**ISSUE NUMBER 325** 

THE INDUSTRY'S NEWSPAPER

MARCH 28, 1980

**AURICHIO TO TV** 

#### **Arbitron Reshuffles Top** Radio/TV Brass

Resignations in New York and Laurel, MD have forced Arbitron to reassign some key personnel to new job responsibilities. There are significant implications for radio broadcasters in the new

Most significant of the reassignments is that Rick Aurichio, VP/ GM of the Radio Division for the last three years, will now hold the same title in the TV Division. Aurichio will be replacing Norm Hecht, who has resigned to go into a new business venture.

The void left by Aurichio's de-parture will be filled by Mike Membrado. Membrado joined Arbitron in January in the position of VP for TV sales. Before joining Arbitron, he worked with reps, primarily Katz and Adam Young.

#### Reeducation Process

Arbitron Advisory Council Chairman Ed Christian, commenting on Membrado's appointment, told R&R that he was "saddened to see Rick leave, even though it is TV's gain." Christian continued that he was "disappointed that the new radio VP was not someone with much radio experience. Now we must begin again to acquaint Arbitron with the basic needs of broadcasters.

At the Laurel production facility, Radio Product Manager Buddy Chapman has tendered his resignation, effective immediately. Avery Gibson, who has past experience at Arbitron and Audits & Surveys, is the Acting Radio De-

partment Manager. Ms. Gibson took over the reins of the radio operation in the middle of production of the J/F '80 reports now being mailed to stations.

Additionally, Marshall Snyder, former VP/GM of the Beltsville and Laurel facilities, has been appointed to VP/Planning & Research to fill the vacancy created several months ago when John Dimling left Arbitron.

No successors have been named to fill the jobs vacated by Membrado or Snyder. More internal shifts are possible within the next few weeks in order to fill these positions.

"SELF-SERVING HYPE, LEFTOVER RHETORIC"

#### Van Deerlin Attacks NAB Lobbying

In his strongest attack ever on the broadcast industry, and the National Association of Broadcasters and communications attornevs in particular, Rep. Lionel Van Deerlin delivered a scathing speech on how Congress is being lobbied. The NAB, like many other special interests groups, has become utterly predictable. . . (through) leftover rhetoric about localism and self-serving hype about quality programming and First Amendment rights," Van Deerlin said.

The House Communications Subcommittee Chairman addressed a crowd of lawyers, including broadcast, FCC, and NTIA attorneys, at a seminar held by the Federal Bar Association Monday (3-24) in Arlington, VA.

#### Critical Of NAB's **Lobbying Style**

"As a member of Congress who has listened to a chorus of special interest hard sells each time change is proposed, I tell you this: it is very tedious - and very unpersuasive," Van Deerlin proclaimed. He noted, "As a result, broadcasters are acquiring an image as knee-jerk reactionaries. They have become so predictable they are

losing their credibility - and with it, their clout. Intent on preserving a measly slice, broadcasters have lost sight of the larger

What he dislikes most, he says, is the style of lobbying practiced by NAB that insists "my special interest is just a little more special than anyone else's." That view, he suggested, negates what's happening in the real world, "where real engineers are inventing real marvels, to be packaged, marketed,

VAN DEERLIN/See Page 4

# Wittberger Resigns

Russ Wittberger, President of

Fred C. Danneman, President

of Charter's parent company Chartcom Inc., told R&R, "We're sorry to lose Russ. He's a hell of a guy and a great radio man. He wanted to take a hiatus from radio to handle personal affairs and see his family." Danneman added, "We're working out what our structure should be, and we'll be talking to a lot of people" about a replacement for Wittberger.

# As Charter President

Charter Broadcasting, announced his resignation last week, adding that he will remain with the company in a consulting capacity. Wittberger indicated that family and personal business reasons were important factors in influencing his decision.

#### Swig, Dundas Named As Dreamland VP's

Days after Dreamland Records' distribution deal with RSO was officially announced (R&R 3-21), the new label announced its first executive appointments, as Rick Swig and Michael Dundas have been named as Vice Presidents/ Promotion & Marketing. They will oversee all promotion and marketing activities at Dreamland and work closely with RSO as well.

Dreamland principal Nicky Chinn commented, "The appointand to make the best possible use of our staff's talents. I feel that we chose the best."

Swig was most recently VP/ National Field Promotion at Infinity, having earlier served as National Album Promotion Director at Epic and in various local and regional promotional positions. He began his industry career at KSFO/ San Francisco.

Dundas had been Director of National Promotion at RSO, after serving as National Album Promotion Director and San Francisco Promotion Manager. Previously he worked at Warner Bros. in Seattle and in independent promo-



Michael Dundas, Rick Swig

#### **Bogart NARM Speech Hits Hard**

ATTACKS INDUSTRY GREED, SELF-INTEREST

Neil Bogart, former President of Casablanca and keynote speaker at the 22nd National Association of Recording Merchandisers (NARM) convention in Las Vegas, pulled no punches in his address Monday (3-24). After a humorous opening, he began painting a bleak picture of the record industry today ("Stores are going out of business, racks are losing accounts, record labels are consolidating, selling out. disappearing") and declared, "There are a million reasons, but there is not one single excuse. He proceeded to analyze most of the industry's most pressing problems, including distribution prac-

tices, overselling, returns, home

taping, entire-album airplay, and counterfeiting. "Domino Theory" Bogart presented the position of a record company "in the middle"



#### Renwick NBC Radio Exec VP

Chuck Renwick has been appointed Executive Vice President, NBC Radio Network, effective April 7. "One of my first duties was to name my own suc-cessor. I am delighted Chuck was available," commented NBC Radio President Dick Verne. Renwick had just taken over Sid Guber's job as VP for Broadcast at SESAC, the music licensing firm. Prior to that he was NBC Radio VP for Affiliate Relations. Under his leadership in that position, NBC Radio gained over 50 affiliates in two years.

In another NBC move, Bart Walsh has been appointed VP/GM at Washington O&O WKYS by Exec VP for FM Walt Sabo. Walsh was formerly GM at WWWW/ Detroit. And Ray Gardella has been confirmed as NBC's new VP/ Radio Network Affiliate Relations, as reported earlier by R&R

#### Arbitron Advance Results

SAN FRANCISCO KGO Hits Double Figures **PHILADELPHIA** 

KYW Down But Still On Top; WMMR Drops Slightly BOSTON

WBZ Tightens P/A Race As Market Leader WHDH Slips: WBCN Leads AOR's BALTIMORE

WBAL Up Two-Plus, Increases Lead **CLEVELAND** 

News WERE Vaults To Second Place SAN JOSE

KBAY, KOME Make Strong Showings See Page 24.

#### Goldman Named To Head Ariola's North American Operations



Elliot Goldman

Elliot Goldman has been appointed VP and Board Member of the Ariola International Group, placing him in charge of Ariola's American and Canadian entertainment operations, other than Arista Records and publishing company Interworld Music. Arista President Clive Davis announced separately that Goldman will continue in his present position as Executive VP/GM at Arista.

Ariola Group Chairman Monti Lueftner commented, "The acquisition of Arista Records was a major move for us in the U.S. market. We look forward to its con-WPLJ SAVES THE DAY

tinued growth and also its extension into other areas of the entertainment business under the leadership of Clive Davis and the continued efforts of Elliot Goldman. In addition to Arista's activities, Ariola's planned expansion in the U.S. and Canadian record markets, and the many attractive opportunities in the film and audiovisual fields, make it imperative that we have someone of Elliot's proven business and management talents to initiate, organize, and coordinate those new activities. His participation in the long-range planning of Ariola's worldwide en-tertainment goals through his membership on the Ariola International Group's Management Committee will bring valued expertise to that key management body." Davis stated, "Elliot Goldman

has made extraordinary contributions to the development and growth of Arista Records since its inception. His keen insight, expertise, and dedicated energies have been invaluable . . . I know that he will provide these same outstanding qualities to Ariola as it expands its operations around the

"Desperado" Holds E/A Staffer Hostage

28 year-old Joseph Rivera wandered into Elektra/Asylum Records' New York offices shortly after noon last Thursday (3-20), claiming he had a songwriting appointment with Jackson Browne and Eagles Don Henley and Glenn Frey. Despite E/A staffers' protestations that the musicians were in Los Angeles, Rivera refused to leave. He then pulled a gun on Office Manager Ruth Manne and directed her into one of the inner offices. Once inside, a shot rang out (Rivera having fired at the ceil-

Meanwhile, label personnel summoned the police. When New York City's finest arrived, Rivera allegedly said he was going to hold Manne hostage until the following demands were met. First, he wanted a sandwich, and second, he wanted someone to call WPLJ/ New York, request the Eagles'
"Desperado" and dedicate it to "the desperate trucker."

"About 1:30, our newsroom got a call from the police department asking us to air the song and re-

#### **Bronstein** Exits A&M

Lenny Bronstein, National Promotion Director at A&M and a 91/4year veteran at the label, has exited the company. "The only thing I was told was that my position is being terminated," Bronstein told R&R. An A&M promotion spokesman had no comment on the reason for Bronstein's depar-

Bronstein, known as "Heavy Lenny," became one of the industry's best-known AOR promo-**BRONSTEIN/See Pege 22** 

quest." WPLJ PD Larry Berger told R&R. "They relayed this message to me and we got the tune on about 1:50."

As the familiar harmonies lifted out of the transistor radio to which he was listening, Rivera became, in Manne's words, "very emotional." Dropping his gun, tears dropped down his cheeks and he surrendered. He was then taken into custody, charged with kidnapping, reckless endangerment, and criminal possession of a dangerous weapon, and is currently confined to a hospital for observation.

As for the reason behind the bizarre episode, reportedly, Rivera's business agent had sold his truck, and Rivera wanted Browne, Henley and Frey to loan him the \$2500 he needed to sue the man.

#### **Ex-WKTU Jocks** Charge Reverse Discrimination

The New York City Commission On Human Rights has held a fact-finding conference to determine whether WKTU/New York will be investigated for discrimination in the termination of three station staffers last September. The former employees (Joe Guarisco, Dave Mallow and Randy Place), all of whom are white, allege that WKTU replaced them with blacks in an effort to regain the Black/ Dancemusic-formatted station's black audience, which had been lost to its competitors.

While the Commission On Human Rights may take months to decide

WKTU/See Page 22



Gene Froelich

#### Froelich To Head New MCA Records Group

MCA Inc. has formed a new Records Group to be headed by corporate VP Gene Froelich. According to MCA Inc. President Sid Sheinberg, the Records Group will incorporate all of MCA's activities in the recorded music area, excluding videodiscs and the MCA Music publishing operation. MCA Records President Bob Siner and MCA Distributing Corp. President Al Bergamo apparently will report to Froelich, whose MCA back-ground in chiefly financial in nature.

Sheinberg stated, "We have previously recognized Gene's contributions in the acquisition of ABC Records and in the continuing restructuring of our record activities . . . We are fortunate in having an executive who so thoroughly understands this complex business available to furnish guidance in the exciting, albeit difficult, days that lie ahead."

#### Craigo Named Managing Director At RCA U.K.



Jack Craigo

Craigo, most recently Senior VP/GM for Columbia Records, has been named Managing Director for the RCA Record Division at RCA Limited (U.K.). A 20-year veteran of CBS Records, Craigo held vice presidential posts within the organization for the past seven years.

In making the announcement, RCA Records Vice President -Europe Giuseppe Ornato, to whom Craigo will report, said: "Mr. Craigo's joining RCA... brings to our European operations one of the most respected executives in the recording industry. His presence in London will give RCA Records an enormous advantage as a competitive force throughout Europe.

CRAIGO/See Page 22



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#### **TRADITIONAL TOP 40 TRIUMPHS IN SAN DIEGO**

KGB-AM Soared From 2.6 To 6.4 Thanks To Gut Feel And Almost No Research.

#### Page 22

#### TRADITIONAL MOR IN NEW YORK GROOVE

With Old-Style Pop Ballads And Plenty Of Big Bands. WNEW-AM Staged A Ratings Comeback.

Page 59

#### this week...

#### **GET READY FOR** "QUARTERLY MEASUREMENT"

Arbitron called it Extended Measurement, then Continuous Measurement, but whatever the name, these 12-week surveys are a new ballgame for radio. Questions & answers provided.

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#### **DOLLARS AND GOOD SENSE**

Ad agency advice for Black radio on getting a share of the big national buys.

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#### JINGLES SPUR COUNTRY REACTION

An R&R poll on who's using jingles in Country radio, and some reasons for and against.

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# Washington Report

#### Washington Attorneys Hear Radio Deregulation Debate

On the eve (Monday, 3-24) of the FCC's due date for comments on radio deregulation, several high-ranking government officials along with top public interest spokespersons and a broadcast industry representative appeared at a conference sponsored by the Federal Bar Association in Arlington, VA. They were there to discuss their views before 300-plus attorneys on the FCC's proposal to deregulate radio in four areas: ascertainment, commercials, logging and non-entertainment guidelines. Panel moderator was former FCC Chairman Richard Wiley, head of Kirkland & Ellis's Washington office.



Richard Wiley

- FCC Deputy Chief of the Office of Plans & Policy Doug Webbink, filling in for Dr. Nina Cornell, said the FCC has in the past been merely a gatekeeper. Describing himself as a strong deregulator, he said he favors radio deregulation because it will make way for more competition.
- NTIA Program Manager John Lyons said deregulation is desirable because it would reduce government intervention into programming. "Technology doesn't dictate, programming does," he said, referring to consumer interests. He said the NTIA supports increased stations for minorities and daytimers.
- NAB Sr. VP/GC Erwin Krasnow pointed to a lot of what he termed "scare literature" about radio people losing their jobs because of stations not having to do public affairs programs and automation. He reiterated that PSA's are not a part of the proceeding, since they are not now required. Deregulation is needed, Krasnow explained, because the FCC leads all other government agencies in paperwork requirements and in the number of hours required to file forms.

Opposing deregulation were National Black Media Coalition Director Pluria Marshall, public interest attorney Charlie Firestone, and noted economist Alan Pearce.

- Marshall maintained that public affairs will disappear with radio deregulation, and that the proposal is very naive with regard to what will happen in the marketplace. His prediction is that half the stations will go out of business and there will be no sensitivity to black perspectives even on News stations.
- Pearce's evidence supporting his premise that the broadcast business will be less profitable and less socially responsible without regulation was based entirely upon data from the TV industry.
- Firestone suggested the FCC proposal won't accomplish the goals of diversification and increased responsibility to local communities. While he agreed that format specialization is already abundant, his biggest complaint was that there would be a heavy increase in the number of commercials and the elimination of public affairs programming.

Co-chairmen of the conference were Mike Senkowski of McKenna, Wilinson & Kitner, and NTIA General Counsel Gregg Skall.



Erwin Krasnow

#### The Week In Review

- Time For Deregulation Comments Runs Out
- Communications Lawyers Hear Deregulation Debate
- Van Deerlin Blasts NAB (See Page 1)
- Geller Predicts 10,000 New Stations (Page 6)
- R&R Polls State Broadcast Associations On Deregulation

— Jonathan Hall



Rep. Lionel Van Deerlin

#### Van Deerlin Attacks NAB Lobbying

Continued from Page 1 and sold to people who will use those marvels to enrich real lives."

#### **New Ballgame**

Underlying Van Deerlin's criticism was NAB's lack of support of his efforts to rewrite the 1934 Communications Act. But the incident that prompted his assault was the association's letters sent to 22 Western Hemisphere countries making up Region 2 (R&R 3-21), in which NAB directly opposed official U.S. policy advocating 9 kHz spacing for the AM band. Van Deerlin identified NAB's action as totally arrogant, emphasizing that NAB seems to believe "if a policy is bad for the broadcasters, it's bad for us all."

#### Lawyers Must Change Too

Van Deerlin also attacked broadcasters' letter-writing campaigns, labeling them "Victorian." He added, "High-priced Washington counsel" should share the blame; "the letters were instigated, to one degree or another, by you . . . our de facto policymakers."

He said lawyers will have to change in the 1980's, combining the skills of attorney, engineer, diplomat, strategist, and educator all in one package.

all in one package.

"Third World charges of cultural imperialism will, sooner or later, boil down to contract negotiations for programming packages, trading rights, and satellite scanning," he said. Van Deerlin likened the change to the difference between a classical musician and a jazz improvisationalist, saying the years ahead will demand intelligent improvisation.

#### Slice Of The Pie

Van Deerlin was not simply critical; he outlined how broadcasters could do better. Van Deerlin said broadcasters could win big if they took a more enlightened and sophisticated approach "than that commonly practiced by most special interest groups." He said broadcasters would be wise to first recognize a common goal, fight together for the biggest possible pie, and after they're victorious. battle over the slices.

CITIZENS' GROUPS FEAR LOSS OF POWER

# **Emotion & Anxiety Mark Radio Deregulation Filings**

NRBA Offers "Preferred Positions;" NAB Gives Full Support

As the final day to file comments on radio deregulation arrived Tuesday (3-25), there was a mad scramble to 1919 M Street to file before the FCC closed its doors. "We've got only 54 minutes and our 91 pages of comments are still being typed," NAB Attorney Barry Umansky told R&R.

Comments basically boiled down to three entities: industry, government and the public. The FCC, which proposed deregulation, is reportedly supported by the Carter Administration in addition to chief telecommunications policy expert Henry Geller, head of the National Telecommunications Information Administration (see Page 6).

#### All The Way?

While NAB said in its filing the Commission didn't go far enough, Umansky said the organization was in full support of the FCC's proposal to eliminate totally ascertainment and logging requirements, commercial time restrictions, and non-entertainment guidelines. Taking somewhat of a Gelleresque approach (see Page 6), NRBA advocated eliminating commercial restrictions, but offered the following alternatives:

- Adopt current non-entertainment guidelines (6% FM and 8% AM for news, public affairs and "other") as official Commission policy.
- Give stations airing an abundance of PSA's and fewer than 18 minutes per hour of commercials permission to do less than the 6%/8% standard and still feel secure in being renewed. A challenger would have the burden of proof that a station was not serving its community.
- Require broadcasters to list their top ten community pro-

blems once a year in lieu of ascertainment.

 Require licensees to keep some form of log, with the type left up to individual stations.

NAB, on the other hand, maintained that none of the four requirements the FCC proposed are needed to ensure adequate service to the public. NAB claimed the marketplace will provide programming that meets FCC goals, and called on the Commission to follow President Carter's urging that needless paper work be eliminated. Logging requirements alone cost radio stations 18 million man-hours a year, according to NAB.

#### Nader's Challenge

Saying deregulation was beyond the FCC's authority under the Communications Act, Ralph Nader's National Citizens' Committee for Broadcasting (NCCB) said the measure "frustrated public rights to raise programming issues in petitions to deny." Nader disputed the argument that the marketplace makes regulation unnecessary, saying, "Broadcasters aim at maximizing profits, which may mean cutting out expensive programming like news." NCCB also fears over-commercialization.

Other citizens' groups filing similar comments against deregulation included the American Civil Liberties Union (ACLU), and the National Citizens' Communications Lobby and Citizens' Communication Center, joined by the National Organization of Women.

#### Sales Talk

KAGO-AM-FM/Klamath Falls, OR sold by Klamath Broadcasting to Cleveland Outdoor Advertising of Fresno, CA for \$1 million plus \$150,000 not to compete. Seller owns KFAX/San Francisco, KGMS/Sacramento, and KSFM/Woodland, CA. Broker was W. John Grandy.

WDYZ & WYUT/Herkimer, NY sold by Robert and Frances Kassi to Elton Spitzer, Daniel Blume, and Eugene Gugig, for \$450,000. Spitzer is VP/Station Manager of WLIR/Garden City, NY and has 42% interest in WGRC/Spring Valley, NY. Both Gugig, WGRC VP/GM, and Blume have interests in the station. Broker was Keith Horton Co.

KAPA/Raymond, WA sold by Robert Claunch and John Reavely last week to Ben Tracy for \$320,000. Tracy is President of Central Oregon Media Productions. Broker was Hogan-Feldman, Inc.

Blair Radio forms Blair Wired State Networks (BWSN), new division specializing in sales for members of the National Association of State Radio Networks (NASRN). BWSN represents 14 out of 19 NARSN members, selling time for news, sports and information programming.

McGavren-Guild selected sales rep for WTCR-WHEZ/Ashland/ Huntington, KY formerly with Selcom: WTLB/Utica, NY, formerly with Buckley; and KZZP/Phoenix, AZ.

Next RAB Sales Success Clinics: April 2, Chicago (Arlington Park Hilton) and April 3, Denver (the Regency).

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**R&R POLLS STATE BROADCAST ASSOCIATIONS** 

#### Deregulation: Grab It And Run

"Let's take what we can get from the FCC and worry about more later," was the general attitude of most Executive Directors of state broadcast associations polled by R&R last week.

"One reason you may see broadcasters supporting deregulation as it stands and being less concerned about legislation which is a long way off is the emergence of a powerful enemy," said Connecticut Executive Director Bob Meinsen. "Church and education groups are very well organized, better than broadcasters are. We don't have an exact count of comments filed at the FCC from our state, but in Connecticut we felt outnumbered ten to one. Even elementary school students were asked by their principals to write opposing deregulation."

#### Broadcasters React To Threat

Although most state association heads told R&R they'd had problems with public interest groups filing against deregulation without understanding what it's about, they reported different reactions from broadcasters. Bob Maurer, Pennsylvania Executive Director, told R&R a lot of broadcasters feel frustrated. "They seem immune to what's going on. They're so used to attacks like this that they're not commenting to the FCC. The feeling seems to be that it's no use."

But Maine and Colorado found help and understanding. "We have always had a good relationship with the Catholic Church, so when the Bishop of Denver got information on deregulation from the Catholic Conference he called me," Colorado Executive Director John Morrill told R&R. "It turned out the information was wrong, I set him straight and as a result, the Archdiocese of Denver did not file against deregulation."

Norm Gallant, Maine Executive Director, said the Maine Department of Human Services received complaints, but noted its public relations director is a former broadcaster, who understood deregulation and was able to explain it to the public.

"We need a better public image," said Wally Gair, Illinois Executive Director. "People need to per-

ceive us as responsible, not as big, bad broadcasters just waiting for the government to get off our backs to run rock & roll all day long," he concluded.

#### Legislation Seen As Long-Term Solution

North Carolina Executive Director Wade Hargrove told R&R, "Although there are bound to be tradeoffs like stronger EEO sanctions, we'd better support deregulation. All of us want legislation — it's a more reliable solution to the problem — but let's take what we can now."

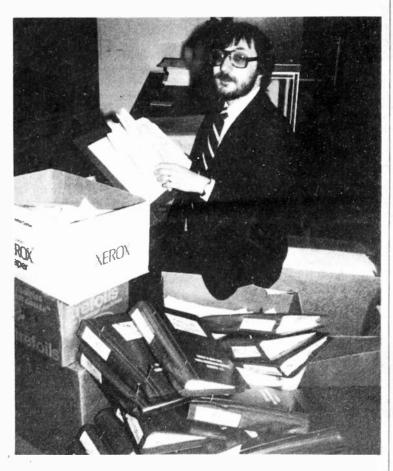
A similar opinion was expressed

by Tom Sawyer, Ohio Executive Director. "Legislation would be nice, but it's not at hand. Deregulation is."

#### **Improving On Deregulation**

When discussing former attempts at legislation, several of those interviewed explained how a new bill would have to differ from last year's proposal to rewrite the Communications Act. "We only want to update it. We don't want to throw out all legal precedents because we don't want to go through those test cases again," Georgia Executive Director Bill Sanders

"We were against the rewrite because of the spectrum fee," Kentucky Executive Director J.T. Whitlock told R&R. "But we do need legislation for a five-year renewal."



REVIEWING VOLUMES — Roger Holberg, FCC Staff Attorney in charge of reviewing all comments filed in the deregulation proceeding, looks over some of 250,000 letters the Commission received. Comments were due Tuesday (3-25). Reply comments are due June 25.

#### **Washington Street Talk**

Many credit the stall in the Senate to getting down to serious business on broadcast legislation proposed by Senators Goldwater and Schmitt to "born again regulator" status of Senate Communications Subcommittee Chairman Fritz Hollings. Hollings is said to be angered by airline deregulation, which has made it impossible for him to fly directly from Washington to his home in Charleston, SC.

Second likely reason that legislation isn't moving, despite rumors that Goldwater's and Hollings's staffs are meeting, is realization that with efforts dead in the House to get a bill going, there would probably be a stall on appointing a "conference committee."

Several Washington communications attorneys came away shaking their heads after FCC passed action requiring broadcasters to begin ascertaining the handicapped and gays (R&R 3-21). Only question raised about such a proposal in the face of possible radio deregulation of ascertainment came from Commissioner Anne Jones, who came close, but didn't quite get around to pursuing tough line of questions.

RAB Sales Clinic motivator Jason Jennings, while reportedly performing well at \$1000 per workshop, has run into trouble corporately. Seems after control of San Francisco-based, 15-person company was purchased earlier this year, decision was made last week to oust Jennings as president. Rumor is the Jennings Co., now being run by Larry Houghton, is in serious financial trouble.

PROPOSES 10,000 NEW RADIO STATIONS. 10% NON-ENTERTAINMENT GUIDELINE

# Geller Links Deregulation With More Stations

This is the age of an inflated economy, and what follows is inflated rhetoric, a high-ranking FCC staffer quipped after Henry Geller proclaimed that 10,000 new radio stations are on the horizon. Geller's theory on why the FCC hasn't acted already to create more stations, using FM directional antennas and terrain shielding, was that it has a resources problem in being unable to process applications.

Geller, who heads the National Telecommunications Information Administration (NTIA), made the prediction at a telecommunications conference sponsored by the Federal Bar Association this week.

Deregulation can come about because there will be more stations and more service, he professed. But Geller feels that logs are going to be kept as a practical matter for advertisers, and that commercials won't become excessive. However, he remarked, "It's not a lollipop you can't take back if it's abused," referring to overcommercialization.

In response to a question by Washington attorney and former FCC Commissioner Ken Cox of Haley, Bader & Potts as to whether the increased number of stations in recent times has led to better programming, Geller said yes, because he could pick up classical music in Washington and Baltimore.

#### Regrets "Public Interest Theory"

Geller renewed his attack on the 1934 Communications Act, saying the "public trustee" concept has never worked. Thus, he observed, neither has the comparative renewal process, the ascertainment process, the Fairness Doctrine or fraudulent billing rules, all of which he says have been a "great deal of effort for very little."

Chicago's 59 radio stations and Washington's 39 indicate that it's time to "move off the public trustee" concept; but, he added, that



Henry Geller

isn't politically realistic. Neither, he admits, is his philosophy of beginning all over in spectrum allocations and auctioning off frequencies. However, he persisted in advocating that two percent of stations be auctioned in order to acquire \$35-50 million, which could be leveraged into a large sum for use by minorities and public broadcasting.

Geller, who is the President's top advisor on telecommunication policy, said that broadcasters might as well have a non-entertainment guideline as long as they must operate under the "public trustee" concept. He proposes a flat 10% of news, public affairs and other for most stations. Exceptions would be totally music-oriented stations (from rock to classical) which have little talk and few commercials. They would be required to air four percent.

A station in the latter category could announce that the atom bomb had been dropped and then return to its music, he mused.

#### People

NAB Radio Board Chairman Arnie Lerner says he won't seek reelection in order to perpetuate line of ascension to joint Board Chairman's job going to a radio broadcaster next year. Lerner isn't interested in the big job, which based on tradition should go to a radio person after current chairman Tom Bolger's (former TV Chairman) term expires next year.

Likely candidate for Lerner's position said to be WBT/Charlotte VP/GM Cullie Tarleton. Also in running may be Jerry Lee, President of WDVR/Philadelphia. Former Radio Chairman Len Hensel, VP/GM WSM/Nashville not an active candidate, but reportedly might take the job if drafted.

Metromedia Exec. VP Clemens M. Weber died of a heart attack Sunday (3-23) at the age of 52. He had been with the company since 1955 and was regarded as a possible successor to Board Chairman John Kluge.

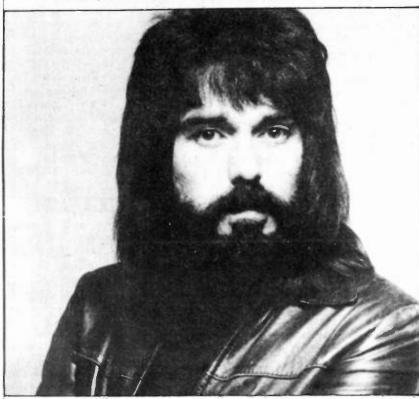
Golden West Broadcasters' annual Gene Autry Radio Awards for the chain's radio stations and personnel were handed out last week, with Country-formatted WCXI/Detroit winning top station honors. WCXI's Bill Ford won PD honors, with the station's Greg Raab (Promotion Director) and Susan Howcroft (Business Manager) also winning in their categories. KMPC/Los Angeles Sales Manager Norman Epstein was an award winner, as was KSFO/San Francisco News Director



Jeff Scov. Pictured (l-r) are WCXI VP/GM John E. Risher, GWB Radio President Richard P. Kale (who presented the awards), and last year's winner, KVI/Seattle VP/GM James A. Johnson.

# SONGS WORTH SINGING

# PETER McIAN "SOLITAIRE"



FROM THE ARC/COLUMBIA LP 'PLAYING NEAR THE EDGE"





**NEW THIS WEEK:** KRQ add 29

**ACTION:** KJR 14 KIMN 19-14 WKIX on WAYS on KWEN 16 WNAP on WZZP deb 30 KGW 22-19 WHHY on WFOX on WTMA on KPUR deb 22 **KQWB-FM 27-26** KKXL 13-9 KCBN on **KBDF 18-17 KQDI** 18-13 **KBOZ 22-19** 

**KRLC 28-23** 

**NEW THIS WEEK:** 

JB105 add 35 Y100 add 37 WIGY add

**ACTION:** 

PRO-FM on KXX106 29-24 Y103 37-33 BJ105 on WBBQ 21-16 WRJZ on WVIC on KZ93 on WFBG on WCGQ on WISE on WANS-FM on

WSPT deb 30 KCBN on KQDI on

FROM THE COLUMBIA LP "RESTLESS NIGHTS"





KARLA BONOFF "BABY DON'T GO"

# WHAT'S NEW

CUSTOM QUESTIONING AVAILABLE

#### Low-Cost National Student Survey Offered

Campus Opinion is currently offering record companies, radio stations, ad agencies, and consumer goods firms (ranging from fast foods to sports equipment) the opportunity to participate in a national on-going survey of undergraduate college students. Because the costs are split among all participating companies, the price per firm is substantially lower than the same research would cost if it were commissioned by a single company.

# Speed Nominated To Black Who's Who

Bill Speed. R&R's Black Radio Editor, has been nominated for inclusion in the third edition of Who's Who Among Black Americans, 1980-81. The volume is the primary reference work documenting the accomplishments and background of contemporary black Americans and includes prominent businessmen, scholars, professional people, athletes, politicans, and other black community notables.

Seven-Up Buys
Bottler, I.B.C.
Root Beer



Along with unveiling a new logo for its 7-UP line (see accompanying visual), the Seven-Up Co. has recently completed its \$11.5 million purchase of the Taylor Group Inc., a St. Louis-based bottler. One factor in Seven-Up's purchase, which was roughly four times book value for the firm, is thought to be the Taylor Group's ownership of I.B.C. root beer.

While sources speculate that Seven-Up will attempt to introduce I.B.C. on a national basis, principally due to the brand's commanding share of the St. Louis market (25 percent), alternative sources note that root beer accounts for but eight percent of the national soft drink market and that desire to gain total control of distribution in Seven-Up's home base in order to use St. Louis for a test market was probably the greater factor in the purchase.

The service will provide detailed lifestyle information drawn from students surveyed on almost 200 colleges and universities nationwide. Subscribing firms have the option of submitting custom questions — results of which are disclosed only to that

subscriber. For example, a record company could solicit opinions regarding a specific artist.

Additionally, subscribers may request or devise special cross-tabulations such as which type of movies



#### Musical Mini-Computer

In addition to being a full-function, eight-digit calculator, the "MAC Mini-Computer" allows the user to compose and record music as well as play a variety of original and pre-programmed games. Available from: Entex Industries.

# FTC Radio Spots Stress Mail-Order Rights

This month, the Federal Trade Commission debuted an extensive radio and television ad campaign intended to familiarize consumers with their rights as they pertain to direct mail marketers. Humorous in tone, the spots point out that under the 1970 Postal Reorganization Act, unordered merchandise can be treated as "gifts" and the recipient is neither

obligated to pay for the unwanted product nor to return it.

A second radio spot stresses the consumer's right to cancel mail-ordered merchandise if the seller fails to meet deadline delivery promises. The PSA's were produced by the San Francisco-based Public Media Center under a \$68,000 contract with the FTC.

# Gas Cash Crunch Boosts Bicycling Boom

Spurred by escalating gasoline prices, the number of bicycling commuters is rapidly increasing, according to a recent Wall Street Journal report. For example an estimated 130,000 New Yorker urrently commute via bicycle, a t mfold increase since 1975. Atlanta, Spattle and Portland, OR likewise circ significant increases in the number of cycling commuters, as evidenced by the proliferation of bikelanes, lockers and

racks

While federal planners claim the addition of a million bicycle commuters would cut U.S. oil consumption by almost 3.2 million barrels per year, and a San Francisco stockbroker estimates a yearly savings of nearly \$2300 by bicycling instead of driving, hazards such as theft, negligent drivers, nausea-provoking traffic fumes, and perspiration continue to plague the pedal-pushers.

do heavy fast-food consumers attend Campus Opinion conducts these surveys five times per year and can produce segment samples over the nine census regions as well as Special Metro Market samples covering college students in New York, Chicago, Los Angeles, Boston and Atlanta. Contents of the questionnaire will vary over the course of the year with several questions repeated (particularly radio and magazines use habit queries) in order to ascertain trends as well. For further information contact Campus Opinion at 8693 Wilshire Blvd., Suite 205, Beverly Hills, CA 90211, (213) 659-4155.

#### Radio Only Seminar Upcoming

John Long Enterprises, headed by 17-year radio veteran John Long, will be sponsoring a seminar, "The Art Of Programming," on April 4-5 at the Sheraton Cumberland Inn in Atlanta, GA. Registration is open to radio personnel (PD's, Assistant PD's, MD's, etc.) only, with topics scheduled for discussion to include sales, promotions, ratings, research, and FCC regulations. For further information contact John Long Enterprises at 2733 Macby Ave., Marietta, GA 30066.

#### NAB Issues Defamation Insurance Guide

The National Association of Broadcasters' (NAB) legal department has published a booklet entitled "How And Why To Buy Defamation Insurance" to aid broadcasters in deciding if they need this sort of insurance coverage, in shopping for the best policy, and in comparing their present policy with others on the market.

Fifty-four percent of the current NAB membership already has this specialized form of insurance protection, which is being increasingly sought by broadcasters wishing to maintain their credibility by airing controversial material while avoiding the possibility of an expensive lawsuit.

Defamation insurance is structured similarly to auto insurance in that a deductible is set (minimum around \$1000), with the cost of coverage based upon the amount and type of broadcasting aired, plus, in some instances, the past record of on-air employees and copy clearance policies. Policy premiums also vary according to individual state laws and restrictions. To obtain a copy of the guide, contact NAB at 1771 N Street, NW, Washington, D.C. 20036.

# MCA Cassettes To Go In Supermarkets?

MCA Records, in response to ever-shrinking record industry profit margins and changing consumer shopping patterns, is seeking new, non-traditional outlets for its product. One novel approach currently under consideration is selling cassette tapes via supermarket displays through NY-based General Entertainment Corp., which services a network of 50,000 U.S. supermarkets.

If initial cassette sales are brisk, presumably other MCA product (records, 8-tracks, etc.) would also find their way to the local grocery. However, one must be careful when shopping for fruit and spices that one doesn't wind up coming home with the new Peaches & Herb cassette!

#### Upper Midwest Communications Conclave Set For May 15-18

The fifth annual Upper Midwest Communications Conclave will be held May 15-18 at the Radisson Plymouth Hotel, Minneapolis, MN. Registration fee is \$49.95 with a \$10 reduction for college radio attendees. This year's theme is "The New Decade

A full agenda is planned with various guest speakers. For further information, contact the Upper Midwest Communications Conclave at Box 6113, Minneapolis, MN 55406, (612) 929-6727 or (612) 721-2481

#### Candy Bars Getting Fatter — So Are Prices

The day of the 50-cent candy bar is drawing nearer, as Hershey Foods and Peter Paul Cadbury are currently test marketing solid chocolate bars weighing almost two ounces, compared to the slightly more than an ounce weight of their present 25-cent confections. While Hershey claims that their research indicates that "people want bigger, thicker candy bars" and Cadbury says that "milk chocolate just tastes better in a thicker form,"

the real reasoning may be that the current 25-cent products are simply becoming too thin to sell as well as they have in the past.

According to the Wall Street Journal, the larger bars have already been introduced in Europe with great success, but U.S. test results have not been as encouraging. Nevertheless, both manufacturers appear to be adopting a "weight and see" attitude.

# PAT BENATAR "WE LIVE FOR LOVE"

The Second Single From The GOLD Album "In The Heat Of The Night"



Chrysols
Records and lapes
The Single CHS 2419 The Album CHR 1236
Management Direction: Rick Newman
Produced by Mike Chapman and Peter Coleman



# WHAT'S NEW

**ENQUIRER BAITS INDUSTRY** 

#### Eight Record Companies

#### Reject Unsolicited

#### Presley Demo

Daily, record company A&R departments are deluged by stacks of unsolicited demo tapes from artists hoping to be discovered. Dutifully, these tapes are auditioned, noted, and (mostly) rejected (usually because of a singular lack of talent), with the rare exceptions equally dutifully shouted from the rooftops, thereby perpetuating the present system. Small wonder talent gets lost in the shuffle, or does it?

Recently, the National Enquirer mailed eight record companies a tape of an obscure early Elvis Presley recording under an assumed name. "Harbor Lights" by Spencer Denton (aka Elvis) received written rejections from five of the tirms, two didn't bother to respond, and one lost the tape. A similar scam, involving the unanimous rejection of the unsolicited submission of Jerzy Kosinski's award-winning "Steps" novel when submitted under a pseudonym, rocked the literary world when it was reported in New West last year.

One Nashville A&R executive told **National Enquirer** that he thought the tape sounded like a bad Elvis imitation, while a New York-based A&R rep, when told he'd rejected Elvis, replied, "We're not looking for the Elvis sound. We're looking for new people — new sounds."

However, lest anyone's hopes be dashed, it must be remembered that "Harbor Lights," recorded in the mid-50's while Presley was at Sun Records and not released at the time, is neither the most stirring nor most distinctive Elvis performance extant.

### Rogers, Streisand, Eagles Top People's Poll

Kenny Rogers, Barbra Streisand, and the Eagles topped all comers as the Favorite Male Vocalist, Favorite Female Vocalist, and Favorite Musical Group, respectively, as People magazine recently revealed the results of its second reader's poll. Trailing Rogers, were in order, Stevie Wonder, Barry Manilow, Billy Joel and Neil Diamond, while Streisand surpassed Donna Summer, Linda Ronstadt, Dionne Warwick and Crystal Gayle as the chanteuse of choice.

Last year's winners in the musical group category, the Bee Gees, placed second in the '80 poll with Fleetwood Mac taking third and Earth. Wind & Fire finishing fourth ahead of the Rolling Stones and the Who. Rod Stewart and Blondie's Debbie Harry enjoyed the dublous distinction of least favorite male and female singer among the nominees, with one-third of People's readers unaware of who Ms. Harry was. Chic, the Knack and Kiss, despite considerable chart success, emerged as the lowest-ranking musical groups, no doubt a reflection of People's audience (median age: 31.1, 59 percent female, 44 percent attended college).

#### Hoffman, Field Take Top Acting Honors

Moving into the realm of film, People readers picked Dustin Hoffman as their Favorite Movie Actor with Sally Field named their favorite film femme. Hoffman beat out Paul Newman, Burt Reynolds and Robert Redford, while Field, principally on the strength of her "Norma Rae" performance, ranked ahead of Jane Fonda, Meryl Streep and Jill Clayburgh.

Meanwhile, on the small screen, "Saturday Night Live" 's Gilda Radner took top honors as Favorite Female TV Personality, edging Miss Piggy, Linda Gray of "Dallas," Isabel Sanford of "The Jeffersons," and Polly Holliday of "Alice." Alan Alda walked off with the Favorite Male TV Personality crown.

Since no discussion of television would be complete without commercials, suffice to say that "Mean" Joe Greene's "Coca-Cola" commercial ranked as People readers' top spot. When asked to choose the worst commercial, ALL feminine hygene product pitches were cited by a significantly large (25 percent) number of respondents.

#### Chuck Barris: Most Boring Man On TV

Chuck Barris earned the title of Most Boring Man On TV, with a two-to-one margin over his most boring rivals, Tom Snyder and Robin Williams. On the distaff side, Barbara Walters lisped to a Most Boring Woman On TV victory followed closely by glamour girls Suzanne Somers and Shelly Hack. While on the subject of boredom (are you still there?), "Happy Days" emerged the sleepwalking winner of the "Which TV Series Are Beginning To Bore You" category, while "Mork & Mindy," "Three's Company" and "Laverne and Shirley" also received a significant number of yawns.

51 percent of **People** readers reported that they were "sick of disco" with 47 percent still willing to dance the night away. Only two percent expressed no opinion on what is doubtless one of the burning social issues of our time. Those most dissatisfied with disco were 18-24 year olds (59 percent opposed) and single readers (55 percent reporting disfavor with disco). As for the future? Fads built to last, according to **People**'s poll, are running shoes (77 percent), eye makeup (72 percent) and health food and designer jeans (the choice of two-thirds of those polled), while leisure suits, men's purses, and punk chic were judged likely to become things of the past.

#### PRO:MOTIONS

#### Phonogram Creates New Regional Promotion Staff

Steve Greenberg, Gary Triozzi, David Bupp, Steve George, and Carolyn Broner has been named Regional Promotion Managers for Phonogram Inc./Mercury Records, as the label creates a new regional promotion department. Phonogram will retain its current regional promotion staffs in the R&B and country music areas, however.

Greenberg will handle the Northeastern region, having spent the past two years as local promotion manager for Mercury in New York. Previously he held a similar position with Arista Records. Triozzi will be responsible for the Southeastern area, most recently having served as local promotion manager for Mercury in Miami and Atlanta, prior to which he was a merchandiser with the Polygram Florida branch.

The Southwest will be Bupp's responsibility. He most recently served as local promotion manager for the label in the Dallas/Houston/New Orleans area, having previously been a regional promotion manager with RCA Records. George will handle the Midwest, coming to his new post from his position as local promotion manager for Mercury in Cleveland. He previously worked for Ariola Records as well.

The West Coast will be handled by Ms. Broner, who spend the past year as Mercury's Los Angeles promotion manager, having previously spent two years with Epic Records. All will report directly to Phonogram/Mercury Vice President of Promotion Jim Jeffries.

#### Harris Named VP At Fox Telecommunications

Larry Harris has been named Vice President of Business Affairs for the Telecommunications Division of the Twentieth Century-Fox Film Corporation. Most recently VP/Business Affairs and Product Administration of the CBS Records Video Division (R&R 3-141. Harris previously held vice presidential posts at Columbia and Elektra Records, having served as President of Ampex Records and as VP/GM of Portrait Records as well.

In his newly-created post, Harris will be responsible for all the Telecommunications Division's business affairs activities, including pay TV, home video and merchandising. He will report to Telecommunications Division President Steve Roberts.

#### Maglia Named Nat'l Sales Mgr. At E/A

Lou Maglia has been promoted to the position of National Sales Manager at Elektra/Asylum Records. A six-year veteran of the label. Maglia most recently was National Singles Sales Manager for Elektra/Asylum, having previously served as Regional Marketing Manager for the Midwest and New England regions.

#### Remer Named Nat'l Promo Dir. For Mirus Music

Doc Remer has been named National Promotion Director for Mirus Music Inc., which includes Mirus, Seeds And Stems, Heat and New Moon/Cloudborn Records. Prior to his joining Mirus, Remer served as Midwest Promotion Manager for Ariola Records. He will be based at the firm's offices in Cleuland.

#### Spectrumedia Group Bows Studio

The Spectrumedia Group, specialists in the production of radio and television commercials, has announced the opening of new four-track recording facilities at 2450 Charleston Road in Mountain View, a suburb of San Francisco.

Spectrumedia Group principals include Jim Kelly, former air personality at KING/Seattle and newsman at KJR/Seattle; Peter B. Collins, former air personality at KOME/San Jose and WDAI/Chicago as well as radio/TV producer for The Tape Source; Susan Burke, a partner in The Tape Source; and Jack Levy, who designed and built the new Spectrumedia studios. For further information contact Spectrumedia at (415) 965-2233.

#### Philbin Upped To West Coast Dir. Talent Acquisition At Columbia

Peter Jay Philbin has been upped to Director of Talent Acquisition West Coast A&R at Columbia Records. Most recently serving as Associate Director of Talent Acquisition West Coast A&R for the label. Philbin began his Columbia career as a publicist for CBS Records International in 1973. joining the label's West Coast A&R department as Manager of Talent Acquisition in 1976.

#### Kennedy, Feely Form Breeze Prods. Firm

Gene Kennedy and Marty Feely have announced the formation of Breeze Productions, an independent record production

company based in Nashville. Recordings made under the auspices of Breeze Productions will be released on Door Knob Records and will be promoted as well as distributed by the World International Group. Kennedy serves as president of the latter two firms, heading Gene Kennedy Enterprises as well, while Feely supervises Radmus Publishing Inc., located in New York. Breeze Productions will maintain offices at 2125 Eighth Ave., South, in Nashville and in New York at 15 E. 48th St.

## Tomato's Stadler Adds GM Duties; Label Expands, Relocates

Heiner Stadler will assume the added responsibilities as General Manager for the Tomato Music Company in 'addition to his current duties as head of A&R for the label.

Concurrent with Stadler's promotion. Bruce Bromberg, Cynthia Lane, and Laura Giambrone have been named to the positions of National Sales Manager, National Director of Promotion. Press and Publicity and Director of Production. respectively for the New York-based label. A three-year veteran of the firm. Bromberg most recently headed West Coast Regional Sales for Tomato, having previously served as Regional Sales Manager for RCA and CTI Records. Ms. Lane comes to the label having spent the past 3½ years as Assistant to the President at CTI Records, while Ms. Giambrone assumes her new position from her most recent post as Production Assistant for Tomato Music for the past two years.

In a related development. Tomato Music announced that it has relocated to new offices at 185 Montague Street. Brooklyn Heights. New York 11201, (212) 875-1313. A very special love song.

# "SHOULD'VE NEVER LET YOU GO"

A duet by Neil Sedaka and Dara Sedaka.



The first single from IN THE POCKET.



Neil Sedaka's new album on Elektra Records and Tapes.

Produced and Arranged by Robert Appère and Neil Sedaka.



1980 Elektra: Asylum Records 🔛 A Warner Communications C





#### STREET TALK

The Big Apple was buzzing this week about Mary Sellers's move from WBLS to WKTU. Mary resigned as WBLS's General Sales Manager to become GSM for WKTU.

And while we're back East . . . congratulations to Mike Scalzi, former PD of WBLI/ Long Island, who has accepted the position of Assistant to PD Don Kelly at WXLO/New York. Mike's MD at WBLI, Bill Terry, has been promoted to Program Director there, and that means two very talented pros are moving

Ken Levine, full-time independent TV producer/writer and part-time Beaver Cleaver of rock and roll radio fame, will be heard regularly on KABC/Los Angeles every Saturday night. Ken will host a TV/movie-oriented talk show from 8-10pm, taking the old slot of Wally Sherwin, who recently became KABC's PD. Ken, who has written for "M\*A\*S\*H" and "The Tony Randall Show," is currently working on a new TV series with his partner David Isaacs.

Jimi Fox is out as National Promotion Manager/West Coast for Phonogram/Mercury. An official announcement of Jimi's future plans should be coming soon.

Dave Clark has joined Malaco Records as VP of Black Product and Publicity. Dave has been in the record business for more than 43 years and has held only seven different jobs during those four decades-plus, among them President of Gospel Truth (Stax's gospel label), VP of Duke/Peacock, and most recently, National Promotion for TK. Dave is rumored to be around 80, but he's still going very strong.

Congratulations to John Shomby and his new bride Robyn Rollins Shomby. The couple were married March 1st in Birmingham with old friends Steve Davis and Frank Lewis in attendance, among others.

A vocal group of Bruce Springsteen fans are trying to make his "Born To Run" the official state song of New Jersey. Hey, seriously now, a resolution is about to be introduced in the New Jersey State Assembly and everything. The fans, realizing that they may have an uphill

#### **Furry Sings The Blues**

When WZXR/Memphis morning man Tony Yokun heard that blues legend and Memphis resident Furry Lewis had hocked his guitar to pay the rent, he went on the air and started a mini-radiothon to get money for the artist. One thing led to another and by the end of his show the entire incident had blossomed into something quite special.

Having raised enough money to get Furry his guitar back, the station went on to organize a benefit concert for him. Onstage were local musicians plus members of Molly Hatchet and Point Blank. The concert raised over \$3500 for Lewis, who also received a brand new electric guitar and amp.

fight on the song bit, have already mentioned the possibility of having Bruce named as New Jersey's official poet laureate should "Born To Run" fail to "race" through the legislature.

Elvis may be gone, but thanks to current technology "The King" may soon have a new album of "duets" on the market. Seems that Elvis's longtime producer, Felton Jarvis, has been taking old Elvis tunes and stripping away instrumental and backup vocal tracks in order to make room for artists like Dolly Parton, Waylon Jennings, Tony Joe White and Eddie Rabbitt to come into the studio and "sing along with Elvis." Wow.

KLOS/Los Angeles morning man Frazer Smith (a legend in his own mind) has been signed for personal management by Management III. Yes, that's the same Management III which handles other showbiz superstars like Frank Sinatra and John Denver, not to mention Bob Dylan. Say it ain't so. Fraze!

At the risk of sounding totally like "Random Notes." Casablanca's Danny Davis has reached yet another milestone in his career by successfully promoting himself onto the menu at David & Ingrid's Ginger House Restaurant in Tarzana. The popular bistro in L.A.'s San Fernando Valley now lists "pfhanne kuchen" as "a Danny Davis favorite.



WHY DO PEOPLE DO THIS? - We've seen a lot of "Jello Jump" photos and, quite frankly, every time another, we can't figure out why people would want to jump into a hot tub of cold jello . but they do. This particular event comes to us courtesy of KRLY/Houston, where 94 participants (matching the station's dial position) took the plunge during the station's second annual event. We will say this, these jumps make for some great

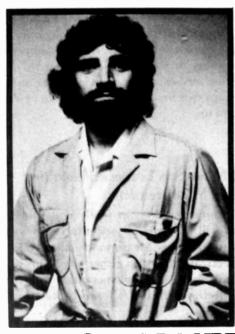
P.O. Box 25-866 Honolulu, Hawaii 96825 (808) 395-9600

man and John Kostick for Golden Lion

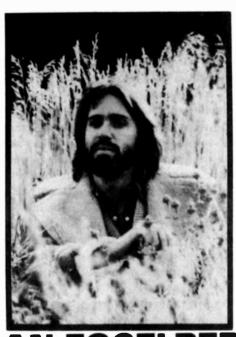
#### THE ELECTRIC WEENIE, RADIO'S NUMBER 1 GAG SHEET GETS LETTERS

MIKE SOBEL, CKCK . . . "Been a subscriber for about 4 months. In radio only 6 months, I've entered a major market position here. Thanks for your help and keep them coming." Jocks...write today for free samples.

# INVEST IN HOT, NEW & ACTIVE COMMODITIES



"Only A Lonely
Heart Sees"



DAN FOGELBERG
"Heart Hotels"



CLASH
"Train In Vain
(Stand By Me)"

NEW & ACTIVE

FELIX CAVALIERE

"Only A Lonely Heart Sees"

"Only 63|13

(Epic) 63|13

(Epic) 63|13

(Moves: Up 34, Same 16, Down 0, 95SGF, Moves: Up 34, Same 140, 95SGF, Moves: Up 34, Including 140, 95SGF, Moves: WHOT, KGW, WJBQ, KWEN, WHOT, KGW, WJBQ, WGAQ, KQDI, 94Q 23-18, WGAQ, KQDI, 94Q 23-18, WDRQ 29-22.

NEW & ACTIVE

DAN FOGELBERG "Heart

DAN FOGELBERG "Heart

(Full Moon|Epic)

Hotels" (Full Moon|Epic)

101/36 Moves: Up 44, Same 21,

Hotels" (Full Moon|Epic)

101/36 Moves: Up 44, Same 21,

Up 44, Same 21,

Adds 36, including WHB,

Adds 36, including WHB,

Down 0, Adds 36, including WHB,

WFMF,

NEW & ACTIVE

CLASH "Train In Vain"

(Epic) 65/15

(Epic) 65/15

Moves: Up 30, Same 20, Down 0, Moves: Up 30, Same KRBE, 940, Moves: Up 30, KRBE, 940, Moves: Up 30, KRBE, 940, KRBE, WHYN, KHFI, KJ100, KSLQ, WHYN, KHFI, KJ100, KSLQ, WHYN, KHFI, WIFI 28-20, KOFM, KYNO-FM, WIFI 28-24-16, KUPD 26-24.

KDWB 24-16, KUPD 26-24.

Produced by Felix Cavaliere & Cengiz Yaltkaya for Shanti Productions



on Epic Records

Produced by Dan Fogelberg, Norbert Putnam and Marty Lewis



**Spic** 

on Full Moon/Epic Records

**Produced by Guy Stevens** 



on Epic Records

FLASH! RADIO WANTS TWO!
SHIPPING MARCH 27TH
MICHAEL JACKSON'S "SHE'S OUT OF MY LIFE"



"Not everyone nor every market will be subject to 48 weeks per year of Arbitron measurement."

## Extended, Continuous, Quarterly Measurement — What's It All About?

Lately there have been a myriad of questions coming to R&R regarding Arbitron's plans to measure radio markets for more than four weeks at a time. People in the industry are confused about what to call this procedure and what it means when implemented. Here's the latest, straight from the horse's mouth.

#### **Now Called Quarterly Measurement**

According to Ms. Avery Gihson, Acting Radio Product Manager, the twelve-week surveys now in operation in a number of markets are now being called Quarterly Measurement. In case you have been following this issue from the beginning (starting in the spring sweep, 1978 in Seattle and New Orleans) you know that when Arbitron first introduced this longer-sweep idea it was called Extended Measurement. Since the introduction of the 12-week survey technique, the procedure has also been known as Continuous Measurement. Now, however, it is being called Quarterly Measurement, so we'll see how long this label lasts. A horse is a horse, no matter what you call it from week to week.

#### Year-Round Surveys?

Much of the confusion regarding Quarterly Measurement has to do with the way it has been marketed and implemented. If the beast is known as Quarterly Measurement, does that mean that each quarter, in each market, will be an Arbitron sweep? If not, then how many of the 12-week sweeps does a market get, and how many markets are affected? When will all the longer surveys be implemented?

Let's first deal with the issue of most concern to many of you as expressed to me in the last few weeks since a previous article on the longer surveys. The main concern seems to be, "Does Quarterly Measurement mean that no matter what size my market is we will have virtually year-round surveys?" The answer to this question is no, not everyone nor every market will be subject to 48 weeks per year of Arbitron measurement. There are several variables which will determine how many weeks of surveys you will undergo each year. Among these criteria are:

- 1. Size of the market.
- 2. Frequency of current measurement.

- 3. Arbitron plans.
- 4. Broadcaster approval.

Some examples may help here. If your market is ranked among the top 30 or so, has two or more four-week sweeps per year now, and if more than 50% of the Arbitron subscribers approve, then it looks good for your area getting 36-48 weeks per year of measurement. Top markets like New York and L.A. have 48 weeks of surveys; markets like Atlanta and Miami might get 36 weeks per year; and smaller markets, currently measured twice yearly, might be surveyed 24 weeks annually. Keep in mind that the amount of weeks surveyed in your area depends to some extent on your willingness to bear the extra cost. Lately Arbitron has been getting a premium, over your current license fee, of between 7% and 12% for the implementation of the 12-week surveys. Markets currently measured only once per annum may have to face a dilemma - sign up for 24 weeks of measurement, or go to the Condensed Market Report, which may use four-week sweeps and offer less information than current radio market reports.

Broadcaster approval for Quarterly Measurement must come from two majorities, according to Ms. Gibson. Not only must more than 50% of the stations that are subscribers approve the extra tariff, but also more than 50% of the owners must give their assent.

