

# Radio & Records

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THE INDUSTRY'S NEWSPAPER

APRIL 11, 1980

## RESPONDS TO TRANSIT STRIKE

### Radio Keeps Big Apple Moving

Faced with New York City's first major transit strike in 12 years, local radio's response ranged from the obvious (expanded traffic coverage, especially in drive-times), to the offbeat (Talk-formatted WMCA's coverage included airing tips on which areas offered the most colorful street life). While conditions were unpleasant (WNBC PD John Lund said certain routes between Manhattan and Queens were subject to five-hour delays), virtually all radio personnel contacted by R&R agreed that New Yorkers seemed to be taking the strike, if not as an adventure, at least in stride. Taking it in stride became a sport of its own, in fact, as there were widespread outbreaks of commuter jogging reported.

More than one broadcast operation stationed reporters at the site of the transit workers union/city negotiations and at specific traffic problem areas, with some unpredictable results. WCBS reporter Mary Gay Taylor got a first-hand definition of legwork when a skateboarding commuter ran over her feet, and WOR's Lester Smith was stopped by police for violating passenger rules (see accompanying photo). Smith's journalistic enterprise prevailed, however, as he picked up a few strangers who were walking to work and thus made his way downtown.

#### WABC Goes "All-News"

Although many stations provided routine services, a number of them handled the strike in a unique manner. For the first three days of the strike (which were the worst, because the Long Island Railroad was striking along with the subway and bus workers), Top 40 outlet WABC dropped its normal morning drive programming in favor of nearly four hours of continuous transit information, while News operation WINS jettisoned its 20-minute news block format in favor of greater flexibility in covering breaking stories, according to VP/GM Cecil Forster. WCBS OM John Wheeling noted that his



**SIGN OF THE TIMES** — Striking transit workers thrust New York City into adopting some unusual traffic restrictions, such as the car-pool-only access pictured above.

News station was forced to abandon its normal spot load for much the same reason.

Pop/Adult stations WNEW and WYNY stressed the human interest element. WNEW PD Russ Knight told R&R that station staffers recorded mini-interviews with people on the street in which the subjects told how they planned to cope with the strike, and then aired the best of these as promos. WYNY PD Dave Khlar also noted that much of his station's efforts had gone into airing strike survival tips — where listeners could find 24-hour services and which hotels had vacancies, along with the usual on-the-scene reportage. Paul Zarcone, PD at Dancemusic-formatted WKTU, told R&R that the station had instituted such specific listener

TRANSIT STRIKE/See Page 26

## FCC CHOOSES MAGNAVOX

### AM Stereo Approved

The FCC selected Magnavox over four competitors Wednesday (4-9), after an 18-month study period in which all five companies advocated adoption of their particular AM stereo systems. (Magnavox is a subsidiary of Dutch corporation N.A. Philips, and is slated to move its manufacturing plant from Ft. Wayne to Knoxville.)

After it was determined that the systems would be compatible with a potential 9 kHz spectrum allocation, sentiment at the FCC's various branches became increasingly favorable toward AM stereo. However, internal opinions were apparently divided, with Chief Scientist Steve Lukasik's office supporting the adoption of a single system while the Broadcast Bureau and Office of Plans and Policy suggested leaving the decision entirely up to the marketplace.

#### Even The Losers Get Lucky

While Magnavox is the big winner, Kahn-Hazeltine, Belar, and Harris may also reap some benefits, according to one engineering source. Harris will probably be a prime supplier of the transmitter "exciters" necessary to generate stereo signals to the transmitter.

Belar, a big supplier of monitors, may also profit, but according to R&R's source, Kahn may reap the biggest windfall, since preliminary indications are that with a relatively minor change, Kahn's stereo system will meet Magnavox's specifications. Kahn Communications President Leonard Kahn told R&R he was still debating converting to the Magnavox system.

#### Broadcasters Go All Out To Prevent Marketplace Choice

For months, rumors persisted that the Commission might adopt all five systems. But broadcasters and most manufacturers pushed for a single system. "Chaos" was the consensus of most broadcasters when asked how they felt about a multiple system decision. However, in recent weeks, Kahn and reportedly Motorola had relaxed their single-standard stance in favor of a marketplace decision.

#### Actual Hardware Tests

In an approximately 800-page filing with the FCC, Magnavox stressed that it had "conducted our investigations as much as possible on actual hardware in the real world." A bouquet from a Pioneer executive called the Magnavox system "the best qualified for AM stereophonic broadcasting since it is the most well-balanced with a minimum number of shortcomings." Despite scattered broadcaster reservations about "unanswered questions" relating to the Magnavox system, the company's evidence was apparently convincing to the Commission.

#### NAB Urges Broadcaster/Manufacturer Cooperation

To get AM stereo off to a good start, there must be an understanding between receiver manufacturers and broadcasters on audio

processing standards, according to NAB engineers.

"Manufacturers have to be inspired to build better receivers, but at the same time AM broadcasters must understand that most people are still listening on cheap receivers," NAB Asst. to the Senior VP/Engineering Chris Payne told R&R.

"We'd like to have all AM stations broadcasting in stereo using the same recommended process for equalization, compression and signal warp, but we realize that some stations, especially in large markets, will want to doctor their signal more than we suggest because their competition is doing it," Payne conceded.

NAB recently surveyed AM stations to find out how much signal tampering they were doing. Survey results are expected to be released next Tuesday (4-15) during NAB's convention in Las Vegas.

## Six New Arbitron Advisory Council Members Elected

Six new members of Arbitron's Advisory Council were elected to the radio liaison group last week, joining six continuing members in an initial meeting Sunday (4-13) at the NAB Convention in Las Vegas. The Council is made up of radio executives elected by Arbitron's radio client stations, and representing various formats and market sizes; they present radio's point of view to Arbitron on important ratings issues.

The newly-elected members are Bill Clark (KABL-AM-FM/San Francisco) in the Beautiful Music category; Jerry Duckett (WKAP/Allentown), Contemporary Markets 51+; Perry S. Ury (WTIC/Hartford), MOR/Personality Markets 1-50; Heftel President Thomas Hoyt (representing WLUP/Chicago), AOR/Other category; Sus-

quehanna's Arthur W. Carlson (representing WKIS/Oriando), MOR/Personality Markets 51+; and Nathan Safir of KCOR/San Antonio for the Spanish seat.

Continuing members are Chairman Ed Christian from WNIC-WWKR/Detroit, Contemporary Markets 1-50; Vice Chairman (becoming Chairman in June) George Nicholaw of KNX/Los Angeles, News/Talk; Jim Phillips (KHEY-KEZB/El Paso), Country Markets 51+; Paul Downs (WRAP/Norfolk), Black; and Don Nelson (WIRE-WXTZ/Indianapolis), Country Markets 1-50. Nelson will step down in July when his resignation as WIRE-WXTZ VP/GM becomes effective. Also continuing are Bob Galen of Blair Radio (appointed by the Council to represent reps) and Kathy Lenard of NBC Radio.

INSIDE THIS WEEK'S ISSUE

# A Roadmap For Radio In The 80's

## R&R SPECIAL SUPPLEMENT

**CLONES OF ALICE COOPER ARRIVE AT  
RADIO STATIONS ACROSS AMERICA!**



**"Clones (We're All)"  
ALICE COOPER**

**The Long-Awaited New Single**

Produced by Roy Thomas Baker



ON WARNER BROS. RECORDS

## New PD's At WVON, WBMX

Two top Black-formatted stations in Chicago appointed new PD's this week, as Lee Armstrong joined WVON from Top 40 WNOE/New Orleans and Bob Scott took over the programming reins at WBMX from WOL/Washington, D.C. At presstime it was learned that Bobby Bennett, air personality at WAMO/Pittsburgh, has been named PD at WOL to replace Scott.

Armstrong replaces Carl Connors. WVON-WGCI President Earnest L. James explained to R&R, "Carl submitted his resignation to me, and I requested he stay on until he could be replaced. Carl's son has a respiratory illness and must live in another climate." Commenting on Armstrong, he

said, "He was instrumental in increasing WNOE's strength in the marketplace. He brings the expertise and determination necessary to take WVON into the 80's as the dominant AM Black Adult Contemporary station in Chicago." Armstrong added, "I feel this position with this station is a golden opportunity."

Scott replaces PD James Alexander, whose future plans were not announced. Scott told R&R, "I had to focus on where my career was going, and this seemed to be a logical step." He added, "At this time there will be no changes at all as far as staff goes, but we'll probably get a bit more promotion-minded in terms of getting our people out there."

## Fire Devastates Altoona Station

An apparent wiring malfunction in WVAM-AM-FM/Altoona's transmitter room caused a fire Monday morning (4-7) which virtually gutted the stations' studios and destroyed their equipment. According to Chief Engineer Bob Reigh, the fire set off a burglar alarm shortly after WVAM's midnight signoff. MD Stan Davis told R&R, "Within about 20-30 minutes it spread and had gutted the entire building. Our bookkeeping office and one of the programming offices were saved. We're looking at over a quarter of a million dollars damage." The stations' transmitter, the

Country AM's record library, and the Top 40 FM's automation system were totally destroyed. "It's a complete wipeout as far as our equipment is concerned," PD Tom Riley told R&R.

### Competitors Rush To Help

Area radio stations were quick to offer aid, as usually happens with radio disasters of this sort. WVAM GM Herb Wolfe told R&R Monday, "The thing that impresses me most is that every competitor in our county has offered, and in most cases lent, equipment to us to get back on the air, and we are hoping to be back on by tomorrow."

And with some timely assistance and a bit of luck, WVAM-AM was back on the air the next day. WTRN/Tyrone, PA made available an auxiliary transmitter, while WGMR/Tyrone and WKNC/Roaring Springs donated some country gold product. In addition, duplicate copies of the station's current playlist were discovered in one of the two salvaged offices. Other stations offering help included WFBG/Altoona, WRTA/Altoona, and WJAC/Johnstown, as well as the Country Music Association and several record labels.

As for more permanent repairs, Davis told R&R, "The building itself is salvageable, because it's brick, and we will probably gut that entirely, clean it up, and start all over again. The station has been in the process of transfer of ownership for nine months. It was approved last week by the FCC, and the change was supposed to take place on April 30." (As reported in R&R last week, Blair Country Broadcasters had its distress sale of the stations to minority buyers Phylidel Communications tentatively approved by the FCC. However, a request for a tax certificate for the sale to a minority was denied because the FCC said it would "undermine the punitive nature of distress sales." Blair Country had earlier been accused of fraudulent billing.)

Davis continued, "Now the change is going to be held up as we have to wait for the State Police Fire Marshal to make an investigation, and possibly some other people, including the insurance people, etc." The station hopes to have the FM on the air by the end of the week.

## KGB/Chicken Suit Heads For Last Court Battle

The fate of the chicken suit worn by former KGB/San Diego mascot Ted Giannoulas will be determined Tuesday (4-15) in a San Diego appellate court in what should be the last legal showdown in the long dispute between the radio station and its ex-Chicken. At issue is whether Giannoulas's present suit too closely resembles the costume worn by KGB's present Chicken. KGB GM Jim Price told R&R,

### 24-HOUR TELLER



### 'Round-the-Cluck Convenience

**CHICKEN BANK IT** — A typical example of present-day Chicken promotion is this print ad for the San Diego Federal Bank.

"It's the final hearing we have to have on the contempt notice. It will finally determine whether or not the judge feels Ted's suit is too similar to the one we use. If he rules in our favor, Ted will have to re-alter his suit, but that's about it."

Earlier, the appellate court had suspended earlier court orders forbidding Giannoulas to appear as a chicken in San Diego, Orange, or Imperial counties or at any sports events involving San Diego teams. Its opinion stated that preventing Giannoulas from appearing as an "antic chicken" violated his First Amendment rights of self-expression, and added that KGB "can hardly claim exclusive rights to the role of antic chickens in general."

### LETTER

## Don't Make Radio The Scapegoat

Dear R&R,

I read with great interest the comments by Neil Bogart concerning the problems facing the music industry in the 80's. While he makes some very cogent and incisive points, I must take issue with his comments about alrting albums in their entirety.

Neil said, "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." The album that was tracked most often by the most stations in 1979 was Led Zeppelin's "In Through The Out Door." The most explosive sales item of the year and one of the biggest sellers of the year was Led Zeppelin's "In Through The Out Door." So far in 1980 the album that has been tracked the most by the most number of stations is Pink

LETTER/See Page 26

## Former PD Peterson Declares "Cagle For Congress"



W.B. "Gerry" Cagle

W.B. "Gerry" Cagle became the second prominent radio industry figure to throw his hat into the Congressional ring for the first time this year when he announced his candidacy for the 4th Congressional District in Mississippi. Cagle, who was PD of KHJ/Los Angeles, WRKO/Boston, and KCBQ/San Diego under the name Gerry Peterson, joins KSON/San Diego owner Dan McKinnon (R&R 2-15) in the election race. Cagle, running as a Democrat, has worked for the last two years with special projects for the state of Mississippi and as a special assistant to the Governor.

## TALK ON TOP: RATINGS SUCCESS STORIES

News/Talk PD's And GM's Reveal The Techniques That Scored In The Ratings Books.

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## this week ...

### HANDLING YOUR PERSONALITIES

Three PD's discuss delicately dealing with difficult — but all-important — air personalities.

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### DO "DOLLAR CONCERTS" STILL WORK?

E/P/A's Al DeMarino contends that budget-priced concerts can work to radio and records' benefit. Also, some no-budget promotional tips for radio from WXP's

Tom McGuire.

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Advance Arbitron results for Houston, plus latest Mediatrends.

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# Washington Report

## Free Rides For Citizens' Groups?

Broadcasters Oppose Financial Reimbursement

The usual split between broadcasters and public interest groups was evident in comments filed this week on an FCC proposal for a one-year pilot project to reimburse individual consumers, groups, and small businesses for expenses when they come to Washington to participate in rulemaking procedures. If approved by the Commission, funding has to be approved by Congress. Comments were due Monday, April 7.

### Broadcasters Say No

Tim Ives, President of WJBC-WBNQ/Bloomington, IL, summarized broadcaster opposition: "If public interest groups are truly unable to appear before the Commission for financial reasons, then similar reimbursement should be allowed for broadcasters," Ives told the FCC.

Broadcast associations, including the Arizona Association of Broadcasters and the Delaware-DC-Maryland Association of Broadcasters, as well as NAB and NRBA, also filed opposing comments. Other broadcasters commenting in opposition to reimbursement were Storer Broadcasting; KXRB-KIOV/Sioux Falls, SD, and KBLSTYD/Santa Barbara, CA. NAB said the reimbursement program would "slow FCC proceedings, needlessly delay rulemakings, and squander the agency's limited resources." NRBA pointed out that FCC Consumer Assistance workshops already offer the public plenty of opportunity to let the Commission know how they feel.

### Citizens' Groups Plead Poverty

The argument of the citizens' groups was summed up by Stephanie Savage of the Council for Public Interest Law, who told the FCC, "Well-financed and organ-

ized representatives of regulated industries, bolstered by IRS deductions which effectively subsidize one-half of their participation costs, have been able to generate nearly one billion dollars annually to advance their interests in agency proceedings. By contrast, consumer, environmental, and other groups of citizens that are widely dispersed and poorly financed have been unable to shoulder the high costs of participation." Other groups who wanted financial reimbursement were National Black Media Coalition (NBMC) and Media Access Project (MAP), a public interest law firm.

### Outcry From Taxpayers

The bulk of the filing was individual letters from private citizens, who mostly said they read about the proposal in TV Guide. Some supported the measure, saying they couldn't afford to go to Washington. But most, like L.W. Nelson of Saratoga, CA, were irate: "I'm opposed to reimbursing citizens for appearing before the Commission. If they care enough, they'll get to Washington on their own funds. We taxpayers are fed up with these harebrained schemes for which our dollars pay," Nelson told the FCC. Reply comments are due May 23.

## LEGALIZED BINGO?

## New Lottery Law In The Works

The Omnibus Crime Bill (S 1722) is a massive criminal code revision, with one provision that would change lottery rules. Broadcasters would be permitted to air information and ads for lotteries conducted by non-profit organizations. This means that church bingo, school fund-raising events, and Girl Scout raffles could all be promoted. Further, noncommer-

cial radio stations could conduct and promote their own lotteries to raise money.

Mike Aisenberg of the FCC Legislative Division told R&R the Commission had not been asked to comment on the bill, but was watching it with interest. "The bill passed the Senate Judiciary Committee in early January and is on the floor, but there's no set date for further consideration," he said.

## NAB HOSTS FIRST INTER-ASSOCIATION MEETING



**NAB ORGANIZES UNITY EFFORT** — Trying to prevent inter-association troubles has been a goal of NAB Board Chairman Tom Bolger since he took office last June. The first meeting was held last week at NAB headquarters and included: (back row, l-r) George Huntington, TVB; Stephen Riddleberger, RAB; Timmi Pierce, AWRT; George Back, NATPE; Herman Land, INTV; Len Allen, RTNDA; Roy Easley, AMST; Jack Hogan, RTNDA; John Summers, NAB; (seated, l-r) CBS VP Tom Dawson, representing BPA; Paul LaCamera, National Broadcast Association for Community Affairs; Philip Balboni, NBEA; Bob McAuliffe, BFMA; Nicki Goldstein, INTV; Ron Doerfler, BFMA; Phyllis Tritsch, AWRT; Bill Potts, ABES; Tom Bolger, NAB; and Tom Roland, NBACA.

## TV Dumps On Radio As Ad Medium

### Radio Execs Giggling Behind The Scenes

In a random sampling of radio network and station rep firm executives, R&R learned that while much attention has been given to the emotions in the current RAB/TVB squabble, it has evolved to "much ado about nothing."

It's still being disputed as to who started the quarrel. But name calling was only the beginning of the attack.

### TVB Calls Radio Fragmented

In its current campaign, the Television Bureau of Advertising (TVB) claims each radio format commands only a small share of listeners, that listeners ignore 90% of what they hear, and consumers are buying more TV's than radios. Citing Blue Nun and Chrysler, TVB also asserts that radio's biggest advertisers are forsaking the medium.

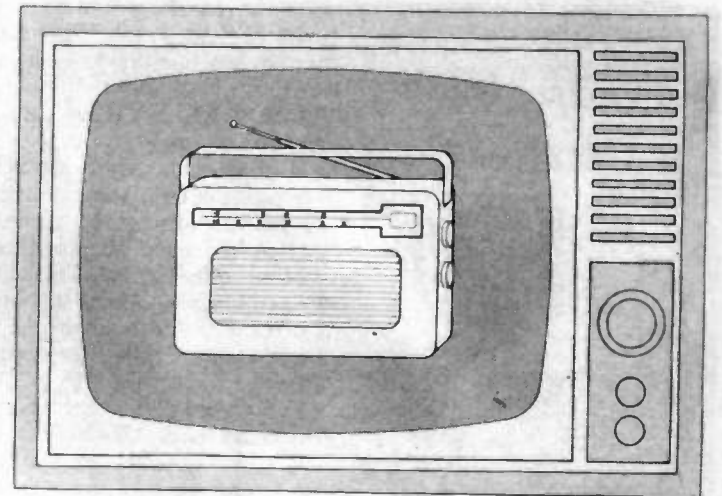
### Secondary, Expensive And Invisible

TV delivers more persons per dollar invested, more working women, more upper echelon professionals and more upscale adults, TVB claims. They go on to say that local TV ads can be produced as cheaply as radio spots. TVB also calls radio invisible because, "in many homes it is a background medium while most people watching TV aren't doing anything else."

Finally, based on a survey they did in 1975, TVB says TV is 14 times more entertaining than radio, 21 times more exciting, 41 times more influential, but admits to being perceived as only 3 times more honest.

### Carlson Disagrees

Like most radio broadcasters R&R talked to, Susquehanna Broadcasting Division head Art Carlson (past RAB Board Chairman) denies radio's been harmed in the feud. "TV has begun to feel they have some problems," Carlson told R&R. Carlson sees radio cutting into daytime TV audience because more and more women are working.



## WHY THE RADIO INDUSTRY IS WORRIED

Graphic from TVB anti-radio brochure.

## FCC At A Glance

### Clear Channel Rules Partially Waived

The Commission last week (4-3) allowed daytimer WAZE/Dunedin, FL to go full-time, the first local nighttime AM service. WAZE broadcasts at 860 kHz, only 10 kHz away from clear channel WWL/New Orleans, but the Commission gave WAZE a waiver.

### Tax Certificates Issued

Peterson Broadcasting was given a tax certificate last week (4-3) for selling WYLD-AM-FM/New Orleans to Inter-Urban Broadcasting, a partnership of black broadcasters, for \$2.25 million. And PTC, Inc. received a tax certificate for the \$250,000 sale of WESY/Leland, MS to East Delta Communications, which is 51% black-owned. A tax certificate allows the deferral of capital gains taxes if a station is

sold to a minority.

### Hawaii Station Gets Short-Term Renewal

KAIM-AM-FM/Honolulu has been granted a short-term renewal and will be required to submit detailed EEO information with its next renewal application. The FCC said KAIM did not systematically hire or promote minorities and told the station to spell out what it was doing to recruit, train and

promote minority employees.

### Licensee Denied CP For Trafficking

Guy Erway has been denied a construction permit for a new FM in Goleta, CA because FCC Judge Walter Miller said Erway engaged in trafficking and if given the opportunity, would do it again. In 1967 he bought WGMF/Watkins Glen, NY and in 1971 he got a CP for WXXY/Montour, NY. The following year he sold WGMF and the CP for a profit of \$40,000.

Judge Miller said Erway, who owns KKIO/Santa Barbara, CA, might try to sell KKIO and the Goleta CP once he got it. Judge Miller instead granted the CP to competing applicant Goleta Communications.

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# HEFTEL:

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Pride in our people  
Pride in our communities

HB

**HEFTEL BROADCASTING CORPORATION**

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Honolulu

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Boston

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Indianapolis

Fairfield/Cincinnati

\*PENDING FCC APPROVAL

# At The Nets

## APR

News is a profit center for over 50% of Associated Press Radio's (APR) affiliates, according to a survey to be released next week. At almost every station news is a programming asset, affiliates said. AP notes that of the stations reporting nonprofitable news, comments were penciled in such as, "It doesn't make money yet, but it will."

Other survey results indicate: 73% of APR's membership is affiliated with another network, and the average APR affiliate programs 1067 minutes of news a week and has 3.4 full-time news people.

"If anything, our results show radio stations want more news and public affairs," APR Asst. Managing Editor Bill McCloskey told R&R. "For example, 57% of our stations say they will use the live programming provided from Democratic and Republican headquarters."

AP also begins a new series April 21 for the homeowner. Produced by Cammy Seidel and Bruce Hodgman, "At Home" will deal with everything from houseplants to the lawn to cooking.

Louise Schiavone replaces Editor Richard Roth, who departs AP to become Asst. NY Bureau Chief of Ted Turner's Cable News Network. She is formerly of WGST/Atlanta.

Kitty Falcone joins from KOH/Reno, replacing Mike Anders who goes to WASH/Washington.

## UPI

WBZ/Boston wins UPI's top national award for 1979 spot news reporting. The station's continuous six-day coverage of a 1978 hurricane won the New England award last year and then beat all national competition for the present award.

## The Source

103 affiliates have now signed on. Latest is NBC's Washington O&O WKYS.

Bill Vitka joins as overnight news correspondent. He's formerly of WPIX/New York and WMMR/Philadelphia news departments.

Andy Denmark will be new Manager of Affiliate Relations, formerly held similar position with syndicator DIR.

The Source features Joe Jackson, live in concert May 2-3-4 over 200 stations.

## NBC

Al Liebrecht, Director of Sales, NBC Radio Detroit, named 1979 Salesperson of the Year at a net convention in Miami last week.

Charles Strehan becomes VP/Market Development. He's been an Account Exec in NBC Radio Chicago Office.

Correspondent Edwin Newman recently suggested silence in broadcasting during a recent "Take Ten With NBC News," because silence is soothing and offers the listener time to consider what's just been said. Newman followed up with four seconds of dead air.

NBC provided live coverage of the 1980 NCAA basketball semifinals and championship games from Indianapolis.

## ABC

A new division, ABC Radio Marketing Services, has been organized under Director of Marketing Bob Cambridge, to market ad campaign ideas to the radio industry which have worked for ABC stations. Notable among them: the "Remarkable Mouth" TV campaign which helped make WRQX/Washington the number one FM station in the market. ABC says it will not offer the service to competitors.

Sportscaster Lou Boda and Dave Johnson, track announcer, will provide the call for the Kentucky Derby live on May 3.

Eric Weil named Manager Segmented Market Development for O&O's of ABC's Radio Market Dept. Weil is a former Brand Manager for Revlon.

## ABC FM

The Cars will be featured in an encore presentation of "Supergroups In Concert," April 19. Net says they're back by affiliate demand.

## ABC Information

Four-time Grammy award winner Dionne Warwick will be featured May 4 as the first of four "Adult Contemporary Specials." The two-hour program, hosted by actor Jay Gregory, will take a personal look at Warwick's 18 years in music.

## ABC Entertainment

Ronny Lamonica named host of "Sportsworld," replacing Bill White, who returns to New York Yankees broadcasting team. Lamonica is former KDEN/Denver Sports Director.

Ronnie Milsap featured in "Country Greats In Concert" in a program recorded live at the Kentucky State Fair. Concert airs May 3.

## CBS

Control Data Corp. has purchased full sponsorship of "Today In Business," network radio's highest rated financial program.

## RKO

Charley Steiner appointed weekend sportscaster. He's formerly WXLO/New York News Director.

## Mutual

Toni Tennille stars in a Western episode of Radio Theater, April 21. She will portray a young Tennessee woman during the Civil War torn between her brother and lover when one goes to fight for the North, the other for the South. Radio Theater is now carried by 369 stations.

Fred Robinson named VP and Western Sales Manager. He joins Mutual from CBS Radio net where he was an Account Exec.



**INDIANAPOLIS RUNS RED HOT BUSI** — Radio broadcasters of Indianapolis arranged to have a local bus painted bright red with each of the broadcaster's call letters painted on the bus above RAB's slogan: — "Radio: It's Red Hot." Not only is the bus bright red, but the call letters are reflective, so that during the night hours the bus letters remain visible and bright. Indianapolis broadcasters are (left to right): Ray Cooper, Station Mgr. WIBC-WNAP; Bob Lamb, GM WATI; Tom Severino, Station Mgr. WXTZ; Al Hobbs, GM WTLC; Gary Arnold, GM WBRI; Jeff Smulyan, GM WNTS; Don Schuette, Station Mgr. WIRE; Pat Kelly, Station Mgr. WIFE; and Chuck Cunningham, Station Mgr. WFMS. Others not present for picture: Stan Barrett, GM WXLW; Ken Walt, GM WNDE-WFBQ; Bill Powell, GM WIKS.



**TOAST TO RETIRING RIBICOFF** — Broad Street Communications hosted several receptions in Washington recently for Congressional delegations in states where its broadcasting subsidiary, Insilco, has stations. Foremost was a luncheon tribute from Connecticut broadcasters for retiring Abe Ribicoff (shown third from left) who served 18 years in the Senate. Also in attendance were Republican Sen. Lowell Weicker and Democratic Representatives Christopher Dodd, Toby Moffett and Robert Giamo. Pictured also are Broad Street President Fred Walker and Ruby Frank, Asst. to the President (at left), and Broad Street Chairman Richard Geismar (at right).



**BALTIMORE RADIO IN N.Y.C.** — Executives of 18 Baltimore area radio stations were in New York last month to make a radio presentation to national sales rep firms. Officers of Baltimore Radio Executives, Inc. in attendance were (at podium) President Harry Shriver (Pres./GM of WFBR-WBKZ), Vice President Jake Embry (VP/GM of WMAR), Secretary Rhody Bosley (VP/GM of WITH), and Treasurer Carl G. Brenner (Exec. VP/GM of WBMD-WKTK). Among the national sales firms attending were Blair, Buckley, Christal, Eastman, Bernard Howard, Katz, McGavren-Guild, Major Market, Jack Masla, and U.B.C. Sales.



NBC Radio's Young Adult Network

# GEORGE THOROGOOD & THE DESTROYERS ROCKIN' RHYTHM & BLUES.



**G**et back to basics with George Thorogood and the Destroyers. Cookin' chord by chord. Thorogood makes his music a celebration.

He gives new life to old standards by Chuck Berry, Bo Diddley and others. Gut tearing blues. Hard driving rock and stunning moves on the slide guitar.

Joined by Jeff Simon on drums and Billy Blough on bass they form a rhythm section that drives you there and back.

An exclusive concert recorded live for The Source by EDR/Media. Hear "Who Do You Love", "Johnny B. Goode", and "One Bourbon, One Scotch, One Beer". Plus more from their latest release on Rounder Records "Move It On Over".

Foot stompin' boogie. Basic blues. And hardcore rock 'n' roll. Their music. On their terms. Our gain.

**The weekend of April 18th, 19th and 20th. On more than 200 radio stations throughout the country. Check your newspaper for specific time and station.**

CALIFORNIA STATIONS CLIMB

# Continued Ratings Success At News/Talk



George Green



George Nicholaw



Michael Packer



Frank Oxarart

### Room For Talk

"What you see in the Los Angeles market is the beginning of the end of giant stations on the AM band doing music." That's the prediction of KABC VP/GM George Green, who says the growth of talk is there to stay. News/Talk stations all over California were up over Oct./Nov. '79 in the Jan./Feb. Arbitron ratings. "What's happening in Los Angeles proves Talk is viable and profitable and there's a lot of room for the format. Even with a newcomer in the market - I mean KMPC, which does about 18 hours of talk a day now - KABC went up from a 6.0 to a 6.5. And KMPC went up too, from a 2.8 to a 3.1," Green concluded.

### What Does The Weather Have To Do With It?

"In California, we can't even credit the weather," said all-News KNX/Los Angeles VP/GM George Nicholaw, referring to the mild winter which East Coast stations are blaming for their uninspiring books (people were not tuning in for school closing, traffic conditions, etc.). "We did have terrible storms and heavy flooding all over Southern California, but they broke out a day after the book ended. So even though I'm sure we had a heavy tune-in factor during the storms, that wasn't reflected in the ratings, and we all still went up," Nicholaw continued. KNX went from a 4.0 to a 4.9. Asked why News stations did so well, Nicholaw offered this explanation:

## News/Talk

"People are just more aware now. With inflation in the Los Angeles area running at 25.7%, people are just that much more concerned and they want to know what's happening. And it's important that there are two all-News stations in this market, because it makes both of us better."

The other all-News operation, KFVB, went from a 4.1 to a 4.4. VP/GM Frank Oxarart pointed out the difference between his station and KNX. "We're all-News all the time; we have no long features, no radio drama, no play-by-play sports. We stress local news. We're the only Los Angeles station with a fulltime statehouse reporter. There's an increased awareness among the all-News audience, and we provide the speediest news service in the market," Oxarart stated.

### KXRX Takes On KGO

Up the coast from Los Angeles is San Francisco's News/Talk blockbuster KGO, boasting its seventh up book in a row from 9.2 to 10.6. VP/GM Michael Luckoff told R&R a nonstop promotion campaign is partly responsible. "We never let up; we're always promoting. My philosophy is to pretend I'm number five in the market trying to move to number three. At KGO we have no intention of sitting on our laurels." Luckoff said the station's promotion campaign continues year-round and he emphasized TV spots and billboards, as well as a lot of on-air promos.

### The KGO Alternative

Who would think of challenging such a formidable opponent as KGO? KXRX/San Jose, 50 miles to the south, which was up from a 1.6 to a 2.2. Operations Manager Michael Packer, former KABC Assistant Program Director, told R&R, "The San Jose area has been eavesdropping on San Francisco for too long. It's time for what I call 'close to home radio.' We provide alternative programming to KGO. We have a psychologist, Dr. Tom Tutko, from 9am to noon; KGO doesn't have one. We have a woman talk show host, Diane Raymond,

who brings warmth and friendly personality to our air. KGO's hosts are all men," Packer said.

"Our weather can be very different from San Francisco and is another reason to emphasize local news," Packer continued. "It can be foggy and 60 degrees in San Francisco, and 85 degrees and sunny in San Jose.

