**ISSUE NUMBER 408** 

THE INDUSTRY'S NEWSPAPER

**NOVEMBER 13, 1981** 

#### **INSIDE R&R:**

#### Former WCIN News **Director Buys Station:**

Kenneth McDowell heads group purchasing Black outlet from

#### NPR Launches Massive Fundraising Drive:

Facing substantial budget cuts, National Public Radio hopes to make it up in the private

#### New Polygram Chain Of Command: With his new

marketing and promotion appointments (see story this page), Polygram President Guenter Hensler establishes a complete reorganization, charted for your convenience

#### Latest Mediatrend And Birch Ratings: Figures for

Washington, St. Louis, Cincinnati, Phoenix, and Miami

#### **Denny Rossman Promoted** To WIKS GM: Had been

Station Manager at Heftel Indianapolis rocker.

#### Air Personality Wins Round In Obscenity Case:

Appeals court upholds throwing out one of two charges in Cincinnati gay radio program controversy

#### **Arbitron Procedure** Update: New rules at Arbitron you should be aware of to protect your ratings . .

#### R.T. Simpson Upped To **KSCS Operations** Manager: Former PD shares supervision of Dallas-Ft, Worth Country station with Sales

Manager Gary Hill

**EEO Milestone** In Rochester: Court upholds FCC's short-term renewals for WHAM & WHFM, supports ruling that stations can't get by just by

improving EEO record after

renewal hearing already set

KSFX Makes Move To AOR: Gradual evolution from CHR format completed by San Francisco station

#### Osborn New WYNY VP/GM

Frank Osborn has been named VP/GM of NBC's WYNY/New York, replacing Al Law, who was promoted to VP/Programming for NBC Radio last week (R&R 11-6). Osborn, who had been NBC Radio's VP/Administration since 1978, told R&R, "I'm really delighted to be given the chance to manage WYNY. The station is in such great shape that it will be quite a challenge to see how far we can continue the upward progress. Al Law has done an outstanding job, and I look forward to his continued input from his new corporate position."

Bob Sherman, Executive VP of NBC Radio, commented to R&R on Osborn's promotion: "I am delighted to have someone that I could promote from within to continue the great work that Al has begun at WYNY. Frank's extensive financial background and knowledge of the company makes him the perfect candidate.

Osborn, who begins his new duties immediately, will report directly to Sherman.

#### First Media Transfers Artigue To WEFM VP/GM

Chuck Artigue, VP/GM of First Media's KOPA-AM & FM/Phoenix, will become VP/GM of WEFM/Chicago when First Media formally takes over the station some time in the first quarter. First Media bought the station from General Cinema for \$9.2 million three months ago (R&R

Artigue told R&R, "(First Media President) Glen Potter offered me the chance to take on this

new challenge, and all things considered, I've opted to take it. I'm not sure what the format will be. It might continue as a Schulke II operation. I've got to look at the market."

Discussing a replacement at KOPA, Artigue said, "I know of several people being examined for the position, but no one has been selected as yet. I don't plan on being in Chicago on a permanent basis until after the first of the

EXITS WWRL TO HOST "NIGHT TALK"

#### Law Joins National Black Network

WWRL/New York Program Director Bob Law has announced his resignation from the station in order to join the National Black Network as the host of its previously announced national live talk show, "Night Talk." Law explained the concept of the show to R&R. "This will be the first coast-tocoast black talk show. That gives it some particular significance for me in that It is the first, and I like to be part of that. It will really be the first national forum where black people can exchange ideas on important topics. With this show we have the potential to tie the black communities together through an effective communications network. This will allow us to be in touch with each other on a daily basis, instantaneously once 'Night Talk' is on the air."

The show is scheduled to debut November 16 in 24 cities, and Law indicated that one of hls early guests will be Rev. Jesse Jackson. Law said, "Networks have traditionally been systems that allow information to flow one way. You do what ever you're doing on your network and send it down the line. But what is significant about 'Night Talk' is that it is a two-way flow of information, and that is something that we need to have in the national black community.'

No immediate replacement has been named for him at WWRL, but Law indicated he would remain with the station through the end of the month.



Bob Law

EDSON, CATALDO IN NEW STRUCTURE

### Polygram Sets Kiernan As Sr. VP/Marketing & Sales



Jack Klernan



Bob Edson



Bill Cataldo

Just two weeks after the appointment of Guenter Hensler as President of Polygram Records, the company has restructured its organization, with Jack Kiernan promoted to Sr. VP/Marketing & Sales. He had been VP/Sales at Polygram Distribution. In addition, former RSO Sr. VP/GM Bob Edson was named VP/Promotion and former VP/Pop Promotion Bill Cataldo, who left to do independent promotion, returns to Polygram as National Promotion Director.

Hensler commented, "Jack Kiernan and Bob Edson should take Polygram a long way in our drive to reach the top. They both exhibit the depth of knowledge, experience, creativity, and personal appeal so necessary to succeed in these complex times for our industry. And they represent the best the industry has to offer in their respective fields. We're delighted to have them." He concluded, "'Our team is now in place, and considering the excitement one can feel here already, there's no question that Polygram is moving in the right direction."

Kiernan joined Polygram in

1978, previously working in sales and marketing at Decca, Kapp. Project 3, and RCA Records. where he was VP/Sales and later Division VP/Marketing. Edson was with RSO since the mid-70's, heading its East Coast operations as VP before becoming Sr. VP/ GM. Before joining RSO he served POLYGRAM/See Page 20

#### **Pringle Named** Operations Mgr. At WWWE



Norm "Oogle" Pringle

Norm "Oogie" Pringle has been named Operations Manager at WWWE/Cleveland after spending a year as Program Director at Country-formatted WDGY/Minneapolis. Pringle commented to R&R, "This feels great. I had talked with Tom Wilson, who had just become (WWWE's) President/ General Manager, and told him I would be interested in moving to this area. My brother lives here and my family is close by. The station made me a super offer and when we all got together, it all seemed to click regarding philosophies and the direction the station should take.

#### Format Change Coming?

Addressing the rumors that WWWE might be changing formats from A/C to Country, Pringle told R&R, "There is a possibility that we may switch formats to Country. We're working with a research firm right now, but they have not finished their analysis of the station yet. Gannett (WWWE's owner) has invested a serious

PRINGLE/See Page 20



OKAY, WHERE ARE ALL THE RECORDS?

WABC/New York's Ross & Wilson flew Into Los Angeles last Friday (11-6) to pay off a World Series bet they had lost to KABC's morning team of Ken & Bob. Giving up their CHR format in favor of KABC's News/Talk morning menu, Ross Brittain (left) and Brian Wilson (right) put their own special "pace" on the KABC format and probably left thousands of Ken & Bob's regular listeners wondering just what was happening. Ken & Bob likened Ross & Wilson's effort to that of Yankee Dave Winfield in the series - "No hits."

# Sheena Easton "You Could Have Been With Me"



# From the Album "You Could Have Been With Me"

As shown on <u>The Tonight Show</u> 10/30
" " " <u>Solid Gold</u> 11/13
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#### Former News Director **Purchases WCIN**

Black-formatted WCIN/Cincinnati has been sold by Ragan Henry's Broadcast Enterprises National Inc. (BENI) to KLM Communications, whose President is former WCIN News Director Kenneth McDowell. The sale price is approximately \$3 million, reportedly.

McDowell began his broadcasting career at WCIN in 1964, serving as News Director and Director of Minority Affairs. For the past eight years he has been an account executive at WLWT-TV/Cincinnati.

"This is an opportunity of a lifetime for me and I'm grateful to become a broadcast entrepreneur thanks to Ragan Henry," McDowell commented. McDowell told R&R he plans to shift WCIN away from its crossover targeting to a more strictly Black sound, with a goal of becoming "more than just a radio station, but a center for the minority community of Cincinnati."

Henry's BENI will maintain its presence in the Cincinnati market with WBLZ-FM/Hamilton, whose Urban Contemporary format is currently simulcast on WCIN.

BENI Radio Division President Chuck Schwartz told R&R this was an "opportune" time for the transaction for all parties involved, and he confirmed that BENI is still negotiating with General Cinema in hopes of purchasing WIFI/Philadelphia.

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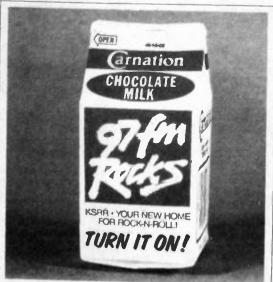
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In all, 79 employees filed wage claims totalling over \$250,000. Rasmussen faces 30 days in jail and a \$1000 fine on each count, bringing his maximum possible sentence to six-and-a-half years in jail, with

Labor Department officials in Connecticut were reportedly upset that Rasmussen, in addition to skipping their hearings, failed to communicate in any way on the charges, either directly or through an attorney, and made no effort to explain his absence.

After less than a year in operation, Rasmussen's sports satellite network folded on September 24 and dismissed its staff due to lack of financing.



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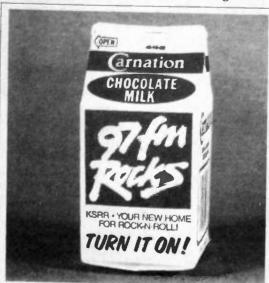
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# Washington Report

#### **FCC Zaps Radio Announcers** With Fines For **Power Violations**

Two announcers at KNEM/Nevada, MO learned the hard way that it's the responsibility of the person operating a radio station to make sure authorized power is maintained within the 90-105% range permitted by the Commission. Steven Powell and Jim Rogers were fined \$100 each for logging meter readings that showed excessive power, but taking no corrective action. The two are among the first commercial operators in the country to be fined under authority the FCC was given several years ago by Congress, but which it has just started using this year. Abolition of the Third and First Class licenses has placed greater responsibility on station licensees for proper operation.

Since the FCC found that KNEM had taken adequate steps to train its operators, Powell and Rogers were held personally responsible for their violations

#### Radio May Profit From **Bank Scramble For New IRA Dollars**

Radio may soon get another big chunk of extra advertising from the banking community, as a January 1 change in the tax law makes Individual Retirement Accounts (IRA's) extremely lucrative for both banks and consumers. Calling the revamped IRA's the "single best tax dodge for the average American," an aide to a House Banking Committee member predicted to R&R that competition among banks for new IRA customers will dwarf the recent ad war over All Savers Certificates that gave many radio stations a modest boost in bank dollars (R&R 10-23). Banks like IRA's because they represent stable, longterm savings. Consumers can put away up to \$2000 a year for retirement, earn handsome interest rates, and have the entire amount exempted from taxes until retirement, when their nonworking status will put them in far lower tax brackets.

#### Solicitation Begins For Public Radio Ad Experiment

Letters will go in the mail next week to 250 public radio stations inviting them to take part in the advertising experiment being conducted by Commissioner Jim Quello's Temporary Commission on Alternative Financing for Public Broadcasting. Although 25 to 30 stations had initially expressed interest, most have reportedly had second thoughts. However, interest is expected to pick up again now that the Commission has decided to give participants a great deal of leeway, instead of imposing strict rules and guidelines. Recently, both NAB and NRBA have opposed the experi-

#### **FCC Approves Rocket** Radio Distress Sale

In a decision that saves Rocket Radio from losing its entire investment in WXKO/ Fort Valley, GA, the FCC has agreed to allow a distress sale of the station to blackowned Valmedia for \$315,000. The case is unique because no improper conduct at WXKO was ever alleged. Instead, Rocket owner Paul Reehling was ruled unfit to be a licensee because of tactics he used to discredit and obstruct a competitor for a new FM. An FCC law judge ruled that Reehling, who was mayor of Fort Valley, submitted a false affidavit, improperly influenced the city building inspector to obstruct his opponent's plans, and used police officers to investigate his

#### Milestone EEO Case Upheld By U.S. Court Of Appeals

The FCC's handling of an important radio station EEO case has been affirmed by a federal appeals court, which upheld the one-year short term renewals handed in 1979 to the Rust Group's WHAM & WHFM-FM/Rochester, NY for poor EEO performance. The action was appealed by community groups who wanted the stations' renewals denied. It was a significant case because, for the first time, the Commission said a station could not escape punishment for a poor EEO record throughout its license term by showing improvement after its renewal had been designated for hearing on EEO questions.

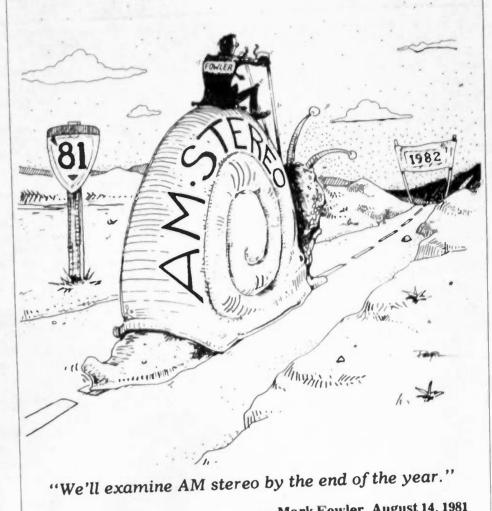
#### **FCC Edges Hesitantly Towards Lottery**

Congress has ordered the FCC to devise an optional lottery scheme for awarding new facilities within the next few months, but as they voted out a Notice of Inquiry (NOI) on the matter last week, the Commissioners seemed cool to the whole idea. They're asking for comments on various aspects of a lottery, and decided tentatively to give a preference to blacks, Hispanics, women, American Indians, Alaska natives, Asians and Pacific Islanders, labor unions and community groups

Commissioner Mimi Dawson advocated lotteries only as a "last resort" and stressed that applicants must be screened carefully before they're allowed to participate. Commissioner Joe Fogarty, citing what he called the old FCC adage that "new solutions create new problems," predicted that "the Commission may discover that traditional comparative proceedings are not quite as difficult as once imagined."

#### **Postcard Renewal Form Gets First Workout**

The new five-question postcard renewal form (303-S) will go in the mail to stations for the first time this week or next. The first radio stations receiving it in their renewal packets will be those in Arkansas, Louisiana, and Mississippi whose licenses expire in June 1982, and who must file by February. Although the FCC approved the short form in March, it's taken this long for the Office of Management and Budget (OMB) to give its okay. In the interim, stations have been using the old long form (303-R) with certain sections crossed off.



— Mark Fowler, August 14, 1981

APPEAL STILL PENDING

## Cincinnati Radio Host Wins Round On Obscenity Charge

WAIF/Cincinnati radio host John Zeh has won the latest skirmish in a local prosecutor's bid to bring him to trial on charges of disseminating material harmful to minors during a radio broadcast (R&R 2-27).

The trouble for Zeh began when he discussed sexual lubricants during his program, "Gaydreams," aimed at Cincinnati's gay community. Allegedly, four children inadvertently tuned in, prompting legal action against Zeh by Hamilton Country Prosecutor Simon Leis, who rose to national prominence in the 1970's by prosecuting Hustler publisher Larry Flynt on obscenity

Last summer a judge ruled that Zeh could be indicted only once for the broadcast, and not one time for each person listening. Then the judge threw out the charges, claiming that while the show was "filthy," a radio broadcast did not fit the state law's requirement that a "specific presentation" be made to juveniles to warrant prosecution.

Last week a local appeals court upheld the ruling that only a single charge was in order. The prosecutor's appeal of the dismissal of the charges is still pending.

#### **Varied Reaction**

Zeh's attorney, Allen Brown, believes the case has attracted less attention than it should have in the broadcast community because many people have been "scared off by the gay angle." Moreover, he thinks the prosecutor's true motive was to intimidate the operators of Cincinnati's new cable system with a warning that sexually explicit programming might land them in court.

NAB First Amendment attorney Steve Nevas believes the prosecution of Zeh by local authorities under a state law was unwarranted. He says that by passing a specific federal broadcast obscenity and indecency law, Congress clearly intended to prohibit local authorities from taking action against broadcasters.

If the appeals court reinstates the charges and Zeh is convicted, Nevas said the NAB would consider joining a federal court appeal aimed at establishing once and for all that the federal obscenity law "preempts" local prosecutions.

FCC attorney Jeff Malickson, legal assistant to Broadcast Bureau Chief Dick Shiben, downplayed the importance on the Zeh case because the charges were thrown out and because only an Ohio statute is in question.

Malickson notes that the FCC, which

almost never becomes involved in obscenity complaints, has asked Congress to authorize Commission involvement only after a federal prosecutor has obtained a conviction of a broadcaster under the federal statute.



NEW YORK LOBBIES IN HALLS OF CONGRESS - Members of the New York State Broadcasters Association travelled to Washington to lobby the state's Congressional delegation on issues including performance royalties (opposed by the NYSBA) and further broadcast deregulation (which it favors). The NYSBA group is pictured with New York Sen. Alphonse D'Amato (center).

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First, we'll sit down together and determine a realistic rating So here's our action plan: improvement goal for your station. Then, we'll provide you with the logistical know-how, the proven systems, the computer capability, and the artistic flair to ACHIEVE THAT OBJECTIVE If, for any reason, your rating goal is not reached, we'll refund a percentage of our fees.

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"Your ratings must achieve a set goal, or we pay you back!"

# Edited By Dor, Waller

#### Nat'l Organization Of Women In Music To Hold November Meeting

The National Organization Of Women in Music will hold its monthly meeting on November 17 at the Museum Of Rock Art, 9427 Sunset Blvd., Hollywood, CA. The meeting begins at 7:30pm and will examine the A&R executive's role in a record company. The guest speakers will be Geffen Records' Carol Childs and Warner Bros. Michael Ostin. There is a \$3 charge for non-members.

#### Fixed-Record Digital Disc Player Demonstrated

A prototype of a fixed-record, digital audio player was recently demonstrated by the Salt Lake City-based Digital Recording Corporation (DRC). The unit uses a low-power laser beam to scan a stationary filmlike "record." This laser beam, as modulated according to the digital code of the record, is then converted into electronic impulses and, finally, into an audio signal, which the company claims is far superior to any existing analog sound system.

record instead of the conventional spinning disc found in similar digital systems has allowed the firm to develop a sealed, tamper-proof scanning mechanism. DRC notes that, pending adequate financing or joint development arrangements, it plans to have the fixed-record, digital audio player available to the U.S. home market at prices competitive with traditional record players by 1983.

DRC contends that using a fixed-

#### First Rural Test Of Fiber Optics Underway

On October 23, residents of the farming communities of Elie and St. Eustache. Manitoba (about 50 kilometers west of Winnipeg) became part of the world's first project testing the ability of fiber optics technology to deliver a full range of communications services in a rural environment.

The \$9.6 million field trial brings stereo FM radlo, single-party digital telephone, cable TV, and Telidon services to 150 households via hair-thin strands of glass, which are used in place of conventional copper cables. Electronic signals are borne along the glass fibers in the form of pulses of light. Sophisticated electronic equipment converts the usual electric signals into light pulses on one end, and back to electric signals at the other end.

The project is the joint effort of the

Manitoba Telephone System, Telesat Canada, Infomart, Northern Telecom Canada Ltd., and the Canadian government. The test was launched in a rural area in hope of providing a future means of bringing multiple communications services to Canada's sparsely populated areas.

#### The Ultimate Mobile Home

Make your home on land, sea, or air with the "go-anywhere" mobile home recently patented by Presley Barge. According to the New York Times, the St. Louis resident has developed an unusual structure that's said to be self-propelled, with helicopter blades above to move it through the air and pontoons below to make its way across the water.



A Money-Back Guarantee for Program Consulting? Unheard of!!!

See Page 5 for complete details about a CONSULTING FIRST!

index research Todd Wallace associates

#### GROWING FASTER THAN METROS

## America's Black Suburban Population Increasing

One out of every five black Americans now lives in the suburbs. According to data gleaned from the 1980 U.S. Census, the 1970's marked the first time that America's black population grew faster in the suburbs than in the central cities.

These figures show that, during the 70's, blacks joined the "white flight" from the cities to the suburbs that had its beginnings shortly after World War II. However, inner-city black populations are not declining. All but four major metros (Philadelphia, Cleveland, St. Louis, and Washington, DC) had more blacks living in their central cores in the 1970's than in the previous decade.

#### DC's Suburbs Now 16 Percent Black

Washington, DC saw the largest Increase (8.7 percent) in its black suburban population, which now stands at over 220,000 or 16.6 percent of the total suburban population. Atlanta also registered an eight percent increase, with its black suburban population now topping 120,000 (14.2 percent of its total suburban population).

Additional significant increases were posted by Cleveland (up 3.7 percent to 7.1 percent of the total). Los Angeles (up 3.4 percent to 9.6 percent), and St. Louis (up 3.2 percent to 10.9 percent). New Orleans is the only other major metro with a black suburban population greater than 10 percent of the total — 12.6 percent.

#### 12 Major Metros Affected

Although the black suburban populations of Houston and Dallas decreased 2.6 percent and .5 percent, respectively, the number of blacks living in these two metros' suburbs increased. New York City was the only major

metro to register a decrease in the actual number of blacks living in its suburbs.

Along with Washington, DC and Atlanta, cities with a black suburban population greater than 100,000 are Los Angeles (157,000) and Chicago (102,000). Rounding out the list of the 12 major metros which saw significant increases in their black suburban population were Detroit (up. 9

percent), Philadelphia (up 1.5 percent), and Baltimore (up 2.1 percent).

Interestingly, this black suburban population flow dovetails with another current black migratory trend — the increased number of blacks moving from the North to the South. This latter number is said to now equal the number of blacks moving from the South to the North.

# A&D Intros "Transdynamic" Tri-Band Processor



Audio & Design Recording Inc. recently unvelled its "Transdynamic" processor, developed for use in broadcasting, recording, disc-cutting or sound reinforcement. The "Transdynamic" functions by splitting the audio signal into three components: high, middle, and low frequencies. The unit then feeds these signals into three external signal processors (preferably ADR's own compressor/limiters).

These three processed sections are then returned to the "Transdynamic," and recombined, pass through a final broad-band limiter and an optional clipper. This tri-band processing simultaneously ensures that not only are there no apparent modulation effects but that there's also a substantial increase in the average level of the full bandwidth signal.

For further information, contact Audio & Design Recording Inc. at (206) 275-5009.

YEARS AGO TODAY

Radio&Records

NBC I

NBC DROPS NIS — News & Information Service network to be phased out after attracting insufficient number of stations.

FCC COMMISSIONER BENJAMIN HOOKS

3

RESIGNS — Takes NAACP Exec. Director post.
WMAQ/CHICAGO PD BOB PITTMAN ADDS

W

FM PROGRAMMING DUTIES — Fred Winston joins station for afternoons.

**W** 

WDHF/CHICAGO BECOMES WMET.
NUMBER ONE FIVE YEARS AGO: "Tonight's

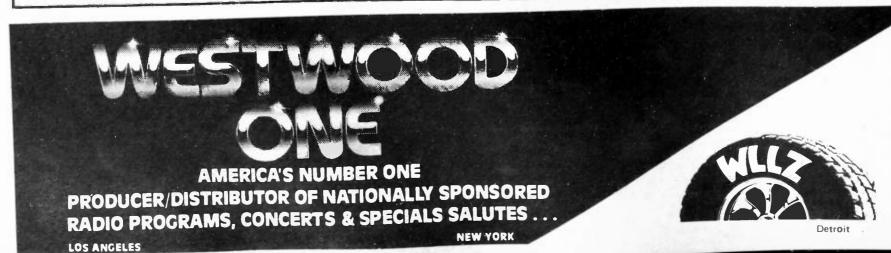
W

The Night" — Rod Stewart (WB)

NUMBER ONE COUNTRY: "Somebody
Somewhere" — Loretta Lynn (MCA)

5/2

NUMBER ONE LP: "Songs in The Key Of Life" — Stevie Wonder (Tamia/Motown)





# "Come Go With Me"



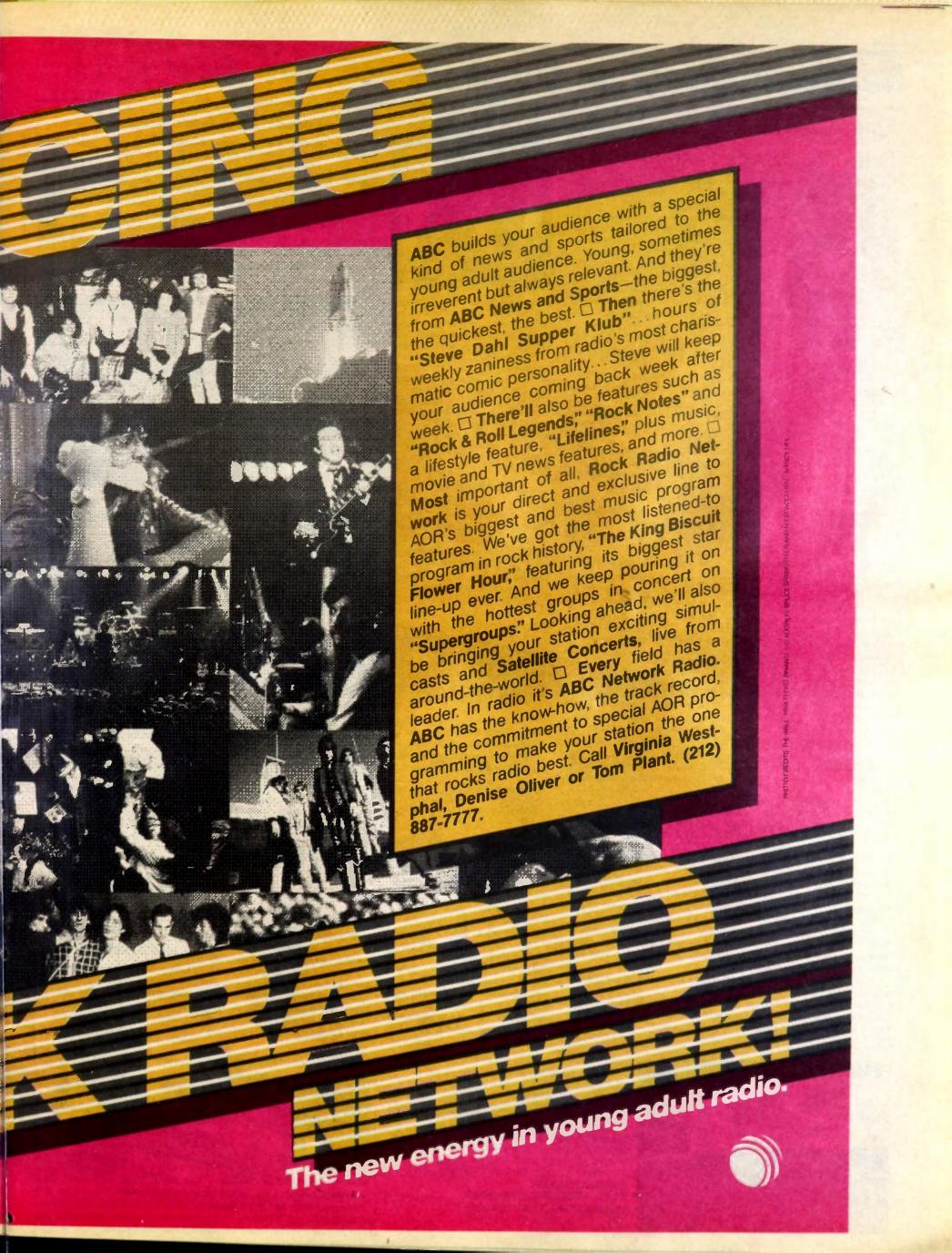
# Come Go With These Stations

KFI add 3WT 40-36 WICC deb 29 WTIX deb 40 KLAZ WSGN deb 34 KHYT WDOQ WMAK-FM add WSEZ



WCSC WFOX WGLF KSLY KFYR KENI add KZZX



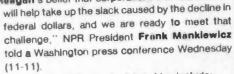


# **Networks/Program Suppliers**

### NPR Launches Aggressive Drive For Private Funding

Facing nearly a 50 percent cut in its federal funding over the next five years. National Public Radio (NPR) has launched a massive private fundraising campaign it hopes will bring in \$19 million a year by 1986.

We share President Reagen's belief that corporations and foundations



Elements of the fund-raising drive include:

 An aggressive, nationwide pitch for corporate and foundation dollars, to be coordinated by the Hannaford Company PR firm.

"Innovative uses of new technologies," including rental of NPR satellite time to commercial

· A major push to expand cassette sales of NPR music, news, public affairs, and educational programming

Frank Manklewicz Expressing optimism about NPR's "new, businesslike approach," NPR Board Chairman Maurice Mitchell said one goal is to allow more federal dollars to flow directly to individual member stations.

The NPR's current federal donation of \$36.4 million is slated to drop to \$30.8 million next year, and to a mere \$20.2 million by 1986. The network, which currently raises no more than \$3 million a year from private sources, hopes eventually to cut itself free from federal support altogether

Clocking its new initiative in bipartisan support, NPR released laudatory statements from both Rep. Tim Wirth (D-CO) and James Collins (R-TX), chairman and ranking minority member of the House Telecommunications

#### WOLD COMMUNICATIONS

Wold has boosted its annual transponder inventory to over 46,000 hours annually by subleasing 17 hours daily of fully-protected service on the RCA Satcom F-2 transponder held by NBC. Wold will lease eight hours back to NBC each Sunday until the 1981 football season ends.

Wold will be provided with 24-hour service when RCA Satcom F-3R comes on line early next year. Numerous television networks, TV stations, and news organizations are among the users of the four satellites on which Wold now has leases or subleases in the RCA Satcom and Western Union

#### Radioradio

The newly-created CBS Radio young adult-oriented network has announced the addition of four 90-second (with commercials) features: "Discoveries," center-ing around innovations; "South," a world overview; a news update; and

The Joseph Schlitz Brewing Company has renewed its sponsorship of Westwood One's "Live From Gilley's," the firm's weekly, one-hour country music concert series. "Live From Gilley's" is presently heard via 400-plus radio stations across the U.S.

#### Psychic Tamara Rand Surfaces On "America Overnight"

Tamara Rand, the psychic involved in the President Reagan shooting hoax, surfaced on RKO TWO's "America Overnight" all-night interview/call-in program last Friday (11-6),

Eric Tracy, one of the program's hosts, told R&R that, after six months in hiding, Rand claims to have committed no crime as regards her participation in the bogus prediction of President Reagan's attempted assassination

"If guilibility be a crime, then I plead guilty," Rand said. "But guilibility is no crime." Rand added that she has filed a \$10 million lawsuit against Dick Maurice and another lawsuit against KTNV-TV/Las Vegas, the TV station where the fraud was perpetrated.

The response we got from our nationwide audience was overwhelming in support (of Ms. Rand)," Tracy said.

'America Overnight" has also recently added a guest list "hot line." Persons seeking updated guest information for the six-hour national talk show are instructed to call (214) 821-2694.





CAGNEY'S COMEBACK — Marking a return to the silver screen after a 20-year hiatus, James Cagney (right) chats with CBS Radio Network film critic Lee Jordan during the 50-minute "The Return Of Cagney" special broadcast aired by the net on Friday (11-13). Among those luminaries taking part in the salute to the famed actor were President Ronald Reagan, actors Pat O'Brien, Jack Lemmon, John Travolta and Fred Astaire, and director Milos Forman, whose upcoming "Ragtime" film features Cagney in his first role since his self-imposed retirement in 1961

#### **Country News**

"Country News," the twice-daily, seven-days-per-week three-minute news and interviews program, recently added its 191st affiliate. Among the artists to have been featured on the program thus far were Waylon Jennings, Charlie Daniels, Temmy Wynette, Merie Haggard, and Charley Pride.

In addition, the Santa Monica, CAbased program supplier is offering a one-hour monthly special with local avails free to stations carrying the daily "Country News" show. For further information, contact Pete Howard or Jim Brown at (213) 399-4949.

#### AP Associated Press

Frank Sesno has been appointed White House Correspondent for the Associated Press Radio Network coming from his previous post as European Coordinator for AP Radio

TRICOM INDUSTRIES, INC

Tom O'Connell has been elected President of the Dallas-based com-

munications company, coming from his previous position as manager of the J. Walter Thompson advertising agency's Dallas office.

Tricom recently created a

Broadcast Divi- Tom O'Connell sion to service radio and TV stations with everything from 60-second audio and video commercials to station ID's and jingles. For further information, contact Tricom at (214) 258-1333.

#### Drake-Chenault Talent Search II Extended

The deadline for entry in Drake-Chenault Enterprises' "Talent Search II" has been extended to December 18, 1981. "Talent Search II" represents an opportunity for air personalities nationwide to have a portion of their air checks featured on a special "Talent Search" album, available free to all sta-

Since their appearance on last year's "Talent Search" album, several air personalities have made successful career moves. Examples include Jonathan Brandmaler (from WOKY/Milwaukee to KZZP/Phoenix). Jonathan Doll (from WIZD/Ft. Pierce to KEGL/Dalles), and Spike O'Dell (from KSTT/Davenport to WBT/Charlotte).

Applicants are requested to submit an aircheck to "Talent Search" c/o Drake-Chenault, 8399 Topanga Canyon Blvd., Canoga Park, CA 91304.





#### **NBC Radio**

Roger Mudd, Chief Washington Correspondent for the net, will anchor "Hear And Now," a news magazine program to be broadcast over the NBC Radio Network. The show will be fed to network affiliates every Sunday except for the second weekend in the month when NBC Radio News' documentary series, "Second Sunday," is offered.

#### **ABC Direction**

Eleven stations have become the charter affiliates for the newly-created ABC Direction Radio Network: WPRO/Providence, WKBW/Buffalo, WROW/Albany, WCBM/Baltimore, WJW/Cleveland, WLLF/Mobile, WNOE/New Orleans, WUPE/Pittsfield, MA; WYNA/Raleigh, NC; WFBL/Syracuse, and WTLB/Utica.

# Reps

#### Klemm Pens Consulting Pacts

David Klemm, former Sr. VP/ Programming & Marketing at Blair Radio, has signed a long-term agreement with two other reps: McGevren Guild Redio and Hillier, Newmark & Wechsler. Kiemm will be consulting clients in marketing, sales, and programming as well as conducting training seminars.



McGAVREN GUILD RADIO

WLLZ/Detroit, an AOR-formatted outlet, and KDWB-AM & FM/Minneapolis, both CHR formats, have joined the firm's roster of client stations. in addition, four Fetzer-owned Michigan facilities (WKZO/Kalamazoo, WJFM/Grand Rapids, and WWAM & WKJF-FM/Cadillac) will now be represented by McGavren Gulld.



Because the company is in the business of media representation and ownership, the Katz Agency will l:enceforth be called Katz Communications, President/CEO James Greenwald announced last week. The 94-year-old employee-owned firm generates over a half billion dollars in annual spot sales for radio and television clients, owns K95-FM/Tulsa, and is buying four Park City radio stations



#### **RKO Radio Sales**

Stan Elgart, with 11 years in the Philadelphia market as an account exec at WWSH, has been named Regional Manager for Philadelphia, Baltimore and Washington, DC, and Sales Representative for RKO Radio Sales in New York



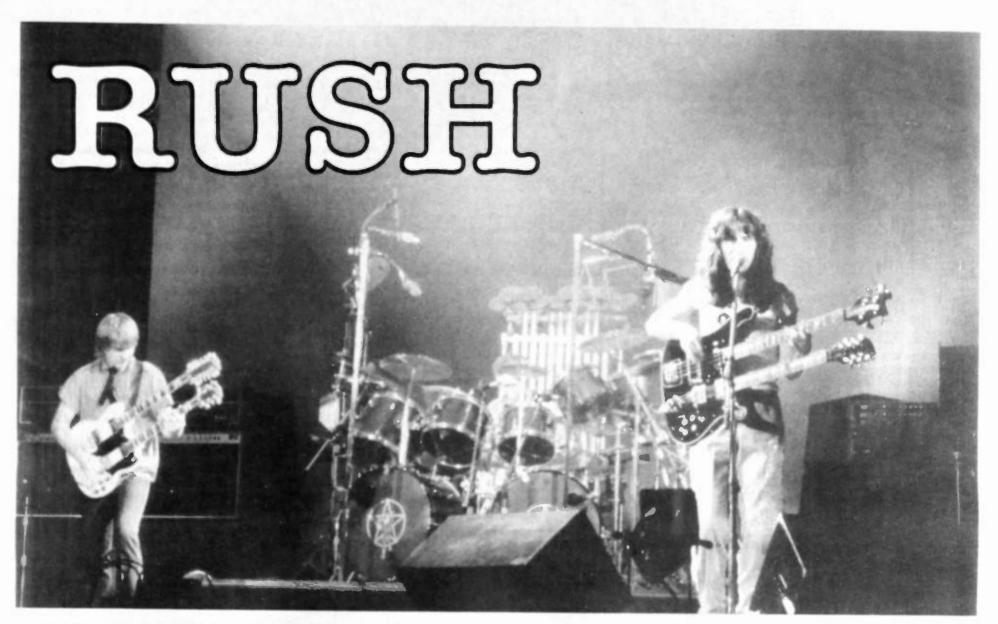
BIRCH'S REP PRESENTATION - Tom Birch (right), who heads Radio Marketing Research Inc., recently made the rounds of the New York rep firms, outlining his firm's new Birch Report Quarterly Summary radio ratings service. Pictured along with Birch at the Torbet presentation are (from left) account exec Jeff Messerman and Torbert VP/Research Mariann DeLuca



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B104	WDBR	WJCK-FM
KINT	KYYA	KGMO
WZYQ	WPST-FM	KLAR
KFMZ	WLAN-FM	KVIC
WSKS	KKXX	KTAM
KFMD		



Winner - Billboard's "1981 Box Office Attraction of the Year"

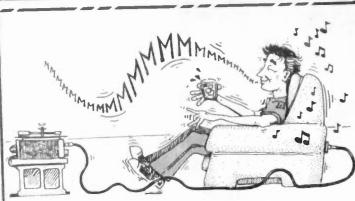
Airplay — Sales — Box Office Don't Lie Rush is One of the Biggest Groups in the World



ON MERCURY RECORDS

Manufactured and Marketed by PolyGram Records





#### Musical Chair Puts You In The Seat Of The Beat

Those body music aficionados who really like to feel the funk are prime candidates for the latest model in electric chairs, developed by the Japanese firm, Bodysonic Ltd.

When connected with your stereo, the chair's circultry picks up low tones from the music and sends vibrations pulsating into the occupant's pelvis (I). Prices for the sonic seats range from \$211 for the plain version to \$1678 for a leather or velvet model.

According to the Wild World Of News radio news service, the musical chairs are currently making their presence felt in Japanese coffee shops and jazz clubs, although one restaurant manager notes, "People don't like the chairs too strong while they're eating."

Kyoto Yamada, Bodysonic's founder, says he's also planning to introduce a line of vibrating jackets and shoes, and latter of which he claims will be ideal for dancing

#### Records: Leisure Time Listening Levels Low

Americans devote approximately one-third of each day to leisure time activities such as reading, playing records, and watching TV. However, according to a recent telephone survey of more than 3000 people by a Chicago company, only four percent of this leisure time is spent listening to records.

In comparison, 41 percent of America's leisure time is spent watching TV and 18 percent spent reading. The survey's results, reported in the Daily Insider radio newsletter, also showed that younger people spent the most time playing records, with 16 to 19-year-olds estimating they devoted almost onethird of their leisure time to listening to records

Not surprisingly, persons over 65 who partook in the survey claimed to listen the least (about four percent), preferring to watch TV instead.

#### Cassette Magazine Gives New Meaning To **Aural Communication**

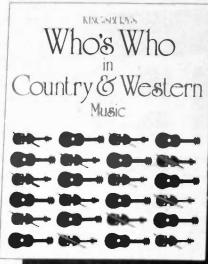
Next month will see the British introduction of S-F-X, a 60-minute length cassette magazine. The publication will feature music, interviews, reviews, and news as well as almost 10 minutes of advertising. Priced at just under one dollar, S-F-X will be available at newspaper stands throughout the U.K.

The producers/publishers anticipate no immediate financial problems with the venture, claiming that 75 percent of Britain's households currently sport cassette players, a sizable enough market for the novel project.

#### Who's Who In Country Music?

Kingsbury's Who's Who in Country & Western Music is a mammoth reference work, recently published by Black Stallion Country Press. The 300-page, hard-cover volume is the collected work of country historian Gene Bear, Country Music Disc Jockey Hall Of Fame member Hugh Cherry, noted musician Harold Hensley, songwriter Buddy Mize, and country impresario Kenn Kingsbury

The book covers country music from a staggering variety of angles, with bios and pictures of more than 700 disc jockeys, recording artists, session musicians, songwriters, music publishers, record producers, booking agents and managers. In addition, Kingsbury's Who's Who In Country & Western Music lists the Top 10 country songs from 1949-1980, over 1800 Country formatted radio stations, award-winning songs from ASCAP, BMI and SESAC, and country



award-winners as chosen by the Country Music Association, Academy Of Country Music, and Grammy competitions.

Country music publications, a survey of country music on film and television, and a look at country music's international popularity are also featured. As R&R's Nashville Correspondent Biff Coille might say, "If you ain't includyou ain't Countryl'

Kingsbury's Who's Who In Country & Western Music is available for \$24.95 from Black Stallion Country Press at P.O. Box 2250, Culver City, CA 90230. Add \$2 for shipping and handling.

## **Transactions**

KYLT-AM & FM/Missoula, MT have been sold by Gene Peterson to the Spectrum Communications Corporation for \$1.5 million, subject to FCC approval. Petersen, the stations' present owner/GM, will retain his latter position in the wake of Spectrum's purchase.

#### Gleicher Named Assoc. Nat'l LP Promo Dir. At E/A

Marvin Gleicher has been elevated to Associate National Album Promotion Director for ElektralAsylum Records. Gleicher most recently served as E/A's local promotion manager/Chicago, a position he had held for the past two vears. He began his



Marvin Gleicher

record industry career as Mercury Records local promotion manager/Chicago in 1978.

#### **Patchen Promoted To** Station Mgr. At KFBC

Mike Patchen has been promoted to Station Manager at KFBC/Cheyenne, WY, coming from his previous post as Operations Director for the outlet. Concurrent with Patchen's promotion, Bruce Koerwitz has been named Sales Manager for the facility.

#### Jaffe Named Sr. VP/ Creative At Intersong

ira Jaffe has been named to the newlycreated post of Sr. VP/Creative at Intersong Music. The move comes as part of the music publisher's reorganization of its creative areas, which will see the dominant portion of Intersong's activities to be based in Los Angeles.

Don Oriolo, current VP/GM of Intersong, will remain at the firm's New York office, while Pat Rolfe and John Lombardo will continue as VP of Intersong's Nashville division and as West Coast Creative Director, respectively.

#### Simon & Friedman Form Provocative 2 Indie Promo Firm

Marc Paul Simon and Kenn Friedman have announced the formation of Provocative 2, an independent, dance-oriented promotion firm to be based in Los Angeles. The move reunites Simon and Friedman, who formed the independent, dance-oriented Provocative Promotions firm in 1975. Provocative Promotions was later sold to Casabianca Records.

Provocative 2's offices will be located at 1200 North Sweetzer Ave., Los Angeles, CA 90069, (213) 650-4014

#### **Alby Forms Radio** Personnel Placement Firm

Wynn Alby has announced the formation of the National Broadcast Talent Coordinators firm, to be based in Birmingham, AL. Formerly VP for Columbia Pictures' Radio Division, Alby described the new firm as offering sales and programming consultation, staff evaluation and, most importantly, radio personnel placement, including sales, management and air talent.

National Broadcast Talent Coordinators may be reached at (205) 822-9144.

## **Pro:Motions**

Sussmann Named **VP/Personnel & Office** Services For Arista

Fred Sussmann has been upped to the newly-created post of VP/Personnel & Office Services for Arista Records. Most recently Director/Personnel & Office Services for the label, Sussmann joined Arista in 1978

#### Velasquez Takes Nat'l Secondary Promo **Post With Atlantic**

Lisa Velasquez has been named to handle National Secondary Pop Promotion for Atlantic Most Records. recently secretary to label Sr. VP/Promotion Vince Faraci, Velasquez has been a member of the Atlantic promotion department for the past three years.



Lisa Velasquez

#### **Collins Takes Director/Promotion** Post At Tapestry

Jili Collins has been named Director/Promotion for Bobby Vinton's Tapestry Records. Collins Is a 16-year veteran of the London-based Active Management Group personal management firm.



#### CONSULTANTS, MEDIA BURNS

REGISTRATION NOW BEING ACCEPTED FOR THE 9th BURNS MEDIA STUDIES SEMINAR JANUARY 8, 9, 10, 1982 • HYATT ISLANDIA HOTEL • SAN DIEGO, CALIF.



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- POSITIONING
- IMPACT OF TECHNOLOGY
- COMPETITIVE FACTORS
- PROBLEMS IN PERSONNEL SUPERVISION & MOTIVATION

A three-day program of short lectures in conjunction with small teams working together on individual projects, illustrating areas being studied.

Fee: \$545.00 (10% discount for multiple registrations from same company). A non-refundable deposit of \$50 will reserve a place.\* Balance of \$495.00 due 11/20/81.

Send your check to: BURNS MEDIA CONSULTANTS, INC. 3054 Dona Marta Drive, Studio City, California 91604 or call 213-985-8522 for further details.

\* Hotel reservation card will be sent on receipt of deposit.

# THE SUCCESS STORY CONTINUES

# LUTHER VANDROSS

"Never Too Much"



WABC 7 WIFI 20-18 B104 18-14 **WXKS-FM 4-4** WPGC 18-15 Z93 18-15 94Q Y100 30-24 Q105 21 **WCKX 19 WDRO 13** CKLW 19 KSLQ 24-22 WGCL 25 **KEARTH 18-14** KRLA 14-13 KFI 28-22 **KIIS-FM 7-6** KFRC 23-19 **KYYX** WCAO 14-12 WFBR 27-21 WHFM add **WBLI** WTIC-FM 19-16

KC101 15-10

**WICC 30-28** 

**WKEE 34** KFMK 14-10 KSET-FM 1-1 **KINT 13-12** WTIX 38-33 B97 19-15 **KROK KLAZ 10-6** WIDX 8 WZYP add WAXY 26-22 BJ105 25-18 WDOQ 22-15 WBBQ deb 27 FM100 12-9 **WHBQ 7-6** KX104 28-21 WOKI add

**KGGI 3-2 KNBO KBBK** KCPX add KHYT 31-24 **WGUY 18 WLAM 30-27 WFBG WOMP-FM** WCIR 26-23 Q104 33-30 Z102 18-12 95SGF 22-16 WFOX WFLB 21-16 WGLF 25 **KILE 35-28** Q101 30-25 **KVOL** deb 29 WRKR 17-15 99KG KSLY 18-16 **KDZA** 

WANS-FM 27-20

WVIC deb 37

WMEE add

WGH



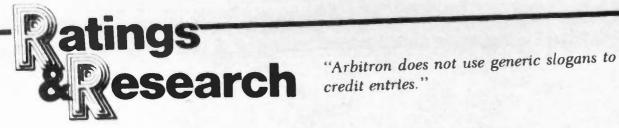
# BALANCE "Falling In Love"



KYYX
WHFM add
92FLY
WICC add
WKRZ-FM
K104 deb 37
KHFI deb 30
WMAK-FM add
WGH add

WVIC add WGUY WOMP-FM 95XIL WGLF 39 KILE 40-38 KENI add KSLY add KQDI deb 21 KYYA add





# **Arbitron Update Time**

From time to time it's important to keep you up to date on happenings at Arbitron that might affect your ratings and sales. Lately I've gotten a few questions on areas that should be addressed, and there are some recent Arbitron rules changes that ought to be brought to light. Allow me to deal with each of these items, discussing the rule update or broadcaster query, then looking at the ramifications of the Arbitron procedure.

#### Call Letters Dominant

Over the years there have been various rulings at Beltsville dealing with entries to call letters and some other identifier on the same diary line. When I was there the calls were often given credit for the entire entry, depending on the punctuation recorded by the diarykeeper. For example, if the respondent wrote down station A's calls, then put a comma and wrote the name of a personality who was aired on station B, the listening on that line in the diary would be split. However, if there was no comma, the entry would be credited entirely to station A due to the appearance of its calls.

Today there is a slightly different approach taken. You need to be aware that calls take precedence over slogans, personalities, or programs that might also be written on the same diary line. In other words, for those of you who've been asking if your personality mentions would get properly credited, the answer is no if those entries appear on the same line with the calls of another station.

The one major type of entry over which calls don't take automatic precedence has to do with dial positions. If a respondent records the exact frequency of one station and the calls of another, on the same diary line, the listening would be split between the two properties. The same is true if there are entries to rounded frequencies or "illegal" frequencies (such as 98.2). Assuming Arbitron can match these frequency entries to a legal station, the listening credit is now split between that station and the station whose calls were recorded on the same diary line.

What does this mean? If a respondent jots down "Don Imus WABC" in his diary, WNBC gets not one quarter-hour for that entry - WABC would reap the entire time frame of the listening. Better check your diaries after each sweep to see if this kind of credit procedure might nibble into your numbers

#### Illegal Frequency Rule

What, you might wonder, is an illegal frequency? In Arbitron's lexicon this term refers to FM entries that are recorded to dial positions that couldn't exist because the FCC doesn't grant such channels (ending in even numbers, such as 98.2).

Because of a hassle in Miami several sweeps ago, Arbitron closely examined how to handle such entries. There is a new rule to cope with these in-

If a diarykeeper lists an entry to "98.2," Arbitron will utilize its new procedure in an attempt to credit the listening. The new procedure involves a search — going up one point and down one point on the dial (97.2-99.2 in this case). If in this twopoint range there is a station with a legal frequency, such as 98.1, Arbitron will try to match the entry to the station with the legal frequency closest to the recorded illegal channel. According to Arbitron officials, if there is more than one station on a legal frequency within the two-point range the listening entries will be ascribed between the stations, depending on the 1980 (or whatever is the relevant previous year) in-tab ratio between the stations involved.

If your station is just one-tenth of a point off from the incorrect or illegal frequency recorded by the diarykeeper, and no other station is close on the dial, all is well for you. However, if, as in most markets, there is more than one station located on the two-point channel range used by Arbitron, ascription's random crediting would take effect. Theoretically, a Beautiful Music station could get credit for diaries that more logically could be credited to an AOR, since the ascription process does not involve manual inspection or judgment regarding the demos or listening pattern in the

The good news about the illegal frequency situation is that it is a relatively rare occurrence. Nevertheless it wouldn't hurt for you to note from time to time the identifiers people are recording in your diaries. If there's any sign of a frequency being recorded incorrectly, take steps to either reinforce your frequency, or go back to basics and rely on your call letters.

#### Generic Slogans

Many stations hope to garner diary credit by submitting to Arbitron slogans that are generic. Unfortunately for the stations involved, Arbitron does not use generic slogans to credit entries, the theory being that the terms are usually so vague or broad that the slogan entry may refer to several stations, not just the one which was "crafty" enough to submit "East Moosebreath's Best Music" as a

What kind of generic slogans would most likely lead to your station not getting diary credit? Here are some examples compiled by Carol Mayberry of Katz and supplied to me by Jerry Rogers of WSGA/Savannah . . .

# Q&A

Neil McGinley, PD of WKBW/Buffalo, asked last week, "When does the new Differential Survey Technique begin?'

Arbitron's new way of handling black respondents - no more Telephone Retrieval; blacks will now get diaries in metros where there is a significant black population - starts in January for those markets that have winter sweeps. For those areas where the next sweep isn't until March, DST will be introduced at that time.

#### Week In Review

Ridgeway Returns

Rip Ridgeway, long time Arbitron Radio executive who left the firm recently, has returned to his former post. Ridgeway left to join Strategy Research Corporation in hopes of heading up a Hispanically-oriented radio ratings service. When there was little hroadcaster support, he sought and was granted the opportunity to return to his position as Vice President of Radio Sales Development for Arbitron. Under the recent executive realignment at Arbitron, Ridgeway will report to Vice President of Sales/Marketing Bill Livek

**Balon Opens Advertising Consultancy** 

Rob Balon, President of Robert Balon & Associates of Austin, has announced the formation of a division dealing with advertising and promotional aspects of radio station marketing. As Balon described it, "stations all too often mispromote themselves given the ratings environment. We want to offer creative and media-buying advice to a station, its promotional staff, or its outside agency on how to market the station in a way consistent with its programming image." Balon tells R&R that KFMB/San Diego has already signed on for this service.

All Day Music... The One on the FM dial... The Album Station... Classic Rock... Relaxing Music ... Beautiful Music ... Florida's Best Rock...Information/Talk/Sports Station.

If any entries were recorded to these phrases, no station would receive credit (unless it was the only station in the market), not even the property that submitted one of these slogans on its facility form sent to Arbitron. This may be news to some of you - it's nothing new to me since this was the policy even when I was there several years ago - but if it hits home you may want to rethink your slogan submission prior to the next survey in

Here are some other slogans that might appear vague and which Arbitron may or may not give you credit for. Instances of these slogans might show as

East Podunk's Best Rocker... Snowville's FM Country...Gotham's News Station...Guam's Album Rocker.

The bottom line on the slogan situation is to keep your slogans distinctive and specific (they're not doing you any good if they are vague) so that Arbitron will not consider them generic. If you get hit with a bad case of the generics you may find your next slogan will be "If only I'd known . . ."

**Tummy Turners** 

While I can assure you there is no truth to the rumor that Arbitron owns stock in the Maalox company, I'm sure that what I've written this week will cause some of you mild upset. Hey, nobody ever said showbiz was going to be easy. Seriously, the best way to find out if these situations are a problem for you - and the best way to keep Arbitron accountable - is to delve into your diaries after the next sweep in your area. Many of you have called for advice on that chore, and if I can be of assistance to anyone planning to look at their fall books please let me hear from you. Perhaps the only thing worse for your tummy than worrying about the survey is going to Laurel to look at your diaries. Take your own Maalox.

> Jhan Hiber



# Double Your Listeners' Pleasure

# ELO

# "Twilight"



## CHR BREAKERS.

#### ELO Twilight (Jet/CBS)

56% of our reporters on it. Moves: Up 60, Debuts 12, Same 32, Down 1, Adds 16, WXKS-FM, JB105, KRLA, KIIS-FM, KTSA, WTIX, WAAY, BJ105, WBBQ, KX104, WGH, WVIC, WJXQ, KKXX, WTSN, KKLS. See Parallels, charts at number 30.



