ISSUE NUMBER 324

THE INDUSTRY'S NEWSPAPER

guires FCC approval, stock in the

new broadcast company would be

distributed to General Tire share-

holders. A General Tire statement

said the proposal was in the best

interests of the shareholders,

as the company hopes the move

will "remove any cloud" on the

stations not involved in the FCC

decision, which is being appealed.

The Boston TV station would be

sold to NETV subject to the approval of the spinoff, in which

case RKO will request an FCC ap-

proval of its license for WNAC-TV

conditional on the sale of NETV.

The FCC previously rejected

NETV's request to assume the

WNAC-TV license. RKO General

Vice Chairman/Chief Operating

Officer John B. Poor commented

that RKO "continues to maintain

that it is fully qualified as a broad-

caster, and intends to avail itself

of all legal remedies to contest

any denial or renewal of licenses."

He described the spinoff proposal

as a means to limit the scope of

Stations involved in the spinoff

would be WOR-WXLO/New York.

WRKO-WROR/Boston, WGMS-AM-

FM/Washington, D.C., WAXY/Ft.

Lauderdale, WFYR/Chicago, WHBQ-

AM-FM-TV/Memphis, KFRC/San

Francisco, and KHJ-KRTH/Los

future litigation.

MARCH 21, 1980

12 RADIO STATIONS WOULD BE INCLUDED

General Tire Proposes Broadcast Spinoff

General Tire & Rubber Co, has filed a proposal with the FCC which would spin off a new broadcasting company encompassing RKO's 12 radio stations and one of its TV stations. The company also proposes to sell WNAC-TV/Boston to the New England Television Corp. (NETV). WNAC-TV is one of the three RKO-owned TV stations named in the recent FCC ruling holding that RKO was an unqualified licensee because of transgressions associated with the parent company (R&R 2-1).

Under the proposal, which re-

Licata Promoted To Chrysalis Presidency

Sal Licata has been appointed President of Chrysalis Records Inc., moving up from the Sr. VP/GM position at the label. At the same time, Chrysalis co-owners Terry Ellis and Chris Wright will adopt the title of Co-Chairman/Chrysalis International Group of Companies.

Ellis commented, "In 1976 we undertook the daunting task of establishing a completely new, totally independent record company in the U.S. Three years later we have a stable, profitable operation which has, we hope, established its position in the industry. Sal Licata's contribution to this achievement is incalculable."

Calling Licata a "supreme record man with a unique understanding of the U.S. market," Ellis continued, "Over the past 12 months he has gradually taken over complete responsibility for the day-to-day operation of Chrysalis. He has guided the company through a very difficult year for the industry, and must take a large share of the credit for the fact that we have substantially increased our sales volume in our three years in business. We are proud to have someone of Sal Licata's stature as President of Chrysalis Records."



Sal Licata

Ellis concluded, "This appointment will allow me the extra time I have wanted to work more closely with our artists and their managers in developing meaningful careers for them. Also, I can guide our A&R more fully towards bringing to Chrysalis the artists most suited to our philosophies."

WOMEN INCREASE IN NEWS

Minorities Now Own 124 Radio Outlets

Minorities (blacks, Hispanics, Native Americans) now own 138 broadcast stations, 124 of them radio out-

lets, according to an NAB study. The new figures represent a 37% increase in the ownership total, with blacks making the biggest gains. Black owners are now in charge of 105 radio stations, with Hispanics owning 18 and one being licensed to a Native American.

Meanwhile, a Radio-TV News Directors Association study showed women making solid gains in radio news positions, although their representation is still far below the percentages for TV. Nearly 50% of radio news operations employ at least one woman, up from 20% in 1972, but the equivalent TV figures are 94% now compared to 57% in 1972. Women now make up 26% of radio news staffs, and the number of female news directors increased.

Minorities were employed by 20% of responding radio news departments, the same figure as reported in 1972. 63% of minorities were black, 26% Hispanic, 7% Native Americans, and 4% Asian-Americans.



HARVEY ADDRESSES CRS — Paul Harvey, the ABC Radio Network's legendary newscaster, is pictured delivering the keynote address at the 11th annual Country Radio Seminar held in Nashville last weekend. Over 400 broadcasters gathered for two days of panels and presentations, including a speech by Red Barber, highlighting his 50 years in radio sports. For summary and exclusive photos, see Jim Duncan's column, Page 52.

Stigwood Announces RSO Dreamland Distribution

Robert Stigwood, Chairman/ Chief Executive Officer of the Stigwood Group, formally announced RSO Records' multi-million dollar worldwide distribution agreement with Dreamland Records, the new label formed by hit producer/ songwriter Mike Chapman and his longtime songwriting/business partner Nicky Chinn.

Stigwood commented, "The association between RSO and Dreamland is a milestone in the history of RSO Records. It is rare to have the opportunity to begin a far-reaching association with such highly talented and universally respected people. Although many signs in the past year indicate that others consider the rec-ord industry to be 'soft,' I firmly believe in the future of the music business. This multi-million dollar commitment represents not only my belief in Nicky and Mike, but also my firm confidence in the future of the music business as a

"Major Step Forward" — Coury

RSO President Al Coury called the agreement a "major step forward," adding, "Nicky Chinn and Mike Chapman have for years been trendsetters in this highly unpredictable industry. Their way of working has always reflected their honesty, reliability, and integrity, and it is a real pleasure now to be in business with them on such an enormous scale."

Chinn stated, "We are thrilled by this new association. We don't intend to be just another 'new label' . . . The label will be small, and we will have an artist-oriented and career-oriented record company." Chapman added, "The formation of our own record label is an dream I have nurtured for almost eight years. The timing I'm convinced that RSO Records... is best equipped to help us realize our goals. I have the highest regard for the energy of Al Coury and his staff and for the creative instincts of Robert Stigwood."

Cross-Pollination Of Talents

Stigwood Group President Fredric B. Gershon said, "The Chinn/ Chapman/RSO Records deal is ambitious, and we believe that it is structured in an extremely unorthodox fashion. This unique agreement will have long-reaching effects beyond the record division

... Mike and Nicky's talents, and the talents of their artists, will be cross-pollinated with our theatre, motion picture, and television activities around the world. The signing of this agreement is an integral part of the Group's expansion into more diverse contemporary communication activities."

Chinn and Chapman came into prominence in England in 1971 with hits by New World and Sweet, later scoring international successes with Suzi Quatro, Mud, and Smokie. In recent years Chapman has produced the Knack, Blondie, Pat Benatar, Nick Gilder, and others. New artists signed to Dreamland include Nervus Rex, Spider, Shandi, Holly Penfield, Consenting Adults, and Michael Des Barres.

Arbitron Advance Results

NEW YORK
WBLS Gains For Solid Lead
LOS ANGELES
KABC Regains First; KJOI Edges KBIG
CHICAGO
WGN, WLS, WLUP On Downslide
SAN DIEGO
KGB-AM Rocks Up Almost 4;
KPRI Tops AOR's
Plus First Four March Mediatrends
See Page 24.



THE MARSHALL TUCKER BAND "It Takes Time"

The first from "TENTH," the new Marshall Tucker Band album.

PRODUCED BY STEWART LEVINE FOR OUTSIDE PRODUCTIONS, INC.



Schnabel, most recently Sr. VP/ Business Affairs for Polydor, Inc., now takes on responsibility for all contracts and other business-related agreements emanating from Polydor, Casablanca, Phonogram, and Polygram Classics, the four labels whose business and local promotion functions were recently placed under the PRO USA umbrella.

Rollefson, most recently Manager of London's Classical Division, will supervise artist relations, product development, promotion, and publicity for London, which is placed under the Polygram Classics wing but will ap-

parently retain some of its pop catalog as well. Rollefson reports to Polygram Classics President Guenter Hensler, who commented, "Under this new structure, London will not only continue as an independent label, but also benefit from the Polygram organization's financial and business resources.

Polygram Pictures supersedes Casablanca FilmWorks, with Guber serving as Chairman of the Board and former 20th Century-Fox Film Corp. President Gordon Stulberg named President/Chief Operating Officer. William Tennant, FilmWorks President, will become President of the Motion Picture Division of the new company, which will be heavily funded by Polygram as a "major commitment" to establish the company in the same leadership position in the U.S. that it currently enjoys in recorded music, film, and television worldwide," Polygram President Coen Solleveld stated. "Our name is on the company and our reputation is behind it, as well as a large sum of money, I might add," he concluded.

WPIX Switch Generates Protests By Listeners

WPIX/New York's recent decision to drop its "25 years of rock 'n' roll" format (R&R 3-14) has triggered a variety of listener protests. One listeners' group chose to picket in front of the Daily News (owners of the station) building at 1pm, Thursday (3-20), while a second coalition, including a New Jersey-based "Listeners To Bring Back The Old 'PIX" group, has scheduled a similar action for noon, Friday

One of the leaders of the second protest, Elizabeth Schaffner, told R&R they had spent the weekend collecting signatures and leafletting XTC and Boomtown Rats concerts as well as local stores, clubs. and the like. Over 3000 signatures have been collected, she said.

Meanwhile. New York City concert promoters FAT Productions

\$102,000 IN DAMAGES

Black Daytimer Suffers Fire

KJOP/Hanford, CA caught fire at 11am Wednesday (3-12), resulting in \$102,000 in damages to the Black/Spanish-formatted daytimer. While arson was initially suspected, principally because of a history of past incidents involving the station (last November, a large "KKK" was painted in front of the blackowned outlet). Kings County Battalion Chief Dave Barros told R&R that, following a State Fire Marshal's investigation, a homemade wood stove was determined to have been the cause of the blaze. Despite the extensive nature of the damages, John Penbroke, owner and General Manager of KJOP, estimated that the station would return to the airwaves within two weeks. He also expressed some uncertainty as to whether the wood stove could have caused the fire.

have set up a "Rock Against Ratings" benefit concert for March 28th at the Irving Plaza Rock 'n' Roll Theatre. The event will feature local bands, DJ's and guest speakers.

Frank Roccio, one of the firm's principals, outlined the reasons behind the effort: "We feel that what happened to 'PIX is going to affect a lot of New York bands that would have gotten airplay and aren't anymore. We're trying to organize bands who will be directly affected by this. There will be a lot of people playing, and we hope to have (ousted PD) Joe (Piasek) and (former MD) WPIX/See Page 24

Metroplex Buying **WOKF-FM For** \$3½ Million

Metroplex Communications, owners of Y100/Miami, have filed to purchase WOKF-FM/Clearwater, in the Tampa/St. Petersburg metro, for \$31/2 million from Broadcast Enterprises Network, Inc. pending FCC approval. The expanding company is also awaiting approval on its purchase of WPIK-WXRA-FM/Washington, D.C. from Potomac Broadcasting, Metroplex National PD Bill Tanner recently formed a programming consultation firm (R&R 3-14), and it's viewed as likely that his company will consult these new acquisitions after approval is granted.

WBLS CROCKER'S FOCUS

Stevens Returns As KUTE PD

Bill Stevens, who programmed KUTE/Los Angeles prior to its purchase by Inner City Broadcasting, has resumed the PD position. Inner City National PD Frankie Crocker, who had been programming both Black / Dancemusic - formatted KUTE and flagship station WBLS/ New York, turned over the KUTE position to Stevens in order to concentrate on the high-rated New York station, according to a company statement.

An Inner City spokesman told R&R, "We have an opportunity to establish true dominance in this . . We needed a local market . person who would be more responsive to the highly competitive Los Angeles marketing environment, and we are fortunate to have a quality programmer on staff already in Bill Stevens." Stevens had been doing overnights at the station. A KUTE spokesman said the station would be heading in a "mass appeal hit format" direction. Assistant PD Bobby Magic has exited the station in the wake of the changeover.

OPINION LINE

Music Thriving On AM

Dear R&R.

Recent times have seen a number of major signals convert from music formats to News/Talk and combinations thereof. Our market (St. Louis) is no exception.

To those remaining diehards who continue to play records on AM radio . . . hang in there.

I'm beginning to feel a little like Mark Twain, who said. "The news of my death has been greatly exaggerated!" It is not my intent to blow our own horn, but here in St. Louis, KXOK .

- 1. Has the #1 music cume of any station Metro & TSA.
- 2. Shows significant growth in the target 25-34 audience including the broader 25-49 & even 18-49.
- 3. Has reached a 6.2 share Metro and we did it with music, on AM radio.
- I give my personal thanks for the support of the world's best GM (Phil Trammell), and the dedication of a great air staff. I certainly don't have all the answers, but I firmly believe that giving up is no answer at all.

Keep playing those hits in mono!! Till we can play them in stereo.

> Lee Douglas KXOK/St. Louis

For The Record

In last week's articles on the purchases of KIOI/San Francisco and KJR/Seattle, certain comparisons of station purchase prices were accidentally misapplied, creating the misleading impression that the \$12 million paid by Karl Eller for KIOI was a new single-station record and the \$10 million Metromedia purchase of KJR established a new AM record. Actually, while \$12 million is apparently the highest price pald for an FM station, it is exceeded by Cox's \$15 million-plus purchase of KFI/Los Angeles and Mutual's \$14 million cash payment for WHN/New York, which received final approval last week. Mutual also purchased WCFL/Chicago in 1978 for \$12 million.



PAGE 3

BEWARE THE STICKERS

A Guide To Arbitron's Least Favorite Contests, With Pointers On Keeping A Clean, Unstickered Profile In The Ratings Book.

Page 16

THE NEW ERA IN RADIO PROMOTION

New Promotion Strategies For The Age Of Arbitron Extended Measurement.

Page 21

this week...

RADIO ON TV: CREATING YOUR OWN COMMERCIALS

In the final installment, Robert W. Wood offers useful tips for the do-it-yourself TV spot designer.

Page 14

THE AOR ARMY INVASION

AOR programmers discuss the "rock & roll army" boom, and explain mobilizing, drafting and basic training of listener recruits.

Page 40

PROMOTION BASICS IN BEAUTIFUL MUSIC

The pros and cons of advertising BM stations on TV, outdoors, in print, and even on other radio stations.

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Washington Report

DID NAB PLAY BY THE RULES?

Nine Kilohertz Stalled

A resolution tabling discussion of 9 kHz until November, 1981 by Region 2 countries (the Western Hemisphere) was expected to be adopted this week in Buenos Aires. The resolution reportedly contained a clause stating the majority of countries, including the U.S., favors reduced AM

The FCC was claiming a victory, however, since the word "majority" was included, according to Elliot Maxwell, Asst. Chief, Office of the Chief Scientist, and former aide to Chairman Ferris. Maxwell told R&R the U.S. Government went to Region 2 with little initial support.

The strongest opposition appears to be still coming from Canada, Argentina, Peru, and U.S.

NAB Caper

Publicly, NAB was being chastised by government officials and members of Congress for having interfered in the diplomatic ballgame. NAB surprised FCC Commissioner Bob Lee (who heads the U.S. delegation) and State Department officials by sending a letter to every country asking them to hold off on making a decision until

"Every Radio Board member supported the letter," NAB Radio Board Chairman Arnie Lerner (Pres. WLLH/Lowell, MA) told R&R. "It's not realistic to represent our membership without coming to loggerheads with the

there were additional studies on

the impact of 9 kHz.

The Week In Review

- RKO Asks FCC For Permission To Form New Radio/ TV Company (See Page 1)
- · Expectations High That 9 kHz Decision Will Be Put Off 18 Months
- Final Rush At FCC To Get Dereg Comments In
- Possible Additional Renewal Sanctions Considered
- New Extension To Cross-Ownership Rule

— Jonathan Hall

Final Days For All-Out **Deregulation Effort**

Healthy Public Radio Essential For Deregulation, Says Ferris

Everyone seems to be getting into the radio deregulation act as the deadline for comments, March 25, approaches. The latest trend is a stack of petitions signed by over 300 individuals that arrived at the Commission last week, all opposing the idea.

The letters said the undersigned had heard about deregulation from their churches, but contained misinformation along the lines of "the FCC will release all stewardship of radio broadcasting," and "radio stations will no longer be required to broadcast in the public interest." Other opposing letters continue to pour in from religious organizations, educational institutions, and charity groups,

and the myth that current regulations require stations to air PSA's persists.

Broadcasters are keeping up with opposing comments in volume and originality. KNEU/Roosevelt, UT GM Earl Hawkins summed up what many broadcasters have told the FCC, "My 15 years in the radio industry makes me more capable of judging the needs and

DEREGULATION/See Page 20

FCC: At A Glance

WCEH EEO Program Okay

An updated EEO report from WCEH/Hawkinsville, GA showing increased recruitment of blacks and a proposal that 50% of all new employees hired will be black was accepted last week. WCEH had received a warning letter from the FCC in October urging the station to increase minority hiring.

WGTB Moves To A **School Across Town**

WGTB/Washington, which has been dark for a year, was assigned to the University of the District of Columbia (UDC) last week. A coalition of listeners had asked the FCC to deny the transfer because Georgetown University officials said they could not afford to operate the station. The FCC said that although WGTB's format had been unique, UDC also proposed a unique format, so there was no loss to the community. UDC proposed Caribbean and Spanish music. Classical. Oldies, and traditional African music.

FCC AT A GLANCE/See Page 20

Commission and the Hill," NAB Exec. VP John Summers said.

The part of the resolution calling for more study appeared to be a blueprint of NAB's letter, according to Summers. Representing NAB interests in Buenos Aires, although he's not an official member of the U.S. delegation, is NAB's past Board Chairman Don Thurston.

Confusion Over U.S. Policy

The prime result of NAB's letter was to create confusion in the minds of other delegates, and Commissioner Lee even denounced it during a session late last week. The effect will be to cause delay, and broadcasters hope more stu-dies will be conducted in the interim about the effects of 9 kHz.

But privately, many sources, including House Communications Subcommittee Chairman Lionel Van Deerlin (D-CA) and FCC Chairman Charles Ferris, were upset with NAB's diversionary tactics and miffed at not being sent a copy of NAB's letter. Van Deerlin, who on March 6 placed comments in the Congressional Record to the effect that some lobbying was straining propriety, told R&R, "The postponement just delays the inevitable."

"It wasn't proper for NAB to do what they did in the midst of delicate negotiations" one Ferris aide

So for the next 18 months, NAB can claim a bigger victory than the FCC and State Department. The remaining question is to what degree NAB may have damaged its relationship with Commissioner Lee and some Congressmen for failure to use its Xerox.

NO ACTION ON "ENDANGERED" BLACK FORMATS

Extra Renewal Punishments?

FCC To Study Three Proposals, Also Close To Plan For AM-FM Break-Ups, **Ratings Review**

Responding to an October, 1979 petition from the National Black Media Coalition (NBMC) containing 35 separate proposals, the FCC last week asked its Broadcast Bureau to study additional renewal sanctions:

- · License suspension, whereby a station would continue to operate, but profits would go to a nonprofit group.
- · EEO rehabilitation, whereby a licensee not conforming with EEO rules would be required to finance a minority training program.
- Partial license revocation, which would force broadcasters to share their frequencies.

In addition, Ed Cardona's Industry EEO & Minority Enterprise Division was told to look into whether ratings firms are undercounting minority audiences and the effect on the Commission's efforts to expand minority ownership because of low ratings. The FCC said, however, it did not appear that it had any control over ratings firms.

In The Works

Some NBMC ideas are being discussed already. For example, the FCC said it was:

- In the process of drafting a rulemaking proposal for possible prohibition of AM-FM crossowner-
- Reviewing the comparative renewal process (NBMC sought increased advantages for minorities based on their degree of proposed ownership and participation).
- · Considering installation of a toll-free WATS line to the Consumer Assistance Division.

But other proposals were tabled. The Commission said it will:

· Consider later, along with a similar NTIA proposal, expanding RENEWAL/See Page 20

ADOPTED ON INTERIM BASIS FOR RADIO

Broadcasters Must Ascertain Gays & Handicapped

Not A Vote For Or Against, Gays Say

Broadcasters don't have to search their communities for gay or handicapped leaders, but in the future if those groups come to a station they may have to be ascertained.

The FCC announced Wednesday (3-12) that it will be up to the groups to make their presence felt

and up to broadcasters to decide if they constitute a significant portion of listeners.

If a broadcaster refuses to accommodate a group, the FCC says the group will have the right to ask that the station's license be denied. While TV will be stuck with this decision, the measure was adopted on an interim basis for radio, pending the outcome of the Commission's deregulation proposal, which may eliminate ascertainment requirements for radio broadcasters. Previously, the FCC denied a request by gays to be added as a permanent 20th category in the FCC Ascertainment Primer. Currently, there is a checklist of 19 areas which must be ascertained.

People

Las Vegas

Everett Erlick, ABC Senior VP/ GC, will receive the 1980 Grover Cobb award at the NAB Convention April 13-16. Honor is for unusual dedication to improving broadcasting's relationship with the federal government.

New York

Al Neuharth, Gannett Chairman/ Pres., named Chief Exec. of the Year in publishing and printing by Financial World magazine. Neuharth also won the award in 1976 and 1977.

Steuben glass apples were presented at the New York Market Radio Broadcasters Association Big Apple Awards Ceremony last week. First place winners included; PSA's: WCBS-FM; Music: McCann-Erickson Inc. for Coca-Cola, U.S.A.; and Humor: Dick & Bert for RAB.

Washington

FCC Commissioner Jim Quello defended his record and clarified his stance on key concerns of minorities before a gathering of black media people last Thursday, March 13. Speaking to the Capital Press Club, he said he supports methods



the FCC uses to encourage black ownership, as well as conferences to explain the Commission's procedures to the public and a proposal to establish funding for public participation in rulemakings. He took the opportunity also to reemphasize his concern for "forced" broadcaster/citizen agreements.

Cincinnati

Bill Sims, President of Wycom Corp., group owner of six stations, has associated with the R.C. Crisler Co. brokerage house. Sims's specialty will be small and medium market stations in the Rockies, Plains and Southwest.

Chicago

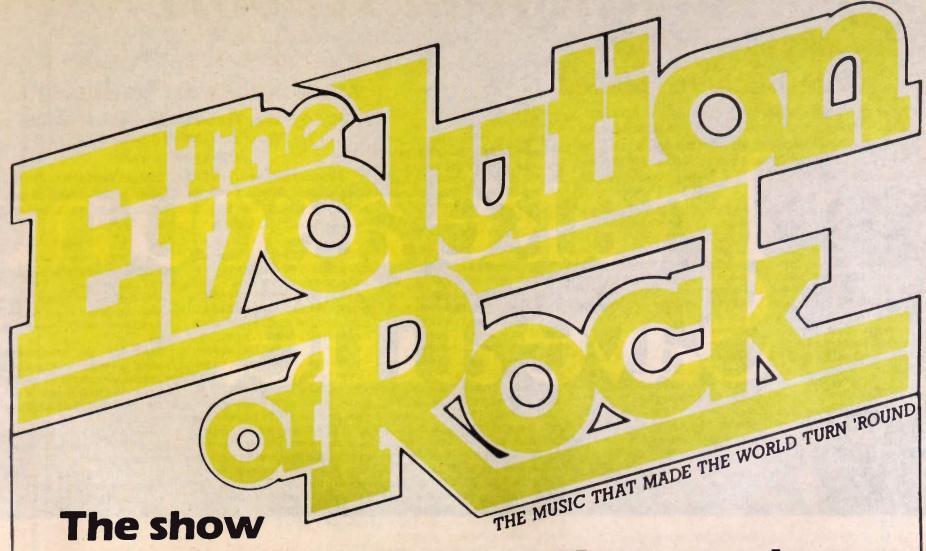
Mike Eckert named Blair Network/Blair Group Sales account exec for the Chicago Office. Eckert was previously with WHDE.

Gays Hail Decision

Last week's discussion was initiated in 1977 by a petition from the National Gay Task Force and 142 other gay groups. "We are pleased that the Commission has written the rule in such a way that groups (other than lesbians and homosexuals) such as the handicapped and physically challenged must be ascertained as well." said Task Force Co-Executive Director Charles Brydon, who concluded the vote wasn't an endorsement for or against homosexuality.

Quello And Jones Raise Doubts, Ferris Claims No **Undue Burden**

Commissioner Jim Quello stated HANDICAPPED/See Page 20



PD's want and General Managers love.

PD's want it because **The Evolution of Rock** is the first and only complete, up-to-date Rock documentary ever produced; it sounds fantastic, and increases listener involvement. General Managers love it because it will make back six to eight times its cost and showcase their station as The Leader.

The Evolution of Rock will be a Major Programming Event in your market.

To make sure your station is part of this major programming event call TM Special Projects' Ron Nickell or Neil Sargent

Collect at (214) 634-8511

"Sold out" is one of the best ways to describe The Evolution of Rock.

"Just incredible. When I first unpacked the thing, I listened to a couple hours worth and I was so impressed I scheduled the entire 67 hours right in the middle of an ARB. We ran it straight through from a Friday morning till Sunday midnight, pre-empting our regular jocks and programming right in the middle of ratings. And I'll never regret it. Response was just fantastic! ... It was completely sold out and the sponsors loved it. It was like they had a captive audience!"

John Gehron Pgm. Dir., WLS Chicago, Illinois

"We kicked it off commercial-free on our FM station, and then, due to the response, we started running it the next week on AM and it was completely sold out from the start

... The production, the ... general format and the way they've done it ... it's really incredible. It's the best thing to come down the pike."

Ted Atkins V.P. & G.M., WTAE-WXKX Pittsburgh, Pennsylvania

TM

TM Special Projects

1349 Regal Row • Dallas, Texas 75247 • Ron Nickell V.P • (214) 634-8511



Make a sound Save a life.

The T.J. Martell Foundation for Leukemia Research belongs to the music industry. It was founded in 1975 by a group of concerned record executives in memory of T.J. Martell, son of CBS Records Vice President Tony Martell, and was inspired by T.J.'s valiant and selfless fight against this dreadful blood disease.

In the few years since its inception, the foundation has raised enough funds to establish a research laboratory at New York City's Mt. Sinai Medical Center, and to make grants in excess of \$1,000,000 to the facility. Dr. James F. Holland and his staff of research pioneers have made the laboratory the focal point of leukemia research within the international medical community, and have made remarkable progress through chemoimmunotherapy.

Each year, the support and generosity of the music business grows. Each year, the results of the foundation's efforts are being put to use in prolonging and saving human lives. Each year, the investment of the music industry in the T.J. Martell Memorial Foundation helps to solve the devastating mystery of leukemia.

With your help, the foundation can bring this deadly disease to a dead silence. And that's a wonderful sound.

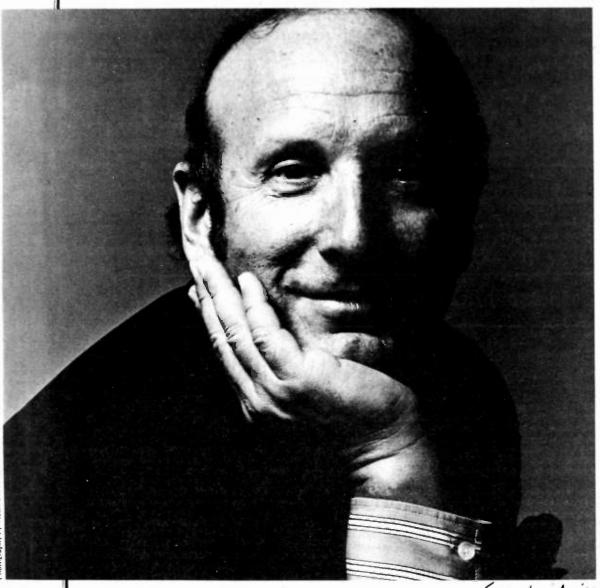
T.J. Martell Memorial Foundation for Leukemia Research.

1370 Avenue of the Americas, New York, N.Y. 10019, (212) 245-1818 For further details, contact Muriel Max, Director of Development.



investment.

The T.J. Martell Memorial Foundation for Leukemia Research 1980 Humanitarian Award Dinner in honor of Clive Davis



This year, Clive Davis,
President of Arista Records,
becomes the fourth recipient
of the foundation's annual
Humanitarian Award. The
1980 T.J. Martell Humanitarian
Award Dinner will take place
on Saturday, April 19, at the
Waldorf-Astoria's Grand
Ballroom in New York City.

Special entertainment:

Barry Manilow and Dionne Warwick.

The Clive Davis Research Fellowship

Each special contribution of \$5000 or more brings a Clive Davis Research Fellowship, enabling the foundation to train more specialists, to put more of medicine's most capable and gifted minds to work on wiping out leukemia.

Please pledge your support. You can't make a more sound investment.

Shahal 80

BOHANNONS JOIN WCFL

Chicago's New Husband/Wife Team

Listeners in Chicago will soon have a second place to tune on their dials to hear a husband/wife news team. Camille and Jim Bohannon will join WCFL, doing morning drive; they had been Morning News Co-Anchors for WRC/Washington. Although no date has been set (negotiations are still going on), the Bohannons say they expect to be on the air in the Windy City in a few weeks.

"We'll make more money, be in a larger market, and have more promotion possibilities with Mutual (WCFL's owner)," Jim said, explaining the move. "Even with WCFL's current low rating, we'll have as many listeners in a city the size of Chicago as we do in Washington," he said.

Chicago already has a long-established husband/wife routine on CBS's WBBM, where Bob and Betty Sanders share the 10am-2pm shift. How do the Bohannons feel about the competition? "We'll be different, we won't discuss personal matters," Camille told R&R. "With us there are no spats on the air." WCFL VP/GM Orrin McDaniels pointed out, "The other difference is in format and style."

"News comes first," Jim added. "We'll be doing hard news, but we won't be too tightly formatted. We'll be able to bounce the news off each other in a relaxed style." McDaniels added, "The Sanderses do interviews and talk. We're hiring the Bohannons for their personalities, and they'll be a great complement to the market."

Personalities . . . Not Journalists

Bob Sanders stressed the fact that he and Betty consider themselves radio personalities. "We're not journalists," he told R&R. "Our responsibility is to keep the listeners tuned in so when some big news story breaks the audience is with us."

The Sanderses have been together on WBBM for eight years. Their show features interviews with celebrities, authors and newsmakers, including two 15-minute interviews daily. "It is part of our style to needle each other," Bob said. "If Betty really bombs out on a quiz question 1 throw her, I'll make a crack about it." But Betty is quick to point out that the kidding is good-natured, not caustic.



Camille and Jim Bohannon

Positive Image Of American Family

Asked how they felt about the arrival of a new husband/wife team in the market, Betty said, "It would be great to see more married teams as a trend in radio." Bob noted, "Their arrival really won't affect our style. We're the experts at being Bob and Betty Sanders and that's why people listen to us. We hope to present a positive image of the American family because the health of family life is very important to us."

Bohannons Make Up For Lost Time

"People ask how we can be together so much, but my answer is that we're making up for the first five years when I was a DJ at night and Jim did news during the day and we never saw each other," Camille said.

The Bohannons first worked together at WTOP/Washington, but the station wouldn't let Camille use her married name, preferring the air-name Laura Walters. "We were together but separate," Camille said. They weren't happy with that situation, so when WRC offered them a chance to be husband and wife in name, they jumped at the opportunity, and have worked together ever since.

News/Talk

News/Talk Personalities

Jack Kirby is the new Producer of Mutual's "Larry King Show." Kirby was the Exec. Producer of Talk Programming for Mariner's WITS/Boston.

Linda Bloomer has joined KTAR/Phoenix as Promotion Director. She formerly held a similar position at KJJJ/Phoenix.

Recent guest on Diane Raymond's noon-3pm show on KXRX/San Jose was David Harris, well known draft resister from the 60's who's gearing up to do it all over again. Topic: "Why we should resist the President's current registration plan?"

Lee Rodgers moves to mornings on WIND/Chicago to cohost drive time news with reporter Steve Tom. Norman Mark will take over Rodgers's 1-4pm shift, giving up midnight-5am to Steve King. WIND also won two awards recently. The Freedom Foundation at Valley Forge presented the station an award for a five-part series, "Mid-America Views America," and Religion In Media honored WIND's "Religion On The Line."

Mary Jo Melone named KYW/Philadelphia City Hall/Government reporter and Tony Harrison writer/newsroom reporter.

Sylvia Rowe joins WRC/Washington Saturdays from 5-8pm with a talk show on consumer problems. Rowe hosted "Consumer Notebook" on WBAL-TV for six years.

Don Karnes, WKAT/Miami Operations Mgr. and "Good Morning Florida" co-anchor, has resigned effective March 28. He will be replaced by Steve Gilbert, formerly 11pm-1am talk host.

The Irish Spirit Is Alive And Well In L.A.

Popular KABC/Los Angeles morning team Ken & Bob held their first annual "St. Patrick's Day Breakfast" last Monday at a local restaurant. The festivities were kicked off at 5:00am, and by the time their show was over, nearly 2000 loyal listeners came by to catch the action. All funds collected for the breakfast were donated to the St. Jude's organization (Danny Thomas stopped by to participate); the total at press time hit the \$5400 mark. Ken Minyard and Bob Arthur, the two key figures in the early morning play, were obviously pleased with the impressive turnout. "What Bob and I try to do," Minyard offered, "is to make our audience feel a part of what's going on — to make them feel a part of our radio family. I've been in radio for a long time and I can say that I've never done anything as gratifying as this."

The four-hour celebration had different ethnic sections blocked off for Irish, Scottish, German, Jewish, and Italian persuasions. Arthur, echoing Minyard, said, "We had people come here from all over, driving for many miles to come by and be a part of our family. I've got to say that we have the greatest listeners in the world, they always respond to whatever it is we're doing. Let's face it, in a big way, it's the listeners that make the show and as you saw, they came by, participated and proved that they feel a part of what we're doing." KABC is an assigned set of call letters — but in Los Angeles they could be translated to mean the Ken And Bob Company or, as the duo might typically say, doo dah, doo dah.

Counting Minorities



ENHANCING THE CENSUS — Pictured in Washington, D.C. at the Department of Commerce Census Bureau press conference are (I-r) CBS VP LeBaron Taylor, Secretary of Commerce Philip Klutznick, Kirshner artist Sarah Dash, BMA Exec. Director Glenda Gracia, and Census Bureau Director Vincent Barraba.

Industry Unites To Promote Minority Participation In The Census

CBS Records and a newly-formed coalition comprising the National Black Network, Sheridan Broadcasting, the Black Music Association and NABOB (National Association of Black-Owned Broadcasters) have committed support to the U.S. Census Minority Outreach Program. A public service announcement campaign for 250 Black-oriented radio stations was unveiled at a press conference hosted by CBS VP/GM, Divisional Affairs LeBaron Taylor, Secretary of Commerce Philip Klutznick, Director of the U.S. Census Vincent Barraba, and top executives from the communications industry Wednesday (3-12) in Washington.

"Entertainers and athletes are role models for blacks within the community, and we decided at CBS that since we represent 131 major black artists ranging from Earth, Wind & Fire and the O'Jays to Michael Jackson, we would be able to record special announcements that would be aired on radio stations across America," said Taylor in his introduction. A two-part demonstration of one announcement by Barry White was given: one to be used before the Census (April 1, 1980) to make the audience aware, and the second to be used after as a reminder that it is not too late.

Commenting on the role the Census will play in the black music industry, Black Music Association President Kenneth Gamble stated, "When the Census missed some two million blacks in 1970, the black music business missed an opportunity to sell acts and book classier halls."

"Confidentiality" Important

The National Association of Spanish Broadcasters previously reported difficulty in the Hispanic community proving to persons who are U.S. residents, but may not be citizens, that confidentiality is strong and that they will not be "turned in" after completing the Census form.

There is a "communication" problem, Barraba stressed to the gathering last week. He is hoping the PSA campaign will be an effective way of delivering the "confidential" message to holdouts. The Census Director also emphasized transforming the federal bureaucratic message into one that fits broadcasters' formats.



TURNONWITH RUSH



NSH, coming of age in the 80's. Everything they're known for and more, personified in this exclusive concert recorded live for The Source.

Alex Lifeson on guitar, Neil Peart on drums and Geddy Lee on bass and vocals. Together they create music of epic proportions which is laced with their own personal style and unforgettable force.

Recorded by EDR-Media in front of 30,000 people on three consecutive nights, this exclusive concert captures the energy and style of RUSH with songs like "Spirit of Radio," "Closer to the Heart," and "2112." Plus more from their new album "Permanent Waves" on Phonogram/Mercury Records.

Break into the 80's with a RUSH.

The weekend of March 28. On more than 200 radio stations throughout the country. Check your newspapers for specific time and station.

WHAT'S NEW

Epic To Introduce Low-Cost 10-Inch EP's

Epic Records has announced plans to introduce a new line of 10-inch, four-song records, beginning in May. These recordings, christened "Nu-Disks" by the label, will feature a uniform cover design, will consist of new or unreleased material only, and will be sold at up to \$5 below LP retail prices.

Designed primarily to break new talent, the "Nu-Disks" will be used to gain AOR exposure for established acts as well. Initial releases for the 10-inch form will be debut domestic waxings for the groups Propaganda, the Continentals and New Mustk. with previous unreleased live and studio material from Cheap Trick and the Clash to follow. All of the Nu-Disks will retail for \$3.98 with the exception of the Cheap Trick offering, which will sell for \$4.98.

While the move to 10-inch EP's marks the first for a major label, several recent locally-produced recordings, notably the Plimsouls and the Weirdos (Los Angeles), the Sneakers and the Plasmatics (New York) and the Avengers (San Francisco), have proven the viability of the form.

The Dream Car Of '85

Although lighter than today's models, lower in fuel consumption (possibly a diesel), and most likely front-wheel drive, the dream car of 1985 will be priced approximately 50 percent higher than current cars, according to Runzheimer & Co., a travel consultant firm. Despite the rise in basic

ARM Expands

Markets, Services

American Radio Monitor

(ARM), the recently-established

radio ad monitoring service, has

expanded its market coverage to

include Detroit, Philadelphia and

Boston, in addition to their New York City, Los Angeles and Chi-

The company has also incor-

porated two new services for its

radio station and advertising

agency clients - a biweekly con-

test and promotions monitor and a national air check service. These

features are now available along

with the firm's semi-monthly computerized advertising monitor

and the individual account adver-

tising summaries printed quarterly

ARM plans to expand their cov-

erage to the top 30 markets by the end of the year. For further

information, contact ARM at

6354 N. Broadway, Suite 208,

Chicago, IL 60660, (312) 764-

(as outlined in R&R 11.9.79)

cago operations

price, the 1985 cars should be much more fuel-efficient and therefore provide some measure of economic relief as the four-cylinder engine is predicted to become the norm with but few V-6's on the market. The V-8, it appears, will soon go the way of the dodo and the dinosaur.

Blair Posts Profit, Revenue Records For '79

Rep firm John Blair & Company has reported record net profits and revenues for the year ending December 31, 1979. Year-end net profits for the firm rose 12 percent to \$12.1 million, up from \$10.8 million in 1978, while 1979 revenues climbed 16 percent to \$197.3 million, up from \$170.6 million for the year previous

Blair's fourth-quarter net profits dipped four percent to \$3.2 million, down from \$3.4 million for the equivalent period of 1978, but fourth quarter revenues jumped 21 percent to \$55.7 million as opposed to \$46.1 million during the fourth quarter of 1978.



RAB Rates Radio A Hamburger Heaven

According to a recent booklet published by the Radio Advertising Bureau (RAB), radio is the best buy for fast-food advertisers. Among the 10 points cited in the study are that upwards of 96 percent of the 18+Ronald McDonald crowd are weekly radio listeners, a higher penetration than found in either newspapers or TV, and that fast-food advertisers also have the advantage of reaching potential customers through radios in their cars and kitchens (where motivation to eat out is the greatest).

The RAB data concludes that radio is the most cost-efficient means of advertising, having a cost-per-thousand increase of only 52 percent from 1967 through 1979, as compared with an 111 percent increase in newspapers and a 103 percent increase in TV for the same period. For further information, contact RAB at 485 Lexington Ave., New York, NY 10017, (212) 599-6666.

SLIGHT SALES DECLINE IN '79

WCI Execs Claim Record Biz Remains Healthy

Speaking before a group of security analysts last week, David Horowits, a member of Warner Communications Inc.'s three-man Office of the President, claimed that U.S. record industry sales were flat or down only slightly in 1979. Basing his claim on WCI estimates, Horowitz said that last year's record and tape sales barely trailed 1978's RIAA \$4.13 billion figure on a dollar basis, while unit sales dipped between six and 10 percent and unit prices rose six percent.

"What went wrong with 1979 was only one thing — unfortunately, returns set records," said WEA Corp. President Henry Droz, speaking at the same meeting. Droz noted, however, that first quarter returns for 1980 were approximately 45 percent lower than for the equivalent period of 1978.

Profitability Major Problem

Profitability was the record industry's major problem, Horowitz continued, pointing out that the huge volume increases in previous years had concealed the effects of overspending, some wasteful business practices, promotional and marketing expenditures that were out of line with the sales they were supposed to generate, and a destructive competition for artists.

Nevertheless, Horowitz cited a 1979 update of an earlier suvey on consumer attitudes toward recorded music which indicated that the percentage

of purchasers of recorded music had remained constant over the past two years while the U.S. population has continued to grow, meaning that there are more people buying records than ever before. The survey also showed that the ratio of heavy to medium to light consumers of music has remained the same and that consumers still feel that, despite price increases, records are a good entertainment value. To paraphrase Mark Twain, it would appear that reports of the record industry's demise are greatly exaggerated....

Arista/GRP To Become First Full-Digital Label

Arista-distributed GRP Records will soon become the first major-distributed label to go completely digital, with an initial release of Scott Jarrett's "Without Rhyme Or Reason." This system, still in its infancy, results in a more exact reproduction of sound than conventional systems. The Soundstream digital system in use by GRP will either record live directly onto two tracks with no generation loss in the master or by mixing to the digital format.

Radio Moscow Retools Image

In an attempt to shed its "propaganda machine" image, Radio Moscow, the U.S.S.R.'s shortwave broadcast vehicle, has eliminated such listener negatives as the terms "imperialism" and "capitalism," according to a recent Wall Street Journal report. The current Soviet emphasis, said Vladimir Zhuravliov, program chief of Radio Moscow's English-language "World Service," is "to speak in a human voice."

Actually, the Russian image tooling dates back to October, 1978, when the BBC-styled "World Service" was initially introduced, broadcasting news, music and commentary throughout the world in English for 19 hours daily. But while the new approach may be lower-key, the program's content remains suspiciously unchanged, with a recent broadcast chiding the U.S., Pakistan and China for "armed interference in Afghanistan."

PRO:MOTIONS

Meacham Upped To VP At TM Prods.

Paul Meacham has been named Vice President of TM Productions. Most recently General Sales Manager for the firm, Meacham joined TM Productions in 1977 as Sales Consultant for the Mountain West Territory. Prior to his association with TM he spent 12 years in various broadcast sales and management positions as well as owning several Southwest radio stations.

Bruno, Yoshimura Named VP's At CBS Records Int'l

Arthur Bruno and Michi Yoshimura have been named Vice President of Operations and Vice

President of Manufacturing and Engineering, respectively, at CBS Records International. A seven-year veteran of the CBS organization, Bruno most recently served as VP of Manufacturing and Engineering at CBS Records International, having previously held the post of Technical Director for the CBS Records Division Manufacturing. Prior to his joining CBS, Bruno served as Vice President of Research and Development for Audio Devices Inc.

During his 16 years with CBS, Yoshimura has held the positions of Industrial Engineer in the CBS Records Division, Director of Manufacturing and Engineering Services for CBS Records International, and as Vice President of Manufacturing and Engineering Services for CBS Records

ords International, the latter for the past five years.

Taylor Enters Consultancy Field

Joseph C. Taylor has announced his intention to enter the broadcast consultancy field, with efforts to be centered on medium and small market stations in the Northeast and Atlantic Seaboard areas. Taylor, most recently Operations Manager of WPEN/Philadelphia, previously served as General Manager of WDDL-WNCE/Lancaster, PA, Program Director of WOMC/Detroit, and air personality at KDKA/Pittsburgh. For further information contact Joseph Taylor at 1416 Sunnyhill Lane, Havertown, PA 19083, (215) 853-1421.

THEIR INTEREST RATE KEEPS GROWING!

FOGELBERG



"HEART HOTELS"

WKBW add WIFI on KRBE add 94Q 21-16 KBEQ add B100 add KIMN add KOPA deb 23 WHFM on WTRY add **WFLY 22-19** WPST add Q106 add WKBO add WHYN add 14Q on WKEE add KFMK deb 30 KHFI on Z98 24-15 95SGF add

WBBQ add WSKZ on WRJZ on **WAYS** add WQRK deb 25 WAKY add 28 KIQQ add WDRQ deb 25 **KOFM** add KWEN deb 40 KRAV deb 29 KZ93 on 92X add 24 WOHO add KTAC add KRSP deb 26 KLUC 27-17 **KRQ 22-15** KTKT add WGUY on 13FEA on K104 on WFBG deb 36

WCIR add

WAAY add WFOX add 30 WCGQ on WTMA add CK101 add 36 FM99 deb 35 KWIC add KILE add KSEL add **KPUR add** KQWB-FM add 23 **KKXL 26-21** KKLS add **WAKX 15-11** WROK add 30 KDVV add **KBDF** on KQDI add **KBOZ** add KRLC deb 30 KBIM add KJ100 29-27

CAVALIERE



"ONLY A LONELY HEART SEES"

WRKO add PRO-FM 29-27 940 26-23 CKLW deb 27 **KDWB 29-26** WGCL add WZUU 17-15 KFI add KIQQ add KIMN on WFBR on WTRY on WFLY deb 30 **WBLI** on WTIC-FM add KC101 16-14 WICC 23-19 WKBO add WHYN 37-31 WKEE on **KEEL** on

KXX106 28-24 WERC deb 28 Y103 add WRJZ on **WNOX 27-23** WKIX on **WAYS 35-32** WDRQ deb 29 WVIC on **WZZP 23-16** KCPX add KRUX add 34 KTKT add WTSN 16-14 WHEB 15-14 13FEA 26-20 K104 15 WFBG deb 30 WCIR on **WXIL 13-11**

WAAY on WHHY 25-21 WFOX on WCGQ on WSEZ deb 37 WISE add WFLB on WTMA add WANS-FM on WROV on **WAKX** add WRBR add **KBDF 24-20 KBOZ** add **KOOK 20-18** KRLC on





ON FULL MOON/EPIC RECORDS NORBERT PUTNAM AND MARTY LEWIS

PRODUCED BY FELIX CAVALIERE

G/EUC)

ON EPIC RECORDS

MASS BRASS" APPEAL



PRETENDERS "BRASS IN POCKET (I'm Special)"

WIFI 16-14 WPEZ add F105 add **PRO-FM 9-7** JB105 32-24 **CHUM 24-20 CKGM 24-22** 94Q 3-3 Y100 add 36 Q105 on KDWB 21-19 KSLQ add 27 WGCL add **KEARTH deb 27** KRLA on KFI on KHJ 26-20 KFRC deb 27 B100 25-23 KJR on KIMN on WTIC-FM add 29 WICC add WPST 23-17 WHYN add KXX106 19-16 WAPE add WBBQ add WLAC add 92Q add **WSKZ 19-12**

WNOX add

WAYS add 35 WRVQ add WDRQ add WVIC add KOFM add KMJC add 28 KYNO-FM add **KIOY 19-15 KJRB 13-11** KRSP 25-19 **KENO** add KRUX 32-22 KRQ deb 25 KTKT 30-25 WGUY add WLBZ 22-15 **WIGY 13-7** V100 add WXIL add WFOX 23-19 WTMA add CK101 12-10 KQWB-FM add 26 KKLS add WAKX add WRKR add KSLY add KCBN add KDZA add KOOK add KFXD 23-16 KRLC 20-14

. . . PLUS MANY MORE!

PRODUCED BY CHRIS THOMAS

ON SIRE RECORDS
PROMOTED AND MARKETED BY
WARNER BROS. RECORDS



STREET TALK.

Rob Sisco was involved in an amazing automobile accident last Thursday night (3-13) while visiting Los Angeles . . . amazing because neither he, nor his companion, Kathy Kenyon, were critically hurt. Their car ran out of gas on the freeway, and while they waited for AAA, a gentleman allegedly "under the influence" rammed into them at 60mph! Rob emerged with a broken collarbone, broken wrist and multiple bruises and contusions. Kathy also suffered various injuries, luckily none of them life-threatening. Both will be all right after a few weeks of rest, but Rob, who is WPEZ/Pittsburgh's PD, may not be too anxious to visit L.A. again anytime soon.

Jerry Greenberg has still not signed a new contract as President of Atlantic Records, and Street Talk hears that he may be considering a move west to head David Geffen's new label at WB. Last week the hot rumor surrounding Jerry was that he had been offered the presidency of 20th Records . . . rumors, rumors.

Hal Smith, who was GM of Metromedia's KNEW/Oakland, will now become GM of WMMR/Philadelphia. Taking over on an interim basis as GM at KNEW is the station's former Public Affairs Director Vernon Paulsen. KNEW was sold (pending FCC approval) last week to Malrite for \$5 million.

And speaking of station sale prices . . . it's kind of amazing how one mistake leads to another and another, isn't it? Hey, we admit it, we goofed about those "record-breaking" prices paid for two stations (as reported on last week's Page 1 and corrected on this week's Page 3) but we had no idea that other trades and "tip-sheets" would goof exactly the way we did (almost word for word!). Apparently the "Industry's Only Newspaper" is also the "Industry's Primary Source!"

Carly Simon is about to officially say "goodbye" to Elektra/Asylum and sign a new contract with Warner Brothers.

Is Rolling Stone magazine about to feature the Clash on its cover? Will the Clash do a new version of "The Cover Of Rolling Stone" on their next album? Yes and no.

Dayna Steele is the new MD at KRBE/Houston, coming from KRLY/Houston.

Look for Neil & Joyce Bogart to be featured in an upcoming issue of People magazine in a "couples" spread.

About a year ago R&R did a story on a bird that continually chased the WQIK/Jacksonville traffic plane as it took off each morning with pilot Robbie Rose. Eventually the bird got one flap too close to Robbie's prop and, you guessed it, shredded tweet. Well, the station made a big deal of the bird's funeral, listener involvement and all that, but little did they know what was to come next.

Last week the station received a bizarre final request from the wife of one its faithful listeners who had just lost her husband. The dead man had requested in his will that his ashes be scattered over part of the city and Atlantic Ocean by Robbie at the close of one of his traffic reports (talk about your traffic fan; this guy must have been a fanatic!). Robbie complied with the former listener's last request by sprinkling his remains out the cockpit window following his last report of the morning on Wednesday (3-12). Amen.

I Hate To Eat And Run, But . . .

This story is too wild for us to have made it up, even though it might sound like it came from the National Enquirer.

To set the scene, KFRC/San Francisco PD Les Garland is having lunch with the regionally rather well-known Galliani brothers (known to their mom as Lou, Rick and Bob). The quartet are seated at a waterfront restaurant when suddenly Rick stands up and shouts, "Hey, a guy just fell off the pier out there!"

The other three aren't buying this obvious attempt at humor, but soon change their minds as Rick bolts out the rear emergency exit of the eatery, setting off an alarm. As he thunders down the pier, Lou, Bob and Les quickly follow.

Once at the end of the pier, the foursome see a man wearing a down jacket floundering in the water. He is clearly in trouble. Lou slides down a pole attached to the pier, dangling his legs near the water, while the other three form a human chain to keep Lou from joining the drowning man in the drink. The man is able to grab Lou's leg and hold on long enough for the Coast Guard to come to the final rescue.

Once the incident is over and the man is safely aboard the Coast Guard boat, Lou, Bob, Rick, and Les part the large and adoring crowd to go back into the restaurant . . . even heroes get hungry.

The "kicker" is that Lou Galliani is somewhat of a legend as a man who goes nowhere without his camera! Oh, he had it with him all right, but he left it in the restaurant during the rescue . . . you get the picture. Our hats are off to "The Four G's" for their gallant behavior above and before lunch!

In a surprising move, Bill Phippen resigned as GM of First Media's KOPA/Phoenix on Tuesday (3-18). No immediate replacement for Bill was named at the station.

We hear that Artie Mogull has a new label in the works and that it will be independently distributed when it makes its debut.

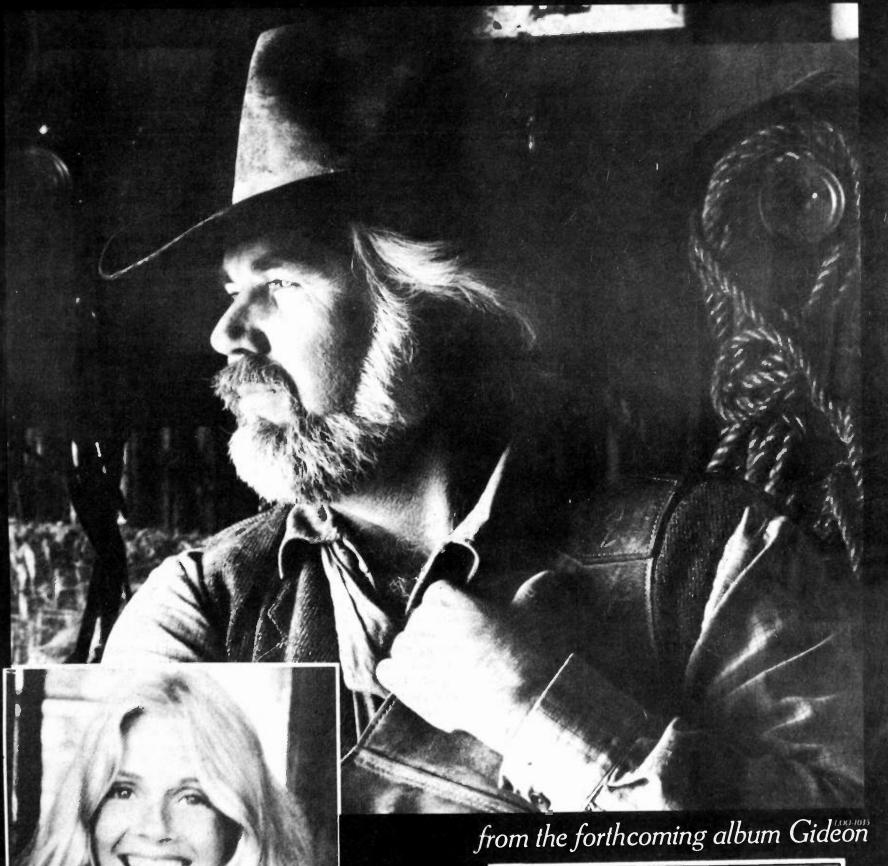
Word from the boardrooms is that Gulf/ United will make an offer to purchase SJR Communications larger than the \$67 million offer made by Shamrock. The SJR-Shamrock deal recently fell through.

J.J. Jordan is now doing national independent promotion from Los Angeles. He can be reached at (213) 993-8971. After a time in the talent placement business, J.J. obviously yearned to get back into the music industry.

There is a Sylvester impersonator running around the streets of New York City and he's causing plenty of trouble for the Fantasy Records recording artist. In fact, the real Sylvester was incorrectly booked by police last week after the phony Sylvester began passing "bad checks." Until the funny business is straightened out, Sylvester is cancelling all his other commitments to help the NYPD find the impostor.

"Solid Gold '79," the "Operation Prime Time" TV show that grabbed big ratings while counting down R&R's 1979 year-end chart, has been picked up as a weekly series for next fall. Come September the show will be counting down R&R's National Airplay/30 every week.

Don't Fall In Love With A Dreamer The New Single from Kenny Rogers with Kim Carnes



Produced by Larry Butler & Kenny Rogers
On United Artists Records & Tapes



THE RACK DACE

BREAKERS

KENNY ROGERS & KIM CARNES
Don't Fall In Love With A Dreamer (UA)

55% of our reporters on it, over 50% of our Parallel One stations added this week. Moves: Up 1, Same 8, Down 0, Adds 101 including WXLO, WKBW, WFIL, WPEZ, WCAO, WRKO, BJ105, WPGC, 94Q, Q105, KDWB, KS95-FM, KBEQ, WHB, WZUU, WOKY, KFI, KHJ, KIMN, KOPA. See Parallels, charts at number 30.

Radio On TV: Getting Your Money's Worth

In the first five installments of this series, WBEN/Buffalo PD Robert W. Wood has warned of many of the problems encountered by radio stations rushing blindly to create their own TV spots, and has also interviewed many of the top commercial programming suppliers and creators. However, the creative impulse often impels radio programmers and managers to do it themselves — create and film their own spots. Having been bitten by this bug himself, Wood recognizes the impulse, and so in the final installment of the series, shows that you can do it yourself — if certain basic considerations are taken into account. You may be frustrated doing your own spots — or it may be the beginning of a new career.

How To Do It Yourself And Succeed

Television commercial production is much like radio, in the sense that you learn by doing. There's little time — or money — to be spent on the luxury of experience. So, you turn to the experts . . . or, if you've just seen Coppola's "Apocalypse Now" and if you left that movie with a strong desire to expand into the visions of film, you might want to try to produce your campaign yourself.