And we've had no trouble finding sponsors. Local bankers will sponsor a local business report. Local car dealers are eager to sponsor a local traffic report," Packer concluded.

Next week, R&R looks at Chicago, Cleveland, and New York.

### News/Talk Personalities



ALL THE T-SHIRTS IN CHINA - WOR/New York VP/GM Rick Devlin and New York City Mayor Ed Koch hold up station's T-shirt atop the Great Wall of China. Motto "WOR Radio, The Heart Of New York" is printed on T-shirt in English and Chinese. Devlin told R&R WOR featured several shows with Koch live from Peking during the two-week visit.

"Easy Ed" Hartley, WKBX/Savannah 6-10pm talk host, played April Fool on his audience last week. Ed promoted sex symbol Bo Derek as his guest and said the station received several hundred calls before his show even went on the air. The real guest was Ed's wife, but after five minutes Ed said the two burst out laughing and had to let the listeners in on the joke.

Chicago Mayor Jane Byrne shared her impressions of Easter and Passover celebrations live from Jerusalem on WIND Easter Sunday.

KYW/Philadelphia Entertainment Editor Bob Nelson produced a series of 20 reports on country music last month. "The Heart of the Country" featured Grand Ole Opry Music from such stars as Dolly Parton, Jimmie Rodgers, and Johnny Cash.

Jim Althoff joins KXL/Portland as 11am-3pm talk show host. Jim was formerly at KGO/San Francisco. Also at KXL, News Director Brian Jennings won the Alfred I. Dupont Award last month for his 25-part series on the shortcomings of air safety procedures at the Portland International Airport.



Jim Althoff

John R. Gambling (son of WOR/New York's famed morning man) hosts a new weekend show on the station with Kathy Novak. The two cover a variety of entertaining subjects from movies to sports to fashions, and the people who make those subjects exciting will be featured Saturdays from 4-8pm and Sundays from 2-6pm.

KABC/Los Angeles personality Carole Hemingway was honored March 30 by the National Organization for Women for her work on behalf of women's rights.

KGO/San Francisco personalities won two first place awards from the Associated Press. Morning news cohosts Jim Dunbar and Ted Wiggant won best Radio News Broadcast over 15 minutes, and the afternoon news team of Harv Morgan, Greg Edmonds, Carl Haeberle, and Larry Doyle won for best spot coverage.

WRC/Washington will help sponsor a Health Fair April 14-20. Free services and screening will be offered for blood pressure, anemia, and vision, and at several

Fair locations free hearing and glaucoma tests will be provided.

Psychic Annette Martin joined KXRX/San Jose as 7-8pm talk show host Sundays. Martin gives psychic readings that probe callers' past and future lives.

A lot of new personalities at KVI/Seattle, which just recently went News/Talk under direction of former KABC News Director Bruce Marr. Barbara Stenson appointed News Director; she's a former Seattle TV reporter/producer. Dick Vertlieb named anchor of "Sports Page," KVI's weeknight sports magazine. Currently an instructor of sports administration at the University of Washington, Vertlieb was Exec. Dir. and GM of the Seattle Mariners baseball team from 1976 to 1978. And Alan Ray joins KVI as anchor/reporter from KIRO/Seattle.



Annette Martin



Bob Grant



Janet Rose

Bob Grant and Janet Rose (pictured above) debuted on WMCA/New York's "AM 57," a new morning news/interview program this Monday (4-7). Grant is former WWDB/Philadelphia talk show host and Rose comes to WMCA from Disco WKTU/New York, where she was News Director.



# WOR RADIO

## takes its show on the road

*... WOR Radio has taken its entire operation out of the studio and into the heart of its listening audience during unique remote broadcasts over the past year...*

Including

---

### **WOR's Salute to Long Island**

*Live from the Westbury Music Fair, April 1979*

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### **WOR's Salute to New Jersey**

*Live from Atlantic City, N.J., August 1979*

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### **WOR's Walt Disney World Remote**

*Live from Orlando, Florida, October 1979*

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### **WOR's National Leukemia Society Radiothon**

*Live from the N.Y. Sheraton Hotel for 22 hours,  
February 1979*

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Special Live News Coverage

*Pope John Paul II's visit to N.Y.*

*President Carter's Town Hall Address*

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WOR  RADIO

710

THE HEART OF NEW YORK

**Linda Ronstadt**

From her new album **Mad Love**  
SE-510

**HURT SO BAD** E-46624



Produced by Peter Asher • Recorded by Val Garay

© 1980 Elektra/Asylum Records. A Division of Warner Communications Inc. ©

**Asylum Records**  asylum

# WHAT'S NEW



RADIO PROGRAMMING/SALES REPORT TO GO NATIONAL

## Wallace & Washburn, Simmons Join Forces

As first reported in R&R (2-8), the Boston-based marketing firm of **Wallace & Washburn** has joined with the **Simmons Market Research Bureau Inc.** (best known for its work in the magazine research field) so that the "Wallace & Washburn Report" may be made available nationally. The "Wallace & Washburn Report" is an annually syndicated survey which provides radio programming information and qualitative sales data on a station-by-station/market-by-market basis.

Under the joint venture, Simmons will conduct all fieldwork and production for the report as well as representing the survey to advertising agencies and media as reports become available in each market. The two firms intend to expand the report's availability into the top 30 markets, adding Los Angeles, San Francisco, Chicago, Philadelphia, Washington, D.C., Detroit, Pittsburgh, Cleveland, Dallas-Ft. Worth, St. Louis, Houston, Minneapolis-St. Paul, and Miami to Boston and New York (those presently served) for a total of 15 markets by 1980.

Pictured at the announcement are, from left: Wallace & Washburn President **Kim Wallace**, W&W Chairman **Harry Washburn**, Simmons President **Frank Stanton**, and Simmons Sr. VP **Ed Bars**.

## SAUCE SALES SLUMP

### Booze Biz On The Rocks?

Changing lifestyle trends and general economic conditions are reflected in the liquor industry which, according to a study by **Lehman Brothers Kuhn Loeb Research**, showed a general decrease in domestic sales in 1979. This is not surprising in that many consumers are curtailing their luxury spending by giving less expensive gifts than the traditional bottle of scotch and eating out less often as well as possibly par-

taking in wine or beer as opposed to more expensive libations. A general industry price increase over the past several years has also served to put some premium products such as **Seagram's "Chivas Regal"** and **Liggett Group's "Wild Turkey"** out of the reach of many consumer pocket-books.

Seagram, despite the largest advertising budget in the industry, saw a large volume decline for their major

brands with the exception of a 13.5 percent increase for "Seagram's Gin." **Heublein**, on the other hand, continued its success story with a general increase, most markedly a 24 percent jump in "Popov" vodka sales over 1978 figures.

#### Some Spirits Still Rising

Other exceptions to the trend were **Brown-Forman's "Jack Daniels"**, which enjoyed a 15.5 percent sales increase and **Walker's "Kahlua"**, up 12.5 percent (substantiating the continual growth made by cordials, liqueurs, brandies and other specialty products over the past several years). However, most domestic whiskeys and blends continued to decline in 1979.

Following are the top 10 domestic liquor brands in terms of sales volume for 1979: (1) **Heublein's "Smirnoff"** vodka (up 1.4% over 1978), (2) **Bacardi rum** (up 12.1%), (3) **Seagram's "7 Crown"** whiskey (down 4.1%), (4) **Walker's "Canadian Club"** whiskey (down 1.4%), (5) **James Beam's "Jim Beam"** whiskey (up 1.5%), (6) **Seagram's "V.O."** whiskey (down 0.6%), (7) **Heublein's "Popov"** vodka (up 24.0%), (8) **National's "Windsor Supreme"** whiskey (up 2.0%), (9) **Paddington's "J&B Rare"** scotch (up 1.9%), and (10) **Gordon/Renfild's "Gordon's Gin"** (up 2.4%).

the survey projects, computer automation would facilitate.

Sixty percent of those contacted are presently using automation in some form, and 80 percent of those not already automated have plans to do so. However, with the cost of converting to automation running well into the tens of thousands of dollars, 78 percent of the respondents felt that total manufacturer participation is necessary to render the system cost efficient. For further information contact NARM at 1060 Kings Highway North, Suite 200, Cherry Hill, NJ 08034, (609) 795-5555.

## NARM Survey Claims

### Distributors Favor Bar Coding

Record distributors may be the next major group of merchandisers to implement full computer automation and UPC bar coding for their product, as reported in a **National Association of Recording Merchandisers (NARM)** survey of retail, one stop, rack jobber, and independent distributors. The respondents noted that inventory control would be the main advantage of bar coding followed closely by increased accuracy in sales reporting. In view of the current depressed economy, most record manufacturers have resorted to a tightening of credit and return policies which,

## ALMOST 200 STATIONS PARTICIPATING

### Drake-Chenault Sets Nationwide Listeners Poll

To launch the second year of its "Weekly Top 30" syndicated show, **Drake-Chenault Enterprises** will be conducting its first annual "Weekly Top 30" Listener Preference Poll and nationwide Sweepstakes. While such listener polls are common practice for individual stations, the national scope of this particular poll is unusual, as nearly 200 stations will be participating.

Beginning April 19, listeners are invited to mail Drake-Chenault entries listing their three all-time favorite hits along with the call letters of the station where they hear the "Weekly Top 30." Deadline for entries is May 19 with results to be aired on a special edition of the show scheduled for the July 4th holiday weekend.

All listeners voting in the poll will be eligible for a roundtrip vacation for two to Hollywood, including an evening on the town with the show's host **Mark Elliott**. The winning entry's station will also win a trip to Hollywood.

## Tastee Freeze Puts

### Network TV Ads On Ice

In an attempt to maximize its \$1 million ad budget, **Tastee Freeze International**, operators of more than 2000 fast-food franchises, has announced its plans to withdraw from using network television this season in favor of a co-op ad plan. Under this plan, Tastee Freeze stores which contribute one percent of their gross sales to a national advertising fund will receive p-o-p kits, a 60-second radio spot, a 30-second TV spot and newspaper ad slicks. These materials may also be purchased independently with stores able to band together for regional co-op campaigns as well.



### So You Wanna Be A Record Company President?

"How To Make And Sell Your Own Record: The Complete Guide To Independent Recording" is an 176-page paperback book complete with photographs, illustrations and worksheets written by former artists' manager for **Bill Graham's Fillmore Management**, **Diane Sward Rapaport**. Beginning with promotion and sales (the two areas independent labels and artists usually think about last) the volume provides detailed information about budgeting, financing, legalities, graphics, manufacturing and the actual recording of the songs.

In addition to the worksheets, which are designed to serve as a checklist and to keep you from going over budget, the book also features a directory of independent labels and capsule interviews with 60 owners of independent labels as well as musicians who record for these labels. "How To Make And Sell Your Own Record" is published by **Headlands Press**, P.O. Box 862, Tiburon, CA 94920 and is distributed by bookstores by **Quick Fox** and to music stores via the **Music Sales Corporation**. The 11 x 11 book retails for \$9.95.

## PRO:MOTIONS

### Chernault Elected VP & Dir./Mktg. At SESAC

**George Chernault Jr.** has been elected Vice President and Director of Marketing for **SESAC**, following a recent meeting of the licensing firm's Board of Directors. Chernault most recently served as a Regional Manager for SESAC for the past eight years, prior to which he held a variety of executive positions at **WSLS-AM-FM-TV/Roanoke, VA**. He will be based at SESAC offices in New York City.

### Ostin Named Nat'l Dir./Promo For Front Line Mgt.

**Randy Ostin** has been named National Director of Promotion and A&R for **Front Line Management**. Previously, Ostin served as Midwest Regional Director of Promotion at **Elektra/Asylum Records**. He will be based at Front Line's West Coast headquarters.

### Glazer Upped To Dir./Mktg. Administration At Atlantic

**Susan Glazer** has been promoted to Director of Marketing Administration at **Atlantic Records**. An eight-year veteran

of the firm, Glazer began her tenure at Atlantic as a Sales Assistant, most recently serving as Budget Analyst. Prior to joining Atlantic, Glazer was a statistical analyst with **American Express**.

### Mitchell Promoted To Int'l Mgr. For Atlantic

**Cheryl Mitchell** has been named International Manager for **Atlantic Records**. Having joined Atlantic in 1972 as a clerk in the International Department, Mitchell has spent the past six years as Foreign Production Coordinator and Assistant to the Vice President of the International Department.



**BOB CANADA, WGH — #1 PHONES — TOP 15 SALES AFTER ONLY 2 WEEKS! ZERO NEGATIVES!**  
**SCOTT SLADE, WAYS — SALES, REQUESTS AND PASSIVE ACCEPTANCE — GOOD RECORD FOR THE BOOK!**  
**RICK STANCATO, KRLA — STORE RESEARCH VERIFIES WHAT WE BELIEVED WEEKS AGO — THIS IS A RECORD!!**

# PHOTOGLO

## "We Were Meant To Be Lovers"

### PLAYING ON:

- |         |      |      |        |
|---------|------|------|--------|
| 94Q     | WZUU | KRLA | KLIF   |
| WAKY    | WGH  | WKIX | WAYS   |
| WKEE    | KSTT | KWEN | FM99   |
| WPRO    | KING | KAAY | KPLZ   |
| WAMS    | WORD | KIXI | WFOX   |
| KNX-FM  | KRSP | K104 | WSM-FM |
| WING    | KSFO | WUSL |        |
| WCIR    | WXIL | WTSN | K101   |
| WANS-FM | KKRC | WKY  | WSEZ   |
|         | KDZA | KBDF | KENI   |
| KSLY    | KBIM | WIFE | KOOK   |
| KRLC    | WWWE | WCOS | KPPL   |
| Z96     | KQDI | KBOZ | WREC   |
| WCGQ    | WTMA | WFLB | KCBN   |
| WROV    |      |      |        |



*Get the Picture?*

From the debut album "PHOTOGLO"



# STREET TALK

Looks like the newly-aligned Charter Media Company (R&R 4-4) is off and running. Word out of Philadelphia is that Karl Eller and Charter Media are discussing the possible purchase of the "Philadelphia Bulletin" newspaper. This may be only the first step in planned expansion for Charter, with future growth to include more broadcast properties.

George Michael has joined the staff at WRC-TV/Washington, D.C. as weekend sports anchor. The question is will he continue to handle weekend sports on WABC-TV/New York as well, since WRC-TV is owned by NBC? Sounds like a physical and political impossibility!

Allen Dennis is returning to Nashville to do mornings at WLAC, exiting WKY/Oklahoma City.

Steve Coggins has been named PD at KSEL/Lubbock, filling the slot vacated by Jeff King's move to KPLZ/Seattle. Steve was running KSEL-FM, and the move to AM PD is an internal promotion.

Congratulations to WTIC-FM/Hartford PD Arnold Chase and his wife Sandy on the birth of their first child, a son named William Henry who arrived April 6th.

Beverly Fox has been named to the position of Program Director at WWDC-AM/Washington, D.C.



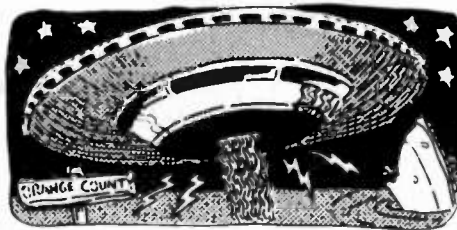
**IF THIS IS ST. PATRICK'S DAY, HOW COME YOU'RE BLUE?** — The wacko promotions just keep on comin' ... KPLZ/Seattle morning man Mark Ellis took the occasion of St. Patrick's Day to swim in Seattle's only Irish waters ... Greenlake. It was not what you'd call ideal weather for a swim. Wind and rain greeted the swimmers, and the 44-degree water temperature wasn't all that inviting either. Undaunted, Mark, along with a lady dump-truck driver, a flight instructor, a carpenter, and one of the KPLZ salesmen, made the 40-minute swim in the icy waters. Production Director Michael Kostov (on left) documented the event as Mark prepared for his dip, which by the way, he says, will now be an annual event!

Al Edmonson, formerly of LAX Records and A&M, has joined the independent promotion firm of Gorov & Kaplan in Los Angeles. Al will become VP of Promotion specializing in Black product.

Big rumors surrounding the possible appointment of Harvey Schein to the top corporate post of Polygram USA. Harvey, who left the chairmanship of Sony Corporation of America to join Warner Communications as Executive VP two years ago, is said to be under consideration for a new Polygram post heading all the German-Dutch entertainment conglomerate's American operations.

Rodney Dangerfield, who's made a career out of "no respect," has signed a recording contract with Casablanca. We assume he'll be doing a comedy album for the label (a la Robin Williams), but wouldn't it be great to hear Rodney "sing" a 1980 version of Otis Redding's "Respect?" Seems like a natural!

The Warner Brothers "Bunnies," a Burbank-based softball team, has issued a blanket challenge to all West Coast teams interested in possible competition this season. Interested teams should contact Pat "The Bird" McCoy at WB by calling (213) 846-9090. Who knows ... the legendary R&R "Breakers" might even try a game with the "Bunnies" as long as it can be scheduled before the May 22 strike deadline.



### We Will End No Bit Before Its Time

Taking a cue from Orson Welles's 1938 classic "War Of The Worlds" broadcast, KEZY/Anaheim recreated the landing of the Martians 1980 style on April Fool's Day.

The whole thing started as a bit of a whim around 3:40pm with a special "news" bulletin reporting UFO sightings in Orange County. One thing led to another and the whim turned into a full-scale production with nearly all the KEZY staffers lending a satirical hand. Soon the Queen Mary had been sunk by the invading aliens and impersonations of Jimmy Carter, Jerry Brown, and other officials phoned in for comment.

The 2½-hour event culminated in the KEZY studios with the Martians demanding that KEZY project a stronger signal so that all Martians could enjoy the station even at home on the red planet. The entire "joke" caused quite a stir, with more than a few listeners reportedly "fooled" in the elaborate April Fool's stunt.

**ELECTRIC WEENIE**

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

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

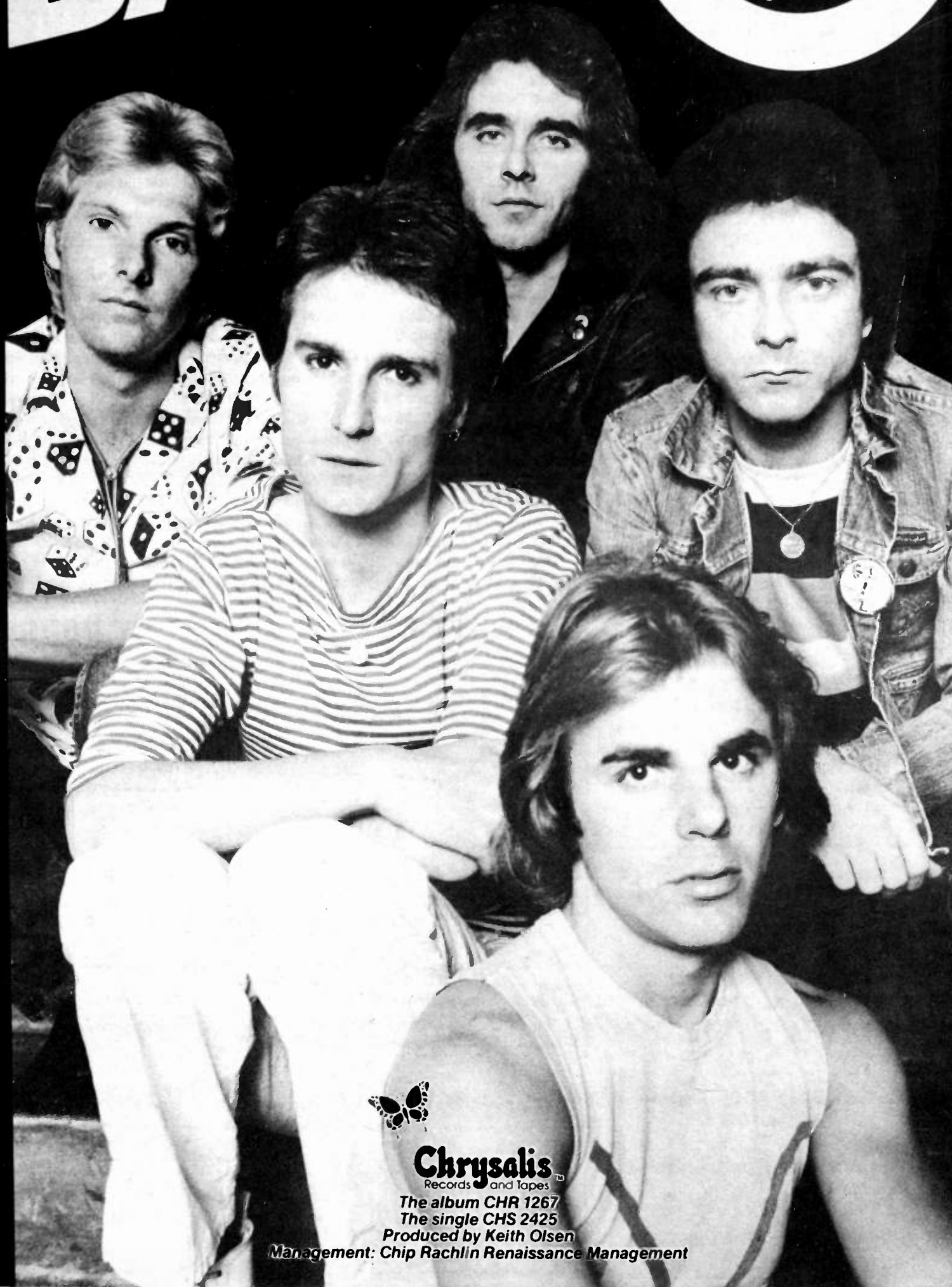
GARY MOORE, WBGH . . . "I'll give up smoking before I'll stop subscribing."

Jocks...write today for free samples.

# THE BABYS

**Midnight Rendezvous**

the second single  
from the album,  
"Union Jacks"



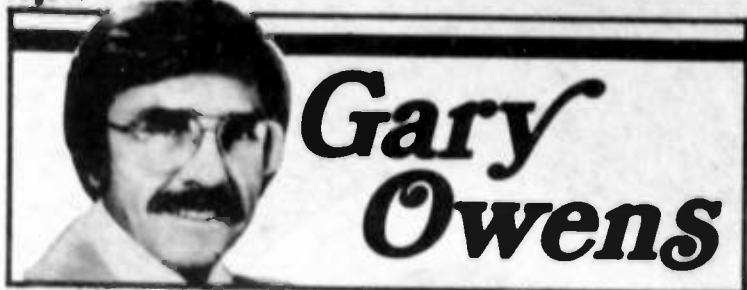
**Chrysalis**  
Records and Tapes

The album CHR 1267

The single CHS 2425

Produced by Keith Olsen

Management: Chip Rachlin Renaissance Management



Back in the 1700's, London housed one of the more unusual social clubs in the history of weirdness, the Eccentrics Club. Each member, in order to be certified, had to be a *known* eccentric of his day. The roster, naturally, included every silly, wit-like, warped, tortured, tormented soul in England and the rest of Europe.

Which made the GO column wonder . . . if there were such a club today, there certainly wouldn't be any problem finding members . . . especially in the Radio and Records industry. As you know, there are a good number of us who have no trouble making horse's blankets of ourselves.

As we reflect on historical (if not hysterical) radio and its idiosyncratic overtones, our Eccentrics club should include these true, albeit sometimes salty, retrospectives:

1. The station engineer who would regularly practice shooting at illegal aliens as they crossed the border near the transmitter.

2. The well-known DJ in the 50's and 60's who broke his leg while tap dancing on the roof of his house.

3. The radio station manager and newsman who helped a really famous movie star smuggle a hooker into San Quentin.

4. The deejay who was involved in *soixante neuf* on the sofa of a radio station lobby with a pretty young lady . . . as the station owner entered with friends dressed in tuxedos and evening gowns.

The suave executive completely ignored the nude couple in the lobby and proceeded to point out the trophies the station had won and proceeded into the record library to show

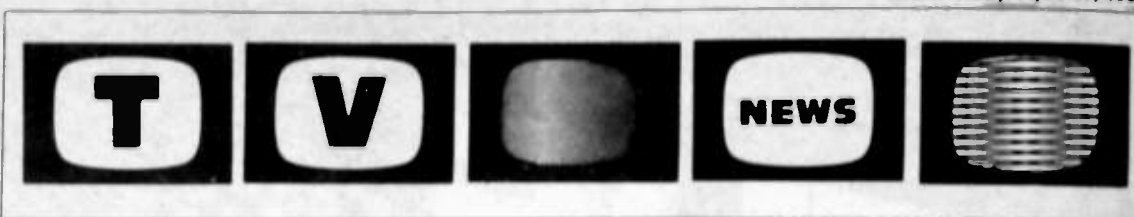
his cronies where the hits were kept.

5. Of course, we can't forget the "WKRP" incident that really did happen at one of the country's fine radio stations when they *did* drop turkeys from a helicopter in a contest . . . not realizing that turkeys cannot fly.

6. How about the DJ who was cavorting with the wife of a man done in by gangsters the night of the cavort? After learning of the murder the next day, he refused to come out of the station for a week.

7. On St. Patrick's Day, a newsman painted a certain part of his anatomy green, then took it out to show the morning deejay his bit of Old Ireland with bogus enthusiasm. Unfortunately, a group of unsuspecting girl scouts was touring the station that morning.

8. And who can forget the sportscaster who was recreating a baseball game when the wire service broke down. The announcer had been guzzling beer all during the broadcast and realized he couldn't take a long enough break to go to the john . . . so thanks to his amazing ingenuity, he tinkled in the wastepaper basket . . . commenting on the air that indeed a sudden rainstorm had developed in that baseball city, and you could actually hear the raindrops pounding on the tin roofs over the dugouts.



### ABC Edges CBS In 1980's Tightest Race

The ratings competition is getting truly fierce as the end of the Nielsen season approaches (two weeks left). In the week ending April 5, ABC edged CBS by just one-tenth of a point, 19.2 to 19.1, and the seasonal standings are a virtual dead heat. NBC fell by the wayside as the two leaders battled it out; the third-place network earned a 14.9 average rating.

Another of CBS's enduring stalwarts was the ratings leader — "MASH" squeezed by ABC's "Three's Company" for the top spot. ABC boxed the other networks into a corner on Monday with its championship fights finishing third (although CBS scored some strong Monday numbers as well). "Dukes Of Hazzard" (CBS) was fourth, followed by 5) "Flo" (CBS) in a strong second showing 6) "Alice" (CBS) 7) "60 Minutes" (CBS) 8) "Taxi" (ABC) 9) "The Jeffersons" (CBS), and 10) "Real People" (NBC's lone top 20 entry).

Going into reruns, "Dallas" (CBS) mustered an 11th place spot, followed by 12) "Vega\$" (ABC) 13) a tie between "Lou Grant" (CBS) and ABC's "Love Boat" 15) "Trapper John MD" (CBS) 16) "Charlie's Angels" (ABC) 17) "WKRP in Cincinnati" (CBS) in a strong comeback 18) "20/20" (ABC), and 19) a tie between ABC's "Barney Miller" and "Benson." CBS had 10 shows in the top 20 to ABC's nine and NBC's one.

**NEW TV VIEWING RECORD:** There are only 24 hours in a day, so this trend has to stop somewhere, but the average time spent watching TV in the typical American household just went up again, according to a **Television Bureau of Advertising** study. The average is now seven hours and 22 minutes a day, up two minutes from last year's figures, and representing slightly over 30% of the day (and night).

**MUSIC ON TV:** Melissa Manchester, the first artist in Oscar history to have recorded two nominated movie themes in the same year (themes from "The Promise" and "Ice Castles"), will perform both songs in their entirety on the awards telecast April 14, another first . . . Bernadette Peters guests on the "Tim Conway Show" April 26 . . . Jose Feliciano is on "American Bandstand" April 12, the "Tonight Show" April 16, and "Mike Douglas" April 17 . . . Tammy James joins "Merv Griffin" April 14 and "American Bandstand" April 19 . . . And Sha Na Na's syndicated series has been renewed for a fourth 26-segment season. And finally, the **Specials** appear on "Saturday Night Live" April 19.

### VIDEOSCOPE:

**CAPITOL TO ENTER HOME VIDEO MARKET:** Capitol Records has announced its intention to enter the home video market beginning in June by marketing Thorn-EMI's video product in the U.S. Capitol's initial release will include approximately 25 feature films from the EMI movie library, a videocassette of the Knack live at Carnegie Hall, and as previously reported, Marty Balin's video "rock opera," "Rock Justice." All titles will be available in Beta and VHS, will be distributed through Capitol's present marketing network, and will retail for about \$50 . . . **NBC DEBUTS VIDEO DIVISION:** Following similar recent announcements by CBS and ABC, NBC has formed NBC Enterprises, a new division which will represent the firm's entrance into the new communications technologies. The newly-created division will be headed by Mike Weinblatt, most recently head of NBC Entertainment . . . **SHEP GORDON FORMS VIDEO PRODUCTION FIRM:** Shep Gordon has announced the formation of Alive Video Inc., a subsidiary of Alive Enterprises, Gordon's management firm. Alive Video will concentrate on producing prerecorded software for the home video market and, while the firm was involved in the production of Gordon client Blondie's "Eat To The Beat" videocassette, in which the LP's 12 tracks served as the basis for 12 video vignettes, Alive plans to produce non-musical video programming as well . . .

### ERR WAVES

### BY BOBBY OCEAN



5 YEARS AGO TODAY

### Radio & Records

**TOP 40 PROGRAMMERS SHUFFLE:**

**CHARLIE VAN DYKE NAMED PD AT KHJ**

★ **TODD WALLACE EXITS AS KLIF PD**

**E. ALVIN DAVIS NAMED ASS'T. PD AT 13Q/ PITTSBURGH**

★ **NUMBER ONE FIVE YEARS AGO:** "Philadelphia Freedom" — Elton John (MCA)

★ **NUMBER ONE ALBUM:** "Physical Graffiti" — Led Zeppelin (Swan Song)

★ **NUMBER ONE POP/ADULT:** "The Last Farewell" — Roger Whittaker (RCA)

**OUR SINGLES**  
**GET ALL THE BREAKS!**

**EAGLES**  
"I Can't Tell You Why"  
(E-16608)

**LINDA RONSTADT**  
"Hurt So Bad"  
(E-16621)

**NEIL & DARA**  
**SEDAKA**  
"Should've Never Let You Go"  
(E-16615)

**ROBBIE DUPREE**  
"Steal Away"  
(E-16621)

**THANKS TO ALL PARALLELS!**



*"Through a more thorough knowledge of your target group you'll be able to score ratings successes."*

## Dig Deeper Than Demographics

The Arbitron demographic cells are the end-all and be-all for radio sales and programmers, right? Wrong. There are significant stories that can — and should be derived from more of an in-depth look at your market and your audience. Through a more thorough knowledge of your target group's lifestyle and concerns, the better the chance you'll be able to score ratings successes.

### Concern About Budgets, Politics

A recent article in *The Wall Street Journal* caught my eye because it touched on what I'm getting at. The tone of the article dealt with the concerns of young adults, 18-26. The Journal's research showed that contrary to an image of being young and carefree — with implications for radio preferences inherent in that image — the young persons had deep frustrations, questions about the future, and were looking for leadership.

How does this affect you, the broadcaster, as well as the music industry? The implications are numerous:

1. Some, perhaps most young adults are finding that there are a lot of serious economic concerns on their minds. How does this affect their attitude towards radio — do they listen as much as in the past, and what do they want to hear?
2. What type of music is best to play given the mood of our nation? Is escape the thing or should records deal with the harsh realities and frustrations of today?
3. When you consider news and public affairs aspects of your programming mix, do you know how the audience in your community feels about certain issues like politics, inflation, consumer issues, etc? If you don't, maybe your public affairs and news information is a tuneout factor, as much so as a burned-out record.
4. Finally, how do you position your station in a sales situation? Just the broad Arbitron demos don't really tell an advertiser anything qualitative about your audience. You need to take the pulse of your target audience frequently, to better know who listens, then convey that message to advertisers.