#### Quarterly Measurement Timetable

A concern of broadcasters who are locked into their budgets for the year is the timing of the QM implementation in their markets. If you are not geared up to market and promote your station on a more consistent basis, then you might be opposed to QM coming in early to your market. Perhaps the plans that Arbitron currently has in mind may be of some comfort to you.

Since the beginning of the 12-week sweeps in the spring of 1978, more and more markets have been sporadically added to the list of areas undergoing 12-week surveys. With the top three markets and their subsidiary markets brought into the fold beginning February 28 of this year, the total number of markets now under Quarterly Measurement is 22. Philadelphia and San Francisco have the chance to approve the service, to be effective with the September 4 start date of the fall 12-week sur-

#### Week In Review

#### **Arbitron Executives Reshuffled**

Rick Aurichio will no longer be heading up Arbitron Radio. Read about this and other key staff changes at Arbitron on Page 1.

#### **RAM Ready For Cincinnati**

RAM Research President John Patton was in Cincinnati this week hoping to lock up that market as a new metro receiving RAM ratings. According to Patton, it looks good for RAM starting service soon in Cincinnati, as one and perhaps two broadcasters are said to be ready to sign up.

#### Philadelphia, San Francisco Next For Quarterly Measurement?

Arbitron subscribers in Philly and San Francisco will have the opportunity to say yea or nay to Quarterly Measurement ahead of other markets. If stations in either city approve the longer sweeps, the implementation date would be effective with the fall sweep, starting September 4.

vey. However, the key to the timing of the Quarterly Measurement sweeps will be this summer.

Between now and midsummer, Arbitron will be evaluating the progress of the longer sweeps. If, as now looks probable, the firm is satisfied with the quality of the quarterly sweeps, then an announcement will be made about further market implementation in 1981. By announcing its proposed timetable this summer, Arbitron will be giving broadcasters time enough to react to the situation, vote the way they feel about the longer measurements, then plan and budget accordingly for 1981. In 1981, measurements will begin just after New Years in some markets and run through mid-December in those areas with 48-week sweeps.

#### **Stay Tuned**

Summing up this issue, the timing of Quarterly Measurement in most areas has yet to be finally decided. With new management for Arbitron Radio (see Page 1), the timetable may yet be revised again, but tentatively an announcement is due for this summer.

In the meantime, those of you in the 22 current markets, or in Philly and/or San Francisco, need to be doing your marketing homework and keeping on your toes. The Quarterly Measurement periods give you a longer chance for success — or failure — in the Arbitrons.

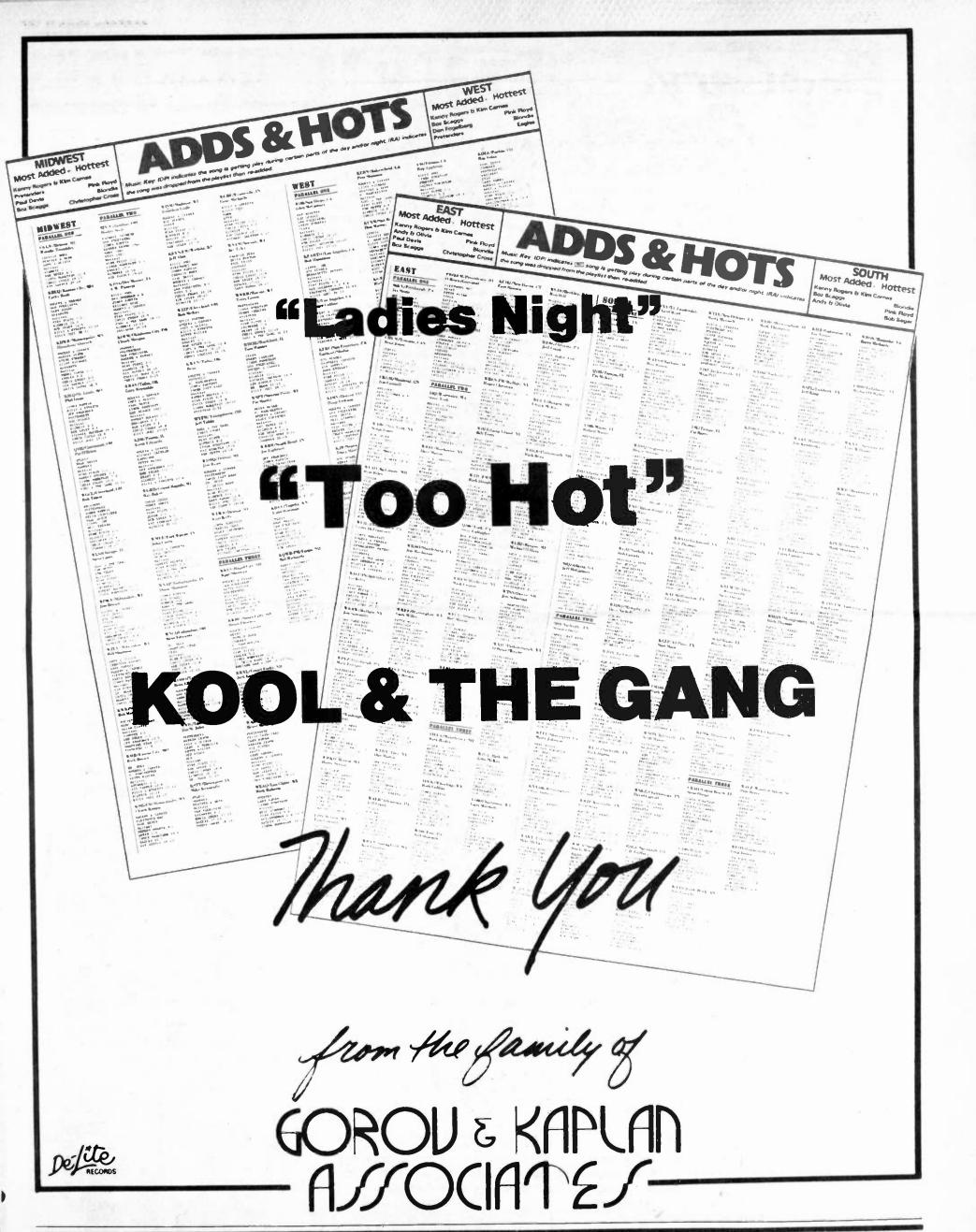
Q&A

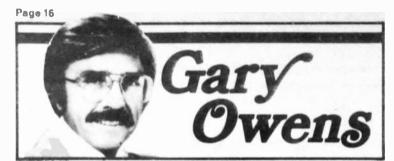
We've received calls from many of you in response to our printing of the monthly Mediatrend numbers. One question asked frequently is, "Why don't you print more stations than just the top ten each month?"

Our agreement with Media Statistics, Inc. simply does not allow us to print the specific share for stations outside the top ten. We will note movements into or out of the top ten from month to month but we cannot print any Monday-Friday shares below the top ten stations in a given month. For more information you may contact Jan Brown or Valerie Philos at Mediastat — (301) 585-5105.

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.







Among the visitors to the Gary Owens Column this week were Linda Lovelace (whose visit somehow coincided with the swallows coming back to Capistrano), Bud Connell, the fabled Programming and Mangement Consultant from Nashville; George Montgomery, the famous actor and now sculptor; and Harry Shearer, the famous twerp from "Saturday Night Live."

Harry was originally part of the Credibility Gap in the 70's, which was a big smash on L.A. radio. The Gap's lineup included Michael McKean, David Lander, Richard Beebe and Lew Irwin.

You may want to note on your scorecard that McKean and Lander got better looking and became Lenny and Squiggy on television.

Harry has been a creative consultant for TV's "Fernwood 2 Night" and "America 2 Night." He was spotted on Martin Mull's certifiably silly "Sex and Violins" LP, and cowrote "Real Life," the satirical movie, with Albert Brooks.

The main reason young Shearer was zooming around the country was to promote the Credibility Gap's very funny new album. I've always thought he and Rich Little did the best impressions of Johnny Carson I've ever heard.

Harry now lives in Gotham, and is a great addition to the "Saturday Night Live" staff. His TV sketch with Howard Hesseman of "WKRP" seems to happen almost regularly when he's guesting on shows himself (that's the bit where the DJ keeps saying we'll get to our special guest in just a moment . . . and never does).

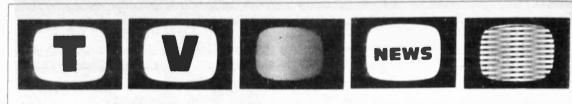
Congratulations to several friends of this corner of Radio & Records.

Bill Ballance began his third smash year at KFMB/San Diego on March 1st... Billo's ratings have increased that time slot by 500 percent since he took over.

BB's all-talk show is now expanded to six hours nightly ... six till midnight, Monday through Saturday.

I've known Bill since our Crowell-Collier days together . . . and he's a master at whatever he decides to do. His boss Paul Palmer says he's the finest pro he's ever worked with. He's received a good many accolades lately . . . and he's had them stuffed and put in his trophy room!

And kudos to Ron Fineman in Arroyo Grande, CA. Ron has just been named Program Director at KKAL. When Ron first started working at the Gary Owens Building, his transistor radio was so small he could only get Garfunkel on it!



CBS In Solid Win; NBC On ABC's Tail

The Nielsen ratings race is taking some interesting turns as the beginning of the traditional rerun season approaches. In the week ending March 23, CBS won handly, propelled by three of its top-rated series, while ABC edged NBC for second by two-tenths of an average rating point. The standings: CBS 19.6, ABC 18.1, NBC 17.9.

Leading the way for CBS was "Dallas," winning top rating honors for the week by over four points. Its lead-in, "Dukes Of Hazzard," was second, and "60 Minutes" completed the 1-2-3 sweep for CBS. Next, winning a close battle for the true-to-life oddball personality title over "That's Incredible," was NBC's "Real People." Following were 5) "Smokey & The Bandit" (NBC Sunday movie) 8) "MASH" (CBS) 7) "That's Incredible" (ABC) 8) "Diff frent Strokes" (NBC) 9) "Three's Company" (ABC), and 10) "CHiPs" (NBC).

"House Calls" (CBS) led the second ten, followed by 12) "Archie Bunker's Place" (CBS) 13) "Eight is Enough" (ABC) 14) "One Day At A Time" tied with "Alice" (both CBS) 16) "Lou Grant" (CBS) 17) the new Norman Lear series "Palmerstown USA" (CBS) 18) "Vega\$" (ABC), and 19) a tie between "Little House On The Prairie" (NBC) and "Benson" (ABC). As for radio's contender, "WKRP in Cincinnati," the Monday night competition ("That's incredible" and "Little House") is starting to hurt — "WKRP" came in 41st this past week, over eight ratings points below "Incredible" and over four behind "Little House."

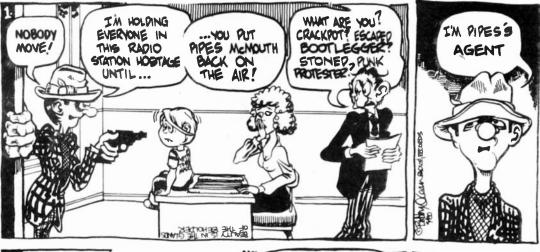
MUSIC ON TV: Nell Sedaka has taped a special for September airing. It's a musical outing and a pilot for a possible series, with guests Andy Glbb, the Captain & Tennille, and Neil's daughter (and current duo partner) Dara... Polydor's Martl Webb stars in a one-woman show, "Tell Me On A Sunday" (already shown in Britain), in April over Metromedia stations; tying in with the show and the album from it, she and composers Don Black and Andrew Lloyd Webber appear on "Merv Griffin" April 14 ... Kenny Loggins stars April 11 in ABC's new "Saturday Night Live"-inspired comedy series "Fridays" ... Millie Jackson is a presenter on "The R&B Awards Show" the week of April 21 (dates vary by market) ... Billy Joel is apparently set for a profile on "20/20" in April ... Ray, Goodman & Brown guest on "American Bandstand" March 29, "Merv Griffin" April 18, "Dinah" May 8, "Mike Douglas" May 7, and the aforementioned "R&B Awards" ... Dolly Parton debuts at the Oscars as a presenter April 14 ... The Jam join "American Bandstand" April 26 ... Sister Sledge make an unusual guest-star appearance on, of all shows, "B.J. & The Bear" March 29, performing two songs. Jim Stafford also appears ... The Romantics are on "American Bandstand" March 29 ... Peaches & Herb are encapsulated on "Hollywood Squares" April 9 and 23 plus May 16, while Peaches makes a solo appearance on Olivia Newton-John's April 14 special on ABC.

#### YIDEOSOOPE:

MCA ADDS MUSICAL PERFORMANCES TO VIDEODISC LINE: MCA DiscoVision has acquired the rights to produce videodiscs of musical performances by Abba, Elton John, Loretta Lynn, Olivia Newton-John, and Helen Reddy. Company spokespersons noted that many of these performances will be available in discrete stereo, a unique feature of the optical disc system, and that additional musical performances will be added to the videodisc line in the near future... BRITAIN FASTEST GROWING HOME VIDEO MARKET: With videorecorders present in one percent of all TV-equipped households, Britain currently ranks as the fastest growing home video market in the world, importing 180,000 VCR's in 1979... MCA FORMS VIDEO SOFTWARE DIVISION: The MCA Corp. has announced the formation of MCA Video Cassette Inc., a division which will be responsible for MCA's videocassette software. Gene Ciaquinto, former head of MCA's nontheatrical distribution division, has been named president of the newly-created division, which will begin offering 24 titles to audio and video outlets via MCA Distributing Corp. next month. Among the titles will be the 1931 and 1979 versions of "Dracula," "Jaws," "Jaws II," "American Graffiti," "National Lampoon's Animal House," "Frankenstein," "Scarface" and "Psycho."

#### ERR WAVES

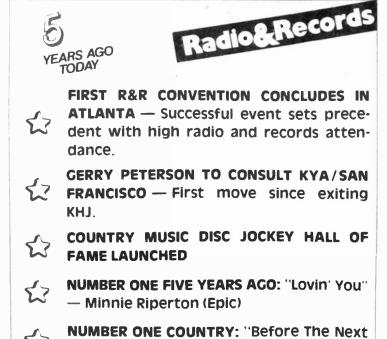
#### BY BOBBY OCEAN











Teardrop Falls" — Freddy Fender (ABC/Dot)

NUMBER ONE LP: "Physical Graffiti" — Led

Zeppelin (Swan Song)



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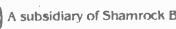
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# BROKEN BRASS!

# THE BACK PAGE . BREAKERS.

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

#### **PRETENDERS**

Brass In Pocket (I'm Special) (Sire)

62% of our reporters on it. Moves: Up 78, Same 21, Down 0, Adds 24 including KRBE, Z93, KOPA, WRQX, WFBL, KBFM, WTIX, FM100, KJ100, WMEE. See Parallels, charts at number 28.

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



PRODUCED BY CHRIS THOMAS

ON SIRE S RECORDS

PROMOTED AND MARKETED BY
WARNER BROS. RECORDS

# Brad Messer



#### More "Top Newspeople" Poll

Because raises would be inflationary, we newspeople are settling for praise and recognition, so here's more of it from responses to my informal poll of the past several weeks.

A competitor (!) praises Gary LaPlerre of WBZ/Boston as an outstanding talent and "the best in the biz," adding, "It's not often in this business of hype that anyone gives a personal guarantee to verify another person's credibility..."

Up in Minor, ND an enthusiastic vote for thirty-year veteran Bill Lewis, whose career has continued with KKOA (formerly KLPM); and from Los Angeles, a solid endorsement of Lee Marshall whose "record speaks for itself, as does his style, research and delivery" at KHJ.

Some very well known and respected people have taken time to write letters and fill out "Top 25 Newspeople Poll" blanks, and I should perhaps include their names so the people they nominated would feel real extra-heavy about this. But after pondering it . . . no.

Nick Alexander of the ABC-FM net, Andy McCollum of RKO, and John Erickson of KGW/Portland, OR were named on several "dream staff" lists, as were Bob Madigan of The Source and Paul Fredericks of KMPC/Los Angeles. Dan Rather and four Rather clones made up the dream staff on one form, from a fellow who seriously endorsed Sharon Hibner of KLBK/Lubbock, TX as the top newsperson in his town. From Pueblo, CO a frank note: "Sorry, I can't nominate you, Brad. I don't even know who you are! Do you know how dull Pueblo is? Some people think we're in Mexico!" The writer nominates Mark Wyatt of KFMU/Oak Creek, CO ("a ski bum town") and includes Tony Lamonica of KDEN/Denver on his dream staff with Ed Bradley of CBS.

With no attempt whatsoever to disguise the source, a respondent of Buffalo, NY shamelessly forwarded several ballots for Charley Seitz of QFM97. A ballot from Bath, ME names Harry Castleman of WJTO.

Catherine John of WLS/Chicago, and Danny Schecter of WBCN/Boston, and Paul Harvey and Peter Jennings and, Lord knows, Walter Cronkite were prominently mentioned in the bullots you mailed to me.

Brenda Carl of Baltimore's WKTK sent a ballot in which she admirably refrained from voting for herself. Good news, Brenda: you were nominated by three other people.

More "dream staffers" from many ballots: Jo Interrante of RKO, John Winters of KFRC/San Francisco, Dave Cooke of RKO, Lyle Dean of WFYR/Chicago.

Bill Reeves of 2KO/Newcastle, Australia was nominated as "a very human journo/reader and a great writer." I've left out a ton of one-vote people — well over a hundred, I guess — because of space limitations . . . and have included some because of the geographic spread represented, or because their nominators were so enthusiastic and sincere-sounding. I'm a sucker for something that sounds sincere.

Paul Tuthill of WKSN/Jamestown, NY got a vote from someone who said, "So what's he doing in Jamestown, you ask? The man doesn't know how good he is, and his boss sure as hell ain't gonna tell him!" Ahh, sincerity!

#### Rip "N" Read-

#### The Little Deuce Coupe

MONDAY MARCH 31: Ford introduced its first V-8 engine 48 years ago today in 1932.

Gabe Kaplan is 34. Shirley Jones hits 46. Cesar Chaves is 53. Lefty Frizzell would have turned 52. It wasn't moonlight in Wabash, IN 100 years ago today . . . it was the first electric street lights.

#### **April Fools' Day**

TUESDAY APRIL 1: The first weather satellite was launched 20 years ago, with two cameras to beam pictures back to Earth from Tiros I.

The week of Passover begins today

The first automatic-changing record player went on the market 52 years ago. Scott Joplin died broke on this date in 1917 after creating some immortal ragtime music.

Debbie Reynolds is 48. Ali McGraw is 41. Jane Powell becomes 51.

#### **Civil Rights Demonstrations**

WEDNESDAY APRIL 2: Seventeen years ago in Birmingham, AL the first massive civil rights demonstrations began (1963), and grew during the following five weeks. National publicity was given the beating of adults and children, and attacks on them by police dogs. By the following month riot-control troops were stationed in Birmingham. By the end of the summer of '63 there had been about 14,000 arrests in the South, but about 200 public accommodations had been desegregated. In August 200,000 people marched at Washington, DC for "jobs and freedom," and Dr. Martin Luther King, Jr. delivered the speech that became known as "I have a dream . . ."

The U.S. Mint was established in 1792. Leon Russell is 39. Marvin Gaye is 41

#### The First Pony Express Ride

THURSDAY APRIL 3: One of the American West's most romantic ventures began 120 years ago today, when the Pony Express dispatched riders simultaneously from Sacramento, CA and St. Joseph, MO with "overland mail." It became historic legend despite lasting only a year and a half and never making a profit. What killed it? The telegraph.

Doris Day is 56. Marlon Brando becomes 56. Wayne Newton turns 38 and so does Marsha Mason. Tony Orlando is 36.

Jesse James was shot to death 98 years ago.

#### Los Angeles Is 130

FRIDAY APRIL 4: Incorporation of Los Angeles as a city was 130 years ago today (1850).

Dr. Martin Luther King, Jr. was murdered a dozen years ago at Memphis. TN igniting a nationwide crisis of riots and arson in over a hundred cities.

John Cameron Swayze is still ticking at age 74.



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# Media Marketing \*\*

THE INDUSTRY RESPONDS

#### **Home Taping Reaction**

seem to have struck a responsive chord when I raised the issue of home taping and how the recording industry might respond to it. Several people have taken the time and trouble to write letters or call me with further thoughts on the matter. Following is a sampling of some of their thoughts, together with my reactions.

rom Nancy Stèvens, Editor-In-Chief of Newscript: "I want to thank you for your recent and insightful article in R&R on the problem of home taping ... It may also let out some of the bad blood that has developed between radio programmers and recording executives over this issue... However, I feel that your article omitted one of the major reasons why people are resorting to home taping... The new bands, in particular, are releasing albums that contain only one or two good songs, while the remaining ten are either mediocre, have been done before, or are simply unlistenable . . . I can't tell you how many complaints I've heard from my listeners, who buy a record because they like the cuts (hits) they heard on the radio, only to discover once they get it home that those two or three songs are the only ones worth hearing. As a result, they feel cheated, and once burned, they become increasingly hesitant to invest seven or eight dollars in what really amounts to two or three songs ....

ancy raises a very important issue here. One of the tenets of successful marketing is that you don't advertise what the product can't deliver. Enough "hard sell" advertising can usually sell a consumer once, but not twice. Consumers who have had their expectations raised by advertising are very disappointed by a product which doesn't live up to advertising's promise, and they are that much tougher to sell the next time around. Since radio airplay is the chief form of consumer advertising for a new album, a bad situation may result from releasing an album with too few "good" cuts. Those consumers who are lured into purchasing by airplay of the good cuts will regard the artist, or even the record label, a "ripoff" and will be reluctant to buy the next album from that artist or label

hus, it's not doing a new artist a favor to rush the first album. A poor initial release may doom subsequent albums to substandard sales performance: not only will those buyers who were "burned" by the first album not be back, but neither will their friends - negative "word of mouth" communication will see to that. A disappointed consumer will often vent his or her frustration by expressing displeasure to friends, relatives and co-workers. Of course, the negative effects of poor initial release will be felt more quickly by the artist than by the record label, but a label which releases too many weak albums will soon become "suspect" as it develops a reputation among consumers as a "ripoff." Nothing could be worse, from a long-run marketing perspective, than large sales volume of an inferior product. An artist or label that wants to achieve longevity, then, should be particularly cautious to make sure that the initial releases are as solid as possible

ancy noted that one possible solution to the "weak album" syndrome is to concentrate more on releasing singles. In fact, she continues, "... small labels and individual artists have also begun to release singles on their own of course, I sincerely doubt that the American record industry, especially the major labels, is willing to suddenly trim their sails (or sales), return to the '50's, and start depending on 45's for its main source of revenue. I, too, would hate to see such a move ..."

ancy's comments here reminded me of a general phenomenon in marketing known as the "wheel of retailing." This concept is basically an acknowledgement of the fact that markets are in a constant state of evolution. Companies are born, grow, prosper, decline and die just as inevitably as do people. The only question is how long is the life of the company or form of business? For instance, retailers are initially small, specialized outlets. Specialty shops gave way to department stores, which were supplanted by massive discount stores, which in turn have been replaced by shopping malls made up of many specialty shops. The nature and character of American retailing is constantly changing - the giants of yesterday, like Montgomery Ward, are struggling today, while aggressive new retailers with lower overhead and operations expense are springing up everywhere. Will the same "wheel" apply in the recording industry? Many of the dominant labels of yesteryear are only memories today - will today's major labels be memories tomorrow? Some will survive - some won't. Those firms which adapt to changing conditions whether economic, technological or social, will survive. Those firms which persist in the "old way" of doing things will go the way of the dinosaur. Small labels or individual artist releases may not be the wave of the future, but they do signal a need for adjustments in how the major labels view their business. As Nancy concluded . Here's hopes for a lucrative future for the recording industry and better service to both the artist and the consumer."

rom Jerry Shulman, Director of Market Research and Planning, CBS Records:
"... At CBS Records we've done considerable research into home taping, and our conclusions parallel many of those you cite... One of (our) study's major findings is that a large number of tape shoppers cannot find the product they want when they want it. We believe that aggressive marketing of prerecorded tapes will help reduce the impact of home taping..."

am certainly pleased to hear that some of my speculation about the reasons underlying home taping are supported by hard data from the marketplace. The study which Jerry alludes to was a 1978 study of 1100 prerecorded tape buyers. The results of the study were presented at the 1979 NARM Convention and contain some interesting findings relevant to the home taping issue.

• 30% of those interviewed couldn't find the tapes they wanted in the store — and a full

third of the "missing" tapes were recent (1978) releases.

- 60% of the tape buyers agreed that tape shopping is inconvenient due to locked display cases, and 75% felt the need for more tape displays in stores.
- 55% indicated that they often had trouble finding the product they wanted.
- 45% complained that the product they wanted to purchase was out of stock.
- Half of the buyers wanted more advertising about tapes that are available.
- 45% expressed the need for more sales assistance in purchasing tapes (probably due to the locked display cases!).

Il of these findings point to the need for A a well-coordinated marketing, distribution and promotional campaign. As the CBS report goes on to suggest, tape manufacturers must make it their responsibility to provide a full selection of tapes to potential buyers, devise ways in which to make tape shopping easier, and do a better job of featuring tapes in advertising and point-of-purchase displays. Obviously, many of the merchandising problems and recommendations depend upon a close coordination of manufacturer and retailer activities. This has been a sore spot for the recording industry, but one which must be improved if the industry is to improve its control over the entire channel of distribution from manufacturer through retailer to consumer. Tighter channel control might also do much to alleviate the growing problem of organized tape piracy, which may be an even greater threat to industry profits than is home taping.

An anonymous caller: "Is Dr. Lutz anticreative? Does he really believe that research can replace creative talent?"

The answer to both those questions is a emphatic "No!" Creativity is the very life blood of the record and radio industries — without new artists and new music the industries cannot survive. All I am suggesting is that management must also be creative and adopt new approaches to doing business, which are more appropriate to the constantly shifting consumer and competitive environments.

The radio and record industries are profitoriented enterprises and must be managed accordingly. The "creative" aspects of the industries must be tempered with sound management decision-making, and research is one vital input to such decisions. Management intuition is also important, but it is unlikely to succeed in today's increasingly competitve market.

t is my belief that today more creativity than ever before is needed in the recording industry, but that creativity must be of a somewhat different character. It requires a lot of creativity to successfully implement sound marketing principles in an industry where "art" is king. Industries which have a strong artistic component have traditionally been resistant to the adoption of modern marketing concepts, because a "business-like" approach is seen as a threat to artistic freedom. The fact is, marketing and research can help to preserve artistic freedom by generating higher profits and hence more resources for the development of new artists. As Dick Asher, Chief Operating Officer of the CBS Records Group writes. "... You're playing my song (or songs) when you speak of a businesslike approach, market and media research, monitoring of effectiveness of each element of marketing plans and recruitment of MBAS. We've tried all of these in the past and we're going to try to do -Dr. Richard Littz more and better



# TOP-40

### John Leader

JOHN LANDER BRINGS IT BACK

#### Anybody Remember AM Top 40?

They say good news travels fast and they're right. Last week, as everyone in Los Angeles was marveling at KHJ's second straight increase (2.4-3.0), the San Diego numbers arrived. KGB-AM went from a 2.6 to a 6.4 and became number three in the market overall! Someone asked me, "Isn't KGB-AM kind of a mellow-rock AOR station, you know, like KGB-FM's step-child?" The answer is no! KGB-AM, since last October 8, has been Top 40 in the strictest sense of the definition.

KGB GM Jim Price brought in John Lander from WLCY/Tampa to be KGB-AM's new PD last Labor Day. With somewhat of a late start on the Oct-Nov ARB, KGB-AM increased slightly, 1.7-2.6. After a three-month head of steam, only KPRI (A) and KJQY (BM) rank above KGB-AM in the 12+ category.

#### **Gut Feel Appeal**

It's been a while since any major market, especially one in Southern California, has seen AM Top 40 numbers like KGB's, and I wanted to know just what John Lander was up to. John, who had piloted WLCY to some very impressive 12+ shares not long ago, defined the station.

"It's a Top 40 mass appeal format. 24 hours a day there's a consistency on the station as far as hit music immediately with our '13 K Roller' (the station van), visiting schools and shopping centers. Right now we have a bumper sticker campaign going, and the van plays a big part in that."

#### The Teen Scene

John's competitors in San Diego have said that the station sounds like a very teen-appeal type format, but they all candidly admit that 13K became very hot very fast with the listeners. I asked John about the teens and how he felt that audience, which very few other programmers seem to be interested in, fit into his game plan for 13K

"Let's go back for a second to when Southern Broadcasting took over WLCY in Tampa. I was the PD, and someone within the Southern organization told me that the future of AM radio was not with the teens or the young people. I was told that FM was where the teens were listening for their music. Right then and there I knew that I wouldn't fit into the programming picture of WLCY under Southern. Don't get me wrong, I'm not trying to sound vindictive, I just didn't agree philosophically that AM should be a primarily adult medium.

"I still feel that teens and women have a lot of energy that can influence larger numbers of listeners to tune in your station. So, 13K started out going straight for the teens and the women. It's not hard to pick music that will appeal to those groups, in fact it may be the easiest kind of music to identify. We felt that once we captured a good share of the teens and women, building the station's demographics in any direction we desired would be that much easier. We didn't start out for the

25-49 audience because, let's face it, the adults are a lot more loyal in their listening habits and therefore that much harder to move. We started off for the teen and female audience and then slowly began filling in the gaps

musically to gain favor with some adults as well.

#### Back To Basics

"What I have been doing all along in my career is just basic Top 40 principles. Now, I didn't just transplant WLCY to 13K because there are certain regional and local market, musically, is that it hasn't been all that exciting. Whether or not that particular criticism of San Diego is justified, John took a different approach to music for 13K.

"When I first came to San Diego a lot of former and present Southern California programmers gave me the lowdown on what the market was like. I heard things like 'You shouldn't play black music or disco... just

its playlist decisions, and one of the criticisms of the

present Southern California programmers gave me the lowdown on what the market was like. I heard things like, 'You shouldn't play black music or disco... just stick with vanilla rock and roll and you'll be fine.' Well, one of the first records I played last fall was Anita Ward's 'Ring My Bell.' Then, later, we were the only station in the market to play 'Rapper's Delight.' You've got to remember that San Diego Top 40 radio had been pretty heavily researched when it came to music... and remember too that I don't do any call-out type research at all. When I saw Anita Ward or a 'Rapper's Delight' selling in massive quantities, I figured that something was happening with those records that made them more than just 'black hits.' I thought that they were right for 13K and I played 'em in San Diego when no one else would.

"I like to think of my music policy as prior knowledge and common sense. I know when to 'power' certain records. I am on the air every morning and I can feel when it's right to push a newer record into power rotation. And I really don't think that's a very mysterious ability to have, but I think it's a very important thing to do. I can feel the burnout point on records too. You know, you can do all the research in the world, but if you stop adding the personal touch of interpretation then what good does all that research do you"

"I think radio has an obligation to be somewhat of a

"I like to think of my music policy as prior knowledge and common sense . . . I really don't think that's a very mysterious ability to have, but I think it's a very important thing to do."

things that must be taken into consideration when programming any station. But it's really the same in any market; generally, what sounds good will win.

"I think the same Top 40 principles that applied in 1965 apply now. Sure, they may have a new paint job, but it's only the cosmetics that have changed, the basics are still the same.

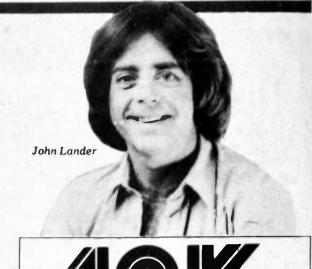
"When I think about the commitment that KGB's owners, the Browns in Los Angeles, and our General Manager, Jim Price, made to me at the beginning, I can't believe it. They literally said to me, 'Fix it. You're in charge.' And that's just an amazing gamble to take with one person. I was given every cooperation I asked for in building the numbers and I know it wouldn't have happened without that kind of commitment."

#### Flavor In The Music

The San Diego market has been somewhat famous or infamous, depending on your point of view, for its

trendsetter for people, both musically and in lots of other ways. However, I don't think that we, as radio, can lead people where they don't necessarily want to go. One of the mistakes that a lot of rock stations have made is to sound too hip. To me that's a classic case of trying to lead people where they don't want to go. It's a basic misunderstanding of what people are really into, in my opinion and it's led a lot of good stations astray."

John Lander has done what many thought to be impossible. He's taken a declining AM station, rocked it, and brought it back to life. His opinions on music research, teen listeners and how to put the whole "package" together successfully might set off an argument or two, but when you look at KGB-AM's 12+ share of the San Diego audience, those arguments may be just so many words. My congratulations to John, Jim and the entire KGB staff on a very strong showing.



music research in recent years. Virtually every Top 40 station has factored some form of call-out research into

they may have a new paint job, but it's only the cosmetics that have changed, the basics are still the same."

goes. The songs we play have not been selected on the

25-49 audience because, let's face it, the adults are

"I think the same Top 40 principles that applied in 1965 apply now. Sure,

basis of any kind of passive or out-call research. Instead, and this may touch off a debate or two, I've put together a limited music library based on instinct . . . every single song we play is on the air for a specific reason.

"The jocks aren't screaming and their approach is designed to appeal to everyone...men, women and teens... everyone. There's a real flow to the station, not a lot of stop-and-go or clutter, and the music probably accounts for 90% of what we do. We do two capsule newscasts an hour, only in morning drive, and then are pretty newsless for the rest of the day. We don't use jingles.

"The station does not have a super-hip approach on the air because, quite frankly, we're not trying to compete with the AOR's. I really don't think there's another station in the market that sounds like 13K."

#### **Identity Face Lift**

13K was the new identity that KGB-AM developed when Lander arrived as PD last September. The station did some initial outside promotion to kick off the new format and identity during last fall's sweep. John bought the Future Media "dancing girl in the stylus" TV spot for 13K, but did not run a giant schedule. The commercial acted as outside reinforcement for the identity change.

As far as contest and promotions went, John told me, "I always look for what's mass appeal in anything we do with the station, including promotions. To me the common denominator, when it comes to prizes, is money. We did some money giveaways, again not a lot, and also did the usual youth-oriented stuff like concert tickets and six-packs of albums. We also got out of the station

# IT'S TIME FOR ANOTHER MARSHALL TUCKER SMASH!



# THE MARSHALL TUCKER BAND "It Takes Time"

Produced by Stewart Levine for Outside Productions, Inc.



ON WARNER BROS. RECORDS

#### Warner Bros. Pacts Quincy's Qwest Label

Qwest Records, a new label formed and headed by veteran producer Quincy Jones, has entered into a manufacturing and distribution agreement with Warner Bros. Records. The first release

# Jacobs, KKUA Settle Suit Out Of Court

KDEO/Honolulu part-owner Ron Jacobs's \$2.6 million suit against KKUA/Honolulu, his former employer (R&R 6-22-79), was settled out of court last Thursday (3-20). Jacobs, who in addition to his ownership duties handles the 2-6pm airshift at KDEO, had charged that he was wrongfully terminated on May 23, 1979 when KKUA's owners, Radio One Corp., sold the sta-tion to Coca-Cola of Los Angeles Communications Inc. Jacobs had also alleged that the station had refused to pay certain advertising revenues as well as monies owed him under a stock option plan. Under the terms of the agreement Jacobs could not reveal the amount of the settlement.

under this agreement will be the upcoming album from Warner Bros.' recording artist George Benson, which Jones is currently producing. The Benson album will appear in late spring under a joint Qwest-Warner Bros. logo.

In making the joint announcement along with Jones, WB Board Chairman/President Mo Ostlin said, "Anyone even remotely connected with the music industry recognizes the phenomenal talent of Quincy Jones... Quincy will be working not only with Qwest artists, but will also be intimately involved in Warner Bros. A&R in an expanded advisorial capacity."

During his nearly 30-year industry career, Jones has scored the music for more than 50 motion pictures and 15 TV shows, winning four Oscar nominations, two Golden Globe nominations, and one Emmy award. He has also received 47 Grammy nominations and six Grammy awards, as well as having served as VP/A&R at Mercury and as Musical Director for Parisbased Barclay Disques. Jones's most recent successes include the production of platinum albums for Michael Jackson and the Brothers Johnson.



Continued from Page 1

of late-paying distributors, managers demanding higher royalties and more support, and retailers seeking more advertising help, and wondered, "How hard can you push the domino in the middle before they all come tumbling down? Who pushed first, or who pushed hardest, or who pushed at all when they should have known better?"

Stressing the interdependence of all the industry's elements, he employed a nautical analogy: "If everybody wants a suite on the top of the ship, what we wind up with is one topheavy ship. If it goes down, nobody's going to get to cruise anywhere! We're drowning ourselves." Attacking overeager sales practices, he asked, "Who will be the first brave one to stop overselling? Will you be the first brave one to stop overbuying?"

#### "Self-Destructive" Radio Relationship

The practice of airing entire albums came in for some pointed language as well. "Of course a consumer isn't going to spend five or

six bucks actually buying an

album if he can tape it off the radio," Bogart remarked. "And the

cruel joke is that the record com-

panies are expected to advertise

on that radio station!" He contin-

ued, "Why do we go along with a

practice that is obviously self-

destructive? They're afraid their

artist won't get airplay, and with-

out airplay, they might not sell

won't sell, no matter how popular,

if their fans don't need to buy the

album because they've taped it for

Well, I can guarantee you they

ourselves.

"Of course a consumer isn't going to spend five or six bucks actually buying an album if he can tape it off the radio. And the cruel joke is that the record companies are expected to advertise on that radio station!"

we have come to accept as common a practice of subsidizing people who give away our product for free!"

#### The "Hot Watch" Syndrome

Bogart also had words of caution for those "rushing into" the video-disc market, emphasizing their "critical responsibility to build a good foundation" to avoid a collapse in that field. But his strongest words were saved for counterfeiters and those retailers who unwittingly or not stock counterfeit product.

Citing an RIAA study of record stores, he stated that "90% of these stores stock some counterfeit product." He exclaimed, "How many records have we turned into instant cutouts, only to learn now that the cutouts were fake?" He then asked, "How do you get these goods? Does some character in a plain panel truck pull up and make an offer you can't refuse? Is it really very

different from the guy in Times

Square who'll sell you a hot watch

for a tenth of what it's worth? And

if you buy it, can you imagine go-

ing into a department store and ex-

Turning to the source, he con-

tinued, "The counterfeiters read

the trades. They don't have to take

the risks we do. They wait for a

sure hit before they strike. The big-

ger the hit, the greater the danger. One in ten LP's is estimated to be

fake; one in five tapes is a fraud. And every counterfeit sale dis-

changing it for full credit?"

"Self-Inflicted Wounds"

Concluding, Bogart stated, "Nobody is killing us; some of our deepest wounds are self-inflicted. So only we can save ourselves. And, ending on a more uplifting note, he said, "Give the industry a chance. I love it. I am back in it. And I will help change it. But you've got to start thinking about today." He quoted George Bernard Shaw: "The people who get on in this world are the people who get up and look for circumstances they want, and if they can't find them, they make them." And he finished up, "I am a born-again music man. I believe that we can make them together. Thank you!"

#### Craigo

Continued from Page 3

RCA Records President Robert Summer commented, "As one of the most innovative figures in our industry, Jack Craigo is respected for his ability to recognize and acquire new talent, develop artist careers and create effective marketing concepts for their recordings. He is the ideal executive to lead our British company."

"I look upon this as an exceptional opportunity to join a company that has built a worldwide reputation of concern for artistry in the music business," said Craigo. "The U.K. appointment permits me to become a part of a dynamic group of record executives ... and I look forward to consummating the extensive plans for growth of RCA in Great Britain."

#### WKTU

Continued from Page 3

if a hearing is called for, the trio's attorney, Terence Gaffney, told R&R that the Equal Employment Opportunity Commission may also become involved, as it reserves the right to investigate WKTU after the Commission On Human Rights has completed its look into the matter.

When contacted by R&R, WKTU General Manager David Rappaport said it would be "inappropriate to comment at this time."

#### **Bronstein**

Continued from Page 3

tion specialists after becoming National AOR Coordinator in 1976, before taking on his present position in 1978. He began his A&M career in 1970 as a New York college rep.

"I'm pleased to have had the opportunity to work with a lot of great people at A&M," Bronstein said, "and to watch a lot of promotion people grow. I was on the ground floor of a lot of our biggest acts breaking, and have seen the entire evolution of the company as a major AOR and overall force in the industry." Bronstein added that he was considering several job offers and will announce future plans shortly.



"CHEAP" SHOT AT WLS — Cheap Trick leader Rick Nielsen guest-hosted the night shift at WLS/Chicago recently, and according to PD John Gehron, did an "incredible show" and even followed format! The would-be disc jockey is pictured above.



KRQ'S COURT GESTURE — KRQ/Tucson formed a basketball team to play for charities, and fashioned a perfect season — no victories whatsoever. Pictured in a casual group pose are (I-r, rear) Assistant PD Dan McCoy, "Mother Duck," Steve Rivers, Brian Jefferies, Bob Majors, Jim Gillie; (I-r, front) Bruce Heiman, John Stevens, Ron Brooks, plus three youthful fens.



"If everybody wants a suite on the top of the ship, what

we wind up with is one topheavy ship. We're drowning

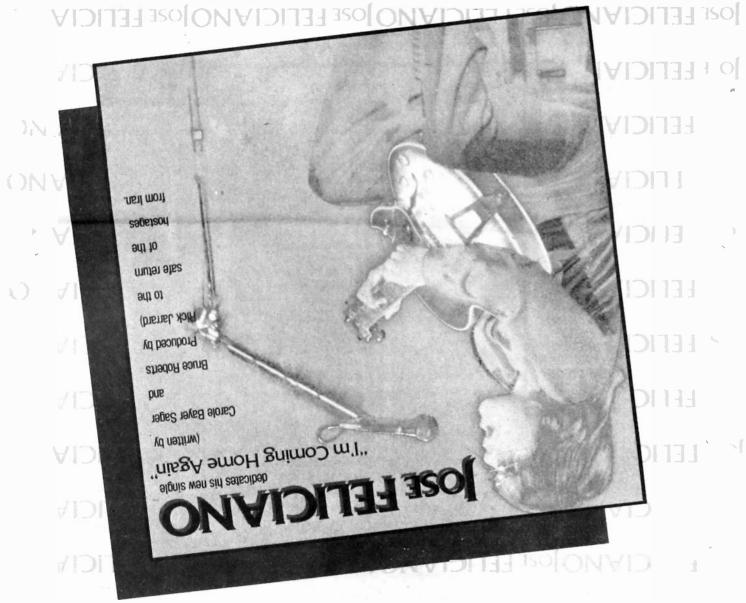
WUPE LOOKS FOR "10" RATINGS — WUPE/Pittsfield, MA held a "Sno Celebration Night" which featured a "sno dance" (on the lines of a rain dance) and a Bo Derek lookalike contest. We don't know how the "sno dance" came out, but the other part of the promotion was evidently successful, judging from the picture. Shown (I-r, front) are WUPE Promotions Director George Carpenter, the winner, and PD Bob Catan; (I-r, rear) alr personalities Russ Aykroyd and Rick Schweitzer.



BILLY JOEL VISITS KVIL — During a national promotion tour in support of his new "Glass Houses" LP Billy Joel stopped in at KVIL/Dallas. Shown at the station are (I-r): Joel; Ron Chapman, KVIL PD and morning man; Chuck Rhodes, MD; and Ed Climie, Columbia's Regional Promotion Manager.

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### **Advance Arbitron Results**

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

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.

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.

Advance figures supplied by subscribing stations and verified by Arbitron.

#### San Francisco

KGO Remains Ahead, Increases Big Lead; Many Stations Down Overall: KFRC (Down Sixth Consecutive Book), P/A KYUU, KSFO, Dancemusic KSFX, Black KDIA, KSOL; Winners Include AOR Leader KMEL,

Winners Include AOR Leader KMEI Country KNEW, BM KOIT

	O/N '79	J/F '80
KABL (BM)	2.9	3.0
KABL-FM (BM)	3.0	2.8
KBAY (BM)	1.9	2.3
KCBS (N)	6.0	6.0
KCBS-FM (R)	.7	1.0
KDIA (B)	3.4	2.5
KEEN (C)	.9	1.2
KEZR (PA)	1.0	1.1
KFOG (BM)	3.4	3.4
KFRC (R)	5.0	4.1
KGO (N)	9.2	10.6
KIOI (PA)	3.3	3.3
KIQI (PA)	1.0	1.1
KKHI-FM (CL)	1.0	1.6
KLOK (PA)	1.6	1.7
KMEL (A)	2.0	2.6
KNBR (PA)	2.5	2.9
KNEW (C)	2.6	3.0
KMPX (BM)	1.3	1.3
KOIT (BM)	3.0	3.6
KOME (A)	2.0	2.2
KBLX (M)	1.3	1.4
KSAN (A)	1.7	1.9
KSFO (PA)	3.9	3.5
KSFX (D)	3.3	1.9
KSJO (A)	1.4	1.3
KSOL (B)	4.3	3.8
KYA (R)	1.7	1.4
KYA-FM (R)	1.8	1.2
KYUU (PA)	4.4	4.0

#### **Baltimore**

Leader WBAL Rebounds, Increases Margin; AOR WIYY Resurgent; Most P/A, Black Stations Down; BM WLIF Stable, WMAR Gains; WCAO Steady

	O/N '79	J/F '80
WAYE (BB)	1.6	1.8
WBAL (PA)	10.6	12.8
WBKZ (PA)	1.5	2.0
WCAO (R)	5.0	4.9
WCBM (PA)	7.1	6.0
WFBR (PA)	4.8	4.2
WITH (PA)	2.6	1.4
WITH-FM (R)	2.5	2.7
WTYY (A)	6.5	7.9
WKTK (D)	1.6	1.5
WLIF (BM)	10.1	10.3
WLPL (A)	2.1	2.0
WMAR (BM)	3.3	4.3
WPOC (C)	5.1	4.9
WSID (B)	2.2	2.0
WTTR (PA)	.6	1.0
WWIN (B)	5.4	4.5
WXYV (B)	6.3	5.6
These Washington-based	stations ran on-	air survey announcements.
WASH (PA)	.8	1.3
WPGC-FM(R)	1.8	1.4
WRQX (R)	1.1	1.4
CONTRACTO CARA		

1.0

WTOP (N)

#### Philadelphia

KYW Down, But Remains Number One;
WMGK, WIP Both Advance;
WDVR Gains, Closes BM Gap With WWSH;
WDAS-FM Loses Almost 2, Lowest In
Years; WMMR Off Slightly;
WCAU-FM Emerges As Dancemusic
Leader; Country WSNI Rebounds To 3;
WIOQ Gains Half Share; Talk WWDB Up

	O/N '79	J/F '80	
KYW (N)	10.4	9.6	
WCAU (N)	4.6	3.6	
WCAU-FM (D)	2.8	3.3	
WDAS (B)	2.4	2.5	
WDAS-FM (B)	7.0	5.2	
WDVR (BM)	5.0	5.8	
WFIL (R)	4.2	4.4	
WFLN-FM (CL)	1.8	2.4	
WHAT (B)	1.2	1.2	
WIFI (R)	2.6	2.7	
WIOQ (A)	2.6	3.1	
WIP (PA)	6.0	6.8	
WMGK (PA)	3.4	5.5	
WMMR (A)	6.9	6.5	
WPEN (PA)	1.8	2.1	
WSNI (C)	2.1	3.0	
WUSL (PA)	4.2	3.6	
WWDB (T)	3.7	4.1	
WWSH (BM)	7.1	6.1	
WYSP (A)	4.5	4.2	
WZZO (D)	2.9	1.9	

#### Cleveland

Top Cleveland Stations — WQAL, WDOK, WHK — All Drop, WQAL Holds Lead; News WERE Up Sharply Again; WMMS, WGCL Steady; WZZP Almost Doubles; BM WKSW, Dancemusic WDMT, Classical WCLV Up Nicely; WHK Drops 2+; WJMO Also Down

	O/N '79	J/F '80	
WABQ (B)	1.8	1.3	
WBBG (R)	1.3	1.6	
WCLV (CL)	1.8	3.5	
WDMT (D)	3.1	4.1	
WDOK (BM)	9.8	7.5	
WERE (N)	5.7	8.3	
WGAR (PA)	7.0	6.2	
WGCL (R)	7.0	6.8	
WHK (C)	8.9	6.7	
WJMO (B)	5.4	3.7	
WJW (PA)	4.6	4.3	
WKSW (BM)	3.1	4.6	
WLYT (R)	2.6	2.4	
WMMS (A)	7.9	7.9	
WQAL (BM)	9.8	8.8	
WSUM (RL)	.5	1.0	
WWWE (PA)	3.5	4.0	
WWWM (A)	2.7	2.0	
WZAK (M)	1.4	1.7	
WZZP(R)	2.4	4.3	
WKDD (A)	1.7	1.1	

#### **Boston**

WHDH Slips As WBZ Closes Gap;
WJIB Down; WBCN, WEEI-FM Ease Past
WCOZ In AOR Battle; WRKO Drops To
Lowest Share In Recent Books;
WROR Best Book For Some Time;
WXKS Strong With Modified
Dancemusic Format

	O/N '79	J/F '80
WBCN (A)	4.7	5.2
WBOS (D)	1.3	1.1
WBZ (PA)	8.2	9.0
WCGY (R)	.6	1.0
WCOZ (A)	5.0	4.1
WCRB (CL)	1.7	1.3
WDLW (C)	.3	1.0
WEEI (N)	7.2	6.9
WEEI-FM (A)	4.4	5.1
WHDH (PA)	11.1	9.7
WHUE-AM (BM)	1.1	1.1
WHUE-FM (BM)	2.2	2.5
WILD (B)	.7	1.2
WITS (T)	4.1	3.3
WJDA (PA)	.7	1.4
WJIB (BM)	9.9	9.4
WRKO (R)	4.6	3.8
WROL (RL)	1.0	1.3
WROR (PA)	3.3	3.8
WSSH (BM)	3.1	2.4
WVBF (R)	5.9	5.4
WXKS-FM (B/D)	5.5	5.4
WAAF (A)	1.6	1.8

#### San Jose

San Jose Stations KBAY, KOME Score Well; San Francisco's KGO Leads Market; KNBR, KYUU Move Up; KSFO, KFRC, KCBS, KIOI, KSFX Slip; BM KOIT Up Nicely; Country KEEN Has Good Gain

	O/N '79	J/F '80	
KARA (PA)	4.0	2.6	
KAZA (S)	.7	2.0	
KBAY (BM)	4.9	6.5	
KEEN (C)	2.9	4.1	
KEZR (PA)	4.4	4.4	
KFAT (C)	2.4	2.3	
KDFC (CL)	1.3	1.0	
KLIV (A)	2.7	2.3	
KLOK (PA)	4.6	4.7	
KOME (A)	5.9	6.2	
KSJO (A)	3.7	2.1	
KXRX (N)	1.6	2.2	
KABL (BM)	1.5	1.6	
KABL-FM (BM)	.9	1.0	
KBLX (M)	.6	1.1	
KCBS (N)	5.4	3.6	
KFOG (BM)	2.7	3.1	
KFRC (R)	3.2	2.8	
KGO (N)	7.8	8.6	
KIOI (PA)	4.8	3.2	
KNBR (PA)	2.0	2.5	
KNEW (C)	1.5	1.2	
KOIT (BM)	2.9	3.4	
KSFO (PA)	2.9	2.3	
KSFX (D)	3.3	2.3	
KSOL (B)	3.7	3.5	
KYA (R)	1.1	1.0	
KYA-FM (R)	.7	1.0	
KYUU (PA)	3.3	4.2	

# The CBS Associated Labels Score A Double





THE ISLEY BROTHERS

"Don't Say Goodnight

(It's Time For Love)"

LOU RAWLS

"You're My Blessing"

ON PHILADELPHIA



INTERNATIONAL RECORDS

ON THECK RECORDS

#### **EAST** Most Added - Hottest

Boz Scaggs Blondie Pink Floyd Rogers & Carnes Christopher Cross

# DDS & HOTS

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

SOUTH Most Added .. Hottest

Ambrosia Boz Scaggs Dan Fogelberg

Blondie Pink Floyd Boh Seger

#### EAST

PARALLEL ONE 96K A/Pittsburgh, PA Jay Stone

PING PLOYD STYX MDZ SCHEEN NOR SMEETH BILLY JOKE BOD SMEETH HULLOST

CHUM/Turonto, CAN. Brad Jones

HODPITCHIN HATE EXCEPTION RATE
QUEEN
MARKEN ZEVEN
STEVE PREMERT
LINDA ROMETADT
HOTE ORT
ROW SELICH 4-1
J. GETLE BAND 3 2
BILLY JOEL 13 0
BALMODIE 21 10
CMRIS CROSS 25-15

CKGM/Montreal, CN Jim Connell

ROGES & CHANES REMOY LOZITHS LIMDA ROMESTADT CLIFF RICHARD NANNATHAN TRANSFE HOLD BUT BLONDIY 6-1 CHAIS CRUBS 9-4 EAGLES IS 8 PRETEMBERS 22 10 AIR SUPPLY 26-14

WABC/New York, NY Sonja Jones

RCGDS & CARDIES
LIPPS, INC.
Hotteot;
PINK PLOYD 1-1
BLONDIE 5-2
BILLY & DYMEETA 18 8
RUPERT HOUSES 17 10
HICHAEL JACKSON 19 11

WCAO/Baltimore, MD Ron Riley

WFIL/Philadelphia, PA Gerry DeFrancisco Getty DeFrancisco
BOZ SCAZIS
BOZ SCAZIS
ANDY & GLIVITA
DAN POCELBERG
TAMES LAST BAND
HAC DAVIS LOST BAND
HAC DAVIS LOST BAND
HAC DAVIS LOST
BUILD JOEL 20
BILLN JOEL 20
BI

WIFI/Philadelphia, PA Liz Kiley

LIR KITHY

OPP BRANCHAY

WARREN ZEV'EN

BOZ SOADGI

JURNO RUFFIN

PAT BRANCHAR

HONCON

WKBW/Buffalo, NY

JOH SUMMERS
ABILLY JOEL
HAME! UST BANG
GRACT SLICK
HOTCHET
PINE PLAYD 1-1
EAGLIS 5-4
LINEA ROBSTADT 11 7
JHRIS CRUSS 14-10
UTOPIA 10 12

WNBC/New York, NY Ros Frank

HUP DIT HOUSES (RA) EACLES HOLLEST FIRMERT 2 1 SHALAMAR 6-1 DAN POCELBERG 8-4 PINK PLOYD 10 5 BLONDIE 17-10

WPhZ/Pittshurgh, PA Mark Fritzges

KORONA
LINDA RONSTADT
AMERIGIA
HOLLESE,
PINN FLOYD 1-1
BOB SECER 15-8
BLONDIE 21-10
TOMPY JAMES 7-11
BILLY JOEL 19 14

WPGC/Washington, DC Jim Ellioti

AMBROSIA
BERNAGETTE PETERS
HOLTHEIT
RAY,CHICHMUM & B 2 1/4
BLONDIE 7 3
LITHIA RORETADT 9-6
DR. HORK 13-8
CHRIS CROSG 12-9

POOLS PEACHE Hottest PINK PLOYD 1-1 RAY,GOXEMAN & 8 7-2 EAGLER 17-14 AIR SUPPLY 21-16 JOURNEY 26-18

INDIT METHY

REATHERS JOINEAN

AMBRISTA

JARIS LAST BAND

KRENNA

BERNALETTE PETRIS

BLONDIE 2-1

BLONDIE 2-1

BLONDIE 2-1

BLONDIE 2-1

LIPPS, INC. 27 20

PRO FM/Providence O'Brien/Giovanni

HOGERS & CARMES ANDY & CLIVIA CHIP HANDING OFF BROADWAY RMACK HOTCHER KOOL & THE GANG I-1 PEACHES & HERR H-2 J. GEILS BAND 10-5 BLONDIE 16-10

JB105/Providence, RI Todd Chase

DR. HOOK
PAUL DAVIS
SHOTHERS JOHNSON
PETER ROLAN
PAT BENATAR
HOLDSEL
J. GELLS BAND 4-2
HUMBLE 10-8
GARY MINAN 18 12
CHRIS CROSS 19-13

PARALLEL TWO

14Q/Worcester, MA Steve York

Steve York
LINDA RONSTADT
MARRIN EVON
PLACHES A HERB
FELLIE CAVALIERE
ANDY & OLIVIA
ANBROBIA
HOTCH
FINR FLOYD 1-1
BLONDIE 13-4
GBIIS CROSS 12-5
BOS SECER 15-10
BETTE RIDLER D 14

WBBF/Rochester, NY Dave Mason Hottest BLONDIE 4-1 BILLY JOEL 12 8 AIR SUPPLY 14-9 CHRIS CHOSS 15-11 KODL & THE GANG 16-12

WICC/Bridgeport, CT Bob Mitchell BUZ SCACES AMBROSTA BERNADETTE PETERS

PINK PLOYD 1-1 KOOL & THE GANG 4-2 BLONDIE 9-3 BILLY JOEL 16-13 AIR SUPPLY 18-14

WKBO/Harrisburg, P Jim Buchanan

Jim Buchanan
PEACHS & HS2HB.
802 SCACS
LINDA HORSTADT
ANBROSIA
BETTE HIDLER
ROHDM.
NOLTER
PINN PLOYD 1-1
RAY, CDODRON & 8 5BLORDIE 12 3
AIR SUPPLY 20 11
EACLES 17-12
EACLES 17-12

WKEE/Hunting Gary Miller

JOHN Miller

ANDY & FLIVIA
JEPHALINE JACKSON
BRILKE COCKHIRIN
BRILKE COCKHIRIN
BROZ SCARGES

KESPENA
KANACK
GRACE SLICK
HOOTE BY THE GANG 2-1
LIDAD REPRETADT 3-2
BLONDIE 33-5

WOLF/Syracuse Charlie Brown FLEETHOOD MAC UTVIPIA BILLY & SYREETA

WPST/Trenton, NJ Tom Taylor BOT SIGNOT

BOZ SCACES

AMBROSIAS

AMBROSIAS

JAMES LAST BAND

STEVE PORBERT

SMERCEY RUBINSON

HALL AND AMBROSIAS

BOM SEEDER 10-1

AIR SUPPLY 14 6

BOT SEEDER 10-1

BILLY JOEL 26 15

WTRY/Troy, NY Bill Cahill

DOM PEGELMONE
DOE SCATES
HOSIZOR & CHANCE
HISTORY 1-1
HOR BRIGHT 11-5
AIR SUPPLY 16-9
FILLY JOEL 27-13
PLEETHOLD FRC 24-16

WHYN/Springfield, MA Ken Capurso

RIPLINA JERPALNE JACKSEN CLASH BOZ BCAGGS HOTEMETS
PINK PLOYD 1-1
BLIMDIE 3-2
RUOL 6 THE GANG 8-3
CHHS CROBS 13-4
BILLY 6 SYREETA 21-16

KC101/New Haven, CT Curt Hansen

PEACHER & HERB
PEAC BATIS
ANDY & OLIVIA
HOLLOWIL
BILLY & SYMEETA 9-1
RICHAEL JACKSON & 5
BOB SECEN 13-7
CHRIS CROSS 11-9
BILLY JUEL 20-17

WFBR/Baltimore, MD Andy Saulinski

SKYY
JAMES LAST BAND
AMBRUSIA
GRACE SLICK
HOTENET:
BLONDIE 1:1
CHRIS CROSS 3 2
BOS SEEER 13-5
AIR SUPPLY 12-7
BILLY JOEL 18 9

WBEN-FM/Buffalo, NY Roger Christian

Noger Christian

OAN FOCELERG
PRETENDERS
BOX SCADES
LINDA ROMSTADT
CLASH
HOStest:
PINK FLOYD 1-1
BOS SECER 7 3
LINDA ROMSTADT 8-4
EAGLES 9-5
BILLY JOEL 25-16

WRLI/Long Island, NY Bill Terry

AND A CHANES A CHANES AMBROSTA DAN POCEUBERG ANDY & OLIVIA ROBERTA FLACK HOLLOW THE PINN FLOYD 1-1 BLONDIE 9-2 ORFIS CROSS 8-4 BILLY A SYREETA 1 BILLY JOEL 16 13

CLEFF RICHARD LINDA RONSTADT ANDY & OLIVIA M. MANCHESTER M. PANCHESTER
HOTCHST:
PINK PLOYD 1-1
MICHAEL JACKSON 11-6
AIR SUPPLY 19-12
BILLY & SYREETA 22-13
WHISPERS 21-14

Q106/York, PA Steve Gallagher

BOZ SCAGES AMBROSIA
JAMES LAST BAND
PAT BENATAR
HOLLEGE
BLONDIE 2 1
CHRIS CROSS 5-3
BILLY & SYMEETA 10 4
RAY, CORDINA 6 B 12-6
MICHAEL JACKSON 14-9

WRQX/Washington, DC Allan Burns

Allan Burne
BOZ SCAGES
ROCERS & CARNES
DH. HOOK
PRETENDERS
GARY HUPAN
HOLERS:
PINK FLOYD: 1-1
BLONDIE 3-2
KOOL & THE GANG 10 5
AIT SUPPLY 25-9
BOB SECEN 12-10

WHFM/Rochester, NY Mark Grovin

RODERS & CARNES
ANDY & OLLVIA
SPORRY ROBINSON
LINDA ROBERTADT
HOLLORS:
PINK FLOYD 1-1
BLONDIE 6-2
BOB SECUR 6-3
BAR SUPPLY 12-7
RAY,GOODMAN 6-B 17-10

WFI.1/Albany, %1 Bob Mason

BROD Mason
DR. HOOK
AMBROSH
H. HANCKESTSH
HOOK BISTER 3 1
PLETHOOD HAC 15-9
MICHAEL JACKSON 22 16
CHARLE DOBE 24-19
JIMMY RUFFIN 29-25

WFBL/Syracuse, NY Robb Stewart Rebb Merwart
ROCERS & CARMIS
PERCEUSES & HENB
PACHES & HENB
DAM PORCLUFFE
BOT SCHOOL
BUTTON TITLE
ROCERS
PINK PLOYD 1—1
BURDIE 10—2
CHRIS CROSS 12—6
RVI, COCORNA & B 13—8
ROR SYSTER 14—9

WAEH/Allentown, PA PARALLEL THREE WYRE/Annapolis, MD Jeff Frank

ISFEA/Manchester, NH Hick Ryder Hich Hyder
ANNHOLLS
LINDA REMETHAT
LINDA REMETHAT
JAMES LAFT END
PMC DAVID
BILLY & STREETA
HOTERETA
HOTERETA
HOTERETA
JAMES LINE 12-9
FIRE FLOYD 19-13
JIMPY SHEPHIN 21 16
HICHAEL JACKHOM 30-21

14W h/Wheeling, W V Rich Collins

CHARLIE LORE
DAM PUGCLARER
HOGELS & CARNES
BOS SCARES
BOS SCARES
HOTORS (dp)
HOLLES
HOTORS (dp)
HOLLES
HOTORS (dp)
HOLLES
LORES
LORE

K104/Erie, PA Bill Shannon

DOLLY PARTON
HOGERS & CARRIES
AMBROSIA
JUTY. STARSHIP
HOTLEWEL
HOTLOYD 3-1
INMATES 10-2
BLONDIE 8-5
BOD EXERT 14-9
BETTE MIDLER 26-12

WCIR/Beckley, WV Ron Hill

BETTE MIDLER HOZ SCACES BOX SCADES CLASH AMBY & CLIVIA AMBRESIA MOTERBE: LINDA ROMSTADT 3-1 TOW PETTY 6-2 ROOL & THE GAMG 9 3 EAGLES 11-5 BOB SEDER 14-8

WFBG/Ahoona, PA Tony Booth

Tony Booth

FIREFALL

ANNE MURRAY

JOHN COUGAR

ROMACK

NEIL DIAMTHD

HOERSE:

PINK FLOYD 1-1

BLONDIE 12-6

RAY,GOODPEN & B 17

BILLY JOEL 22-15

ALR SUPPLY 23 18

WGUY/Bangor, ME Chuck McKay

WHISPERS M. MANCHESTER RED RIDER BILLY JOCL 16 13 RED NIME.

