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Robert Pauley Forms Consultancy. Former ABC Radio, Mutual President debuts multifaceted firm. 3

EXPANSION SET FOR SEPTEMBER

RKO Launches Two New Radio Networks

The RKO Radio Network announced the formation of two additional RKO Radio Networks this week. The as-yet-unnamed networks have been designated RKO 2 and 3 and will debut September 1. RKO Radio Network VP/GM Tom Burchill told R&R, “The phenomenal growth of our first RKO network, affiliating 210 stations in under 18 months, coupled with a continuing strong demand for network affiliations in general dictates our expansion.”

The structure of RKO 2 will be similar to the current RKO 1 in that it will be a news-based program schedule of newscasts, information, features and specials; but it will be targeted toward the 25-54 demographic with a more specific focus on the 35-44 segment.

RKO 2 will have more of a hard news emphasis, with older-sounding news anchors who will be entirely different individuals than the current anchors on RKO 1. RKO 2 will have features that will touch more on business, consumerism, economics, health, and the types of general issues that would have more appeal to a slightly older audience.

Satellite Distribution

RKO 1, which is distributed in stereo using Transponder 1 of the Westar III satellite, will share transponder space with the newly-created RKO 2. Meanwhile, RKO 3 will utilize Transponder 4 of the Westar III, and will also be available in stereo. Explaining RKO 3, Burchill said, “The third network will be totally innovative and very different from 1 and 2. RKO 3 will distribute blocks of programming, long and short, for various types of radio.”

WMAQ GM & PD RESIGN

Sherwood, Hennes Form Consultancy

Burt Sherwood, Vice President/General Manager of WMAQ/Chicago, and WMAQ PD Bill Hennes have resigned from the NBC-owned Country station to form their own broadcast consulting firm, Sherwood/Hennes & Associates. Sherwood and Hennes, who joined WMAQ in June 1977, have agreed to remain with the station until May 15.

Sherwood told R&R, “We told NBC that we would stay here as long as we possibly could and give them all the help they wanted. We’ve also offered to be their consultants, if they so choose. We’d much rather consult this station than any other in Chicago.” Even though Sherwood and Hennes are staying with WMAQ to accommodate the transition, their consultancy officially opened for business Monday (3-30).
Double Play

"BETTE DAVIS EYES"
Kim Carnes
from the album
MISTAKEN IDENTITY
Produced & Recorded by Val Garay

THE BACK PAGE

KIM CARNES
Bette Davis Eyes (EMI America)
78% of our reporters on it. Moves: Up 69, Same 41, Down 8,
Adds 58 including WFL, F105, PRO-FM, WPGC, CFTR,
KRLY, Y100, WCKX, CKLW, WZZP, KFRC, 13K, KJF, Q103,
WTRY, KEGL, WGRD. See Parallels, charts at number 29.

"WHAT ARE WE DOING IN LOVE"
Dottie West
from the album
WILD WEST
Produced by Brent Maher & Randy Goodrum

ONE OF THE
"MOST ADDED"
RECORDS OF THE WEEK!

NEW & ACTIVE

Dottie West "What Are We Doing In Love" (Liberty)
96/41. Moves: Up 33, Same 22, Down 0, Adds 41 including WNBC, WCAO,
293, KSLQ, WGCL, KEARTH, KEZR, WFBR, WNOX, WNAM, KENO,
WLM, 969GF, KKX, KS3L.
Charlie Brown To Program KBLE-FM

Longtime Northwestern air personality Charlie Brown has been appointed as Program Director for First Media's KBLE-FM/Seattle KELL-FM under Michael O'Shea, in making the announcement, told R&R, "I received many serious applications for this important programming job here, but it was very important to find someone with local experience. Charlie was born and raised in the Northwest and has worked in this area for all of his 16 years in the business. We have already developed a great rapport and I have every confidence that Charlie will do a great job for us."

Brown, who worked at KJRR/Spokane before an eight-year tenure as morning personality at KJRR, said, "It's kind of amazing that my first programming position would come in a major market, but I know that working with Michael O'Shea will make my baptism much easier. A situation like this gives me something I can really sink my teeth into, and at this stage in my career that's very important to me. I have seen most of the friends I started in the business with go on to become managers and I was content to be an air personality. Now I begin a new portion of my career and I am very happy."

KBLE-FM began its temporary automated "all-hit" format on March 17. The station, which has applied for the new call letters KLPM, should have the "hit" format on the air by June 1, Brown, who will also be the station's foreign drive personality, takes over as PD on May 1.

Martin New WBCS PD

After more than five years as Program Director of WSPT-WXYQ/Steven's Point, WI, Pat Martin will leave the station to become PD at WBCS/Milwaukee. Martin, primarily known as a CHR programmer at WSPT, will be formally transferred to WXYQ from CHC to Country in 1997. In joining the big country format, Martin told R&R, "I am grateful to the people at Pat Martin WSPT and WXYQ. The air talent speaks for itself. Denny Colby is a top-notch corporation president and John Schub (WSPT-WXYQ GM) has to be one of the best general managers in any market size. Going to WXYQ is a dream come true for me. Terrell Metheny (WBCS GM) is a true industry leader and I'm really looking forward to working with him in such a knowledgeable and capable manager."

Martin commented, "I've been trying to hire Pat for the last five years. Fortunately this was the right time, and I feel confident that we've hired one of the best program directors in the country."

No immediate replacement for Martin is named at the Stevens Point stations. His appointment at WBCS takes effect April 15.

FORMER ABC, MUTUAL HEAD

Pauley Forms Consultancy Firm

Robert Pauley has announced the formation of Pauley Communications Consultants. Pauley, currently President of Pauley Enterprises Inc. and for the past nine years a Vice President of Corporate Finance with E.F. Hutton & Company Inc., is a former President of BC Radio Network and Mutual Broadcasting Systems. Among his many media-related ventures, Pauley founded the National Black Network and is the licensee of WBVD/Beverly, MA.

"It's important for people to know what we do and don't do," Pauley commented. "There are many consultants in this industry filling certain valuable functions and a good knowledge of their individual

Morris Elected Cox VP

J. Lee Morris has been elected to a Vice President post at the Cox Broadcasting Company, retaining his current duties as General Manager for WSOC-AM/FM/Charlotte and as Vice President of the Carolina Broadcasting Company, which operates WSOC.

A 32-year veteran of Cox, Morris joined the firm as a staft announcer/producer for WSB-Atlanta in 1969, becoming General Sales Manager at the station in 1968. In 1974, Morris was promoted to General Manager at WSOC-AM/FM, assuming the VP duties at the Carolina Broadcasting Company in 1975.

"Obviously, I'm very pleased and personally proud that our corporation deemed me worthy of this promotion," Morris told R&R. "It's just a feeling of gratitude that the corporate headquarters and my management in Atlanta feel I'm doing a professional job here in Charlotte, and frankly that pleases me very much."

WBLX News Director Aids In Mobile Murder Mystery

WBLX/Mobile News Director Paul Mykals, acting upon information provided to him by an anonymous informant, led police to arrest three suspects in the murder of 19-year-old Michael Donald, whose body was found hanging from a tree at 5:30am Saturday (3/21).

Mykals told R&R that, shortly after the murder was discovered, he went on the air asking anyone who had information regarding Donald's death to come forward. That afternoon, a man who claimed to be Donald's best friend told Mykals that three men were to have met with Donald Friday night to purchase drugs. (The informant's desire for anonymity stemmed from his own involvement in narcotics.)

Mykals said that this information led police to search the residences of the three suspects (two of whom are brothers), where they found one of the men wearing a shirt and pants with blood on it. The shoe matched a footprint found on the dead man's head.

While the informant's tip led to the three suspects' arrest, Mykals noted that there were two other possible motives in the case. First, Mykals claims several witnesses who allege that the three suspects were self-proclaimed KKK members. Second, it is suspected that Donald was seen with a sister of the

Dalton Upped To GM At KFI, KOST

Donald Dalton has been promoted to General Manager at KFI/KBST/Los Angeles, moving up from his previous post as General Sales Manager for the Cox-owned outlets. Dalton replaces James Wesley Jr., who was recently elevated to Executive VP/Radio for Cox's Broadcasting Division.

Commenting upon Dalton's new assignment, Wesley said, "Don has participated in all areas of developing KFI and KOST-FM. In addition, he brings to his new position years of experience in working with large stations in major markets. I look forward to continued association with Don in his capacity as General Manager of KFI and KOST."

Dalton joined Cox in 1974 as National Sales Manager of the Los Angeles stations, rising to GSM at KFI and KOST in 1977. Prior to joining Cox, Dalton held executive positions in sales and marketing with Major Market Radio, the New York-based rep firm, for over nine years. He began his broadcast industry career in radio sales representation 25 years ago.

Sam Goody President

Clear of All Charges

George Levy, President of the Sam Goody retail chain, was cleared of charges of racketeering, grand theft, and other crimes involving the laundering of stolen property, and copyright infringement in a longstanding case involving alleged purchases and shipping of counterfeit cassette and 8-track tapes. Brooklyn Federal Court judge Thomas Platt dismissed the charges on grounds of insufficient evidence. However, all charges stand against the company itself, and Vice President Sam Stolon, although Stolon's attorney attempted to convince the judge to drop the charges against his client on a basis similar to the Levy dismissal.

PAULEY/See Page 26

WOR BUILDS LONDON BRIDGE; WCUA BRIDGES NEWS/TALK GAP

An elaborate live broadcast project by WOR/New York from London and a new format variation for CBS's Philadelphia outlet.

Page 39

KEGL SUCCEDS 297 IN DALLAS-FORT WORTH

The maiden flight of the "Eagle" is chronicled in this CHRA change-of-image story.

Page 22

WOWO OUT TO LAUNCH OF SPACE SHUTTLE

WOWO/Ft. Wayne News Director Gary Froseth is covering the momentous manned space flight attempt live for Group W.

Page 56

AOR MUSIC DIRECTORS PONDER THE FUTURE

Part II of the "Future of AOR" series features seven MD's eloquently evaluating format options.

Page 40

COUNTRY RATINGS WRAP-UP PART II

Six more PD's discuss their ratings successes, citing everything from full-service to pure talk.

Page 60

This week... 4-3-81

BROADCASTERS REACT TO DIFFERENTIAL SURVEY TREATMENT

Part II of a look at Arbitron's new ethnic measuring technique, with comments pro and con.

Page 12

SENATOR PACKWOOD PROPOSES STATION FEES FOR FCC

The cost to radio for FCC regulation would be considerably less than proposed by Rep. Van Deen last year.

Page 10
Appeals Court Clears Way For Radio Deregulation

Radio deregulation, which took effect Friday (4-3), is in no danger of being immediately blocked in federal court. Late Tuesday (3-31), the U.S. Court of Appeals in Washington denied, on a 3-0 vote, the United Church of Christ's request for a stay to block deregulation.

The court acted with lightning speed, striking down the FCC request just hours after it was filed. In fact, the court didn't even wait for the FCC to file a response. Commission lawyers had not planned to file counterarguments with the court until yesterday, and were left somewhat baffled, but pleased, by the swift court action.

The FCC was also turned down by the FCC late last week when it asked the Commission to block deregulation, arguing the FCC was eliminating local needs and interests from the public interest standard and that irreparable harm would result from employees being fired if, as the FCC contends, news and public affairs programming is reduced or cut altogether.

A separate UCC appeal of deregulation is also on file at the Court of Appeals, but that case will take much longer to settle.

Washington Street Talk

Swift Circulates Draft

Aiming for a May 11 introduction date, Rep. Al Swift is circulating and asking for comments on a draft deregulation bill. Highlights: point system to quantify public trust and guarantee renewal; five-year radio licenses; and elimination of petitions to deny, comparative renewal analysis, applications, renewal plans, logs, and annual program reports. Swift would also allow random selection among qualified initial applicants and a broader exemption for news coverage under the Equal Time provision.

Farmer, Ferris Shuffle

Capitol Hill has yet to receive Mark Fowler's nomination as FCC Chairman, with the White House evidently undecided whether he'll get Jim Quello's or Tyrone Brown's seat. Meanwhile, outgoing Chairman Charles Ferris has signed on with the law firm of Mason, Levis, Cohen, Glavsky & Popeo. He'll work at the Boston firm's Washington office.

NAB Congressional Speech Fees Hit

The Media Access Project and Common Cause are upset about the NAB paying $500 to $1000 speech fees to more than a dozen members of Congress speaking at its Las Vegas convention. With virtually all the members sitting on the Communications Subcommittee, Common Cause called the honoraria a blatant conflict of interest.

Washington Report

WLR-FM LOSING LICENSE

FCC Resolves Seven Disputed Cases

Distress Sales, Denials, Short-Term Renewals Ordered

The FCC this week closed the books on seven pending cases, approving two distress sales to minority buyers, denying two licenses, and ordering three one-year short-term renewals.

The Commission denied license renewal applications for WLIR-FM/Garden City, NY, on grounds that its owner, Stereo Broadcasters Inc., illegally transferred control of the station in 1971, concealed that fact from the FCC, and made deliberate misrepresentations to the Commission about technical violations. Stereo is still awaiting a U.S. Appeals Court decision on its appeal of the FCC's earlier refusal to permit a distress sale of WLIR.

The other station losing its license is WDRK-FM/Greenville, OH. The Commission upheld a law judge's decision that the license should be granted to World Broadcasting because WDQK's owner, Lewel Broadcasting, had permitted unauthorized operation of the station, kept false logs, and made misrepresentations to the FCC.

Two Distress Sales

The distress sales of WAYS/ Ft. Lauderdale and KLSN/Brownwood, TX bring to 26 the number of stations sold so far to minority owners since the distress sale policy was adopted in 1978. The policy allows a licensee whose renewal application has been set for a hearing on alleged violations to sell to a minority-controlled firm, prior to the hearing, for no more than 75% of the station's fair market value, based on at least two appraisals.

In the case of WAYS, the station's owner, Radio WAYS Inc., allegedly allowed a prospective buyer to assume some control over the station before the FCC approved the sale. SACN Inc., a 100% minority-owned firm, will buy the property for $520,500.

The Brownwood case centered on allegations that the owner of KLSN, GBE Inc., applied for a construction permit to raise power, but never actually intended to do so. GBE allegedly sought only to increase the station's market value. The FCC authorized Cycle Communications, a 52% minority-owned company, to buy KLSN for $250,000.

Packwood Proposes Radio Station Fees

Radio stations would pay annual fees of up to $1500 to the FCC under legislation introduced last week (S-27) by Sen. Bob Packwood, Chairman of the Senate Commerce Committee.

"We believe such fees are reasonable and will not unduly burden the providers or users of services, but will merely be a sensible way to help defray the cost of regulation," Packwood explained in a statement accompanying S. 821, the FCC Authorization Act of 1981. Commercial radio stations would be subject to the following charges:

- Annual Fees
  - $1500 — AM stations over 5 kw
  - $500 — AM stations between 1 and 5 kw
  - $500 — FM stations

Three Short-Term Renewals

Deer Lodge Broadcasting was fined $1000 and was granted a one-year short-term renewal for KDRG/ Deer Lodge, MT. In taking the action, Commissioner Fowler overruled a law judge who recommended denying the license for unauthorized transfer of control, engineering operations, failure to argue technical violations, falsified signatures, and fabrication of log entries over a 18-month period.

One-year short-term renewals were also granted to E. Boyd Whitney for stations KXRE and KRAZ-FM/Farlington, NM. Charges included acting in an anti-competitive manner by threatening not to air records of a singer who was booked into Farmington by a competing producer.

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NEIL DIAMOND
IN THE PERFECT SETTING:
THE ABC CONTEMPORARY NETWORK

The Neil Diamond Special. On Sunday, May 17, a 3-hour musical event spotlighting the words and music of one of today's most gifted writers, performers and all-around showmen. A superstar whose brilliance has already sold more than 40 million albums, Neil's charisma will surely capture a huge national audience. The Neil Diamond Special, May 17. Just one of the sparkling specials from the ABC Contemporary Network.

© ABC Contemporary Network

The People Delivery System
Delco Sets April Auto Radio Ads

Delco Electronics will introduce its "M-2000" auto radios (found in GM's new "J-car") with a radio ad campaign set to break in eight markets by late April. The campaign, which emphasizes Delco's specifically designed systems for autos, will sport a new theme, "Delco GM is miles ahead in sound experience," as well.

Fidelipac, Audio-Technica Pen Pact

The Fidelipac Corporation has announced it has acquired the rights to be the master distributor to the broadcast industry of Audio-Technica's "ATP" line of phonograph cartridges and replacement stylus. The line, which includes the "ATP-1," "ATP-2," "ATP-PX," and "ATP-3," will be available through all Fidelipac distributors. For further information contact Fidelipac at (800) 600-1856.

No-Name Brand Cigarettes To See National Rollout

Following almost a year of testing in 30 states, Liggett & Myers will be rolling out 14mg tar-no-name cigarettes on a national basis under a trade ad campaign entitled "Generics On The Move." The firm, which markets the "Eve," "Chesapeake," "Lars," "Decade," and "L&M" brands, reports surprising success with the no-name smokes, but growth of the generic cigarettes is expected to level out at one percent of the U.S. market.

Although the no-name cigarettes retail for about $1 less than national brands, industry sources speculate that smokers' notorious brand loyalty will place a ceiling on the popularity of the generic brand. Furthermore, despite the bright picture painted by the success of its no-name cigarettes, L&M, which currently commands 2.2 percent of the domestic cigarette market (about $260 million annually), is not expected to recoup losses sustained by sales declines affecting its aforementioned brands.

20-YEAR TREND REVERSING

Corporations Keeping Their Headquarters At Home

The tide of corporate headquarters moves, common during the 1960's and 70's, has apparently turned, with fewer and fewer companies considering transplanting their main offices. The reasons for this are several: many firms which were planning such moves have already accomplished them; premium office space is no longer available as the suburbs and the Sunbelt have swollen to accept those companies which have already moved; costs of relocating workers and their families have soared; and, advances in digital communications technology have enabled corporations to maintain their downtown headquarters while dispensing their large administrative staffs to suburban offices.

According to information compiled by the Greater Cleveland Growth Association from Fortune magazine's listing of 1000 industrial companies, the top 10 U.S. cities with the most major-company headquarters are: New York with 121 firms, 2) Chicago (88), 3) Dallas (29), 4) Los Angeles (25), 5) Boston (124), 6) Philadelphia (23), 7) Houston (21), 8) Stamford, CN (18), 9) Minneapolis (16), and 10) St. Louis (16).

Other cities harboring a notable amount of corporate headquarters are Greensboro (12), Oakland, Ca. (11), and Philadelphia (10 each), Atlanta and Milwaukee (nine each), and Boston, San Francisco and Portland, OR (all with eight).

Baby's Best Bed — A Watercrib

"Watercribs," (tiny waterbeds), are currently being marketed to parents who wish to "simulate the floating environment of the mother's womb," according to their manufacturer Johnnie Robinson, Robinson, who serves as President of the Los Angeles-based Waterbed Manufacturer's Association, states that the watercrib "calms the infant, calls it, and in effect softens the transition into the real world.

Collapsible Stereophone

The "Sound Partner" is a collapsible, portable stereophone that can adapt to almost any sound system with a jackhole. Manufactured by Koss, the 3-1/4"-ounce stereophone can be linked with televisions, "boom boxes," portable radios, or cassette players.

Magnavox's "V-Front" Speakers

Magnavox recently introduced a speaker system with an unusual "V-Front" design, which the firm claims provides automatic stereo balancing anywhere within the speakers' 120 degrees of sound dispersion. Magnavox's model "SK22550" features six speakers per cabinet, two phenolic ring tweeters, two midrange "acoustic energizers," and one eight-inch and one six-inch base woofer.

Bacardi Bosses Booze Brand Battle

Jack Daniel's Biggest Gainer, Up 25%

"Bacardi" ran in America's favorite brand of booze, according to a pair of 1980 liquor sales surveys released recently, Marvin Shanken's Impact newsletter. "Bacardi" is a 1980 U.S. sales at 20.5 million gallons (up eight percent from last year's sales levels), while a study conducted by John Maxwell for the Lehman Bros. Kuhn Loeb Research firm estimated "Bacardi" sales at slightly more than 21 million gallons (up 12 percent from 1979).

Generally, the results of the two surveys exhibit a similar. The remainder of Impact's top ten

(with the number following the brand denotes the change in millions of gallons):

1) "Smirnoff" (17.3) 7) "7 Crown" (15.7) 4) "V.O." (10.3) 8) "Gordon's" (9.0) 5) "Jim Beam" (9.1) 6) "Popov" (8.8) 9) "Jack Daniel's" (8.1), by far the largest increase — an astonishing 25 percent, 9) "Seagrams gin (7.9) and 10) "Gordon's" gin (7.7). "Kamchatka" vodka also posted a 25 percent sales increase to 4.9 million gallons, good for 19th place. "Cutty Sark" took the biggest plunge, down 16 percent to 4.2 million gallons and 24th place. "Johnny Walker Red," and "USB Rare" likewise took significant dips with "Gordon's" vodka and "Kahula" ranking up significant gains.

The remainder of Maxwell's top ten were: 2) "Smirnoff" (16.7) 3) "7 Crown" (15.2) 4) "Canadian Club" (11.5) 5) "Jim Beam" (10.6) 6) "V.O." (9.1) 7) "Popov" (9.0) 8) "Windsor Supreme" (8.3). Impact had this in 13th with 6.7 million gallons sold, both surveys noting a flat sales pattern.

8) "Gordon's gin (7.9) and 10) "Jack Daniel's" (7.6), also showing a 25 percent increase. "Kamchatka" and "Kahlu" were also Maxwell's significant gainers, up 14 and 12 percent, respectively, with the scotches "Johnny Walker Red," "USB Rare," and "Cutty Sark" registering nine, and eight percent declines, respectively.

Most of the top ten entries saw sales fluctuate between two to five percent either way (exceptions are already noted) — not the most encouraging results. Nevertheless, lower-priced vodkas, and specialty drinks such as cordials, fared well, while top-of-the-line brands maintained their market shares. For example, "Chivas Regal," a premium Scotch, ranked 35th on Impact's study with 3 million gallons sold, a five percent increase, while most other scotches chalked up the aforementioned declines.

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A Dynamic Double Play

From Epic

THE ROVERS
"Wasn't That A Party"

Produced By Jack Richardson for J.A.R. Productions

THE JACKSONS
"Can You Feel It?"

Management:
Weisner-Demann Entertainment and Joe Jackson

ON Epic RECORDS
Syndicators

Drake-Chenault
WNBC/New York and WIP/Philadelphia have announced plans to air the firm’s "Silver Anniversary Edition" of "The History of Rock and Roll."

TM Productions
Lynn Viles has joined the firm’s staff as an assistant to Cecilia Garr, Director of I.D. Sales. Viles previously served as the National Sales Manager for KATT/Oklahoma City.

FirstCom

DIGC & BERT FIRST ON FIRSTCOM’S CREATIVE DEPARTMENT — FirstCom Broadcast Services President Jerry Atchley (center) congratulates Dick Orkin (right) and Bert Berdis (left) upon their becoming members of the firm’s "Creative Department" syndicated sales package, which will provide a number of commercial campaigns created and produced by radio advertising specialists on a market-exclusive basis.

Golden Egg
"Future File" the firm’s science-oriented news program, recently added WAAF/Worcester and KGON/Portland, OR as affiliates.

Westwood One
WXLO/New York has signed on to carry the firm’s "Special Edition" and "Concert Of The Month" programs. In addition, KSFX/San Francisco has secured "Off The Record With Mary Turner," and the "Great American Radio Show." WCBS/Baltimore and WAAF/Worcester have picked up "Daybook." WWW/Detroit has purchased "Live From Gilley’s," and WCIZ/Boston has signed up for "The Rock Years: Portrait Of An Era."

The Coca-Cola Company USA will sponsor two concert series (13 concerts total) set to air via the ABC, FM, ABC Contemporary, and ABC Entertainment networks. The first of the two series, sponsored by the bottlers of Coca-Cola, is entitled "A Night On The Road." These seven specials will be broadcast over the ABC FM network on various Saturdays from April through November. Artists already scheduled for this series include Pat Benatar, the Atlantic Rhythm Section, the Allman Brothers, Kansas, and Jethro Tull.

