSS 1-1 ROLLING STONES 7-2 DAN FOGELBERG 9-6 FOREIGNER 18-8 ONJ 19-11

KRQ/Tucson, AZ

Guy Zapoleon QUARTERFLASH JOURNEY STEVIE NICKS & ... GENESIS TRIUMPH Hottest: ROLLING STONES 1-1 DIESEL 14-5 POLICE 21-15 FOREIGNER 22-18 AL JARREAU 27-22

Y94/Fresno, CA

Ray Appleton ONJ DIESEL BURTON CUMMINGS Hottest: HALL & OATES 1-1 LRB 6-2 RICK SPRINGFIELD 8-4 QUINCY JONES 12-9 DAN FOGELBERG 13-10

KLUC/Las Vegas, NV

Dave Van Stone ELO QUARTERFLASH JOURNEY Hottest: FOREIGNER 1-1 BILLY JOEL 3-2 DAN FOGELBERG 6-3 DIESEL 10-6 RICK SPRINGFIELD 19-12

KYNO-FM/Fresno, CA

Walker/Davis DIANA ROSS GEORGE BENSON DEBBIE HARRY Hottest: EVELYN KING 3-1 KENNY ROGERS 9-5 HALL & OATES 12-9 EW&F 16-14 ROGER 24-15

KZZZ/Albuquerque, NM

Bruce Daniels Hottest: CHRIS CROSS 1-1 SHEENA EASTON 2-2 HALL & OATES 3-3 DAN FOGELBERG 6-6 AL JARREAU 9-9

FM102/Sacramento, CA

Manders/Preston ROD STEWART BOB SEGER PAT BENATAR Hottest: CHRIS CROSS 1-1 HALL & OATES 3-3 AL JARREAU 8-6 POLICE 16-14 EW&F 22-17

KSPZ/Colorado Springs, CO

Mike Daniels BARRY MANILOW QUARTERFLASH KIM CARNES Hottest: HALL & OATES 1-1 KENNY ROGERS 3-2 DAN FOGELBERG 4-3 AIR SUPPLY 8-4 FOREIGNER 18-15

KHYT/Tucson, AZ

Rich Brother Robbin LINDSEY BUCKINGHA GEORGE BENSON ELO BARRY MANILOW POINTER SISTERS LUTHER VANDROSS (RA) Hottest: RICK JAMES "Fire..." 1-1 KOOL & THE GANG 27-7 SLAVE 23-8 TIERRA 25-15 ONE WAY D-28

KIDD/Monterey, CA

Brown/Ryan JOURNEY KNACK DIANA ROSS JOHNNY LEE Hottest: ROLLING STONES 1-1 CHRIS CROSS 3-2 HALL & OATES 5-3 GO GO'S 11-6 DAN FOGELBERG 15-10

KGGI/Riverside-San Bernardino, CA

Steve O'Neil EW&F COMMODORES RICKIE LEE JONES Hottest: CHRIS CROSS 1-1 AL JARREAU 10-7 LUTHER VANDROSS 29-11 AIR SUPPLY 26-13 KENNY ROGERS 22-18

KKXX/Bakersfield, CA

Squires/DeRoo QUARTERFLASH DIANA ROSS GENESIS KINKS (dp) NILS LOFGREN (dp) DONNIE IRIS (dp) Hottest: LRB 2-1 RICK SPRINGFIELD 12-7 FOREIGNER 15-8 FOUR TOPS 21-11 AIR SUPPLY 24-15

KNBQ/Tacoma, WA

Beau Roberts JERMAINE JACKSON KNACK LINDSEY BUCKINGHA Hottest: CHRIS CROSS 1-1 HALL & OATES 14-7 BOB SEGER 20-11 POLICE 17-13 FOREIGNER 23-14

K96/Provo, UT

Jim Sumpter CHILLIWACK GENESIS STEVIE NICKS & ... BOB PABLO CRUISE Hottest: HALL & OATES 2-1 ROLLING STONES 6-3 FOREIGNER 7-4 DAN FOGELBERG 9-5 STEVIE NICKS 26-20

FM103/Salt Lake City, UT

Lorraine Winnegar GENESIS QUARTERFLASH Hottest: BOB SEGER 2-1 LRB 5-3 BILLY JOEL 7-5 POLICE 12-9 FOREIGNER 17-17

KSFZ/San Francisco

Pat Evans JOURNEY ELO JEFF. STARSHIP Hottest: ROLLING STONES 2-1 FOREIGNER 1-2 JOURNEY 4-4 POLICE 12-6 BILLY SQUIER 15-10

KBBK/Boise, ID

Bob Lee KIM CARNES JERMAINE JACKSON STRECK JUICE NEWTON PAT BENATAR JOURNEY Hottest: HALL & OATES 2-1 RICK SPRINGFIELD 3-3 AIR SUPPLY 8-6 ONJ 19-15 GO GO'S 23-17

KSBD/Salem, OR

Len E. Mitchell ELO JOURNEY DIANA ROSS DAVID GATER KIM CARNES Hottest: CHRIS CROSS 1-1 AIR SUPPLY 26-20 ONJ 33-23 DEVO 30-25 FOREIGNER D-34

PARALLEL THREE

KCBN/Reno, NV

Larry Irons JOURNEY ALAN PARSONS QUARTERFLASH JUICE NEWTON KIM CARNES GENESIS Hottest: CHRIS CROSS 1-1 ROLLING STONES 2-2 BOB SEGER 5-4 DAN FOGELBERG 13-7 POLICE 71-12

KDZA/Pueblo, CO

Rip Avine ROD STEWART JOURNEY LINDSEY BUCKINGHA JUICE NEWTON RONNIE MILSAP KOOL & THE GANG QUARTERFLASH DONNIE IRIS Hottest: CHRIS CROSS 1-1 HALL & OATES 8-5 BOB SEGER 13-10 DIESEL 24-19 ONJ 28-23

KQDI/Great Falls, MT

Pat Richards LINDSEY BUCKINGHA JOURNEY ELO CHILLIWACK KNACK Hottest: LRB 5-1 CHRIS CROSS 7-2 ROLLING STONES 10-4 DIESEL 16-11 FOREIGNER 21-16

KSLY/San Luis Obispo, CA

Don Potter PAT BENATAR C. CHRISTIAN LUTHER VANDROSS RONNIE MILSAP QUARTERFLASH LINDSEY BUCKINGHA JUICE NEWTON Hottest: CHRIS CROSS 1-1 HALL & OATES 3-2 DAN FOGELBERG 6-4 AIR SUPPLY 12-9 FOREIGNER 22-14

KENI/Anchorage, AK

Randy Robbins QUARTERFLASH RONNIE MILSAP Hottest: CHRIS CROSS 1-1 ROLLING STONES 6-3 COMMODORES 21-16 FOREIGNER 32-26 CHILLIWACK D-29

KYYA/Billings, MT

Jack Bell ELO LINDSEY BUCKINGHA KNACK Hottest: CHRIS CROSS 1-1 ROLLING STONES 12-9 DIESEL 13-10 ONJ 19-11 POLICE 26-20

KATI/Casper, WY

Donna Foxx DIANA ROSS GENESIS JOURNEY LINDSEY BUCKINGHA QUARTERFLASH KNACK Hottest: CHRIS CROSS 2-1 BEE GEES 9-6 AIR SUPPLY 13-7 POLICE 21-13 PAT BENATAR 25-15

KOZE/Lawiston, ID

Wes McShay EW&F LINDSEY BUCKINGHA JUICE NEWTON STEVIE NICKS & ... DIANA ROSS ALAN PARSONS C. CHRISTIAN Hottest: DAN FOGELBERG 3-1 FOREIGNER 11-4 DIESEL 15-11 POLICE P-18 QUARTERFLASH D-27

THE FOLLOWING STATIONS REPORTED A FROZEN PLAYLIST THIS WEEK: KRBE/Houston WSGN/Birmingham KXXZ/Albuquerque KELO/Sioux Falls

EASY LISTENING RADIO

Fred Seiden

Sounds Of Sinatra

First, it was "Friday With Frank," now in its 25th year on **WWDB-FM/Philadelphia**, featuring the recorded music of **Frank Sinatra**, plus interviews with Frank, and many of his show business friends and associates.

Later, "Sunday With Sinatra" was added to the WWDB lineup, and this program quickly became number one in its time slot.

Next came "Saturday With Sinatra," heard on **WYNY/New York**; and a "New Year's Eve With Frank Sinatra" carried by the **Mutual** network.

Today, the product of that evolution is the "Sounds Of Sinatra," heard on radio stations from New York City to Los Angeles through the syndication efforts of the same man who produced and hosted all the other shows I've mentioned. He's **Sid Mark**, Operations Manager at WWDB, an FM station that offers its listeners talk programming, except for the weekend Sinatra shows, which Sid was preparing when I caught up with him by phone recently.



Sid Mark

R&R: How did you first get to know Frank Sinatra?

SM: I have been with WWDB for 25 years, and I've been doing "Friday With Frank" for all those years. After the program had been on the air for about nine years, I'd meet people from **Warner Bros.** or **Capitol** and they would say, "Gee, you've done a hell of a job. Is there anything we can do for you?" I'd say, "Yes, I'd like to meet Frank Sinatra." Their reply was, "Well, how about **Sammy**?" I told them, "I already know Sammy." **Dean Martin** or **Buddy Greco** was their next offer. "No chance to meet Sinatra," I was told. Then the album "Sinatra At The Sands" was to be released; I had an advance copy of it, and I talked a local record store sponsor into stocking it heavily. During my Friday night program, I played the album and the sponsor quickly sold 1000 copies of the Sinatra album, and reordered 2000 more. He sold all those as well. I got a call from the Coast, "What a marvelous job you did, is there anything we can do for you?" I said, "No, I'd just like to shake Sinatra's hand and say hello." And they said, "That's impossible, we've been trying for years to do that for you." That was a Monday. On that Thursday I got a call informing me that Frank Sinatra had invited my wife and myself out to Las Vegas for the weekend. Could we go? That was a silly question! We flew out and I met him that Friday evening at the Sands, had dinner with him and **Jilly Rizzo**; and the table was star-studded with **Milton Berle** and his wife, **Laraine Day** and **Leo Durocher**, **Nancy** and **Frank Jr.** And that's the story of how I met Frank Sinatra.

R&R: Now, let's talk about your own syndicated two-hour program. What is the concept of the "Sounds Of Sinatra?"

SM: I sit down and program Frank Sinatra records. Each show has a theme, and the theme really does nothing more than reflect my mood at the time. Quite often I'll have a guest in to do an interview with me. In the past I've had **Sammy Cahn**, **Rod McKuen**, **Beverly Sills**, **Milton Berle**... anybody who's in town who had something to do with Frank Sinatra might be on the show. The first guest for the initial syndicated program is Frank Sinatra. He came into the studio and we recorded a show talking about what Sinatra is all about, what took so long from the last recording session until "Trilogy," and what this three-part album means to the artist. We also talked about his feelings, his family and his children.

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.



R&R: I suspect that the next question has been asked many times. Why do you think Sinatra is still as important as he was in the 50's and 60's?

SM: I would rephrase that... Frank Sinatra is more important now! He is the only vocalist, the only performer, who has ever had hit records in '39, '49, '59, '69, and '79. The man has been out there for five decades. He stays fresh! He doesn't sit back and say, "Well, I did 'I've Got You Under My Skin,' and I don't have to be concerned about doing a tune called 'New York, New York'; let somebody else do it." Perfect example is the new single. He was watching television, heard the **Pan Am** commercial, and he liked it so much he commissioned **Sammy Cahn** to write a new lyric for a song which is called "Say Hello." Then he went into the studio and recorded it. The other side is from a new Broadway show by **Steven Sondheim**, with the title "We Had A Good Thing Going." Now, Frank Sinatra could sit back and say, "I don't have to do anything new"; but instead, he stay current, he stays out there, and has tremendous appeal to the younger audiences.



Frank Sinatra

R&R: Sid, how important has radio been to Sinatra's singing career?

SM: He talked about that very thing on our New Year's Eve show, where he did the entire three hours with me on the Mutual network. We talked about radio's earlier days when they used to

"We're on with every single program format, with the exception of Spanish and Country. I would say that Frank Sinatra is able to participate in every radio format."

have the "Lucky Strike Show," and there were live bands, which he enjoyed. He said the importance of radio today is obvious. The hit song "New York, New York" was created by the radio people, and he's very much aware of what is going on at all times on all stations.



- Sid Mark's "Sounds Of Sinatra" is succeeding on a variety of formats.
- Mark explains why Sinatra is still a contemporary force.
- How the show is put together.

R&R: Speaking of radio, your own syndicated show runs at different times around the country and with a variety of formats. Would you guess that the "Sounds of Sinatra" works better in certain programming environments?

SM: We're on with every single program format, with the exception of Spanish and Country. Would you believe that? We're on Talk, Contemporary, Adult/Contemporary and Beautiful Music. I would say that Frank Sinatra is able to participate in every radio format, including Talk.

R&R: I know that WWDB runs a Talk format and the Sinatra shows. I'd say that the two forms of programming don't usually coexist, but they seem to be working together in Philadelphia.

SM: You know why it works well? Because talk shows are demographically geared toward an older audience 35+, and that, of course, is the majority of Sinatra's audience. But in New York, WYNY is an Adult Contemporary music station, and we have very good numbers with our Saturday night shows.

"He is the ONLY performer who has ever had hit records in '39, '49, '59, '69, and '79. The man has been out there for five decades. He stays fresh!"

R&R: Does Sinatra ever listen to your show?

SM: Yes, he does. As a matter of fact, I have received calls from him while I was on the air, which is always a jolt. I do the shows live in New York and Philadelphia each weekend.

R&R: A friend was telling me that he went to a recent Sinatra concert at Carnegie Hall, and the ticket sales were sensational.

SM: He is bigger today than at the height of his career, when he appeared at the Paramount Theater. He is one of the few living legends who is still out there. People go to see Frank Sinatra, in person.

R&R: Do you think he will ever retire?

SM: I hope not. I don't think so. I believe when he retired before, at the urging of his children, he found that he was unhappy. Then he decided to cut just one more album, "Ol' Blue Eyes is Back," and his kids said to do at least one TV show, which he did; and then he was encouraged to do a concert, and after facing the live audience again — he got hooked.

R&R: What is it like at his concerts?

SM: I can only tell you that on a couple of really super occasions I've been backstage and have been privileged to walk with him as he's going toward the stage. There's a place in Philadelphia called the Spectrum that seats about 18,000 people. We were walking down the runway of the Spectrum and the musicians were playing his theme, and when the spotlight picked him up coming through the runway, the applause was so loud that it actually pushed us back. Audiences give him love, and he returns it.

Flow

At **KAKZ/Wichita** the new Operations Manager is **Bill Miller**, working with the "Music Of Your Life" format.

John C. "Johnny" Gunn is now Program Director at **KGIL-AM & FM/San Fernando, CA**. Gunn has been active in broadcasting for 30 years as talent, writer and commercial producer.

Peters Productions, Inc. has signed 11 radio stations to air the company's new MOR-traditional format called "Your Life." Peters tied the programming into today's changing music tastes and overall demographic picture, with a revival in interest in the music of the 40's, 50's and 60's.

Joy 94(WNJY)/West Palm Beach, FL is offering its listeners a special Sunday program "Sinatra — A Biography In Song," with interviews from Frank Sinatra's closest friends, and the best of his songs.



Jeff Gelb **AOR**

WYSP Creates "Sight And Sound" Division

Over the last year or so, AOR radio has begun to widen its prospective audience by using the complementary sight and sound medium of TV. Many stations have solicited record companies for rock videos and incorporated them into weekly or monthly programs hosted by their air personalities. One such station is WYSP/Philadelphia, where well-known air personality Cyndy Drew has been hosting the "Rock And Roll Show" for over a year to excellent ratings response (sometimes besting all competition, including the "Tonight Show" and "Saturday Night Live").

Now, WYSP PD Dick Hungate has decided to parlay that show's success into a full-fledged department. Cyndy has been named Video Projects Director for WYSP's "Sight and Sound" division. Dick explained, "Cyndy has been very successful both on the air and with her TV show. Most radio stations have only just begun experimenting with TV as a complementary medium; she has had a year's experience in it and is excellent at it. I wanted to give the opportunity to her to continue to grow in the area in which she was most interested. Meanwhile, it's great for us because everyone knows she works here, and we promote the hell out of the show."

To make time for her video-oriented activities, Cyndy has switched her full-time airshifts to weekends, and former weekender Leslie Patten has taken over Cyndy's daytime spot. Cyndy's ecstatic over the change in job definition: "I've always been interested in video, and Dick was aware of that. Now I have the time to concentrate on the show, and to help promote the station."

Cyndy and Dick were understandably vague in describing the other ways in which the Sight and Sound Division will be used, for competitive reasons. But one example of a way in which the department will function has already taken place. Last week, Cyndy set up and hosted a video "birthday party" for Bruce Springsteen at a local club. Listeners with college ID's were admitted free while others paid \$3 admission to see Springsteen videos supplied by Columbia Records. The videos were shown on projection screen TV's, utilizing the club's sound system for audio amplification. "The overall effect," Cyndy stated, "was much like actually seeing a Springsteen concert, because you're seeing him as big as life



Cyndy Drew interviews Ted Nugent on her "Rock And Roll Show."

and real loud. The fans loved it."

It's also interesting to note that programs like Cyndy Drew's "Rock And Roll Show" give MTV its first competitive programming; it's radio fighting back against any threat of listener loss to MTV because radio's programming can be localized with personalities and local music.

Dick Hungate is very excited about the future of his newly-created division. He stated, "The handle we use on the air is 'classic rock.' It's a fine logo but it automatically implies boring, dated, or yesteryear. It's necessary, when we

play artists like the Yardbirds, Led Zeppelin, Beatles and Rolling Stones, to also keep an eye to the future, to avoid being labeled old-fashioned. We've hopped all over video as an answer to that."

COMING NEXT WEEK: The summer Arbitron's brought good news to WXRT/Chicago (1.3-2.1) and KROQ/Pasadena (1.7-1.8). While both stations are not about to shoot past their markets' more mainstream AOR competitors, they're both doing well while playing a decidedly eclectic blend of music. Next week we speak with WXRT PD Norm Winer and KROQ PD Rick Carroll about their stations' unique programming policies.



WMET MEETS THE DOOBIES — WB's Doobie Brothers just played a concert date in Chicago, and were greeted after the show by representatives of WMET. Pictured (l-r) are WMET Promotion Coordinator Mark Campbell, concert hall publicity coordinator Joyce Pollack, group's Patrick Simmons, WMET air personality "Slim," group's Keith Knudsen, WMET Promotion Director Jim Corboy.

Jeff Gelb

EVOLUTION

Joe Biedrzycki has exited as PD at WGIR-FM/Manchester, citing differences in philosophy with management . . . Bernie Bernard has exited the MD post at WNEW-FM/New York, to go on the air three nights weekly for the station. Jim Monaghan has been upped to MD for the station . . . Kathy James has exited as MD at WLRS/Louisville. Terry Meiners has been promoted to MD for the station . . . Former WMJQ/Rochester MD Orest has joined competing WCMF for research . . . Reynold Hawk has been named Operations Manager for WSLQ/Roanoke along with the station's AM sister WSLC . . . Iris Harrison has been named music assistant at KGON/Portland . . . Dori Jenkins has been upped to Promotion Director at WLRS/Louisville . . . Tom Robinson has joined WBCN/Boston from WMMR/Philadelphia for nights . . . KLOL/Houston is now a John Sebastian client station . . . Lee Abrams is now consulting WKZL/Winston-Salem . . . New to WSKS/Hamilton, OH are Frank Johnson from neighboring WEBN for afternoon drive, and Bill Matthews from WHKC/Evansville.



IN THE DARK WITH SQUIER — Capitol's Billy Squier was greeted by KISW staffers following his recent Seattle concert date. Pictured (l-r) are KISW's John Langhan, Capitol's Stan Foreman, KISW newsman Mike West, Squier, KISW PD Beau Phillips and air personality Gary Crow.



WMMR'S BELLA DONNA: Stevie Nicks joined the WMMR/Philadelphia airstaff in a discussion about her solo album release on Modern Records. Pictured (l-r) are WMMR jocks John Stevens, Tom Robinson and Anita Gevinson, Nicks, PD Charlie Kendall, Modern co-owner Paul Fishkin.



K99 ROCKS THE BAHAMAS — If it took you awhile to get through to K99/Birmingham lately, it's because most of the staff was away from the phones and on the beaches in the Bahamas. Owner/GM Dan Brennan, pictured far right with his staff, awarded their hard work during the spring ratings period with a free group trip to Paradise Island.

UPDATE

Frankie Avalon and Annette Funicello were recent interview guests of KROQ/Pasadena's Rodney Bingenheimer, who has been playing the duo's beach party era hits on his weekend show . . . WSKS/Hamilton is sending two listeners to San Francisco to see the Rolling Stones. Listeners register by calling the station when they hear a Stones track played . . . KQDS/Duluth has upped its signal strength to 100,000 watts from 40,000 . . . KENO/Las Vegas is awarding nine listeners with pairs of tickets to the International Grand Prix at Caesar's Palace . . . LOVE 94/Miami just held its third free concert, presenting WB's Al Jarreau for thousands of listeners . . . For those stations programming them, here's a semi-official pronunciation guide for Vangelis (VAN-GEL'-IS with a hard G) and Vic Vergat (VER-GOT') . . . KDKB/Phoenix is celebrating "Bosses Day" by asking secretaries to write in with their choice of favorite boss. Six bosses and their secretaries, along with their respective dates or mates, will win dinners courtesy KDKB . . . WMMR/Philadelphia is capping its Rocktober on-air celebrations by playing concert tapes of four local bands recorded in concerts sponsored by WMMR . . . WQFM/Milwaukee sponsored a dusk-to-dawn "maniac marathon," showing five horror films at five area drive-ins simultaneously. WQFM jocks made personal appearances at the festival, awarding door prizes of record catalogues and free food from the concession stands.

COLOR

STONES-TOBER: WCMF/Rochester sent over two hundred listeners to the band's Buffalo show by bus. Now the station's chartering a jet to send 70 winning listeners to see the Stones in New York.

ROCKIN' BEST DAYS OF FALL: That's what KPKE/Denver's calling its first full-scale promotional effort as an AOR. It's a trivia quiz that accentuates older rock artists. Winners receive \$100 and artist catalogues. KPKE is also giving away \$1000 to people caught listening to the station in their cars.

WHERE IN THE UNIVERSE?: KZAP/Sacramento, in conjunction with Coca Cola, is airing clues to the location of a six pack of Coke hidden "somewhere in the universe." The listener who guesses where it's hidden wins an expenses-paid trip to Pago-Pago(!).

THE HARDEST ROCK KNOWN TO MAN: That's what WPYX/Albany is giving away in its latest contest. A \$1000 diamond goes to the listener who's first to correctly identify twelve special artists and their songs being played throughout the month of October.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WTUE/Dayton presented DVC for \$1.05.

BROADCASTS: Novo Combo on WLIR/Long Island.

GUEST DJ'S: Blackfoot on WSLO/Roanoke.

CONVERSATIONS: John Hall, Icehouse, Meat Loaf on WDHA/North Jersey . . . Pretenders, Marty Ballin on WMMR/Philadelphia . . . Triumph on WIOT/Toledo . . . Ian Hunter on WMSM/Cleveland, WILS-FM/Lansing . . . Michael Johnson on LOVE 94/Miami . . . John Hall on WRXL/Richmond . . . Go Go's on KTYD/Santa Barbara, Y95/Rockford . . . Triumph on KFMO/Lincoln . . . Jon Anderson, Blackfoot on WZZO/Allentown . . . Rough Trade, Ian Hunter on CHEZ-FM/Ottawa . . . Bill Wyman on KTXQ/Dallas . . . Van Halen on KLAQ/EI Paso . . . Triumph, Def Leppard, Blackfoot, Point Blank, DVC on WTUE/Dayton . . . Tom Verlaine on WQBK/Albany . . . Duran Duran on KROQ/Pasadena . . . Foghat on WIZD/West Palm Beach . . . Blackfoot on WPYX/Albany . . . Triumph, Ian Hunter on WLLZ/Detroit . . . Peter Wolf on WRIF/Detroit.

October 16, 1981

162 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (9/18, 9/25, 10/2, 10/9, 10/16) and artist/album information. Includes entries for Rolling Stones, Foreigner, Journey, Bob Seger & Silver Bullet, Stevie Nicks, Kinks, Dan Fogelberg, Genesis, Triumph, Little River Band, Heavy Metal, Pat Benatar, Red Rider, Atlanta Rhythm Section, Billy Joel, Police, Rossington-Collins Band, ZZ Top, Rick Springfield, Def Leppard, John Entwistle, Survivor, Billy Squier, Donnie Iris, Chilliwack, ELO, Diesel, Hall & Oates, Moody Blues, Blue Oyster Cult, Pretenders, Nils Lofgren, Shooting Star, Riot, Quarterflash, Rod Stewart, Jon & Vangelis, Mayday, Meat Loaf, and Novo Combo.

STONES held the top spot this week with great hits and total reports. FOREIGNER remained very strong at number two. JOURNEY, SEGER and NICKS clung tightly to their respective airplay slots. KINKS continued to inch up, as did DAN. GENESIS jumped as last week's adds converted. TRIUMPH continued its march upward while LRB and JOEL inched up. POLICE dropped a bit as station converted from single to LP. Expect a big jump next week as adds convert to upper rotations. R-C held rock steady. SPRINGFIELD continued his relentless upswing. DEF maintained. ENTWISTLE, SURVIVOR, SQUIER and CHILLIWACK all had a good week of increased airplay attention. H&O inched up. PRETENDERS held their own, as did NILS. STAR rose. QUARTERFLASH debuted with flashy adds. ROD's single debuted with 80 reports. MAYDAY and MEAT LOAF maintained while NOVO debuted. The Significant Action listings came closest to charting this week.

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

New Entry

MOST ADDED

Table of Most Added charts with columns for weeks 10/16, 10/9, 10/2, 9/25, 9/18. Includes entries for Police, Quarterflash, Grand Funk Railroad, Jack Green, Vic Vergat, Michael Schenker, Benny Mardones, Genesis, Steve Hackett, N. Schon, Bruce Cockburn, Who, Atlanta Rhythm, Martin Briley, Mink DeVille, Climax Blues Band, and Garland Jeffreys.

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

MEDIUM

Table of Medium charts with columns for weeks 10/16, 10/9, 10/2, 9/25, 9/18. Includes entries for John Entwistle, Rossington-Collins, Donnie Iris, Survivor, Triumph, Atlanta Rhythm, Kinks, Nils Lofgren, Red Rider, Chilliwack, Genesis, Riot, ELO, Dan Fogelberg, and ZZ Top.

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

THE HOTTEST

Table of The Hottest charts with columns for weeks 10/16, 10/9, 10/2, 9/25, 9/18. Includes entries for Rolling Stones, Foreigner, Journey, Bob Seger & Silver, Stevie Nicks, Dan Fogelberg, Kinks, Little River Band, Triumph, Billy Joel, Red Rider, and ZZ Top.

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

How fast will the phones light up after a taste of the Northwest's hottest band?
In a Quarterflash.



Here's why: ■ **Quarterflash** gets results. Before being signed to any label, Quarterflash pressed their own single, "**Harden My Heart**," (GEF 49824) and it promptly went to Number One on all the stations in Portland.

KISW
WLUP
WMMS
WEBN
WLRS
WRIF
WABX
WIOT
WCOZ
WAAF
WRXL
KLOL
KUPD
WIZD
WIOQ
WCMF
M105
WLVO
WQUE
WQMF
WWCK
WILS



■ **Quarterflash** does it differently. Unless you consider bands fronted by saxophone-playing female singers routine.

