INSIDE R&R:

AP Studies Radio Listeners' Habits: New survey unveiled at NAB shows FM favored, short newscasts best-liked, and weather the main concern when it comes to weather content.

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FCC's Roy Stewart Outlines Renewal Changes: The Chief of the Renewal & Transfer Division tells broadcasters how deregulation and forms changes will affect them.

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WILL MARKET

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Hilliard, Newmark & Wexler Form Rep Firm

A new national sales rep company to be run by former WMC/Memphis General Sales Manager Phil Newmark, former H/R/Stone Adams manager Chuck Hilliar and McGavren-Guild executive Ira Wexler, who debuts next month, is tentatively being called Hilliar, Newmark & Wexler. It will be the second service offered by McGavren-Guild, and M-G President Ralph Guild will oversee the firm. Sources say, however, the operation will be completely separate from McGavren-Guild and will have separate New York and regional offices to be located in Philadelphia, Detroit, Chicago, Los Angeles, San Francisco, and Dallas. In addition to WNBC and WNY/Farmington, which have signed on for September 1, WKW/Cleveland will join in late fall.

REGISTRATION UP, OPTIMISM PREVAILS

Satellites Hot Topic At NAB

NAB HIGHLIGHTS -- At left, NAB VP keynoter Paul Harvey (left) captured in discussions with NAB Chairman Ed Fritts. At right, the highly-attended satellite sessions, pictured (l-r) are Kent Burkhardt, Craig Reddick, Nick Taylor, and Dwight Case; moderator Rick Sklar is partially obscured at the rear.

The implications of satellite technology on the future of radio were prime subjects of discussion at the fourth National Association of Broadcasters Radio Programming Conference this week. The session was both at the satellite workshop and in conversations throughout the conference. A report on state of these sessions overall: up from last year's conference, qualifed the event as a big success in the NAB's eyes.

NAB Radio Board Chairman Bob Davis Appointed R&R Creative Services Director

Mike Atkinson has been appointed Creative Services Director for the Radio & Records companies. In his new position, he will be actively involved in the companies' projects covering motion pictures, TV programming and commercials, cable programming, promotion videos, and the R&R newspaper itself.

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Atkinson, who has served as a local engineer for years, particularly enjoys the political leanings in touching on the economy and tax relief, among other issues. Discussing deregulation, he said radio "must substitute self-discipline for the lack of govern-

Graves Becomes WIND VP/GM

David Graves

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Group W VP/AM stations Warren Maurer commented, "Dave is highly enthusiastic about his new assignment, and we all share that enthusiasm. He will be working with one of the finest radio staffs in the industry. (Radio Group President) Dick Harris and I have every confidence in Dave's ability and desire to handle the chal-

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THE BACK PAGE BREAKERS

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

CHRISTOPHER CROSS
Arthur's Theme
(For Those Who Remember) 85/6
WBBN-FM, KFM, Z100, WBLS, KBLQ, KQVZ, KOPA, WBLI, FM100, KBQX. See also, charts at number 28.

KIM CARNES
Draw Of The Cards (EMI America)
55% of our reporters on it. Move: Up 22, Debuts 27, Same 34, Down 0, Adds 25 including WGBK, WBEN-FM, WFLI, WGCX, Q101-FM, WBBQ, WZOK, KENV, KQIZ-FM, KFVR. See also, charts at number 30.

REO SPEEDWAGON
In Your Letter (Epip)
55% of our reporters on it. Moves: Up 20, Debuts 30, Same 0, Down 0, Adds 20 including WBEN-FM, WFLI, CFRM, CHUM, CKGM, WGL, KRLS, KFRC, WKHz-FM, W100, B87, WISX, ZKXX. See also, charts at number 30.

ROLLING STONES
Start Me Up (Rolling Stones)
52% of our reporters on it. Moves: Up 0, Debuts 0, Same 110, Adds 110, W6X, WCCU, WJBT, WQG, WKBQ, KFFM, WTLQ, KT100, WTPG, KREB, 239, 94Q, WLS-FM, KBEQ, 0102, KEARTH, KFRC, KJHR, KIMN. See also, charts at number 28.

NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record up on their charts, the number of new chart debuts, how many stations held it the same Ion to on, to on, to on,

ALABAMA
"Feels So Right" (RCA) 111/20
Moves: Up 56, Debuts 11, Same 18, Down 6, Adds 20 including WBKB, CKGM, KQZ, WPK, WBBQ, WBBF, KJJQ, W100, KEARTH, KFRC, KBQX.

SILVER CONDOR
"You Could Take My Heart Away" (Columbia) 94/111
Moves: Up 38, Debuts 13, Same 32, Down 0, Adds 11, WZUM, KQIS-FM, 13K, FM100, WJZ, WOCX, KELP, KQXZ, KFXD, KFXD.

LITTLE RIVER BAND
"The Night Owls" (Capitol) 91/90
Moves: Up 29, Debuts 13, Same 36, Down 1, Adds 13, KQ102, KRLA, KEPT, KZLP, B104, WABF, 1103, KERN, KFCF, KQIS-FM, W6X, WSL, KBQX.

ELTON JOHN
"Chloe" (Geffen) 99/14
Moves: Up 43, Debuts 14, Same 27, Down 1, Adds 14, WZUZ, KYYX, WFBR, 14Q, KINT, WFMR, WBBQ, X104, KSTT, WISM, KYNO-FM, KBQX, WHNY, FM101, WBBF, WMMN, W34.

AL DANNY / "(What's) This Feeling" (Capitol) 98/8
Moves: Up 56, Debuts 11, Same 18, Down 6, Adds 20 including WBKB, CKGM, KQZ, WPK, WBBQ, WBBF, KJJQ, W100, KEARTH, KFRC, KBQX.

SANTANA
"The Sensual Kind" (Columbia) 44/5
Moves: Up 11, Debuts 4, Same 24, Down 0, Adds 5, KQIOZ, KEZK, KELP, 1100, WKBQ, WBBQ, WOKS, WTSN, WFBG, K015, WACO-A, 94Q, KBQX, KQIS-FM, W6X, WSL, KBQX, W34.

MARTY BALIN / "Hearts" (EMI America)
Moves: Up 10, Debuts 23, Same 23, Down 0, Adds 17 including WBBQ, WBBF, WBBQ, KJJQ, W100, KEARTH, KFRC, KBQX.

S. NICKS w/ PETTY / "Stop Draggin'" (Modern/Atco)
Moves: Up 10, Debuts 23, Same 23, Down 0, Adds 17 including WBBQ, WBBF, WBBQ, KJJQ, W100, KEARTH, KFRC, KBQX.

JOURNEY / "When You're Crying Now" (Columbia)
Moves: Up 10, Debuts 23, Same 23, Down 0, Adds 17 including WBBQ, WBBF, WBBQ, KJJQ, W100, KEARTH, KFRC, KBQX.

REO SPEEDWAGON / "In Your Letter" (Epip)
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SQUEEZE / "Tempted" (A&M) 82/11
Moves: Up 18, Debuts 10, Same 22, Down 0, Adds 11, KC101, WTX1, KXX106, G100, WBBQ, WOKS, WTSN, WFBG, K015, WACO-A, 94Q, KBQX, KQIS-FM, W6X, WSL, KBQX, W34.

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NAB Radio Board Chairman Carr Named Mutual

Dick Carr has been appointed Vice President/Programming for the Mutual Broadcasting System. Carr, a longtime radio manager and programmer who was most recently Sr. VP/Advertising & Promotion for Atlanta department store chain Davison’s, will be based at Mutual’s Washington, DC headquarters and report to Sr. VP/ Stations & Operations Nick Vertarsky.

Mutual President Marty Rubenstein commented, “We have been searching for a top-ranked professional to guide Mutual’s programming development. Dick Carr and Jefferson Pilot Sr. VP Callie Tarleton delivered the opening remarks, seeking radio support for a national war memorial for Vietnam veterans, citing initial efforts by WPFW & WVXK/Washington, DC, which raised $256,000 for the project. Tarleton also announced the site of the next RPC, New Orleans.

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**CHLOE’S HOME, RADIO!**

THANKS!

**"Chloe" ELTON JOHN**

Produced by Elton John & Clive Franks for Frank-N-Stein Productions

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**GET THE GIGANTIC AL JARREAU AUDIENCE "TOGETHER" WITH YOURS**

**THESE STATIONS ALREADY HAVE:**

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**"WE’RE IN THIS LOVE TOGETHER" AL JARREAU**

Produced by Jay Graydon  Direction: Patrick Holmes & Associates
Mason Exits WBBF For PD Slot At WGR

Dave Mason, Program Director at WBBF/Rochester since October 1979, will leave the station to become the new Program Director of WGR/Buffalo on August 26. Mason told R&R, "It's tough to leave a place that's been so good to me. We've done some incredible things with this station, but it's in capable hands. LIN Broadcasting is a terrific company to work for and (WBBF GM) Rand Gottlieb has taught me some incredible things not only about management, but also about how to use my own mind in a positive way.

"I have no doubt that WGR can match and surpass the success it's had in the past. Still, it's not the program director's job. If it were, I think it's the people in the station and WGR that have some great potential. To say the least, it's the opportunity of a lifetime. Regarding the move from CHR to A/C, I think it's the format of the future. And I believe the evolution of the medium is pretty clear."

No immediate replacement was named for Mason at WBBF.

ASKS FOR $7.5 MILLION

KZW GM, PD Exit Over Diary Issue

KZW/Dallas General Manager Jeff Poll and PD Tom Owens have resigned their positions at the AOR station following a report of alleged diary distortion. R&R has learned that a former KZW employee told Arbitron that Owens had obtained three April-May 1980 diaries and filled them out. R&R confirmed that it had received the information and contacted KZW owner Belo Broadcasting, which according to an Arbitron source conducted an investigation into the matter. An Arbitron spokesperson told R&R, "We were very pleased by the way KZW handled the situation. We are confident that it affected the April/May 1980 book only and not the current book.

Belo President Ward Huey declined to comment on the matter. Poll, who had been GM at the station for almost three years and was recently named a Belo VP, said "There were some internal problems at the radio station a year and a half ago which just recently came to light. Belo asked for my resignation. While I totally disagree with it, I had no choice but to tender my resignation."

Owens, PD for over two years at KZW, told R&R, "As a result of internal problems, and with the fall sweep imminent, Jeff and I felt it was in the best interests of Belo Broadcasting to tender immediate resignations, so KZW could best prepare for the impending survey, and so we can be free to pursue other available options."

Pickering Promoted To GM at WJIB

Charles Pickering has been named General Manager of WJIB/Boston. Pickering had been Sales Manager at the Beautiful Music station since 1967, and had served as acting GM in recent weeks. At the same time, Local Sales Manager Jennifer McCaa was promoted to General Sales Manager, replacing Pickering.

Pickering commented to R&R, "It's a great feeling. I never imagined I'd come here to know what the job entails. It's a neat, compact, fun kind of station to run."

In related R&R news, the station will now have one PD in addition to two GMs.

"It's a great feeling," Pickering added. "We're looking forward to the future."
Washington Report

D.C. Current

Making Remotes Easier • New FCC proposal would allow remote broadcasts using leasing equipment for up to 30 days each year without having to get a license or buy transmitting equipment, as now required. Stations in any area would be able to cooperate to make sure they all used different auxiliary frequencies to avoid conflicts. In general, the proposed rule would not apply to stations within 75 miles of the Canadian border.

Blumenthal Takes Over Policy & Rules • New Acting Chief of the FCC Policy & Rules Division of the Broadcast Bureau is Marty Blumenthal, previously Chief of the division's Legal Branch. No word on a timetable for naming a permanent replacement for Jeff Baumann, who was promoted to Deputy Bureau Chief.

Packwood Going To NRBA • Senate Commerce Committee Chairman Bob Packwood (R-OR) is expected to offer insights into his latest plans to codify radio deregulation later this year when he addresses a luncheon at the NRBA meeting in Miami September 14. He tried, without success, to squeeze deregulation into the budget, although he did push through longer licenses. Meanwhile, the National Citizens' Committee for Broadcasting (NCCB) has labeled Packwood a broadcast "patry" and sent a field organizer to Oregon "to recruit public support for the public interest in communications." Sen Howard Cannon (D-NY) has urged Packwood to reintroduce the deregulation bill as soon as possible, including a streamlined comparative renewal process.

AM May Get Piece Of Utility Action • A California-based electronics firm wants AM to be included in a proposal for use of FM subcarriers by utilities to manage electricity loads by turning off appliances during periods of peak demand. The company says it has successfully tested utility load management in tests on the air in Los Angeles. AM's advantages over FM for utility use include wider coverage area, cheaper receivers, the lack of any reduction in the station's main signal, and an absence of conflicts with reading services for the blind, the firm claims.

WTUP Told To Sell, Or Else • Lee Broadcasting's WTUP/Tupelo, MS has been given until August 31 to undergo a distress sale to a minority buyer, or face a hearing on charges it engaged in a questionable tradeout, failed to announce that candidates had paid to be included in a political program, and neglected to log the candidates' names and political affiliations.

Heat Kept On For Daytime stations • The broadcast division, the broadcast division of daytime broadcasters, Paul Findley (R-IL) is awaiting a reply to written charges that the FCC is reviewing 9 kHz spacing leaves the Commission without a plan for aiding daytime stations. According to Bob Whitehead, Findley plans to press the issue with the House Telecommunications Sub-committee and may revolve an earlier drive for a more complete breakdown of the clear channels. The aide also criticized as inadequate a proposal being discussed by the NAB and the Canadian Association of Broadcasters to let U.S. daytime stations stay on the air until 6 pm during the winter.

EEO Progress Wins Renewals • Seven stations which had been punished with short-term renewals because of poor minority hiring records have been turned around by enough to win renewal through the remainder of their regular license terms: WBIZ/Winter Park, FL; KHVH/Honolulu, HI; WFTM/Palm Beach; WIBV/Belleville, IL; WJQS/Jackson, MS; and KAAM-AM & FM/Honolulu.

EX STAR STATION STILL OPERATING

KOIL/Omaha Says Obituary Preamble

"It's business as usual," KOIL/Omaha VP/GM Larry Campbell told R&R Monday morning, after reports to the FCC that Beneficial Broadcasting planned to shut down the Adult Contemporary AM by last weekend.

Beneficial was named interim operator of KOIL & KEKF-FM five years ago when Don Burden, the last owner, died and the license passed to all his stations. KEKF went dark in January when a windstorm damaged its transmitting facilities. In May an FCC law judge ruled KEKF's facilities too close to Nebraska Broadcasting and KEKF's to Webster-Baker Broadcasting (R&R 5-28) but an unsuccessful appeal has appeased the grants to the FCC Review Board, a process that could take six months.

Two weeks ago, Nebraska-Iowa told the FCC that Beneficial planned to destroy the station on August 31, and is expected to become interim operator of both stations. "They kind of keep the gun on us," Campbell told R&R. "If they didn't happen and it won't happen. Hopefully, we'll be on the air until the FCC says KOIL isn't going to get the two licenses."

Webster-Baker and Nebraska-Iowa, meanwhile, are asking for an expedited Review Board decision, to decide the fate of their license awards "at the earliest possible moment."

U.S. Gets 'Diplomatic Slap On Wrist' • Reports of unlicensed transmitters will be investigated "no matter what the source," FCC Acting Field Operations Bureau Chief Dick Smith told R&R. "I can assure you we did not react to this problem any differently just because Cuba complained."