### Market Research = Programming Feedback

Let's examine the above four points to see how you can and should go beyond Arbitron to program and sell your station better. In order to tap the mood of your marketplace and target audience you may want to consider marketing research. Items such as focus groups, telephone surveys, or on-the-street interviews may be utilized. Once you have properly done your homework in this area you might then have some answers to these four points of interest.

In each market the economic situation is different. If you live in Houston or Denver or San Antonio you might not know there was a sour mood in the country. However, if your station is located in an area of high unemployment, little affluence, serious layoffs, the attentiveness to radio is likely to have been affected. At Arbitron we found that response rates dropped whenever an atypical event took place in proximity to the survey. Perhaps that is the public's way of telling us that in times of ongoing crisis radio listening is atypical. If a station does not know how attitudes and perceptions, as well as radio habits, may be changing, that station may wake up rudely when the next Arbitron radio market report comes out.

### Music, Playlist Impact

One of the more interesting aspects of the Journal article was the subhead "Yearning For The Good Old Days." While the article generally was looking at attitudes with regard to political issues, it brought to mind what the feeling of radio listeners might be about prior music. If persons who make up a significant segment of the AOR and Top 40 audiences are harking back in their relatively short past, does that mean stations appealing to this target demo ought to inject more gold into rotations? If so, how far back in musical history does a station go in selecting the right music from earlier times? You might think that music from the late sixties, early seventies would be the best to add — but do we need more music influenced by a major crisis (Vietnam) in this day and age? You need to research your market to find out the answer in your area.

### News Coverage Importance

Many programmers and GM's forget that news and public affairs is an important part of any on-air sound. What does the listener in your target demo want to hear on your newscasts? The ability to answer intelligently that question can go a long way to adding to your chances for success in the numbers. Also, besides content information, you also need to know how often people in your community want to hear news and public affairs, and if that amount differs by daypart. Does a real estate show that goes over well on the weekend also guarantee a hit during the week? Are time and money-saving tips useful to your audience — if so, what major areas of interest are there, and when does the audience want this information showcased? By the way don't forget to advertise to your target listener the fact that he/she can get useful information from your station.

## Q&A

**We received many queries regarding the comparability of the 12+ Arbitron estimates shown in R&R and the 12+ Mediastat figures printed.**

*The sets of overall share figures for the two rating services are not comparable. The major reason is that the Arbitron data is for the total week, Monday-Sunday, while Mediastat's is for Monday-Friday. Unless a client specially requests it, Mediastat surveys don't cover the weekends.*

## Week In Review

### RAB Goals Committee Meets

The RAB Goals Committee met recently with officials from RAM Research. According to RAB Vice-President Dick Montesano the committee was generally satisfied with the tone of the RAM presentation. GOALS has asked RAM for additional information with regard to certain methodological questions — how does RAM's one day diary come compare to the weekly come in the Arbitron system, for example — and RAM will keep the dialogue going by getting back to the committee on these questions.

RAM President John Patton was in New York this past week speaking to Broadcast Rating Council officials. RAM hopes to nail down the final details soon on a BRC audit of the ratings firm's procedures.

### Birch Picks Up Additional Support

The Birch Report, monthly ratings analyses generated by former radio programmer Tom Birch, has acquired more support in the Rochester market. Approximately a dozen stations — all the members of the local broadcast association — have just signed with the Birch service. This brings to 130 the number of stations served by the Birch Report.

### How To Sell This Data

A station considering investing in market research to delve into the previous points must ask itself what is the payoff? Can we sell this information as well as enhance our programming with it?

The better your ability to address the three earlier areas of concern, the better your numbers should be in the local Arbitron. But the Arbitron demos won't tell the entire story. You may need to set up an education process in your market — working with ad agencies and advertisers — to have them realize that going deeper than just the book is useful in many cases. Sometimes an advertiser is served well if he/she knows that one station has an audience made up of listeners who are positive, affluent, optimistic people — more likely to buy or spend some of the discretionary income. Another station may have better gross numbers but its listeners may be of a lower socioeconomic status, may have concerns about whether or not they will have a job next week, and as such may not be as receptive to a commercial for hot tubs or some other superfluous item.

When selling news sponsorships, your research on what your listeners want to hear — and can get from your station — may help to lock up an order. Specialty news features can often generate sponsors interested in talking only to an audience with a particular interest in certain features or news items. Sports coverage, auto repair and maintenance, and grocery shopping and cooking tips are examples of items that your listeners may want — and that can generate ad dollars to support the effort.

### Rest Of The Iceberg

Bottom line of the above thesis is that there is so much more than you need, in these crazy times, to know about your audience than what the Arbitron demographics tell you. Properly researched and with the correct follow through, your station can know more about itself than it ever will from the Arbitron. At the same time you can also have better success in the Arbitron, and better sales to boot.

— Jhan Hiber





*Pictured left to right are: Kim Wallace, President of Wallace & Washburn; Harry Washburn, Chairman of Wallace & Washburn; Frank Stanton, President of Simmons; and Ed Barz, Senior Vice President of Simmons.*

# Wallace & Washburn and Simmons combine talents

Wallace & Washburn, the Boston-based marketing firm, announced it is combining forces with the Simmons Market Research Bureau, Inc., to roll out the Wallace & Washburn Report nationally.

## **Programming and Sales Data Provided**

The report, an annually syndicated media study, provides radio programming and qualitative sales information on a station-by-station/market-by-market basis, as well as qualitative data for local print media and television stations.

## **Simmons' Role**

Effective immediately, Simmons will conduct all fieldwork and produce the reports for Wallace & Washburn. In addition, the Simmons sales force will represent the report to advertising agencies and media as reports become available in each market.

## **Accelerated Expansion**

Concurrently, Wallace & Washburn will spearhead an accelerated expansion of the report into the top 30 markets—15 during

1980, including Boston, New York, Los Angeles, San Francisco, Chicago, Philadelphia, Washington, D.C., Detroit, Pittsburgh, Cleveland, Dallas/Ft. Worth, St. Louis, Houston, Minneapolis/St. Paul, and Miami.

To date, 36 radio stations in New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco and Detroit have subscribed to the study with representation by NBC, CBS, ABC, RKO General, Blair, Century, and Metromedia owned stations.

## **Agency Acceptance; National Recognition**

According to Kim Wallace and Harry Washburn, both former New York "packaged-goods" marketers, "Response to the Simmons tie-in has been excellent at all levels. The stations recognize that the qualitative sales data will have greater advertising agency acceptance with Simmons behind it. Simmons' solid reputation, and their 250 agency clients, means the Wallace & Washburn Report will receive *national recognition* immediately.

## **Not Another Rating Service**

Agencies appreciate the fact that this is not another rating service. Instead, the Wallace & Washburn Report is providing rich additional data which adds another dimension to the media decision process."

Simmons Market Research Bureau, Inc. is best known for its work in the magazine field where it measures audiences of 138 magazines with coverage of over 500 categories of products and services.

Prior to starting their own market research firm 4 years ago, Kim Wallace and Harry Washburn were on the marketing side at major New York and Boston advertising agencies including Benton & Bowles, Norman Craig & Kummel, SSC&B, and Humphrey Browning MacDougall.

For more information contact  
Kim Wallace or Harry Washburn at:  
**WALLACE & WASHBURN INC.,**  
118 Newbury Street,  
Boston, MA 02116 (617) 262-5978

# WHAT DO THESE STATIONS HAVE IN COMMON?

KRLA 12-7-2-2

WPGC 30-20-18

KFI deb 23

KHJ 20-16

CHUM 27-20

Q107 deb 17

96X 25-10

WIFI add

WEFM add 24



## Brad Messer



### Found! Man Who Gives A Damn!

A few years back I worked with a PD who was impressively effective. I won't use his name. He had a staff meeting. Got himself worked up as he ranted about 65-second spots, missed PSA's, log mistakes, and sloppy production. Blood veins began lining his temples with harmonic tremors as he built up pressure, spewing anger about late people, sick people, drugged people, people who didn't give a damn how things went. Climaxing his righteously-indignant tirade he unleashed a powerful bolt of silence, spread his arms, raised his eyes toward the ceiling as if God were somewhere in the light fixture and screamed, "Where-are-the-people-who-care?"

Heck of a meeting! Everyone was impressed with his intensity and left the room determined to do a little better lest he physically attack. (Not long afterward the same PD staged a staff meeting at a sister station and went through the very same act, including the closing line. He must have thought it had a neat effect.)

Well, unnamed PD of days gone by, I think I may have finally found the person whom you've been seeking all these years. The man who really cares. But he's not in radio. He's in a jungle:

Agence France-Presse

MANILA, Philippines — Japanese searchers have found positive traces of a Japanese Army Sergeant be-

lieved to still be hiding out in Philippine forests 35 years after the Japanese surrender in World War II. The search team said they left handwrit-

ten notes in Japanese in a small hut on a high mountain peak, asking the Sergeant to surrender and return to his family.

Now there's someone who obviously cares. He hasn't even been paid in 35 years and he's still in there doing his job. Doing it admirably and effectively, too. He had the Allied Forces so intimidated they haven't dared attack his mountain in ages. He is ever loyal and determined, although Tojo never sends replacements, makes him work weekends and never promotes him.

When that man finally decides to hang 'em up and return to civilian life, he might enjoy a second career in radio broadcasting.

He would continue to enjoy working with 35-year-old equipment, and could easily remain on the schedule of promotions to which he has long been accustomed.

As I think about some of the similarities, my imagination begins to do its distraction. I see myself on that Philippine mountain peak squatting on the dirt floor with my hutmate Sgt. Nakahara.

We are talking about the Good Old Days, gazing out the hole in the wall that serves as a window. I am idly recalling to Sarge how I never had a window when I worked in radio, and he chuckles as I bemusedly explain how we had to have information relayed in so we'd know if it was sunny outside.

It is a typically balmy, tropical afternoon. I talk of radio newsrooms, he talks of Tojo and Tokyo, and we fall into a long silence as we try to remember the last time we were given a raise in pay.

### Rip 'N' Read

#### Lincoln, It Really Was A Plot

MONDAY, APRIL 14: No question about it. It was a conspiracy. 115 years ago this evening President Abe Lincoln was shot at Ford's Theater in Washington, D.C., and simultaneously Secretary of State W.H. Seward was Bowienknifed at his home. Seward recovered. Lincoln died the following day. Nine people were accused of the conspiracy. Three men and a woman were hanged for it.

The custom of the U.S. President throwing out the first ball began 70 years ago, as Taft inaugurated the 1910 pro baseball season.

Pete Rose is 38. Loretta Lynn is 45. Tony Perkins hits 48. Rod Steiger is 55.

#### Tax Money Into The Pit! (Or) I Gave At The Orifice

TUESDAY, APRIL 15: I know we'd all be happy to pay our taxes with a smile . . . if the IRS didn't insist on cash. Tonight reporters will interview people lined up at the post office with last-minute returns, and their comments will be spliced into bright little montages for AM drive.

San Francisco was incorporated 130 years ago today. Roy Clark is 47.

Survivors of the sinking of the Titanic said yes, it really was a case of "women and children first" into the lifeboats. But there weren't enough lifeboats for everyone when the ocean liner struck an iceberg and sank, in the pre-dawn dark 68 years ago this morning. (Details in last week's column.)

#### But His Pilot's License Would Be Expired

WEDNESDAY, APRIL 16: Powered aviation really hasn't been around long. Wilbur Wright would only be 113 today. And in the Alive category we have Kareem Abdul-Jabbar, who can reach pretty high himself, having his 33rd birthday. Bobby Vinton is 45. Dusty Springfield is 41. Jimmy Osmond would be draft age, which is 17 is we had one, which we don't.

Down in oil refinery country the people of Texas City, TX can recall the fiery explosion of the ship "Grandcamp" 33 years ago today. 510 people aboard and ashore were killed and more than 3000 injured (1947).

#### The Bay Of Pigs Attack

THURSDAY, APRIL 17: 19 years ago tonight Cuba was attacked by 1500 people who had been trained by the CIA. Roughly 1200 were rapidly captured by Fidel Castro's people at the Bay of Pigs. That was in 1961, about four months after the U.S. had denied a wild claim by Castro that we were planning an invasion. Prisoners captured at the Bay of Pigs were held hostage in Cuba a long time. While they were there the Berlin Wall was built, the ICBM was perfected, our Vietnam "advisors" began carrying guns, two Americans were shot into space and the Cuban Missile Crisis came and went. When a \$50 million ransom was paid they were released, just before Christmas 1962, twenty months after capture.

Today's the 16th anniversary of the first Rolling Stones album release.

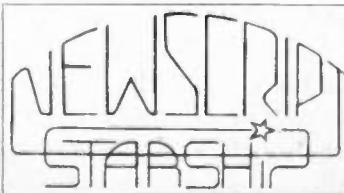
Harry Reasoner is 57.

#### The Great San Francisco Earthquake

FRIDAY, APRIL 18: There hasn't been one that big since. 74 years ago (an estimated) 8.3 earthquake snapped through San Francisco, igniting fires that burned three days. Although many people died in falling buildings, most of the 452 casualties were fire victims. (Which reminds me of John Leader's explanation of why he likes living in Los Angeles: "I can't stand the idea of missing the Big One.")

Albert Einstein died 25 years ago today at age 76. President Carter's first Energy Problem speech was 3 years ago today. He asked Americans to wage the "moral equivalent of war." To me it seems more the financial equivalent, at the gas pump.

The midnight ride of Paul Revere was 205 years ago tonight (1775). Gene Autry recorded "Back In The Saddle Again" 44 years ago in 1936.



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# Pssst!

wanna good tip...

## INVEST IN THESE HOT COMMODITIES



### FELIX CAVALIERE "Only A Lonely Heart Sees"

Produced by Felix Cavaliere  
& Cengiz Yalkaya  
for Shanti Productions

#### NEW & ACTIVE

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 81/7  
Moves: Up 51, Same 20, Down 3, Adds 7, WFBL, BJ105, WOHO, WIGY,  
FM99, KDZA, KBIM, Z93 28 24, 94Q 14-10, KDWB 18-13, WZUU 8-6, KIMN  
20-15.



### CLASH "Train In Vain (Stand By Me)"

Produced by Guy Stevens

#### NEW & ACTIVE

CLASH "Train In Vain (Stand By Me)" (Epic) 90/15  
Moves: Up 48, Same 27, Down 0, Adds 15 including WPEZ, WGCL, KOPA,  
WTRY, Y95, WQRK, KYNO-FM, KENO, WFI 10-7, CKGM 16-11, KUPD 17-10.



### TOURISTS "I Only Want To Be With You"

Produced by Tom Allom

#### Others Getting Significant Action

TOURISTS "I Only Want To Be With You" (Epic) 14/11  
Moves: Up 0, Same 3, Down 0, Adds 11, WFI, WHFM, WFLY, KJ100, WVIC,  
WIGY, WXIL, WFOX, WFLB, KSLY, KBDF.

On Epic Records

# Media Marketing

## Setting Advertising Objectives: Part II

Last week I discussed the general philosophy of formulating advertising objectives. In this week's column I would like to show you a specific approach to setting advertising objectives based on market research. The approach I'll be discussing relies on the *hierarchy-of-effects* notion I introduced last week. The basic idea is to determine what proportion of your total potential listener market has passed through each of the steps in the hierarchy and then use this information to decide upon the most fruitful advertising approach.

### Total Potential Listeners

The total potential listener market is defined on the basis of station programming and marketing goals — most typically, some demographic segment is being sought, such as 35-49 years old males. However, the total potential market can be defined in any terms you wish — e.g., demographic, psychographic music preferences, or some combination of the above. As shown in the diagram, the total potential is 100% of your desired market, by definition. This potential market forms the *population* to be studied via market research. In the market research effort, you will attempt to assess the levels of the remaining steps in the hierarchy shown in the diagram.

### Awareness

After screening potential survey respondents to determine that they are indeed members of your potential audience, the first question to ask would be designed to determine if they are aware of your station; e.g., "which local radio stations can you name, either by call letters or dial position?" Alternatively, you could use an *aided recall* question which asks the respondents to respond to a list of stations; e.g., "Which of the following radio stations have you heard of before?"

	Yes	No
WAAA	<input type="checkbox"/>	<input type="checkbox"/>
WBBB	<input type="checkbox"/>	<input type="checkbox"/>
WCCC	<input type="checkbox"/>	<input type="checkbox"/>

Remember, the aided recall question will always give you higher levels of awareness than the *unaided recall* form of the question. You may wish to use them both (always with unaided preceding aided!) in order to determine the differences in results. The percentage of the sample of respondents who state that they are aware of your station constitutes the second step in the hierarchy. The hypothetical results shown in the diagram indicate that 80% of the station's potential listeners were aware of the station.

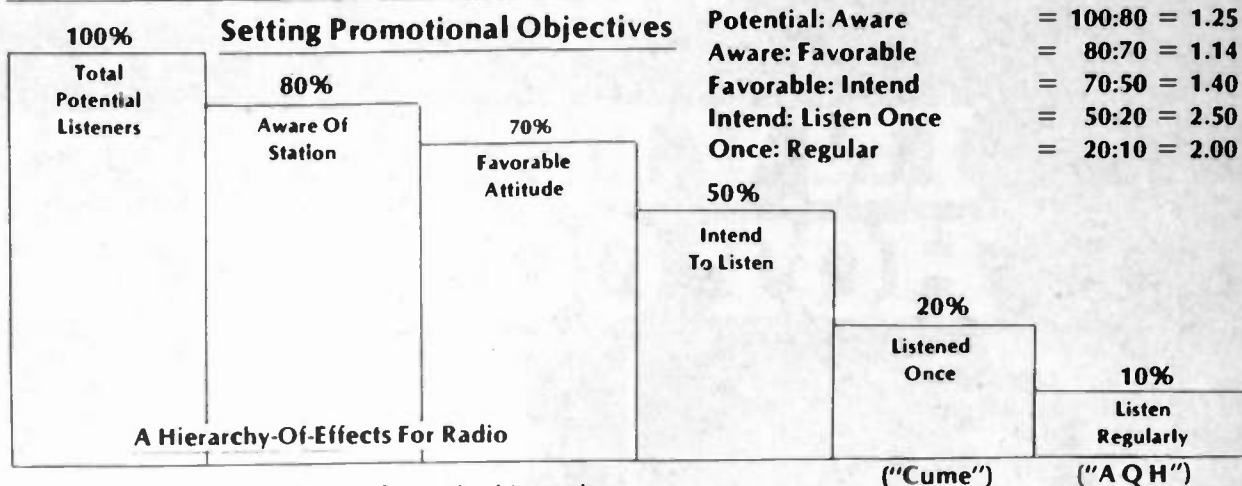
### Attitude

The next item of interest in the survey is the attitude which potential listeners hold toward the station — i.e., do they like it or dislike it? Station attitudes can be determined via the following question.

"Based on everything you know or have heard about WXXX, how do you feel about listening to that station?" (read choices)

- I like it very much
- I like it a little
- I'm neutral toward it
- I dislike it a little
- I dislike it very much

The percentages of respondents who indicate that they like the station "a little" or "very much"



would be added together to form the hierarchy step of "favorable attitude" shown as 70% in the diagram. Thus, for our hypothetical station, virtually everyone who is aware of it is favorably predisposed to it. So far, so good.

### Intent To Listen

The next step in the hierarchy is intention to listen to the station, which can be assessed as follows:

"During the next week, how likely is it that you will listen to WXXX at least once?"

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

Notice that the intention question specifies a time period within which the listening is to occur, which helps the respondents to reflect more accurately on the true possibility that they will actually tune in to the station. Leaving the question vague with respect to time will lead to greater inaccuracy in response. Turning to our hypothetical results again, we find that fully half of the total target market intends to listen to the station. This reflects the fact that many people who are favorable to this station may not be interested in listening to it just yet — they may have another station which they like even more. Hence a 20% drop (from 70% to 50%) from attitude to intention is not surprising.

### Listened At Least Once

The next item to be measured is actual listening behavior, as reported by the respondent. Here, the following question is useful:

"During the past week, did you listen for at least a few minutes, to WXXX?"

- Yes
- No

This question can be viewed as a sort of a measure of weekly "cume" among your target listener audience. It also is an assessment of the "conversion power" of the station — i.e., how well do you convert favorably disposed *potential* listeners to *actual* listeners? Our hypothetical results in the diagram show a big drop between intentions and behavior, a common occurrence. People often don't do what they intend to do, and therefore need a little "nudging" in order to fulfill their listening plans.

### Regular Listening

The final step in the hierarchy, regular listening, is the ultimate goal. It can be thought of, roughly, as a way of characterizing

average quarter hour share. If you have a solid base of regular listeners, then your average quarter hour share should reflect this. Within the survey, regular listening could be measured via the following question:

"How often do you listen to WXXX?"

- Every day
- 5-6 days/wk
- 3-4 days/wk
- 1-2 days/wk
- Less than once a week

To be more precise, you could ask the respondents to estimate the amount of time they have spent listening to the station in the past week, but the above question should work for most purposes. All respondents checking one of the top two categories would be designated "regular" listeners — only 10% for the hypothetical station shown on the diagram.

### What Can You Say?

Based on the results of the survey, a diagram like the one shown can be constructed. Selection of the advertising objective, or deciding what you want to say to the market to get them to listen to the station, then by computing the ratio between each adjacent pair of steps in the hierarchy. These computations are shown at the top of the diagram for our hypothetical results. By examining the computed ratios, the most appropriate advertising objective can be selected — i.e., the *highest ratio*. The highest ratio represents the biggest percentage drop from one step in the hierarchy to the next, and thus indicates where you need to beef up your promotion in order to move greater numbers of folks towards regular listenership.

As shown in the diagram, the largest ratio in our hypothetical results is between intention and listening once. In other words, the station needs to engage in a promotion which will help "convert" intenders to "triers" of the station. This might be accomplished via increased advertising in other media or by running a contest and advertising it in media which hit the target audience.

The next biggest ratio in the example is between listening once and regular listening, indicating that the station may need to revamp its programming to keep more listeners around for longer periods of time. Or, the station may simply need to remind its listeners of all the benefits it offers — i.e., advertise, not in other media, but on itself. Be self-serving — tell your listeners how good they have it and how much they would miss out on by failing to listen to your station regularly.

Next week, in the final installment of this mini-series on advertising objectives, I'll give you some pointers on the more detailed copy points your advertising should address to help achieve the desired objective.

—Dr. Richard Lutz



# THE SHOUT

THE FIRST SINGLE FROM THE ALBUM

## ROBIN TROWER VICTIMS OF THE FURY

Join the nationally syndicated radio program

*innerview*

this week for a close-up with Robin Trower.

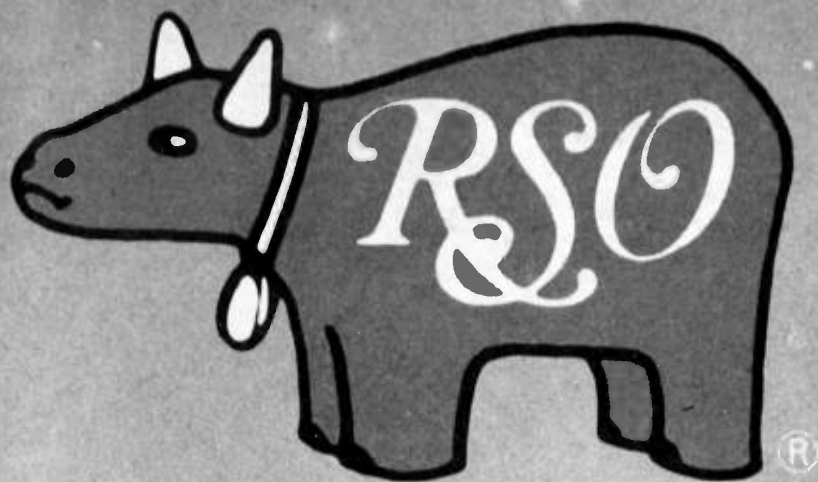
**Watch for Robin Trower  
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**RADIO & RECORDS 15**  
**BILLBOARD 34★**  
**CASHBOX 37**  
**RECORD WORLD 44**



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# TOP-40

## John Leader

PROGRAMMER'S NOTEBOOK

### The Air Personality

If music is the most important thing on your radio station, then the air personalities are a very close second. The people who talk on your station, whether they talk a lot or a little, help to shape the sound and image your outlet projects to the listeners. As a programmer, perhaps one of the most difficult tasks you face each day is dealing with those six or seven individuals who make up your air staff.

This week we take a look at how three separate programmers deal with their jocks and how the approaches differ by market size and philosophy.

#### Training Ground

Steven Alan MacKelvie is the manager of KRLC/Lewiston, ID, and he keeps a very close watch over his radio station, his PD, Moe Holland, and his jock staff. Remembering that Lewiston is a smaller-sized secondary market, very often the jocks that work for KRLC are in

*"One of the big problems with announcers who have not had the benefit of several years of on-air experience is that they don't know when to stop talking."*

need of more frequent attention. Steven told me, "Moe and I go over airchecks with the fulltime jocks at least every other week. The staff can aircheck themselves every day, if they want to, using a skimmer cassette system we had installed in the control room. Moe sits down with our weekend people every week because they are less experienced and need more work. The kinds of things we talk about are seldom format problems. Our staff knows the format and that is never a big problem. We usually spend our time trying to get the jocks to economize with words and ideas. In a market situation like Lewiston, where we are trying to appeal to a very wide demographic, it's important that the jocks don't sound too specific in their appeal. By that, I mean their music mix has to be considered as well as their deliveries. One of the big problems with announcers who have not had the benefit of several years of on-air experience is that they don't know when to stop talking. They see a 24-second record intro and think they have to talk for 24 seconds. It's also difficult for them to limit their ideas to one per set. Probably the biggest thing we stress in the critiques we do with the jocks is economy of words . . . how to say something better, getting the same point across without wasting time . . . and logical presentation of thoughts or ideas . . . not trying to jam three separate thoughts into one break. Our jocks are ambitious and they want to talk. That's good and we don't discourage that as much as we try to direct and manage it."

#### Professional Maintenance

Stepping up a bit in market size to Nashville, I spoke with KX104 PD Michael St. John, who still uses the critique method with his jocks, but approaches it from a different angle.

"About once every three weeks I will actually sit down with each jock and listen to a recent aircheck. We don't go over every single break set by set, but we'll usually listen to three or four sets and then have a discussion on how he's sounding. I try to be very careful about who I hire for the station, and since we've only had one full-time opening in the last year, that care seems to have paid off. Basically, if you can bring a jock into the station who understands what the station sound is all about, then you're that much further ahead to begin with.

"I find that the people who work at KX104 have enough experience to know the difference between what sounds good and what doesn't, so I'm not spending a lot of time critiquing the basics. We talk more about things like sound-

ing warm or projecting sincerity, things like that. Getting the staff to perform up to my standards is not particularly difficult, since they were all hired because they were capable of sounding good in the first place. Our critique sessions are just professional maintenance meetings, where I try to reinforce what the guys are doing on the air."

#### Motivation

Todd Chase of JB105/Providence feels that when a jock gets to the level of a major market, such as Providence, critiques are no longer necessary. He does not sit down and go over airchecks with his staff because he doesn't feel that they need that kind of input.

"I don't feel it's very important for me to go over an aircheck point-by-point with a jock. The staff here knows what to do . . . format is not a problem for them and, since we really are a personality station, I am not about to encourage all of them to sound alike. In fact I don't want them to sound alike. I encourage their differences and feel that they are even more valuable to this station because they all sound different within their own shows.

"I will on occasion make general recommendations

to the jocks. I'll say, 'You sound too up,' or 'You sound redundant,' at which time I'll ask the guy to aircheck himself and listen back to it. That usually works wonders with our staff because they know what they're doing and when they listen back to their own airwork, they can spot the problems.

"There is another technique that I think works better than regular critiques when dealing with the staff — meetings. We try to have one general jock meeting a month and just go over whatever needs attention. If we're running a particular promotion or contest, whatever needs some general discussion, we'll talk about it. It also gives all of the jocks a chance to talk about production problems and anything else that might be bothering them.

"You know, I used to feel that having jock meetings was imposing on their free time, but they really seem to want to have them, and I think it's a really strong psychological thing for us all to get together regularly and air our beefs."

#### The Couch Technique

It's interesting to note that the amount of regular attention paid to critiquing the jocks varies with market size. When you think about it, that's just as it should be, because as a jock gains more experience, the amount of time you, as a programmer, should have to spend going over details with him should diminish. Part of the maturation process of becoming a professional air personality is knowing what's right and wrong and how to present what you want to say.

In dealing with jocks it's best to keep in mind that each one is an individual. Basic psychology says that people are different, and it follows that different people will respond to criticism in different ways. What you might say to one jock could not necessarily be said to another in exactly the same way even though they both might have a similar problem. But sometimes knowing that people must be treated differently in order to get similar results only creates an additional problem.

By trial and error you should be able to determine just what techniques will work for you as you deal with your staff. Some jocks really respond to the critique method. Others react very negatively to it, but might prefer just general discussions about their work. The point is, even without several years of psychological study, you can find what will trigger the response you seek simply by taking the time to deal with your jocks as individuals.

A program director is, by necessity, a lot of things.

He must be creative, logical, accessible and, perhaps most importantly, sensitive to those around him. The ability to keep six or seven individuals sounding their best every day and at the same time have them all following a generalized course of action can take up a lot of any PD's valuable time. The key, as Michael St. John pointed out, is first to select your staff carefully. A lot of potential problems can be eliminated if you hire the right people in the first place. Secondly, the motivational techniques that work best for the individuals you do hire should be determined by you, the programmer, and remembered for future use.

An air personality is a very important part of your station's sound, and you must take the ultimate responsibility for that sound. Walking the fine line between "friend" and "boss" can be difficult in the PD-jock relationship, but it must be done. Above and beyond a well rounded knowledge of programming, all the successful PD's I know share the ability to deal with people. When dealing with jocks you almost have to be one part babysitter, one part parent, one part cheerleader, one part brother or sister, and five parts psychiatrist, but when you get a strong staff all sounding great, the multi-part investment of time is always worth it.

Perhaps this is an oversimplification, but it's still a good rule of thumb when dealing with talented professionals: people generally perform better when they feel like they're working with you as opposed to for you.

## The Case Of The Hidden Hawaiian Vacation

The rain beat a steady staccato on my fifth floor window. In the distance the steel gray Pacific threw repeated punches at the battered shore. Jack walked into my office with the daily mail delivery, and I shuffled through it absent-mindedly, all the while wishing the rain would stop.

Then something in the stack of correspondence caught my eye. In a flash of my stainless steel letter prong I had the small package open. It was a cassette tape with a letter from KYUU/San Francisco. I read the letter to myself: "There's always a big reward for solving a Montgomery Street Mystery. In this case, it's a Hawaiian vacation for two. Listen closely with your cohorts to this cassette as Montgomery Street investigates the crime. Then tell us who, what, where, when, why or how to solve it. Put your solution on a sheet of business stationary and send it to KYUU. If you're right, your name goes in a hat from which a winner will be drawn."

The letter explained that KYUU was airing the Montgomery Street mini-mysteries for its listeners during April, and that all the daily winners names would go into a drawing for a 1980 Mercedes 450SL (just like Montgomery Street's car!).

But what about me? If I were to get out of this town of broken hearts and shattered dreams, I had to solve the mystery. My trip to paradise was as close as my tape recorder. I slipped the cassette into my machine, lit up a Lucky, took a deep drag, and leaned back to listen. As the mystery unfolded I made a few notes. This was not going to be easy, but growing up in the Midwest, I knew that good things never came easy.

I rewound the tape and listened again. I checked my notes for a possible clue and the paper stared back at me like a starless night. KYUU's clever attempt at trade publicity for its big contest had me stumped. Sure, I wanted out of L.A. bad. It was still raining. It seemed like it had been raining for years, and my chance for a trip to Hawaii depended on solving this case.

There was only one thing to do. I put the cassette in my battered briefcase and headed for the parking lot. I knew the weekend would give me plenty of time to go over the facts and try to grab the brass ring . . . besides, "Tenspeed And Brown Shoe" would be on Sunday night and I knew that would inspire me.

**EDITOR'S NOTE:** Mr. Leader has been spending a lot of time listening to the Montgomery Street Radio Mystery sent by KYUU, and he really is trying to win a trip to Hawaii. Personally, we hope he solves the case quickly, whether he wins the trip or not, just so he'll take off that stupid trench coat and get back to work.