KMET
KTXQ
KZEW
KLBK
WKLS
WZXR
WQDR
WROQ
KLOS
KGB-FM
KDKB
KZAM-FM
KGON
KINK
KREM
WYMX
Y95
WPHD
KXXY
WWWV
WZZO
WBAB

Plus many more



■ **Quarterflash** is the first new act signed to Geffen Records.



RADIO & RECORDS
ALBUM AIRPLAY/40 DEBUT 35

QUARTERFLASH (GHS 2003)
PRODUCED BY JOHN BOYLAN
ON GEFEN RECORDS & TAPES
MANUFACTURED BY WARNER BROS. RECORDS INC.

AOR BREAKERS

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



POLICE
Ghost In The Machine (A&M)
"Every" "Journey" "Spirits" "Hungry." 85% of our reporters on it. Total album reports: 138. A-100, M-11, H-27. Charted this week at number 18.

Significant Action

- GRAND FUNK RAILROAD... Grand Funk... (Full Moon/WB)
"Queen" "Y.O.U."... Total 41. A-22, M-18, H-1
- JOHN HALL BAND... All Of The Above (EMI America)
"Crazy"... Total 39. A-8, M-22, H-3
- CHARLIE... Good Morning America (RCA)
Title "Roll"... Total 37. A-4, M-30, H-1
- RICKIE LEE JONES... Pirates (WB)
Title "Woody"... Total 34. A-1, M-14, H-19
- MICHAEL SCHENKER GROUP... MSG (Chrysalis)
"Heartland"... Total 33. A-16, M-18, H-0
- ALLMAN BROTHERS BAND... Brothers Of The... (Arista)
"Straight" "Judgement"... Total 32. A-4, M-24, H-8
- DEVO... New Traditionalists (WB)
"Coal" "World"... Total 32. A-2, M-24, H-8
- GO-GO'S... Beauty & The Beat (IRS/A&M)
"Lips" "Lust"... Total 31. A-1, M-18, H-12
- DIRT BAND... Jealousy (Liberty)
Title "Fire"... Total 30. A-1, M-28, H-4
- IAN HUNTER... Short Back 'N' Sides (Chrysalis)
"Love" "Park"... Total 28. A-0, M-22, H-8

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

- 2 1 CRUSADERS... Standing Tall (MCA)
"Standing" "Glad"
- 1 2 AL JARREAU... Breakin' Away (WB)
"Love" Title
- 6 3 TIM WEISBERG... Travellin' Light (MCA)
"Why"
- 4 4 SPYRO GYRA... Freetime (MCA)
"Summer Strut" "String Soup"
- 3 8 YELLOWJACKETS... Yellowjackets (WB)
"Sittin'"
- 6 6 PASSPORT... Blue Tattoo (Atlantic)
"Tattoo"
- 7 7 GIL SCOTT-HERON... Reflections (Arista)
"Storm" "City" "B' Movie"
- 8 8 TOM SCOTT... Apple Juice (Columbia)
"Whilo"
- 7 9 BOB JAMES... Sign Of The... (Tappan Zee/Col.)
Title
- 9 10 MILES DAVIS... The Man With The Horn (Columbia)
"Shout"

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

MOST ADDED

- GENESIS... Abacab (Atlantic) 37/29
- POLICE... Ghost In The... (A&M) 13/12
- MINK DEVILLE... Coup De Grace (Atlantic) 11/9
- STEVE HACKETT... Cured (Epic) 9/8
- GRAND FUNK RAILROAD... Grand Funk... (Full Moon/WB) 8/8
- BENNY MARDONER... Too Much... (Polydog/PG) 8/8

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.

MEDIUM

- NILS LOFGREN... Night... (Backstreet/MCA) 25/18
- ATLANTA RHYTHM SECTION... Quinella (Columbia) 24/18
- TRIUMPH... Allied Forces (RCA) 31/17
- RED RIDER... As Far As Siem (Capitol) 27/18
- ELO... Time (Jet/CBS) 24/16
- DONNIE IRIS... King Cool (MCA) 21/16

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... (Rolling Stones/A&J) 40/39
- BOB SEGER & THE SILVER BULLET BAND... Nine Tonight (Capitol) 39/38
- FOREIGNER... 4 (Atlantic) 40/36
- STEVIE NICKS... Bella Donna (Modern/A&J) 39/29
- JOURNEY... Escape (Columbia) 36/28
- PAT BENATAR... Precious Time (Chrysalis) 34/28

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

Q104 WQMA FM
Albany 518-482-5555

Address: 100 State St., Albany, NY 12242
Phone: (518) 482-5555

Station: WQMA (104.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

104.7 WBCN
Boston 617-266-1111

Address: 100 State St., Boston, MA 02109
Phone: (617) 266-1111

Station: WBCN (104.7 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

WIOZ
Boston 617-267-9090

Address: 100 State St., Boston, MA 02109
Phone: (617) 267-9090

Station: WIOZ (103.5 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

104.1 WROB
Albany 518-785-9800

Address: 100 State St., Albany, NY 12242
Phone: (518) 785-9800

Station: WROB (104.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

SOFTROCK 103.5
Boston 617-262-5900

Address: 100 State St., Boston, MA 02109
Phone: (617) 262-5900

Station: SOFTROCK 103.5 (103.5 FM)
Format: Soft Rock

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

97.1 ROCK
Buffalo 716-881-4555

Address: 100 State St., Buffalo, NY 14203
Phone: (716) 881-4555

Station: 97.1 ROCK (97.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

WHEN 102.7
Hartford 203-247-1060

Address: 100 State St., Hartford, CT 06103
Phone: (203) 247-1060

Station: WHEN (102.7 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

WBAB 102.3
Long Island 516-587-1023

Address: 100 State St., Long Island, NY 11701
Phone: (516) 587-1023

Station: WBAB (102.3 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

WBLM 102.7
Lewiston-Portland 207-783-2065

Address: 100 State St., Lewiston-Portland, ME 04201
Phone: (207) 783-2065

Station: WBLM (102.7 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

Q101 FM ROCK 101
Manchester 603-825-6915

Address: 100 State St., Manchester, NH 03101
Phone: (603) 825-6915

Station: Q101 FM ROCK 101 (101.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

WZZO
Allentown 215-694-0511

Address: 100 State St., Allentown, PA 18101
Phone: (215) 694-0511

Station: WZZO (101.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

i-95fm
Bridgeport 203-579-9995

Address: 100 State St., Bridgeport, CT 06601
Phone: (203) 579-9995

Station: i-95fm (95.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

WECM
Claremont 603-542-7735

Address: 100 State St., Claremont, NH 03025
Phone: (603) 542-7735

Station: WECM (101.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

WLIR FM 92.7
Long Island 516-488-9200

Address: 100 State St., Long Island, NY 11701
Phone: (516) 488-9200

Station: WLIR FM 92.7 (92.7 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

CHOM-FM
Montreal 514-935-2426

Address: 100 State St., Montreal, QC H3A 2B4
Phone: (514) 935-2426

Station: CHOM-FM (97.7 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

Rock 101
Harrisburg 717-238-1402

Address: 100 State St., Harrisburg, PA 17101
Phone: (717) 238-1402

Station: Rock 101 (101.1 FM)
Format: Contemporary Hit Radio

Key Personnel:
General Manager: [Name]
Program Director: [Name]
Sales: [Name]
Promotions: [Name]
Music Director: [Name]
DJ's: [Name]

R&R/Friday, October 16, 1981

EAST

WNEW

New York
212-866-7000

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WPLJ 95.5

New York
212-887-7777

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

105.5 WJHA

North Jersey
201-328-1055

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

105.5 WJHA

North Jersey
201-328-1055

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Ottawa
613-563-1919

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WIOQ

Philadelphia
215-687-8100

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WMMR

Philadelphia
215-561-0933

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WYSP 94 ROCK

Philadelphia
215-688-9400

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WFDH

Poughkeepsie
914-471-1500

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WYMX

Augusta
404-722-1302

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WOL

Pittsburgh
412-562-5900

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WCMF

Rochester
718-238-3200

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

92MJA

Rochester
716-232-7550

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

107

Scranton
717-961-1842

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Rock 107

Springfield
413-525-4198

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

93X

Syracuse
315-682-9538

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

93X

Syracuse
315-472-9797

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Q107

Toronto
416-967-3445

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

105

Washington, D.C.
703-534-0320

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

DC 101

Washington, D.C.
202-628-9932

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

FM105

West Virginia
304-722-3308

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WERI

Westerly
401-596-7728

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WAFM

Washington, D.C.
703-534-0320

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WAFM

Washington, D.C.
202-628-9932

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WAFM

Washington, D.C.
202-628-9932

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WAFM

Washington, D.C.
202-628-9932

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

SOUTH

WYMX

Augusta
404-722-1302

Most Added

Genesis *Abecad (Atlantic)* 27/22

John Entwistle *Too Late The Hero (A&M)* 17/9

Charlie *Good Morning... (RCA)* 10/8

Survivor *Promotion (Scott Bros/CBS) 206*

John Hall Band *All Of The... (EMI America) 12/6*

Grand Funk Railroad *Grand Funk... (Full Moon/WB) 6/6*

Medium

Triumph *Allied Forces (RCA)* 31/19

Atlanta Rhythm Section *Quinella (Columbia)* 32/18

Donnie Iris *King Cool (MCA)* 23/18

Kinks *Give The People... (Arista) 31/17*

Red Rider *As Far As Slam (Capitol)* 28/17

The Hottest

Foreigner *4 (Atlantic)* 35/33

Rolling Stones *Tattoo... (Rolling Stones/Ad) 34/33*

Journey *Escape (Columbia)* 36/31

Bob Seger & The Silver Bullet Band *Nine Tonight (Capitol)* 34/31

Dan Fogelberg *The Innocent... (FM/Epic)* 32/26

Stevie Nicks *Bella Donna (Modern/A&M)* 32/26

ky99

Amarillo
808-359-8561

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WYMX

Augusta
404-722-1302

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

96rock

Atlanta
404-326-0960

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

96rock

Austin
512-474-8543

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

WAPI

Birmingham
205-933-9274

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)

Address: 100 W. 30th St., New York, NY 10018

Hosts: POLICE (AM), POLICE (FM), POLICE (TV)



**Carolyn
Parks**

Country

FORMAT FAVORS 35-49 FACTION

KENR Digs Down To Its Roots And Strikes Gold

"There are those of us here in Houston who enjoy country music who don't have beards and wear chains around our necks. That's a fad, not real country. Real country is big in this city; but all of a sudden, with all of the Country stations here, there ain't nobody playing Lefty Frizzell anymore!"

With those words, former longtime KILT-AM & FM PD and current part-time consultant Bill Young sums up what he feels is a major programming "hole" in the Houston market. Bill left KILT to devote full attention to his own independent commercial production company, Bill Young Productions, and had no intention of reentering the programming field until KENR GM Bob Chandler offered the challenge. It's still too soon to say the rest is history, but Bill, Bob, and station PD Jason Williams are hopeful that KENR's "Country Gold" shift will keep the station from getting lost in Houston's Country maze. I recently spoke with all three gentlemen, who helped clarify KENR's new direction.

R&R: Tell us about KENR's new oldies format and why the decision was made to change.

BC: Houston has six Country stations. Two of those stations are FM, and consequently the pie was getting sliced rather thin. It was necessary for us to seek an answer to how the station could continue to be a viable competitor in the marketplace, which it has been for many years. After considerable research and a great deal of conversation and thought, it became apparent to us that AM can compete, will compete, and will compete successfully; but, in order to do so, we're going to have to specialize in a very narrow field.

JW: The whole premise is based on the fact that ten or even 15 years ago there was a 15 share of Country in Houston. That's increased to around a 17 share now, but the biggest thing that's happened is that the audience has gotten younger, especially now that it's gotten real hip to be Country. But what about those people who were part of that 15 share years ago? Nobody in town was servicing them. We're talking about people out in Washington County who are still cattle farming... thousands and thousands of them. We decided to build a radio station that would be very tailored to that demographic.

BY: It's too simplistic to say that we're going to play music that 35-49-year-old people will like. I don't know that there is any consistency between a 35 and a 49-year-old person musically. We're going back to a base that, in Houston, Texas at least, is a strong base. Twenty to thirty years ago there was a strong country music base in this market. That type of country music is not even being played with all the Country hoopla at the moment. Musically, we're getting back to our roots, but what that says is that the same type of person who has that reference point musically is probably interested in more than music right now. There are a lot of other things in his life other than what the new Johnny Lee record is, so we're trying to find the other things... we think baseball may be a part of it, we think news, commentary, and stock market reports play a part.

R&R: Could you elaborate on the type of programming you're planning to attract a more mature audience?

BC: We obviously started out with Astros baseball. The Astros had been on another station for 19 years (KPRC), but thank God we were successful in bringing them over here. Then we went to ABC, and after a great deal of investigation and study, they selected us to be the ABC Information Network affiliate for this market. We

were also successful in getting Paul Harvey, and we'll be introducing both ABC and Harvey for the first time on October 19.

JW: Musically we're playing two recurrences, two or three currents (depending on the spotload), and the balance oldies per hour. Our recurrences go back as far as nine months. Then we have another category which goes back two years. There's no limit on how far back our oldies can go as long as they were big enough hits. We also have a crossover category, which would include such artists as Bobby Goldsboro and Anne Murray, which we'll play about once per hour. A record like Dottie West's "Put You Back On The Rack," which has a very rock and roll sound, might be played on the station, although we wouldn't be the first to go on it.

BY: The Schulke format built a background music service that appeals to people working in offices, probably many of whom were not radio listeners before this. We're trying to build a radio station that is full of unique things that people will turn their radio on for. Every baseball radio station in the country has people



Jason Williams

"It became apparent to us that AM can compete, will compete, and will compete successfully; but, in order to do so, we're going to have to specialize in a very narrow field."

— Bob Chandler

who listen to the station only for that baseball game. Paul Harvey, particularly, tends to draw an exclusive radio listener. There are other things which we have already put on the air and are working on putting on that will have people turning on their radios for just that one thing. The challenge to us right now is to take those listeners and recycle them elsewhere, and to do that you've got to remind them of other things that are happening on the radio station that they would also feel comfortable with.

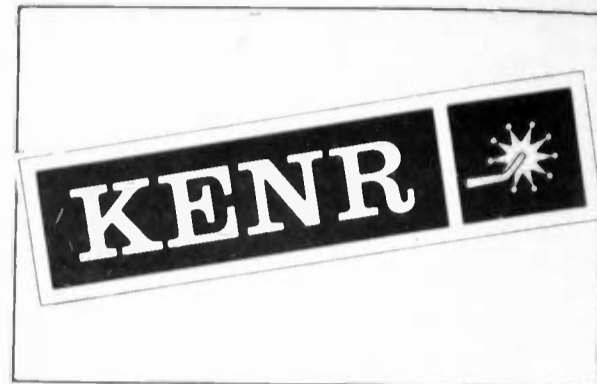
R&R: With so much emphasis on news and information, why not just change the format to News/Talk?

BC: We could have gone all-News or Religion or a lot of things, but we're an established Country station and have been a Country factor in this market for a long, long time. We're convinced that there are a lot of people who are interested in news and information who are also interested in country music, and vice versa.

I think it's best that you think of our total programming as a whole and realize that it's composed of several components. Music is one component. News is a component. Information and sports are components. I'm not in a position to say whether music is less important or more important than any of the other components or what its position might be in the whole, but it's one component.

R&R: Are there are other changes in the works for the station?

BY: We just added Joe Ford, who is probably one of the top three most well-known radio personalities in the city. Our morning man, Bill Bailey, has been on the air in this market for 20+ years. We're talking about a morning man who can literally pick up the phone tomorrow morning and call A.J. Foyt or Senator John Tower or a head coach of a pro football team.



We've hired two new sports people. We have a sports talk show in the evenings, and we'll also be broadcasting college football, basketball, etc. Larry Rasco has been added to our morning news. Larry was anchor-man at Channel 2 here in Houston for years. It's that kind of credibility that we're trying to achieve. We're talking to some other well-known people in the marketplace who have high profiles in their particular select audience. If all of these specialists can come together, then I think that each area of specialization can fit into one environment.

JW: We're about to increase our coverage 40-50% to the north. We just installed a couple of new towers and we're completely reworking the array and the coverage pattern. In two to three weeks we'll go all the way to Beaumont on the north and keep our pattern going south. Compared to what we have been working with, it's going to be a vast improvement.

R&R: Besides the new listeners you're attempting to attract, from where do you expect to draw most of your audience?

JW: If you look at KTRH, which is all-Talk, and KPRC (News/Talk), they've got excellent ratings for AM stations, so we hope to get some from them. Either the people we're after are not listening or they're listening somewhere else and they're not satisfied, so we hope to draw a little bit from all different areas.

BY: There are a whole block of listeners out there who we used to say have grown up out of rock, and probably that's happening to Country also. They've grown away from the Contemporary Country, so we're trying to go back and find some reference points. Gold Country would be a reference point for them. We're not playing on nostalgia; we want to be credible and play music that seems to be comfortable to people who are interested in credibility.

If our intent was to build an audience sharing a 15 share of Country listenership among six radio stations, we probably would not be successful. One or two might be successful, but that's not the point. I don't want to pitch pennies. I want to try to build a radio station independent of what our competition does.

BC: I think the bottom line is that out there in never-never-land there are a select group of people that will respond favorably to what it is we're doing. I think they're going to come from a number of places. We'd be hard-pressed to think for a moment that we can build come from anybody. I think we're looking at the simplest precept of programming in the final analysis, and that is that a station historically shares audience with other stations. All we're trying to do is create bigger quarter hours and attract new movement. It's pure and simple.

R&R: Has there been any initial response to your format shift?

JW: There's a record shop in town that's been here for many years, Don's Record Shop, which specializes in hard-to-find records. After we had the format on the air for two weeks, Don called Bill and mentioned that all of a sudden they had had a rash of people asking for the oldies, way out of proportion to anything they've had before. Nobody can prove that it was caused by us, but the way it was timed was certainly coincidental!



Bill Young

A new and better sound in radio ...

The United Stations Country Music Network

offering the best in country music ...
America's fastest growing sound.
7 days a week, 24 hours a day,
60 minutes an hour. Live by satellite.

A talented partnership committed to excellence and professionalism.

ED SALAMON
Vice-President/Programming

Again voted Major Market Country Program Director for 1981 by Billboard for his work at WHN. Produced for the Mutual Broadcasting System, "The Johnny Cash Silver Anniversary Special", (Billboard's 1981 Syndicated Special of the Year) and the record-breaking "Country Music Countdown-1980" co-hosted by Anne Murray.

NICK VERBITSKY
President

Recently, senior vice-president of stations and operations for the Mutual Broadcasting System; vice-president/general manager of WHN Radio, voted in 1981 by Billboard as Major Market Country Station of the Year.

DICK CLARK

Dick Clark is among the most successful of all radio, television and motion picture personalities. He is the innovative man behind many projects throughout the entertainment industry including his most identified success, "American Bandstand" ... one of the longest lived continuous programs in broadcast history.

FRANK MURPHY
Vice-President/Marketing

Recently, vice-president of station relations for the Mutual Broadcasting System, with many years of day-to-day contact with America's finest radio stations.



The United Stations, Inc., 635 Madison Ave., 3rd Floor, N.Y., N.Y. 10022

Tel: (212) 751-2840



BREAKERS

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

ALABAMA

Love In The First Degree (RCA)

On 69% of reporting stations. National Summary: Up 1, Same 5, Down 0, Debuts 3, Adds 65. A Most Added record. R&R Chart: Debut 39.

DON KING

The Closer You Get (Epic)

On 63% of reporting stations. National Summary: Up 42, Same 6, Down 1, Debuts 9, Adds 6. R&R Chart: 50-46.

JOHN SCHNEIDER

Them Good Ol' Boys Are Bad (Scotti Bros./CBS)

On 61% of reporting stations. National Summary: Up 19, Same 12, Down 0, Debuts 22, Adds 13. R&R Chart: Debut 47.

Most Added:

ALABAMA

- Love In The First Degree (RCA)
- STATLER BROTHERS
- Years Ago (Mercury/PolyGram)
- JUICE NEWTON
- The Sweetest Thing... (Capitol)
- MAC DAVIS
- You're My Bestest Friend (Casablanca/PG)
- JERRY REED
- Patches (RCA)

Hottest:

- OAK RIDGE BOYS
- Fancy Free (MCA)
- CHARLEY PRIDE
- Never Been So Loved (In All My Life) (RCA)
- KENNY ROGERS
- Share Your Love With Me (EMI/Liberty)
- CHARLY McCLAIN
- Sleepin' With The Radio On (Epic)

MOST ACTIVE

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

- DAVID FRIZZELL & SHELLY WEST "Husbands And Wives" (WB) 60/17**
National Summary: Up 9, Same 24, Down 1, Debuts 9, Adds 17 including WCOS-FM, WQAM, WSM, WHOO, WITL-FM, WKKN, KICD-FM, KKAL, KBMY, KLAC, KEEN, WCAW, WOKQ, WYVA, WYVA, R&R Chart: Debut 49.
- WILLIE NELSON "Mountain Dew" (RCA) 58/10**
National Summary: Up 24, Same 14, Down 1, Debuts 9, Adds 10, WMNI, KFGO, WDAF, WHBF, KICD-FM, KKAL, KUZZ, KLZ, KOKE-FM, WCOS-FM, WSLR 37-30, KSOP 43-37, KEEN 30-25, WCAW 47-41, WIRK-FM 39-26. R&R Chart: Debut 50.
- TERRI GIBBS "I Wanna Be Around" (MCA) 56/5**
National Summary: Up 24, Same 16, Down 1, Debuts 10, Adds 5, WCAW, KWMT, WIRE, KFEQ, KKAL, WNYR 27-22, WYII 43-38, WGTO 48-41, WLWI-FM 34-27, WSIX-FM 14-10, WSM 39-33, WCXI 35-29, KVOO 34-29, KEED 45-36, KEEN 27-23.
- JERRY REED "Patches" (RCA) 53/21**
National Summary: Up 16, Same 9, Down 0, Debuts 7, Adds 21 including KLZ, KMAK, KSON-AM-FM, WOKQ, WNYR, WMZQ-FM, WCOS-FM, WMC-AM, KKYX, WKLM, WHK, KBUF, WXCL, WKCO-FM, KFH.
- MOE BANDY "Rodeo Romeo" (Columbia) 49/17**
National Summary: Up 5, Same 18, Down 0, Debuts 9, Adds 17 including WVMI, WGTO, WQIK-FM, WLWI-FM, WKKN, WKCO-FM, KVOO, KRZY, KBMY, KWJJ, KCUB, WVAM, WIXY, WYVA, KKYX 47-38.
- EARL THOMAS CONLEY "Tail Me Why" (RCA) 49/14**
National Summary: Up 5, Same 22, Down 0, Debuts 8, Adds 14 KBMR, WMNI, KBUF, WGEE, WITL-FM, KICD-FM, WTHI, KVOO, KRRV, KOKE-FM, KVET, WVMI, WYDE, KNOE, KKAL 50-45.
- RANDY BARLOW "Try Me" (Pak) 49/3**
National Summary: Up 27, Same 8, Down 2, Debuts 9, Adds 3, WMNI, KLZ, KVEG, KICD-FM 36-24, KVOO 39-32, KFDI-AM 42-30, KUZZ 44-40, KWJJ 40-35, KSON-AM-FM d-33, WVAM 46-40, WYVA d-40, KVET 38-32, WCOS-FM 30-25, KKYX 29-23, WKLM 35-28.
- GARY MORRIS "Headed For A Heartache" (WB) 48/12**
National Summary: Up 3, Same 23, Down 0, Debuts 10, Adds 12, KLZ, KEED, KRZY, WYVA, WYII, WCOS-FM, WBAP, KIKK-FM, WQIK-FM, WQYK-FM, WTQR-FM, WMNI, KVOO d-33, WBAM d-34, WITL-FM 37-34.
- STATLER BROTHERS "Years Ago" (Mercury/PolyGram) 47/45**
National Summary: Up 1, Same 0, Down 0, Debuts 1, Adds 45 including WSLR, WMAQ, WGEE, WKKN, KRZY, KNIX-FM, KTOM, KMPS-AM-FM, WNYR, WMZQ-FM, WGTO, WBAP, KIKK-FM, WMC-AM, WIRK-FM.
- EDDY RAVEN "Who Do You Know In California" (Elektra) 44/12**
National Summary: Up 3, Same 20, Down 0, Debuts 9, Adds 12, KRRV, KHEY, KIKK-FM, KYYX, KWKH, WNRS, KBMR, WMNI, KVOO, KFDI-AM, WWCS-FM, WYVA, WQYK-FM 37-31, KEEN d-37, On: KMPS-AM-FM.
- JUICE NEWTON "The Sweetest Thing..." (Capitol) 38/38**
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 36 including WGNM-FM, WBGW-FM, WMZQ-FM, KVET, WQIK-FM, WLWI-FM, KRMD-AM-FM, WSLR, KBUF, WFMS-FM, WKKN, KFDI-AM, KSSS, KEEN, KGA.
- BILLY "CRASH" CRADDOCK "Now That The Feeling's Gone" (Capitol) 38/12**
National Summary: Up 6, Same 15, Down 0, Debuts 5, Adds 12, KOKE-FM, KVET, WGTO, WWOD, WNRS, WMNI, WGEE, WTHI, WBGW-FM, WCAW, WNYR, WYVA, WYDE 38-30, KKYX 50-42, KSOP 48-38.