Meanwhile, acting at Cuba's urging, the International Telecommunications Union (ITU) has protested the shortwave operations to the State Department, in what Smith describes as the first "diplomatic slap on the wrist" the FCC has ever received in radio matters.

Also, the FCC crackdown ground to a halt recently when the U.S. Attorney in Miami dropped charges against the first shortwave pirate nabbed by the FCC. Until the Justice Department says it's willing to prosecute cases, Smith says he's unwilling to commit the resources needed for further investigation.

FAB SEES 'BARGAINING CHIPS' ON CUBAN INTERFERENCE

Florida Broadcasters Irked By FCC Crackdown On Anti-Castro Shortwave Pirates

While illegal AM signals from Cuba are drowning out Florida radio stations, the Florida Association of Broadcasters (FAB) is furious with the FCC for trying to shut down illegal Miami shortwave operations pumping anti-Castro propaganda into Cuba.

"It's unbelievable that the FCC would take any action to protect the airwaves over Cuba when the Cubans are invading our airwaves and aren't even willing to discuss protecting U.S. domestic stations," fumed FAB Counsel Matt Liebowitz. The U.S., he says, should use the pirate stations as "bargaining chips" in a bid to bring Cuba to the negotiating table on AM interference.

"It's a slap on the wrist," according to FAB President Matt Liebowitz.

U.S. Gets "Diplomatic Slap On Wrist" • Reports of unlicensed transmitters will be investigated "no matter what the source," FCC Acting Field Operations Bureau Chief Dick Smith told R&R. "I can assure you we did not react to this
MEAT LOAF
The Single
"I'm Gonna Love Her For Both Of Us"

From The New Album "DEAD RINGER"
Shipping Next Week!

Produced by Meat Loaf and Stephen Griffl.
Management: David A. Seniorberg & Al Delfantoli for Armaodo Enterprise, Inc.
ment regulation." At the Tuesday night dinner concert, Willie Nelson was forced to cancel owing to a collapsed lung, and Mel Tillis substituted. FCC Chairman Mark Fowler closed the sessions with a Wednesday address.

The Bell System's new "Dial-R" telephone voting system, in which specific 900 numbers were allocated for each possible answer to a question, was demonstrated at the conference, with attendees registering their votes on several issues. Early results included a 68% to 32% tally in favor of Quarterly Measurement, and 65% indicating they have a satellite receiver dish or intend to get one.

Satellite Delight

The best-attended of many panels and workshops was "The New Wonderful World Of 24-Hour Satellite Programming," with 300-plus participants packed in to discuss the new technology and its applications to radio. ABC Radio VP Rick Sklar moderated the panel, with Sunbelt/Transtar's Dwight Case, Continental's Craig Hodgson, SMN's Kent Burkhart, and Bonneville's Marlin Taylor fielding questions.

Susan and Jim Hooker's "People Management Forum," a car-

rover from last year, was also well-attended, as was an all-star AOR panel featuring Doubleday's Bobby Hatrick, B-A-M-D's Lee Abrams, and WMRR/Philadelphia's Charlie Kendall in open-ended exchanges over music and philosophy.

Another highly popular workshop covered microprocessors and their usefulness in multiple aspects of a radio station's operation. Communications lawyer Jason Shrinsky moderated a panel on the "model" relationship between radio and records, discussing among other things whether radio should opt out of the record promotion process altogether.

Other sessions dealt with radio news (at which an extensive AP Radio listener-habits survey was previewed; see separate story Page 10); daytimers; the Urban

RURAL PROGRAMMING DISCUSSION - The "Programming To Rural America" workshop featured (l-r) WGN/Chicago's Orion Sammonkan, KFED/ St. Joseph, MO's Gane Millard, and KRVN/Lexington, NE's Richard Hawkins.

RESEARCH FAIR - Participating in a research fair along with a number of top radio researchers in various areas of the field was R&R Ratings & Research Editor John Hiber (left), shown in mid discussion with several broadcasters.

MANAGING PEOPLE - Susan Hooker (pictured) and Jim Hooker of Media Sales Training repeated their popular forum on managing people.

SETS WEST COAST OFFICES

Davis Appointed President Of Riva Label

Bob Davis has been named President and a member of the Board of Directors at Riva Records. Formerly VP/Business Affairs and VP/Artist Acquisition & Development with MCA Records, Davis, a practicing attorney, will maintain an affiliation with the Los Angeles-based law firm of Sklar, Ceben & Stashower in addition to his duties at Riva.

Along with the announcement of Davis's appointment, Riva Chairman of the Board William Gaff said that Riva would open West Coast offices to be located at 9200 Sunset Blvd., Suite 110, Los Angeles, CA 90069, (213) 724-7100. These offices will also house the

Pope

Continued from Page 3

$80,000 for its work—$50,000 of which was to go to the Black Radio Network for its efforts—this payment was blocked at Infinity's insistence. Along with this money, the Black Radio Network is seeking to recover tapes of the Pope's visit, which it claims are still held by Infinity. MCA declined to comment on the matter.

Century

Continued from Page 3

supplier within the coming years." Meyers is a longtime TV producer/programmer, having worked at CBS and NBC, producing the Oscar ceremonies and working with shows starring Red Skelton, Jack Benny, Bob Hope, and Judy Garland. Sher helped to organize Filmcraft Productions, which filmed Groucho Marx's "You Bet Your Life," He was involved in the development of "Route 66," "Naked City," "Rin Tin Tin," and "Circus Boy," and also served as a radio producer/director for NBC.

Century owns six radio stations: WAIT & WLOO/Chicago, WAXY/Detroit, KWEST/Los Angeles, KSHE/St. Louis, and KMLE/San Francisco.
The legendary Allman Brothers Band rock all the way to the top with Brothers Of The Road. One of the most significant, pioneering bands in the history of rock, playing with more energy than ever before. The new album that's being called their best in years. Features the hit single "Straight From The Heart," "Two Rights," "Leavin'," "The Judgment."

Brothers Of The Road.
A New Peak For A Great American Band.
Survey Finds TV Spots Offend 40% Of Viewers

One out of five Americans thinks TV programs are in poor taste, according to a recent survey by New York City-based ad agency Warwick, Walsh & Miller. However, these findings, reported in the Wall Street Journal, note that twice as many (40% of the 3440 people surveyed) think TV commercials are in poor taste, with spots pitching designer jeans, sanitary napkins, laxatives, douches, breath fresheners, pantyhose, and antacids cited as the most objectionable.

Even though this survey dealt with TV spots, the results are applicable to radio as well. Irritating ads, whether from national or local accounts (drugstore and pimple cream spots sprouting immediately to mind) may also affect your listeners negatively, causing them to tune out. Stations with an abundance of obvious spots may find their image irreparably damaged. And, as we shall see, people don’t have to actively complain to be offended.

In comparison, only 25 percent of those responding to the mail survey said they thought TV commercials were in good taste and only 33 percent believed TV programming to be in good taste.

Newspaper and Television

Few Complain To Station

While 65 percent of those queried claimed to avoid products with objectionable advertising, 80 percent of these people said they had never complained directly to an advertiser or a station.

Interestingly, those Americans with the most negative opinions on TV commercials were those important consumer segments: college graduates, residents of the West Coast and Northeast, those with household incomes over $225,000 annually, and those 35-49 years old. Although most respondents couldn’t.

Sharp’s Go-Anywhere VCR

remember which specific commercials were the most objectionable, leading TV marketer Warwick, Walsh & Miller to state that “annoying commercials don’t automatically produce brand recall,” those spots most frequently cited were for Calvin Klein and Jordache jeans, Stayfree, Kotex, Summer’s Eve, and Messagegift products. Playtex bras and girdles, Pepto-Bismol and Rolaids antacid, and Undaria and panty hose.

Of course, there’s a significant amount of difference in what people say and what they do, as evidenced by the $100 million worth (27 million pairs) of Undersol sold to date. Not to mention that the three TV programs rated most objectionable by those responding to the Warwick, Walsh & Miller survey (“Dallas,” “All My Children,” and “Guiding Light”) are among the most popular shows on the tube.

Furthermore, while some commercials are disliked because of the products they advertise (douches, for example) and others, such as jeans, are labeled objectionable because they are considered too suggestive, other commercials (notably the “Mr. Whipple” spots for Charmin toilet tissue and the “Ring Around the Collar” ads for Wisk detergent) are criticized simply for being an insult to one’s intelligence.

May Cause Image Erosion

On the other hand, the longevity of these two campaigns—Charmin’s began in 1964, Wisk’s in 1969—point out their effectiveness. Despite such sales successes, a number of advertising experts believe that offensive ads undercut the credibility of advertising in general and eventually erode brand images.

As we stand on the eve of a forthcoming revolution in home media (cable TV, videodisc, etc.), it will be interesting to see how advertising is forced to deal with a more selective audience, especially when considering the fragmented nature of this audience as noted by the objections expressed by the important consumer groups mentioned above.

Blair’s 2nd Qtr.

Net, Revenues Rise

John Blair & Co. reported that 1981 second-quarter profits for the broadcaster-rep firm increased 10 percent to $3.7 million, up from $3.3 million in the year previous quarter.

Blair’s second-quarter dividends climbed 18 percent to $64.9 million, up from $54.8 million in the equivalent period of 1980.

Despite the increased profitability in the second quarter, Blair’s first-half net declined 4 percent to $5.1 million, down from $5.3 million in the first half of 1980. Meanwhile, first-half revenues for the firm jumped 15 percent to $122.8 million, up from $107.1 million in the same period last year.

Blair attributed the first-half decline in profits to development costs associated with its new broadcasting-related operations, noting that the company’s owned-stations and graphics divisions were the major contributors to the second-quarter earnings increase.

Driving Costs Soaring In Major Markets

Depending upon where you live, the off-quoted national average cost of operating a car (approximately 40 cents per mile for a 1980 compact) is misleadingly low.

According to a recent survey by the Hertz Corp., costs in Los Angeles are 35 percent higher than the national average — 54 cents per mile. Other expensive cities are (in order): New York (51 cents per mile), San Francisco (49 cents), Miami (44 cents) and Chicago (43 cents).

Motown Expanding Into Film, Stage, TV Projects

Rick James & Teena Marie To Star

Motown Productions will be expanding into a variety of music-related film and TV projects. Bankrolled to the tune of $10 million by its parent firm Motown Industries, the division’s plans include a film written by and starring Gordy recording artist Rick James, entitled “Spice Of Life,” and a second film scripted by James, to be called “Alice In Ghetto Land.” This latter film will topl ine Gordy recording artist Teena Marie.

Also in the works are a stage musical, “Hitsville U.S.A.,” which will incorporate 14 vintage Motown hits and four newly-written songs, and a TV special centering around Motown’s upcoming 25th anniversary.

Russell Stoneham, a 28-year veteran of the television industry, has been named Executive VP in charge of TV development for the firm with Suzanne Coston, a nine-year Motown veteran, serving as VP/Music, Carol Caruso, who has been with Motown since 1975, has taken the VP/Acquisitions & Development post, while former V.P. recording artist Chris Clark will assume the VP/Internal Creative Development position. All will report to Motown Productions President Suzanne de Passo.

LIN 2nd Qtr. Net, Revenues Rise

LIN Broadcasting Corp. announced that second-quarter net for the firm increased 4.4 percent to $4.7 million, up from $4.5 million during the analogous period of 1980. Sales for the firm rose six percent during the second quarter of 1981 to $18.3 million, up from $17.3 million in the second quarter of 1980.

First-half net for the company climbed 10 percent to $7.6 million, up from $6.9 million in the first half of 1980, while first-half revenues inched up 5.7 percent to $31.9 million from $30.2 million in the equivalent period last year.

Westwood One Salutes

One of over 1,500 Great Radio Stations carrying Westwood One programs.

Programs include: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley’s, The Concert of the Month, The Rock Years: Portrait of An Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trax, Special Edition, Shootin’ The Breeze, Tellin’ It Like It Was.

Westwood One

9540 Washington Blvd., Culver City, CA 90230 - (213) 204-5000

Americas’ Number One Producer of Nationally Sponsored Radio Programs
**SUNDAY, SEPTEMBER 13**
- GALA OPENING RECEPTION
- EXPOSITION OPENING
- SEMINAR PROGRAMS
- Programming Workshops for Every Format

**MONDAY, SEPTEMBER 14**
- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
- ALL-DAY EXPOSITION HOURS
- SPOUSE ACTIVITIES
- KEYNOTE ADDRESS
  - Speaker: CECIL HEFFEL
    - U.S. House of Representatives Owner, Heffel Broadcasting
- SEMINAR PROGRAMS
  - Sales Motivation
  - Financing Your First Acquisition
  - Promotion Powerhouse
  - Programming Critiques
  - Engineering: Audio Processing
  - FCC Engineering
  - Small Market Sales
  - Personnel Solutions

**TUESDAY, SEPTEMBER 15**
- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
- ALL-DAY EXPOSITION HOURS
- SPOUSE ACTIVITIES
- SEMINAR PROGRAMS
  - Sales Theater, Video Role Playing
  - Meet the New FCC
  - Use My Medium for Promotion
  - Lifestyle's Effect on Programming
  - Engineering: Digital Audio
  - Large Market Salesperson Solutions
  - Golden Radio Award Ceremony
  - Honoring: GORDON McLENDON

**WEDNESDAY, SEPTEMBER 16**
- IDEA EXCHANGE BREAKFAST
- SEMINAR PROGRAMS
  - Future Engineering Trends
  - Mini-Management Course
  - Update on Cuban Interference and 9kHz
- POST-CONVENTION VACATION AT THE FONTAINEBLEAU HILTON OR IN THE BAHAMAS

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## CONVENTION REGISTRATION INFORMATION

**September 13-16, 1981 • Fontainebleau Hilton • Miami Beach**

**CONVENTION REGISTRATION INFORMATION**

| NAME: | 
| TITLE: | 
| STATION/FIRM: | 
| ADDRESS: | 
| CITY: | STATE: | ZIP: | 
| WORK PHONE: ( ) | 
| FEES: | 
| Before August 2 | After August 2 | 
| NRBA Members: | $190 | $195 | 
| Non-Members: | $230 | $250 | 
| Spouses: | $50 | $50 | 

**POST-CONVENTION VACATION**

- Please send me information on the Fontainebleau's post-Convention vacation package.
- Return this form along with your check or money order, payable to NRBA for the full amount of your registration fee, to:
  - NATIONAL RADIO BROADCASTERS ASSOCIATION
  - 1705 DeSales Street, N.W., Suite 500, Washington, D.C. 20036
  - (202) 466-2030 or (202) 466-5540

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## HOTEL RESERVATIONS

Please circle the accommodations you prefer. If the rate you request is not available, the nearest available rate will be assigned. The hotel will send confirmations directly to you.

While every effort will be made to reserve accommodations at the Fontainebleu, NRBA reserves the right to arrange alternate accommodations at one of the following hotels once the Fontainebleu is filled: the Doral, the Eden Roc, or the Konover. Hotel confirmations should be inspected closely upon receipt for the name of the hotel booked.

**RATES:**
- Single: $65
- Double: $80
- Deluxe: $65

**Accommodations:**
- Please note that single and double rates are identical. However, you must add $15 per night for a third or fourth occupant.
- Reservations will be held until 6:00 PM on the scheduled date of arrival. To guarantee your reservation:
  1. Submit one night's deposit directly to the hotel when you receive your reservation confirmation.
  2. Change your reservation on your American Express, Carte Blanche, or Diners Club account by calling your hotel when you receive your reservation confirmation.