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Weeddeck
The firm reports that its "Inside Rock" program, hosted by Charlie Tune, has changed its title to "Inside Music."

"GOTTA GET WET!"

Meet the Reps

Southwest Broadcast Reps
The rep has announced the following stations have signed on as affiliates: WPXV/FM/Jacksonville, KYTE/KLBB/Portland, OR, and KEED/Eugene, OR.

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Wyant Entertainment Broadcasting Systems, Inc.

The rep has announced that Jim Cameron has been elevated to News Director for the net. Cameron most recently held the net’s Manager of Radio News position, having previously been News and Public Affairs Director at WCDI/Boston, a staff member of WHDH/Boston, and News Director at WHCN/Hartford.

People

Washington, D.C.
Jerry Udwin has been elevated to Vice President of Group W’s Washington News Bureau, retaining his current title of Washington Bureau Chief as well. A 20-year veteran of the Group W organization, Udwin began his career as a reporter with WIND/Chicago, later serving as News Director at KDJK/Pittsburgh and WIND, before becoming National News Editor based in Washington, DC in 1967. He had held his present post since 1977.

San Antonio
Michael Conley has been appointed to Vice President/Marketing for the Broadcasting and Entertainment area of Harte-Hanks Communications Inc. Most recently, Conley served as Director of Marketing for this division prior to joining Harte-Hanks, Conley served as SR. VP at Frank N. Magid Associates.

Los Angeles
Richard Brown has been appointed Vice President/General Counsel for Golden West Broadcasters. Brown most recently served as VP/GM for the Avery International Corp.

Baltimore
George Toulas has been promoted to General Manager at WULF-FM from his previous post as General Sales Manager for the station. Toulas had been with WULF for the past five and a half years.

San Francisco
Ronni Brand has been named Director of Marketing and National Sales at KABL-AM/FM-San Francisco. A nine-year veteran of the broadcasting industry, Brand most recently served as a Manager at the San Francisco office of the Christal Company rep firm.
Our forte is RADIO

When it comes to strategic research, it usually pays to use the very best in your field. They know how to bring you success using research, not just research.

The Research Group

a subsidiary of Sunbelt Communications, Ltd.

Come see us at the NAB. Just call for an appointment (805) 541-2838
Rewire Yourself With Antihedache Device

You say your all-night jock just quit on air, some disgruntled community members just fired your transmitter because your signal interferes with their television reception, and your Sales Manager just told you the only car you can get for your next month’s contest/promotion is a Chrysler. Is that what’s buzzin’ round your brain, buddy?

Let’s face it, life in the radio (not to mention the record business) can sometimes be a real headache. You know the kind that feels like two full squadrons of winged midgets armed with balpen hammer just decided to use your cranium for batting practice? Well, take heart. The bizarre-looking contraption pictured adjacent is not a leftover prop from some low-budget horror flick, but rather the “Antihache,” an antihedache device manufactured by Montreal-based G.L. Instrum ents. Basically, the “Antihache” uses biofeedback to reduce tension-created headaches by monitoring Electro-myogram (EMG) impulses generated by electrical muscle activity in your forehead (or so the manufacturer claims). The device then converts these readings into adjustable tones, which weaken as the muscles relax. The higher-pitched the tones, the more they ease the muscles. And face it, after a hard day of slaving over the pots and hearing your archets panned at the weekly staff meeting, you need something a little stronger than two aspirin washed down with a slug of Old Inspiration.

GOTTA GET WET!

Mobile Fidelity Sound Lab has recently introduced the “Geo-Disc,” a three-dimensional visual stylus alignment system that allows the user to establish proper offset, tracking angle, and overhang to within ±0.033 of an inch in moments. Retailing for approximately $25, the patent-pending “Geo-Disc” improves the sound of your recordings while extending the life of your stylus and records.

The “Geo-Disc” operates upon the theories of pioneer scientist Engineer H.G. Baerwald, who discovered that with optimum offset angle and overhang, two zero-error points (points at which the properly aligned cartridge presents a stylus that is tangent to the grooved walls of the recording) are fixed regardless of tonearm length, providing the maximum and minimum radii of the recorded area are specified. These zero-error points occur about 1/3 of the way into the recording area and a short distance from the innermost groove.

Although widely accepted, this theory was difficult to practice. However, with the “Geo-Disc” simply a 12-inch disc with a hole in the center that fits over the turntable’s spindle and includes a raised ridge sight-line, aimed at the point of the tonearms (the entire process is greatly simplified). The “Geo-Disc” also features an indented point that locates the proper position of the stylus tip with a grid surrounding the point allowing the cartridge to be twisted into proper alignment.

For further information, contact MFSL at P.O. Box 910, Northfield, MN 55057, 218-709-8440.

Cramer Forms Radio News Consultation Firm

Cari Cramer has announced the formation of Cramer Communications, a radio news consultation firm providing total consultation for AM/FM full-service radio stations and news/information consultation for FM outlets. Cramer most recently served as a radio news and information consultant for Frank N. Magid Associates, having previously been a newscaster with the NBC Source network and News Manager at KSCS and WBAP in Dallas-Ft. Worth. Cramer Communications is located in Ardenton, TX and may be reached at (972) 274-9892.

Chandler Named Exec. VP At Chi-Sound

Gene Chandler has been appointed Executive Vice President at Chi-Sound Records. Chandler will continue to record for the 20th Century-Fox Records-affiliated label in addition to his executive responsibilities.

Hervey Named President/Partner At Gibson Group

Ramon Hervey II has been named a partner and President of the Group Inc.

Montgomery, Tindall Form Shadow Productions Firm

John Montgomery and T.J. Tindall have announced the formation of Shadow Productions. Most recently Vice President of Talent at Rogers & Cowan Inc., Hervey previously held a position at Motown Records and served as Editor of two British free magazines. He will be based at the Gibson Group’s Los Angeles offices.

Lebhar-Friedman Forms Largo Music Publishing; Welser Named VP/GM

Lebhar-Friedman, Inc., publisher of seven trade publications, has announced the formation of Largo Music, marking the firm’s initial entry into the music publishing arena.

Norman Weiss has been named Vice President/General Manager for Largo. Weiss formerly was President of SESAC, having previously been President of Chappell Music and Senior Vice President of the Polygram Corp.

Don Love will serve as Creative Director at Largo. Love previously was associated with SESAC, having served as Director of Affiliation/Black Music. Prior to joining SESAC, Love was Vice President/Business Manager for James Brown Enterprises.

Stanley Adams has been named Largo’s Manager of Writer Relations/Standard Catalogs. In addition to serving as President of ASCAP for 24 years, Adams is a noted lyricist, having written “What A Difference A Day Makes,” among others.

Gary Robbins has been appointed Professional Manager for Largo, having previously served as Assistant Professional Manager for the Richmond Organization and as Assistant Director of Creative Service for SESAC. Largo Music may be reached at (212) 371-9400.

Simon, Mims Named Posse Regional Promo Directors

Roy Simon has been named Director of West Coast Promotion and Chuck Mims has been appointed Director of Southeast Promotion at Posse Records.
RUPERT HOLMES
His Smash Single... don't I NEED YOU
From His Album... ADVENTURE
Smooth Sailing on:
WFIL WDJX KENI KBOZ WERC
96KX KSET-FM K10A KYYA KKLS
WCAO KINT KOFM KVIK
F105 WAAY WGUJ KIQO
KPLZ Y103 13FEA WOLF
WXLK WAYS WFLB WKEE
KSEL KELO KQDI
PRODUCED BY RUPERT HOLMES FOR THE HOLMES LINE OF RECORDS

DONNIE IRIS
HIS BRAND NEW SINGLE
"YOU'RE ONLY DREAMING"
FROM DONNIE'S ALBUM "BACK ON THE STREETS" MCA-5179
THAT GAVE YOU THE FABULOUS HIT SINGLE...
"AH LEAH"
PRODUCED BY MARK AVSEC FOR THE BELKIN-MADURI ORGANIZATION
EXECUTIVE PRODUCER: CARL MADURI

MCA RECORDS
"DST provided an improvement in the participation of blacks in our surveys."

Differential Survey Treatment — The Ethnic Dilemma, Part Two

Last week we introduced you to the Arbitron concept of DST — Differential Survey Treatment. R&R looked at the history of ethnic measurement and the research background Arbitron has developed to create DST. The company plans to implement DST in the winter 82 survey, with the possible result being that Black-formatted stations could benefit, as some did when ESF was introduced.

This week we'd like to cover the comments of the various sides of this controversy, from Arbitron officials as well as general market and ethnic broadcasters, plus key industry researchers.

Arbitron: Over $300,000 Spent

Arbitron is convinced that the measurement of blacks can be better accomplished through the mailing of a diary to each person 12+, thus doing away with the current Telephone Retrieval procedure. According to Arbitron VP Rip Ridgeway, "Telephone Retrieval produced listening levels that were four points lower than those reported by the diary methodology." Ridgeway continued "DST provided an improvement in the participation of blacks in our surveys, as well as higher total listening levels and more representative average-quart-hour ratings for each format." The DST announcement capped a research investment of over $300,000 spent in trying to better measure ethnic listening, according to Ridgeway.

Advisory Council Reacts

Tom Hoyt of Hefel Broadcasting, Chairman of the Arbitron Radio Advisory Council, told R&R that the Council was still not 100% behind DST. Hoyt stated, "The Council has said that there are still questions to be answered about DST. The research seems to show that some key things still have yet to be discussed." Fellow Council member Steve Trivers, who also speaks from the perspective of being President of Kala Music service, felt that the move to DST by Arbitron was only natural. Trivers said, "DST is a very predictable step given Arbitron's bias toward the diary."

COLTRAM, Goals Concerned

Some of the points to which Hoyt alluded may be on the minds of researchers at leading trade groups such as the NAB and the RAB. Larry Patrick, who spearheaded the NAB's COLTRAM (Committee on Local Television and Radio Measurement), told R&R that he was "very concerned about the research support for DST." He said that while "there might be better numbers for ethnics and 18-34's, other demos could go down." He is also hopeful "that we can convince Arbitron to release data that may convince COLTRAM that the DST technique is worthwhile."

Patrick and the RAB's Dick Montesano both would like to see Arbitron release the results of a study that the company is doing on what effect a higher quality Telephone Retrieval technique might have on obtaining ethnic listening estimates. At an RAB Goals meeting in New York on Friday, March 27, the group voted to accede to COLTRAM in trying to get from Arbitron some quick release of the study data on the improved telephone methods. The unity between Goals and COLTRAM indicates that there appears to be serious concern over DST within the broadcast research community.

Patrick told R&R that Arbitron VP/GM Mike Membrado has "promised that we will see the results of the study on improved telephone retrieval efforts" by May 1. When asked how long it would take COLTRAM to review the Arbitron data and pass on recommendations and impressions to COLTRAM and Goals members, Patrick stated "it would probably take only 48 hours." Goals would then have COLTRAM's feelings well before a major Goals meeting scheduled for the end of May. It remains to be seen what impact, if any, this research establishment concern will have on Arbitron's plans for DST.

Ethnic Broadcasters Divided

While Arbitron seems confident of its research efforts on behalf of DST, the members of the broadcast community who seem to benefit the most from its use appear at odds with each other. Advisory Council member Cody Anderson, from WDAS-AM/Philadelphia (the station which years earlier engaged in legal action against Arbitron in order to obtain better ethnic measurement techniques), feels that DST is not the answer. Anderson told R&R that he "still has serious reservations" and that he felt that "part of the DST proposal was negotiable." Anderson feels that the high rate of illiteracy among blacks — he will present data at the next Advisory Council meeting which will document a rate of approximately 30-35% — bodes poorly for filling out the diaries properly. He is more concerned about the proposed elimination of the High Density Black Area than about changing away from Telephone Retrieval to a diary technique."

Q&A

Recently a caller asked, "Is Arbitron ever planning to use a diary that captures listening in-cars?"

Yes, that is on Arbitron's agenda. When I was in New York last week, Arbitron officials were kind enough to show me a copy of the current test diary, which includes, among other items, an additional column to determine if away-from-home listening is in a vehicle. Implementation date may be within a year if the current tests prove fruitful.

Week In Review

Arbitron Sponsors Improvement Study

According to Arbitron Radio VP/GM Mike Membrado, the company is studying ways to "improve the format, content, usability, and other aspects of changing the existing" Radio Market Reports. Communications consultant Dr. Raymond Falcione, a faculty member at the University of Maryland, has been hired to interview a cross-section of industry leaders from various sides of the research and broadcasting business.

According to Membrado, the results of the study, which may be available this summer, could lead "ideally to a total reworking" of the current ratings books. However, Membrado counseled that once the study results were reviewed it would still be "a long while" before the industry would see a revamped product.

Shapiro Upped To Westinghouse VP

Roy Shapiro, who has been serving as the guiding light behind the broadcast research efforts for the Westinghouse group, has been promoted to VP/Research. Shapiro has responsibility for all broadcast research efforts on behalf of radio and TV properties for Group W.

Willie Davis, President of All-Pro Broadcasting and a major force in NABOB (National Association of Black Owned Broadcasters), feels differently, however. Davis, who owns stations in L.A. and Milwaukee, feels that "DST is a progressive move on Arbitron's part. I like it." Davis told R&R that he thought that the use of DST "would be good for radio in general, not just black broadcasters."

Dilemma Unresolved

As you can see from the various viewpoints expressed above, a lot of bright and interested people have differing ideas about DST. Perhaps when COLTRAM has seen Arbitron's data on the effects of a higher quality telephone retrieval method, the issue may be resolved. But if that flap dies down, it will only be for the time being. Besides the Goals meeting in May, the Advisory Council is also getting together. DST is sure to be a topic of conversation. The effect of this conversation may be moot since Arbitron spokesperson Connie Anthes told R&R "I really can't see that we'll be changing our policy on DST." She did indicate that if "facts come along that would make us change our mind, then we'd do so."

Whether you are an ethnic broadcaster who might benefit from DST — or whether you are a general market broadcaster who might see your station's share diminished by the increased showing of ethnic audiences — you may want to take time in the next few weeks to express your opinion to Arbitron or the Advisory Council member for your format. Whatever your stance, it's a bet that the dilemma of how to best measure ethnic listening will be with radio for many more years.

Jhan Hiber
I want to be "seded.

WPGC deb 30
WFBR 26-22
WOLF on
WTIX on
KXX106 add
WRJZ on
WSEZ add
KIOA add
KYN0-FM add
Plus many, many more....

The irresistible left-field single,
from the irresistible left-field
Leon Redbone,
from the uniquely irresistible lp,
"From Branch to Branch."

On Emerald City Records and Tapes.
As the radio landscape changes, companies are looking for new ways to reach their audiences. One example is the use of satellite broadcasts, which can provide a wider reach for stations without the need for expensive infrastructure. This has allowed companies like Burkhart to expand their reach and offer new programming options.

In the case of WBBW, the new satellite station allows the company to reach a larger audience without the need for additional physical infrastructure. The station will be under the management of Coury and Associates, who are responsible for managing the station.

The use of satellite broadcasts is becoming more common as technology advances and becomes more affordable. This trend is likely to continue as companies look for ways to stay competitive in a rapidly changing industry.
28 WEEKS...

OF AIRPLAY:
Over 150 Key AOR Stations And 150 Top 40 Stations.
Consistently Heavy Rotation In Every Major Market Across The Country.

OF SALES:
THE SINGLE — 30,089 Units In Five Days, 200,767 Total.
THE ALBUM — Heaviest 5-Day To Date: 60,674 With Over ¼ Million Total.
Check Your Local Accounts For Solid Across-The-Counter Retail & Rack Activity.

OF CREDIBILITY:
Over 35 Sold-Out Dates Nationally With Touring Continuing Straight On Through The Summer.

...AND STILL GROWING STRONG

LOVERBOY: "TURN ME LOOSE"

From The Album "Loverboy" FM 36762
ON COLUMBIA RECORDS
STREET TALK

Razorbacks To Go Statewide

A follow-up on our recent coverage of the Little Rock radio battles over broadcast rights to University of Arkansas basketball games for next year has uncovered a new development.

To refresh your memory... KAAY/Little Rock asked for and apparently received a verbal commitment from Arkansas Athletic Director Frank Broyles that the 50kw station could have exclusive rights to Razorback basketball games next season. That maneuver cut out three other Little Rock radio stations which had been running the games through the current season.

The other stations were understandably upset, and began to press the state legislature to do something about KAAY’s apparent coup. Two weeks ago, both the Arkansas House of Representatives and Senate passed a bill stating that the games should be offered to all radio stations in the state without exclusivity. At that point Broyles decided he’d change his mind and not offer the 1981-82 season only to KAAY. However, Broyles did not commit to anything in writing.

At that point KXLR/Little Rock, one of the stations that had carried Arkansas basketball games and wanted very much to continue doing so, aimed its editorial voice at Arkansas Governor Frank White, urging him to sign the “basketball bill” into law. Governor White’s office got the message as KXLR listeners flooded the capital switchboard. The Governor signed the bill into law later that day (3-20), so it now looks like the Razorback fans will have many radio outlets from which to choose for next year’s games.

Lynn Gilbert and Mike Martucci have been promoted within Columbia Records to head National Secondary and Adult Contemporary promotion for the label in New York.

Last week (3-23) Chuck Kelly resigned as PD of KSET/El Paso, but apparently Chuck will remain with the station through the book. Chuck retains the title of Operations Director and Jeff Blake is the PD.

Former Arista and Infinity promotion person Ellen White has been appointed Promotions Director at KEZK/San Jose. Also at the station, afternoon drive man Pete Shannon has been upped to Operations Manager and will work more closely with PD Bob Harlow.

Barking Pumpkin Records has officially opened its offices in L.A. at 7720 Sunset Blvd., 90046. The phone number is (213) 851-9275. Incidentally, label head Marty Goldbrod has heard just about all the “Barking Pumpkin” jokes he can stand.

Congratulations to KOOK/Billings’ Dennis Nichols and his wife, Liz, on the birth of their son, Ryan Michael, who arrived in “Big Sky Country” on Monday (3-30).

The hot rumor circulating around New York this week is that Dan Ingram, WABC’s legendary FM-drive personality, is being seriously courted by WNBC. Speculation has it that WNBC would put Ingram in its afternoon slot as a complement to morning man Don Imus.

Reports out of Washington this week are that WASH has decided on a new VP/GM. Moving from Metromedia sister-station WOIC/Detroit, where he had been VP/GM, is William Kunkel Jr.

Meanwhile W-4/Detroit has reportedly named Phil LaRue from WBOK/New Orleans as its new GM. Also, Ted Anthony has exited WTWR/Detroit for afternoons at W-4, Detroit’s newest Country station.

Over 20 promotion professionals are on the loose following the “restructuring” of RSO. Former VP/Promotion for RSO, Bob Smith, has graciously agreed to act as a clearing house for anyone wishing to contact any of the former RSO promotion team. Contact Bob at (213) 988-5906.

Bobby Poe moves his convention from Washington to Atlanta this year, and the dates are set for June 19 & 20. The location for this year’s gathering will be Atlanta’s new Airport Marriott. The “Poe Kat” swears that the location selected had nothing to do with the large number of stewards’ wives who live within a few square blocks of the hotel.

Steve Wax is about to return to the record business in a very big way.

Jerry Walker, formerly of WLXY/Tampa, has been named PD of WTMP/Tampa.

WCOL/Columbus is one of the latest converts to Al Ham’s “Music Of Your Life” syndicated format, but the station is doing it a bit differently. Promoting under the all-but-forgotten banner of “full service MOR,” WCOL is using Ham’s music with its own personalities, traffic reports, news.

JIM PHOTOGLO

“Fool In Love With You”

From the second hit album

FOOL IN LOVE WITH YOU

They don’t call us “the Federal Express of Radio Program Consulting” for nothing! When you absolutely, positively HAVE to win this BOOK! Call Toll Free... (800) 528-6082

Manufactured and Distributed by RCA Records

AND RADIO...

Already On

KJ100 LOVE94 WIFI KIIS-FM
WBQQ KNX-FM WHOI KIY
KINT WCCO-AM WHBY KKRC
BJ105 WRIE WHOK KQDI
WGH WRVA WLTA
WFBB KMED KLO
WKXY KUGN WABZ
KXXL KFOD WOLF
KENI WEIM KAAM
KBOZ WSLI KULF
KKRC WCHV KOMO
WING KKKK WEBI-FM
WNDE WJON KUTE
KSL KXIC KZAM
KEX WLVA V-97
KMBC WCFR KIFM

...TOGETHER AGAIN...

THEM AGAIN...

JIM PHOTOGLO...
Thanks For Two Great Years

Hiber & Hart, Ltd. is celebrating its second anniversary this month. Since Jhan and Lynn Hiber left Arbitron they have guided H&H to the status of a top research and sales development firm. Witness the 88% of Hiber & Hart retainer clients who showed improvement in the Fall '80 survey.

Hiber & Hart would like to thank stations in the following groups for their help in making our growth and reputation possible. We have enjoyed helping them achieve better ratings and revenues.

- All-Pro Broadcasting
- Bonneville Broadcasting
- Greater Media, Inc.
- Hearst Radio
- King Broadcasting
- McCormick Stations
- McGavren-Guild
- Meredith Corporation
- NBC, FM Division
- RKO Radio
- Sunbelt Communications

...and scores of stations not associated with major groups.

We look forward to helping more stations in the next two years. If you would like to take advantage of our unique Arbitron insights and broadcast/research skills, please let us hear from you. Hiber & Hart would like to boost your ratings and revenues. Put us on your side.
CBS Wins Sixth Straight; 'Dallas' Back On Top

CBS, making a regular habit of decisive Nielsen victories, took its sixth in a row over the week ending March 29, winning by a solid 2% average rating points over ABC. Over the last six weeks, CBS's margin of victory averages out to 2.6 points, a clear indicator of dominance. "Dallas" returned after another week off to lead the top 20, beating second place "60 Minutes" by over 3/4 points. CBS took eight of the top nine places, 13 of the top 20, and earned a 19.9 average rating, compared to ABC's 17.4 and NBC's 14.4. The standings:

- 1 Dallas (CBS) 9
- 2 60 Minutes (CBS) 11
- 3 Duke's Of Hazzard (CBS) 12
- 4 M*A*S*H (CBS) 13
- 5 The Jeffersons (CBS) 14
- 6 Gone With The Wind (CBS Tues. Movie) 15
- 7 Love Boat (ABC) 16
- 8 House Calls (CBS) 17
- 9 Magnum P.I. (CBS) 18
- 10 Diff'rent Strokes (NBC) 19

"WKRP in Cincinnati" continues its upsurge, moving to 25th from 28th the week before.

BOARDWALK BANTER — Merv Griffin saluted Boardwalk Entertainment with a show featuring label artists Thalia, Phil Seymour, and Carole Bager Sayer, along with Boardwalk President Neil Bogart. Pictured (l-r) are Bogart, Griffin, Sager, and Bert Bacharach, cowriter and coproducer of Sager's forthcoming LP.

Music On TV


CABLE ON TV: According to Arbitron, 16.6 million American homes have been wired for cable, making up 22% of the national total. This figure represents an estimated increase of 2.4 million homes since October 1979.