Some cautions are necessary! Even "Apocalypse" came in way over budget. While Coppola had his own money in the deal to guarantee the production, you get to gamble with someone else's bankroll. And — you may have noticed — people tend to get touchy when you spend their money for them.

You will, no doubt, end up with 30 seconds of completed film or tape, but what you had and what translated itself onto the video can be worlds apart!

Let's assume you hired the best of your local TV film or videotape crews. You're paying by the hour, unless you got a jobrate, which is unlikely. Some of the smaller, more hungry markets will even give you production time — gasp! — FREE if you buy so much time on their station; but please don't expect too fancy a job for zero bucks.

Tips For Success

Here are some hints on how to avoid the flames.

- 1. Preparation. This is the great cosmic law. If you do all your homework, you'll have a much better chance of success. And this means, then, that you actually know just what it is you are about to attempt, and that you have successfully communicated this idea to your crew BEFORE you start to shoot. PREPARE. Have a sitdown discussion with your producer/director (usually, but not always, the guy without the camera) and solicit his advice! Some shots for instance, are simply not worth the time they take to set up
- 2. Time. Estimate as best you can, but expect to run long. If you are too tight in your budgeting, you'll start to weep and gnash while the cameraperson calls for another run-through. Even the la-de-dah Hollywood bigshots run long . . . and over budget. And if you cannot fight the impulse to experiment, know there's a meter running while you go after those elusive pictures. I think we creative radio types suffer the curse of too

much TV: we tend to think visually in terms of material we have seen, on TV or in the movies, most of which was professionally produced at great cost.

3. Cooperation. If, panicked by cost and time, or maybe by inexperience, you try to push the crew to move faster, you run the risk of alienating them, which will only slow them down. Assume they know their stuff and let them do it. Try to draw them out. But be careful not to push too hard. A crew will have a certain amount of built-in pride which will regulate their work ethic. Do a Dale Carnegie and most of 'em will bend over backwards. You are brothers in broadcasting; so to speak.

The Production

- 1. Talent. Any faces to be seen? Remember that those who you show will be identified with your product. Are the folks you show representative of the image you are trying to create or reinforce? They certainly should be. Check out union rules for your market. Your producer can help you. You are the "executive producer," or "client." Have you ever collected man-in the-street radio interviews? And watched as certain people simply "froze" when the mike was stuck under their chin? Guess what! It can happen with a camera, too. It's probably a good idea to scrutinize whoever you plan to use. Non-pros can be used, but don't expect them to look as natural as a pro acting natural. Even the little kids on TV who smile and eat cereal for General Mills are acting!
- 2. Props. You've got to make sure you've got all the pieces before you try to assemble your spot.

 Needless to say, it's very costly to go hunt for something while the crew takes a long "five."
- 3. Locations. Get permission before you attempt to invade someone else's space. For instance, if you are going up onto a roof of the local tall building to get a panorama of the city, you better plan ahead and get the building manager's permission and the cooperation of the guy who's going up the stairs to unlock the security locks.
- 4. Weather. You can't fool Mother Nature, but you can fool your audience, if you're careful. If, for instance, you hope to show your spot through at least two books, you are going to confront the problem of green grass and flowers and snow and ice. If that



- 5. Rehearsals. There you are, full of nervous and creative energies, and they are walking through every damn scenel Understand this is normal, for a variety of reasons: lighting (see below), audio (below), and camera blocking. It eats up time.
- 6. Lighting. Especially with multi-scene shots, indoors, and sometimes outdoors, you'll find that lighting can add a very professional touch to what might otherwise appear to be a dull shot. Your crew might light your principal talent's face, even in bright sunlight, to bring out better colors.
- 7. Audio. If you are going to cut to music, when possible, record your audio tracks before you shoot video. It really is very helpful to carry along a cassette playback machine with that track on it. It'll help your crew find the proper length of zooms and such. If you have completed your track before your video is scheduled, then by all means play it for the producer He'll know, then, how to structure the pacing of the piece. It's very discouraging to finally get into editing the video only to find a super take was just a second too short. Usually a good crew will shoot extra footage to take care of any problems of this sort. If you are taping or recording on film live simultaneous sound, try to get some ambience onto the recording separate from the actual "performance." Then, should you have to go back later and redo something off camera, you've still got the natural sound to run with it, and this will avoid an obvious dead spot when you edit something in
- 8. Editing. This is the final moment. You're going to see your baby take form right before your eyes. Plan on being there for the editing, whether it be on film or tape, especially if you are opinionated and in this business, who isn't? Save the pieces! If you plan to test the spot, you might have to go back, perhaps recut some of it, to grab a more positive response from your focus group, or maybe to clear up some misunderstanding. Editing is fun.
- 9. Be Aware. You probably watch many hours of television. Keep notes on effects, on camera moves on elements which seem to make commercials work. Notice how the networks promote themselves. See if you can creatively adapt your list of good ideas into your campaign. If you steal only one idea, you're a thief, but, if you steal many ideas, you are a genius at research.

Boz Is Back!

And His New Single Is A Smash

"Breakdown "Dead Ahead"

An Out Of The Box Add At These Fine Stations:

WPEZ add
WRKO add
JB105 add
WPGC add
KRBE on
Z93 add 30
94Q add
KSLQ add 29
WOKY add
KEARTH add
KHJ add
KFRC add
B100 add
KJR add
KOPA add

WFBR add WFLY add 21 14Q add KHFI add Z98 add KXX106 add BJ105 add KX104 add **WSKZ** add **WRJZ** add WNOX add WAYS add WGH add **WQRK** add KRAV add WISM add WNAP add KROY add

KJRB add

KTAC add KGW add KRQ add 24 KTKT add WIGY add WYRE add WCGQ add WSEZ add WISE add WANS-FM add **WROV** add CK101 add 38 FM99 add KQWB-FM add KKXL add **WAKX** add **WRBR** add KCBN add KRLC add

From The Columbia LP "MIDDLEMAN"

Produced by Bill Schnee Action by Irv Azoff and Frontline Management





"Don't rely on a crutch, a "quick fix" contest or promo that you hope will boost your ratings suddenly."

How To Avoid The Arbitron Sticker

Lately, perhaps because of the proximity of the spring sweep, I've been getting many questions like this week's Q&A item. The basic thread of these queries is that stations are interested in what they can say on the air or run as a contest that won't get them in trouble with Arbitron. How can you run an interesting promotion without incurring the penalty of a sticker on the cover of the book for your market, and a note inside detailing your transgressions? What gets Arbitron's attention? Let's look at some of the main points of interest involved here.

Policy On Page Five

The various aspects of Arbitron's policies toward "stickering" are listed on Page 5 of your local radio market report. If you are not an Arbitron subscriber, write to the Special Station Activity Committee, Arbitron Building, Laurel, Maryland, 20810, and that group will send you a copy of the rules and policies. Basically, the policies cover four major areas that might involve a station getting "stickered," plus the issue of rating distortion, the four major areas of activities covered are: Contests, Diary Reference, On-Air Survey Announcements, and Station Research Activity. As a former member of the Special Station Activity Commitee, allow me to detail the important areas in each of the above items.

Contests

The only contest which is likely to get a station stickered in the market report is a "special contest." The key aspect of this policy is that if, on the contest promotion affidavit that you should be submitting prior to each sweep, you list all contests and promotions that you intend to air as part "of the station's regular promotional activity," you will probably not get stickered for running a listed contest. If a competitive station brings the event to Arbitron's attention, the radio department personnel will review your contest/promotion form to see if the item is listed as part of your regular activity. If it is, you are generally off the hook. But if the event is not shown on your form. Arbitron will then ask you to put in writing whether the contest brought to their attention by station X is part of your regular activity or a special contest. If, in a moment of candor you answer that is is a special contest, you will probably get stickered for your efforts. Details about the contest or promotion will appear on page 5B of your local ratings book

Diary Reference

Diary reference deals with any on-air mention of the fact that there is a survey going on. The usual occurrence is that an air personality will make an offhand remark along the lines of "if any of you folks have diaries from this Arbitron company, be sure to fill them out, etc." Arbitron will review any on-air conversations or references brought to their attention and will seek details from the station supposedly involved. However, it is almost automatic that if there is any on-air reference to the sweep or to Arbitron or ARB, the sticker is headed your way. By the way, the reference is usually on-air, but any mention in print of the survey or the Arbitron company will draw the same penalty as an on-air statement.

On-Air Survey Announcements

As any broadcaster who hasn't been in Tibet for the past year knows, there has been a spate of stations running on-air diary announcements during the Arbitron surveys. While these announcements are ostensibly "public service" vehicles to alert the public about the need to fill in the diaries correctly, they have been abused by some broadcasters. It is the feeling of every major researcher and trade organization that the announcements are bad for radio. Therefore, Arbitron, when it is alerted to the possibility of a station having run such announcements, will pursue the matter. Even if the station charged with the offense does not reply to the Arbitron inquiry, Arbitron may still act. Usually the station that has complained to Arbitron supplies an aircheck, and based on that — and the refusal of the defendant to deny the charge - Arbitron will sticker the book and explain the decision on page 5B. As an extra penalty the station or stations involved in running the announcements are listed at the bottom-of each data page, separated by a dotted line from the rest of the market.

Station Research Activity

There are some really devious minds out there. Some broadcasters design "research questionnaires" that look suspiciously like diaries and are timed to be mailed to the public at the same time the diaries are being sent to the market. Other stations, in markets where there is an HDBA, will conduct call-out research that might be confused with Arbitron's telephone retrieval technique among

O&A

Dave Cohen of KGHL/Billings called this week and asked, "Can I conduct a talk show during the survey, mention the broadcast ratings services and how they work, and avoid having Arbitron get upset?"

Sorry, Dave, but if you and/or your station make any on-air reference to the survey and/or about Arbitron, and if another station in Billings brings the situation to Arbitron's attention, you could be "stickered" for on-air diary reference.

Week In Review

Jan./Feb. Advances Out

Stations in the top three markets, plus San Diego, have obtained advance information on the January/February sweep. 12+ shares were called to the station early this week, with the remaining dozen markets due to get their first peek at numbers by the end of next week (see Page 1).

RAM To Be Audited By BRC

San Diego-based RAM Research and the Broad-cast Rating Council are nearing agreement on a BRC audit of the ratings firm's procedures. The firm of Coopers & Lybrand has been selected by the BRC to perform the audit, which is needed for BRC accreditation of a ratings service. Currently Arbitron and Radar are the only accredited services. The RAB audit may begin within the next month if final details and costs can be agreed upon.

MSA Expands

Multiple Systems Analysis, a broadcast research company, has moved its headquarters from Austin to Irvine, CA. Increased business volume necessitated the move, the company said. MSA specializes in music and perceptual research for radio stations and record companies.

blacks. Be careful of these types of activities. If another station brings such an item to the attention of Arbitron, there is a good chance you could be stickered for your trouble.

No Anonymous Complaints

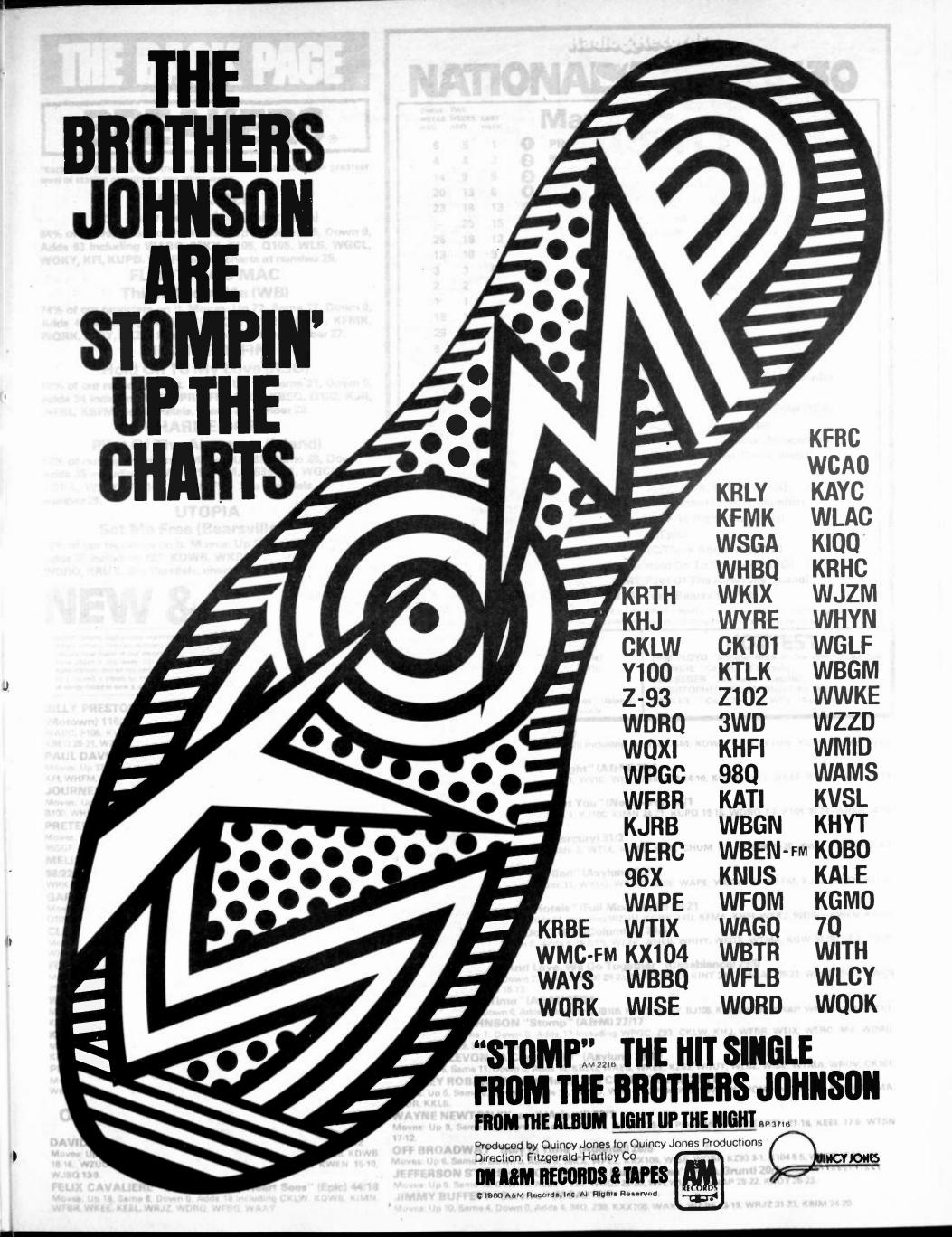
If you believe a station is engaging in any of the above types of activity during the upcoming A/M '80 sweep, be sure to alert the Special Station Activity Committee in Laurel. Be forewarned, though, that Arbitron will accept no anonymous complaints. You must be serious enough about the action you're taking to allow Arbitron to let the other station know who is complaining.

If you are planning a contest, promotion, or activity that might border on an area I've described here, it may be best to forget it. If you just have to run it, it may be wise to check with either Buddy Chapman or Lynn Turner of the Arbitron Radio Department in Laurel. They may be able to offer some guidance as to whether your plans might get you in trouble, but realize that each complaint will be investigated, no matter if the contest or promotion was discussed beforehand with an Arbitron official.

The best way to avoid sticker hassles is to do your homework. Don't rely on a crutch, a "quick fix" contest or promo that you hope will boost your ratings suddenly. Doing the proper research at first may save you headaches down the road; then the stickering issue becomes a moot point.

Jhan Hiber, former, Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Jhan with any research or ratings question you may have.







What do you suppose the most trying sport is? Soccer? Hockey? Bedpan throwing? Well, last week when I was emceeing the giant dinner honoring UCLA's famous Athletic Director, J.D. Morgan, I believe I found out.

The Bruins track coach. Jim Bush, wrote a paper on just this topic. What is the most coordinated, difficult, trying sport? His answer: the high hurdles! (If you miss, you might be singing with the Vienna Boys Choir.1

Silliest joke going around Hollywood . . . what is 10 . . . 9...8...7...6...5..? That's correct, Bo Derek growing older!

Several eves ago, I had the pleasure of nurgling on KCET's Public Broadcasting fundraiser with the Firesign Theater, Phil Austin, David Ossman, Philip Proctor and Peter Bergman.

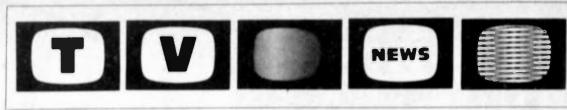
We introduced and raised money during the "Monty Python Festival," and the Firesign guys revealed to me they just signed with Mushroom Records. Their next release will be their 15th album.

Tomorrow night, we'll be presenting a 90-minute gala

starring Leonard Bernstein explaining Pink Floyd . . .

We'll miss the gentle kreebling of lovely Jan Basham, who just retired from A&M Records. Jan was in the record biz for a decade and a half. It was Jan who first pointed out to us in the late 60's that you are actually safer in the average record library than you are in a faulty nuclear reactor!

Congratulations to Jay S. Lowy, the National President of NARAS, on another superb Grammy show this year at the Shrine. I'm sure that everyone agrees the most magic moment was Barbra and Neil singing "You Don't Bring Me Flowers . . . " Back when we both were mere children, I had the pleasure of introducing Barbra at the Shrine Auditorium during one of her first public performances on the West Coast. I remember it because she distinctly didn't want anybody doing any funny stuff on stage before she came out. (Obviously with me standing there inhaling



ABC Squeezes By CBS In Tight Race

In an exceptionally close contest, ABC edged CBS for the Nielsen title for the week ending March 16. With only one show in the top nine, ABC still managed to amass an 18.6 average rating, while CBS, with the top four shows and six of the top eight, came up with an 18.3 average. NBC was in the race all the way as well, finishing with a 17.4 average.

"60 Minutes" led the lists for the second week in a row, followed by a tie for second between "MASH" and "Dukes Of Hazzard," while "Alice" completed the top-ranked CBS quartet. Following were 5) "Real People" (NBC) 6) "Dallas" (CBS) 7) "Three's Company" (ABC) 8) "One Day At A Time" (CBS) 9) "Diff'rent Strokes" (NBC), and 10) "That's Incredible" (ABC), repeating its top ten performance of last week and, with "Real People," demonstrating a real groundswell for "true-to-life" unusual people on TV

CBS captured the first two places in the second ten with "House Calls" and "Archie Bunker's Place" tied for 11th. They were followed by 13) "Barney Miller" (ABC) 14) a three-way tie between NBC's "CHIPs" and "Facts Of Life" special and "Lou Grant" (CBS) 17) another tie between ABC's "Benson" and "Taxi" 19) "20/20" (ABC) in a strong showing, and 20) "Vega\$" (ABC). "WKRP In Cincinnati" had an off-week, finishing 34th, although its rating was slightly higher than CBS's average

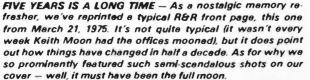
MUSIC ON TV: Jim Kirk, composer/singer of the TM "Voice Of Freedom" record (1-25), appears on "Dinah" March ... Tommy James joins "American Bandstand" April 19 ... Judie Tzuke on "Dinah" April 11 Eddy Arnold is on "Mery Grifflin" April 2 ... Nell Sedaka guests on "Mike Douglas" April 10. the same show April 22

Among the syndicated offerings available at the recent NATPE convention, at which distributors show their wares to TV stations across the country, are these musically-related shows: "Backstage At The Grand Ole Opry," "Lively Country," "Music Country USA," "Nashville Swings," "Music World," "Rock A Mania," "Rock World," "Star Track," and a package of vintage "Ed Sullivan Show" episodes sure to include some prime musical footage. Whether many of these programs actually make it to your local stations is an unanswered question, of course . . . One rock show which is doing well, according to a company statement, is the satellite-transmitted "Video Concert Hall," now seen in 47 states on cable TV, in 90 and 30-minute versions

TODED SOOPE:

FOX FIRST-RUN FILMS SET FOR SIMULTANEOUS VIDEOCASSETTE RELEASE: 20th Century-Fox has announced that, in the near future, its first-run theatrical motion pictures will be made available in videocassette versions for the home market simultaneous with the films' theatrical release. By this action, 20th hopes to maximize its multimillion dollar promotional campaigns as well as discourage videocassette piracy by eliminating the time gap between the film's pay TV release and its videocassette availability. Once this new program is implemented, theatrical and videocassette release will occur simultaneously, with pay TV to get the product from one to two years later and commercial TV to follow anywhere from three to six years after that . . . ZENITH, RCA PEN VIDEODISC TECHNOLOGY PACT: Zenith Radio Corp. and RCA Corp. have announced the signing of videodisc technology agreements which will allow each firm access to the other's patented videodisc developments. Both Zenith and RCA videodisc players utilize the capacitance format videodiscs . . . 10 CLIENTS SIGN FOR ARBITRON'S ELECTRONIC MEDIA STUDY: ABC, CBS, Columbia Pictures, Cox Broadcasting, Dow Jones, NBC, Sears/Comsat, Southern Satellite Systems, Time Inc., and U.A. Columbia Satellite have all subscribed to Arbitron's "New Electronic Media" study, results of which will be available in spring, 1980. The survey will focus on the impact of the new electronic media (pay TV, cable, satellite, videocassettes, etc.) upon traditional television viewing . . .







CASABLARCA HITS BETWEEN THE EARS

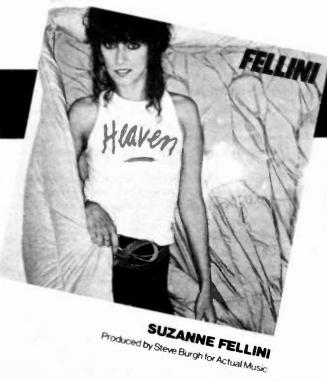


"Love On A Shoestring"

"Funkytown"
NB 2233







"Love On The Phone"
NB 2242

"It's Hard To Be Humble"

AVAILABLE ON CASABLANCA RECORD AND FILMWORKS





MAC DAVIS
Produced by Larry Butler

Deregulation

Continued from Page 4

requirements of my community than anyone in Washington. VIVA LA DEREGULATION!

R&R will have complete coverage of Tuesday's deadline filings on deregulation in next week's issue

Public Radio Key To Dereg

Speaking at the tenth annual Public Radio Conference in Kansas City Monday (3-17), FCC Chairman Charles Ferris said the service provided by public radio is essential to successful radio deregulation. Ferris said more direct subsidies to NPR for increased news and public affairs were preferable to setting guidelines for commercial stations, and stressed it would be better for public radio to protect endangered formats rather than have the FCC regulate programming.

NRBA Pres. Sis Kaplan, who addressed the group Tuesday, noted that non-commercial radio is equally plagued by over-regulation and urged cooperation to get deregulation through.

FCC Denies Extension

Several groups have requested and been denied an extension of time for comments. The Commission this week denied a request by the National Citizens' Committee for Broadcasting, Public Media Center, and the Consumer Federation of America to extend the comment deadline in the radio deregulation proceeding until 60 days after the Supreme Court issues its opinion in the radio format case (R&R 3-14, 3-7)

FCC At A Glance

Continued from Page 4

Seattle Field Office Expanded

The FCC San Francisco field office had been responsible for stations in Hawaii and the Pacific Islands, but last week the FCC transferred the job to the Seattle field office.

Cross-Ownership Rule Extended

Can a licensee whose controlling shareholder is declared legally incompetent change hands without losing its cross-ownership exemption? The FCC said yes last week in a case involving McClatchy Newspapers, owner of KMJ/Fres no, CA; KBEE/Modesto, CA; KOH/ Reno, NV; and KFBK-KAER/Sacramento, and publisher of daily newspapers in Modesto, Sacramento and Fresno.

Eleanor McClatchy, who had controlled the licenses for forty years, was declared incompetent by a California court last March, and her nephew, Charles McClatchy, took over. Because the company owned newspapers and broadcast facilities prior to enactment of the cross-ownership ruling, they were "grandfathered-in" and agreed to continue the grandfather status even though control was being transferred.

The FCC also allowed the sale of KNEV/Reno, NV to McClatchy last week for \$700,000 and issued a tax certificate for McClatchy's sale of KOVR-TV/Stockton, CA. (A tax certificate gives a tax break on income earned from sale of a broadcast property when it is required by FCC rules.)

Renewal

Continued from Page 4

the distress sale policy to include stations in a hearing. (Present rules stipulate selling prior to a hearing.)

· Wait to consider a recommendation that all new stations be reserved for minority applicants.

· Hold off on proposal to break down Class 1-B clear channels. (FCC is in process of evaluating comments in rulemaking proposing to break up 1-A clears.)

Fogarty Wants Format Protection

Also among NBMC's list of proposals for radio was a request that the FCC protect certain endangered Black music formats, including Jazz and Gospel. The Commission refused because of its policy not to regulate formats. Commissioner Joe Fogarty agreed, but took the opportunity to issue a separate statement condemning the FCC for its "view that it is inappropriate for us to regulate entertainment formats."

The Supreme Court recently agreed to hear arguments in the case of whether the FCC should review certain format changes (R&R 3-7).

Rejected Ideas

The Commission also refused to: · Establish a separate research division in the Broadcast Bureau,

· Launch an investigation into whether or not some stations are refusing to play black artists' records on racial grounds,

· Take away a license if there is a pattern of racist broadcasts.

 Require a hearing on all proposed sales that exceed \$25 million,

· Conduct a closed inquiry into allegations that major advertising firms have conspired with licensees to steer ad accounts away from new black broadcasters,

· Issue new rules for expediting all minority applications for sales and construction permits, and

 Establish citizen advisory councils to rewrite the FCC's EEO Program or consider social issues on spectrum management.

Handicapped

Continued from Page 4

opposition, saying since it can be assumed there are gays in all walks of life, they are adequately represented in the existing 19 categories. Commissioner Anne Jones told R&R, "If we say gays have to be ascertained, what's to stop bankers, lawyers or doctors from demanding the same treat-

Despite these reservations, however both voted for the rule, saying the needs of emerging groups must be taken into account.

FCC Chairman Charles Ferris continues to favor eliminating all ascertainment requirements for radio, but said in the meantime the new rule won't "impose undue additional regulatory burdens on broadcasters. It simply clarifies the FCC's existing Ascertainment Primers to help broadcasters and community leaders alike determine what satisfactory ascertainment comprises.'

Brad Messer



Top 25 Newspeople Poll: Chocolate Better Than Vanilla?

After 263 ballots and letters it finally dawned on me. It would be absolutely unfair to attempt "ranking" a couple of dozen people based on results of an informal poll, and as futile as trying to decide whether roses are better than daisies or chocolate better than vanilla

So this week and next I will sample the ballots with you, but I am abandoning the original idea of a Top 25 Newspeople

June Moore of WWYZ-FM/Waterbury, CT was nominated based on her sensitive and responsible handling of a controversial story about a racial slur mouthed by State Representative Russell Reynolds. Larry Ward of KTHO/ South Lake Tahoe, CA was cited for his 13-hour work days and no-sleep coverage during floods, plus "building the control room." WMET/Chicago's Dave Alpert was entered by a California admirer who cited his "professional and very creative" style. Amarillo, TX has Gary Foxe suggested because of his 131/2-hour, six-day week at KQIZ and his "pretty good strawberry cake.

His investigative reporting, follow-through, and commentaries on WFTL earned David Collin a nomination from Ft. Lauderdale, FL. His PD Tom Daren says Collin "is also one of the kindest people" he's ever known.

Now do you see what an impossible task it would be to rank people based on things ranging from strawberry cake

Paul Fredericks of KMPC/Los Angeles was nominated because he is "a ten on all scales," according to a letter from Canton, OH. A ballot from Los Angeles, on the other hand, names Lyle Dean of WFYR/Chicago and theorizes Dean would "never leave" the Windy City.

Mike Anthony is touted as "dedicated, highly motivated, well-organized" and the assembler of "the most talented group of news professionals in Denver" at KHOW. Chuck Moshontz is called "intelligent and well-informed, with a great sense of humor" at WCOZ-FM/Boston.

Former L.A. and San Diego newsman Don Ross is nominated at KGNR/Sacramento for being "a journalist with every degree of knowledge, experience and instinct required of the profession" who "motivates others in a positive, productive way." The person nominating Ross also respected his instructions to a young reporter sent to cover the murder of a child. Should he try to get reaction from the parents of the victim, the reporter asked. "No. Leave them alone.

That's another example of the unfairness of "ranking" people on the List of 25, because Ross's decency may be a plus in some books and just an example of failing to get all the facts in other books. You ain't gonna catch me trying to judge stuff like that . . . but, good going, Don.

There have been nominations from Canada, New Zealand and some country called RKO. Plenty of New York City and network nominations. The very respected John Erickson, not to be hemmed in by the limitation of nominating a single person, named everyone on his KGW/Portland, OR news team. With numbers like KGW has, it was too modest of you, John: you didn't include your name!

More of this next week.

My thanks to the Country Music Association for inviting my participation in the annual convention in Nashville. TN last weekend. Excellent gathering! Paul Harvey's unsettling attack on lyrics ("Country smut") causing some deep thinking as conventioneers return home?

Rip 'N' Read

Mezzanine Machine: Bop To The Top

MONDAY MARCH 24: When the forerunner of the escalator was patented 88 years ago this month, there was some concern about whether all human bodies could endure the experience, so one of the first came complete with a servant at the top ready to serve brandy to people unnerved by their ride. The Reno Inclined Elevator patent was issued to Jesse W. Reno in 1892, installed at Coney Island, NY in '96, and overseas at Harrods's of London in '98.

Steve McQueen is a half-century old today.

The Kennedy 500 coin was issued 16 years ago today. Elvis Presley reported for military duty 22 years ago to Private affair). The San Francisco Mint produced its final coin, a penny, 25 years ago today.

The Odd Couple: Elton & Anita

TUESDAY MARCH 25: Anita Bryant was born 40 years ago in Tulsa. OK and had her major hit half-a-lifetime ago with "Paper Roses" in 1960. Her fundamentalist religious beliefs include homosexuality being a sin. and she briefly emerged as a spokesperson against gay life in the mid-70s.

Elton Hercules John emerged (as Reginald Kenneth Dwight) 38 years ago in Pinner, Middlesex, England. Anita doesn't understand him at all. I'll bet.

Leonard Nimoy is 49. Aretha Franklin becomes 38. Howard Cosell is 60. Gloria Steinem hits 44.

Salk's Anti-Polio Success

WEDNESDAY MARCH 26: Polio nearly panicked the United States in the early 1950's, crippling nearly 60,000 people and killing 3300 in 1953 alone. On this date in 1953 Dr. Jonas Edward Salk announced the successful end of a three-year March of Dimes-financed program to find a preventative. Mass innoculations nationwide were financed by the National Foundation for Infantile Paralysis, and by 1955 the polio epidemic was history. Dr. Salk has also worked on flu vaccines and devotes much time to anti-cancer research.

The March of Dimes organization was so effective at raising money, it began casting around for new causes to fund. Reporter Bob Woodward is 37. Actor Alan Arkin is 46. Diana Ross is 36. Aerosmith's Steven Tyler is 32. Entertainer Vicki Lawrence turns 31. Hunk James Caan is 41- (my research assistant Ms. Goodbody so describes him).

"Hey, Isn't That Florida?"

THURSDAY MARCH 27: Explorer Ponce de Leon discovered Florida on this date in 1513. In 1794 the U.S. Navy was created. In 1884 the first long-distance telephone call was made. In 1968 the first person to orbit Earth. Soviet cosmonaut Yuri Gagarin, died in a plane crash. In 1973 Marlon Brando refused his Academy Award, in support of the occupation of Wounded Knee. In 1977 two 747's collided on a runway in the Canary Islands killing 581 people.

Actor Michael York is 38. Racer Cale Yarborough hits 41. "Fugitive" David Janssen would have been 50 today. The first coast-to-coast color TV broadcast was 25 years ago today.

Birth Of Pirate Radio

FRIDAY MARCH 28: Radio Caroline inaugurated the days of pirate radio 16 years ago today, broadcasting from a ship safely outside British jurisdiction, playing whatever in hell it wanted to play and selling commercials to companies who couldn't advertise on non-commercial BBC.

Country musician Charlie McCoy is 39. Basketballer Rick Barry is 36.

Media Marketing

Entering A New Era Of Radio Promotion

aware, the structure of the "ratings game" is about to undergo a major change as Arbitron moves to its "Extended Measurement" system. This change means that radio stations will be on the "firing line" for much longer periods each year with respect to the measurement of the audience they are delivering. For those of you unaware of the changes in the offing, you should consult past "Ratings and Research" columns by Jhan Hiber for more details.

n one of his columns, which dealt with Extended Measurement, Ihan made an analogy to the marketing of a box of cereal, which is on the shelf in the supermarket every day waiting for consumers to pick it up and take it home. General Mills and Kellogg's have been marketing their products year-round for decades. Radio, with Extended Measurement, is moving into the same situation: it can no longer rely on a four-week promotional effort coinciding with the Arbitron sweep. Rather, radio must adapt itself to the new measurement system by modifying its promotional effort in such a way as to maintain its audience year-round. What kinds of changes will this entail?

The "Franchise-Building" Concept

ne important distinction which is made by contemporary advertising practitioners is between so-called "franchise-building" promotional activities and "non-franchise-building" promotions.

B asically, franchise-building activities are those which are designed to convey information about the product or service to consumers to convince the consumer that the particular brand (or station) is the best one available in the market. The most obvious example of franchise-building promotional activity is advertising, especially ads which convey to the audience the benefits offered by listening to the station. In other words, the station is providing sound reasons for listening to it — furthermore, these reasons are more or less long-term and not just related to a short-term contest or other form of promotion.

hus, the goal of franchise-building promotion, as the name implies, is to build a group of listeners who are committed or loyal to the station on the basis of the basic product it is delivering, day in and day out. Just as a consumer buys Kellogg's Corn Flakes repeatedly over time because the taste or texture of the product is pleasing, the same consumer would tune in to the station repeatedly over time because the programming content is pleasing.

Franchise-building advertising would constantly remind current listeners of the station's benefits, while also attempting to attract other listeners who may desire the same type of programming but are not currently listening to the station. The latter group must be reached by advertising in media other than your own station.

The ongoing R&R series "Radio On TV" has pointed out some of the advantages and pitfalls of that medium. Newspapers and outdoor advertising (e.g., billboards, bus placards) are other potential media for attracting non-listeners.

B ecause of the highly competitive structure of the industry, and the variety-seeking of the listener, portions of the station's audience will be continuously shifting from one station to another. Thus, it is important to (1) constantly attract new listeners to the station and (2) reinforce current listeners, via franchise-building advertising. The end result should be a reasonably large group of fairly stable, or loyal, listeners, plus an even larger group of people who will tune in at least occasionally and stick around for a while before moving on.

n contrast to this franchise-building type of promotion, non-franchise-building promotions are those which are designed to elicit an immediate behavioral response, with little or no regard to the long term. Most often, these non-franchise-building efforts involve offering some sort of price discount (e.g., two for the price of one) or a premium (e.g., buy six razor blades — get the razor free). Contests are an excellent example of this form of promotion.

ooking at the present structure of radio and the ratings procedure, it is clear that much of the promotional "stunting" and "hypoing" that accompanies the Arbitron sweeps is in actuality non-franchise-building promotion. The station sinks large amounts of money into one four-week period, hoping to attract enough listeners so as to "give good book." From the station's perspective, the key is short-term response in the form of listenership during that four-week period, and not the long-term effect of the promotion on listenership. This is the time-honored tradition of "marketing to the ratings" instead of marketing to the audience.

Entering A New Era

hile such hypoing may have worked in the past if it was carefully orchestrated, it will not work in the future under Extended Measurement. Few, if any, stations can afford to engage in a series of short-term promotions on virtually a year-round basis. Instead, short-term promotions will have to take their place as a supplement to franchise-building activities, which attempt to maintain audience year-round. Stations will no longer be able to rely on a hot contest to create a momentary spurt in listenership coinciding with the ratings weeks, because the ratings weeks will almost always be there.

hus, instead of attracting listeners who are interested only in the contest or the giveaway, stations must focus on attracting listeners who genuinely enjoy the programming of the station. Obviously, this may entail changes not only in promotional strategy, but also in the programming of the station itself. A station can no longer survive with essentially inferior programming but good contests once or twice a year;

rather, each station must offer a service that will be satisfactory to some substantial number of listeners day in and day out.

rom this discussion, it is clear that radio's new era of promotion is one which involves much closer coordination of programming and promotional efforts. The programming is the basic "product" which is being sold to listeners. Under the present ratings system, the product being sold during the ratings weeks has in many cases, been "programming plus promotional gimmicks." But promotional gimmicks won't work year-round, meaning that the basic programming of the station must provide true benefits to the potential listener audience.

herefore, promotional activities in the future should begin with market research to determine listeners' and potential listeners' wants and needs, redesigning (if necessary) of the station's programming, and promotional activity aimed at informing potential listeners of the station's benefits. The "product" and the "promotion" go hand in hand. Promotion which promises what the programming can't deliver is worse than no promotion at all — people will tune in once, find out that the station isn't "as advertised" and stay away in droves.

A New Role For "Hypoing"

ven under Extended Measurement, there will be a role for hypoing, stunting, or whatever you call short-term promotional activity. As mentioned earlier, hypoing will be a supplement to ongoing franchise-building promotional activity. The key role to be played by short-term promotion is one of stimulating "trial" of the station by current non-listeners. Advertising and publicity on behalf of the station are good ways of building listener awareness and knowledge of the station, but often a little extra prodding is necessary in order to get the consumer to actually turn that dial and give a listen to the station. The same phenomenon is present in the marketing of cereals and other packaged goods where coupons or "cents-off" deals are used to get people to try the brand, the hope being that the initial purchase will trigger further purchases by the same consumer over time. The same philosophy should hold true in radio marketing — if the product is a good one, then consumers who tune in the first time in order to get a shot at some concert tickets, should like what they hear and tune in the next time just for the sake of the programming itself.

The "new era" of radio promotion will require more sophisticated blending of all the available marketing tools in order to achieve a well-rounded promotional effort. Most importantly, the new era signals an end to the old way of doing things in radio — the conventional wisdom which included hypoing and promotional stunting as keys to good ratings will go by the wayside. The new approach to radio marketing will be one which is much more consistent with marketing principles derived from a variety of consumer-oriented industries. More than ever before, sound knowledge of marketing techniques will be required for success in the radio industry.

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.





TOP-40

John Leader

The Aircraft Carrier Syndrome

There is an analogy that is becoming very popular at AM radio stations around the country. I say it's becoming popular because I have heard this same analogy from several different programmers and managers in the last few weeks. It is almost always used in reference to AM stations that were once dominant and are now declining. It goes something like this: "Bringing this station back in the ratings is sort of like turning around an aircraft carrier. It can't be done quickly. Just as it takes a lot of ocean to reverse the course of a giant ship, it will take lots of time to turn around this station.'

That's just bunk. Further, that kind of attitude may be contributing to some of the so-called "AM problems" we've seen around the country

Be A Speedboat

If and when any radio station gets to the point that it has become "like an aircraft carrier," then it is highly vulnerable from all sides. The analogy taken to its logical extension implies that the station is big, successful, strong, and very slow to change. When dealing with an entity that must cater to public taste, namely a radio station seeking to please listeners, any resistance to change should be avoided like water in the bilges

It doesn't take a Ph.D. in Sociology to know that times are changing quickly. People in this country are into different things than they were ten, five, or even two years ago. More specifically, the prime rock music demographics that we all so desperately seek to dominate (12-24, 18-34, 18-49, etc.) encompass so many different life-styles and psychographics that resistance to change can cost you plenty

What About Consistency?

One of the basic ingredients of a successful radio station has always been consistency, and I'm not advocating a change in that part of the recipe. Consistency has real value to a radio station because people still like the comfortable feeling that comes from something they can depend on.

But consistency as the first commandment? No. Too many times in the not so distant past we have seen "new stations" come into various markets around the country and literally steal the audience away from the established giant. That's usually about the time the wounded giant starts using the aircraft carrier analogy.

Did the new station win because of magic tricks and a super secret programming formula? In every case I think the answer to that one is no. I think the new station took over because the old station just wasn't as good, or as aware of its audience as it once was. So, the older station had really become an aircraft carrier.

When you're winning big and maybe you're the only game in town, it's easy to get lazy. And when your station gets lazy, that's the best time for "the new kid" to come in and steal your thunder and your audience.

station appeared in your market, targeted at your throat, could you emerge as champion? These are rhetorical questions posed to illustrate a point.

The point is that any radio station must remain flexible enough to change with the times. If the word "change" seems too severe for you, try "adjust." In the cases where a new station has defeated an older one it's usually because the older one couldn't stand up to the competition. There are probably just as many cases of older, well established stations who could stand up to any competition. These situations you don't read about every week because in most markets where such a powerhouse station exists, potential competitors wisely choose not to enter a fight they can't win.

The bottom line, as always, is that elusive but vital marriage of solid programming and insightful managment. Both the PD and the GM of any winning station have to remain open to new ideas and guard against the kind of complacency that can become a successful station's worst enemy. When the numbers are great, it's a real temptation to say to yourself, "Well, we're doing the right things now, let's not change anything. This is the winning combination." The real problem arises when the "winning combination" changes a little bit every day. In other words, what makes your radio station so popular with so many people is that you're giving them more of what they want than any other station in town. Tomorrow the listeners' desires will be slightly

"Both the PD and the GM of any winning station have to remain open to new ideas and guard against the kind of complacency that can become a successful station's worst enemy."

The Radio Diet

Maybe it's time for your station to go on a diet. Throwing in my own analogy here, the radio diet I'm talking about is for any station that finds itself in a dominant position. Is your station so rigidly locked into what it's been doing (very successfully) for some time that any change would be difficult to accomplish? If a new different, just as they will change some more next week. By the time a whole year goes by, if you haven't adjusted what it is that your station does, the listeners may not have those same great feelings about your radio station. Without direct competition, those listeners will probably stay with you, but the minute something new comes along with a similar format, they'll be gone.

The key is flexibility. Getting to the top is always easier than staying there. Looking around the country at the radio stations that have been successful for periods of years, as opposed to single rating periods, they all share the ability to adjust. What sounded great two years ago might not sound too terrific today, and then again, it just might. A good program director and station manager should be in touch enough with their community to know what the listeners want, and they should both be flexible enough to make sure their station is the one that delivers that package better than the other stations in the market.

It seems to me that if you are the captain of a ship, a programmer or manager of a station, and the boat needs to be compared to an aircraft carrier, then the speedboats may have already whizzed past you.

An Uplifting Promotion



Andy Barber grimaces through the standing curl event.



Steve O'Neal stands up to the standing press event.



Steve O'Neal (with raised "Rocky" salute) is congratulated by runnerup Andy Barber.

KASH/Eugene recently held a "friendly" weightlifting contest between PD Andy Barber and evening jock Steve O'Neal. It was all a part of the station's participation in the grand opening celebration of "Steve's Bodybuilding & Fitness Center."

The two KASH personalities competed in three events: standing curl, standing press, and the ever-popular bench press. KASH morning man Terry Donahue acted as emcee for the event and also managed to canvass the overflow crowd for the March of Dimes (Terry was the March of Dimes Mother of the Month for the "Mother's Walk")

But, back to the competition . . . Steve O'Neal was declared the winner when he was able to do one more curl than his (luckily) forgiving boss Andy Barber.

That's What Friends Are For

Mike Randall needs our help. Mike, who most recently worked for Capricorn Records, was the Music Director at WBBQ/Augusta for over 9 years. A couple of weeks ago, during a typical Atlanta midwinter downpour, Mike's car slid off the highway and smacked into a tree. The accident has left Mike in the hospital with a crushed jaw, two broken legs, a smashed hip joint and multiple facial lacerations. He's already had several operations and the doctors say there's more to come. To say the least, being out of work, Mike is in a bit of a financial bind. A fund has been established to help pay his mounting medical bills. If you can help, the address is: Mills & Mills Randall Escrow Account, 804-10 Main Street, Suite E, Forrest Park, GA 30050. And if you'd like to drop Mike a card he's at Paces Ferry Hospital, Room 1710, 3200 Howell Mill Road, Atlanta, GA

610#KFRC

THANKS THE EAGLES FOR

"THE LONG RUN"



MARCH 8TH, 1980

THOUSANDS OF RUNNERS DONATED THOUSANDS OF DOLLARS TO SAN FRANCISCO'S **GOLDEN GATE PARK AS KFRC AND** THE EAGLES PRESENTED THE "LONG RUN"

THANKS NIKI TOO

January-February 1980

Advance Arbitron Results

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service many not reprint or use this information in any form.

Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro Survey Area, 12+.

Advance figures supplied by subscribing stations and verified by Arbitron.

Note: A broken line dividing stations in a market signifies that the stations below are located outside the metro area. A solid dividing line signifies that stations below the line allegedly ran on-air survey announcements during the book.

New York

WBLS Up For Solid Market Lead; WKTU Down To Third Behind WOR; WABC Edges Downward; WHN Has Best Book In Year; WNBC Reaches 4.0, Approaching WABC; Good Jump For WNEW-AM's Traditional Pop; WPLJ Back Up As Other AOR's Slip; Three BM

	Stations Ris	e
	O/N '79	J/F '80
WABC (R)	4.6	4.5
WADO (S)	2.8	2.4
WBLS (B)	7.1	7.5
WADO (S) WBLS (B) WCBS (N) WCBS-FM (O)	5.4	4.5
WCBS-FM (O)	3.1	2.3
WHN (C)	2.7	3.5
WINS (N)	4.4	4.4
WHN (C) WINS (N) WJIT (S) WKTU (B/D)	1.9	1.4
WKTU (B/D)	6.8	6.0
WMCA (T)	3.2	3.2
WMCA (T) WNBC (R) WNCN (CL) WNEW (PA)	3.2	3.2 4.0 1.0 3.1
WNCN (CL)	1.1	1.0
WNEW (PA)	2.0	3.1
WNEW-FM(A)	2.7	1.0 3.1 2.5 6.3 3.2
WOR (T/PA) WPAT (BM)	6.6	6.3
WPAT (BM)	3.0	3.2
WPAT-FM (BM) WPLJ (A)	2.9	3.2 3.8 3.7
WPLJ (A)	3.2	3.7
WQXR-FM (CL)	1.1	3.7 1.2
WRFM (BM)	4.7	5.2
WTFM (PA) WXLO (R)	1.7	5.2 1.9 2.1
WXLO(R)	1.7	2.1
WYNY (PA)	2.1	2.1

Los Angeles

KABC Regains Lead As KBIG Slips Below BM Rival KJOI; KMET Now Second With Steady Book; KHJ In Strong Jump; KIQQ Up Sharply, KRTH Stable, Other Top 40's Down; KIIS-FM Hits Highest Numbers; KNX Passes KFWB As Both Rise; KMPC Up A Bit; KLOS Holds; KNX-FM Up; KWST Drops Below 1 As KROQ Doubles Share

	O/N '79	J/F '80
KABC (T)	6.0	6.5
KALI (S)	1.5	1.2
KBIG (BM)	6.1	5.0
KDAY (B)	2.4	1.9
KEZY (A)	.8	1.0
KFI (R)	3.3	2.6
KFWB (N)	4.1	4.4
KGFJ (B)	1.2	1.0
KHJ (R)	2.4	3.0
KHTZ (R)	2.2	1.9
KIIS-FM (D)	2.8	3.6
KIQQ (R)	1.5	2.2
KJLH (B)	.8	1.3
KJOI (BM)	4.9	5.2
KKGO (J)	1.4	1.7
KLAC (C)	4.3	3.8
KLOS (A)	2.2	2.2
KLVE (S)	1.5	1.6
KMET (A)	5.8	5.8
KMPC (PA)	2.8	3.1
KNOB (BM)	.7	1.2
KNX (N)	4.0	4.9
KNX-FM (A)	2.7	3.0
KOST (BM)	2.8	2.3
KRLA (R/O)	3.7	3.3
KROQ (A)	.6	1.2
KRTH (R)	3.8	3.8
KTNQ (S)	1.6	1.9
KUTE (D)	2.6	2.3
KWKW (S)	1.1	1.3
KZLA-FM (PA)	1.9	2.0
XTRA (BM)	1.0	1.0

Chicago

WGN Drops Below Double Figures; WBBM, WIND Surge; WLS Slide Continues; WLUP Down Again, Rivals Fail To Gain; Two BM Stations Drop; WMAO In Good Book:

WGCI, WEFM Climb

	O/N '79	J/F '80
WAIT (BM)	2.2	2.6
	6.1	7.0
WBBM-FM (PA)	2.1	2.2
WBMX (B)	4.2	4.0
WCLR (PA)	3.1	2.7
WDAI (D)	1.7	1.7
WEFM(R)	2.2	2.6
WFMT (CL)	2.0	1.7
WFYR (PA)	2.9	2.7
WGCI (D)	2.7	3.5
WGN (PA)	10.5	9.6
WIND (N)	4.3	5.3
WJEZ (C)	2.5	1.8
WJJD (C)	1.3	1.1
WJPC (B)	2.1	1.7
WKQX (PA)	2.7	3.1
WLAK (BM)	5.6	4.7
WLOO (BM)	8.2	7.8
WLS(R)	6.2	5.3
WLUP(A)	4.9	4.4
WMAQ(C)	4.5	5.4
WMET (A)	2.2	2.3
WOJO (S)	.8	1.4
WVON (B)	2.8	1.9
WXRT(A)	1.8	1.8

San Diego

KGB's Rock Format Inspires Vast Leap Upward; KPRI Takes Over AOR Lead As KGB-FM Slides Slightly; KJQY Stable, Holds No. 1; KBZT In Strong Jump; KFMB-FM, KMJC Down; Three P/A's Climb, KFMB Tops

	O/N	'79	J/F	80
KBZT (R/O)	3.7		5.1	
KCBQ (PA)	2.5		3.3	
KEZL (BM)	4.5		4.6	
KFMB (PA)	3.8		4.6	
KFMB-FM (R)	4.2		3.9	
KFSD (CL)	3.6		3.6	
KGB (R)	2.6		6.4	
KGB-FM (A)	5.7		5.1	
KIFM (A)	5.0		3.3	
KITT (D)	2.2		2.4	
KJFM (BM)	1.5		1.7	
KJQY (BM)	7.7		7.6	
KMJC(R)	3.1		1.8	
KOGO (PA)	3.1		2.0	
KPRI (A)	5.6		6.7	
KSDO (N)	5.0		4.9	
KSON (C)	3.2		2.8	
KSON-FM (C)	2.4		3.0	
KYXY (PA)	2.5		2.8	
KABC (T)	1.0		1.2	
KFI(R)	2.8		1.1	
KNX (N)	2.4		3.0	
XTRA (BM)	3.9		3.5	
XTRA-FM (A)	4.4		3.9	
Note: KABC, KFI,		based	in Los	Angeles:
XTRA-AM-FM in Ti	iuana.		200	· ····································
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March 1980

Mediatrend Estimates

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All share estimates are for metro average persons 12+, Monday-Friday, 6am-midnight.

Note: — denotes station which did not rank in Mediatrend's Top 20 for the relevant month.

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

San Francisco

KGO Drops 5, Still Leads; KCBS Draws Closer; KFRC Rebounds To No. 4; KYUU, KNEW Show Steady Growth; KSOL, KABL-FM Up; KSAN Drops From Top 10, Falls To 20th; KNBR Also Drops Out; KLOK (San Jose), KSFX

	Deput		
	Jan. '80	Feb. '80	Mar. '80
KGO (N/T)	16.7	13.8	8.9
KCBS (N)	6.6	5.7	6.9
KYUU (PA)	000	3.2	5.3
KFRC (R)	3.5	1.8	5.1
KSOL (B)	6.3	3.4	4.9
KMEL (A)	3.6	4.3	4.4
KABL-FM (BM)	3.6	3.2	4.3
KNEW (C)	***	2.0	3.6
KDIA (B)	2.6	3.9	3.2
KLOK (PA)	1.4		2.8
KSFX (D)	2.6	1.9	2.8

Dallas-Ft. Worth

KSCS Gains Share, Takes Over Lead; KVIL-FM Drops 3½, Falls Behind KFJZ-FM Surge; WBAP Skids; KNOK Up Again; KTXQ, KZEW In Close AOR Battle; KNUS Up Almost 2, Returns To Top 10; WFAA Drops After Share Loss; KKDA-FM Rebounds

	Jan. '80	Feb. '80	Mar. '80
KSCS (C)	10.1	10.3	11.2
KFJZ-FM (R)	8.0	6.9	8.4
KNOK (B)	3.0	6.7	7.3
KVIL-FM (R)	10.5	10.7	7.1
WBAP(C)	7.3	8.6	7.0
KRLD(N)	6.8	6.9	6.7
KTXQ(A)	7.2	6.7	5.9
KNUS (PA)	5.0	3.9	5.8
KZEW (A)	4.1	5.9	5.8
KKDA-FM (BM)	5.6	4.7	5.6

Philadelphia

KYW Back Up, Increases Lead; WMMR In Second Straight Slip; WDVR Passes WWSH With Sharp Rise; WIP Improves; WIFI Gains To Edge WFIL, Debut At No. 8; WCAU-AM Drops Share-Plus, Falls Out Of Top 10 To No. 13

	10:10.15		
	Jan. '80	Feb. '80	Mar. '8
KYW (N)	12.2	11.4	12.7
WMMR (A)	10.2	9.5	8.6
WDVR (BM)	5.7	4.7	7.5
WIP (PA)	8.6	6.2	7.2
WDAS-FM (B)	8.5	7.0	6.5
WMGK (PA)	4.3	4.8	5.3
WWSH (BM)	5.5	6.6	5.3
WIFI (R)	3.2	3.0	4.5
WFIL (R)	2.8	4.9	4.4
WCAU-FM (B/D)		4.3	4.2

Denver

KLIR, KOA 1-2 After Big Jumps; KAZY, KHOW Slide; Classical KVOD Doubles Share, Debuts At No. 5; KLZ Up For Debut; Top 40's KIMN, KOAQ Drop; KBPI Down 2+, Out Of Top 10

KLIR (BM)	7.7	5.5	9.1
KOA (N/T)	6.9	5.8	8.5
KOSI (BM)	6.7	7.5	7.8
KAZY (A)	10.5	8.4	7.3
KVOD (CL)	5.6	3.0	6.0
KTLK (D)	3.8	6.7	5.9
KHOW (PA)	4.5	8.1	5.7
KLZ (C)	4.0	3.8	5.2
KIMN (R)	4.3	5.1	4.1
KOAQ(R)	5.2	5.6	4.0
KPPL (PA)	5.6	3.9	4.0

Motown Wins Suit Against Jacksons, CBS

The three-year old breach of contract suit filed by the Motown Record Corp. against CBS Records and the Jacksons recording group has been settled, with Motown to receive approximately \$600,000 in an out-of-court settlement. The Jacksons will pay \$100,000 under the terms of the agreement plus an agreement on other items estimated to be in excess of \$500,000. Motown retains all rights to the name "Jackson 5" as well.

WPIX

Continued from Page 3

Meg (Griffin) speak. It's just to let people know that New York is real angry about what's happened at 'PIX. We just want to say something in our own way."

Despite spot cancellations by Hurrah's Club and the Irving Plaza Rock 'n' Roll Theatre, former PD Piasek, while acknowledging that the listener protests were encouraging ("The neatest thing about it is that we've only been doing it a year, and we've created this kind of following"), admitted that "'PIX is probably a lost cause at this point." Latest Arbitron figures for the station showed it at 0.9, down from a 1.2, its highest mark under the "rock 'n' roll" format.



KJR TAKES HEART — Heart leaders Ann and Nancy Wilson visited hometown station KJR/Seattle recently. Pictured (I-r) at the station are Epic's Michael Alhadeff, Nancy Wilson, KJR's Max Stein, Epic's Debbi Lipetz, Ann Wilson, and KJR PD Tracy Mitchell.



CHATTING WITH CHILLIWACK — CFJC/Kamloops, British Columbia personnel visited with Chilliwack backstage after the group's opening show in town. Pictured (I-r) are JC55 air personalities Jim Keller and Nick Carter, group's Bill Henderson, and PD Shawn Rosvold.

PAREROCKS!

(*WHAT'S NEW)





CLASH "Train In Vain (Stand By Me)"

Produced by Guy Stevens

WIFI deb 28 **CHUM 21-17 CKGM** on 94Q add **KDWB 27-24** KBEQ on **WOKY** add B100 add KIMN on **KUPD 29-26** WICC on **WPST 27-21** 14Q 20-17 WKEE on **KEEL** on **BJ105** on 95SGF add KX104 deb 30 WNOX 24-22

WGH on KZ93 on **WISM 30-27 KERN** on **KJRB** add KCPX on KRSP add KMJK deb 30 KLUC add KRUX add 40 KTKT on WLBZ add WFBG on 14WK add V100 add WXIL on **WAAY** add WCGQ on WSEZ add

WFLB on WANS-FM on **WROV** on **CK101** on FM99 deb 33 **KPUR add** KQWB-FM add 28 **WRKR 31-27 WSPT 30-24** WNAM deb 29 **WRBR** add WROK add 27 KCBN 34-31 KDZA on KQDI on KFXD add **KRLC 22-19 KBIM 30-25** WISE deb 34

TOURISTS "I Only Want To Be With You"

Produced by Tom Allom

OLD SONG . . . BRAND NEW

SHALL HOLD WALLS

Spic.

