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## CAMPBELL NEW WMJX GM

### Greater Media Promotes Five GM's

Greater Media Inc. has promoted five radio General Managers to VP/GM positions. Augmenting their titles were Larry Wexler at WPEN & WMGK/Philadelphia, WHND & WMJC/Detroit's Chuck Borchard, Ted Dorf of WGAY-AM & FM/Washington, WCTO & WGSN/Long Island's Dick Scholem, and Bob Moore of KHTZ/Los Angeles. In addition, Bill Campbell has been appointed GM at WMJX/Boston, which Greater Media will take over shortly.

Wexler has been with the Philadelphia stations since 1970, with

six years as GM. Borchard joined WHND & WMJC in 1973 as GM after GSM positions at WRIF and WKNR in Detroit. Dorf, a 29-year veteran of WGAY, has been GM for 10 years. Scholem has served as GM of the Long Island stations since 1967. Moore came to KHTZ in 1980 as GSM from KCOP-TV in Los Angeles, and was promoted to GM a year later. Greater Media's other radio holding, WCTC & WMGQ/New Brunswick, NJ, is administered by Tony Marano, who has been VP/GM since 1970.

Commenting on Campbell's GREATER MEDIA/See Page 18

## MACKIE RESIGNS AS CKGM & CHOM GM

### Montreal French Content Controversy Arises

John Macke, GM of CKGM & CHOM/Montreal, has resigned two months after tendering his notice to owner Jeff Sterling. Macke, who was also acting as PD for CKGM since the departure of Bob Hall to the Satellite Music Network, apparently resigned because of a dispute over programming policies at CKGM.

Macke told R&R, "The best way to sum it all up is a disagreement on the future programming directions of the two stations."

#### CRTC Hearing Set For CKOI

Although Macke has departed, a controversy he was involved in over the programming of French language AOR competitor CKOI/Montreal continues. Macke had publicly charged CKOI with not living up to its commitment to play 65% French vocal music. Claiming that the station was playing less than it promised to the Canadian Radio/TV Commission, Macke explained his position to R&R. "In Montreal we are saddled with a dual language problem. Because of restrictive rulings CKOI is restricted to playing 65% French vocals and all the station's spoken words must be in French. They have been cheating and playing only 55% French content. This is unfair and CKGM has

### Natchman Named WRC GM

Jerry Natchman has been named General Manager at NBC's WRC/Washington, as former GM Frank Scott becomes VP/Washington Affairs for NBC Radio, reporting to President Dick Verne. Natchman was most recently Executive Producer of WCBS-TV/New York's "Six O'Clock News," with a previous radio background in news at KCBS/San Francisco and WCBS/New York.

NATCHMAN/See Page 18

## Hensler Replaces Braun As Polygram President

Guenter Hensler has been appointed President/Chief Operating Officer at Polygram Records in the wake of David Braun's decision last week to leave the company by the end of the year. Braun, who had been President/Chief Executive Officer since October 1980, cited a desire to be reunited with his family in Los Angeles as a reason for his resignation, and will temporarily serve as a consultant for the label.

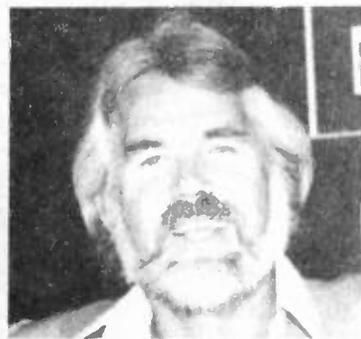
Hensler, who had been Executive VP/Operations, in charge

of finance and distribution, reports directly to Polygram Corp. President Harvey Schein. Schein commented, "We are grateful to David Braun for his important contributions to our company, and wish him every happiness and success in the future. At the same time we are very excited about the prospects offered by Guenter Hensler. Among other things, he built Polygram Classics into one of the most well-run and profitable operations (of its type) in the world, and did a tremendous job of organizing Polygram Records' finance and distribution systems. His presidency assures us a very effective, creative, and successful division for the future."

Hensler stated, "I join Mr. Schein in thanking David Braun for the great strides he took in bringing Polygram success, during which time we also became friends. And I welcome the task ahead. Polygram's future looks very bright, and I know it will be made possible with the continuity

HENSLER/See Page 18

## Rogers Sues Liberty For \$44 Million



Kenny Rogers

Kenny Rogers has filed a \$44 million civil suit against Liberty and Capitol Records, citing an alleged \$4 million underpayment of royalties over the past six years, and asking an additional \$40 million punitive damages.

At the same time as the filing of the breach of contract action, Rogers issued a "personal statement" on the suit: "Over the years I've developed a valued artistic and close working relationship with all the people at Liberty and Capitol. We've had great success together, and it would bother me greatly if there was any misunderstanding of the issues. I'm a performer, and this is a dispute between accountants and attorneys. I have left these matters to my advisors, and I regret they could not resolve these issues

ROGERS/See Page 18

lost a good deal of its audience to CKOI because of this programming irregularity."

As the CKOI charges were being brought to the attention of the CRTC by Macke, he was accused of threatening record companies that advertised on CKOI with non-support from CKGM and CHOM. Responding to those charges, Macke said, "They are quite exaggerated. I told (record companies) that I couldn't promise to support their acts if they advertised on CKOI, but I didn't say I wouldn't. It was a lefthanded threat at worst. They are an il-

legal radio station and no one should support them."

#### CKOI Defends Policy

CKOI PD Bob Beauchamp responded to R&R, "Yes, the CRTC has called us to public hearings in mid-November. They have asked us to play 65% French vocals, and we have told them that 55% is the best we can do. That is what the hearing is all about. We are listed as a French Album station, but we feel we need to play more of the English music to be more competitive. It is what the

MACKIE/See Page 18

## KVI CHALLENGES KIRO & KOMO HEAD ON.

Match KVI against your station. Listen to them, then listen to us. And ask yourself: which station is more interesting, stimulating, entertaining. If you don't already know the answer, you'll find it at 570 on your radio dial.

We're taking on KIRO and KOMO, all day long. If you listen to either of them now, slide your dial to 570 and tune in KVI. And take the challenge.

Send us the coupon, then we'll draw names throughout the day. If you hear your name on the air (your name will only be called in the times you select), call us within ten minutes; we'll automatically win a prize worth \$100.



Next, we'll ask you a question about something that happened on the program you selected. Answer correctly, and you'll win a KVI grand prize. In total, we have \$40,000 worth of prizes to give away.

All you have to do is listen. And the more you listen to KVI, the more you'll like it. So take the challenge. Tune us in, win a prize, give a listen. There's no way you can lose.

### TAKE THE KVI CHALLENGE.

I'll take the Challenge. I'll listen to KVI \_\_\_\_\_ (this time, from, to) \_\_\_\_\_ weekdays and \_\_\_\_\_ (that time) \_\_\_\_\_ weekends

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Mail to: KVI Challenge, Tower Bldg., Seattle, WA 98101

**KVI-570. You Never Heard Such Talk!**

### KVI Challenges Talk Competition

Taking a hint from the Pepsi-Cola advertising handbook, Talk station KVI/Seattle launched a direct challenge newspaper campaign against KIRO and KOMO in town, asking listeners to compare programming and offering them the chance to send in "KVI Challenge" coupons, which were drawn with the names read on the air during times specified by the senders as periods when they would be listening. If the owners of the names called in within ten minutes, they won prizes worth \$100, and if they answered a question about the program on the air, they won grand prizes ranging from color TV's to bicycles to Puerta Vallarta vacations.

I ♥  
**MANHATTAN  
MELODY**

**"MANHATTAN MELODY"...THE NEW SINGLE FROM  
HERB ALPERT**

FROM THE BIG APPLE TO THE BIG ORANGE, RADIO STATIONS WILL BE PLAYING AND SWAYING TO  
"MANHATTAN MELODY" AM 2378/SP 12042 THE NEWEST SINGLE FROM HERB ALPERT... FROM THE ALBUM MAGIC MAN SP 3728



Produced by Herb Alpert and Michael Stokes

ON A&M RECORDS AND TAPES

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## Ore Becomes GM At KZLA-AM & FM

Vern Ore, General Manager of Capital Cities' KSCS/Dallas, has been appointed GM of the same chain's KZLA-AM & FM/Los Angeles. Ore replaces Norm Schrutt, who became GM of Cap Cities' WBIE/Atlanta a month ago (R&R 10-2).

Capital Cities Exec. VP/Radio Jim Arcara told R&R, "Vern is a 17-year veteran of Capital Cities, and he's had an outstanding record with us both at WJR in Detroit and at KSCS. We fortunately have a lot of talented people, so we're able to promote from within. I don't really think there will be any changes at the station. We're very confident that our ratings will pick up over the next two years - it'll edge up slowly but surely."

Ore told R&R, "I'm naturally delighted with the new position. The format of KZLA is exactly the same as we have here. We're looking forward to doing that format with consistency over a period of time so people know we're there and can find us on the dial. We'll have to introduce ourselves to the marketplace, possibly with TV. It follows the pattern of KSCS - we started to grow on our own and then we put some promotion behind it and became number one."

## Getz Elevated To Sr. VP At Broad Street

Larry Getz has been promoted to Sr. VP at Broad Street Communications, while retaining his VP/GM responsibilities at the company's WELI/New Haven. His new duties will be concentrated in supervising research and development of Broad Street's new cable TV venture.

Broad Street President Fred Walker commented, "We recognize Larry's significant past achievements and look forward to his forthcoming contributions at Broad Street Communications." Getz, discussing his new project, said, "We are excited about the possibilities which exist in the area of cable television. Clearly it is a dimension of broadcasting which holds great opportunities for all of us."

Getz has been VP/GM at WELI since January 1979, coming to the station from Broad Street's WQUE/New Orleans, where he was VP/GM. He has also worked in various capacities at WGN/Chicago and WGSO/New Orleans.

## Allyn Appointed KEZL Operations Manager

Gary Allyn has been named Operations Manager at KEZL/San Diego. A 25-year veteran of the broadcast industry, Allyn most recently headed his own radio consultancy firm.

KEZL President/GM Larry Shushan commented, "Under Gary's management, there will be a greater variety of music played on the station, and greater emphasis on community affairs."

When contacted by R&R, Allyn said, "I'm glad to get in with Gannett (KEZL's owners) because they're doing some nice



Gary Allyn

ALLYN/See Page 18

## KROY Sues Arbitron For \$5 Million

KROY-AM & FM/Sacramento have filed a \$5 million lawsuit against Arbitron seeking compensation for damages suffered as a result of the stations being listed "below the line" in the Spring '81 Arbitron report. Arbitron penalized the stations for running on-air survey announcements during the sweep, announcements a station spokesman stated Arbitron had approved prior to the survey period.

According to Mark Jonsson, VP/GM of KROY-AM & FM, the stations are seeking the \$5 million because the separate listing in the Arbitron report "has caused us some real problems. It casts real doubt on the validity of our ratings. The increase that we showed was legitimate and earned."

Ken Jonsson, President of KROY's parent company, Jonsson Communications, added, "We've lost business as a result of not being listed among our competitors."

Arbitron spokesperson Connie Anthes told R&R she was unable to comment, and was unaware whether or not Arbitron had yet been served the legal documents in the KROY suit.

LIVE PHONE-IN SPECIALS, INTERVIEWS SET

## CBS, Creative Factor Sign Production Deal

CBS has signed a production agreement with the Creative Factor, Inc., with the Los Angeles-based program supplier to produce live phone-in music specials for the new Radioradio net in 1982. The program concept, similar to Global Satellite's "Rockline" and "Countryline" shows, as well as Tuesday Productions' "Satellite Live," will feature current music stars in a live interview format.

Radioradio's Director of Programming Leslie Corn said the plan is to divide each special into three segments: the first offering the music and a profile of the artist being featured; the middle consisting of a live artist interview with listener call-ins via an 800 number; and the final segment featuring more of the guest's music.

CBS/See Page 18

## Seraphin Directs KCBS News & Programming

Charlie Seraphin has been promoted to Director of News & Programming at KCBS/San Francisco, moving up from the Associate Director position. Seraphin replaces Larry Cooper, who recently became News Director & Executive Producer at CBS's Radioradio News.

Ray Barnett, VP/GM at the all-News station, told R&R, "We're just delighted with him. He has impeccable credentials, a tremendous attitude, and a very wide-open approach to our whole program structure. He was the first choice of both Larry Cooper and myself, although neither of us knew it at the time. We like to promote from within whenever we can, and he can do it all."

SERAPHIN/See Page 18



Jonathan M. Wolfert, President

ive Productions, Inc. • 4631 Insurance Lane • Dallas, Texas 75205 • (214) 526-7080

### AMERICA'S NUMBER ONE ADULT/CONTEMPORARY

WJBC/Bloomington, IL fights three FM's and four 50,000-watt AM's with 1000 watts of community power, and a 39 share.

Page 58

### THE CHR CHART CHECKLIST

A look at all the features of R&R's CHR music information, from the Parallels to the new Back Page.

Page 26

### IOWA STATION HELPS LOCATE LOST BOY

KICD/Spencer mobilized 4000 volunteers for successful search.

Page 52

### DENNY SANDERS CELEBRATES A DECADE AT WMMS

A Cleveland air personality institution looks back ... and forward.

Page 43

### COOPERATION BETWEEN ARTISTS AND PROMOTION PEOPLE

Arista's Richard Smith and Ray Parker Jr. of Raydio fame discuss how labels and performers can work together, for the benefit of themselves and radio.

Page 63

### WDOK WINS WITH FOREGROUND BEAUTIFUL MUSIC APPROACH

Cleveland's top BM station isn't afraid to place personality in a prominent position.

Page 40

### features

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What's New	6	Videoscope	22

of other industry sources. tion you have been given by former clients". Fowler of relying on "erroneous informa- Parker has accused FCC Chairman Mark Meanwhile, the UCC's Reverend Everett formal ascertainment. FCC rule exempting small markets from pending appeals of postcard renewal and an arguments on radio deregulation as well as sion (not expected until spring) to hear all that the FCC when the court holds a single ses- Despite the blunder, it's still expected "sight of the date." mission to file late and confessed losing UCC immediately asked the court for per- called to find out what had happened. The not discover the error until an FCC attorney tober 7 deadline. In fact, UCC lawyers did with the U.S. Court of Appeals by an Oc- radio deregulation, forgot to file its brief of Christ (UCC), the leading opponent of

ROCKY MOUNTAIN BRO...  
casters Association met in  
FCC, Capitol Hill, and  
KDEN/Denver's Doug Ste...  
Lynn Kock; KODI/Cody, ...  
Exec. Director Henry Fle...  
Bernard Bustos.



# Washington Report

## Fowler Advocates Taking Strings Off Broadcast Ads

Appearing before the American Association of Advertising Agencies (4 A's) this week in Washington, FCC Chairman Mark Fowler reaffirmed the Reagan administration's commitment to "getting government out of the way of American business." Calling it a "boom time for the resident gurus of Madison Avenue," Fowler said, "Now you're trying to prove that you can sell designer poultry on the radio. The point is, the FCC is committed to letting new advertising vehicles into the market. Your ability to see the advertising possibilities in these media will decide whether the marketplace of the future includes them."

## AM Stereo, FM Quad Votes By Year's End

There may finally be sound at the end of the long, silent tunnel of AM stereo and FM quad. In a significant speedup of the two longstanding rulemakings, FCC staffers have been ordered to finish work on both dockets in time for final Commission action by the end of 1981.

Meanwhile, R&R has learned of a new burst of behind-the-scenes jockeying on FM quad, touched off in late September when representatives of reading services for the blind toured Commissioners' offices claiming quad would harm their FM subcarrier operations.

That triggered a round of counter-lobbying visits by an official of Quadcast Systems, one of the firms waiting in the wings with a line of quad products.

## Performers Royalty Vote Put Off Indefinitely

Breaking developments on cable copyright issues (local "must carry rules") and new publicity on the Home Music Store record-taping service (R&R 4-24) prompted a House subcommittee to cancel a scheduled vote on H.R. 1805, the performers royalty bill. "It's on the back burner," subcommittee counsel Bruce Lehman told R&R. It won't come up again, he revealed, until the cable issues are cleared away.

Also, he said the subcommittee will probably hold another day of hearings on H.R. 1805 to learn about the impact on the pay-for-play issue of Home Music Store. It will let cable subscribers order albums by phone, record them off the cable with a special decoder and be billed automatically at prices 20-60% below list. Lehman could not predict when H.R. 1805 might come up for action again.

## UCC Fumbles Radio Deregulation Appeal

R&R has learned that the United Church

## DNC Will Demand Free Radio Time

Radio will soon be added to the Democratic National Committee's (DNC) demand for free television air time under the Fairness doctrine to respond to the GOP's multi-million ad blitz. \$200,000 in GOP spots are now running on the Mutual, CBS, and NBC radio networks. The DNC and its lawyer for the case, former FCC Chairman Charles Ferris, will write to the nets and every affiliate threatening to file an FCC complaint unless free response time is provided. Initial DNC efforts focused on television because of the logistics of sending so many letters, R&R has been told. Radio's turn is next.

## Collins Offers Deregulation Bills

Broadcasters could sell stations before getting FCC approval, comparative renewals would be eliminated, radio deregulation would be codified, and petitions to deny would be disposed of quickly if Congress passes H.R. 4781, a new deregulation bill introduced

Rep. Jim Collins last week by Rep. Jim Collins (R-TX), ranking minority member of the House Telecommunications Subcommittee. A second Collins bill, H.R. 4780, would exempt paid advertising from the Fairness Doctrine. The subcommittee, however, isn't expected to address deregulation before early 1982, R&R has learned.

## Radio Managers Rate GSM's As Best Potential GM's

General Managers of radio stations consider their PD to be their most influential manager, but are more likely to see their news directors or general sales managers as future GM's. According to a recent survey of nearly 100 GM's by the Radio Television News Directors Association (RTNDA), 35% of the GM's think their PD is most influential, compared to 25% for GSM's and only 15% for MD's. However, as potential GM's, the bosses rate GSM's highest at 44%, ND's next at 21%, and PD's at the bottom with 18%. On a list of skills, GM's rate their ND's low management, and 56% said they would pay \$500 to train their ND manager.

WASHINGTON REPORT



Rep. Jim Collins

# 24-Hour Network Criticism Countered By New Players

Reaction to an attack levied on new, untried 24-hour radio networks last week by Mutual President/CEO Marty Rubenstein was generally heated. "It's a desperate move to keep new competition from gaining momentum while the more established networks are scrambling to come up with new services," Continental Radio Network Executive Director Craig Hodgson commented to R&R.

"Some old-line networks are content to take a status quo approach and will soon see the radio industry pass them by," United Stations President and former Mutual Senior VP Nick Verbitsky told R&R. Moreover, Hodgson and Verbitsky agreed that the traditional network had resisted filling demands for long-form entertainment. Where they differed was that Verbitsky singled out ABC Enterprises, CBS, NBC, and RKO as having taken a positive approach to modern networking, while Hodgson felt Rubenstein's remarks mirrored what some of the "traditional" men have said more subtly.

## Sophisticated Owners

Verbitsky went on to describe the kinds of station executives wanting service provided by 24-hour satellite nets. He called them sophisticated and knowledgeable owners desiring first-rate network services. They are well-represented in the top markets, their interest is phenomenal and they want the opportunity to improve their individual situations with access to today's top programmers, he said.

Commenting on Rubenstein's challenge that "networks should not do what stations can do for themselves," Verbitsky agreed, but added that many station owners are asking for assistance in programming their stations. "In fact many are claiming that by directing their efforts in local news, local

public affairs, and local sports, they can be more effective in their local communities than by broadcasting nationally-oriented information programs provided by the traditional networks," Verbitsky said. He noted many stations using 24-hour services may also opt to have news and information packages provided by an existing network.

## Denying "Snake Oil" Label

As to Rubenstein's warning against "a handful of snake oil salesmen" pitching imaginary networks, Continental's Hodgson pointed to his company's over \$2 million start-up costs, selling five of its New York State FM's and converting its flagship, WXRI/Norfolk, to the Adult/Contemporary Gospel format all as evidence of its commitment.

Hodgson also emphasized that there is no guarantee when a station changes formats or staffs or when a traditional net offers new programming.

Verbitsky stated that new hangers-on dealing in negative approaches won't last anyhow. He pointed to market research and local control — up to 16 minutes per hour with 20 local ID's per hour for United affiliates — as keys to successful operations.

"We've left no stone unturned" in developing our new network was the word from Radioradio VP/GM Bob Kipperman while defending CBS's new entry into the world of radio networking.

## GREATER INDUSTRY STABILITY PREDICTED

# Seven-Year License Opens To Rave Industry Reviews

Broadcasters in three states and Washington, DC were elated after the FCC voted last Thursday (10-22) to issue the first round of seven-year licenses immediately to 366 radio stations in Virginia, Maryland, West Virginia, and the District of Columbia. The impetus for the action was the communications bill passed by Congress last summer. Describing the move as "terrific" and a good first step, WASH/Washington VP/GM Bill Kunkel told R&R, "We are going to operate as if nothing happened, but hopefully do a better job of it with less paperwork pressure."

Longer licenses will "give stability to the industry, VA recasts plans and banks, to deal

with broadcasters owing to the former three-year license term.

Unanimous enthusiasm of radio executives surveyed by R&R was tempered with a note of caution. "Broadcasters shouldn't become complacent," warned WCBM/Baltimore VP/GM Harold Deutsch. "I am thrilled because of less paperwork, but it isn't a license to not do public service or to forget EEO. If anything, we should be more careful because people are going to be watching us more closely, not just every three years."

## Less Paperwork, Better Programming

The same view was expressed by Syd Abel, Pres./GM of WYRE/Annapolis & WEBY/Grasonville, MD, who told R&R, "Any broadcaster would be foolish to let his guard down, because a license is always subject to inspection."

Deutsch and Abel both volunteered an opinion also voiced by WOL/Washington owner Dewey Hughes that longer licenses will mean a better product. "I will have more time to concentrate on programming," Hughes explained. As Deutsch put it, "I'd rather put money into good programming and information than hiring 15 people to type documents." Tom Manley, GM of WKCY/Harrisburg, VA,

LICENSE/See Page 18

"MANHATTAN MELODY"...THE NEW SINGLE

# HERB ALPERT

FROM THE BIG APPLE TO THE BIG ORANGE, RADIO STATIONS WILL BE PLAYING AND SWAYING

"MANHATTAN MELODY" AM 2375/SP 12042 THE NEWEST SINGLE FROM HERB ALPERT. FROM THE ALBUM MA



Produced by Herb Alpert and Michael Stokes

ON A&M RECORDS AND TAPES

©1981 A&M Records, Inc.

road-  
to the  
joza;  
falls;  
ma's  
MBA  
VM's

# Follow the Leader...

In the October 2 issue of R&R, JAM ran a full page ad asking "Who does America's jingles?". We listed a small cross-section of clients *currently* using our material, and put our logo at the bottom with the phrase "The Leader".

In the October 16 issue, TM ran their ad. Same idea. Even the same type style. Except that many of the stations they listed haven't run TM ID's in years. Stations like WGY, WPRO, and WKY. They run JAM jingles. In fact, some of the call letters listed in the ad don't even exist anymore.

TM is also using the call letters of WABC and WLS on one of its current jingle package demo tapes. The truth is that neither station has ever aired a TM ID package. And JAM jingles are currently on both stations.

If you don't believe us, you can call the radio stations and ask them. Because our ads aren't misleading.

Now, if TM uses our idea for their advertising, and our clients for their demo tapes, it seems pretty clear to us that they really are following **The Leader**:



Jonathan M. Wolfert, *President*

JAM Creative Productions, Inc. • 4631 Insurance Lane • Dallas, Texas 75205 • (214) 526-7080



### The "Gato Drum" Makes Anyone A Musician

The "Gato Drum" — simply a wooden box with slats on top — emits sounds so unusual that we're told it's being used by top rock, jazz, and classical musicians. Despite its sonic complexities, the "Gato Drum" is easy to play — so easy that it can be used to teach music and rhythm to children.

The drum's top piece is solid mahogany; the sound chamber is clear redwood. All parts, including the accompanying mallets, are handmade. For further information, contact the S.E. Overton Company, located in South Haven, MI.

### Radio Listeners Choose Rock's First Hall Of Famers

The International Rock and Roll Hall Of Fame (IRRHOF) recently conducted a nationwide survey of radio listeners to determine which rock artists will be the first inductees. The Charlotte, NC-based, nonprofit organization polled 100 stations across the nation, requesting them to ask their listeners to send in their top five choices for the "International Rock and Roll Hall Of Fame."

After tabulating all the votes, the Top 30 initial inductees will be chosen by the IRRHOF Board Of Electorate, with the final results to be announced in December of this year.

### Micro Video System



Although not yet available in America, this "micro video system" developed by the Japanese-based Matsushita Electric Industrial Co. is reportedly the smallest, lightest, and has the lowest power consumption of any previously available unit.

This "micro video system" consists of a combination video camera/recorder that's said to be as simple to operate as an 8mm movie camera. Among the unit's features is its ability to record up to two hours on the Matsushita firm's high-density "metal-evaporated" magnetic tape.

## People Are Talking About: The Power Of Word-Of-Mouth

Just how important is word-of-mouth? It's commonly believed that word-of-mouth plays an important part in consumers' decision making, be they choosing a radio station, a record album, or what film to attend. However, there are comparatively few formal studies on the subject.

Recently, **Technical Assistance Research Programs Inc.**, a Washington, DC-based firm, followed up on a sample of the 175,000 communications received by the **Coca-Cola Company** from consumers during 1980. Surprisingly, only three percent were complaints. The rest were inquiries ranging from company history to where to obtain a **Mean Joe Greene** T-shirt.

### Complainers More Likely To Tell Friends

Those customers who complained and weren't satisfied with Coke's response typically told nine or 10 friends and associates about their bad experience. In 12 percent of these cases, the consumers told more than 20 people (!). Furthermore, a significant number of these "wronged customers" did more than air gripes. 30 percent of them claimed to have stopped buying Coca-Cola products altogether, with another 45 percent saying they intended to purchase less

in the future.

But if the complaint was resolved satisfactorily — as 85 percent were — the average consumer told four or five people about it and, in 10 percent of the cases, also bought more Coke. Inquiries answered satisfactorily — as 95 percent were — were described to three or

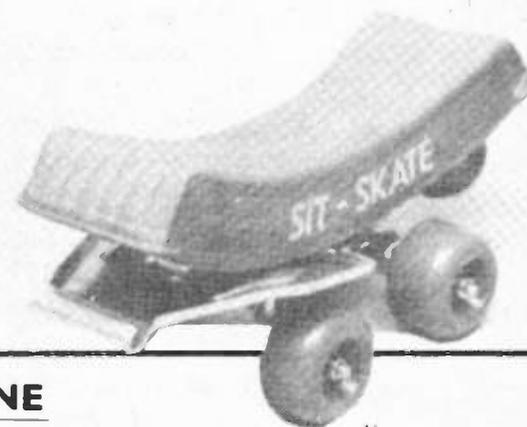
four friends.

In contrast, four or five heard about unsatisfactory inquiry service. 17.5 percent of those whose inquiries were satisfied reported buying more Coca-Cola, while of the dissatisfied inquirers, 12.5 percent stopped buying Coke products and another 12.5 percent cut back.

### America's Newest RV — The "Sit-Skate"

Sporting an all-steel frame capable of supporting over 200 pounds, the "Sit-Skate" is a nifty recreational vehicle for adults and kids alike. Purportedly safer than a skateboard, this mobile miniature features an easy-to-operate speed control that ensures safe stops and a rear safety control that's designed to prevent tip-overs.

This great promotional item is available in red, blue, or yellow colors with matching wheels (of course) from the Milford, CT-based **Premiums Plus** company.



## TV GUIDE IS NUMBER ONE

### Top 20 Moneymaking Magazines

**TV Guide** took in \$239.4 million in advertising revenues last year to rank as the nation's largest consumer magazine (in terms of advertising revenue), according to **Folio 400** figures published in a recent issue of **Advertising Age**. Second place went to **Time**, which garnered \$214.1 million in ad revenues, with **Newsweek** (\$175 million); **Parade** (\$135.8 million); **Business Week** (\$129.5 million); **Sports Illustrated** (\$123 million); **People** (\$102.1 million); **Woman's Day** (\$95.3 million); **Reader's Digest** (\$94 million) and **Better Homes & Gardens** (\$94 million), rounding out the top 10.

**Family Circle** (\$90.3 million) ranked 11th, and the remainder of the top 20 stacked up thusly: **Family Weekly** (\$88.3 million); **Good Housekeeping** (\$87.3 million); **U.S. News & World Report** (\$73.1 million); **Playboy** (\$70.2 million); **McCall's** (\$63.9 million); the **New York Times Magazine** (\$56 million); **Fortune** (\$55.5 million); **Cosmopolitan** (\$54.5 million) and the **Ladies' Home Journal** (\$52.5 million).

### Who's Hot & Who's Not

The **New York Times Magazine** registered the largest increase in

revenues, up an astonishing 19.7 percent. **People** was up 17.5 percent, with **Fortune** (up 13.2 percent), **Good Housekeeping** (up 12 percent), **Business Week** (up 10.8 percent) and **Playboy** (up 10.5 percent) all posting healthy gains.

Those whose ad revenues decreased over the past year included

**Reader's Digest** (down 8.4 percent); **Family Circle** (down 4.8 percent), and **McCall's** (down 4.7 percent). Obviously, several of these magazines no longer sport the appeal that they once had, while others have flourished by managing to remain in tune with the changing tastes of the American public.

5

YEARS AGO  
TODAY

### Radio & Records

- ★ GOLDEN WEST BUYS KETO-FM/SEATTLE — Changes calls to KVI-FM.
- ★ JEFF GONZER NAMED MORNING MAN AT KMET/LOS ANGELES.
- ★ NUMBER ONE FIVE YEARS AGO: "Rock 'N' Me" — Steve Miller (Capitol)
- ★ NUMBER ONE COUNTRY: "Cherokee Maiden/Diana" — Merle Haggard (Capitol)
- ★ NUMBER ONE LP: "Songs In The Key Of Life" — Stevie Wonder (Tamia)

# WESTWOOD ONE

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NEW YORK

# KMJM

St. Louis

# A Winning Hand



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Produced By Jim Steinman and Jimmy Iovine

# WPRO



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# ABC WPRO

# NEWS



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.**

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# RADIO NETWORK

The new energy in young adult radio.



# Networks/Program Suppliers

## ABC Reorganizes Sales Force, Staffs New Nets

Gearing up for the launching of two new networks and two new satellite-delivered services, the **ABC Radio Networks** have expanded the role of **Arthur Sulzburgh**, VP/National Sales Manager, to include special and satellite programming sales.

"Art has been a major contributor to the growth of the networks for a long time," commented **Louis Severine**, VP/Director of Sales. "I am confident we will achieve even greater heights with him in charge of this vitally important area."

Reporting to Sulzburgh will be **Tom Rocco**, Director/Special Program Sales; the ABC satellite sales staff; and **David Logan**, newly-named Sales Manager/Market Development.

ABC also announced the following appointments:

- **Vincent Gardino**, Director/ABC Directions Radio Network.
- **Virginia Westphal**, Director/ABC Rock Radio Network.
- **Debbie Bernstein**, Station Relations Manager/ABC Information Network.

Gardino's and Westphal's duties will include acquiring new affiliates for their respective networks. Gardino had been an account executive at **WABC/New York**, while Westphal moves over from her post as Director/ABC FM Network.

Bernstein will be the primary contact for the 700 affiliates of the Information Network, with responsibility for clearance of programs and securing new affiliates.

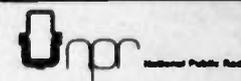
In a related development, **ABC Radio Enterprises** has announced the following appointments:

- **Robert Chaisson**, Managing Director/ABC Talkradio.
- **Drea Besch**, Director/Station Operations & Services.

Chaisson, formerly Director/Network Development for the ABC Radio Networks, will be responsible for affiliate affairs, marketing, and distribution for the new national talk service set to debut in 1982.

Besch will be involved in the programming, production, and as the technical liaison between stations subscribing to both of ABC Enterprises' ventures: **ABC Talkradio** and **ABC Superadio**. Most recently, she has been an independent producer and, from 1979 until early this year, was Director/Program Production for the ABC Radio Networks.

Also, **Dave Pollel** has revealed that the new ad agency for ABC Enterprises will be **Malschalk** of New York. Furthermore, **Michael Hauptman**, VP/ABC Radio Enterprises, announced that Malschalk will develop a multi-million dollar campaign for ABC Superadio that will use contests, promotions, and other innovative techniques in support of subscriber stations.



November 5 marks the second anniversary of the two-hour morning news program, "Morning Edition," heard over 90 percent of the 250 NPR member stations. To celebrate, **NPR** plans to air a special feature, entitled "Remarkable Moments In Radio," which will recap some of the program's major news stories along with some of the show's lighter moments. A number of NPR station managers have credited the news program, anchored by **Bob Edwards** (left) with **Jay Kernis** (right) serving as Senior Producer, with doubling their morning audiences.



**Irene Vargas** has been appointed Music Director for **Drake-Chenault**, coming from her previous position as Assistant MD for the firm, which she joined almost two years ago.

### GLOBAL SATELLITE NETWORK

**Lindsey Buckingham** and **Quarterflash** are the scheduled guests for the firm's "Rockline" show, airing November 2. The firm also welcomes **KPKE/Denver**, the latest station to sign on as an affiliate.



MULTI-MEDIA COMMUNICATIONS, INC.

**Jim Seemiller** has been named Principal/Operations Director for **Multi-Media Communications Inc.**, a Chicago-based producer of syn-

dedicated radio features. Seemiller was formerly VP/GM at **WEFM/Chicago**.



**Bob Harris** has been named Management Consultant for the Dallas-based **TM Productions** firm. Harris, a longtime radio veteran, most recently served as President of the **Broadcast Center**, which markets the "Radio Game" sales promotion. Prior to this, Harris held the Southern Regional Manager's post with **Drake-Chenault**, spent a year as GM for **WGLF-FM/Tallahassee** and served as Southern Regional Manager for **Century 21**.

### CONTINENTAL RADIO

The net's 24-hour Adult/Contemporary with contemporary gospel music format has signed six new affiliates: **WHAG/Hagerstown, MD**; **KFTL/Homer, AK**; **KFIR/Sweet Home, OR**; **KXOI/Crane, TX**; **KNAN/Monroe, LA**; and **KBCN/Anchorage, AK**.



**Anne Murray** will headline an exclusive, one-hour, stereo music and interview special, airing the weekend of October 31-November 1.



**FRIGHT NOW** — For the first time in over 20 years, a radio network drama will be presented live from coast-to-coast, as the "NBC All-Star Radio Theatre" offers "A Halloween Story" live from Hollywood's **Magic Castle nightclub** on October 31. Judging from the reactions of (l-r, seated) performers **Casey Kasem** and **Gary Owens**, as well as the show's writer **Richard Proctor** (standing) to producer **Jeff Sudkoff's** (far left) delivery, the **UNICEF**-benefitting production should be pretty scary stuff.

## Reps

### KOIT's Landon Leads Radio Execs Through Rep Ropes

Radio managers owe their reps candor, printed information, and continuing news about their station and market, as well as a willingness to travel and should be fully prepared for sales calls, according to an expert who has worked both sides of the relationship, **KOIT (FM-96)/San Francisco** President/GM **Paulette Landon**. Prior to her arrival at KOIT,

she spent 16 years at **Torbet Radio**, working up to VP & Manager/West Coast Operations.

Landon's session was part of a three-day **NAB** Management Seminar that took place this week in San Francisco.

In return for station cooperation, Landon said reps owe stations a strong pitch on their behalf and notice of breaking business in their markets along with "lost business" reports, incorporating market and generic research, and annual national sales estimates to help stations plan.

Local and national sales people deserve identical treatment from managers, according to Landon. She recommended written material for presentations, printed rate cards, updates on station news, a fair deal, and an occasional "warm fuzzy" to show appreciation.



Paulette Landon



**WEZK/Knoxville** has become an **Eastman** client. The **Bonneville**-owned Beautiful Music outlet was previously represented by **Selcom**.



**WTMP/Tampa** is now represented by **H-R/Stone**. The Black-formatted station's previous rep was **Bernard Howard & Co.**



**KELI/Tulsa** becomes a **Bernard Howard & Co.** client, having formerly been represented by **Buckley Radio**.



**KGMS-KSFM/Sacramento** have joined **Major Market's** client roster. Owned by **KULA Broadcasting**, the AM is MOR-formatted and the FM is an AOR outlet.

### Blair, Torbet Studies Confirm 25-54 Demo's Top Ranking

**Blair Radio** reported that its most popular demo during the first three quarters of 1981 was the 25-54 group, which made up 27.5 percent of the agency's requests, up substantially from 23 percent last year. Similarly, **Torbet Radio** noted that in the third quarter of 1981, the 25-54 demographic was its most requested with 32.9 percent, up 2.9 percent from the third quarter of 1980. Both firm's figures parallel the upward trends of seven and 15 percent reported by **Major Market** and **Katz**, respectively (R&R 10-16).

Blair's figures had 25-49 (15.5 percent) and 18-49 (15.3 percent) almost deadlocked for second and third, with both demos up nearly two points from last year's levels. Meanwhile, **Torbet** showed 18-34 as its second most requested demo with 15.8 percent (up 2.8 percent) and 18-49 third with 13.6 percent (down 2.4 percent).

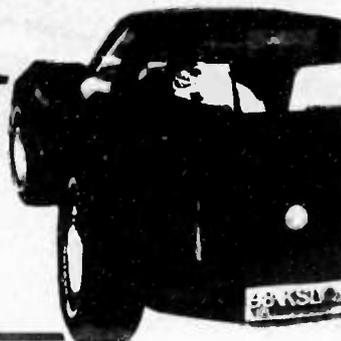
Interestingly, **Blair** placed the 18-34 demographic fourth at 13.8 percent, down from 16 percent last year, while **Torbet** had the 25-49 group in fourth with 13.3 percent, up a mere .3 percent from last year's third quarter. Note that the 18-34 demo is used heavily for short-run motion picture and record campaigns.

Each firm placed adults 18+ as its fifth most requested demo. **Blair** showed their group at 10 percent and **Torbet** at 6.3 percent.

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- |                      |         |                    |         |                    |         |                   |         |
|----------------------|---------|--------------------|---------|--------------------|---------|-------------------|---------|
| AKRON, OH            | WWWWM   | COLUMBUS, MS       | WCBI    | LITTLE ROCK, AR    | KKYK    | ROANOKE, VA       | WUEZ    |
| ALBANY, GA           | WALG    | DALLAS, TX         | KTXX    | LOS ANGELES, CA    | KMET    | ROCHESTER, NY     | WCMF    |
| ALBANY, NY           | WPYX    | DAVENPORT, IA      | WXLP    | LUFKIN, TX         | KDEY    | SAGINAW, MI       | WWCK-FM |
| ALBANY, OR           | KGON    | DAYTON, OH         | WAZU    | LOUISVILLE, KY     | WOMF    | SALEM, OR         | KGON    |
| ALBUQUERQUE, NM      | KWXL    | DAYTONA BEACH, FL  | WDIZ    | MADISON, WI        | WRBN-FM | SAN ANTONIO, TX   | KISS    |
| ALTOONA, PA          | WPRR    | DENVER, CO         | KPKE    | MANCHESTER, KY     | WZEE    | SAN DIEGO, CA     | KGB-FM  |
| AMARILLO, TX         | KYTX    | DES MOINES, IA     | KGGO    | MANCHESTER, NH     | WXXL    | SAN FRANCISCO, CA | KSFX    |
| ANAHEIM, CA          | KMET    | DETROIT, MI        | WLLZ    | MELBOURNE, FL      | WAAF    | SAN JOSE, CA      | KWXL    |
| ANCHORAGE, AK        | KRKÑ    | DULUTH, MD         | KODS    | MERIDIAN, MS       | WDIZ-FM | SANTA FE, NM      | WZAT    |
| ANN ARBOR, MI        | WLLZ    | EAU CLAIRE, WI     | WOKL    | MIAMI, FL          | WJDO    | SAVANNAH, GA      | KISW    |
| APPLETON, WI         | WKAU    | EL PASO, TX        | KZEL    | MILWAUKEE, WI      | WCKO    | SEATTLE, WA       | KKRZ    |
| ASHEVILLE, NC        | WBMS    | EUGENE, OR         | WHKC    | MINNEAPOLIS, MN    | WLPX    | SIoux FALLS, SD   | WAOR    |
| ATLANTA, GA          | WKLS    | EVANSVILLE, KY     | KQWB    | MISSOULA, MT       | WABW    | SOUTH BEND, IN    | WCCC    |
| ATLANTIC CITY, NJ    | WMMR    | FARGO, ND          | WWCK-FM | MOBILE, AL         | KHOP-FM | SPRINGFIELD, MA   | KRFG    |
| AUGUSTA, GA          | WYMX    | FLINT, MI          | KKDJ    | MODESTO, CA        | WLSO    | SPRINGFIELD, MO   | WAZU    |
| AUGUSTA, ME          | WBLM    | FRESNO, CA         | WCKO    | MONTGOMERY, AL     | WNEW-FM | SPRINGFIELD, OH   | WJSY    |
| BAKERSFIELD, CA      | KMET    | FT. LAUDERDALE, FL | WOVV    | MORRISTOWN, NJ     | WKOS-FM | STAUNTON, VA      | WOMP    |
| BALTIMORE, MD        | WYYY    | FT. WAYNE, IN      | WXKE    | NASHVILLE, TN      | WBRU    | STUEBENVILLE, OH  | KSTN    |
| BANGOR, ME           | WLKN    | GRAND RAPIDS, MI   | WLAU-FM | NEW BEDFORD, MA    | WCCC    | STOCKTON, CA      | KDWB-FM |
| BATTLE CREEK, MI     | WLVF-FM | GREEN BAY, WI      | WKAU    | NEW HAVEN, CT      | WRNO-FM | ST. CLOUD, MN     | KWK     |
| BEAUMONT, TX         | KZOM    | GREENSBORO, NC     | WITN    | NEW ORLEANS, LA    | WNEW-FM | ST. LOUIS, MO     | WSYR    |
| BECKLEY, WV          | WOAY    | GREENVILLE, NC     | WVBR    | NEW YORK, NY       | WNYW-FM | SYRACUSE, NY      | WOWD    |
| BILOXI, MS           | WABB    | HARTFORD, CT       | WVBR    | NORFOLK, VA        | WYKZ    | TALLAHASSEE, FL   | WRBO    |
| BIRMGHAMTON, NY      | WAAL    | HONOLULU, HI       | WVBR    | OKLAHOMA CITY, OK  | WYKZ    | TAMPA, FL         | WBDJ    |
| BIRMINGHAM, AL       | WKXX    | HOUSTON, TX        | WVBR    | OMAHA, NE          | WYKZ    | TERRE HAUTE, IN   | WIOT    |
| BLOOMINGTON, ILL     | WWCT    | HUNTINGTON, WV     | WVBR    | ORLANDO, FL        | WYKZ    | TOLEDO, OH        | KYYS    |
| BOISE, ID            | KUZZ    | HUNTSVILLE, AL     | WVBR    | OXNARD, CA         | WYKZ    | TOPEKA, KS        | WMMR    |
| BOSTON, MA           | WAAF    | INDIANAPOLIS, IN   | WVBR    | PANAMA CITY, FL    | WYKZ    | TRENTON, NJ       | KIOK    |
| BUFFALO, NY          | WPHD-FM | ITHACA, NY         | WVBR    | PARKERSBERG, WV    | WYKZ    | TRI-CITIES, WA    | KLPX    |
| CAMBRIDGE, MD        | WESP    | JOHNSON CITY, TN   | WVBR    | PEORIA, ILL        | WYKZ    | TUCSON, AZ        | WSYR    |
| CELINA, OH           | WKKI    | KALAMAZOO, MI      | WVBR    | PHILADELPHIA, PA   | WYKZ    | UTICA/ROME, NY    | WWDC-FM |
| CHAMPAIGN, IL        | WLRW    | KANSAS CITY, MO    | WVBR    | PHOENIX, AZ        | WYKZ    | WASHINGTON, D.C.  | WOTT    |
| CHARLESTON, WV       | WKLF    | KEY WEST, FL       | WVBR    | PORTLAND, ME       | WYKZ    | WATERTOWN, NY     | WOMP-FM |
| CHARLESTON, SC       | WTWF    | KNOXVILLE, TN      | WVBR    | PORTLAND, OR       | WYKZ    | WHEELING, WV      | KKOV    |
| CHARLOTTE, NC        | WROO    | LAFAYETTE, IN      | WVBR    | POUGHKEEPSIE, NY   | WYKZ    | WICHITA FALLS, TX | KICT-FM |
| CHATTANOOGA, TN      | WKXC    | LAFAYETTE, LA      | WVBR    | PROVIDENCE, RI     | WYKZ    | WICHITA, KS       |         |
| CHEYENNE, WY         | KKAZ    | LAKELAND, FL       | WVBR    | PUEBLO, CO         | WYKZ    | WILKES-BARRE      |         |
| CHICAGO, IL          | WMET    | LANSING, MI        | WVBR    | RALEIGH/DURHAM, NC | WYKZ    | SCRANTON, PA      | WEZX    |
| CINCINNATI, OH       | WEBN-FM | LAS VEGAS, NV      | WVBR    | REDDING, CA        | WYKZ    | WILMINGTON, DE    | WMMR    |
| CLEVELAND, OH        | WWWWM   | LEXINGTON, KY      | WVBR    | RENO, NV           | WYKZ    | WILMINGTON, NC    | WHSL    |
| COLORADO SPRINGS, CO | KILO    | LINCOLN, NE        | WVBR    | RICHMOND, IN       | WYKZ    | WORCESTER, MA     | WAAF    |
| COLUMBIA, SC         | WNOK    |                    | WVBR    | RIVERSIDE, CA      | WYKZ    | W PALM BEACH, FL  | WCKO    |
| COLUMBUS, GA         | WCGO    |                    | WVBR    |                    | WYKZ    | YAKIMA, WA        | KATS    |

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## Transactions

**WKZL/Greensboro-Winston-Salem, NC** has been sold by **Golden Circle Broadcasting** to **Nationwide Communications Inc.**, owners of six other radio stations, for approximately \$5 million. WKZL is a 100 kw facility located at 107.5 on the FM radio band.