VIDEO SCOPE:

HOME VIDEO MARKET RECESSION PROOF? According to Harry Elias. Vice President/Home Entertainment Division for the U.S. JVC Corporation, entertaining at home appears to be many Americans' response to inflation and recession. As evidence, Elias cites 1980 sales of home VCR's, which defied inflationary projections and climbed sharply (up 50 percent from 1979). Among factors influencing this increase are the rising cost of travel, larger amounts of leisure time, and greater selectivity in entertainment, including how and when it's viewed. Elias noted that the boom in do-it-yourself home filmmaking, bolstered by an increase in the number of blank tapes being sold (from two blank tapes per recorder sold in recent years to today's figure of six blanks per VCR sold), is a factor in the increase. NIELSEN SETS GIANT CABLE STUDY: The A.C. Nielsen Co. will begin a massive cable survey in May, testing eight different telephone and diary techniques for measuring local cable audiences against the costly telephone consumer surveys technique. The project is the brainchild of the National Cable Television Association, which has been searching for an economically viable method to determine local cable viewing levels. TOP 10 VIDEOCASSETTE RENTALS: Many films don't stand up to repeated viewings, and with the increasing penetration of VCR's into middle-income families, home video cassette rental market is booming. A recent study by Paramount Pictures Corp. found that videocassette rentals were running four to six times greater than sales and that 80 percent of videocassette retailers rent cassettes. The studios which produced the films are understandably angry, as they generally do not earn money on rentals. According to Videoscope, the top 10 videocassette rentals are currently 1) "A Place in the Sun" 2) "Nine To Five" 3) "Blunt Man" 4) "Alien" 5) "Close Encounters Of The Third Kind" 6) "Wizard Of Oz" 7) "Fame" 8) "Star Trek — The Movie" 9) "The Godfather" 10) "Being There." In comparison, February's best-selling videocassettes, according to Merchandising magazine, included "Alien" (at number two), "Close Encounters" (number five), "Star Trek" (number one), and "The Godfather" (number eight), which would lead to the assumption that (A) the rental market and the sales market are not so different and (B) the studios are getting their money, anyway (although not as much as they would like).
The "graying of America" is a reality. Radio stations of all formats have been forced to widen their demographic targets in order to please national and local advertisers demanding a sizable chunk of adults over 25. But there is another demographic cell, the 45-64 year olds, whose ranks are increasing and whose buying power is considerable.

According to the Wall Street Journal, in 1975 more than one-fourth of the families with the household head aged 45 to 64 earned $25,000 or more annually, compared with 19% of all U.S. families. Predictions are that by 1985 nearly 46% of middle-aged families will earn that much. By the year 2000, Americans aged 45-64 will make up 23% of the total U.S. population.

This older group of Americans has not been a prime target for radio or its advertisers, but that is changing. One radio format that has been specifically targeting for an older audience is Al Ham's "Music Of Your Life." The format, which started as an experiment on WDZZ/Bridgport in 1978, was first syndicated nationally in December 1978 on WMAS/Springfield, MA. Now "Music Of Your Life" is running in both its live and automated forms on over 60 radio stations from coast to coast. Some of the successes have been dramatic and some have been gradual, but one thing is clear: Al Ham's format is tuning in adults.

More Than Big Bands

Pinning a convenient format label on "Music Of Your Life" isn't easy, as Ham explained. "It's not nostalgia. It's a kind of music and the era from which a lot of the music comes makes people think of nostalgia, but it's more than that." A typical hour-long of the format might include songs by the Glen Miller Band, Artie Shaw, Patti Page, Johnny Mathis, Anne Murray, Rosemary Clooney, Ella Fitzgerald, and Barbra Streisand.

Explaining the format further, Ham said, "We're playing a type of music that hasn't been played on radio for a number of years. Except for an occasional spot on a TV special, this kind of music has been totally blacked-out since rock and roll took over. Those of us in the business really didn't realize how total the blackout for this kind of music was. There hadn't been a steady diet of non-rock hit music on the radio for years."

"Our format plays the kind of pop hits from the 30's all the way up to the present. We can draw on an incredible number of proven hit songs performed by proven hit artists."

So to label the format "Big Band" is to miss the point. Ham readily admits his format is targeted for the 35-64 crowd, a group that he feels had been almost totally disenfranchised by music radio with the exception of Beautiful Music stations.

Emotional Response

Before the ratings have a chance to reflect any changes Ham's format may have made in a client station's numbers, the audience responds. Ham's National Sales Director for syndication, Jim West, explains. "In all my years associated with programming I have never seen a reactive process of such high emotional level. People actually take the time to write to our radio stations by the thousands! They say things like 'I can't express how happy you've made me by putting my music back on the radio. Because of my 'learned sophistication' in our business, seeing this kind of emotional response from listeners was like a dream come true."

"The pattern repeats every time we put on a new station, the response has been immediate and predictable."

The Response Organized

As the format developed, one of its key elements became the "Music Of Your Life" clubs. West explains how the clubs work: "They are a positive response on the station's part to the reaction they get from the audience. They allow the audience to become a part of the station and allow the radio station to organize the listeners into a very unique marketing tool. However, the real basis of the clubs is the pledge to the members that the membership card they receive will have meaning and value to them. So this is not your usual promotional device."

Club cardholders are offered a wide variety of "values" from the radio stations. Several of Ham's clients have held free concerts for their club members, featuring name entertainment such as the Glen Miller Orchestra. All of the stations encourage sponsors to offer meaningful discounts on products or services to cardholders.

Research Base

Not only are the "Music Of Your Life" listeners organized for marketing purposes, but their vocal support is used as a research tool as well. Ham feels that listener feedback has been instrumental in helping him to refine the format. "We now have over three years of research, direct feedback from our listeners, and we know what the people want to hear based on their ages. We are playing and adding newer music to the format based on a compilation of all the research done at the local station level. We started out with an idea of how the format was going to sound, but it has become more than our original idea because the listeners are so expressive about their likes and dislikes. They call the stations and they write letters. No other format that I'm aware of has that kind of listener response, and all we've really done is turn that input into a form of informal yet organized research."

The Men Behind "Music Of Your Life"

Al Ham

The creator of the "Music Of Your Life" format. He has an active background in all phases of music production for all media. As a longtime producer for Columbia Records, Ham produced Johnny Mathis, Tony Bennett, Frankie Laine, Ray Coniff, Perry Faith and many others. He has created image theme packages for television stations that are still heard in markets all over the country. Ham has also scored major motion pictures and numerous TV specials. He began developing the "Music Of Your Life" radio format in early 1978.

Jim West

National Sales Director for syndication of the "Music Of Your Life" format. A musician and long-time creator of commercials and jingles for both Pams and TM in Dallas, West is currently Vice President, General Manager of Fairwest Studios in Dallas, a full service production and syndication company.

The A-B-C's

If the initial perception of the format is Big Band, that rapidly changes, as West explains. "The base library of music that a new client station receives has certain limits but it is quickly augmented. Eventually the station will play all the non-rock classics. Think of it as a station that plays only the non-rock hit tunes that you can't hear on any other radio station."

"The whole format is really quite simple in its A-B-C's. 'A' is - the audience always comes first. Every consideration goes to the audience. 'B' is - attention to the client, the advertisers who spend their money on the station. If 'A' and 'B' are properly executed, then 'C' will follow - the station will benefit."

Stations that have benefited from Ham's format include his first client WMAS/Springfield. The station had a 1.0 share of the total 12+ weekly audience before the "Music Of Your Life," and in the recently released October/November Arbitron WMAS scored an impressive 9.3. Other success stories include: WHLI/Long Island, 1.2-4.0; KBER/Athabike, 2.6-12.6; WXKS/AM-FM Boston, 0.5-4.5; WAVY/New Haven, 1.6-8.2; and many others.

Apparently the "Music Of Your Life" format has captured both the imaginations and the ears of an older audience, an audience with money to spend and a fierce loyalty. As the struggle for the 18-49 audience goes on between multiple CHR, AOR, P/A, Beautiful Music, News/Talk, and Country stations, Ham has designed a music format for the older adult that has a success story to tell in over 60 markets.

— John Leader
Fear, Delight And Brief Terror During Station Visit

We were caught red-handed. We should have been watching the door but we didn't think. We were out behind the radio station where we had discovered the all-time free treasure, about seven million albums someone had thrown into the weeds.

Frank and I were eight years old. After the movie we'd ridden our bikes to the edge of our little town, on a warm Saturday springtime morning, and discovered the records just lying there begging to be stacked up and taken home. That's what we were doing. Stacking the albums, paying no attention, getting while the getting was good.

The guy caught us. The back door of the radio building was open and he was staring right at us for God knows how long before we saw him. There was no time for a flying getaway. We stared at him, dropped our albums, and waited for the verdict. Probably he was going to call the cops and we'd go to jail and our dads would certainly deal with us and all that.

"You boys want to visit the radio station?"

Maybe it's a trick. He just wants to get us inside where he can call the cops. We're really in for it. This is going to be even worse than getting caught playing doctor with our paws down.

"Come on in. You can have all you want. We don't want them."

He meant it about keeping the records and you could tell he was being pretty friendly and all, so we went in and there was just one room, with switches and dials and lights and reels of tape and, I'll tell you, it looked impossible for any person to know how to run that place. But he knew. He turned the knobs and pressed switches and actually talked on the radio. We had to be quiet and we were. Didn't even breathe. This was The Man actually talking on the radio and here we were, me and Frank, with a powerful bolt of Righteous Good Luck, standing there inside a real radio station being quiet while the man talked. ON THE AIR the red sign said. ON THE AIR!

He was a pretty nice guy. We watched him a while and he showed us some of the switches and stuff, and how much power the transmitter was putting out. Man, they were all the way over, those needles on those dials.

"Look down inside there."

We couldn't look because a metal door was closed.

"Just pull her open, and look on the bottom shelf.""

Frank pulled a kind of ring and the grey metal door swung open and there were all kinds of electronic things in there, just sitting in the cabinet, and down on the bottom shelf there was... a blast of terror!

FUNK! FUNK! FUNK! The loudest car horn you ever heard, blasting away right in our ears! We jumped back with automatic pumping out our ears. The guy had sucker ed us in! Acted nice, got us to trusting him, and then had us poke our heads inside an equipment cabinet so he could push a button and honk the car horn right in our faces! Really treacherous! I had to go to the bathroom right afterwards if you want to know the truth.

We left. We vowed not to get the free records. Just seeing those bikes and tires was enough and not worth a home.

The man made my first visit to a radio station unforgettable. If you want to know the real truth I actually did wet my pants just a little.

I hope that Saturday-afternoon weekend jock of many years ago enjoyed his trick. When I "catch" kids behind my radio station I'm always pleased, with no tricks. He taught me those kids never forget their first radio station encounter.

**CALENDAR**

**MONDAY, APRIL 6:** Richard the King of England got himself captured and was thrown into a cell with a hungry lion about eight centuries ago. Richard rambled his fist down the lion's throat and powerfully extracted the beast's heart, escaped from his cell, and confronted his captor. Richard stared at his enemy, and calmly ate the lion's heart. That is how the monarch became known as Richard the Lion Heart, the alamnese. Richard died on this date in the year 1199 of complications following an arrow injury.

Merle Haggard is 44. Bob Marley is 35.

**TUESDAY, APRIL 7:** No one had been to the North Pole until 72 years ago today when a black man named Matthew Henson arrived. He was the sidekick of the famed Admiral Robert Peary, who organised the expedition. Henson checked out the final route, returned for his own, and went back to the Pole together. They were given a big parade when they returned to the U.S., and both wrote books about their exploits. Henson's was called "A Negro Explorer At The North Pole."


**WEDNESDAY, APRIL 8:** Around the time this country was getting discovered by European explorers, there were rumors that a race of people with tails might live here. At least as interesting were rumors of a lost land of thousands of virgin girls. When Prince de Leon discovered Florida on this date in 1513 he was searching for both the aforementioned, plus the fabled Fountain of Youth, but mostly he was looking for Indians to enslave. He found the natives of Florida 600 years ago today.

Henry "Hank" Aaron's home run hits "15, breaking Babe Ruth's record, in Atlanta on this date in 1974.

Catfish Hunter is 35. John Gavin is 66. Former First Lady Betty Ford is 63.

**THURSDAY, APRIL 9:** On this date in 1874 Alfred Parker stumbled into a small Colorado town, eking two months scrounging on a mountain trail where temperatures had dropped to fifty below zero. His five companions were missing. Parker eventually broke down and admitted he had stayed alive by consuming their bodies, after they were killed in a gunfight. He was convicted of cannibalism and spent seventeen years in jail.

Hugh Hefner is 55. Carl Perkins is 65.

**FRIDAY, APRIL 10:** Sunday is the 20th anniversary of the first person reaching space, the Soviet cosmonaut Yuri Gagarin, who flew one orbit in 1961 and self-launched in the Soviet Union by parachute.

On this date in 1945 Allied troops liberated prisoners from the infamous Buchenwald death camp, as Germany was about to lose the Second World War.

The unmistakable luxury ocean liner "Titanic" sailed from England today in 1912 bound for New York City. Five nights out it rammed an iceberg and sank, killing over fifteen-hundred passengers.

Chuck Conners is 60. Omar Sharif is 49. Don Meredith is 43.

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**SPECIAL**

GOING WILD!
The Single
"HOLD ON LOOSELY"
Is holdin' on and getting bigger everyday!

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“HOLD ON LOOSELY”
The single from the album
WILD EYED SOUTHERN BOYS
From .38 SPECIAL

ON A&M RECORDS AND TAPES

Produced by Rodney Mills / Production Associates, Don Barnes and Jeff Carlisi / Management: Mark Specter / David Passick / Agent: Terry Rhodes

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**EARTH NEWS**

Call Pete Howard (213) 399-4949
131 Ocean Park Boulevard
Santa Monica, CA 90405
How Will You Survive . . . Media Fractionalization

With new TV cable systems popping up like mushrooms and satellite transmission growing steadily, there are some major changes ahead in the structure of American media usage. Broadcasters and advertisers alike have been aware of this problem for some time, referring to it as media "fragmentation" or media "fractionalization." Either term is meant to convey the idea that media "audiences" will be increasingly fragmented in the future, resulting in changes in the way media are bought and sold.

What is the likely impact of increasing fractionalization on radio? Will radio, as a medium, suffer or thrive in the upcoming years? More importantly, what can you do to try to take advantage of fragmentation, so that your station will survive and prosper in this ever more complex media environment?

The Competition

In attempting to answer those questions, let's first take a look at the competition for advertising dollars. The major media in the U.S. are:

- Television
- Radio
- Magazines
- Newspapers
- Outdoor (e.g., billboards)

Of these, television, magazines, and outdoor have traditionally been "national" advertising media, i.e., the bulk of the expenditures on these media are made by national advertisers. In contrast, radio and newspapers are generally characterized as "local" media, with the bulk of their advertising revenues being generated by local businesses.

From the national advertiser's perspective, radio and newspapers have always been more fragmented than television and magazines. There are many more radio stations than TV stations and many more newspapers than magazines. Therefore, in order to reach a national audience, concern for efficiency dictated the use of TV and magazines, with radio and newspaper (as well as local "spot" TV and outdoor) being used as supplementary media in important markets.

But television and magazines are losing their efficiency advantages as they fragment. As cable systems proliferate, the three major networks suffer audience shrinkage. And the myriad of new magazines which have sprung up in the past several years (Backpacker, Cycle, Fly Fisherman, Flying, Skiing, etc.) have siphoned off readership from the traditional mass consumer magazines.

Advertisers view this increasing fragmentation of media and audiences as both a threat and an opportunity. In a recent speech to the American Marketing Association, Joseph W. Ostrow, Executive Vice President of Young & Rubicum, emphasized that the media efficiencies achieved via network television buys will soon be a thing of the past. However, he went on to say that fragmentation makes it possible to pinpoint, through research, media vehicles which selectively target key prospective purchasers of advertisers' products.

In other words, when audiences fragment, they are not doing so on some sort of systematic basis which is of advertising importance. For instance, readers of Backpacker obviously constitute a very attractive target audience for advertisers of camping equipment, as well as other products. Readers who select that magazine are systematically related to the kinds of activities covered in that publication. (Does the term "lifestyle" ring a familiar note?)

One of the real advantages of media fractionalization, then, is that an audience fragment is relatively more homogeneous than is the overall mass market. If advertisers had the proper information and media at their disposal, they would advertise only to their prime prospects. Audience fragmentation, coupled with lifestyle research, can help them move closer to that goal.

Much of the audience research that will be conducted will be done by advertisers or their agencies. But with the number of media vehicles increasing on virtually a daily basis, that will be a costly task. It is incumbent on the media themselves to shore up their competitive position by providing sound audience lifestyle data to potential advertisers.

What To Research?

The most important component of audience lifestyle, from the advertiser's perspective, is its purchase behavior. There is a phenomenon in consumer goods marketing known as the "heavy half." The heavy half is that relatively small portion of the overall market which accounts for a disproportionately large share of sales in particular product categories. For example, in a recent study, it was discovered that only 17% of U.S. households accounted for 86% of all beer sales. Now that's a heavy half, in more ways than one. Another finding was that 25% of the households purchased 75% of the dog food sold in the U.S. There is a "heavy half" for every product category, even staples like bread, detergent, and toilet paper.

Advertisers try to direct their messages, for the most part, to the heavy users of the product category. Obviously, if they can convince a case-week beer drinker to drink their brand, that's more desirable than winning over a case-every-six-months sipper. Accordingly, advertisers are constantly seeking media vehicles which display concentrations of heavy users of their product class. A key component of your audience lifestyle research, then, should be the consumption habits of your audience.

A second aspect of lifestyle research of importance to advertisers is the so-called "psychographics" of the audience. Beyond purchase habits, what other activities, interests, and opinions do these consumers share? Psychographics are a little more diffuse and difficult to measure than purchase behavior, but they are important nonetheless. As Mr. Ostrow put it, the potential value of fragmented profiles is considerable. The increased ability of advertisers to communicate their messages in more "motivationally appropriate environments" is currently possible. In other words, the creative appeal used in the advertising messages can be more closely matched to the lifestyle of the audience, thus enhancing the likelihood that the ad will be noticed by the consumer and will then have a favorable impact on the consumer's purchasing behavior.

What Should Radio Do?

Radio has more experience with fragmentation than any other of the media. Selective, fragmented audiences have traditionally been a badge of radio's selling points. Now other media are beginning to encroach on this territory, particularly television. National advertisers will always be concerned with efficiency, at least to some degree, so the threat posed by national cable link-ups and satellite delivery should not be ignored. Radio should continue to do well in the local advertising arena (unless local spot TV rates fall substantially, which is a possibility). But what about the national advertising dollar?

As the old saying goes, there is strength in numbers. It would appear that, in the future, a local radio station would be wise to associate with other stations attracting similar audiences in different locations. For instance, a non-wired Country network could conduct a significant lifestyle study of listeners in all cities it reaches in order to offer national advertisers good information about who those stations reach, what products the listeners buy heavily, and what their psychographic profiles look like. Information of that type will enable radio to compete even more effectively for national advertising dollars as the traditionally national media like TV and magazines continue to fragment. Providing better audience research is a major challenge facing radio in the 1980's.

In a later column, I will deal with the topic of how to market your station to local vs. national advertisers.
EAGLE-97 Flies In Dallas- Ft. Worth

One of the most exciting things anyone in radio can be associated with is the birth of a new station. Whether you’re putting a new station on the air for the first time, changing the format of an existing station or radically modifying an older CHR, adrenaline is never hard to come by. This week Christopher Haze gives us an in-depth look at the Dallas-Ft. Worth area’s newest CHR entry, EAGLE-97 (KEGL), formerly Z-97 (KFJZ-FM).

Establishing something new in the ears of your listeners can be tough, but when you attempt to change the image of a station, especially when it may not have been all that positive, you must work doubly hard. Even in Los Angeles I have heard rumblings about “The Eagle,” and the comments have been very favorable. I talked with Christopher about what the station is doing now and how the change from the old Z-97 is progressing.

Christopher Haze, PD, EAGLE-97

Christopher was born in Ft. Worth and has worked in radio in the general vicinity since 1972. He programmed KNUS/Dallas at two different times. He was a member of the original rock staff at XERF/El Paso under PD John Long, did FM-drive at KRIT/Houston, and was the last CHR PD at KRUX/Phoenix.

He also worked at the old Z-97 under then-PD Gary Mack. Christopher returned to the station when another hometown, Michael Spears (GM and part owner of WFLP/Tampa-St. Petersburg), became KFJZ-FM’s programming consultant.

A New Direction And Name

Any radical change in format or direction can usually be traced to poor ratings and low revenue and this case is no different. “Z-97” was perceived as nothing but a teen station that appealed to passive listeners. In fact the audience was so passive, it was impossible to get them to participate in any kind of promotion that required an audience turnout. EAGLE-97 is an active and outgoing station that has captured interest in the market solely on music up to this point,” explained Christopher.

He went on to mention, “Very little promotion was done in the fall because the station was in a transition period and was not ready for a drastic amount of attention. The first step I had to do was drop Z-97 and replace it with FM-97. This caused a few calls and interest from the existing cume.”

Finding a new name and identity is crucial to the future success of an operation looking to bring off an image change. “At first we toyed with the idea of calling it the ‘Texas Star’,” remarked Christopher, “but every bit of research indicated the target audience thought of it as a slogan for a Country station.”

“Our new GM, John Harbut (from sister stations WBXY-WBWO/New Orleans), and I were sitting at a bar discussing plans and drawing logos on cocktail napkins looking for call letters that spelled out a word. There are a lot of those here like KLIF, KNUS, KBOX, KVIL, KZEW, and there weren’t that many to choose from. All of a sudden it hit us, KEGL, EAGLE-97. Then it was a race to find out if KEGL was available and make an application. We sat around anxiously awaiting word from the FCC. The green light finally came that we had KEGL and on February 19, EAGLE-97 was born.”

Working with a consultant on the planning and execution of the station can have its pros and cons, depending on your point of view. Christopher describes his relationship with Michael Spears as “a great one where there is a lot of thought and a consensus of opinion.” They talk every couple of days on all aspects of the station including music.

Conceptually, in Christopher’s words, “EAGLE-97 is a good marriage between CHR and AOR, with CHR being the dominant factor. The playlist is generally 25-30 current hits, 10-15 LF cuts, and the oldies are deep enough to give the station variety.”

Shooting for the 18-34 adult, EAGLE-97 features a heavy dose of oldies, especially in midday, where a different year is spotlighted every day. While not directly going after a teen audience, the station won’t discourage teens from listening as some stations do when going for an older target.

“The air talent use a ‘limited talk’ approach on the air. They are not laid back, but are respectful of the music. We never talk over records. Two records are played before talk occurs. So many programmers know talking up records is an irritant, but continue to do it. No one really cares if you talk up to the vocal or hit the post,” said Christopher.

This point is another example of the marriage between CH and AOR that he spoke about earlier. “The station is far from sterile. All of my air talent stay on top of the market and what is happening in the world and are allowed to communicate their ideas. I feel it is one thing to communicate and another not to respect the music. This approach,” he added, “tends to make the competition seem a bit talky and irritating.”

EAGLE-97 Leaves The Nest

Once the air staff is set and the station is ready to promote, a game plan must be formulated. Over the years, Dallas has seen it all from big money give-aways to treasure hunts. In a market that has been overhyped, care and thought must go in to how the station is kicked off.

According to Christopher, “Kickoff happened only a few weeks ago. TV is a big factor in getting the word around. A seven-week TV blitz of 10-second spots is running with prime location billboards backing up the TV spot. One of the basic philosophies behind the promotion of EAGLE-97 is not to promote it with games.”

“All of our air promotions are musically-oriented. The kickoff was simple but fun. During the first week we gave away over 1000 small prizes, one for each song that was played. Prizes ranged from Big Macs to digital watches, Football tables and 12-string guitars. EAGLE-97 always has instant winners, and when we congratulate those we say, ‘Thanks for landing on the Eagle.’ I look for other stations to give away thousands of dollars, but they won’t see the results expected for the dollars spent,” predicts Christopher.

Some of the music-oriented promotions include the “Super Bowl of Rock ‘n Roll,” where artists, not songs were battled. There was a “Beatles A to Z. Because We No Longer Say Z Weekend.” The station features daily “mini-concerts” and publishes a schedule on its survey. Tuesdays from 6-10pm are “Two-Fer Night,” where two songs by the same artist are played back to back. Friday nights turn into “All Request Party Night.”

One regular feature that really caught my attention was “The Party,” which takes place Monday-Friday from 9-12mid, with host Sharon Wilson. Christopher explained the mechanics. “Each hour at the top we put a single woman on the air who describes herself and her desires in a man. Then throughout the hour four or five men are put on the air with their descriptions. At the end of the hour, she makes her selection. To avoid problems, no phone numbers are handed out, but we hook up the dates at a local club, which makes for a great client tie-in. Anyone who gets married as a result must give me broadcast rights to the wedding,” he joked.