WITC-FM/Hartford. CT PINE FLOYD 1-1
Rick Donahue HICHARL JACKSON 6-4
EXCLES 8-6
CLIFF RICHARD 808 SIZER 10-7
BLINDIE 20-10

WHEB/Portame LINDA RONSTADT KENNY LOGGINS JAMES LAST BAND

WJBQ/Portland, ME Chip Kelley

ROGERS & CARNES
FELIX CAVALIERE
AMBROGIA
ANNE MURRAY
HOTLERE:
EACLES G-1
MICHAEL JACKSON 8-5
AIR SUPPLY 12-7
REPMY LOGINS 14 9
SHALAMAR 19-11

WLBZ/Bangor, ME Michael O'Hara Michael O'Hara

FOACHES & HERB
AMBERSIA

AMBERSIA

FOOLS

CHIP HARDING
HOTERSI

PINN PLUYD 1-1

GRIS GOESS 4-2

TON PETTY 7-4

BLONDIE JUG-5

HIGHEL JACKSON 23 19

WTSN/Dover, NH Jim Sehastian BOZ SCAGGS

WML/Parkersburgh, WV O'Brian/Wayne

RAYDIO FLEETHOOD MAC HOCLOST RAY,GODDMAN & B 1 1 JIHMY RUFFIN 9 3 ROOL & THE GANG 10-4 MICHAEL JALTHON 13 7 NAZARETH 22-16

SOUTH

WIGY/Bath, ME John McKay

CLAGN PODELBERS;
CLAGN AND PODELBERS;
CLAGN AND PODELBERS;
CLAGN AND PODELBERS;
PODELBER

APPROBLIA
PARL DAVIS
DAN PICELINES
DAN PICELINES
JAMES LAST BAND
HOTELST BAND
HOTELST BAND
HOTELST BAND
HOTELST BAND
HOTELST BAND
HIM PLOYO 1-1
BLONDIK 3-2
HICHAEL JACKEDN 11-7
HILLY JOEL 22 16

V100/Charleston, WV Gary Mitchell

PARALLEL ONE KRBE/Houston, TX Dayna Steele AMERCEIA PAZ BYNATAR

CLASH
HEBBLE CUPPEE
LEIF GARRETT
PHETDRIERS
HOTEONIE 3-2
CHRIS CROBS 6-4
CHRIS CROBS 6-4 CMRIS CHORDS 6-4 BILLY JOEL 13-10 BKB SENGER 20-15 KVIL/Dallas, TX Chuck Rhodes

Chuck Hhodes

JIMY MUPED

PEACHES & HEXE

H. ANACHETTES

HILSPEE

CHAIS CHOSS

CHAIS CHOSS

CHAIS CHOSS

LIPERT HOLMES 12 4

KOOL & THE CANG 10-7

QUEEN 11-8

SPINNERS 13-9

ROGERS & CARNES
BOX SCACGS
BILLY JOEL
MOTEORY
PINK PLOYD 3 1
BLONDIE 10-6
RAY,COODEN & B 12-8
AIR SUPPLY 15-11
J. GEILS BAND 18-12

Hottest: PINK PLOYD 1-1 BOB SECER 10-7 AIR SUPPLY 16-8 EAGLES 13 10 RAY,GUIDMAN & B 30-17 Y100/Miami, FL Robert Muzzy

Q165/Tampa, FL Pat McKay BOZ SCACES AMERICEA JAMES LAST HAND KNACK (dlp)

Nobert MULLLY
CHARLIE DORE
GARY NUMAN
PUTER MICIAN
LEIF GARRETT
WEBSTEH LÜMIS
PLACHES & HERB
UTOPIA
HOLLENT 1-1
BIRCHOTE 13-9
LINDA RONSTAUT 22 14
CANCH MARCHONE 23-17
BROTHERS JOHNSON 25 2:

PALE U Bries

PRETEDERS

DAN POZELBERC
HICHARL JACKSON
ANGRESIA
KORONA
HOLEWIN 14-9

PALE DAVIS 14-9

BILLY JOSE 19 10

BROTHERS JORGSON 24 18

Z97/Fort Worth, TX Gary Mack KOOL & THE GANG Hottest: HOTCOST:
PAT BENATAR 1-1
BABYS 2-2
BLONDIE 3-3
BLONDIE 5-4
LINDA RORSTADT 11-5

94Q/Atlanta, GA Jeff McCartney

Jeff McCartney

ROZ SCACES

CLASH
AMBROSIA
HEIL SEDAMA
FOOLS
HOLTEST:
BLONDIE 1 1
PRETENDERS 3 2
HAUGE COCKBURN 10-7
UTOPIA 12-9
BILLY JOEL 16 10

PARALLEL TWO 92Q/Nashville, TN Scooter Davis

LAB (dp)
Hottest
PINK FLOYD 1 1
EAGLES 10-6
BLONDIF 16 9
AIR SUPPLY 17-13
DOTTIE WEST 22-17

BJ 105/Orlando, Fl. Terry Long AMERIOSIA
PAUL DAVIS
BEHNAUETTE PETERS
RED RIDER
LIPPS, INC.
ROGERS & CARNES HOTTEST: PINK PLOYD 1-1 BLONDIE 4-2 CHRIS CROSS 7-4 KENNY LOGGINS 12 9 LENDA ROMETADY 15-10

KEEL/Shreveport, LA Marty Johnson

Marty Johnson
ROGERS & GURNES
PAUL DAVIS
PAUL DAVIS
P MANCHESTER (RA)
HOTCHES
PINK FLOYD 1-1
RUTHUS
RUTHUS
HOUNGEL 12-2
BOB SEGER 19-9
HOUNGEL JACKSON 10 12
AIR SUPPLY 27-18

KTSA/San Antonio, TX Mike Scott WAYNE NEWTON
JAME: LAST BAND
BRUCE COCRURN
HOTENST.
PINK PLOYD 1-1
RULNDIE 6 2
CREIL CROSS 11 5
MUSPPUS 10-6

KXXII6/Birmingham, Al. WSGA/Savannah, GA
Chris Andrews

WEHC/Birmingham, AL
Mark Thompson

PARALLEL THREE

Greg James Brailly McKraw
BOT MEAGES
DAN PEGELBRICS
BILLY JOEL
HICHARD JACKSON
ANNOCES TO
GARY MURN
BETTE MEDICE
BECHNEN JURE
BECHNEN JURE
BECHNEN JURE
HILLY JOEL 20 15

HANNER ZEVEN BETTE MIDLER LINDA HENOTADT ANNERSEL AIR ELEPPLY 4 1 CORIO CHESS 3-2 HOS SECON 12-6 PAIL DAVIS 17-11 BOZ SEALUS D-22

WAKY/Louisville, KY Mike McVay WMGN/Birmingha Jay Michaela

BILLY S DYFFETA UTUPIA SOCIETA SOCI

WAPE/Jacksonville Jeannette Hichards

WTEX/New Orleans, Marty Maxwell Jeannette Hicharda
ARBSOSIA
ARBSOSIA
ARBSOSIA
BOZ SCAGGS
JURREY
AREN & GULVIA
HOSTARI
BOZ SCAGGS
BURREY
AREN & GULVIA
HOSTARI
BOZDOTE 2 1
ROOL & THE CAMC 6 2
SHALAMA 9 2
PINE FLOYD 10-8
PAUL DAVIS 19-14
WAXYPR. Lauderid
FL
Michael Warti
Michael Warti
Michael Warti
Michael Warti PRETEMBERS
FELLE CAVALIDE FAUNT FELLE CAVALIDE FAUNT FEVOR FORMA BETTE RIDLER CAFT. A TRUMILLE HORLOWEL 1—1 LINEA FERSTADT 10—4 BILLY JOEL 21—6 AIR SUPPLY 26 13 CR015 CR006 23—14

Y 103/Jacksonville, Fl. Maje Piff Michael Ward Michael Ward
HERNALETT PETEIS
ANDROSIA
HOLLEGAL
HOLLEGAL AMBROSIA BROTHLER JUNDON CRETCHIS N. MANCHESTER HOCKEGEL FIRK FLOYD 13-1 IR. MODE 18-13 RESENT LODGINS 22-18 CHARLE DORE 33 26 WIGSPERS 38-30

WAYS/Charlotte, NC Roy Rosen

Roy Rosen

AMBRIGIA
LINDA ROUSTADT
PAT BUNATAR

JUDNITER MARNES
MILIPERS (dp)
BERNAUETTE PETER (dp)
BARRY MANILON (dp)
BARRY MANILON (dp)
BARRY MANILON (dp)
CRESS 3-2
MICHAEL JACKSON 14-9
PINK PLOYD 39-11
BETTE MIDUER 20-16 195/Tanipa, FL Pat Barry I'el Barry

JIMMY RUPY DI
OHARLIE DORE
PAUL DAVIS
PRETRALIERS
HOCKEMI:
PINE FLOYO 1-1
BLONDIE 7-3
LINDA RONSTADT (
ZACLES 9-5
BOB SYZZE 11-6 TADT 6-4

WFMF/Baton Re

LA Randy Rice DAN POSELBERG PRETENDERS Hottest:

WGH/Norfolk, VA Bob Canada

LINDA ROMSTADT

WLAC/Nashville, TN Smokey Bivers

NHOMEY Bluers

HROTHERS JOHNS'N

ANGROSIA

BOZ SCAGGS

LINDA RENETADT

KORGNA

HOTEMIT

PINK FLOYD 1-1

RAY,CODDOMN 6 8 4-2

BOH BEETR 8-4

HICHAEL JACKSON 10-6

CHRIS CROSS 12-7

WRVQ/Bichma Bill Thomas WBBQ/Augusta, GA Bruce Stevens AMBROSIA
BILLY & SYMPETA
BOZ SCAGGS
HOTTEN
BULDIE 3-1
EAGLES 5-2
ZZ TOP 10-7
JIMMY RUFFED 17-11
PAME DAVIS 22-13 Bruce Stevens

AMBROSIA
BOZ SCAUGS
BETTE MIDLER
RED RIDER
BETNADETTE PETERS
HOLDER 1-1
BLONDIE 1-1
BOS SEER 6-2
AIR SUPPLY 13-5
BLLAY 6 SYRETA 16 6
RAY,GOODHAN 6 8 10 7

WENNEY RAY.

KAUM/Houston, TX Lealie Raboy DAN POGELBERG AMERICS A HOGERS & CARNES

HOLLEST: PINK PLOYD 1-1 PAGLES 8-4 CHRIS CHOSS 9-5 BOB SEGER 10-6 BLONDIE 14-8 HOLLEST: BLONDIE 6-1 SHALAMAR 4-2 CHRIS CHOSS 7-3 80B SECER 9-5 RAY,GODDMAN 6 B 17 B

KELP/EI Paso, TX PEACHES & HERB JIMMY RUPPIN HEART LINDA RINSTADT

Hottest: PINK FLOYD 1=1 8LONDIE 6-2 EACLES 11-5 AIR SUPPLY 22-17 808 SECER 25 19

FM100/Memphis, TN Mark Williams WHBQ/Memphis, TN Dave Nichols BILLY & SYREETA BILLY & SYRETA
PHETENDEDES
GARY NUMAN
DAN POGELBERG
HOTEBERG
HOTEBERG
PINK PLOYD 1=1
BLONDIE 4-2
BOB SEGER 6-3
EAGLES 11-5
WHISPERS 9-6

AMBROSIA
MARROSIA
SMOKEY ROBINSON
ROTTEST:
SPINNERS 2 1
PINK FLOYD 3 2
WHISPERS 6-4
808 SEGER 12-9
BLONDIE 18 11 WSKZ/Chatta David Carroll

WKIX/Raleigh, NC Ron McKay STYN LINDA ROBSTADT NOTE OF CLIVIA ROBSTADT NOTE OF CLIVIA BEACH BOYS ANARBUELA SURRITION (dp) HOLEWS!, 1008 SECTOR 3 1 CRISIS CROSS 4-2 BAY, GODDENA 6 B 19 1; DA. HOGH 18 1 3 FLEETWIND MAC 27 22 MON MICKAY

SMOKEY MOBISON
FLIZETWOOD MAC
BERNALETTE PETDES
HALLEST:
RAY,COCOMAN & B 3-1
BLOWDER 12-5
BROTHERS JORSON 10-6
ORRIS CHOSS 11 7
ARR SUPPLY 19-14

95SGF/Savannah, GA C.B. Gaffney ROUBLE & CARMES
BOX SOLGS
FELIX CAVALIESE
ANARDEIA
HOLLER
FINE PLOYD 1 1
BLANDIE 7-2
CHRIS CROSS 6-3
AIR SUPPLY 13-8
RAY GOXDHAN & B 15-9

WRJZ/Knnssille, TS KINT/El Paso, TA Ruben Barron AMBRORNA BULLY TORL

JANGE LAST BAND BILLY TORL

CARY MANN ACT & OLIVIA

HOTLERIT

HOT FLOYD 1-1 FIRM PLOYD 1-1

RUNDIE 70-3

BUB SHEER 9-5 SHOLAMMAN 7-4

BYLLY 6 SYRETA 14-10 RICHARL JACKSON 19 11

LINDA REWITALT
AMUNCHIA
NOTE-NE
PION FROYD 1-1
CHANGLIS ECRE 14-10
MILLIE MELINI 17-11
PLETFINED PMC 19 15
DOTTIK WEST 27-22

WLCY/Tempe, FL. Beau Richards

HEGISTOS BEGISTOS MORECIALIA BOCK SCACIO MICHAEL JACKSON JAMES LAFT BAND NETL DIAMEND HOTE-BET SHALAMAN 2-1 EAGLES 5-2 KODL & THE GANG 8-5 GANCE MARGIONE 21-12 HEART 28-21

AMERICALIA HOLI HOROGIA PRETYATEZA LEUN ANNOLIS HOCKUNTI HOROGIA 1 RODIO & THE GAMG 3 2 PINK FLOTO 7 ALT EXPRIS 8-5 BOD SHEGEN 15-11 KX104/Nashville, TN Lee Masters

Low Masters

PAUL DAY'S

AMBRUSIA

TOURISTS

FIREFALL

GARY HIMMA

NOTESEL

FIREFALL

SILMOIS 6-2

ADR SUPPLY 14-8

SILLY JOEL 16-9

JOURNEY 22-14

KJ100/Louinville, K1 C.C. Matthews

LINDA HOMBTADT FIREFALL BOZ BCAGGS CLASH PRETENDERS HOTE-BLANTS 2-1 LINDA ROBSTADT BOB SECOR 12 7 BLONDIE 15-11 DAKOTA 22:15

KHFI/Austin, TX Bob Penny

Bob Penny

AMBROSIA
ARS
ROCERS & CARMES
CRETONES
RICHAEL JACKSON
CLASH
HOLLEST:
CHRIS CNOSS 2-1
BLONDIE 7-3
ROB SECEN 6-4
AIR SUPPLY 12-6
BILLY JOEL 23-14

KRLY/Houston, TX Jones Lawrence BOB SEGER GG GG PRINCE WILSPERS LEGN HAYMODD HOTCOST: PINK PLOYD 2 1 BLONDIE 12 5 BROTHERS JOHNSON CHRIS CROSS 21-16 GAP BAND 24-19

Larry O'Dey
CLASH
CLASH
STATE
BILLY & STREETA
JAMES LAST BAND
DAY FOZELURG
ANDY & GLIVIA
HOLDBRILL 1-1
GRUSS 1-2
BILLY JURK 18-12
JURKEY 27-10
JURKY FRIFFIN 30-21 KRFM/McAllen Brownsville Steve Owens

Steve Owens
AMSHASIA
PRETENDERS
ANNE MERRAY
FONACK
JAMES LAST BAND
ANDY 6 OLIVIA
HOLLEST LICHARD
FOOL & THE GAMG 1-1
HICHARL JACKSON 3 2
BLONDIE 5-3
CHIS CROSS 8-5
BONIE POINTER 12-7 WHRY/Montgomery Rich Thomas BROTHERS JOHNSON AMBROSIA JAMES LAST BAND GARY MUMAN BOR SCACES HOLLESE

96%/Miami, FL Bruce Kelly AMBROSIA ANDY & CLIVIA ROCERS & CARNES BEHMADETTE PETERS HOCCERT: PINE PLOYD 2 1 LINDA RENSTADT 10-BOB SECER 13-8 LA FLAVOUR 18-12 DR. HOOK 19-14 JOHN MINISTERS
AMBROSIA
DAN POCELBERG
SHOUTH FUNCTION
SHOOTHING STAR
PEACHES & HERR
PEACHES & HERR
JAMES LAST BAND
AND: MURRAY (dp!
HOttest;
BLORDIE 9-1
BLORDIE 9-2
DR, HOOK 12-6
JOURNEY 20-15
BOZ SCAGOS D 29

WQHK/Norfulk, VA Don Duvis

INON DIVISION PROPERTY OF CONTROL OT CONTROL OF CONTROL OF CONTROL OF CONTROL OF CONTROL OF CONTROL KFMK/Houston, TX Jerry Steele

AMBROGIA
BOZ SCHOGS
HOTEMST:
BROTHERS JURNSUN
EAGLES 6-3
AIR SUPPLY 11-7
CHRIS CHOSS 14-1(
BLOHDIE 21-11

NOWCH HANNEN ZEVEN BOX BOADS BOADS BOADS PRETENDENS A CAUMEN CLIFF RICHARD DAM FOCKLARIES 6-2 30415 CHOOSE 5-3 AOB SEGEN 10-6 ELOMDIE 15-10

HOLLEST, KNOL & THE GAMG 4:1 CHUCK HAMGIUNE 6:5 FAGUES 11:7 ER, HOOK 13-9 QUEEN 18:14

KSEL/Lubbock, TX Jeff King

HOLLES HAVE SUPPLY TO SUPP

WAAY/Huntaville, AL Jim Kendricks

BOX SCRESS
HOTEEST
BLONDIE 8-1
CHUCK MANGIGNE 15-10
JUDNY RIFFIN 16-12
MICHAEL JACKSON 22-13
FLEETHOOD MAC 25-17

WISE/Ashesille, M. John Stevens

WTMA/Charleston, St Dan Stevens

BDI SCAGGS
ANDROGIA
BDI SEGER
HOTEGET
HOTEGET
FINE FLOYD 11 3
HIGHAEL JACKSON 9-5
BLONDIE 17-6
BELLY & SYREETA 12 8

WSEZ/Winston-Salem, NC

KORCHA AMBROGIA JAMES LAST BANC BETTE MIDLEN PHOTOGLO

LINDA RONSTADT BILLY & SYMEETA ROSERS & CARNES BOZ SOCIAS

CK101/Coros Beach, FL
Sheve Orean
AMBRELLA
PART TRAVES
BAYD10
BAY AMERICIIA PAT THAVERS RAYDIO Hotton: EACLES:2: BULNDIE 5:2 AIR SMRYLY 11-7 PALL (AVIS 22-16 FLETHOOD PAC 25 18

G100/Mobile, At. Scott Griffith

PARTY STICKAGE

DAN FUGELBERG

AMBROSEA
MAINDERS
HAZARETH

JAPES LAST BAND

STEVE FIREEDT

HOTAGE

HOTAGE

BURNEY 5-3

AIR SUPPLY 6-3

AIR SUPPLY 6-3

CHARLE DOOR 15-6

CHARLE DOOR 15-9

A AAY/Little Rock, AR Ray Lincoln

WKXY/Sarasuta, FL Charlie Fernandez

BOZ SCACES LINDA ROMETADT PROTHERS JOHNSON

SMOKEY ROBINSON BOZ SCACISS

KPUR/Amarillo, TX Mark Shannon BOZ SCAGOS BETTE MIDLER GARY NURAN STYCK AMOY & OLIVIA AMBROSIA PAT BENATAR HOLLOWIE 1-1 SMALAMAR 2-2 BOB SECEN 6-3 JOURNEY 6 4 BILLY JOEL 16-8

WANS-FM/Anders
Jim Exanz
CLIFF RICHARD
PHOTOGLO
AMBRIGIA
BORBY CALDMELL
RIMAGE
ANDY & GLIVIA
HOLLINGE
BLORDER | 1-1

FM99/Tallahassee, FI Michael (FMalley AMERICIA AMERICA AMERICA AMERICA AMERICA AMERICA AMERICA AMERICA PROTOCOLO JAMES LANT BANG AMERICA AME

Charle Fernandes

JOURNEY
DAN PROGLERIC
AMERICAIA
602 SONGES
JURY SUPPETT
HOTELET
BLONDIE 5-1

BROTHERS JOHNSON HOTTON: HOTTON: BOB SEGEN 2-1 CHRIS CROSS 5-3 EAGLES 10-7 AIR SUPPLY 12-8 BLONDIE 14-10

BOZ SCANCIS AMBROSIA BARRY MANILUM ROCERS & CORNES NOTEWAY BLONDIE 3:1 WIGHEL JACKSON 8-4 WIGHEL JACKSON 8-4 REMAY LOGGINS 15-11 BROYNIERS JOHNSON 26-18 WCGQ/Columbus, 6A Larry O'Day

#### MIDWEST Most Added. Hottest

Boz Scagge Rogers & Carnes Christopher Cross

Pink Floyd Blondie

# DS&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.

WEST Most Added. Hottest

**Boz Scaggs** Rogers & Carnes

Pink Royd Bob Seger Christopher Cross

#### **MIDWEST**

PARALLEL ONE

CKLW/Detroit, MI

ROSALE TRIMINEY
BRUCE COCKBURN
DAM FOOZERERG
AMBROSTA
HOCKEST:
BACAMORE J-1
MICHAEL JACKSON 12-6
AIR SUPPLY 18-11
ENGLES 17-12
OR. HOOK 23-16

#### KBEQ/Kansas City, MO Cathy Roth

KDWR/Minneapolis, MN Hamilton/Abresch

DAW POGELBURG BOZ SCHCCS BETTE MIDUER RED RIDER HOCE ORE: EAGLES 2-1 CHRIS CROSS 4-2 AJR SUPPLY 7-4 BLOWDIE 11-5 JOURNEY 22-14

#### KSLQ/St. Louis, MO

L'HILI Irona
CLASH
PLETMODD PMC
RODESS & CARRES
PAUL DAVIS
TOWN JAMES
BROTHESS JORNSON
HOCK-BB:
BLONDIE 1-1
BOS SECER 4-2
RICHAEL JACCSON 5-3
OLICH RAME/COME 15-11
JIMMY RUPPDI 23 15

#### Q102/Cincinnati, OH Pat O'Brien

CP. MCOF Mottest. PINK PLOYD 1-1 BGB SEGER 9-5 PAGLES 12-7 BILLY JOBL 20-14 MICHAEL JACKSON 22-17

#### WGCL/Cleveland, OH

OFF BROADWAY
M. MANCHESTER
HOUSES A CANNES
HOTERS:
HOT

#### WLS/Chicago, IL Steve Casey

CHRIS CHOSS CHP BEDACHAY HOCKERT: PINF PLOYD 1-1 SPINFESS 7-4 PAT BEDACHAR 14-9 HUPEPT HOLMES 16-13 BOB SECER 25-18

#### WOKY/Milwaukee, WI

COLLY PAPTYM JAMES LAST BAND CR. MEDV BOB SECER (dp) HOTTORE: PINE FLOYD 1-1 PUPERT HOLRES 4 3 CHRIS CROSS 8 5 BILLY & SYREETA 11-7 TORMY JAMES 13-10

#### KWK/%, Louis, MO Bob Hattrick

BLOWDIE MARSHALL TUCKER Hotteet JOURNEY 1-1 OPP BROADWAY 5-3 BABYS 14-7 BILLY JOEL 16 9 TRIUMPH 23-14

#### WHB/Kannas City, MO Hick Brown

Hich Hown
UTOPIA
LINDA NOWSTADT
PAUL DAVIS
CMARLIE DORS
DAM FOCELBERG
CLIFF SICHARD
AWRE MURRAY
AMBROSIA
HOTLOSI
SPIWERS 1 I
BLOWDIE 14 5
EAGLES 9 5
BLLW JOEL 17-12
DB. MOOR 21 17

#### K995-F M/Minnes Chuck Knapp

AMDY & OLIVIA AMBE MUMBAY Hettes: EAGLES 7 1 AMS SUPPLY 13-2 CMRIS CHOSS 15-5 DR HOOM 10-10 SILLY & SYMEZYA 18-13

#### PARALLEL TWO

92 V/Columbus, OH Ruidy Scrit
RAY, GOODMAN & B
DR HOOR
BILLY & SYRETA
ROGERS & CARMES
UTOPIA
BOI SCAGGS
UTOPIA
ROTER FLOYD 1-1
CHRIS CROSS 4-2
LIMDA ROMSTADT 3 3
BLONDIE 10 4
BOB SEGER 9 5 Ruddy Scott

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

BILLY & SYREETA
BOZ SCACGS
DEBBY BOOME
PAUL DAVIS
HOTEBER
PIME FLOYD 1-1
LINDA ROMSTADT 5-3
KOOL & THE GANG 11-7
BLOMDIE 12-8
EAGLES 18 14

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

Chuck Worgan
PEACRES & HERB
WHISPERS
H MAMCHESTER
ANDY & OLIVIA
CLASH
HOTCOST
PINK PLOYD 1-1
BLONDIE 9 2
AIR SUPPLY 14-9
DR HOOK 19-13
EAGLES 20 15

#### KRAV/Tulna, OK Gary Reynolds

AMBROSIA BRUCE COCKBURN KORONA NORDHA
NOTESE:
BOB SEGER 3 1
RAY, GOODMAN & 8 4-3
BILLY JOEL 18-12
AIR SUPPLY 22-15
ROGERS & CARNES 30-20

#### KZ93/Peoria, IL Keith Edwards

Keith Edwards

CLIFF RICHARD
RED RIDER
BOZ SCAGGS
AMBROSIA
PAUL DAVIS
M. RANCKESTER
HOCKEST

FOROADMAY 1-1
BLOMDIE 5 4
BILLY 6 SYRETA 8-6
BILLY JOEL 12-8
CHARLIE DORE 15 11

#### WGRD/Grapd Rapids, MI Ray Baker

Nay Haker

JOURNEY
Hottest
PIMK PLOYD 1-1
PAT BEMATAR 7
TOM PETTY 9 4
BLONDIE 10-5
CHRIS CROSS 17-9

#### WHOT/Youngstown, OH Dick Thompson

PELIX CAVALIERE
PRETENDERS
WHISPERS
HOTCOME
CHRIS CROSS 2 1
BLOMDIE 5 2
BILLY JOEL 13-9
MICHAEL JACKSOM 22 11
BILLY 6 SYMEETA 23-12

#### WMEE/Fort Wayne, IN

POUNTAINTY
ROGERG & CARNES
BOZ SCAGS
DAN POGELBERG
PRETENDER
HOTELER
HOTELER
TOND SZCZER 9-1
PINY PLOYD 2 2
COMPIS CROSS 11 5
SLOWDIE 12-10
AIR SUPPLY 16-12

#### WNAP/Indianapolis, IN Diane Shannon

AMBROSIA JOHN COUGAR BEACH BOYS DAN FOGELBERG CLIFF RICHARD PRETENDERS FIREFALL HOLLOSE FIREPALL
MOSTORE
PINE PLOYO 1-1
CHRIS CHOSS 6-3
BLOWDIE 8 9
EAGLES 11-6
PLEETHOOD MAC 19 11

#### WNCI/Columbus, OH Steve Edwards

MICHAEL JACSSOM
CHABLEE DONE
RAPOTHERS JOHNSOM
BOZ SCAGGS
HOTEST STATE

#### WOHO/Toledo, OH Beau Elliett

PRETENDERS AMBROSTA AMBROUGH MOSTCOST MICHAEL JACKSOW 4 | MILLY 6 SYMESTA 8-1 BOD SEGER 10 7 ROOL 6 THE GAMG 13 9 RAGLEB 15 12

#### WOW/Omaha, NF. Erik Fers

Hettest: CHRIS CROSS 1 1 TOWNY JAMES 7 3 GARY HUMAN 8 4 EAGLES 16-7 DR , NOGE 15-10

#### WVIC/East Lansing, MI Jim St. John

PIMM John

ROGERS & CARNES
BERKADETTE PETERS
RAYDIO
FLEETMOOD HAC
CHABLIE DORE
AABBOSIA
MEIL SEDAKA
HOULES
PIMM FLOVD 1-1
BLONDIE 14-5
MEART 18 11
KOOL & THE GAMG 17-12
LIMDA RONSTADT 19-13

#### KSTT/Davenport, IA Mike Kenneally

WILLIE NELSON
DAN FOGELBERG
BOZ SCAGGS
HOTELBERG
BOZ SCAGGS
PINE FLOYD 7-1
BLONDIE 16-10
MICHAEL JACKSON 18-12
BOB SEGER 19-14
BILLY & SYREETA 21-15

#### WISM/Madison, WI Jonathon Little

AMBROSIA BROTHERS JOHNSON STYX Hottest: PINE FLOTO 1-1 EAGLES 7 4 MICHAEL JACKSON 9-5 BOB SECER 16-9 BILLY JOEL 25-16

W72P/Cleveland, OH Bob McKay PLEETWOOD MAC WHISPERS PLEETWOOD FAC MHISPERS NEIL SEDAKA PAUL DAVIS 80Z SCAGGS AMME MURRAY HOTLEST: EAGLES 1-1 CHRIS CROSS 10 3 DR. HOOK 12 4 TOMBY JAMES 13-10 AIR SUPPLY 18-11

#### KWEN/Tulsa, OK

AMBROSIA
ANDY 6 OLIVIA
FELIX CAVALIERE
KORONA
BETTE MIDLER
BEACH BOYS
CHARLIF DORE
LINDA ROMSTADT
HOTCHET
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#### WYFM/Youngstown, OH Jeff Tobin

RAGLES
ROTCOST.
PINK FLOYD 1-1
LINDA RONSTADT 7 )
PAT BENATAR 9 5
ROB SEGER 11-7
ROOL 6 THE GANG 15 10

#### WDRQ/Detroit, MI Jim Ryan

Jim Khan
AMBROSIA
SMOKEY ROBIMSON
802 SCAGGS
CLASH (dp)
PAT BENATAR (dp)
Nottest:
BLONDIE 3 1
BOB SEGER 2-2
DR. MOOK 23 16
J. GELLS BAND 26 20
FELIX CAVALIERE 29-22

#### WTWH/Detroit, MI Kurt Kelly

DR. HOOF PLEETHOOD MAC BILLY JDEL HOLLest ROOL & THE GANG 2-1 CWRIS CROSS 3 2 BLONDIE 14-3 PAUL DAVIE 16-11 LIMDA ROMSTADT 21-15

#### PARALLEL THREE

KFYR/Bismarck, ND Dan Resenan

Dan Reennan

ROZ SCAGGS
AARBROSIA
HOELest
FINT PLOYO 1-1
BON SECEN 6-4
CMARLIE DORE 11-9
CMRIS CROSS 14-10
SRUCE COCERURN D-19

#### KKLS/Rapid City, 8D

AJBROSIA JOUPHRY HOTLORE AIM SUPPLY 1-1 FIME FLOYD 6-2 BOB BECRE 9 FOOL & THE GAMG 12 R HEART 19 13

#### KKRC/Stoux Palls, SD Brian Phoenix

BYTAN FINE DIS BLOHOIE BILLY & SYREETA ARBROSIA HOTCOS EAGLES 2-1 AIR SUPPLY 6-2 CLIPP RICHARD 13-1 LIWDA ROWSTADT 7-4 BOD BEGER 11-0

#### KKXI,/Grand Forks, ND Jack Lundy

RILLY JOSL BOCERS & CARMES ARBROSIA MOTORIA HOTOLOGY ARALA BOMOPP 1 P 7 DB MOGE 20-11 BRUCE COCKBURN 27 17 PAUL DAVIS 24 18

#### WEAQ/Eau Claire, WI

FELIX CAVALIERE
ROCERS & CAPACE
DAW POCELBERG
SILLEG
STREETA
MOCKEGE
MEIL DIAMOND 1-1
TORNY JAMES 3-2
PIMK FLOYD 6-4
MICOLETTE LARSON 15 12
CHRIS CROSS 20-16

#### WGBF/Evanoville, IN

Gene Michaela

ROGERS & CARNES
DAN FOGELBERG
BOZ SCAGGS
JOURNEY
STEVE FORBERT
RETTE MIDLER
HOTCHAEL 14
BOB SECER 5-4
MICHAEL JACKSON 10-7
BILLY JOEL 15 10
DR. HOOK 16-12

#### W NAM/Neenah, WI Jay Tyler

Jay Tyler
ANDY & OLIVIA
DAN FOGZLBERG
BILLY & SYREETA
PRETENORES
ROCERS & CARNES
RCR
HOLLEGE:
LINOA RONSTADT 3-1
CHBIS CROSS 6-2
BOB SEGER 10 4
EAGLES 11-5
AIR SUPPLY 12-7

#### WRKR/Racine, WI Terry Green

KORONA BERNADETTE PETERS BOZ SCAGGS
Nottest:
PINK PLOYD 1-1
LINDA RONSTADT 7 5
EAGLES 13-6
BLONDIE 19 10
BILLY & SYREETA 20-11

#### WROK/Rockford, IL

BOZ SCAGS
FELIR CAVALIERE
ANDY & OLIVIA
HOTESE:
BLONDIE 1-1
CHRIS CROSS 7 2
SHALAHAR 11 7
FLEETWOOD MAC 19 11
RAY,GOODMAN 6 9 20 13

#### WSPT/Stevens Point, WI Pat Martin

JAMES LAST BAND BOZ SCAGGS ANDY & OLIVIA DAN POGELBERG HOTE-GREEN MAC DAVIS 1 1 CHABLIE DORE 10 4 EAGLES 13-7 JOURNEY 15-8 CHRIS CROSS 12-9

#### WTRU/Muskegon, MI Bill Andrews

THE THOM DAC
ROCERS & CARNES
HORTER
PINN FLOVD 1-1
BLONDIE 23-3
LIMDA ROMSTADT 11-7
80B SEGEN 18-11
BILLY JOEL 27-15
WR BBY/Smuth Bend, IN
Low Lightner

#### Joe Lightner

PAUL DAVIS
CMARLIE DORE
KENNY LOGGINS
WARREN ZEVON (dp)
HOTLEST
LINDA HONSTADT 10 5
CHRIS CROSS 14-8
TOM PETTY 17 12
BILLY & SYRRETA 20-16

#### KDVV/Topeka, KN Todd Hottman

Todd Hottman
ROGERS & CARNES
PEACHES & HERB
PRITENDERB
BOZ SCAGGS
HOLTEST
LOMDIE 4 |
LINDA ROMSTADT 3-2
CHRIS CROSS 7-4
BOS BEGER 12-7
BILLY JOEL 17-9

RILLY JOEL 17-9

KQWB-FM/Fargo, NID

Hill Hichards

BOZ SCAGGS

HORBY CALDMELL

AMBROSIA

FRANCY LOGGIMS

GRACE SLICK

KNACK

KNACK

BLOWGE 2-1

PAT SENATAR 3-2

LINDA HOWSTADT 5 4

HETTS HIDLE 8-5

CHRIS CROSS 8-6

#### WEST

PARALLEL ONE

B100/San Diego, CA Glen McCartney

Ambroßia Hottest: BLONDIE i 1 BOB SECER 12-10 MICHAEL JACKSON 15-12 BILLY JOEL 21-18 PRETENDERS 23-20

#### KEARTH/Los Angeles, CA Bob Hamilton

AMBROSIA AMBROSIA FLEETWOOD MAC MICHAEL JACKSON JOURNEY BLONDIE 1 1 8 6-4 BILLY & SYREETA 9-7 MANHATTAN TRANSFE 24 9 LIPPS, INC. 25 10

#### KFI/Los Angeles, CA Roger Collins

ROGER Colline

AMBROSIA
LINDA RONSTADT
BROTHERS JOHNSON
BOZ SCACGS
LEON HAYWOOD
BARRY MANILOW
JAMES LAST BAND
HOTEME:
PINK FLOYD 1-1
BLONDIE 11-9
EACLES 17-8
BILLY JOEL 25-12
PEACRES & HERB 21-15

#### KFRC/San Francisco, CA Garland/Shotin

CARIAND/Sholin
AMBROSIA
DR. HOOK
HOTCHEST
PINK FLOYD 1-1
JOURNEY 7-4
BOB SEGER 12-6
EAGLES 14-10
CHRIS CROSS 21-16

#### KIMN/Denver, CO Doug Erikson

BOZ SCAGGS JAMES LAST BAND AMBROSIA AMBROSIA HOTLEST. PINK FLOYD 1-1 EAGLES 7 4 BLONDIE 8 5 BILLY JOEL 13-6 DR. HOOK 17-12

#### KJR/Seattle, WA Mitchell/Hutyler

Mitchell/Hutyler
AMBRDSIA
ROCERS & CARNES
JOURNEY
LINDA RONSTADT
ROBBIE DUPPEE
ANNE MURRAY
HOTEGE:
HEART 1-1
CHBIS CROSS 3 2
BLONDIE 7 4
BOS EGGER 9 6
EAGLES 14-8

#### KOPA/Phoenix, AZ John Volpe

PRETENDERS AMBROSIA PAUL DAVIS HOTCEST PINK FLOYD 1-1 AIR SUPPLY 6 5 CHRIS CROSS 8-6 HEART 15-10 JOURNEY 30-18

#### KUPD/Phoenix, AZ John Sebastian

HEART
GARY NUMAN
HOTTOST
BAHYS 6 1
CHRIS CROSS 23-6
BOB SEGER 12-10
BILLY JOEL 21 15
STEVE WALSH 20-17

#### KHLA/Los Angeles, CA Rick Stonesto

RIEK SANDEAD

LIPPS, INC.
FLEETMOOD MAC
KORONA
RAYDIO
RAMONES
BEHADETTE PETERS
HOLESEL:
RAY.GOODMAN & H 1 1
WHISPERS 6 3
B-52'S 12-7
LIMDA ROWSTADT 19-13
MANNATTÄN TRANGEE 22-17

#### KHJ/Los Angries, CA Chuck Martin

CROWN HEIGHTS APP LEON HAYMOOD HOTCEST BLONDIE 1 I RAY,GOODMAN 6 H 12 7 RAGLES 15 II LIPPS, INC. 25 14 CHRIB CROBS 23-18

#### PARALLEL TWO

#### KCPX/Salt Lake City, UT Gary Waldron

Gary Waldrun
AMBROSIA
TOUBISTS
AMDY 6 OLIVIA
HEIL DIAMOND
SMOREY ROBINSON
CLIFF RICHARD
BOZ SCAGGS
FIREFALL
HOTCOST
BLOWDIE 2-1
PINK FLOYD 10-4
BOB SECER 8-5
BILLY JOEL 17-10
PAUL OAVIS 25 20

#### KENO/Las Vegas, NV Bill Alexander

CLIFF RICHARD
PELIX CAVALIERE
HOTCOST
PINK FLOYO 1-1
CHRIS CROSS 8=3
BLONDIE 15 7
J. GELIG BAND 18 9
UTOPIA 25-15

#### KERN/Bakersfield, CA

LINDA RONSTADT WHISPERS WHISPERS
BILLY & SYREETA
ANDY & OLIVIA
HOOTEGE
PINK FLOYD 2 1
HEART 8 5
BOB SEGER 17-8
SHALAMAR 13-9
AIR SUPPLY 15-10

#### KFXM/San Bernadino, CA Don Murray

POGERS & CARNES
ANDY & OLIVIA
ANBHOSIA
BAR-KAYS
POTENTIAL
SPINNERS 2-1
RUPPERT HOLMES 3
CHRIS CROSS 14-9
WHISPERS 18-11
FLEETWOOD MAC 22 15

#### KGW/Portland, OR Richard Harker

REMNY LOGGINS
ROCERS & CARNES
FELIX CAVALIERE
AMBROSIA
HOCEST:
PINN FLOVO 1-1
AIR SUPPLY 12-8
DR. MOOK 20-11
MICHAEL JACKSOM 25-17
80B SEGER 23-18

#### KJRB/Spokane, WA Brian Gregory

BYTAN UPPER DET STATE OF THE ST

#### KMJC/San Diego, CA Jeff Salgo

JPIT JAIGO
M MANCHESTER
GABY NUMAN
Hottest:
CHRIS CROSS 4 1
BOB SEGER 10-4
RAY,GOODMAN & B 12-7
MICHAEL JACKSON 14-8
BLONDIE 19 9

#### KROY/Secremento, CA Rick Shannon

MICE MEARNON
ANDY & OLIVIA
GARY NUMAN
HOTESE
PINE FLOYD 1-1
BLONDIE 2-2
J. GEILS BAND 10-6
DR. HOOK 19-14
PRETENDERS 27 25

#### KRQ/Tueson, AZ Dan McCoy

AMBROSIA
CLASH
KARLA NONOFF
PAUL DAVIS
HOTESE:
HOTESE:
1 DR. HOOK 7 4
27 TOP 12-6
27 TOP 12-6
OAN FOGELBERG 15-12

#### KRSP/Salt Lake City, UT Lorraine Winneger

ROZ SCAGGS AMBROFIA NETTE MIDLER MOTEREL BOB DECER 2-1 CHRIS CROSS 7 JOURNEY 10-5 FLEETWOOD MAC 15 7 STYN 14-8

#### KRUX/Phoenis, AZ Bobby Rivers

RLOHDIR DAN FOGELBERG AMBROGETA ROT SCAGGE PAUL DAVIR LEIF GARBETT TOURISTS BAR HAYS SOLUTION OF THE PAUL OF THE P Sottont. Plum PLOYD 2 1 LINDA ROWSTADT 1 2 CHRIS CHOSS 7 4 ROR SEGEN 12-7 PRETENDENS 22 13

#### KTAL/Taruma, WA

MICHAEL JACREUM
JOURNEY
ROGERS & CARMES
FRETWOERS
HOTLORY
PIES PLOTYS 1-1
BUTEST HOLMES 2 2
BLOWDIE 17 0
BLUTS 17 0
BLUTS 17 0
BLUTS 17 0
BLUTS 17 0

#### Y94/Freeno, CA Ray Appleton

HAISPERS
PRETEMBERS
CLIFF RICHARD
BOZ SCAGES
MOTTOS

#### KLUC/Las Vegas, NV

PRETENDENS BOZ SCACGS AMBROSIA HOTTEGAT CHRIS CROSS 1-1 BLOMDIE 6 2 DAN FOCELBERG 17-7 BILLY JOEL 21-14 STYX 22-16

#### KMJK/Portland, OR John Shomby

JEMBATHY JACKSON AMBROSIA BOZ SCAGGS HICHARL JACKSON HOTERST PIMK PLOYO 1-1 BLONDIE 7 5 TOMNY JAMES 13-8 AIR SUPPLY 14-10 KOOL & THE GAMG 17-13

#### KIOY/Fresno, CA Jim Sumpter

Jim Sumptor
KORONA
SMITCH
ROCERS & CARNES
BROTHERS JOHNSON
JIMMY RUFFIN
HOCESS:
CHRIS CROSS 3:
AIR SUPPLY 14 6
BOB SEGER 10-7
MICHAEL JACKSON 18-10
PAUL DAVIS 30-22

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

John Law Walker

JOURNEY

BILLY JOEL

JAMES LAST BAND

CLASH
ANDY & OLIVIA

CLIFF RICHARD

MOCLEST:

PINK FLOYD 1-1

MICHAEL JACKSON 4-)

PAT BENATAR 10-8

WHISPERS 14-11

RAY, GOODMAN & B 19-12

#### KZZN/Albuquerque, SM Chris Carry

CHARLIE DORE
ROGERS & CARNES
BOZ SCAGGS
HOTELE:
CHRIS CROSS ) 1
EAGLES 4 2
BOB SECER 7-2
BRY, GOODMAN 6 B 12-7
BILLY JOEL 19 10

#### FM102/Sacramento, CA Bills Manders

BROTHERS JOHNSON DAN FOGELBERG ROCERS & CARNES LINDA ROMSTADT HOLLESE: PINK FLOYD 1-1 RAY,GOODMAN & B 8-2 BLOWDIE 12-6 LINDA ROMSTADT 15-11 BOB SECER 18-12

#### PARALLEL THREE

KBDF/Eugene, OR

Greg Lee
AMBROSIA
JERMAINE JACKSON
BRUCE COCKBURN
BROJ SCAGGE
LRH
HOCKEGE!
ROOL & THE GAMG 1-1
BPINNERS 3 2
MICHAEL JACKSON 4-3
BLONDIE 13-10
BOD SEGER 15-12

#### KBIM/Roswell, NM Dr. Jay

IP. Jos

ROGERS & CARMES
MARSHALL TUCKER
BAR KAYS
AMRROSIA
RED RIDER
BETTE RIDLER
HOTOGER
CHIS CROSS 5-1
BLOWDIE 10 2
MICHAEL JACKSOM 14-8
MAY, GOODMAN & B 20 9
DR. HOOK 23 17

#### KHW/Horman, MT Dennis Nichols

AMDY & OLIVIA AMNE MURBAY AMRHORIA AMRHORIA JEMNIFER MANNES HOLLWEL HUPERT HOLMES 2-1 RAGLES 1-0 AIR SUPPLY 21 17 RAY,GOODAMA & N. 25-20 RBUCE COCKBURN 30-25

#### KCBN/Benn, NV Palmer Newspt

Pairsor Newerl
Hard Boys
LEACH BOYS
LEACH BOYS
LEACH BAYMODD
RMACR
AMME MURRAY
MAJARETH
MED BIDER
CLIFF BICKARD
Hattest
PIWE FLOYD 1-1
CHIES CROSS 7
HEART 9 4
BLOWDIE 20 6
JOURNEY 10 19

KDZA/Pueblo, CO Rip Avina Rip Avina
BOZ SCAGGS
H. HARCHESTER
LINDA ROMBTADT
AMBROBIA
JAHEB LAST BAHD
DAH FOGELBERG
RED RIDER
HOLLEST:
PINN FLOYD 1-1
CHRIS CROSS 4-2
RAT, GOOOMAN 6 8 8 7
EAGLES 11-4
BOD SEGER 12-5

#### KFXD/Boise, ID Charlie Fox

TOM PETTY
PELIX CAVALIERE
LINDA ROMSTADY
JOURNEY
ROCTERS
BLOWDIE 3 1
ROS SECER 4-3
AIR SUPPLY 10-6
BILLY A STREETA 13-8
FLEETWOOD MAC 17-10

#### KOOK/Billings, MT Michael May

Michael May

DAM FOGELBERG
RAY GOODMAN & B
GARY MURAM

THOM PACE
MARREM ZEVOM
ROGERS & CARMES
HOTES LAMBES
HOTES 10 2
EAGLES 11-5
BOB SSEER 13-7
BILLY & SYREETA 26:20

#### KODI/Great Falla, MT

Berry Cuoper

ANDY & OLIVIA
FELIX CAVALIERE
BOZ SCACGE
STEVE FORBERT
AMBROSIA
MOTERAT:
PIWR FLOVO 1-1
6LONDIE 7 2
BILLY & SYREETA 13-5
CHRIS CROSS 10-7
HEART 12-9

#### KRLC/Lewiston, ID Steven Alan MacKelvie

SROTHERS JOHNSON STYX ANDY 6 OLIVIA AMBROSIA HOTCOMINIPERS 10 1-1 CMARLEE DORE 8-4 GABY NUMAN 13-6 PRETEMBERS 14 10 JOURNEY 20-15

#### KSLY/San Luis Obispo, CA Brad Ranger

HINTH MANGER

BILLY JOEL
BROTHERS JOHNSON
AMBROSIA
LIMDA ROWSTADT
JOHN COUGAR
NOTES SEE
PINE FLOYD 5-1
EAGLES 11-4
BOB SECER 12-5
CHRIS CROSS 15 10
BLONDIE 19 12

## KENI/ANCHORAGE, AN BERNADETTE PETERS ROCERS & CARMES B.J. THOMAS RILLY JOEL HOLLES PIME FLOYD 1-1 CHARLES DORE 13-9 EAGLES 16-12 PELIX CAVALLERE 20-17 DM. MOOR 24 19

## PARALLEL ONE PLAYLISTS

#### EAST

#### 1050 chum

#### Terente

- BLOBIUM RATS/SOMMONE & LODE MY AF-QUEEN SAME ME MARKET ZEVON A LOTE OF GET STLYT FURSHIT/GOODS FT L FFT W SO L NOA RANSFADT NAFY SO BOO L NOA RANSFADT NAFY SO BOO

#### TWABC MUSICR<u>ADI</u>O 77

#### New York

- PIEW YORK

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  2 BLUND ILLCAIT MR
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  3 SPINNERS YEAR THE TAYING LO
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  6 DAY FOOL LIST MILTON THE TAYING LO
  6 DAY FOOL LIST MILTON
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  6 DELLY SAME SHAPE TO THE TAY THE TAYING LOOK THE TAY
  1 BLOOK LASS SHAPE TO THE TAY THE TAYING THE TAYING



#### Providence

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  3 I LIFDA ROUSTADT Prodge by Love

  3 I LIFDA ROUSTADT Prodge by Love

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  7 IN BUTY CANAL BUDY TO BUDY

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  OFF GROADWAY/STay In Time
  UMACK/Can T Put & Price....