On Epic Records

EAST Most Added • Hottest

Kenny Rogers & Kim Carnes Andy & Olivia Pink Floyd Paul Davis Blondie Boz Scaggs Christopher Cross

DDS&HO

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

SOUTH

Dana Steels

KRHE/Houston, TX

Dana Steels

DAN POGEIRERG
ANDY & OIIVIA
BUE BAAD & NEXT
STYX
BILLY & SYREETA
HOTCHS
FINK FLOYD 1-1
BLONDIE 9-3
CHRIS CROSS 13 6
LINDA RONSTADT 15
BROTHERS JOHNSON

Q105/Tampa, FL Pat McKay

RAY,GOODNAN & B AMDY & OLIVIA JERMAINE JACKSON ROCERS & CARNES STYX (dp) Hottest PIMK FIOYD 1-1 BIONDIE 3 2 KOOL & THE GANG 12-CMBIS CROSS 18-7 BOB SEGER 17-10

Y100/Miami, FL Robert Muzzy

PRETENDERS
AIR SUPPLY
BOB SECER
HOTEGAL
PINK FLOYD 5-1
KOOL 6-THE GAMG 8-5
EAGLES 10-6
CMRIS CROSS 12-9
BLONDIE 22-13

Z93/Atlanta, GA Dule O'Brien

IOU RAWLS
IINDA RONSTADT
BOZ SCAGGB
HOTTEST:
BOB SEGER 1-1
CHRIS CROSS 5-2
ALTS SUPPLY 12-7
PAUL DAVIS 21-14
BILLY JOEL 26-19

Z97/Fort Worth, TX Gary Mack

DATY MACK
BOB SEGER
STYX
BILLY JOEL
HOTEGAT:
PAT BEMATAR 1-1
BABYS 3 2
BIONDIE 9-3
BIONDIE 9-1
ENDER SONSTADT 19-11
EAGLES 22-13

94Q/Atlanta, GA Jeff McCartney

ROGERS & CARNES
IINDA RONSTADT
BOZ SCAGGS
CIABM
HOTLEST:
BIONDIE 1-1
PAUL DAVIS 9-5
BRUCE COCKBURN 16-10
J. GEILS BAMD 19-13
DAN POGELBERG 21-16

PARALLEL TWO

92Q/Nashville, TN Scooter Davis

JAMES LAST BAND MAC DAVIS KENNY LOGGINS PRETENDERS (dp)

PRETENDERS (dp)
Hottest:
PINE FLOYD 1-1
KOOL 5 THE GANG 6-3
CHRIS CROSS 12-8
EAGLES 15 10
BIONDIE 21 16

SOUTH Most Added - Hottest

Kenny Rogers & Kim Carnes Boz Scaggs Blondie Andy & Olivia

Pink Floyd **Bob Seger**

EAST PARALLEL ONE

96KX/Pittsburgh, PA Jay Stone

OFF INDAOMAY
FENNY LOGGINS
FENNY LOGGINS
BERNADETE PETERS
MAC DAVIS
SNOOTING STAR
BOLLOSE
STORE TO STAR
JOURNEY 19-14
BOOL & THE GANG 26 18
BILLY JOEL 27-20

CHUM/Torunto, CAN

OTOPIA
HOTTEST
HOTTEST
TTO I = 1
HILLY JOEL 25-13
CLASH 21-17
PRETENDERS 24 20
BLONDIE 29-21

CKGM/Montreal, CN Jim Connell

MMISPERS
RAY, GOODMAN & 6
UTOPIA
HOTTER
QUEEN 1
NEW MUSIER 0 2
BIONDIE 13 6
CHBIS CROSS 14 9
LIMOA RONSTADT 22 15

WARC/New York, NY

Sonja Jones BOB SEGER CHRIS CROSS CHRIS WATER TO THE PINE FLOYD 1-1 RAY GOODMAN & 6 7-4 BLONDIE 11-5 PEACNES & NERB 12 9 PESTIVAL 23-16

WCAO/Baltimore, MD Ron Riley

Ron Riley
UTOPIA
PAUL DAVIS
ANDERS OLIVIA
NOTES CARNES
ROTHERS JOHNSON
HAC DAVIS
PINK PLOYD 1 1
ROOL 6 THE GAMG 2
RAGLES 7-3
CHRIS CROSS 10-9
NOB SECER 17-9

WFIL/Philadelphia. | Gerry DeFrancisco

LINDA RONSTADT ROGERS & CARNES DOLLY PARTON BERNADETTE PETERS BEHNADETTE PETERS NOTEGET: SPINNERS 1-1 ROOL & THE GANG 10-3 RAY GOODHAM & B 7-4 BLONDIE 14-5 BILLY & SYREETA 13 6

WIFI/Philadelphia, PA Lix Kiley

Mottest:
PINK PLOYD 1-1
GARY HUNAM 5-3
EAGLES 9 6
10 SPECIAL 10-8
BILLY JOEL 20-11

WKBW/Buffalo, NY

DAN POGETERS
DOLLY PARTON
ROGERS & CARMES
BETTE MIDLER
HOTLES
FIRE FLOYD 1-1
EAGLES 10 5
BOB SEGER 18-0
LINDA ROMSTADT 16-11
RUPERT HOLMES 20-15

WPEZ/Pittsburgh, PA

PRETENDERS
GARY NUMAN
ROGERS & CARNEL
RENNY LOGGINS
BOZ SCAGGS MOTTBET
PIME PLOYD 1 1
KOOL 6 THE GAMG 1
CHRIS CROSS 12-8
BOB SEGER 20-15
BILLY JOEL 23-19

WPGC/Washingto

PEACHES & HERB ROGERS & CARNES BOZ SCAGGS BOZ SERVANA MOTE BT BIOMDIE 6 1 RUPERT HOLMES 10-7 ROOL 6 THE GANG 11-8 CHRIS CROSS 27-18 DR HOOK 27-19

WRKO/Boston, MA Harry Nelson

BOI SCAGGS
ROGERS & CARNES
BETTE RIDLER
SMOREY ROBIMSON
JAMES LAST BAND
PELIX CAVALIERE
MOTEORY PELIX CAVACTERE
Motest:
J. GETLS BAND 1-1
808 SEGER 6-3
PINK PLOYD 7-4
BLONDIE 10-7
PEACHES 6 HERS 20

PRETENDERS
PAUL DAVIS
MOSTERS
PINK PIOYD 1-1
J GEILS BAND 3 2
BLONDIE 16 6
RAY, GOODRAN & B 15 7
DR HOOK 21 14

WXLO/New York, N1 Don Kelly LIPPS, INC
ROCERS & CARMES
Notest
SPINNERS 1
BLONDIE 11-2
RAY.GOODMAN & 8 7 4
BILLY & SYREETA 8-5
PEACHES & MERS 19-11

FLEETWOOD MAC PETER HCIAN FOOLS HOTCOME: ROOL & THE GANG 2-1 ANDY GIBB 3-2 PERCHES & NERR 8-4 PIME FLOYD 11-8 HICHAEL JACKSON 19-11

JB105/Providence, RI Todd Chase

Todd Chaer
ANNE HURRRY
JERRAINE JACKSON
ROCERS CARNES
BOI SCAGS
ROT SCAGS
NAZABETH
HOSTORE
PINK FLOYD 1-1
MICHAEL JACKSON 10-5
RAY,GOODMAN 6 B 16 9
EAGLES 19 12

PARALLEL TWO

SMEYE TOPK

ROGERS & CARMES

BOZ SCAGGS

JOURNEY

REMMY LOGGINS

PAUL DAVIS

HOTE-BET

PIME FICYD 1

MICHAEL JACKSOM 14-3

CHRIS CROSS 22 12

RIONDIE 30 13

BILLY & SYREETA 27-21

BILLY & SYREETA DR. HOOK DR. HOOK
HOTTOGE
PINK FLOYD 1-1
SPINNERS 4 2
BIONDIE 12 4
LINDA ROMSTADT 11 7
BILLY JOEL 17-12

Hottest.
PLWR PLOYD 4-1
CHRIS CROSS 10 6
EAGLES 15 8
BLONDIE 17-9
BILLY JDE1 21 16

Jim Buchanan
ROCERS & CARNES
JOURNEY
CLIFF RICHARD
SHOKEY ROBINSON
PELLIX CAVALIERE
DAN FOCELSON
ANDY & CLIFF
ANDY & CLIFF
HOTO 1.1
LIMOA ROMSTADT &
CHRIS CROSS 10-10
BIONDIE 21-12

Gery Miller

BETTE MIDLER
SUNVIVOR
BROTHERS JOHNSON
JIMMY BUFFETT
ROCERS & CARNES
DAN POGELBERG
SMOREY ROBINSON
HOLLER
PINK FLOYD L-1
ROOL & THE CANG 3-2
CHRIS CROSS 10 8
EACLES 16 10
BLONDIE 20 13

DR. MOOK
Hotteat:
PINK F(OYD 1-1
BLOMDIE 4 2
CWRIS CROSS 18-3
QUEEN 7-4
LINDA RONSTADT 14-11

WPST/Trenton, NJ Tom Taylor

DAM POCELBERG
AMDY & OLIVIA
UTOPIA
HOTLER
PINK FLOYD 1-1
BIONDIE 10 3
RAY,GOODMAN & B 14-9
CHRIS CROSS 19-11
BILLY & SYREETA 25-15

UTOPIA KORONA

IIHDA RONSTADT ROCERS & CARNES HOTCEST. ROOL & THE GANG 4 1 WHISPERS 12 8 CHRIS CROSS 18 11 BOS SEGER 19-13 DR. HOOK 23 17

Andy Saulinaki
ROGERS & CARNES
TONY SCIUTO
BOZ SCAOGS
BRUCE COCKBURN
ANNE MURRAY
HOTEGAL
BLOWDIE 3 1
CHRIS CROSS 5-3
WHISPERS 12 6
BILLY JOSE 127-18
PEACRES & MERB 26-21

14Q/Worcester, MA Steve York

WBBF/Rochester, NY

WICC/Bridgeport, CT
Hob Mitchell
PRETENDERS
PAUL DAVIS
SMOREY ROBINSON
WARREN ZEVON
KENNY LOGGINS
ROGERS & CARMES
HOTE-BET

WKEE/Huntingt Gary Miller

WOLF/Syracuse, NY Charlie Brown

ROGERS 4 CARNES DAN POCELBERG . HOTTEBERG . HOTTEBERG . ELONDIE 1-1 CHRIS CROSS 8 2 AIR SUPPLY 33-14 PRETENDERS 23-17 CLASH 27-21

WTRY/Troy. NY

WAEB/Allentown, PA Jeff Frank

ROROMA
HOTEBER
HOTEBER
BINK PLOYD 5 1
BLONDIE 8 2
EAGLES 14 6
BOB SEGER 21 11
AIR SUPPLY 24-16

WHYN/Springfield, MA Ken Capurso

DAN POGELBERG BROTHERS JOHNS WARREN ZEVON ANDY & OLIVIA GRACE SLICK DOLLY PARTON DOILY PARTON
RDGERS & CARMES
PRETEMBER
GARY MUMAN
HOTESE
PINK F(OVD 1-1
BLONDIE 10-3
CMRIS CROSS 16 13
MICHAEL JACKSON 15 14
BOB SEGER 24 18

KC101/New Haven, CT Curt Hansen

WFBR/Baltimore, MD Andy Saulinski

WBEN-FM/Buffalo, NY Roger Christian

BROTHERS JOHNSON ANDY & OLIVIA BERNADETTE PETERS BERNAUEL.
HOTE-sat
PINK FLOYD 1-1
MICHAEL JACKSON 20-12
DR. HOOK 21 14
CHARLLE DORE 27 19
JOURNEY 40 28

WBLI/Long Island, NY Bill Terry

PAUL DAVIS
BROTHERS JOHNSON
UTOPIA (dp)
Hoteast
PINK FLOYD 1 1
11NDA RONSTADT 5-3
RAY,GOODMAN 6 8 8-5
RUPERT HOUNES 9 6
WHISPERS 11-7

WTIC-FM/Hartford, CT Rick Donahue

UTOPIA PRETENDERS ROGERS & CARNES FEI IX CAVALIERE HOTTER CAVALIERS
HOTTER I
PINK PIOYD 1-1
808 SEGER 5-2
BIONDIE 10-5
CHRIS CROSS 11-7
EAGLES 14 8

Q106/York, PA Steve Gallagher

DAN FOGELBERG
SMOREY ROBINSON
BROTHERS JOHNSON
AMDY & OLIVIA
ROGERS & CARNES
HOLLEGE LANGES
HOLL

WHFM/Rochester, NY Mark Cronin

Hottest: PINK PLOYD 1-1 BLONDIE 14-4 EAGLES 9 6 BOB SEGER 10-8 AIR SUPPLY 15-12

WFLY/Albany, NY Bob Mason Bull Makin

RUSH

BOZ SCAGGS

RICKRAEL JACKSON

LIMDA ROMSTADT

JIMAY RUFFIN

HOTTER:

PINK FLDVD 1

BOB SECER 5-3

J. GZIIS BAND 10

BILLY JOEI 15-7

AIR SUPPLY 16-9

WFBL/Syracuse, NY Robb Stewart

Muhh Strwart
WHISPERS
PAUL DAVIS
FIRETWOOD MAC
JOURNEY
UTOPIA
HOLBERT HOIMES 11-5
RUPERT HOIMES 11-5
RUPERT HOIMES 12-10
BOB SECER 27-14

PARALLEL THREE

I3FEA/Manchester, NH Hick Ryder

HICK Hyder
ROGERS & CARNES
ANDY & ORIVIA
BERNADETTE PETERS
HOTEGE:
SPINNERS : 1
AIR SUPPLY 4-3
KOOL & THE GANG 8-7
BIONDIE 12-6
FLEETMOOD MAC 19-13

14% K/% heeling, % V Rich Collins

Rich Collins

Jimmy Ruppin
DR HOOK
Clash (dp)
Humble Piz (dp)
Hottest
Pimm Picyol 1-1
CHRIS CROSS 9-4
BIONDIZ 18-8
AIR Supply 13-9
BOB SEGER 21-17

K104/Erie, PA

BHI Shannon
BETTE HIDLER
CHAMILE DONE
HAC DAVIS
GRACE SIICK
BENANDETTE PETERS
PAT BENATTR
HOR SELPTY 2 1
BIOMDIE 17-B
INHATES 20-1D
BOR SECER 19 14
QUEEN 23-17

WCIR/Beckley, WV

Hon Hill

ROGERB & CARNES
LINDA ROMSTADT
BTYR
DAN FOGELBERG
OFF BROADMAY
MOTTEST
ANDY GIBS 4
RUPERT HOLMES 6-2
LINDA ROMSTADT 9-3
HEART 13-7
RENNY NDLAN 25-20

WFBG/Altoons, PA Jeff Frank

COOPER DODGE BAND RED RIDER SHOKEY ROBINSON ANDY & OLIVIA PETER MCIAH ROGERS & CARNES HOLLOWS ROGERO
HOTEGAR
PINK F(OYD 1-1
MICHAEL JACKSON 5 2
CHRIS CHOSS 10-4
EAGLES 13-6
BILLY & SYREETA 21-15

WGUY/Hangor, ME Chuck McKay

Churk Hermay

STYN

CHUCK MANGIONE

BILLY & SYREETA

PRETENDERS

NOTE-SE

PINK FGOYD 1-1

DR. HOON 3-2

EAGLES 19-0

LIMDA ROMSTADT 14-9

BOB SECER 20-10

WHEB/Portamouth, NH Rick Bean

ANDY & OLIVIA
PAUL DAVIS
ROCERS & CARNES
HOCKES & CARNES
HOCKES & -1
CHRIS CRUSS 8-4
BIELY & SYREETA 13-9
DR. HOOK 17-10
CHARLIE DORE 29-18

WJBQ/Portland, ME Chip Kelley

PAUL DAVIS LINDA ROMSTADT PEACHES & HERB HOTEGEL CHUCK MANGIONE 2-1 BILLY 6 SYREETA 4-2 EAGLES 8-4 DR. HOOK 12-7 MICHAEL JACKSDN 15-8

WLBZ/Bangor, ME Michael O'Hara

ANDY & OLIVIA ROGERS & CARNES CLASH JOURNEY HOTCOST: PINK FLOYD 1-1 DR. HOOK 8-6 TOM PETTY 10-7 BEONDIE 18-10 PRETENDERS 22-15

WTSN/Dover, NH Jim Sebastian

M. MANCHESTER LINDA RONSTADT PAUL DAVIS BETTE MIDLER PHOTOGLO PHOTOGIO HOETEST DAN FOGELBERG 1-1 ANDY GI8B 3 2 EAGLES 10-7 CRYSTAL GAYLE 17-12 BIONDIE 21-16

WXIL/Parkersburgh, WY O'Brian/Wayne

PRETEMBERS
BETTE MIDIER
ANDY & OLIVIA
ROCERS & CARNES
HOTLES
RAY,GOODMAN & B 1 1
LIMDA RONSTADT 4-2
TOWNY JAMES 6-3
ROOI & THE GANG 14-10
MICHAEL JACKSON 20-13

WYRE/Annapolis, MD

WIGY/Bath, ME John McKay

BDZ SCAGGS AMDY & OILVIA LINDA RONSTADT HOTERST 3-1 PINK FICOYD 7-3 EAGLES 12-6 PRZTENDERS 13-7 BOR SECER 16-11

V100/Charleston, WV Gary Mitchell

Gary Mitchell
DR. HOOR
JIMMY MUFFIN
MARREN ZEVON
PORTOR
CIASH
STYN
HOTE-MS.
LINDA RONSTADT 1-1
RUPERT HOURES 4 2
PINK FLOVO 6-3
RUPERT ROOSS 11-5
BIONDIE 18-1d

BJ105/Orlando, FI

JIMY RUPPIN BAR-KAYS PETER MCIAN LINDA RONSTADT CRETONES COOPER DODGE BAND BOZ SCAGGS RENNY LOGGINS 19 12

MANDY & OILVIA CHARLIE DORE PEACHES & HERB ROGERS & CARMES BOZ SCAGGS TOMY SCIUTD HOST LITT HOST LITT BIONDIE 13 3 BOB SFORR 7-5 WHISPERS 21-16 BIII J JOEL 27-22 KEEL/Shreveport, LA Marty Johnson

SHOREY SORREAY
SHOREY HOBINSON
MHISPERS
CITFF RICHARD
JIMMY RUFFIN
HOTESEL
PINK FICYD 1-1
MAYNE HEMTON 6-3
CHUCK MANGIONE 13-7
BIONDIE 21-12
EAGLES 22 14

KAX106/Birmingham Chris Andrews

JOURNEY
POCERS & CARMES
KOROMA
BOZ SCAGGS
HOTE-SI
PINK FLOYD 1-3
RUPERT HOIMES 10-7
BIONDIE 16 9
CHARILE DORE 20 13
KOOL & THE GAMG 23-18

WAKY/Louisville, KY Mike MeVay

DAN POGEIBERG M MANCHESTER MENNY LOGGINS ROGERS & CARNES BLONDIE SLONDIE Hottest: DAN POGEIBERG 1-1 RUPERT HOLMES 5-2 EAGLES 9-6 CHRIS CROSS 10-7 TOM PETTY 12-9

WAPE/Jacksonville Paul Schastian

MARREN ZEVON PRETEMBERS ROGERS & CARNES HOTTERS RAY, GOODNAN & B 1-1 BIONDIE 6-2 PINK PIOYD 14-10 EAGIES 15-11 BOB SEGER 20-14

WAXY/Ft, Lauderdale Hichard Byrd

PARALLEL ONE

Hichard Byed
ROGERS & CARMES
FISETHOOD MAC
JIMAY RUFFIN
DIONNE MARWICK
PAUL DAVIS
MOTERAL
SPINNERS 2-1
SHALAMAR 4-2
BIONDIE 12
MICHAEL JACKSON 14 B
AIR SUPPLY 19 11

AIR SUPPLY 19 11

WAYS/Charlotte, NC.

Roy Humen

PRETENDERS
ROGERS & CARREG
DAN POGELBERG
BOZ SCAGGS
PHOTOGIO
ANDY & OLIVIA
JINNY BUFFETT (dp)
SMOKEY ROBINSON (dp)
MAYNE NEWTON (dp)
JENNIFER MARNES (dp)
POOLS (dp)
ANNE REWIND (dp)
ANNE RUNRRY (dp)
ANNE RUNRRY (dp)
ANNE RUNRRY (dp)
ANNE RUNRRY (dp)
HOTESEL. ANNE HUHRAL HOTTEBE, BIONDIE 4 I CHBIS CROSS 9 3 BILLY & SYREETA 14 8 AIR SUPPLY 20-9 LINDA RONSTADT 18 12

WBBQ/Augusta, GA Bruce Stevens

RROTHERS JOHNSON
M. MANCHESTER
HOTCOST
KOOL 6 THE GANG 2-1
SHALAMAR 7-4
BIONDIE 10 6
CHRIS CROSS 12-7
BOB SECER 16-9

Bob Canada
PEACHES & HERB
BOI SCAGGS
H MANEYESTER
JERNACHESTER
JERNACHESTER
LIMDA RONSTADT (dp)
HOTTER
SPINNERS 2-1
RAY, GOODANA 6 B 8-2
CHUCK MANCIONE 9-4
BILLY & SYRETA 10-5
BILLY JOEL 11 7

WHBQ/Memphls, TN Dave Nichols

KORONA JIMMY RUPPIN MAC DAVIS HOLLBER: SHALAMAR 1-1 MHISPERS 9-6 LIMDA ROMSTADT 14-11 BOB SEGER 17-12 BIONDIE 23-18 WJDN/Jackson, MS

Les viantes BOB SEGER PAUL DAVIS ROCERS & CARNES ROCERS & CARNES FLEETWOOD RAC CLIFF RICHARD Hottest: AIR SUPPLY 5-1 TOTO 9-3 KAREA BONOFF 11-4 LINDA RONDSTADT 10-7 BOB SEGER 22-10 FM100/Memphis, TN Mark Williams

WKIN/Raleigh, NC Ron McKay GRACE SIICK POCERS & CARNES HOTEBE: HOTEBE: PINK PLOYD 1-1 BETTE NIDLER 5-2 RAY, GOODMAN & B 10 3 MICMAEI JACKSON 12-4 BOB SEGER 25-13

WNON/Knowille, TN Scott Majors

WEAC/Nashville, TN Rick Harris JAMES LAST BAND
BILLY JOEL
PRETENDEN
SHOREY ROBINSON
MELL SEDAKA
HOTLES
HOTE STATE GANG 5-2
ROOL & THE GANG 5-2
ROOL SECEN 13-6
RICHAEL JACKSON 15-10
RICHAEL JACKSON 15-10

WRJZ/Knosville, IN Fred Story

ROGERS & CARNES BOS SCAGGS
MOTEBER:
PINK FLOYD I-1
BLONDIE 9-7
ROOI & THE GANG 12-8
BOB SEGEN 13-9
RAY,GOODMAN & B 15-10

NAT, GOODMAN & B 15-1 WSGA/Saxannah, GA Hrady McGraw BOCKRS & CARNES RAYDIO UTOPIA HOLLANDIE 3-1 BILLY & SYRECTA 11-7 BROTHERS JOHNSON 23PEACHES & HEMB 25-19 BILLY JOEL 29 20

WSGN/Birminghat HIGHAEL JACKSON
JERHAIME JACKSON
ROGERS & CARNES
PEACHES & MERB
ANDY & OLIVIA
HOTERST
BIONDIE 10 17-7
AIR SUPPLY 14-8
BOR SEGER 22 15

WTIX/New Orleans, LA Morty Maswell

Marty Manwell
sicity a SPREERA
PERETHODO RAC
JOUNNEY
CLIFF HICHARD
HAC DAVIS
POCERS & CARNES
HOUSE 1
BOO SECEN 9
EAGLES 12 6
LIMDA RONBTADT 17-10
UROTHERS JOHNSON 37-15

Y103/Jacksonville, Ft. Maja Piff

STYX
Hottest.
PINK FLGYD 1-1
TOTO 3 2
HEART 7-3
EAGLES 12-9
AIR SUPPLY 19-13

Z98/Little Rock, AR Dave Taylor

IJAN-Taylor
UTOPIA
PAUL DAVIS
ROGERS & CARNES
JOHN STEWART
BETTE HIDLER
ANDY & OLIVIA
BOZ SCAGGS
COOPER DODGE BAND
STYX
AMBROSIA
HOLLER

PEEIX CAVALIERE BEACH BOYS JURNEY
MHIBPERS & CARNES
LINDA ROMSTADT
HOTTERS & LARNES
LINDA ROMSTADT
HOTTERS & 1
TOM PETTY 5-2
BOS SEGER 13-2
PINE PLOYD 20-13
BILLY JOEL 33-24 Y95/Tampa, FL Pat Barry

Bruce Network

PRETEMBERS

DAN POGEIBERG

ANDY & OLIVIA

ROCERS & CARRES

JAMES IAST BAND

JEMMAINE JACKSON

NEIL SEDAKA (dp)

HOTOBER

HO

WFMF/Baton Rouge, LA Randy Rice

AMBROSIA Hottest EAGLES 4-1 CWBIS CROSS 6 2 SHALAMAR 8-4 DR. HOOK 12-7 PINK PLOYD 16-8 WRVQ/Richmond, VA Bill Thomas WGH/Norfolk, VA Bob Canada

Bill Thomas MICHAEL JACKSON MOGERS & CARMES PRETENDERS PRETENDERS AMDY & OIIVIA JERNAINE JACKSON J GZILS BAND HOTES HOT

KAUM/Houston, TX Leslie Raboy BROTHERS JOHNSON MICHAEL JACKSON LINDA RONSTADT LINDA RONSTADT Hottest: PIHR PLOYD 1-1 ANDY GIBB 7-4 EAGLES 13-8 CHRIS CROSS 15-9 AIR SUPPLY 18-12

KELP/El Paso, TX Stan Main

CHABILE DORE
FIEETMOOD MAC
PAUL DAVIS
HOTTER
BIONDIE 13-6
MICHAEL JACKSON 15-9
EAGLES 23-11
CHRIS CROSS 22-16

JOURNEY
BROTHERS JOHNSON
FLEETHOOD NAC
NOTEST:
PINE FLOYD 1-1
BLONDIE 7-4
TOM PETTY 6-5
BOB SEGER 10-6
RAY, GOODMAN 6 B 11

PLEETWOOD MAC BROTHERS JOHNSON BOZ SCAGGS CAPT. 6 TENNILLE JAMES LAST BAND PRETENDERS Hottest: SHALAMAR 2-1 RAY,GODMAN & B 12 8 BOB SEGER 13-9 38 SPECIAL 18-11 DOTTIZ WEST 19-12

WSKZ/Chattanooga, TN David Carroll

David Carroll

BRUCE COCKBUNN
ROCERS - CARNES
NAZARI M.

JAMES LAST BAND
BOX SCAGS
RONONA

HOTE-BLI
PINK PLOYD 1-1
ROOL & THE GANG 4 2
BOB SECER 5-3
EACLES 13 6
BIONDIE 15-8

BOKMIE'N SAME

9SSGF/Navannah, GA C.B. Gaffney

GARY NUMAN
CLASH
LINDA RONSTADT
DAN FOCEIBERG
BROTHERS JOINSON
SMOKEY ROBINSON
ANDY & OLIVIA
RCR

KINT/El Paso, TX Roben Barron

WHISPERS LINDA RONSTADT LINDA RONSTAUL
HOTLEST:
PINK PLOYD 1-1
RUPERT HOLHES 5-3
DAN FOCLEBERG 10-6
SLONDIE 17-10
RICHAEL JACKSON 25-19

ROGERS & CARNES BETTE HIDER JAMES LABT BAND ANDY & OLIVIA HOTCOST PINK FEOVD 1-1 CHRIS CROSS \$ 3 80B SEGER 9-4 BIOMDIE 12 6 AIR SUPPLY 13 8

KX104/Nudiville, UN Lee Masters

LAW MANAGER
BOZ SCACOS
BOZ SCACOS
ANDY & OLIVIA
BOCERS & CARMES
HAC DAVIS
JERNAINE JACKSON
KNACK
JARES LABT BAHD
HOTLOWN
LINGER
JACKSON
THE JACKSON 7-4
BICHAEL JACKSON 7-4
BICHAEL JACKSON 7-6
BILLY JOEL 28-16

KJ100/Louisville, KY C.C. Matthews

WAAY/Huntsville, Al. Jim Kendricks UTOPIA
MAZARETH
MARREN YEVON
TRIUMPH
HOTECARE
DAN POGELBERG 2-1
BABYS 8-2
EAGLES 11-8
PINK PLOYD 14-F0
JOURNEY 17-13 Jim Kendricks

M. MANCHESTER
(INDA ROMSTADT
ANDY & OITVIA
DAN POGEIBFRG
(IABH
Hottest:
AIR SUPPLY 3 1
MARHIE DORE 10 11
VAY, COODMAN 6 8 20 1
KENNY 10GC185 27 15
wHISPERS 23-16

KHFI/Austin, TX Bob Penny

Holifenmy
JENNIFER MARNES
BETTE HIDER
UTOPIA
JOURNEY
5TYX
BOI SCAGGS
HOTE-BOILD 1-1
CHRIS CROSS 3-2
KOOL & THE GAME
EAGLES 1-2
DR, HOOK 20-13 KRLY/Houston, TX

BILLY & SYREETA ROBERTA PLACK ISIEY BROTHERS HOTHERS 1 PINK FLOYD 4 2 RAY,GOODMAN & B 13 8 BLONDIE 23-12 CHRIS CROSS 28 21

KBFM/McAllen Brownwille Steve Owens SMOKEY ROBINSON JERMAINE JACKSON CLIFF RICHARD BROTHERS JOHNSON BNOTHERS JOHNSON HOTCEST. ROOI & THE GANG 2-1 MICHAEL JACKSON 5-3 RAY GOODMAN & B 11-4 BLONDIE 10-5 CHRIS CROSS 18-8

96X/Miarul, Fl. Bruce Kelly

Hottest; BLONDIE 1 1 PAT BENATAR 10 5 IA PIAVOUR 36-18 DR. HOOK 23-19 AIR SUPPLY 32-24 WQRK/Norfolk, VA Don Davis IAun Danis
STYN
MHISPERS
BOZ SCAGGS
BROTHERS JOHMSON
UTOPIA
LINDA RONSTADT
MOTEBAE:
RAY,GOODMAM & B 3 1
CHRIS CROSS 10 5
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PARALLEL THREE

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DAN POGETBERG
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HEART 17-12
CHARLIE DODE 22-16
CLIFF RICHARD 23-19

G100/Mobile, At. Scott Griffith JOURNEY HOTE+SE, PINE PLOYD 3-1 LINDA RONSTADT 6 2 IINDA RONSTADT 6 HEART 8-4 CHRIS CROSS 15 5 EAGLES 17-6

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KILE/Galveston, TX
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KSEL/Lubbock, TX

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WCGQ/Columbus, GA Larry O'Day

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MIDWEST Most Added . Hottest

Kerwy Rogers & Kim Carnes

Paul Davis

Box Scappe

Pink Floyd Blondle Christopher Cro

DDS & HOT

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

WEST **Most Added** Hottest

Kenny Rogers & Kim Carnes Boz Sange Dan Fogelberg Pink Floyd Blondle Pretenders Engles

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ADDS PRETENDERS/Bress In Pochet GARY NUMBAY/Cars NOCENS S CANNES/Don't Fait In Love, KERRY LOGGISE/Komp The Fire BDZ SCAGDS/Bresh down Daed Moad

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WRKO Issue

1 1 J GFILS BARD/Come Bach
2 ARY-COODSMAN & BYSecTal Lody
3 SOB SECRET'IT'S Labs
4 3 SOB SECRET'IT'S Labs
4 3 FOR SECRET'IT'S Labs
4 5 FOR SECRET'IT'S LABS
5 FOR SERVICE SECRET SECRET

BOZ SCAGOS/Breatdown Daed Ahead ROGERS & CANDES/Dan'T Fall IN Love. STTE HOLGE/TYME Rose SMOKEY ROBINSONCLEY He Se THE Clock JAMES LAST SAMOUTHE Seduction FELIX CAYALIFRE/Only & Lomely Heart,

FM99 &WXLO

New York

ADDS 27 ROGERS & CARMES/Don't Fell in Love. CAPT. & TEHNILLE/Love On A Showstring SHOKEY ROBINSON/Let Ne Be The Clock LINDA ROBISTADT/Nert So Bed BILLT JOEL/I Don t Ment Yo Be...

NE

Providence

PING FLOTD/Nother Brick in The RODA & THE BANK/Year het I have been provided to the PACHET & THE BANK/Year het I have been provided to the PACHET & THE BEET OF THE BEET ON TH

1 to QUEFN/Cray, Little Thing Co.
1 17 BMA/MANUSamon4 Thee Around
2 18 D GARY MANUSAMON4 Thee Around
2 18 D GARY MANUSAMON4 Thee Around
17 20 TUBER JORGS/RIGE Liss the sind
17 20 TUBER JAMS S/Inve Times in Love
27 22 BHISPERS/And the Beet Costs On
27 22 BHISPERS/And the Beet Costs On
27 23 DHISPERS/And the Beet Costs On
27 28 BHISPERS/AND the Around
27 28 BHISPERS/AND THE AROUND THEE
28 BILLY AND LITTLE BEET OF THE AROUND
29 21 CHARLET ON THE AROUND THE
29 31 CHARLET AROUND THE AROUND THE
29 31 CHARLET AROUND THE AROUND THE
29 31 STEATH AROUND THE AROUND THE STEATH AROUND THE
29 31 STEATH AROUND THE AROUND THE STEATH AROUND THE STEATH

ANDY & OLIVIA/I Can't Help IT BETTE MIDLER/The Rose

WPGC

Washington D.C.

2 3 FAGE 51/1 Cam 1 **s11 **TOU Why 1
2 4 MINOANL JACKSOM She B Out Of My Lif
5 5 **TYL/First **Time
6 5 **TYL/First **Time
10 7 **TOY/ONG
11 8 KODL & THE GAMC/TOO MO?
12 18 KODL & THE GAMC/TOO MO?
13 10 ANY COMMINING 51/HIP
13 KODL & THE GAMC/TOO MO?
14 12 MINOS AND THE GAMC/TOO MO?
15 10 ANY COMMINING 51/HIP OF MO DI MARKE YOU
12 12 MINOS AND THE GAMC/TOO MO?
15 11 LINEAR MOSE'S TOY/FIVE DO I MAKE YOU
15 15 AND THE GAMC **NO BOST TO THE HIP
16 ANY COMMINING THE HIP OF MOSE AND THE HIP OF THE H

AGDS PEACHES & HERBY! Plodge by Love ROGERS & CARNES/Don't Fell In Love, BOZ SCAGGS/Breekdown Daed Aheed

JIMMY RAFFIM/Hold On To My Love
N. MAKDESTER/Fire in The Morning

F-105 Person

| 1 PINE FLOTO/Asother Brick In The | 3 2 J. Of ILS BAND/Come Back | 3 2 J. Of ILS BAND/Come Back | 3 2 J. Of ILS BAND/Come Back | 3 500 A. The OAMIC/Come Back | 3 500 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou Do I Riske You | 3 510 A. The OAMIC/Thou In | 3 500 A. The OAMIC/

ADDS FRETFINDERS/Brass in Pocket PALL DAVIS/Do Right

IIKBIII Buffalo

1 PINK FLOTO/ No than Brick in The
2 Doment StamPRACH The Red to
3 SHLLY & SYME FA/With You're Born.
4 BLOOD (JAMPE ALCH The Red to
10 SEASLES! Can t Tell You thy
4 BLOOD (FLOT) in
10 SEASLES! Can t Tell You thy
5 PA/MED & MERCH SEASLES!
5 DAN FOOT LERS/Lange
6 PA/MED & MERCH SEASLES!
6 TO QUEEK/Cray Little Thing Ca
6 TO GUEEK/Cray Little Thing Ca
7 TO GUEEK/Cray Little Thing Ca
7 TO GUEEK/Cray Little Thing Ca
7 TO GUEEK/Cray Little Thing Love
7 TO GUEEK/Cray Little Thing Ca
7 TO GUEEK/Cray Little Thing Love
7 TO GUEEK/Cray Little Thing Little Thing Little
7 TO GUEEK/Cray Little Thing Little
7 TO GUEEK/Cray Little
7 TO GUEK/Cray Little
7 TO GUEEK/Cray Little

DAN FOREIBERG/Innert Hotels DOLLY PRITON/Sterting Over Agein ROCERS & CARMES/Don-t Fell in Love BETTE HIGLER/The Rose

ROMANTICS/Whet I Like About You HE ART/Even IT Up BERNADETTE PETERS/Gos White

Baltimore

29 30 UTGP1A/Set No Free PAUL DATIS/Do Right ANDT & QLIVIA/I Com t Heip it RODERS & CARNES/DON'S Fell In Love ACDS

LINDA BONSYADT/Hurt So Bed TORY SCIUTD/Cate L.A

wifi 92 Philadelphia

| 1 Pink FLOYD/Apother Brick in The |
2 BLOOD IV.Cal Park |
3 JARY HAMPAN CAPPA |
3 JARY JARCA |
4 QUEEN/Cary Little Thing Ca |
3 SABSTJACA On Hy Feet Age! n |
6 FAGLES J.Can T Tail You they |
7 JACONTON HATS/I Don 1 Line Mondays |
6 JARY JARCA |
10 SS SET (1.1/Doc 11 Into Mondays |
11 SS SET (1.1/Doc 11 Into Mondays |
12 JO DOS JARS SET (1.1/Doc 11 Into Mondays |
13 JACK JOSE SET (1.1/Doc 11 Into Mondays |
13 JACK JOSE SET (1.1/Doc 11 Into Mondays |
13 JACK JOSE SET (1.1/Doc 11 Into Mondays |
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15 JACK JOSE SET (1.1/Doc 11 Into Jose SET (1.1/Doc 11 Into Mondays |
15 JACK JOSE SET (1.1/Doc 11 Into Mondays |
15 JACK JOSE SET (1.1/Doc 11 Into Mondays |
15 JACK JOSE SET (1.1/Doc 11 Into Mondays |
15 JACK JOSE SET (1.1/Doc 11 Into Mondays |
15 JACK JOSE SET (1.1/Doc 11 Into Mondays |
1

ON DAY1D GATES/Where Does The Lovin-JOJUSETY/Any Wey You Sent IT DAY FOOTLETTON/Year's retrets 3 O/Tetephone Rumber SN WEE SETOM/Year's

96 KC Pittalwaryh

UNBLIFM SPENDO

2 1 STYN/First Float
1 2 Delt FOSILISE RE/Longer
1 3 Delt FOSILISE RE/Longer
2 3 4 TOS HETTY/Dan't Float
3 4 TOS HETTY/Dan't Float
5 4 TOS HETTY/Dan't Float
6 11 6 Pills FLOTD/Another Brich in The
9 7 J GEILS BAND/Come Bach
1 6 Pills FLOTD/Another Brich in The
9 7 J GEILS BAND/Come Bach
1 6 LINGA REST/TOF/TWEE Do 1 float
1 6 LINGA REST/TOF/TWEE Do 1 float
1 6 LINGA REST/TOF/TOF/TOF Do 1 float
1 10 GEILS COME TOF TOF TOF TO 1 float
1 11 GEILS COME TOF TOF TOF TOF TOF TOF
1 12 DIST BANDS/ANOTHER BACK
1 13 DIST BANDS/ANOTHER BACK
1 13 DIST BANDS/ANOTHER BACK
1 14 COME AND TOF TOF TOF TOF TOF
1 15 DIST BANDS/ANOTHER BACK
1 15 TOS A THE GANDS/ANOTHER BACK
1 17 DISTANCE AND BANDS/ANOTHER BACK
1 TOS AND TOF TOR BACK
1 TOS AND TOP TO 1 TO THE BACK
1 TOS AND TOP TO THE BACK
2 2 2 2 TOS AND TOP TO THE BACK
2 3 TOS AND TOP TO THE BACK
2 3 TOS AND TOP TO THE BACK
4 TOS AND TOP TO THE BACK
4 TOS AND TO THE BACK
5 TOS AND THE BACK
5 TO TOS AND THE BACK
5 TO

OFF BRONOWAY/Stey in Time KERNY LOSCINS/Keep The Fire BERNARETTE PETERS/Gee this NEC DAYS/IT's Nerd 2 to Humble SHOOTHIG STAR/You Got that I Need ADDS

OH ATR SUPPLY/Lost in Love UTOPTA/Set No Free

MIDWEST

kbeQ Konses City

ACIDS

PAUL DAYS/Do Right
M. MANDESTED/Fire in The Morning
MANNER EVOLVA Certain Diri
CLASH/Froin in Vain
RUSH/Spirit of the Radio

000

Lensus City

LEMBER CLY

1 SPINSTRUME 11 No Bay...

2 Repair HOUSE SAME 11 No Bay...

3 ROUGH HOUSE SAME 11 No Bay...

5 SOUTH HOUSE SAME 11 No Bay...

10 SOUTH HOUSE SAME 11 No Bay...

11 SOUTH HOUSE SAME 11 No Bay...

11 SOUTH HOUSE SAME 11 No Bay...

12 SOUTH HOUSE SAME 11 No Bay...

13 SOUTH HOUSE SAME 11 NO BAY...

14 SOUTH HOUSE SAME 11 NO BAY...

15 SOUTH HOUSE SAME 11 NO BAY...

16 SOUTH HOUSE SAME 11 NO BAY...

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18 SOUTH HOUSE SAME 11 NO BAY...

19 SOUTH HOUSE SAME 11 NO BAY...

19 SOUTH HOUSE SAME 11 NO BAY...

10 SOUTH

I AIR SUPPRIVION I IN Larve "In Born ...

3 I ROD, & Net GAMCLY Took I In Larve "In Born ...

3 I ROD, & Net GAMCLY Took I In Larve "In Born ...

3 I ROD, & Net GAMCLY Took I In Larve "In Born ...

4 I ROBE SAY Can IT FOIL TOOK BAY

7 UR. HOOK! Yeary Free I lime, in Love ...

5 I RODE SAY CAN IN THE IN LAVE ...

9 I RODE SAY CAN IN LAVE ...

9 I RODE SAY CAN IN LAVE ...

10 I RODE SAY CAN IN LAVE ...

10 I RODE SAY CAN IN LAVE ...

11 I RODE CAN IN LAVE ...

12 I QUERING CAN IN LAVE ...

13 IS SEEN FORMER! FORMER! FOR IN LAVE ...

14 II RODE CAN IN LAVE ...

15 I SEEN FORMER! FOR IN LAVE ...

16 I RODE SAY CAN IN LAVE ...

17 I FILL CANAL INFO CAN IN LAVE ...

18 I RODE SAY CAN IN LAVE ...

19 I SEEN SAY CAN IN LAVE ...

19 I SEEN SAY IN CONTROL TO THE RODE ...

20 I DO CHEST CONSERVED C. LIVE ...

10 I RODE SAY CONTROL ...

11 I RODE SAY CONTROL ...

12 I RODE SAY CONTROL ...

12 I RODE SAY CONTROL ...

13 I RODE SAY CONTROL ...

14 I RODE SAY CONTROL ...

15 I RODE SAY CONTROL ...

16 I RODE SAY CONTROL ...

17 I RODE SAY CONTROL ...

18 I RODE SAY CONTROL ...

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16 I RODE SAY CONTROL ...

17 I RODE SAY CONTROL ...

18 I RODE SAY CONTROL ...

19 I RODE SAY CONTROL ...

19 I RODE SAY CONTROL ...

10 I RODE SAY CONTROL ...

10 I RODE SAY CONTR



PAIL DAYIS/Do Right

I PINK FLOTO/Another Brich in The

2 RUPERT HOLDS FLOTO/Another Brich in The

3 RUPERT HOLDS FLOTO/Another Brich in The

4 LIEBS ROBERTO/Flow Do I Make You

5 DOMES ANDRES/OF The Besie

10 CHILD ROBERTO/Flow Do I Make You

5 DOMES ANDRES/OF The Link

10 CHILD ROBERTO/Flow Do

11 DAY BROWN THE BROWN

12 DOMES ANDRES/OF THE LINK

13 DOMES ANDRES/OF THE LINK

14 LIEBS FLOTO THE THE THING CO

15 LIEBS BROWN THE THING THE

16 DOMES ANDRES/OF THE THING CO

17 LA PAIR BURNET FLOWER TO Love

18 DOMES FOR LINK

19 17 J. OF BURNET FLOWER BROWN

19 18 DOMES FLOTON BROWN THE RESIDENCY

10 STRUCK FOR THE THING BROWN

10 STRUCK FOR THING BROWN

11 STRUCK FOR THING BROWN

11 STRUCK FOR THING BROWN

12 STRUCK FOR THING BROWN

12 STRUCK FOR THING BROWN

13 STRUCK FOR THING BROWN

14 STRUCK FOR THING BROWN

15 STRUCK FOR THING BROWN

16 STRUCK FOR THING BROWN

17 STRUCK FOR THING BROWN

17 STRUCK FOR THING BROWN

18 STRUCK FOR THING BROWN

19 STRUCK FOR THING BROWN

10 STRUCK FOR THING BROW

KS95-FM Minaspells

9 1 REPERT HOUSE SAME
9 2 GREENT HOUSE SAME
1 2 GREENT HOUSE SAME
3 3 DAM FORLESTER/Lamper
2 4 0 INT BORD/A BART FLOR Drops
9 3 STRY FORESTER/Lamper
1 5 10 DAM BORD/A BART FLOR Drops
9 3 STRY FORESTER/Lamper
1 5 10 DAM BORD/A BART FLOR DAM
1 5 DAM BORD/A BART FLOR BART
1 5 DAM BORD/A BART FLOR BART
1 5 DAM BORD/A BART BART
1 5 DAM BORD/A BART BART
1 1 5 DAM BORD/A BART BART
1 1 5 DAM BORD/BART BART
1 1 5 DAM BORD/BART BART
1 1 1 DAM BORD/BART
1 1

25 RODERS & CMINES/Don't Fail to Love, FLEETHOOD MNC/Think About No. ACCOS

98KSLQ STEREO

St. Louis

51. BLONDIECTAL 189

5 1 BLONDIECTAL 189

1 2 JOURNATY/Any Boy You Ben't 11

2 3 EAGLES/I Can't Toil You they

4 800 SERRY/Fre LOT Toil You they

5 4 800 SERRY/Fre LOT Toil You they

6 10 SERRY/Fre LOT Toil You Wind

7 8 FINGERS/Bor 181 189 Boy.

7 8 SPINGERS/Bor 181 189 Boy.

10 6 ILLY JOURNAL 18 100 Bright

11 10 61LLY JOURNAL 18 100 Bright

12 9 48 ART/Feen It 10

13 14 KOOL 4 The GABLEY TO BRIGHT

14 15 ONLIN BRIGHT ON TO BRIGHT

15 ONLIN BRIGHT ON TO BRIGHT

16 11 14 KOOL 4 The GABLEY TO BRIGHT

17 15 SHAND/Cobe Back

18 18 FINGERS/BOY TO THE BRIGHT

18 19 BLOND/AND TO THE BRIGHT

19 10 CHART TO THE BRIGHT

19 10 CHART TO THE BRIGHT

10 ONLIN BRIGHT ON THE BRIGHT

10 ONLIN BRI

AGDS 23, 24, 26, 21, 29 OH LINDA RONSTADT/Hurt So Bed

Detroit

2 1 BLOND TE/Call No.
2 2 PINE TLOTA/Another Brick in The
3 2 PINE TLOTA/Another Brick in The
5 3 GOS SEBER/Fire Lain.
4 8 SILLY & SYNE TA/WIN-No I've Born.
5 QUEEN/Cray, Little Thing Ca.
1 10 Live TGE LERRO/Longer
6 LOOK & COL. A THE GAMENTA TO NOT
7 9 SPHEERS/SWETAIN 'Ny May.
10 SMA ANNOYSCONG THE PROVIDE
12 11 ROBERTA FLACK/You Are Ny Heaven
13 12 HINDRAL JAKKSON/OFT The Wall
14 10 DOWN JAMPS CONG THE PROVIDE
15 11 ROBERTA FLACK/You Are Ny Heaven
16 12 DOWN JAMPS CONG THE PROVIDE
17 14 LOOK JAMPS CONG THE PROVIDE
18 14 ROBERTA FLACK/YOU ARE NY HEAVEN
19 19 ONLY JAMPS CONG THE THE WAY
19 19 ONLY JAMPS CONG THE TO NO.
10 20 CAPT & TERRILLE/TO THAT TO No.
10 21 HINDRAL JAKKSON/DE WITH YOU
20 22 JETHEY LOST THE TO THE TO NO.
10 21 HINDRAL JAKKSON/DE WITH YOU
20 22 JETHEY LOST THE TO NO.
21 22 JOHN LAKES OFT TO NO.
22 TO DAY TO GATES/MERC DOWN TO NO.
23 TO CONG THE TO THE T

SUSAN JACKS/All The Tee In China DOLLY PARTON/Sterling Over Agein

KDWB Minneapolis

ADDS 20, 29, 30, 31, 32



1 PHIN FLOTTL/ Noother Britch In The
2 NOOL CAND TO THE PROPERTY OF THE PROPER

ROGERS & CARLES/Don 1 Feil in Love.. PALL DAYIS/Do Right 802 SCAGS/Breakdown Doed Ahead CLASH/Trein in Yein

GARY MUMAN/Cars UTCP1A/Set to Free GFT BIOADMAY/Stey In Time JOLFNEY/Any May You Ment It FORE IGNER/Momen

WGCLOB Cleveland

1 PIRE FLOTO/Norther Brick in The COLOR FLOCAL PROPERTY OF THE PROPERTY OF THE

INHISPERS/And The Beat Gors On PRETENDERS/Brese in Pochet JISBY MUFFH/hold On To My Love PELIX CARL/BERZ/ONLY A Lonely Meet?, PALL DAYIS/DO Right LIPPS, MCC /Fumbytom MEIL SEDMAN/Should've Maver Le?

ROBANTICS/Whet I Like About You white Mittigativer's CHARLIE CORE/Pliot Of The Airweves



TIPHER FLOTO/Amother Brick in The

1 PINE FLOTO/Amother Brick in The

2 BLOMBIE/Call to the

3 QUEEN/Or any Little Thing Ca

4 DAN FOGELBERS/Longer

5 MICHAEL JACKSON/Rock with You

6 GOODEN SUPER/Or The Read o

17 3PINETE/SUPER/TH Ny May . .