# "I Can't Help It"

(RS-1026)

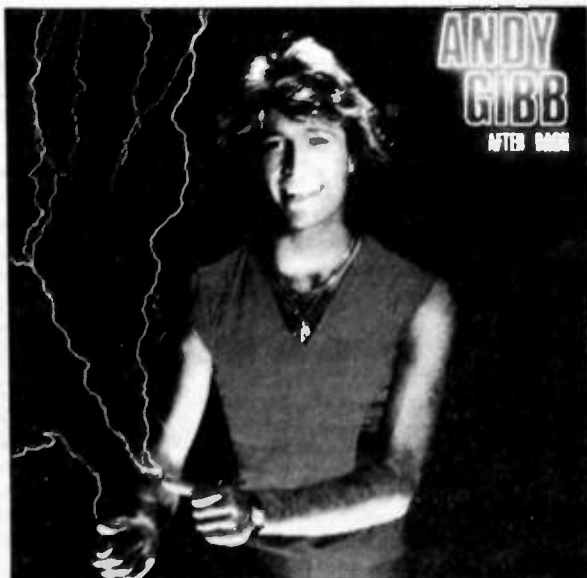
THE SMASH HIT DUET BY  
ANDY GIBB AND  
OLIVIA NEWTON-JOHN

**THE BACK PAGE**®

**BREAKERS**®

**ANDY GIBB & OLIVIA NEWTON-JOHN**  
**I Can't Help It (RSO)**

83% of our reporters on it. Moves: Up 87, Same 16, Down 1,  
Adds 16 including CKGM, KDWB, WHB, WBBF, KEEL, 96X,  
WRJZ, KLEO, KJRB, KTAC. See Parallels, charts at number  
28.



WRITTEN BY B. R. AND M. GIBB  
PRODUCED BY BARRY GIBB,  
KARL RICHARDSON AND  
ALBHY GALUTEN  
For Karlbhy Productions,  
Barry Gibb Productions  
by arrangement with the  
Robert Stigwood Organization.

Olivia Newton-John  
appears courtesy of MCA Records.



Records Inc.  
(RS-1-3069)

# January-February 1980 Advance Arbitron Results

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

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.

Advance figures supplied by subscribing stations and verified by Arbitron.

## Houston

**KRLY Vaults To 9.1, Market Lead;  
Dethroned KMJQ Steady;  
KIKK-FM Takes Good Jump;  
KYND Drops Almost 2;  
KILT-FM Gains In AOR Race;  
Four Top 40's Down, KULF Up;  
KODA Improves In BM Battle**

	O/N '79	J/F '80
KAUM (R)	3.7	3.0
KCOH (B)	1.0	1.4
KENR (C)	4.4	4.0
KEYH (N)	2.3	2.6
KFMK (R)	3.0	2.2
KHCB (RL)	1.1	1.0
KIKK (C)	1.3	1.3
KIKK-FM (C)	6.6	7.8
KILT (R)	3.8	3.7
KILT-FM (A)	3.0	3.8
KLAT (S)	2.7	3.4
KLEF (CL)	1.6	1.5
KLOL (A)	5.4	4.6
KLVL (S)	.8	1.0
KMJQ (B)	8.0	8.0
KNUZ (C)	1.4	1.7
KODA (BM)	3.9	4.2
KPRC (N)	5.7	5.3
KQUE (PA)	4.2	3.2
KRBE (R)	4.5	3.9
KRLY (R/D)	6.4	9.1
KTRH (N)	5.9	6.1
KULF (R)	2.5	3.1
KXYZ (RL)	1.1	1.8
KYND (BM)	7.2	5.3

**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.**

# March 1980 Mediatrend Estimates

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

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

## St. Louis

**WWWK Up 5+ For Second;  
KMOX Drops 4 1/2; KSHE Up Nicely;  
WIL-FM In Slight Gain;  
KEZK Has Good Jump;  
KXOK, KSLQ Drop;  
Black KMJM Falls From Top 10;  
KMOX-FM Returns To List**

	Jan. '80	Feb. '80	Mar. '80
KMOX (T)	25.5	28.0	23.4
WWWK (R)	6.2	8.0	13.1
KSHE (A)	8.8	10.1	11.0
WIL-FM (C)	5.0	8.0	8.4
KEZK (BM)	6.0	5.9	7.4
KXOK (R)	4.8	4.6	4.3
WRTH (BM)	4.2	4.1	4.3
WIL (C)	6.6	3.7	4.2
KSLQ (R)	3.8	5.4	3.9
KMOX-FM (A)	5.0	2.4	2.9

## Cleveland

**WMMS Rebounds For 3-Share Lead;  
WQAL Extends BM Lead Over WDOK;  
WERE Slides; Classical WCLV Leaps  
Into Top 10; WJMO Also Debuts;  
Dropouts: WZZP, 3-Share Loser WIIK**

	Jan. '80	Feb. '80	Mar. '80
WMMS (A)	11.9	10.6	11.9
WQAL (BM)	8.0	8.7	9.0
WDOK (BM)	6.6	8.1	7.9
WERE (N)	8.5	9.1	7.6
WCLV (CL)	2.2	2.4	5.6
WGCL (R)	7.2	5.8	5.5
WDMT (D)	2.9	5.5	5.2
WGAR (PA)	6.8	4.9	4.8
WJMO (B)	2.5	4.1	4.3
WLYT (A)	3.5	4.5	4.2

## Transit Strike

Continued from Page 1

services as a request line, so listeners could call with information on the best way to get from one point to another; and on-air mentions of car-pool areas, as well as updates on area high schools' hours of operation, which were staggered to facilitate traffic flow.

### The Issues Behind The Picket Lines

One of the more unusual approaches to the situation was taken by Black-formatted WBLS, which supplied on-air coverage of the issues leading to the strike. Inner City Broadcasting National News Director David Lampel explained that not only was the inner city "virtually locked out of service" but also that a disproportionate number of the striking workers were black or Hispanic and that there were issues other than dollars and cents, such as disciplinary actions and warring factions with in the union which needed to be brought to the public's attention. To this end, the station conducted and broadcast interviews with union and city officials, then allowed listeners to call in questions via WBLS's "Newline."

Several stations increased their traffic coverage, with WNBC, WXLO and WBLS all going to 'round-the-clock traffic updates. Similarly, WHN PD Ed Salamon

told R&R his Country outlet had been broadcasting a 24-hour rotating series of special traffic restrictions currently in force. Likewise, due to the lengthening of peak commuter times, a number of facilities, notably WNBC, WXLO, WABC, WNEW and WNEW-FM, widened their drive times and doubled their frequency of traffic reports as well.

### Increased Air Coverage

Drive time air coverage also increased, as News outlets WOR and WCBS kept their 'copters airborne longer and Black-formatted WBLS chartered a plane. Meanwhile, WKTU, WYNY, and WNEW-FM relied upon what WNEW-FM GM Mel Karmazin described as "invaluable" traffic information supplied by Shadow Traffic, a recently-established traffic news operation which provides either live or teletype reports to 45 stations in the surrounding New York area.

While there were no reports of station staffers being greatly affected by the strike (most either living within walking distance or benefiting from impromptu living arrangements provided by the stations), few programmers foresaw an immediate end to the transit troubles. WXLO PD Don Kelly noted that wages had ceased to be the central issue, with the current impasse caused by state's Taylor Law, which holds strikes by public employees to be illegal, making them subject to a fine of two day's

pay for each day they are on strike. Naturally, the union would like to see the law set aside, as it would lose all the monetary gains the strike would bring. Meanwhile, the city is claiming the statute is out of its jurisdiction.

### "A Marvelous Job"

However long the strike's duration, few programmers would disagree with WOR News Director Reg Laite's assessment: "It's just the kind of story that brings out the best in New York radio," said Laite, to which WABC PD Al Brady adds, "all radio stations are doing a marvelous job."

And for the listeners of AOR-formatted WPLJ, PD Larry Berger told R&R that the most common strike-related opinion expressed by callers to the station's Sunday night talk show was for WPLJ "to keep playing rock 'n' roll to keep our spirits up." Those sentiments seem to bear out WWRL PD Bob Law's view that the situation is "more of an inconvenience than a crisis."

## LETTER

Continued from Page 3

Floyd's "Another Brick In The Wall" The runaway best-seller of this year so far is Pink Floyd's "Another Brick In The Wall."

Neil said that "... fans don't need to buy the albums because they've taped it for free." This fails to recognize that a good reel of tape costs as much as or more than an album, and that a good tape deck costs far more than a turntable of equal quality. How does the term "free" apply to the consumer? Maybe the consumer isn't shelling out money to the record company, but the consumer is shelling out money.

Neil asked, "Why do we go along with a practice that is obviously self-destructive?" This fails to recognize that it was enthusiastic support from the record companies in the early 70's that spread the "Midnight Album Hour" concept into multiple stations in every decent-sized market in the country. And it fails to speak to the

question, "What can the record companies do about it?" So long as stations pay their licensing fees, stations are free to program music selections in any way they see fit ... including albums in their entirety. Any other view would raise serious First Amendment questions.

Maybe the poor quality of many pressings (which is notably compounded by the problem of counterfeiters) has caused some people to prefer the sound they get from a radio station that can afford \$20,000 in audio processing and enhancement equipment in the line. Maybe hearing albums with one or two good cuts and a lot of fill (which has been more the rule than the exception the past few years) has caused people to be more cautious and to want to hear an entire album before they plunk down their \$7.

But when the sound is in the grooves, the people are in the stores and bucks are in the cash registers, regardless of how many times the album is tracked by radio. New releases by Billy Joel and Bob Seger further confirm this.

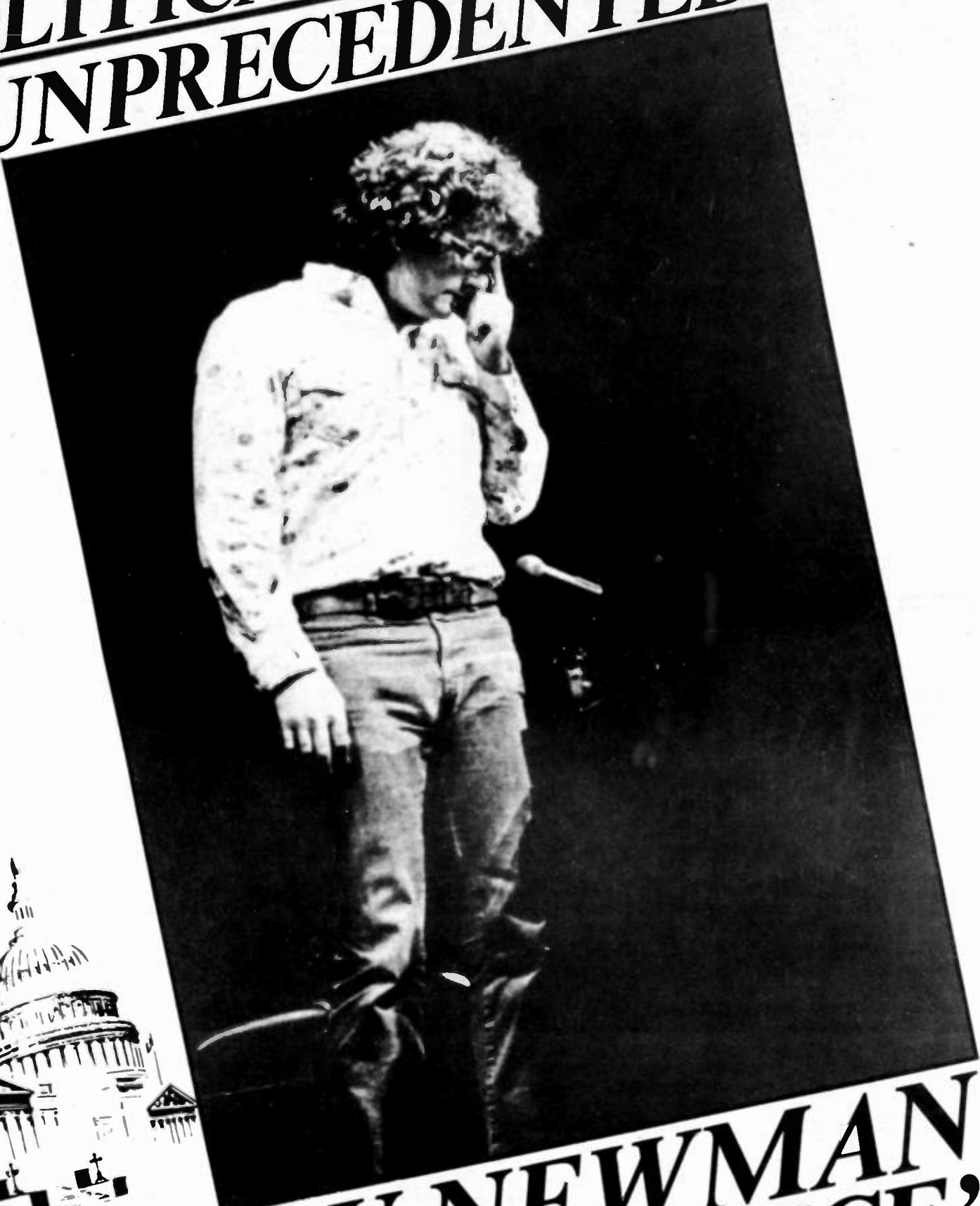
A contention that tracking albums means reduced sales is simply not supported by the most elementary review of the facts, and I hope that other programmers and managers will join me in refusing to allow radio to be made a scapegoat.

**Bobby Christian  
Program Director  
WXXK/Pittsburgh**



**TUNA TUNES IN TO BURNS** — Mercury recording artist George Burns was interviewed by KHTZ/Los Angeles morning man Charlie Tuna for his Weedeck "Inside Rock" syndicated show, with the interview scheduled for the company's "Country Report" program as well. Pictured (l-r) are Weedeck principal Ron Martin, Tuna, Burns, and Weedeck's Lloyd Heaney.

**OUR CANDIDATE'S  
POLITICAL RECORD  
IS UNPRECEDENTED**



**RANDY NEWMAN  
"POLITICAL SCIENCE"**

**A TIMELY NEW SINGLE**

PRODUCED BY LENNY WARONKER & RUSS TITELMAN  
ON WARNER BROS. RECORDS







PARALLEL ONE PLAYLISTS

EAST

1050 chum Toronto

- 1 BLONDIE/Call Me
2 PINK FLOYD/Another Brick In The Wall

AMBIOSIA/Biggest Part Of Me

WABC MUSICRADIO 77 New York

- 1 BLONDIE/Call Me
2 PINK FLOYD/Another Brick In The Wall

AMBIOSIA/Biggest Part Of Me

92 PRO FM Providence

- 1 BLONDIE/Call Me
2 PEACHES & HERB/Plunge My Love

AMBIOSIA/Biggest Part Of Me

FM 99 WXL0 New York

- 1 BLONDIE/Call Me
2 PEACHES & HERB/Plunge My Love

AMBIOSIA/Biggest Part Of Me

WIP-TV Philadelphia logo and station name

- 1 BLONDIE/Call Me
2 PINK FLOYD/Another Brick In The Wall

WPEZ/FM 94 Pittsburgh logo and station name

- 1 PINK FLOYD/Another Brick In The Wall
2 BLONDIE/Call Me

WRKO Boston logo and station name

- 1 BOB SEGER/Fire Lake
2 BLONDIE/Call Me

WKRW Buffalo logo and station name

- 1 PINK FLOYD/Another Brick In The Wall
2 BLONDIE/Call Me

WPRO-TV Providence logo and station name

- 1 PINK FLOYD/Another Brick In The Wall
2 BOB SEGER/Fire Lake

WPGC Washington D.C. logo and station name

- 1 BLONDIE/Call Me
2 MICHAEL JACKSON/She's Out Of My Life

96 KX Pittsburgh logo and station name

- 1 EAGLES/Can't Tell You Why
2 JOURNEY/Any Way You Want It

F-105 Boston logo and station name

- 1 BOB SEGER/Fire Lake
2 BLONDIE/Call Me

60/60 WJBO Baltimore logo and station name

- 1 BLONDIE/Call Me
2 CHRIS CROSS/Ride Like The Wind

wifi 92 Philadelphia logo and station name

- 1 GARY NUMAN/Cars
2 PINK FLOYD/Another Brick In The Wall

WNBC Radio 66 New York logo and station name

- 1 PINK FLOYD/Another Brick In The Wall
2 BLONDIE/Call Me

WGN Montreal logo and station name

- 1 BLONDIE/Call Me
2 EAGLES/Can't Tell You Why

KWK St. Louis logo and station name

- 1 AMBYS/Midnight Rendezvous
2 JOURNEY/Any Way You Want It

WLSW Chicago logo and station name

- 1 BLONDIE/Call Me
2 PINK FLOYD/Another Brick In The Wall

WNBB Kansas City logo and station name

- 1 CHRIS CROSS/Ride Like The Wind
2 BLONDIE/Call Me

98 KSLQ St. Louis logo and station name

- 1 BLONDIE/Call Me
2 CHRIS CROSS/Ride Like The Wind

WZUU Milwaukee logo and station name







**DAN FOGELBERG**  
Heart Hotels (Full Moon/Epic)  
LP: Phoenix

142/23 76%

Regional	Summary
B 58	UP 96
D 70	DOWN 23
H 74	ADD 1

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**MICHAEL JACKSON**  
Off The Wall (Epic)  
LP: Off The Wall

133/6 70%

Regional	Summary
B 74	UP 71
H 104	DOWN 6
M 72	ADD 0

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**GIBB & NEWTON-JOHN**  
I Can't Help It (RSO)  
LP: After Dark

128/16 63%

Regional	Summary
B 68	UP 67
H 74	DOWN 16
M 92	ADD 16

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**BILLY JOEL**  
You May Be Right (Columbia)  
LP: Glass Houses

182/3 98%

Regional	Summary
B 98	UP 98
H 95	DOWN 1
M 95	ADD 7

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**BROTHERS JOHNSON**  
Stomp! (A&M)  
LP: Light Up The Night

86/14 59%

Regional	Summary
B 74	UP 74
H 74	DOWN 0
M 69	ADD 14

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**JAMES LAST BAND**  
The Seduction... (Polydor)  
LP: The Seduction...

69/19 47%

Regional	Summary
B 61	UP 46
H 64	DOWN 0
M 54	ADD 19

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**JAMES LAST BAND**  
The Seduction... (Polydor)  
LP: The Seduction...

69/19 47%

Regional	Summary
B 61	UP 46
H 64	DOWN 0
M 54	ADD 19

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**KORONA**  
Let Me Be (UA)  
LP: Let Me Be (UA)

61/7 27%

Regional	Summary
B 41	UP 26
H 44	DOWN 7
M 41	ADD 7

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**MELISSA MANCHESTER**  
Fire In The Morning (Arista)  
LP: Fire In The Morning

84/10 48%

Regional	Summary
B 51	UP 48
H 51	DOWN 0
M 48	ADD 10

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**MELISSA MANCHESTER**  
Fire In The Morning (Arista)  
LP: Fire In The Morning

84/10 48%

Regional	Summary
B 51	UP 48
H 51	DOWN 0
M 48	ADD 10

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**BETTE MIDLER**  
The Rose (Atlantic)  
LP: The Rose Soundtrack

87/25 46%

Regional	Summary
B 53	UP 46
H 51	DOWN 15
M 31	ADD 25

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**BETTE MIDLER**  
The Rose (Atlantic)  
LP: The Rose Soundtrack

87/25 46%

Regional	Summary
B 53	UP 46
H 51	DOWN 15
M 31	ADD 25

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**GARY NUMAN**  
Cars (Atco)  
LP: The Pleasure Principle

113/18 58%

Regional	Summary
B 58	UP 58
H 48	DOWN 6
M 59	ADD 18

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**GARY NUMAN**  
Cars (Atco)  
LP: The Pleasure Principle

113/18 58%

Regional	Summary
B 58	UP 58
H 48	DOWN 6
M 59	ADD 18

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**KENNY LOGGINS**  
Keep The Fire (Columbia)  
LP: Keep The Fire

63/1 33%

Regional	Summary
B 31	UP 31
H 31	DOWN 3
M 44	ADD 6

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**BILLY PRESTON & SYREETA**  
With You I'm... (Motown)  
LP: Late At Night

122/1 64%

Regional	Summary
B 62	UP 86
H 75	DOWN 10
M 54	ADD 1

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

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WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**PEACHES & HERB**  
I Plunge My Love (Polydor)  
LP: Twice The Fire

78/4 42%

Regional	Summary
B 48	UP 51
H 48	DOWN 12
M 51	ADD 4

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

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I Plunge My Love (Polydor)  
LP: Twice The Fire

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Regional	Summary
B 48	UP 51
H 48	DOWN 12
M 51	ADD 4

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
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WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

**PRETENDERS**  
Brass In Pocket (I'm...)(Sire)  
LP: The Pretenders

141/12 74%

Regional	Summary
B 64	UP 112
H 70	SAME 14
M 96	ADD 12

P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

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LP: Twice The Fire

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Regional	Summary
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P1	P2	P3
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WUAB 22 21	WVOT 20-19	WUAB 10 19
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Regional	Summary
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P1	P2	P3
WKRM 10 16	EAMN 22-19	WJBO 4-35
WKYC 22 24	KRMN 24-22	WVOT 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19
WVTE 22 21	WVOT 20-19	WUAB 10 19
WUAB 22 21	WVOT 20-19	WUAB 10 19

(Whispers continued)

**RAY, GOODMAN & BROWN**  
Special Lady (Polydor)  
LP: Ray, Goodman & Brown

124/1 86%  
16

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 77%	UP 113
E 69%	SA 26
M 67%	DO 36
W 67%	AD 0

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**K. ROGERS & K. CARNES**  
Don't Fall In Love... (UA)  
LP: Gleason

188/8 88%  
10

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**JIMMY RUFFIN**  
Hold On To My Love (RSO)  
LP: Against The Wind

142/2 76%  
14

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**BOB SEGER**  
Fire Lake (Capitol)  
LP: Against The Wind

188/0 87%  
2

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**WHISPERS**  
And The Beat Goes On  
LP: Against The Wind

82/1 33%  
NBA

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**WHISPERS**  
And The Beat Goes On  
LP: Against The Wind

82/1 33%  
NBA

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**CLIFF RICHARD**  
Carrie (EMI America)  
LP: We Don't Talk Anymore

87/4 48%  
NBA

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**LINDA RONSTADT**  
Hurt So Bad (Asylum)  
LP: Mad Love

189/30 88%  
21

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**BOZ SCAGGS**  
Breakdown Dead... (Columbia)  
LP: Middle Man

168/13 84%  
22

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**UTOPIA**  
Set Me Free (Beersville/WB)  
LP: Adventures In Utopia

117/8 62%  
24

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**WHISPERS**  
And The Beat Goes On  
LP: Against The Wind

82/1 33%  
NBA

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

**WHISPERS**  
And The Beat Goes On  
LP: Against The Wind

82/1 33%  
NBA

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

Regional Reach	National Summary
U 99%	UP 151
E 69%	SA 27
M 67%	DO 45
W 67%	AD 1

# Others Getting Significant Action

(Continued from Back Page)

**BARRY MANILOW** "I Don't Want To Walk Without You" (Arista) 27/10  
Moves: Up 9, Same 8, Down 0, Adds 10, WKBW, WZUU, KRLA, WKEE, WAXY, KX106.

**BOB SEGER** "Against The Wind" (Capitol) 25/0  
Moves: Up 8, Same 12, Down 0, Adds 0, WICC, KFRC, KJR, WSGA, WHBQ, 82Q, WISM, KLUC, WROV, 94Q, 27-24, KOPA 25-21.

**STYX** "Borrowed Time" (A&M) 22/1  
Moves: Up 8, Same 12, Down 3, Adds 1, KKRC, 98KX 18-18, BJ05 23-20, WQVY 8-8, WL2Z 27-21, KRLC 23-17.

**STYX** "First Time" (A&M) 21/3  
Moves: Up 8, Same 8, Down 1, Adds 3, WTRY, WDRQ, WAAY, WPEZ 14-10, Y100 30-34, WLAC 9-4, KRSP 4-7, KLUC 9-4.

**RAY PARKER JR. & RAYDIO** "Two Places At The Same Time" (Arista) 18/5  
Moves: Up 12, Same 2, Down 0, Adds 5, WICC, KHFI, WIGY, WCGQ, KLLS, KRLA 4-24, WSGN 22-17, WGGQ 14-9, FM88 34-28.

**DOLLY PARTON** "Starting Over Again" (RCA) 17/4  
Moves: Up 8, Same 7, Down 0, Adds 4, PRO-FM, WTX, KRUX, KQDI, WRKO 21-18, WOKY 28-28, WOV 28-23, 13FEA 23-21.

**STEVE FORBERT** "Goodbye To Little Jo" (Nemperor) 17/3  
Moves: Up 6, Same 8, Down 0, Adds 3, KRUX, WFBQ, WXIL, KDWB 28-23, WFLY 28-24, WPST 32-29.

**TOM PETTY** "Here Comes My Girl" (Backstreet/MCA) 15/8  
Moves: Up 2, Same 5, Down 0, Adds 8, Q107, WFLY, 82X, KROY, KTKY, WFLB, WANS-FM, KQWB-FM, KJ100 28-20, KFXD 28-23.

**JENNIFER WARNES** "When The Feeling Comes Around" (Arista) 15/0  
Moves: Up 8, Same 3, Down 0, Adds 6, KDWB, WGLC, KX106, WKIX, KIOA, WANS-FM, KHFI 19-14, WOV 25-21.

**TOURISTS** "I Only Want To Be With You" (Epic) 14/11  
Moves: Up 0, Same 3, Down 0, Adds 11, WFI, WHFM, WFLY, KJ100, WVIC, WIGY, WXIL, WFOJ, WFLS, KSLY, KBDP.

**WHISPERS** "Lady" (Solar/RCA) 11/5  
Moves: Up 8, Same 0, Down 0, Adds 8, KHJ, WSGA, WHBQ, 82Q, FM88, KFMC 18-11, WTX 28-18, KX104 29-18.

**MANHATTAN TRANSFER** "Twilight Zone" (Atlantic) 11/5  
Moves: Up 4, Same 2, Down 0, Adds 6, WKLO, WKIX, KIOY, WFBQ, WFLS, CKGM 30-27, KEARTH 7-8, KRLA 13-7, KHJ 4-27.

**MARSHALL TUCKER BAND** "It Takes Time" (WB) 11/3  
Moves: Up 4, Same 4, Down 0, Adds 3, WSKZ, WNOX, WNAF, KWK 22-19, WANS-FM 37-31, KBIM 24-11.

**KARLA BONOFF** "Baby Don't Go" (Columbia) 11/1  
Moves: Up 8, Same 1, Down 1, Adds 1, KENI, KGM 16-16, KQWB-FM 25-22, KXKL 6-4, KRLC 17-14.

**SPIDER** "New Romance (It's A Mystery)" (Dreamland) 10/10  
Moves: Up 0, Same 0, Down 0, Adds 10, WFI, WPEZ, WPST, KEEL, KX106, WBBQ, KX104, WXIL, WANS-FM, KRLC.

**BILLY JOEL** "It's Still Rock & Roll To Me" (Columbia) 10/3  
Moves: Up 1, Same 6, Down 0, Adds 5, WABC, 98KX, WPGC, KWK on, Q107 on, WDRQ 4-24.

**FOOLS** "It's A Night For Beautiful Girls" (EMI America) 10/1  
Moves: Up 6, Same 4, Down 0, Adds 1, WAEB, F108 20-18, WRKO 9-7, PRO-FM 28-23, JB105 35-29.

**BEACH BOYS** "Goin' On" (Capitol) 10/1  
Moves: Up 3, Same 6, Down 1, Adds 1, WXIL, KRLA on, WBN-FM 28-23, Y100 35-33, WIGY 15-13.

**SHOOTING STAR** "You've Got What I Need" (Virgin) 10/0  
Moves: Up 3, Same 7, Down 0, Adds 0, WFI d-30, 98KX 33-24, WPEZ on, KBEQ 17-12, WGLC on.

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# NAZARETH



## "HOLIDAY"

THE SINGLE FROM  
MALICE IN WONDERLAND. SP 4799

Produced By Jeff "Skunk" Baxter.

**NAZARETH**

ON A&M RECORDS & TAPES

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KIMN  
KX104  
KDWB  
KUPD  
KX104  
JB105  
KCPX  
KRUX  
KBEQ  
WDRQ  
KJ100  
KJOY  
3WD  
WZDQ  
V-97  
WFOM  
KQWB-FM  
WVIC  
WXIL  
WGBF  
KSTN  
KOBQ  
KDJQ  
WRAW  
WROV

KJRB  
WSEZ  
WRBR  
WKBO  
WANS  
KOAQ  
KQDI  
WRKR  
K104  
WSFL  
KFIV  
WBBQ  
WRFC  
WAGQ  
98Q  
G105  
WGTR  
WGUY  
WISE  
KTOQ  
KPAM  
KBZY  
KEOS  
WZIX  
KATA

WCIR  
WORD  
WGNL  
WCUE  
WKWK  
WLYT  
KRIG  
KFMN  
KRSP  
KDZA  
KBIM  
KYL  
KOOK  
KEIN  
KCAP  
WTAC  
WWKE  
K102  
WBG  
KHFI  
KSDN  
KASH  
KFXD  
WPST  
KJQ  
KALE

# THE PICTURE PAGES

## Working Their Way Back To N.Y.



Atlantic's Spinners recently headlined at New York's Avery Fisher Hall, part of a coast-to-coast tour to promote their current single and LP. Pictured post-gig are (standing, l-r) producer Michael Zager, exec producer Jerry Love, Atlantic President Jerry Greenberg, Cotillion President Henry Allen, Spinner Henry Fambrough, Atlantic VP Jim Delehant, Atlantic/Cotillion's Bill Cureton, Atlantic/Cotillion VP Everett Smith, and Atlantic's Simo Doe; (kneeling) Spinners' Bobbie Smith and Earl Young.

## Pure Prairie Leagued With Casablanca



Cincinnati's Pure Prairie League has signed with Casablanca, with a debut album on the label due next month. Pictured at the signing are (l-r, standing): PPL's Billy Hines and Michael Connor, manager Jack Daley, producer John Ryan, Casablanca President Bruce Bird, and PPL's Mike Reilly; (seated) PPL members Jeff Wilson and Vince Gill.

## Forum Salutes Eagles Long Run



The Eagles were recently presented with crystal statuettes from Dr. Jerry Buss, Chairman of the Board of California Sports and Forum owner, to commemorate their four sold-out shows at LA's Forum in March. Pictured at the ceremony are (l-r): Front Line Mgt. VP Larry Solters, Forum VP Claire Rothman, Forum Talent Enterprises' Jeff Cheen, Eagle members Don Felder, Don Henley, Timothy B. Schmit, and Joe Walsh, Dr. Buss, Eagles' Glenn Frey and Joe Vitale, Front Line Mgt. President Irving Azoff, and Forum Talent Enterprises' Bobby Paris.

## The Best Side Of Jane



Jane Olivor recently performed at NY's Carnegie Hall and featured songs from her latest Columbia LP. Jane is pictured backstage flanked by (l-r) Columbia's Paul Atkinson, CBS Records Div. President Bruce Lundvall, Olivor's manager and album co-producer Jason Darrow, CBS/Records Group Deputy President Dick Asher, and Columbia VP Mickey Eichner.

## Con Funk Shun Has Gold Confection



Mercury's Con Funk Shun were recently presented with a gold album for their previous release, "Candy," while celebrating the release of their current LP, "Spirit Of Love." Gathered at the presentation are (standing, l-r): Phonogram/Mercury's Willie Tucker, Phonogram/Mercury VP Bill Haywood, Con Funk Shun members Michael Cooper, Cedric Martin, and Louis McCall, Phonogram/Mercury VP Mick Brown, PolyGram's Kenny Hamlin, and group members Karl Fuller and Danny Thomas; (kneeling) Felton Pilate II and Paul Harrell of Con Funk Shun, and PolyGram's Larry Smith.