# SURVIVOR

# "Poor Man's Son"



WIFI 24
96KX
Q107 add
WLS 34-26
WLS-FM 34-26
KBEQ
WGCL deb 30
WKTI
KFI
KFRC 40
WPHD
WRCK
3WT 34-26
WPST 38-34
WKRZ-FM add

K104 39-35

WKEE

KINT 20 KBFM add KROK KQ94 KXX106 WZYP BJ105 WSSX WRVQ KJ100 deb 30 WJXQ 20-18 KIIK add 35 KZ93 WZok add WNAM add WIKS 19-15 WNCI 28-26

KCPX deb 40 KRQ WJBQ 16-15 WFBG WOMP-FM 27-23 WZYQ Q104 WGLF KILE KSEL-FM KVOL WSPT WTRU KRNA 99KG 40-38 KFMZ KENI KQDI





METRO BANK 57 Allentown-Bethlehem Share Trends POP(00): 5436 12.5 WXKW-FM WOOQ - FM 11.7 WEMZ-EM 10.8 WZZO-FN(A) 10.1 10.5 WXKW-FV (c) 9.9 9.1 WQQQ-FY (BM) 8.8 WQQQ -FW WAEB-AV 8.1 WZZO-FW 7.7 WLEV-FW WAEB-AM (R) 8.6 WFM2-FM (BM) 7.6 WZZO-FN WENZ -FN 5.4 WEST-AW (BB) 3.6 4.7 WSAN-AW (C) 3.4 3.6 KYW -AW (N) 3.1 3.1 WEEX -AM 3.1 WKAP -AM WHOL - AM 3.6 WKAP-AN (R) 3.0 3.0 KYW -AY Mon-Sun 6AM-Mid Mon Sun 6AM-Mid RANK STATION RANK STATION WLEV-FM WLEV-FM WXKW-FM WZZO-FM 2 WAEB-AM WAEB-AM

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SC	rai	aton			
Shar	e Trer	ds	Persons 124	м	on-Sun 6AM-Mid
POP	(00):	5410			
	Sprin	g '80	Fall '80		Spring '81
1 W	ARN-A	N 12.9	WARN-AN	10.3	WKRZ - FN (A) 10.
2 W	NAK -A	W 9.2	WNAK -AY	9.8	WARN -AN (AC) 9.
3 W	GBI-F	W 8.2	WGB1-FY	9.6	WNAK -AN (AC) 8.
4 W	ILK-A	N 6.0	WKRZ-FW	7.7	
5 W	EZX-F	V 5.8	WEZX-FN		WILK-AN (RIO) 6.
6 W	YZZ-F	W 4.4	WEJL-AV		WGBI-FY (A) 5.
	EJL-A		WVCD-FN		WYZZ-FN (BM) 4.
	VCD-F		WILK-AM	3.7	WE JL -AN (AC) 3.
	BAX -A				WICK-AN (BM) 3.
10 W	QEQ-F	₩ 3.7	WQEQ-FW	3.3	WVCD-FN (BM) 3.
	Α	dults 16-3	4	Ad	lults 26-64
	Mon	-Sun 6AM	Mid	Mon-	Sun 6AM-Mid
R	ANK	STATI	ON	RANK	STATION
=	===	=====	===	====	======
	1	WKRZ -	-FN	1	WARN-AN
	2	WEZX -	-FN	2	WKRZ -FM
	3	WGB I -	FN	3	WGB1-FM

#### **ARBITRON RADIO**

R	ichn	non	d	METRO	BB B
8h	are Trends	5	Persons 12	+ M	on-Sun BAM-Mid
PO	P(00): 5	329			
	Spring '8	0	Felt '80		Spring '81
1	WRVA - AN	20.2	WRVA-AM	20.2	WRVA-AN (AC)20.8
2	WRVQ-FM		WRVQ-FM	11.8	WRVQ -FYM) 13.0
	WEZS-FM	8.0	WRXL-FM	11.0	WRXL-FM (A) 9.3
		7.8	WANT-AM	8.6	WPLZ-FW (R) 8.6
6	WKIE - AV	6.2	WEZS-FN	7.2	WRNL - AV (AC)6 . 6
	WLEE - AM	5.7	WTVR-FY	5.7	WEZS-FN (BM)6. 2
	WANT -AV	5.7	WLEE - AM	5 , 1	WANT - AN (B) 5.3
8	WENZ -AM	5.0	WENZ -AY	3.4	WTVR-FW (BM)5.1
9	WGOE -AM	4.9	WKIE-AM	3.2	WLEE - AN (P) 4.4
10	WIVR-FM	4 - 1	WRNL -AM	3.1	WXG F -AM (C) 4.3
	Adu	Its 16-3	4	Ad	ults 28-84
	Mon-8	in BAM	M id	Mon-8	Bun 6AM Mid
	RANK S	TATI	ON	RANK	STATION
	=====	====	==	====	======
	1 W	RVQ -	FM	1	WRVA-AM
	2 W	PLZ-	FM	2	WRVQ-FM
	3 W	RXL -	FM	3	WRNL -AM

A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk, U-Urban Contemporary

Average persons 12+, Monday-Sunday 6am-midnight

WEBN Widens Lead; WKRQ, WKRC Slip But Remain 2-3; WUBE Becomes WMLX, **Begins To Score With** Music Of Your

Life" F	orma	t
	Aug./ Sept.	Sept./ Oct.
WEBN (A)	19.5	19.2
WKRQ (R)	11.2	9.8
WKRC (AC)	10.1	9.5
WCKY (AC)	8.4	8.0
WLW (AC)	7.5	7.5
WRRM (AC)	6.3	6.1
WWEZ (BM)	6.2	5.6
WUBE-FM (C)	5.8	4.5
WCIN (B)	2.5	2.7
WYYS (AC)	3.0	2.6
WMLX (BB)	.9	2.3
WSAI-FM (C)	2.0	2.2
WBLZ (B)	2.1 .	1.8
WLYK (BM)	1.5	1.6
WSAI (C)	1.5	1.2
WNOP (J)	1.4	1.0

#### Washington, DC

WMAL Steady In Second Measurement Month: WKYS Slips To Second: WHUR. WRQX, WPGC Climb: WGAY-FM Up Strongly

	- F		1111110 (0)	0.0	
			WINZ-FM (R)	7.0	6.
	Aug./	Sept./	WWWL (A)	4.9	5.
	Sept.	Oct.	WAXY (R)	3.8	5.
WMAL (AC)	9.0	9.1	WNWS (N)	3.9	5.
WKYS (U)	10.2	8.7	WQBA (S)	3.2	4.
WWDC-FM (A)	9.8	8.6	WAIA (AC)	3.6	3.
WHUR (B)	7.5	6.6	WQAM (C)	4.0	3.
WRQX (R)	5.4	6.1	WLYF (BM)	2.0	3.
WPGC-			WCKO (R)	3.3	3.
AM&FM (R)	4.2	5.2	WEDR (B)	3.1	2.
WGAY-FM (BM	3.7	5.0	WINZ (N)	4.1	2.
WAVA (A)	4.1	4.9	WCMQ-FM (S)	1.7	2.
WRC (T)	4.0	4.9	WQBA-FM (S)	2.5	2.
WOOK (B)	5.2	4.4	WTM! (CL)	2.6	2.
WGMS-			WIOD (AC)	3.0	2.
AM&FM (CL)	4.6	4.1	WKQS (BM)	2.3	1.
WASH (AC)	4.3	4.0	WWJF (BB)	1.4	1.
WJMD (AC)	2.1	3.4	WVCG (BM)	2.1	1.
WMZQ (C)	2.4	3.3	WYOR (BM)	3.0	1.
WTOP (N)	3.8	2.8	WCMQ (S)	.7	1.
WYCB (RL)	2.9	2.7	WHTT (S)	.5	1.
WVKX (C)	2.0	1.6	WFTL (AC)	1.1	1.
WEZR (BM)	.8	1.5	WOCN (S)	1.1	1.
WHFS (A)	.9	1.2	WRBD (B)	1.6	1.
WOL (B)	1.3	1.1	WGBS (AC)	1.0	1.
WEAM (BB)	.5	1.0	WLQY (BM)	.9	1
			1		

#### Miami

Reissued Oct. Report **Helps Spanish Stations** Corrected Figures

	rų	gures
	Aug./	Sept./
Í	Sept.	Oct.
WHYI (R)	9.7	8.8
WSHE (A)	6.9	7.8
WRHC (S)	6.5	7.4
WINZ-FM (F	7.0	6.7
WWWL (A)	4.9	5.5
WAXY (R)	3.8	5.3
WNWS (N)	3.9	5.0
WQBA (S)	3.2	4.3
WAIA (AC)	3.6	3.5
WQAM (C)	4.0	3.3
WLYF (BM)	2.0	3.2
WCKO (R)	3.3	3.0
WEDR (B)	3.1	2.9
WINZ (N)	4.1	2.5
WCMQ-FM (	S) 1.7	2.4
WQBA-FM (	S) 2.5	2.2
WTMI (CL)	2.6	2.1
WIOD (AC)	3.0	2.0
WKQS (BM)	2.3	1.8
WWJF (BB)	1.4	1.6
WVCG (BM)	2.1	1.5
WYOR (BM	3.0	1.5
WCMQ (S)	.7	1.3
WHTT (S)	.5	1.3
WFTL (AC)	1.1	1.2
WOCN (S)	1.1	1.2
WRBD (B)		1.2
WGBS (AC)	1.0	1.1
WLOV (BM	9	1.1 1

## MEDIASTAT

#### Washington, DC

WKYS Maintains Lead: WRQX, WPGC Move Up; WHUR Slips

Ô	Aug./	Sept.
	Sept.	Oct.
WKYS (U)	10.1	9.3
WMAL (AC)	8.9	9.1
WHUR (B)	8.8	7.6
WWDC-FM (A)	7.7	6.0
WRQX (R)	5.1	5.7
WPGC-		
AM&FM (R)	4.6	5.4
WOOK (B)	4.8	4.7
WGAY-FM (BM)	4.7	4.4
WRC (T)	4.5	4.3
WJMD (AC)	3.5	3.9
WASH (AC)	4.8	3.8
WGMS-		
AM&FM (CL)	2.9	3.7
WTOP (N)	3.3	3.6
WVKX (C)	3.4	3.4
WYCB (RL)	2.8	3.1
WAVA-FM (A)	3.9	3.0
WMZQ (C)	1.7	3.0
WHFS (A)	1.6	1.8
WOL (B)	1.5	1.5
WEZR (BM)	.7	1.2

#### St. Louis

Average persons 12+.
Monday-Friday 6am-midnight
Rolling Averages

KMOX, KWK-FM, KMJM Remain 1-2-3; KSHE, KSD Move Up

	Aug./	Sept.
	Sept.	Oct.
KMOX (T)	27.1	27.3
KWK-FM (A)	9.5	9.0
KMJM (U)	7.1	7.5
WIL-FM (C)	6.7	6.7
KSHE (A)	4.7	5.3
KSD-FM (AC)	6.1	4.6
KEZK (BM)	4.5	4.2
KSD (C)	3.2	4.1
KSLQ (R)	4.4	3.9
WRTH (E)	2.8	3.7
WZEN (B)	2.2	2.9
KMOX-FM (AC)	2.3	2.8
KXOK (R)	2.2	2.6
WIL (C)	2.9	2.3
KATZ (B)	2.2	2.0
WESL (B)	1.5	1.8
KADI-FM (AC)	2.1	1.5
WIBV (M)	1.3	.9
KWK (A)	1.0	.4

#### Phoenix

Rolling Averages

KTAR Bolsters Lead; **KNIX-FM Jumps To** Second; KDKB Slips Two: KZZP-AM&FM. **KQYT Climb** 

	Aug./ Sept.	Sept.
KTAR (N)	11.2	12.8
KNIX-FM (C) KZZP-	8.0	9.6
AM&FM (R)	7.3	8.2
KDKB (A)	9.6	7.7
KMEO-FM (BM)	6.5	6:3
KUKQ (U)	6.2	6.3
KQYT (BM)	4.7	5.6
KOY (AC)	4.3	5.2
KUPD (A)	7.3	5.0
KOPA (R)	5.6	4.5
KOOL (AC)	3.6	3.2
KBBC (AC)	3.5	2.9
KHEP (CL)	1.6	2.8
KLFF (BB)	2.5	2.2
KJJJ (C)	2.5	2.1
KJJJ-FM (C)	1.9	2.1
KIFN (S)	1.9	1.8
KARZ (AC)	.9	1.4
KPHX (S)	1.5	1.4
KNIX (C)	1.4	1.2

# Solutions you can afford Answers you can understand



SURREY COMMUNICATIONS RESEARCH, INC. Research as unique as your problem



Airing the weekend of November 20th, on these great radio stations.

	-	
	MWWM	DALLA
KRON. OH	WALG	DAVE
KHON. OT	WPYX	DAYT
LBANY GA	KIQY	DAY
ALBANY, NY	KWXL	DAYT
ALBANY, OR ALBUQUERQUE, NM	WPRR	DEN
AL DI KOLIETO	KYTX	DES
ALTOONA FF	MATT	DET
AAAARII LU. 10	KMET	DUL
	KAKN	EAL
CHOHAGE.	WLLZ	ELF
ALIAL ADRICIM. IVII	WKAU	EUC
APPLETON. WI	WBMS	EV
ASHEVILLE NC	WKLS	FLI
	MMMA	
ATLANTA GA	WYMX	FR
ATLANTIC CITY, NJ	WBLM	FT
ALICHSIA OF	WELV	FT
	KMET	F
eosfield. V	WIYY	G
CALTINAC HAE. IVID	WLKN	G
	WLAV-FN	1
	KZON	"
	WOA	4
BECKLEY WVA	WAB	В
BECKLE	WAA	L
BILOXI. MS	WKX	X
	WW(	T
	KU	17
BLOOMING	WA	45
DOISE IU	WA	AT
COSTON NE	WPHD-	FIV
	WE	SP
CAMBRIDGE, MD	W	KKI
	WL	,RW
	W	KLC
	W.	TWF
CHARLESTON SC	W	ROQ
CHAHLESTE NC	14	KXC
CHARLOTTE NC CHARTANOOGA TN	ν,	KKAZ
CHATTANOUGA		VMET
CHEVENNE.	V	VIVIE
	WEE	N.FM
CINCINNAIL		MWW
CLEVELAND OH	e CO	KILO
	3.00	WNOK
		WCGQ
COLUMBUS. GA		
COLUMBA		

COLUMBUS. MS
DALLAS TX
DAVENPORT. IA
DAYTON. OH
DAYTONA BEACH. FL
DENVER. CO
DES MOINES. IA
DETROIT. MI
DULUTH. MD
EAU CLAIRE. WI
EL PASO. TX
EUGENE. OR
EVANSVILLE. KY
FIINT. MI
FRESNO. CA
FT LAUDERDALE. FL
FT WAYNE. IN
GRAND RAPIDS. MI
GREEN BAY. WI
GREENSBORO. NC
GREENVILLE. SC
HARTFORD CT
HONOLULU. HI
HOUSTON. TX
HUNTINGTON. WA
HUNTSVILLE. AL
INDIANAPOLIS. IN
ITHACA. NY
JOHNSON CITY. TN
KALAMAZOO. MI
KANSAS CITY. MO
KEY WEST. FL
KNOXVILLE. IN
LAFAYETTE. LA
LAKELAND. FL
LAS VEGAS. NV
LEXINGTON. KY
LINCOLUMBRICANI
LAS VEGAS. NV
LEXINGTON. KY XC AZ IET FM LAKELANU, FL LAS VEGAS, NV LEXINGTON, KY LINCOLN, NE

LOS ANGELES. CA
LUFKIN. TX
LOUISVILLE. KY
MACON. GA
MADISON. WI
MANCHESTER. KY
MANCHESTER. NH
MELBOURNE. FL
MERIDIAN. MS
MIAMI. FL
MILWAUKEE. WI
MINNE APOLIS. MN
MISSOULA. MT
MOBILE. AL
MODESTO CA
MONTGOMERY AL
MORISTOWN. NJ
NASHVILLE. TN
NEW BEDFORD. MA
NEW HAVEN. CT
NEW ORLEANS. LA
NEW YORK. NY
NORFOLK. WA
OKLAHOMA CITY. OK
OMAHA. NE
ORLANDO. FL
OXNARD. CA
PANAMA CITY. FL
PARKERSBERG. WV
PEORIA. ILL
PHILADELPHIA. PA
PHOENIX. AZ
PORTLAND. ME
PORTLAND. ME
PORTLAND. ME
PORTLAND. ME
PORTLAND. OR
POUGHKEEPSIE NY
PROVIDENCE. RI
PUEBLO. CO
RALEIGH DURHAM. NC
RENDING CA
RENO. NV
RICHMOND IN
RIVERSIDE. CA WCBI KTXQ WXLP WAZU WDIZ KPKE
KGGO
WLLZ
KODS
WOKL
KLAO
KSND
WHKC
WCK-FM
KKDJ
WCKO
WOVV
WXKE
WLAV-FM
WKAU
WKAU WITN
WQOK
WCCC
KDUK
KLOL
WPRT
WOEN
WFBO
WVBR
WIM7 WITN WLAV-FM KYYS KYYS WWUS WIMZ WXUS KTDY WQPD KENO

WABN-FM WZEE WWXL WDIZ-FM WJDQ WLPX WLPX
KDWB-FM
KYLT
WABB
KHOP-FM
WLSO
WNEW-FM
WKOS-FM
WCCC
WRNO-FM
WNEW-FM
WNEW-FM
WNEW-FM
WMYK WZAM
KATT
KEZO
WDIZ-FM WDIZ-FM KBBY WPFM WIBZ WWCT WMMR KUPD WBLM KGON KGON WPDH WAAF KILO WITN KRDG KCBN WRIA KOLA

ROANOKE VA
ROCHESTER, NY
SAGINAW, MI
SALEM OR
SAN ANTONIO TX
SAN DIEGO. CA
SAN FRANCISCO. CA
SAN FRANCISCO. CA
SAN JOSE. CA
SANTA FE. NM
SAVANNAH, GA
SEATTLE. WA
SIOUX FALLS, SD
SOUTH BEND. IN
SPRINGFIELD. MA
SPRINGFIELD. MO
SPRINGFIELD. MO
SPRINGFIELD. MO
SPRINGFIELD. MO
STALUSE. NO
STUEBENVILLE. OH
STOCKTON. CA
ST CLOUD. MN
ST LOUIS. MO
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TALLAHASSEE. FL
TAMPA. FL
TERRE HAUTE. IN
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WASHINGTON. DC
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KISS KGB-FM KSFX KSFX KWXL WZAT KISW KKRZ WAOR WCCC KRFG WAZU
WJSY
WOMP
KSTN
KDWB-FM
KSHE
WSYR
WOWD
WYNF
WBDJ WAZU WIOT KYYS WMMH KIOK KLPX WSYR WWDC-FM WOTT WOMP-FM KKOV KICT-FM WEZX WMMR WHSL WAAF WCKO KATS

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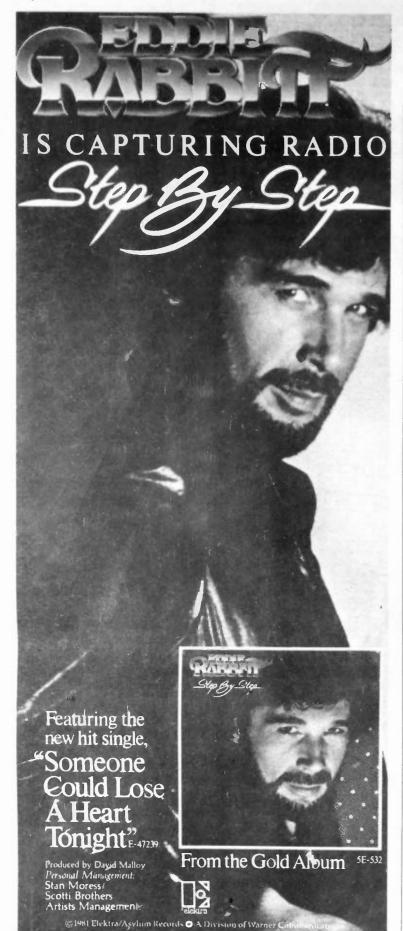
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Q107 add CFTR add 36 KEGL add O105 add 32 KEZR add KIMN add KZZP add WCAO add WHFM add WDRC-FM add KFMK add WSGN add G100 add 29 WHHY-FM add WFOX add WDOQ add CK101 add 38 WHBQ add WMAK-FM add KKRC add WBCY add WSEZ add WTRU add WANS-FM add

K | 100 add KIIK add KIOA add 7.104 add WMEE add WNCI add KJRB add K96 add KSKD add WACZ add WOMP-FM add WKEE deb 40 WCIR add WZYQ add WCGQ add WGLF add WZYP on KKXL add WBBQ on WSPT add

99KG add KSLY add KCBN add 96KX on B104 deb 30 **Z93** on 94Q deb 29 KBEQ 31-25 KYYX on KOPA on KHFI on WFMF deb 27 KLAZ on WAAY on

KRAV deb 19 WKDQ deb 30 KKXX deb 30 KLUC deb 28 Q104 deb 32 95SGF on WISE deb 40 WFLB deb 34 **KILE 39-36** KOIZ-FM deb 30 KFYR on KKLS deb 27 WAZY-FM deb 27 WCIL-FM deb 34 KDZA on KATI deb 32 WOKI deb 28 KODI on WNOX deb 26 KYYA on WCSC deb 28 KOZE on

**WAKY 23-18** 



## STREET TALK

Michael Abramson has exited as National Album Promotion Director of Chrysalis, and no immediate replacement was named. Michael tells Street Talk that he's going to set up shop for himself as an independent, taking on promotion and marketing projects. He can be reached at (212) 243-2972.

Donald McGannon has announced his intention to retire as Chairman of the Board, Group W (Westinghouse Broadcasting Company) on December 1. McGannon will remain on the Board of Directors for Group W and continue to serve as a consultant to the company.

#### Too Much Joy In Detroit?

While the Motor City's outlook has been a bit on the gloomy side lately, apparently two Detroit stations will be bringing "joy" to the city in the form of their new call letters. CKLW-FM has switched calls to CKJY, and anticipating a format shift from Country to Big Band, is calling itself "Joy." Meanwhile, WWJ-FM has been granted the new calls WJOI, and the Beautiful Music outlet is using the on-air identity of, you guessed it, "Joy." Should present a joyous problem for those editing Arbitron diaries, eh?

Tim Montgomery has been named acting GM at WYYS/Cincinnati. Tim is currently National Sales Manager & Director of Research for Heftel's WXKS-AM & FM/Boston. He will continue to handle national sales for both Boston and Cincinnati while the search for a permanent WYYS GM goes on.

Jim Del Balzo has left his West Coast Department of Rock promotion position with Polygram for the Columbia local job in New York City.



IT KEEPS YOU RUNNIN' - When more than 15,000 runers lined up for the start of the 1981 New York City Merathon, Atlantic West Coast Regional Pop Promotion Director John Tope was emong them. John did himself proud, breaking the three-hour milestone, doing the 26 miles in 2:52:21. Out of the 13,000 finishers, John placed 983rd. Our congratulations to John for experiencing both the thrill of running and the agony of de feet (sorry).

#### reserves **Merry November?**

Hey, we love to get Christmas cards and holiday greetings just like you do, but before Halloween? That's right ... Street Talk received its first Christmas card of the season mailed just before Halloween from WSKZ/Chattanooga's David Carroll. We didn't know what to think until we read the poem inside, which we have reprinted below. It explains everything.

A Tribute To The 20c Stamp

Although it's not the Christmas season, This card is early for a reason; It seems the Postal Rate Commission Raised their price without permission. We thought 18 cents was plenty, They disagreed, so now it's 20. "We're losing money," was their sad tale, We yelled back, "And you're losing our mail!" But the actual reason for my rhyming, Is their unfortunate sense of timing. With the Christmus mailing season upon us, We're contributing to their bonus. So let them have their price increase. I, in turn, can relax in peace, Knowing that I have beaten the rap. By refusing to wait for their 20c stamp. reservations

#### Say What?

KIIS/Los Angeles President/GM J. Ray Padden was on the air once an hour last Thursday (11-5) apologizing to "anyone who may have been offended by remarks Rick Dees made.' Later that day a series of ten-second TV spots appeared on local L.A. channels with a similar message. What did the morning personality say? Did he in fact say anything offensive? Who knows...but the whole town was talking about the "incident" for a couple of days, which may prove that the best offense is a good offense.

WKHX/Atlanta, formerly WBIE, put its new Country sound on the air November 6. The format is similar to the other Capital Cities Country stations KSCS/Ft. Worth and KZLA/Los Angeles. Norm Schrutt, who was at KZLA, is GM, and Ted Stecker, last at WPKX & WVKX/Washington, is PD.

Arista Records is looking for a General Manager to handle its Country music division's new Nashville offices.

For the first time in about 30 years WCCO/Minneapolis is not the top-ranked station in the Twin Cities...at least not in the recent Mediatrend. Chuck Knapp's KSTP-FM scored a 12+ share of 19.2 to WCCO's 16.1.

Jim St. John has been promoted to Operations Director of WVIC & WVGO/Lansing. Jim has been with the stations for 14 years, the last eight as PD. Congratulations to him on a well-deserved promotion.

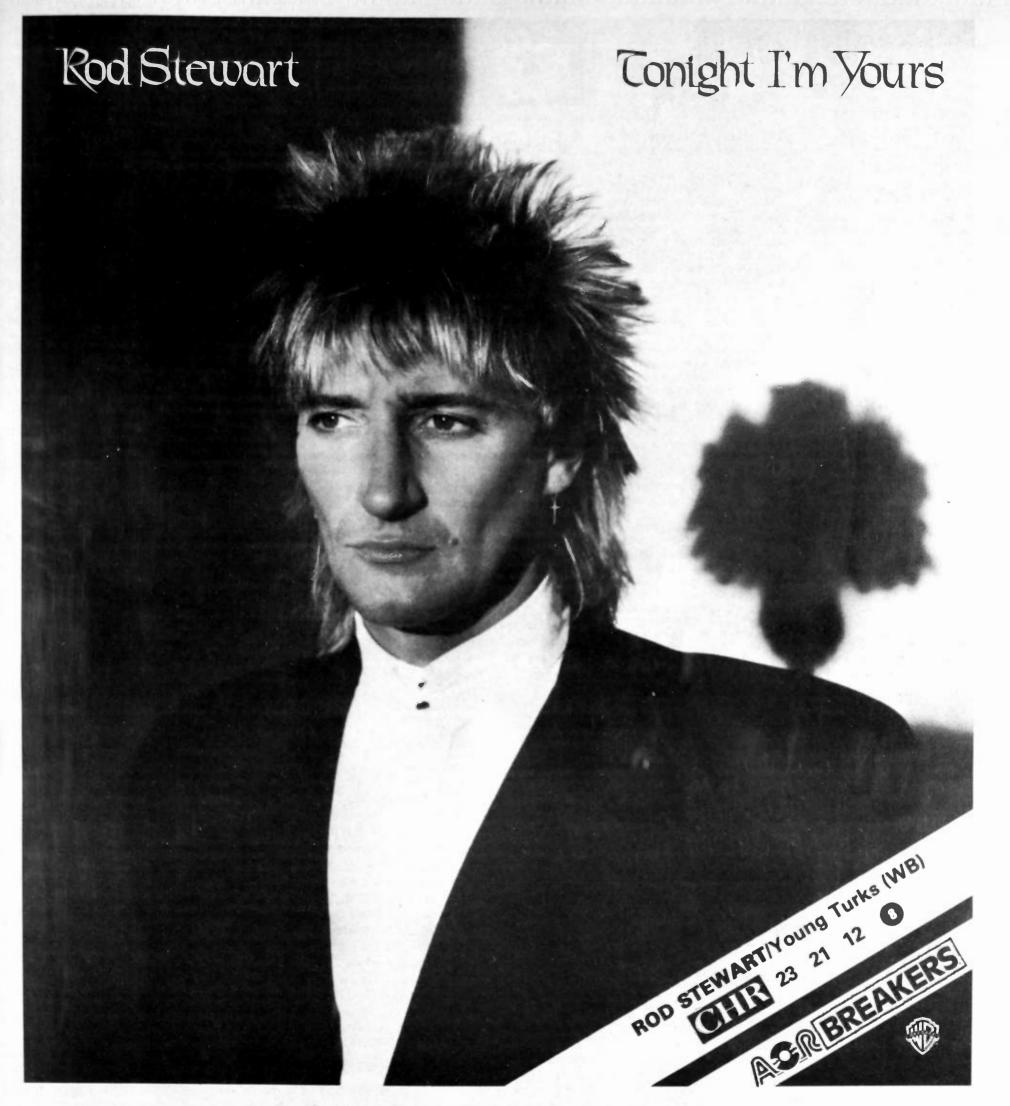
XTRA/Tijuana, which booms into Southern California as "The Mighty 690," has upped Jeff Hunter to PD and Jim Richards to MD. Both came from within the current air staff. Jeff replaces Ted Wayne, who has joined

13K (KGB)/San Diego as an air personality.

Why shouldn't you get the same performance guarantee from a Program Consultant that you demand from any other business dealing?

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Todd Wallace associates



#### Featuring the single, "Young Turks" was 49843

LE GRAND TOUR OF AMERICA & CANADA NOVEMBER 81-FEBRUARY 82

Nov. 11 Greensboro NC Nov. 22 Atlanta GA Dec. 09-10 San Francisco CA Jan. 20 Cleveland OH Feb. 01 Indianapolis IN Nov. 12 Columbia SC Nov. 23 Nashville TN Dec. 13 San Diego CA Jan. 22 Lexington KY Feb. 03 Boston MA Nov. 14 Memphis TN Nov. 25 Largo MD Dec. 14-15 Los Angeles CA Jan. 24 Detroit MI Feb. 05 Providence RI Nov. 15 Baton Rouge LA Nov. 27 New York NY Jan. 11 Madison WI Jan. 26 Pittsburgh PA Feb. 06 Philadelphia PA Nov. 16 Jackson MS Nov. 30 Denver CO Jan. 12 Chicago IL Jan. 28 Cincinnati OH Feb. 08 Meadowlands NJ Nov. 19 Miami FL Dec. 02 Edmonton Jan. 14 Dallas TX Jan. 30 Kansas City MO Feb. 09 Hartford CT Nov. 19 Miami FL Dec. 06 Vancouver Jan. 17 Houston TX Jan. 31 St. Louis MO Feb. 11 Toronto Feb. 14 Montreal

Produced by Rod Stewart & Jim Cregan. On Warner Bros. Records & Tapes. (BSK 3602)

### Polygram

Continued from Page 1 at Capitol in promotion, attaining the position of National Promotion Director.

#### New Polygram Chain Of Command

Lines of reporting established in conjunction with the new Polygram appointments are as follows.

#### Reporting To Guenter Hensler (Pres.)

Jack Kiernan, Sr. VP/Marketing & Sales

Eileen Garrish, VP/Business Affairs

Chip Taylor, VP/A&R
Burt Franzblau, VP/Operations
Jack Carlson, VP/Finance
Russ Regan, VP/GM

West Coast Artie Fisher, VP/Special

Projects

Dan Young, Director/
International

Gianfranco Rebulla, President/ Classics

#### Reporting To Jack Kiernan

Harry Losk, Sr. VP/Marketing Bill Haywood, VP/Black Music Jerry Jaffe, VP/Rock Shelly Rudin, VP/Sales Bob Edson, VP/Promotion

#### Reporting To Harry Losk

Bill Levy, VP/Creative Services Jim Lewis, VP/Marketing Rick Bleiweiss, VP/Marketing

& Product Development
Emiel Petrone, VP/West Coast
Marketing

Len Epand, VP/Press & Artist Relations

#### Pringle

Continued from Page 1 amount of money into this research because they want to make sure that if we do make the change, it's the right one. We'll definitely decide before the end of the year, but not before this book is over "

Commenting on Pringle's appointment, Wilson told R&R, "When we looked at candidates for the programming job, our biggest criterion was a successful track record. The success that Norm has had in Minneapolis and Milwaukee (Pringle also programmed WISN/Milwaukee) proved that he is not only capable of quoting programming philosophy, but also delivering real results on a daily basis."

Ray Marshall, who served as acting Program Director prior to Pringle's appointment, will continue to be involved in WWWE's programming, according to Wilson.

#### Spangler

Spangler explained, "We are leaving on good terms. I put in a year's work for them and I know they're happy with it. I'm happy that at the end of my year the ratings were at their highest point. Sometimes we just can't reach a compromise between one philosophy and another.

"I have nothing but good things to say about the company, because they treated me very fairly. George and I never had a harsh word and it seemed like we were closer at the end than we ever were. It's one of the hardest decisions I've ever had to make to resign in a major market, a city I've always wanted to live in. But I think it would have caused me more harm in the long run than making this move, which some will look at as foolhardy." Spangler added that he wants to stay in Chicago and is looking in that area.

# T V NEWS

#### Baseball Over But ABC Keeps Winning

ABC's Nielsen victories in the two previous weeks received a strong boost from the World Series, but for the week ending November 8, ABC did it unassisted, making it three in a row with a 19.2 average rating compared to CBS's 18.4 and NBC's 16.1. Applying a little "Grease" certainly didn't hurt, as the movie was second for the week behind "Dallas." CBS had three of the top four shows, but only four more in the top 20, as ABC racked up nine. NBC had only four shows in the top 20, but one of them was the new Tony Randall series "Love Sidney." The top 20:

- 1 Dallas (CBS)
- 2 Grease (ABC Sunday Movie)
- 2 3 60 Minutes (CBS)
- 17 4 Dukes Of Hazzard (CBS)
- 6 5 Three's Company (ABC)
- 6 Facts Of Life (NBC)
- 15 7 Love Boat (ABC)
- 20 8 Magnum, P.I. (CBS)
- 4 9 M\*A\*S\*H (CBS)
- 10 10 Monday Night Football (ABC)

- 11 Too Close For Comfort (ABC)
- 12 Archie Bunker's Place (CBS)
- 13 Born To Be Sold (NBC Sunday Movie)
- 14 Benson (ABC)
- 15 Love Sidney (NBC)
- 16 One Day At A Time (CBS)
- 17 Real People (NBC)
- 18 Fantasy Island (ABC)
- 18 19 Happy Days (ABC)
- 20 Mork & Mindy (ABC)

#### Snyder Quits "Tomorrow"; 3D Comes To TV

Tom Snyder has resigned as host of "Tomorrow Coast To Coast" effective January 28 after NBC announced it would run a David Letterman talk and variety series in "Tomorrow" 's customary time slot at 12:30 following the "Tonight" show starting February 1. Plans for the new "Tomorrow" structure will be announced later.

MCA-TV is syndicating a 1955 three-dimensional horror film called "Revenge Of The Creature." The event will mark the first time commercial TV has attempted to show a 3D film. MCA is hoping that advertisers will defray the cost of the 3D glasses viewers will need, perhaps imprinting their logos on the glasses and using them as promotional gimmicks. 3D films have been shown on subscription TV in the past.

#### **Music On TV**

Garland Jeffreys appears on "Fridays" November 13 . . . A "Solid Gold Classic" edition of the syndicated show during the week of November 13 features Blondie, Crystal Gayle, Little River Band, Billy Preston, Sister Sledge, the Spinners, and Rod Stewart . . . Doble Gray guests on the national cable show "Atlantic City Live" November 15 . . . The Big Blue Wrecking Crew, the quartet of Dodgers who sing like Reggie Jackson fields pop flies, are on "Merv Griffin" November 20 . . . Johnny Lee shows up on "Dance Fever" November 21 . . . Frank Sinatra's special "Sinatra — The Man And His Music" is on NBC November 22. As always, consult your local listings for time of broadcast in your area.

#### VIDEOSCOPE:

MCA EXPANDS ATTACK ON UNAUTHORIZED VIDEOTAPING: MCA Inc. has stepped up its action on unauthorized videotaping of copyrighted television shows by suing every known maker and distributor of videotape recorders in the U.S. market. This new lawsuit is basically the same as the five-year earlier action filed by MCA and Walt Disney Productions against the Sony Corporation, its U.S. distributor, and four Los Angeles area retailers. Last month, a federal appeals court ruled that the use of home videotape recorders to tape copyrighted programs violates federal law and that the machines' makers and distributors are liable for damages. Although the later suit names almost 40 defendants, including national advertIsing agencies, it excludes naming any home users, as its aim is to extract royalty payments to producers of copyrighted programming from the manufacturers of VCR's . . . VIDEO HOME ENTERTAINMENT CATALOG AVAILABLE: The Video Tape & Disc Guide To Home Entertainment, published by the National Video Clearinghouse, lists the more than 4000 films and programs presently available on videocassette and videodisc as well as names and addresses of videotape and videodisc distributors. To obtain copies of the quide, write the New American Library at 1633 Broadway, New York, NY 10019 ... SEE-BURG PLANS SATELLITE-DELIVERED "SOFT-ROCK" SERVICE: Seeburg Music, a Raleigh, NC-based firm, recently announced plans to launch a second satellite-delivered "softrock" audio service. Last February, the company introduced its "Lifestyle" music service, now carried by 24 cable systems and serving over 300,000 homes. No start-up date for the new service was given.

#### KSFX

Continued from Page 3

Grover Washington, and Yarbrough & Peoples, but at the same time was playing Rush, REO, and Styx. There was a lot of hard rock and a lot of R&B. We just kept putting in more rock and less R&B.

"We felt there was a real hole in the market," Evans continued, explaining the reasons behind the conversion. "KMEL's the only rocker in town, and they're very tight, leaning 25+ and softer. We decided there was room for a familiar-based rock station, and decided to make that commitment." Evans added that Pollack Communication Inc. will consult, saying, "I'm very excited to have the opportunity to work with Jeff." She said the staff will remain as it is.



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# THE PICTURE PAGES

#### FLO Jets Into Forum



Jet recording artists ELO played the Los Angeles Forum recently, with a large turnout of Jet and Epic personnel. Pictured after the show are (I-r) Jet VP's Pat Siciliano and David Arden, E/P/A's Dan Beck, Mike Alhadeff, group's Bev Bevan and Jeff Lynne, E/P/A's Larry Stessel, group's Richard Tandy (front), E/P/A VP Larry Douglas, and CBS Sr. VP/GM Myron Roth.

#### Precious Platinum For Pat



Pat Benatar and her band received platinum awards for the "Precious Time" album from Chrysalls executives recently. Pictured (I-r) are label President Sal Licata, Chrysalis's Roger Watson, co Chairman Terry Ellis, Benatar, group's Scott Sheets, Dianne Sheets, group's Neil Geraldo, manager Rick Newman, Chrsyalis VP Jeff Aldrich, and group's Myron Grombacher.

#### Sherman Roasted For Rossi Fund



Motown VP Dick Sherman was the guest of honor at a roast staged to benefit the Rossi Fund, a charitable organization dedicated to providing care and information for children with terminal illnesses and their families. Pictured (I-r) are N&K Investment's (and former Casablanca VP) Al DiNoble, Sherman, Rossi Fund President Betsy Whorf, Billboard's Tom Noonan, A&M's Rob Gold, and CBS International's Mauri Lathower.

#### Knack Attack At Greek



Capitol's Knack played the Greek Theatre in Los Angeles to coincide with their third album's release. Pictured after the show are (I-r, standing) Capitol VP's Bobby Colomby, Helmut Fest, Dennis White, Walter Lee, Dan Davis, and Rupert Perry, and manager Bobby Roberts; (I-r, seated) Capitol President Don Zimmerman, label's Ray Tusken, group's Prescott Niles, Doug Fieger, and Bruce Gary, label's Bruce Ravid, and group's Berton Averre.

The Todd Wallace Money-Back Guarantee:

"Your ratings MUST achieve a set goal or we pay you back."

See Page 5 for complete details about a CONSULTING FIRST!

index research

Todd Wallace associates

#### Rush Renews Relationship With PolyGram



Rush has been re-signed by Mercury/Polygram, coincidental with the group's newly-released double live album "Exit Stage Left." Pictured (I-r, seated) are Polygram's Jim Sotet, manager Ray Daniels, Polygram President Guenter Hensler, and label VP's Eileen Garrish and Chip Taylor; (I-r, standing) Polygram VP Jerry Jaffe, label's Dan Young, and VP Harry Losk.

#### Shannon Plugs Into Network



Del Shannon's just-released "Drop Down & Get Me" album was the first release on Network Records. Pictured at Shannon's signing are (I-r) manager/publisher Dan Bourgoise, Shannon, and Network President Al Courv.

#### Carrasco Makes A Point To Sign With MCA



MCA Records has signed Joe "King" Carrasco & the Crowns, whose leader made this crowning achievement memorable by pointedly signing his contract upside down. Pictured (I-r) are MCA attorney Bonnie Greenberg, label VP Denny Rosencrantz, group's Kris Cummings, Brad Kizer, Carrasco, and Dick Ross, MCA President Bob Siner, and manager Los Nick Patoski

#### Pasha Gets Appice Action



Pasha Records has signed Carmine Appice, former drummer for Rod Stewart and Vanilla Fudge. Appice's first solo album is due out in January. Pictured (I-r) are Pasha VP/GM Ray Anderson, manager Alan Miller, Appice, label's Larry Brown, and Pasha President Spencer Proffer.

# Domingo does it better: Perhaps Love.



FM 37243

# This Song Creates

## **ON AIR**

# Magic

WIP 195 WLTA KIQQ 97AIA **WHBQ** WOMC WHIO WCCO **WFMK** KYXY WIBA KPLZ **WQUA** WNAB **KBOI** WELI KSL **WSBA WJBC** WGAC **WSGW** WMAZ **KBOZ WRVR KMED** WHBC **KOLO** 



# BRAD MESSER



#### The Personal Success Gap

Our town had a newsman who went away to a network, stayed about a year and then bailed out of the Bigtime to return to his roots, saying the net and big city weren't what they had been cracked up to be. He wanted to return to life as he had known and enjoyed it in his hometown. The return just didn't work. Some people ignored his stated reasons for coming back, preferring to believe he had lacked the skills necessary to sustain success Up There. They suspected he had returned a failure. Others thought he must feel he was hot stuff — better than the rest of us Average Joe newspeople — so they didn't want to pal around with him out of a feeling of inferiority. Poor guy. He tried to make things as they had been, but learned the hoary lesson about never being able to return home. From the moment of his original departure he had become a man separated by circumstance from his old professional acquaintances, and there was nothing he or they could do to really put things back together again.

A similar gap develops when a pal becomes financially successful, leaving others behind to worry about checks bouncing before payday. He may still be the same person, and the left-behind friend may have changed not at all either, but a Success Gap opens separating them.

Accross the years we find ourselves distributed haphazardly at various points on the scale from penniless to fabulously wealthy, figuratively and perhaps literally looking down or up at old pals, trying but only sometimes succeeding in maintaining personal relationships across the gap. The big city jock suddenly becomes the small market washout. Today's weird Operations Manager becomes tomorrow's major market GM, and down the timeline a ways the positions again get scrambled. Money talks. What it seems to be saying to some people is that financial success is mysteriously bestowed by God on his secret favorites, and that financial distress is the opposite.

My feeling is that radio is the very bottom rung of the showbiz success ladder (just below "starlet") and that some of us might look farther up that ladder to see how the real showbiz bigshots handle the difficult problem of maintaining personal relationships through good times and bad. Some seem to regard financial success or professional acclaim like lightning: you don't know when it's coming, where it will hit, or how long it's going to last. It is a random act of nature and doesn't reflect a bit on personal human worth. Sometimes you're up, sometimes you're down, but you're always you. Good theory, but not applied sometimes in real life. The jock from the little station visits the old friend in the big market and cannot shake a feeling of personal failure because he's not there himself. Or the big city jock visits his old small market station and his pride translates to smugness. You've seen it. If you figure out how to overcome it I'd surely like to know.

#### CALENDAR.

#### The Phoenix Flies Again

MONDAY, NOVEMBER 16: In legend the phoenix was a magic bird which, consumed by fire, could reform from its own ashes and live again. The phoenix is the symbol of Atlanta, Georgia, because 117 years ago today General William Sherman's troops left the ashes of Atlanta and began the March to the Sea. The military action was one of the final decisive moves that ended the Civil War.

In 1933 the U.S. opened diplomatic relations with the Soviet Union. Twelve years ago the story of the My Lai village massacre in Vietnam broke. Eight years ago today President Nixon authorized the construction of the Alaska Pipeline. Pro footballer Harvey Martin is 31. Pro basketballer Jojo White is 35.

#### First View From The Sky

TUESDAY, NOVEMBER 17: Until men took the first hot-air balloon ride, no one had seen anything from the air except from tall ship masts and mountaintops. The first balloon ascent was 198 years ago this week over Paris, France, by Jean Pilatre and Marquis Francois Laurent in 1783.

Two years ago today Ayatollah Khoumeini ordered the release of 13 black and female American hostages, keeping the others. The Suez Canal opened 112 years ago today in 1869.

others. The Suez Canal opened 112 years ago today in 1869.

Rock Hudson is 56. Gordon Lightfoot is 43. Martin Scorsese is 39. Tom Seaver turns 37 and Elvin Hayes is 36.

#### No Work For Mickey Since '53

WEDNESDAY, NOVEMBVER 18: Walt Disney's wife suggested the name Mickey for the cartoon mouse first drawn by him 53 years ago today in 1928. Mickey Mouse has starred in two feature-length movies and 118 short cartoons, but hasn't appeared in anything new since 1953, according to Joe Aguirre of Disneyland.

Archer William Tell is said to have shot an apple from his son's head on this date in the year 1307, using a relatively new kind of weapon called the crossbow.

Alan Shepard, America's first man in space, is 58.

THE OFFBEAT!

#### The Log Cabin Presidents

THURSDAY, NOVEMBER 19: President Abe Lincoln helped dedicate the national cemetery at Gettysburg Battlefield with a two-minute speech 118 years ago today in 1863. The brief Gettysburg Address is one of the best-known speeches in our language.

150 years ago today the last President to be born in a log cabin came into the world near Orange, OH. Not Lincoln: James Garfield.

Roy Campenella is 60. Dick Cavett is 45. Ted Turner is 43.

#### The Clock That Remembers

FRIDAY, NOVEMBER 20: A clock tells time, but a time clock remembers what time you get to work and go home. The first was patented on this date 93 years ago in 1888.

On this day in 1953 Hugh Roy Cullen, ecstatic over the University of Houston's football team defeating Baylor University, donated \$2.25 million to the U-of-H.

Designer Emelio Pucci is 67. Comedian Dick Smothers is 42. Duane Allman would have been 35, and Joe Walsh is

#### The Flip Side of the News



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"Yesterday's Songs"

23)

**NEIL DIAMOND/Yesterday's Songs (Columbia)** 

BARBRA STREISAND "Comin' In And Out Of Your Life"

#### CHR NEW & ACTIVE

BARBRA STREISAND "Comin' In And Out Of Your Life" (Columbia) 102/44 Moves: Up 13, Debuts 29, Same 16, Down 0, Adds 44 Including WNBC, PRO-FM, 94Q, KS96-FM, KFI, KJR, KIMN, WLAN-FM, WDOQ, KSTT, WKDQ, KBBK, WZYQ, KWLO, KDZA.

### A/C BREAKERS

**BARBRA STREISAND** 

Comin' In And Out Of Your Life (Columbia) 83% of our reporters on it. Rotations: Heavy 8/3, Medium 50/17, Light 37/24, Extra Adds 7, Total Adds 51 including WTFM, KVIL, 97AIA, WISN, KEX, KNBR, and 45 more. Debuts at number 17 on A/C chart.

## EARTH, WIND AND FIRE "Let's Groove"

NEW & ACTIVE 112/9 52%

WZZP add KOPA add WFMF add 29 WAAY add Z104 add K96 add

WACZ add

13FEA add 7102 add 34 WBEN-FM 4-2 WIFI 21-14 B104 20-15 WXKS-FM 8-6 JB105 17-10

**WPGC 14-8** Z93 10-7 940 13-9 Y100 23-19 195 12-10 Q105 23-16 **WDRQ 6-5** 

**CKLW 8-3** KSLQ 22-19 KEARTH 10-5 **KRLA 3-1** KFI 21-13 KIIS-FM 5-3 KFRC 2-1 13K 13-6

KYYX 23-18 WCAO deb 25 WBLI deb 30 WTIC-FM 1-1 **WDRC-FM 11-7** KC101 21-16 KZFM 17-13 KSET-FM 6-5

**KROK 14-9** WJDX 24-18 WSGN 30-21 KX104 21-11 WANS-FM 16-11 KYNO-FM 2-1 KIDD 11-5 KGGI 13-4

KJRB deb 27 KCPX 20-17 KHYT 6-1 **WCIR 5-3** 95SGF 23-17 WFOX 20-15 WXI K 7-5

**KILE 22-17** 

**KPUR 13-8** Q101 17-13 WAZY-FM 24-20 99KG 32-27 KSLY deb 23 **KATI 11-8** 

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WGUY add 13FEA add Q104 add

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n Columbia Records



Joel Denver

# Contemporary Hit Radio

E. KARL DISCUSSES HIS PHILOSOPHY

# Researching Your Station As A Product

If you've ever wondered why products on the shelf of a food store sell so well year after year, chances are that the products are positioned correctly within the marketplace. This has become a new way of thinking in terms of radio...positioning the station as a product within the marketplace.

None of these national products have reached and achieved success without some research and direction. One person who is noted for his knowledge in these areas is E. Karl, Senior Programming/VP for Sunbelt Broad-

casting His duties include responsibility for KQEO & KZZX/Albuquerque, KVOR & KSPZ/Colorado Springs, KFYE/Fresno, KLNK/Oklahoma City, WOKY & WMIL/Milwaukee (pending FCC approval), and the 25-34 format on the Transtar Radio Network, with uplink in Colorado Springs.

Before joining Sunbelt, he worked as VP/GM of the Research Group (a subsidiary of Sunbelt), with



E. Karl

responsibility for the planning and implementation of research projects for over 50 client stations. E. has also been National PD for Scripps-Howard Broadcasting and Nationwide Communications.

**R&R**: The term "positioning" is overused today. Exactly what is it?

EK: I agree that positioning is overused, and moreover is misused. A programmer who says, "Our positioning is 18-34 and we're a rocker" is wrong. Positioning is what the listeners think of your station and where they see it within the marketplace. When you suc-

"Positioning is what the listeners think of your station and where they see it within the marketplace."

ceed at a radio station, it's because it's positioned properly, and when you fail, that is one of the common reasons for the failure.

R&R: How do you determine the positioning of a radio station?

EK: A radio station is like any product in the food store. When you walk down the aisle you are bombarded with different items. The thing that makes you keep coming back to the same product over and over is that you are familiar with the product and what it does.

The best way to find out the position of a station is to talk to the users of the product. A research project designed to find out this information and similar information about your competitors conducted by a research company is the best way to determine positioning. Many stations think of themselves differently than the audience does.

Once the research project is complete, and you have an understanding of your positioning, it becomes necessary to evaluate from a financial viewpoint if the position you have is the one you really want. If your positioning is correct, the next step is to let the people know what it is by an advertising blitz.

R&R: What if the research tells you the positioning in your marketplace isn't viable for continued growth?

EK: Again, a research project designed to find your station's strengths and weaknesses, and those of your competitors, will help you evaluate what steps are needed to change your position. The project will indicate what "hole" in the marketplace exists, and again high-

profile advertising is necessary to reinforce the new image or position. Advertising should tell the people what and who you are. If this is done in a pleasing and professional manner for long enough, the public will recognize you for what you say you are.

R&R: In this case, advertising is being used to establish a "brand identity" for the radio station. How do you know if the advertising campaign you've planned is correct?

EK: To do a major advertising campaign means spending lots of money, and investing lots of time. Companies like Procter & Gamble never put advertising campaigns on the air without prior testing.

Much like these companies, I would like to see radio stations use proven methods of testing before investing thousands of dollars on advertising campaigns that we

think are cute, but don't make positive impacts with the public.

R&R: What about slogans in an advertising campaign?

EK: The message that is being presented should be clear, and should tell you something about the radio station. The statement "XXXX Plays Your Music" doesn't really say anything more than the station plays music. If it was changed to say "XXXX Plays Your Favorite Rock Music," the slogan has been qualified and defined to the consumer/listener.

Our AM station KQEO/Albuquerque even uses our slogan in the call letters. On the air and in advertising we refer to it as KQE-Oldies. Another example of

Continued on Page 26

## CHR Reporter Profiles



#### KKQV/Wichita Falls

OD: Mike Edwards (Operations Director for one year since changeover to current format; previously across town at KNIN as morning man/MD)

MD: Greg King (joined station in March and just promoted to MD; previously worked as air talent at KADX/Denver)

Phone: (817) 723-6688 Facility: 103.3 mHz; 100kw horizontal & vertical



Mike Edwards

Description Of Sound: We are a rock 'n' roll oriented CHR station that tends to lean away from the black and country crossover records until we are forced to play them. The station has only been on the air about a year and we are kind of a new sound for the market. We look at ourselves as a trendsetter for the city and the audience looks to us for lots of music and entertainment. Because of the market size we have a great impact here. We call ourselves the "Station Of The '80s" and people have taken to us quickly in the first year.

We program album cuts, but are very selective in what we play beyond hit singles...all cuts are album

length. Our promotions are fast-paced and fun and try to involve the audience in some kind of participation with the air talent as much as possible.

Winning Promotional Idea:
One area we try and concentrate on is to get TV exposure whenever possible.
We take the "QV103 Viking," which is our mascot. We decided to use a Viking because it was the



Greg King

winning entry in a contest we had to find a mascot. We send him everywhere. We plan to hand out toys again at Children's Hospital for kids laid up over the holiday. Many ideas have never been tried in this town before, so there are always lots of things to do.

Recently, we did a promotion called "Summerfest'81" which benefitted battered women. For \$5 you got all the chicken, beer, and soft drinks you wanted, plus live music. The charity, "First Step," realized several thousand dollars from the effort. We also held a "Homegrown Heroes Superjam" which highlighted 13 local bands in a live concert at a local speedway. It was a big success. Both of these will be repeated next year, and we hope to put an album out of the local acts.



#### WCIL-FM/Carbondale

PD-MD: Tony Waitekus (five years at the station working his way up as MD and then to PD; previously air talent at WJPF/Herrin, IL, now known as WHPI) Phone: (618) 457-8114

Facility: 101.5 mHz; 50kw horizontal & vertical Description Of Sound: This station sounds like a real down the middle CHR station. I play whatever the hits are, not leaning A/C or rock, or black. There is a pretty large college population here but we gear ourselves more to Southern Illinois. For that reason we do as

well as the local AOR station. My on-air people are personality-oriented. In fact, my afternoon man is known as The Polack. He is Polish, and has become the most popular personality in the area. Very few complaints ever have been filed over his name.

Winning Promotional Idea: Every year just before Christmas we do a "Feed The Hungry Campaign."



Tony Waitekus

We start collecting non-perishable foods and also solicit the names and addresses of those needy families in the area. We work with the fire departments in Southern Illinois for distribution. We send out the jocks with the food and it becomes a big event. Each year the United Mine Workers contribute heavily to the project and they aid us in distribution. This gets us the most attention and goodwill of anything we do all year long. It's good for us and for the people too.

# SHAN

NEW ALBUM
SHAKE IT UP

IS PRODUCED BY ROY THOMAS BAKER

GEMENT ELLIOT ROBERTS



## Researching Your Station

Continued from Page 24

building things into the name would be the product "Spray & Wipe." It tells you exactly what the product does.

R&R: How does the term "lifestyle" fit in with positioning?

EK: I call them "lifegroups." Everyone belongs to one or more of these. This term is used to categorize similarities in people's living and working habits within the same demographic cells. It's looked at in the broad terms of pro-establishment and anti-establishment lifegroups, and subdivided from there as to music preferences.

A radio station must know basically what type of lifegroup it's appealing to. This is all part of defining the target for the station.

R&R: When you take all of these areas into account and test for public acceptance of the advertising campaign, what are the critical areas?

EK: The promotional efficiency testing of a campaign takes into account the types of medium, TV

"Advertising should tell the people what and who you are. If this is done in a pleasing and professional manner for long enough, the public will recognize you for what you say you are."

billboards, etc., and of course the simplicity of the message or slogan. Colors are also tested for the type of desired target. In general, it's best to have working examples, or storyboards on the proposed campaign. All comments are studied and evaluated carefully and are used in making any modifications before the campaign airs.

To go to the effort and expense of testing for your market position and for your competitive weaknesses, and not find out if your advertising is compatible with your position, is wasting money.

R&R: What about the new PD who comes into a successful operation and just needs to fine-tune it a bit?

EK: From time to time, a research project designed to stay on top of the station's position is helpful. The marketplace is always changing as people react to what you have done and what other radio stations are doing to counterprogram your moves. Any PD should always bear in mind that the station should be giving the target audience what they want.