18 1 ROLL and GANG-You hard

19 RAY, GOODEN & BLY Special Ledy

10 REMY LOGGINS/This is it

11 AT ROLL and GANG-You hard

11 AT ROLL and GANG-You hard

12 IN SUPER/THOMAS AND AMOTHER TO MAY.

13 DESCRIPT/PROTUGES

14 IND ROMS/TO/Thow Do I Make You

15 DO STEVE FOREMEN/Amoco to Mane

16 DESCRIPT/PROTUGES

10 CLIEDA ROMS/TO/Thow Do I Make You

17 DESCRIPT/PROTUGES

10 CLIEDA ROMS/TO/Thow Do I Make You

18 DESCRIPT/PROTUGES

10 CLIEDA ROMS/TO/Thow Do I Make You

19 DESCRIPT/PROTUGES

10 CLIEDA ROMS/TO/Thow Do I Make You

19 DESCRIPT/PROTUGES

10 CLIEDA ROMS/TO/Thow Do I Make You

19 DESCRIPT/PROTUGES

10 CLIEDA ROMS/TO/Thow Do I Make You

10 DESCRIPT/PROTUGES

10 CLIEDA ROMS/TO/Thow Do I Make You

10 DESCRIPT/PROTUGES

11 JR. 17, 29

10 CLIETA ROMS/TO/Tub Do Not The County

10 DESCRIPT/PROTUGES

11 JR. 17, 29

11 JRELY/You May Be RI gird

57YX/Mby Me

57YX/Mby Me

<u>_KMK__</u> STERED WK St. Louis

2 1 JOURNEY/Any May You Man't 17
3 2 800 SEGER/Fire Lake
1 3 RUSW/Spirit of the Radio
4 9 PIRE (LOTD/Another Pick in The
10 6 8 PICE (LOTD/Another Pick in The
10 6 8 PICE (LOTD/Another Pick in The
10 8 SAMTAWA/AII I MEN'ED (PICK IN THE
11 7 SAMOMOO/FIRE STAW/YO'NG JAN
12 9 FANOMOO/FIRE TO THE NIGHT
10 BAMSYS/Back On My Feet Agein
11 BLOOMOO/FIRE TO THE NIGHT
10 BAMSYS/Back On My Feet Agein
11 BLOOMOO/FIRE THE NIGHT
10 THE NIGHT ON THE NIGHT
10 THE NIGHT
10 THE NIGHT ON THE NIGHT
10 THE NIGHT
10

SOUTH



1 1 800 SECTAFFITA Lane
2 2 CHIS CHOCKER
3 2 CHIS CHOCKER
4 8 FIRST FLOTAL Anchor Line The Wind
5 3 ELADRIDICACH IN
6 4 FIRST FLOTAL Anchor Et Ich. In The
2 7 TOR PETTY/Rail upon
3 6 BAY, COCOMAIN & & Special Ledy
2 7 AIR SUPPLY/LOST In Low
10 8 35 SPECIAL/ROCKIN- Into The High
9 BILLT & STRETPANTH Low
11 10 CHOCK MARCINE/FIRST INTO THE BOTA.
1 11 CHOCK MARCINE/FIRST OF THE BOTA.
1 12 SPIERE/SUPCATAT WHY SET...
1 13 PALL DAVISJON FIRST
1 14 PALL DAVISJON FIRST
1 15 PALL DAVISJON FIRST
1 16 PALL DAVISJON FIRST
1 16 PALL DAVISJON FIRST
1 17 PALL DAVISJON FIRST
1 18 PALL DAVISJON FIRST
1 19 PALL TO STRETPANTH ON THE ATTENDED
1 10 BILLT ADVISJON/FIRST WHY SET...
1 17 PALL DAVISJON FIRST
2 10 PALL TO STRETPANTH ON THE ATTENDED
2 10 BILLT ADVISJON FIRST
2 10 PALL TO STRETPANTH A BOOK MARCINE
2 12 INTO STRETPANTH AND THE ATTENDED
2 12 INTO STRETPANTH ON TO THE ATTENDED
2 2 BOOK PRIS JORGON STRETPANTH ON THE ATTENDED
2 2 2 LINER STRETPANTH ON TO THE MARCINE TO THE ATTENDED
2 3 DOT STRETPANTH ON THE THE TO THE ATTENDED
2 3 DOT STRETPANTH ON THE STRETPANTH ON THE THE ATTENDED
2 3 DOT STRETPANTH ON THE S

ROGERS & CARNES/Don't Fell In Lon

Ft. Worth Dellas

94-@ Atlanta

THE MUSIC FM

THE MUSIC FM

1 BLONDIFCAIL No
1 BLONDIFCAIL No
2 Design Companies Like The sind
3 PRETENDERS/Breas in Pocher
4 AIR SUPPLY/Lost in Love
9 PAUL DAYS/DO Bight
6 AIR SUPPLY/Lost in Love
9 PAUL DAYS/DO Bight
7 Bridge Companies Companies
6 No MONTON COMPANIES
6 NO MONT

AGDS 28, 30 BOZ SCAGGS/Breakdown Deed Ahead CLASM/Train in Yain

LINEY BUFFETT/SuryTve

104KRBE

Houston

EDUSER

FIRE FLOYD/Reacher Brick in The

SPRINGERS/NEWS in 1th, New

BLONDIE/Call Ne

QUEEN/Cray Livite Thing Ca

OINT SMADO/An American Dream

ONE SCHOOL STREET CAN THE WIND

ONE SCHOOL STREET CAN

ONE SCHOOL STREET CAN

FACE STILL OF THE WIND

FACE STILL ON TH



Tampa

SAT, WALLERY & W. THIP IT JETSCHIE JACKSON/Let's Be Serious ROCEES & CARMES/Don't Fell in Love... STYL/Borrowed Yiee

RUSH/Spirit of the Redio
ABDY & GLTHI/Mest Your Love On Ne
JIMER RUFT RUFOLD On To the Love
STYL/FIRST Your
SE SPECIAL/ROCKIN Into The High
PRETERES/Pleas In Prochet
HIGHAEL JACKSON/She's Out Of the Life

Mismi 1 PINK FLOTO/Another Brick in The
1 PINK FLOTO/Another Brick in The
2 HICHAEL JACKSON/OFF The Well
3 SPINNERS/Exchain* My May...
4 TOTA/M9 GANG/Trow Nor?
6 HICHAEL JACKSON/OFF The Well
4 TOTA/M9 GANG/Trow Nor?
7 FAC JACKSON/OFF Tell You Why
7 FAC JACKSON/OFF Tell You Why
7 FAC JACKSON/OFF Tell You Why
7 FAC JACKSON/OFF TELLOW HOLE CONTINUED
2 O SHALMANI/SECOND THE ATOUNG
2 MY SHALMANI/SECOND THE ATOUNG
3 MY SHALMANI/SECOND THE ATOUNG
4 MY SHALMANI/SECOND THE ATOUNG
5 MY SHALMANI/SECOND THE WORLD
5 MY SHALMANI

WEST



1 PINK FLOYD/Another Brick in The
1 PINK FLOYD/Another Brick in The
2 PINCHAEL JACK Specifor The sail
2 PINCHAEL JACK Specifor The
3 PINCHAEL JACK Specifor Specifor
4 NOOL A THE GAMAGY Food by
4 NOOL A THE GAMAGY FOOD BY
5 NALL AND SPECIFOR THE Anound
5 PINCHAEL SPECIFOR PINCHAEL
5 BLOOD STORT FOR Library
6 DUS STORT FOR Library
6 DUS STORT FOOD BY
6 PINCHAEL SPECIFOR PINCHAEL
6 PINCHAEL

ACIDS

PRETENDERS/Bress to Pocket
PAUL DAYS/Do Right
GARY MANN/Cars
FORE FORE/Riseau
JUSTON FURTHIN/Hold On To My Love
ANDY A. OLIVIA/I Car's Help 19
JACKIE (ESANDOV) To Not Head You Anya
MAC DAYS/11's Herd 2 Be Humble



Los Angeles

Los Angeles

1 BLONDIE/Call No
2 SPINNERS/Moralin' No Wayn.
3 PRADUS & HERBY Pledge Ny Love
4 MICHAEL JACKSOM/OFF The Wall
5 SHISPERS/And The Beef Goes On
9 6 PINN FLOTO/Another Brick in The
1 QUEEN Compart of the Wall
7 9 DAN FOOELBRIGHT On The Wall
7 9 DAN FOOELBRIGHT On The Wall
8 10 DAN FOOELBRIGHT On The Wall
10 NELL DIAMONO/SPENDER NOT NO
11 10 NELL DIAMONO/SPENDER NOT NO
13 11 RUPERT HOURS/MIS
12 RAY COODMAN & MY Speciel Lady
10 13 TERL DESANIOVES I'VE Ready
10 13 TERL DESANIOVES I'VE Ready
10 13 TERL DESANIOVES I'VE Ready
10 15 TERL DESANIOVES I'VE READY
10 15 TERL DESANIOVES I'VE READY
10 15 TERL DESANIOVES I'VE NO
16 BLODGAS SUMBERZON THE READ'
17 BOOTHAL JACKSOM/Rock WITH YOU
16 BLODGAS SUMBERZON THE READ'
17 DESANIOVES IN THE WALL
18 DONAL SUMBERZON THE READ'
18 DONAL SUMBERZON THE READY
18 DONAL SUMBERZON THE WALL

KJR**\$**950

Southe

2 1 HE ARTYEVEN IT 196

2 2 PINE FLOTO/Another Brick In The
6 3 Delts Chocky Syldide Like The stind
7 4 LINDA ROKSTAOT/No Do I Make You
3 5 TOM PETTY/Refugee
8 SPIENDRY/MOTAND TO HAVE YOU
5 5 TOM PETTY/Refugee
8 SPIENDRY/MOTANDRY
16 7 BLOHO! #/Call the
8 RUPPTY NOLMS SYLDING
1 10 HOLD LINDA ROKSTAOT/NO
1 10 HOLD LINDA ROKSTAOT/NO
1 10 HOLD LINDA ROKSTAOT/NO
1 11 COULD MARCIDE/GIVE IT A 11 YOU GOT
1 12 YOU COULD LINDA ROKSTAOT/NO
1 18 YOU A THE CARCYTON May Be Co.
1 19 YOU AND THE CARCYTON MAY BE CO.
2 1 16 LOTO HAVE SO THE PET TO THE STATE
1 19 HAVE LOT STAD RIGHT
1 19 HAVE STATE TO BE STATE
1 19 LOT STATE STATE
1 19 LOT STATE STATE
1 19 LOT STATE
1

Los Angeles

7 1 RAY, DODMAN & BYSpecial Ledy
1 2 SPINGREY WOLL AND SPECIAL SERVICE
3 3 ROUL & THE GRANT ON IND 18 SPY...
3 3 ROUL & THE GRANT ON IND 18 SPY...
3 6 ROUL & THE GRANT ON IND 18 SPY...
4 DUFFERDINGS & HERDY I Plodge My Love
6 0 SPECIAL SPECIAL SPECIAL SPY.
8 9 SHALL MARK / Second Yiele Around
10 10 REPERT YOUNG SYNIB
9 11 NE'LL DIARROW/ September Morn
10 12 B 9 57 SP/ROLL ROUSE VERY
11 19 SPY. SPY. STYLE STYLE
11 10 BOS \$10 REPERT / SEPTEMBER STYLE
12 10 FERL DISARROW FOR I THE READY
11 17 ARONY GIBB/DOS 12
12 10 LIPPS ROUSE TO YOUR TO THE READY
12 10 LIPPS ROUSE TO YOUR TO THE READY
12 10 LIPPS ROUSE TO HOUSE TO THE READY
12 10 LIPPS ROUSE TO HOUSE TO THE READY
12 10 LIPPS ROUSE TO HOUSE TO THE READY
13 18 DIARY SHAND/AN AMERICAN DESIGN TO THE READY
14 LIPPS ROUSE TO HOUSE TO HE SPY. ON HIGH
15 STAYLEY TO WIGH
16 STAYLEY TO WIGH
16 STAYLEY TO WIGH
17 DIARY STAYLEY TO WIGH
18 STAY



SOCIET ROBINSON/Let the Be *he Clock net TitleTRS/Bress in Peace?

2 is BLONDIE/Call the 12 Piles FLOVI/Another Brick in The 12 Piles FLOVI/Another Brick in The 13 Spring RS/Bres Int the May 12 Piles FLOVI/Another Brick in The 13 Spring RS/Bres Int the May 14 ROBE AND RS THE GAME/Too Not 15 Spring RS/Bres Int the May 15 Spring RS/Bres Int Title RS The May 16 Spring RS The May 16 Sprin



Phoenix

Deaver

1 1 PINK FLOTAD Another Brick in The 2 2 CHRIS COMSANTA EN LINE The Wind 4 BDOS SECRAFITE Line The Wind 4 BDOS SECRAFITE Line The Wind 4 BDOS SECRAFITE Line The Wind 5 A KOOL A THE CAMBUTOO HOT BOS D LINEAR CONTROL THE SECRET LINEAR CONTROL TO THE SECRET LINEAR CONTROL THE SECRET

ADDS 30 DAN FOGELBERG/Hmer† Hotels PAUL DAVIS/Do Right HEIL DIAMOND/The Good Lord Lo

BETTE NIOLER/The Rose
FELIX CAVALIERE/Only A Lonely M
KENOT LOGGIMS/Keep The Fire
PRETENDERS/Bress in Pochet
CLASM/Frain in Vain
JINNEY BIFFTY/Survive
M. MANCHESTER/Fire in The Morni

ALT ROCK FM 98
Phoenix

PROCESS

9 | FOREIGNER/MICHAEL

9 | FOREIGNER/MICHAEL

9 | FOREIGNER/MICHAEL

1 | POREIGNER/MICHAEL

1 | POREIGNER

HEART/Rockin Heaven Down
HEMBLE PIE/Foot For Pretty Face
Exist COSTELLOY Can't Stand Up.
MARKER SEVOVA Certain Girl
GREY WIMMOVICES
FOOT SELOVA GIRLS
FOOT SECTION A CONTROL OF A STANDARD SEVONA CONTROL
FOOT SECTION A CONTROL
FOOT

610 % KFRC

San Francisco

ACIDS 26 BOX SCAGGS/Breekdown Deed Aheed AIR SUPPLY/Lost in Love JOHN STEWART/Odin/Spirit Df Water)

FLEETHOOD MAC/*hinh About Me SMOKET ROBINSON/Let Me Be The Clock ROGERS & CARRES/Don't Fell in Love. KOROMA/Let Me Be GARY HUMAN/Cers

Los Angeles

I BLOUD FECTION

2 PINE FLOVO/Another Brick in The
2 PINE FLOVO/Another Brick in The
3 PRACHES & MERBY Pledge My Love
4 Linda RobSYM/Nov Do ' Main You
5 SPINES BS/MOVER IN My May
5 SPINES BS/MOVER IN My May
6 RAY, DODONAL & BS/Spetal Lady
10 RAY, DODONAL & BS/Spetal Lady
10 RAY, DODONAL & BS/Spetal Lady
11 BN HARMAN AND RESPONSIVE TO MY INDICATE
10 BLUE A SYMETAVIETH TOWN I'M BOYN
11 BN HARMAN AND RESPONSIVE TOWN INDICATE
11 BN HARMAN AND RESPONSIVE LINE TOWN INDICATE
12 OLEFMIC TAY LITTLE THING CO TOWN
13 ONABLE TOWN FOR THE MY TOWN INDICATE
14 DOD RESPONSIVE LINE TOWN INDICATE
15 OLE SCHOOL TOWN INDICATE
16 AIR SUPPLIANCE LINE
16 AIR SUPPLIANCE ON TOWN INDICATE
17 PARCENT LANGE
18 OLE SCHOOL TOWN INDICATE
18 AIR SUPPLIANCE ON TO MY LOVE
18 LINE AND STANDARD ON THE LANGE
19 BLUE AND SCHOOL TOWN INDICATE
18 LINE AND STANDARD ON THE LANGE
18 LINE AND STANDARD ON THE LANGE
18 LINE AND STANDARD ON THE LANGE TOWN
18 LINEAR THAT THANKS ON THE LANGE TOWN
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25 BOZ SCAGDS/Breskdown Deed Ahead BERNAGETTE PETERS/Gee Mhlz

CROWN HEIGHTS AFF/You Gave Me Love PAUL DAVIS/Do Right KORONA/Let Ne Be ROGERS & CARNES/Don't Felt in Love

arallel I: Selected stations in major markets that nant* and/or exert e significant national influence.

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

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

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



DENOTES FIRST WEEK IN PARA

"⊩	lit Sc	DOE ong" (A	nylab	el)	_
Reg	leach	100/25	65%	Nation	
M S W	33% 21% 56% 19%			Up Same Down Adds	51 24 0 25

	Я.	XAMPLE	
25	_	100 R&R reporting stations	
		on it this week, 25 of those 100 added it this week	

 Percentage of this week's re-porting stations playing it. 65% -

100/

Reach — Percentages of this week's reporting stations playing the song within the four tracking regions.

nal Summary

Up 51 — Number of stations moving it UP on their charts.

Same 24 — Number of stations hold-ing it STATIONARY on their charts (on to on, their charts (on to add to on, 31-31, etc.).

NWT 0 — Number of stations moving it DOWN on their charts Adds 25 — Again, number of stations ADDING it this week.



AIR SUP	PL V	CONTRACTOR OF THE PARTY OF THE	
Lost in Love (Arista)			
18	11/3 93	2%	
kegi nei Reach		Mational	
5 974	(3)	Summary UP 172 SAME 5	
H 914		DOWN . ADDS)	
Pi	P2	P3	
EAST	BOUTH	CAST . WJSQ 17 12	
MRBH 24 (9	RAUM 18 12 #RIY 30 25	MCUY 24 18	
96 F A D	REF b 31 55 E b b 50 11	#1CY 26 21	
WPE2 21 18 WCAO 2, 19 P165 27 2,	#1NT d 25 EHF1 16 12	WTSH 0 6 WHEB 16 13	
MAR '6 '.	# B FW (1 2.7	11PEn 4 3	
JB:UT . B	M71A 36 28 FEEL 36 27 MFRF 25 20	WPBG 29-23 WYRE 23 19	
#85C 25 25	HFMF 25 20 2 90 21 14	1 fwf 11-9	
	290 2' 14 WJDR 5 1 FEX106 4 4	V100 22 15 WCIR 27 23	
BOUTH	MERC 13 0	BOUTH	
FRBE 41 47 291 44 94 4 4	V 95 19 13 96x 12 24	HAAY 3 I	
94. * 4 Y 0 a 37	MAX7 19 11	MANA 36 55 MANA 55 18	
0 5 20 14	МАХ7 19 11 Y10 1 27 19 HAPE 21 15	WFOX 26 22 WCGO 18-12	
MANDWERT	83105 26 21 85GA 22 18	MSE2 27-25	
C+1 = 30 10	955GP 18 13	MP10 20 10	
KDW8 13 7 K5 95 FM . B 13	#88Q .9-13 PM100 25 22	WTMA d 10 WANSFM 21-13	
Mal u 1 v 1 s	₩HBQ 29-22 ₩IAC 21 15	MROV 10 6	
WHR 1. 8 WG 1 3 47	920 22 17	PM 99 10 6	
2102 20 15	#X104 17 14 #X104 17 14 920 22 17 WSEZ 14 10 WPJZ 2C 16 WPOR 20 17	ENIC 16-12 ETLE 15 13	
W2UU 4 4 WURY 19 16	MEIN 9 12 MEIN 9 12	#581 22-16	
WEST	MCM / T / I		
READTH 20 1P	HORE 23 19	MINDWEST	
RF1 18 15 FPHC #	HEVC .C 6 HAMY 19-12 KJ100 25 24	KKKL 5 2	
810C 4 28	MODWENT	RFRC 8-6 FFLS 5 i	
FIRM 13 11 FOPA 15 6	MDB 0 35-18	WARE 5 3	
	WTWR 11-11	MEAO 30-17	
P-2	MATC 30 56 MATC 30 59	WHAM 16-12	
	#10A d 23 KOP# 24 14	WGBF 14-7	
EART	HOP# 24 14 FMEN 30 25 FRAV 25 22	HROR 15 9 HDVV 21-16	
	35 ARSH 54 TB	WRST	
W E F WFB1 2 21	HISM 4 30 HMAP 17 1 WPEL 24 15 W2ZP 44 18	RSEY 20 20	
WERE 15 14	WPER 24 16 WZZP 44 18	RSEV 28 20 RCBM 25 17 RDEA 19-15	
#*5 y . 8 22	W2ZP 44 18 HNC1 4 22 928 19 44	#DEA 19-15 #BOF 27 24 FBOZ 27-21	
mid 1 1 1 1 1 1 2	92X 19 14 W/MO 24 21	FQOR 7-6 #FMD 15-10	
HT1 PH 24 .9	WEST	KRIC 11-10 KRIC 11-10	
MICC 24 18 MP : 13 14	F=7C 22 17	-BTM 4 6	
C104 50 16 MMEB 34 16	FIOY 24 14		
MARO 54 55 MARO 74 57	Y 94 26 15 FROY 28 26		
14u 29-27 HREF 10 12	FM 102 a		
	#JRD 23 17 #7AC 25 21		

LLELS.		PORTS
	B	
HERE SHARES AND ADDRESS OF THE PARTY OF THE	STATE OF THE PARTY.	CONTRACTOR
BLONDII	E	
	Chrysalis)	
11	can Gigolo" So	
11	9/2 91	%
Regional Reach E 904	_	Wational Summary UP 165
E 90 % 5 97 % H 04%	3	BANE 12
и 93 ф		ADD6 2
P1 exer	воитн Р 2	EAST P3
WASC 11-5 WILO 11-2	KAUM 21-14	WGUY 30 20
HIPTON 3 A	#RLY 23-12 #PH 23-12 #PH 23-21 #EFP 13-6 #INT 17-10 #MF3-7-7	MIBZ 18 10 MIGZ 54 16 MIBZ 18 10
	REEP 13-6 KINT 17 10 EMP3 7 7	13FEA 12 8
WCAO 20 13		
WREO 10-7 PRO-PM 23-16	REEL 21 12 WPMP 10-6	1 4MK 18-6
JB105 23 10	2 98 29 18 2 98 29 18	
CROM 13-6 CROM 29-31	WTIK 1-1 REEL 21 12 WFPF 10-6 2 70 29 10 KXX106 16-9 WERC 12 6 WEGG 10 1 Y99 9-7 96H 1-1 WAXY 12-3 WARY 12-3 WARE 6 2	BOUTH
BOUTH	793 9-7 96H 1-1	MINNY 12 0
297 9-3 KRBE 9-3	AUX 12-3	MEOR 15-10
KRBE 9 3 293 6-3 940 1-1	BJ105 14-4 WSGA 3-1	WCGQ 7-1 WSE2 19 6 WISE 18-9
9100 23-13 Q105 3-2	956GF 16-7	WTMA 21 17
REIDWINGT	WAPE 6 2 BJ105 14-6 WSGA 3-1 956GF 16-7 WBBQ 2 1 FW100 7-6 WHBQ 23-18 WLAC d-18	MAMSPW I - I
WLS 3 2		
CKTM 5-1	##104 10-6 920 21 16 WS#2 15 8 WRJ2 9 7	WKXY 9 5
M18 3 2 CRLW 2-1 #DWB 10 11 RSIQ 5 1 RBEQ 10-2	WING R 7 - 6	KEEL 12-8 KEEL 12-8
WGCE 10-2	MCN 51-13 MVAR 4 1 MKIK 19 15	KPUR 3-1
MOMA 56 33 0105 51-11 MCCE 10-5 MH9 35 14 HBEO 10-5 KREO 10-5 KREO 110-1		ECMBEN A 2
WEST	MRV0 17 3 MAEY a 32 MJ100 20-15	MUKU 52-10 MVKX 58-53 MVKX 58-53 MVKX 58-53
871 28 11	MOWERY	
RMJ 0 1 RPRC 2-2 B100 2-1	WDRQ 6-3	WHAM 20-16 WRBR 2-2 WGBF 7 4
B100 2-1	MTMR d 14 MGRL 20-10 MVIC 20 14	NAON 11 1
KIMM 11 6	#STT 19 16 #IOA 19 12	WHIT
P2	KOPM 18 9 KWEN 22-16	RS1 y 73-19 RC8N 27-20
EAST	KRAV 11 7 KEYNPH 23-17 -	EDZA 23-17
WPBR 3 L WBENPH 5 3	REYNIPM 23-17 - REYNIPM 23-17 - RISH 8 2 MMAP 12-0 MMEE 25-12 MMCI 22-15 92X 15-10 MOPO 25 10 WFFH 6 2	RBDF 20 13 RQDI 12 7
WOLF 4 5 WERE 50 TO MBBL 15 4 "	MMEE 52-15	K B O 2 17-15 K O O R 2 3 10
	92 x 15-10	KOOK 23 10 RFXD 11 3 KRLC 4-2 KBIN 25 10
MDE 1 16 9	MALM 8 S	
WTICPH 10 5		
WPST 1 1 WAEB 8 2	KERM 12 9	
H KBO 21-12		
WHYN 10 3 14Q 30-13 WKEE 20 13	179 7-2	
MKEE 30 11	# # h h h h h h	
	#JRB 5 2 #TAC 19 12 #CP# 10 2 #RSP 9 3	
	KTAC 19 12 KCPK 10 2 KRSP 9 3	
	RMJR 9-7	
	#FMO 25 45	
	RRQ 7 3 RTRT 16 8	

Regional	56/14 2	9%
Reach £ 40% 5 30% H 20%	N&A	Mational Summary UP 24 SAME 18 DOWN 0 ADDS 14
P1	P2	P3
EART	EART	EAST
PMO PM 29 , BOUTH 94 J 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	WINTY ON WILL ON WIL	HHEB 15 14 26-22 1 1 1 1 1 1 1 2 2 2 2 2 2 2 2 2 2 2

0

BAUR 19-9 RAIV 28-21 RAIV 18-21 RAIV 18	ADDS 3 CAST CAST ADDS 7 3 MOUY 8-3 MIDE 6 4 MIOT 0-4 MIOT 0-4 MIDE 5-13 MIDE 6 5 MIDE 6 6 MIDE 6 6 MIDE 6 7 3 MIDE 6 6 MIDE 6 7 3 MIDE 10-13 MIDE 7 7 MIDE 7
BOUTH FANE 19-9 FANE	SAST 1 SA
IRALY 28-21 ETWH 16 14 ETWH 16 23 146 ETWH 24 16 2 MADY 20-14 MADY 20-14 MADY 20-14 MADY 20-16 MADY 10-7 MAD	MODUY 8-1 MADE 6 4 MICH 6-4 MI
RIBET 21-20 REPET 21-20	NYTSSW 15-13 NYTSS
IMPT 3 2 IMPT 3 2 IMPT 3 2 IMPT 3 2 IMPT 3 3 2 IMPT 3 3 2 IMPT 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	STREED B A STRE
#EEL 16 9 WITH 12 7 1 100 8 2	BFBG 10-6
REALOS 3 J 1 MERC 5 3 P 9 MERC 5 3 P 9 MERC 5 P 9 MERC	A bus 9-4 Violation 1-5
REALOS 3 J 1 MERC 5 3 P 9 MERC 5 3 P 9 MERC 5 P 9 MERC	MAIL 22 17 BOSTIM MAAY 2-2 WHMY 0 4 0,100 15-5 MF00 9-6 MF00 9-7
1995 32-16 908 16-19 WART 26-19 WART 26-19 WART 26-19 WART 26-19 WART 26-19 WART 26-19 J10-19 J10-19 J10-19 J10-19 WART 16-19 WART 1	MAAY 2-2 whith 2-2 whith 2-3 whith 3-4 which 3
WARY 28-19	WMMY 0 6 GLOO 15-5 WFOR 0 9-4 GLOO 15-5 WFOR 0 9-4 GLOO 15-5 WFOR 0 9-4 GLOO 15-5 WFOR 0 9-2 GLOO 15-5 GLOO 1
WRDA, 19 13 19 19 19 19 19 19 19 19 19 19 19 19 19	##03 9-4 ##05 9-4 ##06 6 4 ##06 6 4 ##06 6 4 ##06 7 2 ##18 24-20 ##18 24-20 ##18 24-20 ##18 24-20 ##18 24-20 ##18 24-20 ##18 24-20 ##18 22-20 #
SOURCE 1 a support 1 a support 1 a support 1 a support 2 b 2 s 2 s 2 s 2 s 2 s 2 s 2 s 2 s 2 s	MISE 7 2-15 MISE 7
UMBQ 25 21 MARC 19 12 EXIOG 9-7 SEND 49-7 SEND	MTMA 0 1 MANGE PR 12 2 MANGE PR 12 2 MANGE PR 12 2 MANGE PR 12 MAN
## 100 % 9-7 ## 10	CR101 0 6 1 7 1979 1-1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
WHILE 5 4 wHORE 3 11 wHORE 3 11 wAYE 9 3 wCH 15-11 wORE 10-5 WHOW 6 7 WHOW	R116 12-6 R010 0 7 R0216-6 R0216-7 R020FPM 14 0 R011 12 R011 1
MAY# 9 3 MORE 16-15 MO	RPUM 0 7 ANDOWERT ROWERT 4 8 FREI 4 3 FREIC 2 3 FREIC 2 3 FREIC 2 1 FREIC 32 1 FRE
MANU 6 4 MARY 10-7 SJ100 21-19 SJ100 21-19 WDRQ 17 13 WTWR 32 WTWR 32 E10A 14 6 ESTT 15-12 E10A 16 6 ESTT 15-12 E10A 16 6 ESTT 16 10 EST	ROUNTETT 14 6 FR 12 1 6 FR
MINOCHEST WITH S 13 MINOCHEST WITH S 13 MINOCHEST WITH S 13 MINOCHEST S 14 MINOCHEST S 15 MINOCH	### ### ### ### ### ### ### ### ### ##
WDRQ 17 13 wTWR 5 37 wTWR 5 37 wTWR 5 16 wTWR 16 16 wTWR 15 12 wTWR 15-12 wTWR 15-12 wTWR 16-14 wTWR 17-13 wTWR 17-13 wTWR 16-16 wTW	RENC 2 3 FRIS 12 B WARK 13 0 WARK 11 0 WARK 11 0 WARK 11 0 WARK 12 1 1 0 WARK 11 0 WAR
MYUC 14 6 HSTY 15-12 HSDA 14-16 HSTY 15-12 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 15-16 H	MEAQ 21-20 MEPT 14-12 WMAR 11 6 MEBR 21 14 MGBF 4 2 MROR 7 7 RDVV 12-7 WMBT 22-15 HCDH 17-7 RDIA 8 4 HSDF 11-6 RGDI 12-10 RSDZ 9 6 HGDE 6-4 XFXD 2-5 RRIC 18-15 RRIC 18-15
MYUC 14 6 HSTY 15-12 HSDA 14-16 HSTY 15-12 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 14-16 HSDA 15-16 H	WSPT 14-12 WHAR 11 6 WRBR 21 14 WGBF 4 2 WROW 9 7 RDVV 12-7 WWST KS1Y 27-15 RCDM 17-7 RDIA 8 4 KBDF 11-6 RODI 15-10 RBOZ 9 6 RODI 6-6 XFXD 2-5 RRIC 18-15
BIOA 14-6 ROPM d-25 REEN 14-9 RRAV 16-8 REYNFP 21-16 REYNFP 21-10 NHAP 10 6 NHEE 14 11 NHAP 10 6 NHEE 14 11 NHEE 15 17-4 WOND 15 17 WEST RACC 12-6 RACC 12-6	MGBF 4 2 MROR 9 7 RDVV 12-7 WESTY 22-15 RCDM 17-7 RDZA 8 4 RBDF 11-6 RQDI 15-10 ROZ 9 6 ROG 6-4 XFXD 2-5 RRIC 18-15
REYNIPM 21-16 WISH 17-13 WISH 17-13 WHAP 10 6 WHEE 11 11 WIZP 16 10 WHCI 9 6 92X 7-6 WOND 15 12 WYPM a 17 WHRY SHUZL 12 6	MENU 12-7 WHENT MSIY 22-15 HCBM 17-7 HDRA 8 4 HSDP 11-6 HQDI 15-10 HB02 9 6 HOOR 6-6 XFXD 2-5 HRIC 18-15
MISH 17-13 MMAP 10 6 MMEE 14 11 MEZP 16 10 MMCI 9 6 92H 7-6 MONO 15 12 MYPM a 17 WEST SHIJC 12 6	MSIV 32-15 RCDM 17-7 RDZA 8 4 RBDF 11-6 RQDI 15-10 RBOZ 9 6 ROOR 6-4 XFRD 2-5 RRIC 18-15
WOND 15 12 WYPR a 17 WHAT'	KBDP 11-6 KBD1 15 10 KBD2 9 6 KOOK 6-4 KPKD 2-5 KRIC 10 15
WOND 15 12 WYPR a 17 WHAT'	RQD1 15 10 RBOZ 9 6 ROOR 6-4 XFXD 2-5 RB1C 18 15
WEST	KPXD 3-5 KRIC 18 15
RHJC 12 4	KB IN 8 5
A 84 15-10 REBN 53 18	
EBOY 15-11	
FH102 8 7	
KJR8 6 3 KJR8 6 3	
KCPH 5) KRSP 13 7	
KWTM 3-5	
BENO 15 B KRUX 14-7	
RTRT 4 3 RZZR 4 3	
	A
<i>ain (Epic)</i> Celling	*
	1%
	Netional Summery UP 18
N&A	SAME 21 DOWN 0 ADDS 18
P?	P3
MACC on	EAST WEBZ a
WPST 27-21 140 20-17	WFBG on 14MR a dp
BOUTH	Mail ou-qb
HERE OR	BOUTH
955GP a FE104 d LD	WAAY a WCGQ on
MON S4 55 MON ou-qb	WCGQ on WSEZ a WISE d 34 WFIB on WANSFM on
MIDWEST	Ckidi on
HISH 10 27	FM 99 d 33
WEST	NMDWEST
RERM on Jp RJRB a dp ECRE on	FQWBFM a 28 WRRR 31-27 WSFT 30 24 WNAM d-25 WPBF A-dp WROK a 27
EM 3E d 10	HART 30 24 HARM d-25 HRBR A-dp
KIMC a KRUK a-40	WROK a 27
411	HCBH 34-31
	#DZA on #UDI on # ND
	FRIC 22 19 FRIM 10 25
D	
	## 102 0 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7

CHRISTOPHER CROSS

Ride Like The Wind (WB)
LP: Christopher Cross 190/3

97%

PAUL DA		
1:	24/28 63	196
Regional Reach 5 54% 5 75% M 66% W 53%	20 BREAKER	Mational Summary UP 72 SAME 24 DOWN 0 ADDS 28
PI	P2	P3
EAST	EAST	EAST
WF11 on WCAD a F105 a SOUTH 253 21-14 940 9-5 MINOWEST CFI M d 24 PROMB 24-20 MEGC 1 a Q102 a-29 MEQU on MORY a	WERR 75 2) MREWFN 19 14 WF81 a 37 WF81 a 37 WF81 d 30 WF81 d 30 WF81 d 30 WF81 d 30 WF80 d -25 WF89 d -25 WF89 d -25 WF81 d 38 HEET d 36 MOMTH FEIF a -36 EINT on HERT in -25 WF87 d 30	MAN P MAN P P P P P P P P P
WEATH ON RELIGIOUS TO THE STATE OF THE STATE	EUDE23 END25 HERC 18-10 HERC 18-10 HERC 18-10 HAGH 29-21 564 35-31 HAGH 35-31 HAGH 25-19 HERGA 31-21 HAGH 36-25 HAGH 36-28 HAGH 36-28 HAGH 36-28 HAGH 36-28 HAGH 36-28 HAGH 36-28 HAGH 36-28 HAGH 36-29 HAGH 36-2	WPI & 35-20 WPI & 32-0 WMMPP & 18-16 WROV on CRIO1 37 22 WROV on WRIV d 29 MHIC 29-26 PIE 6-19 BPUR 6-19 BREL d-26 BREL d

Ciffeed Davie	oontinued)	
i i	-	10007
	MING on	ECSP o
	MAIC 4-38	8900 26 31 8001 d-29
	EOFM on mr(to 33-26	8002 on
	MRAV a	HPRD d-28
	WINA OR 18-27	EBIM 27-16
	MORO 4-20	
	WEST	į
	REBN on	ŀ
	KIAC on KIAB 10-28 KIOY 6-10	-
	RCPH 28-25	ļ
	RMJR d 31	
20,46 20 33	100 0000	Name of Street
CHARLI		
Plot Of 1	The Airwaye:	s (Island)
LP: Where		
	16/14	74%
Ragional Rasch 8 81 %		National Summary UP 111
8 811	27	SAME 20
M 734		DOWN 0 ADDS 14
Pi	P2	P3
EAST	80UTH	BART
WXLO 27-26 WKBW 24-21 WF(L d 25 W1F1 27 26	KELP 0-34 KELP 0-34	MJBQ d 20 MGUY on
WFIL d 25 WIFL 27 26		MIGA 9-34 MIBS 50 31
WPEZ on	WT1 K 00-11	WTEN on
PRO-PH 4 28	WEEL d 39	13PEA 15-12 8104 a-31
JB105 34 29 WPGC 30 26 CKGm d 30	Z 90 34 26 WJDX 25-15	WPBG d 37 WYRE a-29
BOUTH4	HRH106 20-13 WERC 22 14 WEGN 28 22	MXII q-50 MCIM ou
	961 28-26	801/114
188E Q 54	Y103 40-33 WAPE 24-20 BJ105 on	WAAY 16 11
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MORA 31 58	MBJZ 31-18	MANS 9 34-29 WINA on
EFARTH LA-LA	WHOX d 38 WRIX d 31 WAYS 19-15	WROV 22-15
8F1 20-18 KJR on	MCM 9 35	MESSA 9 34 64 35 9 9 35 64 30 1 35 - 19
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WPBR 21-19 WBEMPR 27-19	MTWR a 22 KSTT on KOPM d-24	HREG a-24 HREG on MARK d-28
MABT 38-30	REYNFM a-23 R293 20-15	WREN 34-26 WEPT 4-10
MTRN 4-14	MINER on	WMAN a MGBP d-20
WBII d-20 WTICPN 10-26	MMAP 29-28 MMEE or: WZZP d 29 92X 21 18 MONO 28-22	WROR 26-24 KDVV 26-21
WPST 26-23	MOHO 58-55	WEST
MARR 4 10		RSLY d 24 RCBW d-37 RDZA d-28
Q106 d-29 WKBO 28-19 WHYW 29-27 14Q d-30 WKEE 35-31	KERN 27-24	KDZA d-28 KBDF d-29
MGE 32-31	K10Y 23-19 Y94 23 16	8001 4 24
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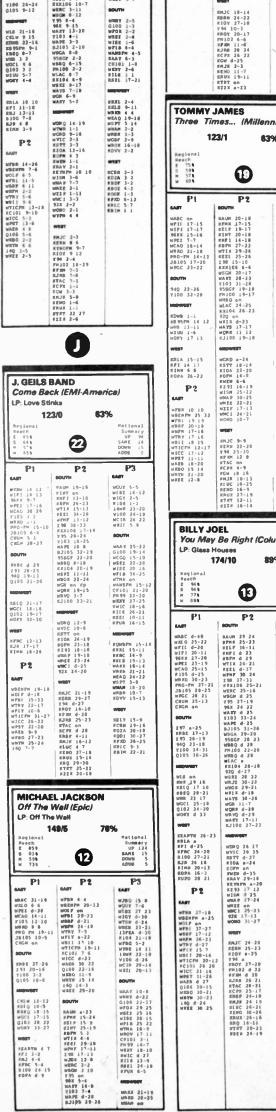


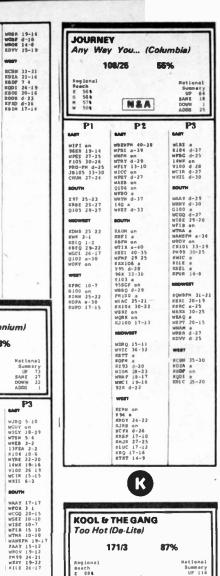


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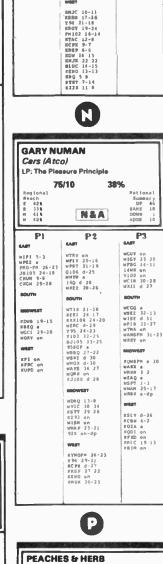
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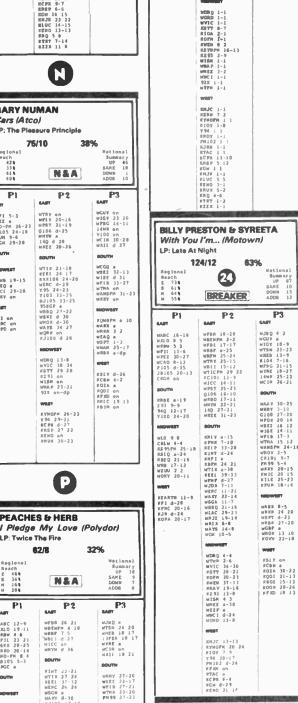
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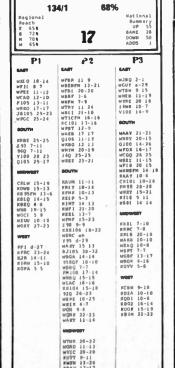
HRLY 10-5 HCBH 1-1 HDGE 1-1

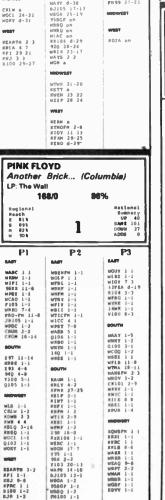
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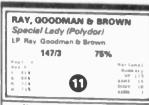






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	MRV0 24-17	KRLY on
	MARY 28-20	ECBN 4-19
		HDEA 4-26
		EDDF 4-20
	WDRG 10-26	EQD1 on
	MAN 14 13 MENG 10-38	EBOS 4-29
	MAIC 33-50	EOOE 4-10
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	ETOA #	RBTM 50-7
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LP:Big Fun

The Second... (Solar/RCA)

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53/52



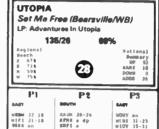
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Others Getting Significant Action

NAZARETH "Holldey" (A&M) 21/8
Movee. Up 8. Seme 7, Down 0, Adde 8. JB108. KDWB, KBEQ, KUPD, WSKZ, KJ108.
CHUM 64. KSLQ 23-19. WDRQ 27-21.
PHOTOGLO "We Were Meent To Be Lovere" (29th) 19/8
Movee: Up 3. Seme 8, Down 0, Adde 8, WAYS. KWEN, FM102. WTSN, WAAY, KQWB-FM, KSLY, KOOK, KKRC 28-18

PM, RBLY, KOOK, KKRC 26-16 JIMMY BUFFETT "Burvivo" (MCA) 18/5 Moves: Up 8, Beme 8, Down 0, Adds 8, WKEE, WAYS, KWEN, KFXM, WISE, 288 23-21, WNOX 26-20, K104 26-38, WANS-PM 28-22, KBIM 20-18

WNOX 25-20, K104 29-28, WANS-FM 25-22, KBIM 29-18

JERMAINE JACKSON "Let's Be Serious" (Motown) 18/11

Moves: Up 2, Same 4, Down 0, Adds 11 including J8108, Q108, WSQN, WSSQ, WRVQ, KIOV, WSEZ, KRILC, Y103 29-39

MAC DAVIS "N's Hard To Be Humble" (Casabianos) 17/8

Moves: Up 2, Same 6, Oown 0, Adds 8, SSKX, WCAO, WTIX, WHSQ, KX104, S2Q, WAYS, K104, WSPT 18-1,

CAPTAIN 5-TENNILLE "Love On A Shoestring" (Casabianos) 17/2

Moves: Up 7, Same 6, Down 0, Adds 2, WNOX, WVIC, WGCL d-30, 238-21-19, WAAY 8-7,

KENNY NOLAN "Us And Love, We Go Together" (Casabianos) 18/9

Moves: Up 8, Same 8, Down 3, Adds 0, PRO FM on, Y100 23-18, WLAC 21-18, KWEN 18-12,

KFXM 30-27, WROV 18-8.

PETER McIAN "Solitairs" (ARC/Columbia) 18/5

MOVES: Up 3, Same 7, Down 0, Adds 5, PRO-FM, SJ108, K283, WFSQ, WSPT, KXX108

d-28, WSSQ 24-21.

Moves: Up 4, Seme 7, Down 0, Adds 4, WVIC, WFSG, KBDF, KOOK, CHUM d-29, KJRS

d 30, WLBZ d 34 **WAYNE NEWTON "Years" (Arice II) 15/1** Moves: Up 8, Seme 8, Down 0, Adds 1, WAYS, WKBW d-28, PRO-FM 20-18, KEARTH 15-16,

WTIX 25-22
WILLIE NELBON "My Heroes Have Always Been Cowboys" (Columbia)
15/0, Moves: Up 8, Seme 4, Down 2, Adds 0, KBEO 12-10, WOKY 25-20, KIMN 30-20,
WTIX 19-14, KEEL 30-20.
CRYSTAL GAYLE "N's Like We Never Said Goodbye" (Columbia) 15/0
Moves: Up 8, Seme 4, Down 3, Adds 0, WFIL on, WOHO 20-18, KRUX 21-27, WTSN 17-12.

WFBU 32-28.

BAR-KAYS "Today is The Day" (Mercury) 14/4

Moves: Up 7, Same 3, Down 0, Adds 4, JB105, KYNO-FM, KIOY, WANS-FM, WPQC d-30,

Y100 30-27.

SURVIVOR "Somewhere In America" (Scotti Bros.) 14/3

Moves: Up 2. Seme 9. Down 0, Adds 3, WKEE, K293, WBIM, K104 d-40.

DOTTIE WEST "Lesson In Leavin" "(UA) 14/0

Moves: Up 11, Seme 3, Down 0, Adds 0, WERC 30-27, \$2Q 27-22, WNOX 18-12, WKIX 11-9, WAYS 8-8, WISE 4.)

STYX "First Time" (A&M) 13/2
Moves: Up 7, Same 3, Down 1, Adde 2, Z98, 92X, 98KX 2·1, WLAC 22·17, KRQ 28·21
K104f 28·19.

RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arieta) 12/3, Moves: Up 6, Same 3, Down 0, Adds 3, WSQA, WFLB, FM99, 298 d-35, WSQN d-28, WAPE 28-23

WAPE 29/23
JEFFERSON STARSHIP "Girl With The Hungry Eyes" (RCA/Grunt) 12/1
Moves: Up 4, Same 7, Down 0, Adds 1, WCQQ, 297 23-22, KRSP 18-13, KCSN 37 35
BERNADETTE PETERS "Gee Whiz" (MCA) 10/8
Moves: Up 1, Same 1, Down 0, Adds 8, WFIL, 98KX, KEARTH, WSEN FM, KFXM, KRUX,

SHOOTING STAR "You've Got What I Need" (Virgin) 10/2
Moves. Up 1, Same 7, Down 0, Adds 2, 96KX, WNCI, KBEQ 30-28, KEEL on, KCPX on, KRSP on



HOTTEST
..... "And The Beat Goes On" (Solar/RCA) WHISPERS WHISPERS "Stomp!" (A&M)
BROTHERS JOHNSON "Call Me" (Chrysalis) "Off The Wall" (Epic)

NEW & ACTIVE

CHUCK MANGIONE "Give It All You Got" (A&M)
BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown)
CHRISTOPHER CROSS "Ride Like The Wind" (WB)
GAP BAND "I Don't Believe (Oops)" (Mercury)
LIPPS, INC "Funkytown" (Casablanca)
VAUGHAN MASON & CREW . "Bounce, Rock, Skate " (Brunswick)
TAVARES
BEN E. KING "Music Trance" (Atlantic)
AIR SUPPLY
JIMMY RUFFIN"Hold On To My Love" (RSO)
DEPONIES OF A TION OF TO MY LOVE" (RSO)

REPORTING STATIONS:

EAST: WKTU New York NY Paul Zarcone WCAU Philadelphia PA Roy Perry WZZDI Philadelphia, PA Mark Serpas WKYS/Washington DC Donnie Simpson SOUTH: KSET/El Paso TX Chuck Kelly WPEG/Charlotte NC Linn Van Poole WOKF/ Tampa FL Scott Robbins

MIDWEST: WDMT/Cleveland, OH Richie Paletta, WDAI/Chicago, IL, Mary Klug, KJLA/ Kansas City, MO Mark Gelder WEST: KTLK/Denver CO Bruce Bisson, KKCS Colorado Springs, CO, Jed Blakovich, KXTC/Phoenix AZ Alicis Torres KHYT/Tucson AZ Rich Brother Robbin KSFX San Francisco, CA, Jim Smith KilS-FM/Los Angeles, CA, Wagner/Lemos



DAVID SANBORN'S

New Single "Anything You Want"

As performed before millions last week on NBC-TV's "Saturday Night Live"

> Produced by Michael Colina Executive Producer: John Simon Another Sundown Sound Production



on Warner Bros. Records

THE PICTURE PAGES

Gibb Given Birthday Surprise



RSO's Andy Gibb was treated to a surprise birthday party by the label recently at L.A.'s Le Dome restaurant, with label executives and celebrities attending. Pictured (I-r) are Mary Ann and RSO President Al Coury, Chantal Comtouri, Olivia Newton-John (Gibb's duet partner on his new single), Andy Gibb, and RSO's Janis Lundy.

20th Gears Up For R&B Push



20th Century Fox Records recently held a strategy session for its R&B staff at the Sunset Strip home office. Shown at the meeting are (standing, I-r): E. Rodney Jones, Donny Brooks, VP Bunky Sheppard, and Andre Morgan (seated, I-r): Harold Thomas, Carol King, President Neil Portnow, Wendy Grasberg, Maurice Watkins, and Willie Bean.

Atlantic Inks Laurie Beechman



Atlantic Records has announced the pacting of Laurie Beechman to an exclusive world wide contract with a debut LP due later this month entitled "Laurie And The Sighs." Shown are from left: Attorney Mike Rudell, Atlantic VP Jim Delehant, Beechman, producer Roger Probert, and manager Arthur Mann.

St. James Creates Magic



Elektra/Asylum's newly-signed Sylvia St. James is planning an April release for her debut album, "Magic Minstrel," produced by Lenny White and Larry Dunn. Discussing the project are (I-r): E/A VP Oscar Fields, manager Paul Addis, St. James, and E/A Chairman Joe Smith.

CBS UK Artists Gather



CBS Records recently held its mid-yeer National Sales Conference in London and many of the label's British artists were on hand to spice things up. Pictured are (I-r) artists Tim Renwick, Mick Jackson, Judas Priest's K.K. Downing and Rob Halford, Bruce Woolley, the Quick's George McFarlane, Barbara Dickson, the Quick's Col Campsie, After The Fire's Nick Brotherhood, Shakin' Stevens, and After The Fire's Andy Piercey and John Russell.

Spanos Wings Over To Windsong



Detroit's Danny Spanos has just been signed to Windsong Records with a self-titled debut album to be released shortly. The happy people pictured above are (I-r): Livetime Productions' Ray Anderson, Windsong President AI Teller, Spanos, M.A.T. Management's Mark Tobin, and Windsong VP Denny Diante.

THE PICTURE PAGES

Hall & Oates In Carefree Concerts



RCA's Daryl Hall & John Oates are the prize for schools turning in the largest number of Carefree Sugarless Gum wrappers, playing concerts in 20 cities for winning schools as part of a \$1 million Carefree promotion. Past prize groups include Tommy James & the Shondells, the Raspberries, Dr. Hook, the Grass Roots, ARS, and Bo Donaldson & the Heywoods. Pictured in a carefree pose are (I-r, rear) Carefree's Jack McFadden, event coordinator Barry Richards, agent Randy Garelick, and mangaer Tommy Mottola; (I-r, front) Daryl Hall, Carefree's Bob Wienke, and John Oates.

Off Broadway Hit In New York



Atlantic's Off Broadway played New York's Palladium recently. Gathering backstage were (I-r) Atlantic's Susan Stein and Sandi Young, group's John Ivan, Ken Harck, John Pazdan and Bob Harding, Cheap Trick's Bun E. Carlos, Off Broadway's Cliff Johnson, Atlantic Sr. VP/GM Dave Glew, and label's Sam Kaiser.

Grammy Gratitude



Bob Dylan is pictured accepting his first Grammy Award at the recent presentation, as presenters Ted Nugent (center) and Michelle Phillips (right) bear witness.

Rock Video For EMI



EMI Videograms has acquired worldwide rights to Marty Balin and Bob Heyman's original rock video "Rock Justice," as reported earlier in R&R. Pictured at the signing are (I-r) EMI Videograms President Gary Dartnall, Balin, Heyman, and Balin's manager Joe Buchwald.

The Beat Goes On ... TV



Columbia's Beat appeared on "American Bandstand" recently, and following custom, were interviewed by host Dick Clark. Pictured (I-r) are the Beat's Larry Whitman, Clark, and group members Paul Collins, Steve Huff, and Mike Ruiz.

Duet One More Time



At the Grammy Awards, host Kenny Rogers dueted with Donna Summer on a number of the Song of the Year nominations. Both Rogers and Summer were award winners in their own right.

THE PICTURE PAGES

If It's The Beach Boys, It Must Be Summer!



The perennial Beach Boys have just released a new album, "Keepin' The Summer Alive," on Caribou Records. Shown discussing strategy are (bottom, I-r): producer Bruce Johnston and Beach Boys' Carl Wilson; (top, I-r): E/P/A VP AI DeMarino, CBS Records Division President Bruce Lundvall, E/P/A VP Ron McCarrell, E/P/A Sr. VP & GM Don Dempsey, manager Jerry Schilling, and CBS Assoc. Labels VP & GM Tony Martell.

Blondies And Burns Have More Fun



Chrysalis recording artist Deborah Harry (left) of Blondle and George Burns are shown saying goodnight to each other gracefully after the recent Grammy Awards. Both were co-presenters at the awards ceremonies.

RCA & Millennium Fete Tommy James



Millennium and RCA Records recently feted Tommy James, celebrating his debut LP for the labels. Pictured at the reception are, from left: RCA's Jorge Pino and Bob Beranato, Millennium's Beverly Berman, James, RCA's Larry Palmacci, Millennium's Shelly Petrov-Sherman, RCA's Joe Cohen, and RCA VP Jack Chudnoff.

Getting Into Jam



Polydor Records recording group the Jam recently played at the Palladium in New York and were greeted backstage by well-wishing company execs. Shown are, from left: Polydor's Jim Del Balzo, the Jam's Paul Weller and Rick Buckler, Polydor's Randy Roberts, the Jam's Bruce Foxton, and Polydor Executive VP Dick Kline.

Wild & Woolley In L.A.



Columbia Records' Bruca Woolley and the Camera Club recently performed at the Whisky in Los Angeles and were greated backstage after the show by company execs. Pictured are (I-r) Columbia's David Cohen and Greg Phiffer, band members Rod Johnston, Tom Dolby, Dave Birch, Woolley, Nigel Ross-Scott, Columbia VP Ron Oberman, and Columbia's Jock McLean and Ken Sasano.

Flack Honored In Washington



Washington, D.C. raised Roberta Flack was honored recently when her hometown proclaimed February 11 "Roberta Flack Day." After a full day of Washington activities, Roberta is shown at the Mayor's Office accepting an official city proclamation from Mayor Marion Berry (left) while Cotillion Records President Henry Allen looks on.



Black Radio

Bill Speed

Selling Your Station To Advertisers: A Rep's Point Of View

The basic requirement for any radio station is to be successful in selling time to advertisers. Black radio has always had unique problems in presenting itself to accounts, especially big national advertisers, since in many cases the Arbitron numbers have been low and advertisers often assume the station reaches only a limited ethnic audience.

Bernard Howard, who runs his own radio station rep firm, Bernard Howard & Co., specializing in Black radio, has long been aware of these problems. He's been involved in the business for 21 years and his firm is believed to be the first full-scale national radio rep company for Black radio. As he points out, the entire medium of radio always must prove itself to advertisers, and for Black radio the tests are even harder. Below, he offers some suggestions on the best ways to present yourself to the advertisers you're after.

R&R: You've been in the business of selling Black radio stations to advertisers for a long time. What sort of methods have you used to sell?

BH: It's a very simple answer. You must continuously sell the concept of Black radio and the black market. Historically, going back in time, black people always responded to Black radio stations. I don't really believe that has changed to any great degree. They may

"We have to prove our medium. Newspapers don't have to prove it any more, television doesn't have to prove it any more. Radio itself always has to prove it. We in Black radio have to prove it more."

listen to other radio stations but we don't believe they respond to the commercials that other radio stations broadcast. They may like the music. Many stations today are broadcasting hits by black artists; because they are so very popular with both the black and white population, all radio stations play their records, and as a result, black people will listen to other radio stations. However, I think they have a certain loyalty to the Black radio stations because they identify with them and it is more or less their voice

R&R: How much is your company involved with Arbitron's surveying of Black stations? BH: We are involved with them to a great degree. We are continuously trying to work with them, to get them to upgrade the black sampling in many cities. We have convinced them over the past years and showed and proved to them that in certain cities they undercount and as a result affect the ratings. We have gotten them to increase the black sample

R&R: What do you do with a guy who doesn't have the Arbitron numbers to back

BH: In the major cities where they do have top ratings, they never lose sight and we encourage them not to, that they are a Black radio station. Don't try to sell yourself as a general station at the expense of selling your black audience down the river. You are a Black station. You should get every hunk of business that goes into the market, but never lose sight of the fact that you are a Black station, because one day you may not have those numbers. We sell the concept of Black radio appealing to the black market. Most astute advertisers know that some forms of specialized radio do not necessarily get the numbers. They know they can't get the numbers. Most ethnic radio, whether it's Spanish, Black or a foreign language of some sort, they cannot truly be measured. So we sell success

R&R: How do you go about getting an American Airlines, or the large advertisers to invest into a bunch of radio stations that don't necessarily have the numbers or the image?

BH: We get the stations however they can, to measure the number of blacks they see in an airport and watch the people who board American Airlines, and we throw it on their desk. There are other forms of research other than audience measurement. There is research on product categories, the percentages of various products used or consumed by the black population. We do whatever we can to prove to advertisers that blacks are a viable market, a growing market that consumes their products, and there may be greater potential for their product because of the type it is. As far as the airlines are concerned, we continuously work on them, and little by little we've been breaking them.

"A radio station is really as good as its sales manager insofar as selling time is concerned. It's locally that people are able to feel the impact of any radio, especially Black

R&R: What can radio stations do to make themselves available to you?

BH: A radio station is really as good as its sales manager insofar as selling time is concerned. An aggressive sales manager will call on accounts locally - their regional offices, their representatives, their distributors, their dealers. It's locally that people are able to feel the impact of any radio, especially Black radio. They can see the movement in their establishments, the amount of products they are distributing, etc. And a good sales manager gets his local people to scream to the home office or to the parent company or to management to use their radio station.

R&R: At the agency level, what do you see as the main problem keeping most Black stations from getting a fair shake?

BH: Number one, most large agencies are not really sold on radio, per se. The biggest problem we have is getting the advertising agencies to go to their clients and try to convince them that Black radio is a viable medium with great potential. It doesn't pay for them. Major advertisers today use television. They go out and for the same method of putting together a television campaign they make a lot more money and faster. They are not going to knock themselves out asking for a three, four, five hundred thousand dollar budget. They get millions simply by waving their hands and saying television is great. That's one of the reasons why we call our national advertisers direct. We probably call on more na-

tional advertisers direct than all of the radio station representatives combined. We actually go direct to try to sell the concept of Black radio. We have a presentation that we have presented to many advertisers.

It's just hard selling, consistent selling. Unfortunately, we have to prove our medium. Newspapers don't have to prove it any more, television doesn't have to prove it any more. Radio itself always has to prove it. We in Black radio have to prove it more. Once we get an account to expend money, we have to have a pre-campaign and a post-campaign. We have to do merchandising to find out what products are on the shelves now and then after the campaign, how much was sold. Then we go to the advertisers and say here's what happened. We have to do that continuously.

R&R: What would you like to say to some of these radio stations if you could talk to them directly about this problem?

BH: I talk to them all the time, every day. There's nothing new . . . you live in a world where numbers are very important. When we don't have the numbers, we sell without them, and when we have them we sell with them. The only advice I could give is program as best as you can. Stay abreast of everything. Every radio station in the market today competes with each other. Black radio is so successful that every station is competing with them trying to say that they have a black audience. The idea is just to keep programming and making yourself a very good radio station that appeals not only to your market but to everybody. Get the people to listen

Black radio doesn't stand still; like anything else it must move forward and change with the times. The disco movement clearly proved that the whole audience listens to Disco radio, both black and general. There's no reason why a good Black-programmed station cannot have white people listening to them. Why not? We were just the forerunners of it. But today all radio is specialized. Country is specialized, Classical is a specialty, all-News, all-Talk. Today advertisers decide what demographics they want to reach and they invariably consider or buy the station that is going to deliver those demographics. And in the case of Black radio, if its programming reaches a certain age group, the advertisers are going to consider and buy. And the advertisers also know there are certain categories that they want to beam to the blacks as well as other groups of people. Radio has become pretty scientific today.

R&R: What do you think people are going to look forward to in the future in terms of

advertising approaches?

BH: It's becoming more sophisticated as I said. I think I touched upon it a moment or two ago, when I said all radio is specialized. Advertisers are going to look to the research that is going to pinpoint exactly what they are getting: the age groups, the income groups, the ethnic groups. Research will deliver this to them. Sales people, radio station representatives or prime salesmen will be able to present this information to the advertisers. Except it will never replace the personal sell. And the personal sell is where you come in and you sell your specialty. And that's where the concept of selling is concerned.



PRECIOUS POUND - WKYS-FM/Washington, D.C. recently conducted a month-long contest whereby listeners were given clues to the whereabouts of a troy pound of gold (value: \$8000) each morning. Pictured with the winner of the city-wide search (left) is station Music Director and morning man Donnie Simpson.

People

WAOK/Atlanta has named a replacement to fill the vacancy left by former Program Director Doug Harris. He is Norbet Bain from PBS affiliate WHYY-TV (Channel 12) in . Evening personality J.J. Johnson of KDAY/Los Angeles has moved back to mornings . . . A good production person with strong voice capabilities is needed at WYLD/New Orleans. Interested parties are asked to contact Operation Manager Calvin Booker at (504) 822-1945 Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067.