To change or cancel your hotel reservation, contact your hotel's reservation department. NRBA can process your original reservation only.
Networks/Program Suppliers

New AP Study Reveals Radio Listening Habits

A new study of how Americans listen to radio, conducted by San Luis Obispo, CA-based Research Group for the Associated Press, reveals among other findings, that four out of every ten radio listeners tune to a particular station for news, and that music concerts aren't very important to the average listener.

Several other findings were released this week in Chicago at the NAB Programming Conference by AP Deputy Director/Broadcast Services Jim Hood and APR Washington Bureau Head Ed DeFontaine. Those surveyed include:

- FM the best (61%)
- Short newscasts, with 60 seconds being the favorite
- Information delivered by an announcer just as well as a formal newscast.

According to AP, listeners care least about giveaways, games, and quizzes. Clearly on the minds of morning radio listeners are: (in order of importance) weather reports and forecasts, favorite music, local news, traffic and road conditions, and national and world news.

Music was more important in the afternoon, when over seventy percent of the 1000 respondents replied they tune to a station because they play the "best songs for their taste or that the station understands the kind of music they like." Weather and local news rank third and fourth for most desired in afternoon drive.

Asked to rate "better living information," close to half the respondents listed "energy and tips on how to save it" as their topic issue. This was followed by tips on how to invest money, best buys on food, historical events that took place on the same day, and tips on how to stay healthy and fit.

Pictured while participating in the "What Do You Really Know About Radio News" panel, in which results of the study were discussed by AP's Ed DeFontaine, are (left) WGN/Chicago's Wayne Vriesman, WDSO/New Orleans's Ted Landfair, DeFontaine, and KNX/Los Angeles's Gregg Peterson.

ABC Information And NBC Move Into Top Spots

Among listening adults (12+), the ABC Information Radio Network has become number one, based on average audience ratings, according to a report issued last week by RADAR. Moving into second place was the BPI Contemporary, which also lost out to the Source as the dominant 18-34 net.

The NBC Radio Network showed up number one in total cume (adults 12-plus) while RKO demonstrated the greatest growth overall of any net (close to 30%).

The net's Marshall Tucker concert, broadcast the weekend of June 28-29 over approximately 245 radio stations, reached a cumulative audience of 4.8 million adults, according to a telephone survey conducted by Trends. Similarly, the Source's Rainbow concert, broadcast the weekend of July 10-12 over nearly 245 stations, reached a cumulative audience of 3.5 million persons, based upon an Omnitat-R.H. Bruskin telephone survey.

A third Source concert, featuring Utopia, broadcast over 43 radio stations, garnered a cumulative audience of 5.6 million adults, again according to the Omnitat-R.H. Bruskin organization. This Utopia concert generated a 6.7 cume rating among its primary target (adults 18-34), the highest of any Source concert to date.

Seven stations have become Source affiliates, including WKL/Ft. Lauderdale, IA, WGFT/Youngstown, OH, WGBR-FM/Philadelphia, Valley, GA, WXXW/Atlanta, MS, WIL-MF/Parkersburg, WV; WETZ/Win Martinsville, WV and WMM-FM/Middlesboro, KY.

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John Platt has been appointed Director/Special projects for the New York City-based firm. A 15-year veteran of radio, Platt most recently served as PD for WWRV/New York, having previously spent over six years as PD and air personality at WRTF/Chicago. In his new post, Platt will primarily be responsible for the development of long-form programming.

The ABC Radio Networks will broadcast their second "Melody Yeh" weekend concert series on Friday (10-9), Saturday (10-10), and Sunday (10-11). The Jefferson Starship will be featured on Friday's broadcast via the ABC Contemporary Network, with the Moody Blues airing Saturday over the ABC FM Network, and the Charlie Daniels Band heard Sunday on the ABC Entertainment Network.

"TM" Special Projects

"Country Tour U.S.A.," a 24-hour radio program focusing on country music throughout America, will be available for broadcast beginning in September from the Dallas-based firm. Warner Bros. recording artists Gail Davies and T.G. Sheppard will cohost the show, which was produced by Popular Media Products of Los Angeles.

Each hour of the program will be entirely self-contained and will feature interviews with top country artists talking about life on the road, their music, and the events that inspired them.

Kevin Cox becomes VP/Marketing Services, coming from his previous post as VP/Sales for the NBC Radio Networks. A 22-year veteran of broadcasting, Cox joined NBC in 1975, having formerly been Exec. VP at RKO Radio Representatives.

WPNX and WWDE-FM/Norfolk, VA are now programming the firm's "Great American Country" and "Contempo 300" formats, respectively.

N.Y.M.R. MAY 1981

11/11

Business Wire

2
the five-year agreement to supply a new, daily three-minute, syndicated program produced by Universal City, CA-based O'Connor Creative Services. Entitled "The Time Of Your Life," Godfrey's program will include information on how to plan for, adjust to, and make the most of retirement.

Targeted towards audiences aged 40-plus, "The Time Of Your Life" will be available by better, beginning this fall.

The firm will broadcast the "Pretenders" concert live from the Santa Monica Civic on September 4. Satellite linking will be provided by Wold Communications.

Reps

Airlines Use Radio During Strike

A cursory check among top radio sales executives shows that spot radio was by far the winning medium in the early days of the air controllers' strike, as airline executives rushed to calm public fears over safety. Mostly the word from the larger airlines was that despite a few delays, everything was running on schedule.

But even smaller carriers such as People Express and Republic Airlines used radio to counter news accounts saying that short-haul trips would be most affected. In general, the airlines appeared to be combatting the possibilities of "no-shows" in their advertising.

ALL-STAR REPS MEET IN COOPERSTOWN — The 20th annual New York State Broadcasters Association Executive Conference was held in Cooperstown recently. Pictures on the radio panel, which discussed "Sailing New York State In The '80's," were (left) McGavern-Guild Radio President Ralph Guild, Blau Broadcast President John Boden, WODI/Dunkirk's R. David Ridgeway, Eastman Radio's Frank Boyle, and NYMRD Executive Director Maurie Webster. KZQ Radio President Ken Swetz was present, but missed the photo.
“Breaking Away”

Top Of New & Active

NEW & ACTIVE

BALANCE “Breaking Away” (Portrait) 11/20
Moves: Up 0, Debuts 0, Same 34, Down 0, Adds 20 Including Z83, Y100, Q106, 13X, KJR, KC101, WSGN, WSXZ, KSTT, WHOT, KKXX, WFOX, KPUR, KFYR, KYA.

Distributed by BALANCE for Contemporary Communications Corporation

“Hard To Say”

DAN FOGELBERG’S First Great Week!
One of The “MOST ADDED” Records of The Week

NEW & ACTIVE

DAN FOGELBERG’s “Hard To Say (Full Moon/Epic) 72/72
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 72 Including WFTL 940, Q106, CKLW, KXOK, KZKR, KYX, Q103, KOPA, WKRR-FM, CK101, 2104, KNBQ, WTSN, 955GF, KYA.

Produced by BALANCE for Contemporary Communications Corporation

Distributed by EPIC RECORDS

ON FULL MOON/EPIC RECORDS
“A different way to measure radio.”

Introducing The BBM Diary

Last week I gave you a first look at the new Arbitron diary that's being used beginning with this summer's survey. This week I'd like to offer an item for those of you who call or write and ask if there's an alternative to the Arbitron diary. There is, and a very useful example resides north of the border in the form of a "ballot" distributed by the Bureau of Broadcast Measurement, Canada's ratings service.

I was first exposed to the BBM when I was at CKLW as Director of Marketing and Research. I would go to Toronto for various BBM seminars and briefings, and having worked at Arbitron, I used to mentally compare the two services. Such a comparison today might be useful in terms of giving the U.S. broadcast industry — and perhaps Arbitron or some other ratings company — some food for thought about radio measurement.

Since I had not been actively dealing with BBM for several years I took a flight to Toronto recently — daredevil that I am — to interview Dave Buller of the organization and get up to speed on its procedures and diary methodology.

BBM History

According to Buller, who is Secretary of the BBM, the Canadian ratings service started in the mid-40's. BBM is a nonprofit association which has a board of directors composed of advertisers and broadcasters. The board meets periodically to set policy, such as when the surveys will be taken, what procedures will be used, etc.

The BBM surveys markets once, twice, or three times annually, depending on market size and whether or not a summer survey is done in the area. The sweeps are for six weeks, but in only three of those weeks does the public keep diaries. The BBM feels that this approach keeps hype down to a minimum, since the stations don't know until after the books are received which weeks were actually surveyed.

Difference With Arbitron

I've included on this page a reproduction of a BBM diary page, with approval. You can see at first glance that there are differences compared to the new Arbitron diary that was shown here last week. Let me spell out some of the differences for you, since some are not apparent in looking at this one page.

1. Demographics measured. The BBM measures all those in a home who are two years and over. In its ratings books there are breakdowns for children 2-6 and 7-11.

2. Qualitative and socioeconomic information is gathered. In the front of the BBM ballot are questions about the respondent's educational background, household size, occupation, whether or not the person has a job (to ferret out working women, for example), and radio usage both at home and in vehicles. AM/FM ownership is delved into as well.

3. The survey week begins on Monday and runs through the following Sunday.

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>DAYTIME</th>
<th>STATION</th>
<th>WHERE LISTENED</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00-5:15AM</td>
<td>CALL LETTERS</td>
<td>AM</td>
<td>FM</td>
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<tr>
<td>5:15-5:30</td>
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<td>12:00-12:15PM</td>
<td>CALL LETTERS</td>
<td>AM</td>
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<td>2:45-3:00</td>
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4. The diary pages are "closed-end" variety. In research this means that the time frames are already supplied, in this case broken down by quarter-hour. The beginning of each hour is highlighted in red. This is the BBM's attempt to eliminate the AM-PM confusion that Arbitron's latest diary revision is hoping to correct.

5. The diary asks only for call letter entries, and the example page at the beginning of the diary does not even show that logos or other identifiers could be entered and still be usable for credit.

Buller told me that BBM does not have a slogan conflict editing problem such as Arbitron or other U.S. services have. The reason is that in Canada stations are not allowed to use a slogan that's already being aired by another station in the same market. The Canadian Radio and Telecomm. 

One additional item is worth mentioning here, an idea that Arbitron might adopt. Buller told me that the BBM allows all members complete and repeated access to the ballots in Toronto. A station need not be limited to one day per survey as it currently the Arbitron rule of thumb. Also, Canadian stations are allowed to order full-market mechanicals — showing how the station and its competitors did — and to have such a document sent to the station. Currently Arbitron does not allow full-market mechanicals to leave its premises.

The BBM is not a panacea — like any survey company it has its problems. However, perhaps our neighbors to the north are on to an approach that might benefit radio. Perhaps Arbitron or some other U.S. firm will feel that some of the items mentioned here are worthwhile for implementation in our country.

If you have any questions about the BBM, please feel free to call.

Q&A

Robin Coker, PD of WWOD/Lynchburg, VA, wrote in recently to ask, "Has Arbitron ever considered flying the surveys so that fewer markets are surveyed at a given time, thus decreasing the time between sweeps and delivery of the books?"

Robin, Arbitron wouldn't mind doing the report production on a staggered basis either — perhaps surveying thirty markets at a time, for example. However, the advertisers and agencies feel that they need to look nationwide at radio listening within a given time frame — the ability to compare an AOR in New York to an AOR in L.A. during the same survey period — thus the need for set survey periods when all markets are swept.

Implications For U.S. Radio

If you have ever wondered if there's a different way to use a diary to measure radio, perhaps the BBM version would be worthy of your consideration. Perhaps Arbitron will adopt some of the items currently in use up north. It should be noted however, that years ago Arbitron used to use the closed-end diary variety. Evidently its research department felt that the open-ended approach was preferable.

Jhan Hilber
She's written hits for a dazzling array of superstars. Now she's writing them for herself.

CAROLE BAYER SAGER

"Easy To Love Again"

The new single

From the Boardwalk album

Sometimes Late at Night

Produced by Burt Bacharach & Brooks Arthur
Featuring the lyrics of Carole Bayer Sager, the music of Burt Bacharach and superb performances by Burt Bacharach, Lee Ritenour, Lee Sklar, Jeff Porcaro, Steve Lukather and David Foster.

Catch Carole And Burt In Concert:
8/28-29 ATLANTA, GA
8/30 ST.PETERSBURG, FL
9/1 BATON ROUGE, LA
9/2 NEW ORLEANS, LA
9/3 MOBILE, ALA
9/4-5 MEMPHIS, TENN.
9/6-8 HOUSTON, TEX
9/10 DALLAS, TEX
9/11 AUSTIN, TEX.
9/17-19 LOS ANGELES, CA

The big rumor running around EMI/Liberty that label President Jim Mazza would be exiting to assist Kenny Rogers with a custom label deal at Columbia is not true. However, our sources hinted at a possible promotion for Jim within the Capitol Records hierarchy in the very near future.

In what was termed a “very amicable parting of the ways,” Jim Schulke has asked to be released from his Schulke 2 contract with WCZY/Detroit. Apparently WCZY was planning to implement some local programming changes in the format that Mr. Schulke did not feel comfortable with, so the release was asked for and granted. WCZY will phase out of the syndicated format slowly between now and September 27. This action may tie in with other Motor City rumors that WCZY is making moves to acquire a very well-known morning personality for its talent lineup.

RSO and Polygram Distribution have apparently buried the hatchet long enough to agree that the next Bee Gees record will be released by Polygram distributors. The single, which should be out in two weeks, is called “He’s A Liar” and features the guitar talents of Eagle Don Felder. The album is scheduled to follow in early October and has tentatively been titled “Livin’ Eyes.”

Lots of rumors this week on a possible new PD for KYUU/San Francisco. Street Talk keeps hearing that the number one candidate for the job is already within the NBC organization, but currently on the other coast.

The Baltimore morning man shuffle (R&R 8-14) now complete with former BI04 morning ace Scott Carpenter hired for AM drive at WCAO. Scott will start on August 24. And if you picked up that a former WFBR morning man will return to town, we heard it too. In fact, Street Talk confirmed that Pete “The Flying Dutchman” Berry will be the new morning man at WYST/Baltimore. What is WYST, you say? WPLL has applied for the new call letters WYST amidst more rumors of a possible format shift for the station.

And while we’re talking call letters, WMAR-FM/Baltimore is awaiting federal approval on its request for WRLX (for “Relax”). WBZ-FM/Boston has been granted approval for the familiar calls of WMJX (remember Charter’s 96X/Miami?).

Bob Lowry has resigned as Director of Research & Development for Bonneville International. He will announce his future plans shortly.

Here’s a question for you: what Los Angeles on-air team show is about to head for “greener” pastures in the Bluegrass state?

Out Of The Box

Z-93 KIQQ
WGH BJ105
WFLB WVIC
KCPX

We understand that former KILT/Houston programmer Bill Young is consulting KENR/Houston as that station heads toward a more “Country Gold” format.

Joanie Pfeiffer, morning personality at WMYS/New Bedford, has been promoted to Program Director at the station. Her promotion is effective immediately and she will continue to handle morning drive.

Boardwalk Entertainment Co. President Neil Bogart and Producer Zev Bufman, whose current Broadway hit is “Little Foxes,” starring Elizabeth Taylor, are going to produce a new Broadway musical based on the life of baseball star Jackie Robinson. Set for a debut on November 12 in New York, the musical will be called “The First,” referring to Robinson’s position as the first black to play in the major leagues.