**KAMA-AM & FM/El Paso** has been sold by the **McVeigh** family to **James Thrash** for \$2.79 million, subject to **FCC** approval. The AM broadcasts on 10 kw (days) at 1060 kHz, while the FM is a 30 kw facility, operating on 93.1 MHz. Thrash also owns **KLLL-AM & FM/Lubbock**.

**WASK-AM & FM/Lafayette, IN** has been sold by **Lafayette Broadcasting** to **Allied Broadcasting Systems** for \$2.65 million, pending **FCC** approval. WASK-AM operates on 1450 kHz at 1 kw days and 250 watts at night, while the FM is a 50 kw facility, located at 105.3 MHz. Allied Broadcasting co-principal **Paul Sindlinger** is also part-owner of **WFBM/Noblesville, IN** and **WNON/Lebanon, IN**.

**WYDE/Birmingham, AL** has been sold by **Columbia Pictures Radio Inc.** to **Alainde Inc.** for \$1.5 million, subject to **FCC** approval. WYDE is a 50,000 kw daytime, 1 kw nighttime facility located at 850 kHz. **Milton Q. Ford & Associates Inc.** and **Dan Hayslett & Associates Inc.** brokered.

**KZUL/Parker, AZ** has been sold by **William Olson** and **Marilynn Olson** to the **Scofield Broadcasting Company** for \$225,000, subject to **FCC** approval. KZUL is a 2.5 kw daytimer located at 1380 kHz. **Blackburn & Co.** brokered the transaction.

**WFTR & WIXV-FM/Front Royal, VA** have been sold by the **Harris Broadcasting Corporation** to **Straus Communications in Virginia Inc.** for an undisclosed amount, pending **FCC** approval. WFTR is a 1000 watt daytime, 250 watt night operation located at 1450 kHz, while WIXV is a 3000 watt facility located at 95.3 MHz. **Walker Media & Mgt. Inc.** brokered.

### Garfield Upped To VP/East Coast A&R At Capitol

**Bruce Garfield** has been elevated to VP/East Coast A&R for **Capitol Records**, coming from his previous post as Director/Talent Acquisition for the label. A 12-year veteran of the music industry, Garfield joined Capitol five years ago as National Publicity Director. In his new post, he will be based at the label's New York City offices.



Bruce Garfield

### Chamblee To Head Sugar Hill West Coast Office

**Rae Chamblee** has been appointed West Coast Director/Promotion & Publicity for **Sugar Hill Records**. She will maintain offices in Los Angeles and will report to Sugar Hill President **Joe Robinson** and label Sr. VP **Milton Maudlin**. Chamblee can be reached at (213) 343-2352.



Rae Chamblee

### Marshall Elevated To VP/GSM At KFRC

**Joe Marshall** has been promoted to VP/GSM for **KFRC/San Francisco**, coming from his previous post as GSM at the station. A 12-year veteran of KFRC, Marshall previously was associated with **CBS** and **ABC Radio**.

### Underwood Upped To GM At KJIN & KCIL

**Bill Underwood** has been named General Manager for **KJIN & KCIL-FM/Houma, LA**. Underwood, a 10-year veteran of broadcasting, has been associated with the two stations for the past seven years.

### McFarlane Named Sales Mgr. For KPKE-FM

**Cathy McFarlane** has been appointed Sales Manager at **KPKE-FM/Denver**. A seven-year veteran of the broadcast industry, McFarlane most recently served as National Sales Manager for **KBPI/Denver**.

### Cranney Becomes GM For WOKO

**Bill Cranney** has been named General Manager for **WOKO/Albany**. Cranney, a 17-year veteran of the broadcasting industry, most recently held the PD position at **WOKO**.

## Dictionary Of Radio & Record Industry Terms

*Dolson's Dictionary Of Radio & Record Industry Terms*, written by noted music industry attorney **Walter Hurst** and veteran advertising/marketing executive **Donn Dolson**, is a concise (110 page), easy-to-read work that goes a long way to aid in the interpretation of the jargon that threatens to engulf our twin industries. Virtually the entire range of acronyms — from **SESAC** to the **CMA** — and abbreviations — from **Ips** to **GRP's** — are present and accounted for here.

While the volume may be at best a handy reference work for current industry professionals who seek to enlighten non-pros as to the differences between share and come, it's probably best used as a teaching aid in beginning broadcast classrooms. *Dolson's Dictionary Of Radio & Record Industry Terms* is available from **Bradson Press**, located at



120 Longfellow St., Thousand Oaks, CA 91360.

## 1980 U.S. Census Shows Slowest Growth For Cities In History

Income & Mobility Drop;  
9 Metros Now  
50% Black

There's a wealth of information to be gleaned from the 1980 U.S. Census. For example, the proportion of the American population living in urban areas showed the smallest rise in the nation's history between 1970 and 1980 — a mere 0.1 percent. According to **American Demographics** magazine, in 1980, there were 167 million people (73.7 percent of the U.S. population) living in urban areas, the latter defined as places

of 2500 or more population.

Also, real median family income declined more between 1979 and 1980 than in any other year since World War II, taking a 5.5 percent drop. Clearly, the road to economic recovery is going to be a rocky path.

In addition, at least a half-million fewer people moved during the year preceding October 1978, than for the same period a year earlier. The 15.3 million Americans who moved during this period nevertheless represented 20 percent of the nation's households. Again,

America's pack-it-up-and-move-elsewhere heritage appears to be disintegrating in the face of spiraling moving costs and rent-controls.

Furthermore, nine U.S. cities of more than 100,000 population are now more than 50 percent black. They are: Gary, IN (70.8 percent); Washington, DC (70.3 percent); Atlanta, GA (66.6 percent); Detroit, MI (63.1 percent); Newark, NJ (58.2 percent); Birmingham, AL (55.6 percent); New Orleans, LA (55.3 percent); Baltimore, MD (54.8 percent); and Richmond, VA (51.3 percent).

### Edmondson Becomes VP At Venture

**Al Edmondson** has been elevated to Vice President of **Venture Records**, coming from his previous post as National Promotion Director for the label. A 12-year veteran of the record industry, Edmondson previously held positions with **A&M** and **LAX Records**, prior to his joining **Venture**.

### Sellers Named Black Music Associate Dir./Trades & Secondaries At Columbia

**Marie Sellers** has been elevated to Associate Director/Trade Relations & Secondary Markets for the **Black Music/Jazz Promotion Department** of **Columbia Records**. A seven-year veteran of the label, Sellers most recently held Coordinator and Manager positions within the **Black Music Promotion Department**.

### Benjamin Named VP/East Coast Business Affairs For CBS

**Dave Benjamin** has been appointed VP/East Coast Business Affairs at **CBS Records**. A three-year veteran of the label, Benjamin most recently served as Director/Business Affairs for **CBS International**.

### Boris Elevated To VP/Publishing For Entertainment Co.

**Joanne Boris** has been promoted to Vice President/Publishing for the **Entertainment Company**. Boris, a three-year veteran of the firm, most recently served as Director/Publishing for the past 18 months. Prior to joining the **Entertainment Company**, Boris served as Assistant International Music Representative for **Overseas Music**.

### Franklin Named To Nat'l Promotion Post At Millennium; Fox & Padell Also Upped

**Ken Franklin** has been promoted to National Top 40 Secondary/AOR Promotion Manager for **Millennium Records**. In addition, **Melanie Fox** has been elevated to Production Coordinator as well as continuing to serve as Assistant to the President of the label, with **Elly Padell** becoming Promotion & Sales Coordinator for **Millennium**.



Ken Franklin

### Steen Upped To Sales Mgr. At KJR

**Mac Steen** has been elevated to Sales Manager at **KJR/Seattle**. A nine-year veteran of the station, Steen most recently held an account executive position with **KJR**.

### Gould Becomes GSM At WMET

**Bob Gould** has been appointed General Sales Manager for **WMET/Chicago**. Gould previously held the Director/Sales post for the **Enterprise Radio Network** in Chicago, having formerly been associated with the **Christal Company** and **WCFL/Chicago**.

### D'Anna Named VP/Finance At Destiny

**Tony D'Anna** has been named VP/Finance & Administration for **Destiny Records**. Prior to joining **Destiny**, D'Anna served as Comptroller for **Boardwalk Records**, Comptroller for **Black Bull Music**, and as Treasurer for **Motown Records**.

## Pro:Motions

### Sarazin Forms Canadian A/C Consulting Firm

**Barry Sarazin** has announced the formation of a radio consulting company, specializing in Adult/Contemporary radio. Initial clients for the London, Canada-based firm are Canadian stations **CFPL** and **FM-96**. Sarazin will continue in his present post as head of the Radio Broadcasting Department at **Fanshawe College** in addition to his involvement with this new venture.

### Calabrese Named President At Progress Entertainment

**Ray Calabrese** has been appointed President of the newly-formed **Progress Entertainment** division of **Progress Record Distributing Inc.** The Cleveland-based firm can be reached at (216) 461-7880.

# SURVIVOR

## "Poor Man's Son"

is a  
**HIT!**

WLS add  
WPHD add  
WRCK add  
WPST add  
KIO4 add  
WJXQ add 23  
WNCI add  
KCPX add  
WZYQ add  
WCGQ add  
KSEL-FM add  
WIFI 30-27  
3WT deb 40  
KINT 25-23  
WSSX 23  
WIKS deb 22  
WJBQ 23  
WOMP-FM 33-30  
96KX  
WLS-FM  
CKLW  
KBEQ  
WGCL  
WKTJ  
KFI  
KIQQ  
KFRC  
WLAN-FM  
KROK  
KQ94  
KXX106  
WZYP  
BJ105  
KJ100

KJRB  
KBBK  
Q104  
KILE  
WSPT  
WTRU  
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99KG  
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Emerson Lake & Palmer  
and King Crimson steps  
forward with his first  
solo album.

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BILL HARD  
#1 MOST ADDED

ALBUM NETWORK  
#1 NEW ACTION

GREG LAKE



The legend continues...

Greg Lake begins an  
extensive nationwide  
tour on November 23rd.

ALBUM ACTIVITY  
WEEK OF OCT. 19th

BB #1 MOST ADDED  
RW FLASHMAKER  
CB #1 MOST ADDED

## “Let Me Love You Once”

The First Single



**Chrysalis**  
Records and Tapes

The single CHS 2571 The album CHR 1357  
Produced by Greg Lake

# Ratings & Research

"The average quarter-hour audience overall rose."

## Quarterly Measurement's Impact On Summer Surveys

As the country goes through its first full cycle of Quarterly Measurement surveys in place in all markets, I've gotten inquiries regarding what effect QM might have during the summer sweeps. I looked at three geographically diverse metros — Boston, Chicago, and San Francisco — to see what could be seen. Although the items I'll refer to below will apply specifically to this survey and the markets noted, keep in mind that you can do these same analyses in your area to compare survey results and see how they might have been affected by Arbitron's new methodology.

### Apples To Apples

In order to make the comparisons and analyses more meaningful, it's important to keep in mind that data from like surveys should be compared. What I've done is to look at the results from the Summer '80 and '81 surveys. This way a gauge can more reliably tell us if there was some notable difference sweep to comparable sweep, rather than comparing apples and oranges (such as the summer book to the spring results). Often we in this business tend to be shortsighted, viewing the latest survey information only in light of the sweep immediately preceding. That's fine, as far as it goes, but don't forget to compare like survey periods from one year to the next as well.

### Listening Levels Up

Although there were differences in the detailed results in each market looked at, one of the most consistent findings that jumped out at me was that listening levels were up in the Summer '81 books versus the '80 Summer survey. In all three markets the average quarter-hour audience overall rose, although not by a huge amount. What was interesting was that not only did teen listening rise — not unexpected — but also the adult contributions rose, and this without baseball for most of the summer sweep this year.

Let's look now at some detail on each of the markets examined. You'll note that generally speaking, ethnic stations, especially Black-oriented properties, and AOR's fared well. Here's why . . .

#### Boston:

In Boston the analysis involved comparing the 1980 four-week sweep to the 10-week effort this year. As is often the case when QM has been recently implemented (it hit Boston in the Winter '81 survey), the overall in-tab for the survey is higher than for the comparable four-week sweep. In

Boston the 1980 in-tab 12+ was 1700 last year versus 1977 this summer. The additional in-tab means a slightly more reliable survey this summer than last.

As mentioned in the overview above, listening levels were up overall, from 17.3% last year to 18.9% listening in a given quarter hour this summer. Interestingly, since QM was introduced to Boston in the winter survey, levels in the market have been on the rise. Among men the summer-to-summer comparison was 17.8-19.1; among women a jump from 17.7-19.4; and among teens a boost from 14.4% last year to 16.3% this summer. Are similar things happening in your market? Might be worth tracking what has happened to the levels with the introduction of QM in your area.

One final note on Boston. With the boost in teen levels, it was not surprising to see WCOZ add to its already gargantuan 12+ lead in the market. The station saw 40% of its average quarter-hour audience come from the teen demo.

#### Chicago:

Chicago is unique among the three markets because the Windy City had 10-week long sweeps both last year and this summer. However, there are some subtleties involved even though QM was present for both surveys. In 1980, when QM hit Chicago in the spring measurement, there was a tremendous oversample, approximately 2000 more diaries than usual. The summer book last year still showed signs of that oversample residue with a 12+ in-tab of 3356, versus 2957 this summer. Teen in-tab dropped from 470 in the Summer '80 results to 370 this time, resulting in higher cume values for each teen diary and less stable estimates as a result. A similar drop hit the men 18-24 cell, which dropped from 245 diaries to 186.

Listening levels were either stable or showed increases in Chicago. Levels for women were stable overall, but men and teens saw a rise — teens up from 12.7 to 13.9 (a big jump over the 11.3 figure for Spring '81) while men rose 15.4 to 16.8. As far as formats and station successes are concerned, it appears that AOR entities usually do well here in the summer, and that trend was apparent again. Also, WGCI, a leading Black station, showed a worthwhile increase in teen numbers.

Although the implementation of QM has now become more stabilized, it will be worth watching to see if listening levels are still on the rise as future sweep results become available. Is there something

## Week In Review

### Milwaukee Says No Winter Book

Jack Lee, GM of the only stations (WEMP & WMYX) signed to support the new winter book in Milwaukee, wants out. He originally signed after being told by an Arbitron rep that the new book would be installed only after "substantial support" had been garnered from the local stations. No other stations have signed, but Arbitron still plans to implement the new book and will hold WEMP & WMYX to its signed agreement. Local broadcasters have hired an attorney to assist in persuading Arbitron to relent on the installation of the winter report.

### New Ratings Page Coming

Starting next week, you'll be able to find new and useful ratings information in R&R. Highlights of Spring '81 numbers from markets not listed in the recent Ratings Report, plus latest Birch and Mediatrend monthly data, will be included. Watch for it!

about the longer surveys that garners those people with more devotion to radio, or who have more discretionary time to spend with radio? Sounds like the topic of more research — keep an eye on this factor in your metro.

#### San Francisco:

The City by the Bay had a four-week survey last summer versus the 10-week effort this year, and the in-tab dropped with the advent of Quarterly Measurement. While overall in-tab slipped 3270 to 2692, the impact by demo may have contributed to estimates slightly less stable than in the previous summer results. Teens, for example, saw their in-tab drop from 409 to 291, resulting in almost a 50% increase in the cume value of the average teen diary, which might have clouded the quality of the data for that demo.

Listening levels for the market were up slightly, 16.8-17.2. Biggest jump came from the teens, which rose 14.2-16% summer to summer. As a result it may not be surprising that stations which scored well included the AOR contingent, as well as some of the Black stations which posted notable teen jumps — such as KDIA, and another strong showing by KSOL.

### Summer Trends?

What we've seen here seems to say that across the nation QM in the summertime has continued a trend of increased tune-in to radio — or at least a *more recorded* tune-in. Perhaps the new diary design, which was implemented this sweep with revisions in how respondents note AM/PM time frames, was a factor. I'll have some thoughts on that topic in a future column once more research has been done. Whatever, it seems clear that QM has helped more than just teen levels, and that stations with formats such as AOR and ethnic appeals may have reason to rejoice.

As for your market, keep a running comparison looking at some of the factors noted here — the levels, the diary return, overall and by demo, and the stations that seem to rise or fall. Comparing apples to apples may be beneficial in understanding what Quarterly Measurement means to your market over the long haul.

Jhan  
Hiber



*I mistyped the question received a few weeks ago and printed in the issue of 10-16. The correct wording of the query from a PD in Texas should have been "Why is it that total persons, total week shares do not add up to 100 in the Arbitron market reports?" The answer remains the same — namely, that there is listening that either can not be credited to any local station that qualifies for the report, or the entries may have been to non-commercial stations not reported in the Arbitron data.*

ANNOUNCING  
WITH PRIDE

**NOVEMBER**

**2nd**

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AND BOTH AT AFFORDABLE PRICES

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# STREET TALK

With David Braun exiting Polygram (see Page 1), speculation has been widespread that Executive VP Bob Sherwood would not be far behind. Well, Street Talk has learned that Sherwood will be leaving Polygram and returning to Columbia, where he got his promotional start. Sherwood will take on a vice presidential title and responsibilities for marketing and promotion. Full details by next week on this one.

R&R has also learned that Joe Mansfield is definitely exiting his marketing position at CBS and going to RCA. He will reportedly have complete responsibility for marketing and A&R in the label's contemporary music division.

If you've heard that Dick Hungate has left the PD post at WYSP/Philadelphia and that morning man Michael Picozzi has been named acting PD, you've heard right. But, what you may not have heard is that with the new owners coming in this week (Hemisphere), it's just possible that Hungate will reenter the picture.

Is Sonny Joe White going into consulting? The PD of Heftel's WXKS-FM/Boston has been mentioned in connection with WJLB/Detroit as a possible consultant to the station. Street Talk checked with Sonny in Boston, and he told us, "Unfortunately, it's not true at this time. I'm tied to Heftel until the end of this year." Will he renew his contract with WXKS-FM? Sonny said, "I'd rather not say."

Last week we reported on the possibility that WMYK/Norfolk might be delisted from the Fall Arbitron because of its "Good Phone Lady" contest. Well, now it seems that co-owned WFLI/Chattanooga is running its own version of the radio game called the "Big Operator." WDOD-AM & FM and other stations in the market have complained that WFLI's contest, which pays \$10.70 for every hour a person says he or she listened to the station, runs afoul of Arbitron's delisting criteria. Arbitron confirmed to us that it is investigating both the Norfolk and Chattanooga cases.

With the announcement that Dr. Judith Kuriansky would be hosting a nightly talk show on WABC/New York, station staffers were wondering which member of the air staff would be on the streets in order to make room for the good doctor. The answer is all-night personality Howard Hoffman, who is now unemployed.



**YOU BETCHA** — Paying off an American League baseball mini-playoff bet loss to WPLJ/New York's Jim Kerr, WLPX/Milwaukee's Max Holzel & Duane Gay visited New York to do Kerr's morning show. As the Yankees went on to vanquish Oakland enroute to the World Series, the Milwaukee duo headed back to the Midwest, but not before posing for this photo. (L-r): Kerr, Holzel, WPLJ MD Dorothy Vanturini, WPLJ PD Larry Berger, and Gay. Incidentally, KLOS/Los Angeles morning personality Frazer "Too Hip" Smith laid down a small World Series bet with Kerr. Fraze bet the Hollywood Sign against the Statue of Liberty! This bet may be just a bit harder to collect.

Owing to what staffers described as philosophical differences with station consultant John Lund & Associates, KPPL/Denver PD Mike Shannon has resigned. Roger White will take over the administrative programming chores for now, but there is a possibility that KPPL will not appoint an actual PD in the immediate future. The format seems to be returning to its former low-profile approach, with less jock rap, more softly-produced promos, and toned-down music.

What West Coast-based label is headed for a change at the promotional top around the first of the year?

Congratulations to Jeff Kelly of WDMT/Cleveland on being upped from PD to Operations Manager for the Beasley Broadcast Group station. New PD at WDMT is Bobby Magic, formerly of WKDQ/Evansville.

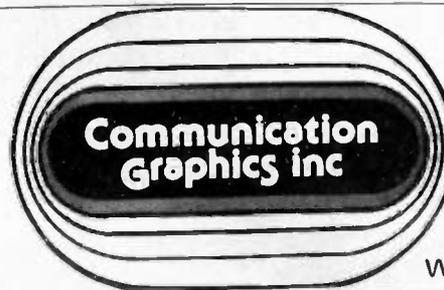
WJR-FM/Detroit has filed for new call letters: WQKS (Kiss 96). Simple enough, right? Wrong. Detroit's classical station WQRS has filed an objection to WJR-FM's move. WQRS GM Lee Hanson told Street Talk that he feels "listener confusion, diarykeeper confusion, and graphics problems" will arise if the FCC grants the WQKS calls. Further developments to come...

Ray Lincoln, former PD and morning crazy at KAAZ & KQ94/Little Rock, has relocated to Los Angeles and, among his other projects, he's launched a new comedy service called "Jock In The Box." The title tells all, as Ray's new service comes categorized by topics on 3x5 cards in a custom file card box.

Debbie Harry has signed to star in the upcoming Universal film "Videodrome," a science fiction story directed by David Cronenberg ("Scanners").

Metro Traffic debuts in Los Angeles with a client list of stations including KHJ, KLAC, and KFWB. Metro Traffic is a shared traffic service that is already up and running in Baltimore (where it originated), Washington DC, Atlanta, and Dallas.

Just in case you were worried... the Rolling Stones grossed an estimated \$4.5 million in revenue for the Los Angeles Coliseum during the band's two day stand in Southern California. That figure makes the Stones' appearances in L.A. the largest grossing ever in Los Angeles County history.



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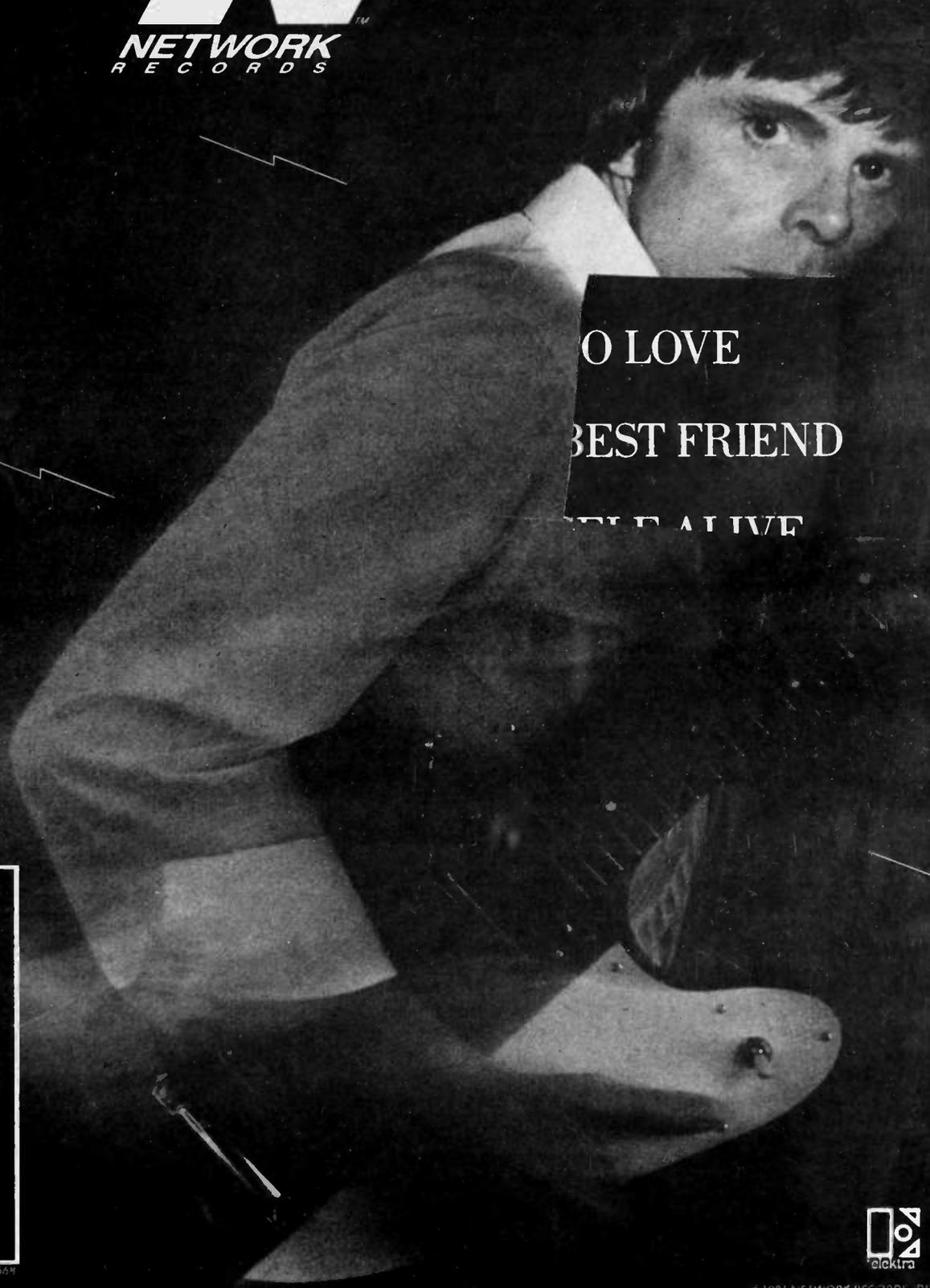
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DROP DOWN AND GET ME  
**DEL SHANNON**

## Allyn

Continued from Page 3

things, such as promoting Program Directors into management positions.

"It was nice having my own hours as a consultant," Allyn continued, "but the travelling really gets to you after awhile. It's good to be back to a day-to-day position. I come alive when I'm in a radio station and it feels great to get my creative juices flowing again. I've missed it."

Allyn began consulting in 1978, with clients including WZZP/Cleveland, KTLK/Denver, KJLA/Kansas City, KCEE/Tucson, and KEZL. "I've always consulted here in San Diego as well as having lived here off and on for the past 15 years," added Allyn. "Larry Shushan and I worked together running sister stations XHIS and XHERS/Tijuana in 1971-72."

As for his plans for KEZL, Allyn noted that the station had begun to shift away from Beautiful Music to Schulke II last year. "We're supplementing the programming with local news, community involvement, contests, and outside promotion. We plan to move the tower and build more production space as we continue to head more in an Adult/Contemporary direction. I will probably eventually expand to a full-service station."

WE LL SET NEW STAY  
IN THE

MESSENGER/LIMOUS  
COMMUNITY

## Washington Report

Continued from Page 4

### More DC Current

In other developments, the NAB and the Canadian Association of Broadcasters agreed in Vancouver to ask the Canadian government to permit experiments on letting daytimers broadcast until 6pm. . . . FCC newcomers Mimi Dawson and Henry Rivera are said to be unhappy with the Commission's *ex parte* rules, which severely limit their ability to talk with broadcasters or others involved within FCC proceedings. . . . AM/FM combos are under a cloud from a "phantom rulemaking," NAB President Vince Wasilewski told FCC Chairman Fowler in a letter last week, saying the feds should forget about breaking them up.

**License** Continued from Page 4  
said he questioned whether anyone at the FCC even read lengthy renewal documents.

In a side note, one of those stations renewed for seven years was WCHS/Charleston, WV, despite an informal objection lodged by the National Organization for Women (NOW) alleging sex discrimination. The antagonists remain locked in legal battle, with WCHS's \$90,000 libel suit against NOW (R&R 6-4) prompting the women to file a \$240,000 abusive process suit against the station.

## CBS

Continued from Page 3

The Creative Factor is currently constructing a new eight-track studio specifically for the Radioradio broadcasts. In addition, Creative Factor President Jim Hampton announced that his firm will produce 36 weekly interview programs for Radioradio in 1982, each one featuring a popular recording artist or group.

Commenting on the new agreement, Corn said, "This innovative programming is indicative of the quality Radioradio will stress in all of its broadcasts and will prove to be stimulating fare to listeners and affiliates alike. We will determine the artists and groups for the music specials by their popularity in the young adult market."

Robert Klipperman, VP/GM of Radioradio, said, "Many of the stations that have expressed interest in becoming charter affiliates. . . have been extremely enthusiastic about our plans for the music specials, and about our working with the Creative Factor to present them."

The first interview show is scheduled for broadcast in May 1982.

## Seraphin

Continued from Page 3

Seraphin, who was News Director at K101/San Francisco before joining KCBS and also worked at KFRC/San Francisco, WMYQ/Miami, and WOKY/Milwaukee, commented to R&R, "I think it's a tremendous challenge. I guess that sounds kind of trite, but it really is true. My longterm goal is to make KCBS number one in the market. I think we have tremendous potential. We have a dedicated group of professionals in the newsroom, which will remain largely intact. We are reassigning a lot of people, including a number of the veterans, so we can better draw on their areas of expertise and make them a more vital part of what we want to make a really dynamic radio station. I have a background in music radio, and I think the programming part of all-News radio is as important as the news part. So we are going to put new emphasis on basic programming techniques."

Discussing his replacement, Seraphin said, "I'm splitting my old job in two. I've elevated our Managing Editor, Bob Agnew, to Assistant Director of Programming, and I have a new Managing Editor, Ed Cavagnaro. But I still have an opening for an Assistant News Director."



**WPGC ON THE POTOMAC** — Over 250,000 onlookers crowded the banks of the Potomac River for WPGC/Washington's fourth annual Budweiser Rambling Raft Race. Over 1000 rafts were entered in this year's event, which is an all-time high. Shown here is one of the more unusual entries.

## Hensler

Continued from Page 1

of our present talented management team and staff and solid roster of exceptional artists."

Hensler, who has a strong classical music background, entered the record business as a trainee for EMI's Electroia label in Germany, working in both Germany and the U.S. in the 60's and 70's. He became Assistant to the President of the newly-formed Polygram Corp. in 1973, and headed Polygram's Worldwide Corporate Planning Department in Hamburg. In 1979 he oversaw Polygram's merging of its Philips and DGG classical labels with newly-acquired London Records, forming Polygram Classics, and he became Exec. VP/Operations of Polygram Records in 1981.

Braun is expected to act as a consultant to Polygram until the final settlement of his contract, anticipated by the first of the year, R&R has learned. His plans are to move into the areas of management and law on the West Coast. Sources close to Polygram indicated that Executive VP/GM Bob Sherwood would be departing the company shortly; however, R&R was unable to confirm that development by presstime (see Page 16).

## Greater Media

Continued from Page 1

joining the company, Greater Media VP/Radio Herb McCord told R&R, "I've never gotten such glowing reports on anyone in all my years of personnel evaluation." Campbell, who has been Managing director of WHAS & WAMZ/Louisville, told R&R, "I've never put more effort into anything than these two stations here in Louisville. They mean an awful lot to me. However, Greater Media is one hell of a good radio group, Boston is a good radio town, and I'm impressed with (Greater Media President) Peter Bordes and Herb McCord. I feel really good about the challenge."

## Macke

Continued from Page 1

people want to hear." A final decision from the CRTC hearings is not expected until after the first of the year.

Addressing the alleged threats made to record company advertisers by Macke, Beauchamp said, "He did indeed threaten promoters and record companies with double advertising rates if they ran spots on CKOI. He also said he would pull their records off the air. You don't threaten record companies or make the public and artists suffer because two radio stations are having a dispute."

In the wake of Macke's departure from CKGM & CHOM, Phil Parker, who had been GSM for both stations, will act as GM until a replacement is found. Programming duties at CKGM will be handled by Dave Charles, President of Joint Communications of Toronto, a firm which consults Sterling's other broadcast properties including the Oz Network in Newfoundland and CKWW & CKOM/Windsor. According to Charles, "Rob Braid will continue as PD of CHOM and we are assisting with all programming matters on CKGM. There is no change in format or direction for either station."

## Rogers

Continued from Page 1

without the necessity of taking this to court. And I trust this will be resolved shortly to our mutual satisfaction."

At press time, Liberty/EMI America had not been served with the legal papers, according to a company spokesman.

## Natchman

Continued from Page 1

NBC Radio Exec. VP Bob Sherman commented to R&R, "Jerry brings a host of management and programming experience to the job, and one of the best sets of ears in the business. Everyone at NBC agrees that WRC is going to make it, but Frank Scott and I differed on how to drive it home." Sherman added that the appointment of Natchman, with his "hard news" background, does not signal a change in WRC's News/Talk format.

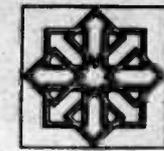
In a separate development, Pat Buchanan, half of WRC's afternoon drive team announced he was leaving for personal reasons. Partner Tom Braden will apparently continue alone in the shift.



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# QUEEN

## GREATEST HITS

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BITES THE DUST

BOHEMIAN RHAPSODY

CRAZY LITTLE  
THING CALLED LOVE

KILLER QUEEN

FAT BOTTOMED GIRLS

BICYCLE RACE

WE WILL ROCK YOU

WE ARE THE CHAMPIONS

FLASH

SOMEBODY TO LOVE

YOU'RE MY BEST FRIEND

KEEP YOURSELF ALIVE

PLAY THE GAME

Plus the new single

UNDER PRESSURE E-47235

performed by Queen and David Bowie



The first GREATEST HITS album ever. Not just the best, but the GREATEST!



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# When This Woman Confesses



## You Listen!

# KARLA DeVITO

## "Midnight Confession"

KIQQ  
K104

WJXQ  
KYNO-FM

WACZ  
WOMP-FM  
WXLK

On *Epic* Records



## ABC World Series Beats CBS Regular Series

The first three games of the World Series, all aired in prime time for most of the nation, propelled ABC to a resounding ratings victory for the Nielsen week ending October 25. In order of finish, games 1, 3, and 2 were the top three presentations of the week, with three pregame shows also making the top 20 for ABC. That was enough for ABC to earn a 23.1 average rating, with CBS in second with 19.5 despite strong performances for "Dallas," "The Jeffersons," and both parts of the remake of "Valley Of The Dolls." NBC at least tied some sort of record by failing to place a program in the top 20, and was third with a 14.0 average rating. The list:

- |      |  |      |                                  |
|------|--|------|----------------------------------|
| — 1  | World Series Game 1 (ABC)                    | — 11 | Today's FBI (ABC)                |
| — 2  | World Series Game 3 (ABC)                    | — 12 | Pregame Show 1 (ABC)             |
| — 3  | World Series Game 2 (ABC)                    | — 13 | Mork & Mindy (ABC)               |
| 1    | 4 Dallas (CBS)                               | 11   | 14 Trapper John, MD (CBS)        |
| 4    | 5 The Jeffersons (CBS)                       | 8    | 15 One Day At A Time (CBS)       |
| — 6  | Valley Of The Dolls Pt. I (CBS Monday Movie) | 20   | 16 Archie Bunker's Place (CBS)   |
| 5    | 7 Dukes Of Hazzard (CBS)                     | — 17 | Pregame Show 3 (ABC)             |
| 3    | 8 60 Minutes (CBS)                           | — 18 | Pregame Show 2 (ABC)             |
| 6    | 9 Alice (CBS)                                | 15   | 19 Monday Night Football (ABC)   |
| — 10 | Love Boat (ABC)                              | — 20 | Valley Of The Dolls Pt. II (CBS) |



**HOLMES SPLITS ON "DOUGLAS"** — Rupert Holmes served as the sacrificial subject for a primitive method of cloning, employing a hacksaw and magician Harry Blackstone Jr., on the "Mike Douglas Show." Also seen on the sawing scene are (l-r) Douglas, Rita Coolidge, and (far right) Gay Blackstone.

### Music On TV

Natalie Cole sings and indulges in comic repartee on the "SCTV Comedy Network" October 30 . . . Air Supply, Pat Benatar, Danny & The Juniors, the Greg Kihn Band, Don McLean, Anne Murray, and Stevie Woods guest on "Solid Gold" the week of October 30 . . . Los Angeles punk band Fear are on "Saturday Night Live" October 31 . . . Crystal Gayle appears on "Country Top 20" October 31 . . . Billy & The Beaters perform on "Fridays" November 6.

## VIDEOSCOPE:

**SONY TO CONTINUE MANUFACTURING BETAMAX:** Sony Chairman Akio Morita, speaking at a New York City press conference Monday (10-26), said that the firm will continue to manufacture and sell its "Betamax" videocassette recorder, despite an appellate court's ruling that videotaping copyrighted material, even for private use, is an infringement of the rights of the copyright holder (R&R 10-23). In addition to noting that Sony had no intention to cease and desist manufacturing the VCR's, Morita said that the company's lawyers were presently studying several options Sony can take in response to the ruling. However, he declined to elaborate on these possible measures. . . **JVC DEVELOPS MINI-VIDEOCASSETTE:** A miniature cassette compatible with the VHS system has been developed by JVC for use in a super-lightweight portable VCR. The new unit, which could be in production by next spring, uses the same 1/2-inch tape as VHS, with the same recording technique, but the length and width of the tape are scaled down to slightly larger than an audiocassette. The proposed VCR weighs 5.5 pounds and measures about three inches deep. This mini-videocassette can be used in standard size VHS VCR's by inserting an adapter. While the Japanese are currently discussing standardization of the 1/4-inch portable format, they are currently considering the JVC product as an interim step until the planned 1984 introduction of an agreed upon 1/4-inch format. . . **ELMO INTRODUCES VIDEO DISC PLAYER:** A leading manufacturer of motion-picture equipment for consumers and professionals, Elmo Manufacturing, has unveiled a videodisc player, the "VEC 200," which will retail for under \$500. It's a CED system that features a built-in stereo adapter jack and optional remote control. With the move, Elmo joins other photographic marketers, notably Canon and Technicolor, who have announced video hardware products. . .

# A Twin-Bill Winner

## ELO



### “Twilight”

#### CHR NEW & ACTIVE

ELO “Twilight” (Jet/CBS) 89/22

Moves: Up 31, Debuts 17, Same 19, Down 0, Adds 22 including WIFI, CKGM, KFI, WTRY, KQ94, WHHY-FM, KJ100, KIIK, KQKQ, 92X, FM103, 96SGF, KKQV, KKRC, KFMZ, KDZA.

## ARLAN DAY



### “I Surrender”

WZUU 30  
KRLA on  
KIQQ on  
KYYX 29-26  
WPHD on  
WHFM 28  
WHHY-FM 27

BJ105 on  
WANS-FM add  
WVIC 36-30  
KOFM on  
KJRB 22-20  
KNBQ 25-21  
WFOX on  
WISE add

KILE 25-19  
KELO 24  
KKRC on  
KRNA on  
KSLY on  
KCBN 37  
KDZA 30-28  
KQDI on



Distributed By CBS Records



# Double Your Mass Appeal

SCORE  
with the  
**ALL Sports BAND**



on  
**THEIR DEBUT SINGLE**  
**I'M YOUR SUPERMAN** 3871

from the soon to be released Radio Records Lp  
**ALL SPORTS BAND**



RR 49321

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# BRAD MESSER



## The News Department Did Not Foul Up!

**WE DIDN'T MISS THE STORY.** We knew about it in the very first stages, but reasoned that if we used the item we would be making an unstated promise to also carry its developments all the way to the conclusion. Knowing we hadn't the (staff, equipment, time, money, etc.) to do a good job of following up, we elected to use our air time for another story on which we felt we could do a better job. It would have been almost irresponsible to use the story on the first day and then not been able to follow up in a thoroughly professional manner.

**WE DIDN'T MISS THE IMPORTANT DEVELOPMENT.** Although the story was a good one, it is like most other news items in that it had a beginning, then developments over a period of days or weeks, and eventually a conclusion. We reasoned that we should report the story when it broke, and do a good job in reporting its conclusion, but we thought we should not try to give this particular item full coverage during all its developmental stages. We have only so much time and must make editorial judgments about what depth should be accorded each individual story, so we decided to leave out all but the most crucial day-to-day details.

**WE DIDN'T FORGET TO FOLLOW UP.** Although our newscast did not include the particular item of interest, we were well aware of it and were planning to gather a much better, fully-detailed rundown and save it for the more important (morning, afternoon) broadcasts. Running the followup story with only the sketchy facts available at this stage would have been putting ourselves in the same category as our competitors who aren't as careful fleshing out the real perspective of a story as important as this.

**OUR COVERAGE DOES NOT LACK CONTINUITY.** Yes, this was a very big story on the morning shift and yes all the other stations are running it this afternoon, but there is such a thing as beating a story to death and not knowing when to move on to matters more timely. What we're running this afternoon is fresher news, while those guys across the street can't seem to bring themselves to get off their duffs and find something new to talk about.

**WE DID NOT MAKE A STUPID ERROR.** Although we certainly can't deny that our story about the big wreck included a factual error, there was an unusual reason for this intentional misstatement of facts. We know, of course, that the two streets we named do not actually intersect, and that we said the wreck was at their intersection. We did that on purpose to see whether those people over at Station X are still lifting our stories without checking them out, and we intended to correct our reports later. Heh heh.

**OUR EDITORIAL SELECTION ISN'T DISMALLY INADEQUATE.** Yes, we are still running yesterday's story and some people may nearly have it memorized by now. Perhaps there's something to be said for dropping it and moving on to something else. But our cumes seem to indicate audience turnover extensive enough, to warrant carefully thought-out retention of coverage. We wouldn't just want to use a story on one shift and then forget about it, would we?

## CALENDAR

### A Big Supporting Role

**MONDAY, NOVEMBER 2:** A piece of clothing that has played a major supporting role in American life was created 67 years ago by a 19-year-old debutante. Mary Jacob didn't want to squeeze into her whalebone corset, so she used a ribbon and two handkerchiefs to fashion the first modern brassiere. Her 1914 patent rights were sold for \$15,000 to a company that made bras a \$20 million business.

The world's largest known giant squid, captured on this date in 1878 off Newfoundland, had a 20-foot head and 35-foot tentacles. In combat the giant squid can occasionally beat the sperm whale. Its most effective weapons are jagged teeth inside its suckers.

Ken Rosewall is 47. Burt Lancaster is 68.

### Election Day 1981

**TUESDAY, NOVEMBER 3:** The off-year (non-Presidential) elections today fall on the 85th anniversary of one of the nation's most significant votes, in which the men of Idaho voted to grant suffrage to women. The 1896 "yes" vote there helped women obtain their voting rights nationwide.

About 51 years ago Clarence Birdseye noticed Labradorian natives catching fish, exposing them to the sub-zero air, and having nearly-fresh fish several weeks later. Birdseye came back to the U.S. and created the frozen food industry. The first fresh-frozen bread was marketed on this date in 1952.

Larry Holmes is 32. Charles Bronson is 59. Baseball Hall of Fame member "Rapid Robert" Feller is 63.