ROBERTA FLACK DAY: February 11 was declared "Roberta Flack Day" in Washington, D.C. with the Atlantic artist being presented with an official city proclamation by the mayor. She was also the subject of a live interview on WHUR, located at Howard University, her alma mater. This marks the second time the city has honored Ms. Flack. The first was April 22, 1972.

Things

COMMUNITY SUPPORT THROUGH SPORTS: WWWS/Saginaw will be traveling with the local high school basketball team to Grand Rapids for the regional championships. According to Program Director Kermit Crockett, the station has received overwhelming response from the local community on behalf of the station's efforts formatted WTJZ/Newport News, VA will be presenting Etta Jones and Houston Person as hosts of the upcoming "Sunday Concert Special" airshow. Each artist will feature samples of their musical works . . .

Pap/Rhythms

HOTTEST

Following are listed in order of their airpley activity

BROTHERS JOHNSON
"Stomp!" (A&M)
LEON HAYWOOD
"Don't Push It Don't Force It" (20th)

PRINCE
"Why You Wanna Treat Me So Bad" (WB)
GAP BAND

"I Don't Believe You Want To Get Up And Dance (Oops!)" (Mercury)
ISLEY BROTHERS

"Don't Say Goodnight" (T-Neck) WHISPERS

"And The Beat Goes On" (Solar/RCA)
DRAMATICS

"Welcome Back Home" (MCA)
GQ

"Standing Ovation" (Arista)
RUFUS & CHAKA
"Any Love" (MCA)
MICHAEL JACKSON
"Off The Wall" (Epic)
L.A. BOPPERS
"Is This The Best" (Mercury)

CLIMBERS

Following are listed in order of their airplay activity

ROBERTA FLACK & DONNY HATHAWAY "You Are..." (Atlantic) 49% of our reporters on it. Added in the South at WANT; climbing at KOKY and hot at WYLD. In the East it's climbing at WWIN and WAMO while hot at WOL, WKND and WDAS. In the Midwest it debuts at KAEZ while climbing at WWWS and hot at WJMO, WAMM and WKWM. Hot at KDAY, KDIA, KDKO, KSOL and KYAC in the West.

RONNIE LAWS "Every Generation" (UA) 49% of our reporters on it. In the East it's in medium rotation at WAMO while hot at WOL. WKND and WDAS. In the South it's climbing at KMJQ and hot at WYLD, WAOK and WGIV. In the Midwest it's in medium rotation at KPRS, WLOU, WAMM, KMJM, WBMX; hot at KAEZ, WJMO, WKWM. In the West it's medium at KDKO and hot at KSOL.

SKYY "High" (Salsoul) 46% of our reporters on it. Medium at KYAC in the West Debuting in the Midwest at KAEZ, while climbing at WJMO, WLOU, KMJM, WKWM, WWWS and WBMX and hot at WDAO. In the South it's climbing at KOKY, WAOK, WDIA, WYLD and WJMI while hot at WKXI. Hot at WWIN and WOL in the East.

RICK JAMES "Come Into My Life" (Gordy) 43% reporting action. In the South it's in medium rotation at WOIC, WYLD and WDIA while hot at WAOK. In the East it's in medium rotation at WOL and WAMO. The Midwest shows it hot at KAEZ with medium rotation at KPRS, WJMO, WLOU, WAMM, WBMX, KATZ and WTLC. Medium at KDKO and KSOL in the West.

NATALIE COLE & PEABO BRYSON "What You Won't Do For..." (Capitol) 43% of our reporters on it. In the West it's climbing at KDIA, KDKO and KSOL. In the Midwest it's in medium rotation at KPRS, WJMO, WAMM, WWWS, KATZ and WDAO while hot at WTLC. In the South in medium rotation at WYLD, WJMI, WOIC; hot at KOKY, WKXI. Hot at WKND in the East.

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 41% reporting action. In the East it's climbing at WWIN and WDAS. Debuting in the South at WANT, while added at WAOK, and in medium rotation at WDIA, KOKY and WGIV with a hot at KMJQ. In the Midwest it debuts at WDAO, while climbing at WAMM, KMJM and WKWM. In the West it's added at KDAY and KYAC while climbing at KLIP.

PEABO BRYSON "Minute By Minute" (Capitol) 41% on it. Hot new record. Debuting in the East at WDAS. Added at WKWM, WTLC, WJMO and WDAO in the Midwest while medium at KMJM and KAEZ and hot at WLOU. New in the South at WJMI, WYLD, KOKY and WGIV, while climbing at WKXI. New at KDIA and in medium rotation at KLIP in the West.

YELLOW MAGIC ORCHESTRA "Computer Game" (Horizon/A&M) 38% reporting it. In the East it's climbing at WWIN and WOL. Climbing at WYLD and KMJQ while hot in the South at WAOK, KOKY and WANT. In the Midwest it's in medium rotation at KAEZ, KMJM, and WBMX while hot at KATZ. Climbing at KSOL and KDAY while hot at KDIA in the West.

WHISPERS "Lady" (Solar/RCA) 38% on it. Medium in the East at WWIN, WOL and WKND, while hot at WDAS. In the South it's climbing at WYLD and WGIV; hot at WDIA. In the Midwest, it debuts at WDAO, while climbing at WKWM and WJMO and hot at KMJM. In the West it's in medium rotation at KYAC and KDAY while hot at KLIP.

BAR-KAYS "Today Is The Day" (Mercury) 38% of our reporters on it. In the East it's in medium rotation at WOL and WKND. In medium rotation in the South et WOIC and WJMI; hot at WKXI and WDIA. In the Midwest it's medium at KMJM, WJMO and KPRS while hot at WDAO. In medium rotation at KDIA. KDKO KSOI, KYAC in the West

while hot at WDAO. In medium rotation at KDIA, KDKO, KSOL, KYAC in the West.

SYLVESTER "You Are My Friend" (Fantasy) 38% on it. Added in the East at WOL and WKND while climbing at WDAS. In the South it's new at WANT and medium rotation at WGIV, KOKY and WOIC while hot at WAOK. In the Midwest it's new at WAMM; climbing at KPRS, KATZ and WKWM, while hot at WDAO. New at KSOL in the West.

FATBACK BAND "Gotta Get My Hands On Some..." (Spring/Polydor) 38% reporting it. New in the Midwest at KPRS, WKWM, WBMX and WDAO, with medium rotation at WLOU, WWWS, KATZ and WTLC. Medium in the South at WGIV, WAOK, WDIA, WKXI and WJMI. Debuts in the East at WOL.

and WJMI. Debuts in the Eest at WOL.

TERI DeSARIO w/KC "Yes, I'm Ready" (Casablanca) 35% of our reporters on it. In medium rotation at WAMO in the East. New in the South at WANT with medium rotation et KMJQ while hot at WAOK and WYLD. In the Midwest it's new at WTLC; medium at

WBMX and WAMM and hot at WDAO and WLOU. In the West it's medium at KDIA, and KSOL while hot at KDAY.

PHYLLIS HYMAN "Under Your Spell" (Arista) 35% on it. In the East it's new at WAMO with medium rotation at WOL, WDAS. Debuting in the South at WAOK; climbing at KMJQ and WOIC. In medium rotation in the Midwest at WDAO, WBMX, KMJM, WJMO, and KAEZ. Added in the West at KYAC while hot at KLIP.

BEN E. KING "Music Trance" (Atlantic) 35% of our reporters on it. In the South it's in medium rotation at WYLD, WKXI, WDIA, KMJQ and WGIV with hot rotation at WJMI. In the Midwest it's climbing at KATZ, WKWM, KMJM and WAMM and hot at WWWS. In the East it's climbing at WOL and hot at WDAS.

WEBSTER LEWIS "Give Me Some Emotion" (Epic) 32% of our reporters on it. In the East it's in medium rotation at WOL and hot at WWIN. New in the South at WDIA with medium rotation at WYLD and WJMI. In the East it's in medium rotation at WOL and hot at WWIN. In the Midwest it's in medium rotation at WDAO, WBMX and WKWM while hot at WTLC and WLOU. Added at KSOL while climbing at KDIA in the West

hot at WTLC and WLOU. Added at KSOL while climbing at KDIA in the West.

CON FUNK SHUN "Got To Be Enough" (Mercury) 32% on it. in the West it's climbing at KLIP. In the Midwest it's new at WDAO and WKWM; climbing at WJMO, WWWS and WTLC. Added in the South at WANT while climbing at KOKY, KMJQ, WKXI and WJMI. In medium rotation at WDAS in the East.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 32% on it. Added in the East at WAMO, WKND and WDAS. Added in the South at WOIC and WAOK; medium at WKXI, WDIA, KOKY and WGIV. New in the West at KDAY while climbing at KLIP and KDKO.

NEW & ACTIVE

SISTER SLEDGE "Reach Your Peak" (Cotillion) 30% of our reporters on it. Hot new record. A favorite album cut. Added in the East at WDAS, while in hot rotation at WAMO. Medium rotation in the South at WKXI while hot at KMJQ. Hot in the Midwest at KATZ, WAMM, KMJM and KPRS while medium at WBMX. In the West it's in medium rotation at WDIA and hot at KDKO.

SHALAMAR "Right In The Socket" (Solar/RCA) 30% of our reporters on it. Another hot new record. Added in the East at WDAS while climbing at WKND and hot at WWIN. In the South it's added at WGIV, WAOK, KMJQ and WJMI. Added in the Midwest at WKWM and KMJM, and climbing at WJMO. Added at KDAY in the West.

RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 30% of our reporters on it. Added in the East at WOL. Added in the South at WYLD and WGIV with medium rotation at WJMI and KOKY and hot at KMJQ. New in the Midwest at WBMX and WDAO while climbing at WTLC and WLOU. Climbing at KDIA in the West.

MERRY CLAYTON "Emotion" (MCA) 24% of our reporters on it. Added in the West at KDAY while climbing at KLIP and KDKO. In the Midwest it's in medium rotation at WTLC and KPRS while hot at WLOU. Climbing in the South at KMJQ. In the East it's climbing at WKND and WOL.

AL JOHNSON w/JEAN CARN "I'm Back For More" (Columbia) 24% of our reporters showing it. Added in the East at WKND; climbing at WOL. In the South It's in medium rotation at WYLD and WGIV while hot at KOKY. Debuting in the Midwest at WDAO while climbing at WLOU and KPRS. Climbing in the West at KYAC.

SLAVE "Foxy Lady" (Cotillion) 24% showing action. In the West it's in medium rotation at KDAY and hot at KLIP. Added in the Midwest at KMJM while climbing at KATZ, and WDAO. Climbing in the South at WKXI and WAOK while hot at WGIV. Climbing in the East at WKND.

PRESSURE "Can You Feel It" (LAX/MCA) 24% showing action on this one. Added in the Midwest at WAMM; medium at KMJM and WKWM and hot at WTLC. In the South it's new at WAOK and WGIV while hot at KMJQ. In the East it debuts at WKND while climbing at WOL.

JAZZRADIO

HOTTEST

Following are tested in order of their expla	• BC Byrty
CHUCK MANGIONE	Fun And Games (A&M)
	"Give It All You Got"
DAVID SANBORN	Hideaway (WB)
GROVER WASHINGTON JR	Skylarkin' (Motown)
	Various Cuts
HIROSHIMA	Hiroshima (Arista)
	Various Cute
CEDAR WALTON	Soundscapes (Columbia)
CII SCOTT HERON & SPIAN IN CHOOSE	Various Cuts
GIL SCOTT-HERON & BRIAN JACKSON	····· 1980 (Arista)
	· · · · · · Various Cuts
AHMAD JAMAL	Genetic Walk (20th)
***************************************	Various Cuts
WILBERT LONGMIRE With All N	V Love (Tappan Zee/Columbia)
• • • • • • • • • • • • • • • • • • • •	Various Cuts
RON CARTER	. Pick-Fm (Milestone/Fentage)

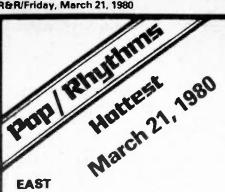
NEW & ACTIVE

CHICO HAMILTON Nomad (Elektre)

Various Cuts

SPYRO GYRA Catching The Sun (MCA)

EAST: WRVRINew York, NY, HerschellPrescott. WHUR/Weshington, O.C., Jesse Faz, WEARABeltimore, INC. Cheurcey, Lewis, WYBC/New Haven, CT, Eric Strauss. BOUTH: WCRUAttents, GA, Requeye Ward. WTJ2: Newport. News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant, WJZZ/Detroit, Mt, Dorlan Paster. WEST: KADN/Denver, CO, Chuck Edwards. KRE/Berkeley, CA, Hal Jackson. KKGO/Loe. Angelee, CA, Monica Riorden, KJLH/Loe Angelee, CA, Lewrence Tanter.



Regionalized Adds & Hots

SOUTH

Brothers Johnson

Whispers

Islay Brothers

Leon Heywood

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

Brothers Johnson

WEST

Roberta Flack/Donny Hathaway

WWIN Baltimore, MD Curtis Anderso

ADDED Odyssey Kleeer Sugar Hill Gang "Here" Roberta Flack/Donny Hathawa Roberta Flack/Donny Hath
"Stay"
Alton McClain & Destiny
Le Pamplemousse
GQ
HOTTEST
Manhattens
Leon Haywood
Trussel
Skyy
Brothers Johnson
Ray, Goodmen & Brown
"Inside"
Lou Rawis "Ain't"

Lou Rawls "Ain't Wabster Lewis Soft Tones Shelamer "Right

WXYV Baltimore, MD Larry Wilson ADDED None
HOTTEST
Whispers
Spinners
Ray, Goodman & Brown
Isley Brothers
Shalemar
Brothers Johnson
Leon Haywood
Sister Sledge
Yellow Magic Orchestra WAMO Pittsburgh, PA Ken Allen

ADDED Rendy Brown Teena Marie Phyllis Hymen "Spell" M'Lady Sharon Paige Isaac Hayes Lakeside

HOTTEST Whispers Rey, Goodman & Brown Spinners Vaughan Mason & Crew Kool & The Gang Tavares
Harold Melvin & Bluenotes
Sister Sledge
L.A. Boppers
Dramatics

WBLS New York, NY Hal Jackson/Fre

ADDED Rupert Holmes Stephanie Mills

HOTTEST HOTTES!
Brothers Johnson
Leon Heywood
Vaughen Meson & Crew
Bobby Thurston
Invisible Men's Band WOL Washington, DC Bob Scott

ADDED Fatback Band Sylvester Invisible Man's Band Raydio HOTTEST Ronnie Laws Kool & The Gang Leon Haywood LA. Boppers Roberta Flack/Donny Hethaw

Gep Band Drametics Skyy Kinsman Dazz Brothers Johnson WKND

ADDED Sylvester Randy Brown Al Johnson Lenny White Lenny write
Pressure
Manhattans
HOTTEST
Kool & The Gang
Vaughan Mason & Crew
Whispers
Rey, Goodman & Brown Rey, Goodman & Brown Brass Construction Ronnie Laws Roberta Flack/Donny Hathaway

Leon Haywood Brothers Johnson Natalie Cole/Peabo Bryson

WDAS edelphia, PA

Philedelphia, PA
Joe Tamburro
ADDED
Shalamar "Socket"
Sister Sledge "Peak"
Peabo Bryson
Billy Preston & Syreeta
Nareda Michael Walden
"Toninht" "Tonight

Spyder Turner Randy Brown David Simm Asphalt Jungle

FAST

Leon Heywood

Brothers Johnson

HOTTEST HOTTEST
Brothers Johnson/Gap Ban
(tied)
Vaughan Mason & Crew
Isley Brothers
Leon Haywood
Kool & The Gang
Roberta Flack/Donny
Hathanan Roberta Flack/De Hathaway Whispers "Lady" Rufus & Chaka Ben E. King Ronnie Laws

KATZ St. Louis, MO Earl Parnell

ADDED Jimmy Ruffin Jerry Knight Lou Rawls "Blessing

HOTTEST Whispers
Vaughan Mason & Crew
Sister Sledge
Dramatics
Rufus & Chaka
Kool & The Gang
Yellow Magic Orchestre
Gap Band
Prothers Johnson Brothers Johnson One Way

WEST.

Denver, CO John Anden

KDKO

ADDED

HOTTEST

Perliament Sister Sledge Vaughan Mason & Crew Ray, Goodman & Brown Donna Summer Roberta Fleck/Donny Ha Michael Jackson

Brothers Johnson

son Haywood

KDAY Los Angeles, CA Steve Woods

ADDED
Merry Clayton
Smokey Robinson
Randy Brown
Shalemar "Right"
Jermaine Jackson
George Duke
Chapter 8
Stone City Bend

HOTTEST
Isley Brothers
Brothers Johnson
Rufus & Cheke
L, A Boppers
Gep Bend
Spinners
Ceptain & Tennille
GQ
Roberts Fleck/Don

Roberta Flack/Donny Hathaway Teri OeSarlo w/KC

ADDED

HOTTEST

WDAO Dayton, OH Turk Logan

Grey & Hanks Mass Production Al Johnson

Gap Band Brothers Johnson Bar-Kays Leon Haywood Shadow Skyy GQ Prince

Teri DeSarlo w/KC Sylvester

ADDED Peabo Bryson Damon & Denita Side Effect Teri DeSario w/KC

WILC

Jay Johnson

HOTTEST

MIDWEST

Veughen Mason & Crew

Brothers Johnson

Whispers

Gep Band

ADDED Side Effect ADDED Lakeside Lakeside
Whispers "Lady"
Dionne Warwick "After'
Manhettans
Con Funk Shun
Fatback Band
Peabo Bryson
Patti Labelle
Smokey Robinson
Raydio
Patrice Rushen "Let" HOTTEST Invisible Man's Bend Vaughan Meson & Crew Brides Of Funkenstein Jermaine Jacks

WBMX Chicago, IL James Alexander

Spinners Chuck Manglone

ADDED Fatback Band Raydio

HOTTEST
Gap Band
Shalamar
Isley Brothers
Kenny Loggins
Veughan Mason & Crew
Leon Heywood
Brothers Johnson Harold Melvin & Blo Kool & The Gang

HOTTEST Brothers Johnsor Fat Larry's Band Pressure Webster Lewis Lou Rawls "Sit" Slave "Ready"
Natalie Cole/Peabo Bryson
Clifford Coulter Spinners WLOU Louisville, KY Bill Price

> ADDED Sharon Paige Eagles

HOTTEST
Gap Band
Brothers Johnson
Vaughan Mason & Crew
Teri De Sario w/KC
Natalie Cole/Peebo Bryson
Donna Summer

WKWM Grand Rapids, MI Frank Grant

ADDED ADDED
Con Funk Shun
Shalamar "Right"
B.T. Express
Jerry Knight
Fatback Band
Wilson Pickett
Patti Labelle
Peabo Bryson

HOTTEST

Chapter 8 Whispers Gap Band Brothers Johnson Vaughan Mason & Crew Parliement Ronnie Laws Roberta Flack/Donny Hathaway Silk Vernon Burch

ADDED Shalamar "Right" War Blondie Two Tons O'Fun Mess Production Narada Michael Walden "Tonight" Crown Heights Affair

Crown Heights Affe Sleve HOTTEST
Whispers "Lady"
Isley Brothers
Shalemer "Second"
Gap Band
Kool & The Gang
Leon Haywood
Brothers Johnson
Sister Sledge
Michael Jackson
Dramatics **Dramatics**

WAMM
Fint, MI
Enoch Gregor
ADDED
Lenny White
Sylvester
Pressure
Bobby Thurst
Dramatics
Leon Haywoo
HOTTEST
Veughen Mas Veughan Mason & Crew Whispers Kool & The Gang Ray, Goodman & Brown Donna Summer

Oklahoma City, OK Steve Scott

ADDED ADDED Skyy Leon Haywood Lenny White Roberta Flack/Donny Hathaway Hathaway Sharon Paige Harold Melvin &

HOTTEST Prince Angela Bofill "Try/What" Mighty Fire Alton McClain & Dostiny Rick James Parliament Donna Summer Ronnie Laws David Sanborn Chuck Mangior

ADDED Ray, Goodman Peabo Bryson odman & Brown

HOTTEST Whispers Vaughan Mason & Crew Ronnie Laws Kool & The Gang Roof a the Gang Dramatics Ray, Goodman & Brown Roberta Flack/Donny Hathaway Gap Band Parliament Brothers Johnson

KPRS Kansas City, MO Dell Rice

ADDED Nareda Michael Walden Heath Brothers Clifford Coulter Clifford Coulter
Kenny Doss
George Duke
Ray, Goodman & Brown
Alton McLain & Deetiny
Fatback Bend
Herbie Hancock
Jimmy Ruffin
Dionne Werwick Wee Gee Wee Gee
HOTTEST
Whispers
Kool & The Geng
Patrice Rushen
Silk
Vaughan Meson & Crew
Tavares
Sister Sledge **Drematics** Spinners Brothers By Choice

SOUTH .

DOM

ADDED Oscar Perry

HOTTEST n Mason & Crew Vaughan Mason & Whispers Parliament Brothers Johnson Ber-Kays Natalie Cole/Peabo Bryson Leon Haywe

ADDED Raydio Manhattans Peebo Bryson Invisible Man's Band Jimmy Ruffin

HOTTEST Whispers
Vaughan Mason & Crev
Roberts Flack/Donny H
Teri DeSerio w/KC
Brothers Johnson
Parliament
Ronnie Laws Gap Band

WOIC Columbia, SC Bob Walters

ADDED Phyllis Hyman Wilson Pickett Chuck Cissel Dionne Warwick
Avs Cherry
Rendy Brown
Mass Production
Sylvester
Ceptain & Tennille

HOTTEST Prince Kool & The Geng Sheismer Michael Jackson Isley Brothers Ray, Goodman & Brown Vaughan Mason & Crew Gap Band Brothers Johnson WJMI Jeckson, MS

ADDED

HOTTEST
Michael Jackson
Brothers Johnson
Leon Haywood
Gap Band
Prince
Ben E. King
Teddy Pendergrass
Vaughan Mason & Crew Lou Rewis Rufus & Chaka

KMJQ Houston, TX Jack Pattersor

ADDED
Deniece Williams
Shalamer "Right"
Two Tone O'Fun
Narada Michael Walden
"Tonight"
Sister Sledge "Reach"
Mass Production
Blondle

War Crown Heights Affair HOTTEST
Brothers Johnson
Ray, Goodman & Brown
Shalemer "Second"
Isley Brothers
Whispers
Smokey Robinson "Clock"
Gap Bend

Pressure Sister Sledge "Got" Raydio

KOKY Little Rock, AR Jimmy Bmith

ADDED Peebo Bryson Side Effect Wee Gee

HOTTEST Brothers Johnson Yellow Magic Orchestra Leon Haywood Rufus & Chaka GQ GQ Dramatics Natalie Cole/Peabo Bryson Al Johnson Invisible Man's Band Isley Brothers

WGIV

ADDED
Shalamar "Right"
Lippe, Inc.
Peabo Bryson
Narada Michael Walden
"Tonight"
Pressure
Raydio
Triple S Connection

HOTTEST HOTTEST
Brothers Johnson
Rufus & Chake
Lou Rawis "Blessing"
Slave "Foxy"
Michael Jackson
Brides Of Funkenstein
Prince
Ray, Goodman & Brow
Ronnie Laws
Isley Brothers

WDIA Memphis, TN Ron King

ADDED

HOTTEST Anne Peebles Little Milton Bobby Bland Bar-Keys L.V. Johnson isley Brothers Spinners Leon Haywood Whispers "Best/Lady"

WANT Richmond, VA Ben Miles

ADDED Roberta Flack/Donn Mess Production Smokey Robinson Con Funk Shun Brides Of Funkenstei Jimmy Ruffin Jimmy Ruffin Jean Carn Ahmad Jamal Pleasure Teri DeSario w/KC Sylvester

HOTTEST HOTTEST
Brothers Johnson
Controllers
Parilament
Gep Band
Taveres
Vaughan Mason & Crew
Chuck Cissel "Hot"
Norms Jean
Yellow Magic Orchestra

ADDED Asphelt Jungle Pressure Lenny White Randy Brown Lakeside Deniece Williams Glants Glants
Smokey Robinson
Andrae Crouch
Sister Sledge "Peek"
Shalamer "Right"
Grover Washington Jr.
Stone City Bend
Tavares
Kleeer
Phyllis Hyman "Spell"
Fatback Bend
Teene Marie
War
Love Unfilmited Love Unlimited Narada Michael Walden

HOTTEST ers Johnson Rick James Ronnie Laws Chuck Mangi Controllers Yellow Magic Orchestre

WVEE Atlanta, GA Atlanta, GA Scotty Andre ADDED

HOTTEST Whispers Spinners Ray, Goodman Isley Brothers Shalamar drothers Johnson Leon Haywond Sister Sledge Yellow Magic Orchestra

WHRK Memphie, TN Ron Olson ADDED

HOTTEST

Whispers
Spinners
Ray, Goodman & Elsley Brothers
Shalamar
Brothers Johnson
Leon Maywood
Siason Stadios Sister Siedge Yellow Magic Orchestra KLIP Fresno, CA Mike Anthon

ADDED
Jackie Moore
Herbie Hencock
Kenny Doss
Chocolate Jam Company
Alton McClain & Destiny Dayton "Let Go"

HOTTEST Slave L.A. Boppers Brothers Johnson Shadow Jermaine Jackson KSOL Sen Meteo, CA J.J. Jeffries

ADDED

Islay Brothers Webster Lawis Sylvester

HOTTEST
Vaughan Meson & Crew
Brothers Johnson
Spinners
Parliament
Whispers
Roberta Flack/Donny Hathawlay Gap Bend Ronnia Las nie Laws Dramatica Leon Haywood

KYAC Seettle, WA Robert L. Scott

ADDED Phyllis Hymen Ben E. King Smokey Robinson Ray, Goodman & Brown

L.A. Boppers Raydio Roberta Flack/Donny Hathaway KDIA Oekland, CA Jerry Boulding

ADDED Jermaine Jackson Triple S Connection Peabo Bryson Lipps, Inc

HOTTEST Whispers
Brothers Johnson
Parliament
Ray, Goodman & Brown
Vaughan Mason & Crew
Michael Jackson
Roberts Flack/Donny
Hathaway Spinners Tavares Yellow Magic Orchestra

HOTTEST Dramatics GQ Gap Bend Harold Melvin & Bluenotes

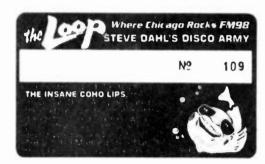


Jeff Gelb-

AOR Radio Recruits Rock 'N' Roll Armies

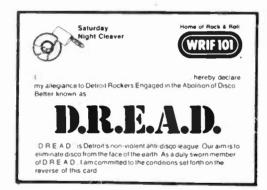
The U.S. Government may be having trouble finding recruits for its army and navy, but AOR radio isn't. Nationwlde, AOR radio is busily recruiting listeners into legions of rock 'n' roll supporters

In the following conversations, AOR programmers give tips to other stations which may be interested in starting similar organizations. Interestingly, the first station to begin such a group, WLUP/Chicago, has let it fall by the wayside, while others recount stories of incredible amounts of listener interest in the idea



Mitch Michaels, PD WLUP/Chicago

"We were probably the first radio station to start an anti-disco, pro-rock 'n' roll organization with Steve Dahl's 'Insane Coho Lips Army.' We haven't used that as a promotional tool for the station basically because of the negative publicity surrounding our one big Coho Lips rally at Comiskey Park. 'Disco Sucks' was such a negative; we had to turn it into 'Chicago Rocks.' But we've let it slide as a promotional tool.



Tom Bender, PD WRIF/Detroit

"We now have over 100,000 DREAD cards in people's hands. They can mail in for them, get them at a local ticket office, or from the jocks themselves at concerts and guest appearances.

"We were faced with the same problem as the other early anti-disco groups: how to turn it around and make it a positive statement. Our answer was to make DREAD an economic-based organization: we help our listeners save money. The jocks announce discount tie-ins with our advertisers. We also use the cards for no-cover nights at clubs, and for money off from concert tickets

"We just brought out our first semi-regular DREAD newsletter, which went to about 25,000 members. It offered additional information on the station and the organization, with pictures of past DREAD events.

It's important that it continue to be another point of identity with the station. That's our goal in terms of DREAD being a viable marketing tool for WRIF. Whether we have to go to major events the size of the Comiskey Park thing, I don't know I don't think the size of the event is as important as the continuous nature of the service we're offering our listeners, to help reduce their cost of living.



Beau Phillips, PD KISW/Seattle

"We were the second station in the country to do a disco destruction thing once Dahl did it at The Loop. Steve Slaton (KISW MD) was onstage at a sold-out Kansas show and swore in 15,000 people at the same time. We printed an initial 15,000 and it cost us maybe \$350. We also gave away 9000 at a Cars concert. We'd prepromoted it on the air, telling listeners to look for the guys in the KISW T-shirts, and that we'd be handing out the cards. We were mobbed when we got there; it was like we were giving out free money. They could also send a self-addressed envelope for the card, and for six months, we were getting upwards of a hundred requests a day. Not only would they send the envelopes, but they'd tell us how much they liked the station. Now we distribute the cards through four local Tower record outlets

'In one of our most recent promotions, we were giving away Tom Petty/KISW tuxedo jackets to the first 2000 people to show us their cards at a recent Petty concert. We've also taken over discos for rock dances and private parties.

"Aside from the card's value for those sorts of promotions, there are a bunch of phone numbers on the back of the card, with concert promoters' numbers, or concert halls, and various service organizations

"The success of the promotion points out that a lot of people are starting to develop a strong loyalty for rock. The club makes them feel like, 'Hey, that's my station. They're talking to me. It lends a real feeling of camaraderie.'

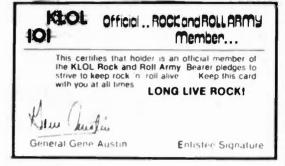


Bobbin Beam, MD WLPX/Milwaukee

'We offer both the card as well as a pin. The cost for both is 50 cents, and we ask listeners to sign up for them with name, address, phone number and age at various locations around town. We use that data for station research later on, callouts for lifestyle research and so on.

'Spontaneously, we'll announce 'Rock 'n' Roll Air Force' specials on the air: show your card for discounts of all sorts. We even sell cars on this thing: a thousand off a new Trans Am at a local dealership when you show your card or pin

"But, beyond the discounts and the research we can do with the group, the whole concept is to promote rock 'n' roll. We go out to concerts and do rock 'n' roll 'maneuvers' and chants. It not only promotes rock 'n' roll but promotes WLPX as the rock 'n' roll radio station; it's the perfect image builder for the station.'



Vanessa Cargo, MD **KLOL/Houston**

"Since the organization started last September, we've recruited approximately 14,500 members, by asking them to send us a postcard or letter with their names and addresses. We mail back a bumper sticker and the card

"For awhile we were also sending out cryptogram translators. We put together a code sheet of 101 numbers. Each had a word associated with it. Then we'd have rock 'n' roll army messages on the air, like 44-6-101, which is 'Vanessa rocks on 101.' People with the decoders would call in to translate the message to win tickets and other prizes

"In the past we've done discount things with record stores and sponsored \$1.01 concert admissions for those with the cards. Right now we've organized a 'party patrol' using our van. We made arrangements with Lone Star beer where we get ten cases of beer each Saturday. Then we ask card-carrying members to call and tell us where they'll be partying for the weekend, and the van cruises by the parties and drops off the beer. That's a tangible reason right there to own a card. They're very much in demand; the Houston kids love them."



Tommy Hadges, PD WCOZ/Boston

"We printed 50,000 on heavy plastic at a station cost of around \$4000. We incurred the additional expense of making them out of plastic because when we do anything that's tied in with the station's call letters, we have to make it look good enough that listeners will take it seriously. They are as close as possible to the size and weight of a regular credit card. We've distributed them through retail stores and also by the WCOZ van.

'To enhance the prestige of having one of the cards, we ask the listener to fill out an application for it, including name, address, phone number and age. To just distribute them without having them fill out the form doesn't make them feel like the card is going to be really important to them, and those are the kind of cards that get chucked out.

"The cards are used in a continuous promotional campaign. For example, every week our MD Bob Slavin gets together with the merchandising people at Strawberry Records to decide on a

Continued on Page 41

left Gelb

AOR Radio Recruits Rock 'N' Roll Armies

WCOZ album of the week. It's a new album we like that the store can get, which is offered at a substantial discount to people with the card in their hands. Or we'll use it for specials like a free electronic flash with the purchase of a camera, or a free cartridge with the purchase of a stereo. The cards are numbered, and we occasionally run contests on the air tied in to the person calling in to identify himself as the holder of that numbered card. We also offer 'a table in Paradise,' which gives tickets and a couple of drinks to cardholders at a local club

As good as the cards are for the retailers as station tie-ins, it's vitally important that the station is ready and able to deliver the goods with continuous promotions. Our promotions encourage the club members to keep the cards in their pockets, and to use them as often as they can. When they do that, it's good for us: the logo becomes a part of their brain, and that's when the real psychological loyalties to the station can be cemented.

DECLINES W4 OFFER

Still Upped To Station Manager At WIOT

Just after accepting an offer to become Assistant PD and Music Director at WWWW/Detroit, WIOT/Toledo PD Pat Still has decided to decline the offer to remain with WIOT in a new position, as Station Manager

Still explained, "I was into going to Detroit. It was going to be fun, and I was psyched up to work with Dick Hungate. But unexpectedly, our AM sister station's GM was let go and my GM (Dan Dudley) was upped to VP of the company. which left a vacancy for a station manager. They offered me the job, along with some other things down the road with the company that I can't talk about right now.

'Careerwise for me," Still continued, "it was an up in salary. And, I had expected to get into management perhaps five or six years down the road. Here it is in my lap right now.

Still's PD successor at WIOT has been named: he is Terry Sullivan, who is being upped from the station's Assistant PD post

Meanwhile, W4 PD Hungate commented, "Needless to say, it was disappointing to everyone. All I can do is take Pat's word for it that he had no knowledge to the impending changes at WIOT when he accepted the position at W4. We're now looking at several really fine PD's and MD's who are very interested in the post. We expect an announcement shortly."

EVOLUTION

Lyn Corey has been named PD at WZZO/ Allentown. New jocks at the station are Ellie Richman, Dale Hendrix and Steve McKnee . . . Dave Logan has been named PD at WLAV/Grand Rapids, from WLUP/Chicago . . . WBCY/Charlotte PD John Lambis exits today (3-21) . . . WBIR-FM/ Robinson has joined WLUP/Chicago for promo-Philadelphia from WWCK/Flint. (so that's what became of him) . . . Craig Martin has joined KFMG/Albuquerque from KQWY/ Casper for nights. Dave Owens has exited KFMG for an airshift at 91X/San Diego.

PROMOTION OF THE WEEK We will pay

PAID AIR PERSONALITY KWST/Los Angeles is using these billboards to advertise its current promotion, which will pay a winning listener \$10,000 to do an hour airshift on the station (that's \$166.67 per minute)

David Lee Roth of Van Halen announced the promotion, which is being held in conjunction with University Stereo, Wherehouse Records, and May Co. Listeners are asked to record a three-record music segment, along with a backannounce and a live commercial. University Stereo will make available special recording facilities for those who have none at their disposal. Six finalists will be picked to perform hourlong airshifts, and a panel of judges will determine the winner from those shows. Second place winner receives a check for \$1006, and the other four finalists will receive \$106 checks.

By the way, the station has taken steps to insure that no competing stations will have jocks auditioning for the shift, by stating "Any person who has worked on-air at a commercial radio or TV station is not eligible."

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.

Knoxville has changed calls to WIMZ. No format change ... Former WSHE/Miami MD Michele . Rosie Pisani has been upped to Promotions Director at WLIR/Long Island from account exec . . . WSMU-FM/Starkville plans to automate its music but not its jocks ... Dennis Steele has been appointed Production Director for WYSP/Philadelphia from WWCK/Flint . . "Eddie Haskell" is now doing middays at WHCN/Hartford

UPDATE

WRVR/New York drew a record crowd to the Central Park skating rink for a skating party with music accompaniment . . . Bloomington Mayor Frank McCloskey moonlighted as morning man on WBWB recently as part of the station's Heart Fund Celebrity Racquetball Challenge, . WLUP/Chicago which netted more than \$9000. is the sole Chicago ticket outlet for seats to an upcoming return engagement by the Who. However, WMET Promotion Director Jeff Bierig reported that his station has purchased some of the much sought-after tickets for giveaways. Meantime, the Who will also appear in Denver, where host sta tion KBPI will send a "Magic Bus"-load of listeners to the show and a special after-concert party, hopefully with the group . . . 203 stations are already committed to run a Source concert featuring Mercury's Rush. Also coming up is a concert by George Thorogood . . . Meantime, coming up on the ABC FM network is "Supergroups In Concert" featuring Chrysalis's Blondie . . . KTIM/ San Rafael celebrated International Women's Day with features on women in the arts. Included were special interviews with Grace Slick and Suzi Quatro, along with guest airshifts by WBCN/ Boston's Kate Ingram, KSJO/San Jose's Sheila Rene, and former KSAN/San Francisco air personality Beverly Wilshire. Only women airstaffers were on KTIM for that day. . To celebrate the first warm weather Wheeling's had in months, WOMP-FM offered free albums to the first woman showing up at the station wearing a bikini. After the winner collected her prizes, she displayed her gratitude by taking off her bikini, autographing it and leaving the station - totally nude must be something about living in Wheeling: competing WCPI has started a promotion involving a 'cash flasher," who hits the streets asking people which station they listen to. If the response is WCPI, he'll open his coat to reveal one of six packs of money all covered with a one dollar bill. They get to keep the pack of money they pick . lege AOR WMHW/Mt. Pleasant, MI made up 91 Marshall Tucker cowboy hats to give to listeners in commemoration of the Warner Bros. group's local concert. One of the hat winners also received dinner for two at an area restaurant . . . WILS-FM/Lansing's 24' x 12' mylar logo backdrop was stolen by local college students, who are "ransoming" it. The station has yet to hear what the demands will be for the backdrop's safe return WTUE/Dayton is a new Superstars client station

KY 102/Kansas City air personality Randy Raley did a guest DJ stint on WXLP/Davenport during a recent trip back to his old stomping grounds; Raley is a former WXLP jock . . . Among the items to be auctioned in W4/Detroit's Rock Benefit Auction for MS are Ted Nugent's guitar, autographed Tom Petty albums, and a tour backdrop from Journey . . . KQFM/Portland just held its first Video Cassette Party for listeners at a local tavern. A video of Blondie's "Eat To The Beat" album provided entertainment for the listeners at no cover charge . . . Congrats to KFMG/ Albuquerque MD Carey Curelop and wife Susan on the birth of their new daughter Jessica.

COMING NEXT WEEK: KROQ/Pasadena, always noted for playing radio by its own rules, has recently begun to create its own music. Next week we'll speak with the station's Darryl Wayne and Jed Gould about the two album projects they coordinated for the station.

CONCERTS&CONVERSATIONS

RADIO-TV SIMULCASTS: KZEL/Eugene presented AC/DC, Beat, Michael Nesmith, Triumph, City Boy. PRESENTATIONS: ZETA 4/Miami presented

Steppenwolf for 95 cents. RADIO CONCERTS: D.L. Byron on WLIR/Long Island ... Lene Lovich on WBCN/Boston ... Off Broadway, Blackfoot, UFO on WLUP/Chicago.

GUEST DJ'S: Shooting Star on KSAS/Kansas City

CONVERSATIONS: Billy Joel, Ted Nugent on WKLS/Atlanta . . . Billy Joel on WNEW-FM/New York ... Madness, David Sanborn on KTIM/San Rafael . Suzanne Fellini, Jeff "Skunk" Baxter on WSMU-FM/ Starkville.



NEW HAIRLESS WOLF REVEALED — When Peter Wolf of EMI America's J. Geils Band visited WMMS/Cleveland he astounded staffers by displaying his new hairless torso and face, as well as the band's new album. Pictured (I-r) are EMIA-UA's Clay Baxter, EMIA-UA's National AOR Promotion Director Ken Benson (back), WMMS PD John Gorman (front), Wolf, WMMS MD Kid Leo.

Chart

Album Airplay/ 40

March 21, 1980 BOB SEGER & 12 4 PINK FLOYD 1 1 2 2 3 3 HEART LINDA RONSTADT 12 4 BILLY JOEL 19 22 8 JOURNEY 4 5 J. GEILS BAND..... 6 2 3 TOM PETTY & THE 5 7 7 RUSH 14 11 12 PRETENDERS..... 10 20 19 11 WARREN ZEVON..... 11 37 21 14 12 ELVIS COSTELLO & 17 16 13 13 CLASH 9 9 9 KNACK..... 14 3 6 10 15 DAN FOGELBERG NAZARETH 15 13 16 22 20 17 ROBIN TROWER 17 BABYS 7 8 18 18 10 15 19 RUNDGREN/UTOPIA PAT TRAVERS BAND 26 29 24 SHOOTING STAR..... 21 CHRISTOPHER CROSS..... 31 28 25 22 - 32 23 MARSHALL TUCKER 16 18 20 24 ROCKETS..... GARY NUMAN..... 28 26 23 25 11 14 26 26 **EAGLES** **ZZ TOP** 13 15 22 27 10 17 21 28 JEFFERSON STARSHIP 21 30 28 29 ROMANTICS..... MAHOGANY RUSH..... 30 25 27 30 19 24 30 31 PAT BENATAR..... 18 23 29 32 FLEETWOOD MAC SUE SAAD & NEXT..... 40 36 33 39 36 RAMONES..... 34 35 JOE PERRY PROJECT..... 36 STEVE WALSH..... 23 27 31 37 38 WISHBONE ASH 37 39 RACHEL SWEET

156 REPORTERS	of airplay preference.
Against The Wind (Capitol)	"Fire" Title "Betty" "Bop"
The Wall (Columbia)	"Brick" "Lust" "Numb" "Hell"
Bebe Le Strange (Epic)	"Even" "Rockin' " "Raised" Title
Mad Love (Asylum)	
Glass Houses (Columbia)	"Right""Fantasy""R&R""Ask"
Departure (Columbia)	"Anyway" "Lady" "Time" "Where"
Love Stinks (EMI America)	"Come" Title "Weit" "Night"
Damn (Backstreet/MCA)	"Refugee" "Don't" "Girl" "Losers"
Permanent Waves (Mercury)	"Radio" "Freewill" "Nous" "Strings"
Pretenders (Sire)	"Brass" "Sobbing" "Kid" "Neck"
Bad Luck Streak (Asylum)	"Certain" "Jeannie" "Gorilla" "Play"
Get Happyll (Columbia)	"Sive" "Opportunity" "Stand"
London Calling (Epic)	"Vain" Title "Supermarket"
But The Little (Capitol)	"Baby" "Handleman" "Want" "Price"
Phoenix (Full Moon/Epic)	Title "Fire" "Last" "Moon"
Malice In Wonderland (A&M)	"Holiday" "Talkin'" "Showdown"
Victims Of Fury (Chrysalis)	"Shout" Title "Madhouse" "Roads"
Union Jacks (Chrysalis)	"Feet" "Rendezvous" "True" Title
Adventures In (Bearsville/WB)	"Free" "Road" "Rider" "Time"
Crash And Burn (Polydor)	"Whiskey" Title "Sign" "Love"
Shooting Star (Virgin)	"Need" "Bring" "Stop" "Rainfall"
Christopher Cross (WB)	"Ride" "Mine"
Tenth (WB)	· "Cattle" "Blues" 'Time" "Dissolution"
No Ballads (RSO)	"Desire" "Back" "Sally" "Songs"
Pleasure Principle (Atco)	"Cors"
The Long Run (Asylum)	. "Tell" "Heartache" "King" Title
Deguello (WB)	. "Thank" "Fool" "Cheen"
Freedom At (RCA/Grunt)	. "Eves" Title "Rock" "Things"
The Romantics (Nemperor)	. "What" "Eves"
What's Next (Columbia)	"Roadhouse" "R&R" "Rock"
In The Heat Of The (Chrysalis)	"Haarthrooker" "No" "Y"
Tusk (WB)	"Think" "Sere" "Moon"
Sue Saad & Next (Planet)	. "Gimme" "Lips" "Prisoner" "Danger"
End Of The Century (Sire)	. "Radio" "Affected" "Baby" "Danny"
Progressions Of Power (RCA)	. "Live" "Survive" "Woman" "Road"
Let The Music Do (Columbia)	. Title "Dogs" "Star" New
Schemer-Dreamer (Kirshner)	. Title Entry
Don't Fight It (Capitol)	."Hot" Title "Make" "News"
Just Testing (MCA)	"Price" "Proof" "Holologe" "I Hali-e"

Just Testing (MCA) "Price" "Proof" "Helpless" "Lifeline"

Protect The... (Stiff/Columbia) "Gold" "Reason" "Spellbound"

3/21 3/14 3/7 2/29 2/22

Summary Album cuts are listed in order

SEGER shot all the w up to number one this week, taking a strong lead in hot and total reports. FLOYD and HEART remained neck and neck for hot reports, and LIN-DA, while down this week, retained phenomenally strong hot reports. These top four albums garnered the lion's share of hot airplay for the week. JOEL jumped into top five as adds converted to higher rotations, JOUR-NEY had a good week while PRETENDERS hit top ten. ZEVON held rock steady as COSTELLO moved up. CLASH, NA-ZARETH, TROWER and BABYS all maintained. TRAVERS was the week's most added album and highest debut, with excelient response in all rotations. STAR, CROSS and TUCKER all shot up this week. EAGLES and SAAD held their own, while RAMONES showed airplay gains. TRIUMPH, PERRY, RIDER and SWEET all debuted. CRETONES came close to charting this week.

The Album Airplay/40 chart re The Album Airplay/40 chart re-presents activity based on a com-bination of add, medium and hot reports Artists' chart numbers are displayed over a four-week period The artists in italies regis-tered the most rapid gains in air-play for the week Album cuts that are also current singles are listed in hold type

MOST ADDED.

		3/21	3/14	3/7	2/29	2/22
1	PAT TRAVERS BAND	112/92	40/37	0/0	0.00	0/0
	Crash And Burn (Polydor)	M 12	M 1			
	"Whiskey"	H B	H 2			
2	TRIUMPH	65/60	9/9	0.0	0.0	0/0
	Progressions Of. (RCA)	M 4	M O			0.0
	'Live'	H 1	но			
3	RED RIDER	60/51	1/0	1/0	2/2	0/0
	Don't Fight It (Cepitol)	M 8	M 1	M 1	M 0	1
	"White Hot"	H 1	но	H O	HO	
4	CRETONES	55/37	33/32	2/2	0.00	0/0
	Thin Red Line (Planet)	M 16	M 1	M o		1
_	"Real Love"	H 2	H-0	HO	ļ	1
5	JOE PERRY PROJECT	47/35	0.10	0.10	0/0	0/0
	Let The Music. (Columbia)	M 10				
	Title	H 2	1			1
6	MARSHALL TUCKER	93/34	76/73	3/3	0.10	0/0
	Tenth (WB)	M 37	M 1	M 0		1
7	"Cettle Orive"	H 22	H 2	H O		
,	MOTORS	34/33	1/1	0/0	0.10	0/0
	Tenement Steps (Virgin)	M 1	M 0			
	"Loneliness" DARYL HALL	H 0	H 0			
•		34/32	8/6	0/0	0.10	0.10
	Sacred Songs (RCA)	M 2	M 0			
	ANGEL CITY	H 0	H 0			
•	Face To Face (Epic)	40/22 M 17	26/23	7/7	1/1	0/0
	"Merseilles"	H 1	M 3	M 0	M 0	
10	WILLIENILE	37/20	H 0	H O	H O	
	Willie Nile (Arista)	M 14	36/26 M 10	11/11	0/0	0/0
	'Vegebond Moon	H 3	H o	M 0 H 0	l	
11	TOURISTS	29/17	17/16	2/2		
	Really Effect (Epic)	M 10	M 1	M O	0.10	0/0
Tie	"I Only Went"	H 2	HO	HO		
11	GENTLE GIANT	27/17	23/20	4/3	1/1	1/7
	Civilian (Columbia)	M 7	M 2	M 1	M 0	M O
Tie	"Underground"	Н3	H 1	HO	HO	HO
11	JOHN STEWART	17/17	0.00	0.10	0/0	0.0
	"Dream Babies Go "(RSO)	M o		0.0	0,,0	0,0
	"Hollywood"	н 0				
12	AXE	19/15	0.00	0/0	0/0	0.10
	Living On The Edge (MCA)	M 4				0.0
	Title	H 0				
13	SUZANNE FELLINI	20/12	13/8	17/15	7/7	1/1
Tie	Suzanne Fellini (Casablance)	M 7	M 4	M 1	M O	M O
	"Love On The Phone"	H 1	н 1	H 1	H O	H 0
13	TAZMANIAN DEVILS	14/12	4/4	0/0	0/0	0/0
	Tazmanian Devils (WB)	M 1	M 0			
	"Heaven"	H 1	H O			

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

1	WARREN ZEVON	121/74	118/64	3//	2/29	2122
•	Bed Luck Streek (Asylum)		A 10			
	"Certain Girl"	H 44		A 12	A 85	A 51
2	CLASH	103//3	H 42	H 31	H 16	H O
•	London Calling (Epic)	A 2				95/59
	Title		A 4	A-5	A 5	A-13
3	NAZARETH	H 28	H 33	H 33	H 36	H-23
•	Malice In (A&M)	105/65				102/63
	"Holiday"	A 1	A 1	A 1	A 2	A 12
4	ELVIS COSTELLO &	H 39	H 39	H 39	H 36	H-27
•		113/63				0/0
	Get HappyII (Columbia)	A 6	A 14	A-50	A 66	
6	"Sive Gears"	H 44	H 38	H 20	H 2	
	SHOOTING STAR	73/62	76/62	55/40	71/48	66/33
	Shooting Ster (Virgin)	A O	A 5	A 5	A 17	A 30
	"Got What I Need"	H 11	H 9	H 10	H 6	H 3
6	ROBIN TROWER	99/59	99/50	82/56	82/46	93/3
	Victims Of Fury (Chryselis)		A 6	A 7	A 19	A 68
_	"The Shout"	H 33	H 33	H 19	H 17	H 2
7	KNACK	108/58	112/55	105/44	114/50	118/20
	But The Little (Capitol)	A O	A O	Δ1	A 7	A 81
	"Baby Talks"	H 48	H 57	H 58	H 57	H 17
8	T. RUNDGREN/UTOPIA	96/51	104/57	106/54	127/58	122/59
	Adventures (Brsville/WB)		A O	A O	A 1	A 0
	"Set Me Free"	H 44	H 47	H 56	H 68	H 63
9	PRETENDERS	112/49	110/56	98/47	107/57	94/48
	Pretenders (Sire)	A 2	Δ4	A 6	A B	A 8
	"Bress In Pocket"	H 61	H 50	H 45	H 42	H 38
10		130/48	130/45	119/40	135/46	135/55
Tie	Love Stinks (EMI America)		A O	A O	A0	A 0
	"Come Back"	H 82	H 85	H 79	H 89	H 80
10		56/48	88/52	46/34	60/41	48/33
		A 2	A 7	A 5	A 14	A 13
	"Roadhouse Blues"		H 7	H 7	H 5	1.2
11		72/47	80/50	79/48	98/59	98/57
		A 0	A 0	A 1	AO A	N 2
			H 30	H 32	ı r	1 39
12	GARY NUMAN	82/42	71/54	57/41	57/45	84/50
	Pleasure Principle (Atco)	A 2	A 3	A 3	A3	A 4
	"Cers"	H 18	H 14	H 13	H 9	1 10
13	ROMANTICS	52/41	60/47	51/40	69/52	64/41
	The Romantics (Nemperor)	A 1	A O	A 0	A1 /	A 4
	"What I Like"	H 10	H 13	H 11		1 19

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

THE HOTTEST

1	202000000	3/21		3/7	2/25	2/22
•	BOB SEGER & SILVER	152/14	M 145/1.	21 127/1	8 0.0	0.0
	Against The Wind (Capito		A 16	A-108		1
2	"Fire Lake"	M-4	M a	M-3	1	
~	PINK FLOYD		NG 140/1.	30 130/12	27 148/74	66 148/14
	The Wall (Columbia)	A-0	A-0	A-0	0.0	A-0
3	"Brick"	M-4	M-2	M-3 ~	M-3	M14
3	HEART			129/16	M 150/8	1 110/1
	Bebe Le Strange (Epic)	A 1	A-0	A-1	h 48	0.84
_	"Even It Up"	M-6	M 12	M-24	M-21	M-13
4	LINDA RONSTADT	143/13	6 143/12	127/9	138/2	2 0.0
	Med Love (Asylum)	A-O	A 2	A 11	A-110	
_	"How Do I Make You"	M-13	M 16	M 20	M-6	
6	TOM PETTY	121/10	e 127/11	3 122/11.	2 148/13	5 146/13
	Damn (Backstreet/MCA)	A-1	A-0	A 1	h-0	0.0
_	"Refugee"	M 16	M 14	M 9	M 10	M-7
6	BILLY JOEL	134/97		14/1	0.00	0.10
	Glass Houses (Columbia)	A 7	A 123	A 13	J	
_	"Right"	M 30	M 5	M-0		
7	JOURNEY	132/96	130/5	87/9	0.00	0.0
	Departure (Columbia)	A 4	A 38	A-73		
_	"Anyway"	M 32	M 33	M 5		
	RUSH	105/83	109/80	102/76	121/04	120/74
	Permanent Waves (Mercury)	Α-0	A O	A/0	A-0	A-5
_	"Spirit Of The Redio"	M 22	M 29	M 26	M 37	M-41
9	J. GEILS BAND	130/62	130/00		135/89	135/00
	Love Stinks (EMI America)		A-0	A-0	40	0.0
	"Come Back"	M 48	M 46	M 40	M 46	M-66
10	PHILLOGEFORM	88/73	100/62	112/90	136/111	145/118
	Phoenix (Full Moon/Epic)	A-0	A-0	A-0	A-0	A-0
	Title	M 25	M 26	M 22	M 25	M-26
11	PRETENDERS	112/61	110/50	38 /45	107/42	94/38
	Pretenders (Sire)	A 2	A 4	A4	A B	A-S
•••	"Bress In Pocket"	M 49	M 56	M 47	M 57	M-48
12		106/48	112/57		114/57	118/17
Tie	But The Little (Capitol)	A-0	A-0	A 1	A 7	A 81
	"Beby Telks" BABYS	M 58	M 55	M 46	M 50	M 20
12		87/48	89/62	97/68	115/83	113/00
		A-0	A-0			A-0
	"Back On My Feet"	M 39	M 27		M 32	M 33
1.5	CHRISTOPHER CROSS	72/46	68/35	55/30	59/25	54/21
			AP			A B
	"Ride"	M 26	M 24	M 18	M 27	M 25

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

IGINAL PAIN, PAIN,



The new single from SUESADE NEXT

PRODUCED BY RICHARD PERRY AND JAMES LANCE

ON PLANET RECORDS



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A BREAKERS

PAT TRAVERS BAND Crash And Burn

(Polydor) "Whiskey" Title "Sign"
"Love." 72% of our reporters on it. Total album re-ports: 112. A-82, M-12, H-8. Debuted this week at number 20.





MARSHALL TUCKER BAND Tenth (WB)

"Cettle" "Blues" "Time" "Dissolution." 60% of our reporters on it. Total album reports: 93. A-34, M-37, H-22. Charted this week at number 23

SINGLES

BLONDIE

"Call Me" (Chrysalls)

2 QUEEN "Crazy Little Thing Called Love" (Elektra)

CRETONES

"Real Love" (Planet) OFF BROADWAY

4 "Stay In Time" (Atlantic)

5 FOOL8

3

"Night For Beautiful Girls" (EMI America)

6 38-SPECIAL

"Rockin' Into The Night" (A&M)

McGUINN & HILLMAN

"One More Chance" (Capitol)

8 **GRAHAM NASH**

"In The Eightles" (Capitol)

LED ZEPPELIN

"Fool In The Rain" (Swan Song)

TOURISTS

"I Only Want To Be With You" (Epic)

hese 45's received significant AOR airplay reports this week. These singles either not available on an album or are from an album not currently on the um Airplay/40 chart. The chart is listed in order of total mentions received

JAZZ ON ASR

SPYRO GYRA Catching The Sun (MCA)
CHUCK MANGIONE Fun And Gamas (A&M)
DAVID SANBORN "Give" "Pine" DAVID SANBORN Hideaway (WB)
G. WASHINGTON JR Skylerkin' (Motown)
HERON & JACKSON 1980 (Arista)
"Shah" "Push" "Willing" "Allen" PAT METHENY GROUP American Garage (ECM)
RONNIE LAWS Every Generation (UA)
PASSPORTOceanliner (Atlantic)
HIROSHIMAHiroshima (Arista)
DR. STRUTStruttin' (Motown)

These albume received significant airplay reports this week but did not char on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, se well as special jazz programming. The album's preferred simplay outs are listed.