KKSN/Portland, a progressive AM AOR for the last 18 months, will switch to the Satellite Music Network’s A Format on September 7. PD Bob Simmons reported that most of the current air staff will be leaving.

F105/Boston has named Tom Conselly Music Director; he will continue to program F105’s sister-AM WKOX.

Dave Strandberg has been promoted from within at WAKX/Duluth, replacing Bruce McGregor as PD. WAKX’s new MD is Jon Armstrong.

A good-humored radio war is going on in Cleveland where WWMS morning team Jeff & Flash recut “Bette Davis Eyes” into “Betty Kor- van Eyes,” parading the station’s night jock. Turnabout being fair play, Betty recorded a few words to AC/DC’s “Big Ballas” so it’s now a tribute to “Small Balls,” naturally dedicated to the aforementioned morning duo.

And those novelty hits just keep comin’ WAYS/Charlotte Operations Director Larry Sprinkle and PD Scott Slade teamed up to record “Lonely Pilota,” a send-up of the current air traffic controllers strike. Larry, in a very convincing Johnny Cash impression, handles the vocals on the song, rewritten to the tune of Cash’s “Folsom Prison Blues.” Scott is heard as a presumably lonely pilot trying to get someone in the “tower” to answer his radio calls for landing instructions.

Congratulations to Epic’s Louis Lewow and his wife Deborah on the birth of their first baby, Paul Devon, who arrived on August 13.

Get-well wishes to Dreamland principal Nicky Chinn, who has been out of the office for the last nine weeks with a bad back. We hope he’s “back” in action real soon, ending what has been a long exile.
A TORRENT OF AIRPLAY!

LITTLE RIVER BAND

"THE NIGHT OWLS"

THE BACK PAGE BREAKERS

from the forthcoming album

Time Exposure

Management: Glenn Wheatley
CBS Wins Lucky 13th In Easy Race

With seven of the top ten including the top three programs, CBS put away another easy victory in the Nielsen ratings race for the week ending August 16. CBS earned a 14.6 average rating, with ABC a relatively distant second at 13.2 and NBC an even more distant third at 11.6. No specials or movies broke the top 20 series monopoly for the week. The standings:

<table>
<thead>
<tr>
<th>Network</th>
<th>Show</th>
<th>Average Rating</th>
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<tbody>
<tr>
<td>CBS</td>
<td>Dukes Of Hazzard (CBS)</td>
<td>14.6</td>
</tr>
<tr>
<td>CBS</td>
<td>Diff'rent Strokes (NBC)</td>
<td>13.2</td>
</tr>
<tr>
<td>ABC</td>
<td>Facts Of Life (NBC)</td>
<td>11.2</td>
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<tr>
<td>ABC</td>
<td>Love Boat (ABC)</td>
<td>10.4</td>
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<tr>
<td>CBS</td>
<td>Alice (CBS)</td>
<td>9.8</td>
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<tr>
<td>ABC</td>
<td>Too Close For Comfort (ABC)</td>
<td>9.2</td>
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<td>ABC</td>
<td>Taxi (ABC)</td>
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<td>ABC</td>
<td>Quincy (NBC)</td>
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<td>CBS</td>
<td>House Calls (CBS)</td>
<td>7.6</td>
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<td>ABC</td>
<td>Dallas (CBS)</td>
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<tr>
<td>CBS</td>
<td>60 Minutes (CBS)</td>
<td>6.0</td>
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No specials or movies broke the top 20 series monopoly for the week.

Music On TV

"American Bandstand"'s 30th anniversary will be celebrated with a two-hour prime time special this fall, hosted, naturally, by Dick Clark. Guests planned to perform live include Kim Carnes, Connie Francis, Frankie Laine, Little Richard, Barry Manilow, the Oak Ridge Boys, the reunited Righteous Bros., Rod Stewart, and Stevie Wonder, plus film clips of other performances. The show will be broadcast on August 21, with Air Supply, Chuck Berry, George Burns, Linda Clifford, Daryl Hall & John Oates, and Don Williams on hand. "Roots Of Rock 'n Roll" features Abba, AC/DC, Genesis, Gary Numan, Robert Plant with Rockpile, Pete Townshend, the Who, and Paul McCartney's Rockestra. "Manchester Transfer" is on "American Bandstand" August 22, "Tomorrow Coast To Coast" spotlights talk show host Larry King on August 24, along with Peggie Lee; Dottie West guests on August 25; Rosanne Cash and Paul Williams are on August 26. "Tonight Show" lineup includes Irlene Mandrell on August 24, Tina Turner on August 27, and Aretha Franklin on August 28.

News On TV

Westinghouse and ABC's 24-hour news cable service, "Satellite NewsChannels," is heading squarely in Ted Turner's direction, with the service being offered free to cable operators (as opposed to Cable News Network's $2 subscription fee). Many cable operators may have to buy new receivers to pick up the Westar 4 transmissions; CNN is transmitted over Comsat 1. Satellite NewsChannels will rotate news on an 18-minute cycle based on Group W's radio News formats and their slogan, "Give Us 18 Minutes And We'll Give You The World." Format Group W Radio Sr. VP William Scott is President of the new venture.
Everything Is Beautiful

Beautiful Music is going through many changes right before our very ears. It’s important to keep up with the trends to look good in the ratings and sound good on the air. As a kind of syndicator’s super-salesman, I’ve assembled representatives from three independent beautiful music syndication firms with clients located, for the most part, in medium-sized and smaller markets. In a separate phone call, I asked the same five questions of these men: Jim Carnegie, Exec. VP, Master Broadcast Services, Morrisville, PA.

Stephen C. Trivers, President, KalaMusic, Kalamazoo, MI.

Rich Wood, VP/Program Manager, Noble Broadcast Consultants, San Diego, CA.

My questions and their different responses might give you insights into some of the men who bring you the music.

How do you compete with the major Beautiful Music syndicators?

JC: We have to compete in the exact same manner. Master recognizes that this is a business and we have to provide a service in the broadcasting community, and no matter how large or small we try to create the same supply and demand. The quality of product would be the same for a station in New York City as it would be for Sioux Falls. We’d treat each individual client with the same personalized service, regardless of its size.

ST: By going better service. We have 300 hours of music in our basic library. Also, more frequent updates. Since our company owns and operates Easy Listening FM radio stations, we do the music for ourselves, and know how important it is to keep it fresh. And one other thing — more service after the sale. We will, if asked, help our clients with sales and promotion ideas, many of which are adapted from what we do at our own stations.

RW: We are primarily competing in terms of the hunger of the other syndicators. Some of the other companies are simply too big to be able to handle the smaller market stations, and Noble’s feeling is the smaller markets are as important as the majors. We have a broad base of clients and their money is just as green as the big guys.

What makes your service unique?

JC: The painstaking efforts that Master’s President, Jay Taylor puts into the product. We consider ourselves more of an adult Easy Listening format, because for the last three years we’ve been adding more contemporary solo vocal artists than most of the competition.

ST: We are bottom-line oriented, not for ourselves, but for our clients to help them in every way to make money. Also, our approach to music programming is much more aggressive than our competitors. KalaMusic has always been on the leading edge of Beautiful Music, with the more contemporary titles and artists, and a brighter, more up-front sound.

RW: We’ve been compared with all the majors and we are considered at least as good if not better than most of them in the area of technical quality. We do a lot of custom recording and our approach is, as we like to describe it, “a category service with a matched-flow feel.” By programming random-select the way we do, we get a matched-flow sound without the negatives of the same five cuts appearing in the same order every time the tape is played.

Which client has been the biggest success story for your company?

JC: I guess WYOR/Miami is the big story for us. Three years ago we had to carve out our own niche in Miami with heavy competition there, and at this date, we have come out on top again and maintained our level of 25-54 demos, which is the primary buy for broadcasting today.

ST: In Rockford, Illinois, our station WRWC has gone from an 8 to an 11 to a 15.1 share in the last three books. That’s a Class A, which is 12 miles out of town.

RW: That’s a tough one because we’re relatively new. The Noble One product has been on the market a little over a year, officially. I’d have to say XTRA/San Diego, even though it isn’t Beautiful Music anymore for reasons other than the format’s success. “Extra” went contemporary when KHJ and KCBQ changed their formats to Country music, leaving a void in the San Diego market. Before it changed, XTRA was the highest-rated AM Beautiful Music station in the country.

What is the direction you see for the future of Beautiful Music syndication?

JC: More contemporary vocals and a lighter sound, as we’re doing now with our “Beautiful Lite,” to be competitive with anything on the FM band.

ST: The future is going to be bright for client-oriented firms specializing in Beautiful Music formats, if they are willing to keep a vigorous, fresh, imaginative approach to their music within the constraints of the format as it flows along with the tastes of the time.

RW: It’s going back to basics, as we’ve seen several times in the past. Syndicators are going to this format for a lot of original artists and a lot more information on the air. We seem to do this on a cyclical basis; once every in a while Beautiful Music will begin to see an overall drop in the ratings, and then stations say let’s try to do it the way we did it before. Mainly, that’s with very heavy concentration on music, excellent execution, commercial acceptance, and all that.

Do you have advice for stations now using some kind of syndication for their programming?

JC: A radio station should take a look at all the syndicators, and its own needs. For example, if the broadcaster is in a market where his listeners’ average age is 48, he should check out various companies that are traditional in their music programming.

Some of the brighter formats may do more harm than good in this sort of situation. Be realistic at all times! If your taste runs to expensive wine but you’re operating with a beer budget, shop around until you find the best of both worlds.

ST: For someone thinking about syndicated programming, I’d ask this question: “Is the syndicator’s service, as it’s now constituted, meeting your programming, marketing, and profit needs at this time?” If it’s doing so, work with your syndicator, and be happy. If it’s not, then take a good look at the various products that are available in the marketplace today.

RW: I’d suggest very strongly that they listen to their syndicator, whoever it is, and not approach it as though the programming supplier is the enemy. We (the syndicators) have the research capabilities, and if stations would give us their input, rather than fight us, everyone would win.
transmission to their affiliate lineups.

Pictured at the signing are: from left: ABC President/Broadcast Operations & Engineering Julius Barmash, McLaughlin, Scientific Atlanta President Sydney Topel, ABC Radio President Ben Hoberman, and Scientific Atlanta’s Dr. Alan McBride.

**Atkinson**

*Continued from Page 1*

For Epic and Director of A&R for Infinity Records over the last several years. He stated, “I have missed feelings leaving my many friends at CBS, but I’ve known Bob Wilson and (R&R VP) Dick Kriman for over 12 years, and this is an experience I’m truly looking forward to.” Atkinson will take up his new responsibilities at the start of next month.

**Rep**

*Continued from Page 1*

The rationale for a new firm stems from a McCawren-Guild feasibility study showing one of every five top stations in the top markets would change rep firms if there were more viable alternative. The same study apparently noted a dissatisfaction among several independents stations which felt preferential treatment at the big rep firms only is given to large corporate and network OD’s.

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**Hit Us With Your Best Shot**

R&R wants you . . . to send us your station’s pictures. Any format, any size market, whether you’re a reporter or not, we’re here to give your station’s promotions, contests, activities, and staff changes the kind of widespread exposure only the industry’s most-read publication can provide. Send photos (preferably black & white) to the editor of your format, or to Ken Barnes, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

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**Brady Messer**

C’mon, People! Get Some Stopwatches!

Something is wrong with my station’s audience and I can’t put my finger on exactly what. Here are the symptoms.

When Mr. Reagan’s tax cut was approved in Congress our news department was patchy in live, so when the votes put the hill over the top we were able to break with a bulletin immediately, beating network TV by several minutes and leaving the wire services far behind in our smoke. But there must have been few if any people out there in radio land with stopwatches and pushbutton radios and three TV sets going at once, because not one person called or wrote to congratulate us for our split-second timeliness. How about that! Heck, to hear newscasters talk among themselves, you’d think people were going to care — or at least notice — when a station scooped that decisively. But no.

Another case or two would embellish my point, but you get the drift. People out there don’t often use the same criteria as radio news professionals judge the news. They don’t agree that if they can’t get a jock to break immediately for a bulletin, or if an announcer balks at toasting the format for the sake of an “Urgent” which he feels could just as easily wait until the cluster ends.

Maybe newscasters are too close to the trees to see the forest, mistakenly believing it is really important to get a story on the very minute it breaks. Maybe no one out there cares.

But they do. They may not understand the structure or philosophy of a news department, and certainly don’t punch around comparing who aired what bulletin at precisely what time, but people out there do care about having their news come from a staff that is seriously motivated to do the best-job possible. By gut feeling at least, the listeners build an impression over a period of time, and when a major news story is happening they know who they can trust to work that story hard and fast and as accurately as professionally possible. Even if they don’t pick up the phone to say “Great job!”

Newscasters also must not be surprised to realize no one else cares about news as much as they themselves, which is the natural order of things, leaving the responsibility of continually pushing for faster and better news coverage to those who truly care the most.

Proof that listeners develop an instinct about which radio news operations they can really depend on comes when the President is shot, or the Pope, or when a similar overriding event is unfolding: the ratings will show astounding upward movement. (Class try this time. I’ll show you our Pope peak.)

So the external payoff for those knotted stomachs and other expressions of deep concern by dedicated newscaster is an occasional upward spike in the station’s numbers, attributable solely to news tune-ins and cumes. The internal payoff doesn’t register so clearly or graphically. That’s why I wish those blasted people would get some stopwatches and give us a call sometime when we’re really cooking in that newsroom.

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**Calendar**

Volcano Buries Tourist Towns

Mondat, August 24: Mt. Venustus blew on this date in the year 79AD, burying about 25,000 people in two thriving resort towns. The Italian cities Pompeii and Herculanum were so deeply buried in ash, successful excavations didn’t reveal them until sixteen hundred years later. Now the excavations have helped make that area a tourist attraction, still in the shadow of the volcano which last erupted in 1953.

David Freiberg of Jefferson Starship is 43. The waffle iron is 112.

The Original Private Eye

TUESDAY, AUGUST 25: The first private detective agency was created by Allan Pinkerton, who was born 162 years ago today in Scotland, then immigrated to the U.S. via steamship as a young man. Not only was he the first private eye — a term he created — but Pinkerton also was the first Secret Service officer hired by Abraham Lincoln.

Joshua Lionel Cowen was born on this date in 1808. He grew up to invent dry cell batteries, and then flashlights, and finally the toy electric train.

John Connery — no, name John Connery — is 51. The first black player to win major tennis tournaments, Althea Gibson, is 54. Former politician George Wallace is 62.

The Daddy Of Amplifiers

WEDNESDAY, AUGUST 26: When Lee DeForest was 33 he invented the kind of vacuum tube that made amplification possible. The father of the modern age of electronics was born 189 years ago today in 1873, and went through three or four fortunes before dying about twenty years ago almost broke.

The great Krakatoa volcano explosion was 98 years ago in 1903. It created a tidal wave that killed an estimated 36,000 people, and its ash turned sunsets red around the world.

Dr. Albert Sabin, creator of oral polio vaccine, is 75.

Silver-Haired King Of Apes

THURSDAY, AUGUST 27: The abandoned son of an English nobleman, raised by African apes to become King of the Jungle, first appeared in a magazine story 69 years ago today in 1912. Edgar Rice Burroughs made his Tarzan stories into a major industry by writing 35 years worth of further jungle adventures.

The first jet airplane was tested in Germany 42 years ago today in 1939. Nineteen years ago the Mariner-2 interplanetary space probe blasted off for a four-month trip to Venus, sending radio signals back across 30 million miles. Tuesday Weld is 58. The Captain, Daryl Dragon, is 59.