### Gatling Creates The Gat

**WEDNESDAY, NOVEMBER 4:** Before the end of the Civil War Richard Gatling perfected the first rapid-fire machine gun. The weapon that could fire 350 shots per minute was patented on this date in 1862, but the military didn't get around to approving it for combat until a year after the war's end.

The cash register patent is 102 years old today. The first woman Governor (Ross of Wyoming) was elected 57 years ago. Our Embassy in Tehran was seized and about 60 hostages taken two years ago.

Loretta Swit is 44. Art Carney is 63. Walter Cronkite is 65.

### King Of The Movie Cowboys

**THURSDAY, NOVEMBER 5:** He made western movies from 1935 until 1953, then starred in his own TV show from 1951-1957. "King of the Cowboys" Roy Rogers is 69 today.

Thirteen years ago this date Hubert Humphrey was defeated in the Presidential election by 3/10ths of one percent of the major party vote, and Richard Nixon became President-elect.

Tatum O'Neal is 18. Bill Walton is 29. Elke Sommer is 40.

### The First Boycott

**FRIDAY, NOVEMBER 6:** He antagonized all his neighbors to the point that no one would help him harvest his crops, and 101 years ago an Irish Captain named Boycott became the victim of one. Boycott's name has come to mean refusing to buy, sell or deal with someone or some company.

Sally Field is 35. Jackie Stewart is 42. Mike Nichols is 50.

Tomorrow Billy Graham will be 63. Joni Mitchell will be 38 and Nick Gilder will be 30. On Sunday Leif Garrett hits 20, Bonnie Raitt will be 32 and Patti Page will become 54.

## THE DR. DEMENTO SHOW

A proven prescription for hit radio! Two hours weekly of delightful "dementia" with the master Impresario of comedy and novelty recordings. A prime-time winner on more than 150 top rockers. The Doctor's own hit parade, featuring such stalwarts as Barnes & Barnes, Al Yankovic, and Monty Python, is selected from his personal library of more than 150,000 rare and wondrous items. And "The Dr. Demento Show" is a prime-time winner on such stations as KMET, WLUP, WAVA, KYYS, and more than 150 other top rockers.

## LIVE FROM GILLEY'S

That's live and direct from Pasadena, Texas, as host Jim Duncan presents a brand new weekly concert series, 60 minutes of top country talent performing at the biggest nightclub in the world! Already airing on over 300 of the country's finest country music stations.

## OFF THE RECORD WITH MARY TURNER

Rock radio's premier interview feature, airing ten times weekly for 2 1/2 power-packed minutes. Mary Turner talks to The Stones, Bruce Springsteen, Ted Nugent, David Bowie, Queen, and dozens of other top artists... and you listen on stations like WNEW-FM, KMET, WMET, WMMR, KZEW, KSFY, WWDC-FM, WINZ-FM, WLPX, and WCOZ.

## OFF THE RECORD SPECIALS

Radio's highest rated rock specials are now available every week. Sixty minutes featuring the music and exclusive in-depth interviews with artists like: The Rolling Stones, Styx, Bob Seger, Steely Dan, REO Speedwagon, Jefferson Starship, The WHO, Queen, The Police, Pat Benatar and many, many more. Now airing on over 200 top stations including WNEW-FM, KMET, WMET, WLLZ, KSFY, KSHE, KZEW, WLPX, WWDC-FM and WIYY.

## THE ROCK YEARS: PORTRAIT OF AN ERA

A spectacular 48-hour special that recalls the times that changed our lives, a year-by-year review of the music and the events of 1965 through 1980. "The Rock Years" can be run (and run again) in self-contained, three-hour blocks or as a continuous weekend extravaganza. Created by Bert Kleinman and Jeff Pollack and hosted by David Perry, with production by Ron Harris.

## TELLIN' IT LIKE IT WAS

A 2 1/2-minute spotlight on the most memorable moments in Black American history. Ten times each week, this brand new feature takes an unflinching look at those events, both great and small, that have gone into the making of Black history. You'll never know why it is... unless you know how it was.

## IN CONCERT

Rock and roll is alive and brilliant on this new concert series featuring rock's hottest performing artists. Recorded live, IN CONCERT comes to you once each month for a full hour of musical energy and excitement. Airing on more than 200 of the nation's finest rock and roll radio stations.

## SPECIAL EDITION

Indisputably, Black radio's finest hour. Each week, host Sid McCoy takes an inside look at the lives and the music of America's top entertainers, stellar artists such as Stevie Wonder, The Commodores, George Benson, and Earth, Wind and Fire. It's a loving, lively journey through the past, present, and future of America's own Black music.

## SHOOTIN' THE BREEZE

Black radio's finest 2 1/2 minutes! Ten times each week, Jackie McCauley interviews the superstars of today's black music... on stations like KDAY, WGCI, WVEE, WJLB, KKDA, KYOK, KDIA, WHUR, and WAMO!

## ROCK ALBUM COUNTDOWN

This two-hour weekly countdown of Radio & Records top 20 albums also features interviews with many of the week's charted artists. Hosted by air personality and R & R AOR Editor, Jeff Gélb, "The Rock Album Countdown" now airs on more than 150 top stations.

## ACE AND FRIENDS

Ace Young, news director at KMET, covers the unconventional in a weekly series of ten 3 1/2-minute features. News stories that are guaranteed to involve, inform, and entertain the listener—particularly if that listener is in the 18-34 demographic target audience!

## SPACES AND PLACES

Each week, in a ten-part series of 2 1/2-minute news and public affairs features, host David Perry takes a clear, hard look at some aspect of life in the 80's, exploring the people, the places, the problems of today's world. Relevant, stimulating, and guaranteed to keep the audience tuned in... on more than 150 U.S. radio stations!

## STAR TRAK

Get the "inside trak" on today's rock news... ten times a week! The stars tell the stories behind the scenes to host Lynne Thomas in this series of revealing, 2 1/2-minute features, now in its fourth year of national syndication on Top 40 and A.C. radio stations everywhere.

## THE PLAYBOY ADVISOR

The wise and witty sage from the pages of Playboy Magazine takes to the air—ten times each week. In a series of 2 1/2-minute features, the Playboy Advisor offers counsel and consolation on a variety of subjects, from food, fads, and fashion to sex, drugs, and rock and roll.

## CONCERT OF THE MONTH

Designed especially for Black radio, this one-hour monthly concert series is recorded live and features artists like Maze, The Pointer Sisters, the Mannhattans, the Bar-Kays and Kool and the Gang.

## DAYBOOK WITH BRAD MESSER

Every day is a special day for someone, somewhere, and now, every day, R&R columnist and acclaimed newscaster Brad Messer will spend three minutes telling us why. A witty, entertaining reflection on those events, past and present, that distinguish one day from another.

# WESTWOOD ONE

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



"HEART LIKE A WHEEL"

ROLLS ON  
RADIO!

**CHR BREAKERS**

**STEVE MILLER BAND**

**Heart Like A Wheel (Capitol)**

57% of our reporters on it. Moves: Up 2, Debuts 20, Same 22, Down 0,  
Adds 75 including WIFI, JB105, CFTR, CHUM, KEGL, Z93, 94Q, WGCL,  
WKTJ, KRLA, KFI, KIIS-FM, KIQQ, KIMN. See Parallels, will debut on  
CHR chart next week.

Radio & Records AOR National Airplay/40  
SINGLE DEBUTS 38

FROM THE MAGICAL NEW ALBUM BY

**THE STEVE MILLER BAND**

*Circle of Love*



Produced by Steve Miller

Capitol  
RECORDS



# THE PICTURE PAGES

## A&M Assembles In Aspen



A&M Records' national promotion staff was in Aspen, CO recently for annual promotion meetings. The entire assemblage is pictured above.

## Faithfull Following At Island



Island Records held a luncheon to celebrate Marianne Faithfull's second album release for the label, "Dangerous Acquaintances." Pictured (l-r) are manager Alan Seifert, Warner Bros.' Ken Puvogel, Island President Ron Goldstein, Faithfull, Island's Paul Wexler, WB's Bobby Shaw, WEA's Paul DeGennaro and Warren Pujdak, and (seated) WB's Stuart Cohen.

## Santana Winds Up L.A. Gig



Columbia's Santana recently played four shows at Los Angeles's Greek Theatre, and received gold albums after the show for their latest LP "Zebop!" Pictured (l-r) are Columbia VP Michael Dilbeck, manager/producer Bill Graham, Columbia VP Ron Oberman, Keith Olson (producer of the LP's single "Winning"), manager Ray Etzler, Columbia's Ken Sasano, Devadip Carlos Santana, and label's Jim McKeon.

## E/P/A Maintains Balance



Portrait artists Balance visited E/P/A's West Coast offices recently in conjunction with their second single "Falling In Love." Pictured (l-r) are E/P/A's Larry Stessel, group's Peppy Castro, Epic VP Frank Rand, group's Bob Kulick and Doug Katsaros, E/P/A's Polly Anthony, E/P/A VP Larry Douglas, and label's Mike Alhadeff.

## Kinks Into Gere



The Kinks played Madison Square Garden in New York recently, and Arista Records threw a party for the group afterward. Pictured (l-r) are actor Richard Gere, Arista VP Bob Feiden, group's Ray Davies, and Arista President Clive Davis.

## Buckingham Pals At Listening Party



Elektra/Asylum previewed Lindsey Buckingham's first solo album, "Law And Order," in Hollywood recently. Pictured (l-r) are E/A Sr. VP Jerry Sharrell, Buckingham, and E/A Sr. VP Jack Reinstein.

## Chic Power At Studio

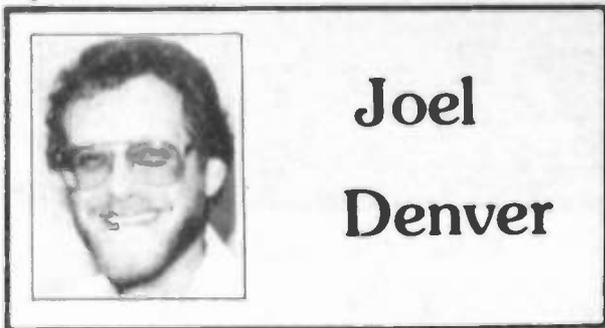


New York recording studio the Power Station hosted a party honoring longtime clients Chic. Pictured during the festivities are (l-r) Cotillion President Henry Allen, Atlantic/Cotillion VP Everett Smith, Chic's Bernard Edwards, Atlantic Exec. VP/GM Dave Glew, and Chic's Nile Rodgers.

## Idol Companions



Chrysalis artist Billy Idol recently appeared on "Solid Gold." After the taping, pictured (l-r) are Chrysalis VP Jeff Aldrich, Idol, label's Roger Watson, and manager Bill Aucolin.



Joel  
Denver

# Contemporary Hit Radio

## A CHR PRIMER

# Understanding The New CHR Look

The familiar format of the one-chart CHR Back Page has now given way to a display of both the CHR and A/C National Airplay/30's. Over the last several weeks it has become more apparent what the similarities and dissimilarities in music between the two formats are.

This two-chart format allows you, the CHR programmer, to see at a glance the records doing well in both formats, and how to shore up any daypart weaknesses your playlist might have if you are battling a strong A/C station for daytime numbers.

Now that you have had a chance to study both charts for several weeks, I felt it would be a good time for a refresher on exactly how all of the features pertaining to the CHR format work.

### Contemporary Hit Radio

## NATIONAL AIRPLAY/30

Rank	Weeks on Chart	Artist/Title/Label
1	1	DARYL HALL & JOHN DATES/Private Eyes (RCA)
2	1	CHRISTOPHER CROSS/Arthur's Theme (Best That You Can Do) (WB)
3	2	DAN FOGLERBERG/Hard To Say (Full Moon/Epic)
4	4	LITTLE RIVER BAND/The Night Owls (Capitol)
5	12	FOREIGNER/Writing For A Girl Like You (Atlantic)
6	7	BOB BEGER/Trying To Live My Life Without You (Capitol)
7	8	AIR SUPPLY/Here I Am (Just When I Thought...) (Arista)
8	11	AL JARREAU/We're In The Love Together (WB)
9	12	RICK SPRUEN/It's Done Everything For You (RCA)
10	12	QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)

The CHR National Airplay/30 is exactly what the name implies: a compilation of *airplay* as reported by our CHR reporting stations. The stations used as CHR stations are the *top-rated* CHR stations in the country, according to Arbitron. While every market cannot be represented due to a one-day turnaround of information, our reporters are balanced according to geographic needs by region.

All reporting stations are divided into three Parallels. The definitions of the Parallels are printed each week at the beginning of the Parallel song listings. They will be explained a bit more later on.

In the computation of the CHR chart, Parallel One stations are weighted more than Parallel Two stations, which are in turn weighted more than Parallel Three stations. The formula used equalizes all regions and Parallels so that the CHR chart cannot be controlled by any one geographic region, or only by airplay within large markets, for example.

The CHR National Airplay/30 shows a four-week trend to help you see at a glance the history of any record on the chart. The records with black circles or "bullets" indicate that at least 60% of our reporters are moving the record up significantly.

A significant upward move on a station's chart would be 30-27 or better, for example; a move of 30-29 would not be significant. A one-point jump within the top 10 of a station's chart would be significant. All chart moves are compiled into an "average chart move," and I look at this figure before giving a song a bullet.

When you study the CHR National Airplay/30, you are basically seeing the *average* position of each song on the charts of all the CHR reporters. There are weeks on this chart, just like your own, where a record takes only a one-point move upward because the chart is jammed. This one-point move doesn't necessarily mean the record is in trouble. Look at all of the moves within the Parallels, and study what records are surrounding the one in question before drawing your final conclusions.

## BREAKERS

Breakers "are those newer records that have the greatest level of station activity in that specific week." What that simply means is this: to become a Breaker, a song must be on approximately 60% of our reporters

with some significant positive movement at a majority of our reporters.

This positive activity can take the form of significant jumps and debuts on stations charts, but more importantly the number of station adds received that week. A record may become a Breaker with fewer than 60% of the reporting stations in cases where it is quite obvious that the activity level of the record is among the highest in the country that week. An example of this would be a record that gathered 55% of our CHR reporters and showed 110 adds in its first week.

In almost all cases, a Breaker usually grows over several weeks of station activity up through Significant Action and New & Active, which I'll get to in a moment. As a general rule, Breakers nearly always debut on the CHR National Airplay/30. However, when the chart is jammed with more records moving up than down, those Breakers with the lowest activity debut the week after they become Breakers.

## NEW & ACTIVE

Following Breakers are those records in New & Active, which you may choose to think of as an extension of the National Airplay/30 if the first five or ten records were to be charted. These records are "in-line" in order of national activity.

Records listed in New & Active are those newer records with airplay reported by at least 50 of our CHR reporters. They are listed in order of airplay activity. The two numbers following the artist/title/label designation (example 100/25) indicate how many of our CHR 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 into "Up," "Debuts," "Same," "Down," and "Adds."

Ups are the number of stations moving it up one or more points on their chart. Debuts are derived from the number of stations that have given it a number on the chart for the first time (last week listed as an "on" or "add," this week debuting at 28). Same is the number of stations that moved it "on to on" or "19-19," for example. Downs indicate the number of stations moving that song down on their chart (25-30). Adds are the number of reporters adding it in that specific week. Complete airplay activity can be found on all songs listed on the CHR National Airplay/30 and New & Active in the Parallels.

## SIGNIFICANT ACTION

Underneath New & Active are those records getting Significant Action. They have less activity overall than those in New & Active, but also tend to be newer records. To get into Significant Action, a record must have at least 10 CHR reporting stations in that specific week.

Like those records in New & Active, a complete breakdown of the record's moves is shown by numbers, along with a good cross-section of call letters that added and/or moved the record. It is your judgment from these stations and moves that allows you to make programming decisions regarding records within Significant Action.

With the new Back Page format, those records that are in Significant Action are now available on the Inside Back Page in total. Under the old format, you would have had to dig back to the last page of Parallels to see the majority of those records in Significant Action. Like New & Active, those records in Significant Action are ranked in order of station activity.

## Most Added

Most Added is a term used to designate those records, generally six of them, that are simply the most

added in the country by the CHR reporters. The number of stations adding these records can now be found in parentheses beside the title. Example: John Doe "Hit Song" (57). You'll find these records just below the CHR National Airplay/30.

You may have noticed those large checkmarks (☑) that show up next to records within New & Active, and sometimes next to records in Significant Action. Generally they are the records that appear in Most Added for that week, with the exception of those records that occasionally are Most Added and become Breakers.

## Hottest

Each week when a CHR report is taken, one of the last things the reporter is asked is, "What are your five hottest records this week?" Generally, one of the hottest is number one, and the rest are usually those records making the strongest chart moves or in power rotation. The Hottest records can be found just below Most Added, and they include in parentheses the total number of stations reporting the record as hot.

## PARALLEL ONE PLAYLISTS

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

On the inside of R&R each week are more pages of music information for CHR stations. The first pages are the Parallel One Playlists. These playlists alone represent music on the CHR stations that reach approximately 33% of the nation's entire population, with a potential reach of over 75% of the entire population between all three Parallels.

The Parallel One Playlists are easy to read and understand because they are simply a complete reflection of every record, add, move, on, and hot as reported by each Parallel One station.

Each Parallel One Playlist is printed under its own logo, with the name of the PD and MD in most cases. These playlists are regionalized for your convenience. Should a Parallel One Playlist be missing in any given week, it means the station did not report.

## ADDS & HOTS

Following the Parallel One Playlists are the Adds & Hots pages. These two pages are packed with regionalized information, giving the Most Added and Hottest by region. This regionalized information is compiled and makes up the Most Added and Hottest on the Back Page.

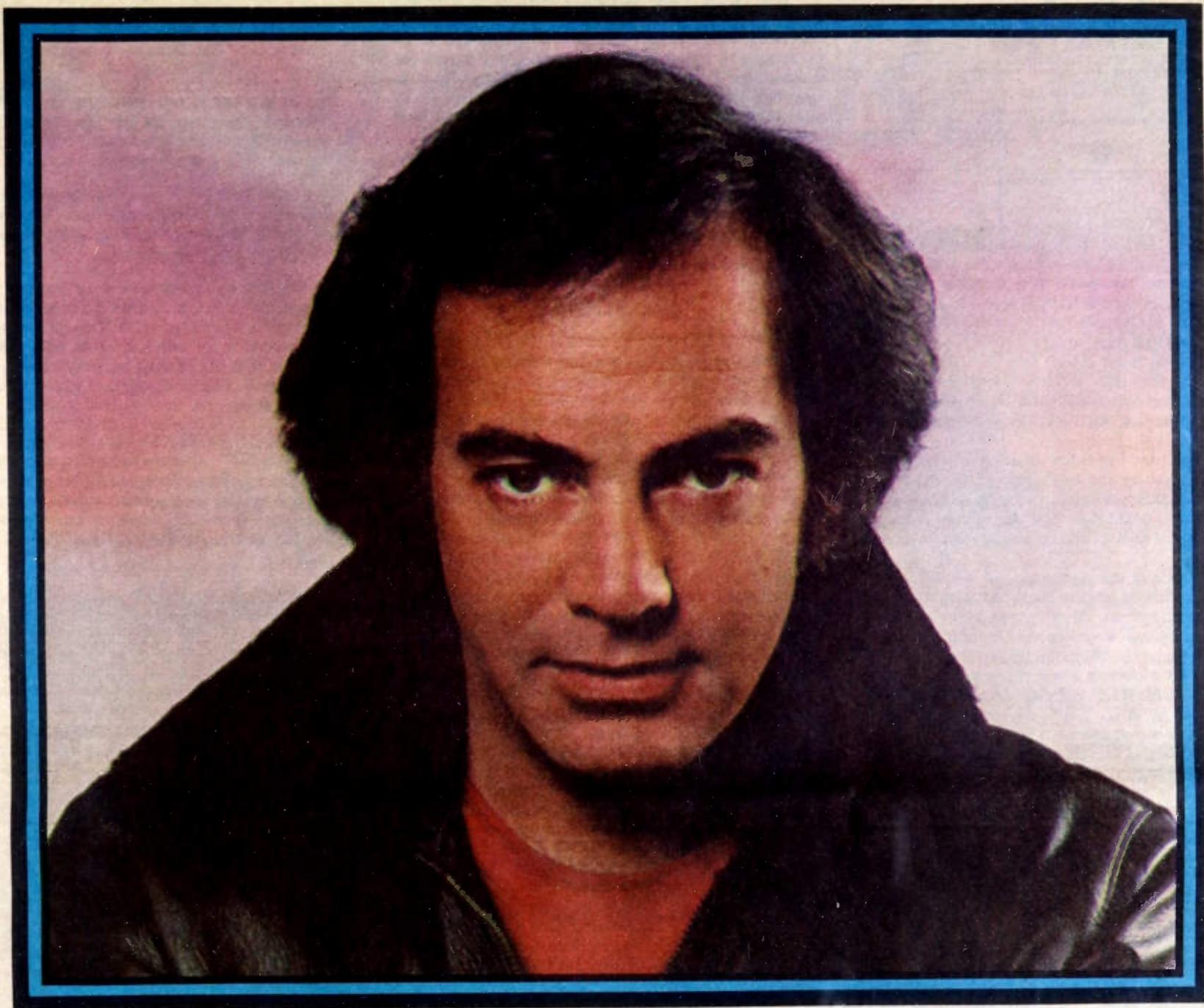
Along with each regionalized section comes those records added by our CHR Parallel Two and Three reporters, along with their five "Hot" records and their chart move.

Another feature of the Adds & Hots pages is two boxed sets of call letters. The first one is titled: "The Following Stations Did Not Report This Week," and the second is titled: "The Following Stations Reported A Frozen Playlist This Week."

Those stations that didn't report for one reason or another are listed so that as you follow the progress of a record on a particular station, you wouldn't erroneously believe that record as being dropped for that specific week.

Stations that call in to report a frozen playlist generally don't make adds, but will show all of their frozen records as moving "sideways," which will score the records a "same" for the week. Example: 19-19 Supersinger/I Can Sing. Using this information it becomes more apparent what has happened to a record you are tracking on a particular station.

# TODAY'S HIT



## "YESTERDAY'S SONGS"

# NEIL DIAMOND

This Weeks Most Added Record In CHR.

### CHR NEW & ACTIVE

NEIL DIAMOND "Yesterday's Songs" (Columbia) 89/87  
Move: Up 0, Debuts 1, Same 1, Down 0, Adds 87 including WABC, WFI B104, PRO-FM, JB106, WPGC, CKLW, KS96, FM, KSLQ, WOKY, KFI, KIQQ, KJR, KYYX, KZZP.

### A/C BREAKERS®

NEIL DIAMOND

Yesterday's Songs (Columbia)

60% of our reporters on it. Rotations: Heavy 5/5, Medium 28/28, Light 31/31, Extra Adds 10, Total Adds 74 including WBEN, WJMD, WASH, 97AIA, WRRM, KMBZ, WHB, KXOK, KOY, KEX, KFMB, KYXY, and 62 more. Debuts at number 24 on A/C chart.

COLUMBIA



RECORDS

# Understanding The New CHR Look

## Bits

Continued from Page 26

## PARALLELS

HALL & OATES Private Eyes (RCA) LP: Private Eyes	
100/25	65%
1	
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The Parallels have all the moves and information found in other parts of the paper, plus some additional information not found elsewhere. The Parallels appear directly following the Adds & Hots pages.

Generally, every record on the CHR National Airplay/30, plus every record in New & Active, will have a Parallel, including those records that are Breakers. The songs in the Parallels are listed in alphabetical order by artist. The artist/title/label designation box contains the information not found elsewhere concerning a record's activity.

The numbers listed below the artist/title/label (example: 100/25) indicate the total number of stations playing the record this week (100) and of those 100, how many added it this week (25). The percentage figure (65%) indicates that 65% of the reporting stations are playing it.

Regional Reach is the percentage of a specific's week's reporting stations playing the record within each of the four tracking regions. These figures are helpful in determining the regional acceptance of specific songs.

National Summary is a fast breakdown of all reporting stations' chart moves on a record; indicating how many reporters moved it Up on their charts, Debuted it, held it the Same (on to on, 19-19), moved it Down, or reported it as an Add in a specific week.

Between the Regional Reach and National Summary figures is a designation indicating that particular song's chart position on the National Airplay/30, or if it's a Breaker or if the record is listed in New & Active.

### Any Questions?

When R&R made the format changes to the Back Page several weeks ago, and adjusted the CHR reporters, the changes were made in response to an everchanging industry. The new CHR reporters are the most influential, and highest rated CHR stations within their respective markets, according to ARB. This offers you the most representative, comprehensive, and statistically accurate overview available anywhere.

With all the new reporters, and our new look, I hope this review has been of service to you. Should you have any questions at any time regarding the CHR National Airplay/30, Adds & Hots, or Parallels, please feel free to contact me for a full explanation.

## Motion

Dave Cole, MD at WJBQ/Portland has resigned his position. He is looking for an off-air programming position. PD Brian Phoenix will be handling MD duties until a replacement is named. . . KCBN/Reno MD Larry Irons is stepping down from that position to devote fulltime PD duties to sister station KRNO. KCBN PD Mike O'Neal will be calling the music shots.

Bob Stevens, formerly MD at KEGE/Dallas, has surfaced in that town again programming the "Z" format for Century 21. . . Marc Mitchell has joined G105 (WDCG)/Durham as the night rocker, coming from across town at WKIX/Raleigh. . . WGRD/Grand Rapids morning man Chuck Bailey is being replaced by Kevin Matthews of WCUZ/Grand Rapids. Also, Mike Keyworth is promoted to News Director at WGRD.

WCKX/Tampa welcomes Mary McIntyre as Music Assistant. Mary has been MD at such notable stations as WNEW-FM and WPIX-FM/New York. . . KQ94 (KLPQ)/Little Rock replaces Coyote Kincaid with Bob Ransom from WJDX/Jackson. . . And some final social notes: WAKX/Duluth MD Jon Armstrong is going to marry Marjorie Sullivan, who is a jock at AOR competitor KQDS/Duluth. . . A belated Happy Birthday (10-21) to Arista Sr. VP Richard Palmese.

WSSX/Charleston, SC is giving 95 hours of rock to one winner. That translates to 140 albums. Listeners registered at record stores and hoped to be the lucky name drawn. The station is also sending 43 winners to the Stones concert in Orlando, FL.

KRLA/Los Angeles is holding an 11.10K run (10-31) to benefit the Campaign For The Orange County Music Center. Registration is \$7 and that reserves you a place in the run, plus a commemorative hat.

Q104/Gadsden in cooperation with Miller Beer is holding a "Tough Guy" competition. Men will compete in wrestling and street-fighting exhibitions to find the "Toughest Guy" in Alabama.

V100/Charleston, WV is having "Morning Muggings" featuring coffee mugs with morning man Rocky Marlow's face on it. Companies are being encouraged to enter with entries on letterhead. Drawings are held, with Rocky showing up with Morning Muggings for everyone which includes the mugs, coffee, and donuts for the office.

WAAY/Huntsville is holding a "Football Sweepstakes." Listeners pick up an entry form, and each week they pick the winners of the pro games and selected college games. Each week a winner is announced who wins \$100. The weekly winner is then eligible for a trip to see the 1982 Sugar Bowl in New Orleans, all expenses paid.

WAEV/Savannah is doing an on-air public service campaign for Vietnam vets. The PSA reads as follows: "This is (announcer's name) on WAEV with a message for Vietnam vets. . . (short pause) . . . Thanks!" PD J.D. North reports incredible response from all segments of the audience.

WDRF-FM/Hardford is running the "Mystery Telephone" contest. Clues are given to the number, and at certain times daily, listeners are invited to call. Whoever gets through and asks, "Is this the WDRF Mystery Telephone?" wins \$1000.



**HALL & OATES SAY HI TO HAMILTON** — On a recent promotional tour through town, RCA recording artists Daryl Hall & John Oates paid a visit to KEARTH/Los Angeles PD Bob Hamilton. Pictured (l-r) are RCA's Kelly Summers, Hamilton, Oates, and Hall.



**GOOD AIR SUPPLY IN TEXARKANA** — KTFS/Texarkana recently promoted the local Air Supply concert. Shown (l-r) talking are PD Dave Hull and group members Graham Russell and Russell Hitchcock.



**WGCL WELCOMES "KING COOL"** — After a recent three-show concert series in support of the "King Cool" LP, MCA recording artist Donnie Iris and his band the Cruisers spent some time backstage with some folks from WGCL/Cleveland. Shown (l-r) are Donnie Iris, PD Bob Travis, station sales rep Karin Travis, band member Marty Lee and MCA regional reps Danise George and Mike Rosa. Shown in the back row, (l-r) are band member Mark Avsec and MCA's Don Wesley.



**CRUISIN' WITH WGUY** — WGUY/Bangor recently handed out some trophies for a three-month promotion called "Y101 Cruisin' '81." It culminated in over 4000 people looking at over 300 special-interest vehicles. Custom cars from all over Maine showed up to take part in the competition. Shown (l-r) are Y101 midday personality Brother John Jackson, the winner's wife, PD J.R. Randall, and the winner in front of the car that won the pictured trophy.



**KRLA REALLY WANTS TO KNOW YA GARY** — During a recent promotional tour, WB recording artist Gary Wright paid a visit to the studios of KRLA/Los Angeles. Shown (l-r) are MD Rick Stancato, Gary Wright, and Operations Manager Penny Blondl.



**WBLI GETS TUBE TIME** — Supporting the efforts of MDA and the Labor Day telethon, WBLI/Long Island was involved in a fund raising effort on a local cable TV channel. The event, which was held in the ballroom of a local hotel, helped to raise better than \$5000 for the Long Island Chapter of MDA.

# The J. Geils Band



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THE J. GEILS BAND



*Freeze Frame*

*On EMI America Records  
Produced & Arranged by Seth Justman  
Management: [unreadable]*

# "Centerfold"

*From the J. Geils Band album - Freeze-Frame.*

## FIRST WEEK ADDS!

WIFI  
96KX

WPHD  
3WT  
WDRG-FM  
WPST  
WLAN-FM  
WKRZ-FM  
K104  
WKEE  
KROK

B104  
WXKS-FM

WZYP  
WDOQ  
WBBQ  
KX104  
WOKI  
WRVQ  
KJ100  
WGRD  
WJXQ

JB105  
Z93

KZ93  
WNAM  
WKDQ  
KKXX  
KSFY  
KNBQ  
KCPX  
KSKD  
KIDD

CKLW  
KBEQ

WGUY  
WACZ  
WIGY  
13FEA  
WFBG  
WOMP-FM  
WCIR  
WZYQ  
Q104

WGCL  
WKTI

WISE  
WXLK  
WGLF  
KSEL-FM  
KVOL  
KFYR  
KELO  
KKRC  
WRKR

KIQQ  
KEZR

KYYX  
WSPT  
WCIL-FM  
KWLO  
KRNA  
KCBN  
KATI  
KOZE  
KENI



# TWO-WAY COMMUNICATION

## LUTHER VANDROSS



### “NEVER TOO MUCH”

KSLQ ADD 26  
13K ADD  
KX104 ADD  
WLAM ADD  
WGIR ADD  
KDZA ADD  
WABC 5-4  
WIFI 27-24  
B104 DEB 27  
WXKS-FM 6-5  
WPGC 24-21  
293 27-21  
195 DEB 24  
Q105 28-24  
WCKX 25-23  
WDRQ 21-10  
WGCL 27-24  
KEARTH 22-20

KRLA 20-18  
KFI ON  
KHS-FM 10-8  
KFRC 31-25  
KYYX ON  
WCAO 21-17  
WKEE DEB 35  
KFMK 30-22  
KSET-FM 4-3  
KINT 20-14  
WTIX ON  
B97 29-25  
KROK ON  
KLAZ 24-18

WJDX 15-10  
BJ105 34-30  
WDOO DEB 24  
WBBO ON  
FM100 13-11  
WHBO 10-7  
WCSC 28-23  
WANS-FM DEB 30  
WVIC ON  
KGGI 9-5  
KHYT DEB 32  
WGUY 22-18  
2102 30-28  
95SGF 25-24  
WGLF 29-27  
KILE DEB 37  
WRKR 22-20  
KSLY DEB 21

*Epic*

## BALANCE



### “FALLING IN LOVE”

92FLY ADD  
WKRZ-FM ADD  
K104 ADD  
WOMP-FM ADD  
WGLF ADD 40  
KQDI ADD

*Portrait*



# UNDENIABLY HITS



## BEE GEES "Living Eyes"



WIFI add	WKRZ-FM add	KQ94 add	WGH add	KYNO-FM add 38
B104 add	KSET-FM add	WJDX add 33	KJ100 add	WTSN add
WXKS-FM add	KINT add	BJ105 add	WVIC add	WGLF add
KFI add	KBFM add	WOKI add	KOFM add	
Q106 add	WTIX add	WCSC add	WIKS add	



## KOOL & THE GANG "Take My Heart"

WXKS-FM 11-7	KYYX on	WBBQ on
JB105 add 35	WTIC-FM 19	FM100 add
WPGC add	WDRG-FM on	WHBQ 13
Y100 14-13	WKEE add	KX104 add
Q105 30-27	KSET-FM deb 23	WMAK-FM deb 27
WCKX add	KINT on	WSEZ deb 33
CKLW 21-20	KHFI add	WCSC 29-26
WGCL add	KBFM add	WVIC on
WKTl add	WTIX deb 39	KYNO-FM 10-9
KEARTH deb 25	B97 add	KNBQ 27-25
KRLA 30-26	KROK deb 30	KBBK on
KFI on	WJDX deb 28	KHYT 3-2
KIIS-FM deb 26	G100 add 31	WXLK 19-16
KIQQ 26-22	Y103 add 32	KILE add
KFRC 17-14	BJ105 add	KVOL add
KJR 20-15	WDOQ deb 29	

*De-Lite*  
RECORDS



**EAST**  
**Most Added Hottest**  
 Neil Diamond Foreigner  
 J. Geils Band Hall & Oates  
 Steve Miller Band Olivia  
 Newton-John

# ADS & 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**  
 Neil Diamond Foreigner  
 Steve Miller Band Olivia  
 Paul Davis Newton-John  
 Hall & Oates

**EAST**

**PARALLEL TWO**

**WBAP/Rochester, NY**  
 Jay Stevens

NICKS & HENLEY  
 LINDSEY BUCKINGHA  
 Hottest:  
 CHRIS CROSS 1-1  
 HALL & OATES 3-2  
 QUINCY JONES 4-3  
 COMMODORES 7-4  
 RABBIT HAMILTON 19-11

**WCCO/Charlotte, CT**  
 Bob Mitchell

RINGO STARR  
 NEIL DIAMOND  
 QUEEN  
 Hottest:  
 HALL & OATES 2-1  
 RICK SPRINGFIELD 5-3  
 FOREIGNER 9-6  
 ONJ 16-14  
 FOUR TOPS D-15

**WKEE/Huntington, WV**  
 Gary Miller

STEVE MILLER BAND  
 NEIL DIAMOND  
 QUEEN  
 ROOL & THE GANG  
 Hottest:  
 AIR SUPPLY 1-1  
 DIESEL 3-2  
 FOREIGNER 9-3  
 RUBY ON THE STARS 11-6  
 MARTY BALIN 13-9

**WPST/Trenton, NJ**  
 Tom Taylor

DEVO  
 J. GEILS BAND  
 MOODY BLUES  
 QUEEN  
 KINGDOM STARR  
 SURVIVOR  
 Hottest:  
 HALL & OATES 1-1  
 DAN FOGELBERG 5-2  
 LRB 4-3  
 BOB SEGER 9-6  
 FOREIGNER 21-12

**WTRY/Albany, NY**  
 Bill Cahill

NEIL DIAMOND  
 ELO  
 Hottest:  
 CHRIS CROSS 2-1  
 FOREIGNER 12-5  
 AL JARREAU 18-13  
 FOUR TOPS 23-18  
 CHILLIWACK D-22

**WAEB/Allentown, PA**  
 Jefferson Ward

NEIL DIAMOND  
 QUEEN  
 STEVE MILLER BAND  
 DEVO  
 Hottest:  
 HALL & OATES 1-1  
 FOREIGNER 8-5  
 DIANA ROSS 16-10  
 JOURNEY 24-20  
 QUARTERFLASH 29-22

**WFBZ/Baltimore, MD**  
 Andy Szaulnicki

ROYAL PHILHARMONI  
 LINDSEY BUCKINGHA  
 GEORGE BENSON  
 RINGO STARR  
 NEIL DIAMOND  
 Hottest:  
 FOREIGNER 1-1  
 ONJ 12-6  
 POLICE 13-9  
 ROD STEWART 20-15  
 DIANA ROSS 22-16

**WBLI/Long Island, NY**  
 Bill Terry

NICKS & HENLEY  
 NEIL DIAMOND  
 GEORGE BENSON  
 Hottest:  
 HALL & OATES 8-2  
 DAN FOGELBERG 7-4  
 AIR SUPPLY 12-7  
 FOUR TOPS 13-0  
 MIKE POST 17-11

**WTIC-FM/Hartford, CT**  
 Rick Donahue

MIKE POST  
 JOURNEY  
 NEIL DIAMOND  
 Hottest:  
 RICK JAMES 3-1  
 COMMODORES 19-15  
 POLICE 26-14  
 FOREIGNER 24-14  
 BARRY MANLOW 29-25

**Q108/York, PA**  
 Dan Steele

NEIL DIAMOND  
 QUEEN  
 BEZ OZES  
 Hottest:  
 TIERRA  
 LRB 1-1  
 FOREIGNER 11-4  
 AIR SUPPLY 9-5  
 QUINCY JONES 13-10  
 CHILLIWACK 26-22

**WHFM/Rochester, NY**  
 Almes Peck

JOURNEY  
 NEIL DIAMOND  
 PABLO CRUISE  
 Hottest:  
 HALL & OATES 3-1  
 AL JARREAU 11-7  
 FOREIGNER 22-14  
 QUINCY JONES 23-18  
 COMMODORES 25-20

**K104.1/PA**

**BB Shannon**

DIESEL (RA)  
 MOODY BLUES  
 NEIL DIAMOND  
 BALANCE  
 SURVIVOR  
 DONNIE IRIS  
 HBI DFE  
 J. GEILS BAND  
 Hottest:  
 LRB 1-1  
 GENESIS 3-2  
 HALL & OATES 3-3  
 CLIFF RICHARD 11-6  
 STEVE NICKS 14-10

**V100/Charleston, WV**  
 Jay Jarvis

NICKS & HENLEY  
 Hottest:  
 HALL & OATES 2-1  
 QUINCY JONES 4-3  
 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**WKRR-FM/White-Barrs, PA**  
 Jim Hising

BALANCE  
 QUEEN  
 DEVO  
 STEVE MILLER BAND  
 NEIL DIAMOND  
 QUEEN  
 Hottest:  
 HALL & OATES 1-1  
 FOREIGNER 18-9  
 COMMODORES 14-11  
 QUARTERFLASH 16-13

**WZLX/Albany, NY**  
 Jack Lawrence

LINDSEY BUCKINGHA  
 NICKS & HENLEY  
 STEVE MILLER BAND  
 BALANCE  
 Hottest:  
 HALL & OATES 1-1  
 AIR SUPPLY 9-6  
 FOUR TOPS 12-7  
 FOREIGNER 19-10  
 JOURNEY 29-23  
 LRB 4-3

**WCAO/Baltimore, MD**  
 Scott Richards

RUPERT HOLMES  
 NEIL DIAMOND  
 MOODY BLUES  
 STEVE WOODS  
 RINGO STARR  
 KIM CARNES  
 Hottest:  
 FOREIGNER 1-1  
 ONJ 13-7  
 AIR SUPPLY 15-9  
 COMMODORES 16-10  
 BARRY MANLOW 20-15

**WDRF-FM/Hartford, CT**  
 Paul Roberts

J. GEILS BAND  
 NEIL DIAMOND  
 Hottest:  
 ROLLING STONES 1-1  
 HALL & OATES 2-2  
 BOB SEGER 4-3  
 DIESEL 5-4  
 POLICE 12-6

**WRCK/Utica, NY**  
 Jim Rutz

QUEEN  
 STEVE MILLER BAND  
 TRIUMPH  
 SURVIVOR  
 Hottest:  
 HALL & OATES 1-1  
 LRB 3-2  
 FOREIGNER 13-7  
 PAT BENATAR 20-15  
 ONJ 27-19

**JWT/Binghamton, NY**  
 Scott Michaels

QUEEN  
 J. GEILS BAND  
 QUARTERFLASH  
 Hottest:  
 HALL & OATES 1-1  
 RICK SPRINGFIELD 2-2  
 FOREIGNER 9-7  
 PAT BENATAR 23-17  
 CHILLIWACK 29-20

**WPHD/Buffalo, NY**  
 John Piccillo

STEVE MILLER BAND  
 GO GO'S  
 RINGO STARR  
 J. GEILS BAND  
 SURVIVOR  
 LOVERBOY  
 PETER CETERA  
 Hottest:  
 HALL & OATES 1-1  
 POLICE 5-2  
 FOREIGNER 10-5  
 NICKS & HENLEY 19-9  
 ROD STEWART 13-12

**WLAN-FM/Lancaster, PA**  
 Dave Russell

GEORGE BENSON  
 J. GEILS BAND  
 STEVE MILLER BAND  
 RONNIE MILSAP  
 MOODY BLUES  
 Hottest:  
 HALL & OATES 1-1  
 AIR SUPPLY 10-6  
 FOREIGNER 11-7  
 ONJ 18-10  
 DIANA ROSS 26-17

**W100/Beckley, WV**

**Jim Martin**

STEVE MILLER BAND  
 J. GEILS BAND  
 DONNIE IRIS  
 QUEEN  
 LUTHER VANDROSS  
 Hottest:  
 BOB SEGER 2-1  
 COMMODORES 9-2  
 FOREIGNER 9-3  
 ONJ 13-5  
 AIR SUPPLY 10-6

**W100/Altoona, PA**  
 Tony Booth

NEIL DIAMOND  
 QUARTERFLASH  
 STEVE MILLER BAND  
 C. CHRISTIAN  
 J. GEILS BAND  
 DONNIE IRIS  
 Hottest:  
 ONJ 4-1  
 AIR SUPPLY 3-2  
 COMMODORES 6-5  
 FOREIGNER 16-8  
 NICKS & HENLEY 30-24

**W100/Beckley, WV**  
 Jay Jarvis

NICKS & HENLEY  
 Hottest:  
 HALL & OATES 2-1  
 QUINCY JONES 4-3  
 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**W100/Beckley, WV**  
 Jay Jarvis

NICKS & HENLEY  
 Hottest:  
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 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**W100/Beckley, WV**

**Jim Hising**

BALANCE  
 QUEEN  
 DEVO  
 STEVE MILLER BAND  
 NEIL DIAMOND  
 QUEEN  
 Hottest:  
 HALL & OATES 1-1  
 FOREIGNER 18-9  
 COMMODORES 14-11  
 QUARTERFLASH 16-13

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 NABBY MANLOW 14-10

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 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

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 QUINCY JONES 4-3  
 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**PARALLEL THREE**

**13FEA/Manchester, NH**  
 Keith Lemke

POLICE  
 ROD STEWART  
 STEVE MILLER BAND  
 NEIL DIAMOND  
 RONNIE MILSAP  
 J. GEILS BAND  
 Hottest:  
 HALL & OATES 3-1  
 MIKE POST 15-7  
 BARRY MANLOW 20-13  
 ONJ 24-16  
 FOREIGNER D-20

**W100/Beckley, WV**

**Jim Martin**

STEVE MILLER BAND  
 J. GEILS BAND  
 DONNIE IRIS  
 QUEEN  
 LUTHER VANDROSS  
 Hottest:  
 BOB SEGER 2-1  
 COMMODORES 9-2  
 FOREIGNER 9-3  
 ONJ 13-5  
 AIR SUPPLY 10-6

**W100/Altoona, PA**  
 Tony Booth

NEIL DIAMOND  
 QUARTERFLASH  
 STEVE MILLER BAND  
 C. CHRISTIAN  
 J. GEILS BAND  
 DONNIE IRIS  
 Hottest:  
 ONJ 4-1  
 AIR SUPPLY 3-2  
 COMMODORES 6-5  
 FOREIGNER 16-8  
 NICKS & HENLEY 30-24

**W100/Beckley, WV**  
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**W100/Beckley, WV**

**Jim Hising**

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 DEVO  
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 NEIL DIAMOND  
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 COMMODORES 14-11  
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 HALL & OATES 2-1  
 QUINCY JONES 4-3  
 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**W100/Beckley, WV**  
 Jay Jarvis