Radio & Records NATIONAL AIRPLAY/50

October 16, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK	WEEK	ARTIST/SONG (Label)
6	2	2	1	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
16	9	6	2	OAK RIDGE BOYS/Fancy Free (MCA)
1	1	1	3	EDDIE RABBITT/Step By Step (Elektra)
12	7	4	4	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)
22	13	8	5	BARBARA MANDRELL/Wish You Were Here (MCA)
17	11	9	6	GAIL DAVIES/Grandma's Song (WB)
6	5	5	7	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
26	15	10	8	ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
28	20	12	9	KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
3	3	3	10	LACY L DALTON/Takin' It Easy (Columbia)
20	18	11	11	KENDALLS/Teach Me To Cheat (Mercury/PolyGram)
29	23	16	12	HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
32	25	18	13	JOHN CONLEE/Miss Emily's Picture (MCA)
27	22	15	14	FRED KNOBLOCK/Memphis (Scotti Bros./CBS)
36	28	19	15	TAMMY WYNETTE/Crying In The Rain (Epic)
39	31	23	16	MEL TILLIS/One Night Fever (Elektra)
4	6	7	17	LEON EVERETTE/Hurricane (RCA)
40	36	27	18	EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
31	26	21	19	DOLLY PARTON/The House Of The Rising Sun (RCA)
42	37	29	20	MERLE HAGGARD/My Favorite Memory (Epic)
35	30	25	21	ZELLA LEHR/Fedin' The Fire (Columbia)
41	35	31	22	SYLVIA/Heart On The Mend (RCA)
14	12	17	23	GLEN CAMPBELL/I Love My Truck (Mirage/Atlantic)
43	39	33	24	ANNE MURRAY/It's All I Can Do (Capitol)
44	38	32	25	CON HUNLEY/She's Steppin' Out (WB)
2	4	13	26	T.G. SHEPPARD/Party Time (WB/Curb)
49	45	35	27	RICKY SKAGGS/You May See Me Walkin' (Epic)
41	38	29	28	JOHNNY LEE/Bet Your Heart On Me (Full Moon/Asylum)
46	42	34	29	GEORGE JONES/Still Doin' Time (Epic)
9	8	14	30	ED BRUCE/Everything's A Waltz (MCA)
43	41	31	31	LARRY GATLIN/What Are We Doin' Lonesome (Columbia)
50	44	39	32	GEORGE STRAIT/Down And Out (MCA)
23	17	24	33	BURRITO BROTHERS/She Belongs To Everyone But Me (Curb)
19	21	22	34	JOHN ANDERSON/I Love You A Thousand Ways (WB)
42	40	32	35	STEVE WARINER/All Roads Lead To You (RCA)
8	10	26	36	RAZZY BAILEY/Midnight Hauler (RCA)
50	48	37	37	CRYSTAL GAYLE/The Woman In Me (Columbia)
49	46	36	38	TOMPALL & THE GLASER BROTHERS/Just One Time (Elektra)
10	18	30	39	ALABAMA/Love In The First Degree (RCA)
47	45	35	40	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
13	19	28	41	BELLAMY BROTHERS/You're My Favorite Star (WB/Curb)
49	47	37	42	RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)
7	14	20	43	GENE WATSON/Fourteen Carat Mind (MCA)
24	24	34	44	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
50	48	37	45	B.J. THOMAS/I Recall A Gypsy Woman (MCA)
45	40	44	46	DON KING/The Closer You Get (Epic)
45	40	44	47	JOHN SCHNEIDER/Them Good Ol' Boys Are Bad (Scotti Bros./CBS)
45	40	44	48	SONNY CURTIS/Married Women (Elektra)
45	40	44	49	DAVID FRIZZELL & SHELLY WEST/Husbands And Wives (WB)
45	40	44	50	WILLIE NELSON/Mountain Dew (RCA)

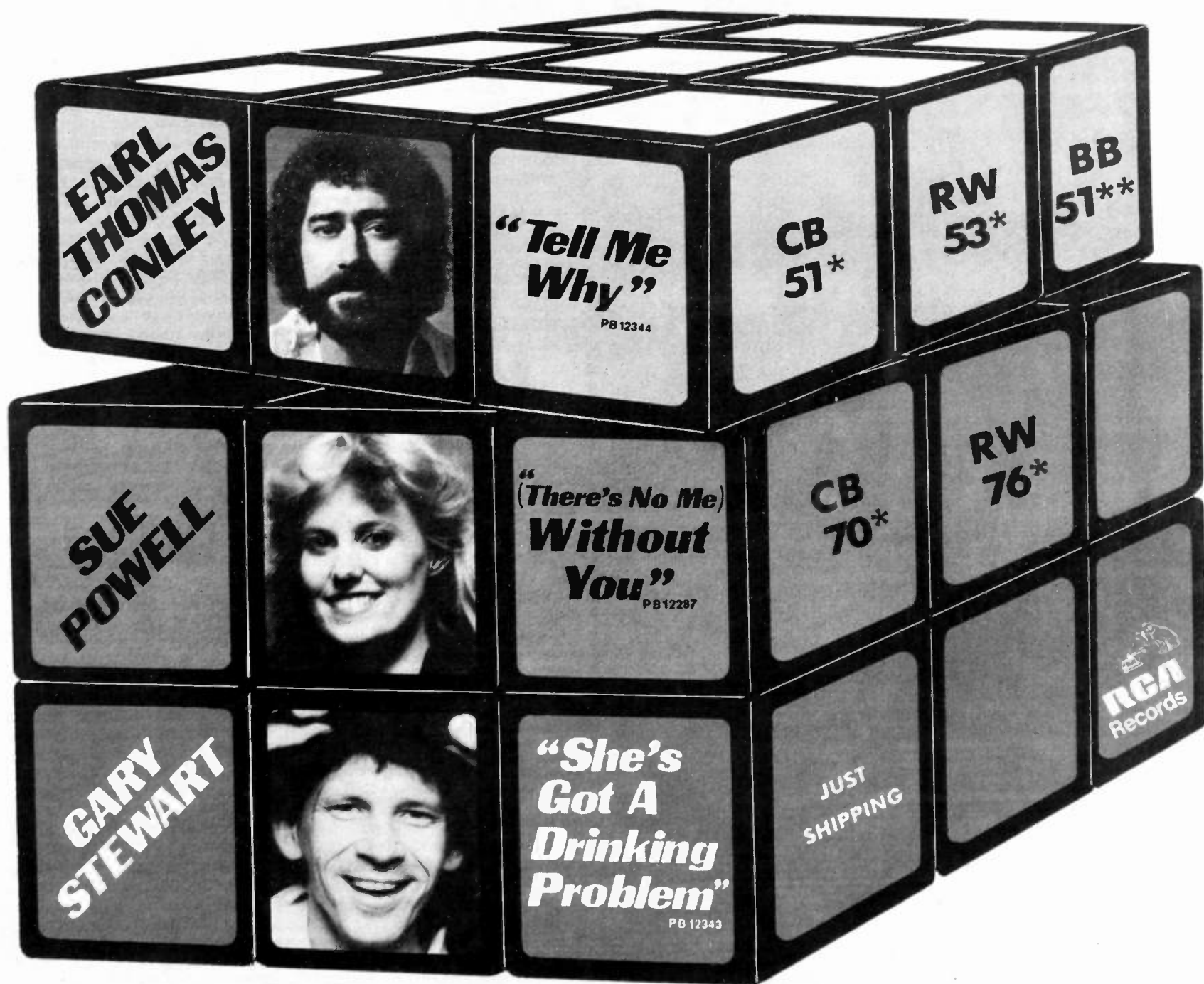
This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

- RODNEY CROWELL "Stars On The Water" (WB) 37/15**
National Summary: Up 5, Same 12, Down 0, Debuts 5, Adds 15, KBMY, KSSS, KRDR, KRZY, KCKC, KEEN, KOKE-FM, WQIK-FM, KNOE, KYYX, WKLM, WTQR-FM, WIRE, WKKN, KICD-FM.
- STEPHANIE WINSLOW "When You Walk In The Room" (WB/Curb) 37/10**
National Summary: Up 6, Same 13, Down 0, Debuts 8, Adds 10, WQIK-FM, WQYK-FM, WKLM, WCXI, KBUF, WKCO-FM, KRDR, KWJJ, WCAW, WYVA, KHEY 50-41, KRMD-AM-FM 50-42, KWMT 48-38, KVOO 35-30, KEED d-34.
- MAC DAVIS "You're My Bestest Friend" (Casablanca/PolyGram) 35/30**
National Summary: Up 1, Same 2, Down 0, Debuts 2, Adds 30 including WBGW-FM, WNYR, WYII, KHEY, WLWI-FM, WQYK-FM, WIRK-FM, WMAQ, WFMS-FM, WXCL, KUZZ, KNIX-FM, KEEN, KMPS-AM-FM, KCKC 24-19.
- CRISTY LANE "Cheatin' Is Still On My Mind" (EMI/Liberty) 34/11**
National Summary: Up 7, Same 11, Down 0, Debuts 5, Adds 11, KVET, WQIK-FM, WWOD, KNOE, KBMR, WCXI, WITL-FM, KICD-FM, WTHI, KRZY, WCAW, WGTO 49-43, KHEY 48-40, KVOO 44-27, On: WQYK-FM.
- KIPPI BRANNON "Slowly" (MCA) 34/9**
National Summary: Up 12, Same 7, Down 1, Debuts 5, Adds 9, WMAQ, WCXI, WITL-FM, WXCL, WHBF, KMAK, KWJJ, WQIK-FM, KNOE, KWMT 43-37, KFDI-AM 46-40, KEED 49-40, WVAM 44-36, KVET 41-34, WIRK-FM d-33.
- ROGER MILLER "Everyone Gets Crazy Now And Then" (Elektra) 32/4**
National Summary: Up 13, Same 11, Down 0, Debuts 4, Adds 4, KYTE, KSOP, WCXI, WXCL, KUZZ 36-30, KLAC 42-39, KNIX-FM 37-34, KCKC 13-6, WBGW-FM 47-42, KKYX 42-37, WIRK-FM 30-24, WTQR-FM 40-38, KEBC-FM 49-46, KFEQ 29-26.

Others Getting Significant Action

- JUDY BAILEY "The Best Bedroom In Town" (Columbia) 24/6**
National Summary: Up 6, Same 7, Down 0, Debuts 5, Adds 6, KSSS, KMPS-AM-FM, KGA, KLRA, WCXI, KICD-FM, KUZZ 42-36, WAXX d-30, KEBC-FM 48-44, KFDI-AM 44-36.
- MUNDO EARWOOD "I'll Still Be Loving You" (Excelsior) 21/4**
National Summary: Up 3, Same 8, Down 0, Debuts 6, Adds 4, WGTO, KLRA, WKKN, WYVA, WYDE d-37, KKYX d-43, WSLR 38-31, KSSS d-31.
- SUE POWELL "(There's No Me) Without You" (RCA) 19/9**
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 9, WTOS, KVOO, KSSS, KEED, WWCS-FM, WGTO, WQIK-FM, KNOE, WKLM.
- LEE GREENWOOD "It Turns Me Inside Out" (MCA) 19/8**
National Summary: Up 5, Same 6, Down 0, Debuts 2, Adds 6, WVAM, KWKH, WKKN, KVOO, KSSS, KSOP, WBAM 16-12, WSIX-FM 6-5, WQYK-FM 23-18, WXCL 26-19.
- BILL NASH "Slippin' Out, Slippin' In" (EMI/Liberty) 19/5**
National Summary: Up 3, Same 9, Down 0, Debuts 3, Adds 5, KBMR, WAXX, WBGW-FM, WGTO, KHEY, WNRS 40-34, WQIK-FM 44-41, KRMD-AM-FM d-43.
- BRENDA LEE "Only When I Laugh" (MCA) 18/8**
National Summary: Up 0, Same 10, Down 0, Debuts 0, Adds 8, KHEY, WQIK-FM, WBAM, WIRK-FM, WNRS, WAXX, WKKN, KUZZ.
- FREDDIE HART "You Were There" (Sunbird) 17/2**
National Summary: Up 5, Same 6, Down 0, Debuts 4, Adds 2, KRDR, KWJJ, WGNM-FM 31-27, WVAM 29-27, WWOD d-42, WKLM 39-33, WHBF 41-34, KFDI-AM d-47.
- TANYA TUCKER "Rodeo Girls" (MCA) 16/4**
National Summary: Up 3, Same 7, Down 0, Debuts 2, Adds 4, KVET, WITL-FM, KKAL, WCAW, KKYX 46-36, KRMD-AM-FM 46-39, KEBC-FM d-48, WGNM-FM 41-36.
- JIM CHESNUT "The Rose Is For Today" (Liberty/Curb) 15/8**
National Summary: Up 2, Same 4, Down 0, Debuts 1, Adds 8, WITL-FM, WTOS, KICD-FM, KFDI-AM, KGA, WYII, KRRV, WLWI-FM, KOKE-FM 46-39, KVET 44-36.
- DEAN DILLON "Jesus Let Me Slide" (RCA) 15/1**
National Summary: Up 3, Same 10, Down 0, Debuts 1, Adds 1, WCAW, KRMD-AM-FM 48-46, WKKN d-37, KKAL 45-43, KEED 48-46, On: KEBC-FM, KMPS-AM-FM, KGA.
- JOE STAMPLEY "All These Things" (Epic) 14/9**
National Summary: Up 1, Same 4, Down 0, Debuts 0, Adds 9, WMZQ-FM, KVET, WSM, WIRK-FM, KICD-FM, KFEQ, KFDI-AM, KTOM, KCUB.
- DICKEY LEE "I Wonder If I Care As Much" (Mercury/PolyGram) 14/4**
National Summary: Up 3, Same 5, Down 0, Debuts 2, Adds 4, KVET, WHBF, KICD-FM, KSSS, WGTO 44-42, WXCL 30-27, KEED 43-39.
- CALAMITY JANE "Send Me Somebody To Love" (Columbia) 14/2**
National Summary: Up 3, Same 6, Down 0, Debuts 3, Adds 2, KVOO, KOKE-FM, WBOS-FM d-25, WYDE 39-31, WLWI-FM 40-34, WIRK-FM 40-36, On: WAXX, KEEN.
- BOBBY G. RICE "Pardon My French" (Charta) 12/3**
National Summary: Up 0, Same 9, Down 0, Debuts 0, Adds 3, KFGO, WKKN, KNOE, On: KGA, KOKE-FM, WYDE, WBAM.

***“Sometimes,
the solution is
obvious...”***



RCA - the singles solution

Country Pictures

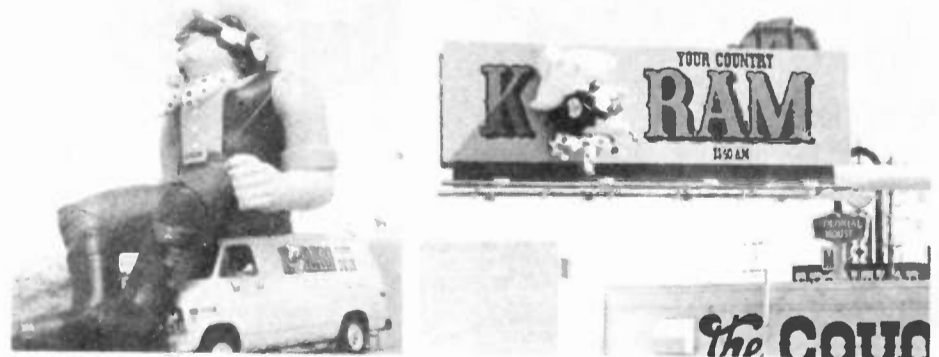
FINE ENTERTAINMENT 9:PM to 2:30AM



WSAI'S KAZOO BROTHERS: Record labels, take note! There's a new act out of Cincinnati that's taking the town by storm (well, maybe by calm would be a better description). Actually, WSAI PD Dale "Jake" Turner (left) and salesman Jeff "Elwood" Niedert (right) have been performing around town for various benefits and fundraisers in the guise of the Kazoo Brothers (perhaps the kazoos are in the briefcase).



CON HUNLEY IN WHN SPOTLIGHT: Con Hunley recently sat in on Dan Taylor's afternoon show at WHN. Welcoming him to the New York studios are (standing, l-r) Asst. PD Robbie Roman, MD Pam Green, and Dan Taylor; (bottom, l-r) Con Hunley and former PD Ed Salamon.



THE KRAM COWBOYS: Pictured above are KRAM/Las Vegas's 30-foot cowboy balloon mascot and inflatable billboard, the recent victims of station vandalism (R&R, 10-2). However, GM Bill Berkey tells us that both have been reinflated and are back in the air and on the road spreading the station's message.



A LION IN LAMESA: Detroit Lions running back Bo Robinson (left), a native of Lamesa, TX, stopped by his hometown prior to the season to visit with KPET Sports Director Bill Schoening (right).



Biff Collie

Inside Nashville

CONGRATULATIONS: In addition to all the winners we've seen and heard about this week, add these - Charlie Daniels and the Oak Ridge Boys won their second and third "Scotty" awards from 3M for their "Full Moon" and "Greatest Hits" albums, respectively, (recorded on 3M tape) for reaching "platinum" status . . . Jim Ed Brown won induction into the Arkansas Country Hall of Fame . . . Buddy Emmons and Noel Boggs were

and the New South, and fiddle, guitar, and vocals with Emmylou Harris.

inducted into the Steel Guitar Players Hall of Fame . . . The Country Music Revue Association, meeting in Ft. Worth for the annual CMR Awards, hosted by Roy Clark on October 10. Mary Reeves Davis presented the first "Leading Texan" Award to "the Texan who does the most for country music and lends his or her support to promote country music." The awards are voted on by members only, the second-largest membership in the world, behind the Country Music As-

MUSIC-PRUDENCE: The third and fourth lawsuit in a week over the Coors Beer poster was filed here, this one by the second former member of the Foggy Mountain Boys band headed by Lester Flatt and Earl Scruggs, joining the Flatt estate and Earl Scruggs in contesting the legality of that poster. Pierce Tullock and Burkett ("Uncle Josh") Graves, in separate suits, added to the multi-million dollar legal attack on the local distributor and the parent company in Colorado.



MOE'S THE KING! Well, now it's official. Moe Bandy was recently named the "King Of Honky Tonk Music" by a resolution of the 67th Texas Legislature. Moe is shown accepting the honor from Senator Glenn Kothmann, a longtime Bandy fan who introduced the legislation. It sure helps to have friends (or fans) in high places!

sociation . . . Moe Bandy, proclaimed by the 67th Texas Legislature as "King Of Honky Tonk Music," was presented with the honor by Texas Senator Glenn Kothman . . . "Fun in Music City Puts Money in the Kitty" was the melody played by cash registers in Middle Tennessee this week. The hotels were so full, Holiday Inns here were referring room requests to their motel in Dickson, TN, 40 miles away.

CONVENTION NOTES CULLED FROM THE CRUMPLED CUFF: Porter Wagoner and his Wagonmasters performed at the third annual reunion banquet of the Cherokee Nations for 15,000 . . . Charly McClain will be seen on an upcoming "Hart To Hart" episode, with Bob Wagner and Stephanie Powers . . . Look for "Miss America," Elizabeth Ward, on "Nashville Palace" Saturday (October 24), along with Roy Clark, Tanya Tucker, Jerry Reed, and comedian Grady Nutt . . . Kenny Rogers will soon convince Hollywood (and others) that he is, in fact, an important TV ratings-getter. Kenny's "Gambler" movie last year was the #1 TV movie of the year, and now his "Coward Of The County" has racked up heavy numbers . . . Willie Nelson's quiet visit to the city of music included fishing and friends. He's dividing his time between his homes in Texas and Colorado during his convalescence. He's not expected to perform publicly again in 1981 . . . Ricky Skaggs warped their heads at the Grand Ole Opry with his "real, honest-to-goodness, prize-winning, blue-ribbon country songs and sounds." He had Roy Acuff standing in the wings smiling and saying, "Well, this young fellow is just what we've been needing." Skaggs's background includes working in the Stanley Bros. band, the Country Gentlemen in Washington, DC, J.D. Crowe

A Month In The Country Wherever You Are



October is Country Music Month

"ROCKY TOP" vs "TENNESSEE WALTZ": Tennessee Governor Lamar Alexander has proposed that "Rocky Top," the Felice and Boudleaux Bryant song, become one of the official Tennessee state songs. Alexander says, "It captures the spirit of a great many Tennesseans, maybe better than any song I know." "Tennessee Waltz," which sold millions of records for Patti Page and many others through the 30 years of its existence, has been the official state song of note since the late Governor Frank Clement brought it to the attention of the legislature in the 1960's and continues to be considered the state song. "Rocky Top" is performed hundreds of times daily in public places such as Opryland, Silver Dollar City in Pigeon Forge, TN (down the road from Dolly's home of Sevierville), and Libertyland Park in Memphis. The UT band plays it at all University of Tennessee football games in Knoxville and whips the crowd into a Smoky Mountain frenzy.



Coors Country News
This Week's Guests:
CHARLEY PRIDE @ MOE BANDY

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



Jeff
Green

Community Involvement

WHIZ/Zanesville, OH staged a "Jail & Bail" promotion to raise money for the March of Dimes. Well-known community figures volunteered to be put into the county jail, and listeners contributed \$20 either to bail them out or keep them in. If they paid \$20 to hold them behind bars, the amount accumulated so that if the person wasn't bailed out at the end of the day, he had to bail himself out! \$1000 was collected in all. Also in Ohio, WLW/Cincinnati offered listeners a free "Law Forum" to ask a visiting attorney general legal questions. In a related area, WCBM/Baltimore was a winner in the 1981 American Bar Association Gavel Awards for "Outstanding Public Service" in presenting its documentary "Bankruptcy: Going For Broke." Congratulations to producer/news reporter Sue Kopen. KING/Seattle cosponsored a successful Labor Day blood drive to benefit a local blood center. The third in a series of holiday blood drives involving the station gathered 184 donors. KYUU/San Francisco sponsored 150 visually handicapped children and adults at the Ringling Brothers/Barnum & Bailey Circus. Before the show, the children were treated to an "animal petting" session with baby elephants, ponies and chimps. The Pioneers for Telephones hooked up special radio headsets, and evening personality Steve Kane broadcast a play-by-play of the 3-ring activities. Technical problems with a TV feed did not prevent KUHL/Santa Maria's morning man Mike Geraty from helping raise \$13,000 during the MD Telethon. At one slow point in the proceedings, Mike stopped all music programming until he received a number of pledges. In all, Mike and the KUHL staff worked nonstop for 22 hours.

SEPTEMBER 27, 1981



BUFFALO GOES BANANAS OVER FITNESS — Here's this year's beautiful poster for WBEN/Buffalo's annual "Run For Your Life" 20 kilometer marathon. The race marks the station's fifth year as a co-sponsor for this healthy event.

Adult/Contemporary



PORTLAND'S FAVORITE RADIO STATION — In conjunction with the Farrell's Ice Cream Parlours and the success of the "Ice Cream Song" by local artist Robbie Robinson, KEX/Portland invited the entire city to compete for prizes and to eat all the ice cream it wanted for \$1. Several thousand dollars were raised for the Kidney Association of Oregon. Pictured (l-r) are weekendender Randy Scott, midday man Bob Swanson, Oregon Dalry Princess, Bob Farrell, morning man Jimmy Hollister with Jimmy Jr., PD Bob Miller, afternoon personality Dick Salnte, and the Oregon Dalry Commission Director. Also shown is one angle of the 500-pound sundae under construction.



CULTIVATING FOR CHARITY — WCHV/Charlottesville, VA has a basketball/softball/volleyball team called the "Rampaging Ducks," who play anyone anytime for charity. In less than three years, they've raised over \$9000, charging \$1 a ticket to spectators. Shown above is the station team mascot, driving a tractor in the annual Dogwood Festival Parade.



BATTER UP — WCTC/New Brunswick, NJ's Operations Manager Jay Meyers holds the plaque and citation presented by the local U.S. Navy Recruiting Station after a softball game between the station and recruits. Shown are the team players with some of the servicemen. The "All-Stars" finished 7-4 on the year, raising money for local charities.

Progress

Far West Communications President Paul Ward has announced the addition of four clients to his "Gold Plus" format: WGNG/Providence, WFBC/Greenville, WKRZ-AM/Wilkes-Barre, and WHMH/St. Cloud. Prior to founding FWC in 1979, Ward served as PD for WROR/Boston, KF1/Los Angeles, and KFRC/San Francisco. Scott O'Brien has been promoted from morning drive personality to Program Director at KWAV/Monterey. Steve Parlato will be the new Music Director. Jay Rutherford has been promoted from afternoon drive to Program Director at WAGE/Leesburg, VA. KUIC/Vacaville, CA has appointed Tim Rose as Program Director; he was most recently was PD at WMMB/Melbourne, FL. The new lineup: 6-10:30am Steve Hanson, 10:30am-2:30pm Bill Lynn, 2:30-7pm Tim Rose, 7pm-12:30am Ron Brown, 12:30-6am Toby Johnson. J.R. Russ is the new Program Director/afternoon drive personality at WECK/Buffalo, NY. Mark Phillips takes the morning shift, Lynn Dixon will do middays, Chuck McCoy to evenings/Production Director, Christy Martin handles nights, and Ralph Irene works the weekends. Mike Benson has been appointed Program Director for WJML-AM & FM/Petoskey, MI. He is the former overnight talent at WWWW/Detroit. Jeff Peterson has been promoted to Music Director. He will keep his midday shift. Mike O'Neal has joined WFTN/Franklin, NH as Operations Manager and afternoon drive personality. He is an eight-year veteran of New England radio. Paul Douglas has resumed his Music Director's duties at KOB/Albuquerque after a brief hiatus. Brad Smith has been named Music Director at WSAY/

Rochester. News Changes: Larry Webb is the new News Director at WOMC/Detroit. He was formerly News and Public Affairs Director for WDRQ/Detroit, and replaces Bob Bean, who resigned to become GM of Metro Traffic Control's Detroit office. WOMC also announced that Dave Lockhart, a 15-year veteran from WXYZ across town, has joined the station as morning drive personality. Jim Sharpe has been named the midday news anchor for WCFL/Chicago, previously news anchor and reporter for WISN/Milwaukee. Karen Foss, a local television anchorperson, has joined KSD-FM/St. Louis as morning news anchor. Another television newscaster, Michael Tuck, is now doing the afternoon newscasts on KFMB/San Diego. Sharon L. Seay has joined WSB/Atlanta as newscaster/announcer, formerly a reporter for WDOD/Chattanooga. WSB also signed former Enterprise Sports Network host and play-by-play announcer John Sterling to host WSB's "Sports Evening" show, which includes college and NBA basketball as well as major league baseball. Frank Asbury has resigned from KOY/Phoenix as air traffic reporter to handle news across town at KNIX-FM. At WISN/Milwaukee, Bob Bach has been promoted from afternoon news anchor to News Director. Don Froehlich, former News Director, moves to Public Affairs Director, is now the new morning news anchor. Finally, Dan Marcus, former all-night show host, is the new Production Director. Bob Bakken joins KGGF/Coffeyville, KS as Sports Director. He was formerly at KWLM/Willmar, MN, where he held the same post.