REGIONAL ASER ACTIVITY

Allentown
215-694-0511

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OLIGIA

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Boston

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**In 7th F

Hoffest J. Glis BAMD (EM America) "Night "tee" "Come Back" Pigs 15070 (Columbia) "Brick/Wall 2"

MOST ADDED.

PAT TRAVERS BAND Crash And Burn (Polydor) 28/27 Don't Fight It (Capitol)
MOTORS 18/16 Tenement Steps (Virgin)
JOE PERRY PROJECT
Let The... (Columbia)
TRIUMPH 14/14

15/12 Progressions... (RCA)

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



MDIF (Chryselle) -BLODDIT CDP year IX.

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PISS TLOTD (DD Bridgeport

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PIRE FLOTO COLLEGE (a)

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MEDIUM

CLASH London Calling (Epic)
ROBIN TROWER 29/15 Victims Of... (Chrysalis) NAZARETH 22/15 Melice In... (A&M) ELVIS COSTELLO & ATTRACTIONS 24/14 Get Heppyll (Columbia) WARREN ZEVON 31/13 Bad Luck... (Asylum) 28/13 **GARY NUMAN** Pleasure... (Atco) SHOOTING STAR 22/13 Shooting Star (Virgin)

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

THE HOTTEST

33/33 The Wall (Columbia) 32/32 32/32 31/30 Glass Houses (Columbia) 33/28

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Boston

617-247-0650 +11560 PICKETT (EM) Americal SUZMON FELLINI (Constitute) CHETOMS (Planet)

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Baltimore

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PO LAMPY KING Added ROMATE (Aus (UA) AZTEC TWO-STEM (UA) ROSE INTITIONNIUM

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Singles FOOLS (JM) America Cape Cod 617-255-3220

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Added
"Niughe (RCA)
DMNT HAGE (RCA)
HGD RIGHT (Capito)
PAF TAMPES BAND (Polydor
HD/GHS (Figur)
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-HABSE FF (Extravity)
-BOZ SCAGGS (Columbia)

-BOLIS CADES (Columbia)

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Columbia

SUE SAAO & HEST (Plenet) RAHOMES (Sire) GRAHAM HASH (Capito) 0 L BYROM (A-184) BLOGAES (Inland) GART HUMBAN (A-180) -BLOGAES (Corysal)s) -QUEEN (Flatta)

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BOB SEGER & SILVER BULLET BAND Against The... (Capito').
PINK FLOYD LINDA RONSTADT Med Love (Asylum) Bebe Le Strange (Epic)
BILLY JOEL

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

WRCN Long Island

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Providence

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- ASSS Modium (FFFRSON STARSHIP (CD Lamb lef (FFFRSON STARSHIP) (CD Lamb lef (FFFRSON STARSHIP

Rochester 716-232-7550

Rochester 716-288-3200

Stell

Pittsburgh 412-562-5900



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Toronto

Jazz

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WARREM ZEYON (Asylum)
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DIC 416-967-3445 SUF SAND & HEXT (Planet) "Gloss Love." BRUCE BOOLLEY & . . (Columbia PO: GAPT SLATONT NO: BRIAN NASTER

##UCF Added
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JORDAY WINTER IBLUM SAY!
WILL IF MILE FAFTS SAY
TREMBOND MOON*
TRIMBH REAT
TRIMBH REAT
AT TRANSTS BAND (POLYGOT
TEELAGE HEAD

Singles None Utica 315-797-0803

SALES CAME (RCV)

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"19 Taxes Time"
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SMS SADO 6 MST (Virgin) SPYRO GYRA INCAT Singles QUEFM (Finatra) BLOWD) F (Chrysells) QRACK THE SKY (Lifesong) METEGRS (PVC/Rader) Washington, D.C. 703-534-0320 **IQ**5 GRANAM NASH (Cog ITO)
LIDA ROS(TAD* (Asy) an individual section of the section o

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614-676-5661

Added
RED RIDER (Comitol)
HIRE RUTHER DRD (Passpor
PAT TRAVERS BAND (Polydi
GRACE SLICK (RCA)
-HUMBLE PIE (ATIONYIC)

BROWN SAMPLES CURRIE - DC 101/Washington PD Dave Brown (center) must have thought he was experiencing double vision recently when

Capitol artists the Currie sisters, Marie (left) and Cherie (right), visited the

Medius mARRIE ZEYON (Asylus) RANCHES (SIPE) MASHALL YUDER (sE) HACK (CEPTO) -JOURNEY (QSIMB(s) -GARY MUNAN (ARCO)

WOMP) 614-076-5661

Nottest
LIDA RODGTADY (Asylun's MARCE (Cogitol)

NAMED (Cogitol)

STEFF MAR (HEFANOR')

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Singles BLOWDIF (Chrysells) QUEEN (Flentre) CRACK THE SKY (Lifesong)

STARVICW 99 FM 717-288-86

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OWAR (F DDMF (Island)
Maria (M. 1977), No.
100 (1977), No.
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"Boad To UTOP 18"

ORIS'SOME CROSS (WE)

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"Train to Yal"

"Train to Y

PDT0-ST PIME FLOYD IOSLUMBISI BOB SFGER 6... (Capitoli) LINDA ROMS*AD* (Asylum) HEANY IEpic) RODUETS (RSO) "YAMIN" IN BECK! "DOSLIPG!

G. MASHINGTON JR (Motown) Singles None

E

March 21 ... Port Chester, NY ... The Detroit March 22 . . . Cherry Hill, NJ Emerald City March 23 ... Boston, MA Paradise

March 24 . . . Providence, RI Lupo's March 26 ... New Haven, CT.... Toads March 27 . . . Washington, D.C. . . Bayou SIRE RECORDS ARE PROMOTED AND MARKETED BY WARNER BROS.

ON SIRE RECORDS



THE HOTTEST

KY99

Added SMEDIAL TUCKER 1801 MCCAFTIO (D.1 vol. "12 No. 12 No

Modium UFO (Corportin) PROTENDERS Intro-OFF BROADMAY EAST-STD (Financia) OF BROOMER 1414012

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Jozz Singles QUEEn (Electra)

%rock

PLONGITHMENT TRIUMPH (REA) -MANUEL PIF (ATTENTIC -TON PETTY (MEA)

"Danny Says"

INNISHALL PLOURN (ME)

ALMMAY (Columbia)
"Balas Lady" "Anywal"

ELLY MAYON'Y (falc)

Atlanta 404-325-0960

| Meath eath | Control | C

KLBJ Austin 512-474-8543

Med un HILL RUTHERFORD EPERAGOTTS JAPONY 0 THYER FOR UN Sky 1 LEF & G. BROWN (COLUMBE) GARY MANNA (Arco) CHISTOTHE CHOCK (ME) STEVE HOW (ATLINITIE)

JAZZ DAVIO SAMBOKN FIBOT SUSAN MUSCARELLA IPAC AFFET DAVIO PRITCHARD FINNEY CITY/ BRUFORD (POLYDOY) Singles JOE PERRY PROJECT (Column) Beaumont

ROBIN TROWER ICH YEATES! MINIOGRAPY RUSH I COLUMN 1 41

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Birmingham

205-870-9900 CLASH (Epic) -QUEEN (Elektra) -STRETHEART (Atlantic)

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00 5504 (Cop 1001)

10 PD JOHN LANSIS ND CHRIS JOHES

WROO

HOTTASY CHRISTUPHER CROSS FART RECHOFF FOW years?

Charlotte 704-392-6191

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Singles None

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UNDER REVOLUTION (1stand)

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Dallas-Ft. Worth 214-528-5500 5191 Mak M (Kraheur) -REO RIGER 1 Capitol)

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Dallas

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Added AMF (NEA)

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Mediue ACCUP'S (RSO) LINCA ROSSTADT (resytum) UFO (Chrysellis)

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RMACH (Copitol)
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El Paso

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1022

Singles

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HD. COMIND BIRPY
ASSY PO GAYER MILETR

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JASS 7 Feb

MOST ADDED

PAT TRAVERS BAND Crash And Burn (Polydor)
TRIUMPH 23/16 Progressions... (RCA) 15/14

RED RIDER Don't Fight It (Capitol) 18
MARSHALL TUCKER BAND 15/13 Tenth (WB) 28/12

Living On The Edge (MCA) 12/9

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



RUBBANTICS Tramper or 1
PRETENDERS (Street
SME SAAD & HERT (Planet)
YAN WILES TOWN CHIP!
PAT BENATAR (Chryselle)
RETARNAME (UCKER LUB)
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Added PAT TRAVERS BAND (PGTyrlor MARSHALL TUCKER FIRE)

Medium MEDICAN GIGGED (Pot JOURNEY (COLUMNIA)

\$1ngles None Jackson

Houston

713-528-4591

FOR PETTY & THE FRECKSTROST/MEAT MARKET ZEYON FASYINGS CLASH (Egit)

HOTTGET JOURNEY (COLUMNIS)

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1022 encon

ANDEL CITY (Epic)

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FEATH Mun/Epic) FIS COSTRILO 4. "Gotum HIT LOGGINS "Gotumble: AFS "Assylum: IN "NORTH "Chrysatis: "TE MOLER "Artentic: 2.5 (48) BROADMAY "Artentic: "OP (48) WJAX-FM 95 Jacksonville 904-633-2785 MAZARETH (AGM) MARRETH ZEYON (ALTILIA) MARRETH ZEYON (ALTILIA) MARRETH ZEYON (ALTILIA) MARRETH ZEYON (ALTILIA) AMORE ZEYON (Epic)

Ided IT TRAVERS BAND TPolydor PAT TRAVERS BAND IPO TITLE SPYRD GYRA (Hg.e) TITLE MED RIGH (Cepitol) "Mona Myself" JOHN HIESTATISTA TRILUMPS (HGCA) "Liva...Weekong" DANY, HALL (HCA) TITLE

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New July Paper CROSS (48) (FO CROSS (48) STOPER TUDUS

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Johnson City

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HONO STORE & (CONTRO

Singles Mone

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Added

NFD RIDER (Caption)

MAITH MOT

CBNTLE GIAN* FOOLUMBIA*

"Under ground"

OFF BROADMAY FATEBATIC!

"Stay In Time"

PROFES (SIZE)
CASH (Figs.)
COCKEY (Figs.)
COCKEY (Figs.)
COCKEY (Figs.)
RUBOCHEW/COPIA
(Borran (Figs.)
SHOOTING STAR (Figs.)
SHOOTING STAR (Figs.)
FLUST (COSTRICO &
CHARLES (COSTRICO &
COSTRICO &
COSTRI

NOTies and Capital Cap ZZ YOP (MB) PAT BEIGHTAN (CW yealis)

Singles



Added None

Medium BADTS (Ovysells) SAMTHAN (Oslumbia) AFROSMITH (Oslumbia) Id ANT (Epic) JOURNATY (Oslumbia) MFO SPEFOMACON (Epic)

JOSE .

Singlas

MEDIUM

WARREN ZEVON Bed Luck... (Asylum) SHOOTING STAR 28/21 Shooting Star (Virgin)
J. GEILS BAND 18/17 Love Stinks (EMI America) 29/15 NAZARETH

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

Malice In... (A&M)

Added "BildMy-FBCa1 CLABH FEpic1 PROTYENDERS (Stro) RODES TROUGH (SW) NMSSMAL YOUGH (SW) PAT "MAYERS BAND (Polymor) -BLOWD(E) Chrysolist

HOTTOST TON SETTY & THE.

WZXR recklO5 PD1 YOM OWNS HD1 REDBE AND

Added PAY TRAVERS BAND I Pol

MISH IMPROVEYS STEVE WAS SHITE STRANGES STEW WALSH (elrphner* Title CASH (elrphner* Title CASH (elrphner* Title CASH (elrphner* Title CASH (elrphner* CASH (ellphner* CASH (ellphner*

HOTTEST TON PETTY & THE (Beckstreet/MCA) PINK FLOYD (Cotumb

M2/A

Added PAY THAYFMS BAND IPOLYDO AME (MEA) FOORS (FM) America PRIVATE LIGHTHING FAMOS RED BIOSH (Caption)

| NEW | March | March

Added PALE DAY(5 *Beng) JAME OR (VOR (Co)umble) SPYRO GYRA (MEA)

Zera4

10F3

19/15

DAN FOREIGN AC
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3011 Singles None

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Miami

Miami

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-CLIFF RICHARD FEB I Amour L 2011-04 ST COLUMN 15 ST COL

Miami

305-371-6641 CLASH FERICI BASTS TCH YEARING KHACK TCHEFFERIN BILLY JOFE TCOLUMBIA

HOST #65 P. PLAN FLOTO (COLUMD 16 TO BE FLOTO

305-581-1580

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M. James Safe, 18, Users.

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DAY 10, SeegOdin Ceeb.

BUCHTERS, SepOseGos FAMAN

ROMAY E, AMS TUMA

- FELLIN CAPAR ETRE (Epic.)

- COMEN CAD DREEL (Crowds/YE)

- COMEN CAD DREEL (Crowds/YE)

- COMEN CAD DREEL (Crowds/YE)

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Nashville

1011

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PINK FLOYD

The Wall (Columbia) BOB SEGER &

Added FLV15 CDS*E110 8, (Cm) TRIUMPH FRCA1 ARE INCA1 FOCES (FR) America1

Jose

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JOHN MILES (Araste)
TCTest to vie
BILLY JOEL (Columbia)
The Market Market

37/36

SILVER BULLET BAND

Against The... (Capitol)
HEART 36/24

36/33

Bebe Le Strange (Epic)
LINDA RONSTADT Mad Love (Asylum) 36/3
T. PETTY & HEARTBREAKERS 36/31

Damn... (Backstreet/MCA) 33/25 Two numbers follow each album title. The first represents total number of Southern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

815-748-8106 MEEL CITY (Fpic) CLASH (Fpic)

Hottost Pies Flotto foolumbs AURMET (Oblumbs) RUBH flor cury) ROS MODE (Coptes) ROS MODE (Coptes) ROS MODE (Coptes) ROS MODE (Coptes) ROS (Coptes) ROS (Coptes) ROS (Coptes) ROS (Coptes) ROS (Coptes) ROS (ROS (C

Singles LINDA HONSTADY (Asylum) Quiffe (Flostra) **New Orleans**

504-529-1212 AMDY G180 (MGG) AMPRICAN G100.0 (Polymor) HCRO ALPERT (AMP) PPTRO GYNA (HCA1 PLEFFOOD MAC (HB) NO HARES (Amplum)

JASI MASSA BOTILL IGNO/AFISTA MASSA BOTILL IGNO/AFISTA LOW RAMS FERLING G. MASSA BOTILL G. MASSA BOTILL STANDONE MASSA STANDONE MASSA STANDONE MASSA MASSA BOTILL STANDONE MASSA MASSA BOTILL MASSA BOTI Singles

New Orleans

Norfolk

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Norfolk 804-623-9867

-BABTS (Drysells)

TOTTOS!

STYL (AAB)

STYL (AAB)

PIER FLOYD (Columbia)

ONE FOOTE (AF)

FULL (BERNING)

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PASSEQUE TATIONTIC!

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ARF LONGER FUS (NCA)

ORIGINE (Telestra)

ORIGINATION (NAME)

North Charleston

-Outcome Management (Capting) Hottown (Capting) Hottown House (Capting) House

Tulsa

SOUTH



Oklahoma City 405-528-5543

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Jatt J. EFF & G. BROWN (Obtumble) SYMBD GYMA (MDA) MODER'S KRAF (MSO) OAYID SAMBORN (MB) G. MASHHGCOM JE (Motoun)

Appleton

414-734-9226 DAN FORENERS (Full Moon/Epic)

DOS / TOUR BY C.

(Fig. 1) BOD / Fig. 12

(Fig. 1) BOD / Fig. 12

(Fig. 1) BOD (Fig. 1) Amp / Fig. 12

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(Fig. 1) BOD (Fig. 1) Amp / Fig. 12

(Fig. 1) BOD (Fig. 1)

(Fig.

JAZE
SPYRD GYRA (RCA)
PASSPORT (AFLANTIC)
ONICK MANGLORE (AMA)
PAT WEPMENT GROUP (ECN)
FRANCULE PORTY (AFLANTIC)
STEPT (MARTY)
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(AFLANTIC)
GR. STRUT (MOTOWN)

Bioomington

singles

Orlando 305-645-1802

SUBTRANT OF SUBTRA BILLY STATE (THEAT THE STATE OF Jail

Singles

WQDR

FOI DANIEL BRUNTY NO RON PHILLIPS

Raleigh

(Full Moon/Epic)

MARINE ZEYOR | Raylum's
ORISTONER CROSS NRB:
MEAN* (Epic)
LINDA ROME*AN* (Raylum's
EVES COSTRILO 6. Dostumbla!
ROB SEGER 6. (Compisol)

RADIO 97 Savannah 912-233-9211

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wARREN ZEYON (Reylum)
Correin Girl
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Take... Jericho WILLIAM OZ (Cautio)
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8.ts. 5*PERISON (GCA)
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DATIO CARTS (Elebera)
See Annilla "Anyuny
*FOOLS (Firit America)
*Balger (Calt)
*Balger (Ca "On IT AIT ..." MARSHALL TUCKER (MB) "WITHOUT TOU"

8. B. STRTANGO (REA)

ONLY CATAS (Lastera)

1.51 by Actilian ** Anypay*

1.52 by Catas (Lastera)

1.52 by Catas (Lastera)

1.53 by Actilian ** READ

1.53 by Actilian ** READ

1.54 by Catas (Lastera)

1.55 by Catas (Las

13/12

WSMU-FM Starkville 601-323-1230

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MOST ADDED

PAT TRAVERS BAND Crash And Burn (Polydor) 32/25 TRIUMPH Progressions... (RCA) 22/22 JOE PERRY PROJECT Let The... (Columbia) 17/12 CRETONES

Thin Red Line (Planet)

Two numbers follow each album tide. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations that added it this week.



Davenport 319-328-2541

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London Calling (Epic)
WARREN ZEVON 34/25 34/24 Bad Luck... (Asylum)
ROBIN TROWER Victims Of... (Chrysalis)
NAZARETH 33/22 Melice In... (A&M) ELVIS COSTELLO & 35/20

Get Heppyll (Columbia) 32/20 ROCKETS No Bellads (RSO) Two numbers follow each album tide. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week,



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Singles

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ECH CASTER (Missions).
G. WASHINGTON JR (Motown)

Evansville 812-422-5995 HIGH MODELS (SITE) HODELS (HIGH) 9000 (HIG STAR (Virgin) 36-5PFC MI, (AMI) MARKER ZEVOR FARYLING

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THE HOTTEST

HEART Bebe Le Strange (Epic)
BOB SEGER & 40/40 SILVER BULLET BAND Against The... (Capitol)
PINK FLOYD 41/39 The Wall (Columbia) 39/39 JOURNEY Departure (Columbia)
LINDA RONSTADT 41/35

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FM93

Added BOB SEGER 8., (Captrol) *Fire Lake* *No Man's Land* "New Struct" BILLY JOFL (Columbia) "Don't Ask" "Fortsey" WISHBOHF ASH (HCA) "Living Proof"

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Ft. Wayne

219-484-0580 PAT TRAVERS BAND IPOLYMOT

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Grand Forks 701-775-0575

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Singles AIR SUPPLT (Arlete) OUFER (Firebra) SETTE HIDLER (Atlantic) SLONDIE (Chrysolitz) **Grand Rapids**

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RA SHOOT SHOOT STORY FAILS 605-339-1620

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BEACH AND BOARD FISHER (BAND)

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BEACH AND BOARD FISHER (BAND)

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St. Louis 314-842:1111

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Albuquerque **KFAAG** 505-265-8811 #.00016 fOr year (ar LED JEPPEL IN 15wen Song)

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Albuquerque 505-288-7948

Singles

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-TUB PRTY (RCA) "You have "viginal medical multiple resident and multiple resident resident and multiple resident resi

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98

Added JOHN WILES (Arteral WILLIF NILF (Arteral DANS WALL (RCA)

Singles Bakersfield 805-832-1410

2002 0000

Singles

MOST ADDED. PAT TRAVERS BAND

Crash And Burn (Polydor) 29/24 DARYL HALL Secred Songs (RCA) CRETONES Thin Red Line (Planet) TRIUMPH 13/13 17/12

Don't Fight It (Capitol) 14/11 Two numbers follow each album title. The first represents total number of Western stations playing the album this week. The second is the number of those stations that added it this week.

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THE HOTTEST BOB SEGER & SILVER BULLET BAND

Against The... (Capitol)
HEART 42/40 Bebe Le Strange (Epic)
LINDA RONSTADT
Mad Love (Asylum)
PINK FLOYD 39/36 37/33 The Wall (Columbia)
JOURNEY 36/33

Departure (Columbia) 35/27 Two numbers follow each album title. The first represents total number of Western stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week. um title. The

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MEDIUM .But The Little... (Capitol) 32/20

CLASH
London Calling (Epic)
ELVIS COSTELLO & 25/19 ATTRACTIONS
Get Happy!! (Columbia)
WARREN ZEVON 28/18 Bad Luck... (Asylum) 31/16 NAZARETH

Malice In... (A&M) 27/16 Two numbers follow each album title. The first represents total number of Western stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

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KILO 94 Colorado Springs STEREOFM 303-634-4896

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KICL

Added: SHEET SHEET

Honolulu

JOEZ GRANDON FEB L Singles



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Singles 608 SEGER (Cap)

Los Angeles 213-484-5838

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Great Falls

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Singles DWIGHT TWILLET FARISTAL JAN FROITENTS QUEEN FEIGHTFUL ROBUM LANG

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Las Vegas

702-732-7753

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"Que in Motion"
RACHE SIRPE" (SELTEFORIUME LA
"Spot Thomas" (Tag Tro)
(EG) INN & HILLMAN (Tag Tro)
(EF) MS S' Pillman"
"Raci Love"
"Discount Dogs"
PAT "RAPER'S BAKD I Polydor I
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Los Angeles 213-469-1212

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Singles

Portland 503-855-9181 J. GETLS BAND (ENT America) KIMCK (Coping)

Added PAT TRAVERS BAND IPOLY "Whiteapt Title TRIUMPH IRCAT Serutue* (Dec HILES (Artera) MIGEL CITY (Fpic)

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Jess G. MASHINGTON JR. TROTown! TOR SOOP! COD JMD IS! PAY METHOD ON FECS! OR. STRUT ! MOTOWN! DAYID SAMBORN FMB!

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Sacramento 916-446-4965 -UILL IT HELSON (DOLUME IN -ROMITE LANG (RCA)

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OUSSILETY



R&R's Nashville Editor Biff Coille, one of the founding fathers of the Country Radio Seminer (CRS), is shown getting the crowd set for enother session of learning in Nashville.



"How To Find And Devalop Programming Talent" was the topic of the panel shown here. (Left to right) Bobby Kraig, WTHI/Terre Haute: Pat Martin, WXYQ/Stevens Point; Steve Dickert, WKDA/Nashville; and Dale Weber, WDGY/Minneapolis.



Ed Salamon, PD of WHN/New York (standing) moderates a panel with Jim Phillips, KHEY/El Paso and Don Nelson, recently resigned GM of WIRE/ WXTZ/Indianapolis. The discussion centered around Arbitron ratings.



Gery Teeney, KIOC/Orange, TX; Kim Pyle, WOKX/High Point (newly-elected CRS-1981 Redio Agenda Chairperson) Rhii Nawmark, WMC/Memphis; and Mike Ostman, KFDI/Wichita, as seen during their creative sales panel.



John Curb is pictured (standing) during the Friday night rap room. RCA's Wayne Edwards and Gary Kines of WSUN/St. Petersburg, are in the background. Edwards and Kines co-directed the flow to topics.



This year's CRS Radio Agenda Chairman Don Boyles of WSUN/St. Petersburg (left) hosts a panel on FCC rules and regulations with Washington lawyers Tom Well and Bob Heald.



Walt Shaw, PD of KRAK/Sacramento, is seen with seminar participants of the traditional "rap room."



Dr. Robert Balon, President of Multiple Systems Analysis, and KIKK/Houston OM, Bill Figenshu, during the programming and music research panel.



Mercury's Frank Leffel (right) and promoter Johnny "K" (left end) are pictured sharing a laugh during a meeting break at the seminar.

COUNTRY RADIO SEMINAR

"New Faces Show"



Capitol's Juice Newton makes music.



"New Faces" master of ceremonies Charile Monk (center) is surrounded by the evening performers, who included Alabama (MDJ Records); Carol Chase (Casabianca); Lacy J. Dalton (Columbia); "Big Al" Downing (WB); Leon Everette (Orlando); Reba McEntire (Mercury); Juice Newton (Capitol); Sylvia (RCA); and Jim Weatherly (Elektra).



"Big AI" Downing performs at the festivities.



Elektra's Jim Weatharly wings one of his compositions.



The always-entertaining John "The Fish" Fisher does a few magic tricks for the crowd of friends.



RCA's Sylvia during her performance.

LORETTA LYNN

she's done it again



...another hit single

Pregnant Aga

B/W You're A Cross I Can't Bear

from her newly released album: LORETTA produced by Owen Bradley.



MCA RECORDS





Topics ranged from managing people to music research. This year's theme was "Answers To The 80's." Everyone we talked with seemed to agree they did walk away from this seminar with some answers to better programming, sales, motivation, and creativity for the new decade.

The Mutual Radio network presented a satellite demonstration and an audiovisual show about the growth of network radio. Friday afternoon the Country Music Association bought lunch for the 400 registrants and gave a mini-multinuedia show. Jimmy Carter impersonator Carl Wolfson helped lighten the affair. Beside the annual Friday night "rap room," that night was special because of a private screening of the much-acclaimed "Coal Miner's Daughter." The seminar's "New Faces Show" was put together by Charlie Monk, Ed Keeley and Barbara Kelly.

As the R&R press deadline rapidly approaches, I must let the pictures tell the rest of the story. Thanks again to everyone in making our coverage once again the best.

1980 Country Radio Seminar A Huge Success

One of the hardest dicisions I've ever had to make came last week when I decided not to get on a plane and join many old friends in Nashville for the annual Country Radio Seminar. Having served on the agenda committee for the past few years, including this year, I knew the excitement the first seminar of the 80's was creating. As always, I wanted to be a part of the creative energy flow that is a part of the seminar. The sharing of ideas and the chance to learn the present state of our art and business makes it a must for my continued education and growth. Besides a learning experience, the seminar has always been a fun experience which I enjoyed for the past years covering not only with my words, but my camera as well. My reason for not getting on that plane last week was personal, and seems almost boring now, so I won't waste the space here trying to explain.

As has been the policy of the R&R Country section since I have been here, the Country Radio Seminar is always given lots of space for pictures and the highlights. This year is no exception. Thanks to Jon "Mr. Big" Di Amelio for all of this year's exclusive seminar pictures. (He sent me the film; I still did my share by developing the film and making the prints.) Also, thanks to Agenda Chairman Don Boyles, seminar coordinator Frank Mull, PR Director Kelley Delaney, and R&R's Lee Wade for helping me get the details. A very special "thank you" to KIKK's Bill Figenshu for filling in for me as moderator of the Programming-Music Research panel. I can hardly wait until next year.

Speaking of next year, Kim Pyle of WOKX/High Point, NC became the first female Radio Agenda Chairperson for the CRS. Sonderling's Mac Allen was reelected as President of the CRS. Frank Mull was given the position of Executive Director, with CBS's Joe Casey and RCA's Joe Galante named to represent the record industry for CRS/1981.

In talking with a number of panelists and participants of this year's seminar, their consensus is that the runaway highlight was keynoter Paul Harvey. They are still talking about his thoughts on country music lyrics with sexual overtones. Video presentations of Dr. Morris Massey of the University of Colorado and one prepared by Malrite Broadcasting's John Chaffey proved to be favorites of most in attendance. Pioneer radio sports broadcaster Red Barber was the opening speaker on the second day of activity.



Seminar keynote speaker Paul Harvey



Panel discussion about the record industry and its relation to the radio industry in the 80's. Pictured are Moon Mullins, WDAF/Kansas City; producer Norro Wilson; RCA's Ronnie Milsap; Joe Galante, also of RCA; Mike Martinovich of CBS Records Marketing; independent promoters Bruce Hinton, Peter Svendson and Jan Rhees.

News Notes

In other news this week, the Arbitron advances for the January-February books are starting to come into R&R. Country radio is looking good in the early returns... Coyote Calhoun is the PD of semi-automated WAMZ/Louisville. Calhoun recently joined the station from KLUF/Houston. He had been former WAKY/Louisville PD John Randolph's assistant for five years. Randolph is currently PD of Plough's WMPS/Memphis

... As of May 17, Bill Knight is resigning as PD of WUN1/Mobile. Knight will be looking to relocate at that time ... John Stevens, from KTTS/Springfield, MO, is the new afternoon man and MD at KCKN/Kansas City ... Ron Tatar has been let go as MD-air personality at KOKE/Austin. Apparently there will be no replacement ... Jolley Snyder is the new all-night personality on KLIX/Twin Falls, 1D. As reported here earlier this month, former Salt Lake City radio man Larry Hunter has also been added to the KLIX staff ... Carolyn Duncan, the morning co-anchorperson on KMPS/Seattle, just became a mother; giving birth to an eight-pound girl. It is also reported that KMPS all-nighter Susan Falconer is expecting. (Makes you wonder what goes on during PD Ron Norwood's staff meetings.)

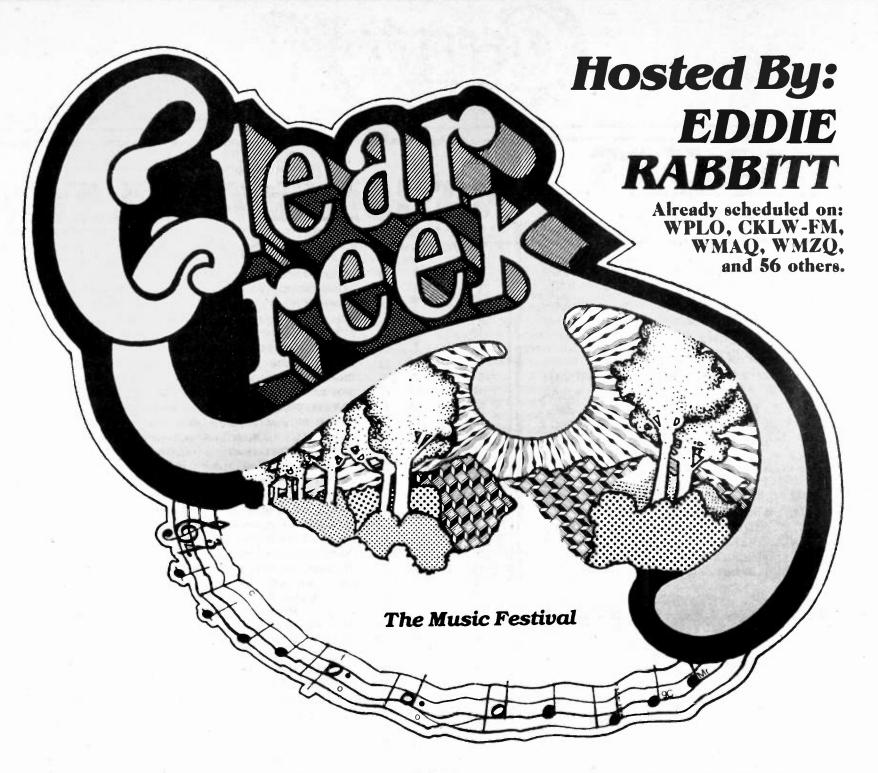
... WMZQ-FM has new offices and studios. They are now located at 5513 Connecticut Ave. NW, Washington, D.C. 20015 ... Check out the R&R "Street Talk" item this week submitted by Rusty Walker of WQIK/Jacksonville, FL. The WQIK traffic airplane is back in the news again. Of course you remember the R&R story about its famous short-lived station mascot, a ring-necked pheasant. This new bit is worth a chuckle . . . So what's NEWS with you?



Red Barber



"Progremming For The 80's" was the topic off a panel lead by Lee Master (not pictured). Seen here are panelists Barry Warner of KIKK/Houston; R&R columnist Brad Messer of KTSA/San Antonio; and John Chaffey of Malrite Broadcasting.



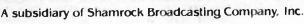
Imagine this setting . . . 18 miles of creek with the clearest water you've ever seen running through a mythical valley, surrounded by solid oak trees and bathed in prairie sun . . . Right in the middle of this fantastic setting, a multiple of stages with all of the excitement of country music at its best . . . Imaginary? Yeah! But so real you'll swear you're there, and your station will be broadcasting this event exclusively in your market.

This is the <u>original</u> country music festival for <u>radio</u>, featuring over 50 of the greatest country artists, including Crystal Gayle, Larry Gatlin, Dolly Parton, Willie Nelson, Emmylou Harris, Charley Pride, Waylon Jennings, Tanya Tucker, Kenny Rogers, Mel Tillis, Charlie Daniels, Jerry Reed, Mickey Gilley <u>PLUS</u> backstage interviews with many of the people who helped structure the foundation of the country music we enjoy today . . . Roy Acuff, Minnie Pearl, Chet Atkins, Willie Nelson, Waylon Jennings, Snuff Garrett, Tompall, Merle Haggard and more . . . <u>24 NON-STOP HOURS</u> . . . Already sold to many stations including CKWX/Vancouver, WYPL/Green Bay, WCHY/Savannah, WPNX/Columbus, GA, KLOZ/El Paso, WQBE/Charleston, WV and many more . . . Call TM Special Projects' Ron Nickell or Neil Sargent COLLECT AT (214) 634-8511.



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BREAKERS

MERLE HAGGARD The Way I Am (MCA)

On 76% of reporting stations. This week's adds include KLAC, WHOO, KOKE, WIL, WINN, WCMS, WEEP, WPOR. Charts: 31-23 WCXI, 40-30 WMZQ, 36-29 KCUB, 31-24 KNIX, 51-30 CKLW-FM, 35-26 KLZ, 30-24 WSM, 35-30 WJJD, 43-27 KHEY, 38-28 WUBE. R&R Chart 37-31.

LARRY GATLIN AND THE **GATLIN BROTHERS BAND**

Taking Somebody With Me... (Columbia)

70% of reporters on it. Charts: 38-29 WTSO, 39-28 KHAK, 20-15 WSAI, 39-29 KRMD, 45-30 KKYX, 35-27 KFTN, debut 21 WHOO, 1-1 WHN, 31-23 WQQT, 49-27 KLVI, 37-29 WVOJ. New adds include KSON, WIL, WUBE, WKSJ, WMC, WKXA. R&R Chart: 40-33.

DOLLY PARTON Starting Over Again (RCA)

On 63% of reporting stations, one of the "Most Added" this week. New at WHN, WDAF, KFDI, WMAQ, KSO, KLAC. WWVA, KSON, WXCL, KVET, KWMT, WGTO, KEBC, WBAX, KIKX, KYNN, WNVY, WPOR. Charts: 38-27 WFMS, debut 25 WHOO, debut 26 WSUN, debut 29 WUNI. R&R Chart: Debut

NEW & ACTIV

EDDY ARNOLD "Let's Get It While The Gettin's Good" (RCA) 75/14, WHK. WUBE. WDAF, KNEW, KCUB, WINN, WMC. WSUN, KNOE, WLAS, WCMS, WSEN, KIDN, WHBE. Charts: 38-27 KRMD, 38-30 KRZY. 25-16 KFTN, 33-29 WCOS-FM, 29-21 CKLW-FM, 31-25 KLZ, 30-25 KFGO, 32-23 WJJD. RÉR Chart: Debut 38.

CON HUNLEY "You Lay A Whole Lot Of Love On Me" (WB) 67/13, WFMS, WSAI. WTSO, WHK, WTHI, WHBF. KRAM, WIL. WYDE, WINN, KHEY, WPOR, WOKQ. Charts: 36-27 WCOS-FM, 38-30 WBAM, 29-24 KFGO, 14-12 KCKC, debut 28 WUNI, 28-24 WWV/A.

JOE STAMPLEY "After Hours" (Epic) 64/17, WEEP, WKXA, WGTO, WNVY, WLAS, WINN, WDDD, WDAF, WIL, WWJO, CKLW-FM, WTHI, KSO, WJJD, KTOM, KSSS, KMAK. Charts: 38-29 KRZY, 39-30 KFTN, 37-24 WBAM, CRETTA LYNN "Pregnant Again" (MCA) 54/8, W AS ARTHURS WAS ARTH

LORETTA LYNN "Pregnant Again" (MCA) 64/8, KLAC, KEEN, KIDN, WIL, WBAP, KKYX, WQQT, WEEP, Chorts: 30-24 WDAF, 33-27 KWMT, 30-17 WCXI, 31-26 KRMD, 31-20 WNRS, 34-29 KHAK, 33-27 CKLW-FM, 38-28 WCOS-FM, 20-14 WIRK-FM, 29-22 WTHI, 33-24 KSO, 36-27 WUBE, 27-20 WKMF, 19-6 KLAK.

WUBE, 27-20 WKMF, 19-6 KLAK.

JOHN WESLEY RYLES "Perfect Strengers" (MCA) 63/6, KLAC, KBET, WTSO, KWMT, WINN, KVET, Charts: 37-29 WCMS, 28-22 WCOS-FM, 13-7 WBAM, 37-28 WQQT, 39-29 KIKX, 37-27 WAXX, 31-21 WMZQ, 32-26 KKYX, 33-24 KRMD, 29-23 KHAK.

JOHN ANDERSON "She Just Started Liking Cheatin' Songs" (WB) 57/13, KNIX. KUZZ. KLAK, WXCL. KWMT, WNRS, WDGY, WIRE. WHK, KSSS, WUNI, WQQT, KLVI. Cherts: Debut 19 WHOO. 39-29 WSM, 36-26 KSO, 30-25 WADR.

JEANNE PRUETT "Temporarily Yours" (IBC) 56/18, WLAS, WSUN, KHEY, KLVI, WUBE, WHK, KWMT, WNVY, WNRS, WJJD, WIRE, KTOM, KRZY, KNEW, KRAM, KIKX, KSSS, KMAK, Cherts: 40-30 KHAK, 34-24 WMZQ, 36-29 CKLW-FM. BILLY "CRASH" CRADDOCK "I Just Had You On My Mind" (Capitol) 55/9, KMPS, KEEN, KRAK, KUZZ, WDAF, WHBF, WUBE, WHK, WLAS, Charts: 31-26 WEEP, 38-30 WFMS,

LEON EVERETTE "I Don't Want To Lose" (Orlando) 53/12, WCMS, KOKE, WSAI, KSO, WJJD, KSON, KLAK, KTOM, KLZ, KMPS, KSSS, WOKQ. Charts: 30-21 WCOS-FM, 32-25 CKLW-FM, 35-29 WQQT.

DONNA FARGO "Walk On By" (WB) 53/6, KRZY, KIDN, WHBF, WINN, WCXI, WWJO. Charts: 37-28 KRMD, 29-25 WWVA, 26-19 WQQT.

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NATIONAL AIRPLAY/40

Three Weeks	Two Week:	Last s Week		March 21, 1980
13	11	4	0	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
5	2	1	2	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
7	4	3	Ð	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
2	1	2	4	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
12	9	6	0	STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury)
17	12	8	0	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
22	17	10	0	CHARLEY PRIDE/Honky Tonk Blues (RCA)
9	7	7	8	CHARLY McCLAIN/Men (Epic)
18	14	11	0	MOE BANDY/One Of A Kind (Columbia)
27	20	16	0	RAY STEVENS/Shriner's Convention (RCA)
6	5	5	11	MEL TILLIS/Lying Time Again (Elektra)
24	19	15	Œ	HANK WILLIAMS JR./Women I've Never Had (Elektra)
31	25	19	0	DOTTIE WEST/A Lesson In Leaving (UA)
32	26	20	Ŏ	BRENDA LEE/Tha Cowgirl And The Dandy (MCA)
26	22	17	15	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
34	29	24	0	GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic)
29	23	22	O	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)
-	31	27	0	EMMYLOU HARRIS/Beneath Still Waters (WB)
35	30	26	0	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
10	10	14	20	BOBBY BARE/Numbers (Columbia)
33	28	25	3	ALABAMA/My Home's In Alabama (MDJ)
30	27	28	0	LACY J. DALTON/Tennessee Waltz (Epic)
15	13	18	23	JOHNNY DUNCAN/Play Another Slow Song (Columbia)
3	6	9	24	WAYLON JENNINGS/I Ain't Living Long Like This (RCA)
1	3	12	25	ANNE MURRAY/Daydream Believer (Capitol)
-	_	32	0	EDDIE RABBITT/Gone Too Far (Elektra)
-	-	33	Ø	JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA)
37	32	31	28	REX ALLEN JR./Yippy Cry Yi (WB)
-	40	34	0	DANNY DAVIS & WILLIE NELSON/Night Life (RCA)
4	8	13	30	GENE WATSON/Nothing Sure Looked Good On You (Capitol)
_	-	37	9	MERLE HAGGARD/The Way I Am (MCA)
16	18	21	32	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
_	-	40	0	LARRY GATLIN/Taking Somebody With Me When I Fall (Columbia)
_	-	35	34	BILLIE JO SPEARS/Standing Tall (UA)
_		→	0	DOLLY PARTON/Starting Over Again (RCA)
_		→	36	KENNY DALE/Let Me In (Capitol) NEW ENTRY
_	_	36	37	DIRT BAND/An American Dream (UA)
-		→	38	EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA)
_		-	39	JIM WEATHERLY/Gift From Missouri (Elektra)
_	-	-	40	CHARLIE DANIELS BAND/Long-Haired Country Boy (Epio)

This chart is based solely on compiled weakly reports from our teporting stations. Black circled numbers from the majority of our reporters.

DON WILLIAMS "Good Ole Boys Like Me" (MCA) 49/49, "The Most Added" record this week. Some new adds inicude KMPS, KNIX, KCUB, KEED, KNEW, KEEN, KRAK, KCKC, KLAK, WFMS, WSLR, KSO, WIRE, KFGO, WCXI, WDAF, WXCL, WSAI, WDGY, WNRS, WMAQ, WMC, WINN, KRMD, WHOO, WSUN, WIRK-FM, WSM, WQQT, WYDE, KIKK, WUNI,

LINDA RONSTADT "Rambier Gambler" (Asylum) 49/12, KLZ, WFMS, WINN, KVOO, KRMD, KHEY, WYDE, KFEQ, WXCL, KWMT, KMAK, KLAK. Charts: 18-13 WBAX, 31-20 KSSS, 32-28 KEEN, 24-19 KUGR, 36-30 WIRK-FM, 31-24 KHAK. 33-28 WPOC.

GAIL DAVIES "Like Strangers" (WB) 45/15, KIKK. WVOJ. WSLR, KNEW, KIKX, WLAS, KEBC, WTSO, KYNN, WXCL. KHAK, KBMR, CKLW-FM, KUZZ, KBET, Charts: 39-30 WSEN, 25-20 KCKC, debut 28 WSUN, debut 27 KMPS.

9 ROSANNE CASH (Colu 10 DOTTIE WEST (UA)

Active Re-Currents

Most Requested

RAY STEVENS (RCA)

CONWAY TWITTY (MCA)
BELLAMY BROTHERS (WB/Curb)

BOBBY BARE (Columbia)
CRYSTAL GAYLE (Columbia)
GEORGE & TAMMY (Epic)
CHARLEY PRIDE (RCA)
BRENDA LEE (MCA)

BOBBY BARE Numbers (Columbia)
RAZZY BAILEY
I Cen't Get Enough... (RCA)
GEORGE BURNS
I Wish I Wes 18... (Mercury)
JOHN CONLEE aby, You're Something (MCA)
TOM T. HALL
Old Side Of Town (RCA)
WAYLON JENNINGS Ain't Living Long... (RCA)
BARBARA MANDRELL
Yeers (MCA)
ANNE MURRAY

Daydream Bellever (Cepitol)
WILLIE NELSON
My Heroes Have Always... (Colum
GENE WATSON
Atothor Sura Lonked. (Cepitol)

Nothing Sure Looked... (Capitol)
DON WILLIAMS
Love Me Over Again (MCA)

Others Getting Significant Action

ED BRUCE "Diane" (MCA) 41/7, KEEN, WGTO, WCOS-FM, WUNI, KHEY, WHBF, KTYN,

JANIE FRICKE "Pass Me By" (Columbia) 35/10, KIKX, KSSS, KHAK, WXCL, KYNN, WKMF, KLVI, KVET, WUNI, KHEY, 35-30 KFGO. JOE SUN "Shotgun Rider" (Ovation) 34/9, wyll, wgto, wirk.fm, kenr, wthi, kbmr, krzy, ksss, debut 29 wl.wi.

FLOYD CRAMER "Dallas" (RCA) 33/15 wwva. winn, wjjd, keed, kmps, krzy, kmak. kugr. kikx, kram, kbet, kfgo, wirk-fm, wyii, krmd. Cherta: 35-27 weep, 20-14 knoe. 19-9 wmzq. 18-11 wlwi, 30-24 wsun.

TOMMY OVERSTREET "Down in The Quarter" (Elektra) 32/8, kftn, kikx, klz, kugr. ksss, kbmr, kebc, wnvy, 27-22 wlwi.

RONNIE McDOWELL "Lovin' A Living Dream" (Epic) 29/19, KNIX, KLAK, KEED, KBET, WSAI, WXCL, CKLW-FM, KFGO, KSO, KHEY, KEBC, KKYX, KZIP, WLAS, KVOO, WLWI, WUNI, WBAM, WYII, 32-28 WVOJ.

CRISTY LANE "One Day At A Time" (UA) 27/23, KMPS. KEEN, WIRE, WHK, WDGY, WXCL, WCXI, KHAK, KSO, CKLW-FM, KYNN, KEBC, KVOO, KRMD, WYDE, WLWI, KZIP, WVOJ.

RAC DAVIS "Hard To Be Humble" (Caseblanca West) 25/6, KEEO, WDAF, RIMF, RIKK, KSSS, WPOC. Charts: 17-10 WCXI, 34-25 KNIX, 19-8 KCKC.

KENDALLS "I'm Already Blue" (Ovation) 24/24, KMPS, KNIX, KRZY, KRAK, KLAK, KIKX, WKMF, WFMS, WNRS, WAXX, KFDI, WTHI, KFGO, KSO, KFEQ, KBMR, KVOO, KRMD, KZIP, WVOJ, WSM, WLWI, WBAM, WOKQ.

DON GIBSON "Sweet Sensuous Sensations" (WB/Curb) 22/16, KMPS, KNIX, WAXX, KHAK, KYNN, KSO, KBMR, WKMF, KBET, WIRK-FM, WCOS-FM, WGTO, WLAS, KIKK,

LARRY G. HUDSON "I Can't Cheat" (Mercury) 22/6, wwva. waxx, wcos.fm.

BUCK OWENS "Love Is A Warm Cowboy" (WB) 14/14, KCUB, KCKC, KSO, KKYX, WLAS, WBAM, WSM, WVOJ, WSEN, KBMR, KFGO, KRAK, KMPS, KNIX.

WLAS, WBAM, WSM, WVOJ, WSEN, KBMR, KFGO, KRAK, KMPS, KNIX.

JOHNNY RODRIGUEZ "Love, Look At Us Now" (Epic) 13/13, KEED, KSO, KFGO, KKYX, WYOJ, WLAS, WBAM, WSM, KIKK, WUNI, KZIP, KHEY, WSEN.

JERRY REED "Workin" At The Carwash Blues/Age" (RCA) 12/12, "Corwash" at KRZY, KEEN, KRMD, WLWI, WIRK-FM, WSM, WSEN, WIRE, KCUB, "Age" at KFDI, KMAK, KNIX. DAVE & SUGAR "New York Wine And Tennessee Shine" (RCA) 11/11. Early action in the West. Added at KRZY, KNIX, KFTN, KCUB, KEED, KLZ, KUGR, KRAK, KLAK, KSSS.



Inside Nashville

Biff Collie

FLASHVILLE: Paul Harvey and Red Barber thrilled over 400 Country Radio Seminar registrants with their own brand of Pronouncements as 1980 keynoters of CRS 11. Charlie Daniels did a walk-on and PSA for the CMA. Super panels and strong agenda, thanks to this year's agenda chairman Don Boyles, VP/GM at WSUN/St. Petersburg . . . Daniels had just gotten back from a flight to Dallas to see Bobby Bare's show at The Rose. Though crippled by a broken arm, Charlie had to sing "Long-Haired Country Boy" and "Uneasy Rider." He's in Vegas this week to do

"Dinah" at the Grand Hotel Johnny and June Cash will build a 106-unit home for the elderly in nearby Madison next door to the home where June's mother Maybelle Carter died in October '78 . . . Tom T. Hall played a big part in building a new sanctuary at Mt. Pisgah United Methodist Church in Brentwood, across from his old home. The Mt. Pisgah choir was heard on Tom T.'s "Me & Jesus" David Allen Coe finished his latest album, "I've Got Something To Say," helped



vocally by Kris Kristofferson, Johnny and June Cash Dickey Betts, Bill Anderson, and George Jones . Pat Boone has another book going on sale in May called "Pray And Win" ... George & Tammy killed 'em on stage with their first duet in four years, playing to two sellout houses in New London, CT and two sellouts in Hagerstown, MD . . . Tammy tapes her first TV special April 14-15 (60 minutes from the Grand Ol' Opry). Ex-hubby George Jones and Tom T. Hall special guest . . . Eddie Rabbitt's sixth Elektra release wrapping up now, with 9 out of 10 cuts written or co-written by Eddie. One track will be part of the movie soundtrack for UA's "Roadie," a rock 'n' roll comedy starring Meat Loaf, Blondie, Alice Cooper, and Art Carney. Movie out this summer in tandem with soundtrack . . . June 7 is air date for the Oak Ridge Boys ABC Radio network special (400 affiliates) . . . Slim Whitman, who most Americans for years have presumed inactive, may be the "Comebacker" of the year, thanks to his current record album TV commercial selling a package of his hits (which has sold over 1.2 million by the way). Though he's been named Entertainer of the Year in England (1973-78-79) and is one of the biggest international record stars, he's not even under record contract in . Ernest America. (Not for long now, I'll bet!) . Tubb, in an Associated Press story, says the major record companies have "quit" country music (his "Legend & Legacy" album went over the \$1 million mark in Canada and America recently) . . . The Academy of Country Music awards air May 1, carried live by NBC-TV. A special award will be announced for the "single biggest contributor in image and success to Country music through the past decade." Previous winner, in 1970, was Marty Robbins.

AIRLINES: Charley Pride sold his interest in KFOG-FM/San Francisco for \$1.1 million . . . Hoyt Axton sings in ABC's new series about construction workers, "When The Whistle Blows" . . . Crystal Gayle and Loretta work the "Tonight Show" six days apart: Loretta on the 19th, Crystal on the 26th ... Signs: on the Oak Ridge Boys' bus #1, "Senior Citizens," on #2, "Governor's Staff" ... Bobby Daniels, drummer in



Charley Pride

Kenny Rogers's "Bloodline" band, got married at Jack Clement Studios to Sylvia Coakely while the rest of the band watched. (They thought they were there for a record session!) . . . Sheb Wooley will star in a new TV pilot called "Dallas Saturday Night." His costars will include Slim Pickens, Joe Heathcock and Mel Tillis . . . David Houston recorded an album on stage at the Grand Ole Opry House. alone! No people there, just David, the musicians, the Osborne Bros., and Charlie Louvin, who will be heard on the

MOVIES: Loretta's "Coal Miner's Daughter" opened, first weekend, to a three-day gross of \$3.25 million. It debuted Friday (14) in 125 theatres and Friday (21) in an additional 250. ABC-TV bought the television rights, to air in 1982 . . . Glenarm Productions of Pasadena bought the movie rights to Barry "Green Beret" Sadler and Billy Arr's book, a mystery novel called "Nashville With A Bullet." It will be filmed here sometime this year. The screenplay is still cooking. Country Disc Jockey Hall of Famer Cliffie Stone and G.L. Hall are co-producers of the project . . . George Jones & Tammy Wynette will sing the soundtrack in Tammy's movie story "Stand By Your Man" . . . Don Williams sang and acted in "Smokey & The Bandit II" in Jupiter, FL. Don's acting in his second Burt Reynolds movie; the first was "W.W. & The Dixie Dancekings.

MERLE HAGGARD is 10 chapters into his book, "My Life's Been Grand," which he says should be out in spring '81. His longtime friend Peggy Russell is the co-author, and they're digging into the real story of Merle, born in a boxcar when his parents moved from Oklahoma to California in 1937. "It's not easy to tell everything," Merle says, "but it's not real if you don't. It's plastic and unreal when you do that. It may shock a few people in the process, but they'll read my real story, and that's important to me if we're gonna do



Merle Haggard

it." Simon & Schuster will publish the book, and although it's a good way off, Columbia and Universal are already talking about a movie based on the book. Hag says he can see Dustin Hoffman doing his part. "He's my kind of guy."

MITCH MILLER came to town, appeared on the Grand Ole Opry Friday night and conducted a concert with the Nashville Symphony on Saturday night. On the program was a Mitch Miller "Singalong," a medley of Nashville hits which he produced into giant country-pop hits, Gershwin's "An American In Paris," Bach's "Little Fugue," and Tchaikovsky's 'March Slav." Mitch Miller's an American music legend, and a giant factor in country music's importance to the world in the 1980's. Salute!



FLANKING NAMATH — "Good OI" Boys" Moe Bandy and Joe Stampley "flank" fellow guest Joe Nameth at a recent taping of nationally syndicated TV show "Dinah & Friends" at Burt Reynolds Dinner Theater in Jupiter, FL.



GOING FOR THE EMMY — Jerry Seabolt, Director of Operations, EMI/UA/Nashville plays the role of Jim Denny in the upcoming TV special "Hank Williams: His Life and His Music." Shown above in a scene from the 2-hour musical/drama is Seabolt (left) and Jim Owens, who plays the legendary Hank.



WEST

us N.M. Color

Janie Fricke Joe Sun Mac Davis Jor Stampley Dave & Sugar Don Milliams HOTTEST: Bellamy Bros. Cormay Twitty Charly McClain Crystal Gayle Charley Pride

KUZZ Bahrisheid Ca Everette

Dottle West Charley Pride Belland Bros. KLZ Denser Co

HEAR Dones for

Linda Ponstadi John Anderson

Tommy Overstreet Linda Ronstadt Leon Everette Dave & Sugar

ado Springs Co Eugene Or Lron Everette Jeanne Pruett Cristy Lane Tommy Overstreet John Anderson Carlene Carter Janie Fricke Joe Sun

Dave & Sugar Ronnie McOmerli Don Milliams Floyd Cramer Mac Davis Johnny Rodriquez MOTTEST Commay Twitty Charly McCluin Bellamy Bros. Alabama Larry Getlin Jeanny Prumtt Con Hunley Mich Noble Flord Cramer HOTEST: Rosenne Cash Dottie Mest Herle Haggard Bellamy Bros. Rea Allen Jr.

KRAM Lai Vagas No

Premo, Ca Jerry Reed Joe Stampley Jeanne Pruett Floyd Cramer Linda Honstadt Red Steagell Jim Meatherly Dave & Sugar HOTTEST Ronnie Milsap Commay Twitty Millie Melson Bellamy Bros. Charley Pride Rogers & Carnes
Dolly Perton
Merie Haggard
Lorette Lynn
Renny Dele
John M. Ryles
HOTTEST:
Crystel Geylr
Hank Thompson
Dottie West
George & Tammy
Dayls & Nelson RCE V Modesta, Ca

Ma= 0. Barnes HOTTEST Charley Pride Chet Atkins Res Allen Jr. Dave & Sugar Carol Chase Tumny Overstreet Floyd Cramer HOTTEST Crystal Gaylr Rosanne Cash Tommy James KNEW Oakland S.F. Ca Gatl Davies Eddy Arnold Jeanne Pruett Don Williams

Lacy J. Dalton
John Anderson
Don Gibson
Louise Mandrell
Don Milliams
Dave & Suger
Buck Owens
Jerry Reed
Rendalls
Ronnie McDowell
MOTTEST:
Statier Bros.
Crystai Gayle
Debby Boone

Eddy Rabbitt Eddy Arnold Merle Haggard Larry Getlin Loretta lynn Donna Fargo MOTEST Willie Nelson Hay Stevens Conway Twitty Bellamy Bros. Emmylou Harris

Gail Davies
Dolly Parton
Floyd Cramer
Jerry Mellece
Don Gibson
John M. Byles
Mary K. Hiller
Larry G. Hudso
Ronnie McDowel
Freddy Fender
HDTEST nto, Ca Tommy Overstr Jimmy Tucker Sonny Curtis Dave & Sugar R.C. Bannon

Dolly Parton Eddie Rabbitt Leon Everette Billie Jo Spectarry Gatlin HTOTEST. Statler Bros. Bellamy Bros. Crystal Gayle Hank Milliams Emmylou Marris "Crash" Craddo
Cristy Lane
Don Milliams
Buck Owens
Sonny Curtis
Donna Fargo
Jerry Mallace
MOTTEST:
Charley Pride
Hank Milliams
Femulou Harris Hank Wirr. Emmylou Harris Res Allen Jr. George & Tammy

Don Williams Loretta Lynn Cristy Lane Jerry Reed David Alan Coe Ed Bruce "Crash" Craddock MOTIEST Dottle West MAPS Sealle, Wa

Seattle Wa Floyd Cramer Cristy Lone Kendalls Don Milligms Buck Owens "Crash" Craddock Don Gibson Leon Everette Dottle Mest HOTTEST Commey Twitty Bellamy Bros.