NICKS & HENLEY  
 Hottest:  
 HALL & OATES 2-1  
 QUINCY JONES 4-3  
 COMMODORES 7-4  
 AIR SUPPLY 9-5  
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 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**W100/Beckley, WV**

**Jim Hising**

BALANCE  
 QUEEN  
 DEVO  
 STEVE MILLER BAND  
 NEIL DIAMOND  
 QUEEN  
 Hottest:  
 HALL & OATES 1-1  
 FOREIGNER 18-9  
 COMMODORES 14-11  
 QUARTERFLASH 16-13

**W100/Beckley, WV**  
 Jay Jarvis

NICKS & HENLEY  
 Hottest:  
 HALL & OATES 2-1  
 QUINCY JONES 4-3  
 COMMODORES 7-4  
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 QUINCY JONES 4-3  
 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**PARALLEL THREE**

**13FEA/Manchester, NH**  
 Keith Lemke

POLICE  
 ROD STEWART  
 STEVE MILLER BAND  
 NEIL DIAMOND  
 RONNIE MILSAP  
 J. GEILS BAND  
 Hottest:  
 HALL & OATES 3-1  
 MIKE POST 15-7  
 BARRY MANLOW 20-13  
 ONJ 24-16  
 FOREIGNER D-20

**SOUTH**

**PARALLEL TWO**

**KJ108/Olando, FL**  
 Tom West

QUARTERFLASH  
 STEVE MILLER BAND  
 NEIL DIAMOND  
 ROOL & THE GANG  
 ALAN PARSONS  
 BEZ OZES  
 TRIUMPH  
 Hottest:  
 CHRIS CROSS 1-1  
 COMMODORES 10-7  
 ONJ 16-10  
 FOREIGNER 19-14  
 JOURNEY 37-26

**K100/Altoona, PA**  
 Tony Booth

NEIL DIAMOND  
 QUARTERFLASH  
 STEVE MILLER BAND  
 C. CHRISTIAN  
 J. GEILS BAND  
 DONNIE IRIS  
 Hottest:  
 ONJ 4-1  
 AIR SUPPLY 3-2  
 COMMODORES 6-5  
 FOREIGNER 16-8  
 NICKS & HENLEY 30-24

**K100/Beckley, WV**  
 Jay Jarvis

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 Hottest:  
 HALL & OATES 2-1  
 QUINCY JONES 4-3  
 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

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**K100/Beckley, WV**

**Kevin Davis**

QUARTERFLASH  
 LINDSEY BUCKINGHA  
 NICKS & HENLEY  
 J. GEILS BAND  
 DONNIE IRIS  
 Hottest:  
 ONJ 4-1  
 AIR SUPPLY 3-2  
 COMMODORES 6-5  
 FOREIGNER 16-8  
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 COMMODORES 7-4  
 AIR SUPPLY 9-5  
 NABBY MANLOW 14-10

**K100/Beckley, WV</**

MIDWEST Most Added Hottest

Neil Diamond Foreigner Steve Miller Band Hall & Oates J. Geils Band Air Supply

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

Steve Miller Band Foreigner Neil Diamond Police Queen & David Bowie Olivia Newton-John

MIDWEST

PARALLEL TWO

92X/Columbus, OH Teri Nutter QUINCY JONES ELO QUEEN Hottest: FOREIGNER 10-1 DEVO 5-5 RICK SPRINGFIELD 6-6 AIR SUPPLY 8-8 POLICE 15-10 KIOA/Des Moines, IA A.W. Pantoja POLICE JUICE NEWTON NEIL DIAMOND Hottest: HALL & OATES 2-1 LRB 5-2 AIR SUPPLY 9-5 FOREIGNER 16-11 ONJ 18-12 KOFM/Oklahoma City, OK Chuck Morgan STEVE MILLER BAND PAT BENATAR BEE GEES JOHN DENVER ROYAL PHILHARMONI Hottest: CHRIS CROSS 1-1 COMMODORES 7-3 AL JARREAU 6-5 ONJ 9-6 HALL & OATES 11-9 KRAV/Tulsa, OK Gary Reynolds PAUL DAVIS NEIL DIAMOND Hottest: ONJ 3-1 AIR SUPPLY 4-3 MIKE POST 7-5 FOREIGNER 11-8 COMMODORES 13-10 KZ93/Peoria, IL Keith Edwards QUEEN STEVE MILLER BAND J. GEILS BAND Hottest: HALL & OATES 1-1 BOB SEGER 2-2 FOREIGNER 7-3 BILLY JOEL 11-6 CHILLIWACK 18-12 WGRD/Grand Rapids, MI Sean Stevens COMMODORES LINDSEY BUCKINGHA J. GEILS BAND Hottest: AIR SUPPLY 2-1 HALL & OATES 4-2 DIESEL 10-7 ONJ 16-8 FOREIGNER 6-11 WHOT/Youngstown, OH Dick Thompson STEVE MILLER BAND RONNIE MILSAP C. CHRISTIAN Hottest: DAN FOGELBERG 1-1 FOREIGNER 12-5 QUINCY JONES 17-9 FOUR TOPS 20-11 JOURNEY 30-25 WMEE/Fort Wayne, IN John Curry STEVE MILLER BAND Hottest: HALL & OATES 2-1 FOREIGNER 5-2 AIR SUPPLY 9-5 ONJ 21-13 BARRY MANILOW 28-14 WNAI/Indianapolis, IN Paul Mendenhall ANNE MURRAY Hottest: CHRIS CROSS 2-1 DAN FOGELBERG 6-3 AIR SUPPLY 14-9 COMMODORES 22-13 FOREIGNER 9-16 WNCU/Columbus, OH Steve Edwards JUICE NEWTON NEIL DIAMOND STEVE MILLER BAND EW&P SURVIVOR GO GO'S Hottest: HALL & OATES 2-1 FOREIGNER 7-3 COMMODORES 10-6 BILLY JOEL 13-10 POLICE 16-11

WOW/Omaha, NB J.C. Corcoran DIANA ROSS QUARTERFLASH GENESIS (dp) GO GO'S (dp) ELO (dp) Hottest: HALL & OATES 4-2 LRB 7-5 FOUR TOPS 12-6 FOREIGNER 16-7 ONJ 14-11 WVIC/East Lansing, MI Jim St. John COMMODORES NEIL DIAMOND BEE GEES ROYAL PHILHARMONI STEVE MILLER BAND PAUL DAVIS JOHN HALL BAND JOEY SCARBURY Hottest: CHRIS CROSS 1-1 DAN FOGELBERG 2-2 BOB SEGER 6-3 MARTY BALIN 9-4 QUINCY JONES 14-6 KSTT/Davenport, IA Bill Young ONJ (RA) NICKS & HENLEY QUARTERFLASH JOHNNY LEE ELO DON MCLEAN Hottest: HALL & OATES 2-1 FOUR TOPS 5-3 AIR SUPPLY 7-4 FOREIGNER 12-7 QUINCY JONES 9-8 KEYN-FM/Wichita, KS Terrie Springs GENESIS MIKE POST NICKS & HENLEY GEORGE BENSON Hottest: DAN FOGELBERG 3-1 HALL & OATES 5-3 BOB SEGER 15-12 POLICE 19-15 ONJ 23-16 WYFM/Youngstown, OH Jeff Tobin FOREIGNER AIR SUPPLY ONJ Hottest: ROLLING STONES 3-1 LRB 12-5 BOB SEGER 8-6 RICK SPRINGFIELD 17-11 FOUR TOPS 18-16 WAKX/Duluth, MN John Armstrong NEIL DIAMOND POLICE Hottest: CHRIS CROSS 1-1 HALL & OATES 2-2 AIR SUPPLY 6-3 FOREIGNER 16-12 ONJ D-19 WNAM/Appleton-Oshkosh Chris Cane STEVE MILLER BAND NEIL DIAMOND J. GEILS BAND KIM CARNES Hottest: HALL & OATES 1-1 AIR SUPPLY 7-3 FOREIGNER 10-7 MARTY BALIN 16-9 POLICE 17-10 WGBF/Evanville, IN Kevin Carpenter NICKS & HENLEY LINDSEY BUCKINGHA Hottest: HALL & OATES 1-1 DAN FOGELBERG 2-2 AIR SUPPLY 7-3 FOREIGNER 13-7 QUINCY JONES 12-10 WZOK/Rockford, IL Mr. Ed TRIUMPH QUARTERFLASH Hottest: DAN FOGELBERG 1-1 HALL & OATES 3-2 BOB SEGER 5-3 FOREIGNER 8-4 POLICE 14-11 Z104/Madison, WI Matt Hudson NEIL DIAMOND MOODY BLUES TRIUMPH QUEEN RINGO STARR Hottest: HALL & OATES 1-1 ONJ 11-2 POLICE 10-7 AIR SUPPLY 13-8 JOURNEY 19-16

WKRC/Indianapolis, IN C.C. Matthews STEVE MILLER BAND ROD STEWART BEE GEES CHILLIWACK NEIL DIAMOND Hottest: RICK SPRINGFIELD 2-1 FOREIGNER 5-4 LRB 8-6 JOURNEY 13-9 BOB SEGER 12-11 U93/South Bend, IN J.K. Dearing AIR SUPPLY ONJ BARRY MANILOW Hottest: ROSS/RICHIE 1-1 HALL & OATES 5-2 DAN FOGELBERG 12-7 BOB SEGER 18-10 FOUR TOPS 24-12 WDJX/Dayton, OH Joe Dawson QUARTERFLASH LINDSEY BUCKINGHA GENESIS Hottest: HALL & OATES 1-1 DAN FOGELBERG 3-2 ONJ 9-8 AL JARREAU 10-9 QUINCY JONES 12-12 WLWL-FM/St. Paul, MN Phil Houston DIANA ROSS POLICE Hottest: LRB 5-1 AIR SUPPLY 6-3 QUINCY JONES 11-6 COMMODORES 32-18 ROD STEWART 31-21 WJXQ/Jackson, MI Ryan/Cheeks J. GEILS BAND LINDSEY BUCKINGHA SURVIVOR KARLA DEVITO RINGO STARR (dp) KNACK (dp) SAVOY BROWN Hottest: BOB SEGER 1-1 POLICE 7-2 ROLLING STONES 3-3 FOREIGNER 5-4 GENESIS 6-5 KQKQ/Omaha, NB Mark Evans LINDSEY BUCKINGHA QUARTERFLASH NICKS & HENLEY ELO Hottest: HALL & OATES 1-1 ONJ 6-2 AIR SUPPLY 10-3 COMMODORES 9-4 FOREIGNER 14-8 KIHK/Davenport, IA Chuck King KIM CARNES ELO STREEK Hottest: HALL & OATES 3-3 RICK SPRINGFIELD 10-5 AIR SUPPLY 18-12 ONJ 28-19 FOREIGNER 32-22 WZZR/Grand Rapids, MI Lucien Jay DIANA ROSS RONNIE MILSAP Hottest: HALL & OATES 2-1 DAN FOGELBERG 1-2 AIR SUPPLY 7-3 FOREIGNER 13-6 POLICE 15-12 PARALLEL THREE KFYR/Bismarck, ND Dan Brannen NEIL DIAMOND RINGO STARR QUEEN J. GEILS BAND Hottest: BILLY JOEL 3-1 MIKE POST 4-3 AIR SUPPLY 10-8 BURTON CUMMINGB 13-10 DIESEL 14-12 KKLB/Rapid City, SD Sharon/Piper NICKS & HENLEY STEVE MILLER BAND PAUL DAVIS Hottest: DIESEL 3-1 MARTY BALIN 5-3 FOREIGNER 6-4 BURTON CUMMINGB 9-7 ROD STEWART 25-16

KKRC/Sioux Falls, SD Dan Kleley ELO PABLO CRUISE J. GEILS BAND NICKS & HENLEY Hottest: DAN FOGELBERG 2-1 LRB 4-2 HALL & OATES 7-3 MIKE POST 8-4 FOREIGNER 15-9 KXXU/Grand Forks, ND Jeff Parker GENESIS ONJ Hottest: HALL & OATES 3-1 FOREIGNER 4-2 DIESEL 11-7 POLICE 13-10 AIR SUPPLY 17-13 WRKR/Racine, WI Steve Warren J. GEILS BAND DIANA ROSS JOHNNY LEE LINDSEY BUCKINGHA Hottest: CHRIS CROSS 1-1 BOB SEGER 10-5 ROD STEWART 13-10 FOREIGNER 18-13 ONJ 33-30 WSPT/Stevens Point, WI Brad Fuhr STEVE MILLER BAND NEIL DIAMOND RINGO STARR J. GEILS BAND Hottest: RICK SPRINGFIELD 2-1 DIESEL 4-2 GO GO'S 14-8 FOREIGNER 26-18 COMMODORES 27-20 WTRU/Muskegon, MI Mike Stevens ELO MOODY BLUES KIM CARNES Hottest: DAN FOGELBERG 1-1 HALL & OATES 2-2 BOB SEGER 4-4 FOUR TOPS 6-6 RICK SPRINGFIELD 7-7 KDVV/Topeka, KN Tony Stewart GENESIS DIANA ROSS ELO NICKS & HENLEY Hottest: HALL & OATES 2-1 ONJ 8-3 AIR SUPPLY 10-5 FOREIGNER 14-7 MIKE POST 15-11 KELO/Sioux Falls, SD Harley Worthit GENESIS PABLO CRUISE NEIL DIAMOND J. GEILS BAND Hottest: DAN FOGELBERG 2-1 HALL & OATES 3-2 AIR SUPPLY 5-3 FOREIGNER 10-7 MIKE POST 17-15 KWLO/Waterloo, IA Draw Bentley GENESIS J. GEILS BAND NEIL DIAMOND COMMODORES Hottest: BILLY JOEL 3-1 ONJ 6-2 BARRY MANILOW 11-3 FOREIGNER 9-6 BOB SEGER 17-7 WAZY-FM/Lafayette, IN Harris/Dugan STEVE MILLER BAND Hottest: HALL & OATES 1-1 AIR SUPPLY 4-2 COMMODORES 10-5 ONJ 13-7 QUINCY JONES 25-20 KRNA/Iowa City, IA Bart Goyshor J. GEILS BAND STEVE MILLER BAND QUEEN Hottest: FOREIGNER 2-1 POLICE 8-4 RICK SPRINGFIELD 9-7 GO GO'S 16-10 CHILLIWACK 21-13

KQWB/Fargo, ND Wayne Miller BARRY MANILOW NICKS & HENLEY STEVE MILLER BAND (dp) Hottest: CHRIS CROSS 1-1 DAN FOGELBERG 2-2 HALL & OATES 3-3 AIR SUPPLY 5-4 FOREIGNER 13-6 WCIL-FM/Carbondale, IL Tony Waitkus QUEEN J. GEILS BAND C. CHRISTIAN JOYCE COBB DONNIE IRIS Hottest: GO GO'S 4-3 BARRY MANILOW 17-6 DON FELDER 34-18 POLICE 29-19 ONJ D-25 KFMZ/Columbia, MO Steve Czaplano ELO GO GO'S JOURNEY Hottest: HALL & OATES 4-2 BOB SEGER 7-5 FOREIGNER 15-9 GENESIS 16-11 LINDSEY BUCKINGHA 21-16 99KG/Salina, KS (formerly known as KSKG) Danny Collier STEVE MILLER BAND GEORGE BENSON KIM CARNES TRIUMPH MOODY BLUES PABLO CRUISE NEIL DIAMOND Hottest: HALL & OATES 2-1 AIR SUPPLY 10-4 FOREIGNER 13-6 ONJ 16-14 NICKS & HENLEY 40-31 KCPX/Salt Lake City, UT Gary Waldron QUARTERFLASH SURVIVOR J. GEILS BAND NEIL DIAMOND RINGO STARR LOVERBOY LINDSEY BUCKINGHA LULU NICKS & HENLEY Hottest: DAN FOGELBERG 2-1 ARS 34-24 STEVE MILLER BAND D-27 FOREIGNER D-29 ROD STEWART D-30 KGW/Portland, OR Janis Wojniak Hottest: DAN FOGELBERG 2-1 AL JARREAU 6-4 ARS 14-11 MIKE POST 18-13 FOREIGNER 20-16 KJRB/Spokane, WA Brian Gregory NEIL DIAMOND RINGO STARR C. CHRISTIAN QUEEN LOVERBOY Hottest: FOREIGNER 1-1 ONJ 6-2 POLICE 16-9 QUARTERFLASH 23-16 STEVE MILLER BAND D-30 KRO/Tucson, AZ Dan McCoy LINDSEY BUCKINGHA TIERRA MOODY BLUES Hottest: DIESEL 1-1 POLICE 6-2 ONJ 15-5 ARS 21-16 COMMODORES 27-21 KLUC/Las Vegas, NV Dave Van Stone KIM CARNES QUEEN Hottest: FOREIGNER 1-1 DAN FOGELBERG 3-2 RICK SPRINGFIELD 10-0 ROD STEWART 21-14 JOURNEY 25-16

KYNO-FM/Fresno, CA Walker/Davis STEVE MILLER BAND BEE GEES KIM CARNES KARLA DEVITO Hottest: ROGER D-1 ROLLING STONES 3-2 POLICE 19-11 GEORGE BENSON 25-12 BRICK 23-19 KZZX/Albuquerque, NM Bruce Daniels NICKS & HENLEY Hottest: CHRIS CROSS 1-1 AIR SUPPLY 11-6 QUINCY JONES 10-8 FOUR TOPS 13-10 FOREIGNER 22-12 FM102/Sacramento, CA Manders/Preston NICKS & HENLEY C. CHRISTIAN Hottest: CHRIS CROSS 1-1 FOREIGNER 6-3 EW&P 13-4 COMMODORES 17-11 QUINCY JONES 21-16 KSPZ/Colorado Springs, CO Mike Daniels DIANA ROSS JOURNEY Hottest: DAN FOGELBERG 1-1 AIR SUPPLY 2-2 FOREIGNER 7-3 ONJ 18-10 COMMODORES 16-13 KHYY/Tucson, AZ Rich Brother Robbin JOURNEY NEIL DIAMOND RODNEY FRANKLIN GO LTD POINTER SISTERS (RA) FRANKLIN & BENSON (RA) Hottest: RICK JAMES "Fire..." 1-1 TIERRA 10-4 COMMODORES 19-6 EW&P 18-14 PRINCE 33-21 KGGI/Riverside-San Bernardino, CA Steve O'Neil FOREIGNER JOURNEY JUICE NEWTON LINDSEY BUCKINGHA TIERRA GEORGE BENSON NICKS & HENLEY Hottest: ROLLING STONES 3-1 CARL CARLTON 7-2 AL JARREAU 4-3 LUTHER VANDROSS 9-5 HALL & OATES 12-9 KKXX/Bakersfield, CA Squires/DeRoo STEVE MILLER BAND J. GEILS BAND QUEEN NEIL DIAMOND ROLLING STONES Hottest: FOREIGNER 1-1 AL JARREAU 12-5 POLICE 16-11 ROD STEWART 21-14 QUARTERFLASH 29-20 KNBQ/Tacoma, WA Gary Bryan LOVERBOY QUEEN NEIL DIAMOND RINGO STARR J. GEILS BAND LULU DONNIE IRIS Hottest: HALL & OATES 3-1 BOB SEGER 9-4 POLICE 10-5 FOREIGNER 11-7 DIESEL 16-9 K98/Provo, UT Jim Sumpter COMMODORES QUARTERFLASH QUEEN Hottest: FOREIGNER 2-1 ROLLING STONES 3-2 RICK SPRINGFIELD 8-5 BILLY JOEL 15-9 STEVIE NICKS 17-13

FM103/Salt Lake City, UT Lorraine Winnegar ELO STEVE MILLER BAND Hottest: BOB SEGER 1-1 FOREIGNER 8-2 POLICE 6-3 ROD STEWART 16-10 JOURNEY 17-14 KBFX/San Francisco Pat Evans J. GEILS BAND QUEEN LOVERBOY MAYDAY SHOOTING STAR Hottest: ROLLING STONES 1-1 POLICE 4-3 JOURNEY 14-10 PAT BENATAR 13-17 FOREIGNER 16-13 KBBK/Boise, ID Bob Lee Hottest: HALL & OATES 1-1 ONJ 9-3 FOREIGNER 10-4 GO GO'S 12-8 POLICE 16-13 KSKD/Salem, OR Len E. Mitchell RINGO STARR JOURNEY KNACK STREEK STEVE MILLER BAND JEFF STARSHIP J. GEILS BAND DEVO Hottest: CHRIS CROSS 1-1 QUARTERFLASH 26-16 PAT BENATAR 24-17 FOREIGNER 27-18 CHILLIWACK D-32 PARALLEL THREE KCBN/Reno, NV Jim O'Neal J. GEILS BAND GEORGE BENSON STEVE MILLER BAND QUEEN Hottest: DON FELDER 12-8 AL JARREAU 17-13 FOREIGNER 21-15 ONJ 24-19 DIANA ROSS 35-30 KOZA/Pueblo, CO Rip Avine NICKS & HENLEY C. CHRISTIAN ELO LUTHER VANDROSS STEVE MILLER BAND QUEEN (dp) STEVIE WOODS NEIL DIAMOND GO GO'S Hottest: HALL & OATES 5-1 BILLY JOEL 12-6 FOUR TOPS 14-7 ONJ 23-10 FOREIGNER 27-14

KQDU/Great Falls, MT Pat Richards QUEEN NEIL DIAMOND BALANCE RONNIE MILSAP SNEAKER LOVERBOY Hottest: ROLLING STONES 2-1 HALL & OATES 4-2 FOREIGNER 6-3 DIESEL 5-4 BILLY JOEL 17-11 KSLY/San Luis Obispo, CA Don Potter STEVE MILLER BAND GEORGE BENSON RINGO STARR ROYAL PHILHARMONI SNEAKER TIERRA PAUL DAVIS Hottest: LRB 2-1 AIR SUPPLY 5-2 FOREIGNER 11-3 GO GO'S 13-6 DIESEL 18-8 KYVA/Billings, MT Jack Bell NEIL DIAMOND EXILE QUEEN STEVE MILLER BAND JUICE NEWTON KNACK ONJ 5-1 FOREIGNER 18-11 ROD STEWART 22-16 QUARTERFLASH 23-18 GARY WRIGHT 25-20 KATU/Casper, WY Donna Fox PAUL DAVIS QUEEN STEVE MILLER BAND J. GEILS BAND Hottest: HALL & OATES 1-7 ONJ 8-5 DIESEL 15-9 EW&P 20-15 FOREIGNER 25-21 KOZE/Lewiston, ID Wes McShay NEIL DIAMOND PAUL DAVIS QUEEN LOVERBOY LULU STEVE MILLER BAND J. GEILS BAND GO GO'S Hottest: FOREIGNER 2-1 POLICE 11-4 QUARTERFLASH 16-9 ONJ 21-12 NICKS & HENLEY D-18

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK: WNBC/New York WKBW/Buffalo WVBF/Boston KC101/New Haven KC101/Cocoa Beach WKDQ/Evanville Y84/Fresno KIDD/Monterey 95XIL/Parkersburg KENI/Anchorage

# PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

208 REPORTS  
216 LAST WEEK

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

Regional	100/25	44%	National Summary
Reach	Up 51		
E	Debuts 20		
M	Same 4		
S	Down 0		
W	Adds 25		

## EXAMPLE

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

44% — Percentage of the weeks reporters playing it

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

National Summary

Up 51 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week

Same 4 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

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

Adds 25 — Total number of stations adding it this week

**MARTY BALIN**  
*A Danta Lady... (EMI America)*  
LP: Balin

Regional	137/0	66%	National Summary
Reach	Up 30		
E	Debuts 10		
M	Same 10		
S	Down 0		
W	Adds 0		

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

Regional	183/3	68%	National Summary
Reach	Up 153		
E	Debuts 4		
M	Same 2		
S	Down 4		
W	Adds 3		

**JOHN DOE**  
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Reach	Up 51		
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*My Girl... (Millennium/RCA)*  
LP: Wanna Be A Star

Regional	144/8	69%	National Summary
Reach	Up 30		
E	Debuts 10		
M	Same 10		
S	Down 0		
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**GEORGE BENSON**  
*Turn Your Love... (WB)*  
LP: The George Benson Collection

Regional	65/22	31%	National Summary
Reach	Up 10		
E	Debuts 10		
M	Same 0		
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**CHRISTOPHER CROSS**  
*Arthur's Theme... (WB)*  
LP: Soundtrack Arthur

Regional	172/0	67%	National Summary
Reach	Up 10		
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LP: Waits In A Tank

Regional	168/3	70%	National Summary
Reach	Up 10		
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**LINDSEY BUCKINGHAM**  
*Trouble (Asylum)*  
LP: Law And Order

Regional	168/26	81%	National Summary
Reach	Up 10		
E	Debuts 10		
M	Same 0		
S	Down 0		
W	Adds 0		

**CHRIS CHRISTIAN**  
*I Want You, I... (Boardwalk)*  
LP: Chris Christian

Regional	88/10	42%	National Summary
Reach	Up 10		
E	Debuts 10		
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FOUR TOPS When She... (Casablanca/PQ) LP: Tonight

DAN FOGLERBERG Hard To... (Full Moon/Epic) LP: The Innocent Age

J. GEILS BAND Centerfold (EMI America) LP: Freeze Frame

FOREIGNER Waiting For A... (Atlantic) LP: Foreigner 4

GENESIS No Reply At All (Atlantic) LP: Abacost

QUINCY JONES, JAMES INORAM Just Once (A&M) LP: The Dude

LITTLE RIVER BAND The Night Owls (Capitol) LP: Time Exposure

BILLY JOEL Say Goodbye... (Columbia) LP: Songs In The Attic

AL JARREAU We're In This Love... (A&M) LP: Breakin' Away

BARRY MANLOW The Old Songs (Arista) LP: I Should Love Again

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**N**

**JUICE NEWTON**  
The Sweetest... (Capitol)  
LP: Juice

Regional 1 70/16 37% National Summary  
S 144 U 45  
R 144 S 144  
W 144 D 45  
M 144

**NBA**

**QUEEN & DAVID BOWIE**  
Under Pressure (Elektra)  
LP: Queen Greatest Hits

Regional 1 63/63 26% National Summary  
S 733 U 30  
R 144 S 144  
W 144 D 30  
M 144

**NBA**

**ROLLING STONES**  
Roll Me Up (Rolling Stones)  
LP: Tattoo You

Regional 1 147/0 71% National Summary  
S 705 U 30  
R 144 S 144  
W 144 D 30  
M 144

**14**

**RICK SPRINGFIELD**  
I've Done... (RCA)  
LP: Working Class Dog

Regional 1 184/0 74% National Summary  
S 705 U 30  
R 144 S 144  
W 144 D 30  
M 144

**11**

**ROD STUART**  
Young Turks (WB)  
LP: Tonight I'm Yours

Regional 1 180/3 61% National Summary  
S 705 U 30  
R 144 S 144  
W 144 D 30  
M 144

**21**

**OLIVIA NEWTON-JOHN**  
Physical (MCA)  
LP: Physical

Regional 1 173/0 83% National Summary  
S 804 U 167  
R 504 S 144  
W 144 D 167  
M 83

**9**

**POLICE**  
Every Little Thing... (A&M)  
LP: Ghost In The Machine

Regional 1 179/8 86% National Summary  
S 894 U 151  
R 504 S 144  
W 144 D 151  
M 86

**8**

**QUARTERFLASH**  
Harden My... (Geffen/WB)  
LP: Quarterflash

Regional 1 160/19 72% National Summary  
S 805 U 61  
R 504 S 144  
W 144 D 61  
M 72

**28**

**DIANA ROSS**  
Why Do Fools Fall... (RCA)  
LP: Why Do Fools Fall In Love?

Regional 1 183/8 78% National Summary  
S 818 U 107  
R 504 S 144  
W 144 D 107  
M 78

**22**

**BOB SEGER**  
Tryin' To Live... (Capitol)  
LP: Nine Tonight

Regional 1 168/0 81% National Summary  
S 804 U 80  
R 504 S 144  
W 144 D 80  
M 81

**7**

**STRECK**  
One More... (Badland/Col.)  
LP: Streck

Regional 1 65/4 20% National Summary  
S 308 U 15  
R 144 S 144  
W 144 D 15  
M 20

**NBA**

**8. NICKS & D. HENLEY**  
Leather & Lace (Modern/Atco)  
LP: Balls Don't

Regional 1 164/32 76% National Summary  
S 344 U 45  
R 144 S 144  
W 144 D 45  
M 76

**29**

**M. POST II L. CARLTON**  
Theme From "Hill Street Blues" (Elektra)

Regional 1 138/5 66% National Summary  
S 344 U 37  
R 144 S 144  
W 144 D 37  
M 66

**19**

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**R&R's Marketplace**  
Serving The Industry's Unique Needs!

Whether you're buying or selling, be sure to see page 69

(Continued On Next Column)

# THE PICTURE PAGES

## Columbia Gets Gatlin Guns Ready



Columbia Records launched its campaign for the new Larry Gatlin & The Gatlin Brothers LP, "Not Guilty," at the same time that their "Greatest Hits" album went gold. Pictured at the celebration are (l-r) Rudy and Larry Gatlin, CBS Records Group Deputy President Dick Asher, CBS/Nashville VP/IGM Rick Blackburn, Steve Gatlin, and CBS Sr. VP/IGM Paul Smith.

## Greek A-Go-Go



IRS artists the Go-Go's played Los Angeles's Greek Theatre to close a month-long tour. Pictured after the show (l-r) are group's Kathy Valentine, IRS VP Jay Boberg, group's Charlotte Caffey, IRS President Ian Copeland, band's Jane Wiedlin, A&M Chairman Jerry Moss, and group's Gina Schock and Belinda Carlisle.

## Duran Duran Rocks Roxy



Hervest's Duran Duran made their Los Angeles debut at the Roxy recently. Pictured backstage after the performance are (l-r, standing) Capitol's Ray Tusken, label VP Bobby Colomby, Capitol's Michelle Peacock, VP Bruce Wendell, label's Susan Scharf, group's Simon Le Bon, John Taylor, and Andy Taylor, Capitol VP Rupert Perry, and Capitol's Bruce Garfield; (l-r, front) group's Roger Taylor and Nick Rhodes.

## Pocomania In Seattle



A substantial radio turnout was apparent at Poco's Seattle show, as evidenced by the backstage roster. Pictured (l-r, rear) are KYYX's Shaun Lynch, KJR's Clem Daniels and Tracy Mitchell, KZAM-FM's Marion Seymore, and group's Kim Bullard, Paul Cotton, Charlie Harrison, Rusty Young, and Steve Chapman; (l-r, front) MCA's Fred Zehler and KBLE-FM's Dave Wallingford and Tom Hutler.

## Hall & Oates Privatize After Show



Following Daryl Hall & John Oates's Greek Theatre performance in Los Angeles, the duo was greeted backstage by their manager, plus producer Arif Mardin. Pictured (l-r) are manager Tommy Mottola, Oates, Mardin, and Hall.

## Warners Frizzell & West Fest



Warner Brothers Records staged a luncheon for Warner/Viva duo David Frizzell & Shelly West in Toluca Lake, near Burbank. Pictured after the luncheon are (l-r) producer Snuff Garrett, West and Frizzell, and Warners VP Andrew Wickham.

## Yutaka Talks With Alfa



Yutaka Yokokura has re-signed with Alfa Records in the U.S. and Japan. Celebrating the sealing of the deal are (l-r, front) manager Brenda Dash, Yutaka, and Alfa President Bob Fead; (l-r, rear) Alfa VP Lorne Saifer, Davera Plotkins (representing attorney Jay Cooper), and Alfa attorney Milt Olin.

## Bellew Signs To Liberty



Country artist Michael Bellew has been signed by Liberty Records. Pictured at the signing are (l-r) manager John English, attorney John Frankenheimer, Bellew, and EMI America/Liberty VP Don Grierson.

# EASY LISTENING RADIO

WDOK WINNING

Fred Seiden

## Something Beautiful About Cleveland

A remarkable thing about the Cleveland radio market is the ratings battle between two Beautiful Music stations that jockey for the top positions in one book after another. The results of the first summer **Arbitron** for this 19th-ranked market show **Gannett's WDOK** the leader with a 10.4 share for the 12+ metro. The station's President & General Manager is **Pete Irmiter**, who began his Beautiful Music association as Operations Manager for **Sudbrink-owned WLAK/Chicago** and **WLYF/Miami**. Later he programmed the matched-flow service for **TM Programming** in Dallas, and in 1978 joined WDOK as Operations Manager. In September of 1980, Irmiter was appointed to his present position. I thought some first-hand observations from this programming-oriented GM might be meaningful to you.



Pete Irmiter

**R&R:** In a market so diversified in radio formats, why do the Beautiful Music FM stations do so well in Cleveland?

**PI:** I think this is because there has never been a powerhouse AM station like **KDKA, WCCO**, or the one I grew up with in Chicago — **WGN** — that has been banging away since the 20's or 30's. Something that everybody in the market identifies with, and families grow up listening to and then pass the tradition on to the younger family members. Therefore, a lot of the personalities that might be found on AM radio in Cleveland in the early days gravitated to the Beautiful Music stations and began doing that format right from the start in the early 70's.

**R&R:** Your personalities on WDOK are very foreground in their air approach. Isn't that counter to the rules or guidelines of Beautiful Music programming?

**PI:** It seems that the Cleveland market is quite unique since it is accepted by the people. Remember, WDOK has been here for 30 years, much longer than our major competitor **WQAL**. Right from the start our radio station was personality-oriented, with the music programming homegrown until we went to **Churchill Productions**. So we didn't have to fight the traditional kind of Beautiful Music image; our foreground approach was accepted right off the bat.

**R&R:** How do you explain WDOK's two-share jump from 8.4 to 10.4 in the summer ratings report?

**PI:** I would like to say that we got the numbers

strictly on the merits of the format and our execution. There was virtually no promotion in the market because it was the first summer book, and probably a lot of people didn't plan for it in their budgets back in 1980, since they weren't sure at the time if Arbitron was going to do a summer report for Cleveland. That was true in our case; the only thing we had going for us was the **Henry Mancini** bus cards that we have 12 months a year anyway. I'd like to think that every station, for the first time, really stood on its own programming merits. Now, the only thing we did differently during the summer was the handling of our name and dial position on the air. We've been afraid of the possible confusion between **WQAL's "104"** and our frequency. So, we paused a little more than usual coming out of music and started each back-announce with "WDOK-FM 102," to really highlight the call letters and the dial position. I'm sure you know the problem a lot of Beautiful Music stations have when they're doing basically the same kind of format, and happen to be fairly close together on the dial. There's no way to be sure, but possibly our concentration in this area cut down on the confusion and gave us a few more diary mentions.

**R&R:** In your own perception, what are the greatest strengths of WDOK?

**PI:** First of all, I feel that **Tom Churchill's** selection of instrumental arrangements, as well as his single vocal mix, gives us a nice contemporary feel without leaving out the older 45+ listeners. The technical sound that our Chief Engineer **Paul Donahue** has achieved, along with the attention to detail by **Neil Hershberger**, our Program Director, combine to give us a consistently good sound. And, WDOK's air staff is truly first-rate, with a controlled, but loose kind of format execution.

**R&R:** How do you handle the morning drive hours, Pete?

**PI:** We have a good byplay between newsman **Dave Pelunis** and **Ted Hallaman**, who plays the music. These men are perceived as a team by our listeners. When we get mail on the morning show it's always addressed to "Ted and Dave." I should mention that **Ted Hallaman** is a well-known radio name in Cleveland, who worked on some of the big AM stations before moving over to the FM side, first on **WQAL** and then on our station. I can tell you that we are delighted to have Ted with us.

**R&R:** Since your own background is programming, I'm curious to know how much of your own influence is reflected in the sound of WDOK?

**PI:** The basics were set when my program director came in and took over. As far as the overall programming philosophies, they are still mine. Neil continues to refine and fine-tune the station, but the concepts I established three and a half years ago are pretty much in force at this time.

**R&R:** What kinds of media promotions have

- **WDOK vaults into double figures in Cleveland's first summer book.**
- **A foreground approach and 30 years' standing in the market contribute heavily to its success.**
- **Programming-oriented Pres./GM Pete Irmiter takes a strong hand in the station's sound and image.**

you been using?

**PI:** We've had the **Mancini** TV spots for the last year and a half, plus the tie-in with our bus cards that are seen year round on the **Regional Transit Authority** busses, which cover from the upper-scale suburbs all the way through the downtown area. I would like to say there's quite a bit of identification for **WDOK** with the **Henry Mancini** spots. Research has shown us that the **Mancini** television commercials are prominently mentioned in association with our station, so we feel that this campaign has been very effective for us. Because we back-announce, our listeners are hearing **Mancini's** name and music on the air, as well as seeing him on the TV spots, so the whole thing ties in very nicely.

### Perception Is Everything

I'm sure you can tell that **Pete Irmiter** and his staff have not come by those impressive rating numbers by accident. It took careful planning and attention to every single detail. Although promotion didn't appear to be a major factor in Cleveland's summer book, the image and perception of each station in the market was established long before the start of the last rating period.

Does your station's on-air and media promotion convey the essence of your format — clearly? By that I mean that your call letters and dial position must be easily read in all printed advertising, and this same information has to come across effectively, with no possible confusion, on the air. If the listener doesn't perceive your call letters properly, it just increases the chances of losing listening credit when the ratings diary is filled out.

As in the concern expressed by **WDOK**, the confusion of dial positions with similar formats can be nothing but potential trouble, especially with **Arbitron's** policy of "ascription," rather than making call backs to clarify those conflicts. So take the clue from **Cleveland**, and don't take anything for granted.

## Flow

Those clicking sounds listeners heard on **WVCG/Miami** are not crotchety crickets or airwave static. They are "Canes Clickers," which **WVCG** and the **Miami Herald** are distributing at the **Orange Bowl** in support of the **University of Miami's Hurricane's** football team. Over 150,000 clickers will be handed out at pep rallies and games by the students of the University.

**Greta Garbo** was voted as the "10" of all-time movie queens in an "Artsline" listener poll on **Classical Music KFAC/Los Angeles**. **Cary Grant** also scored the double digit during the call-in vote. Inspired by a L.A. newspaper critic's comment that **Marilyn Monroe** outclasses **Bo Derek** as a truer "10," **KFAC** invited its listeners to call in their choices for the top ranking.

**WPNT/Pittsburgh** is airing up to five specially-selected "Mystery Songs" each weekday through mid-November, and 93 correct entries will receive a pass to the **Mystery Song Bingo Game**, where they'll play the game for grand prizes.

This week the good old days of **MOR** radio returned to Southern California with the start of **Al Ham's "Music Of Your Life"** format on **Gannett's KPRZ/Los Angeles**. Along with the classic non-rock hits of the past 40 years, a roster of well-known L.A. air talent can be heard on the station. **Dick Whittinghill, Tom Murphy, Jerry Mason, and Johnny Magnus** are part of **KPRZ's** new sound.

**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.**

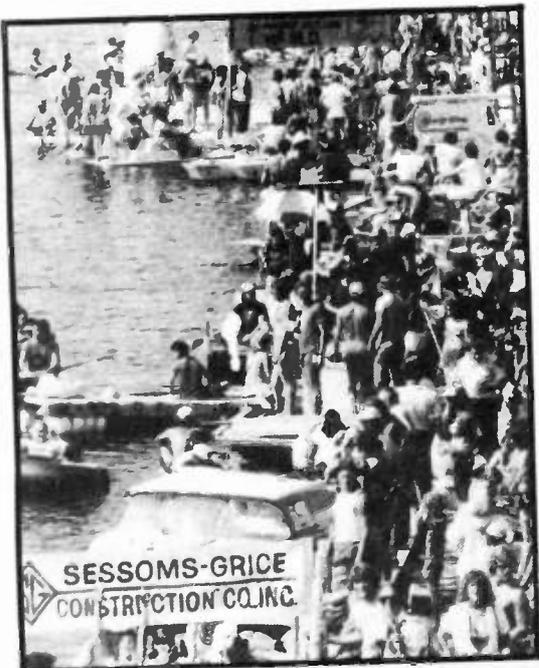


Ted Hallaman

# AOR



**WHFS HUNTS DOWN HUNTER:** WHFS/Washington PD David Einstein (center) tracked down Chrysalis's Ian Hunter (left) with the help of label rep Al Twanmo (right) after the artist's recent area performance.



**K102 RIVER RAFT RACE** — WCKO/Ft. Lauderdale just held its fourth annual river raft race, where hundreds of contestants helped raise \$7000 for MDA. The jammed beach was also the scene for a post-race rock and roll party.



**ANDERSON SOLOS AT KILO:** Polygram's Jon Anderson was a recent guest DJ at KILO/Colorado Springs. Pictured (l-r) are KILO Asst. PD Alan White, MD Art Phillips, Anderson, and PD Rich Hawk.



**SO FINE** — Now that we have your attention, here are the details: KISS/San Antonio pacted with WB Pictures to hold a "So Fine" jeans contest, in conjunction with the "So Fine" film. Pictured is one of the finalists, posing in the jeans in hopes of winning the grand prize: a role in an upcoming WB movie or TV show.



**THE RODS' BIGGEST ROD** — Arista's Rods strutted their stuff at an interview session with WSYR/Syracuse; the staff was suitably impressed. Pictured (l-r, standing) are Mike Lembo of Mike's Management, Rods manager Peter Motricelli, MCA Music's Leeds Levy, Rods's David "Rock" Feinstein, WSYR MD Tommy Nast; (l-r, sitting) group's Carl Canedy and Garry Bordonaro.



**GIRLS TO CHAT AND BOYS TO BOUNCE:** WB/Bearsville's Foghat were greeted backstage by XL102 part-timer Stacey Issacs following the band's recent Richmond area show. Pictured (l-r) are group's Eric Cartwright, Craig Macgregor and Roger Earl, Issacs, and band's Lonesome Dave.



**PRIVATE EYES CONVENTION** — RCA's Hall & Oates stopped by at KTMS/Santa Barbara for an interview prior to their area concert. Pictured (l-r) are John Oates, KTMS announcers Steve Marcuse and Ted Richey, Daryl Hall, announcer Jeff Parke and PD Bob Senn.



**GUITAR GIFT** — WLLZ/Detroit pacted with RCA and Triumph to give away a guitar in a recent promotion. Pictured (l-r) are winner with guitar, Triumph's Rik Emmett, and WLLZ PD John Larson.



**ORCHESTRAL MANOEUVRING** — KROQ/Pasadena, along with Virgin/Epic, held a contest that awarded six months' free electricity to the listener who guessed how much electricity the average KROQ listener used in a month (the promotion stressed the OMD album cut "Electricity"). Pictured drawing the winner (l-r) are group's Andy McCluskey, KROQ's Denise Westwood, and group's Paul Humphreys.



**COLLEGIATE ROCKER:** Mercury/PG's Southside Johnny (center) was havin' a party with the staff of New Jersey college AOR WCCB after a college concert date in Clarion. Flanking Johnny are WCCB GM Rob Partridge (left) and PD Keith Adams (right).



**SOMETHING TO CROWE ABOUT** — Author Cameron Crowe (right) hand-delivered copies of his latest book, "Fast Times At Ridgemont High," to WPLJ/New York, where Jock Marc Coppola (left) and rock critic Lisa Robinson (center) were suitably impressed.

# LOVERBOY



Get Lucky



Rolling across  
America  
this week

ON COLUMBIA RECORDS





# Jeff Gelb AOR

## Denny Sanders: WMMS Airwaves Veteran

To listen to Denny Sanders talk about his radio career is to hear a true radio historian passing down countless fascinating stories of an everchanging medium.

This month Denny celebrated his tenth anniversary as an evening air personality at WMMS/Cleveland, which presented me with a great excuse for speaking with him on his colorful past, busy present, and plans for the future.

Denny started his radio career in 1967, while still a senior in a Boston high school, at the MIT college station (then WTBS), doing a show a week. In 1969 he switched to evenings at a local AM AOR, WNTN. It was there where he first met John Gorman, then WNTN's MD. A friendship began which has played a key role in both of their lives ever since.



In 1971 Denny switched to WBCN/Boston for fill-in airwork, and in October of 1971 was called by then-WMMS GM David Moorhead, who signed Denny for evenings at WMMS, a position he's filled ever since.

**R&R:** From your background, I see you've been interested in radio for a long time.

**DS:** I was a radio fan real early on. I remember, while I was still in grade school, coming home for lunch and listening to the last of the CBS network shows, like "Pepper Young's Family," and Art Linkletter. I got a feeling for radio's magic from those shows, and that feeling has always stayed with me.