This holds true not only for the music, but the presentation of the air personalities, the news, feature programs, and promotions. All of this research is designed to tell a radio station what the target wants. It is up to each station to interpret the research or to get suggestions from the organization that did the study. When the project is done by an outside firm, it is usually more accurate and a better representative sample of the people that use radio.

They take into account the areas I mentioned before like lifegroups, age, sex, anti- or pro-establishment tendencies, plus determinations of whether the sample base is an AM or FM daily user, depending on your station. The most important thing to do with a tuneup study is to learn what small weaknesses you can shore up.

If you find weaknesses in your competition that you can easily take advantage of, it might pay to incorporate some emphasis on these areas in your advertising. For example, if you are in an area where weather is critical, you may find through the study that your main competition is weak in this area. You might do well to promote the fact that you're strong on weather the minute it changes and with long-range forecasts, etc.

R&R: What about over-researching?

EK: Research is to be used only as a guideline. As I pointed out, it's all subject to interpretation. This information should be used as a roadmap to plan strategy. Research like this will not tell you how long to make your news or where to place it in the hour, or what records to play.

A programmer who's so bound by every research fact that he's afraid to make a move without facts or figures is not really a programmer. Today's programmer is more like a product manager than ever before — the product being the air sound, and the job being to get as many people to use it as possible.

R&R: Briefly explain some good basics to be aware of for any contemporary format.

EK: Keep in mind that within any demo, there are those listeners that like to rock and those that like softer music. Don't be too quick to make a blanket determination about who likes what just by age cells. Determine what is best for your market and for your target as to the hardness or softness of your music selections.

When it comes to your music rotation, make sure that not only does it rotate into different days, especially the oldies, but that songs also show up each time in a different daypart and different quarter hour too. This is using vertical and horizontal music flow, which takes into account how people listen to the radio. This helps to avoid records burning out too soon, in habit listening patterns, and extends your rotations farther, with less titles

This level of enthusiasm should be consistent with the music and target you are looking for. Don't be afraid

"Research is to be used only as a guideline. As I pointed out, it's all subject to interpretation. This information should be used as a roadmap to plan strategy."

of teens listening. Remember that teens live in households with parents that are in those desirable 25+

All too often stations don't give the call letters enough. They should be driven into the ground in your mind and used whenever possible. They just can't be said too often. Keep in mind that all facets of your programming become part of the whole...your product. That's the only thing your audience cares about, how you sound and if your station gives them what they want. You can't be all things to all people, but with the people you are going after you've got to be their favorite. People only vote for their favorite choice, and an Arbitron diary is just like an election. Program to win the vote.

#### Bits

Eagle 97 (KEGL)/Ft. Worth-Dallas has sent afternoon drive personality Doc Morgan on the road with the Rolling Stones. Doc did his show via the telephone from October 17 through the Stones appearance in Dallas at the Metroplex on October 31. The tour has taken Doc from San Francisco to Orlando, Houston, and back home to Dallas to a welcoming party (10-30) where a pair of tickets to the Stones' Cotton Bowl show were given away.

U93 (WNDU-FM)/South Bend is having listeners participate in the "Winning Combination" contest. A single digit is given out in each show, and at the end of each day, a caller is asked to put together the winning combination of numbers for valuable prizes.

WTIC-FM/Hartford is running a spinoff on "Hi-Lo"...they call it "The \$1000 Number" game. Callers guess at the number and if they hit it on the head, they win \$1000. So far the station has awarded \$11,000 in prizes.

WAYS/Charlotte is getting ready for Thanksgiving by soliciting entries for the "WAYS Golden Turkey Top 40." Listeners send in their three votes for what they think are the worst records of all time.

Q106/York is running the "Secret Sound" contest. Hourly guesses give listeners a shot at winning \$106 for a correct identification. PD Dan Steele reports lots of good response from the contest, and has structured it for a recap of the clues on the morning show to recycle the audience around.

WOW/Omaha and a local theater group cosponsored a week-long production of "Grease." At the end of the run, the station gave away "Greased Lightning," the car in the play, in reality a 1957 Chevy.

#### Motion

WOW/Omaha welcomes new morning man Joe Palka from WRIE/Erie...WNOX/Knoxville adds some new air talent: morning man Phil Williams from WMYU/Knoxville, midday personality Gary Beach from WFLY/Chattanooga, Jim Donovan from across town at WKGN doing afternoons, and Jay Harker coming in from WKOR/Starkesville, MS as afternoon news anchor.

WDMS/Greenville PD Todd Martin leaves to join 95SGF/Savannah. Replacing him is Allen Reynolds, who's promoted to PD from Production Director...Barb Richards joins WNDU-AM/Indianapolis from KLO/Ogden.

KOFM/Oklahoma City adds a bunch of new people: Lindy Cole from across town at KLNK to do middays; John David Wells moves across town from KLTE to do evenings; all-nights are now being handled by Jim Wood who comes over from KJYO/Oklahoma City, as well as Linda Powell for weekend work; Charlie Stone joins from across town at KJYO to do weekends; and KOCY/Oklahoma City loses newsperson James Banzer...what a raid on the whole city!

kZZP/Phoenix has moved into its new studio and business offices located at 727 S. Extension, Mesa, AZ 85202. The new phone number is (602) 964-4000, and PD Dave Anthony reports the facility is a showplace... Congrats to former kRBE/Houston PD Clay Gish and wife Nancy on the birth of their first child, Dawn Victoria on November 1. Clay is now VP/GM of Houston-based Metro News, as well as producing independent video projects.



KIIS MY FREEZE FRAME — On the day of release of EMI-America's J. Geils Band's LP, "Freeze Frame," a special delivery entourage made their way around Los Angeles radio stations. Shown (I-r) is EMI-America/Liberty Netional Promotion Director Jack Satter, Playboy Playmates Tera and Piper (flanking KIIS-FM PD Don Benson), and the label's regional AOR Promotion Manager John Hey.



MAYS STILL PICKS OUT THE HITS—The legendary hit maker Willie Mays stopped in at WDRC-FM/Hertford for a visit recently and showed the staff he could still "pick the hits." Shown (I-r) are efternoon driver Steve Skipp and Mays.

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WAKX SKATES ON PRETTY ICE — WAKX/Duluth helped the town celebrate the 1981 world premiere of the Ice Capades. The station handed out free Dr. Pepper end station mugs to all who attended. Shown backstage (I-r) is an unidentified Ice Capader, afternoon drive personality Keren Thomas, MD Jon Armstrong, world champion sketer Charlie Tickner, and enother unidentified Ice Capader.

#### A CONSULTING FIRST!

See Page 5 for complete details about "The Todd Wallace Money-Back Guarantee."





# KOOL OC MCGANG

PRO-FM add KSLQ add 30 WBLI add WOKI add WGH add WKDQ add KIDD add FM102 add 30 KGGI add 19 KJRB add KCPX add Z102 add 35 WFOX add WRKR add 99KG add WIFI on WXKS-FM 5-5 JB105 31-28 WPGC on 793 deb 30 Y100 11 Q105 25-23 WCKX 24-23 CKLW 18-16 WGCL 21-19 WKTI on **KEARTH 22-19** KRLA 26-18 KFI deb 29 KIIS-FM 22-18 KIQQ 18-14 KFRC 11-9 KJR 15-14 KYYX 32-28 WTIC-FM 15-13 KC101 25-20

WKEE 39-33 KZFM deb 28 KSET-FM 19-15 KHFI deb 27 WTIX 32-29 B97 28-24 KROK 26-19 WFMF 21-15 WJDX 18-14 KXX106 30-26 G100 26-21 Y103 28-25

ВЈ105 37-34 WDOQ 26-22 WBBQ 29-17 FM100 23-16 WHBQ 12-5 KX104 deb 29 WMAK-FM 24-19 WSEZ 25-23 WANS-FM deb 26 **KYNO-FM 8-4** KNBQ 23-18 **KHYT 2-2** 

WFLB 27-19 KILE 28-20 KPUR deb 26 Q101 deb 29 KWLO deb 24 KYYA deb 27

...Plus Many More



# PARALLEL ONE PLAYLISTS

#### **EAST**



Providence

WKBW Buffalo

PD: Nell McGinley

MD: Jon Summers

PRO FM Providence

PD & MD: Gary Berkowitz

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WABC 77

New York PD: Jny Clark MD: James Golden



PD: Sonny Joe Whit MD: Vinnie Peruzzi

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MMUSICRADIO

Washington, D.C. PD: Alan Burns

MD: Frank Holler

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MD: Brad Jones

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PD & MD: Liz Kiley

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PD: Jan Jeffres Baltimo

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CFTR680 Toronto

PD- Bill Gabl Music Coordinator: Cyd Kaplan

Music Coordinator: Cyd Kapla

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# 3 | Continuation of A Girl

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MD: Clarke Ingram

Clarke Ingram

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Washington, D.C.

MD: Jim Elliott

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SOUTH



PD: Bill Tanner MD: Mark Shands

MD: Mark Shands

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A Miami

PD: Keith Isley WINZ-FM MD: Johnny Dolan

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MD- Jeff McCartney

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PD: Scott Sha

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PD: John Young

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MD: Dale O'Brien

MD: Dale O'Brien

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MD: Sandra Bobek

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AGDS 25, 29 TRIMBHINGS C Power EDDIE ANDSTRY Someone Could Love A MALL 6 ORTES/E CONTY GO For That S

**MIDWEST** 



PD: Dave Denver



PD: Maja Britton Asst. PD: Mike Schmidt

ADDS 29, 30, 31, 33 REALING STORE/Smilling On A Friend LOYEMOT/Smrking For The tmobile CARS/Shoke IP Up

PD: Jim Fox

MD: Tony Galluzzo

JIM-Fox

Tony Galluzzo

1 - India & Malaspiriums Epin

2 - Lindia & Malaspiriums Epin

3 - Lindia & Malaspiriums Epin

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4 - Shall Galliffreger 1 to the ling \$1.51

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#### 800/CKLW **ROCK'N TALK**

Detroit PD: Pat Holiday MD: Rosalie Trombley

Rosale Trombley

JOBI GRIDA, Nat Top for A Sirt Indian Control of Class Indian Indian Control of Class Indian Indian Control of Class Indian India

AEDS 26, 28
GEGAGE BERSON/Turn Your Love Around
JUICE MERFON/The Sweetes? Thing til



PD: Jim Brown MD: Rick Brown

SHEEM EASTON/For Your Eyes Only
DOMESTIC STORY
AND SHEET STORY
AND SHEET SHEET SHEET SHEET
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AGDS PAUL CAVES/Goot Night GRUNGE BERSCH/Turn Your Leve Around

#### WGQLOB Cleveland

PD: Bob Travis

Asst. PD & MD: Jay Stone

H 1 | FORLIBER/WILLING For A GIF |
2 | Holl. | O'NES/PH-VIR Bland |
1 | 1 | Holl. | O'NES/PH-VIR Bland |
1 | 2 | Holl. | O'NES/PH-VIR Bland |
1 | 2 | Holl. | O'NES/PH-VIR Bland |
1 | 3 | Holl. | O'NES/PH-VIR Bland |
1 | 5 | O'NES/PH-VIR Bland |
1 | 6 | O'NES/PH-VIR Bland |
1 | 7 | O'NES/PH-VIR Bland |
1 | 6 | O'NES/PH-VIR Bland |
2 | 0 | O'NES/PH-VIR Bland |
2 | 0 | O'NES/PH-VIR Bland |
2 | 0 | O'NES/PH-VIR Bland |
3 | 0

BILLY JOEL/Sho's Got A May

Bit GES/LIVEN, Each
JUGE HERVELY BE Seed on Thing II
JUGE HERVELY BAND/Content To 18
BELL DIAMON/Content To 18
BELL DIAMON/Content To 18
BELL DIAMON/Content To 18
BELL DIAMON/Content To 18
JUGE HERVELY BAND/CONTENT TO 18
JUGE LEARNY/CONTENT TO 18
JUGE LEARNY/CONTENT
J



St Louis

PD: Rick Torcasso MD: Johnny King

26 28 POINTER SISTERS/SION HEND 29 29 CARL CARLTON/She's A Bod Mama Jame A 30 KOOL & THE GANG/Toke My Hear?



PD: Chuck Knapp MD: Kim Jeffries

: Kim Jeffres

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ACOS GARRAR STREISAND/Comin\* IN And Out OF MALL & GATES/+ Con\*+ Go For ThatiN

SENSY BEGGETS/Blaze Of Glory JUICE RESTON/The Sweets Thing II CAL/Physical MARTY BALIN/Arturny Ledy (Schotte)



PD: John Driscoil MD: Bill Shannon

De Bill Shannon

3 1 1 004 (collibrativity) for A Cirl 1
2 Mill. A CIRL SMITS MY Late Eyes
2 3 0A4 FCAG LIST SMY Late Eyes
2 3 0A4 FCAG LIST SMY Late Eyes
3 5 0A4 FCAG LIST SMY LATE EYES
4 30 5 0M13 CICCOS MY LATE EYES
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ADDS 25, 30 PAUL DATIS/GOT Hight SMEAKER/Rord Than Just The Tw SEE GES/LI-ing Eyes



PD: Dave Denver

D: Dave Denver

1 | I = Malk & GallsyPrivate Even

2 | ROLLINGS STORE System Res 10

3 | FORLINGS STORE System Res 10

4 | FORLINGS STORE SYSTEM Res 10

5 | FORLINGS STORE SYSTEM STORE STORE STORE SYSTEM RES 10

5 | FORLINGS STORE SYSTEM RES 10

59 BILLY SQUIER/My Kind Of Lover RUSH/Closer To The Magri

### **WDRQ**器

Detroit Acting PD: Cliff Winston MD: Steve Summers

MD: Steve Summers

# 4 1 FORE GREAT ALT OF FOR 6 CFT

# 5 1 FORE GREAT ALT OF FOR 6 CFT

# 5 2 FORE GREAT ALT OF FOR 6 CFT

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# 5 2 FORE

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706m Cleveland PD: Bob McKay

PD: BOO MCKAY

2 2 FORLIGHT AND THE POP A STP |

1 3 2 A IN SUPPLY PROP I THE LIVET HERE

3 3 DAY FORLIGHT AND TO SEP A STP A

EMBF/Let's GroovE ArICE MEMION/The Sweetest Thing (F PAUL DAVIS/Coof High?



MD: Donna Walker

MORE
DISENTED IL/LOND Princes 
BIS CASENTED IL/LOND Princes
BIS CASENTED IN THE FEBRUARY 
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#### WEST



Seattle PD: Tracy Mitchell MD: Norm Gregory

ID: Norm Gregory

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2 0 Jake Modd/walling for odd First
11 1 COMMODING TO Foots First In
11 1 COMMODING TO Foots First In
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3 0 All SHIPT FORWARD TO LAST SHIPT
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BARBAR STRUISAND/Comin! In And Guf Of MALL & ORTES/I Con'T Go For That!N ROTAL PHILHARMEN//Pooned On Classics

RCLLING STORES/Notting On A Friend ENHLLIMACKING Girl (Gone, Gone, PAML DAVIS/Gool Hight RCG STEMANT/Young Turks

### KRLABII

Los Angeles PD: Jack Roth

MD: Rick Stancato

H 3 1 844/L911 Grove
2 2 Gut/mystcal comes
2 3 Gut/mystcal
1 3 GO GO S/DD L10 Myst Seel and
1 3 GO GO S/DD L10 Myst Seel and
2 3 Gut/mystcal
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8 0 Life / De Myst Mystcal
9 Life / De Myst Mystcal
1 10 HeLL 8 L41 S/Mystcal
1 10 HeLL 8

MEIL DIAMEMENTESTETATE & Songe MALL & GATES/I Cen'T Go For ThatCH ELG/Tellight REMOVEE HILEAS/I boulon'T Hove Misse

MINIST BURNING/I BOUGHT HOW MISSO
LINGSET BURNING/I TOWNER
RINGS THE MINISTER BURNING/I TOWNER
RINGS THE MINISTER BURNING BURNING
RINGS THE MINISTER BURNING
RINGS THE MINISTER BURNING
RINGS BURNING
RINGS BURNING
LINGS BURNING

Los Angeles COLUMN Los Ang

PD: Paula Matthews MD: Robert Moorhead

D: Robert Moorhead

2 1 004/Physics 1
2 5 648/Thurst Croove
3 2 904, ICC/Sterry Little Thring Sh
3 2 648/Thurst Groove
3 3 904, ICC/Sterry Little Thring Sh
4 548, ICC Sterry Little Thring Sh
5 25, ICC Sterry Li

PALL DAYIS/GOD! RIGHT QUEEN/BORIE/Under Pressure MODDY BLUES/Telsing Out Of Turn JOHN HALE BAND/Grezy

JOHN HULL BAND/Crait to for That III status RULL BAND/Crait to for That III status RULBS/SILEN OF Gorgo Committee Band RULBS/SILEN OF Gorgo Committee Band RULBS/SILEN BAND FOR THE BAND FOR THE LAND RULBS/SILEN BAND FOR THE BAND FOR T



PD: Steve Rivers MD: Chaz Kelley

MOLLING STORES/Start No Lip DAN FOOELBERG/Mord To Say CHILLINGS/My GIF! (Gone, Gone POLICE/Every LITTE Thing Sh DISEL/Saussito Summeright HISE POST/The Thome From HIII, HALL & GATES/Private Eyes ABS/Allies

3 DESCIVATIONAL TO SUMMER AND THE ASSET OF T

EZRock 1065 FM San Jose

PD & MD: Bob Harlow

ADDS EDDIE AAMBITT/Sommone Could Lose A GREG CAME/Let Me Love You Orce CAME/Shane IP Up GD GDIS/Gur Lips Are Seeled ROMBIE MILSAP/I Mouldn't Heve Hisse

#### 64 KFI The "I hit station.

Los Angeles PD: Tom Bigby MD: Roger Collins

Roger Collins

1 'Milliodifyreling for A Girl

2 'Milliodifyreling for A Girl

2 'Milliodifyreling for A Girl

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3 his Signty-free if he Clark them

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30 2n ELO/Twillight 0 20 KOOL & THE GANG/Tone My Heart In 10 Martin View's Cryling Now HALL & CATES/I Cents Go For Thet/II
BANDA STREISAND/Cents! In And Dat Of
LEGISES BERSON/For Tour Love Pround
PALL CATES/COOL High?
BILLY JULY/Nets Go A Ney
BILLY JULY/Nets Go IN Ne
CLM BILLEAN/Gentiss In The Air

CAN RECENTIONIES IN THE HIT TOO MAY GENERAL SECTION FOR A TOO MAY A TOO MAY

610 # KFRC

San Francisco

PD: Gerry Cagle MD: Sandy Louie

ROD STEART/Young Turks GENESIS/No Reply At All MIDNIGHT STAR/YURY

REMAINE JACKSON/1's Just Too Shy J. GI LIS BAND/Contertal SAE SAAD/Looker STREEK/ONE fore Hight CHILLI BACK/IN GIFT I GONG, GONG, MICKS & MERITY/Lesther & LOCE SANDT BROBK/Run To Ne

**26**5 KYYX

Seattle PD: Chet Rogers MD: Elvin Ichivama

N 1 1 FUREIGNER/Welting for A Girl N 4 2 POLICE/Every Little Ining Sh

1 | FARK CONTENENTS of For A Ciri |
2 | POLICE (Filery Little Inleng St )
3 | COMPOSITION |
4 | COMPOSITION |
5 | COMPOSITION |
5 | COMPOSITION |
5 | CALL |
5 | CALL |
6 | CALL |
6 | CALL |
6 | CALL |
7 | CALL

PAUL DATIS/COOI Hight REALING STONE/Haiting On A Friend CARS/Shake IT Up GAIG LARE/Lat he Love for Once LAIGE REBRUT/THE SHARE THE THING IT ROTAL PHILH-MARKALI/HOCKED ON Cleanics

KIISFM 102.7 Los Angeles

PD: Don Benson MD: Danny Lemos

MD: Danny Lemos

10 11 Ght/Physical
11 2 Hold Physical
12 2 Hold Physical
13 2 Hold Physical
14 3 CO COTS/COT Lips Are leasted
15 2 CO COTS/COT Lips Are leasted
16 2 CO COTS/COT Lips Are leasted
17 5 Lips Are leasted
18 10 CO COTS/COT Lips Are leasted
18 10 CO COTS/COT Lips Are leasted
19 5 Hold Lips Are leasted
19 6 Hold Lips Are leasted
19 7 Cott Lips Are leasted
19 7

RINGS STANGENERS My brain RIN CARNES/Ristshon Identify HALL & GATES/I Can'9 Go For Thatch



PD: Jack Regan MD: Alan Sledge

GD GD'S/Cur Lips Are Smaled QUINCY JONES/Just Cone J. GELLS BAND/Conterfold C. CHILSTAN/F May Town J. Need To. HCMRIE MILSAP/S MOUIDATE May Misse

3 San Diego

PD: Jeff Lucifer MD: Rick Gillette

MD: Rick Gillette

1. 1. CO GO: FOR Ligs. We shall be
2. 2. CoRR. DRGS Ar How to be all the control of the cont

STEVE NILLER BAND/Moore Libe & Meet GENESSEND Reply of AI LINDSEP BACKINGWAYFOLDE NICES & HERLEFLOATHOR & Exce MIL DIAMOND/Festerday's Songs DILLIMACATHOR GIP: (Cons., Cons.,



MD: Steve Goddard H 7 1 RGO STEWART/Young Turks 2 2 RICK SPRINGF (ELD/I've Cone Everything H 6 3 ChillimACK/Ny Girl (Gone, Gone,

2 3 IDDL SERVING (ELD)\*\* For Enne CourtyPring
3 CHILL BROKEN (Eric Enne CourtyPring
4 1 5 CHILL BROKEN (Eric Enne Courty
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ADDS CARS/Shake IT Up PAUL DRYS/Cool HighT LDYEBUY/Norving For The Brake LDDIE WASBITT/Someone Could Lose A



PD: Doug Erikson MD: Gloria Avila

MD: Gloria Avila

1 1 2 0 the rodulation representation of the second of

HALL & QRTES/I Con'T Go for TheTIN BAMBAR STRIISAND/Comin' in And OUT OF PALA GAVIS/Cool Night EDDIE HAMBITT/Someone Could Lose A CO GO'S/Cor Lips Are Seated

CHILLIMACK/My Girl (Gone, Gone, C. CAR(ST/AM/) Bant You, I Make Yo

#### 101 FM Los Angeles PD: Bob Hamilton

MD: David Grossman

MD: David Grossman

1 1 1 (bit/pmysical
2 0.00 (bit/pmysical
3 0.00 (bit/pmysical
3 0.00 (bit/pmysical
4 0.00 (bit

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

playlist.

#### EAST Most Added . Hottest

Hall & Oates Paul Davis

Foreigne Olivia Newton-John Police

# DS & HO

Music Key: (DP) indicates the sony 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

Hall & Ontes Eddle Rabbitt Olivia Newton-John Care Commodores **Rod Stewart** 

#### **EAST**

PARALLEL TWO

WBBF/Rochester, NY JUICE NEWTON QUARTERPLASH RONNIE NILSAP RUNHIS
HOTEVEL
AIR SUPPLY 3-1
FOREIGNER 11-4
BARBY MANILON 9-6
DIANA ROBS 18-11
BICKS & HEMLEY 22-15

WICC/Bridgeport, CT Bob Mitchell

HALL & GATES TARE HILLY JOEL HALANCE HTEVE CARLIBLE HOLL STRINGFIELD 3-3 AICH STRINGFIELD 3-3 ONJ 7-5

WICE/Huntington, WV Gary Miller

BILLY JOEL
REMNY ROGERS
CARS
CARS
GRID LARE
LOVERROY [dp]
DOWNIE 1HIS [dp]
HOLLOST,
FOREIONER 2-1
ONJ 8-1 ONJ 8-3 POLICE 10-5 NICKE & HENLEY 22-11 QUARTERFLASH 20-14

WPST/Trenton, NJ

CARS
BILLY JOEL
BOLLING STONES
Hottest:
FOREIGNER 6-1
POLICE 7-4
GEWESIS 11-7
JOURNEY 18-13
QUARTERFLASH 23-17

WTRY/Albeny, NY

BHI Calvill BAIL & CATES
BARBRA STREISANO
GEORGE RINBON
HOLLEST
FOREIGNER 3-1
ONJ 10-6
DIANA ROSS 21-12
QUARTERFLASH 23-18
JOURNEY 24-20

BARBRA STREISAND CARS PAUL DAVIS JUICE NEWTON STEVIE WOODS Hottest: FOREIGNER 1-1 AIR SUPPLY 2-2 QUARTERFLASH 16-9 CHILLIWACK 22-14 NEIL DIAMOND 2B-20

KC101/New Haven, CT

HORROST HALL 6 OATES 2-1 ONJ 6-3 POREIGNER 11-5 NICKS 6 MENLEY 20-12 EW&F 21-16

WFBR/Baltimore, MD Andy Baulineki

HALL & OATES KENNY ROGERS KENNY ROBERD Hottest: ONJ 4-1 CHILLIWACK 12-7 QUARTERFLASH 16-12 ROYAL PHILHARMONI ; LUTHER VANDROSS 27-

WBLI/Long Island, NY BIII Terry

ONJ
BILLY JOEL
KOOL & THE GANG
HALL & CATES
HOTHER
HALL & CATES 1-1
DIANA ROSS 20-14
ONJ A-16
ROD STEMART 25-19
LINDSEY BUCKINGHA 27-22

WTIC-FM/Hartford CT

STEVE MILLER BAND
J. GETLS BAND
HALL & GATES
HOTLEST,
FUMF 1-1
POLICE 9-5
FOREIGNEF 12-6
COMMODORES 11-7
DIANA ROSS 21-15

U108/York, PA

GO GO'S
GEORGE REMSON
PAUL DAVIS
BARRA STREISAND
LOVERSCY
DOM MCLEAN
HOTEGER
FORLIGHER 1-1
GMJ 6-3
ROD STEMART 15-0
JOURNEY 22-15

WHFM/Roohester, NY Almes Pack

LUTHER VANDROSS BALANCE EDDIE HARRITT QUARTERPLACH

K104/Erle, PA BIII Bhannon

ONJ LOVERBOY ROLLING STONES HILLY JOEL CARS STEVE CARLIBLE Hottest: FOREIGNER 1-1 CLIFF HICHARD 2-2 BOB SEGER 3-3 AIR SUPPLY 14-8 JOURNEY 17-30

V100/Charleston, WV Jay Jarvie

GEORGE BENSON
JUICE NEWTON
C. CHRISTIAN
HOTLEST:
COMMODONEN 2-1
AIR SUPPLY 3-2
BARRY MANILOM 5-4
POREIGNER 7-5
ROD STEMMART 21-11

WKRZ-FM/Wilkee Barre, PA

RONNIE MILSAP PAUL DAVIS SURVIVOR ROLLING STONES LOVERBOY LOVERBOY HOLLOST: ONJ 3-1 POLICE 4-2 DIANA ROSS D-11 GENESIS 23-12 STEVE MILLER BAND

82FLY/Albany, NY Jack Lawrence

OCLLING STONES
OREG LAKE
JUICE NEMTON
HOLLOSI
FOREIGNER 2-1
POLICE 7-4
ONJ 13-6
CC00-ODORES 13-7
ROD STEMART 16-12

WVBF/Boston MA Reg Johns

STEVIE WOODS RONNIE MILSAP PAUL DAVIS BARBRA STREISAND JOEY SCARBURY JOBY SCARBURY
HOTEGET
MIRE POST 3-1
BARRY MANILON 11-9
QUINCY JUNES 12-10
ANNE MURRAY 23-19
NEIL DIAMOND 29-25

WCAO/Beltimore, MO Scott Richards

GENESIS EDDIE RABBITT PATTI AUSTIN BILLY JOEL Hottesti ONJ 3-1 BARRY MANILOW 10-4 ROD STEWART 13-7 DIANA ROSS 17-10 NICKS & MENLEY 28-21

WORC-FM/Hartford, CT Paul Roberts

GEORGE BENSON HALL & OATES POLLING STONES EDDIE RABBITT GREG LAKE GREU LANE Hottest: BOB SEGER 1-1 RCLLING STONES 2-2 ONJ 6-3 POLICE 5-4 FOREIGNER 7-6

WRCK/Utica. NY

CARS
PAUL DAVIS
GREG LAKE Hottest: FOREIGNER 3-1 ONJ 12-5 POLICE 10-7 ROD STEWART 18-11 CHILLIWACK 20-15

CARS
HALL & OATES
HOLL & OATES 1-1
ONJ 6-4
CHILLIMACK 15-8
JOURNEY 16-11
ELO 20-16

WPHO/Buffelo, NY John Piccillo

John Piccitio
HALL & OATES
LOVERSOY
ROLLING STONES
QUEEN/BOWIE
CARS
JOHN HALL RAND
KINKS
HOTLERIT
PORTIONER 1-2
FOREIGNER 3-2
RICKS & HEMLEY 6-5
ROD STEMART 9-7
STEVE HILLER BAND 22-1

WLAN PM/Lancaster, PA Dave Russell

HALL & CATES
BARRIA BTREEBAND
FINGO BTARR
BORAL PHILMSHOW! DEVO DONNIE IRIS DONNIE 1816 Hottest: FOREIGNEH 1-1 AIM SUPPLY 2-2 ONJ 6-1 CHILLIMACK 13-7 ROD STEWART 10-8

#### PARALLEL THREE

13FEA/Manchester, NH

Reith Lemire

GO GO'S
EWAF
HALL & CATES
BILLY JOEL
REMMY MOGERS
CARS
HOTLOST
HOTLOST
COMMODORES 10-2
FOREIGNER 12-3
ONJ 9-6
LINDSEY BUCKINGHA

JIM Merth

PAUL DAVIS

GREG LAKE

MODDY BLUES

EDDIE RABBITT

Hottest:
BOB SECER 1-1

ONJ 4-2

EMAF 5-3

JOURNEY 9-5

POLICE 6-6

WFBQ/Altoons, PA

Tony Booth PAUL DAVIS DON MCLEAN LOVERBOY CARS RINGO STARR RINGO STARR
HOTTOST
HO

WGUY/Bangor, ME Devid Cole

HALL & OATES SNEAKER
JOURNEY
BILLY JOEL
CARR
DON MCLEAN
HOttest:
FOREIGNER 10-1
NICKS 6 HENLEY 20-20
DIANA ROSS 27-23
DEVO D-26
KNACK D-27

WJBQ/Portland, ME Brian Phoenix

NICKS & HENLEY DEVO RONNIE MILSAP HALL & OATES HALL & GATES LULU QUEEN/BOWLP KIM CARNES MOODY BLUES GREG LAKE BILLY JOEL HOTCEST DAN FOGELBERG 3-1 FOREIGNER 10-3 POLICE 15-8 ONJ 17-9 JOURNEY 21-14

WTBN/Dover, NH

JAM Sebester

GO GO'S

HALL & GATES
GEORGE BENSON
RINGO STARR
ELO
ROYAL PHILHARMONI
CARS
PAUL DAVIS PAUL DAVIG HOLLEST: ONJ 5-1 AIR SUPPLY 3-2 BARRY MANILON 7-4 ROD STEWART 9-5 FOREIGNER 14-7

WHILE MITCHER
BARBRA STREISAND
NEIL DIAMOND
OUZEM/BONIE
SNEAKER
HALL & GATES
CARS
HOTESEL 1-1
GENESIS 12-7
ELO 22-12
J. GEILS BAND 30-20
CHILLIMACK 0-21

WLAM/Lewiston, ME Chris Layne

JOHNNY LEE BARBRA STREISAND Hottest: COMMODORES 1-1 AIR SUPPLY 3-2 POREIGNER 4-3 DIANA ROSS 5-4 POLICE 21-5

95XIL/Perkersburg, WV Terry Lee Collins

ONJ HALL & CATES ROLLING STONES CARS STEVE CARLISLE STEVE GARLIOLE
HOTLEST:
POREIGNER 2-1
DIESEL 9-5
DOLLY PARTON 14-6
TARNEY/SPENCER BD 15-8
RONNIE MILSAP 31-21 WACZ/Benger, ME Michael O'Hare

Michael O'Here
REMNY BOGERB
EDDIE BABBITT
HALL 6 OATES
EWAP
HOTLERIT
FOMEIGNEH 2-1
HALL 6 GATES 4-3
ONJ 6-4
POLICE 1D-7
ROD STEWART 21-16

WZYQ/Frederick, MD Bose Hose

Bose Mose

BANBRA STREINAND

GREG LAKE

EDDIE HABBITT

RED BIOER

OZEY OBBOURNE

MAINBOM

RUSH

HOTLOBE

FOREIGNEN 3-1

DAN PEGELRESS 6-5

CHILLIMACK 20-7

COMMODORES 14-9

RICK JANES 13-11

WOMP-FM/Bellaire: OH

Steve Allen NALL & CATES
GEORGE BENSON
CARS
EDDIE RABBITT
JOHN ENTWISTLE
ROLLING STONES
BEE GZES
JOURNEY JOURNEY
Hottest:
FOREIGNER 1-1
COMMODORES 6-3
POLICE 7-4
JOURNEY 12-8

WHEB/Portsmouth, Rick Been HALL & CATES GEORGE BENSON RONNIE MILSAP RONNIE MILSAP HOLLEST: HALL & QATES 1-1 COMMODORES 9-4 FOREIGNER 10-5 OMJ 14-7 POLICE 21-10

#### SOUTH

**PARALLEL TWO** 

HALL & CATES

ELO
BILLY JOEL
QUEEN/BOWIE
KISS
MEAT WIEST LOAF STEVE CARLISLE HOTTER CARLISLE HOTTER CARLISLE FOREIGNER 6-3 POLICE 11-6 JOURNEY 20-12 NICKS & HENLEY 27-19

KEEL/Shreveport, LA Kevin Oavie

HALL & CATES
BEF GRES
DON MCLEAN
HOTT-BEI
AIR SUPPLY 1-1
DAN FOGELBERG 3-3
FOREIGNER 9-7
ONJ 17-9
ROYAL PHILHARMON1 26-

KTSA/Sen Antonio, TX J.J. Rodriguez

ELO
GEORGE BENSON
HOTTERT:
HALL 6 OATES 2-1
ONJ 13-B
RICK JAMES 15-10
FOREIGNER 19-14
COMMODORES 27-21

KXX106/Birmirigham, AL

Chris Tro...

CARS
GO GO 'S

BARBRA STREIGAND
MODDY BLUES
SNEAKER
HOTTOST
POLICE 3-1
JOURNEY 15-6
ONJ 17-7
ONJ ONJ 17-7 BARRY MANILOW 14-R DIANA ROSS 27-19

WAKY/Louisville, KY

PAUL DAVIS STEVE MILLER BAND HALL & OATES HOTES BARRY MANILOW 6-2 FOREIGNER 11-5 LULU D-13 NEIL DIAMOND 20-16 EDDIE RABBITT 23-16 WAXY/Ft Lauderdale, FL

HALL & GATES Hottest: COMMODO COMMODORES 5-1 POREIGNER 6-2 DIANA ROSS 9-6 MIKE POST 13-8 ONJ 11-9

WAYS/Cheriotte, NC

GEORGE BYNSON
PONNIE MILSAP
PAUL DAVIS
HOTERST
ONJ 1-1
CCMMODORES 3-3
FOREIGNER 4-4
BAPRY MANILOM 8-5
ROYAL PHILMARMONI 11-8

WBHQ/Augusts, QA Bruce Stevens

CARB RINGO STARR LE GEAR ONJ 10-7 ROD STEWART 14-9 QUARTERFLASH 19-13 ROOL & THE GANG 29-17

WFMF/Baton Rouge, LA Rice/Wethins

PAUL DAVIS
HOLL & OATES
PAUL DAVIS
HOLLOAUS
HOLLOAUS
HOLLOAUS
HOLLOWS
HOLLOWS KOOL 6 THE GANG 21-15 BAHBHA STHEISAND 30-21

WGH/Norfolk, VA Bob Ceneda

BILLY JOEL FILLY JUBL
FLO
KOOL & THE GANG
TEMPTATIONS
IREME CARA
LOVERBOY
BALANCE
HOTCEST
HOTCEST
JUBREY
FORFIGHER 6-3
DIANA HORS 11-7
NEIL DIANGHD 70-9
JUICE HEMTON 27-14
WMARG/Memphs TN

WHBQ/Memphis, TN Mike Scalzi JUICE NEMTON
GEORGE BENSON
HALL 6 QATES
RONNIE MILSAP
BEE GEES
EDDIE RABBITT
HOTTOST
OREIGNEN 3-2
COMMODORES 10-4
ROOL 5 THE GANG 12-5
DIANA ROSS 14-7

WJOXJackson, MS

PAUL DAVIS
RONNIE MILGAP
BARBRA GTREISAND
QUEEN/SOMIE
HOTTER
COMMODORES 1-1
HALL & GATES 2-2
ONJ 5-3
AIR SUPPLY 7-6
ROD STEMART 16-10

WSGN/Birminghem, AL

Wah Brown
EDDIE RABBITT
KENNY ROGERS
ROYAL PHILHARMONI
HOLEBSI
FOREIGNER 2-1
BARRY MANILON
11-5
ROD STEWART 12-7
DIANA ROSS 15-11
ONJ 21-14

WTIXUNew Orleans, LA Gery Franklin

ELO ROYAL PHILHARMONI ROYAL PHILHARMONI
GEORGE BERSON
RONNIE MILSAP
J. GEILS BAND
SNEAKER
MOODY BLUES
HOCLES
HOLLS CATES 1-1
DIANA ROSE 22-11
NICKS 6 HENLEY 23-12
STEVE MILLER BAND 34QUARTERFLASH 31-21

PAUL DAVIS HOTLOGE: FOREIGNER 2-1 POLICE 5-2 OLJ 10-4 JOURNEY 12-6 ROD STEWART 13-9

WRVQ/Richmond, VA Bill Thomas

BILLY JOEL SNEAKER GO GO'S GO GO'S Hottest: FOREIGNER 7-1 CHILLIWACK 10-5 POLICE 9-6 CUARTERFLASH 15-7 EDDIE MABBITT 13-8

FM100/Memphis, TN Tom Prestglecomo

ROYAL PHILHARMONI BARBRA STRFIGAND GENERIS (dp) HALL & GATES (dp) HOLLER (dp) WSKZ/Chattanooge, TN

Adem Cook

Adam Cook

QUEEN/BOWIE
PAUL DAVIS
HOTTORIGHER 1-1
POLICE 6-4
ONJ 7-5
JOURNEY 12-B
ROO STEWART 14-9

KINT/EI Paso, TX

Jim Zippe

GREG LAKE

DEL SHANNOM
BILLY GOUTE
DONNIE 18:8

IREME CARA
KISS

AL JARREAU
BOS WELCH
BOLLING STONES
CARS
RUSH
MOUDY SLUES
ROCK 10:0

FOR EIGNES 4-2

JOUNNEY 11-7

NICKS 6 HEMLEY 14-8

GENESS 15-14

KX104/Nashvilla TN

ELO
GEORGE REMBON
MCODY BLUES
HOLLEST
AIR SUPPLY 2-1
BOD HTEMART 17-9
EWSF 21-11
NICKS & HENLEY 27-15
LIHOSEY BUCKINGHA 25-16

KJ100/Louisville, KY Kevin O'Nesi Rown O'Nesi

QUEEN/SOWIE

EDDIE RABBITT

BILLY JOEL

BILLY SQUIER

SHOOTING STAR

MOTERAT!

DAN FOGELBERG 2-1

TARNEY/SPENCER 60 6-3

AIR SUPPLY 11-6

JOUNNEY 16-11

MICHAEL STANLEY B 22-1

KHFI/Austin, TX

BEE GEES HILLY JOEL GEORGE BENSON BARBRA STREIBAND CARS BARDRA DIPLEMENT OF THE PROPERTY OF THE PROPER

KBFM/McAllen Bre

Steve Qwene Stave Qwene
RINGO STARR
HALL 4 GATES
J. GEILS BAND
QUEEN/SOWIE
GREG LAKE
SURVIVOR
BARBRA STREISAND
HOTTER
FOREIGNER 1-1
ROD STEMART 3-3
ONJ 4-4
POLICE 5-5
NEIL DIAMOND 24-24

WQRIUNorfolic VA

HALL 6 CATES
Hottest:
HALL 6 CATES 3-1
QUINCY JONES 6-2
COMMODORES 10-6
POREIGNER 13-8
BARRY MANILOW 16-13

KFMK/Houston, TX

JUICE NEMION
EDDIE RABBITT
PAUL DAVIS
HOTE-BET STATE
CHRIS CROSS 1-1
ROYAL PHILMARMONI 5-4
QUINCY JONES 6-5
BARRY MANILOM 12-8
LUTHER VANDROSS 14-10

KQ94/Little Rock, AR

HALL & CATES
HOODY SLUES
ROYAL PHILHARMONI
RONNIE MILSAP
PAUL DAVIS
HOTEGRER 2-1
AIR SUPPLY 4-2
POLICE 6-4
GENESIS 14-7
ROD STEWART 19-9

Q100/Mobile, AL Scott Griffith

Boot Griffeh
EDDIE RABBITT
BARBRA STREISAND
ROLLING STONES
MOTEURIC
FORFIGHER 2-1
ONJ 3-2
POLICE 4-3
ROD STEWART 12-7
JOURNEY 14-10

WAAY/Huntsville, AL Jim Kendricks EWAF BPE GEES

ELO BILLY JOEL NICOLETTE LARSON SUE SAAD HOttest: FOREIGNER 2-1 ONJ 3-3 DIANA ROSS 10-B NICKS & HENLEY 12-9 RONNIE MILBAP 24-16

CK101/Cocos Beach, FL Steve Ocean

EDDIE RABBITT
OUZEN/BONIE
BARBRA STREISAND
HOTEGET
FOREIGNER 1-1
GENESIS 16-7
DIESEL 15-8
OUNTERFLASH 17-10
COMMODORES 23-12

WBEZ/Winston Balam, NC

HAD Mekuray

LOVERBOY
HALL & CATES
EDDIE BABSIT
BABSEA STRISAND
BEZ GEES
J. GELLS BAND
GO OO'S
BOST 2-1
FOREIGNER 12-4
POLICE 13-6
ROD STEMART 11-7
DIANA ROSS 20-13

KLAZ/HIMIS ROSS AS

KLAZ/Little Rock, AR Rhonde Curtle

Rhonda Curte

ALABAHA
LULU
JEHWAINE JACKBON
BILLY JOFL
HOTLOST
FOREIGNEH 4-1
COMMODORES 3-3
BARBY MANILOW 7-2
C. CHEISTIAN 14-1
NICKS & HEMLEY 21

KBET FM/EI Pago, TX Jeff Bake

BILLY JOEL
GREG LAKE (dp)
HALL & ONTES
AL JARREAU
HOSTES 1-1
EW&F 6-5
FOREIGNER 13-9
LTD 24-16
LINDSEY BUCKINGHA 23-

B97/New Orleans, LA John Volpe ROLLING STONES QUARTENPLASH CARS BERTIE HIGGINS HOLLE 6 OATES 2-1 ONJ 5-2 COMMODORES 12-8 POLICE 14-10 ROD STEMART 20-12

WOKI/Knoxville, TN Gary Adkine

Gary Addition

OUEEN/BOWIE

ROOL & TWE GANG

LUTHER VANDROSS

DONNIE IRIS

ROYAL PHILHARMONI

GREG LAKE

DON MCLEAN

MOTLEAN

MOTLEAN

MOTLEAN

TOWNIGHER 4-1

ONJ 3-2

COMMODDRES 7-4

JOURNEY 1D-5

WCSC/Charleston SC

WCSC/Charleston, SC

CARS BILLY JOEL Hottest: PCREIGNER 2-1 POLICE 5-3 CHILLIWACK 7-5 ONJ 9-7 JOURNEY 14-9

WBCY/Cherlotte, NC Bob Keghan

BOLLY JOEL
EDDIE RABBITT
JOURNEY
Mottens:
FOREIGNER 1-1
JOURNEY 7-3
CHILLIWACK 17-6
NICKS 6 HENLEY 18-10
ROD STEWART 19-13

ROD STEWART 19-13
WMAK-FM/Neshville, TN
SCOOLEY OLIVE
RONNIE MILSAP
EPOTE RABBITT
BALANCP
BEACH BCYS
ALABRAM
SUE SAAD (dp)
GO GO'S (dp)
HOTLORY
FOREIGNER 3-1
BOB BEGER 4-2
ONJ 5-3
CARL CARLTON 6-4
ROD STEMART 8-5
WANNS-FMANDAMENON, SC

WANS-FM/Anderson, SC Sam Church

Sam Church

EDDIE RABBITT
ROYAL PHILHARMON1
BEE GEE5
GREG LAKE
EXILE (dp)
HOTE-GET
FOREIGNER 4-1
DIESEL 5-3
CARL CARLTON 8-7
POLICE 12-9
EWAF 16-11

WHHY-FM/Monta

Ned Harmson

EDDIE RABBITT
HALL & CATES
BEE GETS
GO GO'S
BABBRA STREISAND
HOLLOWN BARNA STREISAND
HOLL WOOQ/Deytone Beach, FL Rick Knight

KENNY ROGERS READY MOCERS
CARS
JERMAINE JACKSON
EDDIE RABRITT
RARBRA STREISAND
HOCCERT
FOREIGNER 1-1
EWAF 3-3
NICKS 6 MENLEY 8-5
JOURNEY 15-9
POLICE 16-10 WZYP/Hunteville, AL

Chts Andrews
ELOVERROY
HILLY JOBL
CAPB
BEE GREB
HOttest:
FOREIGNER 2-1
COMMODOREF 9-5
BYEVE MILLER HAND 24-19
NEIL DIAMOND D-24

KZFM/Corpus Christi, TX

COMMICTORES PHINCE RICK JAMES (dp) BICK JAMES (dp)
LPB
QUINCY JONES
HALL & CATES
ALABAMA
BIMGO STARK
JUICE NEWTON
JOHN DENVER
HOLTEST,
HICK JAMES 1-1
AIR NUPLLY 5-2
CABL CARLTON 6-5
ENGER 10-8
ENGE 17-13

KHOK/Bhreveport, LA Herrison/Gree BEE GEES
STEVIE WOODS
HOLLOAL 1
DAN POGELBERG 1-1
AIR GUPPLY 2-2
FOREIGNER 4-2
FOREIGNER 4-3
RICK SPRINGPIELD 6-5
BOB GEOFR 7-6

WBS/UCharleston, 8C Martin/Ashton

ROLLING STONES
OREG LAKE
LOVERBOY
HOLLING 1
FOREIONER 4-3
JOURNEY 8-6
DIESEL 10-8
QUEEN/BOMIE 22-20

WNOK/Knoxville, TN Bill Evans

GO GO'S
KEMNY ROGERS
RALL & OATES
HOTTES
TOTAL TOTAL
FOREIGNER 1-1
ONJ 8-3
CUMMODORES 9-5
DIAMA ROSE 20-11
BARRY MANILOW 24-12

PARALLEL THREE

KILE/Galveston, TX Scott Taylor

HALL & CATES
RONNIE HILSAP
BERTIE HIGGINS
SNEAKER
IRENE CARA
HOTTER
HOTELICHE 1-1
FOREIGNER 6-2
ONJ 9-5
FOUR TOPS 16-6
ARLAM DAY 14-9

WCGQ/Columbus, GA Bob Raleigh

HALL 6 OATES BILLY JOEL EDDIE RABBITT CARS GREG LAFE (dp) GREG LAFE (dp) Hottest: AIR SUPPLY 6-1 POLICE 9-3 FOREIGNER 10-5 ONJ 12-6 JOURNEY 15-10

WiBE/Asheville, NC John Stevens

DONALD FAGEN GREG LAKE LOVERBOY LOVERBOY KENNY ROGERS RENAISSANCE RENAISSANCE LULU DONNIE IRIS HOTEGER 3-1 FOREIGNER 3-1 FOLICE 15-2 AIR SUPPLY 14-5 GENESIS 17-7 ROD STEMART 18-9

WFOX/Gaineeville, GA Hank Qole EDDIE RABBITT KOOL & THE GANG RONNIE MILEAP

NONTE MILBAP
HOttest:
POREIGNER 2-1
ROD STEMART 11-7
BARRY MANILOW 16-11
EWAF 20-15
LINDSEY BUCKINGHA 22-KPUR/Amerilio, TX Wileon/Williams

BARBRA STREISAND HALL & CATES PAUL DAVIS STEVE MILLER BAND HOCKEST, POWN 5-4 EMAF 13-9 ROD STEMART 20-14 JOHNNY LEZ 23-19

BBBQF/Baver

HARMER STREIBAND HOYAL PHILMARHOST BHALAMAR BARRY MANILOW BEE GEES BINGO STARR GO GO'S (4p) HOLLESLY POREIGNES 4-1 HOLLING 4-1 POREIGNER 4-1 ROD STEMBET 17-9 NICES & HEMLEY 74-15 LINDSEY BUCKINGHA 2H-21 JERHAINE JACKSON 27-77

Z102/Bevenneh, GA Ray Williams NAY WHILEMS
J. GFILS BAND
GENESIS
EWAP
REDUL & THE GAMG
CARD
HOTE-ST |-1
FOREIGNER |-1
ROD STEWART 14-5
DIANA RORS 16-10
NICRE & HEMLEY 24-19

CARS HALL & OATES HALL 6 ORTED MORTBERT! DAM FOGELBERG 1-1 AIM SUPPLY 9-5 C. CHRISTIAN 12-7 BAKEY MANILOW 20-12 DIAMA ROBS 25-21

KVOULafayetta, LA Philip Rankin

EXILE
PAUL DAVIS
HALL & ONTEN
GUEEN/Newle
GMEAREN
KNACK
HOTERST
AIR SUPPLY 1-1
FOREIGNER 6-2
POLICE 10-5
COMMIDDERS 9-6
ONJ 16-11 WXLIK/Romnoice, VA Rune Brown

ROLLING STONES
JOURNEY
HODDY BLUES
PAUL DAVIS
LOVERBOY
HOTE STONES
FOREIGNER 1-1
CABL CARLTON 2-2
COMMODDRES 16-11
ROD STEMART 22-14
LINDSEY BUCKINGHA KBEL-FM/Lubbock, TX HALL & OATES CARS SUE SAAD

SUE SAAD
HOEtest:
FOREIGNER 3-1
NICKS & MENLEY 13-6
GO GO'S 15-8
LINDSEY BUCKINGHA 17-11
CHILLIMACK 19-15 KKQV/Wichha Fells, TX Mike Edwards

Hottest: PORFIGRER 3-1 POLICE 10-5 NICKS & HENLEY 24-11 ONJ 23-14 STEVE MILLER BAND D-19

WGLF/Tellehesses, FL

HOYAL PHILHARMONI LULU BILLY JOEL JERNAINE JACKSON KENNY ROGERS EPDIE RABBITT HÖTLER: AIR SUPPLY 2-1 COMMODORES G-4 BARRY MANILOM 9-6 HALL & CATES 37-27

Q101/Meridian, M8 Larry O'Nesi

HALL & CATES
POLLING STONES
BEE GEES
EXILE (dp)
HOTLEST | Cdp)
HOTLEST | Cdp)
DIESEL | Cdp)
NICKS & NEWLEY | 19-14

Leo Devie

ROLLING STONES
BILLY JOEL
CARE
GO GO'S
NOTIONER 1-1
EMEF 2-2
COMMODORES 5-4
ONJ 9-5
JUICE NEWTON 22-13 WFLB/Fayetteville, NC

AL JARREAU
LULU
BAPBRA STPEIBAND
SNEARER
HALL & CATES
OG CO'S (dp)
OUEEN/BOMIE (dp)
HOULES/BOMIE (c)
LIANA ROSS 16-11
JUICE NOMITON 19-13
KOOL & THE GANG 27-19
ALABAMA 31-24

Larry Cannor AL JARREAU LULU

#### **MIDWEST** Most Added Hottest

Hall & Oates Olivia Newton-John Paul Davis Commodores

# DDS & HOT

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 

Hall & Oates Cars Paul Davis

Olivia Newton-John Police

#### **MIDWEST**

#### PARALLEL TWO

#### 92X/Columbus, OH **Terl Nutter**

LINDSEY BUCKINGHA BARBRA STREISAND Hottest: FOREIGNER 1-1 DEVO 3-3 AIR SUPPLY 4-4 POLICE 7-5 BARRY MANILOW 12-8

#### KIOA/Des Moines, IA A.W. Pantole

GEORGE BENSON BARBA STREISAND SNEAKER RONNIE MILSAP EDDIE RABBITT HOTTEST HALL 6 OATES 1-1 FOREIGNER 5-2 ONJ 8-4 ONJ 8-4 BARRY MANILOW 16-7 COMMODORES 20-15

#### KOFM/Oklahoma City, OK Chuck Morgan

HALL & OATES BILLY JOEL QUEEN/BONIE POLICE GO GO'S Hottest: ONJ 3-1 FOREIGNER 14-6 LRB 13-7 DIANA ROSS 17-10 MIKE POST 22-18

#### KRAV/Tules, OK Gary Reynolds

HALL & OATES FOREIGNER 5-1 COMMODORES 8-6 LINDSEY BUCKINGHA 12-9 BARBRA STREISAND D-11 NICKS 6 HENLEY 14-12

#### KZ93/Peorle, IL Kelth Edwards

ROLLING STONES HALL & CATES CARS Hottest: HOTCOSE: FOREIGNER 1-1 CHILLTWACK 7-3 POLICE 8-5 JOURNEY 10-7 NICKS 6 HENLEY 19-12

#### WGRD/Grand Rapids, MI

QUARTERFLASH NEIL DIAMOND STEVE MILLER BAND HALL & OATES ONJ 5-3 POLICE 9-6 JOURNEY 23-13

#### WHOT/Youngstown, OH

J. GELS BAND
BARBRA STREISAND
HOTTERINER 1-1
COMMODORES 11-4
POLICE 12-7
JOURNEY 23-16
LINDSEY BUCKINGHA 26-22

#### WMEE/Fort Wayne, IN John Curry

BARBRA STREISAND EDDIE RARBITT CO CO'S
HALL & CATES
PAUL DAVIS
LUTHER VANDROSS
LOVERBOY
ROLLING STONES
HOTEGET
FOREIGNER 1-1
POLICE 11-3
ONJ 7-4
ROD STEMART 18-8

#### WNAP/Indianapolis, IN Paul Mendenhall

NEIL DIAMOND NICKS & HENLEY QUARTERPLASH STEVIE WOODS C. CHRISTIAN C. ERRASIANO
HOTEEST:
MIKE POST 3-1
AIR SUPPLY 6-4
COMMODORES 10-5
BARRY MANILOW 13-6
NICKS & HENLEY A-15

#### WNCI/Columbus, OH

GEORGE BENSON PAUL DAVIS EDDIE RABBITT EDDIE RABBIII
HOttest:
FOREIGNER 3-1
COMMODORES 5-2
ONJ 7-5
CHILLIWACK 12-9
BARRY MANILOW 13-10

#### WOW/Omaha, NB J.C. Corcoran

GEORGE BENSON
CHILLIWACK (dp)
STEVE MILLER BAND (dp) Hottest: CHRIS CROSS 1-1 LRB 5-3 FOREIGNER 7-5 ONJ 10-7 DIANA ROSS 13-11

#### WVIC/East Lansing, MI

KISS TEMPTATIONS BILLY JOEL BALANCE ELO ALABAMA SNEAKER SNEAKER
HOTTERST:
AIR SUPPLY 11-1
MARTY BALIN 4-3
DIANA ROSS 15-4
BILLY JOEL 7-6
BURTON CUMMINGS 16-11