Regionalized Adds & Hots

EAST Parallel One

WCBM/Baltimore
Hal Martin
none
Hotteat: KENNY ROGERS
CHRIS CROSS
BARRY HANILON

WFOA/Boston
Mike Adams
CARPENTERS
Hotteat: CHRIS CROSS
ROSS/RICHIE
POUR TOPS
AL JARREAU
SHEENA EASTON

WBEW/Buffalo
Roger Christian
DIANA ROSS
TYLER
Hotteat: none

WQBF/Buffalo
Jerry Rao
COMODORES
LAB
Hotteat: KENNY ROGERS
CHRIS CROSS
AL JARREAU
QUINCY JONES

WTFM/New York
Frank Kelly
FOREIGNER
DIANA ROSS
ROD STEWART
BARRY HANILON
Hotteat: CHRIS CROSS
BILLY JOEL
AL JARREAU
DAN FOGELBERG
SIX GIES

WFP/Philadelphia
Bob Russo
DON McLEAN
JUICE NEWTON
DIANA ROSS
DENZEL & DENVER
Hotteat: HARTY BALIN
COMODORES
BARRY HANILON
C. CHRISTIAN
FOREIGNER

WTAE/Pittsburgh
Dan Berns
COMODORES
HALL & OATES
FOREIGNER
Hotteat: MOODY BLUES
BOB SEGER
MICHAEL STANLEY &
MIKE POST
AL JARREAU

WWEW (WFS)/Pittsburgh
Herk Cross
POUR TOPS
COMODORES
MIKE POST
HARTY BALIN
Hotteat: none

KDKA/Pittsburgh
Jim Harrington
none
Hotteat: CHRIS CROSS
CHRIS CROSS
SHEENA EASTON
LBB
DAN FOGELBERG
AL JARREAU

WFOV/Providence
Gary Berkowitz
BARRY HANILON
Hotteat: AL JARREAU
AIR SUPPLY
DAN FOGELBERG
JOURNEY
HARTY BALIN

WJED/Washington, D.C.
Gary Saltsan
DIANA ROSS
DITZ BAND
DON McLEAN
STEVE WARNER
ART GARFUNKEL
BILLY JOEL
Hotteat: COMODORES
FOREIGNER
POUR TOPS
CHRIS CROSS
HARTY BALIN

WASH/Washington, D.C.
Bob Dushman
HALL & OATES
LINDSEY BUCKINGHA
Hotteat: DAN FOGELBERG
POUR TOPS
FOREIGNER
QUINCY JONES
LULU

Parallel Two

WNAS/Bridgeport
Rosa Garrett
DON McLEAN
C. CHRISTIAN
DIANA ROSS
Hotteat: KENNY ROGERS
POUR TOPS
DAVID GATES
AIR SUPPLY
DAN FOGELBERG

WNE/Essex
Ted Abbott
BURTON CUMMINGS
DEVO
CRYSTAL GAYLE
JOHNNY LEE
TIGHT FIT
Hotteat: BOSS/RICHIE
CHRIS CROSS
HALL & OATES
SHEENA EASTON
POUR TOPS

WSPM/Hartford

Bob Peave
HARTY BALIN
ARS
ARBE MURRAY
ROBBIE HILSBAP
C. CHRISTIAN
Hotteat: DAN FOGELBERG
KENNY ROGERS
ROYAL PHILHARMONI
BARRY HANILON
DIANA ROSS

WTRC/Hartford
Cini Jankovics
STEVE WOODS
C. CHRISTIAN
ROSS/RICHIE
Hotteat: DAN FOGELBERG
AL JARREAU
AL JARREAU
CHRIS CROSS
KENNY ROGERS
LULU

WVYZ/Hartford
Pepovich/Coligan
STEVE WOODS
CRYSTAL GAYLE
JOHNNY LEE
TYLER
Hotteat: CHRIS CROSS
DAN FOGELBERG
KENNY ROGERS
POUR TOPS
QUINCY JONES

WCTC/New Brunswick, NJ
Jack Schrevo
HARTY BALIN
Hotteat: CHRIS CROSS
AL JARREAU
POUR TOPS
CARPENTERS

WEL/New Haven
Walt Pinto
none
Hotteat: DAN FOGELBERG
DAVID GATES
CHRIS CROSS

WHAM/Rochester, NY
Dave Laird
BURTON CUMMINGS
FOREIGNER
DIANA ROSS
STEVE WOODS
Hotteat: KENNY ROGERS
DAN FOGELBERG
LULU
QUINCY JONES
COMODORES

WQY/Schenectady
Walker Fritz
JUICE NEWTON
C. CHRISTIAN
KIN CARRIES
Hotteat: MIKE POST
CHRIS CROSS
BARRY HANILON
DIANA ROSS

WVTV/Springfield, MA
Andy Carney
EBSF
JUICE NEWTON
ARLAN DAY
Hotteat: LULU
KENNY ROGERS
DAN FOGELBERG
QUINCY JONES
AL JARREAU

WEST Parallel One

KPPL/Denver
Mike Sherman
BARRY HANILON
POUR TOPS
DITZ BAND
Hotteat: DAN FOGELBERG
CHRIS CROSS
KENNY ROGERS
SHEENA EASTON
MOODY BLUES

KNOW/Denver
Lugh Starnes
QUINCY JONES
C. CHRISTIAN
Hotteat: RONNIE MILSAP
BOSS/RICHIE
GARY WRIGHT
JOURNEY
ART GARFUNKEL

KOY/Phoenix
Don Armstrong
COMODORES
Hotteat: CHRIS CROSS
DAN FOGELBERG
EDDIE RABBITT
ROSS/RICHIE
none

KEK/Portland
Bob Swenson
DIANA ROSS
DON McLEAN
PARLO CRUISE
CRYSTAL GAYLE
ROYAL PHILHARMONI
JUICE NEWTON
JOE DENVER
SPYRO GYRA
Hotteat: DAN FOGELBERG
KENNY ROGERS
QUINCY JONES
MIKE POST

KVXY/San Diego
Bobby Paul
OAK RIDGE BOYS
ONJ
RONNIE MILSAP
SPYRO GYRA
Hotteat: BOSS/RICHIE
CHRIS CROSS
HALL & OATES
SHEENA EASTON
POUR TOPS

WHEN/Syracuse Dobbie Staughtenger

JOURNEY
BARRY HANILON
COMODORES
DIANA ROSS
MIKE POST
Hotteat: SHEENA EASTON
JOURNEY
CHRIS CROSS
DAN FOGELBERG
LULU

WFTO (14Q)/Worcester
Cini Blake
FOREIGNER
BURTON CUMMINGS
AMIE MURRAY
Hotteat: CHRIS CROSS
LULU
DAN FOGELBERG
QUINCY JONES
KENNY ROGERS
LULU

WBSA/York
Jim Horn
C. CHRISTIAN
QUARTERFLASH
JAMIS IAN
TEDDY BAKER
DOIE GRAY
Hotteat: DAN FOGELBERG
KENNY ROGERS
AL JARREAU
MIKE POST
HARTY BALIN

WKRC/Cincinnati
Michael/Phillips
MIKE POST
COMODORES
BARRY HANILON
ONJ
Hotteat: DAN FOGELBERG
CHRIS CROSS
KENNY ROGERS
AL JARREAU
HALL & OATES

WVWC/Cleveland
Kim Scott
KIM CARRIES
ARLAN DAY
C. CHRISTIAN
Hotteat: CHRIS CROSS
KENNY ROGERS
DAN FOGELBERG
AL JARREAU
QUINCY JONES

WQAR/Cleveland
Chuck Collier
none
Hotteat: CHRIS CROSS
ROSS/RICHIE
JOURNEY
STEVE NICKS
HALL & OATES

WVME/Manchester, NH
Karen Anderson
HARTY BALIN
C. CHRISTIAN
DIANA ROSS
Hotteat: KENNY ROGERS
DAN FOGELBERG
CHRIS CROSS
LULU
AL JARREAU

WVNH/Wheeling, WV
Amos Fox
FOREIGNER
DIANA ROSS
OAK RIDGE BOYS
STEVE WOODS
C. CHRISTIAN
Hotteat: CHRIS CROSS
DAN FOGELBERG
AIR SUPPLY
HALL & OATES
COMODORES

Parallel Two

KFMB/San Diego
Larson/Anthony
HARTY BALIN
JUICE NEWTON
DIANA ROSS
DON McLEAN
Hotteat: DAN FOGELBERG
AIR SUPPLY
COMODORES
CARPENTERS

KMBR/San Francisco
Larry Finkel
BARRY HANILON
FOREIGNER
ONJ
Hotteat: KENNY ROGERS
DAN FOGELBERG
QUINCY JONES
POUR TOPS
AIR SUPPLY

KMGZ/Seattle
John Stone
COMODORES
Hotteat: CHRIS CROSS
DAN FOGELBERG
EDDIE RABBITT
ROSS/RICHIE
none

KIX/Seattle
Dan Simon
FOREIGNER
DIANA ROSS
Hotteat: DAN FOGELBERG
KENNY ROGERS
AIR SUPPLY
QUINCY JONES
CHRIS CROSS

KPLZ/Seattle
King/Coak
DIANA ROSS
CRYSTAL GAYLE
Hotteat: CHRIS CROSS
SHEENA EASTON
LULU
DAN FOGELBERG
LBB

MIDWEST Parallel One

WFYV/Chicago
John Wetherbee
none
Hotteat: CHRIS CROSS
EDDIE RABBITT
SHEENA EASTON
HALL & OATES
DAN FOGELBERG

WCLW/Chicago
Jack Kelly
FOREIGNER
Hotteat: EDDIE RABBITT
ROSS/RICHIE
CHRIS CROSS
DAN FOGELBERG
RONNIE MILSAP

WPRM/Cincinnati
Joe Zartusian
C. CHRISTIAN
QUARTERFLASH
JAMIS IAN
TEDDY BAKER
DOIE GRAY
Hotteat: DAN FOGELBERG
KENNY ROGERS
AL JARREAU
MIKE POST
HARTY BALIN

WKRC/Cincinnati
Michael/Phillips
MIKE POST
COMODORES
BARRY HANILON
ONJ
Hotteat: DAN FOGELBERG
CHRIS CROSS
KENNY ROGERS
AL JARREAU
HALL & OATES

WVWC/Cleveland
Kim Scott
KIM CARRIES
ARLAN DAY
C. CHRISTIAN
Hotteat: CHRIS CROSS
KENNY ROGERS
DAN FOGELBERG
AL JARREAU
QUINCY JONES

WVME/Manchester, NH
Karen Anderson
HARTY BALIN
C. CHRISTIAN
DIANA ROSS
Hotteat: KENNY ROGERS
DAN FOGELBERG
CHRIS CROSS
LULU
AL JARREAU

Parallel Two

KOB/Albuquerque
Paul Douglas
BENNY HESTER
C. CHRISTIAN
JOEY SCARBURY
Hotteat: AL JARREAU
DON WILLIAMS
POUR TOPS
MIKE POST
CRYSTAL GAYLE

KAFY/Salt Lake City
Joseph King
ONJ
OAK RIDGE BOYS
ZIE TOP
JOHNNY LEE
QUARTERFLASH
ARLAN DAY
JOHN SCHWEIDER
DIANA ROSS
LUTHER VANDROSS
GEORGE BENSON
CRYSTAL GAYLE
BENNY HESTER
CHILLINACK
AMIE MURRAY
FRED McNOLOCK
Hotteat: CHRIS CROSS
AL JARREAU
QUINCY JONES
DAN FOGELBERG
POUR TOPS

KBO/Boise
Lee Chelso
ONJ
ROSS/RICHIE
FOREIGNER
C. CHRISTIAN
CRYSTAL GAYLE
Hotteat: CHRIS CROSS
DAN FOGELBERG
FOREIGNER
POUR TOPS
HALL & OATES

KWAV/Montevideo
Steve Parfeto
none
Hotteat: CHRIS CROSS
DAN FOGELBERG
FOREIGNER
POUR TOPS
HALL & OATES

KB/Las Vegas
Kevin O'Brien
FOREIGNER
DIANA ROSS
BILLY JOEL
Hotteat: JOURNEY
SHEENA EASTON
MOODY BLUES
ROSS/RICHIE
AIR SUPPLY

KJML/Las Vegas
Kevin O'Brien
FOREIGNER
DIANA ROSS
BILLY JOEL
Hotteat: JOURNEY
SHEENA EASTON
MOODY BLUES
ROSS/RICHIE
AIR SUPPLY

KBL/San Jose
George Lemich
DIANA ROSS
BENNY HESTER
FRIZZELL & WEST
Hotteat: BARRY HANILON
AIR SUPPLY
HARRIS & WILLIAMS
BENNY ROGERS
CHRIS CROSS

KMBZ/Kansas City Steve Bell

JOEY SCARBURY
ARLAN DAY
STEVE WARNER
ALABAMA
DOTTIE WEST
Hotteat: DAN FOGELBERG
BARRY HANILON
CHRIS CROSS
EDDIE RABBITT
KENNY ROGERS

WISN/Milwaukee
Dave Denver
none
Hotteat: CARPENTERS
COMODORES
MIKE POST
BARRY HANILON
HARTY BALIN

WCCO/Minneapolis
Larry Long
DIANA ROSS
LACE J. DALTON
JOHNNY LEE
Hotteat: none

KXOK/St. Louis
Lee Douglas
HALL & OATES
BARRY HANILON
Hotteat: EDDIE RABBITT
ROSS/RICHIE
COMODORES
CHRIS CROSS
MIKE POST

WAKR/Akron
Bill Hart
FOREIGNER
BURTON CUMMINGS
Hotteat: MIKE POST
COMODORES
DAN FOGELBERG
KENNY ROGERS
AL JARREAU

WVBY/Appleton
Jeff Clark
FOREIGNER
DIANA ROSS
Hotteat: DAN FOGELBERG
QUINCY JONES
KENNY ROGERS
DAVID GATES
POUR TOPS

WVBC/Canton
Mike Dom
RICKIE LEE JONES
FOREIGNER
HALL & OATES
DON McLEAN
C. CHRISTIAN
JOHN DENVER
JAMIS IAN
Hotteat: none

WTVN/Columbus, OH
Denny Nugent
DIANA ROSS
Hotteat: CHRIS CROSS
DAN FOGELBERG
HALL & OATES
BARRY HANILON
COMODORES

Parallel Three

KREM/Spokane
Rick Scott
C. CHRISTIAN
STEVE WOODS
HALL & OATES
Hotteat: CHRIS CROSS
DAN FOGELBERG
KENNY ROGERS
AL JARREAU
QUINCY JONES

KCEE/Tucson
Alan Michaels
ARS
HALL & OATES
LBB
Hotteat: CHRIS CROSS
DAN FOGELBERG
BARRY HANILON
AIR SUPPLY
CARPENTERS

KMED/Medford, OR
Charlie Kirk
FOREIGNER
RONNIE MILSAP
DON McLEAN
RICKIE LEE JONES
JOEY SCARBURY
ROYAL PHILHARMONI
Hotteat: DAN FOGELBERG
QUINCY JONES
DAVID GATES
BARRY HANILON

KOLO/Reno, NV
Michael Bennett
C. CHRISTIAN
BENNY HESTER
STEVE WOODS
Hotteat: QUINCY JONES
MOODY BLUES
KENNY ROGERS
AL JARREAU
REO SPEEDWAGON

FRKK/Rock Springs, WY
Chuck Martin
AMIE MURRAY
HARRIETAN TRANSPER
ROYAL PHILHARMONI
DON McLEAN
Hotteat: DAN FOGELBERG
QUINCY JONES
DAVID GATES
POUR TOPS

WNOV/Dayton Peggy Powell

COMODORES
VIC ABERN
GENE COTTON
RICKIE LEE JONES
JUICE NEWTON
FRANK SINATRA
DIANA ROSS
DON McLEAN
BURTON CUMMINGS
Hotteat: CHRIS CROSS
AIR SUPPLY
MIKE POST

KRRD/Wichita, KS
Jack Oliver
AMIE MURRAY
BURTON CUMMINGS
C. CHRISTIAN
SPYRO GYRA
JUICE NEWTON
Hotteat: CHRIS CROSS
BARRY HANILON
STEVE WOODS
EDDIE RABBITT
KENNY ROGERS

WOWOFL Wayne
Sam DeVincenzi
none
Hotteat: CHRIS CROSS
LULU
ROSS/RICHIE
STEVE NICKS
LULU

WFMK/Lansing
Deve McClary
FOUR TOPS
BARRY HANILON
C. CHRISTIAN
Hotteat: AL JARREAU
CHRIS CROSS
AIR SUPPLY
DAN FOGELBERG
QUINCY JONES

WBAW/Madison
Barney Lud
BARRY HANILON
STEVE WOODS
ROYAL PHILHARMONI
Hotteat: CHRIS CROSS
AIR SUPPLY
DAN FOGELBERG

KLTE/Oklahoma City
Joe Geoffrey
DIANA ROSS
ROYAL PHILHARMONI
STEVE WOODS
COMODORES
Hotteat: AL JARREAU
MIKE POST
AIR SUPPLY
OAK RIDGE BOYS

WQVA/Quad Cities, IA
Jack McKay
none
Hotteat: EDDIE RABBITT
CHRIS CROSS
CARPENTERS
MICHAEL JOHNSON
OAK RIDGE BOYS

WOTO/Toledo
Beau Elliot
none
Hotteat: KENNY ROGERS
DAN FOGELBERG
AIR SUPPLY
BARRY HANILON
COMODORES

Parallel Three

KBOZ/Bozeman, MT
Paul Vann Ellis
DIANA ROSS
CRYSTAL GAYLE
LINDSEY BUCKINGHA
Hotteat: KENNY ROGERS
DAN FOGELBERG
AIR SUPPLY
POUR TOPS

KFOO/Anchorage, AK
Mark Lewis
DAN HILL
MIKE LOVE
BONNIE MILSAP
SPYRO GYRA
AMIE MURRAY
BURTON CUMMINGS
Hotteat: CHRIS CROSS
SHEENA EASTON
ART GARFUNKEL
HALL & OATES
DAN FOGELBERG

KADE/Boulder, CO
Hartley/Berry
DIANA ROSS
ROD STEWART
LINDSEY BUCKINGHA
Hotteat: COMODORES
FOREIGNER

KRMQ/Tulsa Don Bishop

BARRY HANILON
Hotteat: KENNY ROGERS
DAN FOGELBERG
POUR TOPS
AIR SUPPLY
MIKE POST

KRRD/Wichita, KS
Jack Oliver
AMIE MURRAY
BURTON CUMMINGS
C. CHRISTIAN
SPYRO GYRA
JUICE NEWTON
Hotteat: CHRIS CROSS
BARRY HANILON
STEVE WOODS
EDDIE RABBITT
KENNY ROGERS

WKBW/Youngstown, OH
Gabriel/Morgan
HARTY BALIN
COMODORES
OAK RIDGE BOYS
BARRY HANILON
ARLAN DAY
Hotteat: DAN FOGELBERG
AIR SUPPLY
DAVID GATES
MIKE POST
CARPENTERS

WJBC/Bloomington, IL
Stu Selowitz
COMODORES
HARTY BALIN
STEVE WOODS
OAK RIDGE BOYS
Hotteat: DAN FOGELBERG
AIR SUPPLY
MIKE POST
BARRY HANILON
COMODORES

KCRQ/Cedar Rapids, IA
Carl Mann
AMIE MURRAY
STEVE WOODS
HALL & OATES
C. CHRISTIAN
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
KENNY ROGERS
DAVID GATES
JUICE NEWTON

WVLA/Dayton
Rusty Black
TIERRA
DIANA ROSS
ARLAN DAY
STEVE WOODS
LITTLE FEAT
LINDSEY BUCKINGHA
RONNIE MILSAP
Hotteat: DAN FOGELBERG
FOREIGNER
C. CHRISTIAN
DAVID GATES
JUICE NEWTON

WVIA (WTAJ)/Miami-FL
Lauderdale
Yolande James
STEVE WOODS
PARLO CRUISE
C. CHRISTIAN
JUICE NEWTON
CARLY SIMON
Hotteat: ROBBIE CROWELL
AL JARREAU
RAYDIO
DAN FOGELBERG
BARRY HANILON

Parallel Two

WQAC/Augusta, GA
Dave Carlisle
C. CHRISTIAN
OAK RIDGE BOYS
CHRISTIAN VEGA
ARLO GUTHERIE
Hotteat: none

KCSW/Austin, TX
Bob Joseph
DIANA ROSS
DON McLEAN
ROD STEWART
PARLO CRUISE
DAV HATHAM
STEVE WARNER
LITTLE FEAT
HERB ALPERT
ADDRESS BROG
MIKE LOVE
Hotteat: SHEENA EASTON
CHRIS CROSS
ROSS/RICHIE
RONNIE MILSAP
EDDIE RABBITT

WMAZ/Macon
Steve Murphy
SPYRO GYRA
FOREIGNER
C. CHRISTIAN
DIANA ROSS
JOHNNY LEE
GEORGE BENSON
Hotteat: none

WVVR/Memphis
Steve Butler
STEVE WOODS
RONNIE MILSAP
QUINCY JONES
LBB
FOREIGNER
ARS
BARRY HANILON

WAFB/Baton Rouge
Adams/Daniels
JUICE NEWTON
DIANA ROSS
ARLAN DAY
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
HARTY BALIN
AIR SUPPLY

WERC/Birmingham
Al Karr
none
Hotteat: CHRIS CROSS
DAN FOGELBERG
MIKE POST
COMODORES
QUINCY JONES

WBT/Charlotte
Bickel/Rose
DIANA ROSS
JUICE NEWTON
ALABAMA
FOREIGNER
Hotteat: DAN FOGELBERG
POUR TOPS
BARRY HANILON

KFOR/Lincoln, NE Patti Moran

C. CHRISTIAN
ARLAN DAY
BURTON CUMMINGS
STEVE WOODS
CRYSTAL GAYLE
DON McLEAN
Hotteat: DAN FOGELBERG
KENNY ROGERS
FOUR TOPS
HARTY BALIN

KRRD/Wichita, KS
Jack Oliver
AMIE MURRAY
BURTON CUMMINGS
C. CHRISTIAN
SPYRO GYRA
JUICE NEWTON
Hotteat: CHRIS CROSS
BARRY HANILON
STEVE WOODS
EDDIE RABBITT
KENNY ROGERS

WKBW/Youngstown, OH
Gabriel/Morgan
HARTY BALIN
COMODORES
OAK RIDGE BOYS
BARRY HANILON
ARLAN DAY
Hotteat: DAN FOGELBERG
AIR SUPPLY
DAVID GATES
MIKE POST
CARPENTERS

WJBC/Bloomington, IL
Stu Selowitz
COMODORES
HARTY BALIN
STEVE WOODS
OAK RIDGE BOYS
Hotteat: DAN FOGELBERG
AIR SUPPLY
MIKE POST
BARRY HANILON
COMODORES

KCRQ/Cedar Rapids, IA
Carl Mann
AMIE MURRAY
STEVE WOODS
HALL & OATES
C. CHRISTIAN
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
KENNY ROGERS
DAVID GATES
JUICE NEWTON

WVLA/Dayton
Rusty Black
TIERRA
DIANA ROSS
ARLAN DAY
STEVE WOODS
LITTLE FEAT
LINDSEY BUCKINGHA
RONNIE MILSAP
Hotteat: DAN FOGELBERG
FOREIGNER
C. CHRISTIAN
DAVID GATES
JUICE NEWTON

WVIA (WTAJ)/Miami-FL
Lauderdale
Yolande James
STEVE WOODS
PARLO CRUISE
C. CHRISTIAN
JUICE NEWTON
CARLY SIMON
Hotteat: ROBBIE CROWELL
AL JARREAU
RAYDIO
DAN FOGELBERG
BARRY HANILON

Parallel Three

WQAC/Augusta, GA
Dave Carlisle
C. CHRISTIAN
OAK RIDGE BOYS
CHRISTIAN VEGA
ARLO GUTHERIE
Hotteat: none

KCSW/Austin, TX
Bob Joseph
DIANA ROSS
DON McLEAN
ROD STEWART
PARLO CRUISE
DAV HATHAM
STEVE WARNER
LITTLE FEAT
HERB ALPERT
ADDRESS BROG
MIKE LOVE
Hotteat: SHEENA EASTON
CHRIS CROSS
ROSS/RICHIE
RONNIE MILSAP
EDDIE RABBITT

WMAZ/Macon
Steve Murphy
SPYRO GYRA
FOREIGNER
C. CHRISTIAN
DIANA ROSS
JOHNNY LEE
GEORGE BENSON
Hotteat: none

WVVR/Memphis
Steve Butler
STEVE WOODS
RONNIE MILSAP
QUINCY JONES
LBB
FOREIGNER
ARS
BARRY HANILON

WAFB/Baton Rouge
Adams/Daniels
JUICE NEWTON
DIANA ROSS
ARLAN DAY
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
HARTY BALIN
AIR SUPPLY

WERC/Birmingham
Al Karr
none
Hotteat: CHRIS CROSS
DAN FOGELBERG
MIKE POST
COMODORES
QUINCY JONES

WBT/Charlotte
Bickel/Rose
DIANA ROSS
JUICE NEWTON
ALABAMA
FOREIGNER
Hotteat: DAN FOGELBERG
POUR TOPS
BARRY HANILON

KFOR/Lincoln, NE Patti Moran

C. CHRISTIAN
ARLAN DAY
BURTON CUMMINGS
STEVE WOODS
CRYSTAL GAYLE
DON McLEAN
Hotteat: DAN FOGELBERG
KENNY ROGERS
FOUR TOPS
HARTY BALIN

KRRD/Wichita, KS
Jack Oliver
AMIE MURRAY
BURTON CUMMINGS
C. CHRISTIAN
SPYRO GYRA
JUICE NEWTON
Hotteat: CHRIS CROSS
BARRY HANILON
STEVE WOODS
EDDIE RABBITT
KENNY ROGERS

WKBW/Youngstown, OH
Gabriel/Morgan
HARTY BALIN
COMODORES
OAK RIDGE BOYS
BARRY HANILON
ARLAN DAY
Hotteat: DAN FOGELBERG
AIR SUPPLY
DAVID GATES
MIKE POST
CARPENTERS

WJBC/Bloomington, IL
Stu Selowitz
COMODORES
HARTY BALIN
STEVE WOODS
OAK RIDGE BOYS
Hotteat: DAN FOGELBERG
AIR SUPPLY
MIKE POST
BARRY HANILON
COMODORES

KCRQ/Cedar Rapids, IA
Carl Mann
AMIE MURRAY
STEVE WOODS
HALL & OATES
C. CHRISTIAN
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
KENNY ROGERS
DAVID GATES
JUICE NEWTON

WVLA/Dayton
Rusty Black
TIERRA
DIANA ROSS
ARLAN DAY
STEVE WOODS
LITTLE FEAT
LINDSEY BUCKINGHA
RONNIE MILSAP
Hotteat: DAN FOGELBERG
FOREIGNER
C. CHRISTIAN
DAVID GATES
JUICE NEWTON

WVIA (WTAJ)/Miami-FL
Lauderdale
Yolande James
STEVE WOODS
PARLO CRUISE
C. CHRISTIAN
JUICE NEWTON
CARLY SIMON
Hotteat: ROBBIE CROWELL
AL JARREAU
RAYDIO
DAN FOGELBERG
BARRY HANILON

Parallel Two

WQAC/Augusta, GA
Dave Carlisle
C. CHRISTIAN
OAK RIDGE BOYS
CHRISTIAN VEGA
ARLO GUTHERIE
Hotteat: none

KCSW/Austin, TX
Bob Joseph
DIANA ROSS
DON McLEAN
ROD STEWART
PARLO CRUISE
DAV HATHAM
STEVE WARNER
LITTLE FEAT
HERB ALPERT
ADDRESS BROG
MIKE LOVE
Hotteat: SHEENA EASTON
CHRIS CROSS
ROSS/RICHIE
RONNIE MILSAP
EDDIE RABBITT

WMAZ/Macon
Steve Murphy
SPYRO GYRA
FOREIGNER
C. CHRISTIAN
DIANA ROSS
JOHNNY LEE
GEORGE BENSON
Hotteat: none

WVVR/Memphis
Steve Butler
STEVE WOODS
RONNIE MILSAP
QUINCY JONES
LBB
FOREIGNER
ARS
BARRY HANILON

WAFB/Baton Rouge
Adams/Daniels
JUICE NEWTON
DIANA ROSS
ARLAN DAY
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
HARTY BALIN
AIR SUPPLY

WERC/Birmingham
Al Karr
none
Hotteat: CHRIS CROSS
DAN FOGELBERG
MIKE POST
COMODORES
QUINCY JONES

WBT/Charlotte
Bickel/Rose
DIANA ROSS
JUICE NEWTON
ALABAMA
FOREIGNER
Hotteat: DAN FOGELBERG
POUR TOPS
BARRY HANILON

KFOR/Lincoln, NE Patti Moran

C. CHRISTIAN
ARLAN DAY
BURTON CUMMINGS
STEVE WOODS
CRYSTAL GAYLE
DON McLEAN
Hotteat: DAN FOGELBERG
KENNY ROGERS
FOUR TOPS
HARTY BALIN

KRRD/Wichita, KS
Jack Oliver
AMIE MURRAY
BURTON CUMMINGS
C. CHRISTIAN
SPYRO GYRA
JUICE NEWTON
Hotteat: CHRIS CROSS
BARRY HANILON
STEVE WOODS
EDDIE RABBITT
KENNY ROGERS

WKBW/Youngstown, OH
Gabriel/Morgan
HARTY BALIN
COMODORES
OAK RIDGE BOYS
BARRY HANILON
ARLAN DAY
Hotteat: DAN FOGELBERG
AIR SUPPLY
DAVID GATES
MIKE POST
CARPENTERS

WJBC/Bloomington, IL
Stu Selowitz
COMODORES
HARTY BALIN
STEVE WOODS
OAK RIDGE BOYS
Hotteat: DAN FOGELBERG
AIR SUPPLY
MIKE POST
BARRY HANILON
COMODORES

KCRQ/Cedar Rapids, IA
Carl Mann
AMIE MURRAY
STEVE WOODS
HALL & OATES
C. CHRISTIAN
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
KENNY ROGERS
DAVID GATES
JUICE NEWTON

WVLA/Dayton
Rusty Black
TIERRA
DIANA ROSS
ARLAN DAY
STEVE WOODS
LITTLE FEAT
LINDSEY BUCKINGHA
RONNIE MILSAP
Hotteat: DAN FOGELBERG
FOREIGNER
C. CHRISTIAN
DAVID GATES
JUICE NEWTON

WVIA (WTAJ)/Miami-FL
Lauderdale
Yolande James
STEVE WOODS
PARLO CRUISE
C. CHRISTIAN
JUICE NEWTON
CARLY SIMON
Hotteat: ROBBIE CROWELL
AL JARREAU
RAYDIO
DAN FOGELBERG
BARRY HANILON

Parallel Three

WQAC/Augusta, GA
Dave Carlisle
C. CHRISTIAN
OAK RIDGE BOYS
CHRISTIAN VEGA
ARLO GUTHERIE
Hotteat: none

KCSW/Austin, TX
Bob Joseph
DIANA ROSS
DON McLEAN
ROD STEWART
PARLO CRUISE
DAV HATHAM
STEVE WARNER
LITTLE FEAT
HERB ALPERT
ADDRESS BROG
MIKE LOVE
Hotteat: SHEENA EASTON
CHRIS CROSS
ROSS/RICHIE
RONNIE MILSAP
EDDIE RABBITT

WMAZ/Macon
Steve Murphy
SPYRO GYRA
FOREIGNER
C. CHRISTIAN
DIANA ROSS
JOHNNY LEE
GEORGE BENSON
Hotteat: none

WVVR/Memphis
Steve Butler
STEVE WOODS
RONNIE MILSAP
QUINCY JONES
LBB
FOREIGNER
ARS
BARRY HANILON

WAFB/Baton Rouge
Adams/Daniels
JUICE NEWTON
DIANA ROSS
ARLAN DAY
Hotteat: DAN FOGELBERG
AL JARREAU
QUINCY JONES
HARTY BALIN
AIR SUPPLY

WERC/Birmingham
Al Karr
none
Hotteat: CHRIS CROSS
DAN FOGELBERG
MIKE POST
COMODORES
QUINCY JONES

WBT/Charlotte
Bickel/Rose
DIANA ROSS
JUICE NEWTON
ALABAMA
FOREIGNER
Hotteat: DAN FOGELBERG
POUR TOPS
BARRY HANILON

WJON/St. Cloud, MN Tom Scott

none
Hotteat: EDDIE RABBITT
JOURNEY
CHRIS CROSS
ROSS/RICHIE

WDEF/Chattanooga
Stanley Mall
ROYAL PHILHARMONI
NICOLETTE LARSON
SWING
Hotteat: MICHAEL JOHNSON
ALBERT HAMMOND
ARLAN DAY
DAVID GATES
HARRIS & WILLIAMS

WIS/Columbia, SC
Bob Davis
FOREIGNER
DON McLEAN
DIANA ROSS
CRYSTAL GAYLE
ADDRESS BROG
Hotteat: KENNY ROGERS
AL JARREAU
KENNY ROGERS
MIKE POST
COMODORES

WVLA/Dayton



**Walt
Love**

Black Radio

Analyzing Black Audience Flow, Part Two

This week we will conclude our venture with Computerized Graphics by looking at graphs that show the Black Audience Flow Shares and the Average Quarter Hour Share Flow (Adults 18+) for Los Angeles and New Orleans. I hope that you'll be able to come up with some thoughts about what we've discovered by looking at this information on these four (New York - Chicago - Los Angeles - New Orleans) cities.