Also, living in Boston I could pick up skip stations from New York, Chicago, Cleveland, and Philadelphia. I would listen to Arnie Ginsberg and Bruce Bradley in Boston, and people like Murray the K, Mad Daddy, Cousin Bruce, and B. Mitchell Reed in New York. When I heard these radio performers playing rock and roll, it hit home: that was what I wanted to do with my life.

**R&R:** Jumping ahead a bit, what was WMMS like when you first arrived?

**DS:** A mess: a terrible, disjointed radio station that was suffering from a severe lack of direction. There was an "open-door" PD policy, jocks were coming and going, some of them strict consultancy Top 40 people who had a hard time sounding real on the air.

Meanwhile, WNCR had gone on across town, and was able to capture the spirit of the street better than WMMS at that time. They were successful because their jocks had street credibility. Moorhead wisely decided to start raiding FM AOR's, which is how he found me.

I joined in October of 1971, and a few weeks after me, Billy Bass, Martin Perlich and David Spero joined WMMS from WNCR. This was the beginning of the building of the new WMMS. It marks the time, I think, when the station first started having some personality and characterization.

**R&R:** Not many people know that you programmed WMMS for awhile.

**DS:** I was acting PD in 1973. In late 1972 we were in a real state of flux. Metromedia had sold us to Malrite, and Moorhead had returned to KMET as GM. So Bass was upped from PD to GM, and named me acting PD. There was a falling-out between Bass and our parent company shortly thereafter, and he left, while I remained as acting PD.

Two weeks later, WNCR changed formats, leaving WMMS the only AOR in town. By that summer, we were really growing, and I didn't feel I could do a full-time air shift and be PD as well. I spoke with management and we decided to bring in a full-time MD to help out. That MD was John Gorman, who became PD a few months later.

**R&R:** Do you ever get the urge to try your hand at being a PD again?

**DS:** I think about it sometimes, and wouldn't close the door on the idea totally, but right now I don't have the urge to do it. I still want to perform, to be out there as an entertainer.

**R&R:** Am I correct in assuming that you, as well as the other WMMS air personalities, are constantly being wooed by other stations that want to duplicate WMMS's success in their own markets?

**DS:** There have been some overtures, at conventions or at out-of-town get-togethers. But no one could ever match what we have here at WMMS. There's a camaraderie here; we're all there to support each other's performance. The whole is greater than the sum of the parts. I don't want to take the risk of going into an operation where they've sunk all their apples into just me, they've cut corners elsewhere to get me. That's what bad radio stations are made from.

The others here who have also been approached confirm what has happened with me: we're approached by someone who wants to start his station with one of us, but when we ask who else will



**WMMS IN 1971** — (Top row, l-r) Joyce Halasa, Tom "Tree" Kelly, Shauna Zurbrugg, Martin Perlich; (front row, l-r) David Spero, Denny Sanders, Billy Bass.

be there, they can't name the rest of the players. One jock can't save everything. It's the "platinum record syndrome": one act can't support the whole label. I'm only as good as the rest of the cast, so to speak.

**R&R:** Do you feel that the WMMS "cast" could move to another city and achieve the same results you have in Cleveland?

**DS:** I think our general policies could be translated to many major urban areas. Cleveland is a blue collar industrial working town with a little touch of East Coast sophistication (but not enough to throw off our radar as to what constitutes blue collar rock and roll).

The image we're trying to convey is that you can be over 21 and still find rock and roll interesting and fun. We give people who are 22 some hope that there's rock and roll in their future; that they don't have to "grow up," get intense and

passive and stop caring about the music they grew up with.

**R&R:** What major changes has WMMS undergone in the past ten years?

**DS:** We've had to redirect the station's sound. The days of "mixed bag" radio are gone. People won't sit still for Hank Williams, the MC5, Otis Redding, and the Modern Jazz Quartet all on one station. Maybe you can do individual blocks of such programming, but generally, when you try to be all things to all people, you end up being nothing to nobody.

**"One of my continuing gripes with AOR radio is that most stations lack a sense of entertainment, of showmanship."**

Back in 1973, even without WNCR as a format competitor, we were getting beat in the ratings. We were trying to please everyone and ended up pleasing no one (at least not all the time). We had to become more of a rock and roll station, and more streetwise. That's when we came up with our top-of-the-hour signature (which AOR had never done before): "the home of the Buzzard, WMMS Cleveland." Followed by a real smasher cut, that's a little piece of framing and showmanship that was missing from AOR radio.

One of my continuing gripes with AOR radio is that most stations lack a sense of entertainment, of showmanship. For example, I can pick up WLLZ/Detroit. Even though they're killing everyone in the ratings, I hear absolutely no radio station. It's a bunch of hit songs with jocks saying absolutely nothing in between. The most showmanship they're showing is giving away \$1000 bills on the streets of Detroit. If they were applying that showmanship to their on-air approach, it would add some flash to the station.

At WMMS, we're always gagging with each other. The station is like a continuous comic strip; each day people tune in for a new installment.

**R&R:** What's it like to work in WMMS's progressive environment?

**DS:** I must point out that, while we do play a considerable number of titles for a major station in a competitive market, we never add music for the sake of a "progressive image." When we add a record, we're out to break it.

We have a new box, which all new stuff goes into. Then there's a second box of "something's happening" albums, and a third box for "top 20." The Rolling Stones album, for instance, went straight from the new box to the top 20 box. Every album has a sheet of paper attached to it. (MD) Kid Leo will check these sheets to determine what albums need more airplay during certain dayparts. Within the realm of these boxes, I have a lot of freedom, but I can't bring in a record and put it on the air without first checking with Leo. Sometimes he wins and sometimes I win.

We ad lib out of these boxes, but we do so logically. We don't play four new cuts in a row, which is simple common sense (which, by the way, I hear being thrown out the window at some progressive AOR's; they'll play four new cuts in a row — they're crazy!).

**R&R:** If this approach continues to work so well for WMMS, why do you suppose there aren't more stations using it?

**DS:** Because we were lucky enough to have developing time. Some stations seem to think they

# Jeff Gelb

## Denny Sanders: WMMS Airwaves Vet

Continued from Page 43

can get a WMMS sound and a WMMS response overnight. But it's like in TV they give a show six weeks to make it. Can you find a groove in six weeks? Can you get writers, players, actors, camera people, producers, and idea men who have never worked together before and make it jell in so short a time? We're successful because we're all so comfortable around each other; we all like each other. I always hear horror stories about radio stations where some of the jocks really hate each other. That just doesn't work.

**R&R:** Why hasn't your competition ever even been able to come close to catching up to WMMS's ratings?

**DS:** They sound like a typical AOR station, no more and no less. When you're up against a dynamic, aggressive, irreverent station like WMMS, that's not enough.

**R&R:** Did you ever think you'd be doing an airshift for so long?

**DS:** At this station, no, but in general, yes. I never thought I'd be lucky enough to fall into this crazy comic book radio station for so long!

On the other hand, all my original radio heroes were around for a long time (or still are), so ten years seems like a drop in the bucket to me.

**R&R:** What's in your radio future?

**DS:** I know I will always be some kind of performer, and most likely, some kind of broadcast performer. Beyond that I don't know. We're on the threshold of a whole new era in communications, what with cable, satellites, and etc. That could change the whole ball game.

As far as my association with WMMS is concerned, so long as the audience likes my work here, I'll be here. The audience will let me know when to leave, and so far they're still clapping.

### Promotion Of The Week



**KQRS REVEAL-A-DEAL T-SHIRTS:** KQRS/Minneapolis's new T-shirt is designed to reveal a new image under one of the card's diamonds after the first washing. 33 of the 2000 T-shirts printed and distributed at KQRS promotional functions have the special marking. Listeners who find the marks can claim prizes including a space invaders game, a Sanyo component stereo system, VCR, camera, ski outfit, watches, record run, acoustic guitar, season passes for concerts and sporting events, etc.

### EVOLUTION

A number of PD changes this week: Charlie Parker has stepped down as PD at KXXY/Oklahoma City, continuing as an airstaffer. Bill Bruun has joined KXXY as his PD successor... "Lich" has gotten the PD nod at WCCC/Hartford... Ed Merrifield has exited as PD of KRKN/Anchorage... Lee Duncan has been upped to the PD post at KSPN/Aspen, as former PD Frank Ericson has chosen to concentrate on his airshift... Song Fontaine has exited as PD at WECM/Claremont; Peter Zipfel is the new PD and Bill Bogle the new MD. Former WECM PD Bob Rivers has joined WAAF/Worcester for mornings... Phil Kirzyc has joined WHCN/Hartford for nights from WWWC/Charlottesville... John Bryant has exited WKLS/Atlanta for afternoon drive at KSRR/Houston... Perry Stone has joined WBAB/Long Island from WTFM/New York for afternoon drive... Frank Felix has been upped to VP/AOR Program Manager from Director of Contemporary Radio for Noble Broadcast Consultants... Dan Clark has joined KZEL/Eugene from KREM-FM/Spokane for 8-midnight... Kim Fults has replaced Nancy Gettle as programming assistant at WSHE/Miami... Candy Clark has joined WCMF/Rochester from competing WMJQ for nights... "T" (Tom Semper) has joined WBCN/Boston from WMMR/Philadelphia for 10pm-2am... Norman Flint has exited the Director of Creative Services post at KGB/San Diego... KISW/Seattle has hired Steve Cooper from KAZY/Denver for overnights and Bob Lilley from competing KZOK for weekends... Phil Hendrie has exited KGB-FM/San Diego weekends for the same at KEZY/Anaheim. Also joining KEZY for fill-in airshifts is former KLOS/Los Angeles air personality Joe Reiling.

### CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WSYR/Syracuse presented Riot for 94 cents... WAAF/Worcester presented John Hall for \$1.07.

**BROADCASTS:** Quarterflash on KGON/Portland... John Hall on WOUR/Utica.

**CONVERSATIONS:** Steve Martin, Neal Schon, Nazareth, Romantics on WLAV/Grand Rapids... Blackfoot on KFMQ/Lincoln... Shooting Star, Jefferson Starship on KGGO/Des Moines... Bryan Adams, Toronto, Rough Trade, Squeeze on CITI-FM/Winnipeg... Wendy O. Williams, Def Leppard, Blackfoot on WMAD/Madison... Gregg Allman, Three Dog Night on KNCN/Corpus Christi... Steve Martin on WZZO/Allentown... John Hall on WPYX/Albany... Motels on KTYD/Santa Barbara... Jefferson Starship on WSKS/Hamilton... Nazareth, Joe Perry, Vic Vergat, Blue Oyster Cult, Whitford-St. Holmes, Foghat, Steve Martin on WIOT/Toledo... Rick Springfield, Nils Lofgren, Grand Funk Railroad, Benny Mardones on WSYR/Syracuse... Van Halen, Frank Zappa on KMOD/Tulsa... Sparks on KROQ/Pasadena... Dan Fogelberg on KBCO/Boulder... Garland Jeffreys on WQBK/Albany, WQDR/Raleigh... John Hall on WAAF/Worcester, WBCN/Boston... Bill Wyman on KMET/Los Angeles... Quarterflash, Nils Lofgren on WOUR/Utica.

### UPDATE

Congratulations to the staff of WPLJ/New York, which came in No. 1 in the latest Mediatrend results. PD Larry Berger reported that's the first time ever that an AOR's been No. 1 in a New York Mediatrend... Here's an unusual idea for a weekend's worth of special music: WPYX/Albany's "B.S. Weekend," which only played music by Bruce Springsteen, Billy Squier, Buffalo Springfield and Black Sabbath (no Bobby Sherman, though!)... Some guys will do anything for money: WSKS/Hamilton air personality Chris Geisen allowed himself to be buried for 24 hours in support of a local charity. He broadcast his entire show along with special reports from six feet underground, while 4500 fans paid 96 cents a head to walk by the gravesite to wave down at Chris through a plexiglass window... WCOZ/Boston capped its Rocktober celebrations with a Halloween party featuring DVC and Red Rider for 94 cents... WDHA/North Jersey just began a six-month-long series of free weekly concerts by local acts at an area club... Just got hometown talent albums by WPDH/Poughkeepsie, KRKN/Anchorage, WHKC/Evansville, WYSP/Philadelphia and WRNO/New Orleans. They're all a part of the continuing Big Music America competition... WQFM/Milwaukee tied in with Virgin/Epic and Shooting Star to give away an Atari video game, plus tickets to the band's area show and copies of their album... Congratulations to WMMS/Cleveland Production Director Tom O'Brien, who just announced his engagement to Diane Hutchinson. The two will wed at year's end... WCKO/Fort Lauderdale held its second annual Homegrown Rock Fest, a \$4.50 concert of local rock talent whose sets were recorded for what may be AOR's first live homegrown talent album... WVBR/Ithaca closed out a classic rock weekend with a giveaway of a 1964 Triumph. Listeners possessing WVBR's "Gold Card" were eligible in the promotion... Check out the 'B' side of the new ELO single, "Twilight," for a cut that's not on the album: "Julie Doesn't Live Here Anymore"... WRKI/Bridgeport needs rock artist ID's for its fifth anniversary, coming soon. Contact PD Bob Kocak or MD Bruce Goldsen at (203) 579-9995... KZOM/Beaumont has moved. Address all mail to Route 11, Box 484, Orange, TX 77630.

### COLOR

**FRIDAYS FANS UNITE:** ABC-TV's "Fridays" contacted AMP marketing systems to help increase the show's awareness on college campuses. AMP pacted with several AOR's nationwide, including KPRI/San Diego, KBCO/Boulder and KLOS/Los Angeles, for a series of talent searches. The would-be comedians are being videotaped for possible replay on the show, and for potential prize-winnings, including Pioneer stereo systems. Stations wishing to become a part of the promotion can contact Bob Frymire at (213) 462-7175.

**GREAT GUITAR:** Q107/Toronto bought 107 raffle tickets for Jimmy Page's guitar. If a Toronto Q107 listener wins the guitar, he or she will be flown to London to meet the star and pick up the guitar.



**THIS IS THE WAY TO WFYV** — WFYV/Jacksonville held a listening party for the new Rossington-Collins Band album recently. Pictured (l-r) are WFYV PD Red Messick, MCA's Chris Bailey (kneeling), MCA National Album Director Don Wasley, MCA's Larry Glaser, group's Derek Hess, Leon Wilkeson and Barry Harwood, MCA's Jim Bauer (partially hidden), and group's Billy Powell.

# October 30, 1981

162 REPORTERS

Album cuts are listed in order of airplay preference.

10/9	10/16	10/23	10/30	Artist	Album	10/9	10/16	10/23	10/30
1	1	1	1	ROLLING STONES	Tattoo You (Rolling Stones/Atco)	100	100	100	100
2	2	2	2	FOREIGNER	4 (Atlantic)	88	88	88	88
18	8	7	3	GENESIS	Abacab (Atlantic)	15	15	15	15
3	3	3	4	JOURNEY	Escape (Columbia)	30	30	30	30
11	16	6	5	POLICE	Ghost In The Machine (A&M)	25	25	25	25
7	6	8	6	KINKS	Give The People... (Arista)	35	35	35	35
4	4	5	7	BOB SEGER & SILVER BULLET	Nine Tonight (Capitol)	45	45	45	45
5	5	4	8	STEVIE NICKS	Bella Donna (Modern/Atco)	55	55	55	55
8	7	9	9	DAN FOGELBERG	The Innocent Age (Full Moon/Epic)	65	65	65	65
10	9	10	10	TRIUMPH	Allied Forces (RCA)	75	75	75	75
14	13	14	11	RED RIDER	As Far As Siam (Capitol)	85	85	85	85
-	35	23	12	QUARTERFLASH	Quarterflash (Geffen/WB)	95	95	95	95
17	17	16	13	ROSSINGTON-COLLINS	This Is The Way (MCA)	105	105	105	105
15	14	13	14	ATLANTA RHYTHM SECTION	Quinella (Columbia)	115	115	115	115
9	12	12	15	PAT BENATAR	Precious Time (Chrysalis)	125	125	125	125
12	10	11	16	LITTLE RIVER BAND	Time Exposure (Capitol)	135	135	135	135
24	21	18	17	JOHN ENTWISTLE	Too Late The Hero (Atco)	145	145	145	145
6	11	15	18	HEAVY METAL	Various Artists (Full Moon/Asylum)	155	155	155	155
16	15	17	19	BILLY JOEL	Songs In The Attic (Columbia)	165	165	165	165
28	22	19	20	SURVIVOR	Premonition (Scotti Bros./CBS)	175	175	175	175
-	-	28	21	GREG LAKE	Greg Lake (Chrysalis)	185	185	185	185
30	25	21	22	CHILLIWACK	Wanna Be A... (Millennium/RCA)	195	195	195	195
23	24	24	23	DONNIE IRIS	King Cool (MCA)	205	205	205	205
27	23	26	24	BILLY SQUIER	Don't Say No (Capitol)	215	215	215	215
13	18	20	25	ZZ TOP	El Loco (WB)	225	225	225	225
20	20	25	26	DEF LEPPARD	High 'N' Dry (Mercury/PolyGram)	235	235	235	235
-	36	31	27	ROD STEWART	Young Turks (WB)	245	245	245	245
21	19	22	28	RICK SPRINGFIELD	Working Class Dog (RCA)	255	255	255	255
19	26	27	29	ELO	Time (Jet/CBS)	265	265	265	265
29	28	29	30	HALL & OATES	Private Eyes (RCA)	275	275	275	275
-	-	31	31	LINDSEY BUCKINGHAM	Law And Order (Asylum)	285	285	285	285
25	27	30	32	DIESEL	Watts In A Tank (Regency/Atco)	295	295	295	295
35	33	32	33	SHOOTING STAR	Hang On For Your Life (Virgin/Epic)	305	305	305	305
32	32	33	34	NILS LOFGREN	Night Fades... (Backstreet/MCA)	315	315	315	315
-	-	39	35	JOHN HALL BAND	All Of The Above (EMI America)	325	325	325	325
33	34	34	36	RIOT	Fire Down Under (Elektra)	335	335	335	335
31	31	35	37	PRETENDERS	Pretenders II (Sire/WB)	345	345	345	345
-	-	38	38	STEVE MILLER BAND	Heart Like A Wheel (Capitol)	355	355	355	355
-	-	39	39	GRAND FUNK RAILROAD	Grand Funk Lives (Full Moon/WB)	365	365	365	365
38	38	36	40	MAYDAY	Mayday (A&M)	375	375	375	375

STONES stayed on top with the week's best showing of hits and total reports. FOREIGNER held rock steady. GENESIS jumped into third place, growing in total reports. JOURNEY held onto its hot reports. POLICE inched up as hits grew. KINKS rose as hits increased. FOGELBERG and TRIUMPH maintained. RIDER rose. QUARTERFLASH showed great gains in all rotations. R-C gained in hits. ENTWISTLE inched up in hits. LAKE showed strong conversions to upper rotations. SURVIVOR and CHILLIWACK doubled their hits. IRIS and SQUIER resurged. STEWART's single showed 66 reports for all rotations. LINDSEY debuted with strong adds plus some singles mentions. HALL gained in hits. MILLER's single debuted with 67 adds. FUNK debuted with strength in mediums. The Significant Action listings came closest to charting.

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

## MOST ADDED

Artist	10/30	10/23	10/16	10/9	10/2
LINDSEY BUCKINGHAM	80/75	8/8	0/0	0/0	0/0
OZZY OSBOURNE - EP	46/46	0/0	0/0	0/0	0/0
J. GEILS BAND	38/38	0/0	0/0	0/0	0/0
QUARTERFLASH	124/28	91/40	66/49	26/26	1/1
KNACK	30/26	11/11	7/1	0/0	0/0
BOB WELCH	26/24	3/3	0/0	0/0	0/0
SNEAKER	23/22	0/0	0/0	0/0	0/0
U2	19/19	0/0	0/0	0/0	0/0
GREG LAKE	99/16	102/97	8/8	0/0	0/0
WHO	37/18	27/17	14/10	7/7	0/0
VIC VERGAT	32/15	27/17	25/18	14/14	0/0
LOVERBOY	15/15	1/0	0/0	0/0	0/0
N. SCHON, J. HAMMER	31/12	18/10	17/12	8/8	8/8
RAINBOW	24/11	0/0	0/0	0/0	0/0
STEVE HACKETT	37/11	26/8	26/12	24/23	3/3
JACK GREEN	27/11	22/15	18/18	1/1	0/0

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

## MEDIUM

Artist	10/30	10/23	10/16	10/9	10/2
JOHN ENTWISTLE	109/88	101/82	93/74	94/49	79/4
GREG LAKE	88/74	102/3	8/0	0/0	0/0
ROSSINGTON-COLLINS	111/87	110/71	108/69	107/64	102/1
SURVIVOR	87/82	88/68	82/68	77/68	64/38
QUARTERFLASH	124/60	91/39	68/15	26/0	1/0
DONNIE IRIS	74/67	81/83	82/68	87/67	83/62
RED RIDER	106/68	104/68	109/65	108/62	101/87
ATLANTA RHYTHM	109/65	115/65	118/60	111/63	88/59
KINKS	137/49	132/58	138/58	140/82	129/60
TRIUMPH	118/44	118/48	128/60	124/72	101/62
NILS LOFGREN	85/44	83/51	88/57	72/58	70/49
LITTLE RIVER BAND	87/42	108/42	118/38	118/42	108/37
CHILLIWACK	84/41	78/44	74/48	73/55	64/46
GENESIS	153/38	143/48	138/41	132/17	31/2
HEAVY METAL	86/38	102/44	117/38	135/42	129/24
MAYDAY	40/36	47/40	40/38	50/32	36/23

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

## THE HOTTEST

Artist	10/30	10/23	10/16	10/9	10/2
ROLLING STONES	167/150	164/147	164/147	161/167	147/144
FOREIGNER	148/134	148/134	153/143	156/139	150/134
POLICE	142/124	138/104	138/27	129/7	7/0
JOURNEY	139/118	138/118	148/129	147/128	140/123
GENESIS	129/108	135/113	146/122	161/136	145/118
BOB SEGER & SILVER...	129/108	135/113	146/122	161/136	145/118
STEVIE NICKS	131/87	145/106	142/107	160/116	149/126
DAN FOGELBERG	128/94	127/83	135/96	135/82	122/87
KINKS	137/87	132/74	138/75	140/78	128/68
TRIUMPH	118/74	118/87	128/87	124/61	101/67
PAT BENATAR	87/68	101/72	113/77	123/68	120/63
LITTLE RIVER BAND	108/65	118/73	118/74	118/74	109/68
BILLY JOEL	98/64	98/68	108/63	101/68	80/44
ATLANTA RHYTHM	108/62	118/46	118/47	111/38	88/30
RED RIDER	108/60	104/47	109/63	108/46	101/22
HEAVY METAL	86/59	102/58	117/79	138/63	129/68

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.





# SOUTH

## MOST ADDED

<b>LINDESE BUCKINGHAM</b>	<b>18/17</b>
Law And Order (Asylum)	
<b>QUARTERFLASH</b>	<b>27/7</b>
Quarterflash (Geffen/WB)	
<b>KNACK</b>	<b>7/7</b>
Round Trip (Capitol)	
<b>BREAKER</b>	<b>7/7</b>
Sneaker (Handshake/CBS)	
<b>WHO</b>	<b>10/8</b>
Nootjans (MCA)	

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

## MEDIUM

<b>JOHN ENTWISTLE</b>	<b>23/20</b>
Too Late The Hero (A&M)	
<b>RED RIDER</b>	<b>30/17</b>
As Far As Slom (Capitol)	
<b>GREG LAKE</b>	<b>22/18</b>
Greg Lake (Chrysalis)	
<b>ROBINSON-COLLINS BAND</b>	<b>28/16</b>
This Is The Way (MCA)	
<b>SURVIVOR</b>	<b>22/15</b>
Premontion (Scotti Bros/CBS)	
<b>DONNIE IRIS</b>	<b>18/18</b>
King Cool (MCA)	

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

## THE HOTTEST

<b>ROLLING STONES</b>	<b>31/31</b>
Tattoo... (Rolling Stones/A&M)	
<b>FOREIGNER</b>	<b>31/29</b>
4 (Atlantic)	
<b>JOURNEY</b>	<b>29/28</b>
Escape (Columbia)	
<b>POLICE</b>	<b>30/28</b>
Ghost In The... (A&M)	
<b>DAN FOUGELBER</b>	<b>28/22</b>
The Innocent... (FME/Epic)	
<b>BOB BEGER &amp; THE SILVER BULLET BAND</b>	<b>28/22</b>
Nine Tonight (Capitol)	

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

### ky99

**Amarillo**  
806-399-8881

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WAPI

**Birmingham**  
205-933-9274

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WROZ

**Charlotte**  
704-392-8191

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### KM KSMB

**Lafayette**  
318-232-1311

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### Zoot

**Norfolk**  
804-461-1194

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 93FM

**Shreveport**  
318-425-8602

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### Rock

**Atlanta**  
404-325-0960

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 101

**Corpus Christi**  
812-855-4841

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 100

**Lexington**  
806-252-8894

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WDIZ

**Orlando**  
305-645-1802

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### D103

**Tallahassee**  
904-386-6141

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### wjmx

**Augusta**  
404-722-1302

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### The Q

**El Paso**  
955.5/95.5  
915-544-8864

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WZZR

**Memphis**  
901-726-0060

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WQDR

**Raleigh**  
919-832-8311

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 98 Rock

**Tampa**  
813-224-0742

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 101

**Austin**  
512-474-6543

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### K102

**Ft. Lauderdale**  
305-731-4800

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### wjhe

**Miami**  
305-581-1580

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### XL102

**Richmond**  
804-282-9731

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 95FM

**Tampa**  
813-876-0455

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### TEXAS ROCK

**Beaumont**  
713-727-0229

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### Rock 103

**Jacksonville**  
904-642-1055

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 103

**Miami**  
305-672-2500

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WLD 95.5

**Roanoke**  
703-387-0234

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 99.7

**West Palm Beach**  
305-481-0099

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 103

**Birmingham**  
205-870-9900

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### Rock 105

**Lubbock**  
806-747-1224

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WABB-FM

**Mobile**  
205-432-5572

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 95.5 KISS

**San Antonio**  
512-223-6211

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WKZL

**Winston-Salem**  
919-725-0566

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### 103

**Birmingham**  
205-870-9900

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### FM 103

**Lubbock**  
806-747-1224

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

### WABC

**Norfolk**  
804-623-9667

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)

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**San Antonio**  
512-223-6211

Added:  
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-QUARTERFLASH (Geffen/WB)  
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-WHO (MCA)

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205-870-9900

Added:  
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-WHO (MCA)

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**Winston-Salem**  
919-725-0566

Added:  
-LINDSEY BUCKINGHAM (Asylum)  
-QUARTERFLASH (Geffen/WB)  
-KNACK (Capitol)  
-BREAKER (Handshake/CBS)  
-WHO (MCA)









**Carolyn  
Parks**

# Country

## Country Happenings

I'm just beginning to come down from my Nashville high (the *natural* kind you get when energy and enthusiasm combine to create an electricity you can almost feel). Hope you all survived CMA week and came back recharged with fresh ideas and a firm resolve to further the tremendous influence country music has already exhibited.

I know that our conversations have given me additional fuel for future articles as well as an abundance of ideas on how to make R&R's Country section the most reliable and up-to-date source of information available. More on that at a later date, but be assured that some changes are already in the works that will make our section even more relevant to both the radio and record industries. There's nothing like one-to-one contact to bring forth ideas of worth, one of the main reasons I tried to contact as many of you as possible while in Nashville. While we're on the subject, let me reiterate my hope that you will continue to keep the lines of communication open by passing along any thoughts and ideas you have which will keep our section strong.

It's time once again to bring you up-to-date on Coun-

### Broadcasting From Bed — A New Fad?

Although most program directors tell their staffs that the only excuse for being off the air is laryngitis, there are other illnesses and accidents that befall even disc jockeys which can all but put an end to a thriving career. In the case of KHJ/Los Angeles morning man Lee Sherwood, who was involved in a serious car accident, and KLZ/Denver afternoon jock Tab Allen, who had two discs removed from his back (perhaps making him the first disc-less jockey), the solution to all that missed air time while recuperating was broadcasting from bed.

Since it's a lot simpler to move the equipment necessary to air a show than it is to get a hospital bed into an automobile, both personalities conduct their daily programs from the relative comfort of their bedrooms.



Lee Sherwood

Tab Allen

lending new meaning to the phrase "lying down on the job!" As you can see from the accompanying photos, both also have their own special mascots, Lee's Cowboy-attired "Miss Piggy" (a gift from Irlene Mandrell) and Tab's "killer cockapoo" Kelli. While Kelli often barks and sometimes even belches over the airwaves, "Miss Piggy" keeps a lower profile.

This laid-back approach to broadcasting does have its benefits in both audience response and as a source of additional fodder for the one-liner grist mill, as evidenced by Lee's on-air quip that "It's not the first time someone in Hollywood has made a living in bed!"

try Happenings around the corner and around the country.

**CHANGES:** Jon Anthony has added some new(s) staffers to the Satellite Music Network, among them Diane Kepley for morning news (formerly ND at WCMS-FM/Norfolk), John Wilks doing midday news (from WHAM/Rochester), and Howard Byer in the afternoon news shift (from WCFL/Chicago). Afternoon driver Jim Morgan, who also hosts the country countdown show, has been promoted to Production Director; and former WEZB/New Orleans PD Chris Wallenberg is now MD for the Country network. KSCS-FM/Dallas Station Manager Vern Ore will soon become KZLA's GM (see Page 3), replacing the departing Norm Schrott. Welcome to L.A., Vern! Steve Cortez joins the WHN news team from neighboring WCBS. Jim Richards acquires the MD duties at WQAM/Miami while retaining his afternoon slot. KNUZ/Houston's afternoon drive personality Bruce Nelson now takes on the PD position as well. KYST/Texas City-Houston's loss is WEEL/Fairfax, VA's gain as Ron Smith signs on for morning drive. Several changes at WDGY/Minneapolis. Gary Stone, formerly Production and Music Director, is now station PD and pulls down the 9am-noon slot. Glen Olson joins morning anchor Steve Douglas on the 6-9am shift from WCCO-AM and WLOL-FM. Barry Seiwert (from WWTC) moves into the noon-3pm position, while Ron Rohr has been named ND. John Dickinson is the afternoon driver at WCAW/Charleston (from 14WK/Wheeling) and former National Public Radio staffer Joyce Davis Adams is now handling midday news and special reports. Jim Summers leaves KMGK/Des Moines to take on the morning drive show at KJJY in town. For someone who planned to "retire" in Punta Gorda, FL (which Brenda Lee says sounds "more like a disease than a city") just last year, Lee Shannon is certainly keeping plenty busy. WQIK-FM/Jacksonville, FL's morning personality has moved his show to noon-3pm and has taken on the additional responsibility of PD. Ed Russ is now the station's MD and afternoon drive personality. New PD and morning driver at WPTR/Albany is Steve Warren, formerly with WKHK. Van Mac of WOKK/Meridian has relinquished his midday airshift to take on Production Director duties, but retains his MD position. Other changes at the station find Anne Cherry named ND (from Asst. ND), Joel Walters taking over the midday slot, and John Dalton joining the Rainey & Co. morning show. Newsman Keith Ballard exits the station for WHTZ-TV in Meridian. Formerly with KFRC, KGB and WCBS-FM, Les Turpin moves his rock and roll act and "Wade Thruitt" character to KDON/Salinas, CA. Mike Sheppard is WRKT/Coco Beach's new PD. WGVM/Greenville, MS has promoted Lee Randall to MD. Rick Fletcher takes on the morning show at KUZZ/Bakersfield from KMAX/Phoenix. KDWZ/Grand Forks-Crookston, MN has several staff additions. Mark Peterson joins as Production Director and afternoons from KSJB/Jamestown, ND; Al Wayne is now Promotion Director and midday personality; Jeff Hanson takes over the morning news and ND duties. Ross Corson departs KBMY/Billings to go back to teaching. Dick Byrd is now doing both the PD and MD duties. Bill James, formerly with WMOB/Mobile, is now evening personality at WXBQ/Bristol, VA. New PD and MD at KYKX/Longview, TX. Lon Harris takes on the PD position (from KYKZ/Lake Charles, LA), and Rick Lagneaux assumes the MD title (from KTDY/Lafayette, LA). Jeff Davies has been upped to MD from Asst. MD at KXLR/Little Rock. WDZQ-FM/Decatur, IL has acquired the PD talents of Brian Schimmel from WJAC/Johnstown, PA. WHYL/Carlisle, PA welcomes Craig M. Rhodes aboard as ND. Bob Meyer takes on some additional responsibility by moving from ND to Director of Programming and News at WKKQ/Hibbing, MN, while John Warren moves into the MD position. WKYG/Parkersburg PD Sean Marshall is retiring from radio at the tender age of 34! We wish him well in his new endeavors.

**OPENINGS:** Dave Donahue, who just took over as Operations Manager at WKQS-FM/Boca Raton, FL,

needs a morning man for his new Country station. Call him at (305) 522-9900. KFH needs air talent. Contact Chuck Robson, PD, 104 S. Emporia, Wichita, KS 67202. KARZ has an opening. T&R to Del Hill, PD, 2196 E. Camelback Rd., Phoenix, AZ 85016. WTQR-FM/Winston-Salem has created an all-night position (they formerly were automated overnights). Any qualified people call Mark Tudor at (919) 727-8860.

**CONVERSIONS:** We'd like to welcome the following stations into the Country fold. WKLR-FM (K100)/Toledo hit the air September 3. PD Mark Adams and MD Gary Shores both come from sister station WTOD. WRJZ/Knoxville changed from CHR to Country October 6 and is in need of record service. A late welcome to K95FM/Tulsa, who made the move July 4. Tyler, TX's KDOK-AM is now broadcasting a Modern Country music format. KQZR-FM/Craig, CO is the Rockies' newest 100,000 watt Country station, with Mike Huning as GM and Don Nelson as PD. WRRB is the latest Country outlet in Syracuse, making the changeover September 4. Pete McElvein is station Operations Director.

**ODDS & ENDS:** WWKY is considering a change from A/C to Country. PD Tim Smith needs country oldies sent to him at 17 1/2 W. Broadway, Winchester, KY 40391, or call (606) 744-2864. Chris Adams of KJOT is also in need of record service. Contact Chris at Box 5278, Boise, ID 83705, (208) 344-3511. Jim Halsey has taken over ownership of Churchill Records, which has relocated at 58 E. Skelly Dr., Tulsa, OK 74135, (918) 663-3883. Former owner Tommy Martin stays on as President. Our congratulations to WKKE/Pearl, MS (near Jackson) which has just been granted permission to broadcast fulltime as well as boost power from 1000 to 10,000 watts. PD John David Martin wants all record companies to heed the station's slogan, "We play the records sooner that others play later". Several weeks ago we surveyed all our reporting stations regarding the Country Album Section. The majority found it a useful tool for programming album cuts and special programs. Therefore, I urge all of you reporters currently programming album cuts to take the time to report them to us each week. Whether we keep the section in depends on how much response I get from you. Thanks!

### KICD Helps Locate Lost Boy

Too often we become so involved with ratings, demographics, and programming policies that we lose track of the basic element of radio as a public service facility. KICD/Spencer, IA recently found itself in a position to demonstrate that public service is not just a series of Sunday morning taped programs, but a vital part of that station's involvement in the community.

2 1/2-year-old Justin Stahly of nearby Rural Lake Park, IA wandered away from his home in early September. His frantic parents contacted local police, fire departments, and KICD for help. Within hours of the initial broadcast asking for assistance, over 4000 volunteers had gathered to begin a search for the youngster, a search which would eventually include 15 psychics, a heat sensor-equipped helicopter, three search planes, and a special tracking dog flown in from St. Louis. KICD GM Bill Sanders, ND Deb Verschoor, and FM PD Bill Campbell remained on the air for 48 hours straight giving updates on the progress of the search, as well as raising more than \$12,000 in less than two hours to help defray costs.

The efforts paid off. Two days later, just as the search was about to be abandoned as hopeless, young Justin, hungry and tired but otherwise safe, was found and reunited with his very happy and relieved parents. However, the saga does not end there, as Mr. and Mrs. Stahly have already been contacted by Universal Studios and ABC's "That's Incredible" regarding a possible movie and/or TV appearance retelling the story of how the combined efforts of volunteers, law enforcement officials, and a concerned radio station were able to track down one small boy.

a n n o u n c i n g

# THE WEEKLY COUNTRY MUSIC COUNTDOWN

An exciting  
weekly program  
brought to you  
by The United  
Stations Country  
Music Network.

Produced by  
Ed Salamon.



Ed Salamon with Johnny Cash

## Ed Salamon and Country Music Proven Success

The Weekly Country Music Countdown is produced by Ed Salamon. During his six years as Program Director at WHN, New York, the station received *Billboard Magazine's* Country Station of the Year Award three times (1976, 1978 and 1980).

■ Produced for the Mutual Broadcasting System, the "Johnny Cash Silver Anniversary Special", the current winner of *Billboard Magazine's* achievement award as Syndicated or Network Special of the Year.

■ Produced for the Mutual Broadcasting System the record-breaking "Country Music Countdown—1980", co-hosted by Anne Murray and heard on more than 700 radio stations.

■ Producer of the Mutual Broadcasting System radio special, "Triple", hosted by three of today's hottest country stars—Barbara Mandrell, Charlie Daniels, and Larry Gatlin.



Producer Ed Salamon with the Gatlin Brothers

■ Personally has interviewed virtually every major star of country music, including Dolly Parton, John Denver, and Kenny Rogers.

■ Again this year named Country Radio Program Director of the Year by *Billboard Magazine* for his work at WHN.

**The United Stations**



Ed Salamon with Olivia Newton-John

## Exclusive Features!

The stories behind the songs told by the hit-makers themselves, sneak previews of new releases and classic music from our extensive library.

## Radio & Records

Each week, *Radio & Records*, compiles a list of the most programmed songs on radio stations all over the country, producing credible statistics with computerized accuracy—brought to you by The Weekly Country Music Countdown!

For further information on how your station can broadcast The Weekly Country Music Countdown call today!

800/368-3033 or 703/556-9870  
(Except in Virginia)

Coming Soon! Announcement of  
The United Stations Country Music  
Network 1982 Holiday Specials!



# BREAKERS

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

### RONNIE MILSAP

**I Wouldn't Have Missed It For The World (RCA)**

On 75% of reporting stations. National Summary: Up 10, Same 27, Down 0, Debuts 23, Adds 26. A Most Added record. R&R Chart: Debut 39.

### STATLER BROTHERS

**Years Ago (Mercury/PolyGram)**

On 73% of reporting stations. National Summary: Up 21, Same 26, Down 0, Debuts 19, Adds 18. R&R Chart: 49-42.

### MAC DAVIS

**You're My Bestest Friend (Casablanca/PolyGram)**

On 72% of reporting stations. National Summary: Up 14, Same 21, Down 0, Debuts 17, Adds 31. A Most Added record. R&R Chart: Debut 44.

### CONWAY TWITTY

**Red Neckin' Love Makin' Night (MCA)**

On 70% of reporting stations. National Summary: Up 9, Same 26, Down 0, Debuts 14, Adds 32. A Most Added record. R&R Chart: Debut 45.

### EDDY RAVEN

**Who Do You Know In California (Elektra)**

On 67% of reporting stations. National Summary: Up 23, Same 32, Down 0, Debuts 16, Adds 7. R&R Chart: Debut 47.

### JERRY REED

**Patches (RCA)**

On 63% of reporting stations. National Summary: Up 36, Same 18, Down 0, Debuts 8, Adds 13. R&R Chart: Debut 48.

### JUICE NEWTON

**The Sweetest Thing (I've Ever Known) (Capitol)**

On 63% of reporting stations. National Summary: Up 16, Same 24, Down 0, Debuts 16, Adds 18. R&R Chart: Debut 49.

### Most Added:

- MICKEY GILLEY  
Lonely Nights (Epic)
- REEVES & CLINE  
Have You Ever Been Lonely (RCA)
- DOTTIE WEST  
It's High Time (EMI/Liberty)
- CONWAY TWITTY  
Red Neckin' Love Makin' Night (MCA)
- MAC DAVIS  
You're My Bestest Friend (Casablanca/PG)

### Hottest:

- OAK RIDGE BOYS  
Fancy Free (MCA)
- BARBARA MANDRELL  
Wish You Were Here (MCA)
- KENNY ROGERS  
Share Your Love With Me (EMI/Liberty)
- HANK WILLIAMS JR.  
All My Rowdy Friends... (Elektra/Curb)
- CHARLEY PRIDE  
Never Been So Loved (In All My Life) (RCA)

# MOST ACTIVE

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

### BILLY "CRASH" CRADDOCK "Now That The Feeling's Gone" (Capitol) 61/4

National Summary: Up 20, Same 24, Down 0, Debuts 13, Adds 4, WMC-AM, WQAM, WSIX-FM, KRSY, KIXZ 46-38, WCOS-FM d-37, WLWI-FM 31-27, KRMD-AM-FM 40-34, KFGO 30-26, WTHI d-37, KRZY d-38, KUZZ 49-43, WBGW-FM 46-40, WYII 43-38. R&R Chart: Debut 50.

### MICKEY GILLEY "Lonely Nights" (Epic) 57/56

National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 56 including WMAQ, WSAI-AM-FM, WFMS-FM, KEBC-FM, WIL-AM-FM, KNIX-FM, KEEN, KMPS-AM-FM, WSEN, WNYR, KVET, WYDE, KIKK-FM, WSM, WIRK-FM.

### DOTTIE WEST "It's High Time" (EMI/Liberty) 54/33

National Summary: Up 5, Same 12, Down 0, Debuts 4, Adds 33 including KLZ, KGA, WOKQ, WEEP, WPLO, KOKE-FM, WBAM, WQYK-FM, WSAI-AM-FM, WCXI, WIRE, KCKC 27-22, WKSJ-FM 43-37, WHOO d-27.

### RODNEY CROWELL "Stars On The Water" (WB) 51/7

National Summary: Up 16, Same 19, Down 0, Debuts 9, Adds 7, WPOC-FM, WWVA, KIXZ, WTOS, WTHI, KFH, KGA, WBGW-FM 50-44, KOKE-FM 50-41, KVET 39-33, WGTO 45-37, WLWI-FM 19-14, KCKC 23-10.

### ROGER MILLER "Everyone Gets Crazy Now And Then" (Elektra) 50/8

National Summary: Up 20, Same 18, Down 0, Debuts 4, Adds 8, WUBE-FM, WMNI, WAXX, WNYR, WOKK, WLWI-FM, WSM, KRMD-AM-FM, WKKN 39-33, KLAC 38-32, KNIX-FM 30-25, KOKE-FM 42-36, KHEY 47-39.

### STEPHANIE WINSLOW "When You Walk In The Room" (WB/Curb) 47/4

National Summary: Up 28, Same 10, Down 0, Debuts 7, Adds 4, WYDE, WOKK, WSAI-AM-FM, KUZZ, KIXZ 42-36, KRMD-AM-FM 37-28, KSO 25-20, WKMF 35-30, WKKN 40-34, KTOM 38-33, KSOP 41-34, KGA 36-31, WVAM 37-33.

### CRISTY LANE "Cheatin' Is Still On My Mind" (EMI/Liberty) 42/6

National Summary: Up 20, Same 10, Down 0, Debuts 8, Adds 8, KLZ, KMAK, KIDN, WSOC-FM, WSLR, WXCL, KRAK 46-40, KSOP 42-39, WWVA 39-29, KIXZ 46-39, KVET 46-38, WGTO 38-34, WHPF 43-32.

### REEVES & CLINE "Have You Ever Been Lonely..." (RCA) 40/36

National Summary: Up 1, Same 3, Down 0, Debuts 0, Adds 36 including WPLO, WYDE, WBAP, KIKK-FM, WSIX-FM, WSLR, WSAI-AM-FM, WHK, WFMS-FM, KEBC-FM, WIL-AM-FM, KNIX-FM, KEEN, KMPS-AM-FM, WNYR, WWVA.

### KIPPI BRANNON "Slowly" (MCA) 40/3

National Summary: Up 20, Same 10, Down 0, Debuts 7, Adds 3, WYDE, WTQR-FM, WKCO-FM, KOKE-FM 37-32, KHEY 49-40, WSM 36-30, KRMD-AM-FM 20-14, WSAI-AM-FM d-37, WUBE-FM 21-16, WAXX 30-25, KRAK 40-30, WVAM 27-20, WWVA 6-33.