As you can see, the presentation of EAGLE-97 is hybrid in nature, and so is the news. “We take it seriously and present a mixture of hard news and feature news in a straightforward but casual style. Plus we do an hourly bit called ‘60 Seconds,’ where we inform the listeners about anything that is lifestyle in nature or consumer-oriented.”

Research Takes Guts

Many stations don’t make a move without researching every angle and every song. EAGLE-97 uses standard research methods like call-outs, requests, focus groups, and extensive retail sales information. But Christopher feels that, “too much research can result in a boring station. You have got to sound like you’re having fun, and most over-researched stations don’t. I use all of my research tools and my guts because...
“Find Your Way Back” To A Solid Hit!

JEFFERSON STARSHIP

“Find Your Way Back”
The New Hit Single From The LP “Modern Times,”
Shipping April 2ND

CHR's Already On:
WBEN-FM add 38  WEEE add 39
96KX add 30  KHFI add
WLS-FM add  WTIX add
KJR add  G100 add
KIMN add  WSKZ add
WIFI  WOKI add
JB105 33-30  WQRK add
WGCL  WAKX add
KFI  WZOK add
KFRC deb 40  92X add
KSFX  WDJX add
KEZR deb 28  KENO add
KYYX  KTKT add
K104 add

AOR's Already On:
WCOZ  KGON
DC101  KMEL
WMRR  KMET
WYSP  KLOL
WMMS  WLUP
WDVE  WLLZ
KBPI  WMET
KISW  96ROCK

Produced by Ron Nevison for Gadget Productions, Inc.

BE SURE TO WATCH JEFFERSON STARSHIP ON ABC'S "FRIDAYS,” APRIL 3RD

Manufactured and Distributed by RCA Records
EAGLE-97 Flies In Dallas-Ft. Worth

Continued from Page 22

facts and figures never take into account the human element."

One area of proven research Christopher relies on applies to building his station promos. "I have taken a page from Fred Silverman's promotion guidelines. We stack events in promos, like they do on TV. It gives

"I don't predict that we will take the market in one or two books because there are some real good stations here. We are here to win and are in it for the long run."

the station more momentum. Promos are produced fairly straight without a lot of hype, but are done in an interesting manner with a four-note "sig" that is used at the beginning to let the listener know that what is being played is not a commercial," he emphasized.

"The airstaff is what brings all of these elements together and I am most proud of them. Some have CHR backgrounds and some come from AOR, but almost all of them have spent a number of years in the area, so it is easy for them to relate to the market. We are eager to start getting them on the street to meet the folks who listen. I feel it is not only important to be looked on as a great-sounding radio station, but be able to have people who can meet the audience and communicate one-on-one with them.

Commitment To A Long Flight Of EAGLE-97

Too often a radio station is put on the air with a new format, and upper management is not committed to staying with it and developing a longterm game plan and relationship with the market. Christopher is optimistic but realistic at the same time, saying, "I don't predict that we will take the market in one or two books because there are some real good stations here. We are here to win and are in it for the long run. This is so exciting to me to be able to do this in my home town."

Christopher concluded, "Early reaction to the station is great. In a short period of time you can hear the station everywhere, shopping centers, stores, and car radios. It's great. The station already has a personality of its own in the minds of the listeners. It takes a while to erase the old image, and we have made enough significant changes vs window dressing changes in order to win." EAGLE-97 has been set free and is flying high all over Dallas-Ft. Worth.

Motion

Yes-95/Cincinnati has a new lineup: Jim Scott moves from W8AI-AM to do mornings (Street Talk 3:4); Ken Rodgers moves from AM drive to middays; Fast Eddie Coyle comes in from WFIL/Philadelphia to do afternoons; 6-10pm is being handled by Michelle, formerly with Z-93/Atlanta; late nights are covered by MD Barry James, coming over from WSKS/Cincinnati; Doug Silver works all-nights; and Maureen does weekends.

Bob Spence departs V-100 (KDDV)/Topeka, with s-12mid personality Jay Jarvis now handling MD duties... Waylon Richards is now doing 2-6pm at WPGC/Washington... Mike Adams is the new PD at WQY/Philadelphia... Bill-105/Philadelphia has a couple of new additions: Dr. Grady Brock doing 6-10pm, coming in from KKYWK/Little Rock, and Doc Holliday moving to all nights from WTC-FM/Hartford.

WHN/Detroit afternoon man Jay Richards (J.J. West) departs to become PD of WCMC/Toledo, replacing Bruce Wild... Joe Nasty leaves the PD post at KIRG/Portland and can be reached at (206) 256-467... Donna Halper, formerly with WRKO/Boston, is now consulting WAGM/Presque Isle, ME.

Robert Moorhead promoted from Production Assistant to MD at KIQQ/Los Angeles. Also at KIQQ, Mardi Nehrbass is upped from Promotion Director to account executive... Dennis Prior, MD at KJLA/Kansas City, departs to become PD at KKKQ-FM/Grand Forks.

WLOX/Biloxi, MS reports: Bob Edwards becomes Operations Manager coming in from a similar position at WKKY/Pasagoula, MS, replacing Steve Harrison. GM Pat Fagan has been promoted to PD for similar duties at WPMP-WPMO/Pasagoula. Susanne Gann has been upped to Sales Manager, and departing News Director Florencia DeBeaux is replaced by James Brown.

WRVQ/Richmond MD Steve Kelly is now available for music calls between 12noon and 2pm and from 10am to 2pm on Mondays. Also at Q-94, Bob Walden promoted to local sales manager... Al KTAC-AM/Ta- coma Steve Armstrong has been promoted from Production Director to middays with the departure of Greg Cook. Replacement as Production Director is Bob Cochran from KTNT.

Gary Franklin, afternoons at WTIX/New Orleans, has been promoted to Assistant PD in addition to his air duties. Other changes at WTIX find all-nighter "Blair" moved to midnights, replacing her in overnights is Tony Greene from B-97/New Orleans.

BJ-105/Orlando and sister station WLOF are now simulcasting AM drive, with AM PD Scott Walker hosting the show... Maureen O'Brien joins WROR/Boston doing overnights from 13FED/Manchester, where she did afternoons... Susan Platt is the new 2-5/30am personality on WLS-AM/Chicago, coming in from late nights at WRAS/Louisville. She replaces Dan Walker, who's moving over to WEFM/Chicago.

"The Beatles START to FINISH" - WBCY 106FM/Charlotte recently completed a very successful Beatles promotion. It all started with running the Earth News "Beatles Series" four times daily. Thanks to listener response, the idea grew to playing back every Beatles song in chronological order for a total of three complete runs. The poster was designed by PD Bob Keghan and Creative Services Director Mary MacMillen and was distributed free at a local audio chain. In addition to playing back all of the Beatles songs, WBCY also gave away two complete Beatles catalogues.
CROSS INTO HIT TERRITORY WITH “SAY YOU’LL BE MINE”

WFIL on
WCAO add
WROR 26-21
PRO-FM add
WRKO on
9Q 22-19
Y100 27-23
Q105 26-22
KRBE 27-22
KEARTH deb 30
KRLA on
KSTX on
KPLZ add
KOPA 24-19
B104 on
WFBE 30-27
WOLF add 40
WTRY 26-22
WBLI add
WPST 29-26
WAEB on
WAQY deb 29
WKEE add
V100 add
KSRR 29-27
KTSX on
KINT add
KHFI 17-15
KBFM deb 25
KXX106 deb 29
WERC deb 29
WSGN deb 22
WAAY 24-23
WAXY 26-24
WBBQ 28-24
WSKZ on
WOKI add
WBCY add
Ways on
WCSC deb 30
WOJK deb 34
WBCY deb 29
WAYS on
WCSC deb 30
WQRK 29-21
WVLR on
WTWR 34-32

WGRD add
WVBC add
WAAX add
KWNZ 26-23
WNAM add
WOHO add
KBQ add
KKXX add
KSSP 24-20
KENV add
KZKZ 16-15
KRO 29-27
KRTK on
WCUV on
WHEB 30-21
13F EA add
WCR1 add
WHYY 17-12
Z100 14-11
WSGA 14-12
96SGF on
WFOX on
WGQ deb 28
WANS-FM on
WXLK on
FM99 24-19
KILE 31-28
KSEL add
KOIQ-FM deb 29
KPUR deb 21
KKSL on
WTRU add 28
WKLQ 29-24
14WK on
KENG add
KDZA add
KTWI deb 32
KBOZ add
KYYA deb 30
KOOK add
KFADD add

Z93 30-27
9Q 29-26
KPLZ add
WRKO on
WKRZ-FM add
KSRR add
KXX106 on
WERC 25-23
WSGN 22-19
WAAY 21-20
Y103 on
B105 on
WBBQ 27-25
FM100 add 25
WHBQ 24-19
92Q on

WOKI on
WRJZ on
WNOX 30-27
WBCY add
WQRK 25-22
WVLS on
WRAV add
WANS-FM on
FM99 36-33
KPUR add
KFLY add
KSSS deb 27
WRKR 30-28
WEAQ 30-28
KCBN on
KBOZ deb 27
KYYA 22-19
KRLC add

“EVERYONE” OF THESE STATIONS IS ON T.G. SHEPPARD:

CHRISTOPHER CROSS
“SAY YOU’LL BE MINE”
ON WARNER BROS. RECORDS
PRODUCED BY MICHAEL OMARTIAN

THAT WEEK “EVERYONE” OF THESE STATIONS IS ON T.G. SHEPPARD:

“I LOVED ‘EM EVERYONE”
THE MULTI-FORMAT SMASH FROM
T.G. SHEPPARD

DISTRIBUTED BY WARNER BROS. RECORDS
PRODUCED BY BUDDY KILLEN FOR TREE PRODUCTIONS

CHRISTOPHER CROSS
“SAY YOU’LL BE MINE”
ON WARNER BROS. RECORDS
PRODUCED BY MICHAEL OMARTIAN

“I LOVED ‘EM EVERYONE”
THE MULTI-FORMAT SMASH FROM
T.G. SHEPPARD

DISTRIBUTED BY WARNER BROS. RECORDS
PRODUCED BY BUDDY KILLEN FOR TREE PRODUCTIONS
Reagan

Continued from Page 1

broke into its regular 2:30 news-
cast 15 seconds on the news,
and during the course of the news-
cast put senior White House cor-
respondent, San Diego, Calif.,
eyewitness to the shooting, on the
air. All four ABC networks com-
manded special live coverage at
2:30, continuing until 3:35 pm, fol-
lowing with special reports twice
an hour until midnight.

At NBC, the NBC Radio Net-
work and the Source combined to
assemble extensive four-hour cov-
erage from a large news team.
In addition to straight-forward bull-
tins, the NBC team plus affiliates
combined to provide an extra di-
mination, for instance, Paul Gre-
er, Sales Manager of NBC affili-
ate WFDA/Dallas, discussed his
high school days with accused as-
sassin John Hinckley Jr. At RKO,
the usual news procedure of run-
ning live newscasts on the half-
hour and then on the hour for affilia-
tes wishing to run it at that time was amended, with News Director Dave Cooke super-
vising the supplying of live inserts
on the hour, quarter-hour, and half-hour for the duration. Mutual
and CBS's similar extensive effor-
to coverage, with their affiliates across the country largely depending on them for up-
dates, bulletins, and continuous coverage.

Special Coverage

An informal R&R survey showed stations of all formats divided be-
 tween those that broke format to
go all-news and those that essen-
tially retained their musical for-
 mats interspersed with bulletins.
Talk and Pop/Adult stations leaned more heavily toward the all-news
approach, while AOR's and CHR's
 tended to maintain normal pro-
 gramming to varying degrees (sometimes modify build-
 slightly), augmented by updates.

Some stations unaffiliated with
networks managed to devise unique
ways to cover the story complete-
ly. KMPC/Los Angeles used its own resources and went all-news
for several hours, keeping listeners
lines open (as did many other stations). Some stations tied in
with Washington, DC stations,
small-market News/Talk outlets
WDNR/Chicago, IL used WTOP's
coverage during a six-hour stint
devoted to the event. WTOP also
provided feeds to Australian and
Canadian stations, while WMZQ
aired sister station KKKS/Hous-
ton. The Washington stations were
able to carry radio's and supply
special angles. WASH and WMZQ,
among others, learned of the shoot-
ing immediately through media
monitorings of the police band,
while WMAL got the jump on the
accused assassin's identity thanks to
a source in the secret service

Department. Other area stations
supplied various forms of on-the-
spot coverage throughout the day.

Credibility Problems

The conflicting reports on James
Brady and earlier on whether Presi-
dent Reagan had been shot did
cause some unhappiness among
listeners and those more from stations
and networks. Many stations did
hold off on the Brady death rep-
port, but after the White House con-
firmed it, most put it on the air
and then were forced to retract
it shortly thereafter. WTOP's HD
Jim Gallast called the situation
"embarrassing," while NBC's Pete
Hamilton said, "I don't think any-
one is happy with the way it was
handled." Both NBC and ABC did
cautions on the use of un-con-
firmed newsbreaks.

As usual, radio stations were
able to add unique angles to the
story, such as WSDR's live airing of
a prayer meeting in Dallas (Reagan's hometown) and WKWI/
Milwaukee's putting a local minis-
ter on the air to lead the audience
in prayers. Perhaps the oldest sidebar to the event occurred at

RKO

Continued from Page 3

dio stations and formats. It will
largely be outside programming
in which RKO would have a
producing and quality control role
RKO 3 is in effect syndication by
satellite, and is the precursor of
providing 24 hours of program-
ning from the bird."

All-Night Talk Show

The specific programming ele-
ments of RKO 3 will include "Night-
America," which will be a
six-hour nightly talk show with
two hours live from Dallas and
three hours live from Los Angeles.
The new talk show, a companion
to RKO 1's current "Night-Time
America," is seen as a key ele-
mencing block for the older demog-
ographic target of RKO 2.

Further elements of RKO 3's
lineup will include "mini-packs" of
specialized programming tailored
for specific formats. Burchill ex-
plained that the idea was that there
be a "rocks pack" including a
series of five concerts, a weekly
countdown show, and a weekend
personality-hosted TV show.
Other specific mini-
packs will be announced in the fall for a
January programming start."

Interenate To Form
Production Company

As RKO seeks programming
sources to fill its third network
current network Director of Pro-
gramming Jo Interrante has an-
nounced her plans to leave the
RKO network in June to set up her
own production company in San Francisco. Interrante

commented to R&R, "I'm not
quite ready to reveal all my plans just
yet, but obviously I will be initiating,
gathering, and producing pro-
gramming and other elements
that a network in particular needs
to offer its clients good product
and good services."

Burchill added to Interrante's
statement, saying, "This is a sad,
but very friendly departure, and
Jo will be helping us with some of
the show planning issues that we will
have. Jo's role at RKO will be one of
creative/strategic people of all pro-
gramming and news; however, that
time will now change. Dave Cooke (RKO's Net-
work Director) will have
immediate responsibility for all
news programming on all three
networks, and Jo's replacement
will have responsibility for the
planning and implementation of
all non-news programming for all

RKO 2 and the "Overnight Amer-
ica" talk show of RKO 3 will both
be available September 1, with a
full schedule of special programming
on RKO 3 ready by January
1, 1982. Burchill also announced
the network's intention to acquire
a portable "uptalk studio" in 1982,
allowing any of the RKO nets to
carry live programming in stereo
from almost any location.

RKO's announced expansion is,
in Burchill's words, "a recognition
of the multiple requests for affilia-
tion from markets where we al-
ready have people with RKO and
fulfillment of our desires to ex-
pand our news resources to com-
plete effectively with the tele-
vision-based networks - ABC, NBC,
and CBS. We will broaden the sta-
tion services that we're currently
providing our affiliates."
Performance Is Our First Priority

CHAMPAIGN “How ’Bout Us”

Taken From The Columbia LP: “Champaign” • Arranged By James Mack • Produced By Leo Graham For B-Line Productions

JOURNEY “The Party’s Over (Hopelessly In Love)”

Taken From The Columbia LP: “Captured” • Produced By Kevin Elson

HAWSK “Right Away”

Taken From The Columbia LP: “Hawks” • Produced By Tom Werman For Julia’s Music, Inc.
## PARALLEL ONE PLAYLISTS

### EAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>PD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiss 1050</td>
<td>Buffalo</td>
<td>Neil Goldberg</td>
<td>Bill O'Donnell</td>
</tr>
<tr>
<td>WKBW 1050</td>
<td>Buffalo</td>
<td>Jim Hafley</td>
<td>John Keough</td>
</tr>
<tr>
<td>WiFi 1050</td>
<td>Philadelphia</td>
<td>Tom Biggy</td>
<td>John King</td>
</tr>
<tr>
<td>1050 Chum</td>
<td>Toronto</td>
<td>J. Robert Wood</td>
<td>Brad Jones</td>
</tr>
<tr>
<td>WABC 1050</td>
<td>New York</td>
<td>Jay Clark</td>
<td>John Keough</td>
</tr>
<tr>
<td>96&amp;Q</td>
<td>Atlanta</td>
<td>Jim Henry</td>
<td>Jeff McCartney</td>
</tr>
</tbody>
</table>

### SOUTH

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>PD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVIL</td>
<td>Dallas</td>
<td>Michael Jones</td>
<td>Dan Lawrence</td>
</tr>
<tr>
<td>WROR 1050</td>
<td>Boston</td>
<td>Mike Addis</td>
<td>Bob Labov</td>
</tr>
<tr>
<td>60/WCAO</td>
<td>Baltimore</td>
<td>Ron Riley</td>
<td>Scott Richards</td>
</tr>
<tr>
<td>WQX</td>
<td>Miami</td>
<td>Bob Tannen</td>
<td>Mark Shanes</td>
</tr>
<tr>
<td>WBCF</td>
<td>Savannah</td>
<td>Terry McCall</td>
<td>Dan Lawrence</td>
</tr>
</tbody>
</table>

### MIDWEST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>PD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiss 1050</td>
<td>Milwaukee</td>
<td>Lee Elder</td>
<td>Bruce Devlin</td>
</tr>
<tr>
<td>WFMS</td>
<td>Indianapolis</td>
<td>Tom Hennesy</td>
<td>Bruce Devlin</td>
</tr>
<tr>
<td>WRQX</td>
<td>Chicago</td>
<td>Tom Hennesy</td>
<td>Bruce Devlin</td>
</tr>
<tr>
<td>WRIF</td>
<td>Detroit</td>
<td>Tom Hennesy</td>
<td>Bruce Devlin</td>
</tr>
<tr>
<td>WCOL</td>
<td>Columbus</td>
<td>Tom Hennesy</td>
<td>Bruce Devlin</td>
</tr>
</tbody>
</table>

(H) indicates one of the five "hottest" records on each Parallel One playlist.
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Format</th>
<th>PD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLS 800</td>
<td>Chicago</td>
<td>Rock</td>
<td>Pat Holub</td>
<td>Ron Holub</td>
</tr>
<tr>
<td>KLW 107</td>
<td>St. Louis</td>
<td>Top 40</td>
<td>John Gabra</td>
<td>Tim Kelly</td>
</tr>
<tr>
<td>KSLQ 98</td>
<td>San Diego</td>
<td>AM</td>
<td>Tony Klapa</td>
<td>Jeff Lukier</td>
</tr>
<tr>
<td>KEZ Rock 13K</td>
<td>San Diego</td>
<td>Rock</td>
<td>Bob Hancock</td>
<td>Bob Hancock</td>
</tr>
<tr>
<td>KYX 96</td>
<td>Seattle</td>
<td>Pop</td>
<td>Sean Lynch</td>
<td>Sean Lynch</td>
</tr>
<tr>
<td>KBEQ 164FM</td>
<td>Kansas City</td>
<td>Rock</td>
<td>Jack Casey</td>
<td>Jack Casey</td>
</tr>
<tr>
<td>WDRQ 106</td>
<td>Detroit</td>
<td>Soul</td>
<td>Steve Summers</td>
<td>Steve Summers</td>
</tr>
<tr>
<td>KJRR 990</td>
<td>Seattle</td>
<td>Adult Contemporary</td>
<td>Tracy Mitchell</td>
<td>Tracy Mitchell</td>
</tr>
<tr>
<td>KXOK 101</td>
<td>St. Louis</td>
<td>Classic Rock</td>
<td>Lee Douglas</td>
<td>Lee Douglas</td>
</tr>
<tr>
<td>WHB-71</td>
<td>Kansas City</td>
<td>Adult Contemporary</td>
<td>Rick Brown</td>
<td>Rick Brown</td>
</tr>
<tr>
<td>KEAR 101FM</td>
<td>Los Angeles</td>
<td>Adult Contemporary</td>
<td>Bob Hamilton</td>
<td>Bob Hamilton</td>
</tr>
<tr>
<td>KOA 102</td>
<td>Denver</td>
<td>Country</td>
<td>Alan Sledge</td>
<td>Alan Sledge</td>
</tr>
<tr>
<td>KPLZ 101.5</td>
<td>Seattle</td>
<td>Pop</td>
<td>Jeff King</td>
<td>Jeff King</td>
</tr>
<tr>
<td>KQ102</td>
<td>Cincinnati</td>
<td>Adult Contemporary</td>
<td>Doug Ekker</td>
<td>Doug Ekker</td>
</tr>
<tr>
<td>KS95 91.3</td>
<td>Minneapolis</td>
<td>Classic Rock</td>
<td>Kim Galluzzo</td>
<td>Kim Galluzzo</td>
</tr>
<tr>
<td>KLAL 104</td>
<td>Los Angeles</td>
<td>Top 40</td>
<td>John Roth</td>
<td>John Roth</td>
</tr>
<tr>
<td>KSFX 104</td>
<td>San Francisco</td>
<td>Adult Contemporary</td>
<td>Jim Smith</td>
<td>Jim Smith</td>
</tr>
</tbody>
</table>

(F) indicates one of the five "hottest" records on each Parallel One playlist.
**ADD VS HOTS**

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

**SOUTH Most Added**

**SOUTH**
- WSIR/Portsmouth, VA
  - Hottest: "Outlaws"
  - Love: "Journey" "Rush" "Sanctuary"
- WMZB/Charlotte, NC
  - Hottest: "Spandau Ballet" "Joni Pearlstar" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WZLG/Atlanta, GA
  - Hottest: "Rush" "Sanctuary" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WFTS/Orlando, FL
  - Hottest: "Rush" "Sanctuary" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WQCB/Richmond, VA
  - Hottest: "Spandau Ballet" "Joni Pearlstar" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WDRK/Harrisburg, PA
  - Hottest: "Spandau Ballet" "Joni Pearlstar" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WAFM/Charlotte, NC
  - Hottest: "Spandau Ballet" "Joni Pearlstar" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WRBO/Memphis, TN
  - Hottest: "Journey" "Rush" "Sanctuary"
  - Love: "Journey" "Rush" "Sanctuary"
- WSPR/Spokane, WA
  - Hottest: "Spandau Ballet" "Joni Pearlstar" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WSAV/Savannah, GA
  - Hottest: "Joni Pearlstar" "Journey" "Rush"
  - Love: "Journey" "Rush" "Sanctuary"
- WQLY/Chicago, IL
  - Hottest: "Spandau Ballet" "Joni Pearlstar" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WDIY/Detroit, MI
  - Hottest: "Journey" "Rush" "Sanctuary"
  - Love: "Journey" "Rush" "Sanctuary"
- WJAR/Providence, RI
  - Hottest: "Spandau Ballet" "Joni Pearlstar" "Journey"
  - Love: "Journey" "Rush" "Sanctuary"
- WMRQ/Albany, NY
  - Hottest: "Journey" "Rush" "Sanctuary"
  - Love: "Journey" "Rush" "Sanctuary"
- WDNA/Detroit, MI
  - Hottest: "Journey" "Rush" "Sanctuary"
  - Love: "Journey" "Rush" "Sanctuary"
- WRIS/Philadelphia, PA
  - Hottest: "Journey" "Rush" "Sanctuary"
  - Love: "Journey" "Rush" "Sanctuary"
- WHAB/New York, NY
  - Hottest: "Journey" "Rush" "Sanctuary"
  - Love: "Journey" "Rush" "Sanctuary"
- WKJY/Los Angeles, CA
  - Hottest: "Journey" "Rush" "Sanctuary"
  - Love: "Journey" "Rush" "Sanctuary"

**EAST Most Added**
- Hottest: Kim Carnes, John Lennon, Anne Murray, Sheena Easton

**EAST**
- W275CQ/Macon, GA
  - Added: "Steely Dan" "Smokes Robinson"
- WMAS/Baltimore, MD
  - Added: "Steely Dan" "Smokes Robinson"
- KCMB/Columbia, SC
  - Added: "Steely Dan" "Smokes Robinson"
- WYFMI/Youngstown, OH
  - Added: "Steely Dan" "Smokes Robinson"
- WBCR/Charleston, SC
  - Added: "Steely Dan" "Smokes Robinson"
- WFTW/Tampa, FL
  - Added: "Steely Dan" "Smokes Robinson"
- W236CT/Norfolk, VA
  - Added: "Steely Dan" "Smokes Robinson"
- W267CQ/Macon, GA
  - Added: "Steely Dan" "Smokes Robinson"

**EAST**
- Parallel Two
  - Added: "Anne Murray" "Styx"
- The following stations did not report this week:
  - KKBE/Charleston, SC
  - WFMY/Bridgeport, CT
  - KLAZ/"Little Rock"
  - WRV/"Richmond"
  - WMRQ/"Philadelphia"

**EAST**
- Parallel Three
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Four
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Five
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Six
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Seven
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Eight
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Nine
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Ten
  - Added: "Anne Murray" "Styx"

**EAST**
- Parallel Eleven
  - Added: "Anne Murray" "Styx"
THE HITS KEEP COMING

JEFFERSON STARSHIP
“Find Your Way Back”

DOLLY PARTON
“But You Know I Love You”

THE WHISPERS
“It’s A Love Thing”

DON McLEAN
“Since I Don’t Have You”

RICK SPRINGFIELD
Featuring The Hit Single
“Jessie’s Girl”

HALL & OATES
“You Make My Dreams Come True” Shipping April 16th

ALABAMA
Featuring The Hit Singles
“Old Flame” “Feel So Right”

LP Sales Already Over 250,000!
DOLLY PARTON
“9 To 5”
R&R Breaker December 19, 1980

FRANKE & THE KNOCKOUTS
“Sweetheart”
R&R Breaker March 20, 1981

DON McLEAN
“Crying”
R&R Breaker January 16, 1981

RONNIE MILSAP
“Smoky Mountain Rain”
R&R Breaker January 16, 1981

HALL & OATES
“You’ve Lost That Lovin’ Feelin’”
R&R Breaker September 26, 1980

“Kiss On My List”
R&R Breaker January 30, 1981

ALL THE WAY HOME
Blue Sky’s Dan Hartman was guest of honor at a CBS listening party for his new LP “It Hurts To Be In Love.” Pictured (l-r) are Blue Sky President Steve Paul, EPIA Sr. VP/GM Don Dempsey, Hartman, CBS Records Group President Walter Yetnikoff, and CBS Associated Labels VP/GM Tony Martell.