#### KSTT/Davenport, IA

QUEEN/BOWIE RINGO STARR PAUL DAVIS BARBRA STREISAND Hottest: FOREIGNER 4-1 COMMODORES 7-4 BARRY MANILOW 6-5 DIANA ROSS 13-7 ROD STEWART 16-10

#### WYFM/Youngstown, OH Jeff Tobin

ROD STEWART Hottest: HALL 6 OATES 2-1 ONJ 8-2 FOREIGNER 7-3 RICK SPRINGFIELD 9-5 AIR SUPPLY 10-8

#### WAKX/Duluth, MN John Armstrong

NICKS & HENLEY BARBRA STREISAND KENNY ROGERS GEORGE BENSON Hottest: HALL 6 OATES 1-1 FOREIGNER 8-5 ONJ 13-8
ROD STEWART 19-15
DIANA ROSS D-16

#### WNAM/Appleton-Oshkosh Chris Cane

JOHN DENVER SURVIVOR HALL & OATES HALL & OATES
HOCKERT;
GENESIS 12-8
NICRS & HENLEY 24-10
LINDSEY BUCKINGHA 26-11
STEVE MILLER BAND 29-19
NEIL DIAMOND D-22

#### WGBF/Evensville IN

STEVE MILLER BAND J. GEILS BAND Hottesti J. GEILS BAND
Hottest:
AIR SUPPLY 1-1
FOREIGNER 2-2
COMMODORES 7-3
BARRY MANILOW 8-8
DIESEL 12-9 WZOK/Rockford, IL

#### Mr. Ed

HALL & OATES ROLLING STONES SURVIVOR Hottest: FOREIGNER 2-1 POLICE 9-4 JOURNEY 12-6 NICKS & HENLEY 14-10 ROD STEWART 10-12

#### Z104/Madison, WI Jonathan Little

EW6F EDDIE RABBITT CARS Hottest: CNJ 1-1 RICK SPRINGFIELD 6-3 JOURNEY 11-7 ROD STEWART 17-8 NICKS & HENLEY 13-10

#### WIKS/Indianapolis, IN Tom Gillioan

LOVERBOY GO GO'S
RED RIDER
HALL & OATES
CARS
Hottest:
FOREIGNER J-1 LRB 4-2 JOURNEY 5-3 DIESEL 10-8 TRIUMPH 12-9

#### U93/South Bend, IN J.K. Dearing

GENESIS
NEIL DIAMOND
HOttest:
HALL & GATES 1-1
RICK SPRINGFIELD 10-2
ONJ 7-3
COMMODORES 13-7
BOB SEGER 12-9

#### WDJWDayton, OH Joe Dawson

DIANA ROSS BARRY MANILOW HALL & OATES HOTTERS FOREIGNER 4-1 ONJ 5-2 ONJ 5-2 COMMODORES 6-4 ROD STEWART 17-8 CHILLIWACK 16-9

#### WLOL-FM/St Paul, MN Phil Houston

GEORGE BENSON GEORGE BENSON
RINGO STARR
NICKS & HENLEY
JUICE NEWTON
PAUL DAVIS
BARBRA STREISAND
KENNY ROGERS
HOTESELL
LRB 1-1
HALL & GATES 2-2
QUINCY JONES 5-3
FOREIGNER 6-4
DIANA ROSS 20-12

#### WKDQ/Evanaville, IN Gebe Hobbs

CHILLIWACK QUEEN/BOWNIE PAUL DAVIS BARBRA STREISAND HALL & CATES KOOL & THE GANG STEVE CARLISLE HOTTONS 1-1 ONJ 1-1 DIESEL 10-4 DIANA ROSS 13-8 ROD STEWART 19-9 BARRY MANILOW 20-10

#### WJXQ/Jeckson, MI Rvan/Cheeks

NOVO COMBO (dp) SHOOTING STAR BOB WELCH (dp) MAYDAY ELO KINKS (dp) BILLY JOEL (dp) KISS (dp) Hottent: J. GEILS BAND 1-1 QUARTERFLASH 10-7 LINDSEY BUCKINGHA RED RIDER 21-14 LOVERBOY 23-15

#### KQKQ/Omeha, NB Mark Evans

J. GEILS BAND HALL & CATES BARBRA STREISAND Hottest: AIR SUPPLY 1-1 FOREIGNER 4-2 COMMODORES 3-3 POLICE 6-5 DIANA ROSS 7-6

#### KHK/Devenport IA Chuck King

RINGO STARR PAUL DAVIS EDDIE RABBITT QUARTERFLASH ROD STEWART NEIL DIAMOND SURVIVOR SURVIVOR
HOTTEST:
HALL 6 OATES 1-1
FOREIGNER 11-8
ONJ 17-11
LINDSEY BUCKINGHA 31-21
NICKS 6 HENLEY 32-22

#### PARALLEL THREE

#### KFYR/Bismarck, ND

BILLY JOEL CARS
RONNIE MILSAP
JUICE NEWTON
HOttest:
AIR SUPPLY 3-1
FOREIGNER 9-4 ONJ 13-6 HICKS & HENLEY 14-12 LINDSEY BUCKINGHA 20-1

#### KKLS/Rapid City, SD Sherwyn Piper

HALL & OATES
MOODY BLUES
ELO
DELBERT MCCLINTON
OUEEN/BCWIE
HOTCEET:
FOREIGNER 2-1
AIR SUPPLY 5-3
BOD STRABT ROD STEWART 9-GENESIS 13-8 JOURNEY 18-12

#### KKRC/Sioux Falls, SD Ron Nelson

PAUL DAVIS
EDDIE RABBITT
HALL & CATES
GEORGE BENSON
BEE GEES
RONNIE MILSAP
DONALD FAGEN
HOTTEST HALL & OATES 1-1 POUR TOPS 11-5-ONJ 13-6 CHILLIWACK 14-11 NICKS & HENLEY 25-13

#### KKXL/Grand Forks, ND Jeff Parker

Jeff Perker

EDDIE RABBITT
PAUL DAVIS
JUICE NEWTON
HOTLEST:
FOREIGNER 2-1
POLICE 6-3
AIR SUPPLY 7-5
BARRY MANILOW 16-8
COMMODORES 20-10

#### WRKR/Racine, WI

NEIL DIAMOND DIXON HOUSE STEVE MILLER BAND KOOL 6 THE GANG NOOL & THE GANG HOTESET: DAN FOGELBERG 3-1 HALL & CATES 8-3 AIR SUPPLY 19-10 JOURNEY 18-14 COMMODORES 24-18

#### WSPT/Stevens Point WI Brad Fuhr

HALL & OATES Hotteat:
GO GO'S 2-1
AIR SUPPLY 1-2
ONJ 5-3
COMMODORES 13-9
ROD STEWART 16-12

#### Mike Stevens

PAUL DAVIS EDDIE RARBITT RINGO STARR GREG LAKE

HALL & CATES QUEEN/BOWIE PAUL DAVIS BARBRA STREISAND Hottest: ONJ 1-1 PGREIGNER 3-2 POLICE 7-4 COMMODORES 11-5 ROD STEWART 19-9

#### KELO/Sloux Felle, SD Marc Fillot

HOTCEST: HALL 6 OATES 1-1 FOREIGNER 6-4 BARRY MANILOW 13-10 COMMODORES 14-12 ONJ 22-16

CUARTERFLASH STEVIE WOODS BARBRA STREISAND

PAUL CAVIS MOODY BLUES

JOHN HALL BANE SNEAKER GEORGE BENSON DONALD FAGEN CARS (dp) TRIUMPH (dp) SUE SAAL (dp) HOTTEST POLICE 2-1 CHILLIMACK 6-:

#### Wayne Hiller

RCD STEWART 15-9 BARRY MANILOW 18-10

#### WCIL-FM/Carbondale, IL Tony Waltekus

CARS
DIANA ROSS
HALL & OATES
NICKS & HENLEY
HOTCEST:
FOREIGNER 8-6
ONJ 14-13
COMMODORES D-15
LINDSEY BUCKINGHA 24-19
J. GEILS BAND 31-24

#### KFMZ/Columbia, MO Steve Graziano

BOB WELCH BOB WELCH
CARS
GREG LAKE
HALL & CATES
HOTHER
ROLLING STONES I-1
POLICE 6-2
GENESIS 10-7
CHILLIWACK 16-10
GO GO'S 24-16

#### 99KG/Salina, KS Denny Collier

QUEEN/BOWIE
HALL 6 OATES
CARS
EDDIE RABBITT
ROOL 6 THE GANG
HOTCEST:
FOREIGNER 2-1
AIR SUPPLY 3-2
ONJ 7-4
COMMODORES 9-6 COMMODORES 8-6 RGD STEWART 18-10

WEST

Gary Waldron

PARALLEL TWO

KCPX/Salt Lake Cit LIT

CARPENTERS
DELBERT MCCLINTON
IRENE CARA
GREG LAKE
DONNIE IRIS
KOOL & THE GANG
OUEEN/BOMTE
LUTHER VANDROSS
GENESIS

KGW/Portland, OR

Brian Gregory

BARBRA STREISAND EDDIE RABBITT JUICE NEWTON KOOL & THE GANG CARS

CARS
HOTTER:
HOTELONER I-1
OUARTERFLASH 12-6
NICKS & HEMLEY 17-9
DIANA ROSS 19-14
EW6F D-27

KRQ/Tucson, AZ

RONNIE MILSAP
NEIL DIAMOND
BARBRA STREISAND
HALL & GATES
CARS
LOVERBOY
HOTTGER

ONJ 3-1 FOREIGNER 0-4 COMMCDORES 10-0 ROD STEWART 22-14 NICKS 6 HENLEY 20-20

Y94/Fresno, CA

Ray Appleton

LINDSEY BUCKINGHA STEVE MILLER BAND NEIL DIAMOND GO GO'S Hottest:

ONJ 1-1 POLICE 7-2 ROD STEWART 10-11 DIANA ROSS 20-14 QUARTERFLASH 22-16

KLUC/Las Vegas, NV

LOVERBOY
CARS
HOTTEST:
FOREIGNER 1-I
ROD STEWART 10-5
JOURNEY 12-10
OUARTERPLASH 22-15
OUEEN/BOWIE 24-21

Dave Van Stone

PAUL DAVIS

Guy Zapoleon

#### WTRU/Muskegon, MI

BARBRA STREISAND GREG LARE
HOTTOST
HOTT

#### KDVV/Topeka, KN

Hottest: DAN FOGELBERG 1-1 FOREIGNER 10-4 ARS 7-5 MIKE POST 9-8 DIANA ROSS 18-13 KJRB/Spokane, WA

#### KWLO/Waterloo, IA

HALL & OATES BARBRA STREISAND
HOTTORY
ONJ 1-1
JOURNEY 13-7
LINDSEY BUCKINGHA 20-10
COMMODORES 27-16
STEVE MILLER BAND 29-19

#### WAZY-FM/Lafayette, IN Harris/Dugan

MOODY BLUES
ROLLING STONES
Hottest:
FCREIGNER 1-1
COMMODORES 3-2
ONJ 5-4
EW&F 24-20
GEORGE BENSON 26-21

#### KRNATows City, IA JOHN HALL BAND

CHILLIWACK 6-3 GO GO'S 9-7 NICKS 6 HENLEY 1D-8 ROD STEWART 17-14

#### KQWB/Fergo, ND

#### KYNO-FM/Freeno, CA John Lee Walker

GO GO'S
ROYAL PHILHARMONI
RINGO STARR
HOCLEGE:
EWAF 2-1
POLICF 9-5
ONJ 21-12
OUARTERFLASH 26-15
POINTER SISTERS 22-16

#### KZZX/Albuquerque, NM

Bruce Daniels STEVE MILLER BAND QUEEN/BOWIE OUERT/BUTAL HOtteet: AIR SUPPLY 2-1 ONJ 11-6 COMMODORES 13-9 DIANA ROSS 17-12 ROD STEWART 19-14

#### FM102/Sacramento, CA Billy Manders

KOOL & THE GANG Hottest: FOREIGNER 3-1 EW6F 2-2 COMMODORES 8-6 AIR SUPPLY 14-10 ROGER 27-17

#### KSPZ/Colorado Springs, CO Mike Deniels

HALL 6 OATES
ROYAL PHILHARMONI
HOTCOST
AIR SUPPLY 1-1
FOREIGNER 2-2
ONJ 4-3
COMMODORES 9-4
BARRY MANILON 15-9

#### KHYT/Tucson, AZ

CHOCOLATE MILK
HALL & GATES
GROVER WASHINGTON
CARS
CUARTERFLASH
BAR-KAYS
SKYY
RINGO STARR
ROGER
BOOTEREL GENESIS
HOTTOPHE TO THE TOTAL THE TO Bottest: EWAF G-I ONJ 8-6 POREIGNER 15-9

#### KIDD/Monterey, CA

Barry Brown HALL & OATES KOOL & THE GANG LULU
HOTTOBER
HALL & CATES 1-1
FOREIGNER 9-2
POLICE 6-3
EW&F 11-5
ONJ 12-8 LULU

#### KGGVRiverside-Sen Bernerdino, CA Steve O'Neil

KOOL 6 THE GANG GEORGE BENSON
PÂUL DAVIS
STEVE MILLER BAND
AL JARREAU
HALL 6 OATES
NEIL DIAMOND NEIL DIAMOND Hottest: HALL & CATES 4-1 LUTHER VANDROSS 3-2 GO GO'S 11-5 ONJ 18-10 POLICE 20-20

#### KKXX/Bakersfield, CA Squires/DeRoo

ELO
HALL 6 CATES
PAUL DAVIS
CARS
GEORGE BENSON
Hottest: HOTTEST: AL JARREAU 3-1 ONJ 10-4 OUARTERFLASH 13-9 GENESIS 24-17 OUINCY JONES 29-18

#### KNBQ/Tacoma, WA Bryan Roberta ROLLING STONES

BILLY JOEL JUICE NEWTON PAUL DAVIS BARRY MANILOW Hottest: POREIGNER 3-1 DIESEL 5-4 ONJ 7-5 CHILLIWACK 18-11 HALL & OATES D-28

#### K96/Provo, UT Jim Sumpter

EWAF HALL & OATES EDDIE RABBITT FOREIGNER RCNNIE MILSAP RONNIE MILSAP Hottest: FOREIGNER 1-1 AIR SUPPLY 4-2 POLICE 7-3 DIESEL 14-9 CHILLIWACK 18-12

#### FM103/Salt Lake City, UT Lorraine Winnegar

HALL & OATES
HOTTEST IN THE STREET IN T KRRK/Roise, ID

#### Bob Lee

BARBRA STREISAND PAUL DAVIS LULU HALL 6 CATES KENNY ROGERS HOTTERS HOTTERS HOTTERS HOTTERS GO GO'S 5-4 POLICE 7-6 ROD STEWART 10-8

#### KSKD/Salem, OR Len E. Mitchell

ROLLING STONES PAUL DAVIS EDDIE RABBITT CARS HALL 6 OATES 1-1 QUARTERFLASH 13-8 GO GO'S 19-12 DIANA ROSS 20-13 GENESIS 28-22

#### PARALLEL THREE

#### KCBN/Reno, NV Jim O'Neal

NOTAL PHILHARMONI
KENNY ROCERS
EDDIE RABBITT
STEVIE WOODS
GREG LAKE
HOTES 2-1
DON FELDER 6-4
EW&F 12-11
DIESEL 19-14
JOURNEY 29-23 KDZA/Pueblo, CO

#### Rip Avine

HALL & CATES
PAUL CAVIS
BARBRA STREISAND
MOODY BLUES
CARS
RINGO STARR
BRIAN CHAMPION
HOTCEST BRIAN CHAMPION Hottest: FOREIGNER 4-1 ONJ 9-3 COMMODORES 11-5 POLICE 13-6 GENESIS 21-10

#### KODVGreet Falls, MT

PON MCLEAN CRYSTAL GAYLE JUICE NEWTON Hottest: Hottest: PORFIGNER 1-1 AIR SUPPLY 3-2 BARRY MANILOW 29-C. CHRISTIAN 27-1 DAVID GATES 24-13

#### KSLY/San Luis Obispo, CA Don Potter

EDDIE RABBITT BALANCE JOHN DENVER DONNIE IRIS LULU BEACH BOYS HOTTERS Hottest: FORFIGHER 2-1 CHILLIWACK 14-B JOURNEY 21-12 QUARTERFLASH 22-13 NICKS 6 HENLEY 23-14

#### KENI/Anchorage, AK Randy Robbins

LOVERBOY
JOHN DENVER
CARPENTERS
BEACH BOYS
BALANCE
ROYAL PHILHARMONI
DONALE FAGEN
CARS
HOTEST
HALL 6 OATES 1-1
FOREIGNER 1D-5
CHILLIMACK 14-11
LINDSEY BUCKINGHA 21-19
NICKS & HENLEY 28-23 LOVERBOY

#### KYYA/Billings, MT Jack Bell

HALL & CATES CARS GEORGE BENSON GEORGE BENSON
[HOttest:
ONJ 1-1
OUARTERFLASH 15-1]
NICKS & HENLEY 22-16
LINDSEY BUCKINGHA 21-18
JUICE NEWTON 30-22

#### KATI/Casper, WY

GO GO'S
CARS
BFE GEES
RONNIE MILSAP
HOTEGAT
ROD STEMART 6-2
LINDSEY BUCKINGHA 7
OUARTERFIACH 27-19
NEIL DIAMOND 29-22 20-16

#### KOZE/Lewiston, ID Wes McShay

GEORGE BENSON ROLLING STONES CARS Hottest: FOREIGNER 1-1 OUARTERFLASH 5-2 NICKS 6 HENLEY 11-5 LINDSEY BUCKINGHA 21-10 JOURNEY 19-12

#### THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

CKGM/Montreal KRBE/Houston KEYN-FM/Wichita WZZR/Grand Rapids

THE FOLLOWING STATIONS REPORTED A FROZEN PLAYLIST THIS WEEK:

WKTI/Milwaukee KBFM/McAllen-Brownsville

Parallel I: Selected stallons 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.

Paratiel Iti: 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 pre-sent and possible future reporting stations are evaluated and updated twice



DENOTES FIRST WEEK IN PARALLELS.

216 REPORTS 216 LAST WEEK

A STATE OF THE PARTY OF THE PAR	
JOHN DOE "Hit Song" (Anylabel)	<b>B</b>
LP: Hit Song National	

BEE GEES

LF	2: Hit	Song		Natio	nel
	Reach	100/25	44%	Summ	51
E	33%			Debuts	20
M	21%			Same	4
S	56%			Down	0
W	19%			Adds	25
_					

#### **EXAMPLE**

44% — Percentage of this weeks re-

porters playing it
nat Reach — Percentage of reporters playing the
song within each
region

region

Jonal Summary

31 — Number of stations moving if up on the charts

buts 20 — Number of stations debuting the song this week

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

etc.)

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

Adds 25 — Total number of stations adding it this week



A SECTION AND ADDRESS OF THE PARTY AND ADDRESS		-
Her	SUPPLY  e / Am (Just) (An  he One That You Love	

1		One That Y	od Fose		
p.o.	g iona l	190/1	88%	Not 10	
No	H64	-		UP	1
E.	944	- 5		DEPUTE	
D M	[14.8			EARE	
	113.8	-		ADDS	

THE R. P. LEWIS CO., LANSING	V100 3-2	PH102 14-11
P1	4100 3-2	. MGG1 2-1
	BOUTH	KJRP 16-13
	800111	FMBG 9=7
LABT	FPH5 4-1	K5 PZ 1-1
	RTSA 5-3	RBBR 4-3
WARC 11-19	BEETH 5-2	PCPX 2-2
MHIST 10-7	FRETTH 11-10	F96 4-2
webs 7-5	BINT 2-5	FSFD 11-16
WHENPH N-11	ISBF L 23-17	FGW 5-3
w1F1 3-3	REPH 6-H	KPC 12-11
96 K.K. is	WT1 x 7-6	191YT 9-15
8104 2-1	897 15-11	*22 × 2-1
PRO-PH 4-2		
JB105 14-13	KEPL 1-1 KROF 2-2	10.2
MPGC 12-7		Lec
CFTB 4-4	WPMF 6-6	
	1096 4 2	BART
BOUTH	RLAZ 2-2 WJDX 7-6	Crear!
		WJBU 2-2
293 11-1	KICK106 4-3	WAC: 7-6
940 H-6	MSGN 17-17	WLAM 1-2
Y1 1 2 /	G100 1-5	MIGY 11-8
195 15 12	WAAY 5-5	WTSN 3-2
	MIAL B-U	WHEN 3-2
WCIGL 15=15	MHHASM TU-2	13PEA 4-1
	MANY 4-7	MFBG 2-1
40DW-08T	V101 1-1	WERG 2-1
	83105 10-7	
HLS 27 16	WDDG 4+8	95 RIL 23-15
MDRC 13-12	CH101 21-18	
CPLW 7-7	MHBC 7-10	W210 4-4
K5 95PW 9-1	EM3 00: 3+2	BOUTH
FSEC 10-1	MHH 0 2-1	BOUTH
WEEP 5-2	EX104 3-1	1100 0 0
MGCL 5-4	101A REN 2 - 7	2104 3-3
U102 12-9	MB172 3-1	955GF 1-2
W2UU 5-4	HOK! 9-"	
		MACH SALS

3101 11-1	HOK! 9-"	1 125 GF 3
VEUR! 5-4	MBO E 2 - 2	MEGI S-
1010Y 7-4	WAY5 7-2	MCGQ II-
	WSEZ 7-5	W162 14
PERT	MCSC 4-4	WF LB 4-
		MXLR 17
EASTH 7-3	MANBPH LO-6	WGLP 2-
VELA 10-10	MGH J+1	
FT 9-1	WGRK 7-11	REQV 5-
1155M 23-23	MARY I-1	F14F 1-
	KJ100 11-6	REELEM
100 #-1		HOIZEM
EZR 0 75	MIDWEST	KPUR 6-
SE 31-26		01(1 22
JP 6-5	WGH1 3-7	EVOL 1-
1777 3-6	WVIC II-I	
FIRM 4-4		MIDWEE?
21 1 5-2	MTOTEM 3-6	
GPA 28-24	HAIGE 2-3	RULKE 7-
_	KST1 1-2	REYR 3-
P2	K11F 8-7	ACMP 2-
	K10A 3-3	BELO 2-
	FORM 4-4	
LAST	KRAV 2-2	NAME 6-
Local V	WZOF 6-1	RRES 5-
ICAO 8-6	\$104 5-5	HERR 19
Who o t	MNAH 1-2	WEST 1-

	FOFM 4-4
	KRAV 2-2
	WZ OF (6-)
8-4	2104 5-5
0-5	MNAH 1-2
3-1	WHAP 6-6
2-2	MHPE 3-2
2-1	HGBP 1-1
1-)	WKDQ 2-2
	U93 20-17
6-3	MON 9-0
0-15	FORG 1-1
5-3	WHC [ 4-3
R-4	92  4-4
M 17-14	WDJ # 2-5
H 13-10	WHOT 5-2
3-3	MYFM 10-B
6-4	
14 2-2	WEST
2-2	

DJE 2-5	1 M3.8	6 - 6
NOT 5-2	KCBN	20-1
YEN 10-B	RDZA	3-2
	RAT1	4-5
587	ROD1	1-2
407	EYYA	5-1
96 6-5	KOSE	12-1
100 14-11		

DOUTH   DOUT	Reall: 2 268 5 401	NAA 279	TURN TENNE
MELTU ON MEET ON MOLEY ON MALEY ON MEET STATE OF	M171 on D104 10-27 MARSH 10-24 00001H	SHETPM OD SUPET O SUPET OD WITLE 36-36 REPL O REPL O SUPET S	EART WJBO OF MGUY SE WTGY OF 13FEA C MONPEN BOUTH BOUTH  955GF (WIEE OF
ROFM on WEST WEST RENI O RELY O	WEST ON	MENSER a MANSER a MULTO ON MIDWIST	WOLF OF
	<b>P2</b>	MIFS ON	

GEORGE BENSON Turn Your Love LP: The George Benso	(WB)
126/32	59% National
Pegional	Surmery
F SRE 27	UP 58 DEBUTS 17

BREAKER

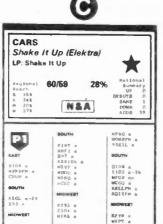
1 . 1. 1	MANUEL SALS:	
P1	MREE 31-37	KJR8 24-32
	V100 a	KBBK 26-24
		KSID 33-32
EAST	BOUTH	-
		100
MICHAEL O	Manual D. L.	
MBFNPH 16-8	RPHR 21-15	
W1F1 a	RTSA a	
WKK6PH 16-13	38ETFH 20-17	BABY
PRO-PH 21~15	RHP1 a	
	RBPH 26-26	WJBQ d-40
JB105 35-31	WTIA &	MCDA 31-31
	B97 29-26	HLAH 26-25
BOUTH	RROK on	WTSN a
		HHEB 4
293 on	WFHF 25-22	MFBG 24-23
940 28-24	KLAZ 17-14	
X100 11-3B	MJDX 34-24	HOMPPH 0
1140 11-58	MEGN 23-23	MC1H 30-55
	G100 25-23	
MIDWEST	MAAY 27-23	BOUTH
	WZ YP 29-25	
WLPD 17-16		Q104 d-31
CKLW a	MHHALM 4-10	
KSLQ 27-25	WANY 23-15	2107 33-30
	MDDC 38-19	955GF 30-33
WZZP on	C#101 30-27	WPOJ on
MGCL n-28	MBBD 4-38	WCGQ on
MORY II	MHBQ n	W15E 39-35
	KKIO4 a	MF1.8 33-26
WEST		MACE 4-26
	MAKPH OS	
KEAHTH 23-20	WOK! on	WGLF 29-28
FRLA d-29	MHOK 36-22	FILE 32-26
	WBCY 27-23	Q101 on
RFI II	WAYS 0-18	EVOL d=25
KII6FH 25-21	MS92 26-25	
F100 37-19	MC6C 23-18	MIDWEST
MFRC 4-37		
13K 19-30	WANEFH OR	EREL 23-21
N.IR 17-15		
KYYK 29-72	Mapwell	RRBC a
		IN&6 30-29
0103 0	WEOLEN a	MEPT 0-33
EUPA 1-28	MAJOL o	W19U d-27
	85TT J-27	WAZYYH 26-21
120	F10A 1-29	KRNA a
the state of the s		99KG 37-28
	Z104 or	11030
BARY	MNAH 30-26	and the
	MN22 (1-39	WEST
	WKDQ 45-29	1
WCAG on	WOls a = 1.7	REN1 24-28
WFB1 26-25	KOKO 4-19	KSLY 0-25
MAGAN 19	MBIC 1 a-29	RCRH 40-37
HTPY II		ROZA on
WHL! on		KAT1 31-25
WT LCFH 29-22	WEST	
MERCEN a-29		ROD1 on
WOLDT 30 77	KKKK a	RYVA a
EC101 29-26	RYNGPH 11-7	FOZ! a
W100 26-25	KIDO on	
MIANEM OD	FM102 30-26	
WAEB 20-16	30.070	
Q106 a		1

8106	0	1		1
		BUCI		MA
LP:	Law Ar	d Order	,	

				NACLO	one i
	deug16	191/2	89%	51199	PALA
	ach	10112	00 70	UP	161
E	924			DEBUTS	16
5	914	ា		FAME	1.2
16	# DR	· ·		DOM	0
tii	938			A DD 6	2

H 604 H 604 E 954	16	DEBUTS 16 SAME 12 DOMN 0 ADDS 2
PI	воити	ECPE 32-27
LAST.	KTSA on KSETFH 23-18	FH103 18-14 K96 26-22 KSFE 31-27
MKSM 23-21 MBENPH 22-16	KINT 23-15 KMP1 25-16 KSPM 17-17	KEUC 33-20 KRQ 39-26 KHYT on
WIF2 on 96KK 27-24 B104 19-16	WT1K d-37 R97 22-18 KEFE 25-34	P3
MXKSPH d-29 JB105 26-25	KROK on WPHF 18-14 KQ94 28-21	LAT
Q107 d-25 HPGC 27-19 CPTF 24-17	NEA2 27-22 WJDx 26-19 EXCLIDE 26-21	WJ80 d-36 WGUY 25-21
<b>6301.</b> CHOM 35-18	WBGN 27-20 G100 18-14 WAAY 16-10	WACE 30-25 WLAM d-18
MEGL 26-23	MEAL 31-16 MHHALM 33-31	WTON 29-27 WTTH 28-27 WHYB 17-13
94Q 19-15 Y100 28-26 0105 27-24	MAXY 27-23 Y103 31-26 BJ105 29-26	19FEA 22-13 MFRG 13-7 MORPPH 23-1
WCKX 30-27	MDDQ 20-13 CR101 28-24 WBSQ 21-14	95X2L 40-35 WEYO 37-26
MDRG d-20	FH100 26-15 EX104 25-16 MHARTH 26-20	aoum
KBEG 23-19	NERS 24-20	0104 25-19

WEEP 4-20		
WOCL 28-27	MORT 13-24	8102 22-14
0102 10-25	MRCY 24-18	9880F 36-3
WEUD 27-23	MAYS 14-11	MAON 52-14
METE On	MRES 29-24	MCGD 11-1
	MCSC 17-13	WISE 31-11
WEST	Well 30-19	WILE 10-23
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EINT a KHFI a B97 a	95X1L a
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REELOG B	
WEND o	0104 a
MDDC a	2107 n-10
MRRO a	WFOE on
wCSC e	MCGQ a
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MIDWIGHT	a MISION
K293 a	MICHIEST
2104 a	
HIKE a	RFYP o
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WRST	WAZYFH O
	WCILIN a
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Regional	144/2	67%	Netto	
Beach		-	UP	111
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5 714		n	SAME	25
H 619			DOWN	- (
h 718			ADDS	- 3

- 710		AUD\$ 2
PI	MXPM on	KLUC 11-13
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-	KBFM 15-15	
BARY	WT13L 26-23	125
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W1F1 18-15	EQ94 26-24	67481
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WXXSFH 18-14	ICXX106 18-15	WGUY 17-15
JB105 21-20	G100   3-9	WACT 25-21
Q107 11-6	WAAY 22-21	MIAM 26-20
HFGC 24-21	M2 YP 21-21	HIGY d-21
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	Y103 15-12	MONPEN ID-9
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	CK101 27-21	WZYQ 20-7
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940 30-27	XX104 24-23	BOUTH
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MC13 26-26	MB#Z 25-21	0104 on
	WOK1 23-20	2103 27-24
RENDWEST	WBCY 17-6	955GF 20-13
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WEET	NJ100 13-12	K1LE 25-25
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KYYK 26-25	KOF# 21-21	
KIMN on	K293 7-3	KERL 14-12
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MCAG III II	92X on	RRNA 6-3
WCA0 13-11	WDJR 16-9	99KG 25-23
WFER 12-7 WPMD 12-12	MHOT 31-20	RPHI 16-10
WTRY 13-11	WEST	KDVV 17-12
92FLY 20-18	end o 1	WEST

3NT 15-R MPST 12-11 MEANYM 13-7 MAEH 22-14 O106 18-13 MERZEW 22-31 E104 37-20	RIDD 2 RJRS 11 RHBQ 11 RHBH 31 RCPX 11 PM103 R96 18	R-16 8-11 0-24 6-13 20-19	KD2A 19	-8 -19 -17 -20 -30
MRES. 31-10	KSRD 2		KOZE 23	
BOUTH				
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14 6 79 6 16 6	N&A	BETUTE SAME DOWN ADDS
n	V100 a	P3
	BOUTH	
	E[MT 19-16	EAST
27-25	KKF 1 28-26	WJBC 23-2
1 24-24	EDEN 31-31	WGUY 4-34
17-27	WT1 K 33-30	HIAH 4-23
22-20	KEEL ON	MIGY OR
20-14	RQ94 32-32	MTSN 24-2
27-24	KLAS 14-10	MIES 27-2
	HBCBB 25-27	137EA 23-
	MAAY on	WF8G 29-2
	WAXY 25-10	MC18 4-10
	BJ105 33-30	MEYO on
-Cont	inued On Next (	

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Date
MAKE 17-18  MAKE 17-19  MAKE 1
CHRISTOPHER CROSS Arthur's Theme (WB) LP: Soundtrack Arthur  Regional 138/0 63% Mational Summary UP 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

Arthur's	TOPHER S Theme. dtrack Arth	(WB)	
Keqlonel Reach 2 608 5 576 M 734 W 633	138/0	63%	National Summar UP OTHUTS SAMF I DOMN II
 MABC 1-3 MBC 1-3 MBC 1-1 MBC 1-1 MBM 3-9 MENEW 3-10 MESEW 12-1 PRO-PM 2-4 83105 5-7 107 1-2 DPTR 13-21		8-11 P	10D 2-4 1102 4-4 1102 4-7 1102 4-7 1102 4-7 1102 4-7 1102 4-7 1102 10-2 1102 10-

	KEPL 23-30	
4	RQ94 II-16	
	KLAZ 5-7	BASY
11-16	MJDK 22-26	
2-5	WZYP 4-7	MJBQ 4-6
-1	WHITTPR 7-8	WACE 5-9
2-5	WARY 1-4	WLAN 13-13
1-1	V103 L1-13	WTSW 11-14
	83105 2-8	MHRB 13-17
E ST	CK101 29-35	13FEA 7-10
	PH100 11-17	95%1L 8-10
) - b	WHBQ 5-11	WZYQ 5-8
3-4	KK104 6-12	
13-14	MERE 9-13	BOUTH
H 2-6	MNOX 7-10	
1-1	MBCY 16-22	2102 5-13
1-5	MSEZ 3-8	9550F 14-24
4-4	MCSC 11-17	WFOX 8-13
1-10	WS 63: 12-13	WC00 5-9
1-2	HORK 2-4	KKQV 4-6
4-5	KJ100 4-7	RSELPH 8-10
5-7		KPUK 14-18
1-1	MIDWEST	KAOF 3-3
	WGRD 6-8	MICWIST
	MVIC 2-5	
H a-6	WARX 4-6	RICKL 13-19
4-4	KSTT 15-15	RFYR 6-10
1-10	W108 11-13	ECDON 4-7

WEST	MCBD 6-8	MICWEST
	MVIC 2-5	
SEARTH 4-6	WARX 4-6	NICKL 13-19
KRLA 4-4	KBTT 15-15	RFYR 6-10
RF1 13-10	K10A 11-11	KOWB 4-7
K118PH 2-5	FOPH 6-8	KELO 25-31
FFRC 1-3	KRAV 6-7	WREE   -6
KCER 13-20	2104 9-13	WEPT 7-10
13K 3-2	MMAH 13-20	WTRU 7-11
MINN 7-8	WIRS 6-21	KWLD 17-21
0103 10-14	MNA P 1-2	99KG 5-9
	NMEE 9-23	RDVV 14-21
P2	WGRF 6-7	
	WKDO 6-12	WEST
	U93 2-4	
EAST	MON 1-1	KENZ 2-2
	92% 5-7	KCBH 4-5
MRRF 1-3	WHOT 10-15	KDZA 12-25
WHP14 4-6	WYF76 12-13	KOEF 10-15
WTRY 1-2		
92FLY 5-H	WEST	
WRCK 16-26		- [
TWT 19-24	794 d-20	
WB84 2-2		
	I .	

REGL 15-18 E93 14-32 940 10-7 Y100 a-31

RBEQ 6-9 Q107 16-15 WRTI 14-14

2

MGRD 4-2 WVIC 26-24 MJHG 11-17 KSTT 10-9 KIIK 21-19 K293 3-2 MEON 11-9 2104 16-12 MIAH 6-16 HIRS 10-8 WREE 15-15 WGBF 15-15 MGBF 10-8

Regions Beach P 486 S 725 H 453 H 118 BREAKER **P** RBPW on FEEL OF SEEL O P3 MAIN d-30 WIND d-30 WIND d-30 WIND d-30 WIND d-30 WIND d-30 WIND d-31 WIND d-31 NENW a WRINPH 39-12 N104 29-24 Jn109 n-23 MEGC n CPTR n-35 193 27-24 940 29-36 0104 32-29 9107 32-29 9107 32-29 9107 29-27 WFON 30-27 WFON 40-3 WKLD a WKLD a WKLD a KLCF 38-36 KKUY d-24 KQ1EPN on KFUR a 9101 3-38 KVOL a RREO n-33 WELD n WELD o WORY o MVIC d-15 MEDEPH n-28 K1977 a K11E n K10A d-1n RBAV 20-18 MARE a WEDQ a WEDQ a REEL = KFYE on KKLE d-74 WBFT = WAIYPH = KWLD d-10 KRMA on 99KG d-29 KDVV = P2 MCAO d-10 MIPM on MIPM on MIPM d-10 MACK a MCBP a KC101 on MLANFM d-10 MAED a Q106 a MREZ d-15 KETIC a KERK a KIBS e KIBD on KERK a WEST RENT 6-37 KELY ON KCBN d-34 KDZA a KATI 35-30 KQDI d-2a FYYA ON KOZE ON KPNF 6 FHF1 29-19 NEIL DIAMOND Yesterday's... (Columbia) LP: On The Way To The Sky 167/14 78% National Summary UP BC DENUTS 48 BANF 23 DOWN 1 ADDS 14 23 PI Q106 28-25 WERZFM 27-26 K104 d-19 WEEZ 30-20 V100 d-28 WEEK d-31 Y94 o KIDD on PH102 de29 KGGI o KJHB 29-25 KNBQ on RBHR 28-23 KCPK 31-31 E96 d-28 KGM d-26 KGPQ o P3 MDRQ 18-16 CRLM d-27 KS95PM d-19 KELQ 25-23 WZZP 16-15 WGCL on WZUU a-29 WOKY 15-13 WKT1 24-24 2102 30-27 956GP on MF0X 29-25 WCQQ on WIRE d-37 WFLB 34-28 WILK on WCLF 36-35 KILE 36-31 KILE 36-31 KILE 30-31 WEST MRDWIEF

MGBD a-31
WYIC 36-26
MARIA 19-1
MAR RRXL ON
KFYR ON
KFYR ON
KGMB d-10
KELO 37-35
KKRC d-10
KKLS d-25
WFKR d-36
WFFT 33-20
WFRU 29-26
MAZYFH 27-2
KWLO d-27
KWLO d-27
KDVV d-29 Q. WEET

RENI (0-40
KSLY d-20
KCBM d-1)
RDIA d-18
RATI 29-22
KQDI d-16
KYYA d-20
KOZE d-24 DIESEL Wational Summary UP 74 DEBUTS 2 SAME 25 DOWN 44 ADDS 1 146/1 68% E 626 E 718 H 648 H 768 17 **Q** KRO (-) KHYT 26-20 **P** MACE 11-10 MLAM 20-12 MIGY 1-1 MTSN 30-29 13FEA 16-16 WFBG 10-10 MONFFH 6-7 95RIL 9-5 MEYO 10-19

D

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PAUL DAVIS Cool Night (Arista)

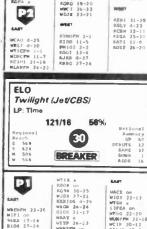
MART  MCAD 11-16  WTBY 10-16  WTBY 10-16  WTBY 10-18  WTBY 12-11  WTBY 12-18  WTBY 12-18  WTBY 12-18  WTBY 10-19  MCAD 10-9  MCAD 10-9  MCAD 10-9  MCAD 10-15  MCA	Union on thus  UCU on 14-10  U	HRLS 1-4 MERE 20-17 HEFF 2-4 WERE 20-17 HEFF 2-4 WERE 12-12 MASTPH 6-5 HRLD 6-5 HRLD 14-16 EFFE 12-12 EDVV 5-6 WERE 12-12 EDVV 5-6 WERE 12-16 EDVX 5-6 EDVX
Let's Gro	MIND & FIR	Numbia)
Reach £ 46.5 8 665 H 325 H 415	NEA	CERUTA 1 SAMP 12 LONG 2 ADDR 9

WJBG 39-26 MGUY 19-16 MACE 0 WLAH 25-23 WTSW 34-30 13FRA 0 WFBO 20-19 MC3P 5-1 MEVO 39-29

NGWP on WBPT d-31 WTPU on WAIYTH 24-2 THEG 32-27

WEST





comp.	KIKI 106 d-79	MTSN a
WBENPH 23-26	MSGN 24-24	13FEA on
WIF1 on	G100 21-17	MP 5G 22-20
96KR 17-14	WAAY a	MOREPH 22-1
B104 27-24	WZYP 26-23	MC [9 20-12
WEREFR A	WHHYPH on	95KIL 39-34
JB105 a-14	Y103 24-21	
39103 9-14	BJ105 a-39	BOUTH
90V714	MDDG on	
and the	CK101 24-19	0104 23-21
	MBBQ a	2107 20-18
MICHAEL	EX104 a	95SCF on
	WERE on	MYOR on
K8ED 19-19	HOK1 d-34	MCGD 29-24
WGCL 27-26	MNOX 29-23	MISE 27-20
WRT1 19-19	MBCY 23-21	WFE8 4-32
MM11 1 1-11	WANSI'M on	WXCLK B-6
WEST	WGH a=23	WGLP 12-31
	MEVQ on	EJUQV 28+20
EPLA n	IC1100 4-58	REELPH 24-2
KP1 30-28	- Carlos	FOIEFN on
KI15FH n	MICHAELLA	0101 25-21
KF8C d-10		FVOL d=30
KYY# 31-27	WVIC a	
KOPA 23-20	MNKG e	Relationary 61
X2ZP 20-20	KSTT 31-26	
	KIIK on	RFYP on
P2	#293 d-19	ROWS on
Lake	2104 19-17	KELO 26-19
	MHAH 28-24	KKBC 29=24
	MCRE 30-38	

MEEL MCCT MCCT

2012 27-22 WICC 24-23 MPST 26-24 WLAWIN on Q106 on MRREPH 20-16 R104 30-26 WREE 16-12

RTSA a RINT d-16 RHF1 71-1 RBPH 75-2

E102 7-7 93667 10-6 WFOX 10-6 WFOX 10-6 WFOX 20-26 WIBE 20-26 WIBE 20-20 WIBE

FURIL 9-4 RPYR 7-8 RQWB d-20 FURIO 12-17

11k on	RFYP on
293 d-19	EDITS on
104 19-17	KELO 26-19
MAH 28-26	KEBC 29+24
CBF 30-28	KIKLS 4
KDQ 28-24	WTRU on
DW on	MAEYPH 19-1
OKQ on	MCILPH 23-2
2X on	KRNA 21-19
DJH 20-17	99800 38-35
	EPHZ 25-19
201	#DWV 31-27
CRE a-29	WHERE NO
DP on	*****
BC on	BEN1 8-7
1103 24-22	ESLY 19-18
6 d-3D	RCBN on
ISD 24-23	KCES ON
110 10 10	BUDZA on

KKKK 0-3.8	WEST
#1DP on	
KNBG on	REN1 8-7
PH103 74-22	KSLY 19-18
#96 d-30	RCBN on
KSID 24-23	KDZA on
REUC 19-17	KAT1 d-14
REQ 4-29	KQD1 on
	FYYA 25-20
120	FORE on
,	



	164/0	76%	Mattonal
Regional			Summary
2 841			DEBUTS C
5 68 t	2	7	SAME 20
H 791	4		DOM: 121
W 78 t			ADDS 0
_			
PI	M100 5-1		APERT
-	WAER IL-		
	0106 1-4		URER 2-10
MIT	8100 3-6	1 1	(94 )-)

-	WICC 5-12	WEST
PI	I WPST 2-1	1
	WAER 11-19	KENN 2-10
	0106 3-4	Y94 1-3
BAST	WKRZFM 10-20	BLDC 5-9
	E104 12-12	PH102 6-5
MABC 15-23	V100 4-6	KOGI 6-6
MARC 11-13		648B 6-6
WRBH 4-C	800/774	KNBC 6-8
96KX 15-13		RS P1 1-5
8104 4-6	APME 3-2	BBBS 13-1
FRO-PH 6-8	WT18 0-13	KCPk 1-1
2107 12-8	KREL 1-1	E96 1-5
PGC 10-18	RROK 1-1	55 KD 5-3
PTR 11-0	MOTHE 3-9	HOW I-L
MUH 10-8	RO94 1-1	RLUC 2-3
	KLAZ 1-6	SHYT 17-1
MIN	WJDH 12-12	REER 1-3
	190x1 06 2-5	
BGL 18-21	NEGRI 1-4	P3
03 12-30	MEYP 5-0	1,263
Q 17-23	WITH YEN 4-6	
	MARY 1-1	BAST
THE RESERVE	7103 4-1D	-
	CR101 1-5	WJ90 3-1
16 23-20	PH100 1-1	WOUY 3-9
895PH 1-4,	WHED 8-13	WACE 6-17
USLO 11-10	EX104 4-8	HLAM 6-10
CBEG 3-1	WHARPH 20-27	WIGY 2-11
TEP 3-3	W8KS 5-7	-101 3-11

RPH1 on RHLY d-2; KDSA on KAT1 a NQD1 d-30 KOSE on

EATSON. BURNE 117 DEBUTS EAME DOWN ADES

0104 24=22 956CP on MPO3 on MCGD on WISE 37=33 MYLH on MGLX 4 BILQV on KAELPR on

Wetlorel Summery IP 60 DEBUTS 12 SAMI, 20 DOWN 0 ADDS 10

EAST 10-

WJBQ on MACE 18-12 MLAM d-24 MIGY 23-14 WTSH 23-15 MHEB 30-21 MYBG on MC1B d-27

Q104 22-13 958GF on MFOR 26-23 MISE 39-30 MFLB 19-13 MGLF 33-23 EILE on EVOL on

BOXL A EPYP O SKLK 27-27 WTRU ON

8231 cm 6517 27-19 6519 37-16 6028 37-36 6024 cm 8471 30-27 6001 4-27 8078 36-27 8078 36-21

23 MIT

Q104 9-5 1102 13-6 9580F 7-3 MFCH 5-2 MCGQ 12-6 MFLH 5-2 MCLF 6-2 MCLF 6-2 MCLF 6-2 MCLF 23-2 MCLF 23-2 MCLF 10-25 MCLF 10-2 MCLF

EDUL 19-9 EDVE 13-6 EDVE 13-6 EDVE 5-2 ELLO 22-16 EDLS 13-6 EDLS 00 VEREN 23-20 MEPT 5-2 VEREN 14-1 MARYPH 5-4 MC SLIPH 14-1 SPEG 7-4

NAA

WILIT

**P** 

0

NAA

WLABFH 20-24 MASH o Q104 19-16 WBEE 39-28 V100 o

#FMP # 0-10 #EPM # 0 #EPM # 20-22 #FMT 10-8 #FMT 10-8 #FMT 20-14 #JPM 20

MICHWEST

WE87

184/4

0

EPHS (8-13
ETH 18-15
ETH 1

MV1C J1-27 MLOLPH e-24 ELIF 15-27 K10A d-26 EDFF d-FO WHC1 21-19

JUICE NEWTON

Q)

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Beq 100: Beach E 888 B 919 H 809 W 803

QI

22

MFOX a WISE 30-34 WFLD 24-18 WFLD 40-37 KILE 4 KPUB 4-29 Q101 d-30 EVOL d-27

SEASTH 4-29 EREA S EFF on FIGO 33-31 KEID S EJE 43-21 KINE 4-27 O103 CM

EEEE 3-10 ECBB 3-2

The Sweetest... (Capitol)

99/18

P2

HTUGE

WGBE R=1 W73C 10=10 9JR0 2=5 WLOGFN ==6 MACO 0=5 81377 0=1 6119 11=6 8109 14=6 8109 14	997 9-4  10074 9-7  10074 9-7  10074 2-1  10074 2-1  10074 2-1  10074 2-1  10074 2-1  10074 2-1  10074 2-1  10077 2-1  10077 2-1  10077 2-1  10077 2-1  10077 2-1  10077 2-1  10077 2-1  10077 1-1  10	#F/BF/FW bond B.\$PA 1-1 WEFF 2-1 VIDO F-0 BOUTH BPHS P-7 WYGS 10-16 BLEW 20-21 B.BYF 11-9 B.BYF 11-9 B.BYF 11-1 B.BYF 1-1 B.BYF 1-1 B.BYF 1-1	NER For A (Attender 4 213/0	WORD 6-7 US 11-15 UC 12-6 WEC 12-6 US 2-6 UC 3-6 UC 3-6 UC 3-6 UC 3-6 UC 3-6 UC 3-6 UC 3-6 UC 3-6 UC 3-6	NullPO P-1  NUMBD 11-11  NVNC 1-2  NUMBD 11-11  NVNC 1-3  NUMBD 10-11  NUMBD 10-11	day, Nov. Formbury con  wont 1-5  wont 1-5  wont 3-7  wont 3-7  word 4-12  wong 4-6  wont 1-2  wont 1-3  wont 1-3  wont 2-2
0101 1-1 EVOL 0-7 MINTL 2-1 SFYB 9-6 CONT 1-1 HELO 0-6 SSBC 0-7 SSBC 0-7 SSBC 11- UNIT 13- UNIT 13-	SEPT 15- ETT 1	VESS 1-3 VSG 13-7 FIRT 9-2- PERS 9-2- REGI 19- GLED 19- GLED 19- GLED 19- GLED 19- GLED 19- PERS 13- PERS 13- PERS 13- PERS 13- FERS		0000 0-0   0000 0-0	8107 N-22 09807 2-7 09007 3-6 00005 4-7 00005 4-7 1418 7-11 1918 9-7 900LP 8-7 900LP 8-7 11LZ 2-4 REFLPW 1-1 0010 3-2 EVOL 3-7 EVOL 3-7 EVOL 3-7	MYNN 2-0 MYNN 2-0 MYNN 9-2 1172A 3-2 MYNN 7-19 MCIR 13-1 MUN 0-5

BETTYN 6-28
SUCT | ON
SUCT

WORD 20-20 W/RC 4-39 W/RC 1-3 W/RC 1-3 KLTS on WRCH on 1104 on WRLM d-27 WIRE d-19 WRRE d-27 WORF a-3 WORF 2-3 WRDQ d-28 KRMQ d-28 KRMQ 6-28 WRRE 6-28 WRRE 6-28

KIRR 33-27 KIRR 00

FRGL 4-38 193 29-26

**P**2

WTRD 29-27 WTRY 4-29 92FLT 6-28 GRCS 6-27 SRY 28-29 WTICFM a-29 WTICFM 29-37 WFRT 33-24 WLAZE 6-29 GLOS 6m

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BARBRA STREISAND

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WIFT 30-38 96KL 32-37 RID6 23-19	RBOR 23-17 MFHF 24-18	
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MPGC 21-17 CVTB 20-20	MUDE 31-22 EXELOR 38-23	MODA 38-3
	EXTX 106 38-23 W6GB 36-22 G100 20-15	MACE IR-1
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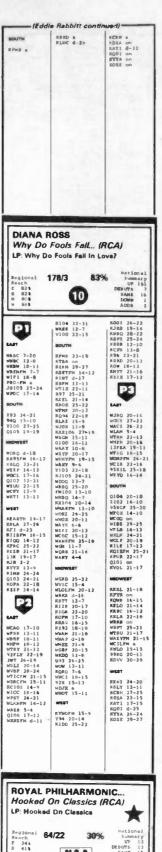
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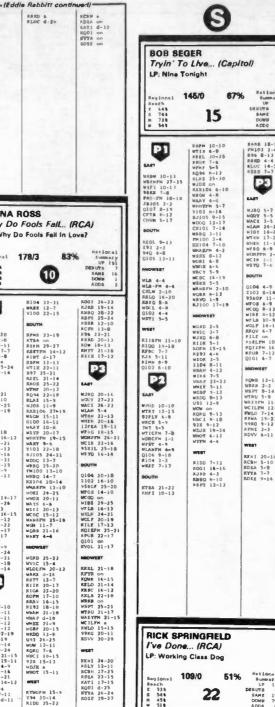
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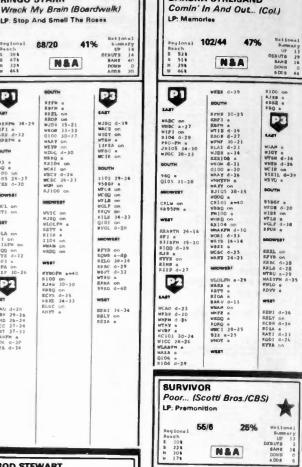








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# THE PICTURE PAGES

### EMI Envelops Easton In Gold



While Sheena Easton was in Los Angeles for interviews, EMI America held a reception for her and awarded her with a gold plaque. Pictured (I-r) are EMIA/Liberty VP Dick Williams, Capitol VP Walter Lee, EMIA/Liberty VP Mark Levinson, Easton, manager Deke Arlon, and EMIA/Liberty VP's Don Grierson and Joe Petrone.

### Schwartz Signs To Atco



Songwriter/performer Eddie Schwartz has been signed by Atco Records, with an album, "No Refuge," just out. Pictured (I-r) are ATV Music VP Val Azzoli (in banquet position with apple), Atlantic President Doug Morris, manager Ron Chapman, Schwartz, Atco VP Reen Nalli, and ATV Music President Bernie Soloman.

### Iron City In L.A.



MCA's Iron City Houserockers made their Los Angeles debut at the Roxy, with label executives in attendance. Pictured backstage (I-r) are MCA Distributing VP John Burns, MCA Distributing President Al Bergamo, MCA Records President Bob Siner, group's Eddie Britt and Joe Grushecky, producer Steve Cropper, and MCA VP's Denny Rosencrantz and Vince Cosgrave.

### Lone Star Party



Alfa's Corbin-Hanner Band and Michael Murphey co-headlined New York's Lone Star Cafe recently. Pictured backstage are (I-r) club co-owner Bill Dick, producer Tommy West, Murphey, manager (for both acts) Bob Burwell, Dave Hanner, club co-owner Mort Cooperman, and Bob Corbin.

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# How Do You Call Your Loverboy? Platinum



Columbia's Loverboy were presented with platinum plaques for their first album following a performance at New York's Nassau Coliseum. Pictured (I-r, standing) are Columbia VP Mickey Eichner, Sr. VP/GM Al Teller, manager Lou Blair, label's Paul Atkinson, group's Scott Smith, manager Bruce Allen, group's Doug Johnson, and Columbia VP's Arma Andon and Ed Hynes; (I-r, front) group's Paul Dean, Matt Frenette, and Mike Reno.

## PolyGram Salutes Pop Of The Tops



The Four Tops played New York's Radio City Music Hall, and were congratulated backstage by label executives. Pictured (I-r, top) are group's Lawrence Payton, Polygram VP's Chip Taylor and Bill Haywood, group's Obie Benson, Polygram President Guenter Hensler, and label's Mike Kidd; (I-r, bottom) Entertainment Company Chief Charles Koppleman, Polygram VP Tommy Young, and group's Abdul "Duke" Fakir.

### RCA Team Signs Player To Contract



RCA has signed Player, with an album called "Spies of Life" out in November. Pictured are (I-r, standing) management's Paul Palmer, RCA VP Marty Olinick, producer Dennis Lambert, RCA's Barry Gross, RCA VP Barry Oslander, and group's John Friesen; (seated) group's Peter Beckett

### Gang's Back To Handshake



Handshake Records has signed Gang's Back and picked up their independently-recorded "Hot Fun" single. Pictured (I-r, seated) are manager Joe Isgro of I.C.E. Productions and group's Richard Cruz and Richard Gonzalez; (I-r, standing) group's Joe Cruz, Handshake President Ron Alexenburg, and group's Fresno Cruz, Arturo Aladana, and Robert Ramirez.