### MUNDO EARWOOD "I'll Still Be Loving You" (Excelator) 34/6

National Summary: Up 16, Same 7, Down 0, Debuts 6, Adds 6, KEED, WIXL-FM, WSOC-FM, KWKH, WQYK-FM, WKLM, KUZZ 44-38, WVAM 47-41, KVET 43-38, WYDE 37-31, KRMD-AM-FM 50-43, KSO 26-21, KVOO 50-46.

## Others Getting Significant Action

### JOHNNY DUNCAN "All Night Long" (Columbia) 31/11

National Summary: Up 4, Same 13, Down 0, Debuts 3, Adds 11, KVET, WESC-AM-FM, WKSJ-FM, WBAM, KSO, KEBC-FM, KICD-FM, KFDI-AM, KRSY, WWCS-FM, WWVA.

### JOE STAMPLEY "All These Things" (Epic) 30/4

National Summary: Up 7, Same 15, Down 0, Debuts 4, Adds 4, WNRS, WKCO-FM, WPLO, WWOD, KFH 34-30, KUZZ 46-42.

# Radio & Records NATIONAL AIRPLAY/50

## October 30, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK		
6	2	1	1	OAK RIDGE BOYS/Fancy Free (MCA)
8	5	3	2	BARBARA MANDRELL/Wish You Were Here (MCA)
4	4	4	3	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)
12	9	5	4	KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
16	12	9	5	HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
10	8	7	6	ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
18	13	10	7	JOHN CONLEE/Miss Emily's Picture (MCA)
2	1	2	8	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
27	18	12	9	EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
23	16	14	10	MEL TILLIS/One Night Fever (Elektra)
29	20	16	11	MERLE HAGGARD/My Favorite Memory (Epic)
9	6	6	12	GAIL DAVIES/Grandma's Song (WB)
19	15	15	13	TAMMY WYNETTE/Crying In The Rain (Epic)
31	22	17	14	SYLVIA/Heart On The Mend (RCA)
33	24	19	15	ANNE MURRAY/It's All I Can Do (Capitol)
38	28	21	16	JOHNNY LEE/Bet Your Heart On Me (Full Moon/Asylum)
35	27	24	17	RICKY SKAGGS/You May See Me Walkin' (Epic)
11	11	8	18	KENDALLS/Teach Me To Cheat (Mercury/PolyGram)
42	29	25	19	GEORGE JONES/Still Doin' Time (Epic)
32	25	23	20	CON HUNLEY/She's Steppin' Out (WB)
15	14	13	21	FRED KNOBLOCK/Memphis (Scotti Bros./CBS)
41	31	27	22	LARRY GATLIN/What Are We Doin' Lonesome (Columbia)
40	35	28	23	STEVE WARINER/All Roads Lead To You (RCA)
48	37	30	24	CRYSTAL GAYLE/The Woman In Me (Columbia)
6	7	11	25	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
47	41	31	26	BELLAMY BROTHERS/You're My Favorite Star (WB/Curb)
39	32	29	27	GEORGE STRAIT/Down And Out (MCA)
46	38	32	28	TOMPALL & THE GLASER BROTHERS/Just One Time (Elektra)
49	43	33	29	GENE WATSON/Fourteen Carat Mind (MCA)
21	19	22	30	DOLLY PARTON/The House Of The Rising Sun (RCA)
-	39	36	31	ALABAMA/Love In The First Degree (RCA)
50	46	35	32	DON KING/The Closer You Get (Epic)
1	3	18	33	EDDIE RABBITT/Step By Step (Elektra)
-	47	39	34	JOHN SCHNEIDER/Them Good Ol' Boys Are Bad (Scotti Bros./CBS)
3	10	20	35	LACY J. DALTON/Takin' It Easy (Columbia)
25	21	26	36	ZELLA LEHR/Feedin' The Fire (Columbia)
-	50	45	37	WILLIE NELSON/Mountain Dew (RCA)
-	49	40	38	DAVID FRIZZELL & SHELLY WEST/Husbands And Wives (WB)
-	-	44	39	RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)
-	-	44	40	GARY MORRIS/Headed For A Heartache (WB)
-	-	43	41	MOE BANDY/Rodeo Romeo (Columbia)
-	-	49	42	STATLER BROTHERS/Years Ago (Mercury/PolyGram)
-	-	47	43	EARL THOMAS CONLEY/Tell Me Why (RCA)
-	-	47	44	MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)
-	-	47	45	CONWAY TWITTY/Red Neckin' Love Makin' Night (MCA)
-	-	50	46	TERRI GIBBS/I Wanna Be Around (MCA)
-	-	47	47	EDDY RAVEN/Who Do You Know In California (Elektra)
-	-	47	48	JERRY REED/Patches (RCA)
-	-	47	49	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
-	-	47	50	BILLY "CRASH" CRADDOCK/Now That The Feeling's... (Capitol)

New Entry

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.

WSEN 43-38, KVET 50-42, WBHP 50-45, KKYX 47-43.

### SUE POWELL "There's No Me Without You" (RCA) 28/7

National Summary: Up 4, Same 14, Down 0, Debuts 3, Adds 7, WAXX, WHPF, KUZZ, KRAK, WKSJ-FM, KKYX, WIRK-FM, WTOS 44-38, KSOP 35-30, WWCS-FM d-29.

### BRENDA LEE "Only When I Laugh" (MCA) 28/6

National Summary: Up 6, Same 12, Down 0, Debuts 4, Adds 6, WCXI, WBCS-FM, KICD-FM, WBGW-FM, WPLO, WQYK-FM, WVAM 46-40, WKSJ-FM 34-29, KKYX 48-44, WIRK-FM 36-29.

### BOBBY BARE "Dropping Out Of Sight" (Columbia) 26/19

National Summary: Up 1, Same 3, Down 0, Debuts 3, Adds 19 including WSEN, WYII, KVET, WGTO, WSM, WCXI, KEBC-FM, KRZY, KRAK, KTOM.

### LEE GREENWOOD "It Turns Me Inside Out" (MCA) 25/3

National Summary: Up 11, Same 7, Down 0, Debuts 5, Adds 3, WKMF, KRDR, KYXX, WNRS 22-18, WXCL 16-14, KCKC 24-14, WIXY 29-24, KRRV 32-24, WBAM 10-7, WQYK-FM 14-12.

### KIERAN KANE "It's Who You Love" (Elektra) 25/24

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 24 including KOKE-FM, WGTO, WSIX-FM, WSM, WIRK-FM, WKMF, KRAK, KEEN, KMPS-AM-FM, WBGW-FM.

### BILL NASH "Slippin' Out, Slippin' In" (EMI/Liberty) 25/2

National Summary: Up 5, Same 14, Down 1, Debuts 3, Adds 2, KVET, WWOD, KOKE-FM 47-44, WQJK-FM 38-36, KRMD-AM-FM 39-38, WNRS 28-23, KFGO d-37, On: KIKK-FM, WBAM, KRAK.

### WRIGHT BROTHERS "Family Man" (WB) 23/8

National Summary: Up 3, Same 10, Down 0, Debuts 2, Adds 8, WMNI, WAXX, KWMT, KVOO, WWVA, KOKE-FM, WGTO, WBAM, WFMS-FM 27-20, WKXA d-29.

### GARY STEWART "She's Got A Drinking Problem" (RCA) 21/10

National Summary: Up 0, Same 7, Down 0, Debuts 4, Adds 10, KKAL, KSOP, KEEN, WVAM, WWCS-FM, WGTO, KYYX, KRMD-AM-FM, KWMT, KICD-FM.

### CALAMITY JANE "Send Me Somebody To Love" (Columbia) 20/3

National Summary: Up 4, Same 10, Down 0, Debuts 3, Adds 3, WLWI-FM, KKYX, KRSY, KBMR 48-41, WSAI-AM-FM d-38, WAXX d-38, WBCS-FM 19-12, On: KOKE-FM, KSO.

### BOBBY GOLDSBORO "The Round-Up Saloon" (Curb/CBS) 18/18

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 18 including KSO, KFGO, WXCL, KRDR, KCKC, WSEN, WIXL-FM, WYDE, KRMD-AM-FM, WIRK-FM.

### MARTY ROBBINS "Teardrops In My Heart" (Columbia) 18/12

National Summary: Up 1, Same 10, Down 0, Debuts 2, Adds 12, KRZY, KMAK, KRAK, KTOM, KSOP, KEEN, KGA, KCUB, WVAM, KFGO, KVOO, KFDI-AM.

### TOM CARLILE "Catch Me If You Can" (Doorknob) 18/1

National Summary: Up 6, Same 8, Down 0, Debuts 1, Adds 1, WQJK-FM, KHEY 50-41, KNOE 43-37, KVOO 44-41, KFDI-AM 48-44, KEED 45-42, KSOP 49-46.

### MEL McDANIEL "Preaching Up A Storm" (Capitol) 12/12

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12, KVET, WLWI-FM, KKYX, WIRK-FM, WMNI, WCXI, KFGO, KEBC-FM, KUZZ, KMAK, KTOM, KMPS-AM-FM.

### JIMMI CANNON "Whole Lot Of Cheatin' Goin' On" (WB) 12/4

National Summary: Up 3, Same 2, Down 0, Debuts 3, Adds 4, KVET, KHEY, WSM, KICD-FM, WYDE 38-33, WGTO 46-41, WKSJ-FM 48-46.

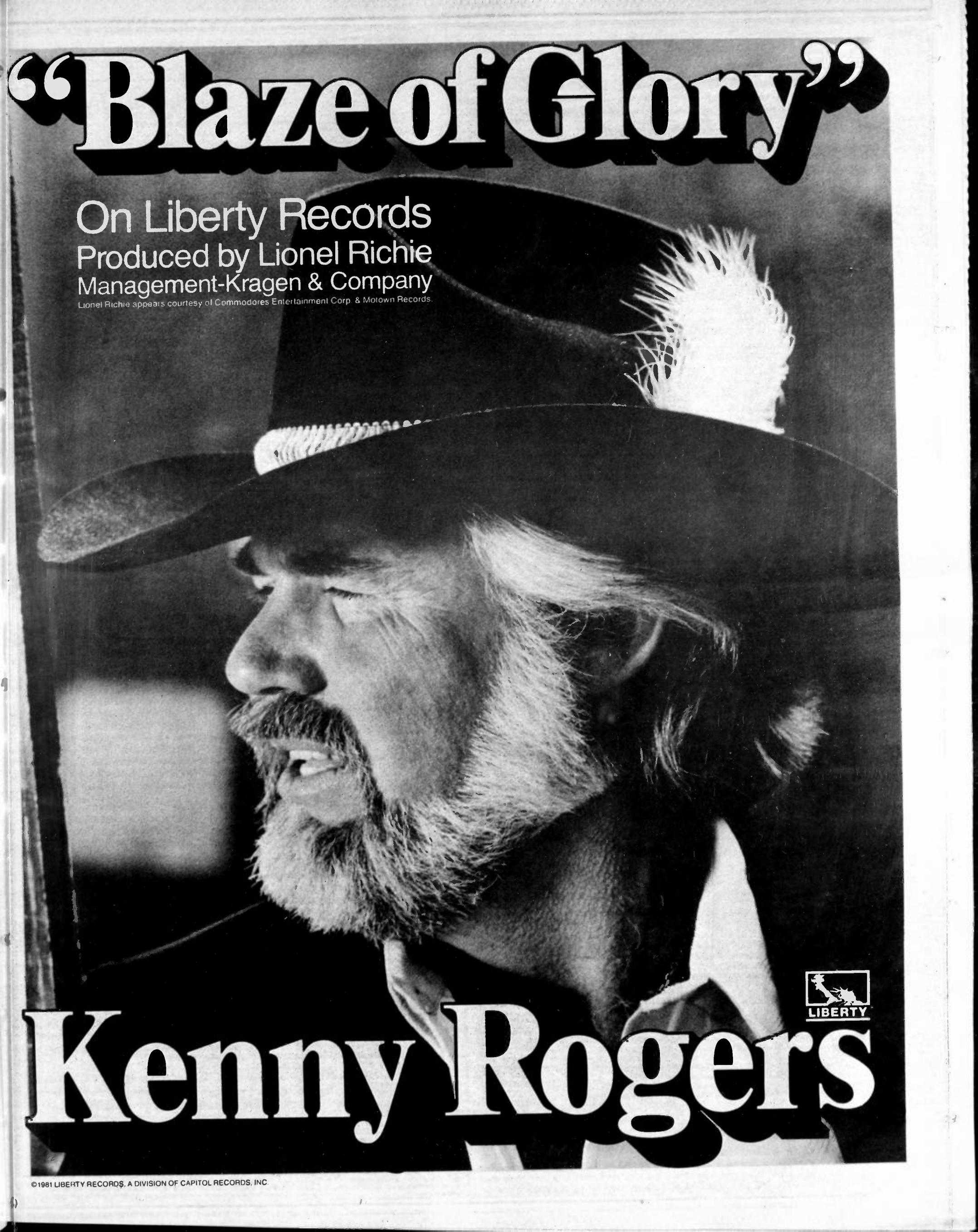
### MICHAEL BALLEW "Your Daddy Don't Live In Heaven..." (EMI/Liberty) 12/4

National Summary: Up 1, Same 5, Down 0, Debuts 2, Adds 4, WAXX, KFGO, KFDI-AM, KVET, KWMT 45-40, On: KOKE-FM, KRMD-AM-FM.

# “Blaze of Glory”

On Liberty Records  
Produced by Lionel Richie  
Management-Kragen & Company

Lionel Richie appears courtesy of Commodores Entertainment Corp. & Motown Records.



**Kenny Rogers**



# Country Pictures

## More CMA Highlights



CBS Records/Nashville's annual President's Party was held again this year at the Opryland Hotel and hosted by CBS Records Group Deputy President Dick Asher and CBS Records Nashville VP/GM Rick Blackburn. Those in attendance included (first row, l-r) Frad Knoblock, Ricky Skaggs, Rosanne Cash, Moe Bandy, Janie Fricke, Billy Joe Shaver, and EIP/A's Greg Geller; (second row, l-r) Rick Blackburn, Columbia's Al Teller, Don King, Ronnie McDowell, and EIP/A's Don Dempsey; (third row, l-r) CBS's Paul Smith and Dick Asher, artist Michael Smotherman, and CBS's Roy Wunsch and Stephan Reed; (fourth row, l-r) Epic's Elliot Hubbard, CBS's Ted Bacha, and Columbia's Joe Mansfield; (fifth row, l-r) EIP/A's Rich Schwan, CBS's Craig Applequist, artist Marcie Beverly, and CBS's Joe Casey and Caroline Moore; (sixth row, l-r) Sue Ellen Bacha, CBS's Jack Lamaler, Portrait's Lenny Patza, and Columbia's Arma Andon; (seventh row, l-r) Mike Campbell and CBS's Jay Janson.



During the annual BMI Awards Dinner the twelfth annual Robert J. Burton Award (honoring the late BMI President) was presented to the writer and publishers of the most performed BMI Country song of the year. This year's winner was the song "9 To 5," written by Dolly Parton and published by Fox Fanfare Music, Inc. and Velvet Apple Music. Pictured at the ceremony are (l-r) BMI VP Frances Preston, Velvet Apple Music's Bob Hunke, BMI Sr. VP Theodora Zavlin, and Fox Fanfare Music, Inc.'s Herb Eiseman.



The Warner Bros. reception, held at the Hermitage Park Suite Hotel, was a well-attended affair. Shown enjoying the cocktail buffet are (l-r) WJRB/Nashville PD Don Keith, WLWI-FM/Montgomery PD Rhubarb Jones, Rosanne Cash, Rodney Crowell, WIVK/Knoxville PD Allen Dick, and WB's Dave McClellan.



Tom T. and Dixie Hell hosted their annual luncheon/party at their home for CMA member DJ's in an effort to increase CMA membership among those who participated in the convention. They're pictured at their Fox Hollow home with 1981's large market "DJ of the Year" winner Lynn Waggoner of KEBC-FM/Oklahoma City.



Biff Collie

## Inside Nashville

**STAR-TREK:** Kenny Rogers sued Liberty/Capitol Records for \$44 million re: back royalties (see Page 1)... Ronnie McDowell grew a beard for his Sundown Club appearance in NYC... Notice that "Harper Valley PTA" series starring Barbara Eden this season is titled "Harper Valley?"... Hank Williams, Jr., Ed McMahon, Janie Fricke, Mickey Gilley and the Dallas Cowboy Cheerleaders with hosts the Oak Ridge

Boys on Saturday's (October 31) "Nashville Palace"... Dale Robertson, Foster Brooks, Spanky McFarland, etc. joined Floyd Cramer's Celebrity Golf Tournament here for the Arthritis Foundation... Archie Campbell taped a 30-minute TV special for the YMCA... Boxcar Willie has his first single record release (ever!) from his 2 million-selling TV album... David Wendell Gulon, one of our first American composers to transcribe American Folk music into fiddle tunes such as "Turkey in the Straw" and "Arkansas Traveler," and composer of one of the classic American ballads, "Home on the Range," died in his Ballinger, TX home at the age of 88... Also sad to hear of the passing of singer, songwriter, comedian Jud Strunk, 45, who died recently in a plane crash near his home in Maine...

**GAME SHOWS, ANYONE?** Almost 600 Middle Tennesseans turned out for the first week's contestant interviews for appearing on the new Art James-hosted "Shopping Game," taped here at Nashville's Public TV Channel 8. New York producer Roger Muir calls Nashville "a game show gold mine. We've never found people like we've found here," Muir said between screening sessions. "Everybody thinks you can find all the contestants you need in Los Angeles, but out in California, you get kooks and crazies. Nashville is just great; I've never seen the warmth and niceness of the people here. When more TV producers find out about Nashville, there'll be a tremendous influx of shows in search of contestants. I'll surely be back!"

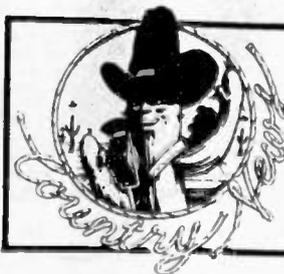
**EVERYTHING'S UP-TO-DATE IN MUSIC CITY:** Loretta Lynn was joined by her sisters Crystal Gayle and Peggy Sue, her brother Jay Lee Webb, and Oscar-winning Sissy Spacek and "WKRP"'s Howard "Johnny Fever" Hesseman on location at her Hurricane Mills, TN home to tape her first TV special "Loretta Lynn: The Lady... The Legend," scheduled to air November 16 on NBC. Others joining her on the show will be Ernest Tubb, Conway Twitty and the Oak Ridge Boys... NLT's Opryland Productions may collaborate with Westinghouse Broadcasting Co. to launch its Nashville-based cable television network... Waylon Jennings and wife Jessi Colter surprised Maureen Rafferty (she handles all their business and runs their household) with a party marking her 10 years of service in the Jennings complex... The Statler Bros. taped the concert segment of their first TV special at the Tennessee Performing Arts Center Theatre, with guests Barbara Mandrell, Janie Fricke, Brenda Lee, Roy Rogers and Conway Twitty... The "Hee Haw" cast presented Grandpa Jones, on his 68th birthday, a T-shirt that says: "I'm hot-wired"... Charley Pride guested with

Tom Snyder on the "Tomorrow" show Monday night (10-26)... Barbara Mandrell and Andy Williams to do a duet album?????... Hank Williams Jr. to do the part of Crystal Carrington's (Linda Evans) brother-in-law on the show "Dynasty"????...

**FAIRY-TALES:** Jerry Clower, visiting radio stations in Myrtle Beach, SC in 1978 promoting his albums, was followed by an old van full of kids. Clower got out and spoke to them: "Come on in and let's visit. You boys been following me all over town." The boys said, "We heard you were in town, so we had to come meet you." Jerry learned the boys were in a band and had been playing around Myrtle Beach for awhile; they had set up in one of the clubs there for tips. "Nice boys," Clower said. Then, on October 12, 1981, Jerry Clower handed those boys the Country Music Association's "Vocal Group Of The Year" award. Alabama!

**AIR-LINES:** I'm pleased that many of you have/do comment on and request "Air-Lines" for on-the-air use and/or for local newspaper columns, etc. Belated answers to our last trivia quiz (10-9): Longest-charted single record: "Fraulein" - Bobby Helms; shortest song ever published: "Happy Birthday To You;" first living member of the Country Music Hall of Fame: Roy Acuff; first country band to perform with amplified instrument: Ernest Tubb's Texas Troubadours (1937); first performer on a country show to be elected Governor: W. Lee O'Daniel (hosted the original Light Crust Doughboys), was Governor of Texas and U.S. Senator; Art West's boss who was inducted into the Country Music Hall of Fame: Pee Wee King. "Art West" is better known today as Archie Campbell of "Hee Haw."

**FLASHBACK:** Talk about your mind playing tricks on you... Charlie Williams and I spent some of our early broadcasting years at the same radio station in Southern California. When my alarm went off and Charlie was on the radio, I knew it was time for me to hit the road to make my own air-shift. Well, the other morning the alarm went off and there was Charlie in all his glory doing all those "Charlie Williamsisms." My half-asleep mind reacted to Charlie by jumping up, brushing my teeth, showering, dressing, and getting set to jump into the car and head for the station (I usually got there while my first record was playing). About halfway out the door, it happened... I suddenly realized that, though this was Charlie, it was neither a morning in the 1960's in California nor was it KFOX on my Tennessee radio, but US107, the new Country station in town. (Sorry, Charlie!)



## Coors Country News

This Week's Guest:  
**TAMMY WYNETTE**

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



# Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Mac Davis (Caseablanca/PG) Alabama (RCA) Mickey Gilley (Epic)	Oak Ridge Boys (MCA)	Mickey Gilley (Epic)	Oak Ridge Boys (MCA) Kenny Rogers (EMI/Liberty)	Mickey Gilley (Epic)	Oak Ridge Boys (MCA) Barbara Mandrell (MCA)	Mickey Gilley (Epic) Reeves & Cline (RCA)	Oak Ridge Boys (MCA) Charley Pride (RCA)

EAST		MIDWEST		SOUTH		WEST					
<b>WQNA-FM Albany, NY</b> MICKEY GILLEY JOHN DENVER BILL LYERLY JOHNNY BUSH STEVIE NICKS MOTORS GEORGE JONES BOB DYLAN STATLER BROTHERS ALABAMA RONNIE MILSAP MOTORS	<b>WVNC-FM Hagerstown, MD</b> JOHNNY DUCAN WAYNE REEP GARY STEWART RONNIE MILSAP RICKY SKAGGS COMBAT TRITTY GARY MORRIS MOTORS ROSNANE CASH JOHN CONLEE JERRY REED HARRIS & WILLIAMS	<b>WYU Williamsport, MD</b> BOBBY BARE REX ALLEN, JR. MICKEY GILLEY DOTTIE WEST KIERAN KANE BARBARA MANDRELL OAK RIDGE BOYS TAMMY WHITETTE KERRY ROGERS LARRY GATLIN	<b>WBLR Akron, OH</b> REEVES & CLINE CRISTY LANE HARRIS & WILLIAMS BARBARA MANDRELL OAK RIDGE BOYS TAMMY WHITETTE KERRY ROGERS LARRY GATLIN	<b>WVKB Cincinnati, OH</b> RAY GRIFF REEVES & CLINE KIERAN KANE JIM STAFFORD MICKEY GILLEY BOBBY GOLDSBORO GRIFFIN MOTORS OAK RIDGE BOYS GAIL DAVIES BARBARA MANDRELL ROSNANE CASH KERRY ROGERS	<b>WVWQ Grand Rapids, MI</b> STATLER BROTHERS CONNY TRITTY STEVE WARNER REEVES & CLINE CHARLEY PRIDE HANK WILLIAMS JR. MOTORS BOBBY GOLDSBORO ALAN CAMPBELL BARBARA MANDRELL HANK WILLIAMS JR.	<b>WVFX Knoxville, TN</b> WILLIE NELSON REX ALLEN, JR. MICKEY GILLEY DOTTIE WEST KIERAN KANE BARBARA MANDRELL OAK RIDGE BOYS TAMMY WHITETTE KERRY ROGERS LARRY GATLIN	<b>WVBC-FM Jacksonville, FL</b> JOHN DENVER JERRY REED TOM CARLISLE STREET & HOWELL DOTTIE WEST MICKEY GILLEY MOTORS BELLAMY BROTHERS HARRIS & WILLIAMS GENE WATSON STATLER BROTHERS MOTORS	<b>WVXK-FM Nashville, TN</b> WILLIE NELSON REX ALLEN, JR. KIERAN KANE RAY PRICE "CRASH" ORADDOCK REEVES & CLINE JOE BANDECK MOTORS JOHNNY LEE TAMMY WHITETTE HARRIS & WILLIAMS GEORGE JONES ALABAMA	<b>WVHM Shreveport, LA</b> RONNIE MILSAP COMBAT TRITTY EARL THOMAS COBLEY MUNDO EARWOOD MOTORS CHARLEY PRIDE OAK RIDGE BOYS ROSNANE CASH BARBARA MANDRELL		
<b>WVAM Albion, PA</b> PAT GARRETT BILL LYERLY GARY STEWART RONNIE MILSAP REEVES & CLINE BOBBY GOLDSBORO RONNIE MILSAP BOBBY BARE MARTY ROBBINS JOHNNY ROBERTS JIMMY C. NEWMAN MOTORS GEORGE JONES JERRY REED CRYSTAL GAYLE CRYSTY LANE	<b>WVAP Morgantown, WV</b> CRYSTAL GAYLE ALABAMA JOHN SCHNEIDER MOTORS OAK RIDGE BOYS GAIL DAVIES BARBARA MANDRELL KERRY ROGERS HARRIS & WILLIAMS JOHN CONLEE	<b>WVWV York, PA</b> ALABAMA STEVE WARNER BELLAMY BROTHERS BOBBY BARE FRIZZELL & WEST JIMMY CARROLL MOTORS CHARLEY PRIDE OAK RIDGE BOYS CHARLEY PRIDE OAK RIDGE BOYS CHARLEY PRIDE OAK RIDGE BOYS HARRIS & WILLIAMS	<b>WVMAO Chicago, IL</b> WILLIE NELSON RODNEY CROWELL STATLER BROTHERS RONNIE MILSAP MOTORS MICKEY GILLEY EARL THOMAS COBLEY JOHN CONLEE MOTORS CHARLEY PRIDE OAK RIDGE BOYS CHARLEY PRIDE OAK RIDGE BOYS BARBARA MANDRELL JAMIE FRICKE HARRIS & WILLIAMS	<b>WVWB Cincinnati, OH</b> MEL MC DANIEL JERRY REED JIMMY CARROLL STATLER BROTHERS RONNIE MILSAP MOTORS MICKEY GILLEY EARL THOMAS COBLEY JOHN CONLEE MOTORS CHARLEY PRIDE OAK RIDGE BOYS CHARLEY PRIDE OAK RIDGE BOYS BARBARA MANDRELL JAMIE FRICKE HARRIS & WILLIAMS	<b>WVWZ Green Bay, WI</b> COMBAT TRITTY MICKEY GILLEY MAC DAVIS DOTTIE WEST JIMMY CARROLL STATLER BROTHERS RONNIE MILSAP MOTORS OAK RIDGE BOYS HANK WILLIAMS JR. ALABAMA	<b>WVWF Rock Island, IL</b> STATLER BROTHERS MAC DAVIS THUNDER BROTHERS ALABAMA EARL THOMAS COBLEY EDDY RAYEN COMBAT TRITTY MOTORS HARRIS & WILLIAMS JOHNNY LEE	<b>WVWY Memphis, TN</b> MICKEY GILLEY MAC DAVIS COMBAT TRITTY CRYSTAL GAYLE HARRIS & WILLIAMS MUNDO EARWOOD BOBBY BARE MOTORS OAK RIDGE BOYS ROSNANE CASH BARBARA MANDRELL HARRIS & WILLIAMS JOHN CONLEE	<b>WVWC-FM Charlotte, NC</b> MAC DAVIS COMBAT TRITTY CRYSTAL GAYLE HARRIS & WILLIAMS MUNDO EARWOOD BOBBY BARE MOTORS OAK RIDGE BOYS ROSNANE CASH BARBARA MANDRELL HARRIS & WILLIAMS JOHN CONLEE	<b>WVWU Lynchburg, VA</b> MICKEY GILLEY MAC DAVIS BILL MASH JOE STAMPEY MOTORS OAK RIDGE BOYS ROSNANE CASH BARBARA MANDRELL HARRIS & WILLIAMS JOHN CONLEE	<b>WVWS Nashville, TN</b> ROGER MILLER MAC DAVIS KIERAN KANE COMBAT TRITTY MICKEY GILLEY WILLIE NELSON JIMMY CARROLL BOBBY BARE MOTORS OAK RIDGE BOYS BARBARA MANDRELL HARRIS & WILLIAMS JOHN CONLEE	<b>WVWV Tampa/St. Pete, FL</b> STEVE WARNER COMBAT TRITTY RONNIE MILSAP MOTORS OAK RIDGE BOYS MICKEY GILLEY WILLIE NELSON JIMMY CARROLL BOBBY BARE MOTORS OAK RIDGE BOYS BARBARA MANDRELL HARRIS & WILLIAMS JOHN CONLEE
<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	<b>WVWV New York, NY</b> RICKY SKAGGS JOHN SCHNEIDER CRYSTAL GAYLE ALABAMA MOTORS CHARLEY PRIDE OAK RIDGE BOYS KERRY ROGERS	

**Hottest Tracks:**  
 "Highways Run On Forever" JOHNNY LEE (Full Moon/Asylum)  
 "Keepin' Power" "Love Crazy Love"  
 TERRI GIBBS - I'm A Lady - (MCA) "Maury Rivers" "Too Far Gone" "Every Now And Then"  
 MICKEY GILLEY - You Don't Know Me - (Epic) "Ladies Night" "My Affection"  
 MERLE HAGGARD - Big Sky Country - (Epic) "Good Old American Guit" "Are The Good Times Really Over" "I Think I'm Gonna Live Forever" "Stop The World" "You Don't Have Very Far To Go" "Texas Fiddle Song" "I Always Get Lucky With You"  
 JOHNNY LEE - Bet Your Heart On Me - (Full Moon/Asylum) "Highways Run On Forever" "Somebody Like You" "How Deep In Love Am I"  
 BARBARA MANDRELL - Barbara Mandrell Live - (MCA) "Hey Good Lookin'" "Unsung Heroes" "Country Girl"  
 REBA MCEINTIRE - Heart To Heart - (Mercury/Pg) "Only You (And You Alone)"  
 EDDIE RABBITT - Step By Step - (Elektra) "Early In The Morning" "Someone Could Lose A Heart Tonight" "Bring Back The Sunshine"

**KENNY ROGERS** - Share Your Love - (EMI/Liberty) "So In Love With You" "Blaze Of Glory"  
**ROGER WHITTAKER** - Changes - (RCA) "When I Dream" "Rocky Top"  
**HANK WILLIAMS JR.** - The Pressure Is On - (Elektra/Curb) "A Country Boy Can Survive" "Tennessee Stud" "I Don't Care If Tomorrow Never Comes"

**NUMBER OF REPORTING STATIONS THIS WEEK: 115**

**COUNTRY ALBUMS**  
 Cuts in bold type are receiving the heaviest airplay.

**ALABAMA** - Feels So Right - (RCA) "Ride The Train" "Hollywood"  
**JOHN CONLEE** - With Love... - (MCA) "Only Oklahoma Away" "The Staying Side Of Goodbye" "I'd Rather Have What We Had"  
**MAC DAVIS** - Midnight Crazy - (Caseablanca/Pg) "Comfortable" "Kiss It And Make It Better" "Tell Me Your Fantasies" "Float Away"  
**JAMIE FRICKE** - Sleeping With Your Memory - (Columbia) "Do Me With Love" "The Heart"



Jeff  
Green

# Adult/Contemporary

## WJBC: 1000 Watts And No. 1 A/C In The U.S.A.

There's a little station in Bloomington, IL that hardly anyone has ever heard of outside McLean County. WJBC is a 1000-watt days/250-watt nights AM facility at 1230 that programs music/full service to this 169th-ranked metro of approximately 100,000 people 12+. Also serving the area are three FM stations: one Easy Listening, one Country, and one CHR. Beaming in from Chicago are four 50kw signals: WBBM, WGN, WLS, and WMAQ. In addition, three strong FM's cover Bloomington from nearby Peoria.

It would appear that a station like WJBC wouldn't stand much of a chance against ten other stations, six FM's and four Chicago AM blockbusters. What kind of ratings would you expect it to have 12+? A three share? Six? Nine? Try (are you ready for this?) a 39.0! Looking at 25-49, little WJBC dwarfs all competition with a 48.0, the biggest 25-49 share of any Arbitron-ranked market station in the United States! Its 25,000 25-49 cume rivals many successful Top 20 market stations. In short, the success of WJBC is probably the most lopsided victory for the little AM versus the big guys (FM and larger market penetration) in modern broadcasting. How do they do it? WJBC's success is rooted in basic broadcasting skills: preparation, community involvement, and honest hard work.

Don Munson is Operations Manager at WJBC. Don, who joined the station in 1964 as a newsman, was named Program Director in 1970, and became Operations Manager in 1977.

R&R: The first question is obvious: How did WJBC become so successful?

DM: This is the old, established station in the market. Every market has one, and most of the other little AM full-service outlets in the country that have been beaten didn't have the motivation from the people who had been there forever to keep working hard at it. We've just never allowed ourselves to get old and complacent. We keep getting up and busting our butts every day.

The biggest word to us is *service*. Radio has an opportunity, particularly the AM stations which can devote some time to talk, to really be of service to their listeners. They can act as a catalyst for what's going on in the community, and become the center of information.

### Keeping A Stable Staff

R&R: Are most of your staff longtime personalities?

DM: We don't have that old a staff, although if you're going to be a successful mass appeal station you really have to have some maturity somewhere. That's very difficult for radio stations in our size market to do.

R&R: How have you done it?

DM: We feel we pay them very well and treat them like important people, which they are. Our personalities are all solid citizens in the community. Everybody knows them, and the community responds to them. There's an awfully good chance that the guy you meet on the street has heard what you said on your show this morning. While it's nice to think about being in a major market and speaking to hundreds of thousands of people, it still isn't likely that contact would occur there.

R&R: With only 1000 watts, do you use any signal processing?

DM: No. We haven't tried to overextend ourselves. We have to remember that we're very limited in the number of people we can reach. This is an agricultural county and it's the limit of our coverage area. There's no reason for us to try to talk to anyone else. We cover only our own area and that gives us an advantage. WGN and WLS put in a great signal here, but they have to address the interests of the people in a multi-state region. We can compete fine with that because we can talk to McLean

County people about what they want to talk about.

R&R: How significant is local commentary?

DM: Local commentary is very important. You can read commentary in magazines and on network TV, but where else besides radio can you get commentary about local issues in a small-to-medium market? Even local newspapers can't provide very much compared to a talk show. We have ten local people who do two-minute commentaries about local issues. They stir the community "pot." It helps give us a strong new image.

R&R: Are you feeling any heat from the FM stations?

DM: The competition is becoming stiffer. I think if we were the same station we were five years ago, the same erosion that is affecting so many AM stations now

**"You've got to let your people be personalities. Rather than tell him to shut up when you hear him say something that's off the wall, you've got to get in there and show him how to do it better."**

would also be plaguing us. It may happen to us in the next few years — perhaps it's inevitable. I don't plan on getting a good night's sleep for the next few years. You just can't sit back and rest — you really always need to concern yourself about what the other guy's doing. It's going to be a long time before they can offer all of the other services we have, so we're trying to beef up those areas. I think an AM station like ours can continue to compete as long as it strengthens itself in the things it can do best. What we do best is *talk*. We use two-way communication with our listeners a great deal, which helps us to be the information and news source of the community.

R&R: What about off-air activities?

DM: Full-service radio certainly goes beyond that which goes on the air. We feel strongly that you've got to give something back to the industry. Currently, four of our staff hold national or regional executive positions in major radio organizations.

We don't tell our staff they have to get out into the community. We just try to hire the right people who will make it their business to do it because that's the way they lead their lives — they want to be out there, to be part of things. In order to be aware of the community and to properly showcase the music they play, the air staff makes it a point to prepare, prepare, prepare! Arms are loaded to the ceiling with records, notes, bits, phone numbers, features — they go in and *make it happen*.

R&R: What are your feelings about promotion and advertising?

DM: Because of our cume, we don't have to worry about a whole lot of outside advertising. Our most effective and economic medium to reach the people is our own station. So we're very particular about our station sound. We know we're going to reach a tremendous percentage of the people in our listening area each week. What we have to do is convince them to continue to listen to us. Much of our promotion is on-air. We do work very hard at recycling our listeners and it's not particularly by using contests, either. Basically, we give them reasons to tune in by planning interesting programming. To me, that's good promotion.

### "Selling" The Music

R&R: Describe the music philosophies of your station as opposed to those of your competitors.

DM: In the area of music, we feel that FM stations "just haven't learned to sell their music yet — they haven't put the personality and education behind the music they're playing. They're not talking about it, they're not helping people understand it, nor are they introducing the people to the artists who perform it. We're talking about and with those people on the telephone all the time. I think FM stations can do it — they just haven't, I guess.



THE SPIRIT OF MC LEAN COUNTY

We're trying to educate our listeners to enjoy the broad range of music we play. We'll tell them about the new material but often we're limited in how we do that. It's very tough for stations in markets our size to become adequately educated about the music they receive. The more we can know about the artists, the more we pass on to the audience. I think that makes our listeners more comfortable about these records.

R&R: What kinds of music research do you use?

DM: We don't use any — we fly by the seat of our pants! For about a year we were heavily into callout research with all of the complex methodologies and computer programs. Finally we decided that we can use our gut feeling, the trades, listener feedback, and our best judgment to determine our music.

R&R: Do you have some advice to other small market AM stations?

DM: I don't want to downplay the importance of music on radio because it has been tremendously important over the past several decades and obviously still is. But for an AM station to be successful now and particularly in the future, it *must* offer something more than music, no matter how you present your programming.

There are several elements. One is *personality* — You've got to let your people be personalities. It's very tough in small markets because you have some dingbats who don't know how to handle it. You just simply have to grit your teeth when you hear him say something that's off the wall. Rather than tell him to shut up, you've got to get in there and show him how to do it better. But your jocks have to exude some personality. They have to be allowed to talk.

Use the telephone. It's a great instrument and is certainly not outdated, at least on AM radio. Don't be afraid to let the listener eavesdrop on what you're talking about with someone. It's amazing to me that people do love to eavesdrop, many times about the most trivial things. We don't have a producer for our talk shows. Nobody screens the calls. Hell, the phone rings, we answer it! We publicize our toll-free lines, so our listeners know if they want to talk with us, we'll pick up the tab.

Our listeners also know that if they tune out our station, even for a little while, they may well miss something exciting. Don't be afraid to do things. Make your station alive and exciting! Go to the sources — get answers for people. Find out why things are happening. There's more opportunities now than there's ever been for a radio station to reflect its community — nothing can do it as well.



**WHERE WE ALL BELONG** — The Pittsburgh Zoo issued a challenge to 3WS/Pittsburgh DJ Herb Crowe to do his air-shift from the baboon cage. It was all part of the station's participation in helping the Zoo raise money to build natural habitat settings which will "free the animals." Looks like Herb has already found his natural environment. Indeed, after four hours, Herb was reportedly going bananas.

# IN THE WORLD SERIES OF RECORDS **RCA** WINS IN SIX



**DIANA ROSS**  
**"Why Do Fools Fall In Love"**

A/C **BREAKERS** 10/16

This Weeks A/C Chart # **14**



**RONNIE MILSAP**  
**"I Wouldn't Have Missed This For The World"**

THE ALBUM'S ALREADY GOLD!

- |       |      |      |      |      |
|-------|------|------|------|------|
| WJMD  | KEX  | WDEF | WFMK | WWSA |
| WLTA  | KYXY | WSLI | KLTE | WDAY |
| WSB   | WNAB | WVLK | WQUA | KFOR |
| KULF  | WRIE | KAAY | KKRD | WSGW |
| 55KRC | WSFM | WMAZ | KAFY | KFQD |
| WOMC  | WSBA | WRVR | KBOI | KADE |
| KMBZ  | WGAC | WAKR | KSL  | KBOZ |
| WHB   | KCSW | WHBY | KCEE | KMED |
| WCCO  | WAFB | WHBC | WHAG | KRKK |
| KOY   | WERC | WHIO | WSKY | WORG |



**JOHN DENVER**  
**"The Cowboy and The Lady"**

- |      |      |      |      |
|------|------|------|------|
| WLTA | KEX  | WHBC | KKUA |
| KMBZ | KCSW | KLTE | WORG |
| KOY  | WDEF | KAFY | KBOZ |



**DON McLEAN**  
**"Castles In The Air"**

## A/C **BREAKERS**

**DON McLEAN**

Castles In The Air (Millennium/RCA)

63% of our reporters on it. Rotations: Heavy 4/0, Medium 52/9, Light 22/6, Extra Adds 1, Total Adds 16 including WCBM, WASH, KULF, 97A1A, KYXY, WIBA, and 10 more. Moves 26-22 on A/C chart.



**THE ROYAL PHILHARMONIC ORCHESTRA**  
**"Hooked On Classics"**

- |             |             |      |      |      |
|-------------|-------------|------|------|------|
| 195 13-11   | WJDX on     | KEX  | WMAZ | WLVA |
| Q105 add 29 | WBBQ add    | KYXY | WHBC | WFIR |
| WCKX add    | WHBQ add    | WNAB | WOWO | WJBC |
| CKLW 23-13  | WAYS add 20 | WSFM | WIBA | KFOR |
| KEARTH add  | WVIC add    | WELI | KLTE | WSGW |
| KIIS-FM add | KOFM add    | WSBA | WQUA | WJON |
| WCAO on     | KSLY add    | WGAC | WKBN | KFQD |
| WFBR add 27 | WSB         | WBT  | KAFY | KBOZ |
| KFMK 11-10  | WCLR        | WDEF | KBOI | KMED |
| KINT add    | WCCO        | WSLI | KSL  | KRKK |
| KEEL add    | KOY         | WVLK | WLEQ |      |



**HALL AND OATES**  
**"Private Eyes"**

New Single  
**"I Can't Go For That (No Can Do)"**  
 Shipping 10/30

This Week CHR Chart # 1

**ON RCA RECORDS**



**PEYTON MAYS — KEZX/Seattle** "This looks like it will be the 'Stairway To Heaven' of upper demographics. Unprecedented requests . . . Listeners call to ask when it will be played again."

**AL HERSKOWITZ — WIP/Philadelphia** "Domingo and Denver created a sensation in Philadelphia . . . A hit record."

**ROSALIE TROMBLEY — CKLW/Detroit** "Every time we play this record, the switchboard lights up. We already have strong retail reports."

**ROY LEONARD — WGN/Chicago** "I have received more listener reaction for this record than any other record this year."

**ALAN HOTLAND — KSFO/San Francisco** "As soon as I heard it, I knew it was special . . . The phones confirmed it."

**ALAN ANDERSON and YOLANDO PARAPAR — WIOD and WAIA/Miami** "Once you've heard it, it keeps going over and over in your head. Great response!"

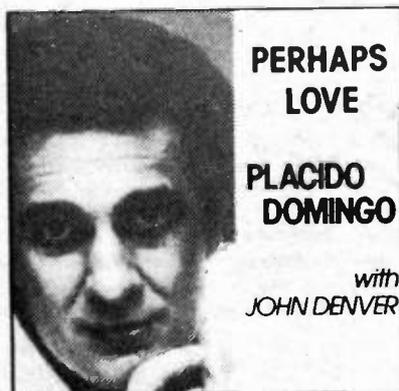
**JEFF BAXTER — WJW/Cleveland** "Our most requested record."