Blue Sky’s Dan Hartman was guest of honor at a CBS listening party for his new LP “It Hurts To Be In Love.” Pictured (l-r) are Blue Sky President Steve Paul, EPIA Sr. VP/GM Don Dempsey, Hartman, CBS Records Group President Walter Yetnikoff, and CBS Associated Labels VP/GM Tony Martell.

Polygram Records has teamed up with “Circus” magazine for a promotion in which readers are invited to submit reviews of eight recent Polygram rock releases and compete for eight $1000 stereo systems. Pictured are some of the principals involved in the promotion; (l-r) Polygram Sr. VP Lou Simon, Polygram Distribution’s Harry Palmer, Polygram VP Len Epend and “Circus” Publisher Gerald Rothberg, PDI VP Rick Bleiweiss and PDI’s Rob Stinger, also closely involved in the promotion, are not pictured.

Capitol’s Rick Nelson played Los Angeles’s Roxy recently, and was visited by numerous industry notables backstage. Pictured (l-r) post-performance are Pickwick International’s Ron Edgerton, Nelson, and Pickwick’s John Frie.

Gibson Guitars is set to market “Lucille” model instruments based on B.B. King’s famous guitar. Pictured (l-r) with the guitar are MCA VP Santo Russo, King, Gibson’s Don Casselman, MCA’s Elaine Cooper, and King’s manager Sid Seldenberg.

As the latest Kings single, “Don’t Let Me Know,” was released on Elektra/Asylum, the group’s management presented New York E/A staffers with a chocolate record. Pictured (l-r) are Management West’s Randy Phillips, and E/A’s Bill Berger, Ralph Ebler, and Mel Fuhrman.
**Phillinganes Lands On Planet**

Greg Phillinganes has signed with Planet Records, with a debut album by the producer/artist scheduled for May and a single just out. Pictured (l-r) are Planet VP Dave Uso, label’s Trevor Lawrence, Planet President Richard Perry, Phillinganes, manager Chris Jones, Planet’s attorney Milt Olkin, and artist’s attorney Virgil Roberts.

**Diamond Platinum**

Neil Diamond was awarded platinum plaques from South Africa and the UK. Pictured at the Los Angeles presentation are (l-r) EMI South Africa’s Paul Zamek, Capitol/EMIA/Liberty VP Helmut Fast, Diamond, and Capitol UK’s Martyn Cox.

**MCA Picks Klique**

MCA Records has signed Klique, a trio with a single due out early in April and an album in May. Pictured at the signing are (l-r) MCA VP Danny Rosenzweig, co-manager George Murphy, group’s Deborah Suthers, co-manager Forest Hamilton, MCA President Bob Siner, group’s Howard Huntsberry and Isaac Suthers.

**Gold Cameo Appearance**

Cameo leader Larry Blackmon was congratulated by Polygram executives for the group’s gold album “Feel Me.” Pictured (l-r) are Polygram’s VP’s Bill Heywood and Lou Simon, Blackmon, Polygram VP Don Colberg, and Polygram Distribution President John Frisoli.

**Solar Galaxy Gathering**

Solar’s Shalamar, Whispers, Lakeside, and Dynasty, currently on a nationwide package tour, made an in-store appearance at a Los Angeles’ Big Ben’s recently. Pictured in the foreground in front of fans are (l-r) Shalamer’s Jeffrey Daniel, Jody Watley, and Howard Hewett, and Solar VP Echo Collison.

**Jett-Propelled Party**

The Boardwalk Entertainment Co. threw a brunch for Joan Jett on the occasion of her recent Los Angeles gigs. Pictured (l-r) at the festivities are (l-r) CBS VP Frank Mooney, Boardwalk President Neil Bogart, and Jett.

**Romantics Occasion**

E/P/A executives visited with Nemperor’s Romantics following the group’s Whisky engagement in Los Angeles. Pictured (l-r, rear) are E/P/A VP Bill Friston, label’s Polly Anthony, VP Larry Douglas, group’s Coz Candler, E/P/A VP Susan Blond, Nemperor’s Patrick Clifford, band’s Jimmy Martins and Rich Cole, and E/P/A’s Lori Holder. (l-r, front) group’s Wally Palmer and managers Joel Zuckerman and Arnie Tencer.

**McMahon Fans At Country Club**

ARC/Columbia artists Gerard McMahon & Kid Lightning played the Country Club in Los Angeles in a KMET-sponsored low-priced concert. Pictured after the show are (l-r) Columbia’s Bob Garland and Greg Phifer, manager Irwin Mazur, McMahon, and Columbia’s Jim McKeon.
Contrary to the popular childhood rhyme, London Bridge is not falling down. WOR/New York continues bridging the gap between the old mother country and the grown-up colonies through occasional visits, the third of which begins April 6.

For five days, WOR/New York (1-6pm in London) WOR will broadcast live from the Duke of York’s Theatre, owned by London commercial station Capital Radio. While new WOR VP/GM Rick Devlin, this most probably represents the first time any station has done 25 hours of live broadcasting from such a locale. With the help of station personalities John A. Gambling, Joe Topper, Arlene Frances, Sherry Henry, and Don Criqui, the station plans to “recreate the sights and sound of historic and contemporary London.”

The first two hours of each day will be devoted to a reasonable facsimile of the regular morning show. The remainder of the time will be spent at various points of interest: the House of Parliament, the Churchill war room, and Hyde Park to mention a few. Prerecorded observations/interviews plus guest stars featuring British celebrities and government leaders round out the programming.

Let’s Get Away

WOR’s first visit to London was via the SST Concord. The second was comprised of five hours of broadcast focusing upon a "Whodunit Tale of Two Cities," a comparison between London and New York, based upon education, economy, and the crime element. What distinguishes this visit from the previous two is the gateway vacation tour package offered through TWA to WOR listeners. One hundred listeners have signed up for the nine-day tour, which also happens to coincide with WOR’s week of live broadcasting. Paying an average of about $1100, tour members receive air fare, hotel accommodations, sightseeing excursions, and dinner at select London restaurants. They will also attend the theater and breakfast with the managing director of Harrods Ltd., a famous London store.

The station itself will sponsor a dinner and cocktail party allowing tour members a chance to personally greet station personalities. During the course of the broadcast week, the visitors are also invited to drop by and watch the proceedings.

Other Unique Features

As if the tour package were not enough, there are a couple of other special features to WOR’s London broadcast. For one thing, the station will only run seven or eight minutes an hour of commercial time. And there are only four sponsors. Why? Devlin explains, "It's a very unique editorial environment for a client to be involved with. The package was so expensive and we didn't want to go out and sell it as a spot carrier. And from a programming standpoint, we wanted to really be able to highlight it and cover it well." Additionally, for the first time the renowned Harrods will advertise on radio in the New York market. Its only other foray into New York advertising consisted of a double-decker bus tour several years ago.

According to Promotion Director Paula Tennenbaum, the London trip had been in the planning stages since early last year, and the idea initially came from London’s WOR Manager, Dick Pomerantz, origination (in Charlotte, NC) of the “White Armband Movement” (R&R 12-7-79), now talk host at KSTP, Minneapolis-St. Paul, recently conducted his first radio remote from the nation’s capital. Debuting March 30, former Washington State Governor Dr. Dixie Lee Ray offers a series of "Speaking Out" commentaries on KVI/Seattle. Station’s Mark Savas will originate his midday show from Washington, DC throughout the week of April 6 via satellite, allowing local listeners to phone in and talk with various guests.

HAPPY BIRTHDAY! Congratulations to KMOX/ST. Louis, which recently celebrated its 25th anniversary.

TAX RELIEF: WXYZ/Detroit airs "Tax Tips" from March 2 thru April 10. Other stations offering tax advice to their listeners were WMCA/New York and KFYV/Philadelphia.

KPRC/Houston recently aired a five-part series called "Contest Bandits," a detailed look into smuggling activities in South Texas, Mexico and South America.

LEUKEMIA BENEFITS: KOA/ Denver presented the ninth annual leukemia radio event from February 28 thru March 1. The station broke all records, bringing in over $53,000. Further west, KGO/San Francisco’s Leukemia Cure-a-Thon, March 13-14, raised over $130,000. Station personality Russ Couglan was emcee. WOR/New York conducted a 22-hour broadcast on behalf of the fight against leukemia; donations totaled over $185,000.

News/Talk Personalities

ON THE MOVE: Several changes at ABC’s WXYZ/Detroit: Effective March 17, John Harper named Assistant Operations Manager from the News Director post at KARO/Portland, OR. Beginning April 6, talk host Mike Miller moves his show to morning drive. His "Morning NewsTalk Program" will feature live two-way telephone talk with newsmakers and celebrities, as well as the latest in news, sports, traffic and weather. Coming over to fill Miller’s vacated 9-noon slot is Mark Scott, former talk cohort at WTVN/Grand Rapids.

And Jel Lee Zimmerman, the long-time host at WXYZ, over- seeing weekend news/talk programs and developing talk program concepts... Stephen Raleigh joins WOR/New York as Assistant Chief Engineer; he was staff engineer at stations WRKO/WROR in Boston. Station announces the hiring of Donna McIntyre as co-producer of the Joan Hamburg show... WIND/Chicago welcomes newest addition to its programming team, Joseph F. Eggelton as Program Manager, replacing Joe Gillespie. In addition, Dave Stewart has been promoted in-house from morning news editor to weekend news anchor... Dick Pomerantz, origination (in Charlotte, NC) of the “White Armband Movement” (R&R 12-7-79), now talk host at KSTP, Minneapolis-St. Paul, recently conducted his first radio remote from the nation’s capital. Debuting March 30, former Washington State Governor Dr. Dixie Lee Ray offers a series of “Speaking Out” commentaries on KVI/Seattle. Station’s Mark Savas will originate his midday show from Washington, DC throughout the week of April 6 via satellite, allowing local listeners to phone in and talk with various guests.

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WCAU Rings In New Sound

The radio industry faces several future challenges following deregulation and the possible advent of the 9 KHz ruling, including the possibility of more stations. So it becomes more important than ever before to develop and maintain a fresh sound that can be heard above the din of other broadcast voices. WCAU/Philadelphia is taking a step in that direction.

Under the guidance of veteran consultant Mike Joseph, VP/GM Sherman Wildman, and Assistant Program Director Andy Goodman, the station, according to Joseph, falls between traditional all-News and all-Talk. Yet it isn’t a News/Talk format. “We haven’t tagged a name on it,” continues Joseph. “We don’t have news blocks and we don’t have solid block talk either. It does sound different, believe me.

Then how does Joseph perceive the old sound of WCAU compared to its rebirth? “It was a talk sound featuring experts and specialists in two- or three-hour blocks per export. And now we are going into a current issues, general interest, strong personality sound. We are incorporating extremely strong news coverage and integrating a combination of news and/or talk on with the spot news reports, two-way telephone interviews, conference calls with newsmakers and celebrities, plus humor and entertainment.”

Flexibility Is The Key

Upon hearing Joseph’s explanation, you’d be inclined to describe the change as leaning more to all-News – especially since WCAU is a CBS-owned outlet. Also, the station’s principal market rival is all-News leader KYW. Joseph, however, adamantly points out the difference. “KYW is all news, no commentary and strong news support within. It is extremely flexible, unpredictable. We never know what we are going to be from one hour to the next. In other words, any major stories are fully developed whereas the normal all-News station willdevote one-minute per half hour on the lead story and they’ll have 30, 40, or 60 items in a half-hour. We will play with the big stories and bring in all these ingredients. We’ll also cover sidebar(s).”

And as far as the CBS connection is concerned: “We are utilizing the full facilities of the CBS radio network and work all the worldwide correspondents, which is another great asset as to why and how a sound like this can be pulled off.”

The Feel Of Philadelphia

Since Joseph began consulting the station in December of last year, the station has adopted “WCAU – The Feel Of Philadelphia” as its slogan. An advertising campaign, including television and newspapers, is slated for the near future. Meanwhile the station recently wound up its “First Annual WCAU Reunion.” Those familiar with Joseph will no doubt immediately recognize the similarity between this promotion and the “Battle Of The Famous” he put together for WFIL, among others, pitting the songs of Chubby Checker and Bobby Rydell against those of Elvis and the Beatles.

In keeping with WCAU’s new identity as well as the format, Joseph lined up 100 Philadelphia radio and television personalities, past and present, representing 40 years of communication. For one week beginning March 16, the likes of Dick Clark, Ed McMahon, Jack Klugman, Hy Lit, Joe Nagra, Larry Kane, Frank Rizzo, Joey Bishop, and 20th Century Fox VP Dave Parks were welcomed home again live over WCAU airwaves. The once-an-hour discussions centered primarily upon what they are doing and thinking now, staying in line with the station’s aim to be as current as possible. The promotion also served as a transitional link between the old sound and the new – something Joseph usually does regardless of station format.

Looking Into Crystal Ball

Joseph is understandably prejudiced when it comes to the success of the WCAU sound. But, generally speaking, he claims this as the route for AM radio in the 80’s: “This is where AM radio should be in the 80’s. And the combination of the best of talk, the best of news, and the best of personalities – if you’ve got all the major ingredients to make it work.”
This week we continue our series of articles focusing on the changing AOR listener demographics. As the postwar baby boom grows up, taking its buying power with it, will AOR be able to maintain its listening hold on this powerful age group? To assure ourselves of key commercial buys in the future, we must make certain we attract older listeners.

How will AOR music have to change to accommodate the “greying of America”? That’s what I asked several AOR MD’s nationwide this week. Their answers provide significant insights into possible futures for AOR in two ways: first, the ways in which our musical spectrum will be changing; and second, as indications that behind every great PD there’s an equally hard-working, knowledgeable Music Director. You don’t need to look further than the ranks of today’s MD’s to find many of tomorrow’s finest AOR PD’s, as you’ll see by reading on.

Mike Lyons
WDIZ/Orlando MD

I think we’ll see fewer adds purely on style and more adds that look for a track that stays within the format at the same time that it has a mass appeal; a track that appeals to the standard 18-34 rock and roll listener but also a track familiar and popular enough to make your 25-34 or older listener comfortable with it.

Stations will have to stop adding albums that just sound good for the format. You’ll see more of an emphasis on sound rather than style, and lyrics will become more important as well. The standard hard lyrics, “let’s get down and get crazy” sort of thing, will not do stations any good.

So far as musical styles are concerned, I think you’ll hear less noisy music, and less of the long jam songs. I don’t think jazz will be the answer, either; a lot of “jazz” is not so much jazz as much as it is quasi-pop easy listening. You’re not going to see AOR’s go after that; it screws up their image too much. Steely Dan is about as far as you’re going to see them go, unless something new comes along.

Kid Leo
WMMS/Cleveland MD

We’re in a rather unique situation, because we already have very strong 25-34 listening.

I feel you can’t afford to play a strong track like Dan Fogelberg’s “Longer,” “dayparted of course; dayparting will be a key for AOR’s in the future. In the same respect, you can’t be afraid to play new music, a la U2 or Vapors, for two recent examples. You’re going to have to have a grasp on new, old, and all types of music, no longer shall you become modal, hard, soft. You’re going to have to be what you originally set out to be: an all-purpose radio station.

Dana Jang
KOME/San Jose MD

I don’t think there’s any one formula suggested. We have to keep in touch with what’s going on in our communities. We have to be cognizant of our older listeners’ lifestyles through research and continued contact with them. It’s a whole marketing process.

Musically, as always, it’s the songs people should be cognizant of: not new wave, not jazz, not country or whatever. It’s the tracks that will hook the audience.

If we are concerned with new music, I think we’ll have to work hand-in-hand with the record companies. The older audience gets away from it; we’ll have to see fewer.

“Stations will have to stop adding albums that just sound good for the format.”

Mike Lyons

Joe Bonnadonna
WMMR/Philadelphia MD

I don’t think AOR music will have to change that drastically. If anything, it may lean more familiar, more hit-oriented. But a good record will have across-the-board appeal.

It’s impossible to stereotype an older listener’s musical tastes. Some like new wave, while others like the softer spectrum. There’s a real split and radio needs to cater to both.

We’ll need to be very selective about what we choose. When people tune into the radio, they want to feel comfortable. AOR has been around long enough that it has established a familiar base of music from several different styles.

Gloria Johnson
KGNW/Portland MD

Musically, it’s not what you play, it’s how you play it. On the air I constantly ask myself, “How is this being perceived?” It’s flow and balance. AC/DC by themselves are not necessarily a tuneout for older demos any more than Steve Winwood by himself has to be a tuneout for teens. It’s what you surround that cut with that makes the difference.

Older demos may not be as loyal as some of our younger listeners, but I find a lot of people in their thirties who use KGNW as they use coffee or other stimulants: ”I leave my dial set at 92 and when I need some energy I turn on the radio.”

“The md’s On The Future Of AOR Music

“AC/DC by themselves are not necessarily a tuneout for older demos any more than Steve Winwood by himself has to be a tuneout for teens.”

Gloria Johnson

This is where consistency comes in, and longevity helps too, giving your audience time to grow up with you.

There seems to be a tendency for stations to suddenly soften up dramatically after they’ve succeeded in capturing the younger demos, supposedly to widen the station’s appeal. This kind of thinking scares me, as you may accomplish nothing more than diluting your image.

With new music, it has less to do with hard or soft than it does with whether it’s a great song. Once it makes it on the air it becomes the way it’s presented that’s important.

Bobbin Beam
WLPX/Milwaukee MD

Just because someone turns 25 doesn’t mean they’re going to start listening to the easy music stations. I think the people who grew up with the format will be inclined to stick with it. What boils down to is researching your audience, knowing their tastes and needs, and delivering what they want. If that means sprinkling in some of the earlier material from the sixties, so be it. I think we’ll see a resurgence in older material on the radio; people feel good hearing their “old friends,” as it were, on the radio. Things that haven’t been on the radio for awhile will probably come back. But you can’t throw those into your format blindly; you should research them to see what they want to hear again.

Phil “Strider” Robinson
KBPI/Denver MD

AOR is in an enviable position, as the format’s core audience is rapidly becoming the predominant demographic, soon to have the highest percentage of disposable income, leisure time, and social and economic influence. Couple that with the ever-increasing shift from AM to FM and you have tomorrow’s MOR format in the form of today’s AOR.

Of course, AOR must evolve with our core audience, and adapt to the changes in tastes; it is changing and maturing even now. Any programmer who doesn’t keep on top of these changes won’t survive. But that’s nothing new. A tree that doesn’t bend to the prevailing breezes won’t live to be very tall.

Musically, I think heavy metal will have to be left with the dinosaurs. The older-end listeners can’t tolerate it as much anymore, if at all. Any station that continues to have heavy metal as its staple will still get a lot of teens, but the teens don’t take up as big a percentage of the population anymore.

I think and personally hope that jazz is going to start creeping into AOR more and more. And, like it or not, music is going to be toned down a bit. That doesn’t mean AOR won’t have energy. But I think there’ll be more breadth and variety, and some jazz. I find people my age are turning more to different styles, experimenting with fusion jazz – not Coltrane, more like Crosswinds, Spyro Gyra, Tom Scott. I think radio will react to that.

COMING NEXT WEEK: As this week’s AOR article points out, our format is everchanging, ever-maturing with its audience. So is the AOR section of R&R, which next week introduces a new music chart and also a chart to better suit the music research needs of AOR radio.

Check the changes next week.
POINT BLANK
AMERICAN EXCESS
FEATURING
"LET ME STAY WITH YOU TONIGHT"

TOUR

4/4 WAREHOUSE, NEW ORLEANS, LA
4/5 FOX THEATER, ATLANTA, GA
4/11-12 LANDMARK THEATER, SYRACUSE, NY
4/13-15 WAR MEMORIAL AUDITORIUM, ROCHESTER, NY
4/19-20 STANLEY THEATER, PITTSBURGH, PA
4/22 CALDERON THEATER, HEMPSTEAD, L.I.
4/23-24 HUSSON COMMUNITY THEATER, POUGHKEEPSIE, NY
4/25-26 PALACE THEATER, WATERBURY, CT
4/27-28 CAPITOL THEATER, PASSAIC, NJ
4/29-30-1 Prairie Theater, NORFOLK, VA
4/29-30 FORMERLY PARIS THEATER, PITTSBURGH, PA
4/30 COLLEGE THEATER, KNOXVILLE, TN
5/1-2-3-10, 11, 12 HARRISBURG, PA
5/2 ORPHEUM, BOSTON, MA
5/3 WARNER THEATER, WASHINGTON, DC
Bill Mims has been upped from KDUK/Honolulu MD to PD (he’ll also keep his MD job). He replaces Ken Hutchinson, who retains his air shift... Malcolm Gray has been upped to Ass. PD along with his MD post at WRCN/Long Island... Mark McLaren has been appointed Act. PD at KZOM/Beaumont... Ross Parker has exited as MD at WQXM/Tampa; his replacement is Moby... Jim Kinney has been named MD at WTUE/Dayton... WIBA/Madison MD Mike Hayes has exited... Tim Bedore has taken on the MD job for KZAP/Sacramento... Sambo Roberts has joined KQRS/Minneapolis for mornings from WRNO/New Orleans... Daddy Wags has switched from nights to mornings at WLQV/Columbus, as Joan Friedman has been upped from weekends to overnights, and Russell Carey has joined for weekends... Lee Corey has joined KAZV/Denver from KEYV/Wichita as Production Director... Laurie McDonald is new to overnights at KFMY/Mascot, replacing Deeya McClarkin, who has joined TK81/Pensacola... Andy Peterson has joined WDIZ/Orlando from neighboring WORF for weekends.