## Porrizzo Pens Polydor Pact

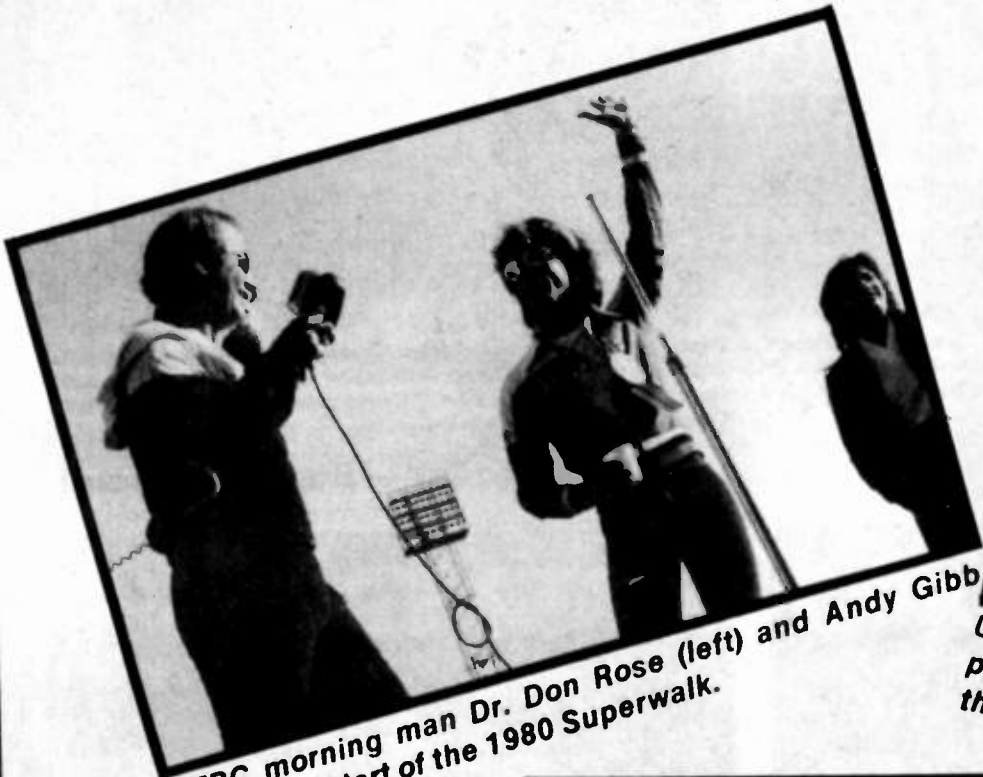


Ohio's Porrazzo has signed an exclusive recording agreement with Polydor Records, who will release his debut single. Pictured making it all official are (rear, l-r): Polygram Record Operations Sr. VP Ekke Schnabel, Porrazzo's lawyer Joseph L. Serling, Polydor Records President Fred Haayen, and SGI Productions' Jim Strassburg; (front) Polydor Records Exec. VP Dick Kline and Porrazzo.

# 610 KFRC

## THANKS ANDY GIBB!

### FOR BEING THE MARCH OF DIMES SUPERSTAR SUPERWALKER



*KFRC morning man Dr. Don Rose (left) and Andy Gibb signal the start of the 1980 Superwalk.*



*Utilizing the 610 Air Team helicopter, Andy Gibb paid personal visits to 18 "Superwalkers" sites throughout the San Francisco area.*



*Pictured are some of the thousands of KFRC listeners who gathered at Kezar Stadium for the start of the Superwalk.*

**RSO RECORDING ARTIST ANDY GIBB,  
THE 610 AIR TEAM MEMBERS, AND  
MORE THAN 26-THOUSAND WALKERS  
RAISED 1.2 MILLION DOLLARS FOR  
THE MARCH OF DIMES IN  
NORTHERN CALIFORNIA MARCH 23, 1980.**

# THE PICTURE PAGES

## Oaks Strike MCA Gold



MCA's Oak Ridge Boys were recently presented with a gold record for their album "Y'all Come Back Saloon." Shown at the ceremonial luncheon at NARM in Las Vegas are (l-r): MCA Records President Jim Foglesong, MCA Distributing Corp. President Al Bergamo, Oak Ridge Boys Bill Golden, Duane Allen, Joe Bonsall, and Richard Sterban, MCA Records President Bob Siner, and MCA VP Chic Doherty.

## Beneficial Side Effect



Elektra/Asylum has signed Side Effect, with the group's label debut LP just out. Pictured (l-r, rear) are E/A VP Oscar Fields, executive producer Wayne Handerson, producer August Johnson, group's Alicia Howard, Vice Chairman Mel Posner, and management personnel Forrest Hamilton and Reggie Johnson; (l-r, front) E/A's Primus Robinson and group's Louis Patton and Greg Matta.

## George Jones Gallops Into Palomino



Epic recording artist George Jones reappeared at L.A.'s Palomino Club recently and was welcomed backstage by (l-r) Epic VP Frankie Rand, CBS Records VP Mike Martinovich, Jones, CBS Records' Jack Lameier, E/P/A's Larry Stessell, and Epic's Jeff Siroty and Lori Helder.

## Shandi Holds Captive Audience



Dreamland Records execs Mike Chapman (seated) and Nicky Chinn are under the gun during the recent signing of Shandi to an exclusive recording contract on their RSO-distributed label. Her debut LP, produced by Chapman, is still in production.

## Hear Today — Bugs Tomorrow!



L.A.'s Whisky-A-Go-Go had "bugs" recently but only in the form of Casablanca recording artist Bugs Tomorrow. The informal necktie party after the show consisted of (l-r) Casablanca VP's Al DiNoble and Danny Davis, Bugs manager Artie Ripp, Bugs Tomorrow, and Casablanca's Bobby Applegate.

## Capitol Fetes Graham Nash



Following his performance at the Hollywood Pantages Theatre, Capitol's Graham Nash was honored with a party at the Brown Derby Restaurant. With Nash (right) are Capitol's Louis Newman and Susan Schorf.



# Black Radio

## Bill Speed

### Bill Parris: The Consultant's Role In Black Radio

Bill Parris is National PD for United Broadcasting, and has been their consultant for the past five years. United owns, among other properties, notable Black stations like WSID/Baltimore, WJMO/Cleveland, WOOK-FM/Washington, and KSOL/San Francisco. Parris spoke about his perception of a consultant's proper role in Black radio, and also ventured into discussions of a station's image and positioning, as well as other programming and promotion-related insights.

**R&R:** You are a consultant, even though you're also National PD. Is it good for most radio stations to have that kind of outside influence?

**BP:** I don't think necessarily for most stations. There are situations, though, where local management at a station will get itself in a position in a market where it has lost objectivity. I think the greatest thing a consultant can do, if he is a good one, is to come into a market and take a fresh objective viewpoint. Secondly, if the consultant has had a lot of experiences in similar situations with Black-oriented stations or Country or whatever, I think that degree of depth enables him to say this will be good for you and in most cases this has been proven effective. But there are situations that are so specialized and so unique that only the people right there in that market have their finger on it. In those situations, a consultant is not a good thing to have.

**R&R:** How can a consultant fine-tune a station?

**BP:** All of us in programming need all the input we can get because things are changing so fast every year, month and day. I think it is foolish for a programmer to cut off any input and say I can't learn things from this person. But a consultant is most valuable in those situations where a station has got itself immersed in its own philosophy and its own beliefs at the exclusion of new ideas. The unfortunate thing about consulting as a business is that most people making decisions that box the station into a certain situation are doing so based not necessarily on experience or business logic but upon their own perception of their self-importance, their ego. These are not the people who will call on a consultant. It takes two things: it takes a situation a consultant can really help in, and the people on the scene realizing that they need outside help. And it's the second step that keeps a lot of consultants out of situations they could help in.

**R&R:** Why not, instead of hiring a consultant, just change program directors?

**BP:** Well, that is what most of them do, only because of the perception of a program director. In so many cases, the program director is just a glorified announcer, someone who strikes management as being the most credible of the seemingly incredible, uncontrollable jocks. The one thing I'm trying to improve in this firm and in all of the stations where I've acted as a consultant, is the perception of the program director as a professional, not as a shuck-and-jivin', finger-snappin' guy, but a professional who is laid back and calm, who has more the veneer of an attorney and a professional person and has that objectivity. That is the kind of image I would like to see programmers get into because that's the kind of a track record and that's the kind of the perception they have to work in within this industry as it becomes more complicated. Ten years ago, a program director could be the most credible announcer who happened to like music and was seemingly able to pick hits. Now he's got to be part mathematician with Arbitron and the other ratings services, part attorney with the legal positions of the Commission, especially as it relates to contests, and he's got to be a diplomat. It's funny to think that the training most doctors have to operate on people is comparable with what a successful major market program director would have to have.

*"During the book retaining listeners for a long time will have a much more immediate and dramatic effect than an extra hundred thousand people seeing your call letters on the beltway in the morning."*

**R&R:** What are some of the elements of your variables in programming?

**BP:** When it comes to tailoring a station's sound, generally what a consultant does is to advise general market positioning for a station. A radio station's image is like a person's reputation. It is not necessarily one major thing they do right or wrong, but a general perception of what they are about and where they are coming from. A station's image erodes the way a person's reputation erodes. Often the negative things make more of an impression than the positive. I think if there is one general thing a consultant does, it's to provide stations with positioning, and one way to do this is to improve a station's on and off-air image. If you made a chart and looked at the successful formats regardless of demographic appeal, you would see that the formats with the greatest average quarter hour maintenance and the greatest listener loyalty are those stations with the best image for whatever it is they may do, be it a Black station or a Beautiful Music station or a Top 40. There is certainly no doubt in the general audience's mind as to what type of station those call letters are associated with.

### Image Consciousness

**R&R:** You mentioned earlier about on-air and off-air image. Which is more important?

**BP:** I really believe on-air is. It is true that a radio station, like any other product, should be merchandised off the air to people who are not listeners. But I don't think we've had in the last 5 or 6 years any genuinely new formats come along, and the direction the business seems to be taking is toward overspending and outspending the competition in terms of outside audience acquisition. It is coming down to a dollar and cents war every rating book.

**R&R:** Explain further . . .

**BP:** It means the station will go into a book and the way they attack the book is to

list five or six things all related to billboards, television, to outside exposure. And I really believe that that is good. It won't hurt. But I don't think it is nearly as important as what you do on the air. What you do on the air makes a 100 percent impression to every listener. And during the book where you are concerned with quarter hour maintenance, retaining listeners for a long time, certainly anything you can say during a book to make listeners stay for another 4 or 5 minutes, will have a much more immediate and dramatic effect than an extra hundred thousand people seeing your call letters on the beltway in the morning. In the total scheme of things, it is what happens on the air that is primarily important. The way I advise my contract stations to conduct their promotional activities is between ratings sweeps go for audience acquisition, get listeners into the frequency. Then the moment the book starts concern themselves only with retaining what they have for as long as possible.

**R&R:** You sound like an advocate of Extended Measurement.

**BP:** Actually, I'm not. Extended Measurement minimizes the effect of concentrated

*"A consultant is most valuable in those situations where a station has got itself immersed in its own philosophy and its own beliefs at the exclusion of new ideas."*

programming. Unfortunately, for better or worse, with the stations I have consulted that's been an advantage. I felt that our contest posture and what we do during the four-week sweep has been responsible for maybe 7 to 10 percent of our numbers. And Extended Measurement deprives us of that. Hopefully, in the future we will devise ways that will be effective with the Extended Measurement program. But in the short term I'm not really an advocate of it.

### The WJMO Story

**R&R:** Let's pinpoint one of your successes, WJMO in Cleveland. The station had been on the air 20 years in the market without ratings as high as the recent figures. What did you do?

**BP:** That is an interesting case. I went there 3½ years ago after the station had suffered a yearlong declining rating posture. You go into a market totally objective with no preconceived ideas. And I found a situation in Cleveland where the station still had good cume, but the average quarter hours had eroded. The way books are turned over very quickly is to improve the average quarter hour maintenance. So basically with the cume, they were able instantly to get numbers back up again. If the cume had been down or sliding, that would tell me that people no longer even gave the station a chance. It's not even in consideration. That takes time and usually money to build that. But the cume was already there, so what we did in the short term is to look at the mechanics of the on-air sound to see what was detaining people from staying with the station for a long time. In effect, the basic thing that they were doing wrong was to integrate a lot of crossover and a lot of purely white selling product in their music. Conceptually, what we did is improve the black definition of the station.

**R&R:** So many Black stations believe that if you play certain pop records, that gives you pop appeal.

**BP:** I think that generally programming a station to a person's race is an inherently weak premise. I don't think you can do that. It is not true that because this person is white and this one is black that you can list all the elements of their music taste. Human beings don't act that way. I have as many black friends who like white music as white friends who like black music. What you can say, though, is that your position in the market and the way you are perceived has a lot to do with your image as a radio station. And in certain competitive situations, it is the erosion of the Black station's image as targeted to the black community and a special relevance to black listeners — when that starts eroding, then that station's perception of what it is is weakened. At our stations, if they are Black, I try to give a special break to black artists and try to generally exclude white artists. And that's done for the sole purpose of improving the definition and image of the radio station.

### People

WJJS/Lynchburg has named Donnie D as its new Music Director. He was most recently with WTOY/Roanoke . . . Program Director Rudy Green has exited KAPE-AM-FM/San Antonio. Tom Poe, in-house air personality, will take over the FM programming duties with Operations Manager Cesta Ayers overseeing the AM side . . . Carl Connors is no longer Program Director of WVON/Chicago. His replacement is Lee Armstrong as reported in last week's "Street Talk" . . . WIKS/Indianapolis air staffer Fred Moore can now be heard over the airwaves of KMJM/St. Louis . . . Former programmer Doug Harris, late of WAOK/Atlanta, has established Van Harris Promotions, an independent promotion firm serving the Northeastern and Southeastern regions of the country. Their business telephone is (404) 953-1421 . . . Kenneth Gamble, president of Philadelphia International Records and the Black Music Association (BMA), recently spoke at the 7th annual Business Management Conference at Tuskegee Institute, outlining his experiences and discussing the future of Black America . . . Congratulations to the newest member of the Motown family. Skip Miller and his wife Karen are the proud parents of Justin Anthony, who bounced in on April 2 weighing 7 lbs, ¼ ounce. Skip is Vice President of Promotion at Motown while Karen is a production associate with the "Sanford" television show . . . John Brown has exited his post as East Coast Regional Marketing Coordinator for Elektra Records . . . Having resigned as Vice President of Black Product for LAX Records, Al Edmundson is now joining Gorov-Kaplan Associates in the same capacity . . . Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

### Places

**RADIO SEMINAR:** The 1980 Black College Radio Conference is being held in Atlanta this weekend, April 11-12. Highlights of the event will be featured in next week's column. Coinciding with the meetings is the week-long celebration of WCLK/Atlanta's sixth anniversary . . . And speaking of birthdays, KBLX-FM/San Francisco became a year old on April 1. Festivities at the Old Waldorf attracted 200 with a six-piece female salsa band providing entertainment . . . KOKY/Little Rock, in association with PUSH, presented a non-denominational service commemorating Dr. Martin Luther King last Friday (4-4). The entire service was broadcast live from the Metro Center Mall in downtown Little Rock.

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- BROTHERS JOHNSON**  
"Stomp!" (A&M)
- SMOKEY ROBINSON**  
"Let Me Be The Clock" (Tamla)
- ISLEY BROTHERS**  
"Don't Say Goodnight" (T-Neck)
- LEON HAYWOOD**  
"Don't Push It Don't Force It" (20th)
- SKYY**  
"High" (Salsoul)
- CON FUNK SHUN**  
"Got To Be Enough" (Mercury)
- WHISPERS**  
"Lady" (Solar/RCA)
- RAY PARKER JR. & RAYDIO**  
"Two Places At The Same Time" (Arista)
- MANHATTANS**  
"Shining Star" (Columbia)
- GQ**  
"Standing Ovation" (Arista)
- AL JOHNSON w/JEAN CARN**  
"I'm Back For More" (Columbia)

## CLIMBERS

Following are listed in order of their airplay activity.

**SYLVESTER** "You Are My Friend" (Fantasy) 47% reporting airplay. Medium airplay in the East at WWIN and WILD. Climbing at WDIA, WGIV, WLOK, WOWI and WNOO with hot rotation at WOIC, WAOK and WANT in the South. Debuting at WLOU in the Midwest; medium at WCIN and KPRS while hot at WVON, WKWM and KATZ. Hot at KDIA and climbing at KSOL in the West.

**DRAMATICS** "Welcome Back Home" (MCA) 45% reporting action. Climbing at WCIN and WKWM while hot at WJMO, KPRS, KMJM and KATZ in the Midwest. New in the South at WJJS and WANT with medium airplay at KOKY, WGIV and WPXI while in hot rotation at WNOO and WOWI. The West shows it climbing at KDIA and hot at KSOL. Climbing at WILD and hot at WAMO in the East.

**RAY, GOODMAN & BROWN** "Inside Of You" (Polydor) 45% of our reporters are on it. Added in the East at WAMO; climbing at WWIN, WXYV and WILD. New at WJJS, medium at KOKY, WHRK, WVEE and WLOK, and hot at WDIA, WGIV and WOIC in the South. Debuting at WDAO in the Midwest while climbing at WJMO with hot rotation at WBMX and WCIN. Climbing at KDIA in the West.

**GAP BAND** "I Don't Believe . . ." (Mercury) 39% reporting airplay. Climbing at WLOU and KATZ while hot at KMJM, KPRS, WBMX, WJMO and WKWM in the Midwest. The South shows it climbing at WGIV while hot at WJJS, WOWI and KMJQ. Hot in the East at WAMO and WILD. Heavy airplay at KSOL and KDIA in the West.

**JERMAINE JACKSON** "Let's Get Serious" (Motown) 39% reporting activity. Climbing at KDIA while hot at KDAY in the West. New at KAEZ, hot at WTLC, and medium at KATZ, KPRS, WJMO, WKWM and WDAO in the Midwest. The South shows it climbing at WLOK, WPXI and WDIA with hot rotation at KOKY and WOIC. Medium airplay in the East at WWIN.

**FATBACK BAND** "Gotta Get My Hands On Some . . ." (Spring/Polydor) 39% reporting airplay. Added at WAMO while climbing at WILD in the East. New at WPXI, climbing at WAOK and WOIC, and hot at WDIA, WGIV and WLOK in the South. Medium airplay at KATZ, WJMO, WKWM and WCIN while hot at WDAO, WTLC and WLOU in the Midwest.

**LIPPS, INC.** "Funkytown" (Casablanca) 39% of our reporters are on it. Added at WAOK and WDIA while climbing at KMJQ, WLOK, WHRK and WVEE and hot at WGIV in the South. Climbing throughout the Midwest at WTLC, WJMO and KMJM. New at WILD and medium at WXYV in the East. Debuting at KSOL with medium airplay at KDIA and hot rotation at KDAY in the West.

**SISTER SLEDGE** "Reach Your Peak" (Cotillion) 37% reporting action. New at WLOU and WJMO while climbing at WCIN, WDAO, WBMX and KMJM in the Midwest. Added at WOIC, hot at WAOK and climbing at WDIA, WGIV, WLOK, WNOO and KMJQ in the South. Medium airplay at KDAY in the West.

**PEABO BRYSON** "Minute By Minute" (Capitol) 37% reporting airplay. New at KDAY and climbing at KDIA in the West. Hot at WTLC and KAEZ with medium airplay at WLOU, WDAO, WJMO and KATZ in the Midwest. The South shows it hot at KOKY and WGIV while climbing at WDIA, WPXI, WOIC and WNOO.

**BAR-KAYS** "Today Is The Day" (Mercury) 37% reporting activity. New at WJJS while climbing at KMJQ and WOWI and hot at WLOK and WDIA in the South. Medium airplay at WAMO in the East. Heavy rotation at KAEZ with medium airplay at WLOU, WCIN, WJMO and KMJM in the Midwest. The West shows it climbing at KDIA and hot at KSOL.

**RANDY BROWN** "We Ought To Be Doin' It" (Chocolate City) 34% reporting action. In medium rotation at WCIN, WJMO and KATZ in the Midwest. Climbing at WILD

and WAMO in the East. The South reflects heavy rotation at WGIV and KOKY with medium airplay at WDIA, WLOK and WOWI. Hot at KDAY while climbing at KDIA and KSOL in the West.

**GLADYS KNIGHT** "Landlord" (Columbia) 34% of our reporters are on it. Added at WWIN, WILD and WWRL in the East. Debuting at KOKY, WDIA, WLOK, WOIC and KMJQ in the South. New at WKWM, KPRS, KMJM and KATZ in the Midwest. Added at KYAC in the West.

**INVISIBLE MAN'S BAND** "All Night Thing" (Mango/Island) 32% reporting airplay. Added at WDIA, KMJQ and WLOK with hot rotation at KOKY, WHRK and WVEE in the South. Hot at WWIN and WXYV in the East. Climbing at WJMO while hot at WKWM in the Midwest. Medium airplay at KDIA while hot at KDAY in the West.

**SHALAMAR** "Right In The Socket" (Solar/RCA) 32% of our reporters are on it. Added at WTLC and WDAO with medium airplay at WJMO in the Midwest. Climbing at KDAY in the West. New at WANT, hot at WAOK and WGIV and climbing at WLOK, WPXI, WOIC and KMJQ in the South. Hot at WWIN in the East.

**MICHAEL JACKSON** "Off The Wall" (Epic) 29% reporting activity. Climbing at WAMO in the East. Hot at WJJS, WOIC and WOWI in the South. Medium airplay at KPRS and KMJM while hot at WJMO, WDAO and WLOU in the Midwest. The West shows heavy airplay at KDIA and KSOL.

**MASQUERADERS** "Desire" (Bang/CBS) 29% reporting airplay. Added at WJJS, climbing at KOKY and WGIV and hot at WPXI in the South. Climbing at WAMO in the East. Medium airplay at WLOU, WCIN, KAEZ and KPRS in the Midwest. Climbing at KDIA and KSOL in the West.

**STEPHANIE MILLS** "Sweet Sensation" (20th) 29% reporting action. Added at KYAC and KDAY in the West. The Midwest shows adds at WCIN and KPRS with medium airplay at WKWM and WJMO. New at WLOK while climbing at KOKY, WDIA and WOIC in the South. Medium airplay at WWIN in the East.

**KLEER** "Winners" (Atlantic) 26% of our reporters are on it. Climbing at WKWM and hot at WTLC in the Midwest. Added at WDIA, while climbing at WHRK, WVEE and WLOK with hot rotation at WAOK in the South. In medium airplay at WXYV and WILD and hot rotation at WWIN in the East.

**BEN E. KING** "Music Trance" (Atlantic) 26% reporting airplay. Climbing at WAMO and WILD in the East. Medium airplay at WOWI and KMJQ in the South. Hot at KATZ while climbing at WLOU, WKWM, WBMX and KMJM in the Midwest. Climbing in the West at KSOL.

**MASS PRODUCTION** "Forever" (Cotillion) 26% reporting airplay. Added at WJMO and WKWM while climbing at WTLC and WDAO in the Midwest. Hot at WPXI, WANT and KOKY with medium airplay at WGIV, WNOO and KMJQ in the South.

**PHYLLIS HYMAN** "Under Your Spell" (Arista) 24% reporting action. New at KSOL in the West. Climbing at WJMO and KAEZ in the Midwest. The South shows it climbing at WAOK, WOWI, WNOO and KMJQ. Medium airplay at WAMO and WILD in the East.

## NEW & ACTIVE

**GREY & HANKS** "Now I'm Fine" (RCA) 21% of our reporters are on it. Medium airplay at WILD in the East. Climbing at WPXI and KMJQ in the South. Medium airplay at WJMO, WDAO, WLOU, KATZ and KMJM in the Midwest.

**AMBROSIA** "Biggest Part Of Me" (WB) 21% reporting activity. Added at WTLC and KMJM in the Midwest. New at KOKY, WHRK, WVEE, WPXI and KMJQ in the South. Debuting at WXYV in the East.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- DAVID SANBORN . . . . . Hideaway (WB)
- GROVER WASHINGTON JR. . . . . Various Cuts
- CHUCK MANGIONE . . . . . Fun And Games (A&M)
- SPYRO GYRA . . . . . Catching The Sun (MCA)
- CEDAR WALTON . . . . . Soundscapes (Columbia)
- CARMEN McRAE . . . . . I'm Coming Home Again (Buddah/Arista)
- EARL KLUGH . . . . . Dream Come True (UA)
- LONNIE LISTON SMITH . . . . . Love Is The Answer (Columbia)
- CHICO HAMILTON . . . . . Nomad (Elektra)
- HEATH BROTHERS . . . . . Live At The Public Theater (Columbia)

### NEW & ACTIVE

- STEVE KUHN & SHEILA JORDAN . . . . . Playground (ECM)
- Various Cuts

EAST: WRVR/New York, NY, Marshall/Prescott, WHUR/Washington, O.C., Jesse Fox, WEAA/Baltimore, MO, Chauncey Lewis, WYBC/New Haven, CT, Eric Strauss. SOUTH: WCKL/Atlanta, GA, Requeya Ward, WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant, WJZZ/Detroit, MI, Dorinn Pester. WEST: KAOX/Denver, CO, Chuck Edwards, KRE/Berkeley, CA, Hal Jackson, KKGO/Los Angeles, CA, Monica Riorden, KJLH/Los Angeles, CA, Lawrence Tarter.



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EXPLODING!!**

**WAR**

**"THE MUSIC BAND 2"**

(MCA-3193)

Featuring the single ...

**"I'LL BE AROUND"**

(MCA-41209)

**BLOOD, SWEAT  
& TEARS**

**"NUCLEAR BLUES"**

(MCA-3227)

Featuring the single ...

**"NUCLEAR BLUES"**

(MCA-41198)

**PRESSURE**

**"PRESSURE"**

(MCA-3195)

Featuring the single ...

**"CAN YOU FEEL IT?"**

(MCA-41179)

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LAX/MCA RECORDS**



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Pop / Rhythms  
Hottest  
April 11, 1980

EAST	SOUTH	MIDWEST	WEST
Brothers Johnson Leon Haywood	Brothers Johnson Isley Brothers	Leon Haywood Brothers Johnson Isley Brothers	Brothers Johnson Leon Haywood

# Regionalized Adds & Hots

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

## EAST

**WXTV**  
Baltimore, MD  
Larry Wilson

### ADDED

Blondie  
Ambrosia

### HOTTEST

Leon Haywood  
Manhattans  
Whispers "Beat"  
Isley Brothers  
Brothers Johnson  
Al Johnson  
Skyy  
Harold Melvin & Bluenotes  
Con Funk Shun  
Invisible Man's Band

### WWRL

New York, NY  
Bob Law/Linda Mayne

### ADDED

Rodney Franklin  
Dr. Hook  
Gledys Knight  
Jerry Knight  
Gene Page  
Smokey Robinson  
John & Arthur Simms  
S.O.S. Band

### HOTTEST

Shalamar "Right"  
Heath Brothers  
Michael Jackson  
Brothers Johnson  
Phyllis Hyman  
Rufus & Chaka  
Dramatics  
Jermaine Jackson  
Kenny Loggins  
Prince

**WKND**  
Hartford, CT  
Eddie Jordan

### ADDED

None

### HOTTEST

Kool & The Gang  
Vaughan Mason & Crew  
Leon Haywood  
Brothers Johnson  
Natalie Cole/Peabo Bryson  
Fat Larry's Band  
Dramatics  
Trussel

### WWIN

Baltimore, MD  
Curtis Anderson

### ADDED

Barry White  
Gledys Knight  
Jerry Knight  
Common Sense  
Change  
Wardell Piper  
Asphalt Jungle  
Jerry Butler

### HOTTEST

Kleer  
Manhattans  
Webster Lewis  
Trussel  
Shalamar "Right"  
Brothers Johnson  
Invisible Man's Band  
Roberta Flack/Donny Hathaway  
"Back"  
Smokey Robinson  
"Clock/Heavy"  
Ray, Goodman & Brown  
"Way"

**WILD**  
Boston, MA  
Steve Crumbly

### ADDED

Crown Heights Affair  
Lippa, Inc.  
Roberta Flack/Donny  
Hathaway "Back"  
Kwick  
Dionne Warwick  
Gledys Knight  
Tavarez  
Bobby Bland

### HOTTEST

Leon Haywood  
Brothers Johnson  
Skyy  
Al Johnson  
Sharon Paige  
Controllers  
Gap Band  
Whispers "Beat"  
Isley Brothers  
Ronnie Laws  
WAMO  
Pittsburgh, PA  
Ken Allen

### ADDED

Fatback Band  
Con Funk Shun  
Ray, Goodman & Brown  
Kwick  
Rene & Angele  
Al Johnson  
HOTTEST  
Sequence  
Vaughan Mason & Crew  
Gap Band  
Whispers "Beat"  
Dramatics  
Ronnie Laws  
Spinners  
L.A. Boppers  
Brothers Johnson  
Leon Haywood

## MIDWEST

**WJMO**  
Cleveland, OH  
Bernie Moudry

### ADDED

Sister Sledge "Peak"  
Lakelide  
Crown Heights Affair  
Mass Production  
Jerry Knight  
Jerry Butler  
Al Johnson

### HOTTEST

Brothers Johnson  
Dramatics  
Ronnie Laws  
Brothers Johnson  
Leon Haywood  
Prince  
Michael Jackson  
Whispers "Lady"  
Gap Band  
Sequence

**KAEZ**  
Oklahoma City, OK  
Steve Scott

### ADDED

Manhattans  
Jermaine Jackson

### HOTTEST

Leon Haywood  
Spinners  
Brothers Johnson  
Peabo Bryson  
Donna Summer  
Bar-Kays  
Whispers "Beat"  
Skyy  
Sharon Paige  
Chuck Classel

**WBMX**  
Chicago, IL  
James Alexander

### ADDED

Herbie Hancock  
Gene Chandler

### HOTTEST

Gap Band  
Isley Brothers  
Vaughan Mason & Crew  
Whispers "Lady"  
Brothers Johnson  
Leon Haywood  
Ray, Goodman & Brown  
Webster Lewis  
Roberta Flack/Donny Hathaway  
Skyy

### KMJM

St. Louis, MO  
Harry O

### ADDED

Barry White  
Gledys Knight  
Ambrosia  
HOTTEST  
Isley Brothers  
Yellow Magic Orchestra  
Leon Haywood  
Whispers "Lady"  
Gap Band  
Kool & The Gang  
Smokey Robinson  
Brothers Johnson  
Dramatics  
Narada Michael Walden

### WKWM

Grand Rapids, MI  
Frank Grant

### ADDED

Gledys Knight  
Raydio  
Mass Production  
Heat  
Tavarez  
S.O.S. Band

### HOTTEST

Isley Brothers  
Chapter 8  
Brothers Johnson  
Vaughan Mason & Crew  
Gap Band  
Skyy  
Leon Haywood  
Invisible Man's Band  
Silk  
Sylvester

### WOWI

Norfolk, VA  
Chester Bertson

### ADDED

Earl Klugh

### HOTTEST

Whispers "Beat"  
Brothers Johnson  
Gap Band  
Michael Jackson  
Ray, Goodman & Brown  
Roberta Flack/Donny Hathaway  
Dramatics  
Spinners  
Isley Brothers  
Leon Haywood

### WNOO

Chattanooga, TN  
Dwight Harrison

### ADDED

Raydio

### HOTTEST

Isley Brothers  
Dramatics  
Brothers Johnson  
Rufus & Chaka  
GQ  
Vaughan Mason & Crew  
Ray, Goodman & Brown  
Parliament  
Rick James  
Stevie Wonder

### WOIC

Columbia, SC  
Bob Walters

### ADDED

Gledys Knight  
Lou Rawls  
Sister Sledge "Peak"  
Skyy  
Smokey Robinson

### HOTTEST

Isley Brothers  
Michael Jackson  
Brothers Johnson  
Kenny Loggins  
Manhattans  
Whispers "Lady"  
Ray, Goodman & Brown  
Sylvester  
Narada Michael Walden  
Jermaine Jackson

## SOUTH

**WAOK**  
Atlanta, GA  
Norbert Bain

### ADDED

Isley Brothers "Go"  
Roberta Flack/Donny Hathaway  
"Back"  
Raydio  
Kwick  
Jerry Butler  
Barry White  
Kendricka/Holland  
Lippe, Inc.