Please look at the Black Audience Share Flow graphic for Los Angeles. I should first tell you that the black audience collectively available for listening is 11.4% of the Metro. You will notice Monday through Friday 6am-12midnight that the graphic for Los Angeles is almost identical to the Black Audience Share Flow graphic for New Orleans in the same time period. New Orleans has a 27.7% black audience collectively available for listening in the Metro.

You will notice that Los Angeles increases slightly more 3-7pm than New Orleans, but New Orleans shows slightly more growth 7pm-12midnight than Los Angeles. Both cities' Black formats show Monday through Friday 6-10am slight increases from the AM dayparts to the PM dayparts. New Orleans, with a huge black population, shows well in each time period, and the later in the day the better the Black format seems to do in that city. In Los Angeles each daypart shows slight increases, and the afternoon and evening dayparts manage to hold on to half of the available black audience.

Looking at Saturdays, 6-10am in L.A.'s a little higher than weekdays but not much, and a notable increase from 10am-3pm. Now look at New Orleans in the mornings - it's almost like the weekdays, but from 10am-3pm there's a large increase in listenership, and at 3-7pm Black-formatted stations do even better. Notice the big drop for Black formats in Los Angeles 7pm-12midnight Saturday night. New Orleans also takes a drop but just back to a level that's still higher than most Monday-Friday dayparts. Sundays for New Orleans Black-formatted stations is really outstanding starting at 6am, but they begin losing audience as the day progresses. I am impressed with the fact that Black stations in New Orleans average over half of the black people available. Los Angeles on the other hand looks good 6-10am Sunday morning then drops off at middays 10am-3pm. 3-7pm begins to show some improvement, then finally at 7pm-12midnight Black formats surge with the limited number of available listeners.

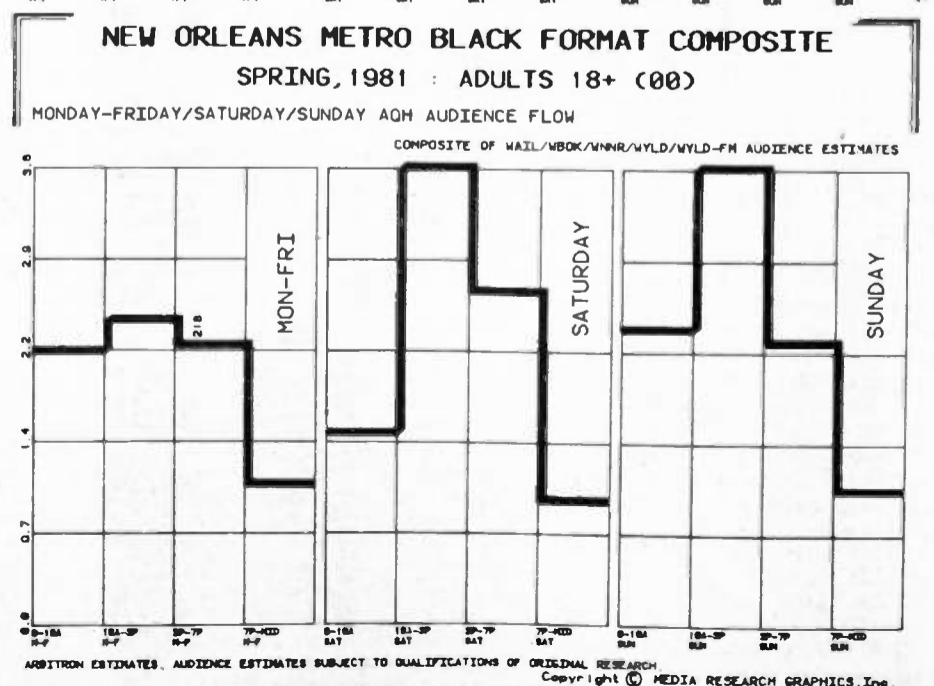
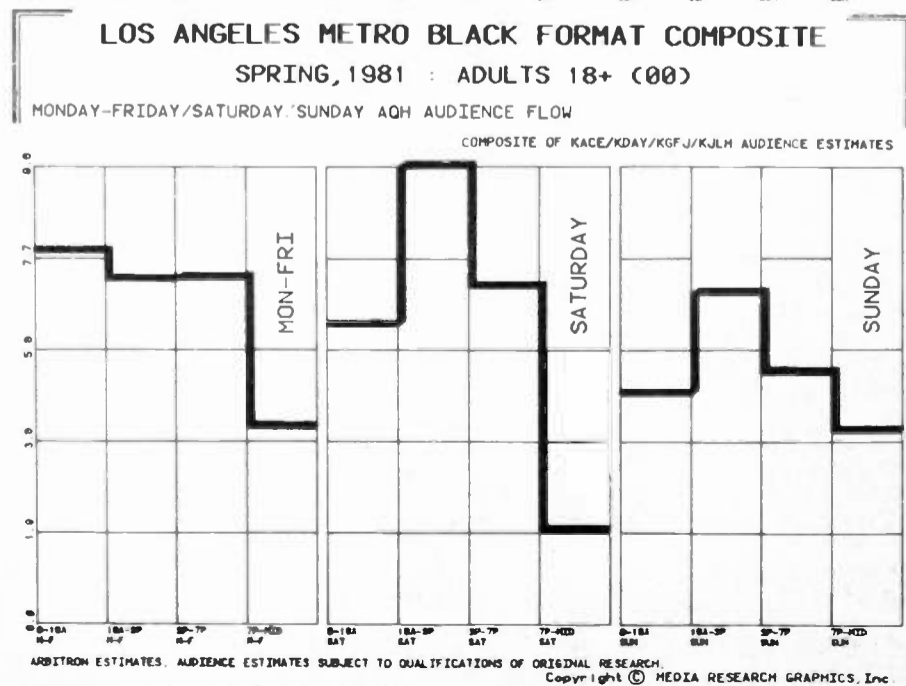
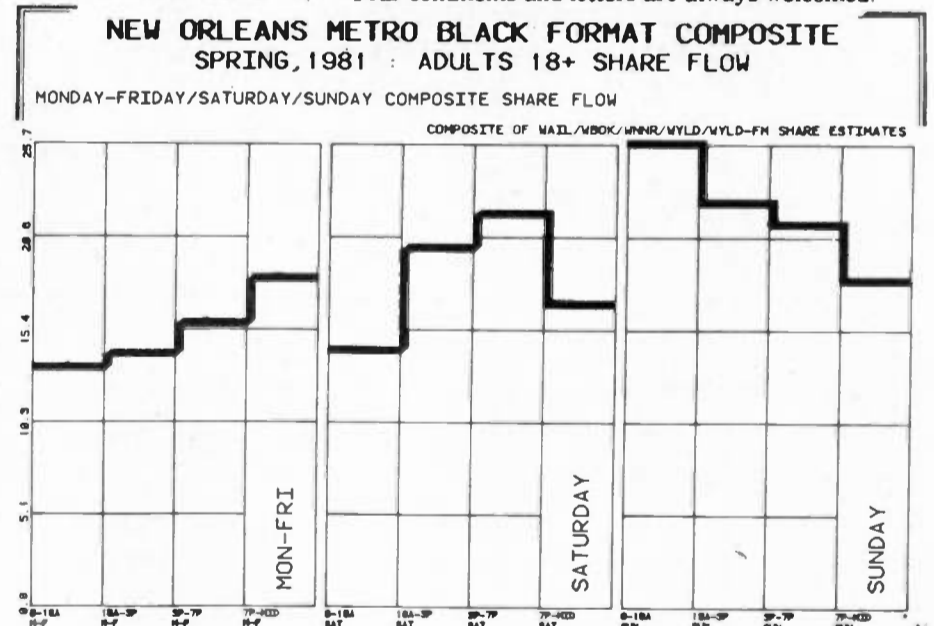
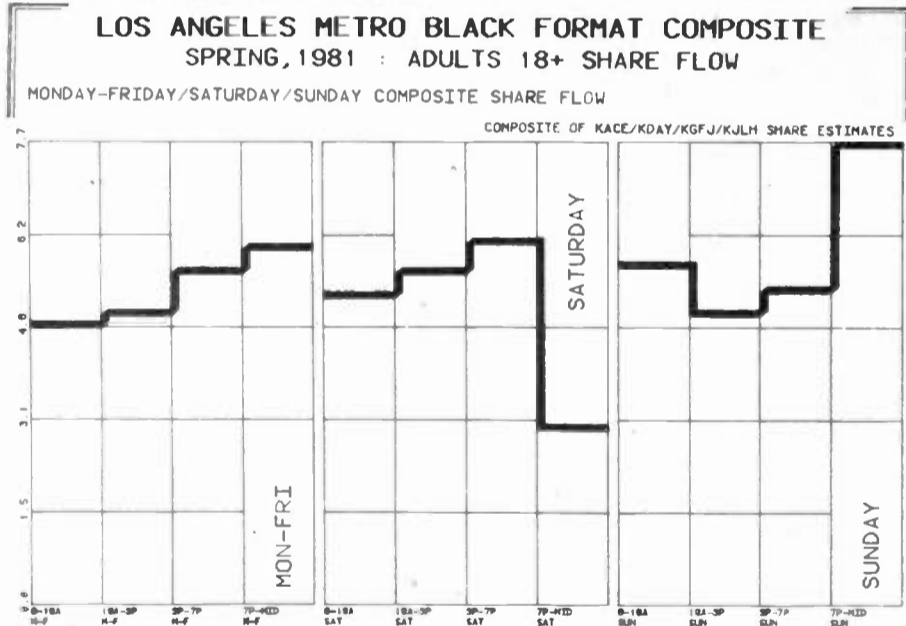
Quarter-Hour Patterns

Taking a look at our final two graphs, we now examine the AQH (Average Quarter Hour) Black Audience Flow. Monday through Friday in Los Angeles shows mornings 6-10am as stronger than the 10am-3pm and 3-7pm dayparts and the quarter hours really dropping off from 7pm-12midnight. Looking at New Orleans, mornings are comparable to PM drive, and the rise in Black-formatted stations in that city happens in the 10am-3pm daypart. The evening hours show a dive similar to L.A.'s

Weekends for Black formats seem to be the "bread

and butter" days for those stations. Looking at Saturdays, Los Angeles shows well in mornings but in the next daypart, 10am-3pm, they both shoot to the top. New Orleans has the larger, more impressive-looking increase, but that's because its mornings were not as high as L.A.'s. Middays is the most listened-to daypart in these four cities (New York, Chicago, Los Angeles, New Orleans) for black people. Both L.A. and New Orleans take drops in their AQH's at 3-7pm and again from 7pm to midnight, but you should notice how similar the two graphics are. Sundays are also similar except in New Orleans at 10am-3pm, where Black formats score as well as Saturday ratings. Starting at 3pm-12midnight both cities' Black formats dip, especially New Orleans's.

I'm just curious about the obvious question, "Why can't we as Black-formatted radio stations maintain over half of the available Black listening audience?" Obviously more blacks are listening to other formats on a more continuous basis. I am not so naive or non-progressive as to think that all blacks should only listen to Black radio, but I know general market stations programmed to appeal to caucasians get a higher percentage of their target audience than 50% or less. Maybe there's something that Black radio isn't doing that it should. Before worrying about attracting non-blacks, which is necessary to be the big winner in any city, it might be worth it to try and find out why roughly 50% or more blacks are preferring to cross over to other than Black-formatted radio. Extensive, in-depth research by Black radio stations has gone neglected too long. Why? Your comments and letters are always welcomed.



ARBITRON ESTIMATES. AUDIENCE ESTIMATES SUBJECT TO QUALIFICATIONS OF ORIGINAL RESEARCH. Copyright © MEDIA RESEARCH GRAPHICS, Inc.

ARBITRON ESTIMATES. AUDIENCE ESTIMATES SUBJECT TO QUALIFICATIONS OF ORIGINAL RESEARCH. Copyright © MEDIA RESEARCH GRAPHICS, Inc.

Black Radio

HOTTEST

Following are listed in order of their airplay activity.

KOOL & THE GANG

"Take My Heart" (De-Lite/PolyGram)

SLAVE

"Snap Shot" (Cotillion/Atlantic)

FOUR TOPS

"When She Was My Girl" (Casablanca/PolyGram)

EARTH, WIND & FIRE

"Let's Groove" (ARC/Columbia)

ISLEY BROTHERS

"Inside You" (T-Neck/CBS)

PRINCE

"Controversy" (WB)

COMMODORES

"Oh No" (Motown)

LUTHER VANDROSS

"Never Too Much" (Epic)

TIME

"Get It Up" (WB)

ONE WAY

"Pull Fancy Dancer/Pull" (MCA)

MELBA MOORE

"Take My Love" (EMI America)

ROGER

"Heard It Through The Grapevine" (WB)

WHISPERS

"This Kind Of Lovin'" (Solar/RCA)

RONNIE LAWS

"Stay Awake" (Liberty)

TEDDY PENDERGRASS

"I Can't Live Without Your Love" (Philadelphia Int'l.)

ARETHA FRANKLIN & GEORGE BENSON

"Love All The Hurt Away" (Arista)

MAZE

"Before I Let You Go" (Capitol)

CLIMBERS

Following are listed in order of their airplay activity.

EBONEE WEBB "Something About You" (Capitol) 63% reporting. Added at WAMO, WJLB, WLOU, KACE. Medium: WILD, WAO, WVEE, V103, WEDR, WBMX, WGC, WDAS, WJMO, WJMI, WTOY, WTMP, WDAO, WKWM, WWW, KDIA.

DONALD BYRD & 125TH STREET N.Y.C. "Love Has Come Around" (Elektra) 63% reporting. Heavy: WXYV, WILD, WGC, WCIN, WDMT, WJMO, WJLB, KDAY, KSOL, WJMI. Medium: WWIN, WAO, WVEE, V103, WEDR, WYLD-FM, WPDQ, KOKY, WVOL, WANT, WKWM, WWW, KACE, KJLH, KDIA.

CURTIS MAYFIELD "She Don't Let Nobody (But Me)" (Boardwalk) 63% reporting. Heavy: WGC, WVON, WDMT, WJMO, WKXI, KOKY. Medium: WWIN, WILD, WDAS, WAMO, WHUR, WAO, WVEE, V103, WDIA, WEDR, WYLD-FM, WJLB, KDAY, KSOL, WKND, WJMI, WPDQ, WVOL, WOWI, WKWM, KAEZ, WWW, KACE.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 61% reporting. Added at KMJM, WTLC. Heavy: WILD, V103, WAIL-FM, WYLD-FM, WKND, WATV, WKXI, KOKY, WTOY. Medium: WDAS, WVEE, WDIA, WCIN, WDMT, KDKO, KDAY, KSOL, WENN, WGIV, WBLX, WOWI, WTMP, WKWM, WLOU, KAEZ.

PATTI AUSTIN "Do You Love Me?" (Qwest/WB) 61% reporting. Added at WTMP. Heavy: WAMO, WAO, WGC, WVON, WCIN, KSOL, WOIC, WJJS, WBLX, WTOY, WTLC. Medium: WXYV, WHUR, WVEE, V103, WEDR, WYLD-FM, WBMX, WJLB, WENN, WJMI, KOKY, WVOL, WOWI, WLOU, KAEZ, KACE.

ROCKIE ROBBINS "Time To Think" (A&M) 55% reporting. Heavy: WLOU.

Medium: WXYV, WILD, WDAS, WAMO, WHUR, V103, WAIL-FM, WYLD-FM, WGC, WCIN, WJLB, KSOL, WKND, WWRL, WENN, WPDQ, KOKY, WVOL, WTOY, WKWM, WWW, KJLH.

JEAN CARN "Love Don't Love Nobody" (TSOP/CBS) 51% reporting. Added at WAMO, KDAY. Heavy: WXYV, WHUR, WCIN, WKND, WVOL. Medium: WILD, WAO, WEDR, WGC, WJMO, WENN, WOIC, WBLX, WANT, WTOY, WKWM, WTLC, WLOU, KACE.

ASHFORD & SIMPSON "It Shows In The Eyes" (WB) 51% reporting. Added at WAMO. Medium: WWIN, WXYV, WILD, WHUR, WAO, V103, WDIA, WYLD-FM, WCIN, WDMT, KDKO, KDAY, KSOL, WKND, WWRL, WGIV, WJJS, WTOY, WDAO, WTLC, KAEZ.

NATALIE COLE "Nothing But A Fool" (Capitol) 49% reporting. Added at WWIN, V103, WYLD-FM, WWRL, WJMI, WTLC. Medium: WILD, WAO, WEDR, WCIN, WJMO, WJLB, WENN, WKXI, WTOY, WDAO, WLOU, KAEZ.

WEST STREET MOB "Let's Dance (Make Your Body Move)" (Sugar Hill) 49% reporting. Added at KSOL. Heavy: WDAS, WAIL-FM, WBMX, WGC, WDMT, WJMO, WKND, WATV, WOIC, WKXI, WPDQ, WVOL, WOWI, WTMP, WKWM. Medium: WAMO, WVEE, WDIA, WEDR, KDAY, WJJS, WBLX, KAEZ, KDIA.

AL JARREAU "We're In This Love Together" (WB) 49% reporting. Heavy: WXYV, WDAS, WAMO, WHUR, WAO, KMJQ, V103, WYLD-FM, KMJM, KDAY, KSOL, WKND, KOKY, WJJS, WVOL, WANT, KAEZ, KACE, KDIA. Medium: WVEE, WAIL-FM, WBLX, WOWI, WWW, KJLH.

B.B. & Q. "On The Beat" (Capitol) 49% reporting. Heavy: WAMO, WAO, WYLD-FM, KDAY, WKND, WOIC, KOKY, WBLX, WTOY, KAEZ. Medium: WHUR, WVEE, KMJQ, WAIL-FM, WGC, WJMO, WATV, WENN, WPDQ, WOWI, WANT, WTMP, KACE, KDIA.

DEBRA LAWS "Meant For You" (Elektra) 45% reporting. Medium: WWIN, WXYV, WAMO, WAO, V103, WYLD-FM, WVON, WCIN, WJMO, WJLB, WWRL, WGIV, WJMI, WPDQ, KOKY, WTOY, WTLC, WLOU, KAEZ.

PHYLLIS HYMAN "Tonight You And Me" (Arista) 39% reporting. Added at WAO, WVEE, WBMX, WGC, WVON, WCIN, WJLB, KDKO, WWRL, WDAO, WTLC. Heavy: WHUR. Medium: WXYV, KMJQ, WJMI, KACE.

DIANA ROSS "Why Do Fools Fall In Love?" (RCA) 35% reporting. Added at WWIN, WXYV, WDAS, WHUR, WVEE, V103, WEDR, WCIN, KDKO, KDAY, WWRL, WENN, WGIV, WKXI, KOKY, WTLC, KAEZ.

CHOCOLATE MILK "Blue Jeans" (RCA) 35% reporting. Added at WAO, WVEE, WDMT, WENN, WTOY. Medium: WDAS, V103, WEDR, WCIN, KDKO, KSOL, WGIV, WKXI, WDAO, WKWM, WTLC, WLOU.

RENE & ANGELA "Wall To Wall" (Capitol) 35% reporting. Added at WVON, WJMO, WBLX. Heavy: KJLH. Medium: WWIN, WDAS, WAMO, WVEE, WEDR, WJLB, KSOL, WPDQ, WTOY, WDAO, WWW.

CAMEO "I Like City" (Chocolate City/PolyGram) 35% reporting. Heavy: WAO, WDIA, WJJS, WBLX, WLOU. Medium: WVEE, V103, WJLB, WENN, WOIC, WANT, KAEZ, WWW, KACE, KDIA.

SPINNERS "You Go Your Way (I'll Go Mine)" (Atlantic) 33% reporting. Added at WWIN, WAMO, WDIA, WYLD-FM, WBMX, WVON, WCIN, WJLB, WKXI, KOKY, WJJS, WTOY. Medium: WHUR, WAO, WWRL.

BROTHERS JOHNSON "Dancin' Free" (A&M) 33% reporting. Medium: WXYV, WILD, WVEE, V103, WYLD-FM, WCIN, WJMO, WJLB, KDAY, WKXI, KOKY, WJJS, WTOY, WLOU.

ROGER "So Ruff, So Tuff" (WB) 33% reporting. Heavy: WILD, WAMO, WEDR, WJMO, WATV, WGIV, WPDQ, WKWM, WTLC, WWW. Medium: WWIN, WHUR, WDIA, WGC, WBLX, WTMP.

RICHARD "DIMPLES" FIELDS "I've Got To Learn To Say No" (Boardwalk) 31% reporting. Added at WATV, WTMP. Heavy: WWRL, WDAO. Medium: WEDR, WJLB, KDAY, WKND, WOIC, WKXI, WVOL, WTOY, WLOU, KAEZ, KACE.

NEW & ACTIVE

SHALAMAR "Sweeter As The Days Go By" (Solar/RCA) 29% reporting. Added at WVON, WCIN, KDKO, WENN, WOIC, WJJS, WVOL, WKWM, KAEZ, KACE. Medium: KDAY, KSOL, KDIA.

POINTER SISTERS "What A Surprise" (Planet/Elektra-Asylum) 29% reporting. Added at WYLD-FM, KSOL, WWRL, WOIC, KOKY, WDAO. Medium: WDAS, WAMO, WVEE, WVON, WJLB, WJMI.

GWEN McCRAE "Funky Sensation" (Atlantic) 29% reporting. Added at WWIN, WILD, V103, WAIL-FM, WENN. Heavy: KAEZ. Medium: WHUR, WCIN, WKND, WOIC, WTOY.

PIECES OF A DREAM "Warm Weather" (Elektra) 29% reporting. Added at WVEE, WKWM, KDIA. Medium: WILD, WDAS, WAMO, WEDR, WGC, WCIN, WENN, WDAO.

SHOCK "Let's Get Crackin'" (Fantasy) 27% reporting. Added at WATV, WKXI, WJJS, KAEZ. Heavy: WAMO, KDKO, WKWM, WTLC, KDIA. Medium: WILD, WJMO, KSOL, WVOL, WTOY.

LENNY WILLIAMS "Freefall (Into Love)" (MCA) 27% reporting. Added at WCIN, WJMO, KDAY, WGIV. Heavy: KJLH. Medium: WAO, WEDR, WKND, WENN, WJMI, WTOY.

KLIQUE "Middle Of A Slow Dance" (MCA) 27% reporting. Added at KDAY, WKXI. Medium: WXYV, WILD, WAO, WJLB, KSOL, WKND, WWRL, WTOY, WDAO, WTLC.

HOT CUISINE "Who's Been Kissing You" (Prelude) 27% reporting. Added at WYLD-FM. Medium: WWIN, WXYV, WVEE, WEDR, WGC, WVON, WCIN, WOIC, WANT, WTOY.

JERMAINE JACKSON "I'm Just Too Shy" (Motown) 25% reporting. Added at WVON, WENN, WGIV, WBLX, WKWM. Medium: WXYV, V103, KSOL, WJMI, KACE, KDIA.

CENTRAL LINE "Walking Into Sunshine" (Mercury/PolyGram) 25% reporting. Added at WAO, WKND, WTOY, WTLC. Medium: WWIN, WILD, WEDR, WBMX, WCIN, WWRL, WKXI.

BOHANNON "Let's Start II Dance Again" (Phase II/CBS) 25% reporting. Added at WKXI. Heavy: WDAO. Medium: WILD, WAMO, WAO, WJLB, WENN, WGIV, WOIC, WTOY, WTLC, WLOU.

SHEREE BROWN "You'll Be Dancing All Night" (Capitol) 25% reporting. Added at WAO, Heavy: WGC, WENN. Medium: WYLD-FM, WVON, WJLB, WKWM, KAEZ, WWW.