Largest American Civil Rights Demonstration

FRIDAY, AUGUST 28: An estimated 250,000 Americans gathered in Washington 18 years ago today, for a mass civil rights demonstration featuring Dr. Martin Luther King Jr.’s “I Have A Dream” speech.

The Tom Thumb steam railroad engine raced a horse-drawn stagecoach near Baltimore 151 years ago today in 1830 and lost, although it was overcoming a malfunction and fast closing on the horses as they approached the finish line.

Ron Guidry is 31. David Soul is 38. Donald O’Connor is 56.
WARM LOSES TOP SPOT AFTER 22 YEARS

WTKRZ-FM Becomes Market Leader In Wilkes-Barre/Scranton

To dominate a format within a market is an accomplishment that many strive for and seldom achieve. To totally dominate the market is quite another accomplishment that even fewer attain in recent times, especially if your format is CHR. In the recently-released spring ARB, WTKRZ-FM/Wilkes-Barre/Scranton has unseated WARM, the former leader which had dominated the market for 22 years.

Wilkes-Barre/Scranton is ranked 95, with a metro population of 541,100, located in Northeast Pennsylvania. Sitting in the shadow of Philadelphia with over 70 stations showing up in the ADI report, Wilkes-Barre/Scranton alone has 23 signals of its own. Observe how the top five market leaders, WTKRZ-FM (CHR), WARM (AC), WNAK (BB), WEZK (Burkhardt-Abrams AOR), and WGBI (Drake-Chenaux CHR) trended.

To find out how WTKRZ-FM has achieved success, I talked with WTKRZ-AM&FM Operations Manager Jim Rising.

Number One In Three Books
R&R: Jim, before taking over WTKRZ-FM, where did you come from?
JR: I programmed WAQY/Springfield for five years. We are owned by the same folks. When they bought this station, it was all News, and rated 15th in the market.
I took over on October 23, 1980, and we physically moved the station's equipment from the old owner's facility to ours in a 24-hour period, and were on the air right channel only, in mono. Since those humble beginnings our 12+ shares have trended from 2.9 to 7.7 to our present 10.5. My GM Jim Shea, who was Sales Manager at WBR/Seattle, has been instrumental in providing a great atmosphere, and giving me the leverage to make this a winning radio station.
R&R: Sitting in the shadow of the Philadelphia market can present some problems. How much does your large neighbor to the South affect you?
JR: I do get a lot of pressure, particularly from promotion people about records. If WIFI/Philadelphia hits a record early, they want to know why we aren't on it yet. I went through the same thing in Springfield, so I'm pretty used to it. In the end I do what is best for WTKRZ, but their input is welcome.

WIFI can be heard very well in most parts of the metro, and as several other Philadelphia stations. They do show up in the Arbitron too. Another problem is that some of these stations are also piped in on the cable system.
R&R: Between the competition outside of your market, and from within, climbing to the top spot must be an incredible feeling for the station?
JR: WARM used to say on the air that they have been number one for 22 years, and they no longer say it.
They are a really fine radio station that commands a great deal of respect in the market. In looking through the Arbitron, we are number one in every daypart from 12-54, and in most cases with higher demos, with the exception of mornings. I do mornings, and may replace myself with someone else who can do a better show.

Music, Fun, And No Clutter
R&R: Besides your prior experience and success at WAQY, what led to your winning the market?
JR: The market sounded very cluttered when I got to town. Most of the other stations still sound that way. I believe in letting my jocks have fun on the air, playing the hits and keeping the clutter off the air.
R&R: Please explain that a bit more.
JR: Most people consider an on-air contest a lot of clutter. The idea behind our promotions is to let people know what is happening, and then motivate them to participate in them, off the air. Almost all of our major promotions make it necessary for listeners to go somewhere and participate. Our most successful example of that is "KRZ Cash."
It's a premium-type contest using fake money in denominations from $2 up to $100. Each denomination has a different jock's picture on it. Listeners were told to go out and collect as much of it as they could. We also were out on the streets handing it out.
In the end, we handed out over $7 million in KRZ Cash and invited everyone to an auction. Over 3000 people showed up to bid on over 1500 prizes at a local theme park. The highest bid of $801,000 in KRZ Cash went for a loaded Ford Mustang. Other prizes included video tape systems and waterbeds, among others. The key to the success of the contest was to have as many merchants participating as distribution points as possible.
R&R: What other promotions have you used?
JR: We promote a lot of movies in town and other outdoor events. I really think that having our 30-second movie trailer running at virtually every movie theater in town is a big factor, in addition to the other standard forms of outside media we've used.

Format Philosophies
R&R: What are your philosophies on music?
JR: As I mentioned before, I am influenced by what happens in Philadelphia, but more so on the rock music than the black product. I daypart pretty heavily, but still believe that adults like to hear rock music. Our ratings prove that. WTKRZ is targeted for 18-34 women, and we won that target, and more.
Oldies are a big part of our success too. I go as far as having an oldies show on Saturday nights, complete with dedications. We record the listeners and play them back, and teens as well as adults participate in the show.
The oldies in general help to make our station distinctive sounding and add flavor to the mix. Most people might daypart oldies and currents just by sound, but we have found it goes much further than that. Foreigner's current record, "Urgent" is mass appeal around the clock, but we don't play Billy Squier's "The Stroke" before 3pm. Likewise, Sastana is primarily a daytime record, because most younger demos don't respond well to it. Soundwise, you would think just the opposite.
R&R: Now that WTKRZ-FM is clearly on top, what are your future plans looking like?
JR: We've got to continue to progress and strengthen our lead if possible. All of my jocks are really good. I'm most fortunate to have been able to get such a fine staff assembled, and know that sooner or later, some of them will be getting offers from bigger markets. I work with them quite a bit to keep them sounding good, and encourage them to reach out and find out about their future potentials.
The chance to have programmed this station, and to have attained the success we have has definitely been one of the greatest experiences in my career. I'm glad to have gotten this opportunity, and look forward to future successes for WTKRZ-FM.
## PARALLEL ONE PLAYLISTS

### EAST

<table>
<thead>
<tr>
<th>Radio</th>
<th>City</th>
<th>Format</th>
<th>PD</th>
<th>MD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1050 CHUM</td>
<td>Toronto</td>
<td>Country</td>
<td>Jim Waters</td>
<td>Brad Jones</td>
</tr>
<tr>
<td>WiFi 92</td>
<td>Philadelphia</td>
<td>Country</td>
<td>Tom Bighy</td>
<td>Liz Kiley</td>
</tr>
<tr>
<td>CKGM</td>
<td>Montreal</td>
<td>Top 40</td>
<td>Sharon Brooke</td>
<td>Tom Connelly</td>
</tr>
<tr>
<td>WROR 98.5 FM</td>
<td>Boston</td>
<td>Triple A</td>
<td>Kevin Murphy</td>
<td>Ron Frank</td>
</tr>
<tr>
<td>WNBC</td>
<td>New York</td>
<td>Classic Rock</td>
<td>Steve Milford</td>
<td>Ron Frank</td>
</tr>
<tr>
<td>WABC</td>
<td>New York</td>
<td>Top 40</td>
<td>Susan Clark</td>
<td>Bruce Wainwright</td>
</tr>
<tr>
<td>WFL</td>
<td>Philadelphia</td>
<td>Country</td>
<td>Dean Tyler</td>
<td>Dick Fennoy</td>
</tr>
<tr>
<td>CFTR 680</td>
<td>Toronto</td>
<td>Rock</td>
<td>Bill Galtie</td>
<td>Dick Fennessey</td>
</tr>
<tr>
<td>WKBW</td>
<td>Buffalo</td>
<td>Rock</td>
<td>Ned McClosky</td>
<td>Joe Summers</td>
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### SOUTH

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<th>Radio</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>WMTU 92</td>
<td>New York</td>
<td>Country</td>
<td>Carlos DeJesus</td>
<td>Michael Ellis</td>
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<tr>
<td>Z-90</td>
<td>Atlanta</td>
<td>Top 40</td>
<td>Susan Young</td>
<td>Dale O’Brien</td>
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<tr>
<td>KRYX 94</td>
<td>Atlanta</td>
<td>Rock</td>
<td>Jim Morrison</td>
<td>Blake Lawrence</td>
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(1) indicates one of the five "hottest" records on each Parallel One playlist.
### Midwest

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>PD/MD</th>
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</thead>
<tbody>
<tr>
<td>WHB-71</td>
<td>Kansas City</td>
<td>PD: Jeff Roberts</td>
</tr>
<tr>
<td>KSLQ</td>
<td>St. Louis</td>
<td>PD: John Larabee SB/MD: Tony Shriver</td>
</tr>
<tr>
<td>WDRQ FM 955</td>
<td>Detroit</td>
<td>PD: Rick Toccaso SB/MD: Steve Summers</td>
</tr>
<tr>
<td>KJUR 950</td>
<td>Seattle</td>
<td>PD: Tracy Mitchell SB/MD: Eric Chase/Scott Forrest</td>
</tr>
<tr>
<td>KSFX 104</td>
<td>San Diego</td>
<td>PD: Jeff Luchi SB/MD: Rick Gilbert</td>
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### West

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<tr>
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<td>WLS AM 99</td>
<td>Chicago</td>
<td>MD: The Kelly</td>
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<tr>
<td>Q102</td>
<td>Cincinnati</td>
<td>PD: Jim Fox SB/MD: Tony Zubetto</td>
</tr>
<tr>
<td>WZZP 102.5</td>
<td>Cleveland</td>
<td>PD: Jack Lavery SB/MD: Bob McKey</td>
</tr>
<tr>
<td>WLS FM 95</td>
<td>Chicago</td>
<td>MD: Steve Hopson</td>
</tr>
<tr>
<td>KS95 FM</td>
<td>Minneapolis</td>
<td>PD: Chuck Kropp SB/MD: Kim Jeffries</td>
</tr>
<tr>
<td>KYYY AM 63</td>
<td>St. Louis</td>
<td>PD/MD: Lou Davidson</td>
</tr>
<tr>
<td>KXOK AM 63</td>
<td>St. Louis</td>
<td>PD &amp; MD: Lou Davidson</td>
</tr>
<tr>
<td>WLS AM 95</td>
<td>Chicago</td>
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</tr>
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### Houston

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<th>Call Letters</th>
<th>City</th>
<th>PD/MD</th>
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<tbody>
<tr>
<td>KPRC 1070</td>
<td>Houston</td>
<td>PD: Jack Clayton SB/MD: Lou Teicher</td>
</tr>
<tr>
<td>KLLR 1040</td>
<td>Houston</td>
<td>PD: John Blank SB/MD: Sam Andrews</td>
</tr>
<tr>
<td>KXOK AM 63</td>
<td>St. Louis</td>
<td>PD/MD: Lou Davidson</td>
</tr>
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"LOVE ALL THE HURT AWAY"
The Musical Union That's Already Making Magic Happen.

It's the musical royal wedding of 1981 on the smash hit single that's already an R&B home run and is rapidly breaking on pop and adult contemporary radio. From the awesome new Aretha Franklin album, Love All The Hurt Away.

Highest debuting record on the Billboard, Cashbox, Record World R&B Charts.

CHR action immediate! Y100, WFIIL, WXKS-FM, WBBQ, WTX, KRLY, WSGC, WGH, KYNO, WYSL, FM99, WYNO, KVOL, KSET, WVIC.

Produced by Arif Mardin

© 1981 Arista Records Inc.
Portrait Keeps Balance

Portrait celebrated the recent signing of Balance to the label with a reception. Pictured (l-r) are Leber-Krebs's Louis Levin, Portrait VP Lenore Petru, Epic's Frank Dileo, group's Bob Kulick and Peppe Castro, CBS Records Group President Walter Yetnikoff, Steve Leber of Leber Krebs, group's Doug Katzenberg, CBS Records Group Deputy President Dick Asher, and EPIA Sr. VP/GM Don Dempsey.

E/A WEA Showcase

Elektra/Asylum highlighted its presentation at the recent WEA convention in Chicago with performances by Greg Kihn, Debra Laws, Lee Ritenour, Joey Scarbury, and Hank Williams Jr. Pictured (l-r) are E/A's Mal Fuhrman, Sr. VP Jack Reinstein, Exec. VP Vic Faraclas, Scarbury, EIA Sr. VP Bruce Lundvall, Ritenour, Sr. VP Jerry Sharell, WEA's Al Abrams, and Kihn.

Triumphant RCA Listening Session

RCA recently staged a listening party to hear Triumph's forthcoming album "Allied Forces." Pictured with the artwork for the LP cover are (l-r) RCA VP John Bantecourt, label President Bob Sumner, group's Rik Emmett and Mike Levine, ICM's Wally Meyrowitz, and RCA VP Jack Craig.

Arista Pools Promotion Input

A whole raft of Arista promotion talent gathered informally to float new strategy ideas at the company's recent sales/promotion convention in Puerto Rico. Pictured in the swim of things are (l-r) Jaff Cook and Randy Hock, (l-r, rear) Rick Gaillard, VP Mike Bone, Robin Kravitz, and Dave Long.

Mercury Boosts Blow Up

Mercury/Polygram's Kurtis Blow rapped up a show at New York's Peppermint Lounge recently, and was visited backstage by friends, associates, and label executives. Pictured (l-r) are co-producer J.B. Moore, Polygram's Tommy Young, Blow, and co-producer Robert Ford.

Backstage Transfer

Following the Manhattan Transfer's recent Greek Theatre performance, Atlantic Exec. VP/GM Dave Glave congratulated the group backstage. Pictured (l-r) are group's Alan Paul, Glaw, and group's Jens Siegle, Cheryl Bantyne, and Tim Hauser.

Spirit Of America

Capitol's America recently played the Greek Theatre in Los Angeles, and were visited after the show by Capitol and EMI International executives. Pictured (l-r) are EMI Australia's Alex Corinno, Capitol Group VP Helmut Fest, EMI South Africa's Doug Hill, Capitol U.S.'s Bruce Garfield, America's Gerry Beckley and Dawney Bunell, and EMI Electros/Germany's Walter Puezt.

Half A Gold Better Than None

Takoma's Swamp Dogg was presented with half a gold record for his forthcoming label debut "I'm Not Sailing Out, I'm Just Buying In." The artist was assured he'd receive the other half after the LP is certified gold. Pictured (l-r) are Takoma GM Jon Monday, label co-owner Bill Cohen, Swamp Dogg Jake Jerry Williams Jr., Takoma President Danny Bruce, and Chrysalis VP Stan Layton.
The South Rises Again!

Spring ARB AOR success stories continue to roll in, and among the most impressive is that of WKLS/Atlanta, which rose from last book’s 6.6 to this spring’s 10.7 (the station sells in combination with its partial-simulcasted AM, which received a 6.8, so in total 96 ROCK had an 11.3). It’s WKLS’s first market-dominant book, and a great one for PD Alan Sneed.

"The old philosophy that jocks are just there to execute the music format is antiquated as hell."  
— Alan Sneed

Chattanooga-born Sneed has spent his entire radio career in the South, beginning at WROL/Knoxville and segueing to a PD post at the first AM Burkhart-Abrams Superstars station, Knoxville’s WKGN. He moved to Nashville in 1978 as PD of WKDA (Country) and WKDF (AOR), and joined WKLS as PD in 1980.

The WKLS Competitors

WKLS is Atlanta’s only AOR station, a fact which certainly figures into its overall ratings profile, though not explanatory of its spectacular jump this past book. Sneed considers as his main competitors two area CHR’s: WZGC (which posted a 10.6), and WXQI-FM (8.9), along with the Black/CHR-blended WVEE (8.8).