### HOTTEST

Brothers Johnson  
Whispers "Beat"  
Sister Sledge "Peak"  
Rick James  
Ronnie Laws  
Chuck Mangione  
Shalamar "Right"  
Controllers  
Yellow Magic Orchestra

### WANT

Richmond, VA  
Ben Mills

### ADDED

Narada Michael Walden  
Tavarez "Can't"  
Lakelide  
Dramatics "Home"  
Shalamar "Right"

### HOTTEST

Isley Brothers  
Brothers Johnson  
Futures  
Uncle Louie  
Smokey Robinson  
Sylvester  
Whispers "Lady"  
Yellow Magic Orchestra  
Mass Production

### KOKY

Little Rock, AR  
Jeremy Smith

### ADDED

Delegation  
Barry White  
Gledys Knight  
Ambrosia

### HOTTEST

Invisible Man's Band  
Jermaine Jackson  
Mass Production  
Manhattans  
Raydio  
Con Funk Shun  
Peabo Bryson  
Al Johnson  
Randy Brown  
Isley Brothers

**WLOK**  
Memphis, TN  
Melvin Jones

### ADDED

Alton McClain & Destiny  
Bobby Caldwell  
Stephanie Mills  
Gledys Knight  
Invisible Man's Band

### HOTTEST

Bar-Kays  
GQ  
Whispers "Lady"  
Roberta Flack/Donny Hathaway  
Isley Brothers  
Prince  
Leon Haywood  
Manhattans  
Smokey Robinson  
Fatback Band

### WPXI

Charleston, SC  
Terry Jamison

### ADDED

Lou Rawls  
Jimmy Ruffin  
Skyy  
Fatback Band  
Lakelide  
Two Tons O'Fun  
Barry White  
Brides Of Funkenstein  
Parliament  
Boz Scaggs  
Ambrosia

### HOTTEST

Vaughan Mason & Crew  
Masqueraders  
Brothers Johnson  
Prince  
Sharon Paige  
Con Funk Shun  
Manhattans  
Isley Brothers  
Smokey Robinson  
Mass Production

### WXXI

Jackson, MS  
Tommy Marshall

### ADDED

B.B. King  
Parliament "Big"  
Kwick

### HOTTEST

Whispers "Beat"  
Brothers Johnson  
Prince  
Michael Jackson  
Bar-Kays  
Leon Haywood  
Natalie Cole/Peabo Bryson  
T-Connection  
Teddy Pendergrass  
Solaris

**WHRK**  
Memphis, TN  
Ron Olson

### ADDED

Blondie  
Ambrosia

### HOTTEST

Leon Haywood  
Manhattans  
Whispers "Beat"  
Isley Brothers  
Brothers Johnson  
Al Johnson  
Skyy  
Harold Melvin & Bluenotes  
Con Funk Shun  
Invisible Man's Band

### WGIV

Charlotte, NC  
Chris Turner

### ADDED

Dionne Warwick  
Chuck Brown &  
Soul Searchers  
Instant Funk  
S.O.S. Band  
Alton McClain & Destiny  
Jerry Knight

### HOTTEST

Brothers Johnson  
Prince "Sexy"  
Lou Rawls  
Slave "Foxy"  
Lippe, Inc.  
Fatback Band  
Shalamar "Right"  
Ray, Goodman & Brown  
Randy Brown  
Peabo Bryson

### WJJB

Lynchburg, VA  
Robert Goins

### ADDED

Dramatics  
Masqueraders  
Manhattans  
Raydio  
Whispers "Lady"  
Con Funk Shun  
Smokey Robinson  
Bar-Kays  
Ray, Goodman & Brown  
Crown Heights Affair

### HOTTEST

Brothers Johnson  
Whispers "Beat"  
Spinners  
Kool & The Gang  
Gap Band  
Michael Jackson  
Ray, Goodman & Brown  
"Special"  
Andy Gibb  
Vaughan Mason & Crew  
Parliament

**WVEE**  
Atlanta, GA  
Scotty Andrews

### ADDED

Blondie  
Ambrosia

### HOTTEST

Leon Haywood  
Manhattans  
Whispers "Beat"  
Isley Brothers  
Brothers Johnson  
Al Johnson  
Skyy  
Harold Melvin & Bluenotes  
Con Funk Shun  
Invisible Man's Band

### WDIA

Memphis, TN  
Ron King

### ADDED

Al Johnson  
Con Funk Shun  
Kleer  
Gledys Knight  
Lippe, Inc.  
Pleasure  
Invisible Man's Band  
Rodney Franklin  
Chapter 8

### HOTTEST

Ann Peebles  
Smokey Robinson  
Isley Brothers  
Brothers Johnson  
Manhattans  
Leon Haywood  
Bar-Kays  
Bobby Bland  
Fatback Band  
Ray, Goodman & Brown

### KMJQ

Houston, TX  
Jack Patterson

### ADDED

Barry White  
Gledys Knight  
Ambrosia  
Kwick  
Invisible Man's Band  
Teena Marie  
Temptations

### HOTTEST

Isley Brothers  
Con Funk Shun  
Gap Band  
Brothers Johnson  
Smokey Robinson  
Whispers "Lady"  
GQ  
Raydio  
Leon Haywood  
Sharon Paige

## WEST

**KDKO**  
Denver, CO  
John Anderson

### ADDED

Manhattan Transfer  
Change  
Skyy  
J. Gels  
Christopher Cross  
Bobby Thurston

### HOTTEST

Parliament  
Vaughan Mason & Crew  
Brothers Johnson  
Gap Band  
Michael Jackson  
Roberta Flack/Donny Hathaway  
Leon Haywood  
Natalie Cole/Peabo Bryson  
Lippe, Inc.  
L.A. Boppers

### KBOL

San Mateo, CA  
J.J. Jeffries

### ADDED

Con Funk Shun  
Smokey Robinson  
Phyllis Hyman  
Manhattans  
Lippe, Inc.

### HOTTEST

Brothers Johnson  
Gap Band  
Isley Brothers  
Leon Haywood  
Michael Jackson  
GQ  
Whispers "Lady"  
Bar-Kays  
Skyy

**KDAY**  
Los Angeles, CA  
Steve Woods

### ADDED

S.O.S. Band  
Kenny Doss  
Peabo Bryson  
Stephanie Mills  
HOTTEST  
Invisible Man's Band  
Lippe, Inc.  
Bobby Thurston

### HOTTEST

Parliament  
Vaughan Mason & Crew  
Brothers Johnson  
Whispers "Lady"  
Randy Brown  
Slave  
KDAY  
Oakland, CA  
Jerry Boulding

### ADDED

Alton McClain & Destiny  
Patrice Rushen  
Two Tons O'Fun  
HOTTEST  
Brothers Johnson  
Vaughan Mason & Crew  
Yellow Magic Orchestra  
Gap Band  
Isley Brothers  
Sylvester  
Michael Jackson  
Leon Haywood  
Roberta Flack/Donny Hathaway  
Raydio

### KVAC

Seattle, WA  
Robert L. Scott

### ADDED

Kenny Doss  
Stephanie Mills  
Leon Haywood  
Gledys Knight  
Jerry Butler  
Slave  
Isaac Hayes  
Dr. Hook  
HOTTEST  
Not Available



# Jeff Gelb AOR

## AOR MAILBAG

### Dollar Concerts And Other Low-Cost Promotions

This week we dip into the AOR mailbag for two letters that offer information of interest to all AOR stations.

The first comes from Al DeMarino, VP of Artist Development for E/P/A, who wrote in response to an R&R AOR guest column by Polydor VP of Artist Development Jerry Jaffe. In his column, Jaffe suggested that rising costs had killed the idea of dollar concerts as a valid promotional vehicle for new acts. DeMarino responded, in part:

*"The harsh realities of 1979 have made more companies cost-conscious than ever before. Some companies found it expedient to cut back or eliminate the dollar concert concept (actually a misnomer as ticket prices usually range anywhere from \$1 to \$4).*

*"At E/P/A, however, we have had tremendous success with the concept and plan to continue it. The fact that we have been successful approximately 90% of the time underlines the valid communication not only between the artist development department and the promotion department, but also our mutual dialog with our branch operation. Simply stated, more often than not we have chosen the right attraction for the right market at the right time with the proper AOR station tied in. (Also, consideration must be given to the venue and the use of a promoter, if necessary.)"*

DeMarino's letter then cites several examples of sold-out or near sold-out shows with ticket prices ranging from \$1.94 to \$4, and concludes, "There is no question that we intend to be more conservative as to general tour support investments, but as far as the 'dollar concert concept' is concerned, we will continue to utilize it where and when it is appropriate."

That should come as welcome news to radio stations which, in the past, have used dollar con-

cert promotions as a means of mingling with listeners at the same time as they presented them with a valuable service: inexpensive entertainment. Jerry Jaffe may have been right in saying that offering live entertainment for a dollar or less is a thing of the past, but as DeMarino pointed out, stations which incorporated their dial position into a higher cost of admission have had no trouble filling those clubs and halls with music-starved fans.

#### Promoting With No Promotional Budget

Our second letter came from WXLP/Davenport Assistant PD Tom McGuire, who offered encouragement for stations with no promotional budget that are forced to compete with big bucks promotions on other stations:

*"Before we became a part of the Guy Gannett family last summer, 97X was a radio station without a promotional budget, but we promoted constantly anyway. The prizes may not have been gold-plated Mercedes, but we did keep interest high.*

*"Last spring we had about 100 T-shirts printed up (that's all we could afford), and gave them away like this: listeners were invited to write a letter telling us why spring was nicer with 97X on the air. Every day we selected a letter to read on the air, and gave a T-shirt to the person who wrote the letter. This accomplished a number of things: we got people involved; we let people promote the station; most importantly, the station was talking about something. The promotion provided a thread that ran through the programming day. To me, this is one of the most important things a promotion*

*can accomplish: a sense of station unity.*

*"Another thing we did was invite listeners to name a local band. In five days we got over 300 postcards with suggestions. The band picked the name they liked best and the winner got a six pack of albums. The promotion cost nothing, but it gave us something to talk about. And, when you do something through the mails you also get a feel for where people are listening. Imagine our surprise when we started getting mail from over 150 miles away.*

*"We have a substantial promotion budget now, but learned from our no-cost promotions that a promotion need not be expensive to be appealing."*

Remembering that radio is theatre of the mind, stations can pull off incredible promotions without incredible budgets. For example, a well-produced promotional teaser campaign, or an air staff that understands the promotion well enough to promote it clearly and enthusiastically on the air, can go a long way toward creating a successful low or no-cost promotion. Tom's letter suggested several excellent ideas along these lines.

R&R can provide the perfect forum for communicating with the rest of the country's AOR programmers. If you have a promotion, a programming tip or question you'd like to share with the rest of us, don't hesitate to write. Address all communication to Jeff Gelb, R&R, 1930 Century Park West, Los Angeles 90067.

### AOR On April Fool's Day

AOR radio has perennially turned April Fool's Day into a day-long excuse for some really zany programming, and this year was no exception:

In Los Angeles, KWST invited eight celebrities to play guest DJ's, with an emphasis on talents who mimic famous voices. Among the talents heard were Lorenzo Music (the voice of Carlton the Doorman from the "Rhoda" TV series), Alan Hale (the skipper of "Gilligan's Island"), and voice actors Daws Butler and June Foray (Rocky and Natasha). KMET switched staffers' shifts for the day, but had them use the names of the people who normally do the shifts, which got pretty strange, for example, when Cynthia Fox was calling herself Jeff Gonzer. And KLOS morning man Frazer Smith turned his entire show into a KMET satire, with Frazer on a station nicknamed "the

Mighty Mutt." with air personalities "Cynthia Fix," "Tacos Turner," "Parakeet Kelley" and others.

In other markets, M105/Cleveland recreated 1970 AOR programming all day, along with decade-old news stories. WXRT/Chicago had several guest DJ's, including WLS's John Landecker. KTXQ/Dallas held several phony contests, including one for tickets to a "Beatles reunion concert." KTCL/Ft. Collins took April Fool's Day to the streets of Denver, Boulder, and Ft. Collins by asking listeners to dress and act like fools on predetermined street corners in each city where they'd be judged by station staffers for their degrees of lunacy. The "biggest fools" were awarded \$100 gift certificates from local record stores.

Many stations closed out the day of wild programming with an appropriate network radio concert broadcast of EMIA recording act the Fools.



**THESE GUYS HAVE HEART** — KISW/Seattle chose to honor area favorites Heart in its current advertising for morning air personalities Langan and West. The team wore Heart-like wigs in a vain attempt to emulate the Wilson sisters in their current album cover pose. Nice try, guys.

## EVOLUTION

WORJ/Orlando GM Bryan Bieler is leaving to become GM at KDUK/Honolulu. WORJ's new GM is Harvey Tate. In other WORJ news, PD David Souza has also been named VP of Programming for owners Sudbrink Broadcasting... Tim Siegrist has been named PD and MD at WWCK/Flint. Doug Burton has been upped to MD for the station... Ron Tyler has exited as PD at KATF-FM/Oklahoma City. Mark Dempsey has been upped to KATF-AM-FM PD. Clark Ryan is KATF-FM's MD... Dick Bascom moves to Y95/Rockford from WAAL/Binghamton on the 28th to become Y95's MD... Tom O'Hare has exited as air personality at KSNJ/San Francisco. Succeeding him is former WMMR/Philadelphia air personality Dan Carlisle... Sally Gill has exited as Music Coordinator at KSJO/San Jose. Lee Roy Hansen has been upped to MD from the airstaff... WVBR/Ithaca PD Robert Hamberger has exited for law school. The new PD is Michael McNeil, and the MD is Dave Blackwood... WPGU/Champaign PD Phil Priest has segued into station sales and Jon Kamerman has taken over as PD... Irv Goldfarb relinquished his MD duties at WGRQ/Buffalo but retains his airshift. PD George Hawras will assume MD responsibilities as well. Paul Heine has joined WGRQ for nights from neighboring WBUF... Rod Glenn has exited as MD at WRNO/New Orleans... Gary Clayton has exited as MD at KRST/Albuquerque... Mark McKay has been upped to MD from the airstaff at WZLD/Columbia... Jimmy Mack has been appointed Assistant MD at WBCN/Boston... Marlene Foxx has joined M105/Cleveland for afternoon drive... Jerry Longden has joined KROQ/Pasadena from KEZY-AM/Anaheim for middays... KQRS/Minneapolis Assistant PD Mari Sollom is exiting to become MD at KQDS/Duluth, a new AOR reverting from Country in late May. More details on staff and such soon.

**COMING NEXT WEEK:** For 8½ years, Bob Burch's name was synonymous with Century Broadcasting's. As its National PD, he oversaw the programming policies of KSHE/St. Louis, WABX/Detroit, KWST/Los Angeles and KMEL/San Francisco. Next week, in a frank conversation with Burch, he offers both an overview of an impressive radio career as well as candid comments about the policies, problems and potential of the Century stations he helped program.



**TAJ MAKES MUSIC FOR KSAS** — To thank listeners and clients for their support of new Kansas City AOR KSAS, the station held two appreciation parties featuring music by Taj Mahal (left), pictured here with KSAS PD Bishop Cheen (right).



**BILLY'S ANGELS** — This may look like the cast of a new TV series about a streetwise private eye and his two associates, but actually, it's Columbia's Billy Joel smiling broadly as he greets KTXQ/Dallas MD Temple Lindsay (left) and Columbia's Cynthia Henderson (right) while on a promotional tour for his new album release.

## UPDATE

If you watched "WKRP In Cincinnati" last week you may have noticed a copy of the KATF/Oklahoma City calendar on the wall of the studio. It was a gift to a cast member of the show who was visiting the station recently, and showed up as a complete surprise to delighted KATF staffers shortly thereafter on the show... WIOQ/Philadelphia has inaugurated a "Spring Festival" of on-air promotions, including daily featured artists, tips on getting in shape, ideas for indoor activities, day trips, and news of other special outdoor events... KINK/Portland is sponsoring a series of \$1.02 concert dates with many of the area's most popular groups... WDEK/Dekalb has started offering "DEK Discount Cards" in the shape of credit cards to listeners, who will be able to use them for specially-priced purchases... WYSP/Philadelphia has begun a campaign to bring Mercury's Rush to town for a concert date. The station's petition drive netted over 10,000 signatures in less than a week. Meanwhile, to appease fan appetite for the band, WYSP ran a 90-minute concert broadcast of the band as an area exclusive... April marks the first AOR anniversary of WMET/Chicago. The station is celebrating with daily radio concerts, and is offering WMET posters and special prizes... The sum of WDMA/

North Jersey's benefit promotional efforts for 1979, in conjunction with its sister AM station, was over \$100,000 raised for various charities. Nice going, gang... WFBQ/Indianapolis's Album Project II has sold over 8000 copies in eight weeks, with proceeds benefiting the state's Kidney Foundation... Happy 5th AOR anniversary to KZAM/Seattle... From our "If At First You Don't Succeed" department: When Ron Ely was named Bert Parks's MC successor for the Miss America pageant, it put an end to KFMH/Muscataine's campaign to place Frank Zappa in that position. Undaunted, the station is now mounting a campaign to have Zappa play Tarzan in an upcoming movie... WSAI-FM/Cincinnati gathered over 1000 listeners for a free outdoor concert of an area group. The station also sponsored a bubble-blowing contest in return for movie tickets and gift certificates... WRKI/Bridgeport has enlisted the aid of local record stores in passing out music research sheets with album purchases. The sheets request information about record and radio preferences... KAZY/Denver's charity basketball match against the Denver Broncos (who won, 92-76) raised \$1200... KNAC/Long Beach provided live remote news coverage from the annual Long Beach Grand Prix... WIBZ/Parkersburg, WV has begun a two-hour jazz show for Sunday nights, and needs jazz record service from all labels. Contact PD Larry Schuster at (304) 485-6158.

## PROMOTION OF THE WEEK



**ROCK & ROLL MONEY:** WMMR/Philadelphia, in conjunction with Columbia Records, produced \$5000 worth of funny money, each bill good for approximately a dollar off the price of select Columbia album product.

WMMR air personalities Mark Goodman (left) and Michael Picozzi (right) set up shop at an area bank, posing as tellers and handing out the bills free to those who came by. The money was also distributed at other WMMR promotional functions.

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.

## CONCERTS &amp; CONVERSATIONS

**RADIO CONCERTS:** Boomtown Rats, Fools on WSAI-FM/Cincinnati... Fools on WRCN/Long Island... Boomtown Rats on WLUP/Chicago... Boomtown Rats on KQRS/Minneapolis... Boomtown Rats on KSHE/St. Louis... Boomtown Rats on WYDD/Pittsburgh... Rachel Sweet, Sylvain Sylvain on WMSM/Cleveland... Fools on WOUR/Utica... Molly Hatchet, Dave Mason on WRIF/Detroit... Fools on WMMR/Philadelphia.

**GUEST DJ'S:** Frank Zappa on KSJO/San Jose... Rachel Sweet on WMSM/Cleveland... Ramones on WWW/Detroit.

**CONVERSATIONS:** Rockets, Grace Slick on WMMR/Philadelphia... Ramones on Q107/Toronto... Boomtown Rats on CITI-FM/Winnipeg... J. Gells Band on KSJO/San Jose... Graham Nash on KEZO/Omaha... Babys on KWST/Los Angeles... Plimsouls on KEZY/Anaheim... Cheap Trick on DC101/Washington... Grateful Dead on WNEW-FM/New York... Dave Mason on WDMA/North Jersey... Grace Slick, Rush, Boomtown Rats on WLUP/Chicago... Gentle Giant on KPAS/EI Paso... Squeeze on WBRU/Providence... Humble Pie on WWW/Detroit... Suzanne Fellini on WOMP/Wheeling... Squeeze on WQBK/Albany... Robin Trower, Grace Slick on KILT-FM/Houston.

# Willie Nile. He's rocking the nation.

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.

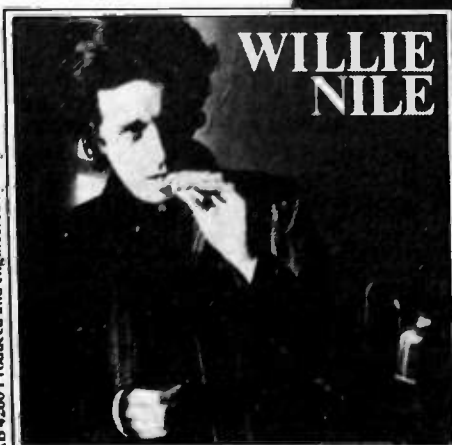
"*Willie Nile* will be on every station in the country."  
—WYDD • Jim Kinney • M.D.

"Willie is the superstar of the decade."  
—WRHY • Jack Quigley • M.D.

Bill Hard's *'Soft Choice'*

#### Hot at:

WLUP/WMMS/M105/WMMR/WIOQ/  
WNEW/WCOZ/WBCN/WEEI-FM/WAAF/  
KSHE/WHCN/WCCC/WBRU/WBLM/  
WYDD/WDVE/WAVA/WWW/WABX/  
WJAX/WGVL/KMET/KILT/WGRQ/  
WPLR/WLIR/WQBK/WHFS/WQDR/  
WXRT/WLBJ/WSJO/KTIM/KBPI/Q107/  
WQFM/KREM/WRNO/KMGN/KFML/  
KBCO/KSPN/WLRS/WZXR



AB 4260 Produced and engineered by Roy Haake.

And this is only the beginning.  
Willie Nile.  
On Arista Records and Tapes.

**ARISTA**



Album Airplay/40

Chart Summary

April 11, 1980

154 REPORTERS

Album cuts are listed in order of airplay preference

Main chart table with columns for week numbers (3/21, 3/28, 4/4, 4/11) and album/artist information. Includes entries for Bob Seger & Silver Bullet, Billy Joel, Heart, Linda Ronstadt, Pink Floyd, Journey, Pretenders, Pat Travers Band, J. Geils Band, Elvis Costello, Clash, Warren Zevon, Rush, Marshall Tucker Band, Robin Trower, Joe Perry Project, Tom Petty & Heartbreakers, Christopher Cross, Van Halen, Boz Scaggs, Humble Pie, Gary Numan, Triumph, Firefall, Nazareth, Dan Fogelberg, Grace Slick, Angel City, Red Rider, Shooting Star, Cretones, T. Rundgren/Utopia, Motors, John Stewart, Ian Hunter, Eagles, Willie Nile, Babys, Knack, and Mahogany Rush.

SEGER held a good lead for another week at the top, while JOEL jumped up to a strong second place. HEART and JOURNEY held rock steady as PRETENDERS continued their impressive upward climb. TRAVERS hit top ten as CLASH inched up. RUSH maintained as TUCKER and TROWER both inched up and PERRY pushed upwards. VAN HELEN was the week's most added album and highest debut, with healthy reports for all rotations (and a sure bet to jump high next week as adds turn into other rotations). SCAGGS and PIE both had good weeks of increased rotations. FIREFALL moved up as SLICK held her own. CITY and RIDER moved up. MOTORS debuted with significant reports for all rotations. STEWART moved up and HUNTER debuted. NILE moved up and FLEETWOOD MAC and SUE SAAD came close to charting this week.

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

Table of Most Added albums with columns for week numbers (4/11, 4/4, 3/28, 3/21, 3/14) and album/artist information. Includes entries for Van Halen, Ian Hunter Live, Ambrosia, Boz Scaggs, Def Leppard, Glass Moon, Genesis, Humble Pie, Little River Band, Greg Kinn, Motors, Robin Lane, Jags, Grace Slick, and Chris Rea.

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

Table of Medium albums with columns for week numbers (4/11, 4/4, 3/28, 3/21, 3/14) and album/artist information. Includes entries for Marshall Tucker, Joe Perry Project, Elvis Costello, Triumph, Warren Zevon, Humble Pie, Pat Travers Band, Robin Trower, Angel City, Red Rider, Firefall, Grace Slick, Clash, Cretones, and Gary Numan.

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

Table of The Hottest albums with columns for week numbers (4/11, 4/4, 3/28, 3/21, 3/14) and album/artist information. Includes entries for Bob Seger & Silver..., Billy Joel, Heart, Linda Ronstadt, Pink Floyd, Journey, J. Geils Band, Pretenders, Pat Travers Band, Rush, Warren Zevon, Clash, Tom Petty, Elvis Costello, Robin Trower, and Christopher Cross.

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

# KINGBEEES

RS-1-3075



**This powerhouse trio delivers 10 tracks of music for right now! Strong and to the point songs that move in the best tradition of rock and roll.**

KMET  
WMMS  
WMMR  
WABX  
M-105  
WWWW  
KZOK

KXFM  
KZOZ  
KSJO  
KFML  
KTCL  
KZAM  
KQFM

KZEL  
Y95  
WIBA  
WMJQ  
Q107  
WLAV  
WPLR

WLIR  
WHFS  
WLYX  
WJAX  
... And More

produced by david j. holman & rich fitzgerald



# AOR BREAKERS

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



**VAN HALEN**  
Women And Children First

**VAN HALEN**  
Women & Children  
First (WB)  
"Cradle" "Everybody"  
"Whiskey" "Rhyme." 81%  
of our reporters on it. Total  
album reports: 124. A-  
105, M-4, H-15. Debuted  
this week at No. 19.



**Boz Scaggs**  
Middle Man

**BOZ SCAGGS**  
Middle Man  
(Columbia)  
"Breakdown" "Imagination"  
"Jojo" Title. 60% of  
our reporters on it. Total  
album reports: 92. A-37,  
M-33, H-22. Charted this  
week at No. 20.

# SINGLES

- BLONDIE**  
"Call Me" (Chrysalis)
- SUE SAAD AND THE NEXT**  
"Gimme Love, Gimme Pain" (Planet)
- FLEETWOOD MAC**  
"Think About Me" (WB)
- FOOLS**  
"Night... Girls" (EMI America)
- AMBROSIA**  
"Biggest Part" (WB)
- PAT BENATAR**  
"We Live For Love" (Chrysalis)
- ROCKETS**  
"Desire" (RSO)
- OFF BROADWAY**  
"Stay In Time" (Atlantic)
- WISHBONE ASH**  
"Helpless" (MCA)
- ROMANTICS**  
"What I Like About You" (Nemperor)

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

# JAZZ ON AOR

- SPYRO GYRA** ..... Catching The Sun (MCA)  
Title "Laser"
- DAVID SANBORN** ..... Hidaaway (WB)  
Title "Anything"
- CHUCK MANGIONE** ..... Fun And Games (A&M)  
"Give"
- PASSPORT** ..... Oceanliner (Atlantic)  
"Sage" Title
- G. WASHINGTON JR.** ..... Skylarkin' (Motown)  
"Loving You" "Moments"
- J. LEE & G. BROWN** ..... Chaser (Columbia)  
"Ripper" "Celebration"
- KITTYHAWK** ..... Kittyhawk (EMI America)  
"Chinese" "Wood"
- DR. STRUT** ..... Struttin' (Motown)  
"CMS"
- HERON & JACKSON** ..... 1980 (Arista)  
"Push" "Willing"
- PAT METHENY GROUP** ... American Garage (ECM)  
Title "Heartland"

These albums received significant airplay 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 jazz programming. The album's preferred airplay cuts are listed.

# REGIONAL AOR ACTIVITY

## EAST

**Q104 WQBK FM**  
ALBANY  
518-462-5555  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**WAAL**  
BINGHAMTON  
607-772-8850  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**104FM WBCN**  
BOSTON  
617-266-1111  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**WOL**  
BOSTON  
617-247-0850  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**SOFTPOP**  
BOSTON  
617-262-5000  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**WZZO**  
ALLENTOWN  
215-894-0511  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**WJZZ**  
BALTIMORE  
301-889-0088  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**MOST ADDED**  
VAN HALEN  
Woman & Children... (WB) 31/26  
IAN HUNTER  
Welcome To... (Chrysalis) 21/20  
GENESIS  
Duke (Atlantic) 15/15  
AMBROSIA  
One Eighty (WB) 15/14  
ROBIN LANE & CHARTBUSTERS  
Robin Lane &... (WB) 13/13

**BRIDGEPORT**  
203-579-9995  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**WGRQ**  
BUFFALO  
718-881-4555  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**MEDIUM**  
JOE PERRY PROJECT  
Let The Music... (Columbia) 25/18  
PAT TRAVERS BAND  
Crest And Burn (Polydor) 25/13  
ROBIN TROWER  
Victims Of Fury (Chrysalis) 21/13  
HUMBLE PIE  
On To Victory (Atco) 18/13

**CAPE COD**  
CAPE COD  
617-255-3220  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**WCCC**  
HARTFORD  
203-549-3456  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**THE HOTTEST**  
BOB SEGER & SILVER BULLET  
BAND  
Against The Wind (Capitol) 36/35  
BILLY JOEL  
Glass Houses (Columbia) 35/31  
LINDA RONSTADT  
Mad Love (Asylum) 33/31  
PINK FLOYD  
The Wall (Columbia) 31/29  
HEART  
Babe Le Strange (Epic) 32/28

**LONG ISLAND**  
518-587-1023  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)

**WLIB FM 92.7**  
LONG ISLAND  
516-485-9200  
P.M. FLOYD (Columbia)  
HARDY (Arista)  
ROBERT FRIP (Polygram)  
JIMI HENDRIX (WB)  
ALBION (Arista)  
LAURIE & THE SIGNS (Atlantic)  
VAN HALEN (WB)  
D. JAMES/E. RICH (Capitol)  
TOMMY TUNO (Columbia)  
WIRELESS EPIC (Epic)  
DEF LEPPARD (Mercury)  
FAD (Mercury)  
GENESIS (Atlantic)  
BOY LONEY (Arista)  
WATCHDOG (Arista)  
FATHER G. SHERROCK (Epic)  
LINDA RONSTADT (Arista)  
ALAN CLARKE (MCA)  
MORRIS DODD (Arista)  
"SOMEONE'S DANCE" (Arista)  
BILLY SQUIER (Capitol)  
"ROCK ON" (Capitol)





# SOUTH

## MOST ADDED

**VAN HALEN**  
Women & Children... (WB) 31/26

**AMBROSIA**  
One Eighty (WB) 12/12

**BOZ SCAGGS**  
Middle Man (Columbia) 19/10

**MOTORS**  
Tenement Steps (Virgin) 12/9

**IAN HUNTER**  
Welcome To... (Chrysalis) 9/9

## MEDIUM

**MARSHALL TUCKER BAND**  
Tenth (WB) 30/22

**ELVIS COSTELLO & ATTRactions**  
Get Happy!! (Columbia) 27/19

**RED RIDER**  
Don't Fight It (Capitol) 22/17

**WARREN ZEVON**  
Bad Luck Streak... (Asylum) 23/15

## THE HOTTEST

**BILLY JOEL**  
Glass Houses (Columbia) 36/35

**BOB SEGER & SILVER BULLET BAND**  
Against The Wind (Capitol) 35/35

**HEART**  
Babe Le Strange (Epic) 35/34

**JOURNEY**  
Departure (Columbia) 32/30

**LINDA RONSTADT**  
Mad Love (Asylum) 31/29

**Jackson**  
801-882-1062

PD: DAVID PERKINS  
NO: STEVE KELLER

Added: BOB COODRAN  
Medium: RUSH (Mercury)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**Memphis**  
901-726-0060

PD: TOM OWENS  
NO: MARY HALL

Added: IAN HUNTER LIVE (Chrysalis)  
Medium: RUSH (Mercury)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**Norfolk**  
804-481-1194

PD: JOHN HEWEL  
NO: BILL SIMMONS

Added: IAN HUNTER LIVE (Chrysalis)  
Medium: RUSH (Mercury)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**KY99**  
Amarillo  
806-359-8681

PD: DON SUTTON  
NO: WILKS (Mercury)

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WZLX 96.7**  
Columbia  
803-798-8898

PD: JIMMYE CANTRELL  
NO: CHARLIS DOBE (Atlantic)

Added: BOB COODRAN (Millennium)  
Medium: RUSH (Mercury)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**KLBJ FM**  
Austin  
512-474-8543

PD: GLEN DAVEY  
NO: GLEN DAVEY

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**101**  
Corpus Christi  
512-865-4841