Black Radio

Hottest

October 16, 1981

EAST	SOUTH	MIDWEST	WEST
Donald Byrd Luther Vandross Al Jarreau Aretha Franklin & George Benson Four Tops	Four Tops Luther Vandross Time Diana Ross & Lionel Richie	Roger Four Tops Slave Time Aretha Franklin & George Benson One Way	Luther Vandross Roger Al Jarreau Time Slave Kool & The Gang Four Tops

Regionalized Adds & Hots

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

EAST

WXYV/Baltimore
Tim Watts

DIANA ROSS
STACY LATTISAW
BOBBY WOMACK
TWICE
WAX
Hottest:
PRINCE
FRANKLIN & BENSON
DONALD BYRD
TEMPTATIONS
ROSS/RICHIE
AL JARREAU
JEAN CARN
ROGER
LUTHER VANDROSS
TIME

WWIN/Baltimore
Curtis Anderson

GWEN MCCRAE
DIANA ROSS
NATALIE COLE
SPINNERS
SARAH DASH
LOOSE JOINTZ
SKOOL BOYZ
STARPOINT
RAFAEL CAMERON
MAIN INGREDIENT
Hottest:
ISLEY BROS
VAUGHN MASON
PRINCE
SOFT TONES
QUICK
GWEN MCCRAE
KOOL & THE GANG
HEAN MACHINE
EVELYN KING
MELBA MOORE

WILD/Boston
Steve Crumbley

GLADYS KNIGHT
FUNN
ESCORTS
ISLEY BROS
GWEN MCCRAE
Hottest:
DENIECE WILLIAMS
FOUR TOPS
LUTHER VANDROSS
ONE WAY
VAUGHN MASON
DONALD BYRD
BARBARA MASON
QUINCY JONES
ROGER
FRANKLIN & BENSON

WKND/Hartford
Eddie Jordan

CRUSADERS/JOE COC
CENTRAL LINE
STARPOINT
EARL KLUGH
Hottest:
LUTHER VANDROSS
CARL CARLTON
B.B. & Q.
AL JARREAU
FOUR TOPS
WEST STREET MOB
TEDDY PENDERGRASS
QUINCY JONES
DONALD BYRD
JEAN CARN

WWRL/New York
Wanda Ramos

CHAKA KHAN
DIANA ROSS
NATALIE COLE
POINTER SISTERS
PHYLLIS HYMAN
BETTY WRIGHT
ANDRE CROUCH
MAZE
WARREN DORN
Hottest:
COMMODORES
KOOL & THE GANG
FOUR TOPS
EW&F
STACY LATTISAW
TYZIK
ISLEY BROS
LARRY GRAHAM
RICHARD D. FIELDS
ROY AYERS

WDAS/Philadelphia
Joe Tamburro

J. WALKER NEGRO
DIANA ROSS
SKOOL BOYZ
OMNI
PAULETT REEVES
LJ'S LATEST ARRIV
TAVARES
EARL KLUGH
ARTHUR ADAMS
RON ATKINS
Hottest:
FOUR TOPS
LUTHER VANDROSS
WEST STREET MOB
BRICK
SLAVE
DONALD BYRD
FRANKLIN & BENSON
AL JARREAU
RICK JAMES
TEDDY PENDERGRASS

WAMO/Pittsburgh
J.C. Floyd

ISLEY BROS
EBONEE WEBB
ONE WAY
LARRY GRAHAM
ASHFORD & SIMPSON
TEMPTATIONS
SPINNERS
JEAN CARN
EARL KLUGH
JIMMY ROSS
Hottest:
PATTI AUSTIN
LUTHER VANDROSS
AL JARREAU
B.B. & Q.
ROGER
ROGER
DONALD BYRD
FRANKLIN & BENSON
DYNASTY
MAZE
PRINCE

WQIV/Charlotte
Jo Ann Graham

TYRONE DAVIS
CHANGE
LENNY WILLIAMS
STARPOINT
JERMAINE JACKSON
BOOKER T.
DIANA ROSS
LARRY GRAHAM
POWER
Hottest:
KOOL & THE GANG
WHISPERS
ROGER
SLAVE
COMMODORES
QUICK
FOUR TOPS
FRANKLIN & BENSON
EBONEE WEBB
TEDDY PENDERGRASS

WVEE/Atlanta
Scotty Andrews

CHOCOLATE MILK
SHALAMAR
DIANA ROSS
EARL KLUGH
ZENITH
PHYLLIS HYMAN
PIECES OF A DREAM
Hottest:
ROGER
TIME
ROSS/RICHIE
PRINCE
FOUR TOPS
DENIECE WILLIAMS
LUTHER VANDROSS
FRANKLIN & BENSON
EW&F
DEBRA LAWS

WATV/Birmingham
Stan Granger

RICHARD D. FIELDS
SHOCK
CHAKA KHAN
Hottest:
ROSS/RICHIE
FOUR TOPS
LUTHER VANDROSS
FRANKLIN & BENSON
DENROY MORGAN
DENIECE WILLIAMS
TIME
TEDDY PENDERGRASS
ROGER
ROGER
POINTER SISTERS
EVIASIONS
MAZE
HYMAN & HENDERSON
MICHAEL HENDERSON
WEST STREET MOB
KOOL & THE GANG
QUINCY JONES

WENN/Birmingham
Gene Wise

TEENA MARIE
SLAVE
OZONE
BILLY OCEAN
HEATWAVE
JERMAINE JACKSON
SANDRA FEVA
CHOCOLATE MILK
DIANA ROSS
SHALAMAR
RAYDIO
BILL SUMMERS
BOBBY BLAND
GWEN MCCRAE
Hottest:
ROGER
POINTER SISTERS
LUTHER VANDROSS
RENE & ANGELA
LEON BRYANT
FOUR TOPS
DAZZ BAND
DYNASTY
REDDINGS
SHEREE BROWN

WHUR/Washington
Oscar Fields

DIANA ROSS
PEABO BRYSON
Hottest:
RICK JAMES
AL JARREAU
DONALD BYRD
LUTHER VANDROSS
JEAN CARN
FRANKLIN & BENSON
FOUR TOPS
PHYLLIS HYMAN
ISLEY BROS
KOOL & THE GANG

WQIC/Chicago
Lee Michaels

MAGNUM FORCE
BOOKER T.
PHYLLIS HYMAN
SPINNERS
BOBBY WOMACK
CAPTAIN SKY
HAROLD MELVIN
Hottest:
TIME
LUTHER VANDROSS
ROSS/RICHIE
ROGER
WEST STREET MOB
TIME
SLAVE
DAZZ BAND
ONE WAY
KOOL & THE GANG
NATALIE COLE

WPDQ/Jacksonville
Max St. Clair

ZOOM
STARPOINT
GLADYS KNIGHT
Hottest:
RICK JAMES
ROGER
WEST STREET MOB
VIN ZEE
WHISPERS
EVIASIONS
PRINCE
EBONEE WEBB
BRICK
MELBA MOORE

WQIC/Columbia, SC
Mickey Arnold

POINTER SISTERS
BERT BARNETT
TONY TROUTMAN
RAFAEL CAMERON
ONE WAY
SHALAMAR
Hottest:
FOUR TOPS
WEST STREET MOB
PATTI AUSTIN
B.B. & Q.
ROSS/RICHIE
PRINCE
FOUR TOPS
DENIECE WILLIAMS
LUTHER VANDROSS
FRANKLIN & BENSON
EW&F
DEBRA LAWS

WQIC/Columbia, SC
Mickey Arnold

RENE & ANGELA
MAZE
EARL KLUGH
SPYRO CYRA
LEE RITENOUR
Hottest:
RICK JAMES
DENROY MORGAN
ROSS/RICHIE
POINTER SISTERS
AL JARREAU
ROGER
BRICK
TEDDY PENDERGRASS
PRINCE
LUTHER VANDROSS

WJMU/Jackson
Carl Haynes

HAROLE MELVIN
NATALIE COLE
KOOL & THE GANG
Hottest:
ROGER
TIME
COMMODORES
PRINCE
ISLEY BROS
DONALD BYRD
BOB MARLEY
ONE WAY
RAFAEL CAMERON

MIDWEST

WBMX/Chicago
Lee Michaels

MAGNUM FORCE
BOOKER T.
PHYLLIS HYMAN
SPINNERS
BOBBY WOMACK
CAPTAIN SKY
HAROLD MELVIN
Hottest:
TIME
LUTHER VANDROSS
ROSS/RICHIE
ROGER
WEST STREET MOB
TIME
SLAVE
DAZZ BAND
ONE WAY
KOOL & THE GANG
NATALIE COLE

WQIC/Chicago
Pam Wells

PEABO BRYSON
PHYLLIS HYMAN
CRUSADERS
RHANLEE
SADAO WANTANABE
SADAO WANTANABE
ALPHONSE MUZON
Hottest:
SLAVE
BOBBY BLAND
KOOL & THE GANG
PATTI AUSTIN
GRAINGERS
TEMPTATIONS
CURTIS MAYFIELD
WEST STREET MOB
SHEREE BROWN
PRINCE

WQIC/Cincinnati
Everett Cork

DIANA ROSS
PHYLLIS HYMAN
LENNY WILLIAMS
PEABO BRYSON
GLADYS KNIGHT
SHALAMAR
SPINNERS
Hottest:
PATTI AUSTIN
WHISPERS
ROGER
RONNIE LAWS
FRANKLIN & BENSON
DONALD BYRD
MAZE
TIME
TEDDY PENDERGRASS
JEAN CARN

WQIC/Cincinnati
Everett Cork

DIANA ROSS
GWEN MCCRAE
NATALIE COLE
Hottest:
TIME
LENNY WILLIAMS
ISLEY BROS
FUNK
RENE & ANGELA
MELBA MOORE
RAYDIO
Hottest:
LUTHER VANDROSS
FOUR TOPS
WEST STREET MOB
FRANKLIN & BENSON
DENIECE WILLIAMS
NICK STRAKER BAND
ROGER
ROGER
GRAINGERS
WEST STREET MOB
ONE WAY
SHOCK
EVIASIONS
FRANKLIN & BENSON
DENIECE WILLIAMS
SLAVE

WQIC/Cincinnati
Everett Cork

QUINCY JONES
NATALIE COLE
TAVARES
TWENNYNINE & LENN
CENTRAL LINE
TOM GRANT
DIANA ROSS
MANHATTANS
PEABO BRYSON
PHYLLIS HYMAN
Hottest:
ONE WAY
ROGER
ROGER
FOUR TOPS
LUTHER VANDROSS
SHOCK
QUICK
PATTI AUSTIN
RONNIE LAWS
PRINCE
FRANKLIN & BENSON

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Chicago
Pam Wells

PEABO BRYSON
PHYLLIS HYMAN
CRUSADERS
RHANLEE
SADAO WANTANABE
SADAO WANTANABE
ALPHONSE MUZON
Hottest:
SLAVE
BOBBY BLAND
KOOL & THE GANG
PATTI AUSTIN
GRAINGERS
TEMPTATIONS
CURTIS MAYFIELD
WEST STREET MOB
SHEREE BROWN
PRINCE

WQIC/Cincinnati
Everett Cork

DIANA ROSS
GWEN MCCRAE
NATALIE COLE
Hottest:
TIME
LENNY WILLIAMS
ISLEY BROS
FUNK
RENE & ANGELA
MELBA MOORE
RAYDIO
Hottest:
LUTHER VANDROSS
FOUR TOPS
WEST STREET MOB
FRANKLIN & BENSON
DENIECE WILLIAMS
NICK STRAKER BAND
ROGER
ROGER
GRAINGERS
WEST STREET MOB
ONE WAY
SHOCK
EVIASIONS
FRANKLIN & BENSON
DENIECE WILLIAMS
SLAVE

WQIC/Cincinnati
Everett Cork

QUINCY JONES
NATALIE COLE
TAVARES
TWENNYNINE & LENN
CENTRAL LINE
TOM GRANT
DIANA ROSS
MANHATTANS
PEABO BRYSON
PHYLLIS HYMAN
Hottest:
ONE WAY
ROGER
ROGER
FOUR TOPS
LUTHER VANDROSS
SHOCK
QUICK
PATTI AUSTIN
RONNIE LAWS
PRINCE
FRANKLIN & BENSON

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Chicago
Pam Wells

PEABO BRYSON
PHYLLIS HYMAN
CRUSADERS
RHANLEE
SADAO WANTANABE
SADAO WANTANABE
ALPHONSE MUZON
Hottest:
SLAVE
BOBBY BLAND
KOOL & THE GANG
PATTI AUSTIN
GRAINGERS
TEMPTATIONS
CURTIS MAYFIELD
WEST STREET MOB
SHEREE BROWN
PRINCE

WQIC/Cincinnati
Everett Cork

DIANA ROSS
GWEN MCCRAE
NATALIE COLE
Hottest:
TIME
LENNY WILLIAMS
ISLEY BROS
FUNK
RENE & ANGELA
MELBA MOORE
RAYDIO
Hottest:
LUTHER VANDROSS
FOUR TOPS
WEST STREET MOB
FRANKLIN & BENSON
DENIECE WILLIAMS
NICK STRAKER BAND
ROGER
ROGER
GRAINGERS
WEST STREET MOB
ONE WAY
SHOCK
EVIASIONS
FRANKLIN & BENSON
DENIECE WILLIAMS
SLAVE

WQIC/Cincinnati
Everett Cork

QUINCY JONES
NATALIE COLE
TAVARES
TWENNYNINE & LENN
CENTRAL LINE
TOM GRANT
DIANA ROSS
MANHATTANS
PEABO BRYSON
PHYLLIS HYMAN
Hottest:
ONE WAY
ROGER
ROGER
FOUR TOPS
LUTHER VANDROSS
SHOCK
QUICK
PATTI AUSTIN
RONNIE LAWS
PRINCE
FRANKLIN & BENSON

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Chicago
Pam Wells

PEABO BRYSON
PHYLLIS HYMAN
CRUSADERS
RHANLEE
SADAO WANTANABE
SADAO WANTANABE
ALPHONSE MUZON
Hottest:
SLAVE
BOBBY BLAND
KOOL & THE GANG
PATTI AUSTIN
GRAINGERS
TEMPTATIONS
CURTIS MAYFIELD
WEST STREET MOB
SHEREE BROWN
PRINCE

WQIC/Cincinnati
Everett Cork

DIANA ROSS
GWEN MCCRAE
NATALIE COLE
Hottest:
TIME
LENNY WILLIAMS
ISLEY BROS
FUNK
RENE & ANGELA
MELBA MOORE
RAYDIO
Hottest:
LUTHER VANDROSS
FOUR TOPS
WEST STREET MOB
FRANKLIN & BENSON
DENIECE WILLIAMS
NICK STRAKER BAND
ROGER
ROGER
GRAINGERS
WEST STREET MOB
ONE WAY
SHOCK
EVIASIONS
FRANKLIN & BENSON
DENIECE WILLIAMS
SLAVE

WQIC/Cincinnati
Everett Cork

QUINCY JONES
NATALIE COLE
TAVARES
TWENNYNINE & LENN
CENTRAL LINE
TOM GRANT
DIANA ROSS
MANHATTANS
PEABO BRYSON
PHYLLIS HYMAN
Hottest:
ONE WAY
ROGER
ROGER
FOUR TOPS
LUTHER VANDROSS
SHOCK
QUICK
PATTI AUSTIN
RONNIE LAWS
PRINCE
FRANKLIN & BENSON

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Chicago
Pam Wells

PEABO BRYSON
PHYLLIS HYMAN
CRUSADERS
RHANLEE
SADAO WANTANABE
SADAO WANTANABE
ALPHONSE MUZON
Hottest:
SLAVE
BOBBY BLAND
KOOL & THE GANG
PATTI AUSTIN
GRAINGERS
TEMPTATIONS
CURTIS MAYFIELD
WEST STREET MOB
SHEREE BROWN
PRINCE

WQIC/Cincinnati
Everett Cork

DIANA ROSS
GWEN MCCRAE
NATALIE COLE
Hottest:
TIME
LENNY WILLIAMS
ISLEY BROS
FUNK
RENE & ANGELA
MELBA MOORE
RAYDIO
Hottest:
LUTHER VANDROSS
FOUR TOPS
WEST STREET MOB
FRANKLIN & BENSON
DENIECE WILLIAMS
NICK STRAKER BAND
ROGER
ROGER
GRAINGERS
WEST STREET MOB
ONE WAY
SHOCK
EVIASIONS
FRANKLIN & BENSON
DENIECE WILLIAMS
SLAVE

WQIC/Cincinnati
Everett Cork

QUINCY JONES
NATALIE COLE
TAVARES
TWENNYNINE & LENN
CENTRAL LINE
TOM GRANT
DIANA ROSS
MANHATTANS
PEABO BRYSON
PHYLLIS HYMAN
Hottest:
ONE WAY
ROGER
ROGER
FOUR TOPS
LUTHER VANDROSS
SHOCK
QUICK
PATTI AUSTIN
RONNIE LAWS
PRINCE
FRANKLIN & BENSON

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Chicago
Pam Wells

PEABO BRYSON
PHYLLIS HYMAN
CRUSADERS
RHANLEE
SADAO WANTANABE
SADAO WANTANABE
ALPHONSE MUZON
Hottest:
SLAVE
BOBBY BLAND
KOOL & THE GANG
PATTI AUSTIN
GRAINGERS
TEMPTATIONS
CURTIS MAYFIELD
WEST STREET MOB
SHEREE BROWN
PRINCE

WQIC/Cincinnati
Everett Cork

DIANA ROSS
GWEN MCCRAE
NATALIE COLE
Hottest:
TIME
LENNY WILLIAMS
ISLEY BROS
FUNK
RENE & ANGELA
MELBA MOORE
RAYDIO
Hottest:
LUTHER VANDROSS
FOUR TOPS
WEST STREET MOB
FRANKLIN & BENSON
DENIECE WILLIAMS
NICK STRAKER BAND
ROGER
ROGER
GRAINGERS
WEST STREET MOB
ONE WAY
SHOCK
EVIASIONS
FRANKLIN & BENSON
DENIECE WILLIAMS
SLAVE

WQIC/Cincinnati
Everett Cork

QUINCY JONES
NATALIE COLE
TAVARES
TWENNYNINE & LENN
CENTRAL LINE
TOM GRANT
DIANA ROSS
MANHATTANS
PEABO BRYSON
PHYLLIS HYMAN
Hottest:
ONE WAY
ROGER
ROGER
FOUR TOPS
LUTHER VANDROSS
SHOCK
QUICK
PATTI AUSTIN
RONNIE LAWS
PRINCE
FRANKLIN & BENSON

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Cincinnati
Everett Cork

CHOCOLATE MILK
BOB MARLEY
THELMA HOUSTON
JIMMY ROSS
MADAGASCAR
TWENNYNINE & LENN
KNICK
RAFAEL CAMERON
CENTRAL LINE
MEAN MACHINE
SPINNERS
SPUNK
Hottest:
FOUR TOPS
FRANKLIN & BENSON
B.B. & Q. BAND
TIME
TEDDY PENDERGRASS
WHISPERS
QUINCY JONES
PATTI AUSTIN
HERBIE HANCOCK
MAZE

WQIC/Chicago
Pam Wells

PEABO BRYSON
PHYLLIS HYMAN
CRUSADERS
RHANLEE
SADAO WANTANABE
SADAO WANTANABE
ALPHONSE MUZON
Hottest:
SLAVE
BOBBY BLAND
KOOL & THE GANG
PATTI AUSTIN
GRAINGERS
TEMPTATIONS
CURTIS MAYFIELD
WEST STREET MOB
SHEREE BROWN
PRINCE

WQIC/Cincinnati
Everett Cork

DIANA ROSS
GWEN MCCRAE
NATALIE COLE
Hottest:
TIME
LENNY WILLIAMS
ISLEY BROS
FUNK
RENE &

Opportunities

Openings

EAST

WKRZ-AM/Wilkes-Barre has immediate opening for evening personality. Experience a must. T&R: Chris Starr, PD, WKRZ-AM, Box 1800, Wilkes-Barre, PA 18701. No calls please. EOE M/F (10-18)

WJDM looking for experienced backup newscaster. Metropolitan NY/NJ area. Possible future full-time. T&R: News Director, WJDM, 9 Caldwell Place, Elizabeth, NJ 07201. EOE M/F (10-18)

WASH-FM Washington, DC

Metromedia's top-rated Adult/Contemporary FM in the Nation's capital is currently seeking a full-time vacation relief announcer and a part-time announcer to work weekend shifts. Applicants for either position should possess at least one year commercial broadcast experience. Deadline for tapes and resumes is October 30, 1981. Mail to:

Bob Hughes, PD, WASH-FM
Washington, DC 20016
NO CALLS PLEASE
Metromedia is an Equal Opportunity Employer

Program Director for Top 20 FM market needed. 5 years proven A/C programming experience necessary. T&R: Manager, Box 944, Bala Cynwyd, PA 19004. EOE M/F (10-18)

Experienced newscaster wanted. Part-time to start. Send T&R to WDLW, News Director, 473 Winter Street, Waltham, MA 02154. EOE M/F (10-18)

West Virginia FM Rock looking to regroup in all areas. T&R immediately to Mike Hanks, 7252 Graham Rd., Indianapolis, IN 46250. EOE M/F (10-18)

WZZD/Philadelphia, Contemporary Christian 60,000-watt AM, accepting tapes for future full/part-time openings. T&R: Carl Dean, WZZD, 117 Ridge Pike, Lafayette Hill, PA 19444. EOE M/F (10-18)

9-5 mentality? Don't apply. Central PA's leading FM seeks stable, mature air talent. T&R to Chris Gable, Z-107, Box 142, Hershey, PA 17033. EOE M/F (10-18)

SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation. Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

Loring Fisher, President
Lomar Associates
R&R East
P.O. Box 124, Montvale, NJ 07645

A/C station needs reliable adult personalities for full-time AM. T&R to J.J. McKay, WZIX, 2 W. Market St., York, PA 17401. EOE M/F (10-9)

Come live in the Poconos! Shamrock Communications Flagship accepting T&R's for future openings. Barney Stone, WEJL, 149 Penn Ave., Scranton, PA 18503. EOE M/F (10-9)

WFTN/Franklin, NH needs drive time news talent. T&R to Mark Osborne, Northeast Communications, Box 58, Springfield, MA 01101. EOE M/F (10-9)

WABK-AM/FM/Augusta, ME needs A/C morning personality. Top Dollar! T&R to Mark Osborne, Northeast Communications, Box 58, Springfield, MA 01101. EOE M/F (10-9)

Immediate opening for afternoon newscaster. Beautiful lake region area. T&R to Lynn Lazere, WFTN, Box 99, Franklin, NH 03236. EOE M/F (10-9)

SOUTH

Work in America's 8th fastest growing market. KUFQ/KOYL, Odessa/Midland, TX needs News Director. 2 years experience. T&R: Box 6360, Odessa, TX 79782. EOE M/F (10-16)

55WGA/Elizabeth City, NC looking for full-time A/C personality. Good production skills, 2 years experience. T&R: Hunt Thomas, Box 1408, Elizabeth City, NC 27809. EOE M/F (10-18)

Looking for 7-Mid teen animal - aggressive, outgoing individual who enjoys community involvement. Immediate opening! T&R: Jim Zippo, KINT-FM, 6710 Trowbridge, El Paso, TX 79926. EOE M/F (10-16)

Openings

Capitol Cities Communications looking for adult communicators for news/DJ openings. Send T&R: Ted Strecker, 360 Inner State North, Suite 101, Atlanta, GA 30339. EOE M/F (10-18)

WXVQ/Deland, FL needs air talent. T&R to Bill Weas, PD, WXVQ, Box 1777, Deland, FL 32720. EOE M/F (10-18)

Y102-FM looking for full-time CHR adult communicators. Send T&R to Don Rushin, Box 2018, Texarkana, AR 75504. EOE M/F (10-18)

Immediate opening for air talent in Southeast. CHR/Country. T&R to Ed Seeger, Beasley Broadcast Group, Box 1355, Goldsboro, NC 27530. EOE M/F (10-18)

100FM/Lexington looking for full, part-time air talent. 3 years minimum experience. T&R: Charlie Fox, 100FM, 58 1/2 S. Main St., Winchester, KY 40391. EOE M/F (10-18)

Immediate opening. WXQR/Jacksonville, NC. Announcing, production duties. Good place to start in Superstars. Minorities/females encouraged. T&R: Kris Kelly, Box 760, Jacksonville, NC 28540. (10-18)

Part-time, weekend air personality needed immediately. Minimum 2 years commercial radio experience. Send T&R to Big WAYS Radio, 400 Radio Rd., Charlotte, NC 28216. EOE M/F (10-18)

SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation. Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

Loring Fisher, President
Lomar Associates
R&R South
P.O. Box 124, Montvale, NJ 07645

99FM/Montgomery looking for air talent. T&R to Box 11411, Montgomery, AL 36198. EOE M/F (10-18)

WLVA/Lynchburg, VA needs experienced nighttime talk show host ASAP. T&R: Tom Leebnick, WLVA, Box 2179, Lynchburg, VA 24501. (10-18)

Newsperson needed. Polished on-air with top journalistic skills. T&R to Bill Graham, WJBO/WFMF, Box 496, Baton Rouge, LA 70821. EOE M/F (10-18)

News full-time. Street reporting and studio anchor. EOE Women and Minorities encouraged. T&R: Rick Masher, WROV, Box 4005, Roanoke, VA 24015. (10-18)

Opening for excellent midday person. Send T&R to Hal Harrison, KROK, Box 31130, Shreveport, LA 71130. EOE M/F (10-18)

Looking for possible future openings? Ideal working environment. T&R: Mike Preston, KRDD "The Big 800," 4141 Pinnacle, Suite 120, El Paso, TX 79902. EOE M/F (10-18)

BJ105/WLOF/Orlando seeking news anchor man/street reporter. T&R to Alan Spector, Box 15748, Orlando, FL 32808. No calls please. EOE M/F (10-18)

WIRA & WOVS has two full-time openings. MOR and A/C. Minorities encouraged. Rush T&R to Steve Heas, Roth Broadcasting, Box 3192, Ft. Pierce, FL 33453. EOE M/F (10-18)

Central Virginia A/C leader seeks bright, warm and personable morning talent. Good production required. T&R: Tom Leebnick, WLVA Radio, Box 1279, Lynchburg, VA 24501. (10-18)

Birmingham's #1, WZZK needs morning anchor. Minimum 2 years in radio news. T&R to Lay Garnett, 530 Beacon Park West, Birmingham, AL 35209. EOE M/F (10-18)

FM99/Tallahassee seeks creative 7-12mid jock. T&R to Al Brock, PD, Box 3168, Tallahassee, FL 32303. No calls please. EOE M/F (10-18)

Southeast 10,000 watt AM/FM near space center has current opening for morning newscaster. T&R/Salary: Lynn Marshall, WAMT, Box 1060, Titusville, FL 32780. EOE M/F (10-18)

Looking to train the next Ron Chapman. Mornings, 100KW FM in Raleigh, NC. Needed yesterday. T&R to Bill Thorne, 4105-D Woodlake Place, Raleigh, NC 27609. EOE M/F (10-18)

95 Rock WLSQ/Montgomery, AL Superstars immediate opening morning drive. Topical, smooth delivery and good production. T&R: Neal McNeal, WLSQ, Box 5000, Montgomery, AL 36192. (10-9)

BJ106/Orlando immediate opening "great" Promotion Director. 2 years experience, production and on-air capabilities. T&R/Promo sample: Dave Wright, Box 7475, Orlando, FL 32864. EOE M/F (10-9)

Openings

Part-time weekend news opportunity. Good pay. Some experience required. Contact Rob Peullin, WRVR, Memphis. (901) 274-3400. EOE M/F (10-9)

Wanted: A provocative talk personality. T&R (one open line hour of your program): Pat Rodgers, WOAI, 6222 N.W. Expressway, San Antonio, TX 78201. EOE M/F (10-9)

Experienced reporter/anchor for expanding news operation in Capital city. T&R to Darrell Daniels, WKAZ/WQBE, Box 871, Charleston, WV 25323. (10-9)

MIDWEST

Great Empire Broadcasting is accepting applications for air talent. Send T&R to Don Paul, KFDI, Box 1402, Wichita, KS 67201. EOE M/F (10-18)

KMMJ now accepting T&R for newscaster opening. Send to Dan Arrasmith, Box 1847, Grand Island, NB 88802. (10-18)

***** Taft Broadcasting Looking For Good Newspeople

We want someone with the authority of Lyle Dean, the believability of Nick Alexander, the frankness of Stephanie Shelton, and the news sense of Paul Harvey.