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  2 | QUEEN | Call | No.
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- RODERS & CARNES/Don # Fet | In Love | HENRY LOGGINS/Ramp The Fire LINDA RUNS/REMP TO BED CLIFF #1-24MD/Carrier So Bed CLIFF #1-24MD/Carrier | NAUGHATTAN TRANSFE/Fet | Igne Zone
- ONNOWITHEN INNERSEATE OF THE STATE OF THE ST

- AUSS BOZ SCAGGS/Break duen Omad Ahmad AMDY & GLIVIA/S Can 1 restp St GAN FURSI BERG/Heart Note's JANES, LAST BAND/The Seduction HAC DAYS/ST Note's Hamble

#### MPEZ EN94)

#### Pittsburgh

- RUSH/Spirit of the Redio OFF BRADDAY/Stay in Time PRETEDERS/Brass in Pocket CARY HAMMA/Cars REMOY LUGG/HS/Reap The Fire 36 SPECIAL/ROCAIN\* INTO The Migh HAMCHÉS/Beby I Love You

#### WRKO Boston

- ANY, CODDISMA & BL/Special Ledge 3 J CRISTS MONOTONE Back 3 J CRISTS MONOTONE Back 3 DISCHOLIFICATION TO BE AND THE MENT OF TH
- ADDS AMBROSIA/You're The Biggest MERNADETTE PETERS/Gee While
- OH BOZ SCAGGS/Breakdown Deed Ahead SHOKEY ROBINSOM/Let He Be The Clock

#### FM99 **%WXLO**

#### New York

- RODERS & CARMES/Don't Fell in Love, CAPT. & TIMHILLE/Love On A Showering SMORET RODHHSON/Let No Be The Crock LINDA RODHSON/Let No Be BILLY JOEL/I Don't ment To Be.

#### 118

#### Providence

- 1 1 PINS FLOTO/Ameriner Brick in The 6 J J Cli 11 & BARD/Come Basis 7 3 Cli 14 Cli 15 BARD/Come Basis 7 3 Cli 14 Cli 15 BARD/Come Basis 7 3 Cli 15 BARD/Come Basis 7 Cli 15 BARD/Come Basis 7
- ADDS 31, 32, 35, 35 PAT MENATAR/Be Live For Love ANDY & ULIVIA/I Cen'T Help IT METE NIDEE/The Rose NUMBA/Let He Be IAZARETH/Holldey

#### WPGG

#### Washington D.C.

- ### Vestington D.C.

  1 BLOWDIA/CALL MAS SUM/Sho & Out Of My [11e]

  2 MICHAEL JACKS SUM/Sho & Out Of My [11e]

  3 PINE ILTOYD/ANSINE OF ICE In The

  4 ROUN & THE GRAN/The OF ICE In The

  5 PINE SUSTINITY AND IN THE SUM SHOP

  5 PINE SUSTINITY AND IN THE REST OF THE SUM SHOP

  5 PINE SUSTINITY AND IN THE REST OF THE SUM SHOP

  5 PINE SUSTINITY AND IN THE SUM SHOP

  5 PINE SUM SHOP

  5
- ADDS 30 JAMES LAST BAND/The Seduction JAM FOGELERG/Heart note's AMEROSIA/Biggest Part Of Me
- PEACHES & HERB/I Pleage My Love ROGERS & CARNES/Don't Fall in Love. 802 SCAGGS/Breakdown Deed Ahead

#### F-105 Besten

- 1 P188 FLOYD/Another Brick In The 2 P188 FLOYD/Another Brick In The 2 P188 FLOYD/Another Brick In The 2 P189 FLOYD P189 F

#### Buffalo Buffalo

- 1 PINR FLOTOPInsorther Britch in The 2 2 COMMAN SAMERYON The Red to 4 38 BLOBDIFLOTE II The Red to 4 38 BLOBDIFLOTE II The Red to 4 38 BLOBDIFLOTE II The Third Top I The Born ... 6 10 SEGRET FOR THE BORN ... 6 10 SEGRET FOR THE BORN ... 6 100 SEGRET FOR LANGE IN THE BORN ... 6 100 SEGRET FOR LANGE IN THE SEGRET FOR THE SEGRET ... 10 SEGRET FOR SEGRET FOR SEGRET ... 10 SEGRET FOR SEGRET ... 10 SEGRET FOR SEGRET ... 10 S
- NETL SEDAKA/Should-ve Never Let BILLY JOEL/You May Be Right JAMES LAST BAND/The Seduction GRACE SLICK/Seasons

#### Reltimere

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- 802 SCADBS/Breakdown Dood Ahead ABBNDS:A/You're The Biggest ; PEACES & HERB/: Pladge My Love SKYV/High
- On UTUPIA/Set to Free PAAL DAYIS/Do Bight LINDS ROBSTADT/Nert So Bed

## 96 KK Pittsburgh

- ### LIFE OF STREET OF THE PROPERTY OF THE PROP

- A005 21, 24, 26, 29, 30 OH OFF BROADWAY/Stay In Time BEDWARETH PETERS/Gom units NGC DATIS/IT's Hord 2 Dm Humble SHOOTING STAY/YOW GOT What I Homed UTUP-IA/Set No Free

#### WNBC Radio 66

- New York

- On ROSERS & CARNES/Don't Fell in Love.

#### wifi 92

#### Philadelphia

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#### MIDWEST

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#### KDWB

- Minneapolis
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  2 1 EAGE EVI Con 17 Tell Tou Bby

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  5 1 608 SEGENT Fre Line

  7 4 AIR SUPPLY/Lear To Love

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#### St. Louis

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BLOWD IE/Coll 18

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1 LIBIN BURSTYP/Fro. Lane 0

BLIL'S SYNCHET/APPIN Do 1 Hole Dern.

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1 LIBIN BURSTYP/Fro. Lane 19

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1 BLIL'S CHOSS/File Lane Fro. Dern.

1 BLIL'S CH

PEADRES & HERB/S Plodge My Love MDY & GLIVSA/I Can't Melp It CBI



DAN FOGELBERG/Meet Mote's GARY NUMM/Cors WUREN ZEVON/A Cortein Girt CLASH/Train in Valn

#### WGCL98 Cleveland

ROCKIS & Several Rockis & Rock

#### KWK\_ STERED WK St. Louis

1 JOURNEY/Any Ney You Sen't 12
2 BOB SEGENYFI'RS Left
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3 RISSING SEGENYFI'RS Left
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A005 24, 27 OH IE & BAND/Please Don 1 Go



PINK FLOTE/Another Brick In The

KOOL & THE BARKE/Too Not

MUMPET Y-GLUSS/Arie to Not

MALE BARKE/Too Not

MALE BARKE/Too

MAL

BOZ SCASS/Breakdown Deed Aheed CLASM/Train in Yain GANY MARON/Cars UTCPIA/Set Me Free OFF BROADMY/STay In Time JOURET/Any Nay You Want It

#### SOUTH

Double Subblish for the Radio

1 Double Subblish for the Radio

2 DAM FOOT LIBERTON The Radio

3 ANDY GIRLS THE THE RADIO THE RADIO THE RESIDENCE OF THE RADIO THE RESIDENCE OF THE RADIO THE RESIDENCE OF THE RES

BILLY JOEL/You May Be Right PALL DATIS/Do Right BLONDIE/Cell Me ANDY & CLIVIA/I Cen'? Help I? EAGLES/I Cen'? Tell You Why BOB SEGER/Fire Lake



3 1 80 CMD1E/Call No.
1 2 800 SEGER/FITE Lake The Wind
2 3 CHIS COSS/FITE Lake The Wind
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LOU RAMES/You're My Blessing

## Ft. Worth Dallas



#### THE MUSIC FM

THE MUSIC FM

1 1 80.090 | E/Call II
2 PRETENDENS/Brass in Pocket
2 PROTEINS/STATES IN Pocket
2 0 Cell S CRUENCY/Brass in Pocket
2 0 Cell S CRUENCY/Brass in Pocket
3 0 AND STATES IN CRUENCY
4 0 Cell S CRUENCY/Brass II in The Bronding
4 6 All SUPPLY/LOST in Love
10 BRLY YOLL/YOU May In all girt
12 9 UTCP HA/Set No Free
12 9 UTCP HA/Set No Free
13 11 J. BELLS BAND/Come Back
13 11 J. BELLS BAND/Come Back
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ON JIMBY BUFFETT/Survivo KOROMA/Let No Be

#### 104KRBE

#### Houston

PION ELECTRON

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SPISORES PROVINCE

BILOS ELECTRON

SPISORES PROVINCE

SPISO

30
PAT EDIATAR/So Live For Love CLASH/Trein in Yein NORM IC QUPME/Stool Ausy Life EAMS/Tr/i Was Lonking For PMETERSERS/Bress in Packet



Tempe

ANDY & QLIVIA/1 Cen't Neip IT ANDY & QLIVIA/Nest Your Love On Ne Jisér NUFFIN/Neid On To Ny Love 15984/1E JACSSON/Let's Be Serfous 5TYX/Borrowed Time 8 SPECIA/Rockin' into The Nigh RUSH/Spirit of the Radio

#### Miani

1 PINK FLOTO/Another (Brick in The
2 HICHARL MCXGOM/Off The Wall
3 SPINSENZAROTAIN PROP.
5 STATE OF THE STATE

ADDS 35, 36, 37, 38, 39, 40 UTDP1A/Set Me Free

#### WEST



AMBROSIA/Bissest Part Of No LINDA RONSTADT/Nort So Bed BWOTHERS JONESON/Stramp BOZ SEAGESTR-eachern Goef Ahead LEON HAVYDOOD/Don't Pysh 17 Don't ... SAMRY NAMIL (Buf) I Don't then't To Well JAMES LAST BAND/The Seduction ADDS

PAUL DAYIS/Do Right
GREY HAMMA/Cara
JIMMA REFT HA/Hold On To My Love
AMDY & GLYTHA/Hold On 19 Holp 19
HMC DAYIS/11's New 2 Do Humble
FELIX CAYAL IEEE/CAIP A Comply New 1
FLEETWOOD MICC/Thinh About No

#### Los Angeles

CROWN HEIGHTS AFF/You Gave He Love LEGN HAYHOOD/Don't Push It Don't... OH BOZ SC/005/Breakdown Deed Ahead FORERS & CARRES/Don't Felt in Love

#### KJR**©**950

#### Souttle

SCREEN

1 1 MEANT/Even IT Up

2 3 PINK FLOTDS/Rebet Line The Wind

2 3 PINK FLOTDS/Rebet Line The Wind

2 3 PINK FLOTDS/Rebet Line The Wind

3 8 LODGITCATE In the

4 8 LODGITCATE In the

5 8 BOOST SERBY/Fire Line

5 90 MEANT/Rebet Line

6 9 59 MEANT/Rebet Line

6 10 MEANT/Rebet Line

6 11 MEANT/Rebet Line

6 12 MEANT/Rebet Line

6 12 MEANT/Rebet Line

6 13 REPORT ROUBE/Rebet In All You Got

6 13 REPORT ROUBE/Rebet

10 14 MEANT ROUBE/Rebet

10 16 MEANT ROUBE/Rebet

10 16 MEANT ROUBE/Rebet

10 16 MEANT ROUBE/Rebet

10 16 MEANT ROUBE/Rebet

10 17 PINLS DOUT Flow Poor

10 17 PINLS DOUT Side Type

10 17 PINLS DOUT Side Type

10 18 MEANT ROUBE/Rebet

10 18 MEANT/REBET

10 MEANT/REBET

#### KRLABI

#### Los Angeles

18
FLEETHOOD MAC/Think About Me
KONOMA/Let Me
Be
RAVDIO/Two Places .
RAWDES/Beby I Love You
BERNADETTE PETERS/Gee Whiz



RAYOLOTICO Places.
RANGESTRUCT LOVE YOU
BEHAUSETTE PETERSTONE WITE

1 BLODGIECCALL ME

2 PILLE FLOWT-Another Brick in The

3 SPINGERSTWENTY WITE May

4 SILLEN REGISTROT/YOU DO I Man YOU

5 PAT BLUNTANTHAR TO-RAM

5 LIGHT REGISTROT TO THE WAY

7 DUESTON BRY TO THE WAY

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PROCESS

1 PINS FLOTO/Anowher Brick in The
2 BBS SCRIENTIFE Law
3 BILLY JOEL/YOU Ney BB Right
3 BILLY JOEL/YOU Ney BB Right
4 BICHAEL ANCK SOM/OF The Wall
6 A RIS SUPPLY/LOUS IN LOW BY
6 BRICK SUPPLY/LOUS IN LOW BRIGHT
6 BRICK SUPPLY/LOUS IN LOW BRICK
6 BRICK SUPPLY/BRICK SUPPLY/BRICK
6 BRICK SUPPLY/BRICK SUPPLY/BRICK SUPPLY/BRICK
6 BRICK SUPPLY/BRICK SUPPLY/BRI

ACOS PRETEIDERS/Bross in Pocket /MEROSIA/Biggost Part Of No PALL DAYIS/Do Right

CHARLIE DORE/Pilot Of The Alreaves



#### Denver

1 PIRK FLOTTA/morthar Brick in The
2 Coffic Collection of the Committee of

ADDS BDZ SCABBS/Breakdown Deed Ahead JAMES LAST BAMD/The Seduction AMMOSIA/Biggest Part Of Me

MEIL DIAMOND/The Good Lord Loves V BETTE WIGLEN/The Rose KBBM LOBBINS/Keep The Fire CLASH/Teils In Vall JIMY BUFFETT/Survive OH -

#### KUPD ALL ROCK FM98 Phoenix

A0DS 25, 30

PAT TRAVERS BAND/Snortin' Whiskey TRIUMPH/I Can Servive HANGLE PIE/Foot For Pretty Face D.TIS COSTELLO/I Cen't Stend Up... SPETIALS/Massage To You. Rudy FOOLS/Beevilly Girls CDI

#### 610 # KFRC San Francisco

SER Francisco

1 PINK FLOYD/Another Brick in The
2 BIOMO ILE/Call in the
2 BIOMO ILE/Call in the
3 BIOMO ILE/Call in the
4 BIOMO ILE/Call in the
5 BIOMO ILE/Call in the
6 BIOMO ILE/Call in the
6 BIOMO ILE/Call in the
6 BIOMO MOST AND ILE/Call in the
6 BIOMO STATE AND ILE/CALL IN THE
6 BIOMO STATE
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6 BIOMO STAT

ADDS AMEROSIA/Blggost Part Of Me DR, HDDK/Sexy Eyes

BOZ SCAGGS/Breakdown Deed Aheed KONDBA/Let No Be ROSEDS & CANKES/Don't Fell In Love. SMCKEY ROBINSOWLet No Be Yee Clock JOHN STEWRT/Od/n15p1rit Of Mefer)



1 1 BLONDIFCATI No.
2 PRINE TOYONANOTHE BICK In The
3 PEACHES & MERBAI Predge by Love
6 RAY COMMAN & MISSEL In Tender by Love
6 RAY COMMAN & MISSEL IN THE BEAT PROPERTY OF THE B

AMBROSIA/Biggest Part Of No FLEETWOOD MRC/Think About No HIGHAEL JACKSON/She's Out Of Ny Life JOURNEY/Any Noy You Mant It

BOZ SCABGS/Broak-down Dood Ahood BERMADETTE PETERS/Goo Whiz KORDMA/Let No Bo CROWN HEIGHTS AFF/You Gove No Love

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

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

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

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

198 REPORTS (196 Last Week)

#### DENOTES FIRST WEEK IN PARALLELS.

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song 100/25 65% Up 51 Same 24 Down 0 Adds 25

#### **EXAMPLE**

100/25 - 100 R&R reporting stations on it this week, 25 of those 100 added it this week.

65% — Percentage of this week's reporting stations playing it.

#### Ragional

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

#### **National 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, add to on, 31-31, etc.).

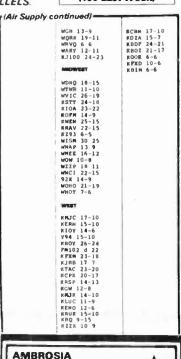
Down 0 - Number of stations mov ing it DOWN on their charts.

Adds 25 — Again, number of stations ADDING it this week.



AIR SI Lost In	JPPLY Love (Ari	sta)		
	180/0	91%		
Regional Reach E 904 S 954 M 914		<b>3</b>	SUBS UP SARE DOWN ADDS	

Pi	P2	P3
EAST	BAST	LAUT
WXLO 25-21	WRQX 25-9	WJB0 12-7
WKBW 19 15	WFBR 12-7	MGUY 18 13
WFIL 22-11	WBENFH 23-21	WLB2 16 12
96KK d-17	WOLF on	WIGY 21 18
WPEZ 18-15	WFBL 21 14	WTSN 6 4
WCAO 19-17 F105 21-16	WBBF 14-9 WHFM 12-7	WHEB 13-10
WRITO 15-13	WTRY 22-13	13FEA 3-3 KIO4 1-6
PRO-FM 12-9	WFLY 9-7	WFBG 23 18
J8105 21-15	W8LI 22-19	WYRE 19-15
MPGC 25 18	WTICFH 19-12	14WK 9-5
CKGM 26-14	KC101 18-16	V100 15-11
	WICC 18 14	MC1R 23-18
BOUTH	WPST 14-6 WAEB 16-9	
KVIL d 17	Q106 16-15	BOUTH
KABE 17 16	WKBO 20-11	MAAY 1 2
293 7 4	WHYN 22-17	WHHY 18-15
940 4 6	140 27-22	G100 19-14
Y100 37-34	WKEE 12-9	MFOX 22-17
Q105 16-8	200	WCGQ 12-8
MICHIET	BOUTH	WSE2 25 17
MILL OF THE PARTY	RAUM 12-10	WISE 8 5 WTMA 30-26
CKEW 18 11	KPMK 11 7	WANSFR 13-7
KDWB 7-4	KTSA 21-18	WROV 6-3
KS95FM 13-2	KELP 22-17	CRI01 11-7
KSLQ 11-9	KINT 25-22	FM99 6-5
KBEQ 20-16	KHFI 12-6	WKXY 8-7
WHB 8 7	KBPM 27-16 WTIX 28 13	KM1C 12-8
WGCL 27-26 Q102 15-12	REEL 27-18	KILE 13-7 KSEL 16-10
MOKA 19-15	WFMF 20-15	APUR 20-18
MON1 20-12	KHH106 4-1	M. 01. 10-10
WRITE -	WERC 8 6	MEDWEET
	WSGN 8-5	
KEARTH 18-16	WLCY 17-15	KOMBPM 22-1
KFI 15 14 KFRC d 25	95 13-10 96x 24-18	KRKE 2-2 KPYR d-20
B100 28 22	WARY 11 6	RKRC 6 2
MJR 20-18	Y103 19~14	KRLS 1 1
KIMN 11-8	WAPE 15 13	WRER d-23
KOPA 6 5	BJ105 21-12	WEAQ 17-13
	WSGA 18-14	WSPT 20-18
	955GF 13-8	INIAM 12-7
	WBBQ 13-5 PM100 22-17	WTRU 24-20
	WHBQ 22 18	WRBR 25-20
	MLAC 15-9	MROE 9 6
	EX104 14 8	KDVV 16-10
	920 17 13	
	WSRE 10-6	WEST
	WRJ2 16 11	
	WK1x 19-14	REMI 5-3



Biggest Part Of Me (WB)

102/102

LP: One Eighty

5 681	BREAKER	UP 0 SAME 0
M 36%		DOWN 0 ADDS 102
		ADUS 102
Pl	P2	P3
LAIT	EAST	EAST
WXLO a	WPBR a	WJBQ a
WPEZ a	WPLY a-29	
WCAO a	WOLI a	WEBZ a WIGY a-31 13PEA a
WRKO a WPGC a	WICC a	K104 a
WPGC a	Q106 a	WYRE a
BOUTH	WKBO a 140 a	WCIR a
KRBE a-30	140 0	BOUTH
293 a	BOUTH	
94Q a-29	MAUM - 20	WAAY a
Q105 a	KAUM a-29 KPMK a	MFOX a
MIDWEST	KHPI a	MCGQ a
	KBFM a	WSEZ a
CKLW a	WERC a	WTHA a
KBEQ a WHB a-30	WSGN a	WANSPM a
A	MECA 4	WROV a
WEST	96x a-30	CK101 a-37
KEARTH a	WAXY a 1103 a-39	WKXY a
KPI &	WAPE a	KPUR &
KFRC a	BJ105 a-39 WSCA a-35	MIDWEST
8100 a	95 SGF a	
RIMN a	WBBO a	KOMBPM a
ROPA a	WHBQ a WLAC a	KKXL a KFYR a
	KX104 a	KKRC a-22
	WSK2 a	KKLS a
	WRJ2 a	WEST
	WAYS a	
	WQRK &	KSLY a
	WRVQ a	KDZA a RBDF a
	MAKY a-31	RODI a
	MIOWEST	KBOZ A
	WDRQ a	ERLC a
	WVIC a	
	KWEN a	
	KRAV a KZ93 a	
	MISM a	
	MNAP a	
	моно а	
	WEST	
	KPXM a	
	KJRB a	19
94	RCPX a	
	KGW a	
	KAUK a	
	REUC a RRUX a-37	
	KRQ 4-27	

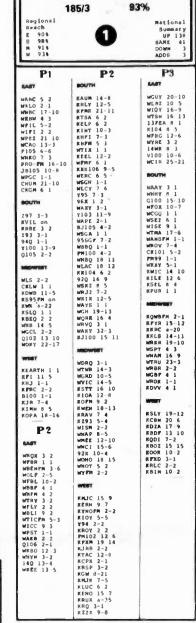
undtrack

93%

BLONDIE

Call Me (Chrysalis)

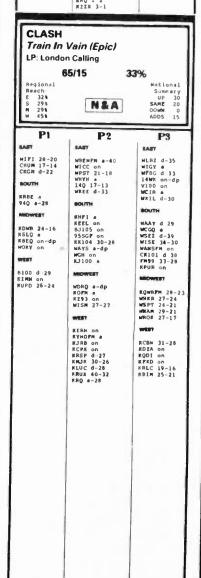
LP: "American Gigolo" So





LUCK TO		
	VALIERE onely Heart In The Air	. (Epic)
63	3/13 32	2%
Regional Reach E 409 S 306 H 246 W 339	N&A	National Summary UP 34 SAME 16 DOWN 0 ADDS 13
Pi	P2	P3
SAST	BAST	BAST
WRKO d-27 PRO-PM 27-25 BOUTH 94Q 23-18	WFBR d 29 WTRY on WFLY 30-28 WBLI on WTICFW on KC101 14-14 WICC 19-17 WKBD on	WJBQ a WTSN 14-10 WHEB 14-12 13FEA 20-17 WFBG 30-27 WCIR on WXIL 11 9
CKLW 27-21 RDWB 26 21 WGCL on	140 a WKEE d 36 BOUTH WT1X a-39	WAAY d 26 WHHY 21-16 WCGQ d-26 WSEZ 37 33 WISE d-34
RFI ON KIMH d-28	KEEL ON KXX106 24 20 WERC 28-24 Y103 d-36 95SGP a 95SGP a WRJZ d-28 WKIX on WAYS 32-29	WTMA on WANSFM d-36 WROV on MEAQ a WROR on WROK a-29
	MICHAELT	WEST
•	WDRQ 29 22 KMEN a WOW 25-23 WZZP 16-15 WHOT a WEET	REM! 20-17 RBDF 20-20 RQD1 a RBD2 on ROOR 18-16 RFXD a RRLC on
	KGW a KENO a RRUX 34-33	





#### D PAUL DAVIS Do Right (Bang) 141/17 71%

23	Wations Summan UP 11 SAME 1 DOWN ADDS 1
P2	P3
BOUTH	
RELE 36-32 RINT on 1 RINT on 1 RINT on 1 RINT on 1 RINT 23-19 RINT 23-19 RINT 00-26 RINT	MUSQ d 15 MGUY on MLBZ 31 WTSM d 24 WHEB d 44 11FEA 25 WFBC 28 WFBC 28 WFBC 28 WFAC 28
WRJZ 21-16 WRIX 24-21 WAYS 25-21 WQRK 29-25 WRYO 22-13 WAKY 25-15 KJ100 d-30	WROV on CEIO1 22- PM99 30-2 WKXY 29-2 RWIC 26-2 RILE 34-3 RBKL d 24 RPUB 19-1
₩DRO d 25	-
HTWM 16-11 WYIC 38 26 ESTT ON EIOA a ROPM ON EMBN 28-24 ERAY 4 28 ERAY 4 28 ERAY 52-16 HMSP 27-16 HMSP 27-16 HMSP 27-16 HMSP 27-16 HMSP 38-20 M22P a HONO 28-20 MON 29-26 HMON 30-20	REXL 26 1/1 RFYB 19-1' RERC 14-1: RELS 24-1: WSPT 28-2: WMAH d 28 WRBR d-20 WROR 23-22 RDVV d 26 WEST REHI 22-21 RCAM d-38 RDIA d-28
WHET	EBDF 21-18
KERN d-23 KIOY 30-22 KJRB 28 26 KTAC d-27 KCPX 25-20 KGM 28 24 KMJK 31 27	RQDI 29-24 RBOZ d-29 ROOM d-25 RPND 29 23 RMLC 17-14 RBIN 16-12
	RELP 36-32 RINT on RIFI d 1P REPRI 25-19 REPRI 25-19 REPRI 25-19 REEL a WERFI 30-26 RERIOS 17-11 MERC 10-9 WIGH 21-17 MICCY d-29 WIGH 21-17 WIGH 21-17 WIGH 21-17 WIGH 21-17 WIGH 22-26 WIGH 22-26 RERIO d-20 WIGH 22-26 WIGH 22-27 WIG



RMJC 22-20 RERM 24-19 RIOY 19-19 Y94 16-13 KFXM d-30 EJRB d-21 KTAC on RCPM d-28 KMJK 23-19 KEMJK 23-19 KEMU 13-11 KRQ 19-17 KZZX 4-23

R&R/Friday	, March 28,	1980
	K s <i>(Capitol)</i> nes You Win.	91
] 10	8/8	85%
Regional		Mational
Reach g 80%		Summary UP 146
8 891 # 761	12	SAME 11 DOWN 3
W 85%		ADDS 8
Pi	P2	P3
6467	BOUTH	BAST
WKLO 29-26	KAUM 22-21	NJ80 7-6
WK8W 30 25	RRLY 27-26 RPMR 16-15	WGUY 2-2 WLBZ 6 6

и 764 и 854	<u> </u>	DOWN 3 ADDS 8
Pi	P2	P3
SMT	BOVTH F Z	EAST
MYRLO 29-26 MYRIO 30-15 MYRIO 30-15 MYRIO 20-12 MYRIO 10-15 MYRIO 10-15 MYRIO 11-13 MYRIO	HAUM 22-21 ERLY 27-26 ERLY 27-26 ERTY 27-26 ERTY 27-26 ERTY 27-26 ERTY 27-26 ERTY 27-26 ERTY 28-26 ERTY 23-19 ERTY 24-20	MJBQ 7-6 MGUY 2-2 MGUY 2-6 MGUY 2-6 MIGY 17-15 MTSM 10-7 MHEB 10-6 MTGW 17-15 MTSM 10-7 MHEB 10-13 MTRE 23-17 14WR 30-2 MTSW 11-11 MTRE 23-17 14WR 30-2 MTSW 11-11 MTGQ 23-15 MTSE 12-6 MTSE 12-5 MTSE 12-6 MTSE 12-12



EAGLES / Cen't Tell You LP: The Long Run	ı Why U	lsylum)
185/2		93%
Regional Reach E 90% S 94% M 96% W 95%	6	Nati Sum UJ SAMI DOM ADDS

Regional Reach E 90% S 94% M 96% W 95%	5	Summary UP 134 SAME 25 DOWN 24 ADDS 2
P1	P2	P3
6407	BART	SAST
WRLO 17-15 WRBC a-30 WRBM 5 4 WFFIL 9 7 WIFI 6-6 96EE 10-7 WPEE 17 13 WCAO 3-2 F105 I7 14 PRO-PM 20-16 JB105 12 10 WPGC 3-7	WRQX 15-11 MFBR 7-15 MFBRMFW 9 5 MFBC 18-16 MFBF 13 10 MMFF 6 5 MFTRY 13-11 MFLY 5-4 MFLY 20-14 MFLY 10-12 MFCW 9 0 MC101 12-12 MICC 0 7	MJBQ 4 1 WGUY 8-6 WLBZ 13-10 MIGY 6-10 MIGY 6-10 MIGH 1 1 R104 24-19 MIGH 1 1 MYRZ 2-3 14WR 11-7 V100 4 3 WCIR 11-5
CNUM 22-20 CNGM 10-8	WPST 16-13 MAES 6 4 0106 8-8	BOUTH
297 13-12 EVIL on ERBE 15-14 193 22-22	WIBO 17 12 WIYW 16-12 14Q 10-8 WIEE 10-8	MAAY 4-3 WHHY 1 2 G100 6-2 WFOX 3 1 WCGQ 3 3 WBEE 3-3
¥100 6-5 Q105 13-10	KAUN 0 4	W18E 4-3 W7NA 2-2

7 13-12	140 10-8	G100 6-2
/IL on	WREE 10-8	WFOX 3 1
RBE 15-14		WCGQ 3 3
3 22-22	901/714	WEEE 3-3
100 6-5		W18E 4-3
105 13-10	KAUM 0 4	WTHA 2-2
102 13-10	EBLY 17 14	MAMBER 15-
TOTAL CONTRACT		RAAY 11 7
		CR101 2-1
		PH99 22 10
		WKKY 3 3
	KINT 12-9	
DWB 2-1	REPI 0 0	KWIC 10-7
	KBPH 10~8	RILE 4 1
SLQ 3 7	WTIX 6-3	MBEL 10-1;
8EQ 17 14	REEL 14-11	
WD 9 6	WPNP 5 4	Table 1
GCL 13-13	KXX106 2-3	
102 12-7	WERC 9 8	помвен 16
DKY 21 19	MEGN 13-19	REEL 5 4
	WLCY 5 2	KPYR 9 0
- T	Y95 9-5	KKRC 2-1
T T	1 111 1 1 1 1 1 1	

ESLO 3 7	WTIX 6-3	MBEL 10-13
ESEQ 17 14	REEL 14-11	
WED 9 6	WPNP 5 4	Table 1
WGCL 13-13	KXX106 2-3	
Q102 12-7	WERC 9 8	RQWBPH 16
MORY 21 19	WEGN 13-19	KKKL 5 4
	WLCY 5 2	XPYR 9 0
WEST	¥95 9-5	EXRC 2-1
	96× 12-25	KKLS 5 4
<b>EBARTH 17-11</b>	WAXY 18-12	WRER 13-6
ERLA 8 6	¥103 8-5	WEAQ 11-8
EPI 17-8	MAPE 11-9	MSPT 13-7
EEJ 15-11	BJ105 19-17 WBGA 10-7 958GF 4 4	WHAM 11 5
EFRC 14-10	W8GA 10-7	WTRU 17 12
8100 9-7	958GP 4 4	WSPT 13-7 WMAH 11 5 WTRU 17 12 WMBR 10-15
E20 14-6	WBBO 19-14	WGBF 6 5
E1/00 7-4	FM100 11-5	WROK 5-5
EOPA 7-9	MHBQ 19-12	KDVV 10-9
	WLAC 5 8	1
	EX104 B-12	WOOT
	920 10-6	
	MBXZ 6 4	KEN1 16-1:
		#BLY 11-4
	WAYS 7-6	KCBN 4-3
		KD2A 11-4
	WORK 8 8	KBDF 9 8
	MRVQ 5-2	KQDI 24-1
	WARY 6-5	KB02 11-8
	#J100 B-5	KOOK 11-5
		KFXD 1 2
	1	TOTAL A.A.

- (Eegles conti	nued) ———	
	WMAP 11-6 MMEE 8 9 WOW 16 7 WEEP 1-1 BMCI 14-12 92X 5-6 WOWD 15-12 WHOT 1-3 WYFM a-18	
	WHENT  RANC 2-2  RENN 18-14  RYMOPH 9 7  RIOY 1 3  Y98 7-4  RROY 3 5  FRIOZ 5-8  KJRB 10-5  KCPM 15-12  KCPK 13-8  KRSP 1 3	
	RGW 6 4 RM3R 4-3 RLUC B 12 REMO 3-2 RRUX 4-3 RRQ 2-3 RZZX 4-2	

	3	

ľ				100
	FLEETV Think A LP: Tusk	VOOD MA	C WB)	
l	1	170/10	86%	
l	Regional Reach E 86% S 89% M 80%	Œ	,	Summar Summar UP 14 SAME 1

S 89% H 80% W 88%	•	SAM DOW ADD
Pi	P2	1
BAST	BOUTH	EAST
WXBW 25 23	KAUM 25-24	MJBQ
WPIL d 21	KPMK 27-26	WGUY
WPEZ 30 28	RTSA on	WLBZ
WCAO 21 18	KELP 35-20	WTSN
#105 27-23	KMFI d-22	WHEB
WRKO 21-17	KBPH 17-10	13PEA
PRO-PH d 19	WTIX 39-36	K104
J8105 27-21	KEEF 30-33	WPBG
CEGM on	WPMF 22-17	MYRE
	KXX106 23 19	14WR
BOUTH	WERC 19-15	V100
	WSGW 27-25	WCIR
297 19-13	WLCY 28-24	WXIL
KRBE d-28	¥95 27-22 °	*****
293 20-17	96x 25-24	BOUTH
940 20-17	WAXY on Y103 34-29	-
Q105 28-25		MAAY
l	WAPE 24-21	WHEY
AMDWANT	BJ105 27-24 WSGA 9 5	G100
	95SGF 25 18	WFOX
KS95FM d 10	WBB0 26-21	WCGO
RSLQ a-16 RBEQ 27-23	PH100 d 23	WSEZ
MMB 16 15	WHBQ 30-26	WISE
0102 25 20	WLAC 24-21	WTRA
WORY 29-25	EX104 20-16	WAHSP
HORE 49-45	920 28-26	WROV
WEST	WSKZ 27-22	CR101
	WRJ2 28 26	PH99
KEARTH #	WRIX a	MKXY
KRLA a	WAYS 28-25	KMIC
RFI on	WQRX 26-23	KILE
KPRC d-30	WRVO 23 16	KSEL
B100 34-31	# 110n 26-20	KPUR

B100 24-21 KJR 22-19	KJ100 26-20	EPUR 17-14
KIRM 24-17	MEDWEST	MIDWEST
ROPA 25-22	WDRQ 27-24 WTWR a-23	RQWBFM 25 2 REXL 24-21
P2	WVIC a	RFYR on RERC 17-11
BAST	KSTT on RIOA 22-19	RELS d 26
WRQX on WFBR 16-13 WBEWFM 27-24 WOLF a WFBL 38-33 WBBF 23-22 WFFM 28-20 WFFM 25-22 WFL 15-9 WFL 23-17 WFLC 25-21 WFC 25-21 WFFM 26-20 WFB 24-16 0106 22-19	ROPH on	WRKR 33-30
WRQX on	KWEN 31-21	WEAQ 27-25
WFDR 10-13	KRAV 28-18	MMAH 25-18
MOLEVA 27-24	я293 14-13	WTRU a-29 WRBR on
WFBL 38-33	W1SM 20-24	WGBP on
WBBF 23-22	WHAP 19-11	WROX 19-11
WBPM 28-20	WMEE d-29 WOW 26 24	EDVV 27-22
WTRY 25-22	WZ2P 4	
WPLY 15-9	92X 21 18	WEST
WBLT 23-17	WONO 28-25	
MAICAN 54 50	WHOT 25 19	REM1 d-30
KC101 32-19		RSLY 30-25
WICC 25-21	WEST	KCBN 34-27
WAER 24-16		RDZA 27-19 RBDF 19 16
0106 22-19	KERN 29-27	RQDI 30-28
Q106 22-19 WKBO 24-18	кумори в 30	xBOZ 27-23
WWYN 28-26	RIOY 23 20	KOOK 22-18
140 26-23	Y94 23 16 KROY 25-23	RFXD 17 -10
MEEE 20 22	PM102 d 30	KRLC 6-25
	KPXH 22-15	KBIM 28-18
	KJRB 22 20	
	RTAC 27 25	
	RCFX 30-26	
	RRSP 15-7 KMJR 28-25	
1	RMJR 28-25	
	RLUC 10-10	
1	явно 30-24	
1	RRQ 17 -13	

	RRQ 17:13 RZZX 24-16	
	GELBERG otels (Full Mod	on/Epic)
1	01/36 5	1%
Regional Reach E 52% S 54% H 53% W 43%	N&A	Summery UP 40 SAME 2 DOWN 0 ADDS 30
Pi	P2	P3
BAST	EAST	BAST
WRBW d-24 WPIL a	WDENFM a-36 WPSL a-39	WGUY d-17 WIGY a

P1	P2	P3
EAST	EAST	EAST
WKBW d-24	WBENFM a-36	MGUY d-17
WPIL a	WPBL a-39	MICA W
WIF1 d 29	WHEN d 28	13FEA d 27
WPGC a	WTRY on	я104 d-38
	WFLY 19-17	WFBG 36-26
SOUTH	WBLI a	WYRE a
	WPRT d 29	14WK a-29
KRBE on	WAER 0	WCIR on
293 4-28	0106 on	MXIL a
940 16-12	WKBO d=28	
, ,	WHYN d-38	BOUTH
DATE OF THE PARTY	140 d-27	
	WHEE on	WAAY d 27
CKLW a		G100 m-31
KDW9 a-28	BOUTH	WFOX 30 26
KBEQ on		MCGG w
WHB 4-27	EAUN a-26	MISE .
	яРик 30 20	WTMA on
10007	ENFI on	WANEFM 6 31
	WEST A	WROV a
8100 on	Y95 #	CK101 36 33
E1PM d-25	MBGA a-32	FH99 35-31
EOPA 23 19	958GP on	MEXA .
	WBBQ on	RMIC d 28
		RILE d-33
	FM100 *	RBEL d-20
	WSEZ 0 29 -	KPUR on
	WRJE d 22	PROMINET.
		The second
	MORK 25-21	
	MAKY 28-21	комври 23-2
	KJ100 27-19	KKKL 21-19
		KFYK on
	NEW WOOT	KKLB on
		WEAQ a-29
	WDRQ 25-23	WSPT A
	ESTT 4	MAIRE a

- (Den Fogelbe	vg continued) —	
	ROPN on RWEN 40-32 RRAV 29-19 RZ93 on	WGBF a WROK 30-26 KDVV d-29
	WHAP a WHEE a 92x 24 22	MENT ON
	WONO 6 31	RDZA a RBDF d 30 RODI on
	FM102 a	KBOZ on KOOK a KRLC 30-27
	RTAC on   RRSP 26-16   KLUC 17-7   RRUN 0-36   RRQ 15-12	KBIM d-29

Regional		National
Reach £ 54%		Summary UP 33
S 529 H 299	N&A	DOWN 0
W 35%		ADDS 34
Pi	P2	P3
BAST	EAST	EAST
WPIL a WCAO d-30 WRKO 29-25 PRO-PM a	WFBR 27-22 WBENPH 39-35 WHFM a WTRY OR	WGUY on WLBZ d-33 WIGY d-34 WHE3 d-39
J8105 on WPGC 13-10	WBLI a WTICPM a	13FEA on WFBG d-36 WYRE 25-20
BOUTH	0106 d-30 0106 d-30	WCIR a WXIL on
KVIL on KRBE on 293 28-24	WHYN d-40 140 e WREE e	BOUTH
Q105 on	BOUTH	WAAY OR WHHY d-29 WFOX d-29
CKEW on	RPMK on-dp RTSA on RINT A	WCGQ a WANSPM a WROV on
KS95FH a	KBPM a WERC d-30	CR101 39-3 PM99 a RILE d-34
KFI on	WSGN d-30 WLCY d-28 96% a-31	RPUR a
	WAPE a 95SGF on WBBQ on	REXT OR
	HX104 d-25 WSRZ a WRIX on	WSPT a WNAM a WROK a-30
	WAYS d-33 WGH d-19	WEST
	WQRK a WRVQ d-26 WAKY s-29	RDZA on RBDF 22-19
	MIDWEST	RBOZ a
	WTWR d-30 WVIC d-39 ROPM a	RPXD d-30 RRLC a
	RMEN a RRAV d-27 WZ2P d-29 WOHO d 30	
	WEST	1

	HEART Even It Up (Epic) LP: Bebe Le Strange	
Regional Reach E 504 S 634 M 564 W 734	20	National Summery UP 89 SAME 10 DOWN 11 ADDS 1
P1	P2	P3
WRBW d-29 F105 34-31 PRO-FM d-27 JB105 26-20 CRGM on	RAUM 15-14 RELP a-34 RINT d-24 RHFI 9 10 WTIX 19-16 REEL 30-24 WFMF 16-14 RKK106 10-10	WGUY on MIGY 1-2 WFBG 18 16 14WR 29 27 V100 20-19 WCIR 7-6 WX1L 24-25

	Regional Reach E 50% S 63% M 56% W 73%	3	National Summary UP 89 SAME 10 DOWN 11 ADDS 1
1	P1	P2	P3
	HYREM d-29 P105 34-31 PRO-PM d-27 J8105 26-20 CKGM on FABE 23-20 Q105 18 16 MINUMENT REMB 24-22 REEQ 24-22 WORY 15-13 WORY 15-13 WORY 15-16 RUPD 9 9 P2 CAST  P1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	RAUM 35-14 REMP 3-24 REMP 3-24 REMP 3-24 REMP 10-10 WTIK 19-16 REEL 30-24 WFMP 16-14 REME 10-10 WLCY 26-21 Y95 3-2 96x 21 16 Y103 21 17 BJ105 30-27 988 21 16 Y103 21 17 BJ105 30-27 WBBQ 25-25 FW103 21 17 WW0 30-29 RJ100 17-13 WWORK 7 7 WWVQ 30-29 RJ100 17-13 WWORK 7 7 WWVG 30-29 RJ100 17-13 WWORK 7 7 WWVG 18-11 NSTT 29-28 ROFM 28-26 RZ93 3-3 WHISH 10-7 WHISH 10-7 REMM 11-10 YER 11-10	MGUY on MICY 1-2 MFBG 18 16 16 16 14 12 9 27 10 10 20-19 MCIR 7-6 MXIL 24-25 MRHY 12-12



BROTHERS JOHNSON Stomp! (A&M) LP: Light Up The Night		
62/15 31%	•	
Regional	Natio	
Reach	Summ	
E 24%	UP	

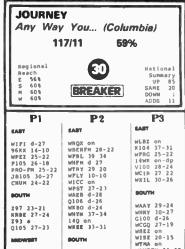
Pi	P2	P3
BAST	BONTH	EAST
WXLO a-30	KAUM 21-18	WF8G 35-28 WYRE 28-23
WCAO 29 20	KRLY 20-11 KPMR 5 1	WIKE 20-23
JB106 a-33 WPGC 27-23	KBPN d-26	BOUTH
WFOC 27-23	WT1X 15 6	
BOUTH	WPHF d 23	WAAY 26-18
	WERC 23-20	иниу а
KRBE 14-13	MFCA 9-30	WCGQ d -29
293 24-18	96X 27-22	WANSPM d-3
Y100 25-21	Y103 a-40	CK101 27-21
	WAPE 30-28 WSGA 15-9	KMIC 0
NEGOTOST	95SGF on	RILE d 18
CKLW 16-14	WBBO 24 19	KPUR 22-17
KSLO a-30	PM100 d-21	1
	WHBQ 20-14	AMPWENT
WEST	WLAC &	
	KX104 26 19	WRKR 36 - 33
REARTH 20-18	92Q a	WEST
MPI a	MXIX 10-6	WEST
KHJ 27-19	WQRK d-24	KSLY A
KPRC 26-21	MEDWEET	KBLC #
P2		
	WDRQ 22-18	
EAST	WISH a	
WP8R 24-21	WHCI a-25	
WPSH 24-21 WBENPH 17-15	WHOT d 21	
WBLI d 25		
0106 on	WEST	
WHYN on	KYNOPH d 28	
WREE on	#10Y a-26	
	PH102 a	

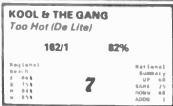
MABC 19 11 WXLO 6 7 WMBC 19 16	WPBR 4 3 WBENPH 12 11 WOLP on	WJBQ 8 5 WGUY 6-4 WLB2 23-19
Pi	P2	P3
Off The I		National Summary UP 119 SAME 17 DOWN 13 ADDS 3
RHJ 27-19 RPRC 26-21 P2 EAST WFBR 24-21 MBENPH 17-15 MBLI d 25 Q106 on MHYN on MREZ on	MORR d-24  AMOUNT  MDRQ 22-18  MISH a-25  MNC1 a-25  MNC1 d-21  WEST  XYNOFM d 28  XIOY a-26  FM102 a  KJRB d-28	RSLY S RPLC S
WEST WEST REARTH 20-18 RFI a	PM100 d-21 WHAC a KX104 26 19 920 a WRIX 10-6	MRKR 36 - 33

и 60% и 75%	9	DOWN 13 ADDS 3
P1	P2	P3
MABC 19 11 MILLO 6 7 MIMBC 19 16 MIPEZ 28-23 MIPEZ 28-	MPBR 4 3 MBENTM 12 11 MOLF on MPBL 23 17 MPBP 23-16 MPFN 12 1-16 MPFN 18 12 MFRY 5 6 MFLY 12-16 MFLY 10-8	WJBQ 8 5 WGUY 6-4 WLBZ 23-19 WIGY 30-24 WTSN 24-3 WJFR 21-3 WJFR 21-3 WJFR 21-3 WJFR 21-3 WJFR 11-7 14MK 18 14 V100 26-20 WCIR 16 10 WCIR 16 10 WGR 21-3 WCIR 16 10 WGR 25-2 WCIR 16 10 WGR 25-2 WCIR 16 10 WGR 25-2 WCIR 16 15 WGR 25-3 WCIR 16 15 WGR 25-3 WCIR 16 15 WGR 25-3 WGR 25-3 WGR 25-3 WGR 25-3 WGR 36-3
WEST	NEMT 19 11 NNFI 0 KBPM 3-2 MTIX 4-10 KEEL 18 12 MPMF 11-6 MERC 2 2 MSGN 10-10 MLCY 1-3	CK101 1 6 PM99 7 3 WMXY 10-8 RWIC 27 22 KILE 9 4 KSEL 18 14 RPUR 5 5
RFI 2-4 HMJ 4-4 KFRC 4 11 BIOO 15 12 KOPA 9 4	MERC 2 2  MSGM 10-10  MICY 1-3  Y95 on 96x 4-3  MAXY 8-7  Y107 -2  MSGA 3-3  MSGA 2-3  MSGA 2-3	MRRR 25-19 MNAH d 24 MTRU 28-26 MRBH 16-14 MGDP 10-7 MROR 8 6 EDVV 19-13 WWST RCBW 21-16 RBDZ 11-6-8 RBDP 4 RODI 19-16 RBDZ 16-14 RBDZ 16-14 RBDZ 16-14 RBDZ 16-14

BILLY JOEL You May Be Right (Columbia) LP: Glass Houses		
186/7	94%	
Regional Reach E 968 S 978 M 878 W 958	Summary UP 171 SAME 8 DOWN 0 AD'55 7	

H	Pl	P2	P3
	- 1		BAST
	P1  RAST  MABC 40-31  MILO 22-16  MILO 22-16  MILO 22-16  MIST 11 11  96KX 20-16  MFF 1 11 11  96KX 20-16  MFF 21 11 11  MFF 21 12  MFF 21 11  MFF 21 11  MFF 21 11  PROOF 31-26  CHUM 13-8  CHUM 13-8	RELP 31-26 RINT a RNPT 23-14 RNPT 23-16 RNPT 23-20 WTIX 21 8 RSPM 29-20 WTIX 21 8 RSPM 29-20 WTIX 21 8 RSPM 29-20 MTX 21 8 RSPM 29-21 MTSPM 24-14 MTSPM 25-23 MTSPM 25-23 MTSPM 25-23 MTSPM 25-23 MTSPM 25-23 MTSPM 26-23 MTSPM 26-23 MTSPM 26-23 MTSPM 27-14 MTSPM 26-24 MTSPM 26-24 MTSPM 26-24 MTSPM 27-14 MTSPM 26-24 MTSPM 27-18 MTSPM 27-18 MTSPM 27-18 MTSPM 28-15 MTSPM 27-19 RTSPM 27-19 RTSPM 27-19 RTSPM 27-19 RTSPM 27-24 MTSPM 28-15 MTSPM 27-19 RTSPM 27-19 RTSPM 28-15 MTSPM 28-16 MTSP	
	WRQX 26 25 WFBR 18-9 WBENPH 25-16 WOLF d-15 WPBL 27-15 WBBF 12-8 WHFH 23 11 WFRY 27-21	MMAP 24-14 MMEE d 28 WOW 23 16 MMCI 23 19 92X 13-8 WOHO 27-24 WHOT 13-9 WEST REJIC 20-15 KERN 23-17	RENI 8 RSLY 8 RCBN 36-20 RD2A 25-18 RBDF on RQDI d-20 RBOZ d 30 ROOK 24-19 RFXD 24-21 RRLC 26-19
	WBLI 16-13	RIOV 25-18	





H 045	•	HOWN 68 ADDR 1
Pi	Pt	P3
BAST .	BOUTH	BAST
WASC 1 7 WILD 1 0 WASC 1 7 WILD 1 0 WASC 1 7 WILD 1 0 WASC 1 0 WAS	RRLW 15 10 RFNH 2 5 RFNH 2 6 RRLF 5 0 RRLF 5 0 RRLF 5 0 RRF1 4 19 RRF1 4 19 RRF1 1 1 RFI 1 3 0 RRF1 5 1 RRF1 5 1 RRF1 5 1 RRF1 5 1 RRF1 5 1 RRF1 5 1 RRF1 6 2 RRF1 6 2 RRF1 6 5 1 RRF1 6 2 RRF1 6 5 5 RRF1 6	WGUY 16 11 wtb1 9 8 wig 27 9 8 wig 27 9 8 wig 37 9 8 wig 47 9 7 wig 80 6 11FEA 7 7 wig 80 6 11 4 MA 2 4 vio 8 7 will 10 4  SOUTH  GIOO 7 5 will 10 6 will 10
MADWART	PRIGO 10 14 WRBQ 11 31 WLAC 3 1	5H33 11 13
WES 11 11 CREW 0 7 #SSSPW & 0 KSEQ 14 14 #REQ 14 19 WHD 1 1 WGCL 4 5 Q102 10 0 WGRY 2 2	WLAC 2 1 KX104 3 5 92Q 3 2 WSK2 2 7 WK12 8 12 WK1X 5 9 WAYS 5 14 WAKY 3 12	RWIC 7 6 RILE 7 10 RBEL 7 11 ANDWEST ROWDER 13-3; RRXL 6 6 RKLE 12 8 WHKR 23-16
#EANTH 10 30 #RLA 3 5 #F] 4 5 #HJ 16 30 4FRC 3 3 #100 4 4 #JR 15 12	WDRQ 10-13 WTWR 2 1 WGRD 11-11 WV1C 17-12 RbTT 5 5 EIOA 11-7 ROPM 22-16 RWEM 5 5 RRAW 6-7	MRAQ 30-27 MRAR 7 13 MTRU 20-16 MRBR 13-10 MGBP 3 6 MROK 13-24 KDVV 5 8
RINH 6 11 ROPA 6 6 P 2	RZ93 11 10 W15# 10 8 WREE 7 8 WZZP 8 6 WHCI 17 13 928 7 10	RENI 18-29 RSLY 1-2 RCBM 8 15 RD2A 3 10 RBDF 1 1 RQD1 22 17
WRUE 10 5 WINE 8 14 WBENPM 11 10 WULF 10 11 WFBL 8 13	WOND 11-9 WHOT 4 7 WYFM 15 10	KBOE 8 7 KPND 8 5 KB1m 8 10
MBBP 10 12 MBPH 3 8 WTHY 0 14 MBL1 11 16 MTICF4 3 4 KC101 1 1 MICC 4 2 MAED 10 7 Q106 11 11 MKBO 1 7 MMY 6 3 14Q 16-12 MKEE 2 ,	RRIC 9 6 RERN 1 2 REND 1 7 REND 1 7 REND 2 9 RIDY 2 2 RROC 5 4 PRIO2 2 9 RFAG 4 4 FFAG 6 4 FFAG 10 - 7 RCPM 5 7 RCPM 5 7 RCPM 5 7 RCM 5 7 RCM 5 17 RUUC 19 18 REN 5 5 1 RRUX 5 5 RRUX 5 5	



KENNY LOGGINS Keep The Fire (Columbie) LP: Keep The Fire	
71/6 36%	
Regional Rea h F 384 5 334 M 274 W 488	National Summery UP 31 SAME 11 DOWN 3 ADDS 6

F 38 4 5 33 8 m 27 8 w 46 8	N&A	UP 31 SAME 11 DOWN 3 ADDS 6
PI	P2	P3
WIFT 30 25 WSFR d 18 WEE7 on \$105 3: 28 THUM R 7 CKGM a	WTRY 28 26 WPLY 14 13 W15C on W15D 27 21 WHYN 32 1, 14G on WREE 27 23	WJBQ 14 9 WIGY 15 12 WHEB a 13FEA 22-19 WFBG 21 19 WCIR on
940 14 14 MMOWRET WEST FIRM on KOPA 29 21	KMPI on   100	WAAY 15 11 WHMY 17 14 G100 11 25 WFOX d 30 WFGQ 24 18 WSEZ 39 32 WISE d 35 WTMA 3 11 WROV 13 8 CK101 17 13 FM99 18 14
	wV1 36 29 FWEN on WNAP 3 29 WOW 1 27 WZZP 15 14	RUMBEM a RERE 16 11 WRER 1 37 WEAQ on MPBR a WROK 28 25
	FM102 20 1A SJRB 1A 11 FTAC ON FCPR 15 15 FGP 27 34 FGW 3 KRUF 0 28 KRUF 0 28 KRUF 0 25 KRUF 0 3 RRU 9 6 RRU 0 25 KRUF 3 25 KR	WEST 1 27 FENT 1 27 FSLY 0 21 FBDP 14 1 1 FQD1 0 29 FQD2 26 26

MELISSA MANCHESTER Fire In The Morning (Arista)		
	0/11 4	5%
Regional Reach E 488 B 508 M 408 W 338	N&A	Wational Summary UP 6 SAME 18 DOWN 0 ADOS 11
Pi	Pt	P3
BAST	BAST	SAST
MFIL d-25 MCAO 28-26 MNRO 28-23 MPGC d-28 BOUTH EVIL a 193 21-20 949 6 5	WPRN 29-25 WFRL 35-31 WFRY d 29 WFLY a-10 WFLY a-10 WFLY a-10 WFLY a-27 WFRD 26-27 WFRD 26-20 WFWN 31-32 140 d-24 WFRE d-35	MOUY MOUTH TO MOUTH MOUT
EDWB 21-15 HBEQ d-10 WHM 34-22 WGCL a WMMT RIMW d-21	### 26-21 ##11 35-26 ### 25-26 ### 25-26 ### 25-25 ### 2	MAAY on MFOM 21-18 MCGQ 26-22 MTSE 18-33 MTMA 16-14 MAMBFM on KAAY 19-10 CK101 30-2/ FM99 d-35 WKXY 30-20 KILE d-36 KKXE 18-15 KKMC 26-17 MEAQ 25-21 MEAQ 25-21
	WASH ON WAYS 10-10 WGH ON WARY 29-23	WSPT d-30 WMAH on
	MINUTERY WITH 13-13 WVIC d-38 KSTT 26 25 KOPM a KWEM d-34 KZ93 a-20 WOW 24-22 WZEP 25-21	KSLY ON KDZA a KQDI on KBO2 d-28 KRLC 24-21 KBIM d-27



Reach   E	Regional	15/13 4	3% National
### BARY  #### #### ##### ####################	E 44% S 41% M 40%	N&A	SAME 20 DOWN 2
MPRZ on PRO-THY 21-20 MPLY 16-15 MPGG 11-10 MPGG 12-10	• •		
NOWNEST   SOUTH   WIMMY a   WCQ d 27   WSC 2 12-10   WSC 2 2-2   WSC 2 12-10   WSC 2	PRO-PM 23-20 JB105 18 12 CNUM 6 6 CKGM 28 25	WTRY on-dp WPLY 16-15 WPST 19 16 WAEB on 0106 25-21 WMYN on 140 28-16	WIGY 20-19 WPBG 11-10 14WK on-dp V100 on WCIR 28-25 WXIL 27-18
RFI on 6 955CF d 28 MBB0 22 15 FRIOD 6 RXIDO 7 RYID 8 7 MBR 2 2 2 RXIDO 28 27 MBA 17-12 MBB0 28 17 RXIDO 28 27 MBA 17-12 MBB0 28 MBA 17-12 RXIDO 28 27 RXIDO 28 MBA 17-12 RXIDO 6 RXID	AMOWEST  KDMB 15 11  KBEQ on dp  WGCL 26-20	WTIX 18 15 REEL 17 15 RXX106 20-16 WERC 29 27 Y95 23-23	WCGQ d 27 WSE2 13-10 WISE 31-26 WTMA on WANSPM 23
WDRQ 8-6 WY1C 14 27 RSTT 28 27 RSTT 28 27 RSTS 30 on RQDI d-25 WISH d 28 WNAP 21 18 RFM1 on-dp WOM 4 RFM1 on-dp WHOM 8 4 RFM1 on-dp RFM1 c-26 RFM0FM 23-20 Y94 21-15 RROY 8 RCPX 27-23 RRSP 22 17 REMO 4-30		BJ103 25 19 WSGA a-36 95CF d 28 WBBQ 22 15 FN100 a KX104 ra WSK2 30 26 WRJZ a WAYS 27 20	ROWBER 30- REYR 8 7 WRER 2-2 WEAQ on WSPT 3-5
RSTT 28 27  K193 on  WISM d 28  WINAP 21 19  WOW 8 4  92% on  RRAJC a-26  KYMOPM 23-20  Y94 21-15  KROY a  KCPX 27-23  KRSP 22 17  KRMO 40-10			WEST
RMJC a-26 KYMOPM 23-20 Y94 21-15 KROY a KCPX 27-23 KRSP 22 17 KEMO d-10		WVIC 34 27 RSTT 28 27 RZ93 on WISM d 28 WMAP 21 19 WOW 8 4	RDZA on RQDI d-25 ROOK a RFXD on-dp RRLC 13 6
TYM 21-15  KROY 6  KCPX 27-23  KRSP 22 17  KEMO d-10		r	
		MROY 0 KCPX 27-23 KRSP 22 17 KENO d-30	

/ Pledge LP: Twice		
Regional Readh E 62% S 40% M 16% W 20%	4/13 3:	Mational Bummary UP 42 SARE 10 DOWN 9 ADDS 13
Pl	Pt	P3
SAST	SAST	BAST .
WABC 9-12 WXLO 11-6 WMBC 30-23 WRBW 6 B WFIL 21-17 96 NX 25-22 WCAO #	WPBN 31-38 WPBL 4-38 WBBF 5 4 WTRY on WELI 27-30 KC101 4-28	WJBQ d-31 WLBE a WTSN 20-17 WHEB 17-14 19EA 17-26 WFBQ d-38 WYRE on

BAST		
	SAST	SAST
WARC 9-12	WFBB 21-30	M3BG q-31
WXLO 11-6	MRENEM 10 30	MEBS #
MHBC 10-23	WPBL 4-38	WT88 20-17
WEBW 6 B	WBBF 5 4	WHEB 17-14
WPIL 31-17	MANA ou	WFBG d-10
96 KH 25 22	WBL: 27-30 KC101 4-38	WYRE on
MCAO A	micc q-58	WCIR on
P105 a WRKO 14-10	WKBO n-29	
PRO-PR 4 2	WHYN 36-29	BOUTH
JB105 3-4	160 a	
WPGC on		WHHY 20-18
	BOUTH	WISE a
BOUTH	RELP 4-22	WTMA 20 18
	KINT 21-16	FM99 21-15
KVIL a	WTIK 24-21	
Y100 a-40	KEEL 32-22	CANDINGT
NAME OF TAXABLE PARTY.	WERC 24-21	
	WEGH d 29	KDAA w
CKLW on	MANY 30-39	umit .
WGCL 31-21	BJ105 13 11	-
MOKA 31-36	WSGA 19-17 958GP on	KDZA d-29
	MBBO 4-38	
WEST	WHBQ d-28	
KEARTH 3 3	WLAC on	
KRLA 7-9	RH104 29 23	
KPI 21-15	920 24-21	
RHJ 3-3	WRIE 17 16	
m100 27-23	MAYS 3-5	
-	MONTO	
	KSTT 0-30	1
	KOPM # KWEN 22-30	
	KMEM 23-30	
	WHAT	
	KERN d-34	
	KYNOPH B 13	
	KIOY 13 16	
	RFKM 35-17 RENO 29-26	
JUNEAU CONTRACTOR	NEWS 23-50	
		THE REAL PROPERTY.
PINK FL	AVD	
Another	Brick (Col	tembini.