# Jeff Gelb- ACTIR

# AOR Interview: WSHE/Miami PD Sonny Fox

Sonny Fox is one of AOR radio's best-known air personalities and programmers. When Arbitron announced recently that it would be combining the Miami-Ft. Lauderdale markets into one market (which will make the metro number eleven next spring), the first person I wanted to call for a reaction was Sonny, now programming WSHE/Miami. At the same time, it was a great opportunity to catch up with this uniquely talented AOR vet.

### **Lost Time**

AOR radio lost track of Sonny for nearly two years between his exiting WYSP/Philadelphia's PD post and his joining WSHE. Sonny filled me in on how he spent the time in between: "I've always been interested in video, and was doing videotapes even while I was PD at WYSP. That's one of the reasons I had a falling out with management there; they wanted a more full-time, on-the-premises programmer. So when I parted company with WYSP I started Superstars Productions as a full-time venture. One of the projects I filmed was Yes (with Jon Anderson) in concert, a production which may soon be sold to cable TV.

"After about two years, though, I really felt the bug to return to radio and to rock and roll. Video can be rock and roll, but only the end product. The rest is crews, equipment package rentals, transportation, front money, editing time, etc. It can be a real pain!

"John Tenaglia, President of TK Communications which owns WSHE, had been running WIFI/Indianapolis when I was in Philadelphia. He knew of my programming and jock skills, and called to ask if I would be interested in getting back into radio. I joined just for mornings, but later, when Neal Mirsky was upped to Operations Director, I was named PD."

### A Return To Music Radio

Sonny noted that both he and AOR radio had changed a lot in the two years between WYSP and WSHE. "Personally," he reported, "while I don't want to discount the fun of backstage action and dinners with the stars, I've really had it with that aspect of the business. I think I shook everyone's hands while I was in Philadelphia. I now spend a lot less time seeing artists, going to dinners or going backstage, and am much more interested in running the radio station credibly and contemporarily, trying to do things that are brand new, not just what's tried and true."

He observed, "I see a trend toward background rock and roll radio. It's going back to music radio. Music has always been paramount in the eyes and ears of our audience; it's as important as the time it takes up in a hour. We've just dropped all our syndicated programs. We carry live concerts by monster artists and certain specials, but we're returning to very hit-oriented album radio. We don't want to stop the music flow. Instead of features and interviews, our specials are now things like mini-sets, artist weekends, or an hourlong 'best-of' nightly at 11."

How does he keep WSHE's all-music format from sounding like a perpetual jukebox to listeners? "The responsibility falls on the jocks and what they say between music sets, and on the music released by the record companies," he answered. "Instead of being the station that comes on between records and talks up this special or that interview, our jocks are required once an hour to mention something about an artist during his backsell. There are stacks of magazines and other source material in the studio to choose from. Say the jock has just played some Van Halen song, and comes out of it with a report

about what the group did in a recent concert. That may not sound exciting to other radio people, but to Van Halen fans, it's a story they'll pass on to their friends and remember WSHE for. So much jock talk is gibberish; when my jocks open their mouths I want them to say something of direct impact to our audience."

He continued, "As for the music, when all the albums that come in are clones of someone else, not only is radio in trouble, so is the music community in general. I believe very strongly in playing new music, and when we decide to break a new album, we lean very heavily on it."

What's the role of news in a format stressing music? Sonny reported, "It's gone except for mornings, where it's very important. We do news twice an hour, and then we have a little speeded-up cartoony character called 'George Gump' who makes a shambles of the last story in each newsbreak. He's become the station's most popular character. Other than mornings, though, news is gone, because it's just another interruption from the music."

### Miami Audience Make-Up

How does WSHE's all-music policy go over with Miami's population? Sonny noted, "While a population poll would show that Miami has a lot of elderly people, we're only dealing with people who listen to the radio. It's actually a very competitive radio market for the 18-34 year-old listener; I have at least five direct competitors for that demo.

"I see a trend towards back-ground rock and roll radio."

"Our logo is 'SHE's only rock and roll.' Actually, we were getting some negative focus group results from kids who recalled the slogan but noted we also played Steely Dan and Billy Joel. We do play those artists, but generally we steer away from stuff that isn't rock and roll.

away from stuff that isn't rock and roll.
"I have one benefit here," he continued: "history. WSHE has been programming one form or another of rock and roll for 11 years now. We find a tremendous amount of people who are my age (35) who were raised listening to nothing but album radio. They're not ready to turn to Barbra Streisand or Nell Diamond, yet they can't stand a steady dose of Van Halen, Ted Nugent or AC/DC. So we combine that kind of hard rock with what was considered hard rock when those people were growing up: Hendrix, Doors, Zeppelin, plus we do things like 'Psychedelic Sunday,' which plays rock oldies from the late sixties. We haven't dropped those oldies, and we find that even young listeners like them, so long as they're credible rockers. At the same time, we can't quit playing Van Halen or AC/DC, because they're today's heavy rockers

"We're programming not to an age, but to a lifestyle. If we programmed to an age group, putting in a little Dan Fogelberg or lightening up on the AC/DC, we'd lose it. We're finding an audience that still wants to rock, and we're capitalizing on it."

Fox was happy to hear that Miami and Ft. Lauderdale have been combined into one metro for the next major ratings period, but said it wouldn't affect WSHE's programming. "In selling WSHE, we've always combined the two areas; that's our community. It was just a logical step to take; TV has been rated that way for years."

Nor is he concerned about trying to capture a significant portion of the city's heavy Latin population (over 40%). "We have to ignore them almost totally," he said. "We get as many Latins that want to rock as we do women. But several other stations here make a conscious effort to get the streetwise, shoulder-radio people to stay with them by playing a mixture of disco, AM oldies, and crossover AOR stuff. Then, too, there are strictly Latin stations that do very well."

### **Supporting Cast**

WSHE is a Superstars client station, which is a familiar situation for Sonny: he programmed the first Superstars station, WRNO/New Orleans, in 1973. He has worked with Lee Abrams on and off ever since, and said the experience has always been rewarding: "Some consultants love to say, "This is going on all my stations.' Lee has never done that. He has had plenty of opportunities to make power plays, but has chosen to reflect his opinions of records only when the programmers ask him. That speaks very highly for him.

"My contribution is the presentation of the radio station: in overall attitude, jock personalities, and production. I strive to combine the magic and flavor of Top 40 radio with great music and credible DJ's."

Also playing a key background role in WSHE's overall positioning is Neal Mirsky, currently the station's Operations Director. "Neal helps the GM and sales people almost as much as he helps me when it comes to organizing all our promotions, following through on an idea to its reality. He's also on my music calls with Lee, because I value his market experience and musical knowledge. I welcome his input."

With Neal's help, WSHE is very visible promotionally in the Miami-Ft. Lauderdale metro area. Sonny stated, "We saturated the market to whatever degree we can, and not just with TV commercials. We just did a major Halloween party, plus we broadcast live at the baseball stadium over their PA system, and we enjoy a great rapport with the local concert promoters. We give out tickets constantly. Right now we're doing a bingo promotion on the morning show; we've distributed two million bingo cards through 7-11's, and George Gump reads off bingo numbers in the morning to win resort trips and other lifestyle things."

### Video Won't Kill Radio Stars

As a person with an abiding interest in video. I thought I'd close my discussion with Sonny Fox by asking his views on the relationship of video to radio. He offered, "The magic to music is that you hear it differently every time because of the circumstances you're in. When you add a picture to music, then you've seen it. If it's a particularly impressive picture, you might want to see it a few times. But pictures with music is not the same as music; it's scored television, and TV will never replace music. It may enjoy a certain active following, but it's no threat to radio.

"Forgetting that services like MTV can't build up a library the way radio can because video hasn't been around that long, I still can't see pictures having the same mesmerizing effect that music alone has. Video music is not mobile, nor does it underscore your scene; it creates its own. It becomes boring, like going to the same place over and over

over and over.

"Music," he concluded, "has a magic all its own. It's the picture to your trip, your mood."

re-ac-tor





neil young cra-zy horse

Produced by David Briggs, Tim Mulligan & Neil Young with Jerry Napier.



On Reprise Records & Tapes Direction: Elliot Roberts AFOR FRIERIE

Greg Solk has been appointed Assistant PD for WLUP/Chicago. Chip Hobart has joined the Wayne Webster has been Loop for middays . named MD for CHUM-FM/Toronto. Holloway has been upped to MD for WKZL/Winston-Salem. Rod Davis has been upped to the station's Research Director post while "Kitti" has been named Information Director Williams has returned to KZOZ/San Luis Obispo as music assistant and for airwork...Peter Cole has been upped to full-time nights at WAQY/ New to overnights at WNOR/Nor-Springfield . folk is Carol Taylor from WXLC/Waukegan Michael Knight has rejoined KTIM/San Rafael for weekends . Mary Galyean has joined Kenny Hazelett's morning show on KSMB/Lafayette. Mike King has joined KSMB for overnights from KTDY/Lafavette . Perry Donofrio (Harry Stone) has joined WBAB/Long tsland for after noon drive from WTFM/New York. lorin has exited nights at KFMG/Albuquerque for airwork at KFMU/Steamboat Springs...WAAL/ Binghamton has picked Ray Ross as its new WMAD/Madison has upped Debbie Dalton to PD and Dale Wolter to MD.

EVOLUTION



CENTERFOLD FANS — So this is how a hardworking PD and Operations Director spend their time! EMIA's Michael Harris (far right) is pictured with an unidentified Bunny, who helped deliver the J. Geils "Centerfold" single to WSHE Operations Director Neal Mirsky (far left) and PD Sonny Fox (second from right).



FLYING HIGH WITH WQXM — WQXM/Tempe auctioned off a flight in a blimp to benefit a children's hospital. Pictured (I-r) are WQXM PD Mark Stevens, the winner and his wife, and a hospital administrator.



SCREAMATHON — KROQ/Pasadena, in conjunction with Universal Pictures and "Halloween II," held a screem-off, with the prize-winner getting \$250, a Universal Studios tour, and the use of a limo for a day. Pictured at the contest (I-r) are finalist, KROQ jocks Raymond Banister, April Whitney and Frank Bennett, fronted by the winner and another finalist.

HALLOWEEN ILUINX: AOR was active last month, providing lots of things for listeners to do on Halloween. An incredible 20,000 attempted to attend WDHA/North Jersey's Halloween party,



WDHA air personality Kathy Miler describes McDonald's french fries costume during WDHA Halloween Ball.

with over 5000 getting in (a move to larger quarters is expected next year). Capitol's Elektrics provided music while EMIA's John Hall was the costume contest MC; the winner received an expenses-paid trip to the Loch Ness. KBCO/ Boulder also sent its costume contest winners on a trip, this one to Mexico. Riot headlined WMJQ/ Rochester's Halloween party for \$1.92 admission. KFMQ/Lincoln awarded \$300 in stereo gear and over \$600 in total prizes to its Halloween masquerade winners. DC101/Washington thought big. by having its party simultaneously at 20 different locations. Awarded to costume-wearers were trips to a Dallas Cowboys game. KPRI/San Diego's Ball benefitted Special Olympics, which netted \$15,000 that evening, while those modeling prize-winning costumes won everything from color TV's to a Toyota Corolla. KGB-FM/San Diego held a Halloween blood drive, gathering 183 pints in one day (a San Diego record for a radio station) in return for albums and restaurant certificates. KOLL/Gillette screened "American Werewolf In London" on Halloween as a benefit for MDA.

STONES STUFF: The Rolling Stones concert tour juggernaut continues: WAQY/Springfield awarded tickets to people who called the station when they heard "Satisfaction" being played. WAAF/Worcester was asked by the group to sell 1000 tickets specifically to residents of North Brookfield, where the group practiced before beginning its American tour. WTUE/Dayton used a trivia quiz to send six winners to see the group. WGRQ/Buffalo gave away a pair of Stones tickets to the listener who correctly listed the number and titles of the Stones songs the station played in a designated 39-hour period.

THE ROCK AND ROLL 500: WFYV/Jack-sonville polled listeners for their ten favorite songs, combining the results into a list of 500 that were played throughout a weekend. Given away in a random drawing from the postcard entries were a \$500 stereo system, \$105 in clothing and a 105-second record run.

COLLEGE OF ROCK KNOWLEDGE: Two AOR's turned rock trivia quizzes into prize-winning vacations for listeners. KROY-FM/Sacramento sent two to Hawaii for a week while KGON/Portland awarded diamonds and a grand prize trip to London to a 44-year-old winning listener.

BANNERS UP: WOAY/Oak Hill, WV held a banner contest welcoming A&M's Pablo Cruise to town. Winners received a \$94 record stash, a portable FM receiver and headphones, Pablo Cruise catalogues and concert tickets. The group was so pleased with the promotion it kept two of the banners as souvenirs.

One of AOR's best promotional ideas in a long time is the concert hall seating guide, which has seating charts for all local concert and sports arena venues. KMEL/San Francisco just released its Guide, complete with a BIII Graham interview feature, along with color photos of artists including Bruce Springsteen and Pat Benatar, It's a thoroughly professional production . . . WXRT/ Chicago's publicizing its switch to a new transmitter tower and improved reception with a hatch of busboards that read "WXRT-Listen! You'll be ex-Yes, that was DC101 morning man static!" Howard Stern mentioned on satellite TV series "Entertainment Tonight" last week. The show's "Whatever Happened To . . . " feature spotlight "Whatever Happened To. was on Eddle Haskell, and Howard was mentioned in reference to a daily spoof he does on "Leave It To Beaver" . . . Speaking of "the Beav," Jerry Mathers was a special guest on a recent Billy Hergonson "Breakfast Club" on KGB-FM/San Diego, where he graciously accepted the "Beaver Cleaver" role one more time for a takeoff. And, incredibly, KEZY/Anaheim has actually hired Mathers for a week's worth of morning shows plus future specials! . . WCOZ/Boston's Jane Norris won an award of merit in the 1981 Hatch Awards for creative excellence in advertising for her TV campaign created around the theme of "Artists in Rock and Roll." The spot used a series of clips of artists like Led Zeppelin, Who, Jimi Hendrix, and the Rolling Stones . . . WTUE/Dayton just opened a "Ticket Window," a daily feature that gives away tickets to local events, from sports and films to rock concerts ... New AOR WMDM/Lexington Park, MD needs album service. Contact Lee Dravis at (301) 475-8383... Congratulations to newlyweds Lee and Cindy Duncan. Lee programs KSPN/Aspen . . . WLLZ/Detroit has moved. They're now at 31555 14 Mile Rd., Suite 102, Farmington Hills, MI 48018. The station's new phone number is (313) 855-5100.



STANLEY STRIKES BACK: EMIA'S Michael Stanley Band stopped by KSHE/St. Louis after his recent erec concert performance. Pictured (I-r) are Belkin/Maduri rep (and former James Gang drummer) Jim Fox, EMIA'S Jean Hobell and Howard Lesnick, KSHE'S Mrs. Emily Grafman, Stanley, and Century VP Shelley Grafman.

CONCERTS&CONVERSATIONS

BROADCASTS: Swamp Dogg, Bruce Cockburn on KTIM/San Rafael... Novo Combo on WEBN/Cincinnati.

GUEST DJ'S: Jefferson Starship, Greg Kihn on Y95/Rockford.

CONVERSATIONS: Bob Welr on WLIR/Long Island . . . Lindsey Buckingham, Atlanta Rhythm Section, Tubes on WDHA/North Jersey . . . Molly Hatchet, Nazareth on WXKE/FL Wayne . . . Bruce Cockburn on KVRE/Santa Ross... Spencer Davis, Henry Paul, Valerie Bertinelli on WDIZ/Orlando... Don McLean, Karla DeVito on WNEW-FM/New York . . . Jan Hammer on WOUR/Utica . . . Loverboy on CITHFM/Winnipeg . King Crimson on WYSP/Philadelphia . . . Marty Balin on KTYD/Santa Barbara . . . Billy Squier on WEBN/Cincinneti, WHKC/Evensville . . . Hall & Oates on WABB/Mobile, WXRT/Chicago . . . Tom Coster, Mai & Val on KFMH/Muscatine . . . Nazareth, Grand Funk on WTUE/Dayton . . . Def Leppard on KZOK/Seattle . . . Joe "King" Carrasco, Firesign Theatre, Bruce Cockburn on KTIM/San Rafael . . . Frank Zappa on WQBK/Albeny . . . Diesel, Triumph on WGRQ/Buffalo Billy Squier on WLLZ, WRIF/Detroit.



Chart

Summary

# EDID CLIBROTED \_\_ ASR. NATIONAL AIRPLAY/40.

November 13, 1981 169 REPORTERS of airplay preference 2 GENESIS ...... Abacab (Atlantic) ..... Title "Reply" "Dark" "Man" 3 POLICE ...... Ghost in The Machine (A&M) .... "Every" "Spirits" "Journey" JOURNEY ..... Escape (Columbia) ..... "Don't" "Stone" Title "Who's" QUARTERFLASH ......Quarterflash (Geffen/WB) ..... "Harden" "Find" 12 9 10 J. GEILS BAND ...... Freeze-Frame (EMI America) ..... "Centerfold" Title "Flamethrower" 10 LOVERBOY ...... Get Lucky (Columbia) ...... "Working" "Over" "Lucky" "Jump" 23 10 12 RED RIDER ...... As Far As Siam (Capitol) ...... "Lunatic Fringe" 13 14 STEVE MILLER BAND ...... Circle Of Love (Capitol) ..... "Heart" "Home" Title 15 27 28 21 15 16 QUEEN ...... Greatest Hits (Elektra) ..... "Pressure" 17 35 18 17 LINDSEY BUCKINGHAM . . . . Law And Order (Asylum) . . . . . . . "Trouble" "Was" 19 24 31 SURVIVOR......Premonition (Scotti Bros./CBS)...."Poor" "Saturday" 20 19 20 20 21 16 13 14 13 OZZY OSBOURNE ...... Diary Of A Madman (Jet/CBS) .... "Flying" "R&R" "Mountain" Title 13 23 26 21 22 18 24 PAT BENATAR ...... Precious Time (Chrysalis) ..... "Promises" "Fire" 25 12 15 17 27 NEIL YOUNG & CRAZY... ..... Re-Ac-Tor (WB/Reprise) ..... "Pacific" "Joe" "Star" "Motor" 28 LITTLE RIVER BAND .......Time Exposure (Capitol) ......"Owls" 11 19 29 BILLY SQUIER ...... Don't Say No (Capitol) ..... "Lover" "Stroke" "Dark" "Like" 16 31 JOHN HALL BAND ...... All Of The Above (EMI America) .... "Crazy" "Fooled" "Touch" 24 26 34 31 39 29 32 24 23 BILLY JOEL ..... Songs In The Attic (Columbia) ..... "Miami" "Goodbye" "Jack" New 17 22 33 RAINBOW (EP) ...... Jealous Lover (Polydor/PolyGram) . . Tride 33 34 15 32 36 30 29 GRAND FUNK RAILROAD ...... Grand Funk Lives (Full Moon/WB) .. "Get" "Bee" "Y.O.U." "Can't" 30 37 25 26 38 40 39 GO-GO'S ..... Beauty & The Beat (IRS/A&M) .... "Lips" 39

Album cuts are listed in order

to make their mark on this week's chart, while AOR's top-played artists held rock steady. STONES, FOREIGNER and GENESIS all maintained their positions from last week. PO-LICE inched up in hots and total reports. JOURNEY held strong in total reports. QUARTERFLASH continued its impressive leap up the chart, showing a continual upswing in hots and totals. NICKS held strong in totals. TRI-**UMPH** maintained. **GEILS** hit top ten as last week's adds showed strong conversions. LOVERBOY jumped nicely in all rota tions. MILLER climbed in all rotations. QUEEN jumped as a combination of 53 album mentions and another 56 reports of the single for 109 total reports BUCKINGHAM grew upper rotations as SUR-VIVOR held rock steady OZZY moved up, garner ing significant new adds plus early conversions. RUSH and ROD debuted strongly with lots of adds and some early conversions. NEIL debuted with strong adds. Look for strong jumps on RUSH, ROD and NEIL next week as adds convert to upper rotations. SQUIER inched up in total reports. HALL made gains in all rotations. FUNK resurged a bit. GO-GO'S debuted with a good combination of upper rotation men tions at strong call letters. The Significant Action listings came closest to

charting this week.

# MOST ADDED.

36

33

32

	11/13	11/6	10/30	10/23	10/16
1 NEIL YOUNG & CRAZY	105/105	1		0/0	0/0
	M O	M-0			
	H-0	H-0			
2 ROD STEWART			0/0	0/0	0/0
Tonight I'm Yours (WB)	M-9		-		
"Young Turks"	H-10				
3 RUSH	110/90	4/4	0/0	0/0	0.10
Exit .Stage Left (Mercury/PG)		M-O	0,0		
"Closer To The Heart"	H-A	H-O			
4 OZZY OSBOURNE	119/86	84/59	45/45	0/0	0.00
	14 26	M 20	M-O	0,00	0.0
Diary Of A (Jet/CBS)	H-8	H-5	H-O		
"Flying High"	132/21	118/100	1	1/0	0/0
5 LOVERBOY		M 9	M-O	MO	0/0
Get Lucky (Columbia)	M 68	H-3	H-O	H1	
'Working"	H-43	1	23/22	0/0	0.00
6 SNEAKER	39/19	21/9		0/0	0/0
Sneaker (Handshake/CBS)		M-8	M-O		
"Don't Let Me"	H 6	H-4	H-1	****	
7 WHO	42/15	37/10	37/16	27/17	14/10
Tie Hooligans (MCA)	M 17	M-15	M-12	M-6	M-2
"Join Together"	H-10	H 12	14.9	H4	H-2
7 AL STEWART	38/15	34/31	0/0	0/0	0/0
Indian Summer (Arista)	M-17	M-3			
"Pandora"	H-6	H-0			
9 STEVE MILLER BAND	114/14		0/0	0/0	0/0
Circle Of Love (Capitol)	M-66	M 9			
"Heart Like A Wheel"	H-46	H-5		400	100
10 J. GEILS BAND	135/12	122/98	38/38	0/0	0/0
Freeze (EMI America)	M 76	M 18	M-0		
"Centerfold"	H-47	H-6	H-0		
10 QUEEN	53/12	35/34	0/0	0/0	0/0
Tie Greatest Hits (Elektra)	M-28	M-1			
"Under Pressure"	14-15	H-O			
10 RINGO STARR	15/12	4/4	0/0	0/0	0/0
Stop & Smell (Boardwalk	M3	MO	1		
"Wrack My Brain"	H-0	H-O			
12 N. SCHON, J. HAMMER	34/11	28/7	31/12	18/10	17/12
N. Schon & (Columbia)	M-19 J	3 M-20 J-	1 M-17 J	M-7 J-1	M4 J-1
"Wasting Time"	H-1 -	H-0	H-0	HO	H-0
14 EDDIE SCHWARTZ	12/11	2/1	1/0	2/0	2/0
No Refuge (Atco)	MO	M-O	M-0	M1	M-1
Various Cuts	H-1	H-1	11-1	H-1	H-1
15 BOBBY & THE MIDNITE		29/27	0/0	0.00	0.00
Bobby & Midnites (Arista		MI	-		-
"Too Meny"	H4	14.1			- 0
	11.00	144.0	1		

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

	11/13	11/6	10/30	10/23	10/16
1 GREG LAKE	116/95	108/81	99/74	102/3	8/0
Greg Lake (Chryselis)	A-2	A 9	A-16	A-97	A-8
	H-19	H-18	H-9	H-2	H-0
2 JOHN ENTWISTLE	105/80	101/77	109/86	101/82	93/74
	A-1	A-1	A-2	A-5	A-6
	H-24	H-23	H-21	H-14	H-13
3 J. GEILS BAND	135/76	122/18	38/0	0/0	0/0
Freeze (EMI America)	A-12	A-98	A-38		
"Centerfold"	H-47	H-6	H-0		
4 LOVERBOY	132/68	118/9	15/0	1/0	0/0
Get Lucky (Columbia)	A-21	A-106	A-15	A-0	
"Working"	H-43	H-3	H-0	H-1	
6 ROSSINGTON-COLLINS	96/64	108/72	111/67	110/71	108/69
This Is The Way (MCA)	A-1	A-0	A-0	A-1	8-A
"Don't Stop Me"	H-31	14-36	H-44	H-38	H-33
6 SURVIVOR	90/61	82/57	87/62	86/68	82/66
Premonition (Scotti Bros/CBS)	A-2	A-2	A-5	AB	A-7
"Poor Man's Son"	H-27	H-23	H-20	H-10	14-9
7 STEVE MILLER BAND	114/55	103/9	0/0	0/0	0/0
Tie Circle Of Love (Capitol)	A-14	A 89			
"Heart Like A Wheel"	H 46	H-6			
7 ATLANTA RHYTHM	92/55	107/56	109/55	115/65	116/60
Quinella (Columbia)	A-3	A-1	A 2	A-5	A.9
"Homesick"	H-34	14-60	14-62	H-45	H-47
9 LINDSEY BUCKINGHAM	94/51	81/44	80/4	8/0	0/0
Law And Order (Anylum)	A4	A-14	A-75	AB	1
Tie "Trouble"	H 39	H-23	H-1	H-O	20000
9 JOHN HALL BAND	70/51	56/40	48/34	48/34	39/28
All Of The (EMI America)	A8	8.4	AB	A-10	A 8
"Crazy"	H-11	H8	H-6	H4	H-3
11 KINKS	124/48	127/47	137/49	132/56	138/58
Give The People (Arista)	A-1	AO	A-1	A-2	A6
"Destroyer"	H 75	H-80	H 87	H-74	H-76
12 CHILLIWACK	83/46	83/45	84/41	79/44	74/48
Wanna, (Millennium/RCA)	A1	A1	A 9	A 5	E-A
"My Girl"	H 36	14-37	H-34	H-30	H-23
13 QUARTERFLASH	142/45	131/62	1		66/15
Quarterflash (Geffen/WB)	A6	A-12	A-28	A 40	A 49
"Harden My Heart"	11-91	H 57	14 36	H-11	H-2
14 RED RIDER	107/44	103/48			
As Fer As Siam (Capitol)	A-2	A1	A-0	A-1	A-1
"Lunetic Fringe"	11-81	H 54	H 60	H-47	H 63
15 GRAND FUNK RAILROAD		45/38	45/35	43/31	43/19
Grand (Full Moon/WB)	A-O	A4	A-6	AB	A 23
"We Gotta Get"	H4	H-3	H2	H4	101

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

			11/6	10/30	10/23	10/16
	ROLLING STONES	162/157	154/147	157/150	154/147	154/147
	Tettoo (Rolling Stones/Atcol		A-0	A-0	A-0	A-0
		M-5	M-7	M-7	M 7	M-7
	POLICE	155/139			136/104	138/27
	Ghost In The (A&M)	A-1	A-2	A-1	A.9	A-100
	"Every Little Thing"	M-15	M-12	M-17	M-23	M-11
		152/126			148/136	153/143
-	FOREIGNER	A-1	A-0	A-0	A-0	AO
	4 (Atlantic)	M-17	M-10	M 14	M-12	M-10
	"Waiting For A Girl"			153/110		135/81
	GENESIS	A-0	A-2	A-4	A-9	A-13
	Abecab (Atlantic)	M-32	M-29	M 39	M 48	M 41
	Title	M-32			138/118	148/125
-	JOURNEY		A-0	A-0	A-0	A-0
	Escape (Columbia)	A-O	M-19	M-20	M-20	M-19
	"Don't Stop Belleving"	M-26		131/97	145/106	
	STEVIE NICKS	137/106		A-0	A-0	A-0
	Bella (Modern/Atco)	A-0	A-0	M 34	M-40	M-35
	"Edge Of 17"	M-31	M-33	124/36	91/11	66/2
7.	QUARTERFLASH	142/91	131/57	140	A 40	A 49
	Quarterflash (Geffen/WB)	A-6	A-12	A~28	M-39	M-15
	"Harden My Heart"	M 45	M-62	M 60 118/74	116/67	128/67
8	TRIUMPH	127/85	118/77		A 0	A-1
	Allied Forces (RCA)	A-1	A 2	A-0		M 60
	"Magic Power"	M-41	M 39	M 44	M 49	
.8	BOB SEGER & SILVER	110/80	111/87	7 - 1	135/113	
	Nine Tonight (Capitol)	A-O	A-0	A-0	A-0	A-1 M-22
	"Tryin' To Live My Life"	M 30	M-24	M-20	M-22	
10	DAN FOGELBERG	118/77	121/83	128/94	127/93	135/96
	The Innocent (FM/Epic)	A-O	A-1	A-O	A-1	A-1
	"Stolen Moments"	M 39	M:37	M-34	M-33	M 39
11	KINKS	124/75	127/80	137/87	132/74	138/75
	Give The People (Arista)	A-1	A-O	A-1	A-2	A 5
	"Destroyer"	M 48	M-47	M 49	M 66	M 58
12	RED RIDER	107/61	103/54	106/50	104/47	109/53
	As Far As Siam (Capitol)	A 2	A-1	A-0	A-1	A-1
	"Lunatic Fringe"	M-44	M 48	M 58	M 56	M 55
13		135/47	122/6	38/0	0/0	0/0
	Esense (EMI America)	A-12	A-98	A 38		
Tie	"Centerfold"	M-76	M-18	M-0		
13	PAT BENATAR	78/47	78/50	91/66	101/72	113/77
	Precious Time (Chrysalis)	A-O	A-O	A-O	AO	AO
	"Promises In The Dark"	M 29	M-18	M 25	M 29	M-36
15	STEVE MILLER BAND	114/46	103/5	0/0	0/0	0/0
.0	Circle Of Love (Capitol)	A-14	A-89			
	"Hoart Like A Wheel"	M 55	M-0		1	

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.

# **BREAKERS**

### ROD STEWART Tonight I'm Yours

(WB)
"Tester" "Justines "Long."
69% of our reporture on ft. Tester others reported to ft. Add. Md. M-16. Aftern itsteraed this weath or name

### RUSH

Exit . . . Stage Left (Mercury/PolyGram)

Cheer "Bible" "Fare "Bad."
69% of our reporters on it. Total
elbors reports 116. Add, 50:12, 14d.
Albury debutted this week at curretor 26.

### **NEIL YOUNG &** CRAZY HORSE Re-Ac-Tor

(WB/Reprise)
"Peelle" "Jos" "Ber" "Motos:"
67% of our reporters on it. Total
ethan reports: 165. A-105, 86-6, H-4.
Album instanted the week at sumber 28.







# **Significant Action**

"Join" "Relay"
NILS LOFGREN Night Fades Away (Beckstreet/MCA) 7/the "Money"
DEVO
AL STEWART
SNEAKER
ZZ TOP
OIESEL
ELO
TOMMY TUTONE Tommy Tutone-2 (Columbia) "Jenny"
N. SCHON/J. HAMMERN. Schon & J. Hammer (Columbia) "Wasting" "Talking"

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

# JAZZ ON AGR

2 1 CRUSADERS ..... Standing Tall (MCA) 1 2 AL JARREAU ...... Breakin' Awey (WB) TIM WEISBERG ...... Trevelin' Light (MCA) SPYRO GYRA ......Freetime (MCA) TOM COSTER .....TC (Fantasy)
"Moment" "Angels" BOB JAMES . . Sign Of The Times (Tappan Zee/Col.)
"Enchanted" "Steemin" "Unicorn" GIL SCOTT-HERON .......Reflections (Ariets) # PASSPORT Blue Tattoo (Atlantic)

# Radiation "Rambing"

# EARL KLUGH. Oream Come True (UA) Various Cuts 10 10 DAVIO GRISMAN......Mondo Mando (WB)

These altrums, displayed over a two-week period, received significant reports but did not other this week on the National Airplay/40 listing. This chart represents activity based on a combination of add, medium siid hot reports as well as special jazz programming. The altrum's preferred significant size listed: singles are in build Redice. Artists' names are in build Redice if they regletered significant airplay garis this week.

# REGIONAL ASR ACTIVITY

# **EAS**



Albany

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APERIAGE (Supervi)
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Albany 518-785-9800

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Boston 617-286 1111

OAM PERMANENT (Felt Summarily (r) MEMORY (C) (Caption) "Lamptor Friend" /\*Lamptor Friend" /\*Lamptor Friend"

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MOST ADDED

NEIL YOUNG & CRAZY HORSE
Re-Ac-Tor (WB/Reprise) 29/29

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

WOZ-Boston 617-267-909 \*\*\* PRAFF | India | JOB | PRAFF | India | FIRM | BECA | University | BECA | University | India | BEAFF | India | India | India | BEAFF | India | India | India | BEAFF | India | India | India | India | | India | India | India | India | India | India | | India | India | India | India | India | India | | India | India | India | India | India | India | | India | Ind

SAMAGGUEN

ORLIGO

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Buffalo

70- 4001 000-0100 00- 700 0000-00 Adding (Columbia) (J+6/COS) (COLUMBIA) (J+6/COS) (Addin) (J+6/COS) (COLUMBIA) (J+6/COS)

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COLLING Promis

Challenge (A/) Conf

RUSH Exit.. (Mercury/PolyGram) 33/25

OZZY OSBOURNE Diary Of A... (Jet/CBS) 31/25 ROD STEWART

Tonight I'm Yours (WB) 22/20 LOVERBOY Get Lucky (Columbia) 33/8



GREG LAKE

Greg Lake (Chrysalls)
JOHN ENTWISTLE

MEDIUM

Too Lete The Hero (Atco) 27/22
ROSSINGTON-COLLINS BAND

This is The Way (MCA) 25/17 SURVIVOR

Premontion (Scotti Bros/CBS) 21/17
LOVERBOY

Get Lucky (Columbia)

27/22

ONE CHARLES (Jus/Cha)
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### THE HOTTEST

ROLLING STONES Tattoo... (Rolling Storius/Atco/38/37 GENESIS

Abacab (Atlantic)
POLICE 39/36 Ghost In The... (A&M) 38/34 FOREIGNER 11 37/33 4 (Atlantic) JOURNEY

Escape (Columbia) 29/26 Two numbers follow each altons tile. The first represents total number of Eastern stations playing the album this week. The second is the number of these stations who reported it in hot rotation this week.

102.3\_\_\_\_\_ M- 50 000000 M-7. N- 0400 (1000)(M4

Long Island

Long Island
516-587-1023

https://doi.org/16.1023

https://doi.org/16.1

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25- MO19 d 2000ADD

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GRISMAN.

DAVID GRISMAN





Watch For The New WB Jazz Sampler "Appetizer" Coming Next Week.





PATTI AUSTIN

#15

#10

-#12

#13

11



(Poll Spen, SIZ)

Total Spen, SIZ

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Manchester

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Montreal



matyret LOWERCY (Columbia) RDD 1980cccy/PolyC RDD 1980cccy/PolyC RDD 1980ccc (WB) SHREET & HILVER RDLLTE OF SHREET RDLLTEC OF SHREET

North Jersey

201-328-1055

C. INN. RACES BAND (NS. )

C. INN. RACES BAND (NS. )

C. INN. RACES BAND (NS. )

C. IN. ALLEYS (Ch. year)

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TORRY TYPTHE (Columbia)
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(Columbia)
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Added SDD STREAM : 1888 "Towns Total" "Only a Boy" "Tough Year So"
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"Bapid Transiti" "Son. Pacifits"
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"You Served" "Climor., Jacob"

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New York 212-887-7777

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PD: ALER DESERT Added HODER SCHWARTS (At SISSO STARS (Board HOME | SHART (HE) HOD STEWART (HE) GEORGE ACCION (ME)

modium SILLER BAND (Copies)
PYPYE SILLER BAND (Copies)
AND (Columbis)
COMMILLER COPIES
AND (Copies)
PYDCOM OF A COMMA SILVER
OPPEND OP

MMM

WYSP 94 ROCK

STATEMENT COLLING (NCh)
LEMO (Copital)
LIMOS (Asiata)
LIMOSES BANKE (PANA)
LIMOSES BANKE (Asiata)

Philadelphia

215-667-8100 flotted f

PD: COMMETE SEPERALE

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Redical FINES (Ariara PAT ASSETTA (Chrysalis) CAD PROSEASS (PAL) ROSW(PIC) ROSS (SEVE)-COLLES (RAC JOSES SEVE)-TYPE (ALC) SOUVING (FACE) PROS/CO

NA PRIMPTER

Y104

PD: HIER PROFIES ABBY, PO: HIER MINISTER

Herital DISSE: (Regardy/Atao) PRY REMOTER (Chryseille) WARTHOWN-COLLINE (RCA)

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Philadelphia

JOSE AMBRITANISM (AAM) J. CRILS BAND (SMS America) CHILLINGCY (RIllownies/SCA)

Desired

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SAMP Jade Bone

CASIG LAFE (Chrys-lis)
THIOMPS (MCh)
SUMMITTED SECOLS SECON/CBS!
H. SCHON/J, MANNEY (Columbia
HDBSTHOTON-COLLING (MCh)

SDBS TROTON—COLL.THB (FCC)

Bottoxt

Bo

JOHNS (Action)
JOHNST (Columbia)
NOS BORGES & SILVER (C.

(Polydor/PolyGra) HER RICHS (Capitol) HALL & ONTEN (RCA) HTEVIE HICHE (Rodern

CHOMBPIPF (unbnown HDMB THOOT (Bendfi SWING (Planet/E-A)

Pittsburgh

Jaes Brate

Philadelphia 215-668-9460

MOUNT (MAR CHT/YPS) (FIG.)

MARCH 100

MOUNT (MARCH (CMT/grafts/Sp)r)

AV 3 MARCH (CMT/grafts)

LOYMINO'N (CG) Amb 1:

OF 2007 (CG) Amb

SZNILE

NO: TON HANTER NO: ECHEPTS WATER

WDVE

HAVE TO SECURITY SECURIT

P - HIER MARRIES

"Figure Bion..."
"Closer und "ed"
"Closer und "ed"
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"Town Ticha"
"Town Ticha"
"Localing For...
"OUT FORMER ("B)

TOTAL COMMAND AND THE PROPERTY AND THE P

WCMIF LIVE 96 FOCK!

PD: TREP SEES

Added BURE (Mercury/PolyGra) \*Yob Bupper\* \*Pres Util'\* \*Yob Bupper\* \*Pres Util'\* \*Yol Red Red Hotto\* \*Spitt.../Addio \*Spitt.../Addio \*Cont Silk Ball'\* \*You't Silk Ball'\* \*Elyden Bibb...\* \*Elyden Bibb...\* \*Elyden Bibb...\*

WRDWFM

Pittsburgh

CHILLIBECT (BITCH CONT.)

MINISTRATION COLLIES (MCN.
STRAT METAL (Full Rose)

JOHN SETTIFFILE (Atco)

POLICE (AME) ADMITS THES (MCA) THICKNEY (SCA)

Poughkeepsle

Jest P-102

PD: HIS ES ADAMS ND: HISSE PACTORNALD

(MM.Phoprise)
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\*\*76. Jon 7 Mene.
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CAMPAGE 2100 (Level)
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Many Transport 
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107 PD: CORES HORMON

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DOT SOME CORP (Cop) End)

ADD SIZERS (Cop) End)

LI SERREY BOCKERSMAN (Abry) Add

TY YOUR AT A LINE (C)

FOR A SIZER COMMERCA (Abry)

Syracuse 315-682-9538

Jack.

Syracuse 315-472-9797

BICE SPEINOFIELD (MCh)
BILLS LOPERMS (Backetreet/SCh
BILLY SQUITE (Capitel)
NA LARFS (AMB)
N, SCHOMIN, BARRON (Columbia
MINY VON (Bentil bron/ChA)
VIC VERNEY (Capitel)

VIC VEHENT (Capital)
U) ((sland/Wh)
-(COMPUS & D. BONTS (Rishire)
-BATHWOM (Paledon/PoleStat)

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Toronto

416-967-3445

Toronto

Jara Bone

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Added OTIF COMMINSTER |Jat/Com! MTSS (No. Cury/PolyGra) HISS DavilLE (Atlantic

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ROCHESTER
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**GIO** 

PO: CLAY SLATORY HD: BOB HINCHOHYCE

Added OSIY GROUNDER (J+E/CRB) "Con't Blil RE" "Over The Stn. BACE GROWN (RC) "Over BY Over BY IN-"THE TABLE & CRAT "BD/Rey Eve) "Inco's "Aspld Yendit" "So. Pacific" "So. Pacific" "So. Pacific"

mod ( Boss , 5 OAH POSSEAREG (Pul) RESON/REPL (Pul) MESON/REPL (Pul) MESON (Pul) PG PR PELSE (WARNER) AGEN (LONE) IN EARTY (MES) MARTY (MES)

CHUMFM

PO: 3, HOMENT MODE ABST. PO: BOSS DAVISE

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majiame PAITOTH (14) ond/0
(UYTANDOZ (Chiyavila))
pungi UMPL (Alion)
pungi UMPL (Alion)
MED BJOCA (Chiyavila)
MED BJOCA (Chiyavila)
markets MOD (Columbia)
malagna (Ana)
COMHHE BERG (MCA)
MALAGNA (Ana)
MALAGNA (Ana)

**WOUR** Utica-Syracuse PO: DALE SDIGLESS SD: TON STARP

Jees Brone

HOMENTO SECULD STORAGES

BOLLES CHOME

BOLLES CHOME

(Bolles Chome

SCB JANUS (Papper 1+4/001.) TOR GRAFF (MEDF/CBB)

33/26

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WALAFM Washington, D.C.

DC 101 Washington, D.C. 202-828-9932 GOME CAST

BOLL FOR SPECIAL SP

105

Added LOVERDY (Columbia) STOR (Maranty/PolyGr Case (Silvers)

For inter Chairman American Service (International Control (Internat **FM105** 

ALST. PD: HESE LABRES

West Virginia

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Ott Osbones (Frichis)

Bildy 700: (Colombis)

Bildy 700: (Colombis)

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FM 194

WERI-

STRUE (NEA) HTTL FORMS a CRAIT "Bo, Pace I's "Opps Stor"
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"Bo, Pace I's "Opps Stor"
"Bo arman "GB "Tone, Pace I's
"Fore a, You's "Tone, Pace I's
LOWINDOT" (Columbia)
"Fore i's Port,"
AL STUDNET" (Ar Sto)
"Fondow I's "Store I'm Energo Is"
nd 1887 (CLEFF ) who norm;

Total Control Control

WAAF

PD: DAVID SCHIPTEIN

# SILLS (GOVEN)

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JANA DEADER BUTGATIO

Westerly

DEFID ORIGINAL (BB)
ANY CASPANEE (Columbia)
BOD OTLAN (Columbia)
FRYEN CRYTEN (F+) (Hear/OR
HAPT(# BBLACK
(He cory/DelpGe#)

-street top: -street street (post-gards) -street and post-gards)

| 100 | 101 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100

Worcester

THE OTHER (TOTAL (TOTAL

SOUTH

ADRIGO PERMO & COMPTY (METATOR) & COMPTY (METATOR) (METATOR)

CARRILL GLAT (MARGON)

WASTERD (MARGON)

Finder, Front ("Survive, heart")

Waster Government (Annual Control C 

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MOST ADDED

RUSH Exit.. (Mercury/PolyGram) 27/26
NEIL YOUNG & CRAZY HORSE Re-Ac-Tor (WB/Reprise)
ROD STEWART 25/25 Tonight I'm Yours (WB) OZZY OSBOURNE Diary Of A... (Jet/CBS) 26/16 Get Lucky (Columbia)
QUEEN 33/7 Greatest Hits (Elektra)

Two numbers follow each album title, The first Febresents total number of Southern stations playing the album titls week. The second is the number of those stations that added it this week.

MEDIUM

J. GEILS BAND

GREG LAKE 29/24 Greg Lake (Chrysells) RURVIVOR Premonition (Scotti Bros/CBS) 24/19
JOHN ENTWISTLE JOHN ENTWISTLE
Too Late The Hero (Atco) 23/17
STEVE MILLER BAND
Circle Of Love (Capitol) 28/15
JOHN HALL BAND All Of The ... (EMI America) 20/15

Two numbers follow each album title. The first represents intal 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

Tettoo... (Rolling Stones/Atco/34/34
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JOURNEY
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FOREIGNER 35/29 32/29 34/27 **GENESIS** Abecab (Atlantic) 36/25 STEVIE NICKS Belle Donne (Modern/Atco) 32/25

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West Palm Beach 305-461-0099

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Detroit 313-827-9505

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Evansville 812-422-5258

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Dayton 513-224-1501

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Kansas City 816-753-4567

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COMMUNIC DISTRICT GLISTES

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MEDIUM

GREG LAKE

Greg Lake (Chrysalis) 28/24 LOVERBOY

Get Lucky (Columbia)
JOHN ENTWISTLE 35/22

TOO Late The Hero (Atco) 25/17
ROSSINGTON-COLLINS BAND
This Is The Way (MCA) 18/17
GRAND FUNK RAILROAD
Grand Funk... (Full Moon/WB) 15/14

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

TRICOPO (NCA)

WHATTCH (Supporer/Chil

Lafayette 317-448-1586

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POLICE (AAM)
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Madison 608-249-9277

FM 102 K5me Lincoln 402-476-8565

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MOST ADDED

NEIL YOUNG & CRAZY HORSE
Re-Ac-Tor (WB/Reprise) 28/28
OZZY OSBOURNE

Exit.. (Mercury/PolyGram) 27/22
ROD STEWART

Tonight I'm Yours (WB) 26/21

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

Fargo 218-236-7900

Diary Of A... (Jet/CBS)

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Carrie Ft. Wayne 219-484-0580 PD: RECK WEST

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KQ92 Minneapolis

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WLPX 97 fm Milwaukee

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THE HOTTEST

Tattoo... (Rolling Stones/Atca) 39/38
POUCE

Ghost In The... (A&M)
FOREIGNER 37/35 36/34 A (Atlantic) GENESIS

Abacab (Atlantic)
JOURNEY Escape (Columbia) 36/28

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

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ALTHOU PLOOR (Polyador)

ALTHOU SHOTLAG (AREA-1)

CAN FORDARD (COLUMBIA)

(FULL MORN-WRITE)

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-7-99 Omaha 402-592-530 GRAND POWE R.e. (Pall Rose, VM)
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Muscatine 319-263-2512

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ed. JOHN FREMEN

BOBACHS (Bandshak/CDB)

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Oklahoma City

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Rockford

815-877-3075

BRILOT SAMP

FRANCE SAMP

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ATOM DALL ADDRESS (MARY 100)
ADD

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PRI BILL BICHARDS

03 (feland/m) \*Glesie\* OBI# (MOVEMEN (Jet/Chd)

Sloux Falls 605-335-8700

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Jets Boys Eingler Bute

St. Louis 314-842-1111

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COMMUNICATION OF THE PERSON OF 

55 KWKA3 St. Louis 314-844-1380

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Tulsa

918-664-2610

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Terre Haute

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FM 104 NO: DOCT SETTLATION

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Toledo

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419-248-3377

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92 15 FM Winnipeg 204-775-0371

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BOLLEGG STREET (AnilingStr/Atoo)

46/34

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PD: DAVE FORMAL FD: LARRY NF DWG.

MENTAL (Mercury/PolyGra)
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MELL WINDER COOLY
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Anchorage 907-277-2655

PD: ND HERRIFISLD ND: HEREAR EVANS

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HOLLING STORES

BOLITO FTOMB

(BOLIT-SATA-/ACCO)

COMMITT COLLANTS

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Aspen 303-925-5776
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ROB HARLEY (Con.) | 1 km./h

KFMG

PD: JOHN PLONSING Abbed #DD FTERLET (ND) "Pound Tucks"

\*Penney Turka\*

Mail Lam

MAD (Art/Cha)

MAD (Art/C

Albuquerque 505-285-8811

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94ROCK Albuquerque PD: BZEL STANBARDS RD: HEREF ROCENSA

Title MEIL FOUND o COALT (NO/Repries)

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LOWEROT (Columbia)
-QUEEZ & C. MCMTS (Sientra)



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Bakersfield 805-832-1410 MATCHT (BAM) WILE LONGISH (Bactetre-t/NC) QUEEN (HIL-Stra)

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Boulder 303-444-5600

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MOST ADDED

ROD STEWART Tonight I'm Yours (WB) 36/30
NEIL YOUNG & CRAZY HORSE Re-Ac-Tor (WB/Reprise)
OZZY OSBOURNE 23/23 Diary Of A... (Jet/CBS)
RUSH 30/18

Exit.. (Mercury/PolyGram) 23/18 DEL SHANNON Drop Down... (Elaktra) 10/7

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

103 K3PI Denver 303-938-2313

PD: POIL BYRIDES PD: JOE POLGES

Medium BALANCE (Pottrals/CBS) (FHOSEY BUCKINGHAM (Ae) CLIMAE BLUES BAND (BB) DINY BAND (Limety) MARLEGUES (COLUMN) HALL & GRYDS (BCB) LHB (Capitol)

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Denver 303-759-5800 (MATERILANI (GOT (MAN)) BLOS SPALESTINA (BCA) LINE (Cop) (m)

Hottest AMB (Columbia) DAB FURGLARMIC (Full None/Mpis) DACE SPISHER (Columbia) BCCE SPISHER (SCE) FORE (WEEK (Atlantic) BOLLIES, FORMES (HollingELA/Atoo)

Jana

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AD: CHECK GRIGHT

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Main (Maccury/PulyGra)

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LOVEROY (Columbia)

LUB (Captus)

TYBEE SIGN (Modern/Ntc
GAST D\* (Captus)

Jarr Bone

Denver 303-694-1080

Edmonton

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Carolyn Parks

# Country Happenings

Now that CMA week is history for another year, our thoughts and attention will be turning towards other concerns . . . ratings, promotions, the holidays, etc. However, before we move along, I thought it would be interesting to highlight some of the promotions and activities various stations conducted in conjunction with Country Music Month.

Several stations, of course, carried the CMA Awards and Post Awards Show, including WIL/St. Louis and WVAM/Altoona. Album giveaways were popular, with many stations such as KSON/San Diego featuring a different country artist each day. KBMR/Bismarck's album giveaway required listeners to match artists' real names with their stage names, while WWOD/Lynchburg distributed LP's to callers who could answer various Country-related trivia questions.

A good number of stations bought the rights to the Haas Hudgins "Country Calendar" promotion, which linked stations' sales and programming departments. Sponsoring advertisers distributed the numbered calendars through their establishments, and each day winning numbers were called out on the air, with the winner receiving the selected album of the day. The contest wrapped up with a grand prize of a trip to Billy Bob's in Ft. Worth. KIDN/Pueblo varied their grand prize, instead awarding the winner 31 albums (a copy of all the featured albums of the month) plus \$200 worth of western clothing.

WBCS/Milwaukee, WCXI/Detroit, and WKMF/Flint all sponsored trips to Nashville during CMA week. WKMF also ran their own telephone poll before the







WSM/Nashville and KOKE/Austin were just two of the stations that broadcast live from Nashville's Opryland Hotel during the week. Photo on top pictures radio Hall of Famer Grant Turner and RCA artists Valentino and Charley Pride joining WSM'S Chuck Morgan for a live interview; proving that turnabout is fair play, the bottom shot shows KOKE's Bob Cole interviewing WSM's Ralph Emery during Bob's morning show.

awards show, asking listeners for their choices. Surprisingly, Kenny Rogers, who was not a winner this year in Nashville, did very well in Flint, taking several categories. The station later presented him with a plaque commemorating the event. WHN/New York also conducted its own listener choice awards, although the results of that poll are still being tabulated.

WAXX/Eau Claire combined the station's 15th anniversary celebration with Country Music Month by ask-

Continued on Page 50

# CMA Gains Membership And Board Members

One press release which I received recently gave me great pleasure, and I'd like to pass the information along. For the first time in the CMA's 23-year history, its membership total has surpassed the 6000 mark, making the organization the music industry's largest professional trade association.

Several membership categories showed marked increases, including Disc Jockeys, up 59.5%; Radio/TV, up 26.4%; and Record Merchandisers, up 6.78% over last year's figures. Of this membership total, nearly 5600 are individual members who obviously feel that \$25 per year is not too high a price to pay for representation in their industry.

Those of you who attended CMA Week this year no doubt noticed that the stress was on enrolling new members, with particular emphasis on current CMA members taking a more active role in recruitment. As CMA Associate Executive Director Ed Benson noted, "Nothing sells CMA better than our members who perceive the need for and realize the progress achieved by having a strong and active trade organization."

I urge all of you who are considering membership to take the time right now to send in your check and thus become an active rather than a passive participant in the country music industry. And I urge the balance of you nonmembers to reread Ed Benson's words and to give some additional thought towards joining an organization whose prime concern is the increased growth of country music and Country-formatted radio. When you consider that Country is practically the only major music format to have an organization working for us towards our common goals, how can we help but be the format of the 80's!

### **New Board Members Named**

On a related note, the following have been elected to the CMA Board for two-year terms, each representing a different faction of country music.

Ad Agency: Janice Ericson of Eric Ericson & Associates; Artist/Musician: Brenda Lee; Composer: Larry Gatlin; Disc Jockey: Bob Cole of KOKE/Austin; International: Jeffrey Kruger; Radio/TV: E.W. Wendell of WSM/Nashville; Record Company: Jerry Bradley of RCA/Nashville; Publication: Lee Zhito of

Billboard; Record Merchandiser: Sam Marmaduke of Western Merchandisers; Talent Buyer/Promoter: Wayne McCary of Eastern States Expo; At Large Representatives: Ken Kragen (talent manager), Charles Scully (Society of European Stage Authors & Composers), and Glenn Snoddy (Woodland Sound Studios).

Our congratulations to all of the new board members. Let's give them our support in every way possible . . . after all, we elected them as our representatives.

# Trick Or Treat?

Halloween always seems to bring out the latent ghosts and goblins in the best of us, especially since it offers a chance to get dressed up in any outfit that strikes our fancy without suffering the curious stares that might come our way the rest of the year (except in Los Angeles, where it's sometimes difficult to tell the costumed trick or treaters from the "normal" pedestrian!).

Radio stations have historically used Halloween as a springboard for some of the more unusual promotions, and this year was no exception. The favorite, of course, is the classic "Haunted House," usually run in conjunction with a local service organization. KEED/Eugene tied in with the Boys & Girls Aid Society of Oregon to sponsor a haunted house, from which it broadcast live Halloween night, and even interviewed several "monsters" on the air. WEEP/Pittsburgh consolidated its efforts with the JayCees, charging admission and raising over \$25,000 during the 13 days the promotion ran. The station also gave away \$100 worth of merchandise each night to anyone lucky enough to get the correct key which would open the WEEP Treasure Chest.

J.D. Cannon, WFMS/ Indianapolis's Music Director, got into the act himself by dressing up and passing out candy to area children who visited the Childrens' Museum cosponsored Haunted House, while WWOD/Lynchburg turned the tables by holding an open house at the station for all interested listeners. Guess they felt their jocks were scary enough without costumes!



J.D. Cannon

St. Louis was treated to an entire day of monster hits from the past decade from WIL-AM, which also aired "spooky" songs throughout the day. KSON/San Diego conducted a "Halloween Spooky Story" contest during the week prior to the holiday. Listeners submitted their original spooky stories, which were produced in play form and broadcast over the air on Halloween night by the KSON "Not-Ready-For-Drive-Time-Players."