How did Sneed turn around WKLS to best his contemporary competition? He answered, “First, I didn’t feel the station was hit-oriented enough. I wasn’t hearing the AOR classics by groups like Lynyrd Skynyrd or Led Zeppelin, the classic power oldies. I took the station more hit-oriented for oldies and more mainstream mass appeal for currents.

"My second biggest immediate concern upon joining WKLS was that there was very little visibility for the station in the marketplace. There were no bumper stickers, no T-shirts, no baseball caps; none of the stuff that’s so important to an AOR station in terms of creating visibility. So I set up a merchandising program that has been incredibly successful; we now sell about a dozen items at 20 Turtles record outlets."

WKLS’s Music

Tackling both concerns in greater depth, Sneed explained WKLS’s overall music philosophy. "It’s not a loose station by any means, we play between 35-50 curtails. At the same time, I don’t think we’re hyper-tight. Recur-
rants and oldies should be most carefully pro-
grammed. If a record doesn’t happen as a cur-
rant, I think you should move on, get something else in there.

In terms of curtails, my philosophy sets me apart from most Superstars programmers: I believe in playing a decent amount of new music and not being so safe that you never take any chances. The competitive situation helps me do that; but even in Nashville (where I was fighting a Superstars station), if I had it to do over again, I doubt my new music policies would change. We can’t be too idealistic in terms of exposing new product and educating the audience, but at the same time, I started out as a freeform progressive programmer, and I guess there’s still a bit of that person left in me. Plus, where do the AC/DC’s come from to replace the Led Zeppelins if we don’t give them airplay? It’s that simple."

Does the regional stereotypical Southern boogie band go over well in Atlanta? Sneed’s answer was surprising: “I think Southern boogie has run its course as a music form in the Southeast. A lot of the Southern rock bands are more popular in certain Northeastern pockets than they are down here!”

“What I find is that straight-ahead rock and roll is the most popular type of music to an AOR audience in the Southeast. You don’t see a lot of ‘trendy’ rock down here; new wave is not much of a factor down here. Nor is country, due to a ‘coun-
try backlash’ on the part of our listeners because of the overall popularity of country in the South."

“We do play some new wave by groups like B-52’s and the Raines, but they’re local, and our listeners are very loyal to local musicians. We have to be very careful in playing new wave because it’s not representative of the interests of the mainstream AOR listener."

“We also play artists like Dan Fogelberg, Firefall, and Little River Band. But once again, we have to play it carefully because it’s not appealing to our core audience."

“We can’t be flat-out rockers; we have to be a little more mass appeal than that. If I were in a more competitive situation for AOR’s I would have to target more specifically. Here it’s not a concern unless we violate the expectations of our core audience. We’re very careful about that; we’re the station that plays AC/DC and Rush. That’s what we’re basically about. We don’t want to alienate the listeners who show up at our remotes, go to concerts, and buy the records we play; they really give the station its loyal listeners and its market visibility."

Research: Tempered By Gut

Sneed uses various kinds of research to determine the preferences of his core audience. “First, we have access to Burkhart-Abrams’s research. We also tabulate a massive number of requests. Those are active listeners, of course, but it gives us some hard and fast feedback in terms of their interests. We do a lot of sales research as well, which also centers on active listeners. We’ve found that sales and requests, coupled with the trades and our access to Superstars research, does quite nicely.”

He was not as enthusiastic about callout research: “I have background in research (I did a doctoral program in educational research and development), and we’ve done a little callout research, and I don’t place much faith in callouts. It has its place, but programmers who feel they have to do everything their research indicates, even when that research says black is white and...
The South Rises Again!

Continued from Page 29

you know black is black, are placing too much emphasis in the wrong areas. You have to use research just like any other form of input; it’s just another programming tool, and it must be tempered with some gut feeling.”

Life In A Fishbowl

I wondered whether it was tough for Sneed to program a Superstars station in the city where Burkart-Abrams is headquartered. He responded, “When I got here I had to make certain I didn’t feel like we were programming in a fishbowl just because the consultancy was in our marketplace. Burkart-Abrams are employed by the radio station to give us the benefits of their information from all over the country. I look at them as an information brokerage firm; they are not the sole source for our information.”

Merchandising

The second of Sneed’s major concerns in reshaping WKLS was merchandising. He admitted, “I’ve always been inspired by the job Dan Garfinkel has done merchandising WMMR/Cleveland. We try to sell enough pieces to cover production costs as well as the cost of giving the item out over the air. It has worked very well for us to date. For instance, we’ve done 4,000 dozen shirts and jerseys over the past 11 months. The vast majority were sold at a profit which has enabled us to give away the rest in station promotions. We have to generate enough volume locally to give us a profit but to profit the retailers as well. We have to give retailers part of the profits so they have a reason to keep handling our stuff other than just increasing store traffic.

“The items range in price from 96¢ (keychain) to our highest-priced item, a beach towel at $8.96. The jerseys and T-shirts are the most consistent sellers. Wallets and sunglasses have also done well; we can offer a quality product with our name imprinted for less than our listeners can find it at retail department stores, since we’re not looking for a 40% profit.”

“The only items that don’t seem to work are the strictly-female items: french-cut shirts, tote bags. We can get it if everything we produce sooner or later, but we find, for instance, that many of the women prefer to wear the regular T-shirts.

Part of WKLS’s aggressive marketing approach is the “96 Rockd.” “We have 130,000 on the street, and hope to increase that to 200,000 by year’s end,” Sneed reported. “When the person picks one up, we use their giveaways. We either give out the card number or the cardholder’s name and ask him to call within 96 minutes to claim a prize. Plus, the cards are used for constant discounts at clubs, record and clothing stores. Sales packages are available for clients who want to use the card for specials in their stores.

“That’s the key: keep the card valuable. I feel our Rockd has been one of our best merchandising tools in terms of creating additional visibility for WKLS. At the same time, it has been profitable for us financially, since we charge clients for the privilege of using our promotional vehicle.”

Other Success Factors

Sneed also credited his GM and staff for their help in achieving WKLS’s ratings success. He said, “GM Dick Meeder has been extremely supportive of me since I got here. We needed visibility, and Dick was very generous in terms of budgeting for promotions, merchandising and TV ad campaigns.

“The staff has been great. I encourage them to inject their personalities into the radio station. The old philosophy that jocks are just there to execute the music format is antiquated as hell. There’s never a lack of ideas on this station, there is no choice in terms of what he can play. He is always given some leeway to make the station flow properly.”

As WKLS “flows” into the future, it faces some internal upheaval as the station switches ownership from SJR to Gulf United (which also owns AOR’s KTXO/Dallas and WFBQ/Indianapolis). Sneed anticipates no format modifications under new ownership (you can’t do better than first place in the market), so it looks like Southern rock fans have lots to look forward to from WKLS.

Promotion Of The Week

WMET’s “CLASSIC ROCK BOOK”: Borrowing an idea from Metromedia sister station KMET/Los Angeles, WMET/Chicago produced a 76-page, four-color concert guide listing of all area concert venues. The station even redraw seat charts of all locations for clarity.

Also included are a complete listing of Chicago area rock and music clubs, important entertainment phone numbers, and profiles of the WMET airstaff.

The guide is embellished with exclusive color or photos of Chicago performances by artists like Bruce Springsteen, Fleetwood Mac, Pat Benatar, and the Rolling Stones.

75,000 books were printed at a per unit cost of around $3, the WMET Classic Rock Book sells for $4.95 throughout Chicago.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WAAF/Worcester presented Washbone Ash at k7.07.

BROADCASTS: Cold Chisel on WOUR-Uilca. . . Greg Kihn on WPLJ/New York.


E V O L U T I O N

Providence gets a new AOR in September when 50,000 wait WHJY switches from FM to AM. Jim Murphy will program. . . KZAM-Seattle has switched call letters to KJIZZ. . . Chuck Dunaway has been upped to Operations Manager from PD at KLBJ/Austin, where Joe Johnson has been upped to PD (he’s still MD as well). . . KZAP/Buena Park has named John Russell as MD from the airstaff. Tim Bedure has exited middays at the station. Jonathon White has been upped to MD at WROJ/Charlotte, who has picked Jack Daniel as his MD successor. . . Morgan Evans has been picked from the KRRK/Anchorage airstaff as MD. Tom Marshall has been named MD of KFGM/Albuquerque. . .

Lenny Blich is new to middays at the station while Bob Davies has left KFMG. . . KBPI/Des Moines has hired three new staffers: Karen Bierens, who plans overnight shifts on KFWM/Tucson. Tim Jeffries for weekends from KBCO/Boulder, and Shari Wood, also for weekends, from KERE/ Denver. . . Highly Wex has exited middays at KGBF-FM/San Diego. . . Michael Ross has left WSHE/ Miami afternoons. . . Dave Carew has been named Production Director for WBCN/Hartford. . . KMG/N/Chicago has upped M. T. Noone to Production Director, and has moved Van Johnson to afternoon drive from over-nights.

UPDATE

Several AOR jocks have been “canned” lately, including WQOQ/Philadelphia’s Helen Lehret and WQDR/Raleigh’s John Lisle. Actually, the jocks were taking part in MD fund-raising promotions, broadcasting from island paired of soft-drink six-packs that were being sold to benefit the research organization. . . WMM/S/Cleveland world-premiered the upcoming Cleveland Int.r Meatloaf album “Dead Ringer” over a week ago, playing tracks till the station received a cease and desist order from the record company. . . KLOL/Houston premiered its hometown “Tallest-Texas” album simultaneously at six listener parties, featuring $1.00 drinks and $1.00 coupons discounting the purchase price of the LP. . . More great AOR jocks: KFAI-Quebec’s 9.5. . . KFRO’s under-promotion. . . WSYR/Syracuse’s rise from 9-6.12. . . KLBJ/Austin’s climb from 6-6.11.2. . . WJMZ/Knoxville’s market mean 3.4. . . 3rd highest sales in 6-78 of Steve Davern’s great promotion. . . WPLJ/New York, the third-biggest is from 11.8 to 16.9 (which makes this book’s 12-figure champ dates to). . . GTLQ/Toronto. . . “Band-Aids” is a new weekly feature that presents want ads for musicians. . . WNWO/New Orleans jock Chuck Krr completed a 100-hour on-air marathon for MD that raised over $30,000 in pledges (tickets for a show at a “Meatball Street” Machine motorcycle in conjunction with Warsey Bros. and the latest Van Halen album. . . WMMR/Philadelphia held a Pete Rose lookalike contest at a local club; the winner received what’s left of a season’s pass to the local games. . . WLVQ/Columbus raised over $300 for local charities in recent promotions. . . WPLR/New Haven held a beach party attended by over 2000 listeners who were entertained by freebee demonstrations and live local music. . . Congrats to new WRNO/Stockton jock Michael Gwyne, and Fireside Theatre member Philip Austin. The show was once heard on competing KQ91/Pasadena, and as such, it seems to be the sweet spot in its producers’ hope will result in a syndication deal.

COMING NEXT WEEK: We’ll take a one-week break from our ongoing series of AOR ARB success stories. Next week, I’ve asked Joint Communications VP John Parikhal to share some of his firm’s recent research results. His comments offer an interesting look at some of AOR’s greatest challenges for the eighties.
WPLJ TAKES THE SILVER

WPLJ RADIO IS PROUD TO ANNOUNCE OUR 25TH BOOK IN A ROW AS THE MOST LISTENED TO FM ROCK STATION IN AMERICA.

The largest FM rock audience in America has been tuned to WPLJ 95.5 FM for over 6 years. And, with the latest Spring 1981 Arbitron, we're also celebrating a 4.5 share—our biggest book ever, making WPLJ the most listened to FM rock station in America among persons 12+.

© 1981 American Broadcasting Companies, Inc.
August 21, 1981

156 REPORTERS

Album cuts are listed in order of airplay preference.

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<th>FOREIGNER</th>
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<td>07/27</td>
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</table>

**August 21, 1981**

**Most Added**

1. Dire Straits - "Money for Nothing"
2. Journey - "Foolin"
3. Foreigner - "I Want To Know What Love Is"
4. Tom Petty & The Heartbreakers - "Free Fallin"
5. Tom Petty & The Heartbreakers - "The Waiting"
6. Ozzy Osbourne - "Crazy Train"
7. Journey - "Don't Stop Believin"
8. Journey - "Lights"
9. Journey - "Open Arms"
10. Journey - "Any Way You Want It"
11. Journey - " Randall"
12. Journey - "Songbird"
13. Journey - "Don't Stop"
14. Journey - "Lights"
15. Journey - "Open Arms"
16. Journey - "I Want To Know What Love Is"
17. Journey - "Lights"
18. Journey - "Don't Stop Believin"
19. Journey - "Lights"
20. Journey - "Open Arms"

**Medium**

1. FOREIGNER
2. Journey
3. Tom Petty & The Heartbreakers
4. Ozzy Osbourne
5. Journey
6. Journey
7. Journey
8. Journey
9. Journey
10. Journey
11. Journey
12. Journey
13. Journey
14. Journey
15. Journey
16. Journey
17. Journey
18. Journey
19. Journey
20. Journey

**Hottest**

1. Foreigner
2. Journey
3. Tom Petty & The Heartbreakers
4. Ozzy Osbourne
5. Journey
6. Journey
7. Journey
8. Journey
9. Journey
10. Journey
11. Journey
12. Journey
13. Journey
14. Journey
15. Journey
16. Journey
17. Journey
18. Journey
19. Journey
20. Journey

The charts are based on reports from various radio stations across the U.S.Each chart represents the airplay preferences of radio stations at a particular time. The charts are updated weekly and are presented by Radio & Records. The charts are used by radio stations to determine which songs to play on their airwaves. The charts reflect the popularity of songs among radio listeners. The charts are compiled by surveying radio stations across the country and analyzing the airplay data. The charts are a valuable resource for radio station programmers to make informed decisions about what music to play on their stations. The charts also provide insights into the trends and preferences of radio listeners. The charts are used by music industry professionals to track the success of songs and albums. The charts are an important tool for promoting music and building radio station audiences. The charts are also used by artists and record labels to gauge the success of their songs and albums. The charts are a popular source of information for music enthusiasts and fans. The charts are also used by researchers and analysts to study the music industry trends and patterns. The charts are a valuable resource for anyone interested in the music industry.
PRETENDERS II

Consensus Cuts:
I Go To Sleep • Pack It Up • The English Roses • Louie Louie

36-22 AOR National Airplay/40

PRODUCED BY CHRIS THOMAS
A REAL RECORD

THE TOUR

August 23
Milwaukee WI

August 24
Minneapolis MN

August 25-29
San Francisco CA

August 30
Santa Barbara CA

August 31
Los Angeles CA

September 1-3
San Diego CA

September 4
Tucson AZ

September 5
Denver CO

September 6
Milwaukee WI

September 12
Tulsa OK

September 13
Oklahoma City OK

September 14
Dallas TX

September 15
Austin TX

September 16
Houston TX

September 17
New Orleans LA

September 18
Memphis TN

September 19
Kansas City MO

September 20
St. Louis MO

September 21-22
Indianapolis IN

September 23
Columbus OH

September 24
Pittsburgh PA

September 25
Washington DC

September 26
Norfolk VA

September 27
Philadelphia PA

September 28
Bridgeton CT

September 29-30
Hartford CT

September 31
New York NY

October 1
Boston MA

October 2
Montreal

October 3
Toronto

October 4
Calgary

October 5
Edmonton

October 6
Vancouver

October 7
Seattle WA

October 8
Portland OR

October 9
Honolulu HI

October 10
Melbourne AU
**Significant Action**

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<th>Artist</th>
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<td>Short Back 'N (Chrysalis)</td>
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<tr>
<td>DEBBIE HARRY</td>
<td>Kool-ko (Chrysalis)</td>
<td>7/6</td>
</tr>
<tr>
<td>JEFFERSON STARSHI</td>
<td>Modern Times (RCA)</td>
<td>30/49</td>
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<tr>
<td>STRANGER</td>
<td>&quot;Love&quot;</td>
<td>36/23</td>
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<tr>
<td>J. J. HUNTER</td>
<td>&quot;Cold&quot;</td>
<td>36/23</td>
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<tr>
<td>JOE PERRY PROJECT</td>
<td>&quot;Love&quot;</td>
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<td>KINKS</td>
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<td>JEFFERSON STARSHI</td>
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<td>30/49</td>
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<tr>
<td>&quot;Stranger&quot;</td>
<td>&quot;Love&quot;</td>
<td>36/23</td>
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</table>

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not generated sufficient reports to chart on the National Album chart. These records are listed in the order of airplay. They may be either still on the air, or former National Album chart acts.