**TASTY DEBUT AT WPLJ — WPLJ/New York recently debuted Chrysler's Robin Trower's new LP, "B.L.T.", Dorothy Venturini, station MD left, and Malverne promotion man Jerry Ross bright are pic sampling the product.**

**Promotion Of The Week**

**EPIC ROCK** — Epic Records and KISW/Seattle have joined forces to produce "Epic Rock," a unique album that combines, previously unreleased tracks by Epic artists with airchecks of the KISW jocks.

The promotion ties in with KISW's tenth AOR anniversary, with the album being sold locally for $2.00 as a commemorative disk. Aside from mini-airchecks of KISW's airstaff, the record includes live material by REO Speedwagon, Cheap Trick, Melody Hatchet, Angel City and Gary Myrick.

PD Beau Phillips arranged for the promotion with Epic National Album Promotion Director Bob Felsenn, who last year produced a similar project with WBCN/Boston and live David Werner tapes. 5,000 "Epic Rock" albums were pressed, and according to PD Phillips, almost half were sold in the record's first weekend of release.

WCAS/Cambridge is caught between a buyer and a hard place. The station currently awaits new ownership, a process that may take quite some time. There's some problems over dial position with another Boston area station that wants to move to a vacant dial position that WCAS and the FCC consider too close for comfort. Meanwhile, the station owners are in debt and can't afford to pay the airstaff's salaries, so numerous benefits have been held to raise salaries. Now funds are running low, and current station co-owner Dan Murphy said, "The future is unclear; going off the air till the new owners come in is still a possibility." Stay tuned for future developments... WXMR/Memphis got caught with its promotional pants down recently. Three years ago, a listener won a promotion whereby she was to receive an album a week till the year 2000. But then-PD Tom Owens exited the station to PD at KZSW/Dallas, and at the same time, the prize-winner moved (coincidentally) to Texas and stopped receiving her albums. After writing the station several times or people on the phone from them, the winner wrote a local newspaper "Action Please" column. They spoke with station GM Bill Thomas, who said the station lost the promotional value of the offering when the winner moved out of the listening area. After further discussion, Thomas agreed to begin mailing the winner's album, so long as she pays postage... A trivia contest held in conjunction with WNEW-FM/New York's world premiere of the "Rock Years" 48-hour special, just gathered 15,000 letter entries within three days... WLUP-Chicago has given away the last of its five $100,000 check in its "Loop Songs" promotion. Speaking of contest promotions, KDBW-FM/Minneapolis is repeating its $40,000 giveaway over the next several weeks, awarding $101 or $1000 to phone callers or people on the street who tell a station rep they listen to KDBW-FM... Just released are two new Homegrown-type albums, from K-97/Edmonton and KZOK/Seattle... Happy AOR birthday to CHEZ-FM/Ottawa... It's tax time, and Y-95/Rockford is giving listeners a tax break by trading correct answers to the station's trivia quizzes with free tax preparation, or H&R Block... WQMP/Louisville is asking listeners to send in their Eric Clapton get-well cards to the station, which will forward them to the artist. Additionally, fifteen of the cards' senders will be picked to receive copies of the latest Clapton album... WLAV/Grand Rapids' "Rock Bottom Bazaar" attracted 100,000, and sold $750,000 in merchandise in twenty hours... Q107/Toronto air personality All-Night Andre's interview with members of Rush will be pressed into a promotional disc for radio station use by Mercury/Polygram. Speaking of Rush, WITF/Totowa has a contest going on surrounding the new Rush album, "Moving Pictures." The station's asking listeners to come up with the names of all the Rush albums to date, in order of release, to become eligible to win tickets to a movie premiere for the year... WLXP/Milwaukee awarded twelve hours of recording studio time to the winner of its 5th annual local talent search; 36 bands competed, WKLC/St. Albans is celebrating its first AOR anniversary for 165 days, with giveaways of albums, stereo, and projection TV's... Available from KAPP/Oklahoma City is its four-color 1981 poster calendar... Lots of AOR's have had success with discount card promotions, but WYBR/Ithaca may be the first college station to give it a try, with excellent results: it has already given out over 25,000 of its "Gold Cards"... KILO/Colorado Springs is awarding four trips to London to listeners who can identify the artists and songs in the station's "British Invasion" three-tune sets... WSRZ/Tampa is sponsoring a Backgammon tournament, with proceeds going to the Suncoast Seabird Sanctuary, and a $1000 grand prize going to the tournament winner... KXXX-FM/Oklahoma City has begun a series of rock videotape simulcasts with a local UHF TV channel... WPLJ/New York broadcast an unusual concert recently, when it ran a reunion appearance of the original members of the Blues Project... KTIN/ San Rafael is moving to 1623 5th Avenue, San Rafael, CA 94901.

**CONCERTS & CONVERSATIONS**

**PRESENTATIONS:** LOVES94/Miami presented Don McLean for free... WCCCI/Hartford presented Doug & Slugs for $2.07... KVRE/Santa Rosa presented Tom Fegert for $1.01.

**BROADCASTS:** Root Boy Slim on WOR/Norfolk... Blue Oyster Cult on WLUP/Chicago... Kings on WYRBC.

**GUEST DJ'S:** Ted Nugent on CHEZ-FM/Ottawa.

**CONVERSATIONS:** .38 Special on WKLQ/West Virginia... Don McLean on LOVES94/Miami... Doc Holiday on WDR/Rehoboth... Slugs, Gerard McMahon on WCCCI/Hartford... Donnie Iris, Santana on KLBJ/Austin... Dave Edmunds on KZOK/Seattle... Jr 2 on KSJO/San Jose... J.R. Cobb, Joaquin Jones, Zoo King Cerrusco on KNAK/Long Beach... Jorma Kaukonen, Dave Edmunds on WNEW-FM/New York... .38 Special on WXXE/Portland... Joan Jeff, Pages on WKLQ/Winston-Salem... Kings, Rings on WOUR-Utica... REO Speedwagon on WSYY/Syracuse... Dave Edmunds on WHMH/Cleveland... Rick Springfield on WSIO/Roanoke... Rush, Dave Edmunds on CHUM-FM/Toronto... .38 Special on WQUT/Johnson City.
Radio Airplay/40

4/3/1981

164 REPORTERS

**Chart Summary**

AOR crowned a new airplay champion this week as **Clapton** edged out **WINWOOD** both in holes and total reports. Clapton jumped way up to number two in their second week of AOR airplay activity, and with their total reports so close to Clapton there may be an intense race for #1 next week. Though airplay activity kept him from climbing, **COLLINS** grew in holes and total reports as **TAYLOR** built in holes, while **STONE** jumped up as #22 in thought.

** Added**

**Most Added**

1 JUDAS PRIEST 43 100 100
Point Of Entry (Columbia)

2 SANTANA 38 108 100
Calm After The Storm (Columbia)

3 SHRED KILDAN 27 76 91
Rockhard(Blisskerley)

4 ZZ TOP 28 69 69
Eliminate(Atlantic)

5 DINO VANNELLI 26 47 67
Night Walker(Atlantic)

6 KANSAS 24 51 87
Point Of Entry(Columbia)

7 BADFINGER 23 54 89
No More (Radio/Atlantic)

8 HAWKS 22 55 89
Back In Black(Atlantic)

**Medium**

**Most Added**

1 GARRETT CLAPTON... Another Ticket (RSO)

2 THE ROLLING STONES... Beggars Banquet (Atlantic)

3 MANFRED MANN'S EARTH BAND... Chance (WB)

**The Hot 20**

1 ERIC CLAPTON... Another Ticket (RSO)

2 ROLLING STONES... Beggars Banquet (Atlantic)

3 MANFRED MANN'S EARTH BAND... Chance (WB)

**Most Added**

1 JUDAS PRIEST 43 100 100
Point Of Entry (Columbia)

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**Medium**

**Most Added**

1 GARRETT CLAPTON... Another Ticket (RSO)

2 THE ROLLING STONES... Beggars Banquet (Atlantic)

3 MANFRED MANN'S EARTH BAND... Chance (WB)

**The Hot 20**

1 ERIC CLAPTON... Another Ticket (RSO)

2 ROLLING STONES... Beggars Banquet (Atlantic)

3 MANFRED MANN'S EARTH BAND... Chance (WB)
### SINGLES

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jefferson Starship</td>
<td>&quot;Find Your Way...&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>2</td>
<td>Purnsoul</td>
<td>&quot;Now&quot;</td>
<td>Planet</td>
</tr>
<tr>
<td>3</td>
<td>Alan Parsons Project</td>
<td>&quot;Games People Play&quot;</td>
<td>Arista</td>
</tr>
<tr>
<td>4</td>
<td>Donnie Iris.</td>
<td>&quot;All shirts&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>5</td>
<td>Phoebe Snow.</td>
<td>&quot;Games&quot;</td>
<td>Mirage</td>
</tr>
<tr>
<td>6</td>
<td>Phil Seymour.</td>
<td>&quot;Precious To Me&quot;</td>
<td>Boardwalk</td>
</tr>
<tr>
<td>7</td>
<td>Pat Benatar.</td>
<td>&quot;Treat Me Right&quot;</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>8</td>
<td>Fool.</td>
<td>&quot;Running Scared&quot;</td>
<td>EMI America</td>
</tr>
<tr>
<td>9</td>
<td>Grace Slick.</td>
<td>&quot;See Of Love&quot;</td>
<td>RCA</td>
</tr>
<tr>
<td>10</td>
<td>Pretenders.</td>
<td>&quot;Message Of Love&quot;</td>
<td>Sire</td>
</tr>
<tr>
<td>11</td>
<td>Nazareth.</td>
<td>&quot;Dressed To Kill&quot;</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>12</td>
<td>Point Blank.</td>
<td>&quot;Let Me Stay With You Tonight&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>13</td>
<td>Blonde.</td>
<td>&quot;Rapture&quot;</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>14</td>
<td>Rod Stewart.</td>
<td>&quot;Somebody Special&quot;</td>
<td>WB</td>
</tr>
<tr>
<td>15</td>
<td>Gino Vannelli.</td>
<td>&quot;Living Inside Myself&quot;</td>
<td>Arista</td>
</tr>
</tbody>
</table>

No albums qualified for AOR Breaker status this week.

### JAZZ ON AOR

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grover Washington, Jr.</td>
<td>&quot;Winelight&quot;</td>
<td>Electra</td>
</tr>
<tr>
<td>2</td>
<td>Dave Grusin.</td>
<td>&quot;Two&quot; &quot;Flow&quot; Title</td>
<td>GRP</td>
</tr>
<tr>
<td>3</td>
<td>Joe Sample.</td>
<td>&quot;Voices In The Rain&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>4</td>
<td>Dan Siegel.</td>
<td>&quot;The Hot Shot&quot; (Inner City)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>B.B. King.</td>
<td>There Must Be a Better World...</td>
<td>MCA</td>
</tr>
<tr>
<td>6</td>
<td>Donald Byrd.</td>
<td>&quot;Party&quot; &quot;The Victim&quot;</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Wayne Johnson.</td>
<td>&quot;Cold Flame&quot;</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>David Sanborn.</td>
<td>&quot;Voyeur&quot;</td>
<td>WB</td>
</tr>
<tr>
<td>9</td>
<td>Bob James.</td>
<td>&quot;Wake Me&quot;</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Long Island Expressions</td>
<td>&quot;Eyebeamer&quot; &quot;Inflection&quot;</td>
<td></td>
</tr>
</tbody>
</table>

These albums received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Araypital chart. The chart is listed in order of total mandates received this week.

### REGIONAL AOR ACTIVITY

#### EAST

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>WNYE</td>
<td>104.1 FM</td>
<td>Adult Standards</td>
</tr>
<tr>
<td>Binghamton</td>
<td>WHMP</td>
<td>89.5 FM</td>
<td>Classic Rock</td>
</tr>
<tr>
<td>Boston</td>
<td>WUSN</td>
<td>89.9 FM</td>
<td>Modern Rock</td>
</tr>
<tr>
<td>Hartford</td>
<td>WJHL</td>
<td>96.1 FM</td>
<td>Country</td>
</tr>
<tr>
<td>Bridgeport</td>
<td>WPSP</td>
<td>95.1 FM</td>
<td>Rock</td>
</tr>
<tr>
<td>Long Island</td>
<td>WHTZ</td>
<td>104.5 FM</td>
<td>Classic Rock</td>
</tr>
<tr>
<td>Manchester</td>
<td>WPNM</td>
<td>103.5 FM</td>
<td>Classic Rock</td>
</tr>
<tr>
<td>Morgantown</td>
<td>WVRA</td>
<td>96.9 FM</td>
<td>Country</td>
</tr>
<tr>
<td>Allentown</td>
<td>WZZO</td>
<td>105.9 FM</td>
<td>Country</td>
</tr>
</tbody>
</table>

#### WEST

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
<td>KPNX</td>
<td>106.9 FM</td>
<td>Classic Rock</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMY</td>
<td>91.5 FM</td>
<td>Adult Standards</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KFI</td>
<td>100.7 FM</td>
<td>Adult Standards</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>KLOS</td>
<td>94.5 FM</td>
<td>Adult Standards</td>
</tr>
<tr>
<td>Monterey</td>
<td>WYOO</td>
<td>97.1 FM</td>
<td>Classic Rock</td>
</tr>
<tr>
<td>San Jose</td>
<td>KRYO</td>
<td>104.1 FM</td>
<td>Country</td>
</tr>
<tr>
<td>Long Island</td>
<td>WHTZ</td>
<td>104.5 FM</td>
<td>Classic Rock</td>
</tr>
<tr>
<td>Manhattan</td>
<td>WWRL</td>
<td>105.7 FM</td>
<td>Rock</td>
</tr>
<tr>
<td>Seattle</td>
<td>KZOK</td>
<td>105.7 FM</td>
<td>Rock</td>
</tr>
<tr>
<td>Portland</td>
<td>KZOK</td>
<td>105.7 FM</td>
<td>Rock</td>
</tr>
</tbody>
</table>

This chart represents significant AOR airplay this week. The first number is the number of Eastern stations playing the album this week. The second number is the number of all stations playing the album this week. These albums received significant AOR airplay reports this week, and the chart represents the activity based on a combination of editor's choice, medium and hot reports, as well as special request programming. The album's preferred airplay rate is listed.

#### THE HOTTEST

<table>
<thead>
<tr>
<th>Artist/Promoter</th>
<th>Album Title</th>
<th>Format</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eric Clapton</td>
<td>Another Ticket</td>
<td>Classic Rock</td>
<td>WNYE</td>
</tr>
<tr>
<td>Eric Clapton</td>
<td>WHO</td>
<td>Classic Rock</td>
<td>WNYE</td>
</tr>
<tr>
<td>Faces Dances (WB)</td>
<td>Faces Dances (WB)</td>
<td>Classic Rock</td>
<td>WNYE</td>
</tr>
<tr>
<td>Steve Winwood</td>
<td>Am Of A Diver (Island)</td>
<td>Classic Rock</td>
<td>WNYE</td>
</tr>
<tr>
<td>Neenah Bowdell</td>
<td>A Dream (Epic)</td>
<td>Classic Rock</td>
<td>WNYE</td>
</tr>
<tr>
<td>BRX</td>
<td>Peninsula Theater (AM)</td>
<td>Classic Rock</td>
<td>WNYE</td>
</tr>
</tbody>
</table>

Two numbers follow each album title. The first number is the total number of Eastern stations playing the album this week. The second number is the number of all stations playing the album this week. These albums received significant AOR airplay reports this week, and the chart represents the activity based on a combination of editor's choice, medium and hot reports, as well as special request programming. The album's preferred airplay rate is listed.
### MIDWEST

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Frequency</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appleton</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Dayton</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Duluth</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Evansville</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Lafayette</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Madison</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WQVE</td>
<td>1430 AM</td>
<td></td>
</tr>
</tbody>
</table>

### MOST ADDED

<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Radio Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judas Priest, &quot;Another Ticket&quot;</td>
<td>Various</td>
</tr>
<tr>
<td>Gerd K STN, &quot;Night Walk&quot;</td>
<td>Various</td>
</tr>
<tr>
<td>Cold Chisel</td>
<td>Various</td>
</tr>
</tbody>
</table>

### MEDIUM

<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Radio Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garland Jeffery, &quot;Escape Artist&quot;</td>
<td>Various</td>
</tr>
<tr>
<td>Rainbow</td>
<td>Various</td>
</tr>
<tr>
<td>The Sherries</td>
<td>Various</td>
</tr>
</tbody>
</table>

### THE HOTTEST

<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Radio Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eric Clapton, &quot;Another Ticket&quot;</td>
<td>Various</td>
</tr>
<tr>
<td>Who</td>
<td>Various</td>
</tr>
<tr>
<td>Styx</td>
<td>Various</td>
</tr>
</tbody>
</table>

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This document appears to be a listing of radio stations and their frequencies in the Midwest region, along with music chart information for various artists and songs.
Country Ratings Wrap-Up Part II

Last week we highlighted several stations which made exceptional ratings gains in the October/November '81 Arbitron and/or attained overall market dominance during the fall book. Following, we conclude our ratings wrap-up with the comments of six programmers who responded to our question: "To what would you attribute your station's success in the fall ratings sweep?" Two markets in particular, Indianapolis and Dallas-Fort Worth, appear to have a double dose of Country dominance, as you'll see below.

WIRE/Indianapolis, IN
(8.9-9.3 Tied For #4 In The Market 12+ )

"The prime difference between WIRE and WFMS-FM is that we are more of a full-service station and less of a music station. We have a heavy emphasis on news, traffic, and weather, and have very, very strong personalities. Most of our audience sharing is done with the #1 station in the market, WIBC. I think the key to our continued success is because we've been in Country for a very long time (since 1967), and we've managed to stay in touch with our audience and provide them with the services they're looking for. We do a lot of research, and we're probably the only adult-oriented station in this market that does much getting out among the people. We try to get our audience from people who are looking for companionship, information, and for more of an entertainment-oriented station."

— Gary Havens, PD

WFMS-FM/Indianapolis, IN
(7.4-9.0, #5 In The Market 12+ )

"Our results are a continuation of what we're trying to do... build consistency with our music, news, and personalities. Adults have accepted our radio station, as proved by the #2 market ranking in the 25-54 demographic. We don't try to be an 'Urban Cowboy' station. We sponsored a focus group a while back which just proved that we're definitely on the right track."

— Herb Allen, PD

KPLX-FM/Dallas-Fort Worth, TX
(2.7-5.8, #6 In The Market 12+ )

"This market was wide open for a personality-oriented Country station other than a 'jukebox' station. We also have a great air staff."

— Danny McDuff, Former PD

(Now PD at sister station KLIF)

KXSC-FM/Dallas-Fort Worth, TX
(7.9-8.7, #1 In The Market 12+ )

"There's no scientific explanation for what happened in the ratings... we just got lucky!"

— R.T. Simpson, PD

WSIX-FM/Nashville, TN
(9.9-11.0, #2 In The Market 12+ )

"We program as much for the sound as we do for the hits, and it's very consistent 24 hours a day. If a record doesn't fit our station, we don't play it, even if it's a hit nationally (for instance, we never played '9 To 5'). We have a very low audience turnover and a very loyal audience. Through a lot of research we've pretty well gotten a handle on what kind of records they like. Our announcers are terrific and very low profile. Our station is a country music station with the accent on music."

— Gerry House, PM

WTQR-FM/Winston-Salem, NC
(12.6-11.2, #1 In The Market 12+ )

"The markets of Winston-Salem, Greensboro, and High Point were combined two years ago, which shot us into the 46th metro, so we now program to the whole area. We've been number one 12+ since spring of 1979. I attribute the success to a lot of good people working for us who are willing to give a little more and go out on promotions. We're very proud, and since the TSA is half the state of North Carolina, it's a big community to serve. We don't trash up the air with the price machine or anything like that because we're basically a music station. We play the hits. All the stations in the market boycotted Arbitron last book, so I look at the drop in ratings as merely a structural fluctuation based on too much weighting of minorities and 18-24 year-olds. The January Mediastat was directly opposite of our weak points shown by Arbitron. We're just playing the hits and friendly people on the air who can relate to their audience."

— Mark Tudor, PD

As expected, if you talk to 12 different programmers, you'll get 12 different reasons for their station's success, everything from research to signal strength to personalities to music to (possibly the most honest response) luck! We congratulate all the profiled Country radio success stories and apologize to any stations we may have overlooked this time around.

Here's hoping your station has its own favorable tale to tell following the spring sweep!

Fan's Idea Sparks DJ Of The Year Campaign

WHN personality Jessie has her fair share of loyal fans, one of whom would surely win the prize for most ardent. This devoted listener has started a one-woman campaign championing the cause: "Jessie for CMA DJ '81." R&R recently received a letter from the chapter's "headquarters" urging our support, and we decided to check out this unique publicity campaign.

Jessie wanted to make perfectly clear that "it isn't me and it isn't the radio station doing this. We don't have anything to do with it or really have any control over her. This person was beginning to meet me with presents, which I was returning. Finally I told her that if she had to give me something, I would prefer she donate money to a good charity in my name. She had been involved in the Democratic party up until very recently, so she decided that instead of doing charity stuff, she was going to launch a campaign to get me nominated and elected as CMA DJ Of The Year." She started calling the CMA to get information about the nominating process; had stationery, buttons, and bumper stickers printed up; and began writing letters to everybody... she really did a professional number!"

With the awards a good six months away, the campaign still has a lot of time to build up steam, and, who knows but that all this effort may even produce the desired result. And Jessie's reaction to all this? "I have my doubts as to whether it's the right way of approaching that kind of award. I don't think you can buy it, and I don't think it's the nicest of situations, but it isn't me doing it so I guess I really don't have a lot to say about it. I'd still love it if I won, and at least she isn't giving me presents anymore!"
Razzy Bailey
Song: "Friends! Anywhere There's A Jukebox"
PB-12199
*R&R*43 B.B.29 CB*34 RW*30

Gary Stewart
Song: "Let's Forget That We're Married"
PB-12203
* B.B.84 CB*68 RW*89

Steve Wariner
Song: "By Now"
PB-12204
* B.B.66 CB*65 RW*66
"Breakers" are those newer records that have the greatest level of station activity on any given week.

MEL MCDANIEL
Louisiana Saturday Night (Capitol)

OAK RIDGE BOYS
Elvira (MCA)
On 86% of reporting stations. National Summary: Up 5, Same 13, Down 0, Debuts 22, Adds 33. R&B Chart: Debut 42.

RAZZY BAILEY
Friends (RCA)
On 68% of reporting stations. National Summary: Up 25, Same 12, Down 0, Debuts 24, Adds 22. R&B Chart: Debut 43.

JOHN ANDERSON
I'm Just An Old Chuck Of Coal... (WB)
On 82% of reporting stations. National Summary: Up 23, Same 15, Down 0, Debuts 26, Adds 18. R&B Chart: Debut 44.

MEL TILIS
A Million Old Goodbyes (Elektra)
On 81% of reporting stations. National Summary: Up 5, Same 12, Down 0, Debuts 18, Adds 25. R&B Chart: Debut 46.