1 1	71/1	86%
Regional Reach E 844 S 904 M 804	4	National Summary UP 26 SAME 95 DOMN 49 ADOS 1
PI	P2	P3
WABC 1 I WHEC 10-5 WK MB 1 1 WING 10-5 WK MB 1 1 WIFF 1 1 96 KK a-3 WFE 2 1 WCAO 1 1 WK A-3 WFE 2 1 WCAO 1 1 WK W A-4 WFE 2 1 WCAO 1 1 WK W A-4 WFE 2-3 CKUM 3-16 KRBE 1 1 293 4-5 WHE 2 WFE 2-16 WK MB 2 1 1 293 4-5 WFE 2 WFE 3 WFE 2 WFE 3 WFE 2 WFE 1 1 WHET KEARTH 2-2 KFI 1-1 KW A-5 KW A-5 KFI 1-1 KW A-5 KFI 1-1 KW A-5 KW A	MRQK 1-1	WCUY 1 1 WLBF 1 1 WLBF 1 1 WLBF 1 1 WLBF 1 9-19 WFBG 1-1 WYRE 1 1 14WK 1 1 V100 3 1  BOUTH  WAAV 5-15 WHY 2-5 G100 1-1 WSEC 1-2 WTHA 11-3 WROV 2-2 WTHA 11-3 WROV 2-2 RILE 0 1 1 RPUR 4 6  SOUTH  SEC 1 1 1 RPUR 4 6  SOUTH  WEEL 1 1 RRLS 4 2 WARE 1 1 WEEL 1 1 RRLS 4 2 WARE 1 1 WEEL 1 1 RRLS 4 2 WARE 1 1 WEEL 1 1 RRLS 4 2 WEEL 1 1 RRLS 4 2 WEEL 1 1 RRLS 4 1 WEEL 1 1

LP: Late At	Night	
1	35/13	18%
togional teach		Mattenal Bummary
E 721	18	UP 98 .
1 771	<b>W</b>	DOME 11
U 101		AD06   1
Pi	P2	P3
SAST	884714	SAST
MARC 18-8 MELO 5 5	ERLY 15-12	MONA ou MIBO 3 7
90/8C 18-14	RELP 20-20	MIGY 9 14
WFIL 6-6	EINT 24 21	WTSN 22 20
WPEE 27-24	EMP: d 17 EDPN 21 13	13FEA a
WCAO 12-22 F105 35 31	WTIR 10-35	WFBG 15 11 14WK 23 17
J0105 11-11	107917 27 21	MC18 31-19
CEGM on	WERC on MANY 14-9	001/711
001/714	WEGA 7 6	WAAY 25-20
KALF 9 51	WBBQ 16 6	MMHY 10-25
ERBE 10 17	WLAC 23-20 WRJE 14-10	G100 20-16 WFOR 14 10
193 9 12 940 17-22	WR12 0-12	MCGG a
A100 50-10	MAYS 0 7 MGH 5 4	MEE 11-0
400000	WRVQ a	WTMA 13-8 WAMSPM 16-9
CKLW 4 4	MARY a-26	1/80V 5 5
K895PH 18-13 KBLQ 24 22	NEED WAR	CE101 7-5 FM99 4 2
EBEQ 16-9	WDRQ 4-4	WERY 15 13
WHS 12-11 WORY 11-7	MTMR 6 8	RELE 23-23
	WVIC 30-22	ESEL A
WEST	#IOA 4-25 #OF# 21-20	EPUR 14-9
KEARTH 9-7	EMBH 33-22	CARD-LATER T
EFE 20-24 EFEC 16-13	RRAV 16-14 RE93 8-6	ERRC a-21
KJR 24 22	WISH 1 )	WRER 20-11 WEAD 0-30
KOPA 17-14	WHEE 30-27 WOW 16 11	WEPT 23-20
Pt	WEEP 6 17	WHAM a WTRU 32-21
BAST .	WICE 24-18 92× a-25	WRBR 20 16
WKQK 21-22	MONO 8 3	WGBF d 17
WBENFH 2-2	WHOT 23-12	EDVV 18 -16
WOLF a WFBL 17 11	WHAT	WEST
MBBF 25 19	KHUC 13-11	KELY d 20
WTRY 15-5	MERM a MIOY 9 12	RCBN 6 29
WBLI 12-9 WTICPH 22-13	Y94 17-11	RD2A 22-17 RODI 13-5
RC101 9-1	PM102 24-15 RPXM d-23	KBOZ 13-10
WICC 11-9 WPST 23-22	KTAC on	ROOK 26-20 RFXD 13-0
0106 10-4	KCPK 4-3 KGW 29-25	EBIM d 25
MMAN 51-19	RENO 16-12	
140 01 10		

BILLY PRESTON & SYREETA
With You I'm... (Motown)

11 '	23/24	£ 70
Regional Reach E 386 S 654 M 444 W 834	28 BREAKER	Summery UP 78 SAME 21 DOWN 0 ADDs 24
PI	Da	EDe.
BART	P 2	P3
WIFI 14 10 WPEE on	MEIX a 18	MCUY on
F105 d 25	MPMP a	WIGY 7 5
PRO-PH 7 6	KXX106 14 12	13PEA 0 30
J8105 24-19 CNUM 20-19	WERC 20-18 WSGN a	WFBG d-37
CKGM 22-10	Y95 a	WCIR on
	96K 20 17	WKIL on
BOUTH	Y103 32-27 WAPE d 29	80VTH
KRBE A	8J105 on	COUTH
Z93 a-26	WSGA 12 27	MAAY 24 23
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PRETENDERS

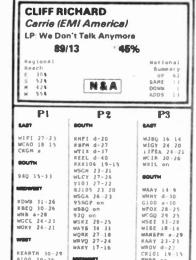
LP: The Pretenders 123/24

Brass In Pocket (I'm...) (Sire)

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R&R/Friday, March 28, 1980

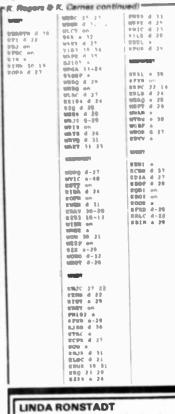


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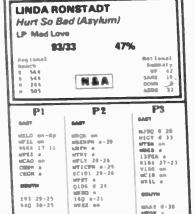


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#### **Others Getting** Significant Action

ANNE MURRAY "Lucky Me" (Capitol 17/11

Moves. Up 1. Seme S. Down Q. Adde 11, K895-FM, WHB. KJR. KBFM, WZZP, WJBQ, WFBQ, WSE, KCBN, KBOZ.

WREQ. WREE, KCBN, KBOZ.

KNACK "Can't Put A Price On Love" (Capitol) 16/11

Moves. Up 1, Seme 4, Down 8, Adds 11, WIFI, PRO-FM, Q165, WKEE, KBFM, WLBZ, WFBQ, G165, WANS-FM, KQWS-FM, KCBN.

CAPTAIN 5: TENNILLE "Love On A Shoestring" (Casablence) 16/1

Moves. Up 8, Seme 18, Down 8, Adds 1, WTIX, WXLO on, WGCL 30-29, WOKY 6-29, WAXY

29.28 KBOZ 28-28 RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista)

15/4, Moves Up 8. Same 3. Down 9. Adds 4. KRLA. WVIC, WXIL, CK101, WLCY 30-25. WSQA 34-29. WSSQ 23-18. STYX "First Time" (A&M) 15/1
Mover Up 8. Seme 6. Down 1, Adde 1, WISM, SSKX 1-1, WPEZ 28-17, WLAC 17-13. KLUC 22-16, KFXD 23-15.

WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 14/1, Moves: Up & Same 4, Down 4, Adds 1, KSTT, KVIL 16-16, KBEQ 10-4, WOKY 20-16, WERC 17-13.

WERC 17-13.

SURVIVOR "Somewhere in America" (Scotti Bros.) 13/2

Moves: Up 2, Seme 9, Down 9, Adde 2, WSKZ, KJRB, WVIC 39-34, K104 40-35.

DOTTIE WEST "Lescon in Lesvin" (UA) 13/0

Moves: Up 8, Seme 4, Down 1, Adde 9, WERC 27-22, WLAC 27-23, 82Q 22-17, WAYS 6-4, WHHY 24-21.

PAT BENATAR "We Live For Love" (Chryselle) 12/8
Moves: Up 0, Seme 4, Down 0, Adde 8, WIFI, JB105, KRBE, Q106, WAPE, WAYS, KPUR.

WDRO.

BAR-KAYS "Today is The Day" (Mercury) 12/3

Moves: Up 8, Seme 1, Down 9, Adds 1, KFXM, KRUX, KBIM, WPGC 30-27, Y100 27-24.

JB105 40-33, KIOY 29-25.

DOLLY PARTON "Starting Over Again" (RCA) 12/2

Moves: Up 3, Seme 7, Down 9, Adds 2, WOKY, K104, WKBW on, WFIL on, WRKO 30-24, CMI M.4. Th

CKLW 6-30.

BEACH BOYS "Goin' On" (Carbou) 11/5

BEACH BOYS "Goin' On" (Carbou) 11/5

Moves: Up 1 Same 1 Down 9, Adde 5, WSKZ, WAYS, KWEN, WNAP, KCBN, WBEN-FM

23-30, WIGY 25-21.

BOB SEGER "Against The Wind" (Capito® 11/2

Moves: Up 3, Same 8, Down 8, Adds 2, WOKY, WTMA, KWK on, KOPA d-28.

WAYNE NEWTON "Years" (Aries 8) 11/1

Moves: Up 2, Same 8, Down 9, Adds 1, KTSA, KEARTH 16-14, WTIX 22-19, KEEL 3-3.

KENNY NOLAN "Us And Love, We Go Together" (Casablanca) 11/0

Moves: Up 8, Same 2, Down 4, Adds 0, Y100 15-18, KINT 15-14, KFXM 27-28, WCIR 20-19.

KSLY 29-28.

MICHAEL JACKSON "She's Out Of My Life" (Epic) 10/5

Moves: Up 4. Seme 1, Down 0, Adds 5. ZR3, KEARTH, WLCY, WSQA, KMJK, WPGC 4-2.

Q105 d-30, WRVQ 31-22.

GRACE SLICK "Seasons" (RCA) 10/4

Moves: Up 2, Seme 4, Down 0, Adds 4, WKBW, WFBR, WKEE, KQWB-FM.

LIPPS, INC. "Funkytown" (Casabianca) (10/3)

Moves: Up 4, Seme 3, Down 0, Adds 8, WABC, KRLA, BJ105, WXLO 27-20, KEARTH 25-20, KKLJ 25-14.

# THE PICTURE PAGES

#### Scaggs Middle Man At Columbia



Columbia Records' artist Boz Scaggs recently participated in a listening reception for his new album, "Middle Man," due to ship this week. Shown at the reception are (top, I-r): Front Line Mgt.'s Larry Solters, Columbia Records VP Michael Dilbeck, Scaggs, Front Line Mgt. Exec. VP Michael Klenfner, CBS Records Div. President Bruce Lundvall, CBS Records Group Dep. President Dick Asher, CBS Records VP & GM Paul Smith, and Columbia Records VP Joe Mansfield; (bottom, I-r): CBS Records VP Ron Piccolo, Carmella Scaggs, Front Line Mgt. President Irving Azoff, and Columbia Records VP Arma Andon.

#### **Big Rush At The Forum**



Mercury artists Rush recently performed at L.A.'s Forum, and are shown relaxing post-gig. Pictured (top, I-r) are Rush's Neil Peart, Alex Lifeson, and Geddy Lee, Polygram's Kenny Hamlin and Larry Smith; and (bottom, I-r): Phonogram/Mercury's Marilyn Barrett, Jimi Fox, John Stainze, and Carolyn Broner.

#### Hatchet Slices Through Atlanta



Following their Fox Theatre concert in Atlanta members of the group Molly Hatchet were greeted by members of the Epic family. Pictured are (top, I-r): E/P/A's John Kirksey, Molly Hatchet's Steve Holland and Bruce Crump, manager Jack Armstrong, group members Banner Thomas and Danny Joe Brown, E/P/A Sr. VP & GM Don Dempsey, and band member Dave Hlubeck. Bottom (I-r) features manager Pat Armstrong, and E/P/A staffers Chuck Schwartz, Gale Sparrow, Don Miller, and Rich Bloom.

#### **Barbara Corners The Rose**



Barbara Walters (left above) is shown conducting an interview with Bette Midler, to air on "The Barbara Walters Special" Tuesday, April 1 at 10pm (PST) on ABC:TV. The subjects discussed ranged from the success of Midler's film and album, "The Rose," to her first book, "A View From A Broad."

#### Philly Branch Cops MCA Award



The Philadelphia branch of MCA Distributing walked away with the top honor of "Branch of the Year" at the company's regional meetings held recently in Scottsdale. Pictured accepting the award are (I-r): MCA Distributing's Bob Speca, Ron DeMarino, and John Burns, MCA Distributing's VP Neil Hartley, MCA Distributing's Ron Bauder, MCA Distributing Exec. VP Sam Passameno, and MCA Distributing President Al Bergamo.

#### **Wee Gee Sings Cotillion Music**



Atlantic's Cotillion Records has signed Wee Gee (more formally known as William F. Howard II) to a recording contract. The debut single, "Hold On (To Your Dreams)" has already been released, with the album scheduled for a late April release. Shown making it all legal are (I-r): Atlantic/Cotillion's Bill Cureton, Wee Gee, producer Vernon Bullock, and Cotillion President Henry Allen.

# THE PICTURE PAGES

#### Nassau Collects Denver's Autograph



RCA artist John Denver was welcomed to New York by RCA Records execs following his recent concert at the Nassau Coliseum. Pictured (I-r) are: Management III Management Div. President Sal Bonafede, RCA VP's Mel Ilberman and Arthur Martinez, Denver, RCA President Robert Summer, Denver's producer Milt Okun, RCA VP's Bob Fead and Jack Chudnoff, and Windsong Records Exec. VP Harold Thau.

#### **Engelbert, Epic Combine Forces**



To celebrate the re-signing of Engelbert Humperdinck, several Epic Records executives got together with the to celebrate the re-signing of Engelbert Humperdinck, several Epic Records executives got together with the artist following his opening night at the Las Vegas MGM-Grand. Shown backstage are (top, I-r): manager Harold Davison, E/P/A VP AI Gurewtiz, Humperdinck, producer Joel Diamond, and Epic VP Lennie Petze; (bottom, I-r): Epic's Larry Schnur, E/P/A's Michael Alhadeff, Epic VP Frank Rand, and Epic's Larry Hamby.

#### **Hiroshima Explodes At Bottom Line**



Arista recording artists Hiroshima recently made their New York City debut at the Bottom Line. Greeting the group backstage were Arista VP Richard Smith (far left), Arista President Clive Davis (second from left), and Arista VP's Richard Palmese (center, standing), Rick Dobbis (second from right, standing), and Mike Bone (cen

#### Ayers No Stranger To Cleveland



Polydor's Roy Ayers was recently presented with the key to Cleveland after a performance at the Palace Theater to promote his latest album, "No Stranger To Love," and single, "Don't Stop The Feeling." Cleveland Councilman Michael White (middle) is shown congratulating Ayers while Arista artist Phyllis Hyman looks on.

#### Rozetta To 20th



20th Century-Fox Records has announced the signing of Rozetta to an exclusive worldwide recording contract, and the release of her first album, "Where's My Hero." Pictured at the inking ceremony are (I-r): 20th VP Dave Parks, album co-writer Blake Levinsohn, Rozetta, and 20th President

#### Warner-Curb Displays Arrogance



North Carolina-based Arrogance, after two singles with Warner-Curb, has been signed to the label for a debut album, "Suddenly," scheduled for late March release. Pictured at the WB headquarters are (I-r): Warner-Curb VP Tom Bonetti, Arrogance's Marty Stout, Don Dixon, Rod Abernethy, Scott Davison, and Robert Kirkland, Warner-Curb Exec. VP Dick Whitehouse, and Arrogance manager Ron Herbert.



# Black Radio

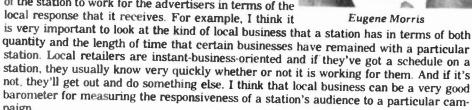
# Bill Speed

#### Selling Your Station To Advertisers: The Agency Perspective

Last week we discussed black station images and selling suggestions from the point of view of a station rep. This week we go straight to the agency viewpoint, in an interview with Eugene Morris, VP and Account Supervisor at the Burrell Agency. He discusses whether ratings numbers are important, the national strategies of agencies, and how your station can best present itself to get a chunk of a big national spot campaign.

R&R: With the ratings books being shipped back to Arbitron subscribers, now is the time people are starting to get up for their spring campaigns. How could a station best sell itself without dominant numbers in the marketplace?

EM: I think there are several ways to sell to an agency. One of the things you can point out is the ability of the station to work for the advertisers in terms of the local response that it receives. For example, I think it



R&R: These are some of the factors that you watch?

EM: Those are some of the things I consider if I don't have numbers to work with. I happen not to be overly numbers-oriented anyway, primarily because in a large percentage of the cases the numbers you have to work with are not all that accurate. I tend to depend upon numbers a little bit less than the average agency media buyer. What I tend to do is I like to watch the trends that develop. I don't just look at the absolute numbers. But I like to see whether or not the numbers are moving up or down or basically the same. Then I will not only look at his absolute numbers, but I'm also interested in the percentage of his audience that is black. And I think that's becoming important. There are agencies interested in reaching the black market. The fact that a guy has a lot of numbers is one thing, but I also want to know how many whites I'm having to pay for in terms of buying those numbers?

#### **Black Audience Percentage**

R&R: Is that a large factor, how many whites are in a station's particular demographics?

EM: It is to me because I'm given budgets to reach the black consumer market, and if a station has a disproportionate share of white audience and the station is asking me to pay for them, I'm really being penalized, because I have to buy his total audience but I'm only interested in reaching a part of it. For example, if two stations are in the market and let's say Station A has an average quarter hour of 100 and Station B has an average quarter hour audience of 50. If Station A is asking \$100 for his funds, but Station B is only asking \$30, depending upon the percentage of black audience, one or the other may be the better buy. Because if Station A, despite the fact that he has the bigger numbers, has 40% of his audience black, and Station B has 90% black audience, Station B is still delivering more black listeners. And that's what I'm looking at.

R&R: How does a client come to you and say we want to buy black America. We want to blanket this whole country with this product. Let's take it from a radio angle. How do ou choose radio stations, how do they fit your scope of buying?

EM: Very often we will use a combination of both network and spot radio. We use

the network to give us some national reach because either the National Black Network

"In a large percentage of the cases the numbers you have to work with are not all that accurate. I will not only look at absolute numbers, but I'm also interested in the percentage of audience that is black."

or the Sheridan Broadcasting Network has the ability to cover approximately 75% of the total black population. We can use the network to give us a broad national coverage and then we can select given markets in which to be heavy in spot radio. Very often the network affiliates in a given market may not be strong enough to carry our advertising message alone, so we have to supplement the buy in that market by buying one or two additional stations, or in some cases heavying up on the station that is carrying the network message.

#### **Getting Into National Buys**

R&R: Are there things a non-network station can do to convince an agency that they should be in on a national time buy?

EM: There are very few stations that we're not aware of. We are aware of practically every Black-oriented station in the country. We may or may not choose to use that station because we may not even be in the market. If the station is in a market that is not being considered, usually it gets to be a problem in terms of the agency making a decision as to why that market should be added. Unless we have some specific product information which indicates that the brand we are buying the time for has a very strong franchise or should be in this market for some reason, then we ordinarily wouldn't make the decision to go into the market. The only thing that station could do would be to bring to our attention

that they are in a market that say has a very strong franchise for Johnson Products, for example, and that they should be given some support because of the sales they are generating for that brand. The other thing they can do is to go to the local representative and say, "Hey we're not being included in on this buy and as you know we are selling X number of cases in this market, and I want you to give me some help in getting on the buy." The local product representative can sometimes be very helpful in terms of getting stations in

R&R: Are you involved in testing a new product in a market through radio?

EM: We do that often. We are engaged in a test like that right now. It's not a new product but it's a product that has never been advertised to blacks before, specifically

R&R: How does it work?

EM: You develop a test market plan. You usually will test a product in a market with the idea that you will eventually roll it out on a national basis. So when you put your plan together, you try to duplicate on a local basis what you ultimately want to do on a national basis so that if you decide that this plan is going to be advertised with radio on a national basis and that in the national plan you are going to use 36 spots a week or buy 100 gross rating points per week, in the test market you would simulate that same kind of thing. You would buy 36 spots per week or you would buy 100 GRP's.

#### **Preparation Helps**

R&R: Obviously, with increasing sophistication in agencies like yourself, more products are being introduced to black people. What can a radio station do to make sure it can get in on these things?

EM: One of the things I've found with a lot of the radio people I deal with is that they are not just very much aware of what is going on. I think it is essential that you know what products an agency handles. There are people who call on me for one product who never ask about what else we have. As a result they miss things because of a basic ignorance of what the agency's products are. The first thing you need to know is who the agency's clients are. The second thing you need to know is to familiarize yourself with the planning cycle of the agency for that particular product. For example, some of our products are, Johnson Products for example, on a fiscal year that ends August 31, while we have a wine client that is on a fiscal year that ends April 30. Then we have some clients who are on a calendar year. If you call me today and want to know if you can get in on some wine business, the answer would probably be no because we have already planned that. If you know when an agency does its planning, you're in a better position to get to them to tell your story before any decisions are made



LISTENER STICKS UP WJMI — When WJMI/Jackson, MS held a bumper sticker promotion LISTENER STICKS UP WJMI — When WJMIIJBCKSON, MIS HEID & DUMPER STICKER PROMOTION recently, the listener who attached the most station bumper stickers on cars was rewarded with \$100 in cash, a digital watch, several LP's and a box of candy. Pictured are WJMI/WOKJ air personality Pat Murray (left) with the winning stick-up artist.

#### People

Guy Broady has resigned his 2am-6am slot at WKTU/New York, returning to his home town of Baltimore to further his education. Prior to WKTU, Broady handled airshifts at WDIA/Memphis, KDAY/Los Angeles, WTLC/Indianapolis and WAOK/Atlanta ... Jeff McNeil, noon-4pm personality at KUTE/Los Angeles, has been upped to Promotion Director. He will retain his air slot, moving to weekends . . . Former WNOO/Chattanooga Program Director J. Michael Williams is on the job lookout and asks that interested parties contact him at (205) 887-6509 . . . Barry Hyppolite has stepped down as Music Director at WJJS/Lynchburg, VA, but will continue his on-air duties. WJJS Station Manager Steven Kane will assume Music Director responsibilities ... With the takeover of WYLD/New Orleans by Inner Urban Broadcasting on March 24, Jim Hutchinson, a Vice President of the firm, has been appointed General Manager of the station . to Delta Ashby, assistant to 20th Century-Fox Records Vice President Bunky Sheppard, who has now fully recovered from an accident which happened last July . 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

#### **Places**

WAR AGAINST INFLATION: WOIC/Columbia, SC is waging its own fight against inflation through their current bumper sticker contest. Listeners qualify by calling the station within 10 minutes of having their station bumper sticker sighted and their license announced over the air. Prizes include groceries, gold watches and two cars recording group Con Funk Shun were in-person guests at a listening party on March 17 at Pip's in Los Angeles, where their new "Spirit Of Love" album was featured ... Meanwhile. Tuesday. March 18, saw wall-to-wall people celbrating KGFJ/Los Angeles's next 50 years at local nitery Jackie O's. Among the guests were members of the Commodores, Harold Melvin & The Bluenotes and actor Lawrence Hilton-Jacobs

#### **Things**

WKX1/Jackson, MS gave away tickets to a recent Harlem Globetrotters appearance Right Way Productions Inc. of Los Angeles will be joining the national staff of the Kool Jazz Festivals as tour package coordinators.

# Give 'em a spin and watch them take off.

RAY, GOODMAN & BROWN



Featuring the single "Inside Of You."
PD 2077



Featuring the single

"Gotta Get My Hands On Some (Money)."



Featuring the single
"I Don't Want To Be With Nobody Else."
PD 2073

On Polydor and Spring Records and Tapes.

### Pop/Rhythms

### HOTTEST

**BROTHERS JOHNSON** "Stompi" (A&M) LEON HAYWOOD

"Don't Push It Don't Force It" (20th) **GAP BAND** 

"I Don't Believe You Want To Get Up And Dance (Oopsi)" (Mercury) PRINCE

"Why You Wanna Treat Me So Bad" (WB) **RUFUS & CHAKA** "Any Love" (MCA)

"Standing Ovation" (Arista) **VAUGHAN MASON & CREW** "Bounce, Rock, Skate, Roll" (Brunswick) **DRAMATICS** 

",Welcome Back Home" (MCA) MICHAEL JACKSON "Off The Wall" (Epic)

SKYY "High" (Salsoul) 54% reporting activity. Added at WKND and medium at WWIN in the East. Climbing at KSOL in the West. New at KMJM in the Midwest hot rotation at WDAO and WKWM with medium airplay at WLOU, WCIN, KATZ. Added at KMJQ in the South with hot rotation at WJMI and WOWI while climbing at WAOK, WKXI, WYLD, WDIA, WHYZ and KOKY.

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 54% reporting airplay. The Midwest reflects adds at WLOU, WTLC, WJMO, WJLB and KAEZ; hot at KMJM, with medium rotation at WCIN, WBMX and WKWM. New at KDIA and climbing at KDAY in the West. Added et WKND and climbing at WWIN in the East. Hot rotation at WDIA, KMJQ and WEAS with medium airplay at KOKY, WHYZ, WNOO and WGIV in the South.

CON FUNK SHUN "Got To Be Enough" (Mercury) 49% of our reporters are on it. Added in the West at KLIP and climbing at KDKO. Hot in the Midwest at WTLC with medium airplay at WLOU, WCIN, WBMX, KATZ, WJMO and KMJM. Debuting in the South at WOIC while hot at KMJQ and WKXI. with medium rotation at KOKY. WHYZ W IMI WNOO WEAS.

while hot at KMJQ and WKXI, with medium rotation at KOKY, WHYZ, WJMI, WNOO, WEAS

WHISPERS "Lady" (Solar/RCA) 49% reporting action. Climbing at WWIN in the East. Added in the South at WAOK and WKXI with medium rotation at WYLD, WGIV and WHYZ and hots at WANT, KMJQ and WDIA. New at WLOU and WJLB in the Midwest; climbing at WDAO, KATZ and WJMO with hots at KAEZ and KMJM. Hot at KDAY and added at KSOL

BEN E. KING "Music Trance" (Atlantic) 49% reporting activity. Climbing in the West at KDKO and KSOL. The Midwest reflects medium airplay at WLOU, KATZ. WKWM, WJLB and KMJM. The South shows it hot at WJMI; climbing at WHYZ, WEAS, WGIV, KMJQ. WDIA, WYLD, WKXI and WOWI. New at WKND and climbing at WAMO in the East.

PEABO BRYSON "Minute By Minute" (Capitol) 46% reporting airplay. Added in the South at WHYZ, WNOO, WEAS, WJJS and WDIA while medium at KOKY, WJMI, WGIV and WKXI. Climbing in the East at WWIN. New at WLOU, WCIN and WJLB in the Midwest while climbing at WJMO and hot at KAEZ. Debuting in the West at KYAC while in medium airplay at KDIA.

airplay at KDIA.

JERMAINE JACKSON "Let's Get Serious" (Motown) 46% reporting action.

Added in the Midwest at KAEZ, KMJM, KATZ, WBMX, WCIN and WTLC. New in the South at WANT, WJMI, WGIV, WJJS and WOWI; medium at KOKY. Debuting in the West at KYAC while medium airplay at KDIA and KDAY. Climbing at WWIN in the East.

while medium airplay at KDIA and KDAY. Climbing at WWIN in the East.

RONNIE LAWS "Every Generation" (UA) 43% of our reporters are on it. In hot rotation at WAMO in the East. Climbing in the West at KSOL. The Midwest reflects medium airplay at KMJM and KAEZ while hot at WCIN, WKWM, WJMO, WJLB and KPRS. The South shows it climbing at WOWI, WJJS and KMJQ with hots at WHYZ, WGIV, WYLD and WAOK.

ROBERTA FLACK & DONNY HATHAWAY "You Are My..." (Atlantic) 43% reporting airplay. Climbing at WAMO and WWIN in the East. The South shows it hot at WEAS while medium at WOWI, WJJS, KMJQ and WNOO. Heavy airplay in the Midwest at WCIN, WJMO and WJLB with medium airplay at WBMX and WKWM. Hot at KDKO and KDIA with medium airplay at KDAY and KSOL in the West.

BAR-KAYS "Today Is The Day" (Mercury) 43% reporting action. Added in the East at WAMO. Hot in the South at WOWI, WKXI, WDIA and WOIC while climbing at WHYZ, WJMI and WYLD. New at WJLB and WLOU in the Midwest; hot at WDAO and climbing at WJMO and KAEZ. Medium airplay at KDKO, KDIA and KSOL in the West.

RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 43% of our reporters are on it. Added in the Midwest at WJMO and KATZ: climbing at WLOU and WKXI, with hot rotation at KMJQ, WEAS and KOKY, and climbing at WHYZ, WOIC, WJMI and WKXI with hot rotation at KMJQ, WEAS and KOKY, and climbing at WHYZ, WOIC, WJMI and WGIV in the South.

SYLVESTER "You Are My Friend" (Fantasy) 41% reporting airplay. Climbing at KSOL and KDIA in the West. Added in the Midwest at WCIN while hot at WDAO and medium at KATZ. WKWM, WJLB and KPRS. The South shows it new at WKXI; hot at WOIC and climbing at WAOK, WGIV, WNOO and KOKY. Climbing at WWIN in the East.

climbing at WAOK, WGIV, WNOO and KOKY. Climbing at WWIN in the East.

L.A. BOPPERS "Is This The Best" (Mercury) 38% reporting airplay. Added in the East at WWIN and hot at WAMO. Climbing in the South at KMJQ and WYLD. New at KAEZ; climbing at WLOU, WCIN, WBMX, KATZ, WKWM and WJMO in the Midwest. In hot rotation in the West at KDAY and KDKO white climbing at KSOL.

SPINNERS "Working My Way Back To You" (Atlantic) 38% reporting activity. Hot in the East at WAMO. Climbing in the South at WJMI, WOWI and WDIA while hot at WNOO, WJJS and WYLD. Hot rotation at WTLC and climbing at WJMO, WJLB and KAEZ in the Midwest. Hot at KSOL while climbing at KDIA and KDAY in the West.

WERSTER LEWIS "Give Me Some Emotion" (Epic) 38% of our reporters are on it.

WEBSTER LEWIS "Give Me Some Emotion" (Epic) 38% of our reporters are on it. Hot in the Midwest at WTLC and WLOU with medium airplay at WDAO, WBMX, WKWM, WJLB and KPRS. In medium rotation in the West at KDAY and KSOL. Hot at WJMI and climb-

ing at WDIA, WYLD and WOWI in the South. Hot at WWIN in the East.

SISTER SLEDGE "Reach Your Peak" (Cotillion) 38% reporting action. Hot in the East at WWIN. Added in the South at WJMI, WEAS, WGIV and WDIA while climbing at KMJQ and hot at WAOK. Climbing at WCIN while new at WTLC, KATZ, KMJM and KPRS in the Midwest. New in the West at KDAY and KYAC

RICK JAMES "Come Into My Life" (Gordy) 35% reporting sirplay. Climbing in the West at KDKO. Hot in the Midwest at WJMO with medium sirplay at WLOU, WTLC, WBMX, WKWM and WJLB. Hot in the South at WAOK while medium at WNOO and WYLD. Climbing

MANHATTANS "Shining Star" (Columbia) 35% of our reporters are on it. Hot in the East at WWIN. New at WAOK in the South with hots at WDIA, WEAS and KOKY and climbing at WNOO, WJMI, WOIC and WHYZ. Added at KAEZ and climbing at WKWM in the Midwest. Debuting at KYAC in the West.

Midwest. Debuting at KYAC in the West.

FATBACK BAND "Gotta Get My Hands On Some..." (Spring/Polydor) 35% reporting airplay. New at WOWI and WANT in the South while hot at WGIV with medium airplay at WAOK, WDIA, WJMI and WHYZ. New in the Midwest at WJLB; medium at KATZ, WTLC and WLOU. The East reflects an add at WWIN. Debuting at KLIP in the West.

YELLOW MAGIC ORCHESTRA "Computer Game" (Horizon/A&M) 32% reporting airplay. Hot rotation at KDIA and climbing at KDAY and KSOL in the West. Climbing in the Midwest at WBMX and KMJM while hot at KATZ. Medium airplay at KMJQ, WJJS and WYLD with hot rotation at WOWI, WAOK and WANT in the South.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 32% reporting activity. New at KYAC in the West: climbing at KSOL, KDAY and KDKO. Added at WJMO and climbing at WCIN in the Midwest. Hot at KOKY and climbing at WHYZ, WEAS, WGIV,

### **NEW & ACTIVE**

SHALAMAR "Right In the Socket" (Solar/RCA) 27% reporting action. Added in the East at WWRL while climbing at WWIN. New in the South at WOIC while hot at WAOK and climbing at WJMI, WEAS, WGIV and KMJQ. Medium airplay at WJMO in the Midwest.

NARADA MICHAEL WALDEN "Tonight I'm Alright" (Atlantic) 27% reporting activity. Added in the East at WKND. New at WEAS and WGIV with medium rotation at KMJQ and WAOK in the South. Debuting at WTLC and WKWM with medium airplay at WBMX and KMJM in the Midwest. New at KLIP in the West.

LIPPS, INC. "Funkytown" (Casablanca) 24% reporting action. Added in the Midwest at KATZ and WJMO; climbing at WJLB. Medium airplay at WGIV and WJMI in the South. Hot at KDAY and KDKO with medium airplay at KSOL and KDIA in the West.

MASQUERADERS "Desire" (Bang/CBS) 24% reporting airplay. Added in the West at KDIA. Climbing at WCIN and KPRS in the Midwest; hot at KAEZ. The South reflects medium airplay at WHYZ, WGIV, WEAS, WDIA and WYLD.

MASS PRODUCTION "Forest" (Casable.)

MASS PRODUCTION "Forever" (Cotillion) 24% of our reporters are on it. Added at WAOK, WKXI and WNOO with medium airplay at WGIV and KOKY and hot rotation at WANT in the South. New at WCIN in the Midwest with medium airplay at WTLC. Added at KLIP in

TEDDY PENDERGRASS "It's You I Love" (Philadelphia International) 24% reporting airplay. Medium at KMJM, WJMO, WDAO and WLOU in the Midwest. Climbing at KSOL in the West. Hot rotation at WHYZ and WJMI with medium airplay at KMJQ and

PHYLLIS HYMAN "Under Your Spell" (Arista) 22% reporting action. Medium at WDAO, WJMO and KAEZ in the Midwest. Climbing in the South at WAOK, KMJQ, WEAS, WNGO and WOIC.

PRESSURE "Can You Feel It" (LAX/MCA) 22% reporting airplay. Added in the Midwest at KPRS with medium rotation at KMJM, WKWM, WCIN. WTLC and WLOU. The South reflects medium airplay at KMJQ and WJJS.

STEPHANIE MILLS "Sweet Sensation" (20th) 22% of our reporters are on it Added in the East at WWIN. New in the South at KOKY, WEAS, WDIA, WYLD and WOWI.
Debuting in the Midwest at WTLC. Added at KLIP in the West.

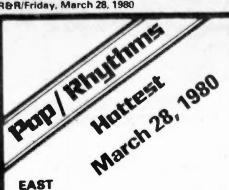
### HOTTEST

Fellowing are forted in order of their employ activity	
CEDAR WALTON Soundsca	pes (Columbia)
DAVID SANBORN	Various Cuts
DATID SARBORA	fideaway (WB)
Chyles	drim' (BB
	Maria a
CHOCK MANGIUME Fun And	Companies and
ROMNIE I AMIO	. Various Cuts
Even C	
SPYRO GYRA	Title
SPTNO GTNA Catching T	he Sun (MCA)
***************************************	
Gana	No Molt too
	Mania a
The Division of the Public The Pu	ton 10 al., 1.1.1
4.7.7.7.7.4.4.4.4.4.4.4.4.4.4.4.4.4.4.4	F
RODNEY ED ANYLINI	Various Cuts
RODNEY FRANKLIN You'll Never Kno	w (Columbia)
***************************************	14-1-0

### **NEW & ACTIVE**

CARMEN McRAE	I'm Coming Home (Buddah/Arista)
*******************************	14-1- 0
DOOTER WILLIAMS	Dreams Come True (Buddah/Arista)

EAST WRVR/New York, NY, Harschel/Prescort WHUR/Weehington, D.C., Jesse Fax, WEAA/Bettmore, MD Chauncey Lewis, WYBC/New Heven, CT, Eric Streuss, SOUTH: WCKL/Atlanta, GA, Requeye Ward, WTJZ/ Newport News, VA, Rol Ewell, MIDWEST: WBBY/Cohkmbus, OH, P. Normen Grant, WJZZ/Detroit, Mt, Dorian Paster, WEST: KAOX/Denver, CO, Churk Edwards, KRE/Berkelay, CA, Hal Jackson, KKGO/Loe Angeles, CA, Monica Riorden, KJLM/Loe Angeles, CA, Lewrence Tanter



Regionalized Adds & Hots

Gap Band

SOUTH

**Brothers Johnson** 

Michael Jackson

Isley Brothers

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

ADDED Michael Jackson Bar Keys Invisible Man's Band

MOTTEST Vaughan Mason & Crew Whispers "Best" Spinners Kool & The Gang

ADDED Stephenie Mille L.A. Boppers Heat John & Arthur Si Fatbeck Band Easy Credit David Simmons Gengsters Jimmy Castor

MOTTEST
Manhettans
Trussel
Kleeer
Isley Brothers
Trouble Funk
Invisible Man's Band
Patti Labelle
Slater Stedge "Peak"
Webster Levris
Leon Haywood

ADDED Skyy Ben E. King Narada Michael Walden Smokey Robinson

HOTTEST
Kool & The Geng
Vaughan Meson & Crew
Whispers "Best"
Ray, Goodman & Brown "Lady"
Brass Construction
Ronnie Laws
Roberts Flack/Donny Hathaway
Leon Haywood
Brothers Johnson

New York, NY Bob Law/Linda Haynes ADDED Direct Current Gep Band

O'Jays Shalamar "Right" HOTTEST Not Available

EAST

Several Artists Tied

MIDWEST

ADDED Jermaine Jackson Shotgun Heath Brothers Bobby Caldwell Roberts Flack/Donny Hatt "Back"

HOTTEST
Gep Band
Whispers "Beet"
Brothers Johnson
Vaughen Mason & Crew
Shalamar "Second"
Islay Brothers
Leon Maywood
Prince Prince
Donna Summer
Harold Melvin & Bluenotes

KMJM 8t. Louis, MO Herry O

ADDED Sister Stedge "Peak" Jarmaine Jackson Shotgun Boz Scaggs Skyy Herbie Hancock S.O.S. Bend

HOTTEST Leon Haywood Dramatica Dramatics
Islay Brothers
Gap Band
Brothers Johnson
Smokey Robinson
Shatamar "Second"
Whispers "Lady"
Kool & The Geng
Triple S Connection

WICK Jeckson, MS Tommy Marsi

ADDED
Mass Production
Sylvester
Whispers
Wardell Piper
Raydio
O'Jays
Side Effect
Lakeside

Vaughen Mason & Crew Whispers "Beet" Brothers Johnson Prince Michael Jackson Bar-Keys Leon Haywood Natalie Colal Peabo Bryson Isley Brothers Con Funk Shun

WAOK Atlanta, GA Norbet Bain

ADDED Heat GQ William Hart William Hert Two Tons O' Fun Prince "Sexy" Leon Ware Hamilton Bohann Manhattans Jerry Knight Mass Production David Sanhorn

HOTTEST Brothers Johnson Whispers "Beet" Sister Sledge "Peak" Rick James Ronnie Laws Shalamar "Right" Chuck Mangione Controllers Yellow Magic Orchestra Grover Washington Jr.

WOWI Norfolk, VA Chester Berri

ADDED Werdell Piper Werdell Piper Jermaine Jeckson Wee Gee Patti Labelle Staphanie Mills Fatback Band

HOTTEST
Bar-Kays
Michael Jeckson
Whispers "Beet"
Brothers Johnson
Parliament
Yellow Megic Orch
Rufus & Chaka
Skivy Skyy Isley Brothers Gep Band

### WCIN Cincinneti, OH Michael Roberts

ADDED Cheryl Lynn Dexter Wansel "New" Jermains Jackson Dayton Mass Production

HOTTEST Honnie Laws
Prince
Ray, Goodman & Brown "Inside"
Roberta Flack/Donny Hathaway
Rufus & Chake
Harold Meivin & Bluenotes
Terl DAShrio w/KC
Lenny White

WTLC Indianapolis, IN Jey Johnson

ADDED
Kleen
Narada Michael Walden
Bobby Thuraton
Stephania Mills
Captain Sky
Sister Siedge "Peak"
Blondie
Smokey Robinson
Jermaine Jackson

HOTTEST Brothers Johnson Brothers Johnson Spinners Con Funk Shun Webster Lewis Merry Clayton Natalis Cole/Peebo Byrson Rufus & Cheka Stone City Band Slave "Ready" Clifford Coulter

WJLB Detroit, MI J. Michael McKey

ADOED Smokey Robinso Bar-Kays Wardell Piper Isaac Hayus Farback Band Bobby Thurston Peabo Bryson Whispers

HOTTEST HOTTEST
Brothers Johnson
Vaughan Mason & Crew
Was Gae
Roberta Flack/Donny Hathaway
Ronnie Laws
Dramatics
Islay Brothers
TFO KATZ St. Louis, MO Earl Parnell

MIDWEST

**Brothers Johnson** 

Gap Band

ADDED Chapter 8 Niteflyte B.T. Express B. t. Exp.
Raydio
Jermaine Jackson
Lipps, Inc.
Tavares "I Can't"
"inter Siedge "Peak" Sister Siedge "Peak"
HOTTEST
Whispers "Beat"
Vaughan Mason & Crew
Dramatics
Rufus & Chaka
Yellow Maglic Drchestra
Brothers Johnson
Kool & The Gang
Leon Haywood
Isley Brothers
Gap Band

WICWM Grand Rapids, MI Frank Grant

ADDED Ray, Goodman & Brown "Inside" Narada Michael Walden HOTTEST Vaughan Mason & Crew Brothers Johnson Parliament Ronnie Laws Ronnie Laws Skyy Isley Brothers

OMLW

ADDED
Raydio
Parliament "Big"
Smokey Robinson
Rendy Brown
Lipps, Inc.
Invisible Man's Band HOTTEST Ronnie Laws Vaughan Mason & Crew Dramatics Gap Band Roberts Flack/Donny Hathaway Kool & The Gang WDAO Deyton, OH Turk Logen

ADDED None HOTTEST HOTTEST
Gap Band
Brothers Johnson
Bar-Kays
Leon Haywood
Shadow
Skyy
GQ
Prince KPRS Kansas City, MO Dell Rice

WEST

Brothers Johnson

LA. Boppers

Leon Haywood

ADDED Pressure
Jerry Knight
Cheryl Lynn
Players Association
Sister Sledge "Peak" HOTTEST
Whisper "Beet"
Kool & The Gang
Silk
Vaughan Meson & Crew
Dramatics
Ronnie Laws
Parliament
Controllers
Brothers Johnson
Gep Band HOTTEST

KAEZ KAEZ
Oklahorna Chy, OK
Stave Scott
ADDED
Manhattans
Jermaine Jackson
L.A. Boppers
Smokey Robinson
Dramatics Smokey Robins Dramatics Lou Rawis War Kleeer HOTTEST Rufus & Chaka Masqueraders Peabo Bryson Masqueraders
Peebo Bryson
Mother's Finest
Millie Jackson
McFedden & Whiteh
Whispers "Lady"
Shotgun
Debbie Jacobs
Leon Haywood
WLOU
Louisville, KY
Bill Price
ADDED
Grey & Hanks
Whispers "Lady"
Bar-Kays
Smokey Robinson
Peebo Bryson
Crown Heights Atte
TSO TSO
HOTTEST
Brothers Johns
Webster Lewis
Merry Clayton
Gap Band

Gap Band
Leon Heywood
Prince
Vaughen Meson & Crew
Ten DeSerio w/KC
T-Connection
Gangsters
Natalie Cole/Peebo Bryson WWW8 Seginew, MI Kormit Crockett ADDED None
HOTTEST
Invisible Man's Band
Vaughan Mason & Crew
Brides Of Funkenstein Brides Of Funkers Leon Haywood Ben E. King Whispers Brothers Johnson Gap Band Spinners Chuck Mangiona

### WEST

KDIA Oeklend, CA Jerry Bouldin

HOTTEST HOTTEST
Brothers Johnson
Whispers "Beet"
Parliament
Vaughan Mison & Crew
Michael Jackson
Yellow Magle Orchestra
Leon Haywood
Roberta Flack/Donny Hethaway
Islay Brothers
Harold Melvin & Bluenotes

KDKO

ADDED ADDED Kenny Nolan Jerry Butler Splendor Solaris Stone City Band Jimmy Ruffin

HOTTEST
Parliament
Sister Sledge "Got"
Vaughan Mason & Crew
Michael Jackson
Roberts Flack/Donny
Hathaway
Leon Maywood
Trussel
LA Boppers
Lipps, Inc.

KDAY

ADDED Sister Sledge "Peak" Raydio John & Arthur Simms Lakeside Lakeside Jimmy Ruffin HOTTEST HOTTEST Isley Brothers Brothers Johnso Gap Band Rufus & Chaka L.A. Boppers Leon Haywood GQ Whispers "Lady" Lipps, Inc. Prince

KYAC
Seattle, WA
Robert L Scott
ADDED
Randy Brown
Peabo Bryson
Manhattans
Jermaine Jackson
Shalamar
Sister Sledge "Peak"

HOTTEST
Billy Preston & Syreeta
Brothers Johnson
Chuck Mengione
Dramatics
GO
Gap Bend
Harold Melvin & Bluenotes LA Boppers

KLIP
Fresno, CA
Milke Anthony
ADDED
Con Funk Shun
S,0.S. Bend
Fetback Bend
9th Creation
Mass Production
Change
Rene & Angela
Invisible Man's Bend
Love Committee Love Com O'Jays Orjays Narada Michael Walden Midnight Star Stephanie Mills HOTTEST HOTTEST
David Sanborn
Phyllis Hyman
Whispers "Ledy"
Gray & Hanks
Dramatics
Slave
L.A. Boppers
Brothers Johnson
Shadow
Jermaine Jackson ADDED Whispers HOTTEST Brothers Johnson Spinners Gap Band Leon Haywood Yaughan Misson & Crew **G**Q

Kool & The Geng LA. Boppers Dramatics Ronnie Laws Sequence Parliament Ray, Goodman & Brown "Lady"

SOUTH .

ADDED
Patti Labelle
Jermaine Jackson
Narada Michael Welden
Sister Siedge "Peak"
Bob Marley
Jerry Butter
Wardell Piper
Brides Of Funkenstein
HOTTEST
Brothers Johnson
Rufus & Chaka
Lou Ravvis "Blessing"
Slave "Foxy"
Michael Jackson
Fatheck Band
Prince ADDED HOTTEST Prince

Ronnie Laws Isley Brothers

WEAS

WEAS Bavannah, GA Floyd Bee ADDED Pasbo Bryson Ray, Goodman & Brown "Insi Staphanie Mills Sister Sledge "Peak" Nareds Michael Walden HOTTEST

MOTTEST
Manhattans
Michael Jackson
leley Brothers
Raydlo
Trammps
Dramatics
Jernaine Jackson
Roberts Flack/Donny Hather
Crown Heights Affair
Smokey Robinson

WNOO
Chettanoogs, TN
Dwight Herrison
ADOED
Essy Credit
Lsurs Greene
Heat
Gene Page
Dorothy Moore
Peabo Bryson
Patrice Rushen
Bobby Caldwell
Jerry Burder
Mass Production
Side Effect
HOTTEST
Whispers "Best" WN00 Chattan

Spinners Vaughen Mason & Crew Rufus & Cheke Sister Siedge Brothers Johnson Parliament Isley Brothers

ADDED Sister Siedge "Peak" Jermeine Jackson

HOTTEST cheel Jackson Brothers Johnson Leon Haywood Gap Band Teddy Pendergrass Webster Lewis Skyy Ben E. King

ADDED Lakeelde Con Funk Shun Grey & Hanks Shelamer

Whispers "Beat" isley Brothers Shalamer "Second Michael Jackson Kool & The Gang Sylvester Bar-Kays Robert Johnson Rick James

WANT Richmond, VA Ben Miles

ADDED Fetbeck Band Dionne Warwick Jermaine Jackson

HOTTEST Brothers Johnson Controllers Isley Brothers Futures Whispers "Lady" Mass Production

KOKY Little Rock, AR Jimmy Smith

ADDED Stephenie Mills Chapter 8 Richie Havens Change Hamilton Bohannon IND

HOTTEST Brothers Johnson Invisible Man's Band Leon Haywood Manhettans Dramatics Al Johnson Randy Brown Michael Jackson

WHYZ Greenville, SC Mike Willerve

ADDED Kenny Doss Wee Gee Tremmps Fremmps
Eddie Kendricks
Midnight Star
Side Effect
Peebo Bryson
Alton McClain & Destiny
Wilson Pickett
Wardell Piper
HOTTEST
Kool & The Gang
Vaughan Meson & Crew
Jones Girls
Isley Brothers
Brothers Johnson
Perliament
Prince
Gep Band
Ronnie Laws
Teddy Pendergrass KMJQ Houston, TX Jack Patters

ADDED Boz Scaggs Skyy Herble Hanco 8.O.S. Band Javaroo

HOTTEST Rey, Goodman & E leley Brothers Brothers Johnson Smokey Robinson Whispers "Ledy" Gap Band Reydin Raydio Con Funk Shun GQ Leon Haywood

WJJS Lynchburg, VA Robert Goins

ADDED
Peabo Bryson
Jermaine Jeckson
Jerry Knight
GQ
Commodores "Wo

HOTTEST Whispers Whispers "Beet"
Brothers Johnson
Ray, Goodmen & Brown "Ledy"
Kool & The Gang
Spinners

Spinners Vsughen Meson & Crew Andy Gibb Gep Band Parliament Michael Jackson

WDIA Merrphis, TN Ron King

ADDED ADDED
Parliment "Big"
Change
Raydio
Stephanie Mills
Peabo Bryson
Sister Siedge "Peak"
Taveres "I Can't"

MOTTEST
Ann Peebles
Little Militon
Bobby Bland
Bar-Kays
Manhattans
Smokey Robinson
Liely Brothers
Leon Haywood
Brothers Johnson
Whispers "Lady/Beat"

WYLD New Orleans, LA Willie Jay Johnso

ADDED Solaria Clifford Coutler Stephanie Mills Slave "Ready/Foxy"

Vaughan Mason & G Brothers Johnson Terl DeSario w/KC Gap Band Parliament Ronnie Laws Dramattes Spinners Leon Haywood Leon Haywood Michael Jeckson



## Jeff Gelb-AEGR

### KROQ: The Station That Makes Its Own Music

KROQ-FM/Pasadena has a longstanding tradition of playing truly unusual music. While the station has, in recent months, anchored its freewheeling music list with more familiar cuts, it retains its new wave image to the L.A. audience.

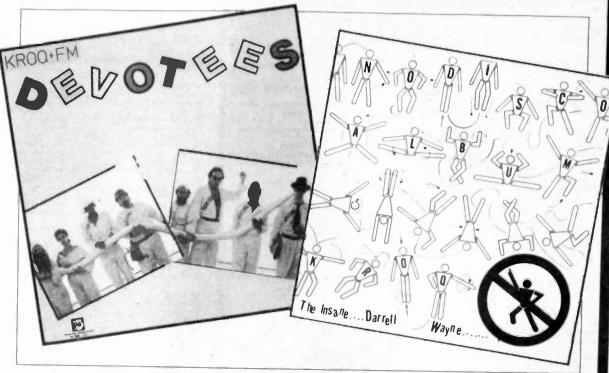
Now KROQ has taken its unique music posture one step further, by creating its own music. In the last year, the station solicited tapes to produce two different albums, one featuring area groups' renditions of Devo tunes, the other a collection of anti-disco songs.