---

**JAZZ ON AOR**

1. **SPYRO GYRA**
   - Freestyle (MCA)
   - Title: "Telluride"

2. **YELLOWJACKETS**
   - Yellowjackets (WB)
   - Title: "Nubian"

3. **AL JARREAU**
   - Breakin' Away (WB)
   - Title: "Nubian"

4. **P. M. METHENY, MAYS**
   - As Falls Wichita (ECM)
   - "Tango"

5. **PASSPORT**
   - Blue Tattoo (Atlantic)
   - "Tango"

6. **MILES DAVIS**
   - The Man With... (Columbia)
   - "Fus" "Fus"" "Fus"

7. **TOM SCOTT**
   - Apple Juice (Columbia)
   - "White"

8. **BRIAN AUGER**
   - Search Party (Headline)
   - "I'm Gone"

9. **SADAO WATANABE**
   - My Door Life (Inner City)
   - "Hunting" "Hunting"

10. **JOHN NEPTUNE**
    - Shogun (Inner City)
    - "Magic"

---

**REGIONAL AOR ACTIVITY**

**EAST**

- **Albany**
  - Albany 518-442-5505
- **Baltimore**
  - 98 Rock
- **Boston**
  - WZLL
  - WBUR
- **Buffalo**
  - WEDU
- **Harrisburg**
  - WQED

**MIDWEST**

- **DEF LEPPARD**
  - High N' Dry (Polydor/P)
- **JEFFERSON STARSHI**
  - Modern Times (RCA)
- **ROCKS**
  - "Love"
- **KINKS**
  - "Love"
- **DEBBIE HARRY**
  - Kool-ko (Chrysalis)
- **JEFFERSON STARSHI**
  - Modern Times (RCA)
- **"Stranger"**
  - "Love"

**THE HOTTEST**

- **FOREIGNER**
  - 4 (Atlantic)
  - Title: "Magic"
- **STEVIE NICKS**
  - Bella Donna (Modern/A)
  - Title: "Magic"
- **PATTENARAT**
  - Precious Time (Chrysalis)
  - Title: "Magic"
- **JOURNEY**
  - Escape (Columbia)
  - Title: "Magic"
- **MOODY BLUES**
  - Long... (Threshold/P)
  - Title: "Magic"

These albums, displayed over a two-week period, reached significant records but did not chart this week on the National Album chart. This chart represents activity based on a combination of add, medium and hot reports as well as special jazz programming. The album's preferred station acts are listed; singles are in bold. Artists' names are in bold. If they registered significant airplay this week, these albums are highlighted in bold. This chart represents activity based on a combination of add, medium and hot reports as well as special jazz programming. The album's preferred station acts are listed; singles are in bold. Artists' names are in bold. If they registered significant airplay this week, these albums are highlighted in bold.
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Picture This...

Editor's note: As I mentioned last week, I am taking a week off. I find my mind cluttered with the many details of preparing for a vacation; get suntan lotion, don't forget the snorkel and mask, bring my rubber duckie, and so on. Accordingly, this week's column gave me a chance to show off a few faces that have been waiting in my picture files. Our regularly scheduled column will return, same time, same page, next week. Cheers to you!

BATTER UP — Seen here are the official WHK/Cleveland "All Stars" softball team. Among those pictured are afternoon personality Jay Stevens, newsmen Jim Nuijt and Jim Belles, afternooner "Wild Bill" Wilkins, all-nighter Doc Lemon, and newsman Marv Boone.

TANFASTIC — KFDI/Wichita recently held its second annual "Show Us Your Tan" contest. Seen with the winner are KFDI’s PD John Speer and Dick Houser during the live broadcast. Looks like a real uplifting experience to us.

TIME OUT — KEEN/San Jose sent along these photos of staffers waiting for RCA's Carson Schreiber and recording artist Leon Everette, during the recent "Hurricane" tour. Looks like Schreiber blew it again. Seen here are KEEN's Joe Daniels, Jay Albright, Kris McKay, Don Scott and Chandler Warden.

ONE'S BETTER THAN NONE — Statler Brother Harold Reid is shown during an interview for WVAM/Aitkona, PA. He’s pictured with Stan Davis, WVAM's MD (left), and PD Tom Riley (right).

HILLS HAPPENING — The 1981 edition of Jamboree In The Hills was once again a huge success. More than 50,000 persons attended the event, sponsored by WWVA/Wheeling and Jamboree USA. The two-day festival was videotaped by John Kirshner Productions for airing via cable television in September. Among the performers were Merle Haggard, Conway Twitty, T.G. Sheppard, Ray Stevens, Alabama, Emmylou Harris, and Bill Monroe. This was the fifth year for the annual function.
TWO HITS!...
ANOTHER ON THE WAY

DOLLY
"HOUSE OF THE RISING SUN"
BB 65 * CB 53 * RW 53 *

TENNESSEE EXPRESS
"BIG LIKE A RIVER"
BB 52** CB 63* RW 57*

SYLVIA
"HEART ON THE MEND"
JUST RELEASED
Billy Joe Shaver sure knows how to entertain.

Leave it to Billy Joe Shaver to come up with a classic song that everyone can relate to.

“When The Word Was Thunderbird”

is about a time not-so-long-ago that’s gone for good.
It’s a moving song.
And it’s moving up the charts.

Produced by Eddie Kilroy
Management: American Jade, Inc.
29563 Northwestern Highway #206A
Southfield, Michigan 48034
313/334-2313
Booking: Buddy Lee Attractions
38 Music Square East
Nashville, Tennessee 37203
615/244-4336

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Billy Joe Shaver
“When The Word Was Thunderbird” From the album
I’m Just An Old Chunk of Coal,
But I’m Gonna Be a Diamond Someday
On Columbia Records
And Tapes
Most Active

CHARLY McClAIN "Sleepin' With The Radio On" (Epic) 60/23
National Summary: Up 6, Same 15, Down 19, Debut 4.

GARY CASH "My Baby Thinks He's A Trucker" (Columbia) 77/38
National Summary: Up 12, Same 1, Down 22, Debut 1.

TAMMY WYNETTE "Cryin' In The Rain" (Epic)
National Summary: Up 8, Same 15, Down 12, Debut 10.

Hottest:

RONNIE MILSAP "There's No Gettin' Over Me (RCA)
National Summary: Up 2, Same 4, Down 13, Debut 1.

CONWAY TWITTY "Tight Fittin' Jeans" (MCA)
National Summary: Up 3, Same 20, Down 14, Debut 1.

EDDIE RABBITT "Step By Step (Elektra)
National Summary: Up 4, Same 15, Down 11, Debut 1.

MIKEY GILLEY "You Don't Know Me (Epix)
National Summary: Up 5, Same 1, Down 22, Debut 1.

Most Added:

ROSANNE CASH "My Baby Thinks He's A Trucker" (Columbia)
National Summary: Up 2, Same 17, Down 18, Debut 2.

MIKE HAMMER "I'm A Man Now" (Capitol)
National Summary: Up 3, Same 30, Down 23, Debut 1.

TOMMY JOHNNES "I'm Movin' On" (Charly)
National Summary: Up 2, Same 18, Down 19, Debut 1.

DON SMITH "It's Over Now (Capitol)
National Summary: Up 2, Same 17, Down 18, Debut 1.

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BREAKERS

Most Active:

ROSEANNE CASH
My Baby Thinks He's A Train (Columbia)
FRED KNOCKLOW
Memphis (Scotti Bros.)
TAMMY Wynette
Crying In The Rain (Epic)

Recent releases are listed in order of their activity. The activity ranking following each artist name and title designation example: 100-25 indicate how many of our reporters are on the chart this week and to whom the release has added. The numbers dropped by stepping down through the chart and indicate how many stations actually pulled out of their charts. It is the same to on to the pick.337-4341 - 50 indicates this week 337-4341 which indicates one station added.
Billy Joe Shaver sure knows how to entertain.

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38 Music Square East
Nashville, Tennessee 37203
615/244-4336

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Billy Joe Shaver
"When The Word Was Thunderbird" From the album I'm Just An Old Chunk of Coal, But I'm Gonna Be a Diamond Someday
On Columbia Records And Tapes
GETTING TIGHT WITH TWITTY — MCA recording artist Conway Twitty is seen with staff members of WCUI/Grand Rapids, MI prior to his performance at the 1981 Wyoming Rodeo.

Getting ready for his performance is Bobby Tallman, KOKE's George Arthur, Andy Rent and Cathy Daniels, Conway, and WCUI air personalities Joe Davine, Bruce Parrott and John Howard.

D'JA HEAR THE ONE ABOUT: Waylon Jennings and Willie Nelson making the studio scene together again (album-hunting?). Waylon makes it in Penthouse magazine shortly (September issue) with his feelings on the Moral Majority, new wave music, and "Outlaws"... Willie, scheduled as feature performer at the NAB Convention in Chicago, is currently in a hospital recuperating from a collapsed lung. The Oak Ridge Boys or Johnny Cash talked about as possible replacements for the ailing "outlaw."...Loretta Lynn's first TV special tapes this fall. We'll see it November 16. Sorry to hear of the death of Mooney Lynn's dad, O.V. "Red" Lynn, after a long illness... Ernest Tubb's walk-on at Loretta's Las Vegas opening netted three standing ovations (for Tubb) in Las Vegas?... That's right!!... Janine & Eddie Rabbit's new baby bunny Deretta Anne weighed in at 7 lbs. 6 oz. The Gallins hosting a country segment of a "pre-show" program prior to Jerry Lewis's Labor Day M.D. telethon, which will feature Charley Pride, B.J. Thomas, and Jannie Frickie along with Larry, Steve, and Rudy, in Dallas...CMA's Debra Towsley moving to L.A.? She's a gem!...Conway Twitty appearing on the "Dukes Of Hazard" this fall...Johnny Cash taping his 1981 Christmas TV special in London. Cash, I understand, is writing a novel...about Saul of Tarus... Dinah Shore working a sitcom series for TV with a number of country stars as regulars.

FLASHBACK — 1954: Jim Reeves's first #1 record "Mexican Joe" was hitting in the top spot on the hit parade; the song's writer, Mike Torok, was receiving his Bachelor of Science Degree in Fine Arts and Portrait Painting at Stephen F. Austin University. Nacogdoches, TX. Torok went on to write and record hits of his own such as "Caribbean," "Pledge of Love," "Redneck," and more — enough to be a full-time songwriter and part-time painter. 27 years later, Torok's five-panel oil mural titled "History Of The Grand Ole Opry" was moved to the Ryman Auditorium in Nashville to be placed on permanent display as an added tourist attraction in the famous town of country music. Torok's 75-tlf. Elvis Presley mural is on the wall of the major tourist attractions on Music Row.

OF CABBAGES & KINGS: The amazing resemblance of Hank Williams, Jr. and his "Hank Jr. lookalike contest" winner Van G."
### Hottest Tracks:

- Oak Ridge Boys - "Fancy Free" (MCA) "You Better Learn From The Rumors That Go "Go To L.A."
- John Schneider - "How Old Or Never" (Curtis Bro."
- Spinal Tap - "She's Got That Look About Her"
- Slim Whitman - "Mr. Songman" (Epic/Clev. Int'l)
- "Don't Care If Tomorrow Never Comes"

### COUNTRY ALBUMS

cuts in bold type are receiving the heaviest airplay.

- Alabama - "Feel So Right" - (RCA) "Love In The First Degree"
- Bobby Bare - "As Is" - (Columbia) "Call Into The Blues" "See Cut Road"
- Johnny Cash - "The Baron" - (Columbia) "Hey, Hey, Train"
- Mickey Gilley - "You Don't Know Me" - (Epic) "She Left" The "Flame Of The Lovers" "My Attention"
- Merle Haggard - Rainbow Stage Live At Anheuser Stadium - (MCA) "Middle Branch Town" "Dealing With The Devil"

### Regional Adds & Hots

#### EAST

**Most Added**
- Rosanne Cash (Columbia)
- Eddie Rabbitt (Electra)
- Ronnie Milsap (RCA)
- Kenny Rogers (MCA/Liberty)

**Hottest**
- Rosanne Cash (Columbia)
- Charley Pride (RCA)
- Dolly Parton (RCA)
- Little River Band (RCA)
- Edith Black (Electra)

#### MIDWEST

**Most Added**
- Rosanne Cash (Columbia)
- Charley Pride (RCA)
- Dolly Parton (RCA)
- Kenny Rogers (MCA/Liberty)

**Hottest**
- Rosanne Cash (Columbia)
- Charley Pride (RCA)
- Dolly Parton (RCA)
- Texas Wyatts (RCA)
- Edith Black (Electra)

#### SOUTH

**Most Added**
- Dolly Parton (RCA)
- Rosanne Cash (Columbia)
- Ronnie Milsap (RCA)

**Hottest**
- Dolly Parton (RCA)
- Rosanne Cash (Columbia)
- Ronnie Milsap (RCA)
- T.G. Sheppard (RCA/Curti)

#### WEST

**Most Added**
- Rosanne Cash (Columbia)
- Charley Pride (RCA)
- Dolly Parton (RCA)

**Hottest**
- Rosanne Cash (Columbia)
- Charley Pride (RCA)
- Dolly Parton (RCA)
- Texas Wyatts (RCA)
- Edith Black (Electra)

#### NUMBER OF REPORTING STATIONS

**THIS WEEK: 109**

### Most Requested:

- Ronnie McDowell - "Older Women" (Epic)
- Conway Twitty - "Tight Fittin' Jeans" (MCA)
- Ronnie Milsap - "There's No Gettin' Over... (RCA)
- Kenny Rogers - "I Don't Need You" (EMI/Liberty)
- Eddie Rabbitt - "Step By Step" (Elektra)
- Juice Newton - "Queen Of Hearts" (Capitol)
Thanks to your support and participation, this week's focus is on several successful secondary market promotions underway or recently completed around the country. Look forward to more coverage of promotional activities on this page on a regular basis!

KDBQ/Abilene, SD stole the show during the Centennial city celebration parade with its own "KDBQ Bump 'n' Till Coca-Cola Centennial All-Transistor Marching Band." One hundred listeners were selected as band members. The station produced special programming, distributed T-shirts and included various clients with tie-ins and ad schedules. Over 40,000 watched the parade saluting Aberdeen (population 30,000) in one of the biggest events in the history of the city.