Most Added:

ALABAMA
DOLLY PARTON
But You Know I Love You (RCA) 7/66

DOTTIE WEST
What Are We Doin' In Love (Liberty)

STEVE NORTON
By Now (RCA)

ANNE MURRAY
Blessed Are The Believers (Capitol)

OAK RIDGE BOYS
Elvira (MCA)

Hottest:

R&B: Alabama

DOLLY PARTON
"But You Know I Love You" (RCA) 7/66

SANNE MURRAY
"Blessed Are The Believers" (Capitol) 7/66

WYII, WSOC-FM, WBAP, WKSJ-FM, WSM

SAMMI SMITH
"Chattia's A 2-Way Street" (Sound Factory) 6/11

WTKX, WJJC-AM, KWKY, KMGM-FM

JAPANESE HAGGARD
"I Can't Hold Myself In Line" (Epic) 6/13

ADD: KXLY, WISE, WDSM, WDKK, WVGM, WIBF, WYQK, WDIA, WFLY, WLRQ, WYNS, WPTP

ADD: KMGM-FM, KVGX, KAME, WCCB, WJJC, WLVK, WJFX

ADD: WYII, WSM

LOOKING AHEAD:

Radio & Records NATIONAL AIRPLAY/50

April 3, 1981

WFCI, KXLY, KXRA, KEEN, KSMK-FM, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

JOHNNY CASH
"The Barrel" (Capitol) 7/67

ADD: WYII, WSM

JERRY BROWN
"I Don't Know What the Hell I'm Doing" (Capitol) 7/67

ADD: WYII, WSM

DOUG WALKER
"I'm the One Who's Supposed to Be Sorry" (Capitol) 7/67

ADD: WYII, WSM

BETH TARRANT
"Don't Know What Love Means" (Capitol) 7/67

ADD: WYII, WSM

NEW ENTRY:

WMYR-FM, WDR1, WJBZ, WQTB, WKTU, WJYJ, WJHE, WJAK, WJYI, WJJK, WJNZ, WJMN, WJMI, WJHJ, WJGD, WJGJ, WJFB, WJFA, WJED, WJDR, WJCR, WJBF, WJAI, WJAN, WJAD

PATTI PAGE "No Acet" (Plantation) 4/28

NATIONAL SUMMARY:

Up 3, Same 15, Down 6, Debuts 2, Adds 10. KXDA, WMRD, WJSB, WEXO, KXYX, WJL, WYW, WSN, WZPQ, WZTV, WZPQ, KBB, WSCB, WSM, WBZ, WPLX, WPPM, WKTU

DANNY WOOD "Food's Gold" (RCA) 3/86

NATIONAL SUMMARY:

Up 3, Same 14, Down 6, Debuts 2, Adds 6. WMRD, WJSD, WJUN, WZPQ, KBB, WSM, WBZ, WPLX, WPPM, WKTU

EARL THOMAS CONLEY "Fire And Smoke" (Smith) 3/86

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

GARRY MORNIS "Fire In Your Eyes" (WB) 3/86

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

CHARLEY MCCLAIN "Surrounded Me With Love" (Columbia) 3/86

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

RAY PRICE "Getting Over You Again" (Dimension) 3/48

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

JOHNNY RODRIGUEZ "I Want You To" (MCA) 3/87

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

BILLY SWAN "I Do Have To Draw A Picture" (Epic) 2/26

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

GARY STEWART "Let That Ain't For Real's" (RCA) 2/68

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

BILLY KEMP "Your Wife Is A Cheat" (Columbia) 3/81

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

CHARLIE DANIELS "The Devil Went Down To Georgia" (Elektra/Curb) 3/80

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

LARRY GATLIN "Don't Get No Better" (Columbia) 3/80

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

BARBARA Mandrell "Love Is Fair" (Columbia) 3/80

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

JIMMY DORSEY "Some Love Song Never Done" (MCA) 4/64

NATIONAL SUMMARY:

Up 11, Same 13, Down 5, Debuts 1, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB

NEW ENTRY:

GLEN CAMPBELL & Tanya TUCKER "Why Don't We Just Sleep On It" (Capitol) 3/89

NATIONAL SUMMARY:

Up 5, Same 13, Down 5, Debuts 12, Adds 2. KYTV, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB, WYTV, KXLY, WIS, KWSU, KWSU, WZQI, KXLY, KXRA, KEEN, WAPB-AM, WSBE, WJLC, WWM, WSRB, WYQK, WFLY, WYOH, WPAT, WSRB
TWO INVITATIONS.

Johnny Rodriguez, on Epic Records and Tapes.
Charly McClain, on Epic Records and Tapes.
CLUCKIN' AND CRUNCHIN' - WSAI/Cincinnati PD Dale Turner and morning personality Party Satter had a busy day recently during an American Heart Association benefit. One event found them interviewing the station's chicken mascot, who announced the winner of a 10-day trip to Italy, while later they took out their frustrations on the tin bangs for a dollar company car, all of which netted funds for AHA.

WSM SONGWRITER'S SYMPOSIUM - WSM/Nashville promoted the recent Songwriter's Symposium by gathering together the participants in their studios. Pictured are (front 1-4: Sonny Throckmorton, Hoyt Hill, Mark Paulan, Bruce Chanel, and Kiaran Kane; back, 1-1 Charlie Craig, Charlie Feldman, Terry Croyle, Nat Stuckey, Chuck Morgan (in edentulous 10pm-2am Jack), Charlie Monk, and Keith Stegall.

ST. JUDE'S JUBILANT - St. Jude's Children's Research Hospital in Memphis was the recipient of over $140,000 raised by KFV Radio during a Valentine weekend radiothon aired live from a local Wichita shopping center. Shown during the event are B-t KFV PD Jason Drake, Pund Records' Randy Barlow, Liberty artist Cindy Lane, host and KFV air personality John "Hootie" Myers, and KFV MD Ralph Hughes.

CHAMPION COOKIE CRUMPER - WPOC/FM/SB Baltimore midway DJ Tod Gilmore has the dubious distinction of being the two-time Baltimore area cookie crunch champion. The champ downed 85 cookies in three minutes at the recent City Hall event to retain his crown while coach and WPOC morning personality Bob Randolph goes over the ghoulish behavior, benefitting the Girl Scouts of Central Maryland.

AND THEN THERE WERE 1785: The new Country Music Association list of Country radio stations shows exclusively-programmed Country operations increased from 1594 in 1980 to 1785 in 1981. The greatest growth area was in the East, South Central, and Mountain states, with a 27% increase over last year. AM stations programming Country to any degree now number 1628, up 16% from last year; FM stations are up 23%, totalling 157.

GETTING YOUR NAME IN THE PAPER: Helen Farmer, the popular head of special events at the Country Music Association, in St. Thomas Hospital in Nashville for surgery following a CMA Emergency Room Director Jo Walker in private life became Mrs. Robert Meador Saturday, March 21.... Sonny Throckmorton, Liberty Records' Randy Barlow, and Charlie Feldman, Terry Croyle, and Nat Stuckey were downed in their area cookie crunch gluttonous winner. Lynn McDaniel, wife of multi-millionaire Karl Eller, the Washington Post, the Hearst group, Gulf United Insurance Co., and MCA-TPA. Fifty-year-old Jim Muncy, an aspiring songwriter from Pataskala, after playing guitar for 30 years and dreaming of hit-song happiness, has a stroke four years ago which disabled him. That bad luck started what is now his most exciting dream come true. Muncy wrote a letter to Waylon Jennings this January and placed it in an ad in the Nashville Banner thusly: "Waylon, I am 40 years old and disabled and need a break. I write songs and would be worth a few minutes of your time." A couple of weeks later, Muncy answered the phone and Waylon Jennings was on the other end of the line. Waylon asked to hear some of Muncy's songs. He sent them. Waylon's schedule kept him from getting back, but Muncy got a call from Publisher Jack Moran (the blind writer who wrote the 60's giant "Skip A Rope")! Moran ultimately decided to publish five of Jim's songs. We'll keep you posted on Muncy's progress. Roger Miller rejoined Tree Publishing as a writer and concert agent. The late Harlan Howard, a local Easter Seals telethon for 20 hours last weekend. Mae Davis to star in a remake of the 1957 Andy Griffith starrer "Face In The Crowd." Mickey Gilley has joined the commercial route by agreeing to record several musical spots for Schlitz beer. The five Nashville-recorded commercials will air during Mickey's "Live From Gilley's" weekly radio program (naturally!)... This, in addition to Gilley's lucrative Western Wear apparel line, should keep the highly-visible country star on the radio and TV rounds for some time to come. George Jones will tape an HBO special "A Tribute To George Jones" with Tammy Wynette, Waylon Jennings, Emmylou Harris, and Elvis Costello the end of April, to be followed by his guesting on NBC-TV's Academy Of Country Music Awards show. "Gunsnake" regulars James Arness, Ken Curtis, and the late Milburn Stone will be inducted into the National Cowboy Hall of Fame during Western Heritage weekend April 25-26.... Jerry Reed, Conway Twitty and the Oak Ridge Boys' Richard Sterban, stockholders in the highly-successful Nashville Sounds AA Southern League baseball team, are principals in the continuing conversation music industry at a Patsy Cline Memorial service. April 8 in Chicago. Barbara Mandrell's TV show was spawed by a family snapshot Marty Krofft showed to an ABC programmer. (He said, "If they can perform as good as they look, they're on!"). Barbara's show had an extra touch of realism during a recent taping with guest stars Dale Evans and Roy Rogers when Barbara tried to climb on to the back of a mule brought on stage for the occasion. She promptly fell off with her feet wrapped around the mule's neck. With the tape still running, Barbara managed to right herself and ride off into the proverbial Hollywood sunset (who said it's easy to be a cowboy (girl??)... Tower Books will publish "Remembering Patsy, The Untold Story" in the fall. It's about Hall of Famer Patsy Cline, while Margo Smith will represent the country music industry at a Patsy Cline Memorial Service at the Shenandoah Memorial Park in Winchester, VA on May 1. The service, held in conjunction with the 54th Shenandoah Apple Blossom Festival, precedes the world's largest firefighters' parade where Margo will also serve as Firefighters Marshal. Waylon Jennings' wife Barbara says, in "Coal Miner's Daughter"?... The Chipmunks were here recording an album called "Urban Chipmunk" was "Three Days in Chicago." Jimmy Buffett is planning a two-week road trip west, then he returns to the studio to record. Buddy Holly's wife Maria was finally given Buddy's glasses, 22 years after that plane crash near Mason City, Iowa. The glasses were buried in the snow covering the field where Holly's plane crashed; the owner of the field finally turned them over to the court. Crystal Gayle's father-in-law Chris Gazinoes won a horse race years ago and named it after her first million-seller. "My Brown Eyes Blue" won two races in Chicago. CLOSER: Charlie Daniels' new real honest-to-goodness CDB Chaplin is the Reverend Herb McCoy. Billy Bob Bowman says he's Daniels' "Old Country Guard."
### Regional Adds & Hots

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<th>Region</th>
<th>Most Added</th>
<th>East</th>
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#### Hottest Tracks:

- No "Hottest" this week.

#### Country Albums

Cuts in bold type are receiving the heaviest airplay.

**Alaska** - Feels So Right - (RCA) * "I Hate The Rain" * "Feel So Right" (Kodiak)

MOE BANDY & JOE STAMPELEY - Hey Joe, Hey Moe - (Columbia) "Get Off My Case" "Country Boys" "The Girl Don't Even Get Laid"

**Rosalie Cash** - Seven Year Aches - (Columbia) "You Don't Have Very Far To Go"

**Billy "Crash" Craddock** - Crush Craddock - (Capitol) "You Don't Have Very Far To Go"

**Gail Davies** - I'll Be There - (IB) "Worried Funk Watusi" "Rich Man" "Weekend" "Wishing Well"

**Emmylou Harris** - Evangeline - (IB) "How High The Moon" "Evangeline"

**Willie Nelson** - Somewhere Over The Rainbow - (Columbia) "Moonlight" "I'm Confessin' That I Love You"

**Juke Newton** - Juicy - (Capitol) "Tell Me I Don't Have To Do It Over"

**Dolly Parton** - 9 To 5 And Odd Jobs - (RCA) "9 To 5 And Odd Jobs"

**Johnny Paycheck** - Mr. Hag Told My Story - (Epic) "I'll Tell The Story On The Bar At Night Later" "You Don't Have Very Far To Go"

**Elvis Presley** - Guitar Man - (RCA) "Guitar Man" "You Asked Me To"

**T.G. Sheppard** - Smooth Salin' - (WB/Curb) "If I Never See The Light Of Day Again"

**Gene Watson** - Between The Time & The Next Time - (MCA) "We Get A Bad Thing Going"

**Waylon & Jessi** - Leather And Lace - (RCA) "I'm An Old Dog" "You're Yard Sale"

**Dottie West** - Wild West - (Liberty) "Goodbye"

**Hank Williams Jr.** - "Texas Women" (Elektra/Curb) "Dream On My Mind"

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**Number of Reporting Stations This Week: 122**

**Most Requested:**

- **Alaska** - "Old Flame" (RCA)
- **D. Frizzell & S. West** - "You're The Reason..." (WB)
- **Mac Davis** - "Hooked On Music" (Cassallina/PF)
- **Emmylou Harris** - "Mister Sandman" (WB)
- **Rovers** - "Wanted That Party" (Epic/Cleveland Inter.)
- **Hank Williams Jr.** - "Texas Women" (Elektra/Curb)
- **Mickey Gilley" - "A Headache Tomorrow..." (Epic)
Mike Kasabo

P/A Station Covers Space Shuttle Launch

WOWO/ Ft. Wayne News Director Gary Froseth will be on hand in Florida next week to cover the coast-to-county launching of a manned space flight.

It's been years behind its scheduled launch, and millions of dollars more than has been spent at first projected, but sometime during the week of April 5, the United States will be back in the manned space flight business. And, when it happens, WOWO News will be there, live, to provide coverage. Station VP/GM Dan Friel, along with Froseth, will travel to Kennedy Space Center in Florida (and will later be joined by Group W medical correspondent William Fines at the landing end in California's Mojave Desert) to cover the launch and landing of the space shuttle Columbia. Other Group W stations in Boston, New York, Philadelphia, Pittsburgh, Chicago, Dallas, Houston, Los Angeles, and San Diego will carry the events as they occur. "It's quite an honor to be selected to cover the story for the entire group," said Froseth. "All when you consider the fact that Group W has all News operations in several areas, with scores of outstanding reporters, the honor seems even greater."

Froseth, by the way, brings a great deal of experience covering the space shuttle program to this assignment. In 1979 he covered the craft's initial flight tests on top of a 747. In addition, he was on the scene at that dramatic moment when it was released from its perch atop a Jumbo Jet and glided safely to earth.

The space shuttle project has been plagued with problems since its inception, but now NASA officials are confident, as is WOWO, that all problems have been solved for a smooth takeoff and landing for astronauts John Young and Robert Crippen. They lift off on April 7 with the craft landing in California's Edwards Air Force Base with the coverage of the WOWO Air Force.

The Dead Air Scrolls?

In what is probably a broadcast industry first, an advertiser has contracted with WTIC/Hartford to sponsor dead air. I know it sounds crazy, but I'll let Program Director Tom Barsanti explain: "Like every other radio station, we sell sponsorship for certain things, like the radio traffic reports, the Red Sox games and similar features. We have a client who has gone ahead and sponsored our daily antenna switch. We switch, like many other stations, our pattern at noon and sun down every day. It sounds crazy, but Kassen Fuel Company purchased the time to advertise the firm's products and service immediately preceding and following the six-second period of silence."

Bob Steele, the station's humorist and morning host, has developed a "personality" for the daily signal switch, so much so that it's a regular part of the show. Steele has personalized the technical procedures for his listeners with such exclamation as, "Oh, oh...I think I left the stupid antenna switch in my other suit today."

The switch has become a big part of his morning ramblings, hence the enterprising decision to sponsor WTIC's "six-second silence."

"People have gotten so interested in the switch that it simply became a saleable commodity," continued Barsanti. "And listeners are responding to the commercial, so it looks like the fuel company has teamed up with a great silent partner."

Transition

Gary Jeter, former defensive end for the New York football Giants, has been appointed an account executive for WNEW/New York. Wayne Walker has been named Sales Manager for KMOG/Dallas and will be in charge of training, coordinating and assisting an eleven-person staff. Several additions to WBCM/Saginaw, MI; Randy Birindo comes in as Music Director and 3:00-6:00 personality from WKNX/Saginaw, Grace Provenzano, formerly with WSGW in that town, has joined the station as News Editor and afternoon personality, and finally Gordon Levine comes aboard as 12-5:30am personality. Ralph Grant has been promoted to the position of premier announcer of WKZI/Kalamazoo, MI. VP/GM Otto Gaste announced, "Ralph's background and 13 years of experience in all phases of our announcing department well qualifies him for this assignment."

Beth Faust leaves Country-formatted KZLA/Atlanta, after being red and finally the series producer of "The Stable Cable: KNBR/San Francisco sends along this very impressive photo of its latest promotion. It's a miniature cable car, etched in intricate detail in solid brass, and is the station's new belt buckle, being sold as a benefit for the "Save The Cable Car" campaign. Inscribed on the back are the words: "Your purchase of this buckle benefits KNBR's drive to save the San Francisco cable cars." The belt buckle can be ordered from the station at $12.50 a pop.

Can YOU RE-CYCLE ALUMINUM?: Of course you can. WSB/Atlanta, in conjunction with Coca-Cola, is joining hands with school children and the general public in a massive spring clean-up effort. Listeners are urged to help schools in collecting aluminum cans to be recycled in the name of their favorite schools. The school credited with collecting the most aluminum will receive $500 in cash, plus a Coke party at the winning school.

The Arts Council Radiothon, and station Operations Manager Jack Hood has turned over a significant portion of program time to help raise money for the council, which is responsible for a large amount of cultural and musical events. Listeners were asked to call in and request music all the way back to the late 30's and pledge money to hear the songs. The station has tapped the resources of the 500-title library to handle the anticipated flood of calls.

Update

WORLD WAR III?: KHOU/Denver has started a five-part series dealing with the war of chemical waste vs. humanity. The series is called "The Chemical Boom," and deals with hazardous waste. After more than two months of in-depth reporting, the show features Governor Dick Lamm and other high officials. Writer/producer of the series Tom Kinyon pointed out, "The research was the tough part, as it dealt with any complex, multilayered story. I even had to learn some chemistry and acquire some radiology background to understand reports issued by various agencies." WMGK/Philadelphia is all excited about its overall national rating in a recent poll, which showed it placing #9 among the nation's leading stations in the 18-49 demographic category. The station has shown continued growth in listenership since 1975, with the greatest increase during the past two years, which has put it into a solid position in the market. Kavana/Columbus, OH honored its 20-year-man Dave Logan, who has held the afternoon drive position for the past two decades. As a reward, the station limed Logan to the morning shift, which he shared with AM personality Bob Conner. The station has included various greetings from past and present associates of Logan along with other "natural" hosting such as a breakfast ceremony and the like. WMAL/Washington has been awarded a special Ohio State honor for its documentary program, "One Hundred Days." The award-winning feature was highlighted by major developments in the hostage story, presenting the ordeal from a human standpoint. KDPA/Pittsburgh featured 12 hours of special programming on public education ranging in subject matter from teachers' unions to school discipline. Listener reaction was said to be "fantastic."
LAUNCHING TWO GREAT SINGLES On a Brand New Label: Maiden Voyage

Maureen Mc Govern

“Halfway Home” MV120
Theme from “The Earthling” produced by Michael Lloyd

Airplay: NEW AND ACTIVE--R&R
WFTL, WLW, WMAL, WLTA, WCCO-AM, WHIO, WEIM, WNAB, WRIE, WDIE WNDB, WKIQ, WKHM, WLVA, WSTV, WSBA, WHIZ, WHOK, WMBC, WATR, WGN, WNEW, WHMI, WLEC, WIMD, WRIN, WRHQ, WSNJ, WNKo, WMPX, WISM, KSL, KMBZ, KMOX-FM, KAAM, KMRJ, KLO, KUGN, KMED, KGGE, KBLE, KXL, KGy, KYNM, KAL, KCLD, KORD, WJER, WMT, WREN, KWRO, WKRG

Danny Deardorff

“Somewhere Over The Rainbow” MV 119
The first single from Danny’s forthcoming album “CHAMELEON” produced by Joseph Bogan & Danny Deardroff

Airplay:
WLTA, WGR, WQUA, WKHM, WLEC, KOMO, KGy, WGHQ, KBRC, KMED, KALL, KINT, KGGE
* VERY STRONG RETAIL SELL THRU IN BUFFALO.

Marcia Day, President
216 Chatsworth Drive, San Fernando, CA 91340 (213) 365-9371

independently distributed by Pickwick (Atlanta, Dallas, Houston, Los Angeles, Miami, Minneapolis, San Francisco, Seattle), Malvern (Boston, New York), Progress (Buffalo, Cincinnati, Cleveland, Detroit), Bib (Charlotte), M.S. (Chicago, St. Louis, Kansas City), Schwartz Bros. (Philadelphia, Washington/Baltimore), and Western Merchandisers (Denver).
MELISSA MANCHESTER (Arista) WLTA, KNBR, WLW, KMBZ, WCCO-FM, WCCO

MAYA "Blessed Are The Poor" (Columbia) 21/3 and WWWE, WLVA, KBOZ, WLW, WBNX, WCCO-FM, WWAB, WGR, KNBR, WLBW. Medium rotation: WABZ, WGR, WRVA, WLNH, WCCO-AM, WACI, WHBY. Heavy rotation: WGR, WLW, WBNX, WGR, KSL, KMJJ, 16/3, WABZ.

ROBERTO-GIANNA "Come Away With Me" (Epic) WLTA, WNDB, WRVA.

LOYD "Take Me to the River" (Epic) 11/3 and WLW, KMBZ, WCCO-FM, WCCO-AM, WACI, WHBY, WGR, WRVA, WLNH, WCCO-AM, WACI, WHBY. Medium rotation: WGR, WLW, WBNX, WGR, KSL, KMJJ, 12/2, WABZ.

CHET ATKINS "Done With You" (Epic) Added at 4/20 and WHAM, WHBC, WHBY, WHBC.

RAY PARKER JR. & RAYDIO "A Woman Needs Love Like You Do" (Motown) Medium rotation: WGR, WRVA, WLNH, WGR.

RUBEN VELASQUEZ "Latino Meteora" (EMI) Added at WHAM, WHBC, WHBY, WHBC.

BRUCE SPRINGSTEEN "I'm On Fire" (Columbia) Added at WHAM, WHBC, WHBY, WHBC.

JOHN COUGAR "Until The Last Day" (Columbia) Added at WHAM, WHBC, WHBY, WHBC.

SOUTH "We're All In This Together" (Bloodstone) Added at WHAM, WHBC, WHBY, WHBC.

JOE HAMILTON "Oh What A Feeling" (Columbia) Added at WHAM, WHBC, WHBY, WHBC.

JIMMY BELL "I've Got A Lot To Do" (Columbia) Added at WHAM, WHBC, WHBY, WHBC.

SAM & DAVE "I'll Take Care Of My Baby" (Atlantic) Added at WHAM, WHBC, WHBY, WHBC.

DOTTIE WEST "He's Gone" (Columbia) Added at WHAM, WHBC, WHBY, WHBC.

ROBERTO-GIANNA "I'll Always Love You" (Epic) Added at WHAM, WHBC, WHBY, WHBC.

DENIS LEON "I'm Gonna Love Her Tonight" (Columbia) Added at WHAM, WHBC, WHBY, WHBC.

GERARD "The Other Side Of The Town" (PolyGram) Added at WHAM, WHBC, WHBY, WHBC.

BARRY MANILOW "I Just Called To Say I Love You" (Columbia) Added at WHAM, WHBC, WHBY, WHBC.
HOTTEST

SMOKEY ROBINSON
"Being With You" (Tamla)

CHAMPAIGN
"How 'Bout Us" (Columbia)

ATLANTIC STARR
"When Love Calls" (A&M)

"I'll Take It To The Top" (De-Lite/PolyGram)

A TASTE OF HONEY
"Sukiyaki" (Capitol)

GROVER WASHINGTON, JR.
"Just The Two Of Us" (Elektra)

QUINCY JONES
"Ai No Corrida" (A&M)

"Make That Move" (Solar/RCA)

CHAKA KHAN
"What Cha' Gonna Do For Me" (WB)

RAYDIO
"A Woman Needs Love (Just Like You Do)" (Arista)

TOM BROWNE
"Thighs High" (GRP/Arista)

DENIECE WILLIAMS
"What Two Can Do" (ARC/Columbia)

CLIMBERS

ROBERT WINTERS & FALL "Magic Man" (Buddah/Arista) 52% (+1) reporting. Hot at KDJA and KYAC in the West. Climbing at WKJY and KATZ. Hot at WJMO and KMJQ in the Midwest. The South shows it at WJWB, WJMI and WATV in the East. West shows it at WKJY, WJMI, WKCP and KATZ in the West. The South shows it at WJWB, WJMI, WKCP and KATZ in the Midwest.