### We Are Devo-tees

KROQ night jock Jed Gould explained the genesis of "Devotees," a collection of twelve Devo songs (including three versions of "Mongoloid" and three of "Jocko Homo") done by local musicians. "Right after the first Devo album came out, we held a Devo-tees contest, asking listeners to send in their own versions of Devo songs. We got about 60 entries, narrowed them down to 20 finalists, and when the group came to town, had them choose the winners. They received tickets to the concert and Devo paper suits. And the band used a tape of the 20 finalists' songs before their shows.

"Originally," he continued, "that was going to be the end of it. But Mark Mothersbaugh of Devo expressed an interest in doing something more with the tapes someday. I suggested we put them on an album, and the group seemed to like the idea. Rhino Records agreed to finance the album, so we did the promotion again to get some more entries, and of course made the original entries eligible for the album as well. All this took about a year to get together, but the album finally came out last October, and I believe it's sold somewhere between five and ten thousand copies."

Gould reported that the album got good feedback from the group as well as the station's listeners: "Devo had some arguments over the quality of some of the final choices, but overall, they're happy about it."



### No-Disco

At the same time Gould was wrapping up the Devo-tees promotion, morning man Darrell Wayne was noticing a rising tide of anti-disco fervor among his listeners, and decided to do something about it. "We started with anti-disco parties, bumper stickers and a newsletter, but then decided on trying to put together an album's worth of anti-disco songs." 80 musically-oriented listeners submitted tapes within three weeks, which were weeded through by Wayne and Rich Schmidt of Bomp Records, which financed the album. The final choices were pressed onto an initial run of 2000 albums, which sold out within a month. A second pressing is in the works.

"One nice thing about the album," recounted Wayne, "is that the bands will get royalties if the album makes money. It won't be much, but it'll be nice for them to be able to say they're making royalties off an album's sales."

One advantage to creating your own albums as KROQ has (or as many AOR's have with their "Homegrown"-type records) is that the albums provide the station with music which listeners won't hear on the competition. In the case of KROQ's two album projects to date (with more in the planning stages, according to Wayne), they provide a humorous and entertaining means of further defining the station's already unique air-sound.

### ON "LET'S HEAR IT" TALK SHOW

### WPLJ Demystifies AOR Radio For Listeners

"You should be more experimental with the music you play."

"I think you should play less familiar music by the older artists."

"Mick Taylor released a solo album. How come you don't play it?"

"How come the music you play on your station sounds faster than when I play it on my stereo?"

If you're an AOR programmer or jock, the above questions must have a familiar ring to them; they come in daily either by phone or letter, as AOR's active audience strives to understand the subtleties of its favorite radio station. The above questions are actual samples of questions asked by listeners who have called WPLJ/New York's unusual talk show, "Let's Hear It."

WPLJ PD Larry Berger is the host of the hourlong program, which runs on the first Sunday of each month at 11pm. Sometimes the show runs as an open forum for questions about WPLJ, while at other times Berger will restrict calls to a certain rock-related topic, such as the Cincinnati concert deaths, or the best music choices of the decade.

### **Explaining Music Policies**

Berger has become an expert at fielding questions about the subleties of WPLJ's format. "I think a lot of ringers get through," he guessed; "people from other radio stations who call up and try to stick it to us. But I try to answer questions



Larry Berger

about the station as honestly as I can without getting into an area that reveals intimate details on how the station works."

The most-asked question is why the station does or does not play particular artists. "I try to screen those calls because they get boring, but a few get through every month. I try to explain to these people that everybody likes a different thing. What one person loves another hates, and that

they should try to understand that in programming a radio station, you have to try and touch as many people as you can; that it's not going to be possible to satisfy everyone 100% of the time."

While not divulging actual rotation information, Berger answers such questions with detailed information about radio music policies in general, explaining the roles of music directors, trade papers, and other music-related research that a radio station does before making its final selections.

### **Humanizing Radio**

As Berger sees it, the show helps humanize WPLJ. "It gives people the impression that there are real people behind what comes out of their radio; it personalizes the station, giving them the chance to talk to the people they listen to."

Further, the show acts as invaluable listener feedback for Berger and sometime-cohost GM Nick Trigony. "We get some very interesting opinions and feedback," recalls Berger, "that are very useful to us. We have made changes based on some of the calls."

Interest in the show is so substantial that the station receives a significant amount of mail monthly from people who could not get through the tied-up phone lines, who ask their questions or offer their comments via letter. Such feedback is all Berger needs to continue to put himself on the line with WPLJ listeners every month in the unique talk show.

### Boz Scaggs Middle man

from the Main man



on Columbia Records

Action by Iry Azoff and Front Line Managemen

### EVOLUTION

Tom Ehrman has been named GM at KICT/ Wichita from KBMY/Billings. Terrie Springs is KICT's new MD, while Janis Harrison has been appointed News Director . . . Larry Dawson has been named PD at KGGO/Des Moines . . . WLOM/ Cape Cod has requested a call letter change to WKZE-FM. No word yet on whether a new format will also be instituted . . . Marty Sobol has been upped to MD at M105/Cleveland. Former MD T.R. has been appointed Production Director . . . New fulltimers at WDHA/North Jersey are Kathy Miller and Kevin Cottrell. Exiting are Chuck Rosso and Jim Gilmore . . . Keith Royer has joined KYTX/Amarillo from KCR/San Diego for nights

WCCC/Hartford for mornings ... Randy Thomas has exited ZETA 4/Miami for WAXY/Ft. Lauderdale. Johnny Dolan has joined Zeta 4 from WQAM/Miami for afternoon drove ... Yvonne Sims has joined WDIZ/Orlando from WABX/Detroit for part-time airwork ... New to WMMR/Philadelphia is Earl Bailey from WRNW/Briarcliffe Manor for production and airshifts ... Pat Bingham has been promoted to News Director at KSPN/Aspen. She replaces Paula Childs who has exited for a Denver TV post ... Les Cook joins WWWW/Detroit Monday from Y95/Rockford as MD.

### PROMOTION OF THE WEEK



BOG BAGS: "We started the Best From the Bog Bag' promotion during our 'free album February' campaign. It was so successful that we continued to use it on 'free album Fridays." Our listeners would win not only an album and the bag, but they would also receive donuts and a Pepsi six-pack stuffed inside.

"We created the bags because we wanted something different to offer beyond the traditional T-shirts. The Cape is a tourist-beach community; everything here relates to recreation. So we felt the bags would work really well. "They're available strictly through the sta-

They're available strictly through the station. We have given away fifty to date as promotional prizes, and another hundred are on order. They cost \$4.50 each to produce.

"I have to agree with (WMMS/Cleveland MD) Kid Leo, who said that there's no better advertising than somebody walking down the street displaying your call letters."

— Nanci Donnellan, Promotion Director WLOM/Cape Cod

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.



AT HOME WITH FOREIGNER — Atlantic recording artists Foreigner were feted in New York during their most recent concert tour. Pictured (I-r) are group's lan McDonald, Atlantic Director of Artist Relations/ Product Management Perry Cooper, Atlantic Director of Field Operations Sam Kaiser, WIOQ MD/Ass't. PD Helen Leicht, producer Roy Thomas Baker, WEA Canada Director of A/R Roger Desjardins, and Atlantic National Album Promotion/Special Projects Manager Alan Wolmark.

### UPDATE

KMEL/San Francisco's been especially active promotionally of late: their second benefit radiothon for Greenpeace brought in a smashing \$26,506 for the whale-savers. The weekend-long benefit, with portions broadcast live from an area rock club, was co-hosted by Bay Area musicians including Journey, Grace Slick, Sammy Hagar and Marty Balin. The station followed up with a live broadcast of the third annual Bay Area Music awards, which benefit the area's unique music archives, possibly the only official pop/rock music archives in the country. WKRP's Howard Hesseman MC'd, while presenters included Francis Ford Coppola, Bill Graham, Boz Scaggs, and KMEL reps Rick Lee and Bobby Cole. Scheduled to play at the show were Journey, Ronnie Montrose, Eddie Money and Santana. Must have been quite a night . . . KLAQ/El Paso has some spots to make up: the station was off the air a full week after its transmitter burned down. Faulty wiring is the suspected culprit . . . Love 94/Miami's second anniversary "Love on the Beach" celebration drew 15,000 to a free concert featuring three area bands plus a guest set by Bobby Caldwell. WYDD/Pittsburgh raised \$1200 in a benefit basketball game for the family of a policeman slain in the line of duty. . An in-store appearance of UA Records' Gallagher co-sponsored by KTXQ/Dallas drew 2000 fans . . Since matches and cigarette lighters are now prohibited at Cincinnati rock concerts, WEBN handed out hundreds of penlight flashlights to concertgoers at the recent ZZ Top Colosseum appearance. . WRCN/Riverhead celebrated its third AOR anniversary with a birthday party concert featuring the Good Rats. During the party, the station recruited its first 1000 members of the WRCN Rock 'n' Roll Air Force KAZY/Denver was host station for a 16-station

radio network broadcast of A&M's 38-Special . . . WMMS/Cleveland has debuted a new regular program of local music called "Ohio Homegrown. WWCT/Peoria is also turning the spotlight on local talent in a radio special called "Basement Tapes," which will award three winning songsters with recording time and equipment . . . KQ98/ Omaha is a new client station of AOR consultants Roger Agnew and Frank Felix . . . When WLUP/ Chicago filmed a recent TV commercial at a concert theatre, it invited listeners wearing WLUP T-shirts to be a part of the crowd scene . Los Angeles morning air personality Frazer Smith was a recent guest on the "Tomorrow Show" WIOQ/Philadelphia hosted an evening's worth of public television programming during a fundraising campaign, which logged \$32,500 in pledges. Nearly every member of the WIOQ airstaff made personal appearances during the evening For KWFM/Tucson's tenth AOR anniversary, the station is looking for congratulatory greetings from recording artists that can be aired. Contact the station at (602) 624-5588. James Brown was a recent phone-in guest on WBCN/Boston, where

he played contestant in a station game show take-off. He "won" the opportunity of playing a concert for WBCN listeners at some future date . . . KKBC/Reno needs album service, all labels. Contact MD Paul Mitchell at (702) 882-6263 . . . CITI-FM/Winnipeg has listeners watching out for the station's "Crusher," a decorated garbage truck that is crushing old worn radios in trade for 100 new free Sony FM's.

COMING NEXT WEEK: AOR on AM: Can it work? Next week we speak with programmers of several AM AOR's who will detail the unique problems as well as the unique rewards of playing AOR music on the AM band.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WMET/Chicago presented Survivor for \$1,95.

RADIO CONCERTS: Dwight Twilley on KREM-FM/
Spokane . . . Jack Bruce on WNEW-FM/New York . . .
Lene Lovich, Private Lightning, Boomtown Rats on
WBCN/Boston . . . Private Lightning on WBRU/Providence . . . Tom Rush on KTYD/Santa Barbara . . .
D.L. Byron, Santana, John Lee & Gerry Brown on
WLIR/Long Island . . . Off Broadway, Blackfoot, UFO
on WLUP/Chicago . . . Lene Lovich on WMMR/Philadelphia.

GUEST DJ'S: Bob James on KSAS/Kansas City
... Pretenders on WMMS/Cleveland.

CONVERSATIONS: Outlaws, Molly Hatchet on KXXY/Oklahoma City . . . Gentle Giant, Sylvain Sylvain on Q107/Toronto . . . Spyro Gyra on KAWY/Casper . . . Spyro Gyra on KFMH/Muscatine . . . Shooting Star, John Kay, Firefall, Grace Slick, Robin Trower on KTXQ/Ft. Worth . . . 3-D, 38-Special on KILO/Colorado Springs . . . Dwight Twilley on KREM/Spokane . . Molly Hatchet, Outlaws on KMOD/Tulsa . . . Firefall on KAZY/Denver . . . Cretones, Firefall, Shooting Star, Robin Trower, Cheap Trick on KZEW/Dallas . Chilliwack on CITI-FM/Wichita . . . Carl Perkins, Pearl Harbor, Sylvain Sylvain on WBRU/Providence . . . WBWB/Bloomington . . . Phoebe Pat Metheny on Snow, Chick Corea on KTYD/Santa Barbara Pretenders on WMMS/Cleveland . . . Billy Joel Band, David Sanborn, Good Rats on WLIR/Long Island Cretones on KSPN/Aspen . . . Cheap Trick on WKLS/ Atlanta ... XTC on Q107/Toronto ... John Kay on KLBJ/Austin . . . Billy Joel, Peter Wolf, Romantics, Journey, Steppenwolf on KZEW/Dallas . . . Spyro Gyra on K-99/Great Falls . . . Steve Howe, Jefferson Starship, Shawn Phillips on KATT/Oklahoma City ... Monty Alexander, J. Lee & G. Brown, Hiroshima on WRVR/New York ... 38-Special on KCAL/San Bernardino . . . Steve Walsh on WMET/Chicago . . . Sue Saad, Jeff "Skunk" Baxter on WAQX/Syracuse Steve Howe, Chuck Mangione on WXKE/Ft. Wayne ... Jerry (Beaver) Mathers on WLIR/Long Island ... Joe Perry on WPLR/New Haven ... Greg Kihn, Tower Of Power on KOZZ/Reno... Rick Enberg, Al McGuire (NBC-TV sports) on WBWB/Bloomington . . . Van Halen on KWST/Los Angeles.



### GRACE SLICK

**KSJO** 

**KBBC** 

**KRST** 

**WCAS** 

**KMET** 

**WNEW** 

**WLUP** 

**WMMS** 

**WJAX** 

**WZDQ** 

**KFML** 

**KILO** 



edicensolical

Album Airplay/ 40

### March 28, 1980 **154 REPORTERS** of airplay preference 12 4 BOB SEGER & SILVER BULLET..... Against The Wind (Capitol)...... "Fire" "Strut" "Betty" "Bop" HEART ..... Bebe Le Strange (Epic)..... "Even" "Rockin" "Title "Night" 1 1 PINK FLOYD ...... The Wall (Columbia) ...... "Brick" "Run" "Numb" "Lust" 4 LINDA RONSTADT ...... Mad Love (Asylum) ..... "How" "Talk" Title "Hurt" 19 5 BILLY JOEL ...... Glass Houses (Columbia) ..... "Right" "R&R" "Fantasy" "Leyna" 22 6 5 6 7 J. GEILS BAND ...... Love Stinks (EMI America) ...... Title "Come" "Wait" "Takin" " 11 12 10 PRETENDERS ...... Pretenders (Sire) ..... "Brass" "Wait" "Neck" "Private" 19 11 11 WARREN ZEVON...... Bad Luck Streak... (Asylum)......" "Girl" "Jeannie" 14 12 ELVIS COSTELLO &..... Get Happy!! (Columbia)...... "Stand" "5ive" "Opportunity" TOM PETTY & HEARTBREAKERS... Damn The... (Backstreet/MCA) ..... "My Girl" "Don't" "Refugee" "Rain" 3 5 8 7 9 12 RUSH..... Permanent Waves (Mercury)..... "Radio" "Freewill" "Entre" "Strings" 16 13 13 CLASH ...... London Calling (Epic) ..... "Train" Title 17 17 ROBIN TROWER ...... Victims Of Fury (Chrysalis)..... "Shout" Title "Jack" "Madhouse" 20 14 PAT TRAVERS BAND ...... Crash And Burn (Polydor)..... "Whiskey" Title "Love" "Born" NAZARETH ....... Malice In Wonderland (A&M) ..... "Holiday" "Talkin' ""Cars" MARSHALL TUCKER BAND .. Tenth (WB) ..... "Blues" "Time" "Drive" "Soul" 13 16 16 32 23 10 15 18 DAN FOGELBERG ...... Phoenix (Full Moon/Epic) ..... Title "Hotels" "Moon" "Face" KNACK.....But The Little... (Capitol)......"Baby" "Handleman" "Tell" "Way" 9 14 28 25 22 20 CHRISTOPHER CROSS ...... Christopher Cross (WB) ..... "Ride" "Mine" T. RUNDGREN/UTOPIA ...... Adventures In... (Bearsville/WB) .... "Free" "Road" "Caravan" "Crazy" 10 15 19 21 18 18 JOE PERRY PROJECT ...... Let The Music Do... (Columbia) ..... "Dogs" Title "Train" "Conflict" 36 29 24 21 SHOOTING STAR ...... Shooting Star (Virgin) ..... "Need" "Bring" "Higher" "Tonight" 26 23 25 GARY NUMAN ...... Pleasure Principle (Atco)......"Cars" EAGLES ...... The Long Run (Asylum) ...... Title "Tell" "Heartache" "Greeks" 14 26 26 TRIUMPH..... Progressions Of Power (RCA)..... "Weekend" "Survive" "Road" 35 18 20 24 ROCKETS...... No Ballads (RSO)......"Desire" "Hold" "Sally" "Back" MAHOGANY RUSH...... What's Next (Columbia) ...... "Roadhouse" "Rock" "R&R" 35 27 30 29 23 29 32 30 15 22 27 ZZ TOP ...... "Bad" "Thank" "Sunglasses" 17 21 28 JEFFERSON STARSHIP . . . . . . . . Freedom At Point... (RCA/Grunt). . . . "Eyes" "Rock" "Jane" CRETONES ..... Thin Red Line (Planet) ...... "Real" "Justine" "Cost" "Peel" WISHBONE ASH ...... Just Testing (MCA) ...... "Helpless" "Price" "Proof" 37 39 35 GRACE SLICK ...... Dreams (RCA/Grunt) ...... "Wind""El Diablo" "Angel" **►** 36 36 33 33 37 ROMANTICS...... The Romantics (Nemperor) ...... "Like" "Eyes" Entry 30 28 29 RAMONES..... End Of The Century (Sire)....."R&R" "Radio" "Baby " "Affected" 39 36 34

### Chart Summary

SEGER held his lead for the top airplay spot this week, particularly in hot HEART **FLOYD** switched positions this week with HEART edging FLOYD in total mentions. Overall, the two acts commanded nearly identical levels of airplay. LINDA, JOEL, JOURNEY and GEILS all held rock steady. PRE-**TENDERS** continued their impressive upward climb. as did ZEVON and COS-TELLO. CLASH maintained as TROWER and TRAVERS showed increased airplay activity. NAZARETH held their own as TUCKER and CROSS moved up. PERRY jumped up signifi-cantly as NUMAN and maintained. TRUMPH had a good week while RUSH inched up and MAC resurged (showing strong interest in the latest single). CITY debuted with a good showing both in adds and mediums. CRETONES and SLICK debuted as ASH moved up. RIDER maintained. BENATAR and FOOLS came close to charting.

The Album Airplay/40 chart represents activity based on a combination of add. medium and hot reports. Artists chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

### MOST ADDED.

_		3/28	3/21	3/14	3/7	2/25
1	GRACE SLICK	57/50	10/10	0.0	0.00	0.0
	Dreams (RCA/Grunt)	M-4	M-0		1	-
_	"Fece The Wind"	H-3	H-0			
2	JOE PERRY PROJECT	74/41	47/36	0.00	0.40	0.00
Tie	Let The Music (Columbia	M-22	M-10	1		0,0
	Discount Dogs"	H-11	H-2			
2	JOHN STEWART	51/41	17/17	0.0	0.00	0.40
	"Dream Babies Go" (RSC	1 M-5	M-0		-	
_	"Hollywood"	H-6	H-0			
3	TRIUMPH	71/36	85,460	3/9	0.0	0,0
	Progressions Of (RCA)	M-31	M-4	M-0		-
_	"Weekend"	H-6	H-1	11-0		1
4	RODNEY CROWELL	33/32	1/0	0.00	0.40	0.00
	But What Will The (WB)	M-0	MI-1		0.0	
_	180's ''	91-9	H-0			
5	RED RIDER	53/26	13/7	0.00	0.0	an
	Don't Fight It (Capitol)	M-21	M-6	1	'	•
	"White Hot"	H-4	H-1	l		1
	ANGEL CITY	51/26	40/22	26/23	7/7	1/1
	Face To Face (Epic)	M-23	M 17	M-3	M-0	M-0
7	"Merseilles"	H-2	H 1	H-0	H-0	H-0
,	SQUEEZE	26/25	1/0	0.00	0.0	0.0
	Argybergy (A&M)	M 1	M-0	1	1	1
•	"Neil In My Heart"	H-0	H1			1
•	GORDON LIGHTFOOT	26/24	0.0	0.0	0.0	0.00
	Dream Street Rose (WB)	M-0	1			
	CRETONES	H-1		1		
•		53/22	<i>65/37</i>	33/32	2/2	0.00
Tio	Thin Red Line (Plenet)	M-30	M-16	M-1	M-0	
	"Real Love"	H-1	H-2	H-0	H-0	1
9	DARYL HALL	38/22	34/32	6.65	0.00	0.00
	Sacred Songs (RCA)	M-12	M-2	M-0	3.0	3,70
	77tle	H-4	H-8	H-0		1
10	MOTORS	36/21	34/33	1/1	0.00	0.00
	Tenement Steps (Virgin)	M 11	M-1	M-0		
	"Loneliness"	H-4	H-0 .	н.о		
11	BEACH BOYS	24/20	8/8	0/0	0.10	0.0
	Keepin' The (Caribou)	M-3	M-0			
	"Summer Alive"	H 1	H-0			
12	MARSHALL TUCKER	104/16	93/34	76/73	3/3	0/0
Tie	Tenth (WB)	M 67		M-1	M-0	
12	"Sing My Blues"	H-31		H-2	H-0	
·Z	FIREFALL	18/18	0.00	0.00	0.00	0/0
	Undertow (Atlentic)	M 0				
••	"Love"	H-0				
1.5	PAT TRAVERS BAND	102/14	112/92	40/37	0/0	0/0
	Cresh And Burn (Polydor)		M-12	M 1		
	"Whiskey"	H-31	H-B I	H-2	- 1	

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

### MEDIUM

		3/28	3/21	3/14	3/7	2/29
1	WARREN ZEVON	126/7	121/7			
	Bed Luck Streek (Asylum	I A-S	A-3	A-10	A-12	A-85
	"Certain Girl"	H-60	H-44	H-42	H-31	H-16
2	CLASH	103/6	4 103/7			
	London Calling (Epic)	A-1	A-2	84	A-6	A-6
	"Train In Vain"	H 30	H-28	14-33	H-33	H-36
3	ELVIS COSTELLO &	115/6				
	Get Heppyll (Columbia)	A-2	A-6	A-14	A-50	A-40
	"I Cen't Stand"	H-52	H-44	H 30	H-20	H-2
4	PAT TRAVERS BAND	182/5	7 112/12		0.40	0.00
Tie	Crash And Burn (Polydor)	A-14	A-92	A-37	0.0	
	"Whiskey"	H-31	H-8	H-2	1	1
4	MARSHALL TUCKER	104/5	7 93/37		3.0	0.00
Tie	Tenth (WB)	A-16	A-34	A-73	A-3	0,0
•••	"Sing My Blues"	H-31	H-22	H-2	H-0	1
4	SHOOTING STAR	87/57		76/62	55/40	71/48
	Shooting Star (Virgin)	A-1	A-0	A-5	A-6	A-17
	"Got What I Need"	H-9	H-11	H-9	H-10	H-6
6	ROBIN TROWER	94/55		22/60	82/58	82/46
	Victims Of Fury (Chrysalis	A-O	A-7	A-8	A-7	A-19
	"The Shout"	H-38	H-33	H-33	H-19	H-17
	NAZARETH	94/54	105/65			100/70
	Malice In (A&M)	A-0	A-1	A-1	A-1	A-2
	"Holiday"	H-40	H 30	H-39	H-39	H-36
7	MAHOGANY RUSH	54/49	56/48	66/52	46/34	60/47
	What's Next (Columbia)	A-0	A-2	A-7	A-5	A-14
	"Roadhouse Blues"	H-5	HA	H-7	H-7	H-6
	KNACK	84/48	100/58		105/46	114/50
	But The Little (Capitol)	A-2	A-0	A-0	A-1	A-7
	"Baby Talks"	H-34	H-48	H-67	H 58	H-67
	PRETENDERS	108/43	112/49	110/54	98/47	107/57
	Pretenders (Sire)	A-0	A-2	A4	A 4	A 8
	"Brass In Pocket"	H-65	H-61		H-45	H-42
10	J. GEILS BAND	128/37	130/48	130/45	119/40	135/46
Tie	Love Stinks (EMI America)	A-0	A-0	A-0	A-0	A-0
	Title	H-91	H 82	H 85	H-79	H 89
	WISHBONE ASH	42/37	41/35	40/31	36/21	42/12
	Just Testing (MCA)	A-5	A 5	A 6	A 13	A-28
	"Heipless"	H-0	H-1	нз	H-2	H-2
	T. RUNDGREN/UTOPIA	77/36	96/51	184/57	106/50	127/58
	Adventures (Brsville/WB)		A1	A-0		A-1
	"Set Me Free"			H 47		H-68
	BABY\$	69/35	87/39	98/27	97/29	115/32
	Union Jacks (Chrysalis)	A-0	A-0	A-0 /		A-0

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	BOB SEGER & SILVER	3/2 149/1	- 1	3/21	,		
	Against The Wind (Capit	749/7		162/14	NS   745/1	21 127	/18 8/0
	"Fire Lake"			\·2	N-16	A-108	
2		M-4		14	M-8	M-3	1
_	The Wall (Columbia)	138/1		44/14		36 130/	727 149/146
	"Brick 2"	A-0		40	N-0	A-0	A-0
3	HEART	M-4		1-4	M-2	M-3	M-3
•		141/1	33 7	46/13	9   140/1.	28   1.28/1	164 150/81
	Bebe Le Strange (Epic) "Even It Up"	A-1	A		N-0	A-1	A-40
4		M-7		146	M-12	M-24	M-21
•	LINDA RONSTADT		27 7	43/13	0 743/7:	26 127/	96 138/22
	Med Love (Asylum)	A-0	- JA	-0	A-2	0-11	A-110
6	"How Do I Make You"	M-13		-13	M-16	M-20	M-6
D	BILLY JOEL	141/1	77 1	34/97	142/1	4 14/1	1 0/0
	Glass Houses (Columbia)	A-3	A.	7	A-123	A-13	1
	"May Be Right"	M-21	M	-30	M-6	M-0	- 1
•	JOURNEY	128/1	NI 7	32/96	730/5	9 87/1	P aw
	Departure (Columbia)	A-0	A-	4	A-30	A-73	1
_	"Anyway"	M-21	M-	32	M-33	M-6	
7	J. GEILS BAND	128/9	7 7.	30/62	730/B		735/89
	Love Stinks (EMI America	0.0	A	0	A-0	A-0	A-0
	Title	M-37	M-	40	M-45	M-40	M-46
	TOM PETTY &	106/0	8 72	7/100	127/11		12 148/136
	Damn (Beckstreet/MCA	) A-0	A-1	1	0.0	A-1	A-0
_	"Comes My Girl"	M-20	M-	16	M-14	M-0	M-10
	RUSH	38/67	'   74	16/83	700/mg		
	Permanent Waves (Mercury	IA-O	A-0	· .	0.0	0.0	A-0
	"Spirit Of The Redio"	. M-31	M-S	22	M-29	M-26	M-37
10	PRETENDERS	100/60	71	12/61	110/50		
	Pretenders (Sire)	A-0	A-2		A-4	A-6	A-6
	"Bress In Pocket"	M-43	M-4		M 56	M-47	M 67
11		83/56		9/73	108/82		
	Phoenix (Full Moon/Epic)	A-O	A-O		A-0	A-0	0.0
	Title	M-27	M-2	15	M-26	M-22	M-25
12	ELVIS COSTELLO &	115/52	17	3/44	105/38		
	Get Happy!! (Columbia)	A-2	A-6		h-14	A-50	A 46
	"I Can't Stand"	M-61	M-S	3 1	M 63	M-23	M-2
13	WARREN ZEVON	125/50	12	1/44	118/42	90/31	103/16
	Bad Luck Streak (Asylum)	A 5	A-3	- 4	A-10	A 12	A-85
	"Certain Girl"	M-70	M-7			M-47	M-22
14	CHRISTOPHER CROSS	71/45	72	145	68/36	55/30	59/25
	Christopher Cross (WB)	A4	A-2		1.9	A 7	A 7
	"Ride"	M-22	M 2	1.0		M 18	M 27
15	T. RUNDGREN/UTOPIA	77/41			104/47	106/54	
	Adventures (Braville/WB)		A 1			A o	A 1
	"Set Me Free"	M 36	M 51			M 50	M SR
				.   170		*** 64	Last 19th

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 hreakdowns of the album's reports in other rotations for the week. The album's preferred airplay cut is listed.

## More Giant Rock!

## GENTLE GIANT THE JOE PERRY PROJECT

"Civilian"



WNEW	WLUP	WABX
WLIR	M105	WMMR
WBAB	wwww	KDKB
WRCN	WWCK	KBCO
WRNW	WLAV	KTYD
WYSP	WFFX	KPRI
WEZX	WIOT	KLAQ
WLOB	KFMH	KOME
WBRU	KLYX	KSJO
WBLM	KTCL	KTIM
WGIR	KILO	KKDJ
WHCN	WKWF	KBPI
WPLR	WLRS	KTXQ
WRKI	WZZX	WKQB
WPDH	WYFE	KATT
WQBK	WZOK	WLYX
WMJQ	WDVE	KLBJ
WOUR	WXQR	KMAC
WIBA	WKLS	KNCN
WXRT	WIMZ	KZOM
WJKL	WSHE	KSHE

"Let The Music Do The Talking"



WNEW	WLUP	WABX	KMET
WLIR	WMET	KSAN	KLOS
WMMR	WYFE	DC101	KMAC
WEZX	WMMS	WAVA	KSHE
WZZO	WDVE	WHFS	KYYS
WBCN	WYDD	WIYY	KLOL
WCOZ	WOMP	WNOR	KLBJ
WAAF	WRIF	WMYK	KWST
WLOB	wwww	WRXL	KROQ
WBRU	WWCK	WROQ	KNAC
WBLM	WHNN	WXQR	KGB
WHCN	WILS	WINZ	KWFM
WCCC	WIOT	WKWF	KTKT
WPLR	WXKE	WQXM	KOME
WQBK	KORS	WDIZ	KZAP
WGRQ	KFMH	WJAX	KTIM
WBUF	KLYX	WFYV	KOZZ
WMJQ	KSJO	KTXQ	KLIV
WOUR	WSRD	KXXY	KKDJ
WAQX	WLAV	KYTX	KISW
WBAB	WLVQ	WKDF	KZOK
WRCN	WFBQ	WKQB	KGON
WRHY	WLRS	KILT	KQFM
WGIR	KGGO	KNCN	KREM
WPDH	KPRI	KSMB	KLAY
WMAD	KDKB	KZEW	KZEL
WIBA		WZXR	KAZY
WXRT		WLYX	KILO
WJKL		WZZQ	

Featuring: "Number One" & "Inside Out"

### Talking Real Loud.



### ACR BREAKERS

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

No albums qualified for Breaker status this

### SINGLES

1 BLONDIE "Call Me" (Chrysalis)

2 **HUMBLE PIE** "Fool For A Pretty Face" (Atco)

3 **BOZ SCAGGS** 

"Breakdown Dead Ahead" (Columbia)

PAT BENATAR

"Heartbreaker" (Chrysalis)

5 **FOOLS** 

"Night For Beautiful Girls" (EMI America)

STEVE WALSH

'Schemer-Dreamer'' (Kirshner)

QUEEN

"Crazy Little Thing Called Love" (Elektra)

8 38-SPECIAL

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

9 MOTORS

10

Boston

MINE 154 (MB) MINO WOOLLEY & . !Columbia

"Love And Loneliness" (Virgin) **D.L. BYRON** 

"Listen To The Heartbeat" (Arista)

These 46's received significant AOR simpley reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

### JAZZ ON ASR

SPYRO GYRA ..... Catching The Sun (MCA)
..... Title "Laser" "Percolator" "Philly"
CHUCK MANGIONE..... Fun And Games (A&M) PASSPORT..... Oceanliner (Atlantic) "Saga" Title G. WASHINGTON JR. . . . . . Skylerkin' (Motown) "Loving" "Moments" "Help" 8 DR. STRUT..... Struttin' (Motown) HERON & JACKSON ..... 1980 (Arista) "Willing" "Shah" PAT METHENY GROUP ... American Garage (ECM) 8 "Heartland" Title 9 J. LEE & G. BROWN .... Chaser (Columbia)

Title "Fate" "Celebration" "Park" Chaser (Columbia) 10 SUSAN MUSCARELLA. . . . Rainflowers (Pac. Arts) ..... Various Cuts

These albums received significant sirplay reports this week but did not chart on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jezz programming. The album's preferred sirplay cuts are listed.

### REGIONAL ASER ACTIVITY

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Albany 518-482-5555 AR ANCHOR FAME HARSHALL \*LOUR Fame STLEAR STLEAR (RCA) PLARE HARBOR 4 FAME FLARE FAME

WZZO Allentown 215-694-0511 215-694-05

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MONTON TO THE PROPERTY OF THE

**Boston** 617-247-0850 "Love on Pron" SOUFFIT IAME OUFFOR'S (Plener) PAT TANTES BAND (Polydor) "missey"

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Bridgeport

MOST ADDED

JOHN STEWART "Dream Babies..." (RSO) 16/16 GRACE SLICK Dreams (RCA/Grunt) 16/15 SQUEEZE Argybargy (A&M) ANGEL CITY 14/13 Face To Face (Epic)
RODNEY CROWELL 13/10 But What Will The ... (WB)

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.

"The sign false"
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-FLFF\*#0UQ NA: 1881

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Singles Nume

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Hottast Bill! ACEL "Columbto"

Cape Cod 617-255-3220

JERES & CONTROLLER & AMMAD JAMAL (2014)

Singles

MEDIUM

ROBIN TROWER
Victims Of Fury (Chrysalis) 21/15
ELVIS COSTELLO & **ATTRACTIONS** 

Get Happyll (Columbia) 32/13 CLASH London Celling (Epic)
WARREN ZEVON 28/13

Bad Luck Streak... (Asylum) 28/13 PAT TRAVERS BAND Crash And Burn (Polydor) 21/13 SHOOTING STAR

Shooting Ster (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.

Bebe Le Strange (Epic) 13/13

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.

Hottast Prom FLOYD (Cotumble) "Brich/wall 2" BOD SFGR & (Coping) "Fire Laws" "Silver Liner! "Home Strus"

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HEART (Fpic )

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### THE HOTTEST

BOB SEGER & SILVER BULLET BAND Against The Wind (Capitol) 34/33

PINK FLOYD The Wall (Columbia) BILLY JOEL

Glass Houses (Columbia) 33/30 LINDA RONSTADT Mad Love (Asylum) 32/30 HEART

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Long Island

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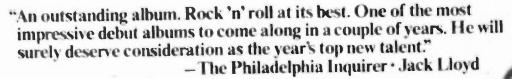
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## Coast-to-coast raves for Willie Nile.

With critical acclaim from programmers and press across the country—Willie Nile's made the most impressive debut in years.

- "Willie Nile's inspiring debut album signals the arrival of a major new figure in rock 'n roll. He moves you, physically and emotionally, the way the best rock has always done."—The Los Angeles Times Robert Hilburn
- "Willie Nile is the most exciting debut album by a singer-songwriter in some time. It is hard-edged guitar rock. An album that crackles with electricity."—The New York Times Robert Palmer



"Willie Nile continues to amaze me."

-WLUP · Sky Daniels · M.D.

"The best new album of the decade."

-WLIR · Larry Kleinman · M.D.

"Reaction to Willie Nile has been very strong."

-WCOZ · Bob Slavin · M.D.

"Willie Nile has got a great hard edge to it."

-WMMS·Kid Leo·M.D.

"Put Willie Nile at the top of my favorites list."

-WNEW-FM · Marianne McIntyre · M.D.

Bill Hard's 'Soft Choice'

### Hot at:

WLUP/WMMS/WLRS/WZXR/ WMMR/WNEW/WCOZ/KSHE/KILT/ WWWW/WABX/WMET/WGRQ/WAVA/ WBCN/WAAF/WHCN/WCCC/ WPLR/WLIR/WQBK/WHFS/ WQDR/WXRT/KLBJ/KSJO/ KTIM/WQFM/KREM/ WRNO.



And this is only the beginning.
Willie Nile.
On Arista Records and Tapes.

On Arista Records and Ta

### WRCN

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-Out Fit - Freezra'

Pito 1/207 (Columbia)

Pito 1/207 (Columbia)

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RUS 5/GIR (Columbia)

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Singles Monte

### Long Island

5.16-7.27-1570

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"Dream Babies..." (RSO)

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.



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Memphis 901-726-0060

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### MEDIUM

WARREN ZEVON Bad Luck Streak... (Asylum) 28/19 CLASH London Calling (Epic)

ELVIS COSTELLO & ATTRACTIONS Get Happy!! (Columbia) SHOOTING STAR 23/16 16/16 Shooting Star (Virgin)

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.

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BOB SEGER & SILVER BULLET

Against The Wind (Capitol) 34/33

Glass Houses (Columbia) 36/30

Bebe Le Strange (Epic)

The Wall (Columbia)

LINDA RONSTADT

Mad Love (Asylum)

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Bloomington

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Chicago , 312-440-5270

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Chicago 312-777-1700

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MOST ADDED

16/14

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6/6

GRACE SLICK Dreams (RCA/Grunt)
RED RIDER Don't Fight It (Capitol) TRIUMPH

Progressions Of... (RCA)
JOE PERRY PROJECT Let The Music Do... (Col) JOHN STEWART "Dream Babies..." (RSO)

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



Added JOF PERRY PROJECT (Co RED RIDER LCONTROLL

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Davenport 319-326-2541

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ND SFAN SCOTT Added FIRFFALL (b\*|an\*|c) \*Monded...Fall\* JOE PYRRY PROJECT (Co) \*1:11e @FO RIDER (Cap)\*\*01| \*1:11e

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PINE FLOYD (Columbia) DAN FOOFLOTED (Full Moon/Fg)c\*

**MEDIUM** 

Jees Singles

CLASH London Calling (Epic) 28/21 PAT TRAVERS BAND Crash And Burn (Polydor) 26/20 **MAHOGANY RUSH** What's Next (Columbia) 20/19 Bad Luck Streak... (Asylum) 31/18

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



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Detroit 313-444-1010

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Detroit 313-259-4323

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### THE HOTTEST **BOB SEGER & SILVER BULLET**

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The Wall (Columbia) 35/35 Bebe Le Strange (Epic) 35/34 JOURNEY Departure (Columbia) LINDA RONSTADT 35/32

Mad Love (Asylum) 34/31 Two numbers follow each albu Two numbers follow each album the. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week. m title. The



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Kansas City 816-531-3400

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Simples St. Louis 314-842-1111

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BOB SEGER & SILVER BULLET

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LINDA RONSTADT

Mad Love (Asylum)

The Wall (Columbia)

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**Albuquerque** 

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But What Will The... (WB) 14/14 JOHN STEWART

"Dream Babies..." (RSO) 20/12 JOE PERRY PROJECT Let The Music Do... (Col) 20/11 GORDON LIGHTFOOT Dream Street Rose (WB) 12/11

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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Dreams (RCA/Grunt)
RODNEY CROWELL 19/16



Boulder 303-444-5600

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Casper 307-235-1515

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MEDIUM

WARREN ZEVON Bad Luck Streak... (Asylum) 38/20 MARSHALL TUCKER BAND 30/17 Tenth (WB)

ELVIS COSTELLO & ATTRACTIONS Get Happy!! (Columbia) NAZARETH 34/15 26/14 Malice In... (A&M)

KNACK ...But The Little... (Capitol) 25/14 WISHBONE ASH 14/14

Just Testing (MCA) 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.

**WILO 94** Colorado Springs

STEREO FM 303-634-4896

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303-759-5800

Denver

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Denver

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**Great Falls** 406-727-7211

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808-524,7100

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PA\* TRAVERS BAND (Polyder)
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### Long Beach 213-437-0366

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HOTTOST PINC FLOYD (CO1,HB)(A) \*ON PETTY & "HE (BECASTPOST/MCA)

5 ing to s KBBC FM99 Phoenix 602:285-5222

CHISTOPHIN CROSS (ND) PURDGAR NUTUPIA (Beers+(110/MD) RANDERM NATURE IN (Bears + (11a/MB) (Bears + (11a/MB) (BOS \$760R & (Capirol) GRANAM HASH (Capirol) 5PYRO 6VMa (BLA) RICHIE HAVESS (Elestre) JOHN \$7EMAR\* (RSQ) (BELTY JOFL (Calumbia)

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Phoenix

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**Portland** 

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714-825-5020 BABYS (Chrysolis) J. GF15 BAND (FRI America) TON PRYYY 4 THE

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TO JAMES
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\*\*ABBLE PTF (\$715)\*\*COND.
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KXFM 99 Santa Maria 805-922-2156

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San Jose 408-288-6400

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Singles Nume

Santa Barbara 805-963-1601 5P780 CMB INCA: 5P780 CMB INCA: 5P081 P. BULGH 1 1001 P. BULGH 1

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JAA4 Suns

KZAM-FM Seattle 208-484-1840

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Spokane

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> Tri-Cities 509-586-0459 alich Holds (Adolgal) \$400\* (HG 5\*An (Tirgin) SAF \$AAO 4 HEF\* (Plane)

Manual Park of Season PO: HICHAFL "ATEON MD CHARLIF BINTES

JOHN STREAMY (RED) TOURISTS (Fp1c) HIRMTHARKS (Adolph1)

Tucson 802-824-6588

Vancouver

604-684-7221

NOTION:
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## Country/



BREAKFAST BIGGIE — Over 6000 Wheeling, WV residents enjoyed a free breakfast prepared by the air personalities of WWVA Radio. The neighbors and friends scarfed up over 11,000 eggs, 1500 pounds of bacon, a truckload of bread, 11 cases of jelly, eight cases of margarine, 9000 cups of coffee, 60 gallons of milk and untold gallons of orange juice. Pictured (left to right) are WWVA morning man Bud Forte, afternoon personality Frank Karroll, Operations Director Tom Miller, and weekender Al Zeidman.



WILLIE FITS THE BILL — Seen here is the WTQR/Winston-Salem, NC billboard relating to the station's \$10,000 giveaway. According to PD Mark Tudor, "Since no one really knew whose picture is on a \$10,000 bill, we decided to use Willie Nelson." (By the way, guys, for your information, it's Salmon P. Chase, Secretary of Treasury, 1861-64 and Supreme Court Justice, 1864-73, on the seldom-seen or used \$10,000 bill.)



ROGERS SWEETENS TOUR WITH DAVE & SUGAR — Kenny Rogers and Dave & Sugar teamed up in Fresno for the first of over 80 tour dates together. Shown backstage at the concert is Jay Ramsey, KMAK; Charlie Scott, PD, KMAK; Carson ("This is no hype, but thanks for the spins!") Schreiber, RCA Manager, Western Regional Country Promotion; Dave Rowland (Dave & Sugar); Kenny Rogers; Dave & Sugar's Melissa Dean; KMAK's Gene Carl; the other "Sugar," Sue Powell; and Kenny Reuther, RCA-San Francisco.





COWBOY CHEERLEADERS GO COUNTRY — KYNN/Omaha helped bring thousands of people to a local shopping mall by presenting an autograph party with some Dallas Cowboy Cheerleaders. Pictured behind the cheerleaders are KYNN'S Billy Cole, Chris Teylor, and "Ramblin' Rick." PD Taylor is also shown doing an Interview during the KYNN remote broadcast.



FESTIVAL FUN — Price Mitchell, one of 20 different performers, is seen on stage at the eighth annual KKYX/San Antonio "Great Country River Festival." The event is held each year along the downtown San Antonio River, with proceeds going to help the River Association promote the River Walk.



SHIRT SHOWING — WIXZ/Pittsburgh held a special "Thank You Canada" weekend to giveaway T-shirts as a special tribute to Canada for helping some Americans to escape from Iran. Shown modeling the shirts are WIXZ staffers Mary Cvejkus, Scott Free, Cyndie, Bill Cardille, and MD Melanie Valosen.



MINNEAPOLIS MEETINGS — Oak Ridge Boys Joe Bonsall (the real short one) and Richard Sterban (third from right) are seen during a visit to the WDGY/Minneapolis studios. They are pictured with WDGY's Gary Stone, Gregg Lindahl, and Andrea to Attingon.



VEGAS VISITOR — RCA's Zella Lehr is seen being interviewed by KVEG air personality Bob Jackson during her recent promotional tour.



### Jim Duncan

radio-oriented book. (He has three others on the market.) The book, "The Complete Broadcast Sales Guide For Stations, Reps & Ad Agencies," was written by Hoffer and John McRae, and is available for \$14.95 through Broadcasting Book Division, 1735 De Sales St. NW, Washington, D.C. 20036 Butch Brannum has been appointed PD at WKDA/Nashville. Mike Beck has joined WKDA-FM to do evenings and music assistant. Mary Jo Monette is now at WKDA-AM to do middays. She had been at WWOK/Miami. While on WWOK, former PD Dave Donahue is doing some weekend and fill-in work at WIRK-FM/West Palm Beach. He is still looking for a full-time gig. Reach him through the station, according to PD Barry Grant . . . Off to Las Vegas for the final day of the NARM Conven-

### **News Notes**

Before I forget, thank you to all of my concerned friends and readers who called or sent notes asking about my not being at the Country Radio Seminar. It was a good feeling to know so many of you cared . As we went to press last week, I heard KNEW/Oakland-San Francisco GM Hal Smith was joining Metromedia's Philadelphia AOR station WMMR. Hal has been a tremendous supporter of Country radio and his presence will be missed. Prior to getting his first GM gig at KNEW, Hal was PD of KLAC/Los Angeles. As a matter of fact, it was Hal who hired me at KLAC to do a weekend air shift. WMMR now has one of our best. Good luck, Hal . . . Rod Hunter has taken over as PD of KSON-FM/ San Diego, with Ron West being assigned to MD for KSON's FM. Both will continue in their capacities as PD and MD of KSON-AM. Roy Stingley is out as PD of KSON-FM. At this report Stingley hadn't announced his plans . Speaking of San Diego, some interesting rumors about another AM or FM Country station . Congrats to WCXI/Detroit on being named the Golden West Stay tuned. Broadcasters Radio Station of the Year. PD Bill Ford was named GWB's Program Director of the Year . Jay Hoffer of KERE/Denver has written another

### Making Some Noise . . .

From Chico, California comes this interesting way of keeping some of the U.S. Army's 5th Combat Equipment Company troops happy. (No, someone didn't send them a case of Dolly Parton blow-up dolls.) KHSL/Chico PD Leon Washburn told R&R he received a letter from a Chico man stationed in Germany with the aforementioned troops. The man requested a tape of KHSL so he could keep in touch with the hometown happenings. The tapes became so popular they were played in the recreation areas at the base. As a service, KHSL has decided to WMAQ/Chicago ran the NBC radio music special featuring Anne Murray . . . KTTS/Springfield, IL air personality Ms. Kitty is seen interviewing Slim Whitman on the station's recent listener appreciation show . . . On April 11, the Kool Cigarettes "Country Shindig" troupe will kick off in Louisville (Kool's home base) with a show WINN is helping to promote. Mel Tillis and Margo Smith will headline WHK/Cleveland had a booth display at the recent 43rd Annual American & Canadian Sport, Travel & Outdoor show. Many of the WHK per-



sonalities made guest appearances . . radiothon.

Kenny Roger's new single with Kim Carnes. Music Director Pam Green says the record became an instant number one request record

Barry Grant, PD of WIRK-FM/West Palm Beach, FL, tells R&R he has a couple walk-on parts in the new Burt Reynolds-Jerry Reed "Smokey & The Bandit II," part of which was filmed in that area. The station was able to get interviews with Reynolds, Reed, Sally Field and Dom DeLuise during the special salute to Jerry Reed on his 25th year in the music business. Grant said some photos are on their way

Speaking of photos, let's wrap this noisemakers section with a couple of real hockey pucks from WTSO/Madison shown visiting with Olympic Gold medal winner Mark Johnon of the U.S. hockey team. WTSO's Music Director Pat Martin and Operations Director Chuck Morki are seen with Johnson, who grew up in Madison.



Cypress Gardens morning man Jim Malloy is presenting a new feature called "Legends Of Rockabilly." He is featuring many rare and hard-to-find classics from the late 50's. Malloy is asking for any new rockabilly product to be sent to him at WGTO, Box 123, Cypress Gardens, FL. 33880 ... Larry Gatlin is pictured with WSAI/Cincinnati air personalitiettes Debbie Conner and Gina . . . WNOW/York, PA reports raising \$5800 for the leukemia WWOD/Lynchburg, VA helped pull in over two grand for the same cause. 'Country Joe" raised more than \$5500 for Easter Seals in a 30-mile snowmobile race WHN/New York aired the world premiere of

tion. Should have some photos next week . . . Until then . . . Stay great .

### MEWSBREAKORR

"Jingles: ????"

R&R/Country recently contacted over 80 Country-formatted radio stations seeking response to the question, "Do you use jingles?" The informal survey revealed that 77.5% of the respondents do indeed use jingles, while 22.5% steer clear of the mini-musicals.

The majority of stations using jingles air four per hour, with two per hour a clearcut second; the third most popular usage of jingles per hour was tied at five or more per hour, three per hour, and one per hour.

Far and away the most dominant position for a jingle, within the framework of a clock, was at the end of a stop/spot set. Jingles are also popularly utilized within a sweep, and at the top of the hour/out of the news.

Of the stations queried, most use their jingle package for two years before purchasing a new one. The second most common renewal time was a year to 18 months.

Of the stations that do not use jingles, most stated they are not happy with what's available; others cited a budget that doesn't allow for jingle expenditures. Other recurring reasons for not using jingles included clutter on the air, and interfering with the one-to-one relationship between the jock

Most often mentioned as jingle suppliers were TM, William B. Tanner, and Toby Arnold & Assoc. This is not to say the respondents were necessarily recommending these packages, but rather, these firms were chosen from available services.

Below, a sampling of answers from surveyed stations.

Tom Becka, PD, KUGR/Green River, WY: "Most jingle packages sound either too country or too rock — we need something in between."

Pam Green, MD, WHN/New York: "We like to reinforce the one-to-

one relationship between the listener and the DJ, which jingles don't provide. We haven't found a package compatible with a Country format, and we are not looking for one.

Bill Warren, MD, KNOE/Monroe, LA: "If used properly, and not overused, jingles are good. They must fit and blend in with the programming

Bill Ford, PD, WCXI/Detroit: "Jingles are a selling point - a good way to sell ourselves

Pat Devaney, MD, KHAK/Cedar Rapids: "One advantage of personalized jock ID's is that they identify the show without the jock having to

Ken Martin, PD, WCOS-FM/Columbia, SC: "At one time we were opposed to jingles, but we have seen what they can do in the marketplace in general. They can sell Toyota, or McDonalds, and they can sell us, too.'

Dave Eckles, MD, WRCP/Philadelphia: "Jingles are a good reminder of call letters without having to say them.

Joel Raab, PD, WEEP/Pittsburgh: "No jingles are better than bad iingles.

Diane Brennan, MD, WBAM/Montgomery: "A lot of stations are getting away from jingles. After a while, people don't pay attention to them anymore.

Scott Seiden, PD, WQQT/Savannah: "Jingles help in the transition when playing music with different tempos and, overall, give the station a smooth sound."

### One Step Further . . .

Chris McGuire, PD at KFTN/Provo, opted to produce his own jingles, and KEEN/San Jose carried the whole thing another two steps further by

combining a need for jingles with a successful promotion.

PD Jay Albright told R&R, "We announced on the air that we believed in local artists, knew they needed exposure, and we wanted them to express KEEN's image for us on the air." The station sent out a call and received over 100 tapes. The jocks judged the samples, picking the best from each band. KEEN gathered the chosen artists at a local studio, paying them union wages, picked up the studio costs, and went home with 20 unique jingles. KEEN aired the homegrown jingles from October to February of this year. "Because some of the jingles were by soloists, with very distinctive voices, they were easily recognizable, and we were concerned about the burnout factor." To freshen up the sound, the station took the locally recorded beds to Tommy Gwin, a Texas jingle producer, who added professional voice tracks to the beds. KEEN now airs a combination of the local and professional jingles.

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## The Primary Candidates



STARTIN' OVER AGAIN CB 24\* RW 26\*

BB 28\*

Jerry Ree

BB 60\*

**CB 73**\*

RW65\*

ve&sugar

AND TENNESSEE SHINE CB 60\* RW 64\*



### BREAKERS

### JOE STAMPLEY **After Hours (Epic)**

On 76% of reporting stations. Charts: 38-29 KNEW, 30-22 KFTN, 38-27 KSOP, 24-17 WBAM, 40-30 KHEY, 35-25 KFEQ, 39-29 KCUB. Adds include KLAC, WHK, WIRE, WCMS, WUBE, WNRS, WITL, WCOS-FM, KBMR, WHBF. R&R Chart Debut 35

### **DON WILLIAMS** Good Ole Boys Like Me (MCA)

76% of reporters on it. Added this week at KLZ, KSON, WIL, WKDA, KLVI, WOKQ, WEEP, WPOR, KVOO, WDDD, KTYN, KYNN, KRAM, KTOM, KUZZ. Charts: 28-9 KCKC, 40-26 WSEN, debut 29 WSAI, debut 28 WSUN, debut 30 WCXI. R&R Chart: Debut 36.

### **NEW & ACTIVE**

GAIL DAVIES "Like Strangers" (WB) 66/20, WHK. WSAI, WFMS, WINN, KWKH. WOKQ. WNVY. WHOO. WQQT, WKDA, WYDE. WNRS, KSO, KWMT, WIRE, WTHI, WHBF, KMAK, KRAM, KRA

JEANNE PRUETT "Temporarily Yours" (IBC) 66/9, KLAC, KLZ, KSO, WSAI, WINN, WQQT, WTHI, WCMS, WPOR, Charts; 32:24 WCXI, 29:24 KWKH, 35:27 KWVA, 31:20 KFTN, 38:24 KYNN, 33:28 WBAM, 29:17 CKLW-FM, 36:24 WCOS-FM, 33:28 KFGO, 43:29 KKYX, 47:29 KUZZ, 23:19 KCKC, 35:28 WXCL, 36:24 KIKK.

BILLY "CRASH" CRADDOCK "I Just Had You On My Mind" (Capitol) 61/4, WCMS, WPOR, WTHI, KIDN. Charts: 40-29 WINN, 30-25 WFMS, 27-23 KSO, 26-18 WEEP, 30-22 WSAI, 36-28 KFTN, 40-30 KCUB, 34-29 KFGO, 37-26 CKLW-FM.

LEON EVERETTE "I Don't Want To Lose" (Orlando) 59/5, KLAC, KRZY, KLVI, WBAM, WSEN, Charts: 37-30 KWMT, 28-22 KSOP, 21-14 WCOS-FM, 25-19 CKLW-FM, 33-26 KKYX, 37-28 KHEY, 29-24 WQQT, 34-24 KUZZ, 34-27 KHAK.

JOE SUN "Shotgun Rider" (Ovation) 53/19, KNEW. KIKK, KEEN. WINN, KWKH, KLAK, KKAL, KMAK, WXCL, KWMT, KGFX, WDDD, WKMF, CKLW-FM, WHBF, WNVY, WUNI, KHEY, WYDE, 37:28 KRMD, debut 29 WADR.

LINDA RONSTADT "Rambler Gambler" (Asylum) 53/3, KCEY, WYTL WCMS.
Charts 12:10 WHK, 31:27 WUBE, 36:27 WLZ. 13:10 WBAX, 23:19 WWVA. 34:28 KWKH, 32:24 KSOP,
40:29 WLVI, 20:13 KSSS, 14:9 WSEN, 28:23 KEEN.

KENDALLS "I'm Already Blue" (Ovation) 50/24, WINN, WWVA, WIL WSLR, WSAI,
CKLW-FM, KSON, KEEN, KSOP, KUZZ, KSSS, KTOM, KEED, KCUB, KHAK, WXCL WDDD,
KTYN, WUNI, WCOS-FM, KLVI, WYDE, WADR, WKXA.

KENNY ROGERS W/KIM CARNES "Don't Fall In Love With A..." (UA) 49/45. The "Most Added" song this week. Some new edds include KCKC, KEEN, KNEW, KMPS, WHK, WOGY, WIRE. WCXI, WSAI, WFMS, KIKK, WIL, KSO, WIRK-FM, WKDA, WBAM, WSUN, WHOO, WQQT, KRMD, WYDE, KKYX, WEEP, WWVA, WKXA, WYII, debut 17 WHN.

ED BRUCE "Diane" (MCA) 49/8, WCMS, KWKH, WCXI, WIRE, WYTL, WNRS, KCEY, KSSS. Charts: 37-28 KNEW, 35-28 KNIX, 38-30 WUBE. 42-30 CKLW-FM, 45-28 KUZZ, 40-30 KIKK.