**GENE ELZY — WJR/Detroit** "The most requested record we are currently playing."

**LISA MORALES — WBAL/Baltimore** "People who never called the station phoned us asking where they could buy it."

**BILL CONWAY — WTMJ/Milwaukee** ". . . Phone calls everytime we play this record."

# "Perhaps Love"



# PLACIDO DOMINGO with JOHN DENVER

from the CBS album



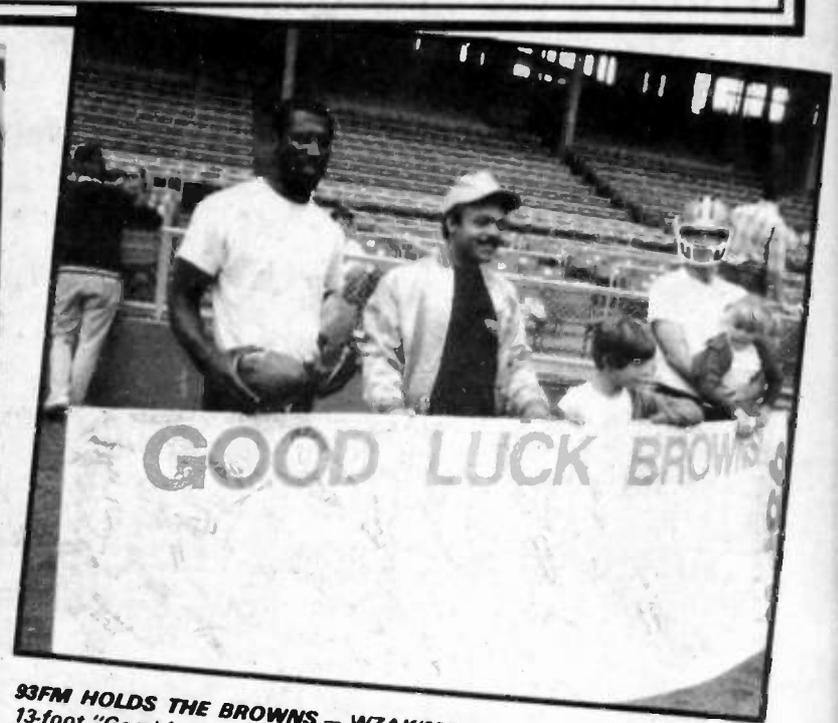
"Perhaps Love" (FM37234)

John Denver appears through the courtesy of RCA Records.

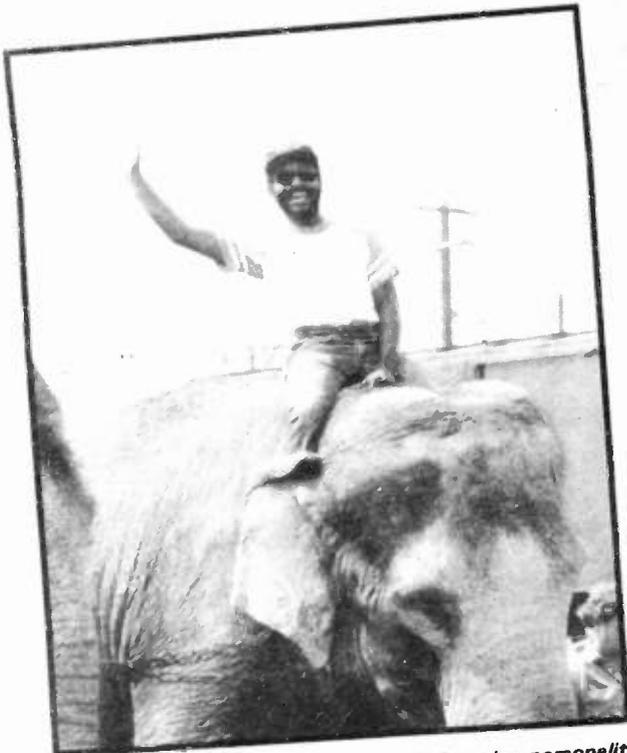
# Black Radio



**MAYOR HONORS CLIVE** — Los Angeles Mayor Tom Bradley (left) presented Honorary Entertainment Chairman Clive Davis (second from left) with a certificate of appreciation during opening ceremonies of the L.A. Street Scene Festival. Also pictured are Dionne Warwick and KACE owner Willie Davis, who helped open the fourth annual music and arts fair, which drew more than 500,000 to the two-day event. Audiences were treated to 200 acts who donated their efforts to the festival.



**93FM HOLDS THE BROWNS** — WZAK(93FM)/Cleveland had a 4-foot by 13-foot "Good Luck Browns" card in the NFL Shop of the May Company for two days and collected over 1000 signatures. Harry Osibin, 93FM's program Director (center), presented the card to Brown defensive back Ron Bolton (left) and quarterback Brian Sipe (right) at the team's workout before the Atlanta Falcons game. The Browns did win the game.



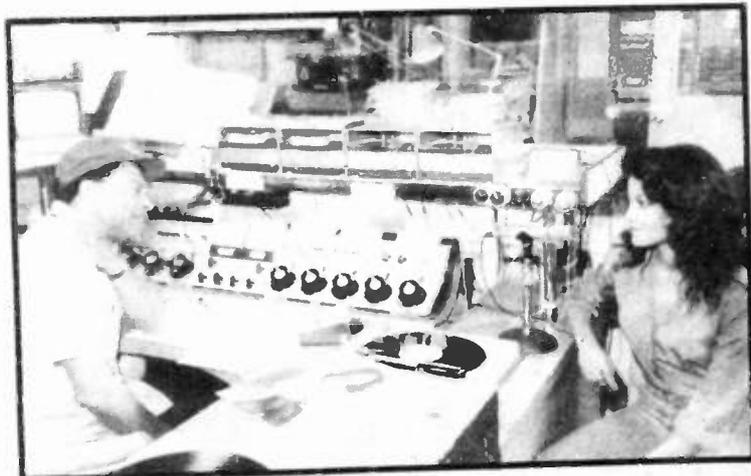
**ELEPHANT RIDER** — KMJM/St. Louis morning personality and Program Director Dick Edwards jockeys the latest energy-saving vehicle through downtown St. Louis in the Ringling Brothers Circus parade. "It runs on peanuts," Edwards reports, "and has a good-sized trunk, too."



**GAYNOR'S WKTU DUET PARTNER** — Polygram recording artist Gloria Gaynor sings along with WKTU-FM/New York air personality G. Keith Alexander during a WKTU-sponsored free concert at the seventh annual "Atlantic Antic" in Brooklyn, New York. The "Antic" is a day-long festival of food, drink, and entertainment along Atlantic Avenue in Brooklyn. Earlier in the day G. Keith led a line of roller-skaters along the festival's path. The concert featured Sugar Hill recording artists the Mean Machine and Gaynor.



**GRAINGERS "SHINE A LIGHT" ON WWIN** — The Graingers visited hometown station WWIN/Baltimore recently. Pictured (l-r) are WWIN Program Director Curtis Anderson, group members Debbie Jacobs and Gary Grainger, BC Records' Chuck Rush, and group's Greg Grainger and Glenn Grainger (seated).



**WNJR WELCOMES MS. JACKSON** — Polydor artist LaToya Jackson visited with WNJR/Newark personality Bill Franklin and did an on-air interview.



**WDAS-FM WARMLY WELCOMES SHEREE BROWN** — Capitol recording artist Sheree Brown took time to stop by WDAS-FM/Philadelphia to take this picture and say thanks for the station's support. Pictured (l-r) are Joe Tamburro, Program/Music Director at WDAS-FM; Sheree; Capitol's Jack Wellman; and air personality Wayne Joel.



**Walt  
Love**

# Black Radio

## Artists & Labels Reinforcing Radio Rapport

Since joining R&R I've had many visits from all sorts of people in the radio and record business. Besides promotion people, I would say my largest number of visitors has been recording artists, most trying to tap R&R's resources of accurate radio information in hopes that better information might help them personally learn more about what's happening between radio, record companies, and the consumer.

We've all heard stories from artists who claim that their companies won't do anything to help their current releases. We also have heard the other side of the story, in the form of a record company executive telling us how a particular artist will not cooperate, does not want to do some of the little things like radio goodwill visits, will not accept any advice whatsoever. With all this in mind, I set out to find a model artist/record company relationship. After a number of phone calls, a shining star emerged — Ray Parker Jr., artist, writer, producer, and Arista Records, represented by Richard Smith, VP/R&B Promotion.

I asked both men to fill me in on their past working relationship. Richard started by saying, "We first met in Detroit. I didn't know Ray but I had heard of him and he had heard of me. The really nice thing about it was we instantly got into each other on a very personal basis — we were open and honest with each other, something very important for two people in the type of positions we both have. Ray's first request of me was, 'I would really like enough airplay so my family will hear the record.' He was concerned about his mother hearing his music, so I guaranteed him I would get enough airplay for that to happen."



Richard Smith

### The Personal Touch

Does that mean you think all record promotion people and artists must have a personal interest in each other? "I wouldn't go so far as to say that but I will say that it would be the desired and most productive type of situation," Richard replied. Ray Parker responded, "Richard and I have a special friendship that is directed toward business first, but I do agree that if people have a

personal interest in each other, it results in a most positive, productive business situation. Richard did not like my first record, 'Jack & Jill,' but he did say, 'I'll get it played so your mother can hear it, and if it's a hit, it will be a hit.' That kind of directness must be appreciated by artists if they want the truth."

Is it necessary for a promotion person to be involved with an artist before he or she goes into the studio to create a new project? Richard stated that he thought the creative part of things should be left to the artist and the A&R Department, but he did say, "Because of my rela-

**"I have friends who talk to their companies' promotion persons and all they get is misleading information."**

— Ray Parker, Jr.

tionship with Ray we always have an ongoing discussion about music and the streets. Ray is privy to all of the information which I get at all times because we both believe that my input could prove beneficial. With other artists this doesn't always happen; however, I do not think that it is absolutely necessary for artists to know what the street is thinking or what promotion is thinking before studio time."

Ray's perspective on this question was: "I don't think it's necessary, but I do think it's a good process to go through. I like to know which records are getting the most airplay in different parts of the country and I want to know whose records are really selling, not just what they think is selling around the country. Sitting in the studio creating what I like is not going to help me; I need to know what the public is into. Richard gets to travel all around the country on a regular basis, so he knows, and if he doesn't, one of his people in other areas can fill us both in on the different trends." So this type of feedback influences his direction and the types of songs he tries to write. "It influences everything I write because I'm trying to reach the masses in Detroit, New York, Florida, Texas, etc. This information gives me an idea of what type of groove people are into in different parts of the country."



Ray Parker, Jr.

What must take place between an artist and a record company to make a new album release a success? Richard answered first. "We come together and collectively listen to the product, then we listen to the product alone, after which we all get together again and discuss with Ray what his feelings are, what he sees as a single. We then reach a decision regarding which song to go with and first start a game plan on where to secure airplay. All along, the company consults Ray regarding his feelings and we let him know how we feel; thus everything is done harmoniously."

Ray went on to say, "I think the artist/company relationship is very important, and the only way to have a successful project is for everyone to work together. I've learned that people don't do what they really don't want to do. There's only two ways to motivate people to do something: 1) pay them a lot of money to do the job or 2) have the person really enjoy what he's doing." Parker continued by saying that if a radio programmer or a promotion person really likes an artist as a person because that artist has been polite and personable, they are more inclined to look after the artist's music, good or bad, maybe not play everything that has been released but at least give it a fair shake. Ray also told me from time to time he uses certain programmers to listen to his projects while they're still on the drawing board, so that he knows if he's on the right track.

### The Importance Of Smaller Markets

Stations in large markets usually have few problems with record company cooperation and artist visits, but what about the so-called "little guys" in small to medium markets? Ray commented, "To me they are not little. Actually, they are the most important, because they play music before the big guys do." Do you ever take time to go see these people? "Oh yes, I surprise people all the time when I'm out driving around the country. In fact, I really like driving my car, looking at the scenery and listening to the radio. When I was driving through Arizona once I stopped by a radio station and some stores just to say thanks; they were surprised. It's also really fun to call a person — while driving from Pittsburgh to Detroit, I called a guy on the radio from the car — he finally believed I was who I said I was!"

Richard offered these observations: "I look at it from the standpoint that we probably shouldn't call these people the little guys, because they really are the ones who make it happen or not. I once told Ray that when artists win Grammys they say, 'Thanks to Mr. So-And-So, President of So-And-So Records, and actually they should be thanking the local promotion people all over the country for the hard work accomplished in the field. They should be thanking the 'Mom & Pop' stores which may only sell 25 copies of their record, because it's important for the people in Tupelo, Mississippi to love you like the people in New York City."

I concluded by asking each man to give us a final statement. Richard said, "I would like to bring out two things in particular. 1) More artists should become more involved in their music and its merchandising, as is Ray Parker. I think he has a genuine interest in success and that brings him success. 2) An artist who goes into the studio, has a piece of product, and then lets it lie while saying, 'Well, I know I've got a hit,' has no concept of what happened to this project when it doesn't become a hit. Ray Parker has an understanding when his records are a success and he also has an understanding when his records are not as much of a success as he would have liked them to be. I get a great deal of pleasure from working with Ray because I feel I've had some real involvement in what's happening with his career."

Ray said, "As a writer, producer, artist, it's a real pleasure working with a person that gives you real figures, and truth — that's important. I have friends who talk to their companies' promotion persons and all they get is misleading information."

In conclusion, Richard informed me that Ray had attended a radio convention at his own expense, and was the best goodwill ambassador that Arista could have had. At the same time Ray enhanced his own position in the sight of many programmers and air personalities in attendance. Remember, "If they (radio/promotion/store personnel) like you and your music, they're more inclined to look after it."



**SOLIDARITY IN WASHINGTON** — WJZZ/Detroit staffer Rosetta Hines is pictured with some unnamed politician. This photo was taken during the Solidarity March in Washington, DC.



**K-97 WELCOMES AL JARREAU TO MEMPHIS:** Warner Brothers recording artist Al Jarreau visited the WHRR studios during a recent concert appearance in Memphis. Pictured (l-r) are K97 Public Affairs Director Nedolyn Brooks, air personality Ron Wolfe, WB's Jerry Washington, K97 MD Sharon Smith, WB's Ted Astin, air personality Sean, WB's Gene Dries, K97 PD Ron Olson, station's Delta Jones, and (seated) Al Jarreau.

# Black Radio

## HOTTEST

Following are listed in order of their airplay activity.

- KOOL & THE GANG**  
"Take My Heart" (De-Lite/PolyGram)
- EARTH, WIND & FIRE**  
"Let's Groove" (ARC/Columbia)
- SLAVE**  
"Snap Shot" (Cotillion/Atco)
- PRINCE**  
"Controversy" (WB)
- ISLEY BROTHERS**  
"Inside You" (T-Neck/CBS)
- MELBA MOORE**  
"Take My Love" (EMI America)
- FOUR TOPS**  
"When She Was My Girl" (Casablanca/PolyGram)
- TIME**  
"Get It Up" (WB)
- COMMODORES**  
"Oh No" (Motown)
- ROGER**  
"Heard It Through The Grapevine" (WB)
- LUTHER VANDROSS**  
"Never Too Much" (Epic)
- WHISPERS**  
"This Kind Of Lovin'" (Solar/Elektra)
- RONNIE LAWS**  
"Stay Awake" (Liberty)
- ONE WAY**  
"Pull Fancy Dancer/Pull" (MCA)

## CLIMBERS

Following are listed in order of their airplay activity.

- GEORGE BENSON** "Turn Your Love Around" (WB) 61% reporting. Added at WCIN, WJMO, KDKO, WWRL, WJMI, WKXI, WTMP, WKWM, WTLC. Heavy: WWIN, WXYV, WAMO, WHUR, WAOK, WAIL-FM. Medium: WDAS, V103, WGCI, WVON, WJLB, KSOL, WSSJ, WJAX, KOKY, WTOY, KDIA.
- CURTIS MAYFIELD** "She Don't Let Nobody (But Me)" (Boardwalk) 59% reporting. Heavy: WWIN, WXYV, WVON, WCIN, WJMO, WJLB, KDAY, WSSJ, WJMI, KOKY, WOWI. Medium: WILD, WDAS, WAMO, WAOK, WVEE, KMJQ, V103, WDIA, WEDR, WAIL-FM, WYLD-FM, WPDQ, WVOL, WTOY, WKWM, KAEZ, WWWW, KJLH, KUKQ.
- EBONEE WEBB** "Something About You" (Capitol) 57% reporting. Heavy: WAOK, WVEE, V103, WDIA, WEDR, WBMX, WGIV, WJMI, WKXI, WPDQ, KAEZ. Medium: WXYV, WILD, WDAS, WCIN, WDMT, WJMO, WJLB, WKND, WJAX, WLOU, WVOL, WTOY, WTMP, WDAO, WKWM, WTLC, WWWW, KACE.
- DONALD BYRD & 125TH STREET, N.Y.C.** "Love Has Come Around" (Elektra) 55% reporting. Heavy: WDAS, WOOK, WHUR, WEDR, WYLD-FM, WCIN, WJMO, KDAY, WJMI, WBLX, WOWI, KJLH, KUKQ. Medium: WWIN, WAMO, WAOK, WAIL-FM, WGCI, WDMT, WATV, KOKY, WANT, WKWM, KACE, KDIA.
- TEDDY PENDERGRASS** "I Can't Live Without Your Love" (Philadelphia International) 52% reporting. Heavy: WVEE, WAIL-FM, WYLD-FM, WCIN, WJMO, WJLB, WENN, WJAX, KOKY, WJJS, WOWI, WANT, WTOY, WTMP. Medium: WOOK, WHUR,

WAOK, KMJQ, V103, WDIA, WDMT, KMJM, KSOL, WSSJ, WWWW, KACE, KJLH, KDIA, KUKQ.

**DIANA ROSS** "Why Do Fools Fall In Love?" (RCA) 48% reporting. Added at WJLB, KMJM, WPDQ, WVOL, WKWM, KACE, KUKQ. Heavy: WWIN, WXYV, V103, KDAY, WWRL, KJLH. Medium: WDAS, WCIN, WSSJ, WKXI, KOKY, WBLX, KDIA.

**QUINCY JONES featuring JAMES INGRAM** "Just Once" (&M) 43% reporting. Heavy: V103, WAIL-FM, WYLD-FM, WSSJ, WENN, WGIV, WKXI, WBLX, WOWI, WTOY, WKWM, KAEZ. Medium: WDAS, WOOK, WDIA, WCIN, KMJM, KDAY, WKND, WATV, WPDQ, KTFM, WTMP, WTLC.

**PHYLLIS HYMAN** "Tonight You And Me" (Arista) 46% reporting. Added at V103, WYLD-FM, WDMT, KSOL, WOIC, KOKY, WTOY, WTMP, WTLC. Heavy: WJMI. Medium: WXYV, WDAS, WHUR, WAOK, WVEE, WGCI, WJLB, KDKO.

**CHOCOLATE MILK** "Blue Jeans" (RCA) 46% reporting. Heavy: WDAS, WAOK, WEDR, KSOL, WGIV, WLOU, KDIA. Medium: WXYV, V103, WCIN, WJLB, WKXI, WVOL, WTOY, WKWM, WTLC, KUKQ.

**PEABO BRYSON** "Let The Feeling Flow" (Capitol) 45% reporting. Added at WYLD-FM, WDMT, WJMO, WWRL, WOIC, WKXI. Heavy: WXYV, WAMO, WHUR. Medium: WAOK, V103, WGCI, WJLB, KSOL, WVOL.

**SHALAMAR** "Sweeter As The Days Go By" (Solar/RCA) 45% reporting. Added at KMJQ, WJMI, WKXI, KOKY, KJLH. Heavy: WHUR, KDKO, KDAY. Medium: WVON, KSOL, WSSJ, WWRL, WVOL, WKWM, KAEZ, KACE, KDIA.

**PATTI AUSTIN** "Do You Love Me?" (Qwest/WB) 45% reporting. Added at WJAX. Heavy: WOOK, WHUR, WBMX, WGCI, WVON, WJLB, WSSJ, WOIC, WJMI, WJJS, WTOY, KACE, KJLH, WEDR. Medium: WAOK, WVEE, V103, WPDQ, KOKY, WVOL, KAEZ, KUKQ.

**SPINNERS** "You Go Your Way (I'll Go Mine)" (Atlantic) 43% reporting. Added at V103, WAIL-FM, WOWI, WTOY, WKWM. Medium: WWIN, WAMO, WAOK, WVON, WGIV, WOIC, WKXI.

**NATALIE COLE** "Nothing But A Fool" (Capitol) 43% reporting. Heavy: WEDR, WJLB, WDAO. Medium: WXYV, WDAS, WVEE, V103, WBMX, WVON, WCIN, WJMO, WWRL, WJMI, KOKY, WLOU, KAEZ, KJLH.

**RUFUS & CHAKA KHAN** "Sharing The Love" (MCA) 41% reporting. Added at WWIN, WILD, WCIN, KDAY, KSOL, WWRL, WDAO, KACE, KJLH. Heavy: WXYV, WAMO, WHUR, WAOK. Medium: WDAS, WOOK, V103, WAIL-FM, WSSJ, WVOL.

**RENE & ANGELA** "Wall To Wall" (Capitol) 41% reporting. Added at WDIA, WEDR, WTOY, KUKQ. Heavy: WHUR, WJLB, KJLH. Medium: WDAS, WAMO, WOOK, WAOK, WVEE, WVON, WJMO, KDKO, KDAY, WKND, KAEZ.

**ASHFORD & SIMPSON** "It Shows In The Eyes" (WB) 41% reporting. Added at WATV. Heavy: WTOY. Medium: WWIN, WXYV, WILD, WDAS, WHUR, WAOK, V103, WYLD-FM, WCIN, WDMT, KDAY, WSSJ, WDAO, WTLC.

**JEAN CARN** "Love Don't Love Nobody" (TSOP/CBS) 41% reporting. Heavy: WILD, WEDR, WCIN, WSSJ, WKND, WENN, WVOL. Medium: WOOK, WHUR, WAOK, WJMO, WATV, WKWM, WTLC.

**POINTER SISTERS** "What A Surprise" (Planet/Elektra-Asylum) 38% reporting. Added at WWIN, WILD, WLOU, WTOY, KUKQ. Heavy: WVON. Medium: WDAS, WOOK, WHUR, WAOK, WJLB, KSOL, WWRL, WOIC, WBLX, KJLH.

**BAR-KAYS** "Hit And Run" (PolyGram) 36% reporting. Added at WWIN, WXYV, WGCI, KDKO, WATV, WPDQ, WOWI, WTMP, WKWM, WTLC, KAEZ, KUKQ. Heavy: V103. Medium: WAOK, WDIA, WGIV, WVOL.

**CENTRAL LINE** "Walking Into Sunshine" (Mercury/PolyGram) 36% reporting. Added at WDMT, WJMO, KDAY, WTOY. Heavy: WWIN, WWRL. Medium: WXYV, WILD, WDAS, WAMO, WHUR, WAOK, WBMX, WCIN, WJLB, WSSJ, WJMI.

**GWEN McCRAE** "Funky Sensation" (Atlantic) 36% reporting. Added at WATV. Heavy: WWIN, WHUR, WEDR, WWRL, KAEZ. Medium: WXYV, WDAS, WAMO, V103, WDMT, WJMO, WKND, WJMI, WLOU.

**TIERRA** "La La Means I Love You" (Boardwalk) 34% reporting. Added at WAOK, WCIN, KDAY, KAEZ. Heavy: KJLH. Medium: WDAS, WYLD-FM, KSOL, WJMI, WKXI, KOKY, KTFM, KACE.

**TEENA MARIE** "It Must Be Magic" (Gordy/Motown) 30% reporting. Added at V103. Heavy: WAIL-FM, WKND. Medium: WWIN, WOOK, WJLB, KDKO, KOKY.

## NEW & ACTIVE

**JERMAINE JACKSON** "I'm Just Too Shy" (Motown) 29% reporting. Added at WCIN, KOKY. Medium: WXYV, WHUR, WAOK, V103, WWRL, WGIV, WJMI, WBLX, KACE, KDIA.

**KRAFTWERK** "Numbers" (WB) 29% reporting. Added at KSOL. Heavy: WBMX, WATV, WJAX, WPDQ, WBLX, WVOL, WTMP, WWWW. Medium: WVON, WDMT, WOIC, KDIA, WWIN.

**TWENNYNINE & LENNY WHITE** "All I Want" (Elektra) 27% reporting. Added at WVEE, KSOL. Heavy: KDKO. Medium: WGCI, WVON, WSSJ, WWRL, WKXI.

**BOOKER T.** "I Want You" (A&M) 27% reporting. Added at WTOY, WTLC. Heavy: KDKO, KJLH. Medium: WHUR, WAOK, WVON, WJLB, WGIV, WVOL, WKWM, KACE.

**RICHARD "DIMPLES" FIELDS** "I've Got To Learn To Say No" (Boardwalk) 27% reporting. Heavy: WJLB, WWRL, WENN, WDAO. Medium: WEDR, WATV, WPDQ, KOKY, WLOU, WVOL, KUKQ.

**STEVIE WOODS** "Steal The Night Away" (Cotillion/Atco) 25% reporting. Added at WILD, WDMT, WTOY, WDAO. Heavy: KOKY. Medium: V103, KDAY, WWRL, WTLC.

**EVELYN KING** "Don't Hide Our Love" (RCA) 25% reporting. Added at WAOK, WTOY. Medium: WWIN, WILD, WDAS, KDAY, KSOL, WSSJ, KOKY.

**SHEREE BROWN** "You'll Be Dancing All Night" (Capitol) 25% reporting. Added at KOKY. Heavy: WBMX, WJLB, WENN, KAEZ. Medium: WHUR, WAOK, WYLD-FM, WGCI.

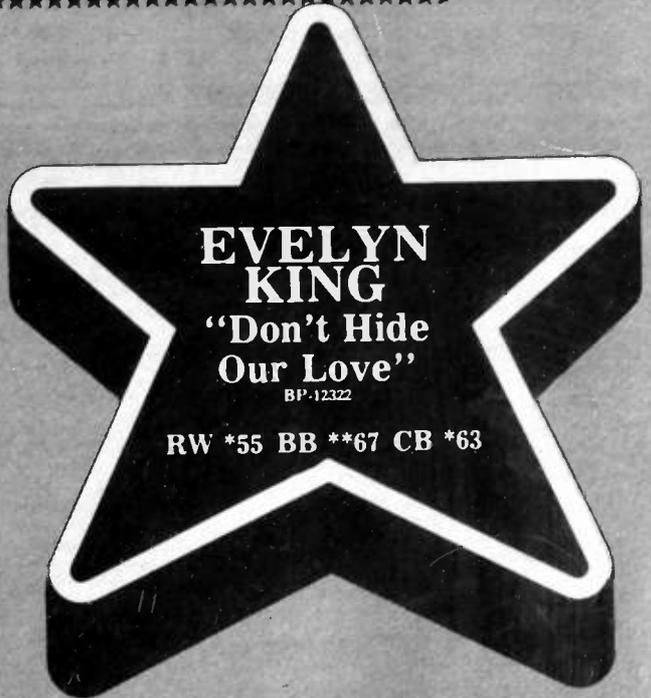
# THE RUMOR'S OUT



**DIANA ROSS**  
"Why Do Fools  
Fall In Love"  
PB-12349

RW \*33 BB \*\*33 CB \*34

**ALL**



**EVELYN  
KING**  
"Don't Hide  
Our Love"  
BP-12322

RW \*55 BB \*\*67 CB \*63

**SEVEN**

**HITS ARE HERE**



**RAFAEL  
CAMERON**  
"Boogie's  
Gonna  
Get You"  
S7-2151

RW \*54 BB \*65 CB \*70

**ON**

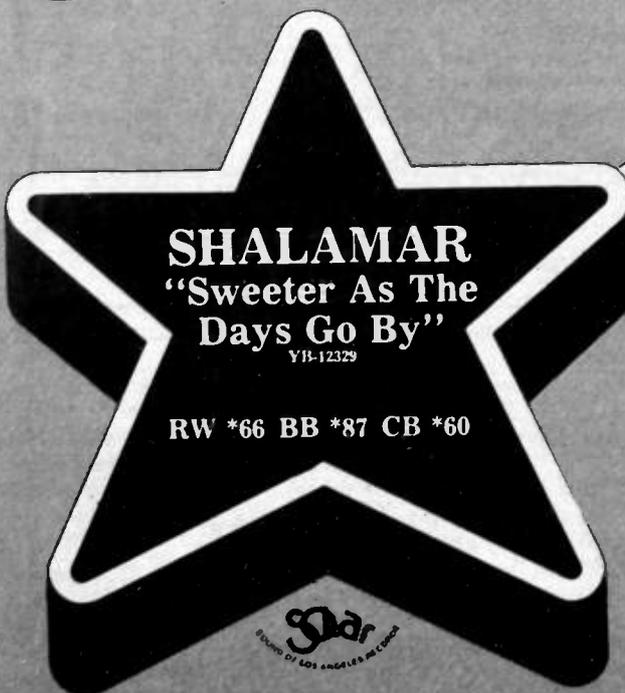


**SKYY**  
"Call Me"  
S7-2152

RW \*68 CB \*80

**RCA**

**& ASSOCIATED LABELS**



**SHALAMAR**  
"Sweeter As The  
Days Go By"  
Y11-12329

RW \*66 BB \*87 CB \*60



**CHI-LITES**  
"Me And You"  
TC-2503

BB \*81



**CHOCOLATE  
MILK**  
"Blue Jeans"  
PB-12335

RW \*32 BB \*46 CB \*41



**ON RCA RECORDS**

# Black Radio

## Hottest

### October 30, 1981

EAST	SOUTH	MIDWEST	WEST
Kool & The Gang Earth, Wind & Fire Luther Vandross Slave	Earth, Wind & Fire Kool & The Gang Roger Time	Roger Kool & The Gang One Way Time	Kool & The Gang Luther Vandross Roger Time

## Regionalized Adds & Hots

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

### EAST

**WXVY/Baltimore**  
Tim Watts

PATTI LABELLE  
L.T.D.  
HAROLD MELVIN  
TYRONE DAVIS  
BAR-KAYS  
BLACK UHURU  
MIGHTY FIRE  
Hottest:  
PRINCE  
SLAVE  
TIME  
KOO & THE GANG  
GWEN MCCRAE

**WWIN/Baltimore**  
Curtis Anderson

BAR-KAYS  
RUFUS & CHAKA  
RICK JAMES  
L.T.D.  
DYNASTY  
POINTER SISTERS  
CANDI STATON  
GO  
GAYLE ADAMS  
ARETHA FRANKLIN  
ROCKIE ROBBINS  
JEANETTE LADY DAY  
FREDERICK KNIGHT  
GERALDINE HUNT  
Hottest:  
KOO & THE GANG  
VAUGHAN MASON  
PRINCE  
EW&F  
TIME

**WILD/Boston**  
Steve Crumbley

RICK JAMES  
RUFUS & CHAKA  
POINTER SISTERS  
BLACK ICE  
PAULETTE REAVES  
FUNK FUSION BAND  
STEVIE WOODS  
ARETHA FRANKLIN  
Hottest:  
LUTHER VANDROSS  
DENICE WILLIAMS  
SLAVE  
KOO & THE GANG  
VAUGHAN MASON

**WSSJ/Camden**  
Gary Shepard

RAYDIO  
FREDERICK KNIGHT  
SKYY  
Hottest:  
ROSS/RICHIE  
EW&F  
KOO & THE GANG  
FINE QUALITY  
WHISPERS

**WKND/Hartford**  
Eddie Jordan

none  
Hottest:  
LUTHER VANDROSS  
EW&F  
ONE WAY  
SLAVE  
PRINCE

**WWRL/New York**  
Wanda Ramos

GEORGE BENSON  
RUFUS & CHAKA  
PEABO BRYSON  
MODERN ROMANCE  
BARRY WHITE  
FUNK FUSION BAND  
Hottest:  
KOO & THE GANG  
EW&F  
ISLEY BROS  
LUTHER VANDROSS  
LARRY GRAHAM

**WDAS/Philadelphia**  
Joe Tamburro

GAYLE ADAMS  
M-ZEF BAND  
DYNASTY  
MIDNIGHT STAR  
Hottest:  
LUTHER VANDROSS  
SLAVE  
CHOCOLATE MILK  
CENTRAL LINE  
GWEN MCCRAE

**WAMO/Pittsburgh**  
J.C. Floyd

SKYY  
M-ZEF BAND  
PEACHES & HERB  
TOM GRANT  
Hottest:  
RUFUS & CHAKA  
GEORGE BENSON  
PATTI AUSTIN  
LUTHER VANDROSS  
RENE & ANGELA

**WOOK/Washington**  
Harry Boomer

none  
Hottest:  
ROGER  
KOO & THE GANG  
RICK JAMES  
DENICE WILLIAMS  
PATTI LABELLE

**WHUR/Washington**  
Oscar Fields

GAYLE ADAMS  
L.T.D.  
COLORS  
Hottest:  
LUTHER VANDROSS  
LUTHER VANDROSS  
EW&F  
PATTI AUSTIN  
KOO & THE GANG

### MIDWEST

**WGCI/Chicago**  
Pam Wells

ROY AYERS  
TOM GRANT  
BAR-KAYS  
SYREETA  
Hottest:  
DAZZ BAND  
JERMAINE JACKSON  
WINANS  
ISLEY BROS  
TIME

**WVON/Chicago**  
Pam Wells

CRUSADERS  
SADAO WATANABE  
CHAKA KHAN  
PAULETTE REAVES  
CLARKE/DUKE  
PATTI LABELLE  
BLACK ICE  
Hottest:  
STYLISTICS  
EW&F  
PRINCE  
KRAFTWERK

**WBMX/Chicago**  
Lee Michaels

GENE DUNLAP  
L.T.D.  
MICHAEL HENDERSON  
LJ REYNOLDS  
Hottest:  
KOO & THE GANG  
ROGER  
PRINCE  
SLAVE  
ROSS/RICHIE

**WCIN/Cincinnati**  
Everett Cork

MIDNIGHT STAR  
JERMAINE JACKSON  
SKYY  
MICHAEL HENDERSON  
TIERRA  
GEORGE BENSON  
RUFUS & CHAKA  
Hottest:  
KOO & THE GANG  
WHISPERS  
ISLEY BROS  
TIME  
EW&F

**WJMO/Cleveland**  
Erik Stone

CENTRAL LINE  
ROBERTA FLACK  
GEORGE BENSON  
PEABO BRYSON  
Hottest:  
LUTHER VANDROSS  
TEDDY PENDERGRASS  
GWEN MCCRAE  
COMMODORES

**WDMT/Cleveland**  
Freddie James

PHYLLIS HYMAN  
PEABO BRYSON  
STEVIE WOODS  
CENTRAL LINE  
Hottest:  
ROGER  
SLAVE  
ONE WAY  
KOO & THE GANG

**WDAO/Dayton**  
Turk Logan

RUFUS & CHAKA  
STEVIE WOODS  
MIDNIGHT STAR  
FINE QUALITY  
MEAN MACHINE  
TAANA GARDNER  
Hottest:  
TIME  
ONE WAY  
SLAVE  
EW&F  
KOO & THE GANG

**KTFM/San Antonio**  
Joe Nasty

ROGER  
FOREIGNER  
Hottest:  
CARL CARLTON  
RICK JAMES  
TEENA MARIE  
EVACTIONS  
EW&F

**WTMP/Tampa**  
Jerry Walker

BOHANNON  
ISLEY BROS  
QUICK  
PHYLLIS HYMAN  
GEORGE BENSON  
EARL KLUGH  
BAR-KAYS  
Hottest:  
FOUR TOPS  
EW&F  
MAZE  
LUTHER VANDROSS  
SEQUENCE

**WJLB/Detroit**  
J. Michael McKay

GO  
RAYDIO  
DIANA ROSS  
RAPHAEL CAMERON  
RJ'S LATEST ARRIV  
TAVARES  
Hottest:  
LJ REYNOLDS  
FOUR TOPS  
ONE WAY  
TEDDY PENDERGRASS

**WKWM/Grand Rapids**  
Frank Grant

SWITCH  
GEORGE BENSON  
MICHAEL HENDERSON  
DIANA ROSS  
BAR-KAYS  
SPINNERS  
Hottest:  
ROGER  
ROGER  
TIME  
ONE WAY  
KOO & THE GANG

**WTLC/Indianapolis**  
Jay Johnson

BOOKER T.  
BAR-KAYS  
GEORGE BENSON  
LAKESIDE  
CHI-LITES  
PHYLLIS HYMAN  
Hottest:  
KOO & THE GANG  
FRANKLIN & BENSON  
SLAVE  
ISLEY BROS  
PRINCE

**KAEZ/Oklahoma City**  
Lee Simpson

BAR-KAYS  
ROCKIE ROBBINS  
INVISIBLE MAN'S B  
TIERRA  
STARPOINT  
BETTY WRIGHT  
L.T.D.  
Hottest:  
ONE WAY  
CARL CARLTON  
GWEN MCCRAE  
WEST STREET MOB  
ROGER

**WWWS/Saginaw, MI**  
Kermit Crockett

SKYY  
LENNY WILLIAMS  
Hottest:  
ROGER  
LUTHER VANDROSS  
DENROY MORGAN  
TIME  
FRANKLIN & BENSON

**KMJM/St. Louis**  
Dick Edwards

PRINCE  
DIANA ROSS  
Hottest:  
ROGER  
ROSS/RICHIE  
DENROY MORGAN  
AL JARREAU  
RICK JAMES

### SOUTH

**WVEE/Atlanta**  
Scotty Andrews

L.T.D.  
ARETHA FRANKLIN  
RAMSEY LEWIS  
GIL SCOTT-HERON  
TWHNNYNINE/LENNY  
KLIQUE  
STACY LATTISAW  
WAX  
WEEKS & COMPANY  
CAPTAIN SKY  
Hottest:  
ROGER  
EW&F  
TIME  
KOO & THE GANG  
EBONEE WEBB

**WAOK/Atlanta**  
Larry Tinsley

TEENA MARIE  
TIERRA  
EVFLYN KING  
ZOOM  
ARETHA FRANKLIN  
PAT COOLEY  
Hottest:  
PRINCE  
ROGER  
TIME  
EW&F  
KOO & THE GANG

**WENN/Birmingham**  
Gene Wise

none  
Hottest:  
ROGER  
RENE & ANGELA  
LUTHER VANDROSS  
AL JARREAU  
DYNASTY

**WATV/Birmingham**  
Stan Granger

CRUSADERS/COCKER  
MEAN MACHINE  
STACY LATTISAW  
BILL SUMMERS & SU  
HEATWAVE  
LEON BRYANT  
GLORIA GAYNOR  
OZONE  
INVISIBLE MAN'S B  
BARRY WHITE  
RAYDIO  
BAR-KAYS  
ASHFORD & SIMPSON  
GWEN MCCRAE  
Hottest:  
FOUR TOPS  
LUTHER VANDROSS  
FRANKLIN & BENSON  
DENROY MORGAN  
TIME

**WQIV/Charlotte**  
Jo Ann Graham

STACY LATTISAW  
BRICK  
ARETHA FRANKLIN  
CODHOMA  
ROSE ROYCE  
EMOTIONS  
LONNIE YOUNGBLOOD  
Hottest:  
COMMODORES  
KOO & THE GANG  
EW&F  
CHOCOLATE MILK  
ISLEY BROS

**WOIC/Columbia, SC**  
Mickey Arnold

BETTY WRIGHT  
PEABO BRYSON  
PHYLLIS HYMAN  
MANHATTANS  
MIDNIGHT BLUE  
Hottest:  
PATTI AUSTIN  
SLAVE  
KOO & THE GANG  
EW&F  
PRINCE

**KMJQ/Houston**  
Ross Holland

SHALAMAR  
Hottest:  
ROGER  
PRINCE  
TIME  
EW&F  
LUTHER VANDROSS

**WJMI/Jackson**  
Carl Haynes

GEORGE BENSON  
SHALAMAR  
CLARKE/DUKE  
Hottest:  
PRINCE  
COMMODORES  
EBONEE WEBB  
EW&F  
ISLEY BROS

**WKXI/Jackson**  
Tommy Marshall

GEORGE BENSON  
SHALAMAR  
PEABO BRYSON  
SKOOL BOYZ  
PRINCE  
Hottest:  
EBONEE WEBB  
ROGER  
COMMODORES  
QUINCY JONES  
KOO & THE GANG

**WPDQ/Jacksonville**  
Maxx St. Clair

BAR-KAYS  
CAPTAIN CRUNCH  
DIANA ROSS  
LATOYA JACKSON  
DYNASTY  
MIDNIGHT STAR  
S.O.S. BAND  
MAIN INGREDIENT  
Hottest:  
FOUR TOPS  
SLAVE  
EW&F  
KOO & THE GANG  
PATTI AUSTIN

**WJAX/Jacksonville**  
Steve Fox

COMMODORES  
TYRONE DAVIS  
MAZE  
PATTI AUSTIN  
ARTHUR ADAMS  
Hottest:  
TIME  
DENROY MORGAN  
KRAFTWERK  
PRINCE

**KOKY/Little Rock**  
Ronda Curtis

SHALAMAR  
JERMAINE JACKSON  
PIECES OF A DREAM  
SHFREE BROWN  
PHYLLIS HYMAN  
Hottest:  
KOO & THE GANG  
LUTHER VANDROSS  
WHISPERS  
COMMODORES  
FOUR TOPS

**WLOU/Louisville**  
Neal O'Rea

RJ'S LATEST ARRIV  
JERRY CARR  
POINTER SISTERS  
Hottest:  
MEAN MACHINE  
KOO & THE GANG  
CHOCOLATE MILK  
BOHANNON  
SLAVE

**WJSS/Lynchburg, VA**  
Art Young

MIDNIGHT STAR  
LARRY GRAHAM  
SWITCH  
Hottest:  
S.O.S. BAND  
PATTI AUSTIN  
CARL CARLTON  
WEST STREET MOB  
DENICE WILLIAMS

**WDIA/Memphis**  
Carl Connors

EW&F  
SHOCK  
RENE & ANGELA  
Hottest:  
ROGER  
DENROY MORGAN  
ROGER  
TIME  
PRINCE

**WHRK (V-103)/Memphis**  
Sharon Smith

PHYLLIS HYMAN  
L.T.D.  
SPINNERS  
TEENA MARIE  
Hottest:  
FOUR TOPS  
PRINCE  
COMMODORES  
ROGER  
EBONEE WEBB

**WEDR/Miami**  
Leo Jackson

EMOTIONS  
CANDI STATON  
FUNN  
WEEKS & COMPANY  
UNDERGROUND  
RENE & ANGELA  
WAX  
DEBRA LAWS  
FREDERICK KNIGHT  
PAULETTE REAVES  
Hottest:  
SHOCK  
GERALDINE HUNT  
LONNIE JORDAN  
CURTIS MAYFIELD  
GLADYS KNIGHT

**WBXJ/Mobile**  
J. Michael Alexander

none  
Hottest:  
TIME  
KRAFTWERK  
ROGER  
QUINCY JONES  
SLAVE

**WVOL/Nashville**  
Fred Harvey

MADAGASCAR  
RAFAEL CAMERON  
DIANA ROSS  
L.T.D.  
BRICK  
Hottest:  
TIME  
PRINCE  
FOUR TOPS  
KRAFTWERK

**WAIL-FM/New Orleans**  
Barry Richards

L.T.D.  
SPINNERS  
ISLEY BROS  
RICK JAMES  
Hottest:  
ROGER  
LUTHER VANDROSS  
ROLLING STONES  
EW&F  
TIME

**WYLD/New Orleans**  
James Alexander

TAVARES  
PHYLLIS HYMAN  
PEABO BRYSON  
FIVE SPECIAL  
Hottest:  
LUTHER VANDROSS  
FOUR TOPS  
EW&F  
KOO & THE GANG  
PATTI LABELLE

**WOWI/Norfolk**  
Chester Benton

BAR-KAYS  
SPINNERS  
L.T.D.  
Hottest:  
FOUR TOPS  
LUTHER VANDROSS  
TIME  
KOO & THE GANG  
QUINCY JONES

**WANTI/Richmond**  
Ben Miles

none  
Hottest:  
DENICE WILLIAMS  
AL JARREAU  
FOUR TOPS  
SEQUENCE  
JEAN CARN

**WTOY/Roanoke**  
Donnie Deane

BOOKER T.  
RAYDIO  
GERALDINE HUNT  
EVELYN KING  
POINTER SISTERS  
LARRY GRAHAM  
KWICK  
TOM GRANT  
STEVIE WOODS  
SUPERIOR MOVEMENT  
RENE & ANGELA  
CENTRAL LINE  
RAFAEL CAMERON  
PHYLLIS HYMAN  
SPINNERS  
Hottest:  
QUINCY JONES  
OZONE  
EW&F  
WEST STREET MOB  
KOO & THE GANG

### WEST

**KOKO/Denver**  
Byron Pitts

GEORGE BENSON  
BAR-KAYS  
STACY LATTISAW  
GRACE JONES  
Hottest:  
LUTHER VANDROSS  
CARL CARLTON  
KOO & THE GANG  
PRINCE  
SLAVE

**KACE/Los Angeles**  
Alonzo Miller

FREDDIE HUBBARD  
EW&F  
DIANA ROSS  
STARPOINT  
RUFUS & CHAKA  
Hottest:  
TIMF  
AL JARREAU  
LUTHER VANDROSS  
ROGER  
WHISPERS  
KOO & THE GANG

**KJLM/Los Angeles**  
Lawrence Tanter

SHALAMAR  
FIVE SPECIAL  
WAX  
TIME  
RUFUS & CHAKA  
Hottest:  
LUTHER VANDROSS  
KOO & THE GANG  
EW&F  
PATTI AUSTIN  
BOBBY WOMACK

**KDAY/Los Angeles**  
J.J. Johnson

CENTRAL LINE  
DEBRA LAWS  
RUFUS & CHAKA  
ZOOM  
TIERRA  
Hottest:  
TIME  
KOO & THE GANG  
DONALD BYRD  
PRINCE  
ROGER

**KDIA/Oakland**  
Keith Adams

KOO & THE GANG  
EW&F  
LENNY WILLIAMS  
GIL SCOTT-HERON  
Hottest:  
FOUR TOPS  
ROSS/RICHIE  
KOO & THE GANG  
CHOCOLATE MILK  
LUTHER VANDROSS

**KUKO/Phoenix**  
Steve Smith

DEBRA LAWS  
DIANA ROSS  
RENE & ANGELA  
BAR-KAYS  
POINTER SISTERS  
KLIQUE  
LUTHER VANDROSS  
Hottest:  
ONE WAY  
EW&F  
KOO & THE GANG  
SLAVE  
SHOCK

**KSOL/San Mateo, CA**  
Bernie Moody

GO  
KRAFTWERK  
RUFUS & CHAKA  
PHYLLIS HYMAN  
TWHNNYNINE/LENNY  
Hottest:  
ROGER  
TIME  
LUTHER VANDROSS  
FOUR TOPS  
KOO & THE GANG

# Opportunities

## Openings

### EAST

AOR with strong commitment to news wants aggressive reporter/anchor. T&R to Ceron Lanouette, WHCN, 1039 Asylum Ave., Hartford, CT 01605. EOE M/F (10-30)

50,000 watt FM, CHR seeks qualified PM drive air personality. Good production necessary. T&R to WKHI, Box 758, Ocean City, MD 21842. EOE M/F (10-30)

Vermont's fastest-growing station full-time jock personality. Call Greg Price, (802) 728-4411 or T&R: WCVR, Box 445, Randolph, VT 05060. EOE M/F (10-30)

50,000 watt AM Country, WPTR/Albany, NY needs full-time & part-time staff immediately. Country experience necessary. Contact Steve Warren, PD, (518) 456-1144. (10-30)

WFBG one of the nation's highest rated CHR stations accepting T&R for future openings. Information to: Tony Booth, WFBG, Box 20050, Altoona, PA 16803. EOE M/F (10-30)

Looking for the best jocks in U.S. & Canada to appear on promotional aircheck album. Tapes to Talent Bank, Box 19283, Baltimore, MD 21213. EOE M/F (10-30)

Albany, NY area station needs seasoned part-timer with news, DJ & automation experience. Contact Neil Young at WBZA, (518) 792-2151. (10-30)

Central PA's #1 AOR has possible full-time openings. T&R to Ken Williams, WGLU, 518 Main St., Johnstown, PA 15901. No calls. EOE M/F (10-30)

Need Operation Manager for Beautiful Music FM station. Automation & on-air experience. T&R to D.A. Thurston, WNNB-FM, Box 707, North Adams, MA 01247. EOE M/F (10-30)

### High Profile AM Drive Talent Or Team For Boston

We're staffing WMJX, soon to be our brand-new FM in Boston. For starters, we need a high profile morning drive personality or team. Then, the rest of the air staff. Send your tape and resume, but please hold the calls.