Buck Owens Loretta Lynn Sonny Curtis Dun Milliams HOTIEST Gail Devies Eddie Rabbitt Jeanne Pruett Conway Twitty

NSON San Diego, Ca

KEEN San Jose, Ca

Most Added .

DON WILLIAMS Good Ole Boys Like Me (MCA)

DOLLY PARTON Starting Over Agein (RCA) Hottest

CONWAY TWITTY I'd Love To Lay You Down (MCA)
BELLAMY BROTHERS Sugar Daddy (WB) CRYSTAL GAYLE It's Like We Never... (Columbia) RAY STEVENS Shriner's Convention (RCA)

REGIONAL **ADDS & HOTS**

EAST

Jum Wentherly
Jum Wentherly
Duck (herns
Gon Milliams
Cristy Lane
Lane A Sugar
Jerry Rend
Lddy Arnulu
Gail Davivs
Lemylou Harris
HOTIEST
Kay Stevens
Eddie Rabbitt
Merle Maggard
George & Tamy
Brenda Lee

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Dolly Parton Larry G. Hudso Jranne Pruett

Don Williams Inners Rodriguez

WPOC FM Baltimore, Md

Emmylou Harris
Mac Davis
Rogers & Carnes
HOTTEST:
Conway Twitty
Dan Fogelbern
Millie Melson
Bobby Bare
Crystal Gayle

SOUTH

Amerillo, Ta

WHN New York, N Y

Don King Joe Stampley Larry Gatlin HOTTEST: Charly McClain Crystal Gayle Dan Fogelberg Brenda Lee Debby Boone Rogers A Carnes Dolly Parton Jerry Lee Lewis Rosanne Cash Emmylou Harris Brenda Lee HOTTEST: Larry Gatlin Erystal Gayle Ronnie Milsap

WORD Dozer, N.H.

WKXA Brunswick, Me

WCMS Norfolk, Vr Con Hunley Leon Everette B.J. Thomas Merle Haggard Kendalls MOTTEST. Larry Galtin Billie Jo Spe Exmylou Harris Commay Twitty Bobby Bare Merle Haggard George & Tarmy Leon Everette Don King Eddy Arnold Eddir Rabbitt MOTEST: Conway Twitty Debby Boone Bellamy Bros. Rosanne Cash Brown & Cornelius

Charlis Daniels Loretta Lynn Big Al Opening Joe Stampley Merle Haggard HOTIEST: Charly McClain Crystal Gayle George & Tammy

WPOR Portland, Me

Dolly Parton Larry Getlin Con Hunley Merle Haggard HOTTEST: Milliams ... Big Al Downing Ray Stevens George & Tarmy WWVA Wheeling, W V Brown & Cornellus Floyd Cramer Dolly Parton Larry G. Hudson HCTTEST. Ray Stevens

WAOR No Adds HOTTEST Alabama

Engribert Humperdinch Sonny Throckmorton Tommy Overstreet HOTTEST, Jim Kirk & TM Singers John Omnver

Davis & Helson Emmylou Harris Hank Thompson Carol Chase Eddie Rabbitt Dolly Parton MOTTEST: Bubby Bare Commay Twitty Oirt Band Dottle West

WVII Williamsport, Md. 10

Ronnie McDowell Don Millies Joe Sun Floyd Cremer Louise Mandrell HOTTEST Willie Melson Crystal Gayle Ronnie Milsap Bellemy Bros. George & Tammy

WNOW Vork, Pa

Alabama Rex Allen Jr. Davis & Nelson HOTTEST: Ronnie Milsap Conway Twitty Crystal Gayle

MIDWEST

Jeanne Pruett John Anderson Don Milliams Kendalls HOTTEST Bobby Bare Commay Twitty

KMAK Cedar Rapids to

Leon Everette Brown & Cornel Jeanne Pruett Joe Stampley Red Steagall Floyd Cramer

WMAO Chicago, II Oon Williams Emmylou Harri Brenda Lee Dottle Mest Alatama

Conway Twitty Bobby Bare

Maylon Jennings Charly McClain

Dottle West Eddy Wernold Larry Gatlin "Crash" Craddo Dolly Parton Jeanne Pruett HOTTEST George & Tammy Ray Stevens Con Humley Brenda Lee Eddle Rabbitt

WHM Cleveland Off

Eddy Arnold Aeith Stegail Con Hunley "Crash" Craddock Weame Prwett Kin Vassey Cristy Lane John Anderson HOTTEST Ronnte Hilsap Charly McClain Ray Stevens Crystal Gayle Brenda Lee

Dolly Parton Opn Gibson

Oon Gibson
Cristy Lane
Jimmy Tucker
Leon Everette
Buck Owens
Don Milliams
Jonney Rodriguez
Joe Stampley
Ronnie McDowell
Kendalls
HOTEST
John Anderson
Cormay Twitty
Crystel Gayle

Larry Gatlan Linda Ronstad Jeanne Pruett John M. Ryles Dolly Parton John Anderson HOTTEST Hilling Melson

WARR Eau Claire, Wi

RFGO Fargo N O

WILMF Fint, Mi

Finition

Janie Fricke

Mac Davis

Dolly Parton

Ditkie Lee

Brown & Cornell

Sonny Throckmor

Don Gibson

HOTTEST

Comany Teity

Bobby Bare

Loretta Lynn

Hank Milliams J

John Anderson Cristy Lane Jeanne Pruett Jerry Reed Don Milliams MOTTEST: Millie Melson Comway Twitty Mellamy Broyle Crystal Gayle Charley Pride

WDAF Kansas City, Mo

Joe Stampley
Don Milliam\
Dolly Parton
"Crash" Cradd
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HOTTEST
Bellamy Bros
Eddie Rabbitt
John Anderson

Eddie Rabbitt Monste Milsap Joe Stampley Charley Pride MOTTEST Maylon Jennings Gene Matson Barbara Mandrell Millie Nelson Tom T. Hall

Dolly Parton Debby Boone Jerry Lee Lewis Merle Haggard MOTIEST: Millie Nelson Dan Fogelberg Ponnie Milsap Corway Twitty Crystal Gayle

Omaha, Ne
Gail Davies
Johnny Russe
Bobby Mood
Don Gibson
Oolly Partor
Cristy Lane
Louise Mandr
Janie Fricke
Red Sovine
Peggy Sue

Brown & Cornelius
Con Munley
Eddy Arnold
Donna Fargo
Ed Bruce
Box Gar Mille
"Crash" Craddock
HOTTEST:
Charley Pride
George & Taneny
Brenda Lee
Res Allen Jr.

WKCQ Saginaw, Mi

Donna Fargo
"Crash" Craddock
Eagles-Tcl1"
HOTTCST:
Willie Nelson
Waylon Jennings
Bellamy Bros.
Anne Murray

WWJO St, Cloud Mn

Larry Gatin Freddy Meller Linda Ronstadt Kendalls Don Hilliams HOTTEST: Booby Bare Crystal Gayle George & Tammy Emmylou Marris

St Louis Min

WTHI

Bo. Car Mille Jerry McBee Jerry McBee Jerry McBee Jerry McBee Jerry McBee Charle McCoy Jimp Tucker Kendalls Bon Millams Jerry Reed Bolly Parton HOTTEST Charley Pride Commay Tultty Mille Melson Red Sovine Commy Tultty

Oolly Parton Bobby Hood Cristy Lane Joe Stampley Gall Davies Ray Frushay

Johnny Bush Larry G. Hudson Kendalls Johnny Russell Cristy Lane Ronnie McDowell HOTTEST. Loretta Lynn George & Tammy Larry Gatin Jeanne Pruett Eddie Rabbits KOKE Austro, Ta

Eddir Rabbitt Merle Haggard Oirt Band Leon Everette HOTIEST: Statler Bros. Crystal Gayle Re: Allen Jr. Ray Stevens

KVET Austin, Ta Dolly Parton Jame Fricke John M. Ryles Roger Bowling Jim Meatherly HOTTEST Dottie West Ray Stevens

John Anderson
Jeanne Pruett
Joe Sun
Janie Fricke
Debby Boone
Brown & Cornel
David Houston
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Ronnie Milsap
Bellamy Bros
Rosanne Cash
Larry Gatlin

Dirminghem, Al
Cristy Lone
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Billie Jo Spear
Linda Ronstadt
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Ed Bruce Kin Yassey Larry G. Huds Oon Gibson MDTTEST: Rosanne Cash Charley Prida Debby Boone Brenda Lee Con Munley

Oon Gibson
Melissa Lewis
Ed Bruce
Jor Stampley
Dolly Parton
Dottle Mest
Joe Sun
Davis & Melson
MOTTEST.
Donna Fargo
John Anderson
Jeanne Pruett

Linda Ronstadt
Con Hunley
Janie Fricke
Ronnie McDowel
Johnny Rodriguez
Jennee Pruett
Don Milliams
Ed Bruce
HOTTEST:
Bellamy Bros.
Hank Milliams Jr
Rosanne Cash
Merle Haggard

Rosanne Cash Merle Haggard Eddle Rabbitt

Eddie Rabbitt Loretta Lynn Charlie Daniels Band KENR Houston, Tx Emmylou Harris Joe Sun

KIKK Houston, Ta

Johnny Rodrigut
Don Militams
Mac Davis
Gail Davies
Don Gibson
Mary K, Miller
HOTTES':
Rosanne Cash
Dirt Band
Beilamy Bros.
Brenda Lee
Loretta Lynn

WCOS-FM Columbia, S.C.

WVOJ Jacksonsille Fl Billy Larkin
Johnny Rodrigue?
Buck Owens
Don Milliams
Kendalls
Gail Davies
Cristy Lane
Merle Haggard
HOTTEST.
Alabama

WLAS Jacksonville, N.C.

Oon Williams Billie Jo Spe Eddy Arnold Larry Gatlin Rex Allen Jr.

WOKK Meridian Mi WLWIFM Montgomery, Al

Don Millioms Ronnie McDowell Fendalls Cristy Lone Jerry Reed HOTTEST: Merle Haggard Eddte Rabbitt Jim Weatherly MOTIEST Comway Twitty Bellamy Bros. Hank Williams Jr

WSM Nashville, Tn Don Milliams
Johnny Rodriguez
Kendalls
Jerry Reed
Buck Owens
Leona Milliams
Rogers & Carnes
HOTEST:
George / Taxmy
Millia / Italy
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MUNI Mobile, Al Johnny Russell
Ed Bruce
John Anderson
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MOTTEST:
Bellamy Bros.
Dottie Mest
Eddie Rabbitt
Merle Maggard

Dolly Parton
"Crash" Craddo
Eddy Arnold
Freddy Meller
Kendalls
John Anderson
HOTIEST.
Mills Nelson
Emmylou Narris
George & Tammy
Crystal Gayle
Ronnie Milsap

WBAM Montgomery, Al

Louise Mandrell
Ray Frushay
Kendalls
Don Milliams
Dickey Lee
Charlie Rich
MOTTEST:
Conway Twitty
Roger Bowling
John Anderson

WHOO Orlando, Ft

Merle Häggard Debby Boone Eddle Rabbitt Don Milliams MOTEST: John Anderson Charlie Danjels Band George & Tammy Bellamy Bros.

WNVV Pensacola, FI Dolly Parton Jeanne Pruett Merle Naggard Joe Stampley Tommy Overstreet HOTTEST: Commay Twitty Ray Stevens Bellamy Bros.

WSUN St Petersburg, F) Kenny Date Billie Jo Spears Eddy Arnold Don Williams Jeanne Pruett

WQQ1 Savenneh, Ge

John Anderson Billie Jo Spearwa Loretta Lynn Don Williams MOTTEST: Ray Stevens Hank Williams Jr. Davis & Melson Eddie Rabbitt Larry Gatlin

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Floyd Cramer
Linda Ronstadt
Jerry Reed
Freddy Fender
Sonny Curtis
Dickey Lee
Sonny Throckmortor
Kendalls
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HDITEST:
Debby Boone

Ronnie McDowell
Bonly Parton
Sonny Curtis
Jerry Foster
Orion & J.L. Le
Louise Mandrell
Jerry Mallace
Freedy Fender
Jennifer Marnes
Olckey Lee
Don Gibson
Charlie McCoy
Linda Ronstadt
DePt-Reeves
Cristy Lane
Rendalls
Jimmy Tucker

Country



HOTTEST TRACKS:

"Whiskey Lady" (MCA) Oak Ridge Boys

"Goodbye Marie" (UA) Kenny Rogers

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay REX ALLEN JR - Oklahoma Rose - (WB) "What Was Your Name?"

"It's Over" "You're Gonna Be A Star" BELLAMY BROTHERS - You Can Get Crazy - (WB/Curb) "You Can Get Crazy" "Dancin' Cowboys"

COAL MINER'S DAUGHTER - Soundtrack - (MCA) "Coal Miner's Daughter" "Blue Moon Of Kentucky" "You're Looking At Country" GAIL DAVIES - The Game - (WB) "Good Lovin' Man JOHN DENVER - Autograph - (RCA) "How Mountain Girls Can Love"

"Autograph" "The Ballad Of St. Anne's Reel" "In My Heart"

ELECTRIC HORSEMAN — Soundtrack — (Columbia) "Midnight Rider" CON HUNLEY - I Don't Want To Lose You - (WB) "Rhythm And Blues" "Lover's Lullaby"

JERRY LEE LEWIS - When Two Worlds Collide - (Elektra) "Honky Tonk Stuff" "Rockin' Jerry Lee" "Alabama Jubilee" "Love Game" LORETTA LYNN - Loretta - (MCA) "Naked In The Rain" "Sweet, Sweet Daddy" "The Fool Wouldn't Listen" "Honky Tonk Angels" RONNIE MILSAP — Milsap Magic — (RCA) "My Heart" "It's A Beautiful Thing" "I Let Myself Believe" "If You Don't Want Me To"

OAK RIDGE BOYS — Together — (MCA) "Ready To Take My Chances" "Whiskey Lady" "Beautiful You" "Trying To Love Two Women" "A Little More Like Me" "Take This Heart"

CHARLEY PRIDE - There's A Little Bit Of Hank In Me - (RCA) "You Win Again" "So Lonesome I Could Cry JOHNNY RODRIGUEZ - Through My Eyes - (Epic) "One-Two-Three"

"Whatever Gets Me Through The Night" KENNY ROGERS - Kenny - (UA) "Goodbye Marie" CONWAY TWITTY - Heart & Soul - (MCA) "She Thinks I Still Care" "Smoke From A Distant Fire" "Turn On Your Love Light"

DOTTIE WEST — Special Delivery — (UA) "Up So High"



P/A

POP/ADULT®

Mike Kasabo

Flight Of The Phoenix

KOY's newsman and afternoon traffic reporter in the sky, Bob Scott (pictured), turned out to be quite a hero recently after discovering a way to hold back large scale flooding in the Phoenix area.

The major bridge crossings over the Salt River, which bear the majority of commuting traffic, were washed out in recent storms, causing massive tie-ups and heated tempers. Rush hour traffic that would start at 4 in the afternoon would continue until 10 that night.

Here's where Scott became resourceful. "As I was flying traffic watch," he revealed, "my boss called and said as long as these delays are in effect that I was going

to have to stay up all those extra hours to cover the situation. Well, I took immediate steps and constructed a plan to rock-jetty (the process of dumping rocks to shore up water) the entire troubled area. Those jetties slowed the velocity of the water down — it caused some silting to repair the riverbed underneath to protect the piers from further erosion." The process was completed within five days and the traffic lanes have been open ever since. With the help of Governor Bruce Babbitt's press aide, Athia Hadt, the project was put into full swing, resulting in a savings of time (and money) from an original prediction of two months to the actual five days. Yes, necessity is the mother of invention!



\$1.8 AIDS WIP RADIOTHON — The Leukemia Society was enriched by more than \$70,000 as the result of WIP/Philadelphie's fifth annual Radiothon. The 27-hour broadcest brought a great gathering of showbiz people, such as Joey Bishop, Roberta Flack, Ron Howard, Donny Most, Teri DeSario, Robert John, Peaches & Herb and Jane Olivor, plus many Philadelphia sporting figures. Pictured here are the star of the \$1.98 Beauty Show" Rip Taylor and WIP Program Director Al Herskovitz.

Station Grants Wish To Dying Youngster

KWOD/Sacramento Program Director Tom Chase sends along a very sad, but more important, a positive human interest story about an 8-year-old boy who will soon die of a rare disease. After reading of the child's plight, KWOD personalities took to the air with a "Daryl For Disneyland Day" promotion and solicited money from listeners, who were encouraged to come by the studios and offer what they could.

In 12 hours, more than \$1500 was collected to send Daryl and his parents to Southern California so he could enjoy his dream come true — a day at Disneyland! Arrangements were also made with an airline and hotel so the trip wouldn't cost the family anything, in view of their high medical bills for their son. PD Chase commented, "We were very happy to see how many people really care and will come together to help others in their time of need. This reaffirmed our belief that people really do want to get involved with their radio station — and we at KWOD are very proud to have been involved to make Daryl's dream come true."

Tom, so are we.



KROD/El Peso Progrem Director Kent Lacy (both hends on the gold) eccepts a gold album awerd on behalf of the station for Spyro Gyre's "Morning Dance." With Kent ere (l-r) Stove Jones, MCA/Delles; Lacy; Jay Beckenstein, Spyro Gyra; end Simon Buchman, Spyro Gyra manager.

Update

ONE-TWO PUNCH ON WYNY: Billy Joel and Bernadette Peters helped make a recent Monday a treat for the station's listeners. Joel stopped by to chat with afternoon host Al Bernstein and reminisced about growing up in the City, while fielding phone calls from a jammed phone line. The guest appearance of Peters was, however, a surprise for mid-morning host Dan Daniel, and sources say judging by the tone of the conversation, it was very much a mutual admiration feeling between the two. She also took to the phonewaves and paid special attention to her friends from her native New York . . . KMPC/Los Angeles has taken a new approach to its weekend programming. Billed as "Weekend L.A., it's a potpourri of sports, information, helpful hints, and music. All of the above is anchored from sunup to sunset by Sonny Melendrez, but it's a team effort that will have Robert W. Morgan filing recreational reports, restaurant reviews by Hilly Rose, entertianment by Gary Owens, coping with weekend living by Dr. Laura Schlessinger, sports commentary and predictions with Scott St. James, and other input designed to make the week-. WBZ/Boston was awarded UPI's top national award for Spot end come alive in L.A. . News Reporting . . . KGNR/Sacramento just completed a very successful co-sponsorship of the fifth annual "Show Me How Fair and Energy Expo." The do-it-yourself extravaganza drew well over 300,000 people over a four-day period, and was broadcast live certain times of the day . . . Another fair, held by WFTL/Ft. Lauderdale, was in a sense even more healthy. For the "Health Fair," the station and a local hospital (which donated one floor for displays and testing facilities for hearing, sight, and so forth) combined their offerts for a two day show that draw over 5000 people. efforts for a two-day show that drew over 5000 people ... WVMT/Burlington will be doing a one-hour broadcast from a local correctional center as a promotion for a new group formed by inmates and concerned community people called S.T.R.E.N.G.T.H. It is a nonprofit organization designed to aid the families of inmates while they are waiting for financial assistance from government agencies - prisoners will be interviewed anonymously by station General Manager George Cameron . .

Transition

WBZ/Boston VP & GM Bill Hartman has named Dan McCarney as General Sales Manager of the AM Group W outlet for New England, as well as announcing the appointment of Roger Strawbridge to the position of Director of Cooperative Advertising of the station. McCarney was most recently with Radio Advertising Representatives (RAR), the Westinghouse-owned rep firm, while Strawbridge's promo-. KSTP/Minneapolis has a new research/assistant music pertion was in-house son, Don Michaels, who takes over for Steve Perun, who has taken his act across town to KDWB . . . Bill Norton has left KRKO/Everett as that station's Music Director, and moves on to KIXI/Seattle, where he will take an air position. Taking over for him is Karen McKenzee . . . In this second acquisition from KVI/Seattle in recent weeks (the other was Clark Race), KOGO/San Diego Program Director Chuck Brinkman announced the appointment of Art Kevin as the station's News Director. 'We were really in need of a good administrative man as well as a good on-air talent," he states, adding, "Art appears to be the best candidate on the West Coast — or anywhere else for that matter." Kevin starts in the border city March 31... Paul Stacke is leaving the morning drive slot at WJON/St. Cloud to join that station's news department. Returning to that slot is Gaylen Johnson, who had previously been the opening act (with time off for good behavior) for ten years ... WCHV/Charlottesville has a new News Director, Larry Mathiot, who comes from the news department of WMRN/Marion, OH . . . Ken Case to KBLF/Red Bluff to do afternoon drive from KBCQ/Roswell, NM . . . KAKE/Wichita has changed its calls to KAKZ . . .

Color

ST. PATTY'S PARADE: A cross-section of St. Patrick Day promotions follows: For the third year in a row, WIOD/Miami will celebrate the Irish holiday by giving away green bagels. Popular morning personality Mike Reineri visited several high-profile areas to distribute the bagels on a first-come-first-served basis to listeners. More than 2500 were given out . . . In midstate, WDBO/Orlando held its "Shamrock Shenanigans" promotion, with a lucky couple being flown to Dublin to take in the world-famous parade in Ireland's capital. It was a seven-day six-night adventure with first class accommodations all the way. Well, kiss my Blarney Stone . . . Moving west, KSEN/Shelby, MT helped stage two St. Patrick's Day parades complete with all the typical festive requirements and marching bands to add some musical happiness to the day.

TWO FOR THE PRICE OF NONE: KLMS/Lincoln is involved with a giveaway that will net two lucky listeners an automobile. Contestants register at designated locations, fill out a card properly (the card, interestingly, is broken down into Arbitron dayparts for the contestant to check off — research lives!), and if it's announced on the air, that person has five minutes to call. A choice is then offered to the caller of \$14.80 and a mystery prize or a car key. On May 3rd, all those choosing a key will go to a local car dealer and select their key based upon the order they were won on the air. Two cars will be won —

a Honda and an Oldsmobile.



POP/ADULT (6)

BREAKERS

Breakers" are those

CHARLIE DORE

Pilot Of The Airwaves (Island)

67% of our reporters are on it. Latest adds inlcude KAKZ (formerly KAKE), WEBC, WKHM, WATR, WPRO, WFDF, KAFM, WSGW. Key moves: 7-2 WGR, 24-16 KRKO, 22-13 WMAZ, 24-21 KEX, 26-19 WBT, 22-17 KBLF, 34-30 WFIR, 27-20 WCWA, 19-16 KOLO, 31-25 KFMB, 19-13 FM97, 28-25 WVMT, debut 25 WCSC, debut 26 WHIZ, debut 28 WHBC, debut 29 WORG, debut 29 KSTP. Heavy rotation: WIP, WASH, WSLI, KGNR, KRKK. Jumps 32-22 on P/A chart.

PAUL DAVIS

Do Right (Bang)

61% of our reporters are on it. Adds inlcude WGR, WISN, KOY, WHIO, KNBR, WBAL, WATR, WIP, KFMB, WEBC, WOWO, WCBM, WFDF. Key moves: 19-14 WMAZ, 31-25 WBT, 35-26 KRKO, 35-31 WFIR, 28-21 WSM-FM, 27-22 WCSC, debut 22 WBEN, debut 24 KEX, debut 26 KWOS, debut 30 WHBC, debut 30 WPRO, debut 30 WORG. Heavy rotation: WTMJ, WREC, WYMC. Jumps 35-28 on P/A chart.

NEW & ACTIV

sents total number of our reporting station her of those stations that **added it this weak**

KARLA BONOFF "Baby Don't Go" (Columbia) 52/10 add wMAZ, WKHM, WSIX, WGY, KOLO, WFDF, WHEN, WIOD, WWWE, KAKZ, Key moves: 19-15 KFMB, 18-15 KRKO, 28-25 WORG, 23-19 WCWA, 28-21 WHBC, 25-19 WTIC, 30-27 WJBO, 23-20 KEX, 25-17 WBT. Increesed 34-29 on PLA chert

WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 46/9 add WtLi, WHDH, KRMG, WSLI, WYMC, KAFM, KOLO, WJON, WFTL, Key moves: 18-13 WHBC, 12-9 KLTE, 29-25 KBLF, 27-24 KRKO, 27-19 WNEU, 22-19 KEX, debut 26 WJBO, debut 30 KSTP,

KENNY NOLAN "Us And Love (We Go Together)" (Casablanca) 49/4 edd WEBC, WFTL, WRVA, WJBO, Key moves: 16:12 KRKO, 22:19 WCSC, debut 32 WHBC, Increased 33:31

JOHN DENVER "Autograph" (RCA) 46/6 add WDBO, WSGW, WFDF, WHEN, KUGN, WJBO. Key moves: 29:26 WMAZ, 27:24 WWWE, 29:26 FM97, 31:27 WHBC, debut 30 WLNH. Increased 36:32 on P/A chart.

BOB SEGER "Fire Lake" (Capitol) 39/5 add WORG, WJON, WWWE, KPPL, K59 (dpl. Kay moves: 29-19 WHIZ, 22-16 WOWO, 25-18 KDKA, 20-16 WGR, 28-21 WFIR, 22-18 KRKO, 29-20 WNEU, 25-20 WPRO, 34-26 KBLF, 20-17 FM97, 21-16 KWOS, debut 22 WVMT, debut 26 WCSC. Increased 39-33 on PIA Shart.

BARBARA MANDRELL "Years" (MCA) 40/3 add WFTL, WYMC, WDAE, Moves 32-25

KRKO, Increased 37-34 on P/A chart.

SPYRO GYRA "Catching The Sun" (MCA) 49/5 add WSB, WCSH, KMPC, KRKK, WSBA. Key movee: 23-18 WBT, debut 21 WBEN, debut 22 WRIE. Debuts at No. 35 on P/A chart.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 39/6 add KWOS, WORG, WHBC, WCHV, WOOD, KEX. Heavy rotation: WATR, WSBA, WSB. Increased 40-38 on P/A chart. DIONNE WARWICK "After You" (Arista) 48/23. Easily this weak's "Most Added"—including WISN, KFOR, KOGO, KOY, WBT, WHIO, WSLI, WHAM, WOOD, WVMT, WJBO, WSGW,

POP/ADULT AIRPLAY/40

Three Weeks	Two Weeks	Last Week	This	
4	3	2	0	RUPERT HOLMES/Him (MCA)
5	6	3	Ø	CHUCK MANGIONE/Give It All You Got (A&M)
11	8	4	ŏ	TOMMY JAMES/Three Times In Love (Millennium)
21	15	5	ŏ	AIR SUPPLY/Lost in Love (Arista)
27	21	11	Ö	EAGLES/I Can't Tell You Why (Asylum)
1	1	1	6	DAN FOGELBERG/Longer (Full Moon/Epic)
24	20	14	0	KOOL & THE GANG/Too Hot (DeLite/Mercury)
7	7	6	8	SPINNERS/Working My Way Back To You (Atlantic)
13	9	9	9	ANDY GIBB/Desire (RSO)
18	14	12	0	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
26	22	15	0	DAVID GATES/Where Does The Lovin' Go (Elektra)
31	24	18	®	DR. HOOK/Sexy Eyes (Capitol)
15	13	13	13	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
20	17	16	14	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
22	19	17	15	MELISSA MANCHESTER/Fire In The Morning (Arista)
2	2	7	18	NEIL DIAMOND/September Morn (Columbia)
3	4	10	17	ANNE MURRAY/Daydream Believer (Capitol)
33	30	22	0	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
6	6	8	19	DIRT BAND/American Dream (UA)
38	31	23	©	CHRISTOPHER CROSS/Ride Like The Wind (WB)
39	33	24	3	RAY, GOODMAN & BROWN/Special Lady (Polydor)
_	36	32	Ø	CHARLIE DORE/Pilot Of The Airwaves (Island)
17	18	19	23	TOTO/99 (Columbia)
16	16	20	24	DONNA SUMMER/On The Radio (Casablanca)
9	10	21	25	BARBRA STREISAND/Kiss Me In The Rain (Columbia)
28	26	26	26	MICHAEL JOHNSON/The Very First Time (EMI America)
34	29	27	27	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
_	_	35	0	PAUL DAVIS/Do Right (Bang)
_	35	34	29	KARLA BONOFF/Baby Don't Go (Columbia)
_	39	38	30	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
35	34	33	31	KENNY NOLAN/Us And Love (We Go Together) (Casablanca)
_	40	36	32	JOHN DENVER/Autograph (RCA)
_	_	39	33	BOB SEGER/Fire Lake (Capitol)
_	38	37	34	BARBARA MANDRELL/Years (MCA)
-	20	*	3 5	SPYRO GYRA/Catching The Sun (MCA)
14	28	28	36	QUEEN/Crazy Little Thing Called Love (Elektra)
32	32	30	37	PEACHES & HERB/I Pledge My Love (Polydor)
_	-	40	38	ENGELBERT HUMPERDINCK/Love's Only Love (Epic)
_			39	DIONNE WARWICK/After You (Arista)
_	100		40	SHALAMAR/The Second Time Around (Solar/RCA)

This chart is based solely on statistics compiled weekly from our reporting stations Black circled numbers indicate significant upward movement from at least 60% of our reporters.

New Entry

WDBO, WCWA, WRIE. KFMB. Debuts 25 WSM:FM. Debuts at No. 39 on P/A chart.

SHALAMAR "The Second Time Around" (Solar/RCA) 27/4 add WDAE, WWWE,
KMRJ, WEBC (dp). Key moves: 8:2 WNEU, 10:5 WPRO, 11:8 WBZ, 20:17 KWOS, 32:26 WBT. Debuts

Others Getting Significant Action

ENGLAND DAN & JOHN FORD COLEY "In It For Love" (Big Tree) 36/4 add WCHV, WTIC, KMRJ, KPPL Moves 23-16 WWWE, 26-20 KRKO, 33-23 WHBC, debut 22 KEX, debut 32 WCSC.

DIANA HUBBARD "Rose Coloured Lights" (Waterhouse) 32/3 add WHIZ, WSB,

J.D. SOUTHER "White Rhythm & Blues" (Columbia) 32/0. Moves 22-19 WHBC.

FLEETWOOD MAC "Think About Me" (WB) 31/15 adds include WQUD, WBT, KFOR, WGR, WCBM, WOWO, WBZ, WRVA, WPRO, WHEN, Moves 36-29 KRKO, 28-25 WMAZ, 27-22 KDKA, 26-23 WLNH.

27-22 KOKA, 26-23 WLNH.

STEVIE WONDER "Outside My Window" (Tamla) 31/3 WHBC, WHOK, WGY.

Moves 30-23 KRKO, 25-22 WMAZ, 27-24 WBT, debut 31 WCSC, debut 31 WORG.

KENNY LOGGINS "Keep The Fire" (Columbia) 31/2 KFIR, WHOK. Moves 15-11

WSM-FM, 25-19 KRKO, 35-29 WHBC, 24-20 WWWE, 28-21 WBT.

JENNIFER WARNES "When The Feeling Comes Around" (Arista) 30/16 adds include KFOR, WHAM, WSLI, WBAL, KEX, WDBO, KWOS, WSGW, WRVA, WHIO, WFTL.

MICHAEL JACKSON "Off The Wall" (Epic) 28/5 add KLTE, KRKO, WIP, WCBM, WSB. Moves 9-2 WRIE, 11-5 WNEU, 10-6 WCSC, 18-14 WLNH, 33-27 WBT, 16-12 WBZ, 27-20 WFIR WAYNE NEWTON "Years" (Aries II) 27/1 add WNEW. Heavy rotation: WYMC.

DOTTIE WEST "A Lesson In Leaving" (UA) 26/2 add WNEU (dp), KUGN. Moves debut 29 WCS

JIMMY RUFFIN "Hold On To My Love" (RSO) 25/2 add WORG, KRKO, Moves 25-17 WCSC, 22-14 WSM-FM, 33-28 WFIR, 29-22 WCWA, 27-22 WPRO, 28-23 WOWO, 30-24 WLNH, debut 29 WWWE.

AMERICA "All Around" (Capitol) 23/2 add WHBC, KOGO.

JIMMY BUFFETT "Survive" (MCA) 23/1 add WHBC. Moves 29:24 WSM-FM. dabut 29

HERB ALPERT "Street Life" (A&M) 22/4 add WWWE, KGNR, WSB, WLNH, Heavy PHOTOGLO "We Were Meant To Be Lovers" (20th) 22/4 add WRIE, WYMC.

CAPTAIN & TENNILLE "Love On A Shoestring" (Casablanca) 21/4 add wfir. wpro, krmg, wsb. Moves 25-22 www. 30-26 wsm.fm.

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 20/17 adds include KDWN, wsl., kfor, which, wsl., krkk, wtm.j., wtvn, wcfr, wrec, wsm.fm.

DOLLY PARTON "Starting Over Again" (RCA) 15/10 add WSLI, WCCO, KRKK, WELI, KUGN, KBLF, KDWN, WBAL, WPRO, WHIZ, Moves 24-20 WTIC.

EDDIE RABBITT "Gone Too Far" (Elektra) 13/3 add whiz, wtmj. wsba. LINDA RONSTADT "Hurt So Bad" (Asylum) 13/2 add KWOS, WTAE. Moves 31-27

BERNADETTE PETERS "Gee Whiz" (MCA) 12/12 adds inlcude WVMT, WIP, WORG,

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 11/8 add whiz, wip. wtmj. krmg, wgir, wash, wcam (dp), whio. BEACH BOYS "Goin' On" (Caribou) 10/5 add wcsc, wvmt, kmrj, wsgw, wbt.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 10/1

BILLY JOEL "You May Be Right" (Columbia) 10/1 add wHEN. Moves 27-23 WMAZ

CLIFF RICHARD "Carrie" (EMI America) 10/1 add WFIR. Moves 23:20 FM97. BETTE MIDLER "The Rose" (Atlantic) 7/7 add WSM-FM, WRVA, KRMG, WKHM

Most Added:

DIONNE WARWICK
After You (Arista)
Added at 26% of our reporting stations.
DAN FOGELBERG
Heert Hotels (Full Moon/Epic)
Added at 19% of our reporting stations.
JENNIFER WARWES
Viten The Feeling Comes Around (Arista)
Added at 18% of our reporting stations.
PAUL DAVIS
Do Right (Bang)
Added at 17% of our reporting stations.
FLEETWOOD MAC
Think About Me (WB)

nk About Me (WB)

BERNADETTE PETERS Gee Whiz (MCA)
Added at 13% of our reporting s

Hottest:

RUPERT HOLMES Reported hot at 46% of our s

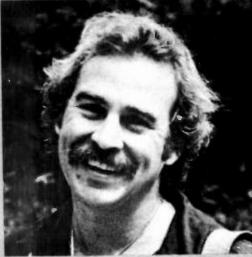
Ported hot at 40% of our static EAGLES I Can't Tell You Why (Asylum, ported hot at 39% of our static AIR SUPPLY

Lost In Love (Arista)
Reported hot at 34% of our s Lost In Love (Arista)
Reported hot at 33% of our stations.
PRESTON & SYREETA
With You I'm Born Again (Motown)
Reported hot at 32% of our stations.
KOOL & THE GANG
Too Mot (DeLite/Mercury)
Reported hot at 27% of our stations.
TOMMY JAMES
Three Times In Love (Millennium)
Reported hot at 26% of our stations.
CHRISTOPHER CROSS
Ride Like The Wind (RSO)
Reported hot at 23% of our stations.

LOVE AT FIRST LISTEN



SPYRO GYRA "Catching The Sun"



JIMMY BUFFETT
"Survive"



BERNADETTE PETERS
"Gee Whiz"



DON WILLIAMS
"Good Ole Boys Like Me"

B.J. THOMAS
"Walkin' On A Cloud"
Songbird/MCA RECORDS

ON .MCA RECORDS

K. Loggins J. Ruffin R. Laws

WORG/Ora



REGIONAL **ADDS & HOTS**

EAST

WBAL/Baltim Jack Lacy

D. Fogelberg (Heart) G. Slick J. Marnes D. Parton B. Midler (Rose) P. Davis

WCBM/Beltim Dester Beare

M. Jackson
F. Mac
P. Davis
M. Manchester
K. Rogers &
K. Carnes
H. Davis (dp)
HOTYEST
C. Cross HOTTEST
C. Cross
Preston & Syre
Ray, Goodman
& Brown
Air Supply
Eagles

WBZ/Boston Wendy Furiga , Mac , Gates Thes & Herb Peaches & Herb HOTTEST D. Fogelberg (Longer) Ray, Goodman & Brown R. Holmes Kool & The Gang A. Gibb Shalamar

WHDH/Boston Donna Halper F. Cavaltere W. Nelson HOTTEST D. Fogelberg (Longer) G. Burns Dr. Hook WBEN/Bullalo Roger Christian B. Peters

Ray, Goodman & Brown A. G1bb & ONJ HOTTEST Preston & Syreeta Preston & Syreeta Presches & Herb R. Holmes Eagles Toto Kool & The Gang C. Cross WGR/Buffalo Jerry Reo

Jerry Reo
P. Oavis
F. Mac
B. Peters
B. Hidler
(Rose)
K. Rogers &
K. Carnes
Neil & Dara
HOTTEST
R. Holmes
C. Dore
Air Supply
Peaches & Herb
C. Cross
Eagles

WVMT/Burling Gary Wheelock D. Warwick
Ray, Goodman
& Brown
Kool & The Gang
Beach Boys
B. Peters
HOTTEST
Spinners Spinners
R. Holmes
Air Supply
A. Gibb
T. James
Preston & Sy
Eagles

WRIE/Erie Terl Abbott Ted Abbott
Photolgo
O. Marwick
HOTTEST
Preston & Syreeta
M. Jackson
Eagles
Air Supply Ginny Assonka
Ray, Goodman
& Brown
England Dan
HOTTEST
R. Holmes
T. James
Preston & Syreeta
Eagles
Kool & The Gang
Air Supply
D. Gates

WENH/Laconia Roger Curtis Roger Curis
P. Davis
H. Alpert
D. Valery
HOTTEST
R. Holmes
A. Gibb
Ray, Goodman
& Brown
C. Cross
Toto
Eagles
M. Jackson
C. Gayle

WNEW/New York Jeff Mazzei

Jerry Stillivan

P. Davis
M. Jackson
B. Peters
M. Davis
C. Cross
Dr. Hook
B. Seger
C. Dore

KOKA/Pittsburgh

W. Newton HOTTEST R. Whittaker D. Warwick A. Murray

Oere McNames
C. Dore
F. Mac
Capt, & Tennille
(Shoestring)
D. Parton
HOTTEST
Spinners
A. Gibb
Kool & The Gang
Shalamar
Eagles
C. Cross Karen Anderson
B. Peters
L. Rawls
M. Davis
B.J. Thomas
HOTTEST
Air Supply
Dr. Hook
D. Fogelberg
(Longer)
C. Mangione
WELL/M. WHAM/Rochester Mike Hereey D. Warwick
J. Warnes
HOTTEST
C. Mangione
R. Holmes
Preston & Syreeta

"VCSM/Portland
Dean Rogers
Afr Supply
Dr. Nook
Spyro Gyra
HOTTES!
T. DeSarlo/KC
K. Rogers
(Coward)
Capt. & Tennille
(Do That)
B. Manilow
R. Holmes
A. Burray
Spinners
Queen

WGY/Schenectady Paul Cassidy Paul Casidy
Peaches & Herb
S. Wonder
M. Manchester
Flack & Hathaway
K. Bonoff
HOTTEST
Shalamar
R. Holmes
Eagles
D. Fogelberg
(Longer)
Dr. Mook
K. Longins Walt Photo
D. Parton
Eacles
J. Last Band
M. Nelson
HOTIEST
Starland Vocal
Band
T. James
Kool & The Gang
M. Marchester
R. Holmes
Preston & Syreeta Dr. Hook K. Loggins

Jeff Taylor
F. Mac
D. Fogelberg
(Meart)
G. Burns
Ray, Goodman
& Brown
HDTTEST
C. Cross
Shalamar
Air Supply
J. Ruffin
P. Davis
C. Dore Eagles Dr. Hook HOTTEST Kool & The Gang Dirt Band

J. Denver F. Mac B. Joel K. Bonoff Eagles HOTTEST N. Diamond Queen WASH/Washing Bob Duckman FM97/Pittsburgh Oave Popovich J. Last Band Raydio Blondie HOTTEST Dirt Band Peaches& Herb Ray, Goodman & Brown Kool & The Gang C. Dore

F. Cavaliere
B. Cockburn
M. Davis
K. Rogers &
K. Carnes
HOTTEST
Spinners
C. Dore WATR/Waterbury Chris Evans
Photoglo
Ray, Goodman
& Brown
B. Peters
J. Contardo
C. Dore
Dollar
P. Davis
HOTTEST
A. Gibb Randy Firch
Dr.-Mook
K. Rogers &
K. Carnes
HOTTEST
Spinners
R. Holmes
Queen
Kool & The Gang
Eagles

WSBA/York Jm Horn Air Supply Spyro Gyra E. Rabbitt M. Tillis HOTTEST E. Humperdinck Eagles

MIDWEST

WHBC/Canton Rick Jacobs Hick Jacobs
5. Wonder
America
E. Humperdinck
D. Fogelberg
(Heart)
J. Buffett
HOTICST
R. Holmes
T. James
Preston & Syreeta
M. Nelson
M. ReGovern
Aftr Supply
C. Cross

WWWE/Clevela Terry Patrick

Shalamar B. Seger K. Bonoff H. Alpert HOTTEST Spinners C. Mangione F. Cavaliere Air Supply Dr. Hook D. Gates England Dan WTVN/Columb Oenny Nugent

Preston & Syreeta Dr. Hook D. Fogelberg (Heart) HOTTEST A. Gibb R. Holmes T. James Spinners WHIO/Dayson Kris Rankin

Nrs Rankin

D. Marwick
P. Davis
M. Davis
M. Davis
D. Fogelberg
(Heart)
S. Forbert
(Goodbye)
J. Oliver
L. Gatlin
Bloomin
J. Marnes
HOTIEST
H. Alpert
Eagles
Dirt Band
Queen

WEST

KOB/Athuquerque Paul Qouglas

Paul Douglas

C. Cross
Eagles
Ray, Goodman
A. Brown
M. McGovern
HDTTEST
C. Cross
Eagles
Ray, Goodman
A. Brown
M. McGovern
HOTTEST
C. Changione
Starland Yocal
Band
KLYO/Bahersfield
Lary Crawford

. Kirk . Valery . Tobin . Mills . Rawls . Warwick !TTEST . Kimb

Kirk Kirk Manilow Streisand McGovern Burns

KPPL/Denver Michael Moore

England Dan B. Seger D. Fogelberg (Heart) HOTTEST

KRNT/Das Moines Scott Hushey

D. Warwick HOTTEST R. Stevens WEBC/Dulush Rick Morgan C. Dore
K. Molan
P. Davis
Shalamar (dp)
HOTTEST
Kool & The Gang
Air Supply

Air Supply Eagles Preston & Syreeta WFOF/Films Paul Landino Paul Landino
K, Bonoff
P, Oavis
J, Denver
C, Opre
HOTIST
D. Fogelberg
(Longer)
A. Gibb
T, James
Starland Yocal
Band
Preston & Syreeta
Air Supply

WOWO/Ft. Wayne Sam DeVincent Sam DeVincent
Mhispers
Pink Floyd
P. Davis
F. Mac
HOTTEST
Kool & The Gang
Ray, Goodman
& Brown
Dr. Hook
B. Stretsand
L. Ronstadt
(Make)
A. Gibb
Preston & Syreeta
C. Cross
B. Seger
Eagles

WOOD/Grand Repids Bill Striker

Bill Striker

E. Humperdinck

D. Marwick

J Warnes

HOTTEST

F. Cavaliere

Starland Yocal

Band

Ray, Goodman

& Brown

Preston & Syreeta

KUGN/Eugene Rick Hubberd

J. Denver D. Parton D. West A. Gibb HOTTEST

KRKO/Everett R.P. McMurphy

R.P. McMurphy
Ray, Goodman
& Brown
N. Jackson
J. Ruffin
8. Raitt
Cooper Dodge
Band
5. Forbert
(Goodbye)
Blondie
D. Marwick
MOTIEST
R. Holmes
Eagles
C. Cross
K. Nolan
Dr. Mook
C. Dore

K59/Monato John Wright

John Wright
Ur. Hoo)
M. McGovern
8. Sener (dp)
MOTTEST
A. Gibb
C. Mangione
Starland Vocal
Band
C. Gayle
Kool A The Gang
Preston A Syreeta

K. Bonoff
Preston & Syreeta
Or. Hook

WNFL/Green Bay

KFOR/Lincoln Murityn Kalen

None HOTTEST D. Fogelberg (Longer) R. Holmes T. James WKHM/Jackso Jerry Barnhart

C. Cross
C. Dore
K. Bonoff
L. Rawls
D. Marwick
M. McGovert
J. Marnes
B. Midler
(Rose)
T. Orlando
HOTTEST
Abba

Abba S. Wonder F. Cavaliere Eagles KWOS/Jette Stave Morse

Strew Morse
A. Gibb & ONJ
L. Ronstadt
(Murt)
J. Marnes
E. Humperdinck
D. Milliams
S. Forbert
(Goodbye)
HOTTEST
A. Gibb
R. Holmes
Kool & The Gang
C. Mangione
C. Cross
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MMDK/L.or attr. WHOK/Lancester
Greg Eyerman
Dr. Hook
F. Mac
K. Loggins
D. Valery
S. Monder
HOTTEST
Air Supply
Eagles

KDWN/Las Vegas Jack London

Jack London
D. Fogelberg
(Meart)
O. Rogers
L. Garrett
D. Parton
HOTTEST
M. Manchester
C. Mangione
M. McGovern
Air Supply

KMPC/Los Angeles Test Aussell

Test Russell
Dr. Hook
Spyro Gyra
HOTEST
R. Holmes
Preston & Syreeta
Starland Vocal
Band
Art Supply
C. Gayle
Kool & the Gang
KOV/Phoneny

KOY/Phoenix Armstrong/Stevens

Armitrong/Stevens
D. Marwick
F. Devis
Kool & The Gang
T. James
HOTTEST
A. Murray
(Broken)
H. Mancini
H. Manchester
N. Diamond
R. Coolidge
(Rather)

WCCO/Minneapolis Denny Long None
HOTTEST
R. Holmes
Queen
T. James
A. Gibb
Preston & Syreeta Eagles C. Gayle Preston & Syreeta KSTP/Minneapolis Carpenter/Michaels

B.J. Thomas B. Peters D. Rogers D. Parton B. Midler (Rose) Korona HOTTEST Zamfir

KEX/Portland Bob Swanson

J. Warnes D. Warwick E. Humperdinck HOTTEST

. Fogelberg (Longer) . Holmes

R. Holmes Queen Preston & Syreeta Starland Vocal Band T. James D. Gates M. Manchester Eagles

KBLF/Red Bluff Tom Plant

Tom Plant
D. Marwick
D. Fogelberg
(Heart)
D. Parton
J. Marnes
B. Cockburn
HOTIEST
R. Holmes
C. Mangione
D. Gates
C. Gayle
A. Gibb
F. Cavaliere
Preston & Syreeta

KLTE/Oblation

Scott Wilson
C. Cross
Preston & Syreeta
M. Jackson
MOTEST
R. Holmes
C. Mangtone
Kool & The Gang
T. James
Ray, Goodman
& Brown
W. Nelson
Eaglas Mouther Kohn

F. Mac

J. Marnes
D. Marwick
D. Marwick
D. Fogelberg
(Heart)
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Band
Preston & Syreeta
D. Gates
F. Cavaliere
Eagles
Air Supply
Kool & The Gang

KMRJ/Pittiburg Lonnie Swunger WISN/Milwaukee Vikks Cherlwood

Lonnia Swonga B.J. Thomas Beach Boys B. Peters Don Williams J. Contardo P. Davis Shalamar England Dan R. Adams HOTTEST D. Fogelberg (Longer) Spinners R. Holmes C. Manglone T. James P. Davis
D. Marwick
D. Hubbard
HOTTEST
R. Holmes
Starland Vocal
Band
C. Gayle
M. Manchester
D. Gates
Air Supply WTMJ/Milweukes
Sam Armeto
D. Fogelberg
(Heart)
B. Peters
Photoglo
M. Davis
E. Rabbitt
HOTTEST
P. Davis
R. Holmes
Peaches & Herb WSGW/Seginer

Rick Belchie

D. Marwick
J. Denver
C. Dore
J. Marnes
Beach Boys
HOTTEST
R. Holmes
Spinners
T. James
C. Mangione
C. Gayle
Queen
Preston & Syreeta

WJON/St. Cloud Tom Scott O. Fogelberg (Heart) B. Seger W. Nelson HDTTEST Spinners Spinners G. Burns R. Holmes Starland Band

D. Morwick S. Forbert (Goodbye) Flack & Mathaway HOTTEST R. Molmes C. Cross Eagles Dr. Mook

KRMG/Tulus Don Bishop

Don Bishou
Capt. & Tennille
(Shoestring)
M. Nelson
Don Milliams
H. Davis
B. Hidler
(Rose)
B.J. Thomas
G. Nash
(Love)([p)
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Spfiners,
R. Holmes
C. Mangione
Dr. Mook
C. Gayle
Air Supply
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KAKZ/Wichite Doug Rupe C. Dore K. Bonoff HOTTEST Spinners R. Holmes

WHIZ/Zanesville

WHIZ/zenusDave Cris
D. Parton
E. Foley
L. Garrett
D. Hubbard
S. Robinson
B. Peters
M. Davis
E. Rabbitt
Don Milliams
HOTTEST
R. Holmes
Ray, Goodman
S Brown
Eagles
T. James
B. Seger
C. Cross
Air Supply

Mike Hagerty
M. McGovern
K. Bonoff
W. Nelson
HOTTEST
R. Holmes
Kool & The Gang
Afr Supply
Eagles
T. James

KAKK/Rock Springs Rod Tucker

D. Rogers
D. Parton
D. Worwick
F. Mac
Spyro Gyra
D. Fogelberg
(Heart)
HOTTEST
Queen
M. Manchester
Eagles
D. Gates
C. Dore

KGNR/Sacra Dave Darin

M. McGovern
H. Alpert
H. Alpert
HOTTEST
Preston & Syreeta
Afr Supply
C. Dore
C. Gayle
Kool & The Gang

Andy Bicket

K. Rogers &
K. Carnes
B. Peters
D. Marwick
Karona
Dollar
Beach Boys
F. Mac
F. Caveliere
HOTTEST
R. Holmes
C. Mangione
Eagles
Kool & The Gang
Dr. Mook Dr. Hook Air Supply

KFMB/San Olego Clark Anthony

Clark Anthony
Eagles (re)
D. Marwick
P. Davis
MOTTEST
D. Fogetberg
(Longer)
T. James
Kool & The Gang
M. Johnson
K. Bonoff
F. Cavaliere
C. Cross
Preston & Syreeta
KOGO(ŠAR Diven

KOGO/San Diego Chuck Brinkman

F. Cavaliere
C. Cross
America
D. Marwick
HOTTEST
Eagles
Air Supply
T. James
Starland Yocal
Band

KNBR/San Fran

F. Cavaliere
P. Davis
HOTTEST
D. Fogelberg
(Longer)
Eagles
Preston & Syreeta
Air Supply

SOUTH

George Fisher
L. Rawls
D. Hubbard
T. Drlando
T. Drlando
H. Alpert
M. Jackson
Spyro Gyra
Capt. & Tennille
(Shoestring)
Kool & The Gang
COB
HOTITIST
R. Holmes
E. Humperdinck
A. Murray
Dirt Band
C. Gayle
WIBO/Baton Rouse

WJBO/Baton Ro Susan Flanagan K. Nolan J. Denver D. Morwick HOTTEST Spinners R. Holmes Preston & Syreeta

WCSC/Charlesson Randy Scott Rendy Scott

Beach Boys
J. Jackson (dp)
Karona
Prince (dp)
P. McIan
HOTTEST
A. Gibb
R. Holmes
M. Jackson
C. Cross
Ray, Goodman
& Brown
Eagles

& Brown Eagles C. Gayle L. Ronstadt (Make) J. Ruffin WBT/Charlotte Andy Bicket

WMAZ/Macon Steve Murphy M. Manchester K. Bonoff K. Bonovi Karona HOTTEST R. Holmes T. James Eagles C. Dore P. Oavis

Robert Conrad

T. James
Preston & Syreeta
M. Nelson
Photoglo
B. Mandrell
Dirt Band
MOTIEST
W. Newton
C. Dore
P. Davis
M. McGovern WQUO/Memphis Den Viccero

Dan Viccaro
F. Mac
Peaches & Herb
MOTTEST
Spinners
Kool & The Gang
T. DeSario/KC
D. Summer
C. Mangione
Ray, Goodman
& Brown

WREC/Memphis Carter Davis L. Rawls
D. Fogelberg
(Heart)
HDTTEST
C. Cross
B. Seger
P. Davis

J. Marnes K. Bonoff HOTTEST Preston & Syreeta Air Supply M. McGovern WSIX/Nashvilla Dave Nichols K. Bonoff D. Fogelberg (Heart) B.J. Thomas HOTTEST Afr Supply C. Gayle Kool & The Gang Eagles

WCHV/Charlottes Thomas H. Twine WSM-FM/Nashville Mery Catherine Sneed Thomas M. Twine
D. Fogelberg
(Meart)
J. Marnes
England Dan
Mhispers
E. Humperdinck
HOTTESY
Ray, Goodman
& Brown
C. Cross
Eagles
B. Seger
Kool & The Gang Mery Catherne:
J. Oliver
B. Raitt
S. Forbert
(Goodbye)
D. Fogelberg
(Heart)
B. Midler
(Rose)
HOITEST
C. Cross
Eagles
F. Cavaliere
K. Loggins

KAFM/Dallan Ron Dean W. Nelson C. Dore HOTTEST Air Supply

J. Ruffin B. Seger E. Humperdinck B. Peters HOTTEST R. Holmes WFTL/FL Lau W. Nelson K. Nolan J. Warnes B. Mandrell HOTTEST N. Diamond O. Fogelbers

HOTTEST R. HOImes Preston & Syreeta T. James D. Mest Ray, Goodman & Brown Air Supply Eagles (Longer) R. Holmes C. Mangione WDBO/Orlando Tom Kenningto WSLI/Jackson Welt Grayson

F. Cavallere
J. Denver
D. Marwick
J. Marnes
HOTTEST
Dirt Band
M. Manchester
Air Supply
Dr. Hook
Starland Vocal
Band Wait Grayson
W. Nelson
D. Parton
D. Fogelberg
(Heart)
D. Marwick
A. Gibb & ONJ
D. Valery
J. Marnes
HOTTEST C. Cross Air Supply C. Dore A. Gibb Dirt Band

Pock Grant
F. Mac
B.J. Thomas
J. Marnes
K. Nolan
B. Midler
(Rose)
HOTTEST
R. Holmes
M. Nelson
R. Stevens WFIR/hua Frank Gran

Frank Grimes

K. Loggiñs
C. Richard
M. Manchester
F. Mac
Capt. & Tennille
(Shoestring)
Blondle
HOTTER Blondie HOTTEST Queen R. Holmes Kool & The C. Cross

C. Cross
WOAE/Tampa
Nancy Killian
C. Mangione
Shalamar
B. Mandrell
Dr. Hook
HOTTEST
Dirt Band
R. Holmes
Eagles

Dee Arros
D. Gates
F. Mac
C. Gayle
D. Hest (dp)
HOTTEST
R. Holmes
Shalamar
Kool & The Gang
M. Jackson
L. Ronstadt
(Make)
T. James
Ray. Goodman
B. Brown
Preston & Syreeta

Don Berns
Preston & Syreeta
Dr. Hook
L. Ronstadt
(Murt)
HOTTEST
H. Diamond
Ray, Goodman
& Brown HOTTEST Eagles Starland Vocal Band T. James C. Gayle Album Airplay Tracks

significant airplay on many of our Pop/Adult stations.) HERB ALPERT (A&M) "1980" HERB ALPERT (A&M) "1980"
BEE GEES (RSO) "Wind Of Change"
KARLA BONOFF (Columbia) "Restless Nights"
DEBBY BOONE (WB/Curb) "With All My Love" "Never Say Goodbye"
JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfents"
GLEN CAMPBELL (Captoll "I Was Just Thinking About You"
CAPTAIN & TENNILLE (Casablanca) "Deep And Dark"
RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
NEIL DIAMOND (Columbia) "I'm A Believer" "Mema Don't Know" "That Kind"
"The Shelter Of Your Arms" "Stagger Lee"
EAGLES (Asylum) "Sad Cefe"
FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms"
DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind"
ANDY GIBB (RSO) "After Dark" "Rest Your Love On Me"

(The following album tracks, alphabetically listed by artist, are getting

DAN POGELISENG (PUR INCONVERIC) Gypsy Wind
ANDY GIBB (RSO) "After Dark" "Rest Your Love On Me"
HEART (Epic) "Pilot"
RUPERT HOLMES (MCA) "Answering Machine" "Partners In Crime"
MICHAEL JACKSON (Epic) "She's Out Of My Life" "I Can't Help It"
BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Pol" "Through The Long

Night

MICHAEL JOHNSON (EMI America) "I Just Can't Say No To You" "Doors" JACK JONES (MGM) "Quiet Please, There's A Lady On Stage" "Evergreen" NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Janeiro Blue" "Back In My

LOBO (MCA/Curb) "A Day In The Life Of A Love"

MELISSA MANCHESTER (Arista) "Don't Went A Heartache" "Holdin' On To The

BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "I Don't Want To Walk Without You" "Where Are They Now" "One Voice" JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady"

JIMMY MESSINA (COMMDM) "Free To Be Me" "Lovin" You Lady"
BETTE MIDLER (Atlantic) "The Rose"
ANNE MURRAY (Capitol) "You've Got Me To Hold On To"
CLIFF RICHARD (EMI America) "Fallin" In Love"
KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery"
LINDA RONSTADT (Asylum) "Girls Talk" "Look Out For My Love" "Mad Love"
CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do"
"Love You Ry Haart"

Love You By Heart' BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow JENMIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More

STEVIE WONDER (Tamia) "Power Flower" "Black Orchid" "Come Back As A Flower

The Basics Of Beautiful Music Promotion

This issue we're going to examine the vital and somewhat expensive area of promotion. After discussions with key Beautiful Music radio people, we've arrived at the following essential points. When examining promotion for any format, there are two areas of concern: external or off-air promotion (television, billboards, newspaper, magazines, etc.), and on-air or listener involved promotion. We'll start with the external end. The basics of Journalism 101 — why, where, what, who, and how — are highly appropriate in planning a promotional campaign. In a later column, we'll also be looking at one more area — "how much," speaking of money, of course.