Continued on Page 50







# Q106—On Cartons And In The Clouds

WWQM-FM(Q106)/Madison, WI is one station which believes in visibility. In fact, you might see its call letters and jocks almost anywhere in the city, as evidenced by the accompanying visuals. To promote Barbara Mandrell's appearance at the Wisconsin State Fair, host station Q106 arranged to have the show advertised on some 60,000 milk cartons, which were distributed in Stop-N-Go convenience stores throughout the area.

A later promotion found morning man Scotty Moore (pictured) airing (literally) his show from atop his "ego" board overlooking Madison's busy Beltline Highway. He not only broadcast his daily show from there but lived in the clouds for a full week, giving on-air updates from his perch throughout the day. Scotty survived the week in a tent equipped with heater, barbeque grill and winter clothing, as well as through donations from sympathetic fans, including one who provided a catered lobster dinner. However, the best part of the week came on Friday at 4:30pm with "PM Magazine," taping a segment for the program. All in all, not a bad way to spend a week and definitely a good way to create interest in your station!

# THE WEEKLY COUNTRY MUSIC COUNTDOWN



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 recieved *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 recordbreaking "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.

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

Produced by Ed Salamon.



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.



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!

Por 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!

Radio ? Records

NATIONAL AIRPLAY/50

**November 13, 1981** 

MERLE HAGGARD/My Favorite Memory (Epic)

JOHN CONLEE/Miss Emily's Picture (MCA)

GEORGE JONES/Still Doin' Time (Epic)

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

ALABAMA/Love In The First Degree (RCA)

GEORGE STRAIT/Down And Out (MCA)

TAMMY WYNETTE/Crying In The Rain (Epic)

GARY MORRIS/Headed For A Heartache (WB)

EARL THOMAS CONLEY/Tell Me Why (RCA)

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WILLIE NELSON/Mountain Dew (RCA)

CON HUNLEY/She's Steppin Out (WB)

GAIL DAVIES/Grandma's Song (WB)

MICKEY GILLEY/Lonely Nights (Epic)

DON KING/The Closer You Get (Epic)

TERRI GIBBS/I Wanna Be Around (MCA)

DOTTIE WEST/It's High Time (EMI/Liberty)

KENNY ROGERS/Blaze Of Glory (EMI/Liberty)

FRED KNOBLOCK/Memphis (Scotti Bros./CBS)

JERRY REED/Patches (RCA)

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CRYSTAL GAYLE/The Woman in Me (Columbia)

OAK RIDGE BOYS/Fancy Free (MCA)

MEL TILLIS/One-Night Fever (Elektra)

SYLVIA/Heart On The Mend (RCA)

HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb) BARBARA MANDRELL/Wish You Were Here (MCA)

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

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

KENNY ROGERS/Share Your Love With Me (EMI/Liberty)

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

BELLAMY BROTHERS/You're My Favorite Star (WB/Curb)

ROSANNE CASH/My Baby Thinks He's A Train (Columbia)

CHARLY McCLAIN/Sleepin' With The Radio On (Epic)

STATLER BROTHERS/Years Ago (Mercury/PolyGram)

CONWAY TWITTY/Red Neckin' Love Makin' Night (MCA)

EDDY RAVEN/Who Do You Know In California (Elektra)

KENDALLS/Teach Me To Cheat (Mercury/PolyGram)

REEVES & CLINE/Have You Ever Been Lonely (RCA)

JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)

MAC DAVIS/You're My Bestest Friend (Casablanca/PolyGram)

CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)

JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)

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

Entry

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

DAVID FRIZZELL & SHELLY WEST/Husbands And Wives (WB)

RONNIE MILSAP/I Wouldn't Have Missed It For The World (RCA)

JOHN SCHNEIDER/Them Good OI' Boys Are Bad (Scotti Bros./CBS)



# BREAKERS

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

### REEVES & CLINE

Have You Ever Been Lonely (RCA)

On 68% of reporting stations. National Summary: Up 19, Same 20, Down 0, Debuts 21, Adds 18. R&R Chart 50-46.

### **KENNY ROGERS**

Blaze Of Glory (EMI/Liberty)

On 68% of reporting stations. National Summary: Up 5, Same 17, Down 0, Debuts 15, Adds 39. A Most Added record. R&R Chart: Debut 47.

### **Most Added:**

**DON WILLIAMS** 

Lord, I Hope This Day Is Good (MCA) WAYLON JENNINGS Shine (RCA) EDDIE RABBITT

Someone Could Lose A Heart.. (Elektra) T.G. SHEPPARD

Only One You (WB/Curb) **KENNY ROGERS** Blaze Of Glory (EMI/Liberty)
REBA McENTIRE

Only You (And You Alone) (Mercury/PG)

### Hottest:

Love In The First Degree (RCA) JOHNNY LEE

EMMYLOU HARRIS & DON WILLIAMS

If I Needed You (WB) **GEORGE JONES** 

# MOST ACTIV

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 inany 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

RODNEY CROWELL "Stars On The Water" (WB) 55/4
National Summary: Up 38, Same 9, Down 0, Debuts 4, Adds 4, KLZ, KTOM, WSEN, WMC-AM, KEEN 36-29, WPOC-FM 32-29,
KVET 33-18, KLVI 16-10, KIKK-FM 20-18, WLWI-FM 10-7, WQYK-FM 43-37, WFMS-FM d-27, WTSO 40-34, KFDI-AM 33-25.

DON WILLIAMS "Lord, I Hope This Day Is Good" (MCA) 54/52

National Summery: Up 0, Same 0, Down 0, Debuts 2, Adds 62 including WMAQ, WSAI-AM-FM, WHK, WIRE, KEBC-FM, KLAC, KNIX-FM, KEEN, KMPS-AM-FM, WMZQ-FM, WWVA, KVET, WYDE, WGTO, KIKK-FM, WSIX-FM, WQYK-FM,

WAYLON JENNINGS "Shine" (RCA) 54/48
National Summery: Up 1, Same 5, Down 0, Debute 2, Adde 48 including WMC-AM, KRMD-AM-FM, WQYK-FM, WIRK-FM, WSAI-AM-FM, WCXI, WFMS-FM, KEBC-FM, WIL-AM-FM, KLAC, KNIX-FM, KRAK, KSON-AM-FM, KGA, WNYR, WSAFAM-PM, WCAI, WPMS-PM, REBG-PM, WIL-AM-PM, RLAG, RNIX-PM, RHAR, RSUN-AM-PM, RGA, WNYH,

EDDIE RABBBITT "Someone Could Lose A Heart Tonight" (Elektra) 51/42

Netional Summary: Up 0, Same 6, Down 1, Debuts 4, Adds 42 Including WPOC-FM, WHN, WMZQ-FM, WWVA, KIKK-FM, WQIK-FM, WBAM, WIRK-FM, WMAQ, KSO, KFGO, WFMS-FM, KLZ, KSOP, KCKC, KEEN.

LEON EVERETTE "Midnight Rodeo" (RCA) 49/21

LEON EVERETTE "Midnight Rodeo" (RCA) 49/21

Netional Summary: Up 3. Same 21, Down 0, Debuts 4, Adds 21 including KLZ, KRDR, KCKC, WSEN, WWVA, KOKE-FM, WSOC-FM, WQYK-FM, KSO, KVOO, KFH, KKAL 48-41, WIXL-FM 50-34, WTSO d-29.

☑ JOHN ANDERSON "I Just Came Home To Count The Memories" (WB) 48/21

National Summary: Up 1, Same 18, Down 0, Debuts 10, Adds 21 including WPOC-FM, WYII, KVET, WESC-AM-FM, KRMD-AM-FM, WSLR, WDAF, KVOO, KSOP, KCUB, WIXY d-32, WOKK d-33, WHOO d-30, KSO d-32, KKAL 50-44.

☑ RONNIE McDOWELL "Watchin' Girls Go By" (Epic) 48/22

Netional Summary: Up 0, Same 18, Down 0, Debuts 7, Adds 22 including KOKE-FM, WYDE, WBAM, WHOO, WKLM, KSO, WAXX, WKCQ-FM, KEED, KRDR, KGA, WMZQ-FM, WWVA, WFMS-FM d-33.

STEPHANIE WINSLOW "When You Walk In The Room" (WB/Curb) 45/0

National Summary: Up 31, Same 12, Down 0, Debuts 2, Adds 0, KSO 19-14, WITL-FM 32-27, WHBF 49-45, KICD-FM 36-30, KVOO 22-19, KTOM 27-22, KGA 26-21, WVAM 28-22, WSOC-FM 34-31, WQIK-FM 33-30, WOKK d-37, WLWI-FM 31-27.

☑ T.G. SHEPPARD "Only One You" (WB/Curb) 44/42

22-19, KTOM 27-22, KGA 26-21, WVAM 28-22, WSOC-FM 34-31, WQIK-FM 33-30, WOKK d-37, WLWI-FM 31-27.

T.G. SHEPPARD "Only One You" (WB/Curb) 44/42
Notional Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 42 Including WEEP, WNYR, WMZQ-FM, KIKK-FM, WMC-AM, WSM, WIRK-FM, WMAQ, WCXI, WIRE, KEBC-FM, KNIX-FM, KRAK, KCKC, KGA.

CRISTY LANE "Cheatin' Is Still On My Mind" (EMI/Liberty) 44/3
Notional Summary: Up 29, Same 9, Down 0, Debuts 3, Adds 3, WHK, KSO, KRSY, KWMT 44-35, WITL-FM 26-22, KVOO 21-18, KWJJ 48-44, KGA 29-25, WWVA 26-23, KOKE-FM 43-38, KVET 38-23, WSIX-FM 22-19, KRMD-AM-FM 30-21.

KIERAN KANE "It's Who You Love" (Elektra) 42/11
National Summary: Up 5, Same 17, Down 0, Dabuta 9, Adds 11, KRDR, KVEG, KWJJ. KRRV, WVMI, WQIK-FM, WBAM KWMT, WGEE. WITL-FM, KFEQ, KEED 48-41, WIXL-FM 43-36, KVET d-35.

RWM1, WGEE, WITL-PM, REEU, REED 48-41, WIRL-PM 49-59, RVET G-59.

BOBBY BARE "Dropping Out Of Sight" (Columbia) 42/9

National Summary: Up 9, Same 17, Down 0, Debuts 7, Adds 9, KOKE-FM, KHEY, WQYK-FM, KSO, WHBF, KICD-FM, KEED, KEEN, WWVA, KVET d-34, KIKK-FM 39-33, KEBC-FM 36-24, KRAK 48-46, WIXL-FM 36-25.

JOHNNY DUNCAN "All Night Long" (Columbia) 41/7

National Summary: Up 11, Same 15, Down 0, Oebuts 8, Adds 7, WMNI, WCXI, WITL-FM, KEED, KRRV, WSOC-FM, KHEY, KSO d-29, KNIX-FM 37-34, KMPS-AM-FM d-30, WSEN 36-31, WBGW-FM 41-37, KKYX 44-39.

HANKS WILLIAMS JR.

All My Rowdy Friends... (Elektra/Curb)
ALABAMA

Bet Your Heart On Me (Full Moon/Asylum)

Still Doin' Time (Epic)

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13 21 30

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23 17

### 38 37 32 45 49 42 38 20 22 45 42 47 43 39

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate ed upward movement from the majority of our reporters. MEL McDANIEL "Preaching Up A Storm" (Capitol) 38/14
National Summery: Up 3, Same 16, Down 0, Debuts 6, Adde 14, WSOC-FM, WESC-AM-FM, WOKK, WQYK-FM, WAXX, WKMF, KWMT, WITL-FM, WTSO, KRDR, KEEN, WVAM, WSEN, WWVA, KKAL 47-42. KWMT, WITL-FM, WTSO, KRDR, KEEN, WVAM, WSEN, WWVA, KKAL 47-42.

BRENDA LEE "Only When I Laugh" (MCA) 37/5

National Summer; Up 10, Same 16, Down 0, Debuts 7, Adds 6, WYDE, WGTO, WKLM, KFH, KTOM, KHEY 41-36, WKSJ-FM
26-21, WBAM d-31, WSIX-FM 26-20, KKYX 43-38, WIRK-FM 19-17, WGNA-FM 39-33, WVAM 34-27.

WRIGHT BROTHERS "Family Man" (WB) 35/7

National Summery: Up 11, Same 16, Down 0, Debuts 1, Adds 7, KNIX-FM, KRAK, WWCS-FM, WSOC-FM, WSM, WITL-FM, KFEQ, WYDE 31-25, WGTO 46-38, WGIK-FM 43-38, WUIN-FM 39-32, KSO d-35, WIRE 24-16.

KFEQ, WYDE 31-25, WGTO 46-38, WQIK-FM 43-38, WLWI-FM 39-32, KSO d-35, WIRE 24-15.

SUE POWELL "(There's No Me) Without You" (RCA) 35/2
National Summary: Up 8, Same 13, Down 0, Debuts 12, Adds 2, WBGW-FM, WKLM, KOKE-FM 49-44, WYDE 30-27, WGTO 38-33, WSIX-FM d-25, KRMD-AM-FM 40-39, KSO d-39, WAXX d-39, WTSO 31-28, KEED 43-40, KGA d-37, GARY STEWART "She's Got A Drinking Problem" (RCA) 33/7
National Summary: Up 11, Same 12, Down 0, Debuts 3, Adds 7, KVET, KNOE, WSM, WHBF, KVOO, KUZZ, WSEN, WGTO 49-42, WKSJ-FM 38-34; WIRK-FM 39-34, KWMT 40-37, KKAL 44-36, KEED 42-38.

LEE CREENWOOD "It Turks Me Inside Out" (MCA) 33/4

LEE GREENWOOD "It Turns Me Inside Out" (MCA) 33/4
National Summary: Up 18, Same 10, Down 0, Debuts 1, Adds 4, WCXI, KEED, KVET, KKYX, WSAI-AM-FM 31-26, KFDI-AM 48-39, KCKC 11-9, WVAM 50-40, WIXY 21-16, KRRV 18-14, WBAM 7-4, WLWI-FM 32-24, WQYK-FM 9-7.

# Others Getting Significant Action

REBA McENTIRE "Only You (And You Alone)" (Mercury/PolyGram) 31/30
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 30 including WGNA-FM, WBGW-FM, WIXL-FM, WMC-AM, WTQR-FM, WMAQ, WSAI-AM-FM, KCKC, KMPS-AM-FM,

RAY PRICE "Diamonds in The Stars" ((Dimension) 31/16
National Summary: Up 1, Same 9, Down 0, Debuts 5, Adds 16 including KOKE-FM, KVET, WIRK-FM, WSAI-AM-FM, WCXI, WKMF, KFDI-AM, KEED, KTRB, KNIX-FM.

BOBBY GOLDSBORO "The Round-Up Saloon" (Curb/CBS) 31/9
National Summary: Up 4: Same 12. Down 0, Debuts 8, Adds 9, WMNI, WITL-FM, KUZZ, KRSY, KOKE-FM, WESC-AM-FM, WKSJ-FM, KNOE, WSM, KCKC 23-13.

WILLIE NELSON "Heartaches Of A Fool" (Columbia) 29/5
Netional Summary: Up 4, Same 15, Down 0, Debuta 6, Adda 5, WLWI-FM, WIRK-FM, WKMF, KVOO, WWVA, KVET 45-28, KLVI
39-28, KFGO 34-29, KCKC 33-29, KEEN d-40.

JOHN DENVER "The Cowboy And The Lady" (RCA) 28/8
National Summary: Up 3, Same 11, Down 0, Debuts 4, Adds 8, KRAK, KEEN, KGA, WYII, WESCAM-FM, WKLM, KBMR, WKMF, WSEN 43-37, WMAQ d-25.

MARTY ROBBINS "Teardrope in My Heart" (Columbia) 18/2
National Summary: Up 8, Same 8, Down 0, Debuts 2, Adds 2, WMNI, WLWI-FM, KFGO 40-35, KRZY d-39, KCKC 17-11, WIXL-FM 37-32, KKYX 46-41. On: KFDI-AM, KEEN, KCUB.
TOM CARLILE "Catch Me If You Can" (Doorknob) 17/3

ial Summary: Up 7, Sama 6, Down 0, Dabuta 1, Adda 3, WSOC-FM, KLRA, KWJJ, WQIK-FM 50-42, KNOE 36-32, KFDI-AM KRAK 47-43, KGA d-40. On: WKMF, KMPS-AM-FM.

39-34, KRAK 47-43, KGA d-40, Un: WKMF, KMPS-AM-FM.

MEL STREET & SANDY POWELL "Slip Away" (Sunbird) 16/2

Netional Summary: Up 5, Same 7, Down 1, Debus 1, Adds 2, WHBF, WESC-AM-FM, KGA d-39, KRRV 30-24, KHEY 42-37, WQIK-FM 49-41, WLWI-FM 40-36, On: KMPS-AM-FM, WWVA.

WGIK-FM 49-31, WLWI-FM 40-39, On: KMPS-AM-FM, WWVA.

LOUISE MANDRELL & R.C. BANNON "Where There's Smoke There's Fire" (Epic) 14/13

Netional Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 13, WIXY, WYII, WQIK-FM, WWOD, WKSJ-FM, KRMD-AM-FM,
KSO, KEBC-FM, KICD-FM, KRZY, KTOM, KMPS-AM-FM, KGA.

REX ALLEN JR. "Arizona" (WB) 14/1

National Summary: Up 3, Same 7, Down 0, Debuts 3, Adds 1, KICD-FM, KSO d-36, KUZZ 60-46, KCUB d-39, WIXY 31-27, WIXL-FM 45-37, On: KNIX-FM, WGNA-FM, KRMD-AM-FM.

MICHAEL BALLEW "Your Daddy Don't Live in Heaven" (EMI/Liberty) 13/1
National Summary: Up 3, Same 6, Down 0, Debuts 4, Adds 1, WSAI-AM-FM, KBMR 42-38, KWMT 37-33, KRZY d-40, KVET d-30.

On: KFGO, KRMD-AM-FM,
TERRY GREGORY "I Can't Say Goodbye To You" (Handshake/CBS) 12/6
National Summary: Up 2, Same 1, Down 0, Debuts 3, Adds 6, KEED, WSOC-FM, WGTO, KHEY, WESC-AM-FM, WHBF, KCKC
34-30, WLWI-FM d-38. On: KVOO.
DONNA FARGO "Jacamo" (WB) 11/8
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 8, WVAM, WWVA, KNOE, WIRK-FM, KSO, KICD-FM, KVOO, KGA.

On The Flip Side



# Waylon Jennings

"Shine" PB 12367
BB 62 \* CB 45 \* RW 48 \*

# John Denver "The Cowboy & The Lady" PB 12345 BB 71 \* CB 71 \* RW 73 \*

# Louise Mandrell & RC Bannon "Where There's Smoke There's Fire" PB 12359

Just Shipping



# Courties Pictures



HALL FILLS THE HALL: WTOD/Foledo presented Tom T. Hell for two shows at the recent Lucas County (Ohlo) Feir. Pictured "backstage" ere (I-r) station staffers Chuck Schrader and Harvey J. Steele, Tom T., and WTOD's Gary Shores.



BOSS VISITS WHTN: Sorrell Booke (aka Boss Hogg in "The Dukes Of Hazzard") recently spent some time with WHTN/Huntington, WV midday announcer Cris Robins, as both are shown in the studio prior to taking listeners' calls.





WAVW PULLS 'EM IN — WAVW/Vero Beach, FL recently "pulled" in a trectorload of listeners when they broadcast live from the site of the St. Lucie County Civitans "Truck & Tractor Pull." Pictured above (I-r) are PD/morning man Marty Rowland, former evening jock Rick Ramsy, and MD/efternoon personality Billy West, plus one of the entries.

# Country Happenings

Continued from Page.46

ing listeners to pick their favorite country hits of all time, while WYII/Williamsport dug into the past with a "Country Flashback" game. Listeners who answered the first question (which, naturally, had a bigger and better prize).

WPOR/Portland's big promotion for the month was its "October Bonanza Shopping Spree," during which the grand prize winner had five minutes in a local supermarket to grab all the goodies they could lay their hands on. The station broadcast the event live. However, our hat's off to WKLM/Wilmington for its October promotion, a prize an hour for the entire month! What were the prizes? You guessed it . . . \$5000 worth of cowboy hats!

# Trick Or Treat?

Continued from Page 46

The three winning entries received a cassette of the broadcast as well as additional prizes. WQYK/Tampa-St. Petersburg got people off the streets and into the Florida State Fairgrounds this Halloween by presenting a free concert, featuring George Strait, Kippi Brannon, Lee Greenwood, and Roy Head. Although KILT/Houston (in conjunction with Budweiser) charged \$12.50 per person admission to its "Hobgoblin Hoedown," all proceeds went to benefit the Fort Bend County Emergency Medical Services, and attendees got to enjoy a barbeque dinner, dance to the music of Isaac Payton Sweat, see a musical revue, visit the spook house, bob for apples, and view the crowning of the 1981 Halloween king and queen. Not a bad bargain.

KJJY/Des Moines's Halloween message was safety, which it emphasized by distributing free flourescent pumpkins to pin on trick or treaters' costumes so they could be seen at night.

Just goes to prove once again that radio's tricks can be a treat for the audience. Hope you all survived!



Biff Collie

# Inside Nashville

OH YEAH? Buddy Killen, head of Tree Music in Nashville, building Music City's first independent production complex with his acquisition and appointment of studio production geniuses Larry Butler and Eddie Kilroy as Vice Presidents at Tree. Both have signal accomplishments, and are well-known in the industry for their super-production prowess. Joining Killen, who counts many #1 hits in his producer credits, Kilroy

and Butler combine to make the first superproduction outfit in town... A Faron Young-Willie Nelson duet album?? Willie's already done it with Ray Price, Webb Pierce, Roger Miller and Waylon Jennings recently. I

understand Willie will release all these projects on his soon-to-be-reactivated Lone Star record label... Bill Anderson will play a two-month engagement nightly at Nashville's Radisson Plaza Hotel's



Bill & Biff

Reflections Lounge, six nights per week, from New Year's Eve through February...Mickey Gilley and Johnny Lee sang a drinkin' song (for Schlitz) together ... "Today Show" 's Willard Scott was in town to help change the call letters from WSM-TV to WSMV-TV last week when George Gillette took over operation of Nashville's first television station. Station was sold to Gillette for \$42 million! When George Gillette told NBC "Today" show weatherman Willard Scott how glad he was to have him, Scott said, "I'll remember that if I ever get canned!"... Ronnie Milsap did it with Johnny Carson one night last week . . . "They All Laughed," Peter Bogdanovich's new movie, is world-premiered in Nashville (11-18) to benefit the Country Music Foundation. Though the film, starring Audrey Hepburn, Ben Gazzara and John Ritter, is set entirely in New York, it's a series of "urban love stories," according to CMF Director Bill Ivey. "Every time the radio comes on in the picture, there's Waylon or somebody singing a country song," Ivey said. Among others, Ritter and Bogdanovich will be here for the premiere.

ACROSS MY DESK: Jerry Lee Lewis will do his first Nashville concert at the Opry House December 3...Sheb Wooley, never before known as an undercover man, is a key cog in one of the most active/successful new studios in Music City (Music Mill), where he's working on a record package of love songs sung by the original writers which will be marketed soon on TV. Harold Shedd, head of the Music Mill operation, is a driving force in the phenomenal career success of Alabama...Guitar magician Phil Baugh invented a pedal which raises and lowers the pitch of each string on a guitar while the instrument is being played. Anne Murray taping her first TV special with guest list including Kris Kristofferson...Kenny Rogers signing with CBS Records .. Roy Rogers and Dale Evans will serve as Grand Marshals of the annual Hollywood Christmas Parade Nov. 29. It's Rogers's 50th year performing ... Dick Shuey's new marketing group

introducing a "how-to/where-to" Music City USA map; will specialize in marketing album product. Shuey is reviewing product currently; Shuey Marketing, 516 Ellen Dr., Goodlettsville, TN 37072. It may be a new sales avenue, especially for independent labels...Jimmy C. Newman's Cajun Country showgroup debuted to a full house at Gilley's and were taped by Huell Howser for the nationally-syndicated "Entertainment Tonight"... . Tom T. Hall amidst a 20-day Australian tour ... Charly McClain's guesting on TV's "Hart To Hart" show December 1... Next time you're in town, you may want to check Cal Smith's new "Bumpkin-Burger" in nearby Hendersonville. He and Darlene's new country restaurant opened last week.

WINNERS: T.G. Sheppard's narrow escape at the gas pump netted no injuries, but was frightening enough. As he was pulling out of a gas station (we don't call them service stations" anymore, because most of them don't), a pump hose got hung on a tire, ripping the gas pump out and exploding it...Buck Owens went to San Diego to tape the "Dean Martin At Sea World" Christmas TV special...Archie Campbell writing a feature for the Knoxville Journal called 'Archie Campbell Sez"... Cedar Creek (one of the largest current groups at eight pieces) partied, celebrating the charting of their record and/or "opening of a pack of cigar-.. Dolores Smiley's Nashville-based SRO Talent group celebrates its first anniversary of operation. She's a pioneer in Nashville music... Nashville Music Association, the youngest trade organization here, already boasting a membership of over 600, moved to larger quarters at 14 Music Circle East, Nashville 37203...Leroy Van Dyke makes his 21st auctioneering job at the famous "National Western Livestock" show in Denver come Janua-"Nashville Palace" picked up points on its second and third airing and is looking better for a six to thirteen week contractual expansion...Congratulations to my old friend Lee Shannon, new PD at WQIK-FM in Jacksonville, FL. . Slim Whitman's fans are screaming at NBC for airing comments of Times-Union critic Fred Lebrun, who on the "Magazine" show said, "Slim is oldfashioned, out of date, singing to old-fashioned, out of date people." (Wonder if Johnny Carson would agree with that...)

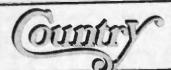
AIRLINES/TRAFFIC TIPS: "One foot on the brake is better than two feet in the grave!"..."It's better to be a butterfly on a grave... than a stern name underneath .... "Too many women drive cars with their husbands behind the wheel"... "Faron Young learned to drive in only four-and-a-half cars!"



# **Coors Country News**

This Week's Guests:
CMA Award Winners
FRIZZELL & WEST

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



# Regional Adds & Hots

MOST ADDED

WWCS-FM Hagerstown, MD

WAJR

BICHT SEACGS
SCHEIT STLAAP
PTATLES BOUTERS
ROOT BANKE
COMMENT THISTY
BOCKEST
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WKYG Parkerst

WEEP Philippingh, PA

Portland, MR.
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HEIGH BAGGARD

WMZZO-FM Washington, DC SDDIE BAMBITY HOMEIS SC DOMELL DOM WILLIAM TCCHEY GILLEY T.G. BESCHAND BOCCOST: OAR BLICKE BOYN GRANGEY PRIDE BAMBADA WANDERLE BORAMER CARB EDWIT BOOME

HOTTEST

MOST ADDED

**MIDWEST** 

HOTTEST MOST ADDED

WKMF Flint, MI

MOTTEST

WKSJFM

WBAM Montgo

Eddie Rabbitt (Elektra)

Wayton Jennings (RCA) Don Williams (MCA)

(RCA)

SOUTH

Don Williams (MCA) T.G. Shepperd (WB/Curb) He Kenny Rogers (EMI/Liberty) me (RCA) on Williams (MCA) Jaylon Jennings (RCA)

Hanit Williams Jr. (Elektra/Curbi

### EAST

ANDONA, PA
DOMAN PASSO
DIAMS PRITTED
SIDE SEC DARTES
SIDE SEC

EDD E MANN ITT EMBETT BOORRS T.G. SEXPTAND LECH EVENTTE BOTTES MEAT OAK SIDGE BOT SAMEANA MANN JOSE CONTES JOSECONTES JOSECONTES JOSECONTES JOSECONTES

WEST

MIDWEST

JOHNSTY DURICAN HOMBER MC DOWN HOMBY BAME YEARY CHRISTIP HOUSE BABE I'VE LES CHRISTIP BILL EVERLY AAY PRICE BONETS BOOKER BOTE SOURS

KMAK Freeno, CA

KTRB Modesto CA

KWJJ Portland, OR

MOTTORY HERELE HANGAI JOHNNY LEE GRAY HORRIS

JOHN AMDERSON
Y.G. MEETPAND
NAY PRICE
NOMETH SC DOSES
LEGGE BY CASTELL
SIGNA SC DASTEL
SIGNA SC EPPIRE

WHICH BROTHERS
WHICH JERNITES
T.G. SHEPPARD
DOR WILLIAMS
JORNITES
ROCKES
JORNITE
JORNITE
WOLKES
JORNITE
WOLKES
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WOLKES
JORNITE
JO

WIRE

WITL-FM Laneing, Mi

WBCS-FM

DOTTIN COLLEY

KGA Spokana, WA

KCUB Tucson, AZ

WIL-AMFM Bt Louis, MO

Machedra, WT
EDBRY ROCEDMS
ROBETS SC OCHEC
RESTYDS & CLITE
ROTTE MARKET
ROTTE MARKET
ROTTE MARKET
ROTTE
ROTT MAYLON JEMBINGS EMBET NOCKES BOTT-AT: MARKES & WILLIAMS ALASAMA ANTO MUTRAY JOHN SCHEKIDES

EVOO Tutas, OK

EDBLY ROCKEAS
BYTELIS SIXLAGE
LIGHT RYDERTYF
DAYTO ALEAS COR
BOSHIS SIX CONSIDE.
CLAUDE GRAY
CLAUDE GRAY
COMPANION
C

LEGIS SPENITYS
SECURITY GILLST
SARE TEDRAS CONLEY
SAREDAL LEGIS
RESPUS & CLERK
CONST ROCKES
SOLVETTE CONSTS
ALLANT SHOPMORE
ALLANDA
GANT HORSES
ROSKES RELEAF

KFDI-AM Wichile, KS

SOUTH

KOKE-FM Austin, TX

DOTYTE WEST
BOOLS NAME TO
BE TAKE JUSTIME TO
BE TAKE JUSTIME TO
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BE TO THE TO

KICD-FM Spencer, IA

KLVI

WVM Bloxi, MS

HAME WILLIAMS

WYDE

YEARY CHROCHY SEMBY ROCKER SELGHT BACYER JOHNEY CURCAN TON CANTILL HEL NC DASTRI-LECH EVENETTH HOMETE NC DOM

WQK-FM Jacksonville, FL

MANUSCRILL & HARM MATICAL JUNETISCH JOHN ARMENISCH BOCCON HARE WILLIAMS J MENCE MACCHANI ALABANA HODIETY CHOMBELL

T.G. SMEPTAND DOW WILLIAMS NUMBA NC ENTINE NATLON JUNETING NOUNTY CHONNEL

Sen Antonio, TX
ECHITY FORESE
LECIS EVENENT'E
HISTORIO JUBBI HOSE
FIG. BESTEPARD
DOS SYLLIAMS
ANTIE CEMP
ANTA ECC MET INS
LEX CRESSIONION
BOTTORI
BARRE SYLLIAMS JB
SICRY STANGE
GOOD NAVEOUS
BOOD NAVEO

Michitos, LA

ROMBIE NE COMMELL
EMBRY NOCHEM
JOHN ANDERBOS
GRAY SYMBAPY
EMDIS NAMBITY

WQYK-FM Tampa/St. Pets, FL

WIRK-FM West Palm Beach, FL

WORLDSTEIN STATES OF STATE

WTGA-FM Winston-Se

Wilmington, NC
T.O. STEEPFARD
ROBERT R DC COMMILL
ROW ROWNELL
ROW ROWNELL
ROW ROWNELL
ROW ROWNELL
ROWN

**NUMBER OF** REPORTING STATIONS THIS WEEK: 111

### **Hottest Tracks:**

"Highways Run On Forever" JOHNNY LEE (Full Moon/Asylumi

**COUNTRY ALBUMS** 

JOHN ANDERSON - I Just Came Home To Count The Memories — (WB) "Girl, For You" "Don't Think Twice (It's All Right" "Would You Cetch A Felling Star"

EARL THOMAS CONLEY — Fire & Smoke — (RCA) "Smokey Mountain Memories" "Fire And Smoke" "Silent Treetment"

LACY J. DALTON - Takin' It Easy - (Columbia) 'Wild JANIE FRICKE - Sleeping With Your Memory - (Colum-

" "Do Me With Love MICKEY GILLEY — You Don't Know Me — (Epic) "Ladies Night" "Learning To Live Without You" MERLE HAGGARD - Big City - (Epic) "Good Old American

Guest" "Texas Fiddle Song" "Big City"

BRENDA LEE — Only When I Laugh — (MCA) "There's More
To Me Then What You Can See" "A Good Love Don't Come That Easy" "I
Know A Lot About Love" "What A Way For Us To Say Goodbye" "Only When

JOHNNY LEE - Bet Your Heart On Me - (Full Moon)

RONNIE MILSAP — There's No Gettin' Over Me — (RCA) EDDIE RABBITT - Step By Step - (Elektra) "Early In The Mor GENE WATSON — Old Loves Never Die — (MCA) "Old Loves Never Die" "Speak Softly (You're Talking To My Heart!" "Roads And Other Reasons" "Nothing About Her Reminds Me Of You" "The Sun Never Comes Its Assie".

HANK WILLIAMS JR. - The Pressure Is On - (Elektra) Curb) "A Country Boy Can Survive" "The Pressure is On" "Remblin' In My Shoes" "The Coelition To Ben Coelitions"

### **Most Requested:**

HANK WILLIAMS JR. "All My Rowdy..." (Elektra/Curb)
ALABAMA "Love In The First Degree" (RCA)
GEORGE JONES "Still Doin' Time" (Epic) BARBARA MANDRELL "Wish You Were..." (MCA)
MERLE HAGGARD "My Fevorite Memory" (Epic)
E. HARRIS & D. WILLIAMS "If I Needed You" (WB)

"A Country Boy Can Survive" HANK WILLIAMS JR. (Elektra/Curb)

KLZ Denver, CO

Cuts in bold type are receiving the heaviest airplay.

Asykim)) "Highweys Run On Forever" "Crossfire"
BARBARA MANDRELL — Barbara Mandrell Live — (MCA)



**Jeff** Green

# Adult/Contemporary

# A/C Tunes Into Sports

Recreation, sports, and physical fitness are major aspects of most Adult/Contemporary lifestyles, and A/C radio is responding! Whether it's spectating or participating, sports promotion is always worthwhile. Here's a look at what several stations around the country have on their sports

### Fashion On 'FYR

WFYR/Chicago just concluded its "Fashion Fantasy '81" at the Chicago Ski Show. The showcase presented the latest in sports fashions, modeled to a special music production. WFYR also passed out information cards about the station's direct line for ski conditions, the WFYR 'Sno-Fone.



WSYR/Syracuse is running this ad in the Syracuse University football and basketball programs. The station has exclusive play-by-play rights to the two sports at SU. Interesting note is that the models in the ad are WSYR's sports sponsors. Word is that they really got a kick out of starring in the ad and came away feeling as part of the station. WSYR also printed 100,000 schedule cards and hundreds of "Superfan" spotter buttons which, when seen by a station staffer, win gift certificates and game tickets.

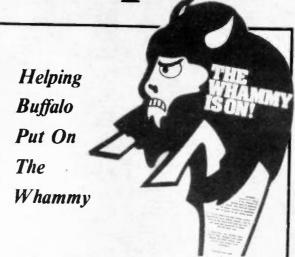
### The Whole 99.7 Yards

KYUU/San Francisco scheduled a Columbus Day "Fun Run." The race offered free registration, free commemorative T-shirts for the first 500 entrants, and department store gift certificates for winners. Also featured was a 99.7-yard dash for children five and under, hosted by KYUU air personalities

### On The Road With Y-106

Y-106/Orlando selected forty listeners for a party bus trip to see the Tampa Bay Buccaneers defeat the Detroit Lions. Winners were treated to box lunches/drinks and, of course, box seats.

The station also held its Invitational Golf Classic, giving away a weekend resort vacation to the winner. Four beer carts circulated the course, saving players from dehydration.



In cooperation with a local supermarket, Buffalo Bills' flagship WBEN/Buffalo has distributed more than 250,000 "Whammys." This two-sided buffalo symbol possesses "supernatural powers, used to cheer on the home team with one side, and doom the opposition to defeat with the other." The "Talking Proud" campaign is a creation of the local Chamber of Commerce and extends to all media in the city. It's all part of Buffalo's high spirits over the Bills' successful

### Morning In Motion

WSB/Atlanta cosponsored the third annual "Bicycle Morning," which featured top national riders competing for over \$3000 over a short closed course. Part of the event included a "Family Fun Ride," with free WSB





WORG/Orangeburg, SC sends out its college football pick-'em card all over town as part of its Clemson season promotion. This version concentrates on Southern college teams, offering cash and dinners at a cosponsoring restaurant.

# A Day At The Races

KING/Seattle cosponsored the Autumn Classic 10-kilometer run and picnic in late September. The best costumes were awarded prizes as well as the fastest runners. For those joggers just getting into shape, the course included shorter "fun runs." Following the race, a chicken picnic with KING personalities rejuvenated the hungry athletes.

### Riding The Airwaves

WASH/Washington, DC gave away 400 tickets to the "Stetson's World's Toughest Rodeo" recently. WASH also provided discount coupons to the rodeo, which involved 260 cowboys/cowgirls battling for \$60,000 prize

One great thing about sports promotions is that they're conveniently timeless. Anytime is the right time, and if staged on a large scale, a sports promotion often attracts multi-media coverage. In a small market, it may well be the big community event during a particular weekend.

# **Progress**

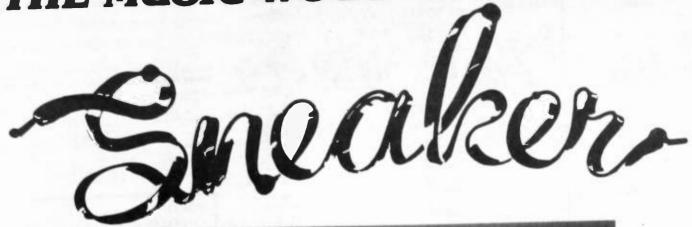
Air Personalities

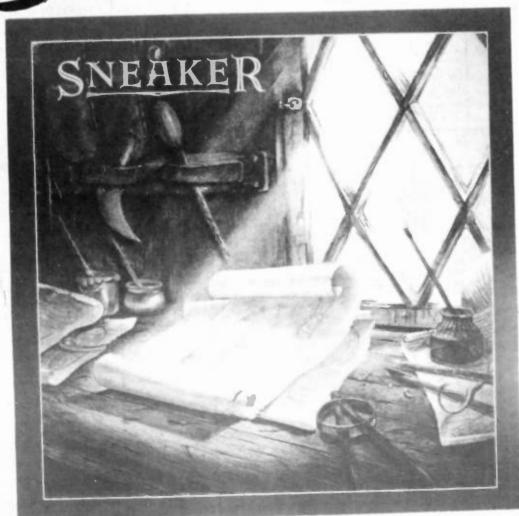
Dave Hilton comes to WCLR/Chicago as midday personality, formerly of WMJC/Detroit, where he also was midday host . . . WPEN/ Philadelphia has added Marge Weiting, known as "Philly's first female," to anchor the Saturday midday show. She was the host for the original "Street Of Dreams" show in the 1950's. . . Sister station WMGK/Philadelphia is starting a Saturday night oldies



show from 7-midnight, with Mike St. John at the turntables. Mike formerly ran the same show on WPEN for five years. It's all part of WMGK's "Magic & Million Dollar Weekend"... David Arneson is the moderator for KING/Seattle's new "Sunday-Nightalk" public affairs show. Prior to joining KING, David was the Editorial Director for KIRO, Inc....Ron Robin, former PD at WBOS/Boston, is the new afternoon drive personality on WBZ/Boston...Bobby Irwin has left KIMN/Denver for the evening show at KPPL across town... WVCG/Miami-Ft. Lauderdale's new lineup: 6-10 Ned Powers, 10-2 Ken Collier, 2-6 Roby Yonge, 6-11 Gene Bridges, overnights Gary West...Marv Kamin is the new afternoon drive talent at WLPA/Lancaster, PA, formerly swingjock at WSYR/Syracuse...Pam Finn, former midday host at WKWK/Wheeling, WV is the new afternoon drive at KLTE/Oklahoma City...Tom Smith, formerly of WTWR/Detroit, is the new evening personality at WFMK/Lansing, MI...Jeff Moreau, formerly of WNOR-FM/Norfolk, has been hired to handle overnights at WWDE (2WD)/Hampton...Joe Miller is now doing middays on KWAV/Monterey...KTAC/Tacoma lineup: 6-10 Robert E. Lee Hardwick, 10-3 Dan Moore, 3-7 Bruce Cannon (PD), 6-10 Paul Thompson, 10-2 Nick Blackburn, 2-6 Scott Norman. News lineup: Chuck Bolland, Lisa Travis, Phylis Okeneske. Weekenders: Mike Hays, Larry Mondello... WWYZ/Hartford lineup: 6-10 Jack Kratoville, 10-2 Glenn Colligan, 2-7 Jack Becker, 7-midnight Glenn O'Brien, overnights Gene Edwards...KWIZ/Santa Ana, CA lineup: 7-noon Stan Unruh, noon-5 Bill Reitler, 5-10 Doug Ray, 10-3 Brian Graham, 3-7 Dave Narz... WWSA/Savannah lineup: 5:30-10 Jim McLendon, 10-2:30 Dave Miller, 2:30-7 Lee Walker, 7-midnight Dave Kay...WSAY/Rochester lineup: 5:30-10 Jack Slattery/George Haeffner, 10-2 Chet Walker (PD) 2-6 Nelson Guyette, 6-10 Jay Levine, 10-midnight Toby Gold, midnight-5:30 Larry King, weekends Brad Smith (MD), Bob Lindquist, Burt Hineline, Ra!ph Roeger...John Swan has left WKIQ/Bowling Green, OH for KXUL/Brownwood, TX's night shift. Michael "Rafferty" Colgan has joined WMYS/New Bedford, MA as afternoon personality. most recently of WNBH across town...WLGM/Lynchburg, VA lineup: 6-10:30 Tony Bonzini, 10:30-3 Carmen James, 3-6:45 Mary Tinsley...KFMJ/Grants Pass, OR lineup: Gene Davis Christianson (PD) morning drive, middays Tony Rich, nights Steve Douglas Rostron, overnights Mike Chesler.

REMEMBER WHEN YOU LISTENED OVER AND OVER AND WISHED THE MUSIC WOULD NEVER END?





# "MORE THAN JUST THE TWO OF US"

A/C

WLEQ WCTC Y106 KSEL WHBY WELL WLVA WHBC WHYN WQUA WORG WGAC **WWSA** WARM98 KCSW KKRD WDAY KAFY WDFF KUGN WJON WIS KFQD KKUA WSLI KBOZ KSL WVLK

WCHV

WMAZ KCEE

WSM-FM WKZE

WQUE

WIMD

WLTA

WSB

KULF

KMBZ

WCCO

KFMB

KING

KPLZ

WWYZ

KEX

CHR

WKRZ-FM KCPX KILE add W.IRO KQ94 KVOL add WFBG BJ105 KRNA add WMAK-FM WFOX KXX106 add KQDI deb 19 WOMP-FM 31 WGH WISE KSEL-FM KJ100 WAAY 27 WRKR WJXQ B104 KENI KOFM KEGL KSLY KGGI KFI KIQQ KNBQ

KMOD WQDR WPDH WOBK KRKN WSLQ KYTX WPYX KSPN KISS KLBJ WEEL **KBCO** WLVQ WRKK WBAB WWCK KNX-FM WLIR KTXQ KINK KFMH KZEW WGIR KCPX KATT WNEW-FM KLAQ **KPRI WWCT** KSMB WIOO KTMS WPFR WRNO WYSP KXFM

# TRIPLE FORMAT MUSIC

After Only 3 Weeks

PRODUCED BY JEFF BAXTER

KMED

WIFI add

WZUU add

WTIX add

WRVQ add

WVIC add

KIOA add

WGUY add

WIGY add

WFLB add



PERSONAL MANAGEMENT: SHELLY WEISS



HANDSHAKE RECORDS. INC., 25 WEST 56 STREET NEW YORK, NEW YORK 10019. DISTRIBUTED BY C.B. S. RECORDS

# Regionalized Adds & Hots

### EAST Parallel One WRIE/Erle Ted Abbott

### WC8M/Baltimore

### WBEN/Buffalo Roger Christian

NICKS & HENLEY DON HOLEAN NIE MILSAP

### GR55/Butteto Jerry Reo

ARBRA STREISAN

RAHBRA STREISAND HALL & CATES PAUL GAVIS RANDY CRAWFORD

NICKS & HENLEY RONNIE MILSAP BARBRA STREISAND BEE GEES HOLLEGE:

## WTAE/Pittsburgh Don Berns

KENNY . RUGERS AN POGELBERG

### WWSW (3WS)/I Herb Crowe

BARRMA STREI HOTTEST: CHRIS CROSE OUINCY JONES MIKE POST COMMODORES POREIGNER

### KDKA/Pittsbu Jim Harringto

HOTE BOB SECER
KENNY POGER
FOUR TOPS
BILLY JOEL
ONJ

GEORGE BENSON STEVIE WOODS

LUE!! DAN FOGELAPRG ROYAL PHILMARMENT

### WASH/Washington, D.C. Bob Duckman

PDRA STREISAND LL & CATES YAL PHILHARMENI CAS & MENLEY

### Parallel Two

### WNAB/Bridgeport Russ Gerrett

HALL & QATER EDDIE RABBITT KENNY HOGENS BARRHA STREISAND HOLLEBET NICKS & HENLEY BARRY MANILON ARLO GUTHRIS C. CHRISTIAN DIANA ROSS

PAUL DAVIB

### WWYZ/Hartford Popovich/Colligat

COMMODORES BARRY MANILOW

### WTIC/Hartford Ginny Jesionka

JUICE NEWTON RONNIE MILSAP

### WCTC/New Br Jay Meyers

BARPRA STREISAND SNEAKER PAUL DAVIS RONNIE MILSAP ROYAL PHILMARMONI HOLLES

### WELI/New Haven Walt Pinto

SNEAKER
GEORGE BETISON
JUICE NEWTON
HERB ALPERY
HOTTOBET
ROYAL PHILHARMONI
COMMODORES COMMODGRES BARRY MANILOW AIR SUPPLY C. CHRISTIAN

HARBRA STREISAND PAUL DAVIS RONNIE MILSAP HOTTERT T BARRY MANILON AIR SUPPLY COMMGDORES MIKE POST DIANA ROSS

KENNY ROGERS RUPERT HOLM:S BILLY JOEL HOLLEST: JUICE NEWTON BARRY MANILON NEIL DIAMOND DIAMA ROSS PAUL TAVIS

BYE GFFS BARBRA STREISAND LINESEY BUCKINGHA HOTTEBL: BARRY MANILOW FOUR TOPS DIAMA RCSS AIR SUPPLY DAN FOGELBERG

HEIL DIAMONE
NICKS & HENLEY
LINDSEY BUCKINGHA
JOHNNY LE
HOULEST:
CUINCY JONES
AIR SUPPLY
MARTY BALIN
COMMOGORES
EIANA ROSS

### 14Q/Worcester CIM Blake

Hottest: DAN FOGELBERC AIR EUPPLY MIKE POST COMMODORES BARRY MANILOW

### WSBA/York Jim Horn

GEORGE BENSON NICKS & HENLEY BENNY HESTER

### Parallel Three

### WKZE/Cape Cod, MA

POLICE

HOTTUBE: NEIL DIAMOND BARRY MANILOW FOUR TOPS AIR SUPPLY DIAMA ROSS

### WNEU/Wheeling, WV Amos/Fox

EDDIE RABBITT HALL & OATES BARBRA STREISAND

WEST

KPPL/Denver Rick Brady

Parallel One

BARBRA STREISAN

HOTTERLI LAN FOGELBERG MIKE POST

FORFIGNER QUINCY JONES

KHOW/Denver Leigh Starnes

DOR TULEAN

KOY/Phoenix Dan Armetrong

BILLY JOEL CARPENTERS

LULU T.G. SHEPPARD

HOLLEST:
AIR SUPPLY
QUINCY JONES
COMMODORES
BARRY MANILOW
FOREIGHER

KYXY/San Diego Richards/Paul

EDDIE RABBITT MURTY BALIN PAUL DAVIS

PAUI DAVIS
BEÁCH BOYS
BUICE NEWTON
DOMINGC 6 DENVER
HOTTERS:
BARBRA STREISAND
NEIL DIAMOND
FOREIGHER
AIR SUPPLY
BARRY MANILOW

KFMB/San Diego Larson/Anthony

HOTTEST:
AIR SUPPLY
COMEODORES
BARRY MANILOW
EAN FOGELDERC
MARTY BALIN

KNBR/San Franci Larry Finkel

PIANA ROSS NEIL DIAMO

NEIL DIAMOND
BARBRA STREISAND
ANNE MURRAY
SNEAKER
HOTTEGET
AN FOCELBERG
AIR SUPPLY
COMMODORES
CHPIS CROSE
QUINCY JONES

BARBRA STREISAND JUICE NEWTOH ROYAL PHILHARMONI HOLLERS

test: S/RICHIE

## Parallel One

HARBRA STREISAND HUSTORE: HALL & DATES LAN FOOKLBERG AIR SUPPLY FORLIGNER UNJ

### WCLR/Chicago

DAN FOGELBIRG

BARBRA STREISAND LINDSEY BUCKINGH HOTTOBE HIKF POST FOUR TOPS DAN FOGELBERG BARRY MANILOW DIANA ROSS

# MIDWEST

WRRM/Cincinnet

### 55KRC/Cincinneti Michaels/Phillips

Parallel Two

Paul Douglas

DIANA ROSS
BEACH BOYS
JUICE NEWTON
CO: MCLEAN
ADDRISI BROS
HOTLEBT!
AL JARREAU
MOODY BLUES
MIKE POST
JGEY SCARBURY
COMMODORES

KAFY/Bakersfield Joseph King

KEOl/Boise Lee Chabre

HALL & OATES
LINDSEY BUCKINGHA
DOMINGO & DENVER
HOTECH;
MIKE POST
AIR SUPPLY
BARRY MANILOW
COMMODORES
FOREIGNER

KUGN/Eugene OR Brien James

CRYSTAL GAYLE BILLY JOEL SPYRO GYRA

HOTTENTA MIRE POST COMMICDORFS C. CHRISTIAN ROSS/RICHIE NEIL DIAMOND

HOD STEWART GEORGE BENSON HELL DIAMOND HONNIE MILSAP LL & OATES

### WWWE/Cleveland Kim Scott

LINDSEY BUCKINGH HARBRA STREISAND JUICP HENTON HICKS & HENLEY ROYAL PHILHARMON ROYAL PHILDRAW HOTTUST DAN FOGPINERG AIR SUPPLY HIKE POST BARRY MANILOW COMMODORES

DIANA HCSS Hottest: WH8/Kenses City Roberts/Land

# CAN FOGELBERG

KKUA/Honolulu Kimo Akane

KIMO Akane
BEACH BCYS
BARRA STREISAND
ROYAL PHILHARMONI
MANHATTAN TRANSFE
RONNIE MILSAP
BALANCE
AL JARREAU
HOLLOSE
DIANA ROGS
TIERRA
GEORGE BENSON
POREIONER

BARRAS THEISAND PAUL DAVIS DON MCLEAN HOTTEBE: MOODY BLUES DIANA ROSS FORFIGHER AIR SUPPLY BARRY MANILOW

NEIL GIAMOND MANHATTAN TRANSFE

HOTLEST: AIR SUPPLY MARTY BALIN COMMCDORES DAN FOGELBERG FOREIGNER

NICKS & HENLEY HOTEFALT AIR SUPPLY CAN FOGELBERG FOREIGNER COMMEDGRES BARRY MARILOW

KCEE/Tucson Alan Michaels

BEACH BOYS EDDIE RABBITT

### KMBZ/Kansas City Steve Bell

HOLLUNG HARRY MANILOW AIR SUPPLY NEIL DIAMOND OAK HIDGE BOYS BARBARA MANDRELL

BARBRA STREIRAND PAUL DAVIS HOSTESTIAN CO. CHRISTIAN DON MCLEAN DIANA ROSS NEIL CIAMOND RONNIE MILSAP

BILLY JOEL MENNY ROCERS ECOLF RABBITT SNEAKER SWING

CHYSTAL GAYLE HULLED LI MIKE POET QUINCY JONES FOUR TOPS JOURNEY HALL & GATES

CRYSTAL GAYLY NICKS & HENLEY ALH SUPPLY HELL DIAMOND HIKE POST BARRY MANILOW

### WHBY/Appleton Jeff Clark

ART GARFUNKS ART GARFUNKEL ROYAL PHILMAR CARPENTERS KENNY HOGERS EDDIE ARBRITT BEACH BOYS HOLLOST HALLIN COMMIDDORES BARRY MANILOW STEVIE WOODS

### WHBC/Canton Mike Dorn

BEACH BOYS LULU Hottest:

# WTVN/Columbus, OH Denny Nugent

STEVE CARLISLE HONNIE MILSAP HOTTEST 1 AIR SUPPLY COMMODORES

MENNY ROGERS
BEACH BOYS
BAPBRA STREISANE
MICHAEL LLOYD
JOHN DENVER
STEVE CARLISLE
HERB ALPERT ONJ HOLLEBE: DON MCLEAN AIR SUPPLY BARRY MANILOW DIANA ROSS NEIL DIAMONE

none Hottest:

### WOWO/FL Wayne Sam DeVincent

NEIL DIAMOND NICKS & HENLEY Hottest:

HOTTUST:
BARRY MANILOW
AIR SUPPLY
DON MCLEAN
FOREIGNER
C: CHRISTIAN

JUICE NEWTON
PAUL DAVIS
POMINGO & DENVER
HOTELET:
FOREIGNER
COMMODORES

OMMODORES OYAL PHILHARM ICKS & HENLEY AN POGELBERG

EIDIE RABHITT HURBIS & WILLIAMS BILLY JOEI, BENNY HESTER

JOCK MCKBY

BARBRA STREISAND
RUPER1 HOLMES
CEORCE BENSON
BEACH BOYS
HOTTEGET
COMMODORES
ARLAN LAY
BARBY MANILOW
ROYAL PHILMARHIN;
FOUR TOPS
WOHOTOMOD

RONNIE MILSAP BARBRA STREISAND

BARBRA STR HOTTEST: COMMODORES AIR SUPPLY DIANA ROSS NEIL DIAMOS FCREIGNER

Jack Oliver

EDDIE RABBITT
BALANCE
BARRA STEZISAND
ROYAL PHILHARMONJ
STEVE CARLISLE
RUPERT HOLMES
HOTE-BEL
JUICE NEWTON
STEVIE MODDS
BARRY MANILOM
DON MCLEAN
NEIL DIAMOND

KLTE/Oklaho Jos Geoffroy

WIBA/Madisor

BARBRA STREISAND BALANCE BEACH BOYS FENNY ROGERS

## KOLO/Reno, NV Michael Bennett

MIKE POST
FOUR TOPS
BARRY MANILOW
DOMINGO & DENVER
FOREIGNER

Alan Michaele

JUICE NEMTON
STEVIE NOODS
BARBRA STREISAND
BEACH BEYS
SNEAKER
ROYAL PHILHARMCNI
HOLLEAT
FOREIGNER
NFIL DIAMONE
COMMODORES
DON MCLEAN
BARRY MANILCW

The following stations did not report this week and therefore their

> KDKA/Pittsburgh KRNT/Des Moines WSBA/York

DOMINGO & Hottest: AIR SUPPLY MIKL POST FORFIGNER MONTANA COMMODORES

## KRKK/Rock Springe, WY Chuck Mertin

### 118 Current Reports 116 Last Week

# Parallel Three

HOLLOW: BARRY MANILOW QUINCY JONES EAN PEGFERERC COMMOLORES AIR SUPPLY

# KADE/Boulder, CO Hartley/Barry

BARBRA STREIFART BILLY JGFL BLACH BCYS HOTCEST: UNJ FOREIGNER FOR STEWART LINESEY BUCKINGHA NICKS & HENLEY

# KBOZ/Bozeman, MT Greg Williams

DOMINGO & PENVER SAILOR PEACHES & HERB BARBRA STPEISAND HOTTERS HANDLOW AIR SUPPLY DIANA ROSS RUNNIE MILSAP JUICE NEWTON

RONNIE MILSAP EDDIL RABBITT GREG LAKE BARBRA STRFISAND VANGELIS

playlists were frozen:

**KAAY/Little Rock** WKBN/Youngstown

# Parallel Two WKBN/Youngstown, OH Gebriel/Morgen

### Parallel Three

BARRRA STREISAND
GEORGE BENSON
PAUL DAVIS
NICKS & HENLEY
HOLLOW BORNEY
HOLLOW BORNEY
HOLLOW BORNEY
C. CHRISTIAN
JUICE NEWTON
NEIL DIAMHOND
RONNIE MILSAP

# SOUTH

### WS8/Atlanta Walt Williams

Parallel One

CARPENTERS
GEORGE BENSON
BEACH BOYS
NICKS & HENLEY
BARBRA STREISAND
SNEAKER HOTTORY

HOTTORY

STEVIE WOODS

DAN FOGELBERG

COMMODORES

AIR SUPPLY

QUINCY JUNES

## WLTA/Atlanta

RUPERT BOLMES LOBO EDDIE RABBITT AL JARREAU BILLY JOEL ART GARFUNKEL HOTTUBET SAILOR Hottest: RONNIE MILSAP NEIL DIAMOND DCBIE GRAY JOHN DENVER NICOLETTE LARSON

SAILOR PFACHFS & HERB GEORGE BENSON JOHN DENVER EDDIE RABBITT

WAIA (97AIA)MIAMI FL Lauderdele Yolende Parsper PAUL DAVIS JOEY SCARBURY BARBRA STREISAND HOTE-est:

HOTEEST: STEVIE WOODS BARRY MANILOW COMMODORES AIR SUPPLY DOMINGO & DENVER

PATTI AUG.
HOTICOTI
HOTICOTI
BARRY MANILOM
ROSANNE CAGII
ROYAL PHILMARMON
DOMINGO & DENVER

KCSW/Austin, TX

JERMAINF JACKSON FEDIE RABBITT RINGC STARR BALANCE STEVE CARLISLE BEACH BOYS

Hottest: DAN FOGELBERG AIR SUPPLY COMMUDORES FOREIGNER DIANA ROSS

WAFB/Beton Rouge

KOLE/Beaumor DeMore/Gautle

ONJ
NICOLETTE LARSON
RONNIE MILSAP
HOTTISTE
HOTTISTE
AIR SUPPLY
ANNI MURRAY
DIANA ROSS
COMMODORES
C. CHPISTIAN

Hottest COMMODORES BARRY HANILOW FOREIGNER HALL & CATES DIANA ROSS BARBRA STREISAND

HALL & CATES
EDDIE RABBITT
BALANCE
RINGO STARR
PASSENGER
NICOLETTE LARSON
HOTERSE
AIR SUPPLY
BARRY MANILOW
COMMODORES COMMODORES DAN POGELBERG FOREIGNER

Michael O'Malley
BARBBA STREISAND
KIM CARNES
GEORGE BENSON
DENNY HESTER
HOTCHAEL
BAN FOGELBFRG
AIR SUPPLY
BARRY MANILON
ANNE HURRAY
HIKE POST Parallel Two

ShewoodMurey
PAUL DAVIS
BARBRA STREISAND
EDDIE RABBITT
SNEAKER
BENNY HESTER
HOttest:
AIR SUPPLY
HIKE POST
FOREIGNER
BARRY MANILOM
COMMODORES

HOTE TO THE HOTE THE HOTE TO THE THE HOTE TO THE HOTE

# ROYAL PHILMARMONI HALL & GATES POLICE BARBRA STREISAND HOTEBALLY AIR SUPPLY POREIGNER NEIL DIAMOND RONNIE MILSAP JUICE NEWTON

BARBRA STREISAND PAUL DAVIS JUICE NEWTON HOTTEST:
BARRY MANILON
OUINCY JONES
AIR SUPPLY
FOREIGNER
NEIL DIAMOND

### WMAZ/Mecon Steve Murphy

STORM Murphy

ROSANNE CASH
DOBIE GRAY
BALANCE
BEACH BCYS
SNEAKER
BILLY JOEL
LOMINGO & DENVER
HOTERSE
AIR SUPPLY
COMMODORES
ROYAL PHILHARNOW!
BARRY MANILOW
JUICE NEWTON

# KFOR/Lincoln, NB Patti Moran

KCRG/Ceder Repide, IA Carl Mann

KENNY ROGERB JUICE NEWTON PAUL PAVIS NICKE & HENLEY STEVE MARTIN

WDAY/Farge Mick Kjar

SNEAKER
MAYLON JENNINGS
RUPERT HOLMES
HOTCEST
AIR SUPPLY
DAN FOGELBERG
MIKE POST
BARRY MANILOW
MARTY BALIN

WERC/Birt

HOTTENT: BARNY MANILOW DAN FOGELBERG COMMODORES DAVID GATES CRYSTAL GAYLE

BARBRA STREISAND

BARRA STREISAND PAUL DAVIN HOLLOST: HOLLOST; BAPRY MANILOS DIANA HOUS FOREIGNES HELL DIAMOND DON MCLEAN

### WSGW/Segina Hick Beicher

HARBRA STREIGAND PAUL DAVIS ROHNIE MILEAP EDDIE RABBITT

EDDIE RABHITT MOODY BLUES BENNY HESTER BALANCE BEE GEES

### WSM-FM/Nest

MATRADING

### WOUE/New Orleans Chris Bryan

BARBRA STREISAND SHEAKER
ROLLING STONES
JERMAINE JACKSON
HOTTEL:
NEIL DIAMOND
GEORGE BENSON
FWAF

# BARBRA STREISAND NICKS & HENLEY RONNIE MILSAP HOTTEST DAN FOCELBERG FOUR TOPS MIKE POST BARRY MANILOM DIANA ROSS

WTAR/Norfolk For Looney

BARBRA STREISAND HOLLUBL:
HOLLUBL:
CAN FOGELBERG
AIR SUPPLY
COMMODORES
BARRY MANILON
FOREIGNER

WPTF/Raieigh Tommy Walker JUICE NEWTON PAUL DAVIS HOttest: AIR SUPPLY BARRY MANILOW DAN FOGELBERC MIKE PUST DIANA ROSS

JUICE NEWTON BARBRA STREISAND HOTTEST SUPPLY AL JARREAU FOUR TOPS MIKE POST CHRIS CROSS

Tom Twine
BILLY JOEL
HALL & GATES
NICKS & HENLEY
ROYAL PHUHARM
RONNIE MILSAP
RUPERT HOLMES
JOHN DENVER
HOTE-BER
ALL & GATES
DAN FOCELBERG
COMMODORISS
BARRY MANILOM

HILLY JOES.
REACH ROYS
NICKS & HENLEY
SNEAKER
FARE RLUGH
YELLOW JACRETS
WALTER WANDERLEY
HOLLOST,
DONG

### WBOW/Terre Haute, I Larry Joseph

RONNIE MILSAP POLICE BEACH BOYS NICKS & MEMLEY HOTTCHET BARRY MANILOW COMMODORES AIR SUPPLY POREIGNEP NEIL DIAMOND

SCOTT KINGTH

ROLLING STONES

HALL & GATES

EDDIE RABBITT

BALANCE

OAK RIDGE BOYS

HOTEBS!