CLO/Ogden, UT Program Director Barbara Richardson put together a paper airplane contest/remote recently, involving the nearby Hill Air Force Base. 450 people participated, with the camera-winning entry cruising 90 feet.

WKAP/M-Alleentown, PA tuned into a popular weekend ritual and scheduled the "Great WKAP Garage Sale," attracting thousands into a local mall. For a small fee, listeners were given 10' x 10' spaces to sell anything they wanted.

KWSJ/Jefferson City, MO is sponsoring resort vacation giveaways in a link with the 50th anniversary of the dam-created Lake of the Ozarks, now one of the world's largest lakes. Drawing winners also received water skis, canoes and more related prizes.

15-KRSS/Siouxfalls, SD recently concluded what it claims is the biggest radio promotion in state history, when it awarded $15,000 to a local woman as the grand prize winner in its "Golden Envelope Contest." 15,000 envelopes contained sponsor coupons, instant-winner certificates and a serial number for the big drawing. Programming Director Don Evans reported that entry box locations became overcrowded, creating traffic tie-ups and other pandemonium.

The ever-popular "License To Win" promotion is a very big success for KFQF/Piney Ridge, complete with license-plate bumper stickers. Listeners spotted by the air talents cruising about town get 30 minutes to call in and collect cash, jewelry, sporting goods, and other prizes.

OUTCUE

That's Some Kinda Atmosphere

In conjunction with its premiere showing of "Cannonball Run" and 7-11 stores, KFMB/San Diego held a drawing to award a grand prize winner dinner and show. The lucky listener received limousine service from his home to a 7-11 store and dinner in the store's parking lot with PD/Operations Manager Mark Larsen and several area store managers. Dinner selections were chosen from everything available on the 7-11 menu.

Following the vast repast, limo service was provided to the screening and home afterwards. Oh yes - the winner also received an all-expenses paid trip for two to Hawaii.

Show here toasting chablis blanc from the 7-11 cellars are the winners with Mark "Parking Lot Party" Larson.

LUCKY BUNCH OF GUYS - KXYX-FM/KICKS/SYS San Diego bowed all odds by staging its second annual Family Night at Sea World on a Friday the 13th (July). The event featured fireworks, a picnic and water show choreographed to KICKSVY music. Shown here avoiding black cats are staff members Sam Bass, Kiki Johnson, Donovan Rogers (kneeling), Ken Richards, Billy Paul, Clark Race, and Andrew Makenushka.

Secondary Market Promotion Salute

A/C Research Now Current

With the help of new computer capabilities, we are pleased to report that all research appearing this week and from here on is current and reflects information gathered earlier this week from our reporters.

In the very near future, we will be introducing new and additional research and information to assist your programming decisions. Full details to follow.

Progress

KISN/Salt Lake City: Scott Gentry 6-9am; Doug Wildflester 9-2pm; Shaun Phillips 2-7pm; Ron O'Brien 7-11pm; Jeri Cartwright all-nights . . . Jack Knight joins WTOR/Winston-Salem as morning personality, formerly of WSOCL/Charlotte . . . Vic Johnson has been promoted from part-time status to the 7-midnight shift at WHER/Syracuse . . . Brian Caoud is the new mid-day talent on WOAI-FM/San Antonio, moving from WCYS/Springfield, IL. Former WOAIFM PD Kevin Fennessy, who programmed FM97/Pittsburgh, is available and ready, (512) 691-0057 . . . David Gillen has been named News Director for WREC/Memphis. Prior to WREC, David served as reporter for WVRW and WMSC/Memphis, as well as experience at WBCN and WEEL/Boston . . . New lineup at WKTR/Baltimore: 6-10am Rick Marron & Ron McGuire; 10-3pm Jim Bosch; 3-7pm J.J. McKay; 7-11pm Steve Knight, midnight-6am Howard Jones . . . A new A/C FM station, Z103-FM/Joplin, MO joined the airwaves this past weekend . . . KOKQ/Montery has been purchased by Johnston Broadcasting, which has brought back the familiar call letters of KMBY. When KRLM/Carmel is acquired by Johnston later this summer, it will change to KMBY-AM. The old KMBY (now KESE-AM) and KDON-AM/Saltinas used to compete in vigorous CHR radio wars seven years ago. Previous KMBY alumni include Robert W. Morgan and Bobby O'Shea. The AM was formerly programmed by Don Hofmann and returned to become General Manager/Program Director and is now working with his old call letters again . . . Mike Diem has resigned as program Director of WJON/St. Cloud, MN to become the General Manager for the Monticello, MN station that hits the air this fall. The call letters for this station are KMOM. The promotion possibilities should be endless!
Rita Coolidge

THE CLOSER YOU GET TO RITA, THE MORE LIKELY IT IS SHE'LL BREAK YOUR HEART.

HEARTBREAK RADIO

A NEW ALBUM
PRODUCED BY ANDREW GOLD
WITH A NEW SINGLE
"THE CLOSER YOU GET" AM 2361

HEARTBREAK RADIO SP 3727
IS WHAT IT'S ALL ABOUT

Produced by Andrew Gold
Management: Bert Block/Ron Rainey
© 1981 A&M Records, Inc. All Rights Reserved
### EAST

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### General

- **Regionalized Adds & Hots**
- **ALL STATIONS REPORTED THIS WEEK**
  - 114 REPORTERS
  - 115 LAST WEEK
  (Note: KSTP/Minneapolis has switched formats and has discontinued reporting.)
Many programme managers and others have asked me how to get in touch with various record companies. That has prompted me to gather up the names, addresses, and phone numbers of the major participants in the making of black music. We have fewer record companies these days, so we have some of the same names heading the promotional teams at various companies. The following is a list of contacts if you need product service or you just want to get to know the people on the other end.

Alfa
Kevin Keogh
1015 N. Fairfax
Los Angeles, CA 90046
(213) 604-1190

A&M
Jheryl Busby
1415 N. La Brea
Hollywood, CA 90028
(213) 469-2411

Arista/GRP/Buddah/Subra
Richard Smith
6 West 57th St.
New York, NY 10019
(212) 469-7400

Atlantic/Auto/Cotillion/Mirage/
Rolling Stones/Modern/RF/EMI
Emerald City/Swan Song/Radio
Real World
Everett Smith
75 Rockefeller Plaza
New York, NY 10019
(212) 484-8154

RC Records
Chuck Russ
207 Dahlil
Brooklyn, NY 11218
(212) 851-8588

Becket
Matt Parson
1790 Broadway
New York, NY 10019
(212) 757-9860

Boardwalk
Rubin Rodriguez
200 W. 55th St., 5-E
New York, NY 10019
(212) 765-1513

Bruce & Sons
Raine Boone
1965 Broadway
New York, NY 10023
(212) 966-0700

Capitol (Goldcoast)
Don Mac
1750 N. Vine St.
Hollywood, CA 90028
(213) 462-6252

Chi-Sound
Gus Redmond
8 E. Chestnut St.
Chicago, IL
(312) 943-0307

Crysalis
Rachel Fields
925 Sunset Blvd.
Los Angeles, CA 90069
(213) 590-0171

Columbia (East)
Paul Ely
51 West 52nd St.
New York, NY 10019
(212) 975-6849

Columbia (West)
Doug Wilkins
1901 Century Park West
Los Angeles, CA 90067
(213) 566-4054

Elektra/Asylum/Planet/Solar/Curb/Berserkly
Bill Stanton
92 N. LaCienega Blvd.
Los Angeles, CA 90069
(213) 655-0280

EMI America/Liberty/Curb
Veronique
1750 N. Vine St.
Hollywood, CA 90028
(213) 469-6256

Epic/Portrait/Associated Labels (including
Jet/Philadelphia Intl./Caribou/
Larmor/T-Neck/Taba/Unlimited
Gold/Bang/Pavilion/Curb, etc.)
Maurice Warfield
1901 Century Park West
Los Angeles, CA 90067
(213) 556-7470

Fantasy/Honey/Milestone/Presige/Stax
Quincy McCoy
3600 10th & Parker
Berkeley, CA 94710
(415) 469-2411

MCA
Jerry Boulding
70 Universal Plaza
Universal City, CA 91609
(213) 509-4012

Molten
Dee Carter
6255 Sunset Blvd.
Hollywood, CA 90028
(213) 469-5705

Philadelphia International
Harry Coombs
309 S. Broad St.
Philadelphia, PA 19107
(215) 985-0090

Polygram (East)
Tommy Young
410 7th Ave.
New York, NY 10019
(212) 399-7003

Polygram (West)
Ernie Singleton
1930 Century Park West
Los Angeles, CA 90067
(213) 277-1367

Pose
Bill Slatinsky
161 W. 55th St., #23
New York, NY 10019
(212) 581-3288

Prelude
Mike Gomes
200 W. 55th St.
New York, NY 10019
(212) 974-0360

Putnam
Earl Sellers
636 11th Ave.
New York, NY 10036
(212) 566-2771

RCA
(RCA East) (including
Millenium/20th-Century-Curb/Salsoul)
Anthony Spencer
1123 Ave. Of The Americas
New York, NY 10036
(212) 933-4509

RCA (West)
Lydia Brown
6303 Sunset Blvd., Suite #600
Los Angeles, CA 90028
(213) 468-0588

RF/C
Bert Coleman
101 W. 55th St., Suite 8-D
New York, NY 10019
(212) 246-4553

Salsoul
Billy Smith
240 Madison Ave.
New York, NY 10016
(212) 889-0444

Sam Records
Theresa Rossi
45-50 38th St.
New York, NY 1019

Solar
Edna Collison
9046 Melrose Ave., Suite #200
Los Angeles, CA 90069
(213) 859-1717

Sugarhill
Diane Moore
96 West St.
Englewood Cliffs, NJ 07631
(201) 569-5719

Vanguard
Amanda Schuster
71 West 23rd St.
New York, NY 10010
(212) 252-7722

Vest
Al Edmondson Jr.
6430 Sunset Blvd., #816
Los Angeles, CA 90028
(213) 462-3162

Warner Brothers (including
Island/Sire/Geffen/Bearsville/
Dark Horse/Curb, etc.)
Cortez Thompson
3300 Warner Blvd.
Beverly Hills, CA 91501
(213) 846-9009

West End
Manny Bells
256 West 57th St.
New York, NY 10017
(212) 757-0695

WMOT
Reggie Rhodes
1228 Spruce St.
Philadelphia, PA 19107
(800) 523-2718

Back in March, 1½ million tickets were delivered to over 200 locations in Detroit, Ann Arbor, and Ypsilanti for free distribution to the public by WJLB. A “Hot Ticket” holder could win up to $1000 instantly by uncovering three matching squares in the “Scratch & Match” portion. Since all tickets were numbered, a second method of winning was also possible: any ticket-holder whose lucky ID number matched the one broadcast on the air could also win up to $1000 in a building jackpot. Finally, by mailing back all non-winning tickets to the radio station, ticket holders were eligible for a third chance to win a 1991 Grand Prix in the “Hot Ticket Loser Sweepstakes.” Approximately 3500 people shared in over $55,000 in cash and prizes. Mrs. Betty Booth of Detroit became the lucky winner of the beautiful new automobile along with 100 free gallons of gasoline courtesy of WJLB. Pictured with 50,000 “Hot Tickets” is WJLB’s Rita Wise.

Each year since 1963 the University of Connecticut’s UConn Club holds an awards banquet to honor current and past athletes. This year’s recipient of the “Red O’Neil Award” for combining character, leadership, athletic ability, and a successful career is Missouri’s Eastern Director of Marketing Worthy Patterson. Patterson won All-New England honors in basketball and conference honors and was a three-year basketball standout before graduating from the University in 1954. Worthy was drafted to the Boston Celtics, then served two years in the Army, resuming his professional basketball career with the St. Louis Hawks. His wife of twenty-five years, Queen, is a professor at New Jersey’s Bergen Community College! Congratulations!

KDHK/Oakland has announced the addition of Barry Poe as new morning personality. Poe has done mornings at KSLL/St. Louis and also WAKK/Atlanta.

Philadelphia has a new Black-formatted radio station just across the bridge, in Camden, N.J. To be exact WSSJ is on 1310 AM, its address is 6th & Market St., Camden, N.J. 08101; and the Program Director’s name is Gary Shepherd. The format started June 1 of this year. The phone number at the station is (609) 362-5690.

Carnegialo
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Carnegie Hall
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CARL CARLTON
“She’s A Bad Mama Jama” (20th)

EVELYN KING
“I’m In Love” (RCA)

DIANA ROSS & LIONEL RICHIE
“Endless Love” (Motown)

TEENA MARIE
“Square Biz” (Gordy)

LARRY GRAHAM
“Just Be My Lady” (WB)

RENE & ANGELA
“I Love You More” (Capitol)

PHYLLIS HYMAN & MICHAEL HENDERSON
“Can’t We Fall In Love Again” (Arista)

AL JARREAU
“We’re In This Love Together” (WB)

COMMODORES

LADY (You Bring Me Up) (Motown)

RICK JAMES
“Super Freak” (Gordy)

MANHATTANS

Just One Moment Away” (Columbia)

BRICK

Sweat” (Til You Get Wet) (Bang)

POINTER SISTERS

“Slow Hand” (Planet)

STACY LATTISAW

“Love On A Two Way Street” (Cotillion)

FOUR TOPS

“When She Was My Girl” (Casablanca/PolyGram)

B.B. & Q. BAND

“On The Beat” (Capitol) 62% (+4) reporting. Added at WYFL-FM.

DENROY MORGAN

“I’ll Do Anything For You” (Becket) 57% (+2) reporting. Added at WAMO, KJAX, WWWS, KLUP. Hot at WOFL, WCN, WQAM, WQX, KJAX, WJCL, WWX, Ktridge, WQAM, WIV, WDEL. Added at WJAX, WCN, WQAM, WQX, KJAX, WWWS, KGG, KJAX, KAS, KJAX, Hot at WCN, WQAM, WQX, WWXX, WQAM, WQX, WDEL.

CHERYL LYNN

“Shake It Up Tonight” (Columbia) 57% reporting. Medium at WAMO, KJAX, WWWS, WWX, Ktridge, WQAM, WQX, KJAX, KAS, KJAX, Medium at WCN, WQAM, WQX, WDEL.

ARETHA FRANKLIN & GEORGE BENSON

“All The Hurt Away” (Arista) 55% (+23) reporting. Added at WAKQ, WCN, WQAM, WQX, KJAX, KAS, KJAX, Added at WCN, KJAX, KAS, KJAX, Added at WCN, WQAM, WQX, WDEL.

DENICE WILLIAMS

“Silly” (ARC/Columbia) 53% (+4) reporting. Added at WDAO. Medium at WWNY, WCN, WQAM, WQX, KJAX, KAS, KJAX, KJAX, Added at WCN, WQAM, WQX, WDEL.

RAY PARKER JR. & RAYDIO

“That Old Song” (Arista) 53% reporting. Added at WDTO. Medium at WWNY, WCN, WQAM, WQX, KJAX, KAS, KJAX, Added at WCN, WQAM, WQX, WDEL.

RAFAEL CAMERON

“Funtown U.S.A.” (Salwati) 51% reporting. Medium at WDAO, WCN, WQAM, WQX, WDEL.

LUTHER VANDROSS

“Never Too Much” (Epic) 49% (+7) reporting. Added at WQAM, WCN, WQAM, WQX, WDEL.
MCA Records.

Brenda Johnson, 1343-A Stratford Drive, Kent, Ohio

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