Why

Research and track records. It isn't coincidental that successful Beauttful Music stations have planned, created, and executed extensive research and promotional campaigns. This has been accomplished by using such services as focus study groups and/or research companies like Magid or Moyes, or perhaps other research techniques. What have they discovered? The most effective medium for Beautiful Music stations is television. The other media fall in different orders of preference depending on the marketplace: outdoor (billboards, bus cards, and the like), print (newspapers, magazines, etc.) and our own medium, radio.

"To spend \$20,000 on producing a spot to have it air in the reruns of "Leave It To Beaver" on your independent UHF at 4 o'clock in the afternoon is incredible!"

It's true! Some Beautiful Music stations have and are advertising on radio, usually on all-Talk or News stations. To deal with the broad question of why, however, we've discovered that without extensive and high-profile external promotion, a Beautiful Music station struggles with a background or "Muzak" image. As a matter of fact, they struggle with that image regardless of promotion, even though that stereotyped image (created largely by those trying to discount Beautiful Music formats' large audience shares) is false.

Promotion for a new or under-rated Beautiful Music station is even more important than for a station which has captured the Beautiful Music franchise in its marketplace. This is largely due to the very loyal audience Beautiful Music stations garner.

The audience needs a reason to change its loyalty or sample a new station's product. But even for the #1 rated Beautiful Music station, promotion is important to reinforce the image already created in the marketplace.

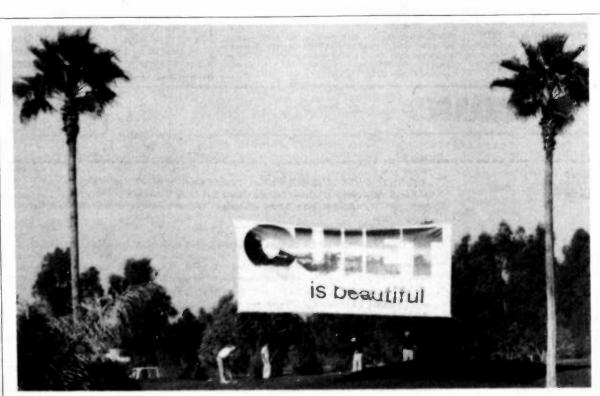
Where

Now that we've determined that virtually every station needs to promote, the next_area of concern is where. Television has been determined to be by far the most effective medium for this format. Obviously, then, TV should be your first consideration.

The TV Spot: First, you'll need an effective TV spot. There are many ways to approach the creative aspect of your campaign . . . from the very low cost voice over a series of slides to the very expensive agency-produced, famous spokesman, special effects spot. What's the most effective? Sometimes, we as creative beasts get caught up in the artsy/craftsy, super star-wars or gimmick-type production. What happens is you've probably produced a 30-second spot that has outstanding visual effects but very little call letter or station recall. As Robert W. Wood pointed out in his "Radio On TV" series a few issues ago, remember what the purpose of the spot is: to tell the viewer who you are, where you are and what you do. You are probably an FM radio station located at a specific frequency, and you play very nice easy and relaxing music with a few commercial interruptions.

Perhaps one of the most effective spots currently making the rounds across the country (a couple of dozen markets last count) is the spot originally produced for WDVR/Philadelphia by Shelly Scharfberg, known as the "Patrick O'Neal" spot, described in "Radio On TV" (R&R 2-9). The vast majority of stations airing that spot during the O/N '79 Arbitron showed an increase in their total 12+ shares. If the cost of that spot is prohibitive or perhaps the spot has been purchased by your don't despair. There is no one secret or gimmick to having, or successfully promoting, a radio station. There are numerous other proven methods to TV promotions such as the "how-to-use" method, showing people using your product; the harder-sell, straight forward graphics with a straight-forward voice track; animation (computer and conventional, scenic or a combination of all of them). Just remember the medium you're using . . . television. Take advantage of what it is: visual, show-

The TV Schedule: Nothing surprises me more than a station that will spend \$10,000 to \$20,000 to produce a very neat spot and then doesn't air the spot effectively or with enough frequency. To spend \$20,000 on producing a spot to have it air in the reruns of "Leave It



ALL QUIET ON THE LINKS — KQYT/Phoenix sponsors an annual celebrity golf tournament, and manages to banner a little image promotion during the course of events.



BILLBOARD BASICS — This compact KBIG/Los Angeles board compresses all the essentials of outdoor promotion — call letters, frequency, and music image.

To Beaver" on your independent UHF at 4 o'clock in the afternoon (probably a result of trade schedule) is incredible! First of all, who are your potential listeners and what do they view? If your market is like most, the average Beautiful Music listeners are 35 to 40 years of age, affluent, college educated, with very little interest in "Laverne & Shirley" or "The Incredible Hulk," much less worn-out reruns of ancient sit-coms. Your money is best spent on news and information. At least 70% of your TV dollars should be spent in that category. In addition to the obvious local and network newscasts, this means programs like '60 Minutes" (if you can afford it!), ABC's "20/20," "Good Morning America," the "Today Show," "CBS Morning News," etc. With the other 30% of your budget, look for blockbuster specials and movies. Have you considered the primetime "News Updates" (you'll need a 10-second spot for these) in your market? After all the right buys have been made then go ahead and set up that trade with the TV stations that will provide frequency as opposed to reach

Outdoor: When you're creating your outdoor/billboard campaign, again it's important to remember how the medium you're advertising in or on is being used by the consumer. The billboard can only be a reinforcement of your already-established image in your market. Your message has to be short, simple, and easy to read. You've only a few seconds (at 55 mph in traffic) to get your message across. The graphics need to be easy to read at a distance. The message should be who (call letters,) where (frequency), and what (Beautiful Music) you are. No need to give them any more; it only confuses the main message. Outdoor, by itself, is more effective for the established station. For the newcomer it should be part of a media mix — TV, print, etc.

Print: Here we're talking about newspaper (entertainment section) or magazine (city magazine or regional Time/Newsweek Inserts). Print should never be done at the expense of TV or outdoor. The Beautiful Music listener is relatively active and spends little time with print. It does again, however, act as reinforcement for your other campaigns. When designing your "space," remember the medium. With print, you have the person's time and attention to have more of a message than you would have on billboards. Print is a good vehicle to promote special programming ... such as a Christmas music special your station is featuring.

Radio: We mentioned it and some stations do it.

Usually it's a trade with a News/Talk station. Each promotes the other ... for example, an all-News station's spot may say, "After you've received all the latest news, sports and traffic information from WXXX, you're invited to tune FM 109, WYYY for the world's best relaxing Beautiful Music."

Obviously a similar message with a reverse thrust should be aired on the Beautiful Music radio station.

coming in two weeks: Considering the expenses of external promotion, plus on air contest do's and don'ts.

OPPORTUNITIES

Openings

WABZ-FM/Albemarle, NC Pop/Adult, 25 miles Northeast of Charlotte, has immediate opening for good midday communicator. Send tapes and resumes to Tedd Bell, Station Mgr., Box 608, Albemarle, NC 28801. No cells please. EOE (3-21)

AM Anchor, flash reporter for aggressive community oriented news department, Immediate opening, Call Kathy at (707) 445-0200 anytime, EOE M/F (3:21)

Are you a morning nut? We're looking for a morning man who's more than an announcer. Money is open. Send tapes and resumes to Dan Martin, PD, WTRY, 1054 Troy-Schnectady Rd., Lethern, NY 12110. EOE

Ski Sun Valley, shoot the rapids of the Snake and work afternoon drive in the beautiful intermountain West, KEEP/KEZJ is now taking tapes and resumes for possible future opening. Pop/Adult format with heavy emphasis on news and information. If you want to jo a winning team and a growing broadcast group send tapes and resumes to T. Tarlo, PD, KEEP/KEZJ, Box 346, Twin Falls, ID 83301. EOE M/F (3-21)

WTSL looking for a conscientious person with some news experience to work in a two-person department. Job involves an afternoon shift and coverage of night meetings. Ability to write and dependable transportation are minimum requirements. Interested applicants should send current resume and demonstration tape to Lee Jones, ND, Box 1400, Lebenon, NH 03766. EOE (3:21)

WSPK/Poughkeepsie, NY now accepting tepes and esumes for future part and full-time openings. Begin ters salary. Need warm sdult Top 40 communicator ners selary. Need warm adult Top 40 communicato Send to Jim Simonetti, WSPK, Box 1703, Poughkeepsie NY 12601. EOE M/F (3:21)

WKYX/Puducah is now taking airchecks and production samples for future openings. If you can be a listener's friend, white and produce like Dick & Bert and don't mind a professional, secure environment, why aren't you on file? Send information to Rick Harrington, PD, Box 2397, Puducah, KY 42001. EOE M/F (3-21)

Lost our 6pm-12midnight Jock to mornings in Sacramento. That makes room for you in this very competitive medium market. If you're a hard worker willing to join a team that strives to be #1, send tepes and resumes to Gaylen Palmer, PD, Box KEYY, Provo, UT 84601. (3-21)

CK101/Cocoe Beech, FL seeks air telent for immediete and future openings. Only professionals on and off the air need apply. Send tapes, recent photos and resumes to Bill Baker, Box 520, Cocoe Beach, FL 32931. EOE AVE (72,21)

News Director, seeking experienced News Director with smooth casual delivery to head 2½ member team. Excellent salary and benefits for the right person. Send tapes, letter and resume to Larry Schaffer, GM, KGRC, Box 1285, Quincy, IL 62301, (3-21)

We are the Tri-States 24-hour information source. In the near future we will be needing an afternoon news enchor to fit into our new, life style, news approach. If you want to be part of this exciting new concept in news send tapes, resumes and bnet description of news policies to A. Mercus, WKKR, Box 3636, Evensville, IN 47735. EOE (3-21)

WANTED: Experienced news person to do morning shift on highly rated FM Pop/Adult CBS affiliate. Must be able to write and edit and assign news. Responsible for ½ hour weekly public affairs program. Tapes and resumes to T.C. Weberling. Box 1318, Melbourne, FL 32935. No calls please. EOE (3-21)

Openings

KQFM/Portland, DR has immediate opening for s high energy AOR promotion direction with advertising skills (sales experience preferred). Great benefits with Golden West_Broadcasters. Send resumes to or call Janet Welnwright at (503) 228-0100 or 4949 Macedam, Portlend OR 97201 (2011) Portland, OR 97201. (3-21)

Hayl Is there a compatent announcer/production person out there anymore? Our requirements are simple. Good pipes, easy going, dependable, able to handle some production, willingness to work with autometed Pop/Adult and Beautiful Music. Night shift. If you're ready to move to sunny Celifomia right now, contact Chris Edwards, Box 927, Bakersfield, CA 93302. EOE M/F (3-21)

PD end morning personality needed for Country station in Milwaukee metro. Tapes and resumes to Steve Warren, WWEG, 2200 N. Green Bay Road, Racine, WI 53045, (414) 552-8787, EOE (3-21)

Personality morning man wanted for leading station in market. Tight Modem Country format with crossovers. Enjoyable piace to live with lakes for boating, skling, and swimming nearby. Exceptional public schools. Call and I'll tell you about them. Comprehensive medical plan. Starting salary: 98,000 to \$10,000. Send tapes and resumes to Jeffery B. Milliar. WkUI. Drawer 968. and resumes to Jeffery B. Millar, WKUL, Drawer 968, Cullman, AL 35055. EOE (3-21)

KDVV-FM/Topeke, KS has immediate opening for news anchor/reporter. Tapes and resumes to Bill DeMore, PD, KDVV-FM, Box 1478, Topeke, KS 66601

WDAI/Chicago has openings for news people, on-air talent, production person and research person. Tapes and resumes to Matthews Clennott, WDAI, 360 N. Michigan Ave., Chicago, IL 60801. EOE M/F (3-21)

Florida's space coast needs you! Top rated Pop/ Adult CBS affiliate has rare jock opening. Good bucks for right person. Tapes and resumes to Chuck Deel, Box 1318, Melbourne, FL 32935, No calls please. EOE

We're out to be #1! Our Pop/Country format is ready for aggressive young communicators for several near future openings. If you want to be a part of our success story, send us your tape and resume now. Females encouraged. A. Marcus, WKKR, Box 3636, Evansville, IN 47735. EOE (3-21)

2 stations with nowhere to go but up. Associated Communications Corp., is beginning to develop it's Buffalo properties. Country AM, FM Pop Music, New Buffalo properties. Country AM, FM Pop Music, New studios. Menager needs strong #2 man as Operations Mgr., for both stations, Must have proven treck record of success and heve wide range of skills. Salary commensurate with experience. If you're a winner in a medium market and are ready to put it all together in the bigs, send resume and other pertinent material to Bob Hanebery Assoc., Inc., 136 E. 55th St., New York, NY 10022, EOE M/F (3-21)

D102 adult Top 40 FM #1 ARB is accepting tepes and resumes for future openings. Send materials to Keith Mason, WDNL, 1501 N. Washington, Danville, IL 61832. EOE M/F (3-21)

KCUB/Tucson has a rare opening for a Country air personality to do the evening air shift. Contact GM Jim Slone or PD Dave Nelson at (602) 887-1000, Tapes and nes to KCUB, Box 50006, Tucson, AZ 85703. EOE

Live and work in America's most livable city. KEED Eugene needs utility jock. Experienced in news, produc-tion and on-air. No starters. No phone cells. Tapes and resumes to Tom Edwards, PD, KEED, 1245 Charnelton, Eugene, OR 98401, EOE (3-21)

Openings

WNDE/Q95/Indianepolis has an immediate opening for Assistant Chief Engineer with background in directionals and studio construction. Perfect chance to get into a good expanding market with good bucks, benefits and advancement possibilities. Resume to Rene Tetro, Chief Engineer, WNDE/WFBQ, 8181 Fall Creek Rd., Indianepolis, IN 48220. EOE (3-21)

News person for morning drive at highly respected contemporary station. If your writing style and delivery are unique, but still believable, we're interested. Send tepes and resumes to Radio & Racords, 1930 Century Park West, #180, Los Angeles, CA 90087.

Tempa Bay's 88WAZE needs a modern dey Commander Cody moming person. Heavy community involvement, flexible, willing to take it on the chin and start for lousy bucks but be able to knock the big boys on their bottoms by the Bay. Also other future openings available. Tapes and resumes to Apple, PD, Box 4667, Clearweter, FL 33518. (813) 725-5545 11am-noon, M-F, EOE (3-21)

KNIX-AM-FM/Phoenix is looking for qualified applicants to fill a number of positions in announcing and traffic (computer logging). Most positions full-time, some part-time. Mail resume (and air checks) to Box 3174, Tempe, AZ 85281, c/o Larry Daniels no later than Acil 5, ECE (2-21). 3174, Tempe, AZ 852 than April 5, EOE (3-21)

Ground floor opportunity. A brand new station begins when our AM ceases to simulcast the FM on May 1st. We are seeking telent for 3 DJ positions, 2 news anchors, and a continuity production director. Meture sounding voice desired. Send tapes and resumes to Box 2288, Huntington, WV 25724. Closing date for applicants March 27. EOE M/F (3-21)

Talented jocks with strong production available for Top 40, Pop/Adult, AOR or Country. Call Media Consultants at (317) 474-5888. (3-21)

KJMO/Jefferson City, MO. Top rated Arbitron station in market looking for good communicator. We're an aggressive station looking for the right person, with good speaking voice at this Pop/Adult FM. Production background a plus. Salary negotiable. We're very interested in you. Send tapes and resumes to George Gutjahr, GM, KJMO, 3103 S. Ten Mile Drive, Jefferson City, MO 65101. (3-21)

WLAN-AM-FM has a part-time opening in news. We ere also accepting tapes and resumes for future openings. Send tapes and resumes to Ellen Wascou, News Director, WLAN 252 North Queen St., Lancaster, PA 17603. (3-21)

Future openings for air personalities. Good bucks and benefits. Send tapes and resumes to Tom Gilligen, WRNR, Box 709, Martinsburg, WV 25401. EOE M/F

Aggressive News Person with conversational style and delivery. Must be willing to dig. We're in the process of building a Top 40 killer. Send tepes and resumes to Ron Chedwell, WRNR, Box 709, Martinsburg, WV 25401, or cell (304) 283-8586. (3-21)

WAKE has an immediate opening for a morning ennouncer. We're a Pop/Adult station. Production and writing ability a must. Call O.J. Jackson (219) 462-6111. EOE (3-21)

KQEO/Albuquerque, NM looking for creative experienced news person who can handle morning drive and street reporting. Send tapes and resumes to John Geddle, KQEO, 2000 Indian School Rd. N.W., Albuquerque, NM 87104. EOE M/F (3-21)

Openings

#1 rated Top 40 FM seeks tapes, resumes and referces for possible afternoon drive opening. We're a 50,000 watt facility with a winning team. Strong production a must. Very competitive market with signals from Indianapolis to Chicago. Send tapes, resumes and references to Jeffray Jay Weber, OM, WAZY-FM, Box 1410, Lafayette, IN 47902. Women and minorities encouraged to penils (3-21). couraged to apply. (3-21)

Looking for a New Englander. Beginners with the basics down are encouraged to apply. Interest in aports and music is essential. Tapes and resumas to Tom Richards WDOT, 395 College St., Burlington, VT 05401.

Sales Manager wanted for large market operation. Experienced sales person willing to learn menagement Write to John Demeter, WCUE Radio, 424 Sackett Ave. Akron, OH 44313. EOE M/F (3-21)

If you're interesting, professional, bright and a team player we want your tape and resume. Bill Moyes, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401. EOE M/F (3-21)

WLEQ/Ft. Meyers, FL looking for 7-12midnight jock with good production skills. Best weather in the country on the Gulf Coest. Contact Tony Sands, 96 Super Q Blvd., Rt. 22, Ft. Meyers, FL 33908, (3-21)

Experienced full-time ennouncers for Adult Contemporary formats medium to large markets needed by BBS. Tapes and resumes to Botkin Broadcast Services, Rte. 6, Box 49-8, Austin, TX 78737. (3-21)

WEEX/Easton, PA is looking for Adult Contemporary communicators for future openings. Contact Char Ryan, OM, WEEX, Box 190, Easton, PA 18042. (3-21)

Part-timers from the Vermont area needed immediately. Tepes and resumes to Tom Richards, WDO 395 College St., Burlington, VT 05401. EOE (3-21)

South Florida Pop/Adult FM looking for PD. 100 KW No. 1 Arbitron rated station in coastal growth area. Ex-cellent staff and new studios. Prefer expenenced PD with smooth delivery, mature voice and strong produc-tion ability. Minimum 5 yrs commercial radio expenence required. Tapes and resumes to Randolph Millar, Pres., WOW-FM, Box 3192, Ft. Pierce, FL 33450. EOE (3-1)

Z92 . . . one of the world's outstanding Rock sta tions is now accepting tapes and resumes for possible future openings. Send to Bob Linden, Meredith Broed-cesting, 11128 John Galt Blvd., Omeha, NE 68137. EOE (3-21)

KEZY/Southern California looking for communica-tor/AOR jock who understands Top Tracks radio and telephone talk. (AFTRA, LA Metro payscale.) Contact Dave Forman, PD with tapes and resumes only to 1190 E. Ball Rd., Anaheim, CA 92805. EOE (3-21)

pple to fill one full-time on-sir news/one part-time entry level reporter positions. Tepes end reaumes to Cynthia Heath, KCBQ, Box 1629, Sen Diego, CA 92112 EOE (3-21)

PLEASE NOTE:

You may place your ad in the Opportunities section by mall or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your Information, or mail It to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Record

CHUCK BEESON promoted to Director of Graphics for A&M Records ARLA DIETZ-BAIM appointed Advertising Manager, Print/Audio for A&M Records

Industry

SUSAN WOODNICK appointed Vice President of Artist Development and Director of Publicity for Crabshaw Management.

Radio

MIKE McCOY formerly CK101/Cocoa Beach joins KLUC/Las Vegas, NV doing 6pm-

RABBETT formerly KPIG-FM/Honolulu joins KDEO/Waipahu-Honolulu, HI as copywriter/production.

PAT RYAN formerly news reporter WROK-WZOK/Rockford, IL joins KFMK-KWPC/ Muscatine, IA as News Director.

DOROTHY HICKS appointed Director of Minority Affairs for KTAR-KBBC-FM/ Phoenix AZ

LINDA STONE BLOOMER named Promotion Director for KTAR-KBBC-FM/Phoenix,

TOM GILLIGAN formerly PD WRNR/Martinsburg, WV joins CK101/Cocoa Beach, FL. RON CHADWELL promoted to Program Director WRNR/Martinsburg, WV AMY LANDSMAN joins WRNR/Martinsburg, WV as News Director from Z104/ Frederick, MD.

DEAN MITCHELL joins KDVV/Topeka, KS from Y100/Miami, FL BENN FELTHEIMER appointed Retail Sales Manager for WBBM-FM/Chicago, IL.

Station Line-Ups

KZZX/Albuquerque, NM LINE-UP: 6am-10am Wasion Walker, 10am-2pm Chris Carev (PD/MD), 2pm-6pm Jim Wallborn, 6pm-10pm Mickey Olson (Asst. MD), 10pm-2am Steve Sage, 2am-6am DeDe Lewis Weekends: Scott Giles: Steve Pollock, Ben Ortega. News Director: Jane Akre.

WIBM/Jackson, MI LINE-UP: 6am-10am Bart Hawley (PD), 10am-3pm Jeff Jennings, 3pm-7pm Michael W. Kay (MD), 7pm-12mid Mike Parks, 12mid-6am Jim Ellis. Weekends: Kevin Kreiger, Norm Spafford.

CJXX/Grande Prairie, Alberta: LINE-UP: 5:30am-9am Chuck Ingram, 9am-1pm Dave Jennings, 1pm-4pm Skip Norman, 4pm-8pm Kirk Layton, 8pm-12mid Charley Robbins, 12mid-5:30am John Marshell. Weekends: K.J. Quinn, Johnny Williams.

WZZO/Allentown, PA LINE-UP: 6am-10am Ellie Richman & Mark O'Brien, 10am-2pm Dale Hendrix, 2pm-4pm Lyn Corey, 4pm-8pm Joe Medden, 8pm-12mid Captain Mozzo, 12mid-6em Steve McKnee. Weekends: Todd Heft, Linda Major.

WBLM/Lewiston-Portland, ME LINE-UP: 5:30am-9am R.J. Hanson, 9am-12noon Jose Diaz, 12noon-4pm David Borderlais, 4pm-8pm Mike Bushey, 8pm-12mid Carla Raswyck, 12mid-5:30am Mark Persky. Weekends: Charlie Rose, Greg Stumpp, Tom Peterson, Paul Judkins, KZOM/Beaumont, TX LINE-UP: 6am-10am Chris Baker, 10am-2pm Dave Scott, 2pm-7pm Mark McLaren, 7pm-12mid Bobbie Choate, 12mid-6am Bill Spry, Weekends: Larry King.

WXAM/Charlottesville, VA LINE-LIP: 6am-10am Mike Terry (PD), 10am-2pm, Inch Cohon, 2am-

WXAM/Charlottesville, VA LINE-UP: 6em-10em Mike Terry (PD), 10em-2pm Josh Cohen, 2pm-6pm Steve Roed (MD), 6pm-10pm Bob Rendell, 10pm-12mid Tom Chandler, 12mid-5:30em Lerry King (Mutuel Show), 5:30em-6em Tom Chandler

KMGN/Bakersfield, CA LINE-UP: 6am-12noon Stave Brickell, 12noon-6pm Mike Bell, 6pm-12mid Dave Lawrence, 12mid-6am Colleen Cool. Weekends: Bobby Roberts and Zek.

WWOD/Lynchburg, VA LINE-UP: 6am-10am Matt McCell (PD), 10am-3pm Ed Michaels (MD), 3pm-7pm Rich Randall, 7pm-12mid Bob Barney, 12mid-6am Bobby Howell. Weekends: Charley Taylor, Robin

KXTC/Phoenix, AZ LINE-UP: 6am-12noon Alicia Torres (MD), 12noon-6pm Brien Christian, 6pm-12mid John Edwards, 12mid-6am Alethea Long, Weekends: Mitch Miglis, Patrick Lee.

OPPORTUNITIES

Openings

WGAN/Portland, ME needs studio engineer/ennouncer. You will engineer sports at night, some on-air announcer work available. Experience necessary. Call (207) 797-9220 between 9am-12noon. Bob Adams, Operations Managar. EOE (3-21)

WMEE-FM/Ft. Wayne looking for top flight Program Director. Must be a winner and dedicated to being #1. Send any information on how you can do the job to John David Spangler, Box 8000, Ft. Wayne, IN 46896. (3-14)

News Director, new 100,000 watt FM Contemporary Rock station. Strong on intervlawing and Public Affairs. Good natural delivary, some production. Resume and tape to Manager, KAOH, Box 6167, Duluth, MN 55808. (3-14)

Southeastern New Mexico's #1 50,000 Top 40 powerhouse looking for qualified experienced announcer for midday position. Good climate and great people. Females encouraged to apply. Send tapes and resumes to J.R. Lonigan, KBCO, Roswell, NM 88102. EOE (3-14)

KCUB/Tucson has a rare opening for a Country air personality to do the evening air shift. Contact GM Jim Slone or PD Dave Nelson at (602) 887-1000. Tapes and resumes to KCUB, Box 50008, Tucson, AZ 85703. EOE (3-21)

Due to an intercorporate promotion, WNOW/York, PA has opening for qualified, take-charge News Director. Good pay, good benefits, good hours. Contact Dave Marino, Station Manager at (717) 755-1049. EOE MIF (3.14)

KENR/Houston is looking for a News Director. Send tapes and resumes with news philosophy to Joe Wade Formicola, PD, 2 Greenway Plaza East, Houston, TX 77042. EDE WF (3-14)

Bunbelt radio station adding to news staff. Searching for heavyweight morning news anchor for 5 day week shift. Includes production writing and enchoring several times 15 minute news blocks. Must be strong both on and off the air. Send tapes and resumes with full references and salary requirements to Don Bredley, ND, KELI, Box 52182, Tulse, OK 74152. Minorities welcome. EOE M/F (3-14)

KAGO/Klamath Falls, OR seeks funny, natural sounding announcer for sold out AM drive shift. Good production a must. Market of 350,000 people. Tapea and resumes to Charlie Van Hall, Box 1150, Klamath Falls, OR 97601. EOE M/F (3-14)

Production Director/swing man experienced in Top 40 and Pop/Adult at Maine's #1 station. Also in desperate need of part-time help. Send tapes and rasumes to Steve Rogers, WIGYWJTO-AM, Box 329, Bathe, ME 04530. EOE M/F (3-14)

Experienced announcers needed for top Midwest city. New 100,000 FM Contemporary Rock station. Need natural delivery and above average production skills. Tapes, resumes to Manager, KAOH, Box 6167, Duluth, MN 55806.

Needed yesterday. Conversational morning man who can entertein and maintain strong AM numbers. Someons to blend in with our overall sound while being a personality. Is that you? Tapes and resumes to Mark Robertson, WBEU, 3040 Boundary St., Beaufort, SC 29902. EOE (3-14)

WOBL/Oberlin, OH has opening for 7pm-12mldnight jock with good production skills. Fameles especially encouraged to apply. Send tepes and resumes to Ken Luces, WOBL, Box 277, Oberlin, OH 44074. EOE M/F (3-14)

Southern Celifornia midday personality. Immediate opening KWIZ/Oranga County, Disnayland-Newport Beach area. Send tapes to Bill Weaver, KLOK, Box 21248, San Jose, CA 95151. EOE M/F (3-14)

News persons for new 100,000 watt FM Contemporary Rock station. Ladies encouraged! Good natural delivery. Experience a must! Tapes and resumes to Managar, KAOH, Box 6167, Duluth, MN 55806. (3-14)

WSGF/Savanneh's newest #1 is accepting tepes and resumes for future openings. Show us a bright, Top 40 sound plus a couple of production samples and you may be first in our files. Send to Doug Welldon, OM, WSGF-FM, Box 876, Savenneh, GA 31402. EOE (3-14)

New 60,000 wett (FM97) WLAN/FM has opening for 7pm-12midnight personality. Send tapes and resumes to Program Director, WLAN-FM, 252 N. Queen St., Lancaster, PA. No calls places. (3-14)

WBZA-AM and WNIQ-FM/Glens Falls, NY now looking for experienced first class Chief Engineer to work in a four season resort area. Join a growing company and make your home here. Let's talk. Call Jay Scott at (518) 792-2151 between 9am-5pm, EOE M/F (3-14)

Western Cities Broadcasting, with stationa in Phoenix, Las Vegas, Tucson and Sacramento looking for convarsational one-on-one newspeople who take pride in delivering bright, solid, creative news. Strong rewriting ability essential. Tapes, resumes and writing samples to Jeff Michaels, ND, KMJJ, Box 14805, Las Vegas, NV 89114, EOE (3-14)

WALT-FM/Meridian, M8 100,000 wette under new direction needs experienced, telented voices with good production to increase numbers. Salary negotiable. Top 40 with ADR flavoring. I need several telented people immediately. Send tapes and reaumes 1st class mail to Dave Edney, PD, WALT, Box 5797, Meridian, MS 39301 or cell (801) 693-2661. EOE M/F (3-14)

Goods & Services

Program Consultant Help!

Let a national radio program consultant see and hear your material and forward you a critique. Send tapes, resumes and \$5.00 to C.V.L.A., Box 3087, Hollywood, CA 90028.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the laffs, here comes the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsllanti, Michigan 48197

Take The TAPE Test!

When it comes to audition tapes, THE PROGRAM DI-RECTORS <u>Know</u> what to listen for because WE KNOW what program directors listen for! We offer a thorough written critique PLUS recommendations that will ensure your tape's impact and effectiveness. Let us listen first!

THE PROGRAM DIRECTORS, with major market experience in every radio format, is headed by Jerry Stevens. (Programming: WMMR and WCAU-FM, Philedelphie. On-Air: WBZ, Boston, WIBG, Philedelphie, WNEW, New York.) GO WITH THE BESTI

We report within two (2) weeks of receipt of your tape which will be returned.

Evaluation fee: \$30.00

Contingent upon our evaluation and your agreement, your tape may merit job placement efforts with our client stations.

YOUR AUDITION TAPE IS CRITICAL! If it doesn't make it ... you won't.

LET THE PROGRAM DIRECTORS LISTEN FIRST!

THE PROGRAM DIRECTORS, The Werwick, Suite 1810, 17th & Locust, Philadelphia, PA 19103, (215) 985-4337.

Comedy Material

Comedy bits for all formats. Gary Owens KMPC loves it. For freebie write HYPE INK, Box 69581, Los Angeles, CA 90069.

Radio Personality Development

"BUILDING WITH THE BASICS"...A handy reference book for experienced radio people, and a training program for beginners. "...A new book on radio basics that appears to be a cut above the rest... Michael has taken all the basic knowledge surrounding the job of a radio personality and organized it into an easy-to-comprehend text that I wish I could have read before I took my first radio gig." — John Leader, R&R. Price \$11.70 in U.S. funds (including postage). MICHAEL MAY Box 127, Billings, MT 59103, (406) 248-3278.

You'll Be Funnier

Hundrede of deejays renewed again this year! Guaran teed funnier! Free sample. CONTEMPORARY COMEDY 5804-D Twineing, Dallas, TX 75227. Phone (214) 381 4779.

Phantastic Phunnies

Highly respected ... proven worldwide audience bullder Hilarious ... original ... 'quick-quip' ... topical humor!! Introductory month's 400 topical one-liners and 'BONUS' ... just \$2.00!!! "PHANTASTIC PHUNNIES," 1343-A, Stratford Dr., Kent, OH 44240.

Air Check Center

Unable to produce a quality AIR CHECK because of poor equipment? Perhaps you don't know what to include on your audition tape. Lat our staff of programmers edit-process your tape professionally! Call (318) 861-4507

Broadcaster's Action Line

Job referral Service — \$40.00 for 12 months. R 2, Box 25-A, Lexington, IN 47138, (812) 889-2907. Free to employers

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, 610.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, 920.00 minimum per week. All headlines are free. Contect R&R Classified Department, Mon-Fri et (213) 553-4330, or write us at 1930 Century Perk West, L.A., CA 90067

Positions Sought

Midnight to 6 is my spot. All-night DJ wents stable permanent position, 7-yr pro, excellent references, very dependable. Florida and Southeast only, Call MIKE (904) 255-8950. (3-21)

Minority jock with Top 40 and AOR experience looking to relocate Southeast or Southwest. Currently working effernoon drive and MD. Have worked at WUIC. WMET, WNUR, Cell BILL MORGAN (312) 638-3717 or (312) 843-3831 (322)

Major market pro fooking for eir or PD alot in East. #1 18-49 ratings in top 10 market. Yours cen be next. Call DAVE (714) 528-2555, (3-21)

Positions Sought

Available immediately. Programming, production, onair team, STEVE CASSIDY and DAVID POWERY. Experienced in Rock, Top 40, Country. Excellent with automation. Know FCC rules and regulations. Referances. (602) 296-0877. (3-21)

Experienced announcer/programmer in Top 40, Pop/Adult and Country seeks similar challenge. References include only up-ARB's. Research background at KABC Radio and Audience Studies. Formerly with KADE/Boulder, CO. Available now. Call JOHN at (303) 429-4769 or write me at 700 Bronco Rd., Denver, CO 80221. (3-21)

A young and very eager AOR air personality. Have 19 months experience. Have vest musical knowledge and am capable of being a good MD. I just want enough money to make ands meet. Seaking full time employment. Cell ALAN HALL (502) 895-2142. (3-21)

Award winning news pro. 12 yrs experience. Serious journalist dedicated to comprehensive coverage over the headline service. Seeks same in Western US, medium or major market outlet. Preferably all-News. Excellant anchor, street reporter, writer, manager, editor. I can do it all for the right station. Call RON (607) 432-0350 after noon EST. (3-21)

15 yrs as radio announcer. News, commercials, play-by-play experience. Looking for position at any Spanish station in U.S. 3 yrs college, dramatics, etc. Will relocate. Currently working at WKFE, but would like a change. If interested write to FRANKIE RODRIGUEZ, Manuel A. Negron St., #43, Yauco, Puerto Rico, 00768 (3-21)

Am currently working, but seeking a change. I have a 1st phone plus 8 yrs experience (6 a current station) in programming, music, production, promotions, eight work and seles. I'm interested in what you have to offer in the way of a programming/elrwork position. Prefer Midwest. Reply to JOE, 601 N. 6th St., Cermi, IL 62821. (3.21)

Very good production! Eager to work with quality equipment. 3 yrs AOR and 1 yr Pop/Adult. Currently working middays P/A. Dying to get back into AOR in a medium market. Outstanding knowledge of late 60's rock, laid back yet intense on air, Second phone, will have 1st by mid-April and eager to do engineering. Call (904) 629-8008. (3-21)

Available: ledy DJ. Worked with Pop/Adult and oldies. MD, PD plus mid-days. Any air shift in Northern CA. Cell (415) 345-6420. (3-21)

RUDY FERNANDEZ, 7 yrs experience in medium market of 150,000 population. Have worked as Public Affairs Director, public relations manager, MD and assistant PD. Worked at 2 #1 stations, currently production manager at the #1 station in town. For more information or eir check contact RUDY at (915) 677-5383.

Help me flex my AOR muscle. I have major market experience and its time to move. If you'd like to talk to me about where I'm going, call anytime, (201) 247-8759. TOM MITTEN, (3-21)

I will fill your opening if you're looking for Top 40, AOR announcer who can do play-by-play sports and very creative writing. Don't delay. I need the pay. Call MIKE HAMMONDS at (214) 785-5455 or (214) 784-2311. (3-21)

Experienced DJ with automation experience looking for small market station with room for advancement, 9150-9160 per week net. Cell GREG et (419) 422-8970. (3-21)

14-year pro seeks medium market Program Director position at Pop/Adult station with opportunity to win. Call after 5pm EST (914) 292-4926. (3-21)

JASON DOUGLAS BJ105 looking for full-time position only. Formerly MD CK101. Cell (305) 273-7548 or (305) 425-8634. (3-21)

Present AOR jock looking for AOR or progressive Country on-air position. Will relocate. Cell DAVID DAN-IELS (406) 453-0080 anytime (keep trying). (3-21)

Doctor has fever! Missing Dixie and wants to move back to the South, 5½ yrs radio on-air and sales experiance, Let's telk. Nude photo available on request along with tape and resume. JERRY TURNER 1901 S. Main, Apt. 4, Roswall, NM 88201. (3-21)

Looking for AOR in medium market. 3 yrs experience in AOR, Good production. Willing to bust ess. Cell avenings at (315) 637-3227 and esk for BRAD. (3-21)

JON ANTHONY 8 yrs experience Top 40. Formerly Asst. PD end afternoon drive for last 1½ yrs at KX104/ Nashville. KGGO, WMPS, WOKY, WERC, WSGN. Looking for Top 40 or afternoon or night gig in Southeast, Cell (615) 822-1163. (3-21)

One of the South's top Telk Show host and adultoriented Program Directors is evallable for either or both positions. Top 30 markets only please. Cell (813) 324-1891 or write STACY TAYLOR 2300 Jackson Rd., #502, Cypreas Ggrdens, FL 33880. (3-21)

Successful PD seeks new challenge, background in live as well as locally produced automated formats. Major and medium market experience, Call (209) 732-4443 enytime. (3-21)

1 can do a good job for you 7pm-12midnight or 12midnight-8am. Mature announcer 15 yrs experience, good voice, 1st ticket. Have worked Country and Pop/ Adult formats. Prefer Florida or another state in Southeast. BILL SMITHSON (306) 448-1260. (3-21)

Positions Sought

PATRICK HENRY PRICE evallable as consultant in major market. Cell (213) 484-1731. (3-21)

Successful Program Director currently programming Country station in secondary market is looking for new challenge. Looking for programming or major market jock position. Have worked all formata but prefer Country or Adult Contemporary. Cell BILL (205) 861-7589 after 7pm. (3-21)

Midwest major market air personality/production looking for stable Top 40 or Pop/Adult situation. Cell (612) 293-0133. (3-21)

ANGELO FIAT, entertainer coordinator and trouble shooter is free from all contractural obligations. Now accepting offers. Law degree, concert and nightclub promotion, record company experience. Write Box 1391, Cenoge Park, CA 91304 or cell (213) 346-7099. (3-21)-

Merketing graduate with 3½ yra professional programming and production experience wents job in objective programming, promotion or research. Degree emphasizes advertising and promotion. Available immediately. MIKE NEAL (314) 625-1635 or (314) 441-5121. (3-21)

Morning drive jock, humorous but not Insane. 10 yrs radio veteran has outgrown present market. Wish to work with professionals who want to win. Call (412) 681-8143 and leave message. (3-21)

JACK RANDALL Program Director of KAAY is available due to massive management and personnel change. Programming/air. (501) 758-4138. (3-21)

Creative and super entertaining personality seeks programming and/or on-air job with medium or major market station any format. Cell WES at (209) 299-0688 24 hours a day. (3-14)

NICK SOMMERS would like to relocate in Southeast. Formerly WMYQ, WAPE, KTLK, KIMN-FM, Q103 (KOAQ). Cell (303) 922-3347. (3-14)

Top West Central Minnesota sportscaster looking for small or medium merket station that values play-by-play and sports coverage and wants quality personnel. Over 6 yrs experience devoted to high school and junior college sports. Currently employed at #1 rated area AM as Sports Director end air personality but looking for new challenge. Cell BOB at (612) 235-2915 or (612) 235-1340. (3-14)

Dedicated professional radio newsman looking for right challenge in West or Northwest. Strong enchor and reporter seeking similar or ND position at station that cares about gathering news. Background includes work with all-news format. Excellent references. Now employed top 30 merket. (415) 573-7294. (3-14)

Colgate University grad seeks small/medium market Top 40 Pop/Adult position. Top production and professional experience. Can relocate anywhere immediately. Call or write DAVE DINARDO, 1510 Waterbury Rd., Lakewood, OH 44107 or call (216) 221-7953. (3-14)

Need a PD? Ten yeer radio pro including top 5 markets. Will build your small to medium market station to Top 40 winner. Have Ass't PD will travel. Call (602) 432-5584 anytime. (3-14)

Top 40, Pop/Adult, AOR, Disco AM/FM, likeble personelity with PD, MD, PSA Director, promotion, remote and production experience. Desire full-time opening as DJ with responsibility. Aircheck and resume only a phone cell away. (216) 478-1206 or (216) 478-0440. Young but mature. Call anytime L.J.D. (3:14)

Mature married minority wents to move family back to the West. Former weather man, salesman and businessman. 3rd phone. I do play-by-play and sirahift, news, plus give 150%. Community-oriented. Member Jaycees, American Legion, etc. Cell (218) 681-6364 or (218) 253-4135. (3-14)

Pop and R&B 10-year veteran with great cradentials and references seeks major market PD/announcer or announcer position. Call JACK (301) 589-1028. (3-14)

Miscellaneous

WETZ/New Martinsville, WV switched formats to Top 40 and needs record service from all labels. Send to Neal Ardman, WETZ, Box 249, New Martinsville, WV 26155. (3-14)

CBUB new cable FM/New York needs Pop/Adult and Top 40 album service from all labels. Please send to M.E. Young, GM 1235 Gr. Concourse #622, Bronx, New York 10452. (3·14)

WNDR/Syrecuse's #1 station among 18-49 needs better record service from all labels. Please contact Jey Meyers, PD, (315) 446-1515. (3-14)

WFAW-94/Fort Atkinson, Wi recently changed to Pop/ Adult format. Strong emphasis on Oldies. We're in deaperate need of fresh copies of Oldies from the 50's, 80's, and 70's. Send anything to Johnnie G. Gardner, PD, WFAW, Box 94, Ft. Atkinson, WI 53538. (3-14)

WBZI-FM95...hes made the switch to stereo country, and now we need service ASAP...! Playing slick, modern country. We need help from all lebels including the old and new releases. Send any help to Mike Mahsffey, PD, WBZI, Box 99 600 Kinsey Road, Xenia, OH 45388. (513) 426-2433. (3-14)

KCOW/Alliance, NE Adult Contemporary/Pop/Adult format needs record service as well as Oldies from all labels. Call (308) 762-1400. (3-14)

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

BILLY PRESTON & SYREETA With You I'm Born Again (Motown)

63% of our reporters on it. Moves: Up 87, Same 10, Down 15, Adds 12, KRBE, KSLQ, WBBF, KRLY, KHFI, WTIX, WMEE, WZZP, KTAC, WGUY, WGBF, KCBN. See Parallels, charts at number 24.

PAUL DAVIS Do Right (Bang)

63% of our reporters on it. Moves: Up 72, Same 24, Down 0, Adds 28 including WCAO, F105, KS95-FM, WGCL, Q102, WOKY, KIMN, WFBL, WBLI, WICC, 14Q, KELP, WJDX, WAXY, KRAV, KIOY. See Parallels, charts at number 29.

KENNY ROGERS & KIM CARNES Don't Fall In Love With A Dreamer (UA)

55% of our reporters on it, over 50% of our Parallel One stations added this week. Moves: Up 1, Same 6, Down 0, Adds 101 including WXLO, WKBW, WFIL, WPEZ, WCAO, WRKO, BJ105, WPGC, 94Q, Q105, KDWB, KS95-FM, KBEQ, WHB, WZUU, WOKY, KFI, KHJ, KIMN, KOPA. See Parallels, charts at number 30.

NEW & ACTIV

of their activity. The two numbers following the artist ritle. Tabel designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves: are broken down for each record and indicate how many stations moved the song. Up on their charts, held it the Same ion to pn, add to on, 31-31, etc.), moved it Down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

JOURNEY "Any Way You Want It" (Columbia) 108/25

Moves: Up 64, Same 18, Down 1, Adds 25 including Q102, KOPA, WFBL, 14Q, KHFI, Y103, KSTT, Y94, G100, KDZA, 96KX 19-14, KWK 2-1, WGCL 26-17, KFRC 10-7.

PRETENDERS "Brass In Pocket (I'm Special)" (Sire) 104/34 Moves: Up 46, Same 23, Down 1, Adds 34 including WPEZ, F105, Y100, KSLQ, WGCL, WTIC-FM, WAPE, WNOX, WDRQ, KYNO-FM, KENO, JB105 32-24, CHUM 24-20, KHJ 26-20.

MELISSA MANCHESTER "Fire In The Morning" (Arista) 83/16, Moves: Up 43, Same 23, Down 1, Adds 16 including WHB, WFMF, WGH, KWEN, KFXM, KRQ, WTSN, WAAY, KILE, KKRC, KSLY.

CLIFF RICHARD "Carrie" (EMI America) 76/15

Moves: Up 50, Same 11, Down 0, Adds 15 including KDWB, WKBO, KBFM, KEEL, KERN, KFXM, KGW, WHHY, KAAY, FM99, KWIC, KOOK.

GARY NUMAN "Cars" (Atco) 75/10

Moves: Up 46, Same 18, Down 1, Adds 10, WPEZ, KBEQ, WHYN, 95SGF, WCGQ, KQWB-FM, WAKX, WEAQ, WRBR, KDZA.

WHISPERS "And The Beat Goes On" (Solar/RCA) 70/13 Moves: Up 42, Same 11, Down 4, Adds 13 including CKGM, WGCL, WFBL, KINT, KEEL, WQRK, FM102, KWIC, KILE, WRKR, KDZA, PRO-FM 30-26,

KENNY LOGGINS "Keep The Fire" (Columbia) 67/13 Moves: Up 43, Same 8, Down 3, Adds 13 including 96KX, WPEZ, KJR, WICC, 92Q, WAKY, KMJK, KENO, F105 35-31, CHUM 10-3, WFLY 25-14.

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 66/36 Moves: Up 18, Same 12, Down 0, Adds 36 including WKBW, KRBE, KBEQ, B100, KIMN, WPST, WHYN, 95SGF, WAYS, 92X, 94Q 21-16, KOPA d-23.

PEACHES & HERB "I Pledge My Love" (Polydor) 62/18 Moves: Up 38, Same 9, Down 7, Adds 8, WPGC, CKLW, WSGN, WGH, KSTT, KERN, WABC 12-9, WXLO 19-11, PRO-FM 8-4, KFI 29-21.

LINDA RONSTADT "Hurt So Bad" (Asylum) 59/28 Moves: Up 20, Same 11, Down 0, Adds 28 including WFIL, Z93, 94Q, KHJ, WFLY, KINT, KRAV, Y94, KENO, 96KX 20-17, KDWB 28-25, KRLA 21-19.

CLASH "Train In Vain" (Epic) 57/18

Moves: Up 18, Same 21, Down 0, Adds 18, including 94Q, WOKY, B100, 95SGF, KRSP, V100, KPUR, KQWB-FM, KFXD, CHUM 21-17, KDWB 27-24, KUPD 29-26

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 56/14 Moves: Up 24, Same 18, Down 0, Adds 14 including WRKO, WGCL, KFI, WTIC-FM, Y103, KCPX, KTKT, WISE, WRBR, KBOZ, 94Q 26-23, KDWB

BOZ SCAGGS "Breakdown Dead Ahead" (Columbia) 53/52 Moves: Up 0, Same 1, Down 0, Adds 52 including WPEZ, WRKO, JB105, WPGC, Z93, 94Q, KSLQ, WOKY, KEARTH, KHJ, KFRC, B100, KJR, KOPA,

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 52/40, Moves: Up 5, Same 7, Down 0, Adds 40 including WCAO, KRBE, Q105, CKLW, WZUU, Q106, WHYN, WSGN, WRVQ, KRAV, WOHO, KMJK.

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NATIONAL AIRPLAY/30

THREE WEEKS AGO	TWO WEEKS AGO	LAST		March 21, 1980
5	1	1	1	PINK FLOYD/Another Brick In The Wall (Columbia)
13	8	4	3	CHRISTOPHER CROSS/Ride Like The Wind (WB)
25	15	6	3	BLONDIE/Call Me (Chrysalis)
19	12	7	O	BOB SEGER/Fire Lake (Capitol)
18	13	5	6	EAGLES/I Can't Tell You Why (Asylum)
9	6	3	6	KOOL & THE GANG/Too Hot (DeLite/Mercury)
10	9	8	0	LINDA RONSTADT/How Do I Make You (Aşylum)
26	18	13	0	AIR SUPPLY/Lost In Love (Arista)
4	3	2	9	RUPERT HOLMES/Him (MCA)
3	5	9	10	SPINNERS/Workin' My Way Back To You (Atlantic)
27	22	16	0	RAY, GOODMAN & BROWN/Special Lady (Polydor)
_	23	19	D	MICHAEL JACKSON/Off The Wall (Epic)
-	_	25	Œ	BILLY JOEL/You May Be Right (Columbia)
2	2	10	14	DAN FOGELBERG/Longer (Full Moon/Epic)
10	28	22	0	DR. HOOK/Sexy Eyes (Capitol)
	4	11	16	QUEEN/Crazy Little Thing Called Love (Elektra)
5	14	12	17	CHUCK MANGIONE/Give It All You Got (A&M)
2	11	15	18	TOM PETTY/Refugee (Backstreet/MCA)
4	21	20	0	TOMMY JAMES/Three Times In Love (Millennium)
22	19	18	20	SHALAMAR/The Second Time Around (Solar/RCA)
-	-	27	23	FLEETWOOD MAC/Think About Me (WB)
28	26	23	2	J. GEILS BAND/Come Back (EMI America)
7	7	14	23	ANDY GIBB/Desire (RSO)
-		-	2	BILLY PRESTON & SYREETA/With You I'm Born (Motown)
-	29	26	23	HEART/Even It Up (Epic)
-	-	28	2	JIMMY RUFFIN/Hold On To My Love (RSO)
-	-	29	7	CHARLIE DORE/Pilot Of The Airwaves (Island)
-	-	30	0	UTOPIA/Set Me Free (Bearsville/WB)
-		-	2	PAUL DAVIS/Do Right (Bang)
-		-	0	KENNY ROGERS & KIM CARNES/Don't Fall In Love (UA) in airplay statistics compiled weekly from our Top 40 reporting stations.

MOST ADDED ®

K. ROGERS & K. CARNES "Don't Fall In Love ... " (UA) BOZ SCAGGS "Breakdown Dead Ahead" (Columbia) ANDY & OLIVIA "I Can't Help It" (RSO) DAN FOGELBERG "Heart Hotels" (Full Moon/Epic)

PRETENDERS "Brass In Pocket (I'm Special)" (Sire) ete Regionalized Listings on Pages 26 and 27

HOTTEST

PINK FLOYD "Another Brick In The Wall" (Columbia) BLONDIE "Call Me" (Chrysalis) CHRISTOPHER CROSS "Ride Like The Wind" (WB) **BOB SEGER "Fire Lake" (Capitol)** EAGLES "I Can't Tell You Why" (Asylum)

Others Getting Significant Action

BROTHERS JOHNSON "Stomp!" (A&M) 47/21

Moves: Up 26, Same 0, Down 0, Adds 21 including WCAO, KFRC, WBLI, WKEE, KAUM, KBFM, 95SGF, WNOX, KJRB, KRBE 20-14, CKLW d-16, KEARTH 25-20.

WARREN ZEVON "A Certain Girl" (Asylum) 41/15

Moves: Up 10, Same 16, Down 0, Adds 15 including KDWB, WICC, WHYN, WAPE, KJ100, WVIC, KRSP, KTKT, V100, WCGQ, WAKX, KSLY

BETTE MIDLER "The Rose" (Atlantic) 38/18

Moves: Up 13, Same 7, Down 0, Adds 18 including WKBW, WRKO, WHB, WKEE, KHFI, WERC, WVIC, WZZP, KCPX, KC101 30-25, WKIX 5-2.

STYX "Borrowed Time" (A&M) 38/12

Moves: Up 10, Same 15, Down 1, Adds 12 including Z97, KRBE, Q105, Y95, WQRK, WNCI, V100, WGBF, KDZA, JB105 35-31, WFLY 30-25, KRSP 21-16.

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 37/14

Moves: Up 10, Same 13, Down 0, Adds 14 including WRKO, Q106, KBFM, WLAC, Y94, WFBG, WHHY, KBDF, KIOY 22-17

DAVID GATES "Where Does The Lovin' Go" (Elektra) 37/1 Moves: Up 23, Same 13, Down 0, Adds 1, KBOZ, WRKO 28-26, KDWB 16-9, WZUU 14-11, Z98 30-25, WCIR 29-24, WFLB 30-26.

RUSH "Spirit Of The Radio" (Mercury) 35/3

Moves: Up 17, Same 11, Down 4, Adds 3, WFLY, 92X, WGBF, CKGM 27-23, WGCL 27-20, WVIC 27-21, KRUX

ROMANTICS "What I Like About You" (Nemperor) 30/1
Moves: Up 11, Same 17, Down 1, Adds 1, KSLY, WTIX 39-36, WVIC 35-31, KRSP 28-24, WLBZ 24-17.

KARLA BONOFF "Baby Don't Go" (Columbia) 29/1

Moves: Up 14, Same 13, Down 1, Adds 1, WZUU, KIMN 29-19, WJDX 11-4, KWEN 20-16, KGW 28-22, KKXL 18-13, KBDF 23-18, KBOZ 28-22.

OFF BROADWAY "Stay In Time" (Atlantic) 26/8

Moves: Up 8, Same 10, Down 0, Adds 8, 96KX, KSLQ, KRUX, WCIR, WFLB, KQWB-FM, WRBR, KCBN, KWK 10-5, KZ93 1-1, K104 5-4, WFBG 31-24.

KORONA "Let Me Be" (UA) 23/9

Moves: Up 6, Same 8, Down 0, Adds 9, JB105, WAEB, KXX106, WHBQ, WSKZ, WHHY, WISE, CKLW 30-28, B.1105 40-34

JAMES LAST BAND "The Seduction" (Polydor) 22/15

Moves: Up 2, Same 5, Down 0, Adds 15 including WRKO, KJR, KOPA, WERC, WLAC, WSKZ, WDRQ, KJRB,

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 21/6 Moves: Up 10, Same 5, Down 0, Adds 6, WFBR, WSKZ, WTWR, KRQ, WSEZ, WSPT, 94Q 16-10, KQWB-FM 16-9, KQDI 27-20.

Continued on Page 32