AIR SUPPLY

COMMODORES

PORFIGHER

BARRY MANILON

NICKS & HENLEY

WFIR/Rosno Bill Bretton GEORGE BENSON BECKY HENDRICK Hottest: AIR SUPPLY FUUR TOPS COMHODORES BARRY MANILOW CIANA ROSS

C. CHRISTIAN STEVIE WOODS RONNIE MILSAP FORFIGNER JUICE NEWTON

### WCHV/Charlotteeville, VA

## WSKY/Asheville, NC Shannon West

Shannon West

BILLY JOEL
DONALD FACEN
EDDIE RABBITT
DELBERT HCCLINTON
HANHATTAN TRANSPE
DON HCLEST
COMMODORES
FOREIGNER
DIANA ROSS
JUICE NEWTON
NICKS & HENLEY

(

Lynk Known

PAUL DAVIS
BARBAR STREISAND
SNEARER
KIM CARNEG
RUPERT BOLMES
HOTCORL
COMMOLORES
FOREIGNES
BURTON CUMMINGS
BARBY MANILON
DIANA ROSS

KENNY ROGERS
BEACH BOYS
SNEAKER
HALL & OATES
RUPERT HOLHES
RINGO STARR
VANCELIS
HOTCOMHODORES
AIR SUPPLY
FOREIGNER
ONJ

LULU EDDIE RABBITT

## Parallel Three



Walt Love

# Black Radio

# Black Radio's Only Hope

Talking with different radio personnel each week, I hear all sorts of things, from the same old traditional gossip, to concerns about what the future may hold for all of us. Some of the more popular concerns I've noticed are: Can Black radio survive the 80's? Can a black salesperson ever become a sales manager? Why can't Black stations get the general market sales buys with good ratings? In an attempt to seek solutions, I decided to approach an individual who is black but has had the opportunity to learn and work within the general market management system.

Frank Haye, former account executive, General Sales Manager, General Manager, and now consultant,

has climbed the ladder of success in the broadcasting business, specializing in Marketing/Sales. Mr. Haye obtained a Bachelor's degree in Business Administration from Pace University/New York, with a major in Marketing; later he obtained a MBA from St. John's University, with special concentration in Executive Management. Frank's professional background was built on a solid foundation.



Frank Haye

starting at CBS Radio Spot Frank Haye
Sales, WOR-FM sales, Cap Cities' WPAT/New York, then to Inner City's WBLS & WLIB/New York, followed by a General Managership at Inner City's KBLX & KRE/Berkeley. His most recent position before starting his consultancy was as General Sales Manager of Viacom's KDIA/Oakland.

I began by asking Mr. Haye how he as a black man was so fortunate to be able to start in the radio business in sales? "I think I can best answer that by going back to the onset of my career. I was fortunate to break into radio when some of the major broadcasting companies spent time training their sales people. They trained us in every facet of sales, including marketing aspects, correct presentations, and research, as well as the elementary and fundamental aspects of sales. Fortunately I was trained properly and throughout my career I was given the opportunity to grow because I worked with people who exposed me to the total spectrum of sales. A beginning salesperson must have the proper balance not only from the standpoint of 'selling time' or 'selling spots' to potential advertisers but knowing the full complementary services that are also included: things like merchandising, promotion, understanding the client's needs, and addressing yourself from the sales advantage to how your product can help the client's product."

## **Black Radio Suffering**

During these depressed economic times, what is the impact on Black radio sales? "It's absolutely devastating! As you know, in times of economic distress, the fringe elements of our society are the persons that feel the maximum impact. The situation is no different today as it has been in the past, with blacks definitely suffering from the deprivation in this country right now. These hard times filter right back down to your local retailer, so consequently you have local advertisers that do not have the dollars, expenditures, or the budgets to sustain this economic disruption. In my opinion, right now it is the local retailers that are suffering the most, and in the black communities it is very difficult to sustain any level of continuity in advertising because of this. Black people just do not have the extra funds."

Would you say that most Black radio stations' sales are geared towards the local retailer? "I think that's true. National advertisers are usually very consistent with their buys to the point that you can count on them

more, year after year, in terms of the designated black dollars. The national advertisers' products primarily are geared towards the black consumer, and they already know that these products have a high usage in the black community, so their consistency is almost a commonplace occurrence. However, Black radio must always create some type of new revenue, and it must gain that revenue from a local effort. Presently, with the economic climate being very poor, the retail sale is made much more difficult, and the reason for this is often times sales managers and general managers are not as sensitive to the needs of the black retailer as they should be. I think that it's very important for managers not only to be sensitive to the retailers' needs but to do everything within their power to make sure that they have done the utmost, not just acquiring the client's X number of spots per week, but making sure that the station has been positioned to maximize the retailer's response. If the consumer does not respond to the retailer's advertisement, we all suffer as a

# Offering Creativity To Retailers

How can managers accomplish correct positioning to maximize a client's opportunity to sell his product? "Due to the very competitive nature of sales today and many other variables that have affected our overall Gross National Product, I think it's imperative - at a local level - that every GM and Sales Manager offer advertisers the maximum they possibly can within the station. That means creativity in commercials, creativity in the production of sald commercials, that means believability in the station, and believability stems from consistency. Most retailers who operate in the black community know which Black radio station the black community believes in - so that's why I think it's important for the Black radio station to offer things such as promotions to help maximize the client's potential to sell their product.

Does the continued success of Black radio as we know it depend on the black retailers? "Absolutely. If the black communities are to survive, they must survive through support of black businesses within the area. If blacks do not have the income to support their local establishments, then I think it will ultimately produce a devastating effect in years to come. As you know, traditionally the black consumer is one of your most loyal customers, and I've often felt that national advertisers take that for granted. We've been taken for granted because there have been times when we, as black consumers, have said in essence, 'Mr. Advertiser, if you advertise to us we will support your product.' The same should carry over to the local black entrepreneur. We must do everything we possibly can to get the major advertisers to distribute their products via the black entrepreneurs, who must then expose these products to the black community by advertising on the most effective means of reaching our people — Black radio."

What is required of a general manager and a sales manager to be successful in their positions? "The key is what I call 'Efficiency & Proficiency' in management. Set yourself a formula for success: carefully analyze your market, your station's ability to deliver that audience, and then get the story told. To do this you must have an efficient operation from sales to programming. Today the margin for error is very slim, so it's very important for a general manager to be able to predict and calculate events relating to his/her bottom-line profitability before it happens. The same must hold true for sales managers — they must be able to predict the sales plus the economic climate and how it will affect their markets and ultimately their sales."

# The Urban Contemporary Issue

All of us in the radio business continue to hear the argument that the so-called Urban radio stations are not Black, and don't want to be called Black because of the potential loss of general market advertising dollars. 'Unfortunately, part of that statement is true. The fact that the radio stations are often penalized if their format is classified as ethnic is a bit harsh, but the truth of the matter is, I have a problem in determining and understanding what the term ethnic is. Should not ethnic cross over to include Asian, Hispanic and perhaps other segments within the general market community?

"The second part of that is a station that tries to position itself to appear to a general market audience through Black programming is ultimately taking traditional ethnic dollars from the traditional ethnic stations, and I think the advertiser, in effect, is getting cheated. In 1981 I think the buying community is sophisticated enough to factor in how much of an audience is ethnic, and if it is ethnic, 50% or less, and it's a partial ethnic audience then that weighting should be factored into their decision-making process. Also, if a buy is strictly an ethnic buy, then it should be factored in if a station is positioning itself as ethnic or non-ethnic. That's the best way to clear it up without offending anyone.

It's been a pleasure talking with Mr. Haye about Black radio sales. If you would like to contact him, here's the address: Frank Haye & Associates, 2150 Shattuck Ave., Suite 817, Berkeley, CA 94704.

# Action

 Here's something for all you Black radio stations to pick up on, an idea that's good for any time. In 1976 when I was Operations Manager of WVON & WGCI/Chicago, we did a contest called the "Battle of the Choirs," featuring a number of local church choirs. In 1981 it's been brought to my attention that WJPC/Chicago, along with Joy Art, Ltd.; General Mills; Needham, Harper & Steers/Chicago; and Dancer Fitzgerald Sample/New York have put together a commercial marketing plan for Chicago aimed at the city's 40-45% black population.
The marketing plan ties a General Mills-sponsored "Choir Contest" on WJPC to product advertising for Lucky Charms, Gold Medal flour, Bisquick, and Betty Crocker cake mix. The first two are represented by Dancer Fitzgerald Sample; the latter two by Needham, Harper & Steers. The contest is open to any Chicagoarea choir with 20 or more members. General Manager and President of WJPC, Charles Mootry, obviously gets the credit for this one, because he was the person who created the contest the first time. R&R hat's off to you for showing General Mills what can happen in the black community dollarwise, when modern forms of advertising are utilized.



# Black Radio

# **BREAKERS**

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

### BAR-KAYS

Hit And Run (Mercury/PolyGram)

66% of our reporters on it. Rotations: Heavy 3/0, Medium 14/0, Light 15/2, Extra Adds 5, Total Adds 7, WAMO, WJMO, WJLB, WJAX, WOWI, KJLH, KDIA. Debuts at number 23 on Black Radio Chart.

## **RUFUS & CHAKA KHAN** Sharing The Love (MCA)

63% of our reporters on it. Rotations: Heavy 4/0, Medium 14/0, Light 12/1, Extra Adds 5, Total Adds 6, WVEE, WATV, WENN, WLOU, WTOY, KDIA. Moves 27-21 on Black Radio Chart.

### **PHYLLIS HYMAN** Tonight You And Me (Arista)

59% of our reporters on it. Rotations: Heavy 0/0, Medium 20/0, Light 12/0, Extra Adds 1, Total Adds 1, WATV. Medium: WXYV, WILD, WAOK, WBMX, KDAY. Debuts at number 26 on Black Radio Chart.

# **NEW & ACTIVE**

two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have e song in the respective rotation and of those, how many added it into that particular rotation this week. dicates one of this week's Most Added new songs

JERMAINE JACKSON "I'm Just Too Shy" (Motown) 30/6
Rotations: Heavy 1/0, Medium 16/0, Light 8/1, Extra Adds 5, Total Adds 6, WOOK, WKND, KTFM, WTMP, WDAO, KUKQ.
Heavy: WJMI. Medium: WXYV, WHUR, WAOK, WHRK, WAIL-FM, WYLD-FM, WJLB, KDAY, WWRL, WENN, WGIV, KOKY,
WLOU, WBLX, WWWS, KDIA.

CENTRAL LINE "Walking Into Sunshine" (Mercury/PolyGram) 30/5
Rotations: Heavy 80, Medium 9/0, Light 10/2, Extra Adde 3, Total Adds 5, WJAX, WBLX, WTOY, KJLH, KUKQ. Heavy: WWIN, WXYV, WILD, WDAS, WOOK, WSSJ, WWRL, WJMI. Medium: WAOK, WVEE, WHRK, WBMX, WCIN, WJMO, WJLB, KDAY, WTLC. Moves 24-22 on Black Radio Chart.

# RENE & ANGELA "Wall To Wall" (Capitol) 30/1

Rotations: Heavy 4/0, Medium 17/0, Light 8/0, Extra Adds 1, Total Adds 1, WGCI. Heavy: WOOK, WHUR, WDAO, KUKQ. Medium: WXYV, WDAS, WAMO, WAOK, WVEE, WDIA, WVON, WJMO, KDAY, WSSJ, WKND, WJAX, WTOY, WTLC, KAEZ, WWWS, KJLH. Moves 28-25 on Black Radio Chart.

TIERRA "La La Means I Love You" (Boardwelk) 28/3
Rotations: Heavy 0/0, Medium 16/0, Light 10/1, Extra Adds 2, Total Adds 3, WAMO, WOOK, WTOY, Medium: WXYV, WDAS, WHRK, WYLD-FM, WGCI, WJMO, WJLB, KDAY, KSOL, WSSJ, WWRL, WGIV, WJMI, WKXI, KOKY, KTFM.

WHIR, WYLD-FM, WGCI, WJMO, WJLB, KDAY, KSOL, WSSJ, WWRL WGIV, WJMI, WKXI, KOKY, KTFM.

GWEN McCRAE "Funky Sensation" (Atlantic) 28/3

Rotations: Heavy 14/0, Medium 7/1, Light 6/0. Extra Adda 2. Total Adda 3, WJLB, WSSJ, WTOY. Heavy: WWIN, WXYV, WILD, WOAS, WOOK, WHUR, WEDR, WDMT, WJMO, WKND, WWRL WJMI, WLOU, KAEZ. Medium: WENN, WHRK, WGCI, WCIN, WOWI, WANT. Moves 22-19 on Black Radio Chart.

# SPINNERS "You Go Your Way (I'll Go Mine)" (Atlantic) 27/4

NET F. I WAIRL TOU (METVI) 2017 na: Heavy 0/0, Medium 11/0, Light 8/0, Extra Adds 7, Total Adds 7, WILD, WHRK, WGCI, WVON, WJMO, WKND, WOIC. n: WJLB, WAOK, WYLD-FM, WBMX, KDKO, WENN, WGIV, WVOL, WKWM, WWWS, KACE. SKYY "Cali Ma" (Salsoul/RCA) 26/7
Rotations: Heavy 2/0, Medium 5/0, Light 13/1, Extra Adds 6, Total Adds 7, WAOK, WHRK, KDAY, WVOL, WOWI, WTOY, KACE.
Henry: WWIN, WHUR, Medium: WXYV, WJMO, WKXI, WWWS, KDIA.

### L.T.D. "Kickin' Back" (A&M) 24/4

Rotations: Heavy 2/0, Medium 8/0, Light 11/1, Extra Adds 3, Total Adds 4, WCIN, KDAY, WENN, WOWI. Heavy: WOOK, KJLH. Medium: WXYV, WHUR, WAOK, WHRK, WEDR, WAIL-FM, KDKO, WKXI,

## EVELYN KING "Don't Hide Our Love" (RCA) 24/2

Rotations: Heavy 2/0, Medium 11/0, Light 9/0, Extra Adds 2, Total Adds 2, WOOK, WKXI, Heavy: WILD, WGIV. Medium: WDAS, WAOK, KDKO, KDAY, KSOL, WSSJ, WKND, KOKY, WTOY, KAEZ, KJLH.

WAOK, KDKO, KDAY, KSOL, WSSJ, WKND, KOKY, WTOY, KAEZ, KJLH.

TWENNYNINE & LENNY WHITE "All I Want" (Elektra) 23/5

Rotations: Heavy 0/0, Medium 14/0, Light 6/1, Extra Adds 4, Total Adds 5, WAOK, WYLD-FM, KDAY, WATV, WVOL. Medium: WILD, WBMX, WGCI, WVON, WCIN, WDMT, WJMO, KDKO, WSSJ, WWRL, WKXI, WLOU, WDAO, WTLC.

GLADYS KNIGHT & THE PIPS "I Will Fight" (Columbia) 22/2

Rotations: Heavy 2/0, Medium 12/0, Light 7/1, Extra Adds 1, Total Adds 2, WYLD-FM, KOKY, Heavy: WOOK, WDAO. Medium: WXYV, WILD, WDAS, WHUR, WHRK, WYON, WCIN, WSSJ, WGIV, WJMI, WTOY, WTLC.

STEVIE WOODS "Steal The Night Away" (Cotilion/Atco) 20/3

Rotations: Heavy 3/0, Medium 10/0, Light 4/0, Extra Adds 3, Total Adds 3, WOOK, WKXI, KACE. Heavy: WVEE, WCIN, KOKY. Medium: WXYV, WHRK, WDMT, WJMO, WJLB, KDAY, WWRL, WJMI, WDAO, WTLC.

# SIGNIFICANT ACTION

### DYNASTY "Love in The Fast Lane" (Solar/Elektra) 19/8

avy 1/0, Medium 8/0, Light 4/2, Extra Adds 6, Total Adds 8, WXYV, WVON, WCIN, WKND, WTOY, WTLC, KDIA:
\*\* WWIN. Medium: WILD, WDIA, WJLB, KSOL, WSSJ, WJMI, WKXI, WWWS.

ARETHA FRANKLIN "It's My Turn" (Arista) 16/6
Rotations: Heavy 0/0, Medium 3/1, Light 9/1, Extra Adds 4, Total Adds 6, WYLD-FM, WOIC, WJJS, WBLX, WDAO, WWWS.
Medium: WAOK, WYEE.

TEDDY PENDERGRASS "You're My Latest, My Greatest Inspiration" (Phila, Int'l./CBS) 16/5
Rotations: Heavy 3/1, Medium 6/0, Light 3/0, Extra Adds 4, Total Adds 5, WAMO, WDMT, WSSJ, WTMP, WDAO, Heavy:
WXYV, WWRL Medium: WHUR, WAIL-FM, WOIC, KOKY, WBLX, KACE.

### KRAFTWERK "Numbers" (WB) 16/1

Rotations: Heavy 9/0, Medium 3/0, Light 3/0, Extra Adds 1, Total Adds 1, WOWI, Heavy: KSOL WATV, WOIC, WJAX, WBLX, WVOL WTMP, WWWS, KDIA. Medium: WBMX, WVON, WDMT.

# Radio & Records NATIONAL AIRPLAY/30

### **November 13, 1981** KOOL & THE GANG/Take My Heart (De-Lite/PolyGram) 2 2 EARTH, WIND & FIRE/Let's Groove (ARC/Columbia) 3 3 SLAVE/Snap Shot (Cotillion/Atco) PRINCE/Controversy (WB) 4 4 11 6 5 ISLEY BROTHERS/Inside You (T-Neck/CBS) 29 19 GEORGE BENSON/Turn Your Love Around (WB) 11 12 11 7 COMMODORES/Oh No (Motown) 17 12 10 MELBA MOORE/Take My Love (EMI America) 9 LUTHER VANDROSS/Never Too Much (Epic) 5 6 10 TIME/Get It Up (WB) 8 ROGER/Heard It Through The Grapevine (WB) 8 30 25 17 CHOCOLATE MILK/Blue Jeans (RCA) 26 19 Œ DIANA ROSS/Why Do Fools Fall In Love? (RCA) 23 0 PEABO BRYSON/Let The Feeling Flow (Capitol) 10 13 15 ONE WAY/Pull Fancy Dancer/Pull (MCA) 21 EBONEE WEBB/Something About You (Capitol) 17 16 16 CURTIS MAYFIELD/She Don't Let Nobody (But Me) (Boardwalk) 15 14 14 20 SHALAMAR/Sweeter As The Days Go By (Solar/RCA) 22 0 GWEN McCRAE/Funky Sensation (Atlantic) 7 12 FOUR TOPS/When She Was My Girl (Casablanca/PolyGram) 20 RUFUS & CHAKA KHAN/Sharing The Love (MCA) 27 3 24 CENTRAL LINE/Walking Into Sunshine (Mercury/PolyGram) 2 BAR-KAYS/Hit And Run (Mercury/PolyGram) 13 New .15 WHISPERS/This Kind Of Lovin' (Solar/Elektra) 24 29 RENE & ANGELA/Wall To Wall (Capitol) Entry 28 **3** PHYLLIS HYMAN/Tonight You And Me (Arista) QUINCY JONES featuring JAMES INGRAM/Just Once (A&M) 21 21 15 18 RONNIE LAWS/Stay Awake (Liberty) NATALIE COLE/Nothing But A Fool (Capitol)

PATTI AUSTIN/Do You Love Me? (Qwest/WB) This chart is based solely on complied weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

# **MOST ADDED** <sub>®</sub>

20

RAY, GOODMAN & BROWN (8) JONES GIRLS (8) DYNASTY (8)

### HOTTEST

KOOL & THE GANG (32) EARTH, WIND & FIRE (32) ROGER "Heard" (19) PRINCE (17)

# POINTER SISTERS "What A Surprise" (Planet/Elektra-Asylum) 16/0

ations: Heavy 2/0, Medium 7/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WVON, KSOL Medium: WOOK, WAOK, LD-FM, WSSJ, WWRL, WLOU, WDAO.

ZOOM "Saturday, Saturday Night" (Polydor/PolyGram) 15/8
Rotations: Heavy 1/0, Medium 4/0, Light 4/0, Extra Adds 6, Total Adds 6, WXXY, WOOK, WHUR, KSOL, WTOY, KACE, Heavy:
KDKO: Medium: WAOK, KDAY, WJAX, WLOU. ROCKIE ROBBINS "I Believe In Love" (A&M) 15/5
Rotations: Heevy 0/0, Medium 2/0, Light 9/1, Extra Adds 4, Total Adds 5, WILD, WOOK, WAIL-FM, WCIN, WDAO, Medium:

☑ DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 14/13

Rotations: Heavy 0/0, Medium 2/1, Light 1/1, Extra Adda 11, Total Adda 13, WILD, WVEE, WHRK, WAIL-FM, WDMT, KDKO, WSSJ, WKND, KOKY, WBLX, KJLH, KDIA. Medium: WWWS KSOL WSSJ, WKNU, KOKT, WBLA, KJLN, KDIA, MOGIUM: WYYWS.

BARRY WHITE "Bewere" (Unlimited Gold/CBS) 14/3

Rotations: Heevy 2/0, Medium 8/0, Light 1/0, Extra Adds 3, Total Adds 3, WBMX, KDKO, WTLC. Heevy: WGCI, WVOL Medium

WXYV, WHUR, KDAY, WSSJ, WWRL WKXI, WBLX, KACE.

SHEREE BROWN "You'll Be Dancing All Night" (Capitol) 14/1
Rotations: Heavy 4/0, Medium 5/0, Light 4/0, Extre Adds 1, Total Adds 1, WJMO. Heavy: WGCI, WJLB, WENN, KAEZ. Medium:
WXYV, WHUR, WAOK, WBMX, KACE.

HAROLD MELVIN & THE BLUE NOTES "Heng On In There" (MCA) 14/0
Rotations: Heavy 3/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WAOK, WVEE, WVON. Medium: WBMX, WGCI, WSSJ, WWRL, WGIV, WBLX, KAEZ.

# ☑ JONES GIRLS "(I Found) That Man Of Mine" (Phila. Int'L/CBS) 13/8 Rotations: Heavy 0/0, Medium 0/0, Light 6/1, Extra Adds 7, Total Adds 6, WXYV, WOOK, WCIN, KSOL WPDQ, WJJS, WTOY,

KJLH.

BRICK "Wide Open" (Bang/CBS) 13/6

Rotations: Heavy 0/0, Medium 3/0, Light 5/1, Extra Adda 5, Total Adda 6, WAOK, WHRK, KDKO, WENN, WKXI, WTMP.

LAKESIDE "We Want You (On The Floor)" (Solar/RCA) 13/3

Rotations: Heavy 1/0, Medium 4/0, Light 6/1, Extra Adda 2, Total Adda 3, WXYV, WCIN, WWWS. Heavy: WOOK, Medium: CO. "Shake" (Addas) 13/2

GQ "Shaka" (Arista) 13/3

Rotations: Heavy 2/0, Medium 5/0, Light 9/2, Extra Adds 1, Total Adds 3, WDAS, WCIN, WBLX. Medium: WHRK, KDKO, WJMI.

RICK JAMES "Ghetto Life" (Gordy/Motown) 13/2

Rotations: Heavy 2/0, Medium 5/0, Light 4/0, Extra Adds 2, Total Adds 2, KMJQ, WTMP, Heavy: WOOK, Medium: WILD, WAIL
CEA MONO WOLD KINA.

FM, KDKO, WOIC, KDIA.

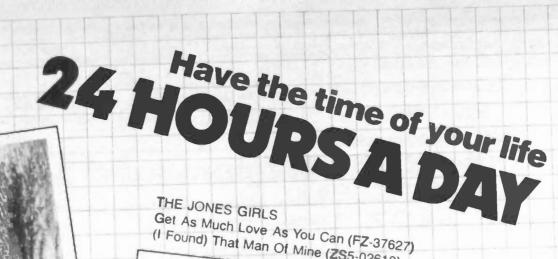
RAFAEL CAMERON "Boogle's Gonna Get Ya" (Salsoul/RCA) 13/0

Rotations: Heavy 0/0, Medium 8/0, Light 7/0, Extra Adds 0, Total Adds 0, Medium: WXYV, WAOK, WCIN, WJMO, KDAY,

WIDNIGHT STAR "Tuff" (Solar/RCA) 12/3
Rotations: Heavy 1/0, Medium 3/0, Light 5/0, Extra Adds 3, Total Adds 3, WEDR, KDAY, KSOL, Heavy: WENN, Medium: WGIV, FUNN "School Daza" (Magic Records) 12/3

FUNN "School Daze" (Magic Mecords) 12/3
Rotations: Heavy 0/0, Medium 2/0, Light 7/0, Extra Adds 3, Total Adds 3, WWIN, WATV, WDAO, Medium: WJMO, WLOU.

SEQUENCE "Funky Sound (Tear The Roof Off)" (Sugar Hill) 12/1
Rotations: Heavy 0/0, Medium 6/0, Light 6/0, Extra Adds 1, Total Adds 1, KMJQ, Medium: WWIN, WDAS, WDMT, WJMO,







THE STYLISTICS
(FZ-37458)
Closer Than Close (FZ-37458)
Mine All Mine (ZS5-02588)





TEDDY PENDERGRASS It's Time For Love (TZ-37491) You're My Latest, My Greatest Inspiration (ZS5-02619)

JEAN CARN Sweet And Wonderful (FZ-36775) Love Don't Love Nobody (ZS5-02501)





The Celebration Continues With Philadelphia International Records "The Sound Of Philadelphia" Making Music History - Tenth Anniversary Year

# Black Radio

### Hottest

# November 13, 1981

### BOUTH MIDWEST WEST Earth, Wind & Fire Earth, Wind & Fire Kool & The Gang Central Line Kool & The Gang Kool & The Gang **Luther Vande** Roger "Heard" Kool & The Gang Roger "Heerd" Earth, Wind & Fire Earth. Wind & Fire

# Regionalized Adds & Hots

## WXYV/Baltimore

JONES GIRLS
ZOOM
GAYLE ADAMS
ADVENTURE
RANDY CRAWPORD
HOTTOGLE
CENTRAL LINE
GEORGE BENSON
FWAFF
GWEN MCCRAE
RAFAEL CAMERON

### **Curtis Anderson**

COLORS
SUGAR HILL GANG
ADVENTURE
LULU
PULSE
REDD HOTT
PATBACK BAND
FINN CHOCOLATE MILK PRINCE
PRINCE
EWAF
CENTRAL LINE
PATTI LABELLE
LUTHER VANDROSS

### Steve Crumbiev

BOOKER T RAY, GCODMAN & BR REDD HOTT
ROCKIE ROBBINS
DENROY MORGAN
PROJECT FUNK
HOTTEST:
KOOL & THE GANG
CENTRAL LINE
SLAVE
EWAF
LUTHER VANDROSS

# WSSJ/Camden-Philadelphi

JIMMY ROSS HALL & OATES HALL & OATES
WAX
GWEN MCCRAE
TEDDY PENDERGRASS
TRUTH
RAINBOW VALLEY
HOTTEST
KOOL & THE GANG
GEORGE BENSON
BARRY WHITE BARRY WHITE CHOCOLATE MILK

# WKND/Hartford

BOOKER T.
JERMAINE JACKSON
DYNASTY
RAY, GOODMAN & BR
HALL & QATES
GENE DUNLAP

# WWRL/New York Wanda Ramos

none Hottest: MAZE
TEDDY PENDERGRASS
KOOL & THE GANG
DIANA ROSS
CENTRAL LINE

### WDAS/Philadelphi

DENROY MORGAN ERIC MERCURY PATTI AUSTIN GO
HOLLWAR:
KOOL & THE GANG
ENAF
CHOCOLATE MILK
TIME
RUFUS & CHAKA

### WAMO/Pittsburgh LC. Floyd

TEDDY PENDERGRASE DIANA ROSS BAR-KAYS SOS BAND PHOENIX HOTTUST: EWAF ROGER COMMODORES PRINCE LUTHER VANDROSS

# WOOK/Washington

EVELYN KING EMOTIONS
AL JARREAU
PEABO BRYSON
JONEE GIRLS
ROCKIP ROBBINS HICHAEL HENDERSON SYRETA
STEVIF WOODS
RJ'S LATEST ARRIV
QUINCY JONES
TIERRA
EHALAMAR
JERNAINE JACKSON
HOLLEST;
RICK JAMES
TIME TIME CENTRAL LINE PRINCE SEQUENCE

### WHUR/Washington Oscar Fields

DENROY MORGAN DENROY MONGAN
SYLVERS
RAY, GOOTMAN & BR
ZOOM
HOTTEST:
GEORGE BENSON
LUTHER VANDROSS
PATTI AUSTIN
PATTI AUSTIN
FALF EWAF GAYLF ADAMS

# WEST

BRICK

### KDKO/Denver Byron Pitta

QUINCY JONES GIL SCOTT-HERON BFTTY WRIGHT BARRY WHITE RANDY CRAWFORE BALQ
PATTERSON TWINS
GANGSTERS
HALL & CATES
CAPTAIN SKY
FRANK ALSTON
SUPER RAT
ANGELA BOFILL
HOLLEST HOTELS BUTILL
HOTELST:
KOOL & THE GANG
PRINCE
SHALAMAR
SLAVE
ISLEY BROS

### KACE/Los Angeles Alonzo Miller

BOBBY WOMACK LUTHER VANDROSS DONALD BYRD

### KJLH/Los Angeles Lawrence Tanter

JONES GIRLS BAR-KAYS CENTRAL LINE KOOL & THE GANG

TWINNYN INE/LENNY SKYY ANGELA BOPILL AL JARREAU BRICK Hottost HAROLD MELVIN CHOCCLATE MILK RUFUS & CHAKA MELBA MOORE JEAN CARN

WAOKIAtiante

### Scotty Andrews

SYREETA LIPPS, INC. RUFUS & CHAK HALL & CATES EWAF ROGEP KOOL & THE GANG TIME PRINCE

### Stan Granger

GEORGE BENSON ASHPORD & SIMPSON TEENA MARIE SPINNERS PHYLLIS HYMAN RUFUS & CHAKA TWENNYN INE/LENNY CHI-LITES CHI-DIED
FUNN
HOTCOST:
KRAFTWERK
ROGER
LUTHER VANDROSS
KOCL & THE GANG
FRANKLIN & BENSON

KDAY/Los Angeles

LTD
CHOCOLATE MILK
TWFNNYNINE/LENNY
MIDNIGHT STAR
KANO
HOTLEST:
TIME
KOOL & THF GANG
PRINCE
WHISDERS

J.J. Johnson SKYY

WHISPERS

KDIA/Oakland

RAYDIC BAR-KAYS DYNASTY HALL & OATES RUFUS & CHAKA HOttest:

HOTLEST: KOOL & THE GANG CHOCOLATE MILK ROGER KRAFTWERK PRINCE

SPINNERS
JERMAINE JACKSON
CENTRAL LINE
GEORGE BENSON
DYNASTY
Hottest:
KOOL & THE CANC

KOOL & THE GANG EWAF WHISPERS SHOCK

KSOL/San Mateo, CA Bernie Moody

HALL & CATES
AL JARREAU
ZOOM
HERBIE HANCOCK
MIDNIGHT STAR
JONES GIRLS
HOTEBEI;
KOOL & THE GANG
EMAF
LUTHER VANDROSS
ROGER
CHOCOLATE MILK

SHOCK MELBA MOORE

KUKQ/Phoenix

LTD
BRICK
RUPUB & CHAKA
GEORGE BERNSON
PEABLO BRYSON
HERBIF HANCOCK
HOLLOCK
HOLLOCK
HOLLOCK
JAMES
ROCKIF KOBBINS
QUINCY JONES
JEAN CARN
EWAF

WENN/Birmingham

### WGIV/Charlotte

# WOIC/Columbia, SC

BLACK ICE RCSF ROYCE ARETHA FRANKLIN ARETHA FRANKLIN
RHYZE
BOOKER T.
HOTTEST:
KOOL & THE GANG
TIME
SLAVE
EW&F
TONY TROUTMAN

## KMJQ/Houston

SEQUENCE SEQUENCE RICK JAMES Hottest: ROGER KOOL & THE GANG PRINCE TIME

### WJMI/Jackson Carl Haynes

HERBIE HANCOCK PEABO BRYSON MICHAEL HENDERSON HOTCHST:
KOOL & THE GANG
EWAF
GWEN MCCRAE
JERMAINE JACKSON
CENTRAL LINE

### WKXVJackson

FATBACK BAND EVELYN KING STEVIE WOODS BRICK BAD GIRLS LIPPS, INC. LIPPS, INC. Hottest: KOOL & THE GANG ISLEY BROS ONE WAY EBONER WEBB COMMODORES

BAR-KAYS
CURTIS MAYPIELD
SPINNERS
CENTRAL LINE
LIPPS, INC.
HOTTER: TIME KRAFTWERK

### Maxx St. Clair BOBBY BROOM

HERBIE HANCOCK
MEAN MACHINF
JONES GIRLS
CLARENCE CARTER
GARFIELD FLEMING
GIL SCOTT-HERON
TEENA MARIE
RAY, GOODMAN & BR
HOTTEST
SLAVE
MELBA MOORE
CURTIS MAYFIELD
EW&F
KOOL & THE GANG

### KOKY/Little Rock Ronda Curtie

DONALD FAGEN DONALD FAGEN
HALL & OATEB
PEABO BRYSON
GLADYS KNIGHT
AL JARREAU
BARBRA STREISAND
HOTCEST:
LUTHER VANDROSS
KOOL & THE GANG
COMMODORES
EW&F
CHRIS CROSE CHRIS CROSS

### WLOU/Louisville Neal O'Rea

PEACHES & HERB RUPUS & CHAKA MICHAEL HENDERSON TAVARES DAVID MONSTER ORC SKOOL BOYZ PRINCE FRONEE WEBB KOOL & THE GANG

### WJJS/Lynchburg, VA Art Young

JONES GIRLS MANHATTANS ARETHA FRANKLIN ET EXPRESS CARL CARLTON ROGER LUTHER VANDROSS EWLF KRAFTWERK

### WDIA/Memphis Carl Connors

GIL SCOTT-HERON HOLL SCOTT-HERON
HOLLEST:
ROGER
ROGER
KOOL & THE GANG
FW&F
CHOCGLATE MILK

### WHRK (K97)/Memphis Sharon Smith

ANGELA BOFILI. ANGELA BOFILL
SHALAMAR
BOOKER T.
BRICK
HALL & CATES
HOTTES

### WEDR/Miam

SATIN DREAMS ONE WAY
FRONTE WEBB
COMMODORES
GAYLF ADAMS
HIDNIGHT STAR
TS MONK
Steve Fox
GOMOMA
MANHATTANS
BAR-KAYS
CURTIS MAYFIELD
ATTOMY TROUTMAN
GAYLF ADAMS
HIDNIGHT STAR
TS MONK
FATRONE
GOMOMA
ALJCIA MYERS
RAY, COOMAN & BR
AL JARREAU
HOTELES
HOTELE AL JARREAU Hottest: DONALD BYRD SLAVE FOUR TOPS MADAGASCAR BETTY WRIGHT

### WBLX/Mobile Michael J. Alexander

ARETHA FRANKLIN HALL & OATES CHAKA KHAN CENTRAL LINE CLARKE/DUKE Hottent: TIME KRAFTWERK ROGER SLAVE COMMODORES

### WVOL/Nashville Fred Harvey

TWENNYNINE/LENNY SKYY SKYY Hottest: KOOL & THE GANG KRAFTWERK BARRY WHITE TEDDY PENDERGRASS DELLS

# WYLD-FM/New Orleans

TPENA MARIK ARETHA FRANKLIN GLAIYS KNIGHT TWENNYNINE/LENNY AL JARREAU HOTEEST: LUTHER VANDROSS FOUR TOPS EWLF

# WAIL-FM/New Orleans Barry Richards

OHJ
JEAN KNIGHT
ROCKIE ROBBING
TEENA MARIE
GAYLE ADAMS
HALL & OATER
BLACK ICE
HOTTER
EWAF ROLLING STONES LUTHER VANDROSS OUINCY JONES ROGER

### WOWLNorfolk Chester Benton

CLAPENCE CARTER LTP BAR-KAYS KRAFTWERK SKYY CHOCOLATE MILK HOTCEST:
TIME
COMMODORES
DENIECE WILLIAMS
MELBA MCORE
KRAFTWERK

### Donnie Deane

GWEN MCCRAE TIERRA SWITCH RUFUS & CHAKA SKYY JONES GIRLS PEABO BRYSON DYNASTY GENE DUNLAP CENTRAL LINE JAMES BROWN NATALIE COLE SHALAMAR TIME OZ ONE

# Joe Nasty

JERMAINE JACKSON PRINCE HOttest: ENGF CARL CARLTON TEENA MARIE POSC/DUTY ROSS/PICHIE EVASIONS

# WANT/Richmond

NONE
HOTTEST:
KOOL & THE GANG
DENIFCE WILLIAMS
AL JARREAU
FRANKLIN & BENSON
TIME

## WTOY/Roanoke

GERALDINE HUNT

# KTFM/San Antonio

### WTMP/Tampa Jerry Walker

LETTA MBULU PEABC BRYSON PEABC BRYEON
RICK JAMES
CURTIS MAYFIELD
TEDDY PENDERGRASS
FATBACK BAND
JEAN CARN
CRASH CREW
SHALAMAR
BETTY WRIGHT JERMAINE JACKSON WHISPERS BRICK

### MIDWEST WGCI/Chicago

RENE & ANGELA BOOKER T SKOOL BOYZ HOTEGAL KOOL & THE GANG BOBBY WOMACK PEABO BRYSON BARRY WHITE SLAVE

DYNASTY STYLISTICS SLAVE PRINCE KRAFTWERK

# WBMX/Chicago

RODNEY FRANKLIN BARRY WHITE GAYLE ADAMS HOTTEST KOOL & THE GANG PRINCE ISLEY BROS TEMPTATIONS BAR-KAYS

# WCIN/Cincinnati

CYNASTY CYNASTY
GO
LAKESIDE
ROCKIE ROBBINS
RAY, GOODMAN & BR
LTD
JERRY CARR
JONES GIRLS
ANGELA BOFILL
Hottest:
KOOL & THE GANG
ISLEY BROS
ONF WAY
TIME
EW&F

### Erik Stone

BAR-KAYS SHEREE BROWN PEACHES & HE BOOKER T. KWICK HOTTEST MAYPIELD
TIME
PRINCE
WHISPERS

### WDMT/Cleveland

AL JARREAU TEDDY PENDERGRASS TEDDY PENDERGRAS
Hottest:
ROGER
SLAVE
TIME
ONE WAY
KOOL & THE GANG

# WDAO/Dayton

TEDDY PENDERGRASS ARETHA FRANKLIN ROCKIE ROBBINS TEFNA MARIE BBLQ JERMAINE JACKSON CLARKE/DUKE CARL CARLTON CARL CARLTON
FUNN
DELIA RENEE
CAYLE ADAMS
HOttest:
KOOL b THE GANG
EW&F
MELBA MOORE
CHERY: LYND CHERYL LYNN CHOCOLATE MILK

### WJLB/Detroit J. Michael McKay

Stations are listed by region. Hots are listed in order of their airplay

> RJ'S LATEST ARRIV FUNK FUSION BAND GWEN MCCRAE BAR-KAYS GAYLE ADAMS HOTTER VANDROSE BUTTER VANDROSE ROGER PRINCE CURTIS MAYFIELD LJ REYNOLDS

### WKWM/Grand Rapide Frank Grant

DENIECE WILLIAMS ONF WAY

## WTLC/Indianapolis

BARRY WHITE PREDERICK KN FATBACK BAND DYNASTY HOTTENTY
KOOL & THE GANG
PRINCE
EW&F
COMMODORES
ISLEY BROS

## KAEZ/Oklahoma City

LATOYA JACKSON KANO
TS MONK
RAY, GOODMAN & BR
LIVE BAND GENE DUNLAP EDDIE KENDRICKS Hottest: ONE WAY ROGER SHEREE BROWN WEST STREET MOB GWEN MCCRAE

### WWWS/Seginaw, MI

ROBERTA FLACK KANO
LAKESIDE
ARETHA FRANKLIN
RAY, GOODMAN & BR
HOttest;
LUTHER VANDROSS
ROGER PRINCE KRAFTWERK TTF

### KMJM/SL Louis Dick Edwards

RONNIE LAWS Hottest: ROGER EW&F TIME LUTHER VANDROSS ROSS/RICHIE

# Opportunities

### **Openings**

## EAST

North Jersey A/C looking for part-time/full-time aniouncers yesterday. Attitude more important than ex-TBR: Steve Michaels, Box 40, Newton, NJ 07880 or (201) 383-3400, EOE M/F (11-13)

WEIM-AM/Fitchburg, has part-time weekend openngs. New talent encouraged to apply, preferably leasarchusetts residents. TSR: Jack Raymond, Box 727, Fitchburg, MA 01420 or (617) 343-3766. EOE M/F

### **Morning Personality**

for East Coast A/C in Top 50. Warm, upbeat and relatable to 25+ audience. Minimum 5 years experience. T&R with references to Radio & Records, 1930 Century Park West, #286, Los Angeles, CA 90067. EOE

A/C WMGQ, in the shadow of NYC, needs two sharp news people. TSR plus writing samples to Bob Dunphy, Box 100, New Brunswick, NJ 08903. EOE M/F (11-13)

### \$20,000 PD/Air Talent

needed at top station in Northeast. Growth company, state-of-the-art facility, Immediate opening Rush T&R to Radio & Records, 1930 Century Park West, #283, Los Angeles, CA

Suburban Weshington A/C seeks middey personality with strong production. T&R to Johnny Long. WPRW, Box 1460, Manassas, VA 22110 or (703) 368-3100. (11-13)

Part-time personsitties needed. Females encouraged! TER to Bill Anthony, WBBF, 850 Midtown Tower, Rochester, NY 14804. EOE M/F (11-8)

Major market A/C FM needs top notch drive personality. Strong on production & remotes. T&R: Manager, Box 944, Bala Cynwyd, PA 19004. EOE M/F (11-8)

Great PD/morning drive personality needed now. Super money. Medium N.E. market, TSR: Paul Ward, Far West, 1880 Vine St., Hollywood, CA 90028. EOE M/F (11-8)

WSNE/Providence looking for on-eir News Director. Must be good manager, here good news judgement. TGR to Peter Mokover, 111 Dorrance, Providence, RI 02903. EOE M/F (11-6)

WHEB/Portsmouth CHR looking for nighttime personality. Must use phones to entertain & stimulete interest. T&R: Duncan Dewer, Box 120, Portsmouth, NH 03801. EOE M/F (11-6)

### **Openings**

## SOUTH

Meture, energetic professionals for all positions. Minorities encouraged. T&R and salary requirements to Dave Ferraro, WLEQ, 96 Super Q Bivd., Rt. 22, Ft. Myers, FL 33908. EOE M/F (11-13)

News Director needed for AF1/FM in West TX. Position also includes P.B.P boardwork. Rush T&R to KPET, Box 1188, Lamess, TX 79331. (11-13)

WSPB-AM/FM/Sarasota, FL is accepting applications for newspersons. Send TER to R. David Graupner, WSPB, P.O. Drawer Z, Sarasota, FL 33678 or cell (813) 388-2131. EOE M/F (11-13)

99-WQLO/Beaufort looking for air taient A/C minorities ancouraged for future opening. T&R Paul Martin, 3040 Boundry St., Beaufort, SC 29902. EOE M/F (11-13)

KRZI needs PM newsperson. Energetic delivery a must. TSR to Lee Bottom, Box 8093, Waco, TX 76714. EOE M/F (11-13)

Experienced enohor, possible telk show host for growing medium merket news talker. T&R to Frenkle Rodriguez, Box 1209, Austin, TX 78767. No cells. (11-13)

Accepting TER's for future openings for announcers and news staff. Send TER: Kerry Lambert, WIMZ, 901 E. Summit Ave., Suite 200, Knoxville, TN 37915. (11-13)

Btaff announcer needed. Minorities encoureged, A/C CBS affiliate on Floride's specie coast. TGR: Chuck Deel, Box 1318, Melbourne, FL 32935. EOE M/F (11-13)

WANS-FM #1 CHR in Greenville/Spartanberg seeks skilled Production Director. Send T&R to Bill McCowen, Box 211, Anderson, SC 29621, EOE M/F (11-13)

Wented: morning personality for #1 Country station in the market. Send T&R to Bob Shennon, Box 870, Beaumont, TX 77704. EOE M/F (11-13)

# WANTED:

Five-day work week, excellent salary, medical/dental benefits. If you have a proven track record, are a little crazy, and desire working for the number one North Florida station, you'll probably fill this rare opening.

T&R to Robert John, WIVY-FM, Jacksonville, FL EOE WF 32216

5kw modern Country station expanding news dept. Anchors and reporters needed. T&R to Bred Schulz. ND, WRJZ, Knoxville, TN 37917. (11-6)

Q104 (WQEN-FM) now accepting tapes for possible future openings, Looking for communicators with strong production, Clever "cooker"/team player. Box 108, Gasden, AL 35902. EOE M/F (11-8)

Small and medium market newscasters. Openings coming soon. This is your big break, TSR to Art Riley, KMGC, 1353 Regal Rowe, Dalles, TX 75247. EOE M/F

New Orleans Country 10, WNOE looking for mid-5:30am communicator. 2 years. Minorities encouraged. T&R: Joa Patrick, 529 Bienville, New Orleans, LA 70130. EOE MIF (11-8)

### Openings

Music correspondents needed from major markets in U.S. for national radio program. AOR experience helpful, Bachelder Lane Productions. (313) 439-8376. EOE M/F (11-6)

FM99/Tellehaesse seeks creative 7-12mid jock, T&R to Al Brock, PD, Box 3168, Tellahassee, FL 32303. No calls please. EOE M/F (11-8)

WBUN/Tampe looking for professional, adult evening air talent. No beginners. Send T&R to Bill Gemble, Box 761, St. Petersburg, FL 33731. EOE M/F (11-6)

WW8A/WCHY searching for 7-mid announcer, Experienced edult communicator. TBR to Randy Bush, Box 1247, Sevannah, GA 31402. EOE M/F (11-6)

## annumunumunumunuma

### Top Rated

Beautiful Music FM in medium SE market needs alr/copy/production person. Strong production skills and voice a must. Five day week, good pay and benefits. Send tape and resume to Radio & Records, 1930 Century Park West, #284, Los Angeles, CA 90067.