CAMEO "Feel Me" (Elektra) 52% (+5) reporting. Shows medium rotation at WJWB, WJMI, WKCP and KATZ. In the South, Hot at WJMI, WJWB, WJCP and KMJQ in the Midwest. The South shows it at WJWB, WJMI, WKCP and KATZ. In the West, Hot at KATZ, and KJZT.

WHISPERs "It's A Love Thing" (Solar/RCA) 56% reporting. Hot at WJMI and WATV while climbing at WKJY in the East. Medium rotation at WJWB, WWJ, WBB, WBBM and KMJQ with hot rotation at WJMI, WBBB, WBBM and WATV. In the South, Hot at WKJY.

JERMAINE JACKSON "You Like Me Don't You" (Motown) 52% (+8) reporting. Shows medium rotation at WJBB, WJMI, Kalz, KMJQ, KBB and WWBI while hot at KATZ in the Midwest. Climbing at KGLO and KYAC. In the West, Hot at WJMI, WJWB, WJCP and KMJQ medium rotation at WJMI, WJWB, WWJ, WBB and WBBM in the South. Hot at WJMI and KMJQ in the West. It shows it at WBB, WBBM and WBBM in the South.

KLEER "Get Tough" (Atlantic) 52% of our reporters are on it. Climbing at KGLO in the West. New at WJMI and medium rotation at WJBB, WJBBM and WBBM in the South. The Midwest shows it at medium rotation on WJBB, WJBB and WBBM. In the South, Hot at WJMI, KMJQ, WBB and WBBM, KMJQ and KBB. In the East, Hot at WJMI, WJWB and WJCP.

JERRY KNOTT "Perfect Fit" (A&M) 50% reporting. Climbing at WJMI, WBB and KMJQ in the East. New at WJBB, WJBBB and WBBM climbing at WJBB, WBB, WBBM and WBBM. New at WKJY, WJMI, WBB and WBBM. Climbing at WJBB, WBBB and WBBM. Hot at WKJY, WJMI, KMJQ, WBB and WBBM.

SISTER SLEDGE "All American Girls" (Cottontail) 50% reporting. The Midwest shows hot rotation at WJBBB medium rotation at WBBB, WBBM and WBBM. In the South, Hot at WJBB, WBBB, WBBM and WBBM and hot rotation at WKJY, WBB, WBBM and WBBM. New at WBB, WBBM and WBBM. Climbing at WJBB, WBBB and WBBM.

LAKESIDE "Your Love Is On The One" (Solar/RCA) 48% (+24) reporting. Medium rotation at KBB in the West. The Midwest shows an add at KBB. Medium rotation at WJMI and WBB while hot at WKJY, WBBB and WBBM in the South. The South shows it at WKJY, WBB and WBBM.

KICKS "Tonight We Love" (MCA) 48% (+16) reporting. Climbing at WKJY, WJMI and WBBM while hot at WJBB, WBBB and WBBM. In the West, New at WBBB while climbing at WBBM and WBBM. Hot at WJBB and WBBB. In the South, Hot at WJBB and WBBB.

BILL SUMMERS & SUMMERS HEAT "Call It What You Want" (MCA) 42% of our reporters are on it. The South shows it at add at WKJY, WBB, WBBM and WBBM. Medium rotation at WKJY, WBB, WBBM and WBBM. New at WKJY and WKJY while climbing at WKJY, WBB, WBBM and WBBM. In the South, Shows medium rotation at WKJY, WBB, WBBM and WBBM.

THE GAP BAND "I'm Learning For Your Love" (MCA) 40% (+13) reporting. Added at WKJY, WKJY, WBBB and WBBM. Climbing at WBB while hot at WJBB and WBBB. In the South, New at WKJY, WBBB and WBBB.

YARBROUGH & PEOPLE "Don't Stop The Music" (Polygram) 40% reporting. The Midwest shows hot rotation at WJMI, KBB and KMJQ with hot rotation at WBB and WBBM. In the East, Hot at WJBB, WBBB and WBBM.

SADAME "One Way Love Affair" (Mirage) 40% reporting. Added at KBB in the West. Climbing at WJMI, WKJY, KBB and KMJQ in the Midwest. Medium rotation at WKJY, WBBB and WBBB in the South. New at WKJY, WBBB and WBBB.

ARETHA FRANKLIN "What A Fool Believes" (Arista) 38% reporting. Hot at WKJY with medium rotation at WKJY, WBBB, WBBM, WBBB and WBBM. In the South, Hot at WKJY and WBBB.

BAR KAYS "Body Fever" (Polygram) 35% of our reporters are on it. Hot at WBBB and WBBM with medium rotation at WJBB, WBBB, WBBB and WBBM while hot rotation at WKJY, WBBB and WBBM in the South. Hot at WBBB, WBBB and WBBB.

ULLANDA McCULLOUGH "Bad Company" (Atlantic) 32% (+8) reporting. Added at WBBB and WBBB while climbing at WJMI and WBBM. In the South, Hot at WJMI, KMJQ and KMJQ with WBBB.

DEFRA LAWS "Be Yourself" (Elektra) 32% of our reporters are on it. Added at WBBB, WBBB and WBBM while climbing at WBB and WBBM in the South. Hot at WJBB while climbing at WKJY, KMJQ and KMJQ in the West. Shows medium rotation at WKJY, WBBB and WBBM.

LINX "You're Lying" (Chrysalis) 32% reporting. Hot at WKJY, climbing at WBBB, WBBB and WBBB while hot rotation at WBB and WBBM in the South. New at WKJY, WBBB and WBBB.

PATRICK RUSHEEN "Never Gonna Give You Up" (Epic) 30% reporting. The Midwest shows it at WKJY, WBBB and WBBM. Medium rotation at WBBB and WBBB while hot rotation at WKJY.

SPINNERs "Yesterday Once More" (MCA) 30% reporting. Shows the South rotation at WBBB, WBBB and WBBM while hot rotation at WKJY, WBBB and WBBM.

NEW & ACTIVE

BLONDIE "Rapture" (Chrysalis) 28% (+6) reporting action. Hot at WJBB while climbing at WBBB, WBBB and WBBM in the South. Hot at WBB while climbing at WBBB, WBBB and WBBM in the South. In the West, Shows medium rotation at WBBB, WBBB and WBBM.

GRANDMASTER FLASH "Birthday Party" (Sugarhill) 28% reporting. Climbing at KBB in the West. Medium rotation at WJBB, WBBB, WBBB and WBBM while hot rotation at WBBB, WBBB and WBBM. It shows it at WBBB and WBBM.

ZINGARA "Love's Calling" (Whees) 26% reporting. Climbing at WJBB while climbing at WBBB and KMJQ in the West. Hot at WBB while hot rotation at WBBB and KMJQ.

BILLY SMITH "Double Dutch Bus" (WMOT/Columbia) 25% of our reporters are on it. Added at WBBB, WBBB and WBBM while hot rotation at WBB and WBBM.

BELIEVES "It's A Love Thing" (Solar/RCA) 25% reporting action. Shows medium rotation at WBBB, WBBB and WBBM while hot rotation at WBBB, WBBB and WBBM.

DOUGLE GORDON "You Must Believe In Spring" (WB) 24% reporting. Added at WBBB and WBBM while hot rotation at WBB and WBBM.

BOB JAMES "All Around The Town" (Tappan Zee/Columbia) 24% reporting. Added at WBBB and WBBM.

THE MARKLEY BAND "Daylights" (ARC/Columbia) 24% reporting. Added at WBBB and WBBM.

JAZZ/RADIO HOTTEST

JOE SAMPLE... Voices In The Rain (MCA)

GROVER WASHINGTON, JR. ... Winelight (Elektra)

BARRY WHITE... You Must Believe In Spring (WB)

DEXTER GORDON... Gotham City (Columbia)

DAVE GOFFIN... Not Shot (Shumica City)

WEATHER REPORT... Night Passage (ARC/Columbia)

NEW & ACTIVE

DAVID SANDSON... Voyager (EP/WEB)

EAST'S... Washington, D.C., O.C. Field... WEA/SEASides, MD, Michael Singleton, WBB/Clearwater, CT, Jonathan Braxton, South WBB/Atlanta, GA, Resource West WFL/Newspaper, VA, R&B Events WFL/MC/Atlanta, GA, Jonathan Braxton, WBB/Los Angeles, CA, Lawrence Turner, WBB/Los Angeles, CA, Laurie LeBlanc, KBB/Denver, CO, Charles Innis

WAYNE'S WORLD...
Regionalized Adds & Hots

Stationed are listed by region. Hots are listed in order of their airplay activity.

**EAST**

<table>
<thead>
<tr>
<th>WMZL</th>
<th>New York, NY</th>
<th>Bob Law/Leila Haynes</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDIA</td>
<td>Albuquerque, NM</td>
<td>Jerry Knight</td>
</tr>
</tbody>
</table>

**MIDWEST**

<table>
<thead>
<tr>
<th>WDRB</th>
<th>Louisville, KY</th>
<th>Tommy Scott</th>
</tr>
</thead>
</table>

**SOUTH**

| WNCX | Atlanta, GA | Michael Roberts |

**WEST**

<table>
<thead>
<tr>
<th>KQDA</th>
<th>Denver, CO</th>
<th>Tom Browne</th>
</tr>
</thead>
</table>

**Pop/ Rhythms Hatfield**

April 3, 1981
Opportunities

EAST

Opening for adult CHR communicator. Tapes to Jim Smartt, WSPK, Box 1703, Paducah, KY 42002. Also to: Jeanne Smith, Member of Command Broadcasting. EOE. MIF 4-31

Part-time position open. Tape and resume to Sam Lit, KDJS/101.1 FM, 218 Evangeline, Tinnacon, NJ 07680 (4-3)

Filing position at New Jersey's leading Country station. WJSX. Some experience recommended. Tape and resume to George Connolly, WXL, Box 40, Newton, NJ 07860. EOE. MIF 4-31

Part-time news position and jobs for Boston Country station. Send tape and resume to PD, WDLI, Box 283, Braintree, MA 02140. (4-3)

WBLI-Long island accepting tapes for possible future jobs and news positions. Contact Bill Tyrri, WBLI, 31 W. Main St., Patchogue, NY 11772. EOE. MIF 4-31

WRTE/Erie 5000 watt Pop/Adult news wishing a person with delph production skills immediately. Call Bill Ehr, 716-764-6777. EOE. MIF 4-31

Production pro. Also swing shift. Tape and resume to Jack Miller, FG, WOND, Box 562, Pensacola, FL 32522. No cold calls. EOE. MIF 4-31

COG/United States, NY, bordering two top 80 markets, needs PM drive manager. Contact Bob. Tape and resume to Dave bebione, GM, COG, 2102, 213, Geneva, NY 14456. EOE. MIF 4-31

WNYE/Lehigh, PA: accepting tapes for future openings for news and DJs. Send to Chuck Hardy, PD, WNYE, Box 115, Lehigh Valley. 19215. EOE. MIF 4-31

WSH/Philadelphia seeks tapes and resumes for a current full-time slot, as well as possible future openings. Smooth, friendly delivery for our easy going Pop/Adult format. Tape and resumes to Ted Wilt, WSHE, 2043 Locust St. Philadelphia, PA 19130. EOE. MIF 4-31

WBLI-Long island is accepting possible future full-time jobs and news positions. Please no scanners or beginners. Tape and resume to Bill Tyrri, WBLI, 11, W. Main St., Patchogue, NY 11772 (4-3)

Morning personality needed immediately for Country station WAMC/AM1390/WRVR. Must have experience, strong production skills, and be familiar with Country music. Dennis Haaselt, 518-422-4766. EOE. MIF 4-31


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Radio & Records
1930 Century Park West, L.A., CA 90067

MAIL TO: R&R

Telephone: (213) 553-4330

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 exceed $3.75 is $12 for up to one line; 2 lines, $25.30; 3 lines, $38.00 (4-3)

Frequency Rates

Weekly *

1 Week $20.00

2 Weeks $35.00

3 Weeks $45.00

* Multiple week rates

Payable in Advance

Orders must be typewritten or printed and must be accompanied by check.

Blank Ads or Classified Display Ads are 50% off for 10 weeks, plus $15 per week for postage/handling. $35 minimum for Blank Boxes.

Deadline for Opportunities ads is noon (PST) Thursday.

1000 words for $3.75.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067
Opportunities

Positions Sought

Newsmen for hire. Four years experience; award-winning newswoman seeks reporter/anchor or news director position. Currently hosting talk show. Ed: (502) 233-0848, Ext. 143.

Ten years experience, PD, Production Director: Times Circ, currently in Top 50 market seeking at work. Pop, Adult or Country preferred. (801) 731-1111, ask for ROGER, Ext. 43.

JACK MONTROSE, 9-year pro, most recently with KJP, Dallas, seeks employment in medium or major market. Strong production. Available immediately. (214) 900-5013, Ext. 43.

First year in broadcasting, will relocate. Prefer AOR position. Call for tape and resume. CRAIG McALINDEN, (714) 621-3631. Ext. 43.


Morning drive personality. Two years experience as MD and PD. Seeking any opening in New York/Pennsylvania area. Call JEFF, (304) 622-6370. Opportunity you can't miss. Ext. 43.

Experienced Pop/Adult CHR Program Manager available. May work in another market management position. For full details, call PETER STEWART, (301) 553-2319. Ext. 43.

You can't get fit of O.Day by acquiring a marriage, but you can get your tape and resume. CHH job, creative director/production. ROB, (213) 858-3087. Ext. 43.

Positions Sought

Dedicated young sportscaster seeks first professional job; three years college experience; play-by-play. I will spine up local coverage with features. Tape and resume. Call MIKE (313) 541-6685. Ext. 43.

Changes

Radio

Bill McMichael joins WMFX/Fredrick, MD for evenings.
Dave DiNardo joins WFM/Fredrick, MD for mid-days.
Jim Lawrence, formerly AM drive & Sat. PD at WKY/Duluth, is named host of "Private Line" on WLS.
Paulette Quick joins the news staff at KCRG Radio Cedar Rapids, IA.
Bill Willis will be handling the midday news anchor shift at KCRG Radio Cedar Rapids, IA.

Changes

Lauren Manduku - named National Director of College Promotion for R&R. Ext. 43.
Ron Felms - appointed Club Promotion Coordinator at R&R. Ext. 43.

Industry

John Wondering - has been appointed VP of Signature Music Publishing, Inc.
Paul Di Franco - named Professional Manager at Redneck Group of Publishing.
W.F. "Jim" Myers - has been re-elected VP of SESAC, Inc.
Julie Judge has joined Jack Maas & Company, Inc.

Miscellaneous

WPGC needs artists from any service or company. Send catalog or call JEFF (304) 624-2711 or WPGC, Box 14616, Kansas City, MO 64103. Ext. 43.

WHAT which is a part of WCMU is seeking a news director with record contract. Send to WHAT, 1717 West Saginaw, East Lansing, MI 48823.

For Sale

200 old records, some 1930's, and up to 1940's. Lots of complete L.P.'s, mostly classical (100-150), some gospel.
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804 Valley Street, Mount Airy, MD 21771 - (301) 816-7880

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Of Radio Times 'Bi-weekly artist bio publication" featuring Country, Top 40 and Rock bio's. Plus humor, birthdays and more! Send four 18" stamps to cover postage and handling costs.
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Camas, California 91010

FREE SAMPLE ISSUE of radio's most popular humor service! For sample, write on station letterhead to: "O'Liners" 1448 R. West San Bruno Ave., Fresno, CA 93711 or phone (204) 431-1502.

O'Liners

Has openings for egomaniacs, news reporters, and CHR types. What's your format, let us put you in the "right" job.
We're more than a placement service.
Pro 'T' Call CALL (504) 392-3655
3700 Rue Delphine, New Orleans, LA 70114

Aircheck Factory

THE AIRCHECK FACTORY THANKS all the broadcasters and radio fans who made our first 5 1/2 years a time of genuine growth. From our new location we vow to serve you even better.

Current offerings include: Broadcasters' Tributes to John Lennon, KJH's Country-side and GREAT CANADIAN MORNING MEN including interviews with CKY's DON PERCY in Winnipeg and C&J's BRIAN PHILLIPS in Halifax. AROUND THE DIAL "50 proves there is life after Lifestyle; ATD #5 offers Detroit's WLLZ, Gary Owens on KMPC and more: ATD #2 in Steve Dahl in Chicago. Crazy Dave saying Goodbye, nostalgia from WMCMD/New York in 1963 and much more! Each available on one-hour cassette: $4.50 + $1.00 shipping. Write for a complimentary copy of our AIRCHECK FACTORY monthly.

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Aircheck Factory
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The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?
Its a sure way to generate qualified sales leads. Just call PAM at (213) 553-4330 for more information.
RAY PARKER JR. & RAYDIO “A Woman Needs Love (Just Like You Do)” (Arista) /88/8
Add: 48, KQD, KQV, KQX, WACD, WFLB, WLS, WMBD, WMCF, WNTM, WQD, WRG, WRN, WSK, WZQS, WZV

JOURNEY “The Party’s Over (Happily Ever After)” (Columbia) /89/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

CHAMPAGNE “How B’Out You” (Columbia) /89/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

DOTTIE WEST “What Are We Doing In Love” (Liberty) /89/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

35 SPECIAL “On Loosely” (Amc 92/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

WHISPER’S “It’s A Love Thing” (Solar/RC/A) /89/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

CHRISTOPHER CROSS “Say You’ll Be Mine” (WB) /89/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

TASTE OF HONEY “Sukiyaki” (Columbia) /80/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

BARRY MANILOW “Lonely Together” (Arista) /80/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

JEFFERSON STARSHIP “Find Your Way Back” (RCA/Grunt) /80/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

RICK SPRINGER “Rosie’s Girl” (RCA) /82/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

EMMYLOU HARRIS “Mister Sandman” (WB) /81/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

YARBROUGH & PEOPLES “Don’t Stop The Music” (Mercury/PolyGram) /58/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

ROLING STONES “If I Was A Dancer (Dance Pt. 2)” (Rolling Stones) /53/8
Add: 14, KQD, KQV, KQX, KQW, WRG, WRN, WSK, WZQS, WZV

LOVE YOUNG Like I Never Loved Before (Elektra) 61%of our reporters on it. Move: Up 84, Same 41, Down 0, Add: 30 including 88X, CFTFR, ZZSP, WZUU, KOPA, WFLB, Q101, KQ5, KQ6, KQ7, MM, KQ8, WFLD, YEOM, YES-95, WDJX, KNYO-FM, KCPX, KYHT. See Parallels, chart at number 29.

KIM CARNES Bette Davis Eyes (EMI America) 76%of our reporters on it. Move: Up 69, Same 41, Down 0, Add: 58 including WFL, F105, PRO-FM, WPGR, CFTR, KRLY, Y100, WCKX, CKLW, WZZP, KFCR, 13K, KJL, Q103, WTRY, KEGL, WGRD. See Parallels, chart at number 29.

JOHN O’BANION Love You Like I Never Loved Before (Elektra) 61% of our reporters on it. Move: Up 84, Same 41, Down 0, Add: 30 including 88X, CFTFR, ZZSP, WZUU, KOPA, WFLB, Q101, KQ5, KQ6, KQ7, MM, KQ8, WFLD, YEOM, YES-95, WDJX, KNYO-FM, KCPX, KYHT. See Parallels, chart at number 30.

RADIO & REPORTS

NATIONAL AIRPLAY/30-

April 3, 1981

DARYL HALL & JOHN OATES/Kiss On My List (RCA)
STEVE WINWOOD/While You See A Chance (Island)
GROVER WASHINGTON JR./Just The Two Of Us (Elektra)
SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
STYX/The Best Of Times (A&M)
JUICE NEWTON/Angel Of The Morning (Capitol)
JAMES TAYLOR & J.D. SOUTHER/Her Town Too (Columbia)
SMOKEY ROBINSON/Being With You (Tamla)
POLICE/Don’t Stand So Close To Me (A&M)
BARBRA STREISAND/BARRY GIBB/What Kind Of... (Columbia)
NEIL DIAMOND/Hello Again (Capitol)
ERIC CLAPTON/I Can’t Stand It (RSO)
TERRY GIBBS/Somebody’s Knockin’ (MCA)
REO SPEEDWAGON/Keep On Loving You (Epíc)
APRIL WINE/Just Between You & Me (Capitol)
REO SPEEDWAGON/Keep On Loving You (Epíc)
STEELY DAN/Time Out Of Mind (MCA)
JOHN COUGAR/Ain’t Even Done With The... (Riva/Polagram)
JOHN LENNON/Woman (Geffen)
CLIMAX BLUES BAND/I Love You (WB)
STYX/Too Much Time On My Hands (A&M)
GINO VANNELLI/Living Inside Myself (Arista)
PHIL COLLINS/ Missed Again (Atlantic)
JOHN LENNON/Watching The Wheels (Geffen)
DAN McCOURT/Tell Me Why (Atlantic)
KIM CARNES/Bette Davis Eyes (EMI America)
JOHN O’BANION/Love You Like I Never Loved (Elektra)

MOST ADDED

SHEENA EASTON/“Morning Train...” (EMI America)
STEVE WINWOOD/“While You See A...” (Island)
HALL & OATES/“Kiss On My List” (RCA)
GROVER WASHINGTON JR./“Just The Two...” (Elektra)
SMOKEY ROBINSON/“Being With You” (Tamla)

HOTTEST

LOVERBOY/“Turn Me Loose” (Columbia) 47/0
Add: 14, KQD, KQV, KQX, KQW, KOPA, WRKZ-FM, WKEO, KUEG, KEL, KEV, WLWT, WMAQ, WNOX, WIX, WMBD, WMCF, WNTM, WQD, WRG, WRN, WSK, WZQS, WZV

JOHN LENNON/“Watching The Wheels” (Geffen)
KIM CARNES/“Bette Davis Eyes” (EMI America)
PHIL COLLINS/“I Missed Again” (Atlantic)
DOTTIE WEST/“What Are We Doing In...” (Liberty)
JEFFERSON STARSHIP/“Find Your...” (RCA/Grunt)

Most Added songs are listed on all reports. Only those listed in a new chart or active can be found in the chart. Please note one of the most noted new songs.

Others Getting Significant Action

ROVERBOY “Turn Me Loose” (Columbia) 47/0
Add: 14, KQD, KQV, KQX, KQW, KOPA, WRKZ-FM, WKEO, KUEG, KEL, KEV, WLWT, WMAQ, WNOX, WIX, WMBD, WMCF, WNTM, WQD, WRG, WRN, WSK, WZQS, WZV

CHARLES MURRAY “Blessed Are The Believers” (Capitol) 46/8
Add: 14, KQD, KQV, KQX, KQW, KOPA, WRKZ-FM, WKEO, KUEG, KEL, KEV, WLWT, WMAQ, WNOX, WIX, WMBD, WMCF, WNTM, WQD, WRG, WRN, WSK, WZQS, WZV

ANA MURRAY “Blessed Are The Believers” (Capitol) 46/8
Add: 14, KQD, KQV, KQX, KQW, KOPA, WRKZ-FM, WKEO, KUEG, KEL, KEV, WLWT, WMAQ, WNOX, WIX, WMBD, WMCF, WNTM, WQD, WRG, WRN, WSK, WZQS, WZV

ROVERS “Wasn’t That A Party” (Epic/Cleveland International) 46/8
Add: 14, KQD, KQV, KQX, KQW, KOPA, WRKZ-FM, WKEO, KUEG, KEL, KEV, WLWT, WMAQ, WNOX, WIX, WMBD, WMCF, WNTM, WQD, WRG, WRN, WSK, WZQS, WZV

KIM CARNES/Bette Davis Eyes (EMI America)

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