JANIE FRICKE "Pass Me By" (Columbia) 47/11, KRZY, WWVA. KWKH, KLAK, WSLR, KUZZ, WTHI, CKLW-FM, WHBF, KNOE, WNVY. Charts: 33-28 KSO, 30-24 KFGO, 32-28 KCKC, 37-30 WSEN.

FLOYD CRAMER "Dallas" (RCA) 41/6, KEEN, WUBE, WUNI, WAXX, KWMT, KRAM. Charts: 14-10 KNOE, 27-19 WEEP, 11-9 WLWI, 32-21 KLZ, 32-21 WCOS-FM, 22-16 KFEQ.

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### ATIONAL AIRPLAY/40

Three Weeks	Week	Last s Wee	k	March 28, 1980
4	3	3	0	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
11	4	1	0	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
12	8	6	O	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
17	10	7	0	CHARLEY PRIDE/Honky Tonk Blues (RCA)
2	1	2	5	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
25	19	13	0	DOTTIE WEST/A Lesson In Leavin' (UA)
19	15	12	0	HANK WILLIAMS JR./Women I've Never Had (Elektra)
26	20	14	0	BRENDA LEE/The Cowgirl And The Dandy (MCA)
, 9	6	5	9	STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury)
20	16	10	10	RAY STEVENS/Shriner's Convention (RCA)
29	24	16	0	GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic)
31	27	18	Ø	EMMYLOU HARRIS/Beneath Still Waters (WB)
22	17	15	13	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
30	26	19	0	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
1	2	4	15	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
7	7	8	16	CHARLY McCLAIN/Men (Epic)
23	22	17	17	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)
14	11	9	18	MOE BANDY/One Of A Kind (Columbia)
28	25	21	19	ALABAMA/My Home's In Alabama (MDJ)
5	5	11	20	MEL TILLIS/Lying Time Again (Elektra)
II -	32	26	3	EDDIE RABBITT/Gone Too Far (Elektra)
32	31	28	Ø	REX ALLEN JR./Yippie Cry Yi (WB)
40	34	29	Ø	DANNY DAVIS & WILLIE NELSON/Night Life (RCA)
27	28	22	24	LACY J. DALTON/Tennessee Waltz (Epic)
_	40	33	0	LARRY GATLIN & GATLIN BROS. BAND/Taking Somebody With (Columbia)
-	33	27	26	JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA)
10	14	20	27	BOBBY BARE/Numbers (Columbia)
-	37	31	<b>②</b>	MERLE HAGGARD/The Way I Am (MCA)
-	35	34	<b>②</b>	BILLIE JO SPEARS/Standing Tall (UA)
-	-	36	0	KENNY DALE/Let Me In (Capitol)
13	18	23	31	JOHNNY DUNCAN/Play Another Slow Song (Columbia)
-	-	38	<b>©</b>	EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA)
-	_	40	0	CHARLIE DANIELS BAND/Long-Haired Country Boy (Epic)
3	12	25	34	ANNE MURRAY/Daydream Believer (Capitol)
-	_	-	0	JOE STAMPLEY/After Hours (Epic)
_	-	-	0	DON WILLIAMS/Good Ole Boys Like Me (MCA)
-		-	37	JOHN WESLEY RYLES/Perfect Strangers (MCA)
-	_	-	38	LORETTA LYNN/Pregnant Again (MCA)
-		<b>→</b>	39	CON HUNLEY/You Lay A Whole Lot Of Love On Me (WB)
-	_	<b>→</b>	40	JOHN ANDERSON/She Just Started Liking Cheatin' Songs (WB)
	_		-	5 5 5 5 5 5 5 5 5 5 5

MAC DAVIS "Hard To Be Humble" (Casablanca) 39/13, KLAC, KWKH, KSO, KFGO, WNRS, KYNN, WTHI, CKLW-FM, WHK, WWJO, KHEY, KIKX, KVOO. Charts: 10-3 WCXI, 25-20 KNIX, 30-19 WLWI, 29-21 WDGY, 38-30 KEEN, 40-30 WBAM, 30-24 WSEN, 23-16 WMC.

RONNIE McDOWELL "Lovin' A Living Dream" (Epic) 39/10, KIKX, KFTN, KRAM KSSS, WCXI, KFDI, KRMD, WIRK-FM, WKDA, KNOE.

TOMMY OVERSTREET "Down In The Quarter" (Elektra) 39/6, KRZY, KZIP, KYNN, CKLW-FM, KFGO, WXCL. Charts: 22-15 WLWI, 34-23 KLZ (flip).

### **Others Getting Significant Action**

CRISTY LANE "One Day At A Time" (UA) 36/9, WUNI, WCOS-FM, KKYX, WWJO, WSLR, WITL, KCEY, KSON, KLAK, 34-30 WDGY.

EDDY RAVEN "Dealin' With The Devil" (Dimension) 35/10, KLAK, KSON, KEED, KRZY, WIRE, WUBE, WTHI, KWMT, WHBF, KSSS. Charts: 35-28 CKLW-FM, 36-28 KFDI, 34-25 KHEY, 22-19 WUNI, debut 30 WYDE.

BUCK OWENS "Love is A Warm Cowboy" (WB) 32/18, wwva, kcey, kftn, kuzz, ksss, khak, kwmt, ktyn, waxx, kynn, cklw-fm, kfdi, kvoo, knoe, weat, krmd,

DAVE & SUGAR "New York Wine And Tennessee Shine" (RCA) 31/20, WIL WIRE, WXCL KIKK, KSON, KRMD, WLWI, WBAM, KHEY, WYII, WWVA, WKXA, KUZZ, KSOP, KTOM, KFEQ, WNRS, KGFX, KFDI, WAXX.

JOHNNY RODRIGUEZ "Love, Look At Us Now" (Epic) 30/17, KCKC, KNEW, KNIX, KHAK, KRMD, WYII, WWVA, WCOS-FM, KNOE, KVOO, KSSS, KIKX, KLAK, KRAK, KGFX,

LARRY G. HUDSON "I Can't Cheat" (Mercury) 29/7, WUBE, WXCL KMPS, KSSS, WEAT, WBAM, KWKH, 35/24 CKLW-FM.

DON GIBSON "Sweet Sensuous Senations" (WB/Curb) 29/7, WUNI, KHEY, WYDE, WXCL KUZZ, KSSS, KCEY.

T.G. SHEPPARD "Smooth Sailin'" (WB/Curb) 22/22. New et KSO, KHAK, WIRK-FM, WLWI, KCUB, KSOP, KUZZ, KEED, KLAK, KTOM, KMPS, KNIX, KIKX, WNRS, WXCL, KFEQ, KFDI, KFGO, WYDE, KKYX, WBAM, WHOO.

JERRY REED "Workin' At The Carwash Blues" (RCA) 19/9, KEED, KCEY,

KGFX, WAXX, KFEQ. KVOO, WNVY, KHEY, KSSS.

ANNE MURRAY "Lucky Mo" (Capitol) 18/18, KNEW. KNIX, KCKC, WNRS, WXCL.
KFEQ. KFGO, WKDA, KHEY, KKYX, WHOO, WBAM, WLWI, KLAK, KEEN, KEED, KRMD

SONNY CURTIS "The Real Buddy Holly Story" (Elektra) 16/6, KEEN, KFDI, CKLW-FM, WCOS-FM, KYNN, WWVA.
LOUISE MANDRELL "Wake Me Up" (Epic) 15/4, KRAK, KBMR, WIRK, WCMS.

STEPHANIE WINSLOW "I Can't Remember" (WB/Curb) 13/13, KSO, KYNN. KZIP, WUNI, KKYX, KVOO, CKLW-FM, KFDI, KSOP, KSSS, KHEY, WBAM, WCOS FM. JERRY REED "Age" (RCA) 13/9, KMPS, KIKX, KCEY, KGFX, KSSS, KUZZ, KRAK, KRAM,

JOHNNY PAYCHECK "Fifteen Beers" (Epic) 12/12, KIKK, WUNI, KZIP, WSEN. WYII, KRMD, KNIX, KYNN, KTOM, KSOP, KCUB, KHAK. DICKEY LEE "Don't Look Back" (Mercury) 12/5, KMPS, KEED, KRAK, KNOE, WWVA

ROY CLARK "If There Were Only Time For Love" (MCA) 10/10, KCKC, KRAK, KEED, KFDI, KLAK, KETN, WLWI, KRMD, KUGR, KNIX.

MUNDO EARWOOD "You're In Love With The Wrong Man" (GMC) 9/9, KRAK, KSO, KIKK, WAXX, KFDI, KZIP, KHEY, KKYX, WBAM.

### Most Requested

RAY STEVENS (RCA)

RAY STEVENS (RCA)
CONWAY TWITTY (MCA)
BELLAMY BROTHERS (WB/Cui
BOBBY BARE (Columbia)
GEORGE & TAMMY (Epic)
CRYSTAL GAYLE (Columbia)
DOTTIE WEST (UA)
LARRY GATLIN (Columbia)

9 CHARLIE DANIELS BAND (Eoic) 10 JERRY LEE LEWIS (Elektre) 10 DEBBY BOONE (WB/Curb)

### **Active Re-Currents**

RAZZY BAILEY
I Can't Get Enough... (RCA)
GEORGE BURNS
I Wish I Was 18... (Mercury)
JOHNNY DUNCAN
y Another Slow Song (Column Another Slow Song (Colui TOM T. HALL Old Side Of Town (RCA) WAYLON JENNINGS

I Ain't Living Long... (RCA)
BARBARA MANDRELL
Years (MCA)
ANNE MURRAY
Daydream Believer (Capitol)
WILLIE NELSON
My Heroes Have Always...(Colum
MEL TILLIS
Lying Time Again (Elektra)

Lying Time Again (Elektra)

GENE WATSON

Nothing Sure Looked... (Capitol)



**Biff Collie Inside Nashville** 

**POCKET SECRETARY: Tammy Wynette gets** her first TV special. Had lunch with Tammy and George the other day; she tapes April 14-15 at the Opry House, with George Jones & Tom T. Hall as her Dolly Parton postponed her Las Vegas opening in June to star with Burt Reynolds in "Best Little Whorehouse In Texas" .. Many Nashville music executives off to Las Vegas for the annual NARM Convention. On Wednesday (26), country music was featured at a luncheon starring the Oak Ridge Boys. That same night Kenny Rogers and Dottie West entertained at the NARM awards banquet Ronnie Milsap is the featured star in the third ABC Radio network "Country Greats In Concert" series. The show will be aired May 3 on the ABC Entertainment Network . . . Thomas (Hugh) Farr, one of the original members of the Sons Of The Pioneers, has died in Wyoming. Farr's passing leaves Roy Rogers and Bob Nolan as the only surviving members of the original group formed in 1934 . . . The new L.A. multi-million dollar "Country Club" opens Friday night (3-28) with Merle Haggard . . . David Ponder, formerly a member of Billy "Crash" Craddock's group the Tennesseans, has joined the Stamps as their new baritone . . . Joe Sun will appear on the April 29th PBS-TV show "Austin City Limits" ... Claude Akins, star of NBC-TV's "The Misadventures of Sheriff Lo-" will join Loretta Lynn and Charley Pride as the cohosts for the 15th annual Academy of Country Music Awards, airing on NBC May 1 ... The ninth annual Country Music Fan Fair, sponsored by the CMA and the Grand Ole Opry, looks to be even bigger than last year. According to Fan Fair chairman Bud Wendall, President of WSM and Opryland, registration is 17.5 percent ahead of last year at this time. For more information on the event, scheduled for June 9-15 in Nashville, contact Fan Fair at 2804 Opryland Drive, Nashville, TN 37214 . . . Jerry Lee Lewis buys the old George Jones Possum Holler Night Club Well, he's thinking about it No he doesn't .

FLASHBACK, 1955: Memphis DM Bob Neal took over management of a young Sun Records singer named Elvis Presley: Cowboy Copas was named America's #1 Folk Singer by Orchestra World magazine; for the first time on television, Biff Collie showed "Jimmie Rodgers, The Singing Brakeman," the 9 minute movie short on his KPRC-TV/Houston program; and Carl Smith and June Carter announced the arrival of their daughter Carlene (now Carlene Carter) ... FLASHBACK, 1976: Marty Robbins drove the pace car in the "Indianapolis 500;" Loretta Lynn plugged her new book "Coal Miner's Daughter" on Johnny Carson's show (her first time on that one)

FLASHBACK, 1951: Faron Young was featured vocalist with Webb Pierce band . . . FLASHBACK. 1943: Pee Wee King hired a new singer he called "Smilin" " Eddy Arnold. (20 years later Arnold would be inducted into the Country Music Hall of Fame.)

NAMES: Dick Shuey says his girlfriend puts her makeup on with a roller! ... Joe Stampley says he cut his teeth on Hank Williams music in nearby Shreve-

port (he was born in Spring Hill, LA) and started professionally when he won a \$10 bill in a talent contest Mirriam Johnson Eddy Jennings is better known as Jessi Colter, hitmaker, and mother of Waylon Allbright Jennings . . . Universal Pictures is bidding for the movie rights to Merle Haggard's book "My Life's Been Grand," though it won't be published till



next year!

Chet Atkins

UPDATE: Chet Atkins Invitational Golf Tournament is moving to Callaway Gardens, FL this summer (July 6-8). It has been held since its beginning 10 years ago in . . Willie Nelson Knoxville . will do a cameo shot in "The starring James Thief." Caan and Tuesday Weld, filming this month is Chicago ... Dolly Parton will be a presenter at the 52nd Annual Academy Awards show April 14th Hear about the lady in Asheville, NC who tried to buy tickets

to the Statler Bros. concert there with food stamps?! Wichita's Glenn Gregory is promoting the first "Miss Country Girl USA" to be held this year at the . Glenn's years in the Holly-Kansas State Fair wood press fraternity may bring back some memories of old friends on the West Coast The Ottwell Twins David & Roger, were here to do their first Nashville record session with ex-RCA producer Roy Dea at Tom T. Hall's Toy Box Studio . . . Marshall Grant, Johnny Cash's longtime bassman (the only one he's ever had), retires to his Hernando, MS home to raise horses. "Enough of the road for a lifetime," he says.

NASHVILLE AIRLINES: Sheb Wooley says his wife had her face lifted ... and the crane broke!

Helen Cornelius divorced her husband and took up Dancercize lessons . . . LADIES QUIZ: Muriel Deason? (Kitty Wells), Mrs. Carl Dean? (Dolly Parton), Mrs. Ernestine Silver? (Donna Fargo), Mrs. G.M. Richardson? (Tammy Wynette) . . . The National Music Publishers' Association competition named "The Gambler" by Don Schlitz and "You Needed Me" by Randy Goodrum as the co-winners of the "Song Of The Year" award . . . The "Nashville Country-Pop Festival," taped here last week with Larry Gatlin, Barbara Mandrell, Johnny Rodriguez. Rosanne Cash, Jim Stafford, and Johnny Paycheck, they say, is for a cable systems special . . . Paycheck & George Jones made another album together Sheb Wooley's new TV pilot is called "Dallas Saturday Night," with Slim Pickens, Mel Tillis and Joe Heathcock ... A well-known friend of Mac Davis says his new record is a 1980 personal portrait of the singer (meow!) . .. Hoyt Axton singing in a new

ABC series called "When The Whistle Blows" Janie Fricke's "Pass Me By" is the song that exploded Johnny Rodriguez to stardom in 1973... Charlie Walker sang the National Anthem at the Spurs-Knickerbockers NBA game in San Antonio . . . Don Williams did his singing bit in the "Smokey II" movie in Jupiter, FL . . . Did Kenny Rogers's drummer Bobby Daniels get married at Jack Clement Studio between takes at a record session, and did Freddie North per-



Janie Fricke

form the ceremony? (I hope the marriage is a HIT!!) Hank Thompson's current honky-tonk record marks his 35th year as a record artist! ... Roy Clark's really got sole! (He's a major stockholder in a boot Just learned that Wilf Carter ("Moncompany) tana Slim"), the famous Canadian Country star of 50 years, was given the "Montana Slim" stage name in 1936 by the announcer on his radio show, Bert Parks! (Really!) CLOSER: 300-pound Johnny Russell walk-

ed into a local cafe, sat down, looked up at the waitress

and said: "Fill this thing up!"



GOING APE — RCA Regional Promotion Manager Wayne Edwards surprised RCA artists Razzy Bailey and Charley Pride upon their return from a tour together in Australia and New Zealand. Edwards dressed up as a gorilla and met the pair at the Dallas-Ft. Worth airport for this unique greeting. Pride was overheard to say to Edwards, "I'm glad to see your plastic surgery was a success." (Enough of this monkey business . . .)

Take A Look At Love Through The Eyes Of RODRIGUEZ



The new single that provides a provocative look "Love Look At Us Now" into the heart of Johnny Rodriguez's music. From the album, THROUGH MY, EYES on Epic Records and Tapes

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### WEST

KKAL Arroyo Gree Con Hunley Gail Davies Joe Sun Eddy Arnold HOTTEST Commay Twitty Ray Stevens

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KRAN Sacramento, Ca Bill Anderson
Jerry Red "Age"
Louise Mandrell
Dickey Lee
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Anne Hurray Rogers & Carnes Sonny Curtis Floyd Cramer Joe Sun

Joe Sun Rendells Commay & Loretta HOTIEST Dottle West Herle Haggard Charlie Daniels Bend

KMPS Souttle, Wa

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Marty Robbins
Jerry Red "Age"
Larry G. Hudson
Dickey Lee
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Ricky Skegus
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Oolly Parton Eddy Raven
Con Hunley
Don Milliams
Dave & Sugar
Cristy Lane
Rendalls
HOTTEST:
Charley Pride
Crystal Gayle
Hank Milliams
Rosanne Cash
George & Tammy

KVOO Tulsa Ok

Janice Russell
Buck Owens
Don Milliams
Jerry Red
Stoney Edwards
Osborne Bros.
Billy Larkin
Johnny Rodriquez
Mac Davis
Stephanie Minslow

### Most Added .

KENNY ROGERS w/KIM CARNES Don't Fall In Love With A... (UA) Hottest

CONWAY TWITTY
I'd Love To Ley You Down (MCA)
CRYSTAL GAYLE It's Like We Never... (Columbia)
RAY STEVENS Shriner's Convention (RCA) G. JONES & T. WYNETTE Two Story House (Epic)

### REGIONAL **ADDS & HOTS**

### **EAST**

Rogers & Carnes Marshall Tucker Johnny Payckeck David Allan Coe Leon Everette HOTTEST: Rosanne Cash Comway Twitty Linda Ronstadt George & Tammy Emmylou Harris

WPOC #M Baltimore, Md Eddie Rabbitt
Brown & Cornelius
Dolly Perton
HOTEST
Conway Twitty
Bobby Bare
Crystal Gayle
Brenda Lee
Mac Davis

WCMS Norfolk, Va

Oover N H

Sterling Whipple
Gail Davies
Don Williams
HOTTEST:
Ronnie Milsap
Crystal Gayle
Bobby Bare
Hank Williams Jr.
Eddie Rabbitt

WEEP Pittiburgh, Pa Rogers & Carme Eddle Rabbitt Ray Stevens Don Williams Alabama MOTTEST Charly McClain Crystal Gayle Bobby Bare

Portland, Me
Don Williams
"Crash" Craddock
Jeanne Prustt
John Anderson
HOTTEST:
Ronnie Milsap
Ray Stevens
Jerry Lee Lewis
George & Tammy
Brenda Lee

Rogers & Carnes Don Williams Kendalis HDTTEST Towny Overstreet Brown & Cornelius Jennifer Warnes Sonny Curtis Janie Friche Bendalls Buck Oberns Dave & Sugar Rogers & Carnes Dickey Lee Johnny Rudriquez HOTTEST. Ray Stevens

Johnny Paycheck Dolly Parton Johnny Modriguez Rogers & Carnes Dave & Sugar HOTEST: Commay Imitty Bellemy Bros Crystal Gayle George & Larmy Ray Stevens

Bruwn & Cornellus HOTTEST: Corminy Twitty Bobby Bare Charly McClain Bob Seger John Mayne

WNOW York, Pa

Loretta Lynn Eddie Rabbitt Brown & Cornel Merle Haggard HOTTEST Crystal Gayle Ray Stevens Alabama

SOUTH KZIP Ameullo Tx

teon Everette
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Rendalls
Dolly Parton
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Rougers & Carnes
Sterling Mitpple
HOTHEST
Charly McClain
Crystal Gayle
Bellamy Bros.
Hank Milliams Jr
Jerry Lee Lewis

Eddy Arnold Don Milliams Emmylou Marris Loretta Lynn MOTTEST Boobly Bare Ronnie Milsap Dottie Mest Ray Stevens

Joe Sun Gail Davies T.G. Sheppard Rogers & Carnes Kendalls Don Gibson MOTIEST: Comway Twitty George & Tomny Eddle Rabbitt Rosanne Eash

WCOS FM Columbia 5 C

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Don Milliams
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Larry Gatlin
Eddie Rabbitt

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Stephanie Minslow
Don Gibson
Anne Murray
Joe Sun
Mundo Earwood
Mundo Earwood
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Joe Sun Johnny Paycheck Billie Jo Speers Rogers & Carnes Mundo Earwood HOTTEST Emmylou Horris Merle Haggard Kin Vassey John Anderson Jeanne Pruett

WINN Louisville, Ky

John Anderson Joe Sun Jeanne Pruett Kendalls Gail Davies HOITEST: Cormay Twitty Charley Pride George & Tammi Dottie West Brenda Lee

WMC Memphis, Tn Merle Haggard Alabama WOKK Meredien, Ms.

KIKK Houston Ta

WUNI Mobile Al

Emmylou Harris Eddy Arnold Don Williams Loretta Lynn Dolly Parton HOTIESI: Crystal Gayle

Rogers & Carnes Floyd Cramer ByEk, Owens Cristy Lane Johnny Paycheck Don Gibson Stephanie Winslow Jerry Maylor HOTIES! Crystal Gayle Debby Boone Bellamy Bros, Dotte Mest Dolly Parton

KNOE Monroe, La

Monroe, La.

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Buck Owens
Johnny Rodriguez
Dickey Lee
Ponnië McDowell
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WEWFFM Management, At

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Rogers & Carnes
field Williams
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Ronnie Michowell
HOTTEST
Bellamy Bros.
Dottse Nest
Dirt Band
Floyd Cramer
Alabama

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Orlando, Pl
Brown & Cornelius
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Gail Davies
Rec Allen Jr.
Rogers & Carnes
Anne Murray
MOTTEST
John Anderson
Cherlie Daniels Band
Ray Stevens
Boobly Bare
Commay Twitty

HOTTEST: Commay Twitty Ray Stevens Bellamy Bros. WSUN St. Petersburg, #1 Rogers & Carnet Ronnie Milsap Com Hunley John Anderson

Gail Davies Joe Sun Jerry Reed "Car Mash" Janie Friche HOTTEST:

KKYX San Antonio Ta

Stephanie Wins Mundo Earwood Cristy Lane Jimmy Tucker Rogers & Carnes T.G. Sheppard Anne Murray

Rogers & Carnes Con Humley Jeanne Pruett Gail Davies HOTTEST:

Kenny Dale Leon Everette Joe Stampley Loretta Lynn

Showeport, Le Rogers & Carnes Jerry McBee Ronnie McDowell Buck Owens Johnny Rodrigue Z Ronnie Milsap Johnny Paycheck Bill Anderson Roy Clark Anne Murrey HOTTEST Colly Parton Brown & Cornellu Eddy Annold Debby Boone

KWKH Shreveport, La Shieveport ta Dolly Parton Gail Davies Ed Bruce Jerry Naylor Larry G. Huds Jan's Fricke Joe Sun Mac Davis Bobby Hood Jerry Mallace HOTTEST: Larry Gatlin

WKXA Brunsweet, Me

Rendells Rogers & Cern Dave & Sugar HOTTEST Bellamy Bros. Crystal Gayle Dan Fogelberg Brende Lea Debby Boone

WOK D

**MIDWEST** 

WNRS Ann Arbor, Mi

Ann Arbor, Mi Gail Davies Joe Stampley Hogers & Carm Anne Murray T.G. Sheppard Mac Davis Dave & Sugar Ed Bruce MOTIEST: Willie Nelson Comway Twitty Crystal Gayle

KBMR Bismerch, N D Joe Stampley Louise Mandrell Eddy Armusu MOTEST: Donna Fargo John W. Ryles Larry G. Hudson

WEAT W Palm Beach, FI Larry G. Hudson Buck Owens POTEST: Conway Twitty George & Tammy Emmylou Harris Rex Allen Jr. Charlie Daniels Ban

WIRK FM W Palm Beach, FI

Kendalls
Jerry Lee Lewis
Susan Jacks
Charlie McCoy
Johnny Rodriguez
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Johnny Paycheck
Chip Taylor
Buck Owens
Bill Anderson
Ann J. Morton
Oolly Parton
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Alabama
Brenda Lee W Paim Beach, Fl.
David Allen Coo
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Dave A Supar
George Healton IV.
Louise Mandrell
Bonnie M-Cloweil
Bill Phillips
Rogers & Carmes
T. G. Sheppard
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HOTICST
Ray Stevens
Dottle Mest
Hughey Burns
Hughey Burns
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George Burns

WAJO Chicago, 11

WUBE Cincinnati, Oh.

Joe Stampley Billie Jo Spears Charlie Daniels & Eddy Raven Floyd Cramer Larry G. Hudson HOITEST: George & Tarmy Debby Boone Con Kunley Eddie Rabbitt Rosanne Cash WHK Cleveland, Oh

Rogers & Cornes Mac Davis Larry Gatlin Joe Stampley Gall Davies

Des Mounes, la Gell Davies Mac Davis No. amerpard Hundo Earwood Rogers & Carnes Marty Robbins Jeanne Pruett Stephanie Winslow HOTEST: Comway Tuitty Ray Stevens John Anderson Jimmy Tucker

WCXI Detroit, Mi

Ronnie McDowell Rogers & Carnes Obsorne Bros. Con Hunley Ed Bruce Ed Bruce Larry Gatin Sonny Curtis HOTTGS1 Mac Davis Bellany Bros. Charley Pride Dottie Mest WARX WARX Beau Cleie, Wi. Dave & Sugar Rogers & Carnes Bill Anderson Buch Owens Jerry Reed "Car Floyd Craner Mundo Earwood HOITES1:

HOTTEST: Conway Twitty Bellamy Bros. Crystal Gayle Charly McClain Charly McClass

HFGO Fiveo, N.D.

Anne Murray

Marty Mobbins

Mac Davis

Jim Weatherly

John M. Hyles

Kitty Hells

Towny Overstru

T.G. Sheppard

MOTIEST:

Ronnie Milsay

Bellamy Bros.

Charley Price

Crystal Gay

Merle Haggard

WITE Lansing Mr Johnny Russell Cristy Lane John Anderson Charlie Daniels Joe Stampley Dolly Parton MOTTESI. Charley Pride Rosanne Cash Dottie Mest Mac Davis

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Joe Sun
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Rogers & Carnes
HOTIEST:
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Loretta Lynn
Bobby Bare
Dolly Parton
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Eddy Raven
Floyd Gramer
HOTHEST:
Ballamy Brows.
Charley Pride
Crystal Gayle
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Rogers & Carnes Jim Weatherly Kenny Dale Loretta Lynn HOTTEST: Crystal Gayle Hank Williams Ji Dottie West Brenda Lee George & Tammy

WIRE Indianapolis, In

Joe Stampley
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Ed Bruce
Eddy Raven
Dave & Sugar
Rogers & Carnes
HOTTEST:
Eddie Rabbitt
Dottie West
Billie Jo Spears
Ecorge & Tammy
Emmylou Marris

WOAF Kansas City, Mo

No New Adds HOTTEST: Brenda Lee Eddie Rabbitt Lacy J. Dalton

WFMS FM Indianapolis, In. John M. Ryles Kenny Dale Eddy Arnold Rogers & Carne Gail Davies HOTTEST: Dottle Mest Ray Stevens Rosanne Cash Dirt Band

KYNN Omehe, Ne

WOOO Marion, II

Johnny Rodriguez Jim Weatherly Sammy Jo Jeanne Pruett Tommy Overstreet HOTTEST: Willie Nelson

WDGV Minneapolis, Mn Rogers & Carnes HOTTEST

KTYN Minot, N.D. Kendalls Dolly Parton Buck Owens Don Milliams HOTTEST: Eddie Rabbitt George & Tanmy Emmylou Marris

Juice Newton
Jim Weatherly
Don Milliams
John Denver
Davis & Nelson
HOTTEST:
Ronnie Milsap
Conway Twitty
Crystal Gayle
Rupert Holms

WYTL Oshkash, Wi

Loretta Lynn
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Carol Chase
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Ed Bruce
Linda Ronstadt
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John Anderson
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Johnny Rodriguez
Merle Haggard
Don Williams
Joe Sun
Sterling Whipple
HOTES!
Charley Pride
Rosanne Cash
Nank Williams
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Edde Rabtin

WHBF Rock Island, 1)

Janie Fricke John Anderson Merle Naggard Joe Stampley Gail Davies Keith Stegall Joe Sun Eddy Raven HOTTEST: Loretta Lynn Debby Boone

WWJO 51 Cloud, Mn Brown & Cornelius Dolly Parton John Anderson Mac Davis Cristy Lane HOTTEST: Bellamy Bros. Rosanne Cash Dottie Mest George & Tammy St Joseph, Mo
Lave & Sugar
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Rogers & Carnes
T. G. Sheppard
Anne Murray
Marty Robbins
Osborne Bros.
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Eddle Rabbitt

RFEQ St Joseph, Ma

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Eddy Rawen
Jeanne Pruett
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Ray Stevens

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CILLW FM Windsor, Onto

Joe Sun
Mac Day's
Tommy Overstreet
Kendalls
Stephanie Winslow
Buck Owens
Janie Fricke
Sonny Curtis
HOTTES:
Charley Pride
George & Tommy
Eddie Rabbitt
Jeanne Praett
Dolly Parton

### Country



### **HOTTEST TRACKS:**

"Beautiful You" (MCA) **OAK RIDGE BOYS** 

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay REX ALLEN JR. - Oklahoma Rose - (WB) "It's Over" "Paper Moon" BELLAMY BROTHERS - You Can Get Crazy - (WB/Curb) "Dancin"

Cowboys COAL MINER'S DAUGHTER - Soundtrack - (MCA) "Coal Miner's Daughter" "Blue Moon Of Kentucky" "You're Looking At Country" JOHN DENVER — Autograph — (RCA) "How Mountain Girls Can Love"

JERRY LEE LEWIS - When Two Worlds Collide - (Elektra) "Honky

"Autograph" "The Ballad Of St. Anne's Reel" "In My Heart" JANIE FRICKE - From The Heart - (Columbia) "Gonna Love Ya" CON HUNLEY - I Don't Want To Lose You - (WB) "Rhythm & Blues" "Lover's Lullaby"

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" "I Let Myself Believe" "If You Don't Want Me To" "Misery Loves Company" "Silent Night"

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) "So

Lonesome I Could Cry' 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" "The Feel Of Bein' Gone" "Soulful Woman" "I've Never Seen The Likes Of You" DOTTIE WEST - Special Delivery - (UA) "Up So High" "Blue As I Want To



## P/A

POP/ADULT®

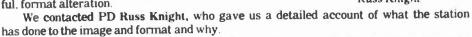
### Mike Kasabo

### The 'New' In WNEW

Probably the most impressive gain in the justreleased Jan/Feb Arbitron report for New York City is the solid rebound by Metromedia's WNEW. Many observers had begun to write the station off as a fading, dying breed that could no longer stimulate the marketplace.

Well, that calm has apparently given way to somewhat of a storm, as the station climbed from 2.0 to a 3.1 overall. While specific dayparts are not yet available, station sources are confident that they will be especially strong in their target demo.

This bright rating picture now adds a new measure of interest in WNEW's recent, and apparently successful format alteration.



R&R: The new book seems to indicate that you've reversed what for a long time was an erosion — how'd you do it?

RK: Starting with the image element, we came up with the line "America's Original Music and News Station," which it really was, the first station to break away from the networks and go just music and news. We are also incorporating another line: "WNEW is New York's Radio Station." We've programmed this radio station for New Yorkers with music from big bands, Broadway music, album cuts from contemporary artists, as well as singles from Manilow, Dionne Warwick, etc., but the base is big band.

R&R: You're skewing higher on the demo scale, aren't you?

RK: Our target is 35+; however we're getting very good results from the 25-34 age group, and a large portion of this music has never been heard before by a younger audience. We're finding that people from 18-30 are calling the music room after hearing something by Benny Goodman and asking to hear it again. A real interesting thing is Princeton University, which is certainly within our listening area. We're the "in" thing there; they're listening to us in the fraternities, dormitories, and talking about the station. It's really interesting to see these younger people just now discovering some of this timeless music. Good music is good music, period.

R&R: Would it be accurate to say that you've gone back to what we now call traditional MOR or old-line MOR, more than say a Pop/Adult approach?

RK: Well, this is one of the things we're having trouble with, coming up with a line that describes what we're doing. In fact we're thinking of running a contest for just that purpose. We're doing something that nobody else is doing; it's not MOR, it's not just big bands, it's a conglomeration of tasteful music. We're thinking of possible "Swing of New York," but I don't know. Actually you'd have to hear the station to get a reading on the sound. And let me say that, as you know, in New York, cab drivers are a pulse of the city, and the reaction we've been getting is sensational.

R&R: William B. Williams must be happy with this swing to a more traditional approach?

RK: He has to be the most talked-about guy in town right now — he's always on the phone with Sinatra, Bennett and other giants of the business; he's known them for years. What I thought was a tragedy was to have this man playing rock-type music; it almost destroyed him, really.

R&R: Any talk segments?

RK: No. We had one, but the music format was so strong that we phased it out.

R&R: How about your sports commitment?

RK: We still have the Giants (football), the Knicks (basketball), and the Rangers (hockey), plus Cosmos soccer. Except for baseball, we have the major league sports for New York.

R&R: How long have you been incorporating these various ingredients into the format?

RK: We started one afternoon on the William B. Williams show, on October 4. He asked for cards and letters during his show only, and within three days had over 5000 supporting the new direction.

R&R: Any final reflection on your significant increase in the Jan/Feb book?

RK: It can be summed up for the most part by a booklet that we put together that says, "WNEW is the only one of its kind in America. We are creating new frontiers in AM radio and are privileged to be a part of it and hope you are too." We're not only capturing the excitement of the city, we're also involved with something that could change AM radio.



MCA artist Bernadette Peters recently stopped by WYNY/New York for a visit. She is captured here with (I-r) Barry Goodman, NY promo manager for MCA; Dave Klahr station's PD; Jere Sullivan, MD, and air personality Dandy Dan Daniel.

### KTWO: Wyoming's Pioneer Station Celebrates 50th Anniversary

It was just fifty years ago that our nation's 44th state, Wyoming, was authorized to establish a radio station in the town of Casper. It signed on with the call letters KDFN, broadcasting news events and later airing live music from its humble studios. In 1980 the 50,000-watt clear channel Pop/Adult powerhouse will celebrate like it never has before. Program Director Terry Gross declared, "All this year will be the biggest promotional year ever for the station, highlighted by generous giveaways of gold in celebration of KTWO's Golden Anniversary."

The year-long observance began January 2, and in addition to all the promotional plans, the station presented a live broadcast throughout the day. Over thirty musicians performed, including a jazz band, bell ringers, barbershop quartets, a harpist and various other vocal groups. Toll-free telephone lines were installed so listeners in Wyoming could call in their congratulations; for their kindness, each received a cathedral radio. KTWO's 50kw signal provides the entire state with daytime coverage, and stretches over an 11-state area plus Canada and Mexico at night.

### Update

A FIRST FOR PITTSBURGH'S WTAE: The Hearst outlet for the Steel City set a precedent by staging a remote broadcast last week, as their popular morning team of O'Brien & Garry held court at a high-profile downtown location for the benefit of the Leukemia Society. They aired their show every morning for a week and raised over \$30,000. Of special note - WTAE VP/GM Ted Atkins served as producer for the broadcasts, and commented, "All things considered, I've never been so happily tired in my life." 300 people showed up for the KNBR/San Francisco tricycle race, which was held in conjunction with a local camera store. All the air personalities rode the course for their fastest time, the winner being Carter B. Smith in 17 seconds - after which 40 listeners gave it a try and the winner beat Carter B. with a time of 10 seconds, winning a super camera for his efforts. Coming up at KNBR on March 30 will be the "2nd Annual Frank Dill Far Out Fantasy Fair Fun Time Show And Exposition," a sort of Scouterama. Included in the festivities will be jugglers, magicians, singing telegrams, and other unique services...

KMPC/Los Angeles morning man Robert W. Morgan and his entire crew remoted from San Juan Capistrano last week to mark the annual return of the swallows to that sleepy little town. As a bonus, the writer of the song "When The Swallows Come Back To Capistrano," Leon Rene, was on hand to sing his memorable song, unaccompanied. And, just as he finished, the birds winged their way into the hearts of the large crowd that had gathered for the event. That's hard to swallow, Morgan . . . WHAS/Louisville has moved into a new studio called "Studio 84" complete with all the latest equipment. Also, the station will be basketball finals . . . Speaking of sports, KSTP/Minneapolls will carry an play-by-play for FM97/Pittsburgh the Minnesota Kicks (NASL), with Al Shaver handling the broadcasts ... has announced the premiere of its "Sunday Supplement" program. The three-hour show follows a magazine format, with various topics, mainly focusing on music and entertainment trends past, present, and future. Each week's Supplement is built around a main feature that investigates the music of an artist, trend, movement, or style . . . KEX/Portland Program Director Bob Miller reports many good applicants for the station's talk show segment have reached his desk already ... KDKA/Pittsburgh's John Cigna talked with Youry Barsukov, the Washington correspondent for the Soviet Newspaper Izvestia; they discussed Russian policy and took calls from listeners

### **Transition**

FROM TV TO RADIO: The new voice on WBBM-FM/Chicago each morning belongs to Ed Crane, news announcer and sidekick to Al Mitchell, established morning crazy. Crane joins the station from WIFR-TV, the CBS affiliate in Rockford (just down the street), where he anchored the morning news ... Bert Gould has been appointed Promotion Director of WIOD/Miami, coming from WPLJ-FM/New York, where he served as Assistant Promotion Director. VP/GM William Viands stated, "Both WIOD and WAIA (WIOD's FM) are very active promotionally, and Bert's experience and creativity will help our combination to become an even greater force in South Florida." ... Welcome aboard to the programming department of WTVN/Columbus to Pat Nugent (wife of Music Director Denny N.), who will also be very involved in the station's promotional activities ... A number of changes at KRKO/Everette, WA — new in the 10am-3pm slot is Skip Taylor, who comes from KMPS/Seattle, replacing Dale Tobin, who leaves radio (a lot of those lately). And new for 3-7pm is Sandy Alexander, coming from KEWI/Topeka to replace Bill Norton. Finally, Shirley Bartholomew has retired from her News Director position, but will continue with the station in a management position ... Now beaming in Chicago with a Pop/Adult format, WDAI Vice President and General Manager Larry Divney has named Sandy Sanderson to oversee the Program department — Sanderson comes to the station from WABC/New York where he was the Assistant Operations Director and Production Director.

### Color

THE SPRING SWEEP: Several stations are right on time with "spring"-type promotions — WTVN/Columbus is running what they call "Bringin' In Spring." The tie-in was with the time that spring officially arrived locally, at 6:10am, which is where they are on the dial. They took the 610th caller, who won a \$610 shopping spree at a local mall... Out west, KLYD/Bakersfield has its "Radio Spring Thing" well underway. The idea was borrowed from those margarine commercials about "not fooling Mother Nature," as the station has a similar voice on the air asking listeners to send in cards to register for an hourly drawing. Those calling in time can claim a prize of "nature," such as grass seed (hmmm?), hoses, shovels, and other gardening equipment.

WHAT A GAS: WVMT/Burlington, VT is running "Cash For Gas" with a grand prize of \$1000. The station plays a sound effect of someone driving up and putting gas in their tank; what listeners have to do is be the correct numbered caller and then correctly guess how much gas was pumped that hour. This will get them a free lube job, tire gauges, road maps, and other items of similar value. The grand prize winner will have to guess

the total amount of gas pumped into the car over a three-week period.

POP/ADULT ..

### BREAKERS

### **DIONNE WARWICK** After You (Arista)

62% of our reporters are on it. Third smash from the album adds include KHOW, KSTP, WIP, KSL, WQUA, WHIZ, KUGN, WFDF, KLTE, K59, WBOW. Key moves: 28-19 WCWA, 22-19 KFMB, 25-20 WSM-FM, 35-26 WHAG, 35-27 WSGW, debut 19 WISN, debut 24 KEX, debut 24 WVMT, debut 30 WJBO. Hot & heavy: WNEW, WSIX, WSBA. Jumps 39-25 on P/A chart.

### **NEW & ACT**

JOHN DENVER "Autograph" (RCA) 56/9 add WTAE, KEX, KOGO, WHAS, WELI, KSTP, KOLO, KOY, WISN. Key moves: 13-10 KFMB, 18-14 WSTV, 22-19 WTAR, 27-24 WHBC, 25-23 WRIE, 30-24 WLNH, 36-28 WSGW, debut 28 WJBO, debut 29 WBOW, Heavy rotation: KOGO, KLYD. Increased

WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 47/1 add WSTV. Key moves: 19-13 WNEU, 23-17 WTAR, 13-11 WHBC, 26-19 WJBO, 29-26 WFIR, 25-21 KBLF, debut 18 KRMG, debut 26 WBOW, debut 29 KOLO. Increased 30-28 on P/A chart.

BOB SEGER "Fire Lake" (Capitol) 44/5 add KFOR, KUGN, WGY, WSTV, WHEN. Key moves: 20-8 WNEU, 20-14 WPRO, 18-10 WCWA, 17-13 FM97, 22-10 WVMT, 26-13 WCSC, 17-12 WFYR, 16-9 WOWO, 15-12 WBZ,

16-12 WGR, debut 20 KRMG. Increased 33-29 on P/A chart.
SPYRO GYRA "Catching The Sun" (MCA) 54/5 add WDBO. KRNT, KEX, WBOW, WLNH. Key moves: 21-15 WBEN, 24-20 KMPC, 27-21 WTAR, 22-17 WRIE, 35-30 KRKO. Increased 35-30 on P/A chart.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 43/4 add WIOD, WELI, WSLI, KGNR. Key moves: 25-22 WJBO, debut 27 WRIE. Heavy rotation: WNEW, WSB. Increased 38-32 on P/A chart.

FLEETWOOD MAC "Think About Me" (WB) 39/8 add WHIO, KLTE, WQUA, WTAR, WCFR, WEBC, WGY, KAKZ. Key moves: 23-16 WLNH, 28-23 WOWO, 27-20 WCWA, 30-25 KBLF, 22-19 KDKA, 35-32 WFIR, 20-10 WCWA, 30-25 KBLF, 22-19 KDKA, 35-32 WFIR, 20-10 WCWA, 30-25 KBLF, 22-19 KDKA, 35-32 WFIR, 20-10 WCWA, 30-25 KBLF, 22-19 KDKA, 35-32 WFIR, 35-32 WCSC, debut 29 WCSC, debut 29 WCSC, debut 29 WCSC, debut 30 WCSC, debut 29 WORG. Debuts at No. 35 on P/A chart

ENGLAND DAN & JOHN FORD COLEY "In It For Love" (Big Tree) 39/3 add WSBA, KFOR, KRNT. Key moves: 17-14 WSM-FM, 23-20 WHBC, 28-23 KBLF, debut 30 WORG. Debuts at No. 36 on P/A chart. JIMMY RUFFIN "Hold On To My Love" (RSO) 34/9 add KDKA. WTAE, KLTE, WQUA, KFQD, WHAM, WTAR, WGY, WHOK, Key moves: 22-15 WCWA, 17-12 WCSC, 14-11 WSM-FM, 24-18 WLNH, 23-19 WOWO, 22-18 WPRO, 28-25 WFIR. Debuts at No. 38 on P/A chart.

SHALAMAR "The Second Time Around" (Solar/RCA) 28/1 add WIS. Key moves: 2-1 WNEU, 13-9 WFYR, 17-11 KWOS, 13-10 KDKA, 19-1 WOWO, Increased 40-39 on P/A char

KENNY ROGERS & KIM CARNES "Don't Fall In Love With A Dreamer" (UA) 37/31. By far this week's Most Added — including KHOW, WTVN, WSIX, WHIO, WVMT, WTIC, KRMG, WWWE, WTMJ, KFMB, KSTP, WCCO, WBAL, KNBR, KMPC, WISN, WSM-FM, WREC, WIOD, WIP. Early action at KDKA 30-27. Debuts at No. 40 on P/A chart.

### Others Getting Significant Action

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 40/20 adds include WGR, KEX, WQUA, WSGW, WHAS, WASH, WBEN, KFMB, WPRO, WJBO, KFMB, KSL, WCSC, WVMT, KNBR, WFYR, WCFR. Debuts

JENNIFER WARNES "When The Feeling Comes Around" (Arista) 35/5, add KOY, KHOW, WREC, WYMC, KPPL. Moves 38-30 WSGW, debut 26 WLNH, debut 28 WRIE, debut 31 WORG.

KENNY LOGGINS "Keep The Fire" (Columbia) 34/3 add WBOW, WEBC, WHAG. Moves 19-15 KRKO, 11-9 WSM-FM, 24-17 KFMB, 32-28 WFIR, 32-27 WTAR, 27-21 WPRO, 28-23 WCSC, debut 29 KWOS.

J.D. SOUTHER "White Rhythm & Blues" (Columbia) 33/1 add WIOD. Moves 30-27 KRKO, 28-25 WSGW, debut 22 WBOW.

STEVIE WONDER "Outside My Window" (Tamla) 32/1 add WTAR. Moves 31-28 WORG, 36-30 WHBC, 31-24 WCSC.

MICHAEL JACKSON "Off The Wall" (Epic) 30/2 add WHOK, WOUA (dp). Moves 20-8 WFIR, 19-13 KWOS, 20-3 WOWO, 12-7 WBZ, 19-16 WPRO, 34-25 WHIZ, 30-23 KLTE.

WAYNE NEWTON "Years" (Aries II) 28/1 add WSTV. Moves 4-1 v rotation WNEW

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 27/22, adds include WBAL, KRMG, WIP, WPRO, WIOD, KSL, WHIO, WJON, KFQD, WIBW, WSIX, WCBM, WCFR, KUGN, WRIE. Debuts

JIMMY BUFFETT "Survive" (MCA) 27/4 add KSL, KRMG, KFOR,

DOTTIE WEST "A Lesson In Leaving" (UA) 27/1 add WEBC. Moves 10-6 WORG, debut 28 WNEU.
HERB ALPERT "Street Life" (A&M) 26/3 add WSGW, KMPC,

WOOD. Debut 28 WTAR, debut 29 WLNH.

DOLLY PARTON "Starting Over Again" (RCA) 25/9 add wsba. WHIO, KOLO, www. WTMJ, WHBC, WREC, KSL, WJON. PHOTOGLO "We Were Meant To Be Lovers" (20th) 24/2 add WHAM, WOOD. Debut 30 WRIE.

BETTE MIDLER "The Rose" (Atlantic) 23/16 adds include WHIO, WOWO, KWOS, KFQD, KHOW, KFOR, WHDH, WHBC, WEBC, WIP,

### POP/ADULT AIRPLAY/40

Three Weeks	Two Weeks	Last Week	This Week	March 28, 1980
3	2	1	0	RUPERT HOLMES/Him (MCA)
15	5	4	Ð	AIR SUPPLY/Lost in Love (Arista)
8	4	3	Ŏ	TOMMY JAMES/Three Times In Love (Millennium)
21	11	5	Ŏ	EAGLES/I Can't Tell You Why (Asylum)
5	3	2	5	CHUCK MANGIONE/Give It All You Got (A&M)
20	14	7	0	KOOL & THE GANG/Too Hot (DeLite/Mercury)
14	12	10	Ö	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
22	15	11	Ŏ	DAVID GATES/Where Does The Lovin' Go (Elektra)
24	18	12	Ö	DR. HOOK/Sexy Eyes (Capitol)
1	1	6	10	DAN FOGELBERG/Longer (Full Moon/Epic)
7	6	8	11	SPINNERS/Working My Way Back To You (Atlantic)
36	32	22	Œ	CHARLIE DORE/Pilot Of The Airwayes (Island)
31	23	20	Ð	CHRISTOPHER CROSS/Ride Like The Wind (WB)
30	22	18	Ö	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
19	17	15	15	MELISSA MANCHESTER/Fire In The Morning (Arista)
33	24	21	Φ	RAY, GOODMAN & BROWN/Special Lady (Polydor)
	35	28	Ø	PAUL DAVIS/Do Right (Bang)
17	16	14	18	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
13	13	13	19	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
2	7	16	20	NEIL DIAMOND/September Morn (Columbia)
9	9	9	21	ANDY GIBB/Desire (RSO)
6	8	19	22	DIRT BAND/American Dream (UA)
35	34	29	Ø	KARLA BONOFF/Baby Don't Go (Columbia)
29	27	27	24	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
	_	39	•	DIONNE WARWICK/After You (Arista)
40	36	32	ŏ	JOHN DENVER/Autograph (RCA)
4	10	17	27	ANNE MURRAY/Daydream Believer (Capitol)
39	38	30	28	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
_	39	33	29	BOB SEGER/Fire Lake (Capitol)
_	_	35	30	SPYRO GYRA/Catching The Sun (MCA)
34	33	31	31	KENNY NOLAN/Us And Love (We Go Together) (Casabianca)
	40	38	32	ENGELBERT HUMPERDINGK/Love's Unity Love (Epic)
20	26	26	33	MICHAEL JOHNSON/The Very First Time (EMI America)
38	37	34	34	BARBARA MANDRELL/Years (MCA)
-	-	-	35	FLEETWOOD MAC/Think About Me (WB)
_	-	-	36	ENGLAND DAN & JOHN FORD COLEY/In it For Love (Big Tree)
32	30	37	37	PEACHES & HERB/I Pledge My Love (Polydor)
_	_	$\rightarrow$	38	JIMMY RUFFIN/Hold On To My Love (RSO)
-	_	40	39	SHALAMAR/The Second Time Around (Solar/RCA)
_	-	-	40	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA

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 reporter

**New Entry** 

WPRO, WBEN. Debut 25 WSM-FM.

CAPTAIN & TENNILLE "Love On A Shoestring" (Casablanca) 23/2 add WGY, KAKZ. Moves 36-33 WFIR, 26-19 WSM-FM, debut 30 WPRO. BERNADETTE PETERS "Gee Whiz" (MCA) 20/8 add KGNR, WBAL, WHIO, WPRO, KSL, WREC, WTAE, WSIX. Debut 23 WBEN, debut 20 WGR. JACKIE DeSHANNON "I Don't Need You Anymore" (RCA) 20/3 add KOY, WHAG, KRKK. Moves 28-23 KFMB.

EDDIE RABBITT "Gone Too Far" (Elektra) 19/6 add KHOW, WJBO, WELI, WHAG, KFQD, WSLI.

BEACH BOYS "Goin' On" (Caribou) 16/6 add KBLF, WCHV, WHOK, WTMJ, KFQD, KWOS. Moves 23-19 WBEN, 30-27 WWWE.

BILLY JOEL "You May Be Right" (Columbia) 16/6 add WQUD, WSB, WYMC, WNEU, WFIR, WQUA (dp). Moves 38-28 FM97, 27-19 WCSC. MAC DAVIS "It's Hard To Be Humble" (Casablanca West) 16/5 add KOLO, WTAR, WJON, WHBC, KFQD. Debut 9 KRMG.

LINDA RONSTADT "Hurt So Bad" (Asylum) 15/2 add WTIC, WLNH. Moves 27-24 FM97, debut 17 WWWE. Heavy rotation: WTAE. DANN ROGERS "China" (International Artists) 14/7 add WTAR,

KFOR. KBLF. WYMC. WHBC. WHIO. WSLI NEIL SEDAKA & DARA SEDAKA "Should've Never Let You

Go" (Elektra) 13/12 add WSLI, KRKK, WHAG, WPRO, KBLF, KLYD, WORG, WRIE, KPPL, WSB, WCCO, WBAL.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 12/2 add WRIE, WHIZ. Hot at WSIX.

BRUCE COCKBURN "Wondering Where The Lions Are"

(Millennium) 11/4 add WHDH, FM97 WCFR, KFQD. Moves 29-21 WSM-

SHELLIE JACOBS "You Bring Out The Best Of The Woman In Me" (Venture) 11/2 add WRIE, KRKK.

CLIFF RICHARD "Carrie" (EMI America) 11/1 add WCBM. Moves 33-30 WFIR, 28-22 WPRO.

KORONA "Let Me Be" (UA) 10/6 add KRMG, FM97, WIP, WBEN, WORG, WASH. Debut 27 WCSC

B.J. THOMAS "Walkin' On A Cloud" (MCA) 10/2 add KSL,

NEIL DIAMOND "The Good Lord Loves You" (Columbia) 9/9 add WJBO, WDIF, WIP, WSLI, WSB, KWOS, WSGW, WOOD, KLYD.

LEIF GARRETT "I Was Looking For Someone To Love" (Scotti Bros.) 9/6 add WHOK, WHAG, WIBW, WSB, WSLI, WGIR.

ANNE MURRAY "Lucky Me" (Capitol) 8/8 add wcco, wsix, wsm.fm, wip, wjon, kppl, wisn, wbal.

### **Most Added:**

KENNY ROGERS & KIM CARNES on 't Fell in Love With A Dreamer (U dded at 33% of our reporting station ANOY GIBB & OLIVIA NEWTON-JOHN
I Cen't Help It IRSO)
Added at 23% of our reporting stations.