### анинининининин

Work In America's 6th featest growing market. KUFO/KOYL, Odessa/Midland, TX needs News Director. 2 years experience. T&R: Box 6360, Odessa, TX 79762. EOE M/F (11-6)

### MIDWEST

Immediate opening, Chief Engineer, 5kw DA-N AM and 100kw FM in Colorado. Above everage pey, pert of growing group. Bill Croghen, Group Chief Engineer, (209) 883-0433. EOE M/F (11-13)

Morning enchor, exciting capital city. Aggressive reporter, communicator. Leeding news operation, capital network. T&R to Mark Beiling, ND, WMAY, Box 460, Springfield, IL 62706. (11-13)

Cleveland's only FM Country is seeking a personality who can communicate and entertain. TGR to Jon Olson, WKSW, 1 Playhouse Square, Cleveland, OH 44115. EOE M/F (11-13)

Aggressive upper Midwest A/C seeks top flight jock/Production Director. Rated market, college town. TBR to Phil Conred, WOKL, 1819 Mitchell St., Eeu Claire, WI 54701. EOE M/F (11-13)

Chloago metro personality A/C now accepting TBR's. Send to Z107, Jim Holly, Box 311, Lowell, IN 46368. No cells pieses. EOE M/F (11-13)

100,000 watt A/C seeks experienced, enthusiastic talent. Good production required. T&R to Jeff Thomas, WRLO, Box 509, Antigo, WI 54409. EOE M/F (11-13)

Positively Insans? Promotion-crazy individual needed to turn town upside down. Air shift included. Contact Steve Weed or Jerry Clifton, Majic 108-FM, Box 4860, St. Louis, MO 63108, EOE M/F (11-13)

Station of the year 7% 80, PD leaving due to family iliness. Send confidential T@R to G. Scantland, WDIF, Box 10,000, Marion, OH 43302-1330. BOE M/F (11-13)

KFMH-KWPC/Muscatine, IA seeking newsman and/or News Director. Experienced only apply. T&R to John Flambo, GM, Box 116, Muscatine, IA 52761. EOE M/F (11-13)

Lund Consultants looking for Country programmers. Express mail your station's composite & resume to Brian Scott, 4000 N.E. 189th St. #107, N. Miami Beach, FL 33182. (11-13)

MJM Research & Programming looking for full staff for a large Midwestern market. T&R to MJM Research, 1174 Salem St., Aurors, CO 80011. (11-13)

Award-winning WDIF needs reporter who can excavate news. TER to Bob Bender, Box 10,000, Marion, OH 43302. (11-13)

Afternoon drive reporter/anchor, minimum 2 years on-air commercial experience. Only self-starters need apply. Excellent working conditions, good salary. Send tape, resume, writing semples with letter including three professional references to Dick Forney, ND, WQHK/WMEE, P.O. Box 6000, Ft. Wayne, IN 46896. No calls please. (11-13)

News anchor reporter with minimum 2 years experience, excellent compensation peckage. TER to Jo Harben, K95FM, 1502 S. Boulder, Tulsa, OK 74119. EOE M/F (11-8)

Announcer for sports reporting, production and air shift. Automation experience helpful. T&R to Rick Beers, WCVL, Box 603, Crawfordsville, IN 47933.

Experienced ennouncers needed for an all-female format!! Must be aware of women's issues and able to field call-ins. Other capabilities (experience as PD, MD or copywriter) also interest us. Send air check and resume to P.O. Box 3368, Flint, MI 48502. EOE (11-13) •

### Openings

WOKL/Eeu Claire neeks tapes for possible future openings. Top 100 market experience preferred for personelity CHR station. T&R to Phil Conred, 1819 Mitchell St., Eau Claire, WI 54701. EOE M/F (11-6)

KRIB is now accepting TER for efternoon drive talent/sales position. Sales experience preferred. Box 1588, Mason City, IA 50401 or cell Jay, (515) 424-1490. EOE M/F (11-8)

KQKQ-FM/Omaha CHR accepting T&R for possible future openings. Materials to Mark Evans, PD, Box 31777, Omaha, NB 68131. EOE M/F (11-6)

WZUU-FM/Milwaukee and 13Z/Milwaukee seek strong, professional, crestive Production Director. Sand T&R to John Driscoll, 520 W. Cepitol Dr., Milwaukee, WI 53212. EOE M/F (11-6)

KKXL-FM needs nighttime jock ASAP. T&R to Gary Leigh, Box 997, Grand Forks, ND 58201. EOE M/F (11-6)

# Highly Rated Adult Contemporary

In Top 10 market is searching for a super entertaining morning drive air personality or team that can deliver the numbers. Must be entertaining, informative and relate well to a 20-45 age demographic. If you've got the talent and creativity, we've got the facility and promotion to make us both #1 Salary wide open. You owe it to yourself to explore this opportunity! Program Directors are invited to send blind air checks of competitors morning show. Send tape and resume (Bilnd tape only if a competitors morning show) to Radio & Records, 1930 Century Park West, #285, Los Angeles, CA 90067. EOE M/F

Immediate opening, efternoon drive, all music 1340, A/C and future opening for FM94, Country. Rush T&R to Paul Sebestian, Box 1185, Kansas City, KS 66117. EOE M/F (11-6)

Adult communicators and production prost sought for top rated Topeka FM. Tepes, resumes and salary requirements to Deva Waters, KSWT, Box 4407, Topeke, KS 66604. EOE M/F (11-6)

PD wanted for WROV/Roanoke, VA, Contact consultant Mike McVey, (205) 432-6572. (11-6)

### WEST

Moming drive opening KUUY/Cheyenne, WY. Excellent company management, salary benefits. T&R: Richard Lee, Box 926, Cheyenne, WY 82001. (307) 632-0551. EOE M/F (11-13)

KYGO/Denver is looking for a full-time overnigh host and a weekender. T&R to Bob Call, 5350 Wes 20th Avenue, Denver, CO 80214. EOE M/F (11-13)

KYAA/Billings needs News Director; good bucks for energetic person. T&R to Jack Bell, 1645 Central, Billings, MT 59102, EOE (11-13)

### 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

### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check

Blind Box ads or Classifled 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

# Major Radio Group Wants To Know About You!!!

We operate great radio stations in great cities. If you are a

- 1. Talent (Music or Talk)
- 3. Programmer
- 2. Newscaster
- 4. Promoter

We would like to know about you for future openings. Send tapes, resumes, and other materials to:

-Radio & Records-

1930 Century Park West, #287, Los Angeles, CA 90067

# Opportunities

### **Openings**

"New Owner, new GM, new studios...now, need new PD and News Director at KITN/Olympia, WA. TGR: Tom Carnes, Box 48, Olympia, WA 98507. EOE M/F (11-13)

Major Radio Group

Wants To Know

About You!!!

We operate great radio stations in great cities. If you are a:

We would like to know about you for future openings. Send tapes, resumes,

-Radio & Records-1930 Century Park West, #287, Los Angeles, CA 90067

1. Talent (Music or Talk)

2. Newscaster

and other materials to

# Openings

Morning man going to larger market. A/C enter-tainers. Send T&R to Personnel Director, KEXO, Suite 1016, Valley Federal Plaze, Grand Junction, CO 81501. EOE (11-13)

3. Programmer

4. Promoter

# Openings

Searching for Assistant PD-air talent for Spokane's #1 radio station. T&R: Rick Scott, KREM-AM/FM, 4103 S. Regel, Spokane, WA 99203. EOE M/F (11-13)

Late-night communicator/production wiz, 2 years experience, 24 hour FM A/C in beautiful vacation lend. Needed yeaterday, TGR: PD, KIOQ-FM, Box 1388, Bishop, CA 93514, EOE (11-13)

KNTB/Bakersfield looking for hard-working news reporter/anchor for News/Talk station. Minorities encouraged. TER: Kevin Keeshan, Box 1499, Bakersfield, CA 93302. EOE (11-13)

Senta Rose stereo rocker needs production pro. Automation experience helpful. Send production/copy samples to Scott Landers, K93-FM, Box 309, Healdsburg, CA 96448. EOE M/F (11-8)

Southern Oregon's #1 CHR, building talent library for future openings — pert and full-time. T&R to Rick St. Clair, KBOY, Box 4310, Medford, OR 97501. EOE (11-6)

Mature voice for news/production at CHR FM 90 miles from L.A. Tape required but phone cells welcome. Call Bred Orchard at KVVQ, (714) 243-4636. EOE (11-6)

KVEG-KFM/Les Vages has future opening for newsperson. Must have experience. No cells please. Send T&R to Dick Sheyne, KVEG, 1555 E. Flemingo Rd., Las Veges, NV 89114. EOE (11-6)

### Positions Sought

Experienced, productive, versatile AOR soft rock jock looking for small market. Will relocate. T&R evallable. BRUCE, (215) 824-4830 after 7:30pm, (11-13)

GARY DIXON, KXIC, KLWW, KQWB is looking for PD/MD or jock position, (319) 393-9696. (11-13)

# Positions Sought

Higher profits and increased ratings for small to medium market with this 8 year proven PD. Box 18104, Cincinnati, OH 45218, (513) 826-7739. (11-13)

Currently stifled, comedic personality seeking more creative format. Seasoned pro with good references and ratings. Calls accepted at (207) 933-4962. No collect calls. (11-13)

Husband/wife team. He 17 years experience all phases radio, Programming, production, music, air. She top producing salesperson at present station. (304) 233-8378. (11-13)

### WBT WHAM WNDE POP PERSONALITY

Professional, creative, good cltizen and gentleman. For tape and resume call TOM McMURRAY (319) 372-8169

Management position wanted. Programming/asles pro. Major market veteren. Street sales utilizing creativi-ty plus spec production. Intelligent, perceptive profes-sional. Call between 8-8pm EST, (304) 233-6378. (11-13)

AOR look looking to move Weet. Former Production Director and middey. KFMX/Lubbock. Cell BOBBY TREBOR, (808) 792-4830 or (808) 745-3129. (11-13)

Seeking OM/PD position. Herd worker who can produce and experienced in all levels. Seeking Midwest, others considered, Can start immediately. Call TERRY, (417) 882-1286. (11-13)

Informative, funny morning drive personality seek-ing position in medium or major market. D.W. (805) 543-8230. (11-13)

8mell market News Director looking for broadcast reporter position in medium or large market. Call DAVE at (209) 291-3498. (11-13)

# Marketplace



(per inch):

13 Insertions

Marketplace ads are non-commissionable

Submit to Marketplace

26 Insertions \$20. Volume Rates Available

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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.

RADIO & RECORDS 1930 Century Park West

Los Angeles, Calif. 90067 (213) 553-4330

For confidential details v

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Per Insertion

\$30.00

\$25.00

\$20.00

# Stick it in Yer Ear

delivers the punch of Rock & Roll

Hit your audience every week:

- Major AOR Recording Artist Interviews
- "Earsnews" A Weekly Wrap-up, Rock Newscast
- 'Concert Line' On Floor Reactions from Fans **Across the Country**
- 'New Artist Spotlight'' An Inside glimpse at hot talent. 'Whatever Happened To . . . " Notable Bands of the Past

Make one hour of special programming count

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THE MUSIC MAGAZINE ON RADIO

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### Now, get them fresh every Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum: additional space up to six inches

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



# Contemporary

Hundreds renewed again!

Free sample!

Vrite on station lett Contemporary Comedy

5804-D Twineing Dallas, TX 75227

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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

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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.

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FREE ISSUE OF Balaxy

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 READYI station letterhead: Box 20093R, Long Beach, CA 90801 (213) 595-9588

# Opportunities

# **Positions Sought**

lajor market air talent with Country experience, poking for PD position. Serious inquiries call BO. Will alocate anywhere if money is right. (408) 422-5900, 1-13)

ONATHAN HAZE. 11 year pro, proven track scord, all formats. Recently with KLIF/Dalles, iKY/Oklahoma City and KWKH/Shreveport. Mostly rive time. (817) 274-1984. (11-13)

ve quit. effective May 1, 1982. ED WOLKENHEIM, lews Director, WEZW, 735 West Wisconsin Ave., Allwaukee, WI 53233. No calls at this time. (11-13)

Whether It's Russians in Afghanistan or the Reds in St. Louis, I know it. Good sound, writing, B.A., automation experience. Will relocate. JOEL (518) 869-8076. 11-13)

PD/OM for AOR, A/C or CHR station. I offer ex-perience, maturity, community involvement, 1st ticket, and more. Cell RICK PANTALEO, (412) 539-0649 or (412) 375-3662. (11-13)

Seeking sports P-B-P and/or AOR position. Broad-cast Journaliam degree, knowledgeable and en-thusiastic. Will work anywhere. We both lose unless you call. DAVE, (615) 865-5900. (11-13)

# **Positions Sought**

Crexy CHR personality looking to relocate back East. Excellent references. Contact GLENN DAVID, (701) 772-4737. (11-13)

Recent college grad (RTV) with 2½ years college radio experience seeks producer/ennouncer position in Central FL or Central CA. DAVE ROGERS, (305) 282-4851.

A giver, not a taker. Disc jockey, news, production. FCC 1st. NYC trained, smell market experience. Hardworking, references back, Prefer Northeast. MICHAEL, (201) 748-4021. (11-13)

Attn. Sacramento stations: Treffic/operations pro with experience in IBM and conventional traffic systems is eveilable now! PEGGY TRACY, (918)

orts Director, award winner. 15 yeers experience, d-worker, employed, but looking. Cell ROGER, (419) herd-worker, empl 298-3356, (11-13)

3½ yeers part-time at KMGK/Des Moines, IA. Look-ing for full-time. Graduated OCBQ, Ansheim, CA. Prefer Midwest or West. CRAIG, (615) 284-1259 efter 4pm.

Experienced Country or A/C personality. Dependable, hard-working presently employed. Prefers Sunbelt or West Coast. Cell JOHN, (214) 729-8310.

# **Positions Sought**

DANIEL BRUNTY, 13 years experience, primarily AOR/CHR. Former WQDR/Releigh, PD. Available now for PD or jock in medium/major market. (919) 834-2073. (11-6)

Young adult thoroughbred, Pedigree; WTVN, KIOA moming drive. Cless shtick! BRAD K. (305) 278-2945. (11-13)

DAVE MANN, formerly PD of WDOQ/Daytona Beach, and air talent at WOKY, Q105 and Y103, is look-ing for an air shift in FL. Call (904) 252-2858. (11-6)

Major market air talent seeks either programming or eir shift, For T&R phone (505) 484-3750 efter 5pm and ask for CHRIS. (11-6)

BILL (BJ) JOHNSON, morning pro, looking for mejor or medium merket in Southeast. (301) 790-2935. (11-6)

PD's slender threat forced me to walk. CHR, AOR, Oldies. 5 yeers medium market experience. DAVI GERMAIN, (414) 233-8371. Cell yesterdey. (11-6)

DWAYNE BONDS, formerly of Q105, WAPE, WCIR, WROD, etc., is available for programming position or exceptionel airshift. Call (813) 971-4270 or (813) 977-4571. (11-6)

# **Positions Sought**

Disc jockey, presently working Country formst, willing to relocate. KEVIN McATEER, 110 Whitford St., Werwick, RI 02886, or (401) 739-5825. (11-6)

Country stations or CHR stations in the Northeast. Former Providence personality BOB CHASE is looking. (401) 943-4003. (11-8)

Talented sports reporter, 6 years experience, excellent P-B-P and sports talk. Reedy immediately any market. Cell JIM, (614) 436-6133. (11-6)

13 years experience, desires sales/announcing position with major market station. Prefer West or South. TONY REEDER, (304) 484-4538. (11-6)

# Miscellaneous

WTSV would like to receive any and all Country music from all labels. Send to Ken Sliva, MD, 221 Weshington St., Claremont, NH 03743 or (603) 542-7735. (11-6)

WANTED: Verious Comedy Materiel, in the forms of tapes/records, for production of weekly comedy show Andy Jay, WCSM, Box 492, Celina, OH 45822. (11-6)

The National Vietnam Veterans Review is now in operation as the only Nem Yet Newspaper. If you have veterans news, write: NVVR, P.O. Box 35812, Feyetteville, NC 28303. (11-6)

# Marketplace

# CHRISTMAS PRODUCTION MUSIC LIBRARY

10.:30.:60 Second Formats

Major Christmas standards tastefully arranged for radio and TV

- . Ideal for voiceovers.
- Great production tool for commercials.
- Will increase spot sales. Music cues on disc or tape.
- Low licensing rates.

music categories, i.e. "industrial, pop, contemporary," etc.

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(213) 934-2626 or (213) 932-9403



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Custom packaged for your convenience.

Free Sample Write: JOCK In the BOX (213) 708-1590

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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.

SPECIALI Receive 5 consecutive weeks for only \$12.95 you save \$17.00!!

American Radio Job Market



YOU ARE THE MUSIC ... AND

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 at
a 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

2 Months Free COMEDY SERVICE

This is an unheard-of "one-time" offer. I want you to know what researched cornedy is. I want you to see how "ORIGINAL" DJ Com-

edy is

There is no hook. Send your request for 2 months

Free DJ on your station or company letterhead

Anywhere in the world. I'll pay for Ittl Or call me at

(713) 960-8482 We're a professional comedy
organization and we appreciate your support.

"We all wish you the best, Brad."

- Tom Adams, Electric Weenle

A PROFESSIONAL COMEDY SERVICE

3530 TIMMONS LANE, SUITE 301D HOUSTON TEXAS 77027



**WESTERN STYLE LEATHER** COVERED BELT BUCKLE-

YOUR STATION'S LOGO EMBOSSED IN COLOR.

ALSO: LICENSED MANUFACTURER FOR WILLIE NELSON, MICKEY GILLEY AND JOHNNY LEE LEATHER PRODUCTS.



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If you need a monthly salable, and priced right, humorous, highly salable, and priced right, call Program Director Bob West at KQAM/ Wichita, KS (316)838-7744.....ask him ...ask him about the Charlie & Harrigan Program

C&H Presents: P.O. Box 19628, San Diego, CA 92119 (714)465-9400

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RADID'S MOST RESPECTED DJ GAG SHEET SINCE 1970



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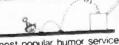
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"BEST LIBRARY EVER ..." FREE DEMO Production Toby Arnold & Associates 4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335 Bank

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It's a sure way to generate qualified sales leads

Just call PAM at (213) 553-4330 for more information.

November 13

JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 99/18

Moves: Up 49, Debuts 12, Same 20, Down 0, Adds 18 Including 8104, CKLW, WZZP, KYYX, 92FLY, WAEB, KZFM, WHBQ, WCSC, WLOL-FM, KJRB, KNBQ, KKXL, KFYR, KQDI.

WCSC, WLOL-FM, KJRB, KNBQ, KKXL, KFYR, KQDI.

CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 90/2

Moves: Up 58, Debuts 7, Same 20, Down 3, Adde 2, V100, WNAP, PRO-FM 20-14, 94Q 27-25, WZUU 24-22, KYYX 28-26, WFBR 18-13, WVBF 25-22, KLAZ 14-10, WNOX 17-13, WNCI 30-27, 13FEA 23-20, KILE 18-16, KQIZ-FM 12-7, KATI 21-17.

RONNIE MILSAP "I Wouldn't Have Missed It For The World" (RCA) 88/22

MOVES: Up 25, Debuts 17, Same 24, Down 0, Adde 22 Including CKLW, KRLA, KEZR, WBBF, WVBF, WKRZ-FM, WJDX, WMAK-FM, WAYS, K96, WJBQ, WHEB, WFOX, KKRC, KATI.

RINGO RTARR "Wrack My Rrain" (Roardwalk) 88/20

RINGO STARR "Wrack My Brain" (Boardwalk) 88/20
Moves: Up 14, Debuts 14, Same 40, Down 0, Adde 20 Including WIFI, WXKS-FM, Z93, 94Q, Q103, WLAN-FM, KZFM, KBFM, WBBQ, KSTT, KIIK, KYNO-FM, WFBG, WTRU, KDZA.

WBBQ, KSTT, KIIK, KYNO-FM, WFBG, WTRU, KDZA.

KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 87/15

Moves: Up 36, Debuts 12, Same 23, Down 1, Adda 18, PRO-FM, KSLQ, WBLI, WOKI, WGH, WKDQ, KIDD, FM102, KGGI, KJRB, KCPX, Z102, WFOX, WRKR, 99KG.

EDDIE RABBITT "Someone Could Lose A Heart Tonight" (Elektra) 82/44

Moves: Up 3, Debuts 19, Same 18, Down 0, Adda 44 including Q107, CFTR, KEGL, Q106, KEZR, KIMN, KZZP, WDRC-FM, G100, WMEE, K96, WOMP-FM, WFOX, WGLF, KSLY.

LUTHER VANDROSS "Never Too Much" (Epic) 75/5

Movas; Up 43, Debuts 3, Same 20, Down 4, Adda 5, WHFM, WZYP, WOKI, WMEE, KCPX, B104 18-14, WPGC 18-15, Y100 30-24, KFRC 23-19, 13K 20-10, KC101 15-10, 897 19-15, KLAZ 10-6, FM100 12-9, KILE 35-28.

ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 64/22

ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 84/22

Moves: Up 13, Debuts 13, Same 16, Down 1, Adds 22 Including B104, Y100, 13K, KJR, KYYX, KOPA, WKEE, KQ94, FM100, WANS-FM, KSPZ, WTSN, 96SGF, KENI, KCBN.

CARS "Shake It Up" (Elektra) 60/59

Moves: Up 0, Debute 0, Same 1, Down 0, Adds 59 Including B104, WXKS-FM, CHUM, KEGL, Z93, KBEQ, KEZR, KYYX, KOPA, KZZP, 3WT, WBBQ, Z104, KKXX, KLUC.

KOPA, KZZP, 3WT, WBBQ, Z104, KKXX, KLUC.

BEE GEES "Living Eyes" (RSO/PolyGram) 58/17

Moves: Up 7, Debuts 6, Same 28, Down 0, Adds 17 Including 293, Y100, WGCL, KHFI, KEEL, KROK, WAAY, WZYP, WBBW, WBBQ, WSEZ, WANS-FM, Q101, KKRC, KATI,

MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 58/13

MOVES: Up 12, Debuts 6, Same 25, Down 0, Adds 13, WBEN-FM, KIQQ, KINT, WTIX, KQ94, KXX106, KX104, WJBQ, WCIR, WXLK, KKLS, WAZY-FM, KDZA, CHUM 25-16, WOKI 30-27.

GLIDWINDR "Poor Man's Son" (Scottl Bros./CBS)) 55/6

SURVIVOR "Poor Man's Son" (Scottl Bros./CBS)) 55/6

Moves: Up 12, Debuts 3, Seme 34, Down 0, Adds 6, Q107, WKRZ-FM, KBFM, KIIK, WZOK, WNAM, 96KX on, WLS 34-26, KBEQ on, KFI on, 3WT 34-26, WJXQ 20-18, WIKS 19-16, WOMP-FM 27-23, 99KQ 40-38.

# SIGNIFICANT ACTION

LOVERBOY "Working For The Weekend" (Columbia) 48/19

Moves: Up 5, Debuts 8, Same 18, Down 0, Adds 19 including KBEQ, KZZP, WPHD, WKRZ-FM, WZYP, WSEZ, WSSX, WIKS, WMEE, KLUC, KRQ, WFBG, WISE, WXLK, KEN!.

STEVIE WOODS "Steal The Night Away" (Cotillon/Atco) 48/7
Moves: Up 17, Debuts 3. Same 17, Down 2. Adda 7, WVBF, WAEB, KROK, WNAP, WSPT, KWLO, KCBN, WXKS-FM d-28, KSLQ 30-27, KIQQ 9-9, WCAO 30-27, WJDX 23-20, KSTT 20-17, KIQA 19-16, KKRC 17-14,

KSLQ 30-27, KIQQ 9-9, WCAO 30-27, WJDX 23-20, KSTT 20-17, KIOA 19-16, KKRC 17-14,

SNEAKER "More Then Just The Two Of Us" (Handshake/CBS) 39/13

Moves: Up 3, Debuts 2, Same 21, Down 0, Adds 13, WIFI, WZUU, WTIX, KXX106, WRVQ, WVIC, KIOA, WGUY, WIGY, WFLB, KILE, KVOL, KRNA, KEGL d-30, KQDI d-19.

ROLLING STONES "Welting On A Friend" (Rolling Stones/Atco) 37/26

Moves: Up 2, Debuts 2, Same 7, Down 0, Adds 26 Including 96KX, KBEQ, KYYX, 92FLY, WDRC-FM, WPST, K104, WSSX, K233, WZOK, KNBQ, KSKD, WOMP-FM, WXLK, WAZY-FM.

GREG 1 AME "Last May LOVA Onco" (Chrystalis) 37/22

GREG LAKE "Let Me Love You Once" (Chrysalis) 37/22

Moves: Up 1, Debuts 3, Same 11, Down 0, Adds 22 Including KBEQ, KEZR, KYYX, 92FLY, WDRC-FM, KINT, KBFM, WOKI, WANS-FM, KCPX, WCIR, WZYQ, WCGQ, WISE, WTRU.

DON McLEAN "Casties in The Air" (Millennium/RCA) 37/8

Moves: Up 12, Debuts 4, Same 13, Down 0, Adds 8, WNBC, KFI, Q102, KEEL, WOKI, WGUY, WFBG, KQDI, WPGC on, WZUU 30-26, WCAO 21-17, WAEB 30-26, KLAZ 28-25, WJDX 32-29, KSTT 30-23.

W20J 30-28, WCAO 21-17, WAEB 30-28, KLAZ 28-25, WJDX 32-29, KSTT 30-23.

DONNIE IRIS "Sweet Merilee" (MCA) 37/7

Moves: Up 8, Debuts 4, Same 18, Down 0, Adds 7, WLAN-FM, WKEE, KINT, WOKI, KCPX, WISE, KSLY, 96KX 20-16, KBEQ 30-28, KIQQ on, K104 40-34, WBCY on, KNBQ on, KSEL-FM on, KFMZ d-26.

BILLY JOEL "She's Got A Way" (Columbia) 33/30

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 30 Including KBEQ, WGCL, KFI, WCAO, WICC, KHFI, WZYP, KJ100, WVIC.

TRILIMPH "Magic Powar" (BCA) 23/2

KOFM, KNBQ, WGUY, Q104, WGLF, KFYR.

TRIUMPH "Magic Power" (RCA) 32/2

Moves: Up 14, Debuts 0, Same 15, Down 1, Adde 2, KEGL, KRNA, B104 on, CHUM 6-5, WLS-FM 28-23, WPHD 25-23, WRCK
on, KQ94 35-26, WSSX 19-17, WJXQ 8-6, WIKS 12-9, WKDQ on, KRQ 25-23, WIGY on, WCGQ on,

JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 29/1

Moves: Up 10, Debuts 0, Same 17, Down 1, Adde 1, WLAM, WFBR on, KBFM on, WOKI 36-32, WNOX 30-27, KIOA on,
RSFM on, WNAM on, KCPX 25-22, WISE 38-32, WFLB on, KILE on, KPUR 23-19, 99KG on, KENI on.

Moves: Up 0, Debuta 2, Seme 11, Down 0, Adds 10, 94Q, KLAZ, WCSC, KIDD, KBBK, WJBQ, WISE, WFLB, WGLF, KSLY, KIQQ on, WICC on, WMAK-FM on, WAKY d-19, WVIC on.

JERMAINE JACKSON "I'm Just Too Shy" (Motown) 22/3
Moves: Up 8. Debuts 0, Same 11, Down 0, Adda 3, KLAZ. WDDQ. WGLF, WXKS-FM 28-23, Y100 on, KRLA on, KIQQ 36-30, KFRC on, KSET-FM 30-27, KROK on, WAYS 17-15, WSEZ 31-29, KNBQ on, KHYT on, 96SGF 27-22.

KFRC on, KSET-FM 30-27, KROK on, WAYS 17-15, WSEZ 31-29, KNBQ on, KNY1 on, 955GF 27-22.

BALANCE "Failing In Love" (Portrait/CBS) 20/8

Moves: Up 1, Debuts 3, Same 8, Down 0, Adds 8, WHFM, WICC, WMAK-FM, WGH, WVIC, KENI, KSLY, KYYA, KYYX on, 92FLY on, WGUY on, WOMP-FM on, 96XIL on, KILE 40-38, KQDI d-21.

TIERRA "La La Means I Love You" (Boardwalk) 19/0

Moves: Up 12, Debuts 0, Same 7, Down 0, Adds 0, WXKS-FM 29-28, Y100 28-23, KFI 16-12, KIQQ 26-20, KXFM 24-22, KSET-FM 6-4, KINT 12-10, KHFI 30-28, KLAZ on, KYNO-FM 10-10, KGGI on, KRQ 20-17, KHYT 3-3, KSLY on, KDZA 30-22.

KENNY ROGERS "Blaze Of Glory" (Liberty) 17/14

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 14, WFBR, WKEE, WSGN, WDOQ, WNOX, WLOL-FM, WAKX, KBBK, WACZ, 13FEA, WISE, WGLF, KCBN, KATI, KIQQ on.

WACZ, 13FEA, WISE, WGLF, KCBN, KATI, KIQQ on.

BEACH BOYS "Come Go With Me" (Caribou/CBS) 17/4

Moves: Up 1, Debuts 3, Same 9, Down 0, Adds 4, KFI, WMAK,FM, KENI, KSLY, 3WT 40-36, WICC d-29, WTIX d-40, KLAZ

on, WSGN d-34, WDOQ on, WCSC on, KHYT on, KZZX on, WGLF on, KFYR on.

BERTIE HIGGINS "Key Largo" (Kat Fermily/CBS) 17/2

Moves: Up 3, Debuts 2, Same 10, Down 0, Adds 2, B97, KILE, 94Q d-30, WAEB on, KXX106 on, WAAY 16-13, WDOQ 28-20,

WBBQ 30-25, WANS-FM on, KCPX on, Q104 d-33, WCGQ on, WISE on-dp, WFLB on, KVOL on.

KNACK "Pay The Devil (Ooo Baby Ooo)" (Capitol) 17/1

Moves: Up 4, Debuts 3, Same 9, Down 0, Adds 1, KVOL, WXKS-FM d-25, KIQQ 39-37, WPHD on, KXX106 on, WOKI on,

KSKD 38-31, WGUY d-27, WIGY on, WTSN on, WFBG on, WCGQ on, KKQV on, KSEL-FM d-28, KYYA 28-26.

JOHN DENVER "The Cowboy & The Lady" (RCA) 15/4

Moves: Up 2, Debuts 1, Same 8, Down 0, Adds 4, KZFM, WNAM, KENI, KSLY, WGCL on, KYYX on, WTIX 17-15, KQ94 on,

BJ106 on, WVIC on, KOFM on, KCPX 35-31, 95XIL d-38.

PRINCE "Controversy" (WB) 11/2

Moves: Up 4, Debuts 0, Same 4, Down 1, Adds 2, Y100, KZFM, WXKS-FM 9-9, WTIC-FM 28-26, WDOQ 26-18, WCSC on,

KYNO-FM 38-32, KHYT 11-10, 96SQF on.

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

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. 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.

# SIGNIFICANT ACTION

RUPERT HOLMES "Loved By The One You Love" (Elektra) 33/9
Rotations: Heavy 2/0, Medium 13/1, Light 15/5, Extra Adds 3, Total Adds 9, WGY, WDEF, WQUA, KKRD, WCHV, WLVA, WORG, WDAY, KFQD. Heavy: WCCO, WSKY. Medium: WJMD, WLTA, KULF, KOY, KEX, WNAB, WELF, WHYN, WGAC,

BEACH BOYS "Come Go With Me" (Caribou/CBS) 26/21
Rotations: Heavy 1/1, Medium 8/6, Light 14/11, Extra Adds 3, Total Adds 21, WLTA, WSB, WHB, KYXY, WGAC, KCSW, WMAZ, WHBY, WHBC, WHIO, WQUA, KOB, KKUA, KSL, KCEE, WLEQ, WORG, WJON, KFQD, KADE, KRKK

KIM CARNES "Mistaken Identity" (EMI America) 28/3

WEEN, WIP, KULF, WGY, KCSW, WBT, WIS, WKZE, WSKY, WORG, WJON, KRKK.

PLACIDO DOMINGO & JOHN DENVER "Perhaps Love" (Cherry Lane/CBS) 25/8
Rotations: Heavy 40, Medium 13/4, Light 7/3, Extra Adds 1, Total Adds 8, KYXY, WGAC, WMAZ, WIBA, KBOI, KSL, KBOZ, KMED, Heavy: WSBA, WQUA, WSGW, KOLO, Medium: WIP, WLTA, 97AIA, WOMC, KPLZ, WNAB, WELI, WHBC, WJBC.

KMED, Heavy: WSBA, WQUA, WSGW, KOLO, Medium: WIP, WLTA, 97AIA, WOMC, KPLZ, WNAB, WELI, WHBC, WJBC, LULU "H I Were You" (AHa) 25/7

Rotations: Heavy: 20, Medium 10/1, Light 12/6, Extra Adds 1, Total Adds 7, WARM98, KEX, WIS, WHBC, KAFY, WWSA, WDAX, Heavy: WJMD, KKRD, Medium: WLTA, WCCO, WBT, WMAZ, WHBY, WQUA, WFIR, WJON, KMED, DARYL HALL & JOHN OATES "I Can't Go For That (No Can Do)" (RCA) 24/14

Rotations: Heavy 1/1, Medium 12/6, Light 10/8, Extra Adds 1, Total Adds 14, WCBM, WTFM, WJMD, WASH, KIXI, WRIE, WSBI, KBOI, WNEU, WCHV, KSEL, WORG, KRKK, Medium: WBEN, WSM-FM, WQUE, KWAV, WKZE, WSKY, OLIADTEREI A QUI "Marrian Blu Maart" (Geffan/WR) 24/1

WARP, WSD., KBOI, WNEU, WCHV, KSEL, WORG, KRKK, Medium: WBEN, WSM-FM, WQUE, KWAV, WKZE, WSKY, QUARTERFLASH "Harden My Heart" (Geffen/WB) 24/1
Rotations: Heavy 4/0, Medium 14/0, Light 8/1, Extra Adds 0, Total Adds 1, WFMK, Heavy: WGAC, KWAV, WSKY, KSEL Medium: WIP, KEX, KPLZ, WHEN, WMAZ, WSM-FM, KAFY, KUGN, WKZE, WCHV, WORG, WBOW, KADE, KRKK, BALANCE "Failing In Love" (Portrah/CBS) 21/12
Rotations: Heavy 0/0, Medium 9/3, Light 9/6, Extra Adds 3, Total Adds 12, WLTA, WWYZ, KCSW, WSLI, WMAZ, WRVR, 1106, KKRD, KAFY, KKUA, KSL, KSEL, Medium: 97AIA, WCCO, KEX, KPLZ, WHBC, KFQD.

NICOLETTE LARSON "Fool Ma Again" (MR) 21/3

NICOLETTE LARSON "Fool Me Again" (WB) 21/3

Rotations: Heavy 2/0, Medium 9/0, Light 9/2, Extra Adds 1, Total Adds 3, KOLE, WSLI, WKZE. Heavy: WLTA, WDEF, Medium: WARM98, WCCO, KING, WGAC, WMAZ, Y106, KSL, WSKY, KMED,

ROD STEWART "Young Turks" (WB) 20/2
Rotations: Heevy 5/0, Medium 9/0, Light 5/1, Extra Adds 1, Total Adds 2, WGAR, KFQD, Heevy: WTFM, KCSW, WSM-FM, KAFY, KSEL, Medium: KOLE, WBT, WQUE, KWAY, WCHV, WQRG, WBOW, KADE.

KAPY, KSEL, Medium: KOLE, WBT, WQUE, KWAV, WCHV, WORG, WBOW, KADE.

KENNY ROGERS "Blaze Of Glory" (Liberty) 19/11

Rotations: Heavy 1/0, Medium 11/6, Light 7/5, Extra Adds 0, Total Adds 11, WTAE, WLTA, WCCO, WRIE, WWYZ, WGY, WHBY, WHIO, KSL, WORG, KCRG, Heavy: WSFM, Medium: WBEN, KMBZ, WAKR, WDAY, KBOZ, ROTATIONS: Heavy 0/0, Medium 6/6, Light 9/9, Extra Adds 3, Total Adds 18, WARMSB, KMBZ, WCCO, KEX, KIXI, WWYZ, WGY, WDEF, WMAZ, KLTE, KAFY, KUGN, WKZE, WSKY, WCHV, WSGW, WJON, KADE.

JOHN DENVER "The Cowboy & The Lady" (RCA) 18/4
Rotations: Heavy 1/0, Medium 9/1, Light 8/3, Extra Adds 0, Total Adds 4, KULF, WGAC, WHIO, WCHV. Heavy: WLTA.
Medium: KOY, KEX, KCSW, WDEF, WHBC, KKRD, KAFY, KKUA.

JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 17/1
Rotations: Heavy 10, Medium 100, Light 6/1, Extra Adds 0, Total Adds 1, WHEN, Heavy: KSL Medium: WLTA, KMBZ, WDEF, WMAZ, KRNT, KAFY, KBOI, WDAY, WJON,

PABLO CRUISE "Slip Away" (AS-M) 17/0
Rotations: Heavy 0/0, Medium 15/0, Light 2/0, Extra Adds 0, Total Adds 0, Medium: KULF, 97AIA, WARMS8, KEX, WRIE, Y108, KBOJ, KUGN, KWAV, WNEU, WSKY, WCHY, WJON, KFQD.

SPYRO GYRA "Summer Strut" (MCA) 14/1
Rotations: Heavy 0/0, Medium 8/0, Light 8/1, Extra Adds 0, Total Adds 1, KUGN, Medium: 97AIA, KEX, WMAZ, Y106, KSL,

STEVE CARLISLE " 'WKRP In Cincinnati' (Main Theme)" (Sweet City/MCA) 13/7
Rotations: Heavy 0/0, Medium 3/0, Light 8/5, Extre Adde 2, Total Adde 7, KCSW, WTVN, WHIO, KKRD, WSGW, KFQD, KRKK. Medium: WLTA, KXOK, WDEF.

KRKK. Medium: WLTA, KXOK, WDEF,
ADDRISI BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 13/1
Rotations: Heavy 0/0, Medium 8/1, Light 5/0, Extra Adds 0, Total Adds 1, KOB, Medium: KULF, WDEF, WIS, WHBY, WKBN, KOD, KOLO, Note: An editorial error deleted KBOI as a new add last week.
RINGO STARR "Wrack My Brain" (Boardwalk) 12/4
Rotations: Heavy 0/0, Medium 4/1, Light 8/3, Extra Adds 0, Total Adds 4, KCSW, WSLL WKZE, WORG, Medium: WBEN, WBT, KAFY.

POLICE "Every Little Thing She Does is Magic" (A&M) 12/3
Rotations: Heavy 4/0, Medium 4/0, Light 4/3, Extra Adds 0, Total Adds 3, WAFB, WKZE, WLEQ. Heavy: WSM-FM, WOWO, KWAV, KADE. Medium: WASH, WRIE, WQUE. WBOW.

KWAY, RADE. Medium: WASH, WHIE, WQUE. WBOW.

STEVE MILLER BAND "Heart Like A Wheel" (Capitol) 12/0

Rotations: Heavy 0/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0, Medium: WTFM, WRIE, WWYZ, KCSW, WSM-FM,

BEE GEES "Living Eyes" (RSO/PolyGram) 11/4
Rotations: Heevy 1/0, Medium 2/0, Light 7/3, Extre Adds 1, Total Adds 4, WIP, WHYN, WRVR. WFMK, Heevy: WTFM.
Medium: WSLI, KRKK, MOODY BLUES "Talking Out Of Turn" (Threshold/PolyGram) 11/2
Rotations: Heavy 0/0, Medium 6/1, Light 5/1, Extre Adds 0, Total Adds 2, WRVR, WKZE, Medium; WARM98, WGAC,

BARBARA MANDRELL "Wish You Were Here" (MCA) 11/0 Rotations: Heavy 3/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heav NOVY: KMBZ, KOY, KSL. Medium: WCCO.

WSBA, RRN1, RLTE:

JERMAINE JACKSON "I'm Just Too Shy" (Motown) 10/3

Rotations: Heavy 0/0, Medium 6/1, Light 4/2, Extra Adds 0, Total Adds 3, WLTA, KCSW, WQUE: Medium: WJMD, KAFY.

RWAY, WSRT, WLEU.

SAILOR "Hat Check Girl" (Carlbou/CBS) 10/3

Rotations: Heavy 0/0, Medium 4/1, Light 5/1, Extra Adds 1, Total Adds 3, WLTA, KULF, KMED. Medium: WDEF, WHBC, HERB ALPERT "Menhattan Melody" (A&M) 10/2
Rotations: Heavy 1/0, Medium 4/1, Light 5/1, Extra Adds 0, Total Adds 2, WELI, WHIO, Heavy: WLTA. Medium: KUGN, WKIIA WKKY

REUA, WSRT.

GENESIS "No Reply At All" (Atlantic) 10/1

Rotations: Heavy 2/0, Medium 3/0, Light 6/1, Extra Adds 0, Total Adds 1, WKZE. Heavy: WRIE, WSM-FM, Medium: WGAR, WWESE PWAY

MICHAEL LLOYD "I Go To Pieces" (Arista) 10/1 Rotations: Heavy 1/0, Medium 2/0, Light 7/1, Extre Adds 0, Total Rotations: Heavy 1/0, Medium 2/0, Light 7/1, Extre Adds 0, 70tal Adds 1, WARM98, Medium: WBT, WDEF, WIS, WRVR, Rotations: Heavy 0/0, Medium 6/0, Light 3/1, Extre Adds 0, Total Adds 1, WARM98, Medium: WBT, WDEF, WIS, WRVR,

VIC ASHER "What Am I Gonna Do" (Velsi) 8/1
Rotations: Heavy 0/0, Medium 4/0, Light 4/1, Extra Adds 0, Total Adds 1, WKZE, Medium: WGAC, WVLK, WLVA, KFQD.

# COMING NEXT WEEK INSIDE R&R:

## RADIO COMMENTS ON THE RECORD INDUSTRY:

Consultant John Sebastian, three CHR PD's, and three A/C MD's all offer observations on various aspects of the record industry today — and the following week, record people comment on radio.



# TURN YOUR LOVE AROU

# CHR BREAKERS.

### **GEORGE BENSON**

Turn Your Love Around (WB)

59% of our reporters on it. Moves: Up 58, Debuts 17, Same 19, Down 0, Adds 32 including WKBW, WIFI, CKLW, WGCL, WOKY, KFI, Q103, V100, KHFI, KX104, KIOA, KKXX, WHEB, KRNA, KYYA. See Parallels, charts at number 27.

# A/C BREAKERS.

### **GEORGE BENSON**

**Turn Your Love Around (WB)** 

65% of our reporters on it. Rotations: Heavy 8/0, Medium 49/7, Light 23/8, Extra Adds 0, Total Adds 15 including WCBM, 3WS, WPRO, WSB, KULF, WARM98, WGAR, and 8 more. Moves 27-24 on A/C chart.

PRODUCED BY: JAY GRAYDON



ON WARNER BROS. RECORDS

# November 13, 1981

# Radio&Records

# Contemporary Hit Radio. NATIONAL AIRPLAY/30.

Adult/Contemporary

Three				
5	2	1	0	FOREIGNER/Waiting For A Girl Like You (Atlantic)
7	5	3	0	AIR SUPPLY Here I Am (Just When I Thought) (Arista)
12	8	5	0	POLICE/Every Little Thing She Does Is Magic (A&M)
15	9	6	O	OLIVIA NEWTON-JOHN/Physical (MCA)
1	1	2	6	DARYL HALL & JOHN OATES/Privete Eyes (RCA)
18	10	7	0	COMMODORES/Oh No (Motown)
3	3	4	7	DAN FOGELBERG/Hard To Say (Full Moon/Epic)
23	21	12	0	ROD STEWART/Young Turks (WB)
22	18	11	0	BARRY MANILOW/The Old Songs (Arista)
25	22	16	10	DIANA ROSS/Why Do Fools Fall In Love? (RCA)
2	4	8	11	CHRISTOPHER CROSS/Arthur's Theme (Best That You Can Do) (WB)
28	23	18	(D)	JOURNEY/Don't Stop Bellevin' (Columbia)
-	29	21	0	STEVIE NICKS & DON HENLEY/Leuther & Lace (Modern/Atco)
4	6	9	14	LITTLE RIVER BAND/The Night Owls (Capitol)
6	7	10	15	BOB SEGER/Tryin' To Live My Life Without You (Cepitol)
vino	30	23	0	LINDSEY BUCKINGHAM/Trouble (Asylum)
18	17	15	17	DIESEL/Sausalito Summernight (Regency/Atco)
_	28	24	O	QUARTERFLASH/Harden My Heart (Geffen/WB)
	13	14	19	QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)
	25	22	20	GENESIS/No Reply At All (Atlantic)
29	25	25	0	CHILLIWACK/My Girl (Gone, Gone, Gone) (Millennium/RCA)
9	11	13	22	RICK SPRINGFIELD/I've Done Everything For You (RCA)
-	Minn	29	2	NEIL DIAMOND/Yesterday's Songs (Columbia)
-	win-re	28	33	STEVE MILLER BAND/Heart Like A Wheel (Capitol)
-		30	63	J. GEILS BAND/Centerfold (EMI America)
			0	DARYL HALL & JOHN OATES/I Can't Go For That (No Can Do) (RCA)
		-	0	GEORGE BENSON/Turn Your Love Around (WB)
- (			0	GO-GO'S/Our Lips Are Sealed (IRS/A&M)
- 9			0	PAUL DAVIS/Cool Night (Arista)
- '			0	ELO/Twilight (Jet/CBS)

West	s Was	de We		
8	3	2	0	BARRY MANILOW/The Old Songs (Arista)
.3	2	1	2	AIR SUPPLY/Here I Am (Just When I Thought) (Arista)
9	4	4	0	COMMODORES/Oh No (Motown)
7	5	5	0	M. POST featuring L. CARLTON/Themse From "Hill Street Blues" (Elekt
2	1 14	8	0	DIANA ROSS/Why Do Fools Fall In Love? (RCA)
1	1	3		DAN FOGELBERG/Hard To Say (Full Moon/Epic)
19	12	8	0	FOREIGNER/Waiting For A Girl Like You (Atlantic)
_	24	16	Ō	NEIL DIAMOND/Yesterday's Songs (Columbia)
15	13	11	0	CHRIS CHRISTIAN/I Want You, I Need You (Boardwalk)
6	7	7	10	QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)
_	29	20	0	JUICE NEWTON/The Sweetest Thing (I've Ever Known) (Capitol)
26	22	18	Ø	DON McLEAN/Cestles In The Air (Millennium/RCA)
22	17	17	Ø	STEVIE WOODS/Steal The Night Away (Cotillion/Atco)
4	9	9	14	AL JARREAU/We're In This Love Together (WB)
10	10	10	15	FOUR TOPS/When She Was My Girl (Casablance/PolyGram)
11	11	14	18	MARTY BALIN/Atlanta Lady (Something About Your Love) (EMI Americ
_	-	$\Rightarrow$	<b>O</b>	BARBRA STREISAND/Comin' In And Out Of Your Life (Columbia)
17	15	15	18	ANNE MURRAY/It's All I Can Do (Capitol)
-	-	23	0	RONNIE MILSAP/I Wouldn't Heve Missed It For The World (RCA)
23	21	19	20	BURTON CUMMINGS/You Saved My Soul (Alfa)
5	8	13	21	CHRISTOPHER CROSS/Arthur's Theme (Best That You Can Do) (WB)
2	6	12	22	KENNY ROGERS/Share Your Love With Me (Liberty)
_		$\rightarrow$	Ø.	PAUL DAVIS/Cool Night (Arista)
_	*dan	27	<b>Q</b>	GEORGE BENSON/Turn Your Love Around (WB)
28	28	26	<b>3</b>	CRYSTAL GAYLE/The Woman in Me (Columbia)
		-	0	STEVIE NICKS & DON HENLEY/Leather & Lace (Modern/Atco)
25	25		27	OAK RIDGE BOYS/Fancy Free (MCA)
_			0	ROYAL PHILHARMONIC ORCHESTRA/Hooked On Classics (RCA)
14	10	200	0	LINDSEY BUCKINGHAM/Trouble (Asylum)
14	18	22	30	CARPENTERS/(Want You) Back In My Life Again (A&M)

ALL & OATES "I Can't" (90) **CARS** (59) PAUL DAVIS (52)

**EDDIE RABBITT (44)** BARBRA STREISAND (44) **GEORGE BENSON (32)** 

MOST **ADDED** 

BARBRA STREISAND (51) PAUL DAVIS (28) S. NICKS & D. HENLEY (24)

EDDIE RABBITT (24) BEACH BOYS (21)

FOREIGNER (155) **OLIVIA NEWTON-JOHN (113)** POLICE (71)

COMMODORES (70) **ROD STEWART (61)** AIR SUPPLY (55)

HOTTEST

**BARRY MANILOW (69)** AIR SUPPLY (65) COMMODORES (60)

FOREIGNER (53) DIANA ROSS (43)

### DARYL HALL & JOHN OATES

# BREAKERS

Can't Go For That (No Can Do) (RCA)

78% of our reporters on it. Moves: Up 12, Debuts 43, Same 19, Down 0, Adds 90 including WNBC, WIFI, PRO-FM, JB105, CFTR, KEGL, Y100, Q105, WCKX, KS95-FM, Q102, KRLA, KFI, KJR, KIMN. See Parallels, charts at number 26.

# **GEORGE BENSON**

**Turn Your Love Around (WB)** 

59% of our reporters on it. Moves: Up 58, Debuts 17, Same 19, Down 0, Adds 32 including WKBW, WIFI, CKLW, WGCL, WOKY, KFI, Q103, V100, KHFi, KX104, KIOA, KKXX, WHEB, KRNA, KYYA. See Parallels, charts at number 27.

### GO-GO'S

Our Lips Are Sealed (IRS/A&M)

58% of our reporters on it. Moves: Up 46, Debuts 17, Same 33, Down 8, Adds 20 including KEZR, KIMN, Q106, KXX106, WHHY-FM, WMAK-FM, WNOX, WSEZ, WRVQ, WIKS, Y94, 13FEA, 95SGF, WFLB, KATI. See Parallels, charts at number 28.

### **PAUL DAVIS**

**Cool Night (Arista)** 

57% of our reporters on it. Moves: Up 20, Debuts 30, Same 21, Down 0, Adds 52 including WKBW, JB105, WPGC, CFTR, KBEQ, WZZP, WZUU, WOKY, KFI, KIQQ, KYYX, KIMN, Q103, KZZP, WAKY. See Parallels, charts at number 29.

Twilight (Jet/CBS)

56% of our reporters on it. Moves: Up 60, Debuts 12, Same 32, Down 1, Adds 16, WXKS-FM, JB105, KRLA, KIIS-FM, KTSA, WTIX, WAAY, BJ105, WBBQ, KX104, WGH, WVIC, WJXQ, KKXX, WTSN, KKLS. See Parallels, charts at number 30.

### 12-34

# **NEW & ACTIVE**

EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 112/9 AAY, Z104, K96, WACZ, 13FEA, Z102, WBEN 90, Debuts 9, Same 12, Down 2, Adds 9, WZZP, KOPA, WFMF, W/PGC 14-8, Z93 10-7, KFRC 2-1, KX104 21-11, KYNO-FM 2-1,

QUEEN & DAVID BOWIE "Under Pressure" (Elektra) 110/24

Moves: Up 33, Debuts 25, Same 28, Down 0, Adds 24 including WBEN-FM, KIQQ, Q103, WPHD, WJDX, CK101, WSKZ, KSTT, WKDQ, KZZX, WJBQ, WIGY, KYQL, KKLS, KDVV
BARBRA STREISAND "Comin' In And Out Of Your Life" (Columbia) 102/44

Moves: Up 13, Debuts 29, Same 16, Down 0, Adds 44 including WNBC, PRO-FM, 94Q, KS96-FM, KFI, KJR, KIMN, WLAN-FM, WDQQ, KSTT, WKDQ, KBBK, WZYQ, KWLO, KOZA.

### BARBRA STREISAND

Comin' In And Out Of Your Life (Columbia)

83% of our reporters on it. Rotations: Heavy 8/3, Medium 50/17, Light 37/24, Extra Adds 7, Total Adds 51 including WTFM, KVIL, 97AIA, WISN, KEX, KNBR, and 45 more. Debuts at number 17 on A/C chart.

# **PAUL DAVIS**

Cool Night (Arista)

67% of our reporters on it. Rotations: Heavy 5/1, Medium 46/9, Light 28/14, Extra Adds 4, Total Adds 28 including WCBM, 97AIA, KMBZ, KPPL, KYXY, KIXI, and 22 more. Debuts at number 23 on A/C chart.

### **GEORGE BENSON**

**Turn Your Love Around (WB)** 

65% of our reporters on it. Rotations: Heavy 8/0, Medium 49/7, Light 23/8, Extra Adds 0, Total Adds 15 including WCBM, 3WS, WPRO, WSB, KULF, WARM98, WGAR, and 8 more. Moves 27-24 on A/C chart.

## STEVIE NICKS & DON HENLEY Leather & Lace (Modern/Atco)

57% of our reporters on it. Rotations: Heavy 9/0, Medium 36/7, Light 20/12, Extra Adds 5, Total Adds 24 including WBEN, WASH, WSB, KVIL, WCLR, KIXI, and 18 more. Debuts at number 26 on A/C chart.

# **NEW & ACTIV**

(25-49)

ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 57/13 Rotations: Heavy 14/0, Medium 26/5, Light 15/6, Extra Adds 2, Total Adds 13, WASH, KVIL, WWWE, KNBR, WCTC, WAFB, WIS, WHBY, KRMG, KKRD, KKUA, KCEE, WCHV. Heavy: WSB, KOY, KYXY, WNAB, WSFM, WELL, WSBA, WGAC, WDEF, WIBA, WQUA, KSL, WSGW, KRKK, Medium: WIP, KULF, WOMC, Debuts at number 28 on A/C chart.

LINDSEY BUCKINGHAM "Trouble" (Asylum) 51/8
Rotations: Heavy 8/0, Medium 30/3, Ught 12/4, Extra Adds 1, Total Adds 8, KVIL, 55KRC, WWWE, WHYN, WHEN, WIS, KBOI, KFQD, Heavy: WBEN, WTFM, KCSW, WSM-FM, WQUE, KAFY, WKZE, WSKY. Medium: GR56, WASH, KULF, 97AIA, WGAR, KPLZ, WNAB, WWYZ, WAFB, WBT, WRKA, WRVR, WTVN, KMJJ, Debuta at number 29 on A/C chert.

SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 47/17
Rotations: Heavy 1/0, Medium 19/4, Light 25/11, Extra Adds 2, Total Adds 17, WSB, WCCO, KING, KPLZ, WCTC, WELL, WGAC, WVLK, WMAZ, WSM-FM, WQUE, KCEE, WLVA, WORG, WDAY, WJON, KBOZ, Heavy: WJMD, Medium: KULF, WARM98, KEX, WDEF, Y106, WHBY, WHBC, WQUA, KKRD, KUGN, KKUA, KSL, WKZE, KMED.

CLIVIA NEWTON-JOHN "Physical" (MCA) 43/3
Rotations: Heavy 15/0, Medium 15/1, Light 12/1, Extra Adds 1, Total Adds 3, KOLE, WHIO, WOWO, Heavy: WIP, WASH, KULF, WFYR, WGAR, KNBR, WNAB, WAFB, WBT, KAFY, KSEL, WORG, KADE, KKUA, WBOW, Medium: WTAE, WSFM, WHEN, WERC, WQUE, Y108, WTVN, WKBN, KBOI, KMJJ, WSKY, WCHV, KCRG, KFQD.

WHEN, WENC, WUDE, YIDS, WIVN, WARN, RBUI, RWIJJ, WENT, WURY, RUIS, RTIG.

BENNY HESTER "Nobody Knows Me Like You" (Myrrh) 36/5

Rotations: Hesvy 3/0, Medium 19/0, Light 14/5, Extra Adds 0, Total Adds 6, WNAB, WOKV, WVLK, WRVR, KLTE, Heavy:
WOEF, KOB, WWSA, Medium: WJMD, WSB, KULF, KEX, WELI, WMAZ, Y108, WPTF, WHBY, WHIO, WQUA, KKRD,
WKBN, KBOI, KSL, KCEE, KFOR, WJON, KMED.

EDDIE RABBITT "Someone Could Lose A Heart Tonight" (Elektra) 33/24

Rotations; Heavy 0/0, Medium 14/8, Light 16/13, Extra Adds 3, Total Adds 24, KULF, WCLR, WARM98, WHB, WCCO, KYXY, WRIE, WGAC, KCSW, WDEF, WSLI, WVLK, WRVR, WHBY, WFMK, KLTE, KKRD, WNEU, WSKY, KSEL, WWSA, WBOW, KOLO, KRKK, Medium: KEX, KAFY, WKZE, WORG, WJON, KBOZ.