Julian H. Breen  
Vice-President/Radio Programming  
Greater Media, Inc.

197 Highway 18, East Brunswick, NJ 08816



**GREATER MEDIA, INC.**

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Wanted: Top-notch Production Director who has creative engineering and administrative abilities. No voicing. Leading broadcast company. (201) 297-7239. (10-30)

### SOUTH

GF143 The Super AM needs afternoon drive jock for A/C station. T&R: Jerry Webb, Box 1466, Tifton, GA 31794 or call (912) 382-1430. EOE M/F (10-30)

WFTC, A/C, looking for morning person and production person. Send T&R to John Peace, Box 609, Kinston, NC 28501. EOE M/F (10-30)

Immediate opening available for 6-midnight shift at Odessa Midlands only AOR. Send T&R: J. Michael Scott, c/o KUFO, Box 6350, Odessa, TX 79762. EOE M/F (10-30)

## Openings

Huntsville's best Country, WBHP, seeking morning personality. Offer good salary. Production natural warmth, intelligence, adult approach. T&R: Bill Murray, Box 547, Huntsville, AL 35804. EOE M/F (10-30)

WQT/Fayetteville-Raleigh, NC is accepting applications for future openings. Production/air work/news. T&R to John Braxton, PD, Box 100, Godwin, NC 28344. (10-30)

B100-FM 100,000 watt CHR killer now accepting tapes for current and future openings. T&R: Greg Bunce, PD, WVBS-FM, Box 4700, Wilmington, NC 28403. EOE M/F (10-30)

Central Florida A/C seeks bright, entertaining morning communicator. Best facilities in market. Send T&R to Rosa Whelden, Box 827, Lakeland, FL 33802. EOE M/F (10-30)

Guy Gannet Broadcasting, WRKT/AM-FM on Florida's space coast looking for News Director. T&R to Mike Shepard, Box 3845, Cocoa, FL 32922. EOE M/F (10-30)

WKQQ-FM/Lexington, KY, AOR has part-time weekend openings. Must be able to commute. T&R to Gary Dickson, Box 100, Lexington, KY 40590. (10-30)

WHSY/AM-FM/Hattiesburg, MS has two airshift openings. #1 and #2 rated in 10 station market. Send T&R to Steve Stone, Box 278, Hattiesburg, MS 39401. (10-30)

Sarasota-Bradenton market leader anticipates air/production openings. Country and BM. Send T&R to Bob Barnes, WBRD/WDUV Box 240, Bradenton, FL 33508. EOE M/F (10-30)

Production Manager and on-air talent needed for professional small market station. Detail oriented person can advance. Call Dave Lingefelt, WNNC/Newton, NC, (704) 464-4041. (10-30)

99FM looking for air talent. Send T&R to Bob Brennon, Box 11411, Montgomery, AL 36198. (10-30)

Need best 7-Midnight rocker in America. Aggressive outdoors only. Good bucks. Rush T&R: Jim Zippo, KINT-FM, 5710 Trowbridge, El Paso, TX 79925. EOE M/F (10-30)

Y102-FM looking for full-time CHR adult communicators. Send T&R to Don Rueshin, Box 2018, Texarkana, AR 75504. EOE M/F (10-30)

Guy Gannet Broadcasting's WRKT/AM-FM looking for Country talent to work on Florida's space coast. Tapes, etc. to Mike Shepard, Box 3845, Cocoa, FL 32922. EOE M/F (10-23)

Production Director for top-rated adult station in the market. Highly creative individual to be responsible for radio production including commercials, station promotion and PSA's. Strong copywriting skills required. Will also maintain copy and tape files. Three to five years commercial radio production experienced required. On-air experience helpful. Send tape and resume to Personnel, WRAL-FM, P.O. Box 12000, Raleigh, NC 27605-2000. EOE M/F (10-30) •

### MIDWEST

Announcer for sports reporting, production and air shift. Automation experience helpful. T&R to Rick Beers, WCVL, Box 603, Crawfordsville, IN 47933. (10-30)

WJML 100k-FM/10K-AM, Northern MI needs engineer. Live by the bay. Resume, references and salary requirements to Mike Benson, Box 99, Petoskey, MI 49770. EOE M/F (10-30)

## Openings

WSPT-FM has on air openings. T&R to Brad Fuhr, Box 247, Stevens Point, WI 54481. EOE M/F (10-30)

10,000 watt A/C seeks experienced, enthusiastic talent. Good production required. T&R to Jeff Thomas, WRLO, Box 508, Antigo, WI 54409. EOE M/F (10-30)

**Morning Man**  
Major Market Midwest FM looking for "OFF THE WALL," folksy, humorous morning personality to play off smooth, sophisticated morning partner. Ability to do voices, and creative "Theatre Of The Mind." Southern or blue collar voice type OK. T&R to Radio & Records, 1930 Century Park West, #281, Los Angeles, CA 90067.

One of America's great radio stations, seek professional anchor. Enthusiasm a must. T&R to ND, WGRD, 122 Lyon N.W., Grand Rapids, MI 49503. (10-30)

Experienced CHR & Country communicators needed for future openings. T&R to Keith Mason, WDNL/WDAN, P.O. Box 584, Danville, IL 61832. EOE M/F (10-30)

### Major Market Beautiful Music

looking. Pros only. Good working conditions and benefits with advancement possibilities. Send tape, resume and salary requirements to Radio & Records, 1930 Century Park West, #278, Los Angeles, CA 90067.

Station of the year '79-'80. PD leaving due to family illness. Send confidential T&R to G. Scantland, WDFI, Box 10,000, Menon, OH 43302-1330. EOE M/F (10-30)

Award-winning WDFI needs reporter who can excavate news. T&R to Bob Bender, Box 10,000, Menon, OH 43302. (10-30)

NEEDED: Top flight News Director who can lead and direct. Great bucks for a pro. Contact: Beau Elliot, WOMO, Broadcast House, Toledo, OH 43618. EOE (10-30)

### AOR Anchor-Reporter

PROGRESSIVE 100,000 watt AOR looking for an anchor-reporter who values journalistic freedom, has experience, savvy, etc. Females encouraged. Great Lakes, great station! Tapes and resumes to Radio & Records, 1930 Century Park West, #279, Los Angeles, CA 90067. (10-30)

We need a morning adult communicator immediately. Entertaining, personable, responsible. Please call Ralph Caldwell, OM, WOW Radio, Omehe, NB, (402) 592-3600. (10-30)

### Program Director Wanted

Northern Ohio 5kw Adult/Contemporary AM station. Must have programming experience with music and production abilities. Send resume, tape and letter outlining earning expectations to:

Christopher M. Johnson  
Station Manager

WRUN Radio  
3226 Jefferson Road, Box 738  
Ashtabula OH 44004

Position open for 100,000 watt FM, 5,000 watt AM. Resort area of Northern Michigan. T&R: Tim Ahlborn, WIDG, Box 1, St. Ignace, MI 49781. EOE M/F (10-30)

News Director for aggressive competitor. Heavy local and on-scene reporting. Gather, write and anchor. Bruce Efron, KKJO, Box 186, St. Joseph, MO 64502. (816) 279-8346. (10-23)

KBMW/Wahpeton, ND needs Production Director/air talent for Country format. Strong production a must. T&R: Brian Downing, KBMW, Box 1101, Wahpeton, ND 58075. EOE M/F (10-23)

KYYY-FM has a position open for News Director. Experience required. Send T&R to Sid Hardt, Box 1738, Bismarck, ND 58502. No calls. EOE (10-23)

Q-98FM/Fargo, seeking morning personality, strong production ability. Money is no object for the right production wizard. T&R to Shawn Waters, Box 2983, Fargo, ND 58108. EOE M/F (10-23)

Full-time production technician needed. Must operate console in on-air production and off-air commercial production. Broadcast control room operations experience required. Steve Brown, (612) 339-1029. (10-23)

KQWB/Fargo, still looking for a talented, mature voiced individual to fill midday shift. Must have exceptional production ability. \$20,000.00 range for the right person. All new state-of-the-art studios and equipment. Send tape and resume to Wayne Hiller, KQWB, Box 2983, Fargo, ND 58108. (11-6) •

## Openings

### WEST

AOR oriented KBO8-FM looking for weekend personalities for the Fresno market. T&R to Joe Collins, Box 1101, Tulare, CA 93275. EOE (10-30)

QUICK-95 needs adult communicator with hot production skills. T&R to Tim Rose, 419 Mason St., Vacaville, CA 95688. EOE M/F (10-30)

### 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

Afternoon DJ for Country station, KWYO/Sheridan, WY. Good money for small market. Send T&R or call Grant West, Box 727, Sheridan, WY 82801. EOE (10-30)

Chief Engineer for AM/FM. Must have automation experience. Open salary. Great for working and living. Resume to Robert N. Ordonez, KCBN, Box 10830, Reno, NV 89510. EOE M/F (10-30)

### Giant Staff Search

We're building the Ultimate radio station and we need the ultimate staff. If you're highly talented and are willing to work for a PROGRAMMING ORIENTED FM POWERHOUSE which understands your needs and likes to win by out-promoting the competition - we want you.

#### Positions Open:

##### Morning Person or Team:

Warm, reliable and fun. Funny not necessary but nice.

##### Production Director

Quality and variety necessary plus must be creative and better than agencies.

##### Promotion Director

Creativity and diligence must be middle name.

##### Music Director

If you have credits, don't waste your time. We play hits!

##### News Director

Willing to dig and put the city on its knees.

##### Jox, All Shifts

Gotta blow 'em away. Great basics ok, strong personality better.

##### Program Director

Able to keep small buildings in a single bound, make us #1 and keep us there.

TARGET DATE SOON. Send tape (cassette preferred), resume and misc. info you want to brag about. A.S.A.P. to Radio & Records, 1930 Century Park West, #280, Los Angeles, CA 90067.

KEZX/Seattle needs weekend communicator immediately for new MOR format. Automation experience helpful. T&R: Tim Williams, Box 31389, Seattle, WA 98103. (206) 833-6590. EOE (10-30)

Golden Egg: producers of nationally syndicated programs "Future File," has openings for Los Angeles based station clearance personnel. Experienced preferred. Call Dave Price, (213) 475-0817. (10-30)

Looking for experienced Country PD with strong production. Send T&R to 409 Hilltop Circle, Colorado Springs, CO 80906. EOE M/F (10-30)

Bright, energetic morning person needed for KERN/Bakersfield. Team-oriented. Start first of the year. T&R: Jeff Young, 1400 Easton Drive, Suite 134, Bakersfield, CA 93303. EOE M/F (10-30)

Natural-sounding pro needed for air shift and production at top rated KJQ, A/C format. Tapes: Tom Greenleigh, KJQ, 1508 Gibson, Ogden, UT 84404. EOE M/F (10-30)

T&R now being accepted for possible openings. All shifts. T&R: Jeff Young, 1400 Easton Drive, Suite 134, Bakersfield, CA 93303. EOE M/F (10-30)

Wanted: Alive n' Kickin'; creative, musicologist for on-air slot, possibly mornings at free form, adult AOR in Jackson Hole, WY. Creative and musical freedom, a rarity in radio these days. Be yourself! Intelligent, creative production a must. Also, Sports Director needed. Would also perform as an assistant newscaster and must be willing and able to do board work. Beautiful mountain setting. No calls please! T&R to Jeff Woodruff, Box 927, Jackson Hole, WY 83001. (11-6) •

Superstars winner in Sacramento accepting cassettes for future openings. Cassettes and resumes to Les Tracy, Box 15985, Sacramento, CA 95815. EOE M/F (10-23)

Needed now classical announcer. Good proficiency in languages for 50,000 watt classical station/Reno. T&R: Matt Stewart, Box 11920, Reno, NV 89510. No calls. EOE M/F (10-23)

KDRK/Bpokane now accepting T&R's for 6pm-12mid opening. No beginners. Good production ability. Contact Dennis Bookey, Box 8348, Spokane, WA 99203. (509) 448-8300. EOE M/F (10-23)

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553-4330**

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# Opportunities

## Positions Sought

CHRIS JARRETT currently at WAY8 the medium market station of the year, now ready for move to major or solid medium market. Call (704) 525-8427. (10-30)

Looking through the trades again? Solution: GARY MACK, WNAP/Indy, looking for Top 15 market. Good pipes. Challenge seeker. (317) 297-1180 or (801) 969-5886. (10-30)

### BUDGET CUTS (me out)

NW 6-year pro looking for major market position. Prefer mornings or middays (Great numbers, production/voices, excellent references) Contemporary, AOR, Country or Gold From KYTE/KB101-FM, Portland. GREGG (503) 771-8011 for T&R.

Psychic available for open line for radio and television. Call (213) 277-8044 answering service or (213) 278-3263, home. CANDY WINKLER. (10-30)

Morning man from Top 10 market looking for major or medium market on-air or PD position. Call GLEN, (703) 838-3381. (10-30)

Florida space coast News Director, 5 years news experience wants to move up. Will relocate in Florida or Midwest. GARRETT, (305) 254-8090, 5am-12:30pm. (10-30)

Former middays and Production Director, KFMY/Lubbock looking for AOR slot in West. Call Bob by Trebor, (806) 745-3129 or (806) 792-4830. (10-30)

Morning team available! Humor, news, features, we do it all. Medium and large markets. Call (305) 484-8481. (10-30)

RON FOLKS, currently assistant PD, good production, very tight board. 8 1/2 years experience, looking for PD/MD position. No less than \$385/week. Call (803) 798-5584. (10-30)

## Positions Sought

MD, PM drive. Dependable, dedicated, works cheap, community minded, excellent music knowledge, seeking CHR, AOR or A/C. JIM KING, (502) 422-3861, after 8pm EST. (10-30)

Say goodbye to Hollywood. I must. Family requires return to Detroit. Interested in AOR, A/C and CHR. Call FOSTER, (313) 682-1217. (10-30)

Broadcasting since 1958, radio pro seeking long term OM/PD slot in Country major/medium market. (517) 465-6340. DICK GILES, "Have Pipee Will Travel." (10-30)

Los Angeles county/city broadcaster seeks air/production, news or sales/copy. Will consider anywhere. (213) 277-7769, (213) 822-3444 (service). Ask for BILL. (10-30)

Morning man formerly WGBT, WSPD, now WQOK. Available January 1. Bits, characters, controversial. Prefer large markets. Call DAVE, (803) 248-4668, after 3pm. (10-30)

7 year pro PD/MD seeks medium market country gig. Call BART, (501) 247-2972. (10-30)

I've got a way with words. I'm a copywriter/producer interested in employment and willing to relocate. Give me a call. DREW JACOBS, (518) 798-3060. (10-30)

Country music personality and MD with 7 years experience. If you live and love country music, call BRUCE at (718) 684-7038 evenings. (10-30)

DON ALLEN, KMNB, is looking for a new challenge in the West or Midwest, 5 year CHR veteran. All offers considered. Call (712) 258-0828. (10-30)

Looking for a PD position. Programming experience. If you have an AOR station on the West Coast, I'd like to talk to you. J.D. (215) 856-8990. (10-30)

7 years professional air talent. Worked Las Vegas, Waco, TX and Florida markets. College, 1st phone. THOM DAVIS, (904) 628-3172. (10-30)

Experienced personality seeks market change. 11 years experience in Top 40 and CHR. MD, production, 1st phone. Contact JAY RICHARDS, (512) 340-0094. (10-30)

## Positions Sought

Currently employed mornings in major market. Looking for programming/on air job A/C or Country. 8 years experience. Call (802) 998-7047 anytime. (10-30)

Great sportscaster with ten years experience. Can do it all, play-by-play, interview/talk, daily sports shows, the works. Call MARC or JUDY, (904) 368-8282. (10-30)

NEWS WOMAN experienced, college grad, strong air delivery, good reporting skills seeking news opportunity in Houston. Professional, reliable, authoritative news voice. NANCY, (812) 426-1381 after 6pm. (10-30)

Experienced morning man, PD, copywriter, news, production. Stable, married, family man. Seeking immediate opening; Northeast medium or better market. LARRY KAY, (717) 853-2500 after 3pm. (10-30)

Bright, intelligent copywriter looking for new horizons in Midwest. I can produce creative copy that will sell. Call (818) 233-2486. (10-30)

WANTED - full-time air shift. Small or medium market. Country & A/C experience. Prefer West Coast or Midwest area but will travel anywhere! Contact DAVE HUDSON, (503) 236-1638. (10-30)

PD with 5 years in majors. Has killer CHR format. Currently employed. Medium to large markets only. (207) 773-8155. (10-30)

Experienced Country PD/MD/announcer with strong production seeks position with responsibility and a future. Now in WI but willing to relocate for right offer. R.J. (414) 645-1650. (10-30)

Experienced Central New York family man, who is acting PD, MD, & Promotion Director, looking to better myself. In charge of station research. TIM, (315) 448-1515. (10-30)

C.C. McCARTNEY, former PD of 8100/San Diego, KTLK and 96KX/Denver, actively seeking a large or major market programming position. (303) 364-4917. (10-30)

7 year AOR & A/C vet. Have worked with great folks. Interested in major markets. Superstars experience. Great pipes & production. (808) 744-0134 BOB HENSLEY. (10-30)

## Positions Sought

JONATHAN KEYES, former PD of KC102/Ft. Lauderdale & WKGN/Knoxville, looking for similar position. Call (301) 764-2919. (10-30)

Morning personality A/C or CHR major market experience, characters information entertainment, fun. Top 50 markets only. Free T&R with 1st call, (804) 272-6439. (10-30)

## R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

### Frequency Rates \*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

\* Must run consecutive weeks.

### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

# Marketplace

## CURRENT & CLASSIC CALIFORNIA AIRCHECKS!

Current issue #19 features KHTZ/Charlie Tuna, KMPC/Robert W. Morgan, KFI/Byron & Tanaka, KWST/Pat Garrett, KNBQ-Tacoma/Dancin' Danny Wright, Mighty 690/Jim Richards. Cassettes \$5.

Classic issue #C-12 includes KROQ/Charlie Tuna-1973, KHJ/Bobby Ocean-1979, KFRC/John Mack Flanagan-1976, K100/Jerry Butler-1974, KRLA/Johnny Darin-1969, KKDJ/Rick Carroll-1973, and more! Cassettes \$10.

Still Available! Issue #S-1, featuring Denver, Oklahoma City, Las Vegas, Tucson, Wichita, and Albuquerque. Cassettes \$5.

Write for our back-issue lists!

### CALIFORNIA AIRCHECK

P.O. Box 4408, San Diego, CA 92104

## INSIDE COUNTRY

Designed With The Country D.J. In Mind

Current Artist Bios. Monthly Calender. Country Trivia WE DO THE RESEARCH! YOU SOUND INFORMED! Send for FREE sample INSIDE COUNTRY (XXX) Fulton Ave. \* Suite 12 \* Van Nuys, CA 91401

## 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.

Pro't call

3700 Rue Delphine  
New Orleans, LA 70114

We're more than just a placement service!

Visa  
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## GREAT JINGLES STATION ID'S

Call or write for a free demo

## CONTINENTAL RECORDINGS

210 SOUTH STREET, BOSTON, MA 02111 617-426-3131

## 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

## 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

## Contemporary COMEDY

Hundreds renewed again!

Free sample!

Write on station letterhead to  
Contemporary Comedy

5804-D Twining  
Dallas, TX 75227

## 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

## 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

Still Available In Some Markets!

## THE SOUNDS OF CHRISTMAS '81

SHEPHERDmusic radioproductions  
call collect: (419) 474-4191...

# Opportunities

## Positions Sought

You've seen my face many times — my voice you never heard it's now available. DJ, news, sports PBP. The interesting style of JHF, (212) 371-2356. (10-30)

Two years solid experience Production Director small market blocked. Contemporary, Country. Desires small/medium market. Blind, have guide dog, will travel. TIM STEWARD, (904) 892-7755. (10-30)

Medium market CHR black DJ looking for new home. Call Larry Nelson at (303) 778-7722 and let's win together! Western area preferred. (10-30)

One of Cleveland's top personalities, WHK's Lanny Wheeler is seeking successful entrepreneur for possible opening in your organization. (216) 961-4864. Between 12-2pm EDT. (10-30)

**WBT WHAM WNDE**  
**POP PERSONALITY**  
 Professional, creative, good citizen and gentleman. For tape and resume call **TOM McMURRAY** (319) 372-8169

Intelligent decision-maker now available to program, will consider on-air. Call FRANK, (412) 373-3994. (10-30)

News/talk PD now looking for PD or air personality position in talk, or A/C. Call yesterday, (501) 226-9257. RICK McGEE. (10-30)

**BROADCASTER** . . . 14 years, 1st ticket. Full/part-time. LA area. Available now. (213) 366-1550, (213) 368-2212 DOUG CORY. (10-30)

Is **JACK HOOD** the man you want? Proven major and medium market pro seeks management and/or personality show. I'm articulate, bright, creative, dependable and personable. First-rate with people, problems, words and ideas. A leader and innovator, I'm bottom-line oriented. Familiar with all aspects of radio, I lead by example. If you think you need an entire staff to get things done, please allow me to change your mind. A free copy of my DJ monthly just for calling (313) 694-3743 between 9-12noon (EST). I am the man you want! (10-30) •

## Positions Sought

Newly conceived adult format with 10 plus years experience. WPEZ, 96KX, WQXI-FM, WDRQ, and WIFI. Call DENNIS ELLIOTT, (412) 673-4370 or (412) 631-4800. 9-5pm. (10-30)

**WANTED:** morning position in Southwest. 13 years experience in Country Radio. CHUCK CARLY, 308 N. Alameda, Carlsbad, NM 88220. (505) 887-7930. (10-30)

Announcer, 15 years experience, first ticket. Have worked CGW and other formats. Prefer Florida or another state in Southeast. GA, AL. BILL SMITHSON, (305) 448-1260. (10-23)

This one knows how to rock! Ask KFXD, KZOK and KISW. Great pipes, tight production, dedicated hard worker. Credibility at any shift. BOB, (206) 522-5124. (10-23)

Currently employed. Billboard. Gavin award-winning Operations Manager seeks new opportunity. Excellent skills and administrative motivation, sales promotion. Country or A/C format. Call (415) 392-3157. (10-23)

Talented news/sports reporter, 6 years experience. Excellent P.B.P., sportstalk. Ready immediately, any market size. Call JIM, (614) 438-6133. (10-23)

Award winning employed Detroit CHR personality seeks on-air/production position. Any format in Los Angeles area. Call M.S., (313) 393-2807. (10-23)

3 years Memphis AOR, top pipes communicator, production, gentlemen. Also, audio, mechanical, studio engineer. Prefer South. (901) 452-1007. (10-23)

Morning personality with 12 years experience including major market AOR. Former PD, talk show host, MD. Outstanding references. CHRIS VAN DYKE, (305) 845-1255. (10-23)

Looking for me? Here I am. Complete with 2nd phone and 12 years experience. Call (901) 527-5713 and ask for BRETT. Quality guaranteed. (10-23)

Starving jock needs work. 2 years commercial experience. T&R available. Call MARK, (515) 834-2483 and leave message. Will relocate. (10-23)

Great sound, great production, great track record, great references. I do everything but windows. SCOTT SUMMERS, KWST, KFRC, and other winners. (213) 908-1738. (10-23)

Disc jockey, Country preferably. 2 years experience. 1st class license. Anywhere West of Colorado. Call RAY JOHNSON, (503) 883-1797. (10-23)

PD/MD, heavy promotion, automation experience, seeking position in small or medium market. DON, (419) 422-1145. (10-23)

Help. Looking for shift in CHR, A/C, AOR station anywhere. 2 years experience. Excellent recommendations. Call WAYNE MANCUSO, (303) 351-8025. (10-23)

## Positions Sought

Major market air talent all formats with PD/GM experience seeks programming challenge and/or turnaround situation. Call BOB COHEN, (603) 882-8051. (10-23)

PD/MD experience. Also produce music specials, countdowns etc... Prefer Country. Interested in announcing, programming or producing for syndication. ANDY, (414) 324-2630 or (414) 324-4441. (10-23)

Experienced air personality, all formats. Have ratings, will travel. If you're looking for time and temp, don't call. Ask for BRYAN, (214) 697-1538. (10-23)

## Changes

### RADIO

Mark James, formerly with WFYC-AM/FM joins WPHM-AM/Port Huron, MI.

Charlton (Charlie) A. Smith joins Sales Department of WVBF-FM/Framingham, MA.

Michael Valentino appointed local Sales Manager for WHN Radio/New York.

Andrea Domagalski joins WCFL/Chicago as Sales Account Executive, formerly with KQUB-AM/KNUZ-FM/Houston, TX.

Tim Rose appointed PD of KUIC/Vacaville, CA, formerly with WMMB/Melbourne, FL.

Warren Lewis promoted to Local Sales Manager at KXOR-FM/Thibodaux, LA.

Victoria J. Forbes joins the Sales Department of KYW Newradio/Philadelphia.

Scott Harris promoted to News Director of WLPL-WSID/Baltimore, MD.

### RECORDS

Jim Yates appointed Director, Commercial Sales, Southwestern Region for RCA Records.

Mike Rowley named Local Promotion Representative, Seattle for Elektra/Asylum.

Steve Shapiro named Regional Promotion Manager for San Francisco for MCA Records.

## Changes

Melvin Jones appointed Southwest Regional Promotion Director for Venture Records.

Frank Shively appointed Local Promotion Manager, Detroit, Epic/Portrait/CBS Associated Labels.

Ron Lenham appointed Regional Marketing Manager, Western Region, Epic/Portrait/CBS Associated Labels.

### INDUSTRY

Carol Craig joins Peters Production, Inc.

Teri Lynn joins One Nite's, Inc. as an agent.

Brett Cervantes appointed Director, Visual Music Division, for Atravision Communications, Inc.

Tom Hantzarides and Joseph E. Marnell, Jr. have joined the New York office of CBS-FM National Sales as Account Executives.

### Miscellaneous

WNBY AM/FM upper Michigan's best music requests expanded A/C and AOR record service. Contact Jeff Payne, OD, (906) 293-3221 or Box 1, Newberry, MI 49888. (10-30)

WJML/Petokey, MI needs jazz service from all labels. Mike Benson, Box 99, Petokey, MI 49770. (10-30)

KZOK-AM is in need of A/C singles product from all labels. 1426 5th Ave., Seattle, WA 98101. (10-30)

WWKY/Winchester, KY needs Country oldies. Contact Tim Smith, 17 1/2 W. Broadway, Winchester, KY 40391 or call (606) 744-2864. (10-30)

KDWZ/Grand Forks/Crookston, needs Country record service. Contact Joey Evans, PD, KDWZ, Box 475, Crookston, MN 56718. (10-23)

WWTC/Minneapolis-St. Paul, appreciates A/C record service from all labels. Contact Mike Ryan, (612) 871-2608. (10-23)

Country Q106, P.O. Box 4406, Madison, WI 53711, wants Country news and gossip for Rob Heggar's afternoon show. Call (608) 271-6611. (10-16)

Need Country and A/C record service from all labels. WEPG, P.O. Box 8, South Pittsburg, TN 37380. Pat Phillips. (10-16)

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. (10-16)

# Marketplace

### "JOB HUNTING?"

NATIONAL BROADCAST TALENT COORDINATORS can help. We specialize in radio personnel placement. Programming, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write:

**National Broadcast Talent Coordinators**

Dept. R, P.O. Box 20551, Birmingham, AL 35216 (205) 822-9144

### THE PROMOTIONAL EVENT OF 1981!

**OPUS 81** Top 100 Special of the Year **FREE DEMO**

Toby Arnold & Associates

4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335

### 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



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

**YOU ARE THE MUSIC...AND WE ARE THE P.R.!**  
 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

## 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

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

**DJ Researched Comedy!!!**  
 More than just a few usable lines each month!  
 • John Lanigan, WOAR/Cleveland: "Higher % of usable material than any new service I've seen."  
 • Larry Green, KCCY/Pueblo: "Looks like I can use 95% of your lines. Great!"  
 • Thank you John Lander, 940X/Tampa; Michael Keating, 96 Magic/P. Pierce; Murphy in the AM, WAYS/Charlotte.

**DJ A PROFESSIONAL COMEDY SERVICE**  
 3530 TIMMONS LANE, SUITE 301D  
 HOUSTON TEXAS 77027

**THE NEW LIBRARY FOR 1982!**  
**FREE DEMO**  
**The Production Bank**  
 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.

SIGNIFICANT ACTION

JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 44/7
RINGO STARR "Wrack My Brain" (Boardwalk) 39/38
TRUMP "Magic Power" (RCA) 37/7
ALAN PARSONS PROJECT "Snake Eyes" (Arista) 37/4
STEVE WOODS "Steal The Night Away" (Cotillion/Atco) 36/4
PABLO CRUISE "Slip Away" (A&M) 35/5
MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 33/13
PAUL DAVIS "Cool Night" (Arista) 31/30
KNACK "Pay The Devil (Ooo Baby Ooo)" (Capitol) 29/4
BEE GEES "Living Eyes" (RSO/PolyGram) 23/23
ARLAN DAY "I Surrender" (Pasha/CBS) 23/2
DONNIE IRIS "Sweet Marilee" (MCA) 22/7
TIERRA "La La Means I Love You" (Boardwalk) 22/4
JOEY SCARBURY "When She Dances" (Elektra) 20/1
ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 19/13
DON McLEAN "Castles In The Air" (Millennium/RCA) 19/6
DAVID GATES "Take Me Now" (Arista) 17/0
JERMAINE JACKSON "I'm Just Too Shy" (Motown) 16/2
SAVOY BROWN "Run To Me" (Accord/Townhouse) 16/2
KINKS "Destroyer" (Arista) 16/1
JOHN ENTWISTLE "Too Late The Hero" (Atco) 15/2
DEBBIE HARRY "The Jam Was Moving" (Chrysalis) 15/0
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 14/5
LOVERBOY "Working For The Weekend" (Columbia) 13/13
BERTIE HIGGINS "Key Largo" (Kat Family/CBS) 12/5
RONNIE LAWS "Stay Awake" (Liberty) 12/0

BENNY HESTER "Nobody Knows Me Like You" (Myrrh) 31/5
STEVE NICKS & DON HENLEY "Leather & Lace" (Modern/Atco) 30/13

SIGNIFICANT ACTION

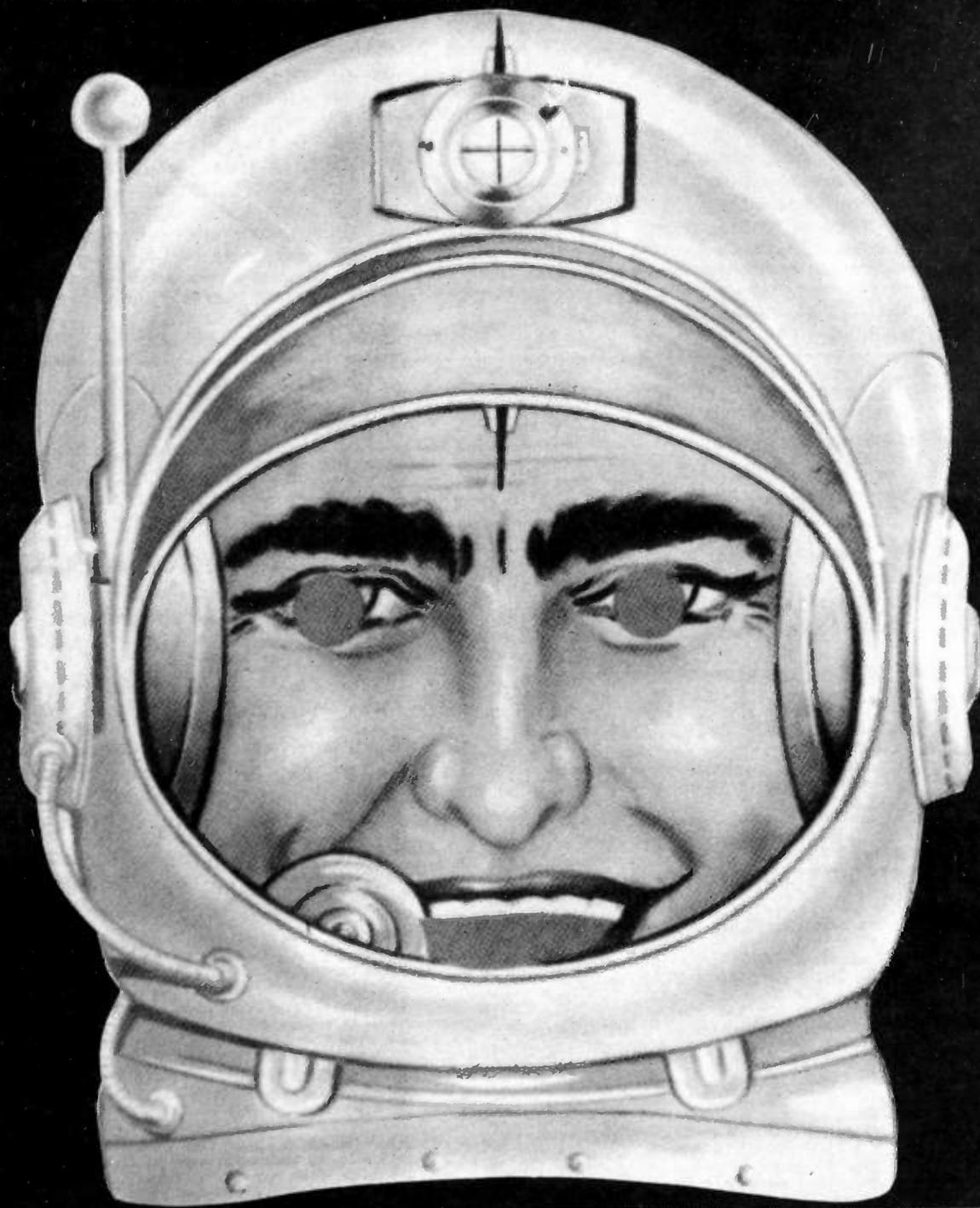
JOEY SCARBURY "When She Dances" (Elektra) 24/3
PABLO CRUISE "Slip Away" (A&M) 22/1
QUARTERFLASH "Harden My Heart" (Geffen/WB) 19/3
PAUL DAVIS "Cool Night" (Arista) 18/18
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 18/12
MANHATTAN TRANSFER "Smile Again" (Atlantic) 16/0
KIM CARNES "Mistaken Identity" (EMI America) 17/5
ROD STEWART "Young Turks" (WB) 17/2
JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 17/0
RUPERT HOLMES "Loved By The One You Love" (Elektra) 16/5
ADDIS BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 15/2
RITA COOLIDGE "The Closer You Get" (A&M) 14/0
PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 13/6
NICOLETTE LARSON "Fool Me Again" (WB) 12/6
VIC ASHER "What Am I Gonna Do" (Vela) 12/2
SPYRO GYRA "Summer Strut" (MCA) 12/2
JOHN DENVER "The Cowboy & The Lady" (RCA) 12/1
LULU "If I Were You" (A&M) 11/10
HERB ALPERT "Manhattan Melody" (A&M) 10/3
POLICE "Every Little Thing She Does Is Magic" (A&M) 10/2
STEVE MILLER BAND "Heart Like A Wheel" (Capitol) 9/8
BARBARA MANDRELL "Wish You Were Here" (MCA) 9/1
JERMAINE JACKSON "I'm Just Too Shy" (Motown) 8/5
GENESIS "No Reply At All" (Atlantic) 8/2
DOBIE GRAY "Autumn" (Robox) 8/1
BOB SEGER "Tryin' Too Live My Life Without You" (Capitol) 8/0
MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 7/5
MICHAEL LLOYD "I Go To Pieces" (Arista) 7/4
TIERRA "La La Means I Love You" (Boardwalk) 7/1
STREK "One More Night" (Badland/Columbia) 7/0
RINGO STARR "Wrack My Brain" (Boardwalk) 6/6
SAILOR "Hat Check Girl" (Caribou/CBS) 6/5

BREAKERS are those newer records judged to have the greatest level of station activity on any given week. NEW & ACTIVE includes songs reported by at least 50 CHR or 30 A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many reporters are on the record this week and, of those, how many added it this week. CHR stations report numbered playlists, and all possible moves are listed for each song (UP, DEBUTS, SAMES, DOWNS, ADDS). A/C stations report by rotations (HEAVY, MEDIUM, LIGHT, ADD). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it into that same rotation.
SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. [X] indicates one of this week's most added new releases. The number in parentheses immediately following the songs listed in the MOST ADDED and HOTTEST sections of the BACK PAGE indicate the total number of all our reporters in either CHR or A/C adding the song this week or noting that the song is among their five hottest.

COMING NEXT WEEK INSIDE R&R:
The Black Radio National Airplay/30.
More ratings data from Arbitron, Birch, and Mediatrend.

THE SOUND OF YOUNG AMERICA  
HAS RETURNED TO THE RADIO

DEVO



THE NEW SINGLE

*Beautiful World*

PRODUCED BY DEVO  
ON  
WARNER  
BROS.

FROM THE ALBUM "NEW TRADITIONALIST"

BILLBOARD: 26\* CASHBOX: 29\* RECORD WORLD: 26\*



Contemporary Hit Radio

NATIONAL AIRPLAY/30

Adult/Contemporary

Table with 5 columns: Rank, Weeks, Artist, Title, Label. Lists top 30 hits including Daryl Hall & John Oates, Foreigner, Dan Fogelberg, etc.

Table with 5 columns: Rank, Weeks, Artist, Title, Label. Lists top 30 hits including Dan Fogelberg, Air Supply, Barry Manilow, etc.

NEIL DIAMOND (87)
STEVE MILLER BAND (75)
J. GEILS BAND (62)

QUEEN & DAVID BOWIE (53)
RINGO STARR (38)
NICKS & HENLEY (32)

MOST ADDED

NEIL DIAMOND (74)
RONNIE MILSAP (25)
GEORGE BENSON (22)

PAUL DAVIS (18)
DON McLEAN (16)

FOREIGNER (140)
HALL & OATES (95)
OLIVIA NEWTON-JOHN (86)

AIR SUPPLY (65)
POLICE (54)
COMMODORES (51)

HOTTEST

DAN FOGELBERG (71)
AIR SUPPLY (62)
BARRY MANILOW (48)

M. POST/L. CARLTON (37)
CHRISTOPHER CROSS (34)

BREAKERS

STEVE MILLER BAND
Heart Like A Wheel (Capitol)

57% of our reporters on it. Moves: Up 2, Debuts 20, Same 22, Down 0, Adds 75 including WIFI, JB105, CFTR, CHUM, KEGL, Z93, 94Q, WGCL, WKTI, KRLA, KFI, KIIS-FM, KIQQ, KIMN. See Parallels, will debut on CHR chart next week.

DON McLEAN

Castles In The Air (Millennium/RCA)

63% of our reporters on it. Rotations: Heavy 4/0, Medium 52/9, Light 22/8, Extra Adds 1, Total Adds 16 including WCBM, WASH, KULF, 97AIA, KYXY, WIBA, and 10 more. Moves 28-22 on A/C chart.

NEW & ACTIVE

- EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 93/7
GO GO'S "Our Lips Are Sealed" (IRS/A&M) 90/11
NEIL DIAMOND "Yesterday's Songs" (Columbia) 89/87
ELO "Twilight" (Jet/CBS) 89/22
CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 88/10
JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 78/15
GEORGE BENSON "Turn Your Love Around" (WB) 65/22
J. GEILS BAND "Centerfold" (EMI America) 63/62
LUTHER VANDROSS "Never Too Much" (Epic) 63/6
KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 59/16
KIM CARNES "Mistaken Identity" (EMI America) 58/10
STREEK "One More Night" (Bedlam/Columbia) 55/4
QUEEN & DAVID BOWIE "Under Pressure" (Elektra) 53/53

NEIL DIAMOND

Yesterday's Songs (Columbia)

60% of our reporters on it. Rotations: Heavy 5/5, Medium 28/28, Light 31/31, Extra Adds 10, Total Adds 74 including WBEN, WJMD, WASH, 97AIA, WRRM, KMBZ, WHB, KXOK, KOY, KEX, KFMB, KYXY, and 62 more. Debuts at number 24 on A/C chart.

NEW & ACTIVE

- JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 65/14
CRYSTAL GAYLE "The Woman In Me" (Columbia) 61/7
RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 50/25
GEORGE BENSON "Turn Your Love Around" (WB) 49/22
DIANA ROSS & LONEL RICHIE "Dreaming Of You" (PolyGram) 44/2
LITTLE RIVER BAND "The Night Owls" (Capitol) 43/0
ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 38/8
BILLY JOEL "Say Goodbye To Hollywood" (Columbia) 35/0
LINDSEY BUCKINGHAM "Trouble" (Asylum) 32/8

SIGNIFICANT ACTION

- RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 49/13
SURVIVOR "Poor Man's Son" (Scotti Bros./CBS) 44/11

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