We're looking for someone who despises wire copy and doesn't do news to win awards.

If you think you've got it, call (513) 241-8459 for an example of the style of news we're doing on 55-KRC and Q102.

If you still think you'd fit in, write us:

Richard Hunt/Robert Schuman
1906 Highland Ave.
Cincinnati, OH 45219

EOE

WHNN opens first shift in years. #2 metro, #1 TSA. Natural positive personality. T&R to Dave Brewer, Box 96, Saginaw, MI 48606. EOE M/F (10-18)

The Midwest's #1 Country station is looking for news journalists. Send T&R to Geoff Scott, KFH Radio, 104 S. Emporia, Wichita, KS 67202. EOE M/F (10-18)

Program Director

for large middle market FM Adult Contemporary station. Must pull air shift and be particularly capable in directing and improving announcer performance. Good future and good pay with fine organization. All replies confidential. Send T&R to Radio & Records, 1930 Century Park West, #277, Los Angeles, CA 90067.

Needed immediately 2 top-notch news people. T&R to Jack Hansen, KCLD, Box 1458, St. Cloud, MN 56302, (612) 251-1450. EOE M/F (10-18)

KSMN/Mason City, IA seeking Country afternoon drive announcer. Call (515) 423-8634 or T&R to Tom Huber, Box 1448, Mason City, IA 50401. EOE M/F (10-18)

Station of the year '79-'80. PD leaving due to family illness. Send confidential T&R to G. Scantland, WDFB, Box 10,000, Marion, OH 43302-1330. EOE M/F (10-18)

Key Programmer

Needed to help make and execute programming decisions and policy. Reason: Midwest station expanding to 50,000 watts. Right person can pick the time he wants to stay. Salary negotiable. Send resume to Radio & Records, 1930 Century Park West, #274, Los Angeles, CA 90067.

WHTC/Holland has immediate opening 7-12midnight shift. T&R to Don Roberts, WHTC, Box 911, Holland, MI 49423. Will consider beginners. EOE M/F (10-18)

Choice Program Director Opening

Top Station! Top Company! Top Opportunity!
MEREDITH station has a rare PD opening for a creative and promotion-minded AOR leader
EOE M/F Rush resume to **Jim Carter**

2-92

11128 John Galt Blvd.
Omaha, NB 68137

Openings

Announcers/Production Director and a News Director wanted. Send T&R to Tim Ahlborn, WIDG-FM, Box 1, St. Ignace, MI 49781. EOE M/F (10-18)

WSPD has weekend openings for part-time announcers. Contact Skip Eslick, 125 S. Superior St., Toledo, OH 43601. EOE M/F (10-18)

13KFH/Wichita looking for air talent. Country format. T&R to Chuck Robson, PD, KFN, 104 S. Emporia, Wichita, KS 67202. EOE M/F (10-18)

SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation.

Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

Loring Fisher, President
Lomar Associates
R&R Midwest
P.O. Box 124, Montvale, NJ 07645

Contemporary Country WMCL needs full-time air personality. Send T&R to WMCL, 811 Broadway, Mt. Vernon, IL 62864. (10-9)

Award-winning WDF needs reporter who can excavate news. Rush T&R to Bob Bender, P.O. Box 10,000, Marion, OH 43302. (10-9)

Announcer with production experience for A/C AM in Danville, IL. Also utility position open. T&R: Box 142, Danville, IL 61832; call Steve Armstrong, (217) 448-1312. (10-9)

WEST

KFMB, San Diego Talent Search!

Looking for a strong, NATURAL personality. No "one-liner-only" types. Background in the traditional A/C formats desired. (Let's hear from you small & medium market morning men!) Tapes & resumes, (no calls) to Mark Larson - Box 80888, San Diego, CA 92138

KYYA/Billings needs News Director; good bucks for energetic person. T&R to Jack Bell, 1645 Central, Billings, MT 59102. (10-18)

Chief Engineer . . . Experienced Pro

Super AM/FM Combo wants super engineer.
Good equipment
Come grow with us!

Send resume to: **Dave Armstrong**
KWIZ Radio
3101 West Fifth Street, Santa Ana, CA 92703

Newscaster for future opening. T&R to Dick Shayne, News Director, KVEG/KFM, Box 15223, Las Vegas, NV 89114. No calls. EOE M/F (10-18)

Immediate openings for CHR adult personalities. Send T&R to KWUN, Box 4004, Concord, CA 94520. EOE (10-18)

San Francisco Morning Personality or Morning Team

We're a successful full service adult station. Openings here are rare. HERE'S WHAT WE OFFER The best air shift on one of the top stations in the best city in America. Very good salary. A great deal of creative freedom. HERE'S WHAT WE'RE LOOKING FOR A person (team) who's natural, highly-intelligent, blessed with a great sound, funny (no one-liner machine or comedy service reciters, please), experienced in the major market morning drive arena, a total communicator, a disciplined personality. In other words, if you can connect with adults and keep them, if you can take a heavy commercial and information load and make it flow, if you're SPECIAL, send us your tape. All replies confidential. Send to Radio & Records, 1930 Century Park West, #276, Los Angeles, CA 90067. EOE

KSPZ home of Transtar needs night talent. Good bucks. T&R to Box 986, Colorado Springs, CO 80901. Females encouraged. Or call (303) 832-3538. EOE (10-18)

Opportunities

Openings

Off-air Production Director for AM/FM. \$1,000 a month to start. T&R: Andy Monday, Drawer I, Arcata, CA 95521. EOE M/F (10-16)

KKAL, Country on the California coast, has opening for all-night announcer. Minorities strongly encouraged. T&R: Bill Penney, Box 220, Arroyo Grande, CA 93420. EOE (10-16)

KNVR-FM 97 looking for major production, good voice and willing to work. T&R: Brent Ferris, Box 1167, Paradise, CA 95969 or call (916) 896-1197. EOE M/F (10-16)

Opening for air traffic reporter/pilot. Contact: Paul McGonigle, News Director, KOY, 840 N. Central Ave., Phoenix, AZ 85004. (602) 258-8181. EOE M/F (10-16)

KGEO now accepting T&R's for possible future openings, 5 years experience. T&R: Mike Evan, KGEO, Box 260, Bakersfield, CA 93302. EOE (10-16)

Openings

One of California's best small market stations is looking for air talent/production. T&R: Jason W. Fine, Box 1056, Yuma City, CA 95991 or call (916) 673-7677. EOE (10-9)

PD, MO, ND, AM talent openings. Several CA and Sunbelt medium market. T&R to Bob Goode Consulting Services, Box 1783, Cave Creek, AZ 85331. (10-9)

Positions Sought

JOHNNY RINGO, from Q106, KAFY, WPTR, WEED, looking for evening position. Call (717) 292-6353. (10-16)

Experienced announcer, former PO and MO. Small and medium market experience. Prefer NW, but will consider all offers. Call RICK, (509) 633-2374. (10-16)

Minority announcer seeking Top 40 or AOR formatted station in medium market in the Southwest. Call BILL, (312) 784-0606. (10-16)

3 year pro specializing in oldies, looking for major market work in CO, CA, NV, AZ. Call DOUG, (303) 986-7179 (before 12noon/after 6pm). (10-16)

Attention Harrisburg/York/Baltimore! 13 year pro looking for A/C, Top 40, Country airshift. Strong production. Available immediately. Call MARK STEWART, (717) 766-0392. (10-16)

11 years experience in Top 40 and CHR. 1st phones and production experience with multi-track recording equipment. Contact JAY RICHARDS, (512) 340-0094. (10-16)

JIM BAUER formerly Q107, CBC radio, CHUM-FM and WRIF. 10 years major market experience, interested in programming and/or jock. (416) 960-1062. (10-16)

Major market talent. Any city welcome. Desire a music station with personality. Done almost everything. 6 years smarter. Please call (216) 478-0440. (10-16)

Positions Sought

Small market MVP ready for medium or large market play-offs. Current PD and PM drive at WKGX. 5 years experience; A/C or CHR. JEFF KINGSBURY, (704) 728-3367. (10-16)

Working, but not happily. Prefer soft AOR or CHR in Western states. I have one of the sexiest voices you'll hear. If you doubt me, call me. STEVE, (714) 620-7120. (10-16)

Sportscaster. Dedicated. Seeks stable operation with strong commitment to sports. Exciting P-B-P style. Good voice, smooth. Knowledgeable. Consider news/DJ combo. Call MIKE, (716) 876-6609. (10-16)

Currently in Western NY. A/C, CHR. 4 years experience. T&R tells the story. Please call BILL WHITMAN, (716) 366-1410. (10-16)

C.B. BINTON, 10 years radio, last 4 with Superstars, Inc. middays Chicago. PD smaller market. Strong production. Dedicated professional. (208) 344-7168. (10-16)

Morning personality. A/C, bits, schtick, characters, relevant, informative, track record, references, 14 year pro, Top 50 markets only. (804) 272-6439. (10-16)

CHIP MOBLEY, 13 years experience in music research, programming and promotions. Versatile. Went PD/MD/Operations position. Ex: KLIK, WHB, KSLQ. (314) 636-6791. (10-16)

J.K. DEARING highly successful at current station. Seeking PD position. For programming philosophies and how I can make money for your station, call (219) 277-6046. (10-16)

L.A. morning man desires same or PD-ship. 13 year pro all formats. Award winner, Public Affairs. Call JIM, (714) 621-2272. (10-16)

Young, enthusiastic, creative air talent. Can do any format. Excellent production. Grab while you can. For T&R, call CHRIS RAGER, (303) 635-4808. Hurry! (10-16)

Positions Sought

Experienced and dedicated newsmen looking for position in West/Southwest only. Award-winning, hard-working. Prefer medium to major market. Call ROGER, (504) 292-8134. (10-16)

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation. Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

Loring Fisher, President
Lomar Associates
R&R West

P.O. Box 124, Montvale, NJ 07645

Immediate opening for afternoon drive, prefer production experience. Call (801) 789-3088 days or 789-0920 evenings. T&R to John Bailey, Box 307, Vernal, UT 84078. EOE (10-9)

Marketplace

The Daily Feed

90 second radio satire from Washington
truly funny material people tune in every day
Demo 1145 National Press Building
Washington, D.C. 20045

CHICAGO AIRCHECKS

- Wally Phillips WGN
- Fred Winston WCFL
- Larry Lujack WLS
- Bill Gardner WFYR
- Steve Dahl WLS-FM
- Bob DeGiorno WKQX

also WLUP, WCLR, and WGCI, ALL on one tape!
\$10.00 CHECK OR MONEY ORDER!
CHICAGO AIRCHECKS P.O. Box 14075 / Chicago, IL 60614

MORE RADIO JOBS!

By missing us you probably missed over 3,000 additional job openings last year, up to 200 weekly. Disc Jockeys, News, Engineers, Programming and Sales. This national computer list is \$6.00 for one week.

SPECIAL! Receive 5 consecutive weeks for only \$12.95 you save \$17.00!!

American Radio Job Market
6215 Don Gaspar, Las Vegas, NV 89103

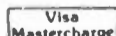
pro 't' call—TALENT

Are you ready for the Majors?

Pro't call has the top salaries and exclusive listings on some of the premier jobs in the country for News/Talk, Program Directors, News Directors and Modern Country talent. CALL US TODAY FOR DETAILS. (504) 392-3665

We're more than just a placement service!

Pro't call
3700 Rue Delphine
New Orleans, LA 70114



O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service!
For sample, write on station letterhead to: O'Liners

1448-R, West San Bruno Ave., Fresno, CA 93711
or phone (209) 431-1502

Ann Murray**B.J. Thomas**The Carpenters**EmmyLou Harris**

THE GREAT STARS SHINE AGAIN on
THE SOUNDS OF CHRISTMAS '81

Call SHEPHERDmusic radioproductions collect: (419) 474-4191

Say Something Funny Instantly!

Only humor book endorsed by DJ's. Reveals professional comedy writers' secrets. Tells how the biggies use six easy joke formulas for instant humor on any occasion. Tips from Johnny Carson, Steve Allen, Bob Orben, etc. Proven in author's comedy workshop. \$5 postpaid.

Jack Posner, Box 259, Great Neck, NY 11022

R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads.

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to Marketplace

RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

YOU ARE THE MUSIC...AND WE ARE THE PR.!

Decals, Bumper Stickers, Posters, PR Kits, Media Kits, Promo Items

We do it all, by the piece or by the kit, complete and ON TIME. From your art & copy, or we'll develop it all for you. FREE DETAILS - call or write now!

Action Decal 320 E. 21st St., Chicago, IL 60616 (312) 842-4280

"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

pro 't' call MANAGERS & PD's

Finding the right talent can be frustrating, time consuming, and a waste of effort! That's why there is Pro't call... We have the top people in all formats... Music, News, Sports, Talk and Programming. Best of all, our service is FREE to you and CONFIDENTIAL.

Call (504) 392-3665
Pro't call, 3700 Rue Delphine,
New Orleans, LA 70114

ELECTRIC WEENIE

RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970

Dr. Don Rose, KFRC. "I depend on it more than any other." Gary Owens, KMPC.

"Aids the creative, helps the beginner."

FOR FREE SAMPLES WRITE

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

Opportunities

Positions Sought

Woman jock Country Western minded, hot on production. Available now. Call MESA DAWN (701) 852-4523. (10-18)

RODNEY DANGERFIELD isn't the only one that gets no respect. 2 year pro looking for small market opening. Call RICK, (302) 629-7226. (10-18)

7 year pro seeks medium market Country gig. PD/MD/production/great shift. Call BART, (501) 247-2972 (after 6pm). (10-18)

CRAIG JACKSON, formerly KILT, WRKO and most recently MD at KOPA/Phoenix is available now. (602) 941-8342 is the number to call for a great worker. (10-18)

Last ARB was #1, women 18-34. Call before 11am for info on how I'll boost your ratings in time for next book. (505) 298-2730. (10-9)

Established, employed Los Angeles CHR personality seeks on-air programming position in Oklahoma City or Dallas. Write: CMS, 2307 Santa Monica Blvd., #150, Santa Monica, CA 90404. (10-9)

Experienced production freak would like to do A/C or CHR in Top 50 market. Call RICK, (714) 487-8916. (10-9)

News. I want to get back into it. Looking for step up into medium Midwest market. Call DAN (before 10am, Mon-Fri), (316) 429-3701. (10-9)

Natural talent, 4 years experience, currently in medium market. Available now. SHARON MATTHEWS, (316) 522-8535. (10-9)

TOM SULLIVAN, ex-Burkhart-Abrams Production Director, seeking major or medium market production assignment. Writing and multi-track experience. AOR or CHR (304) 778-4977. (10-9)

Been doing it all. Ready to specialize in production and copywriting. I love it! Let's talk or get my T&R at (518) 371-2284. LYN. (10-9)

Former Chicago jock looking to come home or major TX area. Good pipes, great production and nice guy. Really. RON COOPER, (704) 375-0213 after 6pm. (10-9)

DANIEL BRUNTY, 13 years experience, primarily AOR and CHR. Former WQDR/Releigh PD, 3 years. Available now for PD or jock in major market. Call (919) 834-2073. (10-9)

One to one AOR jock with 4 1/2 years experience as MD/programmer. Sports oriented and good team worker. Available mid-October, anywhere in OH. Call (216) 381-0043. (10-9)

PD with 5 years in majors. Has killer CHR format. Currently employed. Medium to large markets only. (607) 773-8155. (10-9)

Highly acclaimed radio journalist seeks new challenges. 9 years experience, degree, 3rd class, articulate and tenacious. Not just another pretty voice. Call JERRY, (617) 754-8544. (10-9)

Positions Sought

Class act MD with a unique marketable voice looking for station to grow with. 6 years experience in AOR and CHR. Call BILL, (516) 538-8812. (10-9)

Do you want personality? Do you want humor? Do you want controversy? Do you want numbers? If you do, then you want me. Unfortunately, I was a little too controversial, which explains why I'm now unemployed. Do you want an air-check? Call (505) 722-6309 anytime. Ask for P.M. MICHAELS. (10-16) •

Changes

RADIO

Ken Bankey, Rob David, Cedric Jackson and David Lee join WXYZ Newstalk Radio, Southfield, MI as Account Executives..

Deanne Doak has been appointed Account Executive at K-BEST 95FM/San Diego, CA.

Neal Vann has been named Account Executive for WRAL-101FM/Raleigh, NC.

Constance W. Balthrop has been appointed Controller for 1010-WINS Radio.

Michelle Davis has joined the Sales Staff at KRLA/Pasadena, CA.

Chris Barry joins WJDY-AM/Salisbury, MD as MD.

Robert Lazer named Account Executive for WCAU-FM/Philadelphia, PA.

Mike Reid, formerly with WWCH/Clanon, PA, joins WMKX/Brookville, PA as PD.

Bill Johnson moves from WWCH/Clanon, PA to WMKX/Brookville, PA as MD.

Bill Dalsa named Local Sales Manager at KOIT-FM/San Francisco, CA.

Richard Styles appointed Sales Manager at WKIX/Releigh, NC.

Gina L. Vietti named Controller at WOWO Radio Group.

RECORDS

Key Shaw appointed Manager, Press and Publicity for RCA Records, Nashville.

Anita Lenz joins Airways Records as Media Specialist.

Changes

Dave Palacio appointed Assistant Controller at Capitol Records.

Steva Hershfield named Director, Financial Planning and Analysis for Capitol Records.

Sally Kinley appointed Director in the corporate accounting department at Capitol Records.

Ron Fair named A&R Talent Manager, Contemporary Music, RCA Records, West Coast.

Alan Grunblatt appointed Manager, Marketing Research, RCA Records.

Marijane Leves has been named National Publicity Director for Regency Records, Inc.

Judy Taylor appointed Merchandising Manager, West Coast, Epic/Portrait/CBS Associated Labels.

Cliff O'Sullivan has been named Product Manager, West Coast, Epic/Portrait/CBS Associated Labels.

Harold Burnside joins WEA Philadelphia Branch as WB Black Music Promotion Representative.

Mike Stone joins WEA Detroit Sales Office as Elektra/Asylum Promotion Representative.

Ron Friedman has been appointed Associate General Counsel of Capitol Industries, EMI, Inc.

INDUSTRY

Susan Fox appointed General Publicist/Coordinator for Jensen/Roberts & Associates.

Barbara Shaner joins the Public Relations firm of Oscar P. Arsenian & Associates.

Dorothy Schwartz named Office Administrator for Kregen & Company.

Rick Frolo upped to Manager, Operations Service at WEA Philadelphia Branch.

Jim Lakjer promoted to Systems Manager at WEA Philadelphia Branch.

Thom Sutton, Account Executive, Detroit, transfers to Eastman's Dallas office.

Mike MacLean appointed Account Executive Eastman's Detroit office.

Adrian E. Cox, Summit Communications, Inc., appointed to the position of Director of Finance and Administration, Satellite Systems Division.

Robert E. Triplett has been named Director of Management Information Systems of Summit Communications, Inc.

Changes

W. Gordon Douglas has joined Summit Communications, Inc. as Vice President, Summit Satellite Systems.

Mary Beth Garber joins the Los Angeles office of McGavren Guld Radio as Account Executive.

Dannis Saaly joins H-R/Stone, National Radio Representatives as Account Executive in Dallas.

Sandy Millar named Manager of Chappell International.

Brad Mason Lebeau appointed Director, National Promotion for Musico.

Wally Hayman appointed Director of Media Services for Sigma Sound.

Deborah Carr named Director of Creative Development for Sanford Ross Management.

Jim Beaumont appointed Special Projects Coordinator for WEA Cleveland.

Dabble Maister joins Redline Talent & Booking.

Paula Jeffrias joins Screen Gems/EMI Music as Professional Manager.

Al White joins the staff at Total Experience.

Ray Jeter appointed Branch Marketing Coordinator at WEA, Los Angeles.

Vanessa Walker named WEA Los Angeles Branch Sales Representative.

Gloria Massinger appointed Managing Director of ASCAP.

Elaine Cooper has been named Account Executive at the Howard Bloom Organization.

Debra R. Moore named Research Analyst for ABC Radio Networks.

Miscellaneous

Country Q106, P.O. Box 4408, Madison, WI 53711, wants Country news and gossip for Rob Hagger's afternoon show. Call (608) 271-8811. (10-18)

Need Country and A/C record service from all labels. WEPG, P.O. Box 8, South Pittsburg, TN 37380. Pat Phillips. (10-18)

WRJZ/Knoxville needs Country record service from all labels. Send to Tim Edwards, PD, WJRZ, Box 3367, 1515 Magnolia Ave. N.E., Knoxville, TN 37917. (10-18)

WMKX, new 24-hour killer FM in Northwest PA, needs CHR/AOR record service from all labels immediately. Bill Johnson, MD, WMKX, P.O. Box M, Brookville, PA 15825. (10-9)

Marketplace

DJ Researched Comedy!!!

More than just a few usable lines each month!

- Radio's First Researched One Liner Service.
- Up to 200 Refreshingly New Lines Monthly.
- Hurry! Free Samples. Call me person-to-person Collect (713) 960-8482, ask for Brad.

DJ A PROFESSIONAL COMEDY SERVICE
3530 TIMMONS LANE, SUITE 301D
HOUSTON TEXAS 77027

Now, get them fresh every month in Promotions That Work, the Broadcasters' Promotion Digest. For free sample issue, send request on station letterhead to:

625-B E. Terrace Avenue
Fresno, CA 93704

Promotions that WORK!

(209)226-5400

GREAT JINGLES STATION ID'S

Call or write for a free demo

CONTINENTAL RECORDINGS
210 SOUTH STREET, BOSTON, MA 02111 617-426-3131

Hundreds renewed again!

Contemporary COMEDY

Free sample!

Write on station letterhead to:
Contemporary Comedy
5804-D Twining
Dallas, TX 75227

FREE ISSUE OF **Galaxy**

Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead: ALL AIRSHIFT READY!
Box 20093R, Long Beach, CA 90801 (213) 595-9588

The most talked about Comedy Service in the industry.

Complimentary snack: "LOLA'S LUNCH"
Call (313) 434-6142
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

lola's lunch

THE SALES EVENT OF 1981!

OPUS 81 Top 100 Special FREE DEMO of the Year

Toby Arnold & Associates
4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335

Increase Sales Results

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.

Just call PAM at (213) 553-4330 for more information.

DON FELDER "Heavy Metal (Takin' A Ride)" (Full Moon/Asylum) 86/2
 Moves: Up 20, Debuts 2, Same 28, Down 14, Adds 2, Q102, WCIL-FM, B104 27-24, Q107 8-8, Q103 on, WBBQ on, WSSX 4-4, KJ100 10-8, WJXQ 6-2, WNCI 28-19, 96XIL 1-1, KILE 4-3, Q101 3-3, KFMZ 9-4, KYVA 4-4.

STEVIE NICKS & DON HENLEY "Leather & Lace" (Modern/Atco) 83/45
 Moves: Up 2, Debuts 7, Same 9, Down 0, Adds 46 Including B104, CFTR, KEGL, Z93, KBEQ, WZUU, KFRC, KEZR, KOPA, WICC, WOKI, 92X, KJRB, WCIR, WGLF, KOZE.

BILLY SQUIER "In The Dark" (Capitol) 82/0
 Moves: Up 38, Debuts 8, Same 16, Down 0, Adds 0, 96XX 33-28, WXXS-FM 29-26, KEGL 16-13, WLS 13-11, KIQQ 16-17, WPST 25-21, Y103 33-27, KJ100 5-4, Z104 10-8, KSFX 16-10, KLUC 22-19, WOMP-FM 29-26, WCIR 11-9, WISE 25-22, KRNA 19-17.

CARL CARLTON "She's A Bad Mama Jama" (20th/RCA) 80/0
 Moves: Up 42, Debuts 0, Same 9, Down 9, Adds 0, WNBC 17-14, PRO-FM 20-11, WPGC 11-9, Y100 9-8, 196 5-4, WCKX 7-8, KFI 20-17, LTIC-FM 9-7, 897 5-4, WBBQ 12-8, WSEZ 3-2, KGGI 7-6, KHYT 4-3, WGUU 20-17, Q101 16-12.

RICKIE LEE JONES "A Lucky Guy" (WB) 58/8
 Moves: Up 18, Debuts 2, Same 29, Down 1, Adds 6, KJR, K104, WJXQ, KDFM, KGGI, 96XIL WXXS-FM 28-26, 94Q on, WPHD 21-14, WZYP 32-27, KJRB 21-18, WJBO 19-10, WISE 31-28, Q101 20-17, KOZE 28-28.

RICK JAMES "Super Freak" (Gordy/Motown) 55/0
 Moves: Up 21, Debuts 1, Same 14, Down 19, Adds 0, WFI 4-1, B104 19-9, WPGC 1-1, 293 8-6, Y100 6-6, Q102 24-21, KRLA 4-4, WRCK 15-11, WTIC-FM 6-3, WLAN-FM 10-10, Z104 4-1, WFBQ 14-8, WXLK 1-1, WRKR 7-4, KDZA 10-8.

STREEK "One More Night" (Badland/Columbia) 54/11
 Moves: Up 6, Debuts 3, Same 38, Down 0, Adds 11, WCKX, WZZP, KRLA, Q103, K104, KEEL, KLAZ, WJXQ, WDJX, KBBK, 96XIL, WKTI on, KX104 on, WAKY 24-21, KLUC 24-20.

BLUE OYSTER CULT "Burnin' For You" (Columbia) 53/1
 Moves: Up 21, Debuts 3, Same 19, Down 9, Adds 1, K96, 96XX 6-5, JB105 22-20, KIQQ 12-10, KIMN 12-9, WPST 12-9, KHFI 10-4, WSKZ on, Z104 18-14, WIKS 7-7, KSKD 13-11, KLUC 9-7, WJBO 7-7, WGUU 13-8, KRNA 21-16.

ELECTRIC LIGHT ORCHESTRA "Twilight" (Jet/CBS) 52/36
 Moves: Up 4, Debuts 6, Same 6, Down 0, Adds 38 Including 96XX, KEGL, KBEQ, WGLF, WKTI, KOPA, KZZP, WPHD, 92FLY, WSGN, Z104, KSFX, WCIR, WQEN, WCIL-FM.

SIGNIFICANT ACTION

JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 45/22
 Moves: Up 2, Debuts 7, Same 14, Down 0, Adds 22 Including WFI, 94Q, KFI, KJR, WLAN-FM, WKRZ-FM, WSEZ, WNAM, KBBK, WIGY, Q101, WTRU, KSLY, KDZA, KOZE.

LUTHER VANDROSS "Never Too Much" (Epic) 45/12
 Moves: Up 14, Debuts 9, Same 10, Down 0, Adds 12, WPGC, Z93, WTIC-FM, WICC, KFMK, B97, WCSC, KHYT, Z102, Q101, WRKR, KSLY.

JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 38/12
 Moves: Up 6, Debuts 1, Same 19, Down 0, Adds 12, WHFM, WICC, WTIX, WHYH-FM, WOKI, WCSC, KIDD, KCPX, KPUR, KXKL, KKRC, 99KQ, KEZR 28-26, WNCI 30-27, WJBO 22-17.

RONNIE LAWS "Stay Awake" (Liberty) 31/2
 Moves: Up 8, Debuts 4, Same 19, Down 0, Adds 2, WPHD, WCSC, WXXS-FM on, Z93 on, WCKX on, KRLA on, KIQQ 28-28, WCAO on, KSET-FM 17-14, WTIX 35-29, WAAV on, KX104 on, WVIC 34-30, WGUU 32-20, 96SGF on.

ALAN PARSONS PROJECT "Snake Eyes" (Arista) 30/9
 Moves: Up 2, Debuts 2, Same 17, Down 0, Adds 9, KYXX, WTIX, KQ94, WJXQ, WOMP-FM, WISE, KKQV, KCBN, KOZE, 96XX on, WKTI on, K104 36-32, WOKI on, KQWB on.