PD: BOB FAZIO  
NO: CHARLIS PALMER

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**Jacksonville**  
904-833-2785

PD: JIMMYE CANTRELL  
NO: RICHARD LANGDIS

Added: BOB COODRAN (Millennium)  
Medium: RUSH (Mercury)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**MIAMI**  
305-581-1580

PD: HEAL MERRY  
NO: FRANK BAIN

Added: JAGS (Epic)  
Medium: RUSH (Mercury)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**Norfolk**  
804-623-8667

PD: BOB REGER  
NO: BOB REGER

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**TEXAS ROCK**  
Beaumont  
713-727-0229

PD: HARA HARRIS  
NO: HARA HARRIS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**KTXQ**  
Dallas-Ft. Worth  
214-528-5500

PD: TIM SPENCE  
NO: TERPIL LINDSAY

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WOUT 103.5 FM**  
Johnson City  
815-477-3127

PD: CAMIE GRANT  
NO: CAMIE GRANT

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**love 4**  
Miami  
305-672-2500

PD: BICH PETERS  
NO: ROSS BLOOM

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**fm99**  
North Charleston  
803-554-7154

PD: ALICE HEDDICH  
NO: ALICE HEDDICH

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**BIRMINGHAM**  
205-870-9900

PD: DAN SPELMAN  
NO: DAN SPELMAN

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**KLAQ 95.5 FM**  
El Paso  
915-544-8864

PD: DOUG SCHMIDT  
NO: TIM PAGE

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**K94 KSMB**  
Lafayette  
318-232-1311

PD: RAY SUTLEY  
NO: RAY SUTLEY

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**ZETA 4**  
Miami  
305-371-6641

PD: KEITH SLEY  
NO: RON PARSONS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**FM100**  
Oklahoma City  
405-631-8881

PD: CLARE RYAN  
NO: HARA HARRIS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WBCY-108**  
Charlotte  
704-374-3772

PD: CHRIS JONES  
NO: CHRIS JONES

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**The Q 95.5 FM**  
El Paso  
915-533-8211

PD: GARY HILLER  
NO: GARY HILLER

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**95 Rock**  
Montgomery  
205-832-4295

PD: CRAIG MUSTARD  
NO: CRAIG MUSTARD

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**103**  
Nashville  
615-244-9532

PD: ANDY LUCAS  
NO: ANDY LUCAS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**FM100**  
Oklahoma City  
405-528-5543

PD: ANDY LUCAS  
NO: ANDY LUCAS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WROX 93**  
Charlotte  
704-392-8191

PD: PAUL RYAN  
NO: PAUL RYAN

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**101**  
Houston  
713-526-4591

PD: PAUL RYAN  
NO: PAUL RYAN

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**LEXINGTON**  
806-252-6894

PD: GARY HILLER  
NO: GARY HILLER

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**103**  
Nashville  
615-244-9532

PD: ANDY LUCAS  
NO: ANDY LUCAS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**FM100**  
Oklahoma City  
405-528-5543

PD: ANDY LUCAS  
NO: ANDY LUCAS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WROX 93**  
Charlotte  
704-392-8191

PD: PAUL RYAN  
NO: PAUL RYAN

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**101**  
Houston  
713-526-4591

PD: PAUL RYAN  
NO: PAUL RYAN

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**LOUISVILLE**  
502-585-5178

PD: GARY HILLER  
NO: GARY HILLER

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WKQB**  
Nashville  
615-748-8106

PD: LISA RICHARDS  
NO: LISA RICHARDS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**FM100**  
Oklahoma City  
405-528-5543

PD: ANDY LUCAS  
NO: ANDY LUCAS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WROX 93**  
Charlotte  
704-392-8191

PD: PAUL RYAN  
NO: PAUL RYAN

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**101**  
Houston  
713-526-4591

PD: PAUL RYAN  
NO: PAUL RYAN

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**LOUISVILLE**  
502-585-5178

PD: GARY HILLER  
NO: GARY HILLER

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**WKQB**  
Nashville  
615-748-8106

PD: LISA RICHARDS  
NO: LISA RICHARDS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19

**FM100**  
Oklahoma City  
405-528-5543

PD: ANDY LUCAS  
NO: ANDY LUCAS

Added: VAN HALEN (WB)  
Medium: BOZ SCAGGS (Columbia)  
HOTTEST: ELVIS COSTELLO & ATTRactions (Columbia) 27/19



**MIDWEST**

**FM 102 KFMQ Lincoln**  
402-432-8665

Address: 1000 N. Lincoln  
City: Lincoln, NE  
State: NE

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**KDWB-FM Minneapolis**  
812-730-4000

Address: 1000 N. Lincoln  
City: Minneapolis, MN  
State: MN

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Omaha**  
402-592-5300

Address: 1000 N. Lincoln  
City: Omaha, NE  
State: NE

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Saginaw**  
817-892-9528  
817-894-2998

Address: 1000 N. Lincoln  
City: Saginaw, MI  
State: MI

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**St. Louis**  
314-842-1111

Address: 1000 N. Lincoln  
City: St. Louis, MO  
State: MO

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**WMAD Madison**  
608-249-9277

Address: 1000 N. Lincoln  
City: Madison, WI  
State: WI

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**KQ92 Minneapolis**  
812-646-6801

Address: 1000 N. Lincoln  
City: Minneapolis, MN  
State: MN

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Peoria**  
309-674-2000

Address: 1000 N. Lincoln  
City: Peoria, IL  
State: IL

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Sioux Falls**  
605-339-1520

Address: 1000 N. Lincoln  
City: Sioux Falls, SD  
State: SD

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Toledo**  
419-248-3377

Address: 1000 N. Lincoln  
City: Toledo, OH  
State: OH

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**93QFM Milwaukee**  
414-276-2040

Address: 1000 N. Lincoln  
City: Milwaukee, WI  
State: WI

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**KFHL Muscatine**  
319-263-2512

Address: 1000 N. Lincoln  
City: Muscatine, IA  
State: IA

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Rockford**  
815-877-3075

Address: 1000 N. Lincoln  
City: Rockford, IL  
State: IL

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Sioux Falls**  
605-339-1520

Address: 1000 N. Lincoln  
City: Sioux Falls, SD  
State: SD

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**T-95 Wichita**  
316-722-8123

Address: 1000 N. Lincoln  
City: Wichita, KS  
State: KS

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**93QFM Milwaukee**  
414-276-2040

Address: 1000 N. Lincoln  
City: Milwaukee, WI  
State: WI

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**KFHL Muscatine**  
319-263-2512

Address: 1000 N. Lincoln  
City: Muscatine, IA  
State: IA

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Rockford**  
815-877-3075

Address: 1000 N. Lincoln  
City: Rockford, IL  
State: IL

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Sioux Falls**  
605-339-1520

Address: 1000 N. Lincoln  
City: Sioux Falls, SD  
State: SD

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**92 Citi FM Winnipeg**  
204-776-0371

Address: 1000 N. Lincoln  
City: Winnipeg, MB  
State: MB

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**WE**

**KFMG Albuquerque**  
505-265-8811

Address: 1000 N. Lincoln  
City: Albuquerque, NM  
State: NM

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**MOST ADDED**

**VAN HALEN Women & Children... (WB) 28/22**

**AMBROSIA One Eighty (WB) 16/16**

**IAN HUNTER Welcome To... (Chrysalis) 15/14**

**BOZ SCAGGS Middle Man (Columbia) 29/13**

**GLASS MOON Glass Moon (Radio Records) 12/12**

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.

**MEDIUM**

**MARSHALL TUCKER BAND Tenth (WB) 30/20**

**WARREN ZEVON Bad Luck Streak... (Asylum) 33/18**

**JOHN STEWART "Dream Babies Go..." (RSO) 25/15**

**TRIUMPH Progressions Of... (RCA) 18/15**

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.

**KRBT Albuquerque**  
505-266-7946

Address: 1000 N. Lincoln  
City: Albuquerque, NM  
State: NM

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**KSN Aspen**  
303-925-5776

Address: 1000 N. Lincoln  
City: Aspen, CO  
State: CO

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Boulder**  
303-444-5800

Address: 1000 N. Lincoln  
City: Boulder, CO  
State: CO

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**KILO 94 Colorado Springs**  
303-634-4896

Address: 1000 N. Lincoln  
City: Colorado Springs, CO  
State: CO

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**106 KBPI Denver**  
303-936-2313

Address: 1000 N. Lincoln  
City: Denver, CO  
State: CO

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**KEZY 1190 Anahelm**  
714-776-3696

Address: 1000 N. Lincoln  
City: Anahelm, CA  
State: CA

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Bakersfield**  
805-832-1410

Address: 1000 N. Lincoln  
City: Bakersfield, CA  
State: CA

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Casper**  
307-235-1515

Address: 1000 N. Lincoln  
City: Casper, WY  
State: WY

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Denver**  
303-759-5600

Address: 1000 N. Lincoln  
City: Denver, CO  
State: CO

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)

**Eugene**  
503-484-4304

Address: 1000 N. Lincoln  
City: Eugene, OR  
State: OR

Hosts: J. G. B. (Host), J. G. B. (Host), J. G. B. (Host)

Discs: J. G. B. (Disc), J. G. B. (Disc), J. G. B. (Disc)

Records: J. G. B. (Record), J. G. B. (Record), J. G. B. (Record)



# Country



**ANOTHER KEEN IDEA** — KEEN/San Jose sent R&R a look at one of its recent billboards. Fifty percent of the multi-colored boards were (as shown) the "Hit Kickin' Country" model, and the other fifty percent used the theme "Are You Ready For The Country." The art work was done by GM Steve Snell.



**PARADE OF PERSONALITIES** — WMAQ/Chicago took part in this year's St. Patrick's Day parade to salute the Irish in Chicago. Pictured on the WMAQ float are air personalities Jerry Taft, Lee Sherwood, Pat Cassidy, Nancy Turner, and Fred Sanders. Bob Tracy is seated between the WMAQ "Dancing Dollars." Tracy told R&R, "It was so cold that day there was no way I was going to pass the buck."



**"WKRP IN CINCINNATI" IN PENNSYLVANIA** — At the recent Multiple Sclerosis benefit roast of the Penn State football team in Altoona, "WKRP In Cincinnati" television stars Frank Bonner, Gordon Jump, and Richard Sanders took a moment to visit with WVAM/Altoona, PA Music Director Stan Davis and morning man Don Girard. Left to right, Davis, Bonner, Jump, Sanders, and Girard.



**COUNTRY DAY AT NARM** — At the recently held Las Vegas convention, National Association of Record Merchandisers presented a country luncheon starring MCA's Oak Ridge Boys. That evening the NARM banquet featured Kenny Rogers and Dottie West. The Country Music Association board members were special guests. Each was introduced to the convention by MCA/Nashville President Jim Fogelsong. Shown after the luncheon concert are CMA board members Hutch Carlock, Music City Distributors; Jim Fogelsong; the CMA's Executive Director Jo Walker; Oak Ridge Boys Bill Golden, Duane Allen, Joe Bonsall, and Richard Sterban; KRAM/Las Vegas morning man-Program Director Chuck McKay; MCA President Bob Siner; MCA's Chic Doherty, and R&R's Jim Duncan. (Doherty and Duncan are also on the CMA Board of Directors.)



**PORTLAND PALS** — Pictured visiting with Willie Nelson before a recent Portland, OR concert are KYTE air personalities "Laid Back" Lenny, Jim Rose, and PD Chris Collier.



**HONKY-TONK HEROES** — KVET/Austin held a honky-tonk queen contest as a promotion for the "Great American Honky-Tonk Tour" with Michael Murphy and Hank Thompson. The KVET winner, Cindy Boyd, will compete with other tour finalists at Gilley's Club in Houston on April 17. Seen here (left to right) are KVET's MD Joe P. Ethridge; Hank Thompson; Miss KVET, Cindy Boyd; Michael Murphy; KVET air personality Penny Reeves; and Tom Allen, KVET's Operations Director.



**BARE BROADCAST** — Even though nudity on radio has been a major concern of broadcasters, the recent KRLD/Dallas "Bare Broadcast" was a live concert for KRLD listeners of the Bobby Bare concert. The show was from Dallas's newest country nightspot, "The Rose." Shown here are KRLD's Becky Ulrick, all-night personality Larry Scott and Bobby Bare.



**GOOD AS GOLD** — RCA's Ronnie Milsap was recently presented with a gold record recognizing RIAA certification of his 1976 LP "Milsap Live." Shown here is RCA's Dave Wheeler, Jerry Bradley, RCA Records Division VP, Nashville; Donald Reeves, Ronnie Milsap Enterprises; Ronnie; Tom Collins, Milsap's producer on the gold album; and Joe Galante, RCA VP of Marketing/Nashville.

# Country



**Jim Duncan**

## News Notes

Looking forward to the NAB Convention starting this Sunday (4-13) in Las Vegas. If you're going to be there, don't miss the Monday morning opening session, featuring a fabulous sight and sound experience presented by TM of Dallas. R&R's Producers Group has been working with TM for the past few months on an exciting multi-media presentation called "Tomorrow Media." Hope to see you there . . . Milton Berle and a host of "Hollywood Stars" will be saluting Dick Haynes on his 35th year at KLAC/Los Angeles. The testimonial dinner is this Saturday (4-12) at the Hollywood Palladium and will feature Rex Allen, Sr. as master of ceremonies, along with the KLAC air personalities. "Haynes At The Reins" is one of the original "corn" flakes of morning radio and is still going strong. One of the greatest honors of my radio career was to work with "Uncle Dick" co-hosting the Leukemia Radiothon on KLAC last year. He is one of the best. One of Dick's favorite bits is to have different movie, television and music stars ask him, "What time is it?" All I can say about this weekend's special dinner is: "It's about time!" . . . Sorry to hear that WVAM/Altoona, PA burned down (see Page 3). They are in need of any help you can provide with record service during this time of rebuilding. (814) 994-9456 . . . Ken Hollingsworth has been promoted to PD of WJQS/Jackson, MS. He replaces Jay Phillips who, as reported here, took over as MD of WMC/Memphis recently . . . Tom Kennedy got an official welcome from the Mayor of St. Louis on Monday (4-7) when he signed on as new morning personality at WIL. He was previously with WMPS/Memphis . . . Sam Cornette, from WOC/Davenport, IA, is the new morning man at WHBF/Rock Island, IL . . . Jerry Groner returns, again, to KRZY/Albuquerque to become PD. Phil Gonzales has stepped down as PD, but will remain on as MD and co-morning personality with Groner. Jerry had recently been at KYTE/Portland, OR . . . Ron Fineman had been upped to PD at KKAL/Arroyo Grande, CA as Craig Hines goes to KBAI/Morro Bay. New MD at KKAL is Joni Carroll . . . Congratulations to KSOP/Salt Lake City air personality "Country Joe" Flint and his wife Anne on becoming the proud parents of a baby girl, Jamie Kay Flint . . . So what's news with you?



**GREEN GOODIES — KIDNIPueblo, CO** afternoon personality and MD Dan O'Brian was given an unusual assignment on St. Patrick's Day. The station had him dress in a green tuxedo, a green hat, and green shoes (green underwear was optional). All day St. Patrick's Day he visited various parts of Pueblo to pass out \$1 dollar bills. The very Irish O'Brian told R&R, "With all my pockets stuffed with dollar bills, needless to say I got a lot of attention, including shots on the local television station and the front page of the afternoon newspaper. I also got many strange looks and a few people even refused the money."

## Just A Thought . . .

Stimulated by an idea from the recent Country Radio Seminar in Nashville, KTTS-AM-FM/Springfield, MO General Manager Curt Brown took time to make contact with area record stores in an effort to improve country record sales and open communication lines. According to Brown, "Country music record sales suffer nationally from often being placed on the rack at the back of the room, with very little in-store promotion being devoted to country."

R&R thought his letter was worth reprinting to give you a guide to possibly doing the same in your market. In the 1976 Country special edition, we found a Bobby Ocean cartoon that goes along with what Mr. Brown was saying in his letter. Thought it would be appropriate to run it here again.

Dear Record Store Manager:

Recently I was in Nashville at a seminar dealing with country music. Many of those attending were executives from the various record companies that you and KTTS both deal with. I discussed a problem with some of them that relates to us on a local level.

The problem is that in Springfield according to the Arbitron ratings of people over 18 years of age, over 51% of those people listen to a country music radio station, and yet when they go into most record stores in Springfield they are met with psychedelic posters of rock stars, a deluge of rock albums, often a rather loud blast of rock music, and a clerk who is almost 100% sold on rock music and knows little if anything about country music.

We think someone is making a bad mistake. Either a large portion of all records sold are to people under 18 years of age or the record companies, and possibly your store, are on the wrong track and don't realize that half the people in Springfield 18 years and up are country music fans.

Too often, the country music listener is aggravated upon walking into the typical record store because of the above mentioned problems. We would like for you to consider giving your country business a better "shake" by using more country posters and displays, exposing the product in a more predominant position and perhaps best of all play country tapes and albums on your demonstration systems.

If there is any way we could help you in this manner, I would like to hear from you or if you think we are on the wrong track and don't understand the record business, I would like to hear from you and your thoughts on that.

As one beer company used to say, "we are all in this together." That is the way we feel and this letter is a sincere attempt to help you and your store as well as KTTS.

Curt Brown  
General Manager  
KTTS-AM-FM Radio



**THE RIGHT NUMBER —** As Dolly Parton lookalike contests were the most common 1979 contests, it looks like "Perfect 10" beauty contests will lead the pack in 1980. WCOS-FM/Columbia, SC gave away \$500 cash and other prizes to the top winner of its recent contest. According to PD Ken Martin, "We had over 200 photo entries, the most interesting being a semi-nude." (See above, as if you hadn't noticed already.) The winner was a 22-year old University of South Carolina education major, Paula Rawl. She is pictured here with PD Martin. As in each of the similar contests reported to R&R, the movie "10," along with its lovely star Bo Derek, and Bobby Bare's Columbia single "Numbers" were the inspiration for the WCOS-FM contest. Also pictured is Bobby Bare with his perfect "10?" (Just grin and bear it folks.)

# Country

## BREAKERS

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

### KENDALLS

#### I'm Already Blue (Ovation)

On 72% of reporting stations. Adds this week include KNEW, KLAC, KLZ, WDAF, WIRE, KENR, WBAP, WKDA, KOKE, WCMS, WIXY. Charts: 41-30 KRAK, 39-29 KCUB, 40-29 WGTO, 44-29 KKYX, 33-24 WWVA, 34-22 KYNN, 35-26 WCXI, 36-29 KRMD. R&R Chart Debut 38.

#### ANNE MURRAY

#### Lucky Me (Capitol)

73% of reporters on this record. Adds: WSAI, WINN, KHAK, KSOP, WPOC, WBAP, KRZY, WKMF, WYII, KWKH. Charts: 34-29 KFGO, 37-30 WQQT, debut 24 WUNI, debut 25 WSUN, debut 25 WLWI, debut 30 WNRS. R&R Chart Debut 39.

## NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**JANIE FRICKE** "Pass Me By" (Columbia) 70/7, KSON, WSAI, WKDA, WVOJ, WKSJ, WQQT, WCMS. Charts: 35-30 WXCL, 32-27 WKKN, 34-25 WWVA, 31-25 KYNN, 28-22 KFTN, 37-30 KRZY, 33-24 KRMD, 32-24 KHAK, 29-19 KMPS, 37-30 WBAM, 29-24 KFEQ, 37-30 KHEY, 21-16 KFGO, 34-29 KRAK.

**JOE SUN** "Shotgun Rider" (Ovation) 67/9, WNYR, WIRE, WSAI, WMUS, KSON, KCUB, KIKX, KLAC, KTOM. Charts: 28-23 WYII, 31-25 WGTO, 22-17 WVOJ, 27-23 WADR, 39-27 KEED, 34-28 WCOS-FM, 26-19 KHAK, 23-17 KRMD, 37-30 CKLW-FM, 26-18 WWVA.

**T.G. SHEPPARD** "Smooth Sailing" (WB/Curb) 66/21, KLZ, WSAI, WKMF, KWMT, WKSJ, WNVY, WINN, WSUN, KWKH, WKXA, WNYR, WYII, WGTO, KZIP, WCOS-FM, WLAS, WAXX, KYNN, KRZY, KKAL, KRAK. Charts: 30-20 KSOP, 36-28 WVOJ, 35-25 KCKC.

**RONNIE McDOWELL** "Lovin' A Living Dream" (Epic) 65/9, WKSJ, KCEY, WHK, WDAF, WNRS, WIRE, WTHI, WYTL, WKMF. Charts: 34-27 WFMS, 30-22 KSOP, 26-18 KSO, 32-26 WSAI, 20-16 KCKC, 18-13 WVOJ, 30-22 WUNI, 30-22 WYII, 34-27 WGTO, 32-26 WQQT.

**CRISTY LANE** "One Day At A Time" (UA) 63/10, WJJD, WINN, WPOR, KOKE, WKSJ, WQQT, WHBF, WBCS, WSAI, WKMF. Charts: 35-30 WHK, 36-29 KLAC, 25-19 KSO, 30-25 WCXI, 34-29 WXCL, 29-21 CKLW-FM, 34-28 KRMD, 38-26 KEED, 40-28 KWKH.

**DAVE & SUGAR** "New York Wine And Tennessee Shine" (RCA) 61/10, WOKQ, WPOR, WCMS, KTYN, WKKN, KYNN, CKLW-FM, WSAI, KBMR, KWMT. Charts: 35-27 KFTN, 38-30 KCUB, 35-30 KFGO.

**ED BRUCE** "Diane" (MCA) 60/3, KSON, WJJD, WPOC. Charts: 39-28 KSOP, 20-13 KNIX, 34-25 KYNN, 31-26 KRMD, 24-18 KHAK, 25-20 KMPS, 29-24 KEBC, 32-27 WXCL, 22-16 WIRK-FM, 43-28 KZIP, 27-20 WUBE, 28-20 WCMS, 34-29 KWMT.

**RONNIE MILSAP** "My Heart" (RCA) 59/16, WCMS, WIRK-FM, WUBE, WCXI, KSON, KCEY, KIDN, KTYN, KYNN, KWMT, WINN, WNVY, KVOO, KEBC, WOKK, WPOR. Charts: 33-27 KLZ, debut 20 KEED, debut 23 WUNI, 36-28 WQQT.

**FLOYD CRAMER** "Dallas" (RCA) 59/7, WBAX, WVMI, KLVI, WHK, KUZZ, KKAL, KIDN. Charts: 5-2 WLWI, 30-24 WYDE, 17-12 WCOS-FM, 30-25 KMAK, 15-10 WEEP, 27-21 KHAK, 34-24 WIRE, 38-26 KZIP.

**TOMMY OVERSTREET** "Down In The Quarter" (Elektra) 55/4, WIRE, WTHI, WYTL, WKDA. Charts: 22-17 WWVA, 37-37 KSOP, 11-8 WLWI, 38-30 KHAK, 37-28 KFTN, 26-21 KRMD, 26-19 WIRK-FM, 31-25 WCOS-FM, 33-26 WGTO.

**OAK RIDGE BOYS** "Trying To Love Two Women" (MCA) 53/42, The "Most Added" song this week. Some new adds include KEED, KRAK, KLAC, KCKC, KNEW, KNIX, KSOP, KRAM, KMPS, KEEN, WCXI, WDAF, WIL, WFMS, WUBE, WLVI, KEBC, WSUN, KRMD, WIRK-FM, WSM, KWKH, WMC, WEAT, WGTO, WUNI, KIKK, WPOC, WCMS, WEEP, debut 25 WHK.

**MOE & JOE** "Toll Ole I Ain't Here, He Better Get On Home" (Columbia) 53/30, one of the "Most Added" this week. New stations include WADR, WEEP, KRMD, WBAM, WIRK-FM, WLVI, WQQT, WUNI, WTHI, KSO, KHAK, CKLW-FM, KYNN, WKKN, KTYN, WUBE, KFGO, KEED, KRAM, KSOP.

**JOHNNY RODRIGUEZ** "Love, Look At Us Now" (Epic) 53/7, WIL, WINN, KOKE, WKDA, KWKH, WAXX, WNRS. Charts: 31-23 WWVA, 26-22 WVOJ, 32-27 KFGO, 29-21 WUNI.

**EDDY RAVEN** "Dealin' With The Devil" (Dimension) 50/6, KLAC, WCXI, WJBE, WBAP, KNOE, KCEY. Charts: 40-28 KNIX, 27-18 WSM, 32-26 WBAM, 30-24 KMPS, 30-25 WKKN, 27-21 WWVA, 36-30 WAXX, 25-17 KHAK.

**BUCK OWENS** "Love Is A Warm Cowboy" (WB) 50/6, KEEN, KEED, KOKE, WCMS, KRZY, KKAL. Charts: 35-30 WSEN, 30-26 WVOJ, 27-23 WEAT, debut 29 WUNI.

## Others Getting Significant Action

**RONNIE MILSAP** "Silent Night (After The Fight)" (RCA) 39/14, KEEN, WCXI, WHK, WPOR, WINN, KVOO, KEBC, KWKH, KWMT, KHAK, WKKN, KCEY, KMAK, KBET, 26-20 WSUN, 36-28 WQQT.

**SONNY CURTIS** "The Real Buddy Holly Story" (Elektra) 37/11, KMPS, KSOP, KUGR, WMUX, KFEQ, KSO, WDG, WYDE, WKDA, KWKH, WEAT. Charts: 36-25 KHAK, 40-30 KWMT.

**JERRY REED** "Workin' At The Carwash Blues" (RCA) 37/6, WUBE, WPOR, KWKH, WUNI, WTHI, WKKN, 35-30 KEEN, 34-28 WSEN.

**GEORGE JONES** "He Stopped Loving Her Today" (Epic) 36/16, KLAC, WXCL, KTYN, WHBF, WKKN, KFEQ, KFGO, WINN, KVOO, KLVI, WIRK-FM, WUNI, KIKK, WNYR, KBET, KSOP. Charts: 32-25 WFMS, 32-22 WSM, 27-20 KCKC.

**JOHNNY PAYCHECK** "Fifteen Beers" (Epic) 36/14, WWVA, KWKH, WCOS-FM, WNVY, WXCL, WCXI, CKLW-FM, WKMF, WSAI, KUZZ, KIKX, KEED, KRZY, KRAK, 35-24 KSOP.

**TAMMY WYNETTE** "He Was There (When I Needed You)" (Epic) 30/30, One of the "Most Added" of the week. New stations include KMPS, KEEN, KCKC, KEED, WFMS, KIKK, WLVI, WSM, WSUN, KRMD, WIRK-FM, WYII, KRAK, KIKX, KUZZ, KNIX, KRZY, KSOP, KFGO, KSO, WAXX, WKKN, KTYN, WVOJ, KHEY, WBAM, KZIP, WUNI, WGTO, KZIP.

**JIM REEVES w/DEBORAH ALLEN** "Take Me In Your Arms..." (RCA) 27/12, WXCL, WUBE, KFEQ, KRZY, KLAC, KIKX, KUZZ, KNOE, KVOO, KEBC, WBAM, KZIP, 36-28 WFMS, 30-23 KCKC.

**BILL ANDERSON** "Make Mine Night Time" (MCA) 27/8, KUZZ, KBMR, WKMF, KNOE, WLWI, WEAT, WWVA, WNYR.

**DON GIBSON** "Sweet Sensuous Sensations" (WB/Curb) 49/11, KSON, WNRS, WNVY, KKAL, WTHI, KOKE, KIKX, KWMT, WKSJ, KTOM, WYTL. Charts: 30-19 KWKH, 31-24 KSO, 32-28 CKLW-FM, 32-28 WCXI, 36-30 WKKN, 33-23 KSOP, 28-22 KRMD, 33-28 KFGO.

**LARRY G. HUDSON** "I Can't Cheat" (Mercury) 46/4, KCUB, WCXI, WTHI, WJJD. Charts: 38-30 WUBE, 42-27 KZIP, 35-29 WCOS-FM, 29-23 KHAK, 38-30 KRMD, 32-26 KFTN, 35-30 KYNN, 31-25 KSOP.

**GENE WATSON** "Bedroom Ballad" (Capitol) 41/23, WUNI, WFMS, KRAK, KNIX, KSOP, KRAM, KMAK, KTOM, KBET, KYNN, KSO, KHAK, KFEQ, KFGO, KVOO, KEBC, WLVI, KRMD, WCOS-FM, KHEY, WVMI, WEAT, WOKK.

**MARTY ROBBINS** "She's Made Of Faith" (Columbia) 27/7, WXCL, KYNN, KHAK, KVOO, KEBC, KZIP, 39-30 WWVA, 29-19 KSOP.

**STEPHANIE WINSLOW** "I Can't Remember" (WB/Curb) 26/7, KRAK, WAXX, WNRS, WIRE, WSM, WIRK-FM, KWKH, 29-24 WVOJ.

**ROY CLARK** "If There Were Only Time For Love" (MCA) 26/5, WKKN, KHAK, WNVY, WUNI, WWVA, debut 29 WYDE.

**HOYT AXTON** "Evangelina" (Jeremiah) 23/11, KRAK, KEED, WFMS, WAXX, KFGO, KFEQ, KNOE, KEBC, WEAT, WUNI, WOKQ.

**MUNDO EARWOOD** "You're In Love With The Wrong Man" (GMC) 22/9, KENR, KEED, KYNN, KHAK, KEBC, KRMD, WGTO, WUNI, KCEY, 38-29 KSO.

**ZELLA LEHR** "Rodeo Eyes" (RCA) 21/6, WSM, KVOO, KFGO, KFEQ, KUGR, KBET.

**RAZZY BAILEY** "Too Old To Play Cowboy" (RCA) 19/19, KMAK, KSOP, KNOE, WWVA, KNIX, KKAL, KEED, KRAK, KIKX, WLAS, WLVI, KRMD, WCOS-FM, KZIP, WUNI, WVOJ, WGTO, WEAT, WYII.

**JOHNNY CASH** "Bull Rider" (Columbia) 16/10, KRZY, KTOM, KHAK, KNOE, WLAS, KVOO, KRMD, WBAM, WSEN, WADR.

**TOMPALL AND THE GLASER BROS.** "The Ballad Of Lucy Jordan" (Elektra) 13/5, KEED, WSEN, KVOO, WUNI, WGTO. On KMPS, KRAK, KLAC, KFEQ, KFGO, KFDI, KKYX, KZIP.

**PAM ROSE** "I'm Not Through Loving You Yet" (Epic) 10/8, KLAC, KMPS, KSOP, KFGO, WBAM, WSM, KVOO, WSEN, 17-12 WOKQ, On KFDI.