DAN FOGELBERG
Heert Hotels /Full Moon/
ed at 21% of our reporting PAUL OAVIS
Do Right (Bang)
ed at 17% of our reportin

BETTE MIDLER
The Rose (Atlantic)
dded at 17% of our reporting

NEIL & DARA SEDAKA
Should've Never Let You Go (Elektre)
idded at 13% of our reporting stations

After You (Ariste) Added at 12% of our raport

### **Hottest:**

EAGLES
I Can't Tell You rted hot at 43% of

KOOL & THE GANG

TOMMY JAMES

Times in Love iMillennia ed hot at 34% of our stat

BILLY PRESTON & SYREETA
With You I'm Born Agein (Molow
Reported hot at 34% of our station CHRISTOPHER CROSS

ide Like The Wind (WB) and hot at 33% of our stat RUPERT HOLMES teported hot at 32% of our statio

Dave Nichols

0. Peters

A. Murray
(Lucky)

(Lucky)

F. Rogers

F. Carnes

Springer Brothers
HOTIEST

F. Cavaliere

H. McGovern

Eagles,

P. Davis

Preston & Syreeta

L. Gattin

0. Marwich

WSM FM/Nashzitle Mary Catherine Sneet

Mary Cathorine
K. Rogers &
K. Carnes
Boz Scaggs
D. Hill
A. Murray
(Lucky)
HOTIEST
C. Cross
F. Cavaliere
D. Gates
K. Loggins
J. Ruffin
R. Laws

R Laws England Dan P Davis

M. Davis
D. Rogers
J. Ruffin
S. Wonder
f. Mac
HOTTEST
R. Holmes
Eagles
D. Gates
Dr. Nook

Caval tere

Stu Wrupht

8. Hidler

Reil & Dara
Sedaka
Korona
E. Rojers &
K. Carnes
HOTICS1
R. Nolmms
Preston & Strom

1. James
D. Mest
Ray, Goodman
& Brown
Starland Vocal
Band
Eagles
Rool & The Gang

C. Dore
Eagles
HOTTEST
O. fogelberg
(Longer)
C. Mangione
Air Supply

WFIR/Romete Carl Riddlebory



### REGIONAL **ADDS & HOTS**

### **EAST**

WBAL Religion Jack Lucy
h. Rogers B.
K. Carmes
Dom Milliams
B. Peters
A. Murray
(Lucky)
Meil B. Dara
Sedaka
A. Gibb B ONJ

Duster Beans
A. Gibb B ONU
C. Richard
T. Sciuto
HOTTEST
C. Cross
B. Seger
Ray, Goodman
B. Brown
Shalaman
Eagles

WBZ/Baston Wendy Furies F. Cavaltere HOTTEST HOTTEST
Ray, Goodmen
A Brown
R Holmes
Kool & The Gang
A. Gibb
H. Jackson
Dr. Mook
B. Seger

WHOH/Bostor Donna Halper WBEN/Buffalo Roger Christian D. Fogelberg (Heart) B. Midler

A. Gibb & ONJ S. Jacobs Neil & Dara

Spyro Gyre
WGR/BuHelo
Jerry Reo
Ray, Goodmin
& Brown
D Fogelberg
(Heart)
HOTTEST
C Dore
Air Supply
C Cross
D Summer
Eaglrs
Preston & Syreeta WGIR/Manchest Raren Anderson.
D. Hill
L. Garrett
J. Dlivor
HOTTEST
T. James
R. Holmms
D. Gates
Eagles Wat Pinto Denver Davis Rabbitt Humperdinck Gery Wheelock
A G1bb 6 ONJ
K Rogers 8
R Carnes
D Fogelberg
(Heart)
J Last Band
M McGovern
HOTTEST
Spinners
Eagles
T James
C. Cross
Preston 8 Syri
B. Seger E. Numperdinck HOTTEST F. Cavaliere Preston & Syreeta Dr. Hook WNEW/New York jett Mazzei None HOTTEST E. Humperdinck W. Newton D. Marwick Bob Russo

K. Rogers &

K. Carnes

B. Hidler

N. Dismond
(Lord)

A. Gibb & ONJ

A. Hurray
(Lucky)

D. Marwick
Korona

H. Cibb & Chrone

C. Dore

Peaches & Herb FM97/Pittsburgh Dave Popovich 8. Cockburn K. Rogers & K. Carnes Korona Cooper Dodge Band P. Davis HOTTEST R. Holmes

RORA/Psishburgh
Randy Flick
J. Buffin
P. Davis
HOTIEST
Spinners
A. Gibb
Kool & The Gang
Eagles
Shalamir
C. Cross
Bay. Goodman
A. Brown
B. Brown
Preston & Syreeta
C. Core
Preston & Syreeta
C. Core
VTAE/Psishburgh Loggins
Loggins
Garrett
Rabbitt
CeShannol
Midler
etil & Dara
Sedaka
IOTTEST
James
Lay, Goodmai
& Roman

WTAE/Pittsburgh Don Berns
J. Ruffin
B. Peters
J. Denver
HOTTEST
Kool & The Gang
C. Gayle
Eagles
C. Dore
C. Cross
L. Ronstadt
(Hurt) P. Davis Dr. Hook HOTTEST 'VCSH/Postland Dean Rogers

T. Jaces
WTIC/Mariford
Giney Javienta
L. Ronstadt
(Hurt)
C. Cross
P. Davis
K. Rogers
K. Carnes
HOTES1
R. Holmes
Spinners
T. Jacos
Preston & Syreeta
Eagles
Rool & The Gang Deen Rogers
M. Manchester
M. ReGovern
MOTTEST
T. DeSario/KE
R. Rogers
(Coward)
R. Wolsers
M. Olampd
(Sept.)
Spinners
S. Robinson
(Crussin')
A. Murray
(Daydraw)

Roger Curhi
L. Ronstadt
(Nurt)
A. Gibb & ONJ
Festival
Spyro Gyre
Annhattan Transfer
HOTTEST
A. Gibb
T. James
Ray. (Goodman
& Brown
C. Cross
M. Manchester
Eagles
WOLFR/Manchester WPRO/Providence Dave McNammer
A. Gibb & ONJ
B. Peters
B. Hidler
D. Fogelberg
(Heart)
J. Last Band
Mell & Dara
Sedaka
HOTIEST
Kool & The Gang
L. Ronstadt
(Make)
Eagles
Bay, Goodman
& Brown
C. Cross
Air Supply
B. Seger

Mike Marvey
P Davis
Peaches & Merb
J Ruffin
Photoglo
MOTTES'T
Spol & The Gang
Presson & Syreeta
Afr Supply
Eagles

WEST EOR/Athuquerque Paul Dougles

Starland Vocal Band

Mark Lewis

J. Ruffin
Beeach Boys
E. Rabofft
M. Davis
B. Midler
A. Gibb & OMJ
T. Driando
B. Cockburn
HOTTEST
C. Cross
Eagles
Kool & The Gang
Air Supply

**MIDWEST** 

Paul Cassidy
F. Mac
B. Seger
J. Ruffin
Capt. & Tennille
HOTIEST
C. Cross
Shalamar
R. Holmus
Eagles
Kool & The Gang
Dr. Hook

WCFR/Springtield

WHEN/Syracuse Both Carolin

Bob Duckmen
Boz Scaggs
D fogelberg
(Heart)
D Gates
Korona
J. Last Band
Ray, Goodman
& Brown (ra)
HOTTEST
Kool & The Gang
C. Cross
Air Supply
C Dore
Dr. Hook

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England Dan
Kool & The Gang
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(Sept.)
Sanlind Moral
Band
Eagles
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D Marwich

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KHON Denve Brian Scott

E. Rogers &

B. Midler D. West F. Mac

Rich Jacobs

8. Midler

0. Parton

0. Rogers

H, Davis

HOTTEST

T. James

F. Cavallere

M. Melson

M. Melson C. Cross F. Cavaltere WF VR/Chicago M. Manchester D. Fogelberg (Heart) B. Joel (Why)(1p) HOTTEST

Paul Landino
C. Cross
D. Marwick
HOTTEST
O. Fogelberg
(Longer)
R. Holmes
C. Mangione
T, James
Afr Supply
Eagles
Kool & The Gang
Dr. Hook WOWO/F1 Wayne Sam DeVincent

Queen Kool & The Gang Blondie Shalamar B. Seger Sam DeVincent Utopia F. Cavaliere R. Hanchester B. Hidler HOTTEST Shalamar H. Jackson C. Dore Whispers B. Seger Air Supply wwwE/Cleveler Terry Petrich K. Rogers & E. Carnes C. Dore D. Parton E. Foley NOTTEST Spinners Spinners R, Holmes Air Supply Or, Hook WOOD/Grand Rapids Bill Striker R. Holmes tool & The Gang Eagles Dr. Hook Photoglo H Alpert H Diamond WTVN/Columi Denny Nugent

Denny Nugent E. Rogers & E. Carnes HOTTEST C. Cross A. Gibb R. Holmes T. James N Diamond (Lord) MOTTEST Air Supply Ray, Goodman & Brown Peaches & Herb Preston & Syreete WHIO/Dayton in Ranhim
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Rogers
Rogers
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Stia Mooper
Stia Mooper
Stia Mooper
F. Mac
D. Perton
HOEGOVER
H. ReGovern
Dirt Band KWOS/Jefferson City Steve Morse steve Morse

N. Diamond
(Lord)

Mantioe
(Mala)(lo)

Marding

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SOTIES

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agles

KRNT/Des Mo Scott Hushey C Cross
Eagles
T James
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Shalamer
Preston & Syreeta
M Jackson
Dr Mook Aons gadt (Rambin 1)(1 Spyro Gyra England Dan HOTTEST T James A Gibb

Michael Moore
E. Rogers &
E. Carnes
A. Murray
(Lucky)
A. Gibb & ONJ
J. Marmes
Reil & Dara
Sedaka
MOTTEST
Eagles
T. James
Air Supply
Rool & The Gang

KUGN/Eugene Rick Hubbard

A. Gibb & ONJ D. Marwick 8. Seger Manhattan Trai MOTTEST Tw. Monk

KRKO/Everett RP McMurphy

RP Michlumphy
A. Gibb & ORJ
D. Hill
D. Fogelberg
(Heart)
Utopia
HCTTEST
R Holews
Spinners
C. Manglone
Dv. Hook
A. Bonoff
Manchester
E. Loggins
KSM/Monotutu

Eagles Ray, Goodma & Brown

WNFL/Green Bay Bob Hooper

Rob Mooper

# Nolan
P. Davis
Preston & Syreeta(dp)
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O Fogelberg
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(Sept.)
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(Do That)

WHOR/Lancatte Greg Eyerman Gree Eyerman
Beach Boys
K. holan
J. Ruffin
L. Garrett
Peaches & Herb
M. Jackson
HOTTEST
D. Gates
Dr. Hook
Ray, Goodman
& Brown
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KFOR/Lincoln Marityn Kallen Murryn Koher
England Dan
D. Rogers
B. Seger
B. Hidler
J. Buffett
HOTIEST
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Air Supply
Eagles
Dr. Mook
F. Cavatiere WD1F/Mamon Milia Green

Mika Green

N. Diamond
(Lord)

A. Gibb & Ohl
Ray, Goodmin

B. Brown

J. Stewart
(Odin)(Ip)

K. Bogers &
K. Carnes
HOTTEST
Eagles

Air Supply

B. Seger

L. Loggins
B. Joel
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E. Rogers &
E. Carnes
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& Brown
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(Lucky)
J. Denver
HOTTEST
Y. James Starland Vocal Band Afr Supply Rool & The Gang

EMPC/Los Ang Tess Russell

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P. Davis
M. Alpert
E. Rogers &
E. Carnes
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Air Supply
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Dr. Hook
Kool & The Garg

Armstrang/Steven
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J. DeShannon
J. Denver
HOTTEST
D. Fogelberg
(Longer)
Spinners
H. Manchester
B. Stressend
Sweet People
H. Mancini

Sam Armaho

E. Rogers &

K. Carnes
Beach Boys

D. Parton

HOTIEST

Preston & Syreeta

O. Fogelberg
(Longer)

Air Supply

Starland Vocal

Band

Eagles KSTP/Minneapolis Carpenter Michaels

Carpenter Machaels

D. Marwick
R. Rogers &
K. Rogers &
K. Carnes
J. Denver
HOTIEST
C. Mangione
T. James
A. Gibb
Preston & Syreeta
Air Supply
Kool & The Gang
Eagles WCCO/Minne Denny Lang

K. Rogers & K. Carnes A. Murray (Lucky) R. Rome C. Lane Hell & Dara Sedaka

Sedaha

KLTE/Oblahoma City
Scott Widne
C. Davie
F. Nac
F. Sois
J. Ruffin
O. Marwick
Eagles
Sad@(Ip)
Sa

WW Baker
Utopia (dp)
R. Jackson (dp)
D. Fogelberg
(Heart)
D. Marwich
J. Ruffin
P. Caris
B. Joel (dp)
F. Mac
HOTTEST
Kool & The Gang
C. Dore
Bay. Goodman

Bob Swarron
D Fogethern
(Heart)
J Denver
C Cross
Soyro Gyra
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Preston & Syreeta
Starland Vocal
Band
T. James

KOLO/Reno Map Maperty J. Denver D. Parton H. Diavis MOTIEST R. Holmens Eagles T. James C. Obre Ray. Goddman & Brown Yeston & Syreeta L. Marchester RRE/Rock Sorvice Teach

KRKK/Roch Springs Rod Tucker

J. DeShannor meil & Dara Sedaka S. Jacobs E. Rogers & E. Carnes H. Fisher T. Sciuto J. Buffett

J. Buffett
HOTTEST
C. Mangione
R. Holmes
Eagles
D. Gates
C. Dore
K. Bonoff
Air Supply
T. James

Fogelberg (Heart) , Diamond (Lord) , Alpert , Davis Cavaller Rogers B K. Carnes Fogelber (Heart) Robinson (Clock) DITEST Holmes Gayle ngles Seger Dore Bonoff Ruffin Davis

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D. Hill
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& Brown
Korona
J. Buffett
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R Holmes
C Cross
Dr Hook
Air Supply
M Davis
Eagles P. Davis
W. Nelson
B. Seger
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D. Gates
M. Manchester
Loof & The Gang
J. Denver
C. Cross RAKZ/Wichita Doug Rupe F. Mac
F. Cavaltere
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P. Davis
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Eagles
Air Supply
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Spinners
Ray, Goodman
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RSL/Saft Line City
George Lemich
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B. J. Thomas
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HOTTEST
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H. RcCovern
J. James
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SNBR/San Francisc

SOUTH

George Fisher
Reil & Dera
Sedaka
J. Rodriquez
B.J. Thomas
Ray, Goodman
& Brown
B. Dylan
R. Diamond
(Lord)
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L. Garrett
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C. Dore
E. Rabbitt
O. Fogelberg
(Heart)
N. Olamond
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HOTTEST
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Gool & The Gang
Eagles
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Band

Randy Scott
Boz Scaggs
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D. Fogelberg
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B Seger

C Cross

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(Longer)
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H. McGovern
Preston & Syr

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Chuck Brinkman

J. Denver

K. Rogers &
K. Carnes

Ray, Goodman

& Brown

K. Bonoff

M. McGovern(ra)

HOTTEST

J. Denver

M. McGovern

WIS/Columb Mike Collins

Mike Collins
P. Davis
K. Bonoff
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C. Cross
Air Supply
C. Dore
K. Bonoff

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J Marnes
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F Cavallere
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Air Supply
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(Clock)
HOTTEST
A. Gibb
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(Longer)
Spinners
M. Jackson
C. Cross
Blondie Preston & Syr M. Nelson C. Cross Air Supply

R. Holmes
Kool & The Gang
Ray, Goodman
& Brown
B. Seger
Preston & Syreeta Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting 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 Enfants"
GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"
CAPTAIN & TENNILLE (Casablanca) "Deep And Dark"
RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
JOHN DENVER (RCA) "In My Heart"
NEU DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That I NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind"
"The Shalter Of Your Arms" "Stagger Lee"
EAGLES (Asylum) "Sad Cafe" ROBERTA FLACK & DONNY HATHAWAY (Atlantic) "Disguises" "Stay With FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of Tha Moon" "Angel" "Over & Over" "Storms" DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind"

ANDY GIBB (RSO) "After Dark" "Rast 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 Poi" "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 "Back In My

LOBO (MCA/Curb) "A Day In The Life Of A Love"

MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The

Lovin'"

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" 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"

CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do" "Love You By Heart"
BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"
JENNIFER WARNES (Arista) "Shot Through The Haart" "Tell Me Just One More

STEVIE WONDER (Tamie) "Power Flower" "Black Orchid" "Come Back As A

### OPPORTUNITIES

### Openings

Program Olrector for new 100,000-wett FM Con-temporary Rock station Air shift, excellent production skills, FCC regulations. Top money and benefits for right person. Cassette and resume to Manager, KODS, Box 6167, Duluth, MN 56806. (3-28)

Adult Contemporary station looking for afternoon drive announcer with production skills. Some experience necessary Minonties encouraged to apply Send tape and resume to Announcer Opening, Box 2231, Sumter, SC 29150 EOE (3-28)

If you're a communicator, heavy in production and looking for a chance to join a Rocker that's going places, WIXX-FM, the #2 FM station in the nation would be what you're looking for Send aircheck and production tape to WIXX FM, 115 S. Jefferson St., Green Bay, WI 54301 (3-28)

K-PEOPLE is looking to add a member to an already talented staff. If you have Pop/Adult and Top 40 back ground and posess warmth with a personality that car relate, call Jim Heath, KPPL, Denver at (303) 989-1075

WOIZ/Orlando, FL looking for eir telent. Minorities encouraged Send tapes and resumes to Joe Krause, 2699 Lee Rd , Suite 470, Winter Perk, FL 32789 EOE

Attention All experienced radio announcers with 3rd class license, male or female. Job opening at a successful small market station. Greet pay, working hours and benefits. Call (808) 872-2404, EOE M/F (3-28)

Lincoln's top Pop/Adult station has opening for ma ture announcer who can communicate with audience Great town, great station. Send tapea and resumes right away to Jim Miller, KFOR 825 Stuert Bidg., Lin-coln, NE 68508, or cell (402) 475 6806. EOE M/F (3-28)

WEEX/Easton, PA accepting tapes and resumes for future openings. Contact Charlie Ryan, OM, Box 190, Easton, PA 18042. EOE (3-28)

WLOM/Cape Cod looking for part-time and weekend eir personalities with possible future full-time. Two yrs experience necessary. Contect Larry King, WLOM, Box 1170, Orleans, MA 02653, or cell (617) 255-3220. (3-28)

cants must have minimal (60 days) experience as part mercial station. Applicents must have desire to work the all night hours (12mid-7em approximately). This is not an entry level position. Send tapes and resumes to J.R. Greeley, PD, KEWI 5315 W. 7th, Topeka, KS 66604-732

Immediate opening for midday personality. Looking for someone who can relate to housewives. Send tapes and resumes to Neil Hunter, c/o WMBD, 3131 N. University, Peoria, IL 61604. EOE M/F (3-28)

WEET/Richmond, VA is looking for midday announcer. Must have experience and/or appreciation of con-temporary Country. Sand tapes and resumes to Jim Edwards, Box 11163, Richmond, VA 23113, EOE (3-28)

Need personality with production wizardry. Big bucks for nice small merket. Latest Mediestat retes is #1 with 48%. Call immediately Andy Mondey, KHSN, Coos Bey, OR, or call (503) 267-2121. EOE M/F (3-28)

### **Openings**

WKTK-FM/Baltimore, a Top 40 station needs part-time (weekends) news person, Writing, production and interviewing skills a must. Send tapes and resumes to Brenda Care, ND, WKTK-FM, 5200 Marenia Rd., Belti re, MD 21206 EOE M/F (3-28)

News anchor wanted for Pop/Adult station in college town, #1 requirement is good delivery; creative writing helpful. Above average salary for this size market. Tapes and resumes to Roger Davis, KXIC, Box 2388, Iowa City, IA 52240. No calls please. EOE M/F (2.29).

KNBQ (97FM)/Tacoma 100,000 watt Top 40 blow torch seeking applications for future openings. Looking for entertainers. Women and minorities encouraged. Send tapes and resumes to Gary Bryan, 948 S. Grant, Tscome, WA 98405, No cells please. EOE M/F (3-28)

E. Alvin Davis & Associatee is looking for outstanding radio talent. We need to staff our newest client Z105/Toledo. Looking for PD, on-eir personalities, News Director, news telent, production whizes, etc. Also looking for talented people to fill future openings at our other client stations. Please send cassette aircheck, resume and complete information to E. Alvin Davis & resume and complete information to E. Alvin Davis & 3515 Bookmerk Place, Landen Ferma, OH 45039. EOE M/F (3-28)

WQPM/Princeton, MN Program Director/announ mery, Box 188, Princeton, MN (612) 389-1300. (3-28)

aggressive young news person wanted for strong small market news operation. Females and min-orities encouraged to apply. Tepes and resumes to Andy Grossman, WLOI, 902½ Lincoln Way, La Porte, IN 46350. EOE (3-28)

KARN/Little Rock searching for experienced news music people for future openings MOR and all-news persons preferred. Send background information to Mike Maloney, PD, KARN, Box 4189, Little Rock, AR 72204 EOE (3-28)

A rare opportunity to join Maine's #1 news team Looking for a digger with very strong delivery for either morning or afternoon drive. Experienced only please Tapes and resumes to Deve Wolf, ND, WLAM RA- 999

WNRS looking for jock for possible future opening. Tepes, resumes end selary requirements to Mark Thomas, Operations Dir. WNRS, Box 8605, Ann Arbor, MI 48107, EQE (3-28)

The Northwest's best Beautiful Music station is or The Northwest's best Beautiful Music station is on a telent search for good music hosts. The nation's most liveble city aweits your docile tones. Looking for announcer with previous major market adult music experience. Stable staff, but we need your name on file in cese someone moves on. General starting salary \$12,000 per yr. Contact C.E. Rorebaugh, KBRD, 2000 Tecome Mail Office Bidg, Tecome, WA 98411. EOE M/F (3-28)

WCIR-FM/Beckley, WV is now accepting tapes en resumes for future openings. Send information to Jay Q. PD. Box 1063, Beckley, WV 25801 or cell (304) 252 6452. EOE M/F (3-28)

### Openings

KWY, 10,000 wett Country needs energetic experienced News Director. Position includes good salary, paid life, health and dental insurance and profit sharing. Tapes and renumes to John Ramsey, KWY, Box 926, Cheyenne, WY 82001, or call (307) 632-0551 EOE M/F (3-28)

Production Manager for Pop/Adult station, Good copy and leadership ability. Light air shift, Tapes and resumes to Don Hofmann, KAKZ, Box 1240, Wichite, KS 67201 EOE (3-28)

KERR-AM/Polson, MT, 50,000 wett modern Country in one of the most beautiful areas in the continental U.S., looking for night person, 7-12midnight. Minimum 1½ yrs experience. Prefer some production skills. Comtect Ron Howard (408) 883-5256 or send tope and resume to Box 1508, Polson, M.T., 59880. EOE (3-28)

T95/Wichita Superstars FM seeks semi-loco, lifestyle Typi-Wichita Superstars FM seeks semi-loco, irrestryie-oriented newsperson and/or morning news anchor person for awerd winning ferm show on Ag./Country sister station KFRM. Immediate openings. Tapes and resumes to Janie Herrison, ND, 14700 W. Kellogg, Wichite, KS 67235. EOE M/F (3-28)

KTEM/Temple, TX needs a natural sounding air talent with solid production skills. Send tepes and resumes to George Frenz, KTEM, Box 1230, Temple, TX 76501 EOE M/F (3-28)

Mature Pop/Adult communicator needed for morn ng drive. Quick wit and music experience are pluses Tapes end resumes to WYBR, E114 Cherryvale Mall Rockford, IL 61112. (3-28)

WYRE/Annepolia, MO now accepting tapes end re sumes for mid-day air personality. An ear for music end excellent production skills e must. Females encouraged to apply. Steve Kingston, WYRE Progremming, 25 Silo panna Rd., Annapolis, MD 21402. (3-28)

WAEB/Allentown, PA has immediate opening for vanie's 3rd largest market and need somebody good, fest. Rush tapes and resumes to Matt Kerr, ND, WAEB, Box 2727, Lehigh Velley, PA 18001. EOE M/F (3-28)

WDIF/Merion, OH nando eveninght Pop/Adult person yesterdey Rush tapes and resumes to Jim Roberts, PD, WDIF, Box 10,000, Merion, OH 43302 EOE M/F (3-28)

WVMI & WQID needs News Oirector end morning drive enchor. Previous experience necessary. Conversational delivery style. Journalism degree preferred. Must have own meens of transportation. Tapes and resumes to Bob Lime, OM, WVMI-WQID, Box 4606. Biloxi, MS 39531, or cell (601) 388-2323, (3-28)

Needed immediately. Outgoing production will Board shift as well as music responsibility. 100 KM Top 40 Rock. Minimum 2 yrs experience. Send that and resumes to Don Paustian, KJCK-FM, Box Junction City, KS 66441, EOE M/F (3-28)

Swenson Broadcasting has several openings for air talent, research coordinators and Music Directors in Midwest medium markets. Goals, resumes and tapes to Marc McCoy, OM, KLEO, 5610 E. 29th St., North, Wichita, KS 67220. EOE M/F (3-28)

### **Openings**

KZST/Santa Rosa, CA needs experienced produc tion person. Tapes and resumes to Charles Hancock, Box 55, Santa Rose, CA 95402 EOE M/F (3-28)

Adult PO needed for solid position in beautiful Pacific Northwest medium market, Excellent apportunity, Programming background helpful. Contact Mark Blinoff, Consolidated Consultants, 5125 Briggs Ave., La centa, CA 91214 or cell (213) 957-0957 EOE (3-28)

We are a major Midwest Adult Contemporary FM with a rare opportunity for the right individual. We're seeking the best morning talent in America. Salary and benefits are commensurate All inquiries treated in strictest confidence Reply to Radio & Records, 1930 Century Park West, #182, Los Angeles, CA 90067 EOE

KLEO/Wichita looking for e young, aggressive street reporter with a conversational writing style and delivery. Tapes and resumes to Mark Elliott, ND, 5610 East 29th St., North, Wichita, KS 67220 EOE M/F (3-28)

Eastern North Carolina's legendary station is search ing for the personality wanted for air shift and produc tion Send tepes, resumes end selary requirements to Danny Jecobson, Big WOOW, Box 847, Greenville, NC 27834. No cells please. EOE (3-28)

News person for morning drive at highly reapected contemporary station. If your writing style and delivery are unique, but still believable, we're interested. Send tapes and resumes to Radio & Records, 1930 Century Park Wast, #180, Los Angeles, CA 90067.

WABZ-FM/Albemarle, NC Pop/Adult, 25 miles North eest of Charlotte, has immediate opening for good mid-day communicator. Send tapes and resumes to Tedd Bell, Station Mgr., Box 608, Albemerle, NC 28801. No cells please. EOE (3-21)

AM Anchor, flash reporter for aggressive community oriented news department. Immediate openir Kathy at (707) 445-0200 enytime. EOE M/F (3-21)

Are you a morning nut? We're looking for a morning men who's more then an announcer, Money is open men who's more then an announcer. Money is open Send tepes end resumes to Dan Martin, PD, WTRY, 1054 Troy-Schnectedy Rd., Lethem, NY 12110. EOE MJF (3-21) M/F (3-21)

### PLEASE NOTE:

You may place your ad in the Opportunities section by mail 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

SAMUEL E. EDMONDS has been named General Sales Manager at KXLR-AM/

E. DANNY DUNN has been appointed to the position of Sales Representative at KXLR/Little Rock, AR.

WILLIAM ROBERT KRZESZINSKI has joined the staff at KXLR/Little Rock, AR as a sales person. JOLAYNE LEOPOLD appointed Business Manager at WWWW-FM/Detroit, MI.

LINDA STONE BLOOMER has been appointed Promotion Director for Pulitzer radio stations KTAR & KBBC/Phoenix, AZ. DIANNE MILLS joins WWCL 1060 Radio/Mt. Vernon, EL as an Account Executive. LES ISRALOW, formerly KMEL/San Francisco, CA, joins KCBS-FM97/San Fran-

cisco, CA. CARLOS RAMOS, formerly KBRG, joins KCBS-FM97/San Francisco, CA as Account Executive.

NIC ST. JOHN, (formerly Nic Scott) WBBM-FM-CBS/Chicago, has been moved to 7pm-12mid from vacation relief/Production. STEVE HAYES, formerly PD of WOKU/Cincinnati, OH, has moved to WKEE/Hunt-

ington, WV as Operations Manager and morning drive announcer.

JACK PATTIE has joined the staff of WLAP-AM/Lexington, KY as PD and 3pm-7pm

air personality. DAN DORSETT has been named Director of Operations for WLAP and WLAP-FM/ Lexington, KY

MIKE ELLIOTT has been promoted to Research Director at KYNO-AM-FM/ PATRICK E. GILLEN, former MD/afternoons at WMJS-FM/Prince Frederick, MD,

joins WVOS-AM-FM/Liberty, NY

MAURICE WATKINS has been named National Director of R&B Promotion for

ARC Records,
DEE MURRAY has been appointed Pop Promotion Coordinator for ARC Records, LEONARD O. SMITH has been named National Artist Relations representative for

GENEVIEVE EDWARDS has been appointed Product Research Manager for ARC

GARRY SHERMAN has joined the publicity staff of RSO Records. RENEE WEISS has been promoted to Executive Secretary to the President at 20th Century-Fox Records.

### Industry

Rubicon Music.

LANA DENGROVE has been appointed National Promotion Coordinator at Start Promotion, a division of Tar Productions. BOB LARKIN joins the Ohio School of Broadcast Technique faculty as coordinator

and primary instructor for the new Broadcast Administration course.

PHIL FINK has been added to the instructional staff for the Ohio School of Broad-

cast Technique Announcer-Producer training KEN DARDIS joins the teaching staff at Ohio School of Broadcast Technique. DALE TEDESCO has been appointed Director of Creative Publishing Services at

### Station Line-Ups

KFQD/Anchorage, AK LINE-UP: 6am-10am Marcus in the Morning (MD), 10am-2pm Tom Rivets (PD), 2pm-6pm John Rode, 6pm-10pm Jim Scott, 10pm-12mid Herb Shaindlin, 12mid 6am Ed Rilley.

KOAQ/Denver, CO LINE-UP: 5:30am-10am Vic Mertin, 10am-3pm Alan Stedge, 3pm-7pm Jack Reagan, 7pm-12mid Nick Sommers, 12mid-5:30am Suzie Q.

KX104/Nashville, TN LINE-UP: 6am-10am Coyote McLoud, 10am-2pm Amazing Steven (Ass't, PDiCo MD), 2pm-6pm Craig Stevens, 6pm-10pm Lee Mesters (Co MD), 10pm-2am Rocky Kn 2am 6am B J Harris, Weekends; Eric Steele, Jim Driver, Megic Jackson.

KRCQ/Indio, CA LINE-UP: 7em-10em Ron Young (PD), 10em 2pm Ron "Q KID" Henderson, 2pm 6pm Joe Riddle, 6pm-11pm Byron Rey, 11pm-4em Phil Cross.

WVOS/Monticello, NY LINE-UP: Mornings Bill Bills, Middays Bill Cranney, Afternoons Lee Miller WKDA/Nashville, TN LINE-UP: 5:30am 10am Jim De Marco, 10am 3pm Mary Jo Monette, 3pm Deriny Rey, 7pm-11pm Fred Buc, 11pm-4:30am Larry King Shew, 4:30am 5:30am Steven Jordan, Week ends, Gaylon Bandy, Brent Stone, Butch Brannum.

KLAK/Denver, CO LINE-UP: 6am-10am Jeff Pigeon, 10am-2pm Lerry Wegts.(PD), 2pm-7pm Aick Jacksoh, 7pm-12mid Jon Lavvrence, 12mid-6am Steve Robinson

### **OPPORTUNITIES**

### **Openings**

VTSL 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, Lebanon, NH 03766. EOE (3-21)

WSPK/Poughkeepsie, NY now accepting tapes and resumes for future part and full-time openings. Beginners salary. Need warm adult Top 40 communicator. Send to Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. EOE M/F (3-21)

WKYX/Puducah is now taking airchacks and prowky A Puducan is now taking aircriecks and pro-duction samples for future openings. If you can be a listener's friend, write 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-12mldnight lock to momings 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 tapes and resumes to Gaylen Palmer, PD, Box KEYY, Provo, UT 84601. (3-21)

CK101/Cocoe Beech, FL seeks air talent for immediate 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 M/F (3-21)

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 1265, 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 anchor 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 brief description of news policies to A. Marcus, WKKR, Box 3636, Evensnews policies to A. Marci ville, IN 47735. EOE (3-21)

KQFM/Portland, OR hes immediate opening for a high-energy AOR promotion direction with advertising skills (sales experience preferred). Great benefits with Golden West Broadcasters. Send resumes to or cell Janet Wainwright at (503) 226-0100 or 4949 Macedam, Portland, OR 97201. (3-21)

Hey! Is there a competent announcer/production person out there anymore? Our requirements are simple. Good pipes, easy going, dependable, able to handle some production. willingness to work with automated Pop/Adult and Beautiful Music. Night shift. If you're ready to move to sunny Celifornia right now, contact Chris Edwards. Box 927, Bakersfield, CA 93302. EOE M/F (3-21)

PD and moming personality needed for Country sta-tion 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 stetion in market. Tight Modem Country format with crossovers. Enjoyable place to live with lakes for boating, skiing, and swimming nearby. Exceptional public schools. Call and I'll tell you about them. Comprehensive medical plan. Starting salary: 98,000 to 910,000. Send tapes and resumes to Jeffery B. Millar, WKUL, Drawer 968, Cullman, AL 35055. EOE (3-21)

news anchor/reporter. Tapes and resumes to Bill DeMore, PD, KDVV-FM, Box 1478, Topeka, KS 66601 EOE (3-21)

WDAI/Chicago has openings for news people, on-air talent, production person and research person. Tapes and resumes to Matthew Clennott, WDAI, 360 N. Michigan Ave., Chicago, IL 60601. EOE M/F (3-21)

Ski Sun Valley, shoot the rapids of the Snake and work afternoon drive in the beautiful intermountain West. KEEP/KEZJ is now teking tapes and resumes for possible future opening. Pop/Adult format with heavy emphasis on news and Information. If you want to join a winning team and a growing broadcast group send tapes and resumes to T. Tario, PD, KEEP/KEZJ, Box 346, Twin Falls, ID 83301. EOE M/F (3-21)

KCU8/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 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 calls. Tapes and resumes to Tom Edwards, PD, KEED, 1245 Chamelton, Eugene, OR 98401, EOE (3-21)

2 stations with nowhere to go but up. Asso 2 stations with nowhere to go but up. Associated Communications Corp., is beginning to develop it's Buffelo properties. Country AM, FM Pop Music. New studios. Manager needs strong #2 man as Operations Mgr., for both stations. Must have proven track record of success and have 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 pertunent material to Bob Hanabery Assoc., Inc., 138 E. 55th St., New York, NY 10022. EOE M/F (3-21)

### Goods & Services

### **Poor Promotional Record Service?**

Successful Veteran Programmer reveals NINE PRO-VEN steps to establish and maintain promotional rec-ord service in all markets without "red tape." A must for ALL music programmers. \$10.00. SKYLINE MEDIA SERVICES, 311 Killamey Court, Box E, Lynchburg, VA

### Radio Job Openings!

Hundreds new agree! JOBSHEET has the most com-plete listing of radio jobs! In the spirit of the old "Hot Tips!" 13 weeks: \$12.00! One year: \$35.00! MEDIA CONSULTANTS 2504 Regent Court, Lafayette, IN 49805

### **News Directors**

Your Program Director can use Page Seven, the weekly publication focusing on improved infoprogramming In music radio. So can you. It's from the NewScript people. 2 free issues, then \$60.00 a year. David McQueen or Bob Rogers, NEWSCRIPT, 210 California St., San Francisco, CA 94111, (415) 362-3045.

### Your Audition Tape Is Critical . . .

and when it comes to audition tapes, THE PROGRAM DIRECTORS know what to listen for! We offer a thorough written critique PLUS recommendations to effectively spotlight your talents and ensure impact.

THE PROGRAM DIRECTORS, with major market experience in every radio formet, is headed by Jerry Stevens (Programming: WMMR and WCAU-FM, Philadelphia; On-Air: WBZ, Boston, WIBG, Philadelphia, WNEW, New York). GO WITH THE BEST!

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 and established station listings.

Listen ... IF YOUR TAPE DOESN'T MAKE IT ... YOU WON'T!

LET US LISTEN FIRST!

THE PROGRAM DIRECTORS, The Werwick, Sulte 1810, 17th & Locust, Philadelphia, PA 19103, (215) 985-

### Comedy Material

Funny jokes for radio folks is what I'm offering now. For freebie write HYPE INK, Box 69581, Los Angeles, CA 90069

### **Program Directors**

Your News Director can use Page Seven, the weekly publication focusing on improved infoprogramming in music radio. So can you. It's from the NewScript people. 2 free issues, then \$60.00 a year. Bob Rogers or David McQueen, NEWSCRIPT, 210 California St., San Francesco cisco, CA 94111, (415) 362-3045.

### Aircheck Factory

CHICAGO DRIVE: moming and afternoon. 2 hour profile, cassettes \$10.00. CANADA '79: 3 hour profile featuring Dick Purten/CKLW; Don Percy/CKY; Jay Nelson/CHUM and over 30 other telents. Cassettes \$12.50. Prices include shipping. Ask for Free newsletter. THE AIRCHECK FACTORY, Box 156, Franklin Park, Illinois 60131 60131

### 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, Ypsilanti, Michigan 49197.

### Radio Personality Development

Hadio 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, \$13.79 in Cenadian funds (including postage). MICHAEL MAY, Box 127, Billings, MI 59103.

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R Wast San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

### **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 em-

### Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 mlnimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 mlnimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, LA., CA 90067

### Positions Sought

Do you need an excellent announcer? DICK FARRELL of suburban New York wants to be yours. A college grad with 4 yrs medium market MOR/Top 40 experience available now (212) 539-6698 nights. (3-28)

Creative and semi-crazed femala air personality seeks AOR slot in medium or major market. Call (517) 799-9969. (3-28)

Mature married minority broadcasting school grad. Former weatherman for U.S. Navy, community-oriented, Jaycee, Legion, etc. Would like to move back to West Coast in some medium or small market station. Good with production. Hard worker. I give 150%. Former salesman with Rem Rand. Nose for news type. Call (218) 681-6364 or (218) 253-4135 days. ED SMITH (3-28)

I can do anything. Lady JD, 5 yrs experience, MD, 1st phone. Excellent references. Presently employed and looking for an offer I can't refuse. Call LINDSEY ROCK at (213) 876-0582. (3-28)

Young enthusiastic jock with 50,000 watt FM Rock experience available immediately and seeking AOR work on East Coast. Excellent tapes and resumes upon request. Cell PAUL at (201) 652-5750 or write 171 Blvd., GlenRock, NJ 07452. (3-28)

Top 40, Pop/Adult, AOR, Disco, AM-FM likable personality with MD, PSA Director, promotions, remotes and production experience plus much more. Would appreciate an immediate opening as DJ with responsibility. Call (216) 478-1206 or (216) 478-0440 ASAP. Ask for LJD. (3-28)

BOBBY MAGIC former Ass't PD on-air KUTE102/ Los Angeles, KYA/San Francisco. Now looking for on-air and/or programming position. Will relocate. Call (213) 396-9368 or leave message at (213) 462-1133.

Why are so many stations up-grading their sports department? Is your station missing the big bucks with sports? I can help! Sports announcer with play-by-play, reporting anchoring, talk show, sales experience. A real pro. Let me make your sports department a winner. (315) 342-3102. (3-28)

e tide of history is at lest on the side of stations The tide of history is at lest on the side of stations that care enough to talk to, rather than at their listeners. Personalities who can communicate and are aware that the sun doesn't rise and set with 33 and 45rpm's are once again becoming important components of successful Pop/Adult redio. Call MARV at (315) 342-2503. (3-28)

Do you seek quality? Do words like talent, experience, dedication and imagination mean anything to you? If so, you'll went to hear my audition tape. I've got a B.S. in TV and Radio. 7 yrs AOR experience, 1½ yrs in advertising, primo production and a head full of ideas. If you'd like to fire someone on your airstaff who can't deliver, call someone who can: MIKE (203) 227-8844. (3-28)

Programming problems at your medium market station? Proven track record, major market background, personality. Top notch staff will follow if you wish. Who says Paduke can't sound like a major? We can get the energy going and the money flowing. Check it out! Write to Radio & Records, 1930 Century Park West, #181, Los Angeles, CA 90067.

Redio-holic looking for first time PD position. Degree, experience in all aspects, programming, sales, promotions and acting PD. I'm not used to being less than #1. Let's telk. Write to "Looking" 513 Longview Dr., Belleville, IL 62223. (3-28)

DAVID LONDON formerly with John Rook KTLK/ Denver, and Bill Drake KYNO/Fresno. Left radio business to finish college. Have returned, now at KACY/Oxnard past 4 months. Looking for better bucks! Have 1st phone. Tape ready. (805) 488-2346. (3-28)

News/Talk radio the AM format of the 80's? Can AOR be combined with adult personalities, news and features? 1 yr pro looking to return to great Southwest wants to program your medium or small station(s). DOUG CLIFFORD 29 Emerson St., Chicopee, MA (413)

uburban Chicago newsman wishes to return to nio area. Experienced street and studio reporter. Con-ct MARK A. BEALL 557 Locust, Apt #4, Valparaiso, IN 46383, (219) 464-2706. (3-28)

Available immediately! Broadcast professional, top 30 markets, experience in 6-yr career. Looking for air and production work, music or news in smallar market. Any format. Degree, 3rd phone and versatility. Cell now (303) 243-4177 and leave message for ROB. (3-28)

T. RICHARD SMITH, R&B Coordinator at KTKT99/ T. RICHARD SMITH, RBB Coordinator at KTKT99/
Tucson seeks program position and midnight shift at small large Black stations on the West Coast or Southeast Coast. Ratings low? Other stations in your city or town have no respect for RBB, Soul, Funk or Jazz? Well if they don't you need to get on the phone and call me and lets do something about it. (602) 623-1708 or (602) 623-1637 before 9am or after 6pm. (3-28)

Creativa, award winning well respected copywriter with good production skills seeks medium market station. If you're looking for a winner, so am I. Call STEVE at (208) 734-6550. (3-28)

Country jock with 5 yrs experience needs major mar-ket job in Midwest or South. I'm a daddy now and need the money. I'll work hard for every buck. Currently after-noon drive and Production Director for WKKN-WCFE/ Rockford, IL. Call ANDY HAYNES at (815) 877-3075 days or (815) 399-3569 after 7pm. (3-28)

### **Positions Sought**

Talented Rock & Roll jock in need of exparience. 5 months training at KIMN/Denver. 2 yrs on own. Tape available. 20 yrs old. Like to work in Southern California: Call (303) 773-1296 or write RIC DAVIS 7212 S. Xeniz Circle, Englewood, CO 80112. (3-28)

Music (PGM) Director. Specialized knowledge, skills production of late 1950's to early 1970's. Source library 25 yrs in making, Included. Current population mass numbers grew up on this Gold. Tasteful, proven, comto the property of the Gold. Testeful, proven, com-ete. Degree with broad communications exper-nce. ROGER DORFMAN (415) 386-2177. Latest ARB ir special program on KSFO/San Francisco increased idience by 120%. (3-28)

MITCHELL STONE, Florida pro. Top ratings in Miami and Jacksonville among others. I'd like to do the same for your station. Call (305) 279-4256. State you availabilities. (3-28)

MD and air talent. BUDDY VanARSDALE, WIL/St Louis. Call (314) 621-4332. (3-28)

Calm, intelligent night jock/MD vastly underpaid. Looking to move on. Interested? Call DAN at (412) 687-0348. (3-28)

RANDY MARS is hungry for work! 2 yrs eir and pro duction experience seeking immediate full time and/or creative job with medium to major market station or production company. West Coast. Cell (415) 665-2461. Act now! First 10 cellers receive free tape and resume. (3-28)

13-yr veteran ready to move on to larger market in or around North Carolina. Relaxed, personable mid-day type will jock any slot. Good asset if given the right break. Top 40, Contemporary and AOR background with limited PD experience. Call BOB JACKSON (919) 226-410. (2.28)

Up-State New York's News Director seeks position as anchor or reporter in medium or major market. Willing to relocate. Call after 7pm EST (914) 794-5092. (3-28)

I'm the best sportscester available today who has not worked in a major market. 4 yrs commercial experience, now doing college ball in medium market. Looking for spot with play-by-play in top 150 markets only. (516) 781-0037 GARY. (3-28)

College grad seeks first job. Michigan, Ohio, Indiana area. Call HARRY (313) 522-0144. (3-28)

Looking for airshift in California. Competitive minded stations preferred. Call ANDY TYLER et (209) 625-3218. (3-28)

Medium market Music Director looking for creative Top 40 position. 3 yrs experience in programming, promotions, production and public service. Mejor markets only. Will relocate anywhere. Call JACK (702) 888-4179 after 6pm EST. (3-28)

JOHN DAVIS, 1% yrs experience seeking Top 40 air personality opportunity. Markets in the West preferred but will listen to all offers. Call anytime (213) 459-5473. (3-18)

If you're looking for a bright, young but mature jock that can talk, you're lookin' for me. Have what it takes. Examples: MD, PSA Director, promotion, remote end production experience. Seek immediate employment only. Write to THE POSITIVE THINKER, 2901 Wise Ave., N.W., Canton, OH 44708. (3-28)

Sportecaster/play-by-play. 28 yrs, 7 yrs experience, M.S. Communications. 3 yrs university football-basket-ball play-by-play. Currently own sports production company. Tapes, resumes and references. TOM (316) 234 2307 (238) 231-9200. (3-28)

Large, medium to major merket air personality/ PD/Production Director looking for position with good company. Available 4/1. Call GEORGE BENSON (609) 547-4377. (3-28)

How about me? KEN E. MARKS. I'm looking for a Top 40 or Pop/Adult gig. I give 110% on air and in production. Currently working on the air in Los Angeles (part-time). Will travel. Cell me at (213) 838-5364. Looking forward to hearing from you soon. (3-28)

Midwest major market air personality/production looking for stable Top 40 or Pop/Adult situation. Call (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, Canoga Park, CA 91304 or call (213) 348-7099.

Marketing graduate with 3% 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)

JACK RANDALL Program Director of KAAY is available due to massive management and per change, Programming/air, (501) 758-4138, (3-21)

### Miscellaneous

WSBV/S. Boston, VA new Country station. Target data May 1st. In dire need of all Country record service, LP's and 45's. Send to Don Joseph, PD, WSBV, Box 678, S. Boston, VA 24592. (3-28)

WSOQ/Syracuse needs record service from all labels for Disco and R&B product. Send to Butch Charles, 8ox 20, North Syracuse, NY 13212, (315) 458-1220. (3-28)

## AMBROSIA'S NEWEST IS GOING TO BE THEIR BIGGEST!



# BIGGEST PART OF ME The Sensational New Single From AABROSIA

Produced by Ambrosia and Freddie Piro ON WARNER BROS. RECORDS



SEE BACK PAGE BREAKERS

### BREAKERS

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

### **PRETENDERS**

Brass In Pocket (I'm Special) (Sire)

62% of our reporters on it. Moves: Up 78, Same 21, Down 0, Adds 24 including KRBE, Z93, KOPA, WRQX, WFBL, KBFM, WTIX, FM100, KJ100, WMEE. See Parallels, charts at num-

### **BOZ SCAGGS**

**Breakdown Dead Ahead (Columbia)** 

81% of our reporters on it. Moves: Up 29, Same 18, Down 0, Adds 73 including WFIL, WIFI, 96KX, WCAO, F105, 94Q, Q105, KDWB, KFI, KIMN. See Parallels, charts at number 29.

### **JOURNEY**

Any Way You Want It (Columbia)

59% of our reporters on it. Moves: Up 85, Same 20, Down 1, Adds 11, Z93, KEARTH, KJR, WAPE, WGRD, KYNO-FM, KTAC, WKXY, KKLS, WGBF, KFXD. See Parallels, charts at number 30.

### **AMBROSIA Biggest Part Of Me (WB)**

52% of our reporters on it, 102 adds first week. Moves: Up 0, Same 0, Down 0, Adds 102 including WXLO, WPEZ, WCAO, WRKO, WPGC, KRBE, Z93, 94Q, Q105, CKLW, KBEQ, WHB, KEARTH, KFI, KFRC, B100, KJR, KIMN, KOPA. See Parallels for complete airplay summary.

### EW & ACT

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist / title liabel designation (example 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). Moves are broken down for each record and indicate how many stations moved the song Up on their charts, held it the Same (on to on, add to on, 31-31, etc.) moved it bown on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) 101/36 Moves: Up 44, Same 21, Down 0, Adds 36 including WFIL, WPGC, Z93, CKLW, KDWB, WHB, WBEN-FM, WFBL, KAUM, WFMF, WSGA, KSTT,

LINDA RONSTADT "Hurt So Bad" (Asylum) 93/33

Moves: Up 42, Same 18, Down 0, Adds 33 including WPEZ, CHUM, CKGM, WHB, KFI, KJR, WHFM, WTIC-FM, KELP, KXX106, WHBQ, KERN, FM102. MELISSA MANCHESTER "Fire In The Morning" (Arista)

90/11, Moves: Up 61, Same 18, Down 0, Adds 11, KVIL, WGCL, WFLY, WTIC-FM, KEEL, Y103, KOFM, KZ93, KMJC, WGUY, KDZA.

CLIFF RICHARD "Carrie" (EMI America) 89/13

Moves: Up 62, Same 13, Down 1, Adds 13 including CKGM, WHB, WTIC-FM, KZ93, WNAP, KYNO-FM, Y94, KCPX, G100, KQWB-FM.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 87/34, Moves: Up 33, Same 20, Down 0, Adds 34 including WFIL, PRO-FM, KS95-FM, WBLI, KC101, 14Q, WKEE, KBFM, 96X, WAPE, WSKZ,

GARY NUMAN "Cars" (Atco) 85/13

Moves: Up 50, Same 20, Down 2, Adds 13 including Y100, KUPD, WRQX, WSGA, FM100, KX104, WRJZ, KMJC, KROY.

WHISPERS "And The Beat Goes On" (Solar/RCA) 76/10 Moves: Up 46, Same 12, Down 8, Adds 10, F105, KVIL, WLCY, KOFM, WZZP, WHOT, KERN, Y94, WGUY, WROV.

PEACHES & HERB "I Pledge My Love" (Polydor) 74/13

Moves: Up 42, Same 10, Down 9, Adds 13 including WCAO, F105, KVIL. Y100, KC101, KELP, KOFM, WLBZ, WISE, KDVV, WXLO 11-6, PRO-FM 4-2, KEARTH 3-3, KFI 21-15

KENNY LOGGINS "Keep The Fire" (Columbia) 71/6

Moves: Up 51, Same 11, Down 3, Adds 6, CKGM, WQRK, KGW, WHEB, KQWB-FM, WRBR, WIFI 30-25, F105 31-28, CHUM 8-7, WGCL 22-17.

CLASH "Train In Vain" (Epic) 65/15

Moves: Up 30, Same 20, Down 0, Adds 15 including KRBE, 94Q, KSLQ, WHYN, KHFI, KJ100, KOFM, KYNO-FM, WIFI 28-20, KDWB 24-16, KUPD

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 63/13 Moves: Up 34, Same 16, Down 0, Adds 13 including 14Q, 95SGF, KWEN, WHOT, KGW, WJBQ, WEAQ, KQDI, 94Q 23-18, WDRQ 29-22.

BROTHERS JOHNSON "Stomp!" (A&M) 62/15

Moves: Up 43, Same 4, Down 0, Adds 15 including WXLO, JB105, KSLQ, KFI, Y103, WLAC, 92Q, WISM, KIOY, WCAO 29-20, Z93 24-18.

### Others Getting Significant Action

JAMES LAST BAND "The Seduction" (Polydor) 48/28 Moves: Up 11, Same 9, Down 0, Adds 28 including WXLO, WKBW, WFIL, WPGC, Q105, WOKY, KFI, KIMN, WPST, KBFM, WRJZ, KYNO-FM.

### طابعت والمنافظة

### NATIONAL AIRPLAY/30

THREE WEEK AGO	S WEEK	S LAST		March 28, 1980
15	6	3	0	BLONDIE/Call Me (Chrysalis)
8	4	2	2	
12	7	4	3	THE PAINT (AAD)
1	1	1	4	PINK FLOYD/Another Brick In The Wall (Columbia)
13	5	5	6	EAGLES/I Can't Tell You Why (Asylum)
18	13	8	Ö	AIR SUPPLY/Lost In Love (Arista)
6	3	6	7	KOOL & THE GANG/Too Hot (DeLite/Mercury)
-	25	13	0	BILLY JOEL/You May Be Right (Columbia)
23	19	12	O	MICHAEL JACKSON/Off The Wall (Epic)
9	8	7	10	LINDA RONSTADT/How Do I Make You (Asylum)
22	16	11	0	RAY, GOODMAN & PROWAYCO TO A CONTROL OF THE CONTROL
28	22	15	Ø	RAY, GOODMAN & BROWN/Special Lady (Polydor) DR. HOOK/Sexy Eyes (Capitol)
3	2	9	13	RUPERT HOLMES/Him (MCA)
_	27	21	0	FLEETWOOD MAC/Think About Me (WB)
5	9	10	15	SPINNERS/Workin' My Way Back To You (Atlantic)
_	_	24	0	BILLY PRESTON & SYREETA/With You I'm Born (Motow)
_	29	27	<b>D</b>	CHARLIE DORE/Pilot Of The Airwaves (Island)
_	28	26	Ū	JIMMY RUFFIN/Hold On To My Love (RSO)
2	10	14	19	DAN FOGELBERG/Longer (Full Moon/Epic)
19	18	20	20	SHALAMAR/The Second Time Around (Solar/RCA)
29	26	25	3	HEART/Even It Up (Epic)
4	11	16	22	QUEEN/Crazy Little Thing Called Love (Elektra)
_	_	29	23	PAUL DAVIS/Do Right (Bang)
-	30	28	23	UTOPIA/Set Me Free (Bearsville/WB)
	20	19	25	TOMMY JAMES/Three Times In Love (Millennium)
26	23	22	26	J. GEILS BAND/Come Back (EMI America)
_	_	30	<b>②</b>	KENNY ROGERS & KIM CARNES/Don't Fall In Love (UA)
_	_ =	<b>→</b>	-	PRETENDERS/Brass In Pocket (I'm Special) (Sire)
_		-	<b>Ø</b>	BOZ SCAGGS/Breakdown Dead Ahead (Columbia)
-	-	-	<u> </u>	JOURNEY/Any Way You Want It (Columbia)  n airplay statistics compiled weekly from our Top 40 reporting stations

Black circled numbers indicate significant upward movement from at least 60% of our reporters. kly from our Top 40 reporting stations.

### **MOST ADDED** ®

AMBROSIA "Biggest Part Of Me" (WB) BOZ SCAGGS "Breakdown Dead Ahead" (Columbia) ROGERS & CARNES "Don't Fall In Love..." (UA) DAN FOGELBERG "Heart Hotels" (Full Moon/Epic) GIBB & NEWTON-JOHN "I Can't Help It" (RSO)

Complete Regionalized Listings on Pages 26 and 27

HOTTEST

BLONDIE "Call Me" (Chrysalis) PINK FLOYD "Another Brick In The Wall" (Columbia) CHRISTOPHER CROSS "Ride Like The Wind" (WB)
BOB SEGER "Fire Lake" (Capitol)
AIR SUPPLY "Lost In Love" (Arista)

BETTE MIDLER "The Rose" (Atlantic) 48/13

Moves: Up 27, Same 7, Down 1, Adds 13 including KDWB, WKBO, WTIX, WBBQ, KWEN, KRSP, WCIR, WSEZ,

WARREN ZEVON "A Certain Girl" (Asylum) 46/9
Moves: Up 20, Same 17, Down 0, Adds 9, WIFI, CHUM, 14Q, WTIX, KXX106, G100, WFOX, WRBR, KOOK, 94Q

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 42/8
Moves: Up 14, Same 20, Down 0, Adds 8, WHFM, WPST, WHBQ, WKIX, WDRQ, KCPX, WAAY, WISE. KORONA "Let Me Be" (UA) 40/16

Moves: Up 10, Same 14, Down 0, Adds 16 including WXLO, WPEZ, Z93, KRLA, WHYN, WTIX, KWEN, KRAV, KIOY,

STYX "Borrowed Time" (A&M) 38/4

Moves: Up 14, Same 20, Down 0, Adds 4, 96KX, WSKZ, KPUR, KRLC, JB105 31-26, KRSP 16-8, WGUY 26-14. OFF BROADWAY "Stay In Time" (Atlantic) 30/4

Moves: Up 10, Same 16, Down 0, Adds 4, WIFI, KPRO-FM, WLS, WGCL, KWK 5-3, KSLQ 26-24, KZ93 1-1.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 26/5
Moves: Up 14, Same 7, Down 0, Adds 5, CKLW, WKEE, WTSA, KRAV, WBDF, 94Q 10-7, KDWB 27-22, WTWR

JERMAINE JACKSON "Let's Be Serious" (Motown) 26/5

Moves: Up 11, Same 10, Down 0, Adds 5, WHYN, WKEE, WAPE, KMJK, KBDF, JB105 34-30, WSGA 30-21, KIOY

PHOTOGLO "We Were Meant To Be Lovers" (20th) 26/5

Moves: Up 7, Same 14, Down 0, Adds 5, WGH, WFOX, WSEZ, WANS-FM, FM99, KRLA 26-23, KKRC 18-10.

NAZARETH "Holiday" (A&M) 26/3

Moves: Up 10, Same 13, Down 0, Adds 3, KJRB, WROV, KCBN, CHUM 5-5, KUPD 30-28, WXIL 22-16.

BERNADETTE PETERS "Gee Whiz" (MCA) 24/15

Moves: Up 4, Same 5, Down 0, Adds 15 including WXLO, WRKO, KRLA, WICC, BJ105, WKIX, WVIC, FM99.

RED RIDER "White Hot" (Capitol) 24/8

Moves: Up 6, Same 10, Down 0, Adds 8, KDWB, BJ105, WBBQ, KZ93, WGUY, KCBN, KDZA, KBIM.

KARLA BONOFF "Baby Don't Go" (Columbia) 21/1 Moves: Up 11, Same 8, Down 1, Adds 1, KRQ, KIMN 19-14, KGW 22-19, KKXL 13-9, KRLC 28-23.

DAVID GATES "Where Does The Lovin' Go" (Elektra) 21/0

Moves: Up 9, Same 7, Down 5, Adds 0, KDWB 9-8, WVIC 40-35, WJBQ 5-4, WFOX 29-28, KKXL 27-22, WFAQ 16-14,

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 20/3
Moves: Up 10, Same 7, Down 0, Adds 3, WFIL, WPST, 13FEA, WCAO 30-27, WPGC 29-25, WSPT 1-1. PETER McIAN "Solitaire" (ARC/Columbia) 18/3

Moves: Up 4, Same 11, Down 0, Adds 3, JB105, Y100, WIGY, KXX106 29-24, Y103 37-33, WBBQ 21-16. JIMMY BUFFETT "Survive" (MCA) 18/1

Moves: Up 10, Same 7, Down 0, Adds 1, WKXY, KXX106 30-27, WRJZ 20-18, K104 36-27, WANS-FM 22-17.