DAVID GATES "Take Me Now" (Arista) 30/4
 Moves: Up 10, Debuts 6, Same 10, Down 0, Adds 4, KSTT, KIKK, KSKD, WGLF, KRBE 9-9, K104 25-18, KEEL 24-19, WDOQ on, WMAK-FM on, WSEZ 29-27, WZZR 20-18, KBBK 29-26, KILE 36-36, KSLY on.

TRIUMPH "Magic Power" (RCA) 28/6
 Moves: Up 7, Debuts 2, Same 13, Down 0, Adds 6, WLS-FM, WPHD, KQ94, WSSX, WIKS, KRQ, Q107 20-18, CHUM 16-12, KIQQ on, K104 20-14, KJ100 24-21, WJXQ 20-15, KJRB on, WOMP-FM on, WZYQ on, KOZE on.

PABLO CRUISE "Slip Away" (A&M) 26/4
 Moves: Up 5, Debuts 2, Same 15, Down 0, Adds 4, WAAV, KKQV, KFVR, WSPT, B104 on, WAEB 30-28, KQ94 on, BJ105 39-36, CK101 40-36, KBBK on, WJBO 37-31, WFOX on, WISE on, KQWB on, KQDI on.

CLIFF RICHARD "Wired For Sound" (EMI America) 28/1
 Moves: Up 6, Debuts 4, Same 15, Down 0, Adds 1, WFBQ, Q107 4-28, Q103 on, KZZP 21-18, WPST 33-30, K104 27-17, KQ94 on, WOKI on, KJ100 on, WVIC on, WJBO on, WFOX on, WISE on, KKRC 24-22, KOZE on.

KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 25/7
 Moves: Up 9, Debuts 3, Same 6, Down 0, Adds 7, KYXX, KINT, KROK, WHBQ, WMAK-FM, WJBO, KDZA, WXXS-FM 24-19, Y100 19-17, KIQQ 35-28, KJR d-23, WDRG-FM 30-27, KYNO-FM 21-17, KNBQ on, KHYT 27-7, WGUU on, WGLF 35-32.

STEVIE WOODS "Steal The Night Away" (Columbia) 25/6
 Moves: Up 12, Debuts 2, Same 4, Down 1, Adds 6, WDRQ, KFRC, KBFM, KEEL, WJDX, KVOL, KIQQ 33-27, KJR 17-14, WTIX 29-26, WHYH-FM 30-26, K104 30-26, WTSN 22-19, WXLK 19-14, KKRC 30-28, KOZE 27-24.

KIM CARNES "Mistaken Identity" (EMI America) 23/19
 Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 19 Including WXXS-FM, KFI, WPHD, WAEB, KZFM, KINT, FM100, WBCY, WVIC, KSPZ, KBBK, WHEB, 96SGF.

SURVIVOR "Poor Man's Son" (Scotti Bros./CBS) 22/8
 Moves: Up 1, Debuts 1, Same 14, Down 0, Adds 6, KXX106, WSSX, WIKS, KILE, KVOL, WFI on, KBEQ on, WLAN-FM on, KROK on, WJBO 23-18, WOMP-FM on, 96XIL d-18, WZYQ on, KQDI on.

ARLAN DAY "I Surrender" (Pasha/CBS) 22/5
 Moves: Up 3, Debuts 4, Same 10, Down 0, Adds 6, WPHD, WHFM, BJ106, KOFM, KRNA, WZUU on, WKTI on, KIQQ on, KJR 19-12, KYXX on, WHYH-FM on, WFOX on, KILE 32-27, KENI on, KSLY on.

JOEY SCARBURY "When She Dances" (Elektra) 22/4
 Moves: Up 3, Debuts 2, Same 13, Down 0, Adds 4, B104, CKLW, KIQQ, WOMP-FM, CFTR on, KFI on, KFRC on, WCAO on, WFBR d-29, KEEL on, WAAV on, KYNO-FM 40-32, KBBK on, WJBO 31-27, KVOL on, KENI on.

GEORGE BENSON "Turn Your Love Around" (WB) 21/20
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 20 Including WXXS-FM, WDRQ, KEARTH, KIQQ, WICC, WAEB, KLAZ, WAAV, WDOQ, WBCY, WCSC, KYNO-FM, WGUU, WGLF, KKLS.

DIANA ROSS & LONEL RICHIE "Dreaming Of You" (PolyGram) 20/0
 Moves: Up 12, Debuts 0, Same 8, Down 0, Adds 0, KYXX on, WAEB on, KHFI on, WFMF 19-18, WDOQ 25-21, KOFM 20-19, WNCI 26-23, KJRB 13-12, KBBK 20-19, KHYT 15-11, WTSN 29-27, Z102 23-21, KCBN 36-33, KOZE 25-23.

STARS ON 45 "More Stars On 45" (Radio/Atlantic) 20/1
 Moves: Up 7, Debuts 1, Same 12, Down 0, Adds 0, KIQQ 39-34, 3WT on, WTIX 40-37, KQ94 on, WJDX 34-30, WDOQ on, WGH 21-17, WAKY 8-8, WLOL-FM on, WKDQ on, WACZ d-30, Q101 on, 99KG on.

RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 19/19
 Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 Including KFI, KIQQ, WFBR, K104, KINT, KLAZ, WSGN, WBBQ, WSEZ, 96XIL, WISE, KENI, KSLY, KDZA.

KNACK "Pay The Devil (Ooo Baby Ooo)" (Capitol) 18/17
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 17 Including KIQQ, KEZR, KYXX, WPHD, WKRZ-FM, KINT, WOKI, WCSC, WVIC, KSTT, KIDD, KNBQ, KATI, KQDI, KYVA.

DIRT BAND "Fire In The Sky" (Liberty) 18/0
 Moves: Up 4, Debuts 3, Same 11, Down 0, Adds 0, KBEQ 20-18, KYXX on, Q103 on, KHFI 22-19, WMAK-FM on, WZZR on, WJXQ on, KOFM d-29, KSKD d-36, WOMP-FM on, WCGQ on, KKLS 24-23, KCBN on, KDZA on.

DEBBIE HARRY "Jem Was Moving" (Chrysalis) 18/9
 Moves: Up 1, Debuts 1, Same 5, Down 0, Adds 9, WHYH-FM, BJ106, WOKI, WVIC, KYNO-FM, WJBO, WGUU, WACZ, KVOL, WXXS-FM d-28, KIQQ 40-37, KHFI on, Z104 on, WKDQ on, KENI on.

SAVOY BROWN "Run To Me" (Townhouse) 16/3
 Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 3, KINT, WTIX, WTSN, WFI on, KFI on, KIQQ on, WPHD on, KQ94 on, WOKI on, KJ100 on, WJBO on, WFBQ on, KVOL on, WCIL-FM on.

TIERRA "La La Means I Love You" (Boardwalk) 15/5
 Moves: Up 4, Debuts 2, Same 4, Down 0, Adds 5, Y100, WCKX, KZFM, WGH, KILE, KEARTH 29-27, KRLA on, KFI d-29, KIQQ on, KSET-FM d-20, KINT 23-18, KYNO-FM 39-22, KCPX on, KHYT 25-15, KDZA on.

POINTER SISTERS "What A Surprise" (Planet/Elektra-Asylum) 15/2
 Moves: Up 4, Debuts 1, Same 8, Down 0, Adds 2, KSET-FM, KHYT, CK101 30-27, WMAK-FM on, WVIC 40-34, KYNO-FM 35-28, WGUU 31-27, WACZ d-27, 96SGF on, WISE on, WGLF on, KENI on, KCBN on, KDZA on.

TARNEY SPENCER BAND "No Time To Lose" (A&M) 15/1
 Moves: Up 11, Debuts 1, Same 2, Down 0, Adds 1, WJBO, 96XX 8-3, Q107 19-16, WLS 25-24, WLS-FM 25-24, KBEQ 24-22, WSSX 8-7, KJ100 19-15, Z104 d-29, KSFX on, KLUC 15-13, WCIR 28-24, 96XIL 34-30.

ANNE MURRAY "It's All I Can Do" (Capitol) 13/4
 Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 4, KINT, WJDX, K10A, KOFM, WFI on, WZUU on, WCAO on, KLAZ on, BJ106 on, WMAK-FM 27-24, WVIC d-36, WFOX on.

GREG KINN BAND "Girl Most Likely" (Beserkley/Elektra-Asylum) 12/1
 Moves: Up 3, Debuts 1, Same 7, Down 0, Adds 1, KBEQ, KEGL d-23, WPST 32-29, WKRZ-FM on, Z104 19-17, KIDD on, KSFX on, KNBQ on, KBBK on, WOMP-FM on, KQDI on.

KINKS "Destroyer" (Arista) 11/3
 Moves: Up 3, Debuts 1, Same 4, Down 0, Adds 3, WXXS-FM, KKXX, KFMZ, CHUM d-30, KEGL 23-19, WJXQ 24-23, KSFX on, FM103 on, WZYQ on, WSPT on dp, WCIL-FM 33-22.

DONNIE IRIS "Sweet Marlene" (MCA) 10/9
 Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 9, 96XX, KEGL, WGLF, WBCY, KKXX, WJBO, WOMP-FM, KKQV, KDZA, KSEL-FM on.

DON McLEAN "Castles In The Air" (Millennium/RCA) 10/6
 Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 6, KIQQ, WKRZ-FM, WZZR, WVIC, KCPX, WISE, WCAO on, WFBR on, KINT on, WGH on.

MICHAEL JOHNSON "You're Not Easy To Forget" (EMI America) 33/1
 Rotations: Heavy 6/0, Medium 2/0, Light 7/1, Extra Adds 0, Total Adds 1, WHLY, Heavy: WCCO, KEX, WDEF, WHBC, WQUA, WLVA, Medium: 97AIA, WRRM, WIS, WSLI, WVLK, WHDY, WFMK, KRKD, WKBN, KBOI, KUGN, WHAQ, WGR, WWSA, WDAY, WSWG, WJON, KFOD, KMED, KRKK.

OLIVIA NEWTON-JOHN "Physical" (MCA) 32/7
 Rotations: Heavy 1/0, Medium 18/4, Light 13/1, Extra Adds 2, Total Adds 7, WKRC, KYXY, KNBR, WHLY, KAFY, KBOI, KRUA, Heavy: WQUE, Medium: WIP, KULF, WBSF, WHEN, WERC, WTVN, WOHO, KCEE, WSKY, WCHV, WORG, KFOD.

SIGNIFICANT ACTION

DON McLEAN "Castles In The Air" (Millennium/RCA) 28/18
 Rotations: Heavy 6/0, Medium 11/4, Light 18/13, Extra Adds 1, Total Adds 18, WIP, WJMD, WLTA, WHB, KEX, KFMB, WNAB, KCSW, WIS, WSLI, WHBC, WHIO, KUGN, WWSA, WDAY, KFOD, KRKK, Heavy: KMBZ, WCCO, WGY, WMAZ, WHBY, KRKD, KAFY.

RICKIE LEE JONES "A Lucky Guy" (WB) 28/4
 Rotations: Heavy 1/0, Medium 13/1, Light 13/2, Extra Adds 1, Total Adds 4, WHBC, WHIO, WHAQ, KMED, Heavy: WSM-FM, Medium: 97AIA, KPLZ, WGAC, WBT, WMAZ, WHLY, KAFY, KWAV, WSKY, WORG, WJON, KFOD.

JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 27/16
 Rotations: Heavy 0/0, Medium 9/2, Light 13/7, Extra Adds 6, Total Adds 15, WIP, WLTA, 97AIA, KEX, KFMB, WGY, WHYH, WAFB, WBT, WOKV, WHIO, KRKD, WHAQ, WORG, WWSA, Medium: WSB, KULF, WRIE, WGAC, WHBC, WSKY.

DAN HARTMAN "All I Need" (Blue Sky/CBS) 24/1
 Rotations: Heavy 0/0, Medium 14/0, Light 10/1, Extra Adds 0, Total Adds 1, KCSW, Medium: WSB, WCCO, WNAB, WELI, WDEF, WMAZ, WAKR, WHBC, KSL, WHAQ, WJON, KFOD, KMED, KOLO.

MANHATTAN TRANSFER "Smile Again" (Atlantic) 24/1
 Rotations: Heavy 2/0, Medium 14/0, Light 8/1, Extra Adds 0, Total Adds 1, KRKK, Heavy: WTFM, WSKY, Medium: WBEN, KULF, WRRM, WDEF, WIS, WSM-FM, WAKR, WHBY, WHBC, WQUA, KUGN, WWSA, WJON, KFOD.

BENNY HESTER "Nobody Knows Me Like You" (Myrr) 23/7
 Rotations: Heavy 1/0, Medium 10/2, Light 11/4, Extra Adds 1, Total Adds 7, WSB, KOB, KAFY, KSL, WLVA, WWSA, KOLO, Heavy: WDEF, Medium: KEX, WELI, WIS, WHBY, WHBC, KRKD, WJON, KRKK.

RITA COOLIDGE "The Closer You Get" (A&M) 21/0
 Rotations: Heavy 2/0, Medium 11/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WLTA, KKUA, Medium: WSB, KXOK, KEX, WGAC, KCSW, WHBC, KRKD, KUGN, KSL, WDAY, KFOD.

ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 20/7
 Rotations: Heavy 2/0, Medium 8/2, Light 8/3, Extra Adds 2, Total Adds 7, KEX, WDEF, WIBA, KLTE, WLEQ, KMED, KRKK, Heavy: KOY, WSBF, Medium: WCBM, WELI, WMAZ, WHBC, WFIR, KFOD.

JOEY SCARBURY "When She Dances" (Elektra) 18/4
 Rotations: Heavy 0/0, Medium 8/1, Light 9/2, Extra Adds 1, Total Adds 4, KMBZ, WTAR, KOB, KMED, Medium: WBEN, WRRM, KEX, KCSW, KRKD, KAFY, WJON.

ARLO GUTHRIE "If I Could Only Touch Your Life" (WB) 17/1
 Rotations: Heavy 2/0, Medium 7/0, Light 8/1, Extra Adds 0, Total Adds 1, WGAC, Heavy: WLTA, WDEF, Medium: WSB, 97AIA, WMAZ, WHBC, KBDI, WHAQ, KOLO.

PABLO CRUISE "Slip Away" (A&M) 15/4
 Rotations: Heavy 1/0, Medium 7/2, Light 5/0, Extra Adds 2, Total Adds 4, 97AIA, KEX, KCSW, WCHV, Heavy: WSKY, Medium: WRRM, WMAZ, WVRV, WSM-FM, KWAV.

JOHN SCHNEIDER "Still" (Scotti Bros./CBS) 14/1
 Rotations: Heavy 0/0, Medium 7/0, Light 8/0, Extra Adds 1, Total Adds 1, KAFY, Medium: WLTA, WSB, WCCO, KCSW, WDEF, WMAZ, KSL.

JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 13/7
 Rotations: Heavy 1/0, Medium 5/2, Light 3/1, Extra Adds 4, Total Adds 7, WCCO, WRIE, WWYZ, WMAZ, KAFY, KSEL, WDAY, Heavy: KSL, Medium: KULF, KMBZ, WERC.

QUARTERFLASH "Harden My Heart" (Geffen/WB) 13/7
 Rotations: Heavy 0/0, Medium 2/0, Light 8/4, Extra Adds 3, Total Adds 7, WRRM, WSM-FM, KAFY, KUGN, WCHV, KSEL, WORG, Medium: KEX, WSKY.

ROD STEWART "Young Turks" (WB) 13/7
 Rotations: Heavy 0/0, Medium 6/2, Light 8/4, Extra Adds 1, Total Adds 7, WTFM, KCSW, KOLE, WKZE, KSEL, WBOV, KADE, Medium: WSM-FM, WQUE, KAFY, WCHV.

FRED KNOBLOCK "Memphis" (Scotti Bros./CBS) 13/3
 Rotations: Heavy 1/0, Medium 9/1, Light 1/0, Extra Adds 2, Total Adds 3, KAFY, KYNO, WCHV, Heavy: KOB, Medium: KMBZ, KOY, KYXY, WOKV, KAAV, KRRT, WJON, KFOD.

DIRT BAND "Fire In The Sky" (Liberty) 13/2
 Rotations: Heavy 0/0, Medium 8/1, Light 5/1, Extra Adds 0, Total Adds 2, WJMD, KPPL, Medium: KEX, WRIE, KCSW, KAFY, WDAY, WJON, KFOD.

ADDRISI BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 12/3
 Rotations: Heavy 0/0, Medium 5/0, Light 7/3, Extra Adds 0, Total Adds 3, KCSW, WIS, WLVA, Medium: WGAC, WMAZ, WHBY, KRKD, KRKK.

FRANK SINATRA "Say Hello" (WB/Reprise) 11/2
 Rotations: Heavy 1/0, Medium 3/0, Light 8/1, Extra Adds 1, Total Adds 2, WHIO, WHAQ, Heavy: KYNO, Medium: WCCO, KPLZ, WBSA.

RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 9/7
 Rotations: Heavy 0/0, Medium 2/1, Light 4/3, Extra Adds 3, Total Adds 7, KDY, KYXY, WSM-FM, WSKY, WDAY, KFOD, KMED, Medium: KULF.

RONNIE LAWS "Stay Awake" (Liberty) 9/3
 Rotations: Heavy 0/0, Medium 5/1, Light 3/1, Extra Adds 1, Total Adds 3, KULF, WVRV, WHAQ, Medium: WROR, WJMD, KCSW, WSKY.

VIC ASHER "What Am I Gonna Do" (Vels) 9/2
 Rotations: Heavy 1/0, Medium 4/0, Light 4/2, Extra Adds 0, Total Adds 2, WABB, WHIO, Heavy: WDEF, Medium: WGAC, WIS, KOB, KRKK.

BOB SEGER "Tryin' To Live My Life Without You" (Capitol) 9/0
 Rotations: Heavy 1/0, Medium 7/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WTAE, Medium: WWYZ, WHEN, KOLE, WWOV, KAFY, WCHV, WBOV.

KIM CARNES "Mistaken Identity" (EMI America) 8/4
 Rotations: Heavy 0/0, Medium 3/1, Light 5/3, Extra Adds 0, Total Adds 4, WWWV, WGY, KKUA, WORG, Medium: WBEN, WSKY.

DAN HILL "Don't Give Up On Love" (Epic) 8/1
 Rotations: Heavy 0/0, Medium 3/0, Light 4/0, Extra Adds 1, Total Adds 1, KFOD, Medium: WCCO, WNAB, WDEF.

ALBERT HAMMOND "Memories" (Columbia) 8/0
 Rotations: Heavy 1/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WDEF, Medium: WHBC, WQUA, WHAQ.

LINDSAY BUCKINGHAM "Trouble" (Asylum) 7/7
 Rotations: Heavy 0/0, Medium 3/3, Light 4/4, Extra Adds 0, Total Adds 7, WASH, KULF, WSM-FM, WQUE, WKZE, KADE, KBOZ.

HERB ALPERT "Manhattan Melody" (A&M) 7/3
 Rotations: Heavy 0/0, Medium 0/0, Light 7/3, Extra Adds 0, Total Adds 3, KCSW, WSM-FM, KKUA.

POINTER SISTERS "What A Surprise" (Planet/Elektra-Asylum) 7/1
 Rotations: Heavy 0/0, Medium 5/0, Light 2/1, Extra Adds 0, Total Adds 1, KRUA, Medium: WTFM, KULF, WGAC, KCSW, WSKY.

POLICE "Every Little Thing She Does Is Magic" (A&M) 7/1
 Rotations: Heavy 0/0, Medium 2/0, Light 5/1, Extra Adds 0, Total Adds 1, WFMK, Medium: WSM-FM, KWAV.

DIESEL "Sausalito Summernight" (Regency/Atco) 7/0
 Rotations: Heavy 0/0, Medium 5/0, Light 2/0, Extra Adds 0, Total Adds 0, Medium: WHEN, KOLE, WQUE, KAFY, KKUA.

GEORGE BENSON "Turn Your Love Around" (WB) 6/6
 Rotations: Heavy 0/0, Medium 2/2, Light 2/2, Extra Adds 2, Total Adds 6, WLTA, WMAZ, KAFY, WSKY, WLEQ, WORG.

SPYRO GYRA "Summer Strut" (MCA) 6/6
 Rotations: Heavy 0/0, Medium 2/2, Light 0/0, Extra Adds 4, Total Adds 6, KEX, KYXY, WMAZ, KRKD, WSKY, KFOD.

JOHN DENVER "Cowboy & The Lady" (RCA) 6/4
 Rotations: Heavy 0/0, Medium 2/2, Light 4/2, Extra Adds 0, Total Adds 4, WLTA, KOY, KEX, WHBC.

GENE COTTON "Being Here With You" (Knoll) 6/3
 Rotations: Heavy 0/0, Medium 1/0, Light 4/2, Extra Adds 1, Total Adds 3, WSLI, WHIO, WHAQ, Medium: WSM-FM.

THE BIG 4

FOREIGNER

4

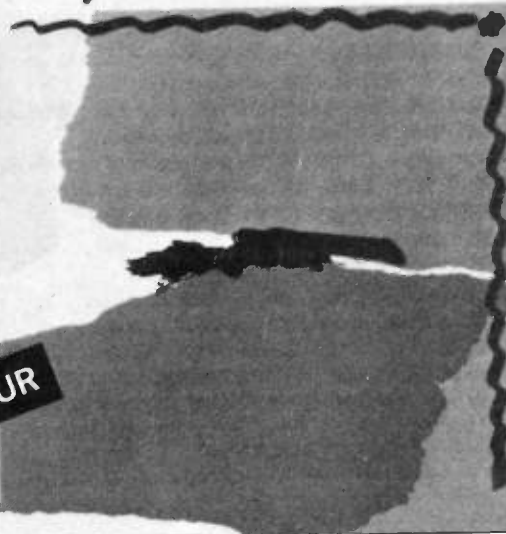
NOW ON TOUR

INCLUDES:
WAITING FOR A GIRL LIKE YOU 3868

SD 16999



Genesis



NO REPLY AT ALL

NOW ON TOUR

INCLUDES:
NO REPLY AT ALL 3858

SD 19313



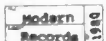
STEVIE NICKS
Bella Donna



NOW ON TOUR

INCLUDES:
LEATHER & LACE 7341

MR 38-139



ROLLING STONES TATTOO YOU



INCLUDES:
START ME UP 21003

COC 16052



THANKS FOR MAKING IT HAPPEN

**ON ATLANTIC, ATCO AND
CUSTOM LABELS**

12-34

NATIONAL AIRPLAY/30

25-49

Contemporary Hit Radio

Table with 4 columns: Three Weeks, Two Weeks, Last Week, and Song/Artist. Includes entries like Christopher Cross, Daryl Hall & John Oates, Dan Fogelberg, etc.

Adult/Contemporary

Table with 4 columns: Three Weeks, Two Weeks, Last Week, and Song/Artist. Includes entries like Dan Fogelberg, Kenny Rogers, Christopher Cross, etc.

LINDSEY BUCKINGHAM "Trouble" (68) NICKS & HENLEY "Leather..." (45) JOURNEY "Don't Stop Believin'" (55) ROD STEWART "Young Turks" (45) QUARTERFLASH "Harden My..." (49) DIANA ROSS "Why Do Fools..." (44)

MOST ADDED

DIANA ROSS "Why Do Fools..." (41) DON McLEAN "Castles In The..." (18) CHRIS CHRISTIAN "I Want You..." (27) STEVIE WOODS "Steal The..." (17) FOREIGNER "Waiting For A..." (21) BARRY MANILOW "The Old Songs" (18)

CHRISTOPHER CROSS "Arthur's Theme" (109) FOREIGNER "Waiting..." (68) HALL & OATES "Private Eyes" (96) BOB SEGER "Tryin' To Live My..." (55) DAN FOGELBERG "Hard To Say" (79) AIR SUPPLY "Here I Am (Just...)" (52)

HOTTEST

DAN FOGELBERG "Hard To Say" (83) AL JARREAU "We're In This..." (39) CHRISTOPHER CROSS "Arthur's..." (83) AIR SUPPLY "Here I..." (34) KENNY ROGERS "Share Your..." (57) Q. JONES/J. INGRAM "Just..." (30)

BREAKERS

DIANA ROSS

Why Do Fools Fall In Love? (RCA)

61% of our reporters on it. Moves: Up 11, Debuts 36, Same 38, Down 0, Adds 44 including WKBW, JB105, Z93, 94Q, WGCL, 13K, KIMN, WICC, WZYP, WANS-FM, KQKQ, KIDD. See Parallels, charts at number 29.

JOURNEY

Don't Stop Believin' (Columbia)

56% of our reporters on it. Moves: Up 18, Debuts 19, Same 26, Down 0, Adds 55 including WIFI, JB105, CFTR, Q106, WCKX, KEZR, 13K, KIMN, KZZP, 3WT, KJ100, KBBK. See Parallels, charts at number 30.

CHILLIWACK

My Girl (Gone, Gone, Gone) (Millennium/RCA)

55% of our reporters on it. Moves: Up 34, Debuts 24, Same 37, Down 0, Adds 22 including WBEN-FM, WXKS-FM, 94Q, KEZR, K104, KROK, KX104, WDJX, K96, WCGQ, KFMZ, KDQI. See Parallels, will debut on CHR chart next week.

GENESIS

No Reply At All (Atlantic)

55% of our reporters on it. Moves: Up 48, Debuts 20, Same 34, Down 0, Adds 15 including KIIS-FM, 13K, V100, WJDX, G100, WSKZ, WANS-FM, WIKS, KKXX, FM103, KRQ, KCBN, KATI. See Parallels, will debut on CHR chart next week.

12-34

NEW & ACTIVE

- QUARTERFLASH "Harden My Heart" (Geffen/WB) 97/49
EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 88/10
BEE GEES "He's A Liar" (RSO/PolyGram) 75/1
GO GO'S "Our Lips Are Sealed" (IRS/A&M) 72/9
LINDSEY BUCKINGHAM "Trouble" (Asylum) 68/68
DEVO "Working In The Coal Mine" (Full Moon/Asylum) 68/0
CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 68/18

CHRIS CHRISTIAN

I Want You, I Need You (Boardwalk)

69% of our reporters on it. Rotations: Heavy 4/1, Medium 47/10, Light 32/13, Extra Adds 3, Total Adds 27 including 97AIA, WRRM, WWWE, WHB, WISN, KHOW, KPLZ, and 20 more. Moves 25-20 on A/C chart.

STEVIE WOODS

Steal The Night Away (Cotillion/Atco)

62% of our reporters on it. Rotations: Heavy 6/0, Medium 46/4, Light 23/10, Extra Adds 3, Total Adds 17 including WLTA, KULF, 97AIA, WTIC, WWYZ, WRVR, KREM, and 10 more. Moves 24-22 on A/C chart.

NEW & ACTIVE

25-49

- BURTON CUMMINGS "You Saved My Soul" (Alfa) 65/10
FOREIGNER "Waiting For A Girl Like You" (Atlantic) 62/21
DIANA ROSS "Why Do Fools Fall In Love?" (RCA) 57/41
ARLAN DAY "I Surrender" (Pasha/CBS) 55/14
LITTLE RIVER BAND "The Night Owls" (Capitol) 53/3
OAK RIDGE BOYS "Fancy Free" (MCA) 52/7
DARYL HALL & JOHN OATES "Private Eyes" (RCA) 50/6
DIANA ROSS & LIONEL RICHIE "Dreaming Of You" (PolyGram) 44/4
CRYSTAL GAYLE "The Women In Me" (Columbia) 42/15
BILLY JOEL "Say Goodbye To Hollywood" (Columbia) 41/2

INSIDE BACK PAGE