## Radio & Records

# NATIONAL AIRPLAY/40

### April 11, 1980

Three Weeks  
Two Weeks  
Last Week

6	3	1	1	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
7	4	3	2	CHARLEY PRIDE/Honky Tonk Blues (RCA)
16	11	6	3	GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic)
13	6	5	4	DOTTIE WEST/A Lesson In Leavin' (UA)
18	12	8	5	EMMYLOU HARRIS/Beneath Still Waters (WB)
1	2	2	6	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
14	8	7	7	BRENDA LEE/The Cowgirl And The Dandy (MCA)
26	21	12	8	EDDIE RABBITT/Gone Too Far (Elektra)
19	14	10	9	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
31	28	13	10	MERLE HAGGARD/The Way I Am (MCA)
3	1	4	11	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
27	26	16	12	JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA)
35	28	19	13	DOLLY PARTON/Startin' Over Again (RCA)
33	25	17	14	LARRY GATLIN & GATLIN BROS./Taking Somebody With... (Columbia)
12	7	9	15	HANK WILLIAMS JR./Women I've Never Had (Elektra)
17	17	14	16	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)
38	32	24	17	EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA)
-	36	28	18	DON WILLIAMS/Good Ole Boys Like Me (MCA)
10	10	11	19	RAY STEVENS/Shriner's Convention (RCA)
34	29	21	20	BILLIE JO SPEARS/Standing Tall (UA)
-	35	29	21	JOE STAMPLEY/After Hours (Epic)
-	-	33	22	JEANNE PRUETT/Temporarily Yours (IBC)
-	-	38	23	KENNY ROGERS w/KIM CARNES/Don't Fall In Love With A Dreamer (UA)
-	40	37	24	JOHN ANDERSON/She Just Started Liking Cheatin' Songs (WB)
-	39	36	25	CON HUNLEY/You Lay A Lot Of Love On Me (WB)
21	19	22	26	ALABAMA/My Home's In Alabama (MDJ)
5	9	23	27	STATLER BROTHERS/(I'll Even Love You) Better Than I Did... (Mercury)
-	-	39	28	GAIL DAVIES/Like Strangers (WB)
15	13	15	29	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
40	33	32	30	CHARLIE DANIELS BAND/Long-Haired Country Boy (Epic)
-	-	40	31	BILLY "CRASH" CRADDOCK/I Just Had You On My Mind (Capitol)
29	23	20	32	DANNY DAVIS & WILLIE NELSON/Night Life (RCA)
2	5	18	33	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
-	37	30	34	JOHN WESLEY RYLES/Perfect Strangers (MCA)
-	38	31	35	LORETTA LYNN/Pregnant Again (MCA)
-	-	-	36	MAC DAVIS/It's Hard To Be Humble (Casablanca)
36	30	25	37	KENNY DALE/Let Me In (Capitol)
-	-	-	38	KENDALLS/I'm Already Blue (Ovation)
-	-	-	39	ANNE MURRAY/Lucky Me (Capitol)
-	-	-	40	LEON EVERETTE/I Don't Want To Lose (Orlando)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

New Entry

## Most Requested

LW	TW	
5	1	EDDIE RABBITT (Elektra)
6	2	MAC DAVIS (Casablanca)
4	3	DOTTIE WEST (UA)
3	4	BELLAMY BROTHERS (WB/Curb)
2	5	CONWAY TWITTY (MCA)
8	6	CRYSTAL GAYLE (Columbia)
1	7	RAY STEVENS (RCA)
10	8	DOLLY PARTON (RCA)
-	9	LARRY GATLIN (Columbia)
-	10	DON WILLIAMS (MCA)

## Active Recurrents

Singles that have dropped off most current charts but still showing some activity through sales and/or requests.

		<b>BOBBY BARE</b>
		Numbers (Columbia)
		<b>BELLAMY BROTHERS</b>
		Sugar Daddy (WB/Curb)
		<b>LACY J. DALTON</b>
		Tennessee Waltz (Columbia)
		<b>JERRY LEE LEWIS</b>
		When Two Worlds Collide (Elektra)
		<b>CHARLY McCLAIN</b>
		Man (Epic)
		<b>RONNIE MILSAP</b>
		Why Don't You Spend The Night (RCA)
		<b>ANNE MURRAY</b>
		Daydream Believer (Capitol)
		<b>WILLIE NELSON</b>
		My Heroes Have Always... (Columbia)
		<b>STATLER BROTHERS</b>
		(I'll Even Love You) Better... (Mercury)
		<b>RAY STEVENS</b>
		Shriner's Convention (RCA)
		<b>CONWAY TWITTY</b>
		I'd Love To Lay You Down (MCA)
		<b>GENE WATSON</b>
		Nothing Sure Looked... (Capitol)
		<b>HANK WILLIAMS JR.</b>
		Women I've Never Had (Elektra)





**Biff Collie  
Inside Nashville**

# Country

**SPRING FEVER:** In a random look at the local top ten country hits this week, I find six of those current hits involving women! As recently as 15 years ago, you could hardly find 6 women in the top 100! ... Linda Ronstadt sold out (in advance) the 10,400 Municipal Auditorium in Music City ... 16-year-old Wendy Holcombe, the banjo-playing pretty who just last year came out of pigtails, was signed by NBC-TV President Fred Silverman to a "career development" contract and will be featured on major network shows this summer and fall. Wendy's "coach" (Top Billing Agency President Tandy Rice) says he's not aware of anything like this ever happening to anyone else in Nashville before. How did it impress the good-looking, wholesome young lady from Alabaster, Alabama? "Made me real bug-eyed," she said ... Box office update: \$21 million for the first four weeks showing of "Coal Miner's Daughter!" ... Since Glen Campbell and Sarah have split, he's dating (heavy!) Tanya Tucker. Seems like only last week we heard Tanya was seen regularly with Joe Namath ... Some sources say they'll marry! ... Terry Bradshaw's new record is raising the eyebrows of a lot of music row wags. Sounds like Gatlin ... Ditto Leigh Grady, the girl on 10,000 posters at last year's Fan Fair, getting great reviews on her new record. Rumors from Hattiesburg, MS have her scheduled to (in an effort to top last year's Fan Fair notoriety) ride an appaloosa from Hattiesburg to Nashville this year! (450 miles!) ... Brenda Lee and Jacky Ward headline a benefit concert Wednesday (4-16) at Brentwood Academy ... Rumor that Jim Ed Brown will record again with his sisters Maxine and Bonnie. They had a string of hits from the mid-50's to the mid-60's ... Paul Harvey, who was keynote speaker at this year's Country Radio Seminar, reprised his speech in his syndicated column re his early radio background at KVOO/Tulsa, announcing shows for Bob Wills, Johnny Lee Wills and the Alabama Boys ... "The 200th Anniversary of Nashville," a two-hour TV Country spectacular spotlighting every living performer who has ever appeared on the Opry begins taping September 14. ABC-TV is sponsoring, in association with the Nashville Bicentennial Committee, state of Tennessee, and city of Nashville. Director Pierre Cossette says the show will be the biggest country music show in TV history! ... "Hee Haw" found a

new home, as expected, at Opryland Productions. They'll start shooting the "Hee Haw" scenes in the Opryland TV studio in June. Producer Sam Luvullo and WSM, Inc. President Bud Wendell announced the other day. When the show started shooting in 1968, even the performers on the show didn't think it would ever last. They didn't like the name (thought it was degrading), they just knew it was too corny for the general public to buy it; the only thing most agreed on was that the music was honest country, and that was good, since honest country music had never gotten regular exposure on network television before. Most of the guys admit now that they thought it would be some extra work for a few weeks. Without exception, the regulars on the show have become true national personalities and have found totally new audiences as a result of their being on the show.

**PERSONALITIES:** Johnny Paycheck was arrested in Edmonton, Alberta, Canada on a complaint filed in 1978 by Vivian Richards, who claims to be the mother of his child ... Buck Owens plays a sheriff's role in a new movie, a slapstick comedy ... Eddie Rabbit's TV special finally scheduled for July 11 on NBC. Guests include Jerry Lee Lewis, Henry Youngman, Emmylou Harris, and Wendy Holcombe ... Sylvia Chase and ABC's "20/20" crew have followed Loretta Lynn from the Nashville and Louisville premieres of her movie to Reno and Lake Tahoe for a feature shortly. Ditto Loretta's filmed feature on "PM Magazine" ... No, Tom T. Hall will not be involved in the Universal Studios planning or production of the TV series "Harper Valley PTA," but Barbara Eden (remember "I Dream Of Jeannie?") will star in the series, I understand, as she did in the #1-rated TV movie ... Tokyo Matsu has a new album called "From Tokyo With Love." She's a super showman/fiddler and kills 'em wherever she plays ... Buck Owens disbanded his Buckaroos band after 20 years. He'll carry only his harmony singer, Doyle Singer on concert tours this summer ... Anne Murray named as a new member of the Hollywood Walk Of Fame in 1980 ... Patsy Montana celebrates her 50th year in the music business in 1980. Patsy's "I Want To Be A Cowboy's Sweetheart" was the first female country record to sell a million! She's just back from her latest European tour! ... Kenny Rogers & Dottie



Buck Owens



Jim Ed Brown

West headline at the Riviera Hotel in Las Vegas April 17-30 ... Jim Ed Brown, Helen Cornelius, Jerry Clower, and Wendy Holcombe (there she is again) start taping summer and fall segments of "Nashville On The Road" syndicated TV series in Albuquerque, Ruidoso, and Carlsbad, NM from April 22 through May 1 ... Freddy Fender and his old mentor Huey Meaux broken up after all these years? Fender signed with Buddy Lee here for bookings. He was with Jim Halsey ... Dick Shuey's "Music City Express" added 26 stations to its syndicated itinerary in less than a month. For information contact Music City Express, Box 50, Goodlettsville, TN 37072 or call (615) 859-1343 ... Tammy tapes her first TV special this week (14-15) with guests George Jones and Tom T. Hall. Show is co-produced by the Osmonds and Country Roads of Great Britain. It'll be syndicated in U.S. and Europe this fall ... George Burns tapes his special in August at the Opry House for NBC ... Tanya Tucker and Merle Haggard about to do a duet album together? ... Willie Nelson's 4th of July picnic set for ... the 4th of July at Willie's Pedernales Country Club in Austin. So far, confirmed guests include Charlie Daniels, Ernest Tubb and Ray Price ... Mary K. Miller married her mentor, Vince Kickerillo, in Houston ... The Glaser Bros. signed with Elektra/Asylum ... RCA hatching a big ad/merchandising campaign for Ronnie Milsap, in conjunction with his recently released album and current tour (with Don Williams and Zella Lehr). In-store promotions, posters, magazine profiles and an upcoming edition of ABC's "Country Greats In Concert" all set.

**NASHVILLE AIRLINES:** Bill Anderson whispered over 200 radio stations from Lone Star Cafe in New York City ... Jerry Clower's celebrating his 10th year of performing for money since he "backed into" show business ... Rex Allen, Jr. wrote a song while stuck in a Kansas blizzard ... Willie Nelson had plenty of onstage company Sunday night (4-6) at Nashville's Municipal Auditorium when performer-friends joined him onstage at his concert ... If you've got one of those "Elvis Presley - The First Year" albums which sold recently on TV, keep it. It's a collector's item, since the federal courts have taken it off the market ... That "Hank Williams: The Man and His Music" two-hour special started its syndicated itinerary this week and will be shown in 150 other areas between now and June.

**IT'S A COUNTRY FACT:** Though Hank Williams is considered by many as the most important singer-writer in country music history, his recording career covered less than six years! (Ditto Jimmie Rodgers!) ... Larry Gatlin was second-string halfback at the University of Houston for three years, got to play only 13 minutes of college football. Why? One reason was Elmo Wright, the first-string halfback, who was All-American for three years!

**FLASHBACK, 1973:** George Jones gave new artist Johnny Rodriguez 15 of his showsuits (then valued at \$500 apiece) and Tom T. Hall gave Rodriguez a tour bus. Johnny played Bandera, Texas, the girls tore off his George Jones suit, and wrote all over his Tom T. Hall bus. Boy, did that get his goat. (But that's another story.)

**Country Music Loses A Friend**

Red Sovine, whose career spanned 40 years, died of a heart attack last Friday (4-4) while driving on a Nashville city street. Five hundred of his music business friends ranging in age from the Duke Of Paducah and Ernest Tubb, to Rex Allen Jr. and other young stars, paid tribute to Red at the funeral (4-7) in Nashville.



Red Sovine

Sovine, 61, is survived by 3 sons and a daughter. His notable hits included "Phantom 309," "Giddyup Go," and the million-seller "Teddy Bear."



**NARVEL MARVELS MORRIS** - Narvel Felts is shown during his recent signing with the William Morris Agency to represent him worldwide. Seen here are Felts's attorney Ralph Gordon; WM agents Paul Moore and Dolores Smiley; Sonny Neal, head of WM/Nashville; and Narvel (seated).

Country

WEST

Table listing country music releases from the West region, including artists like Johnny Paycheck, Buck Owens, and The Oak Ridge Boys, with their respective labels and track titles.

Most Added
OAK RIDGE BOYS
Trying To Love
Two Women (MCA)
MOE & JOE
Tell Ole I Ain't Here... (Columbia)
TAMMY WYNETTE
Ho Was There... (Epic)

Hottest
EDDIE RABBITT (Elektra)
G. JONES & T. WYNETTE (Epic)
CRYSTAL GAYLE (Columbia)

REGIONAL ADDS & HOTS

Table listing regional adds and hot tracks from various locations like Nashville, TN, Dallas, TX, and Memphis, TN, featuring artists like The Judds, The Statler Brothers, and The Charlie Daniels Band.

MIDWEST

Table listing country music releases from the Midwest region, including artists like The Judds, The Statler Brothers, and The Charlie Daniels Band, with their respective labels and track titles.

Table listing country music releases from the South region, including artists like The Judds, The Statler Brothers, and The Charlie Daniels Band, with their respective labels and track titles.

HOTTEST TRACKS:

"Whiskey Lady" (MCA)
Oak Ridge Boys

Country

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay
REX ALLEN JR. - Oklahoma Rose - (WB) "It's Over" "Oklahoma Rose"
BILL ANDERSON - Nashville Mirrors - (MCA) "Nashville Mirrors" "One Man Band"
BELLAMY BROTHERS - You Can Get Crazy - (WB/Curb) "Dancin' Cowboys" "Fast Train Out Of Texas"
COAL MINER'S DAUGHTER - Soundtrack - (MCA) "Coal Miner's Daughter" "Honky Tonk Girl"
BILLY "CRASH" CRADDOCK - Changes - (Capitol) "Ain't No Easy Way To Lose" "She's Good To Me" "Now That The Feeling Is Gone"
MAC DAVIS - It's Hard To Be Humble - (Casablanca) "It Was Time" "I Will Always Love You"

JOHN DENVER - Autograph - (RCA) "How Mountain Girls Can Love"
JERRY LEE LEWIS - When Two Worlds Collide - (Elektra) "Rockin' Jerry Lee"
LORETTA LYNN - Loretta - (MCA) "Naked In The Rain" "The Fool Wouldn't Listen"
RONNIE McDOWELL - Love So Many Ways - (Epic) "Peaches" "24 Hours Of Love"
RONNIE MILSAP - Milsap Magic - (RCA) "She Thinks I Still Care" "If You Don't Want Me To"
OAK RIDGE BOYS - Together - (MCA) "Beautiful You" "Whiskey Lady" "Ready To Take My Chances" "Take This Heart"
CHARLEY PRIDE - There's A Little Bit Of Hank In Me - (RCA) "You Win Again"
KENNY ROGERS - Kenny - (UA) "Goodbye Marie"
KENNY ROGERS - Gideon - (UA) "You Were A Good Friend" "The Buckeroos" "These Chains"
CONWAY TWITTY - Heart & Soul - (MCA) "Smoke From A Distant Fire"



# P/A

POP/ADULT®

## Mike Kasabo

### Katz Agency: Advertiser Interest In 25-54 Continues Upward Trend

Data compiled by the Katz Agency, a leading broadcast sales and marketing representative, confirms the trend toward use of higher demographics in making spot TV and radio buys, a trend first noted in early 1979 and accelerated throughout the year. Last year's statistics show that 21.3% of radio sales presentations made by the representative's sales staffs included demographic data for adults 25-54, up almost double from 1978's 11.3%.

The information, of course, is based upon the specific demographic and does not especially reflect any one given format; however, it is evident to all that Pop/Adult radio deals quite specifically within this age spectrum — hence its inclusion in this column.

"This trend is understandable," according to Bill Schrank, VP of the firm's Research Department, "Right now, adults 25-54 account for 46% of the 12+ population. By 1985 they will represent 50% of the 12+ total."

This trend towards aiming at the 25-54 demographic category is obviously quite dramatic in radio. That category moved from fourth to first place in just one year according to the Katz study. By contrast, the 18-34 category, which was number one in 1978, dropped to number two for 1979.

Over the course of a year, sales presentations made by Katz are in excess of 100,000, responding to advertiser and audience requirements, including information regarding rates, ratings and demographics. All input is computer-prepared and captures statistics on all sales presentations made. From this data, Katz research is able to isolate the percentage of times specific demographics are included in total sales presentations.

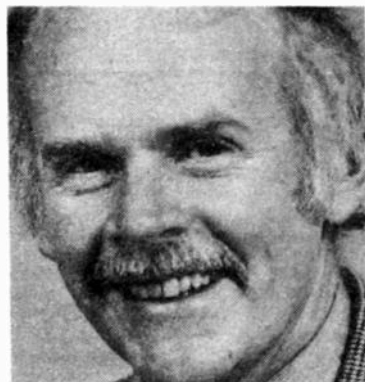
93 different categories of rating and household data are used by media planners and buyers to pinpoint radio and TV audiences. A comparison of the latest figures available, which is a cumulative report of the full year 1979 compared to the full year of 1978, shows the following pattern in advertisers' demographic interest:

Radio			TV		
Demographic	1978	1979	Demographic	1978	1979
18-34	19%	20.5%	18-34	17.2%	16.8%
18-49	20.8%	19.5%	18-49	42.2%	35.8%
25-49	17.5%	13.8%	25-49	14.2%	14.1%
25-54	11.3%	21.3%	25-54	20.2%	24.6%

The study by Katz shows, certainly for radio, a fact that we've all been aware of for some time — that the population is getting older and wise programmers and management, on both AM and FM, are taking proper steps to gain control of this very lucrative 25-54 demographic area.

### Coming Home

KAKZ/Wichita has gone through some major changes in the past several months (including a call change from E to Z — KAKE to KAKZ) but none of these alterations is more noteworthy than the return of programming veteran Don Hofmann to Kansas radio. Hofmann is the Operations Manager of KAKZ, having originally left there 21 years ago for fame and fortune on the West Coast during which time he found a great deal of success with the Golden West chain at KVI/Seattle and KSFO/San Francisco.



Still going strong in 1980.

"When I first started, in the early 50's," he reminisced, "radio was all block programming. Mutual network mystery stories, country & western shows at noon, Beautiful Music programs on Sundays and dance band remotes from the networks every week night."

Of his early California days Hofmann recalls, "In early 1962 I went to KMBY/Monterey — it was Top 40 and Robert W. Morgan was the morning man and PD and was getting ready to move on to Fresno, so I came in as the Program Director. I worked with all kinds of great people there: Bobby Ocean, who had his first job in radio at KMBY; Eric Norberg was one of the DJ's, and so was Frank Coburn."

Hofmann lit up when asked how it felt to come back to his original radio home. "It's like I haven't been gone. The station is the same physical plant as it was over 20 years ago. Bill MacLean, whom I worked with back then, is still here. I'm just thrilled to be back, especially to now be Operations Manager from a \$1.00 an hour gig back in the 50's."



The 1957 version of Don Hofmann.

### Update

SACRAMENTO P/A JUMPS TO FULL-TIME NEWS/TALK: After decades as top-rated Pop/Adult leader in the California capital, KGNR has decided to devote its energies to being a full-service Talk outlet with heavy emphasis on news. Program Director Dave Darin commented on the format change to R&R: "The main thing that led to the decision was the fact that we in the past have had our great success with our news block times in morning and afternoon drive and were never able to sustain those figures when we switched to Pop/Adult music for what was the majority of the day and evening hours. As

we slowly slipped on more and more talk segments, the feeling became obvious — that's what people wanted us to do. It feels right and we're happy with the decision." . . . WKRP/Cincinnati PD Gary Sandy came back (in real life) to his hometown to visit WHIO/Dayton and old haunts. He did a couple of hours on air and later spent time with Music Director Kris Rankin, who is an old high school chum . . . THE FOOLS OF APRIL: WCHV/Charlottesville staged an elaborate "April Fool's Day Parade" — which, or course, never really existed! The bogus parade came complete with sound effects and other aural embellishments to make it sound like a legit march. The event was thrown in honor of a co-founder of that town, Gridley Ridspath; one of the highlights was a visit by the mayor, and all in all the listener reaction was very strong in favor of the farce . . . KRMG/Tulsa will carry the Tulsa Roughnecks soccer schedule this year . . . WTAR/Norfolk raised over \$135,000 as Chris Evans and Mike Miller (station heavyweights) cohosted a 20-hour telethon for Easter Seals. WTAR received an award for being the top fund-raising market in total dollars — which is quite an accomplishment for an area Norfolk's size . . . KNBR/San Francisco got a little country with its "Buck Owens Rodeo and Frontier's Day Celebration," which raised funds for cancer research . . . KAKZ/Wichita morning ace and consummate magician Gene Rump attended an invitation-only convention in Las Vegas recently with other wizards of the art, as they all displayed and traded tips on their magic prowess. The one thing these gentlemen of illusion failed in was changing the gambling odds to their favor — that's beyond anyone's power . . .

### Transition

Longtime R&R reporter Jerry David Melloy (pictured) has been promoted to the position of Operations Manager of WHAS/Louisville (where he is a 14-year veteran). Melloy will also oversee the FM operation, WAMZ . . . Also at WHAS, Branch Boden has been assigned to the Coordination Supervisor role after serving as the station's Continuity Director . . . Jeff Mazzei has moved from the Music Director position of WNEW/New York to the Assistant Program Director slot of Top 40-formatted WABC — Mazzei was always a rocker at heart . . . Bill Miller has exited his talk show segment at WGY/Schenectady after a five-year run; no replacement has been named . . . KDWN/Las Vegas has added a cohost (with Jack London)



to its midday talk show, "People Talk." Ken Stahl comes to the station from the Boston market, where he worked in the news departments of WHDH and WVBC-TV . . . John Bell, Jr., Business Manager of WASH/Washington, has been appointed account executive — he worked previously at Metromedia's Philadelphia outlet, WIP . . . Sherri Brennen has been appointed to the position of account executive of WTAR/Norfolk from the Promotion Manager position at the station . . . Larry Aarons, recently new Program Director of KOB/Albuquerque, has taken on the station's morning drive position as well as replacing Dan Evens, who moves to the 9-12noon slot . . . Kent Gilbert goes from middays at WCFR/Springfield, VT to afternoon drive in another Springfield — this one in Massachusetts at WAQY . . .

### Color

TRIVIA PAYS OFF IN NEW YORK: WYNY/New York is running a promotion on Dan Daniel's midday show called "Dandy Dan's New York," which allows listeners to grab prizes for a correct answer to trivia questions. Once per hour a trivial fact or important historic occurrence relative to New York and its outlying areas comes up. During this time frame, Dan (cleverly) gives the answer. Later in the hour he asks a question that the answer matches. He also asks for a caller from a specific area, with a correct answer bringing the contestant a prize from his grab bag.

GET THE SPIRIT: WGR/Buffalo is running its "Spirit Of America" contest. The idea of the promotion is for the contestant to identify a famous American person, place, thing or event — whichever happens to be that hour's category. A 60-second promo is played, building slowly up to the point of being a dead giveaway. Prizes are U.S. savings bonds in various amounts from \$50 to \$500 depending upon how quickly the answer is guessed. In this contest, as Music Director Jerry Reo points out, "Everybody wins something, including the losers, who receive 10 Susan B. Anthony commemorative coins." Losers is right.



LOOK BEFORE YOU LEAP — WISN/Milwaukee, in the spirit of the Leap Year tradition (the woman's turn to ask the man to marry), made it possible for six female listeners to "pop" the question to their favorite guy in a very new and exciting fashion. By the luck of the draw, six ladies were selected to receive the opportunity to have their proposals put to music by the Milwaukee City Sing-a-Gram service. The messages were sung to the lucky (matter of opinion) gentlemen during the middle of the business day at the place of their employment. Seen here is Dan Preiser getting the "message" from two of the sing-song company's agents.

# P/A

POP/ADULT®

## BREAKERS®

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

### ANDY GIBB & OLIVIA NEWTON-JOHN I Can't Help It (RSO)

63% of our reporters are on it. A few of the latest adds are KEX, KHOW, WSGW, WDBO, KOB, KFMB, WFIR, WCCO, KDKA, WTMJ, KAKZ, WGY. Key moves: 22-14 WIBW, 30-23 WLNH, 19-15 WWWE, 23-19 WVMT, 30-28 WPRO, 32-24 KMBZ, debut 20 WISN, debut 20 KRMG, debut 26 KOLO, debut 27 WCSC, debut 29 WRIE. Jumps 37-23 on P/A chart.

### ANNE MURRAY Lucky Me (Capitol)

64% of our reporters are on it. Latest include WHAM, WCBM, WGIR, KHOW, KWOS, WREC, KAKZ, WTAR, WSGW, WGY, KSL, WVMT, WHIZ, WCHV, WSLI, KOLO. Key moves: 20-17 KMBZ, 27-18 WIBW, 35-28 WHAG, 25-21 WSM-FM, debut 24 WPRO, debut 28 WWWE, debut 32 WORG, debut 39 KBLF. Debuts at No. 24 on P/A chart.

### JENNIFER WARNES

#### When The Feeling Comes Around (Arista)

66% of our reporters are on it. Adds include WOWO, KMPC, WIS, KSTP, WELI, KRMG, WPRO, KAKZ, KRNT, KOGO. Key moves: 18-9 WRIE, 29-20 WBT, 26-22 KMBZ, 21-17 WLNH, 30-26 KRKO, 21-18 KFMB, 29-23 WIBW, debut 23 WBEN, debut 23 KEX, debut 26 WBOW, debut 29 WSM-FM, debut 34 KBLF. Jumps 38-26 on P/A chart.

### BETTE MIDLER The Rose (Atlantic)

63% of our reporting stations are on it. Adds include WCBM, WATR, KRNT, KHOW, KNBR, KMPC, WJON, WDBO, WIS, KSL, WNEU, KAKZ, WHAS, WTMJ, KEX. Key moves: 22-15 WORG, 19-15 WSM-FM, 23-16 WOWO, 23-19 WBEN, 28-23 WPRO, 40-32 KBLF, 20-17 WGR, debut 18 WRIE, debut 25 WLNH, debut 26 WVMT. Jumps 40-29 on P/A chart.

## NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**FLEETWOOD MAC** "Think About Me" (WB) 53/8 add WTAE, WFDF, WKHM, WIS, WCSH, KMRJ, KUGN, KNBR. Key moves: 17-10 WYMC, 17-10 WPRO, 21-14 KBLF, 21-15 KWOS, 15-12 KLTE, 12-5 WLNH, 24-19 WORG, 22-19 WNEU, 20-17 KRKO, 28-20 WFIR, 20-17 WOWO, 26-22 WSM-FM. Increased 33-28 on P/A chart.

**ENGELBERT HUMPERDINCK** "Love's Only Love" (Epic) 50/2 add WRVA, WBOW. Key moves: 11-8 WHAG, 13-10 KMBZ, 28-26 WSGW, 23-21 KEX, debut 18 WGR, debut 27 KOLO. Heavy rotation: KLYD, WATR. Increased 32-30 on P/A chart.

**KENNY LOGGINS** "Keep The Fire" (Columbia) 45/4 add KNBR, WASH, WNEU, KUGN. Key moves: 8-4 WSM-FM, 17-10 WWWE, 17-12 FM97, 28-24 WOWO, 25-21 WFIR, 26-23 WHAG, 20-16 WPRO, 23-19 KBLF, 26-22 WTAR, debut 30 WBOW. Increased 35-31 on P/A chart.

**NEIL DIAMOND** "The Good Lord Loves You" (Columbia) 44/18 adds include WREC, WCCO, KAKZ, WFIR, WWWE, WSM-FM, WELI, KNBR, WATR, WISN, KMPC, WSLI, WSBA, KHOW. Key moves: 35-29 WSGW, debut 28 WPRO, debut 28 KOLO, debut 29 KMBZ. Debuts at No. 32 on P/A chart.

**JIMMY RUFFIN** "Hold On To My Love" (RSO) 47/4 add WIS, KPPL, KNBR, KRKK. Key moves: 19-14 WBZ, 19-13 KWOS, 9-6 WCSC, 15-12 WPRO, 21-17 KLTE, 20-17 KDKA, 20-17 KRMG, 20-17 WFIR, debut 24 KEX. Increased 34-33 on P/A chart.

**BERNADETTE PETERS** "Gee Whiz" (MCA) 46/12 add KHOW, WFYR, WHOK, KNBR, KEX, WISN, WGY, WHDH, WJON, KUGN, KRMG, WCHV. Key moves: 19-15 WBEN, 19-18 WBT (listed Hot), 16-13 WGR, 30-26 WORG, debut 24 WLNH, debut 27 WPRO, debut 32 WCSC. Debuts at No. 35 on P/A chart.

## Others Getting Significant Action

**NEIL SEDAKA & DARA SEDAKA** "Should've Never Let You Go" (Elektra) 38/16 adds include WRVA, WTMJ, WATR, KHOW, WTAR, WSGW, WELI, WHDH, WFIR, WIP, WBEN, WVMT, WFTL, WCHV. Debut 16 WGR, debut 22 WRIE, debut 29 WLNH, debut 35 KBLF.

**EDDIE RABBITT** "Gone Too Far" (Elektra) 32/6 add KRKK, WKHM, WJON, WRVA, WTAR, KUGN. Moves 19-13 KMBZ, 24-21 WSB, 25-22 WYMC, debut 29 KOLO, debut 38 KBLF.

**DANN ROGERS** "China" (International Artists) 27/4 add KUGN, WBT, WBOW, WHAM. Moves 24-17 WIBW, 35-31 WTAR, 30-26 WHAG, debut 30 KOLO.

**MAC DAVID** "It's Hard To Be Humble" (Casablanca) 25/4 add WIS, WPRO, WTAR, WREC. Moves 6-2 KRMG, 20-16 KOLO. Heavy rotation: WHIO, WJON.

**JAMES LAST BAND** "The Seduction (Love Theme)" (Polydor) 24/12 add WATR, WGR, KLTE, WSB, WBT, WHIO, WCBM, KOLO, WHDH, WBEN, WORG, KRKO. Moves 30-28 WVMT, 30-24 FM97, debut 24 WSM-FM, debut 26 WLNH, debut 30 WPRO.

**BEACH BOYS** "Goin' On" (Caribou) 23/2 add WATR, KHOW. Moves 26-23 WWWE.

**JACKIE DeSHANNON** "I Don't Need You Anymore" (RCA) 23/1 add WKHM. Moves 34-28 WTAR.

**BILLY JOEL** "You May Be Right" (Columbia) 22/3 add KNBR, WKIQ, KRKO. Moves 18-14 WGR, 24-15 WNEU, 18-12 KRMG, 11-7 WCSC, 29-21 WQUD, 21-18 WFIR.

**B.J. THOMAS** "Walkin' On A Cloud" (MCA) 20/5 WHIZ, KUGN, WHOK, WBT, WSBA. Moves 25-20 WHAG, 23-16 WIBW, debut 28 WLNH.

**LARRY GATLIN** "Taking Somebody With Me When I Fall" (Columbia) 16/2

## Radio & Records POP/ADULT AIRPLAY / 40

Three Weeks Two Weeks Last Week This Week

April 11, 1980

Three Weeks	Two Weeks	Last Week	This Week	
4	2	1	1	AIR SUPPLY/Lost In Love (Arista)
5	4	2	2	EAGLES/I Can't Tell You Why (Asylum)
3	3	3	3	TOMMY JAMES/Three Times In Love (Millennium)
12	9	6	4	DR. HOOK/Sexy Eyes (Capitol)
7	6	5	5	KOOL & THE GANG/Too Hot (DeLite/Mercury)
22	12	9	6	CHARLIE DORE/Pilot Of The Airwaves (Island)
10	7	7	7	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
28	17	14	8	PAUL DAVIS/Do Right (Bang)
18	14	10	9	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
20	13	11	10	CHRISTOPHER CROSS/Ride Like The Wind (WB)
21	16	12	11	RAY, GOODMAN & BROWN/Special Lady (Polydor)
11	8	8	12	DAVID GATES/Where Does The Lovin' Go (Elektra)
—	40	22	13	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)
39	25	18	14	DIONNE WARWICK/After You (Arista)
15	15	13	15	MELISSA MANCHESTER/Fire In The Morning (Arista)
1	1	4	16	RUPERT HOLMES/Him (MCA)
29	23	19	17	KARLA BONOFF/Baby Don't Go (Columbia)
32	26	20	18	JOHN DENVER/Autograph (RCA)
—	—	29	19	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)
33	29	26	20	BOB SEGER/Fire Lake (Capitol)
27	24	21	21	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
35	30	25	22	SPYRO GYRA/Catching The Sun (MCA)
—	—	37	23	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)
—	—	—	24	ANNE MURRAY/Lucky Me (Capitol)
6	10	16	25	DAN FOGELBERG/Longer (Full Moon/Epic)
—	—	38	26	JENNIFER WARNES/When The Feeling Comes Around (Arista)
2	5	15	27	CHUCK MANGIONE/Give It All You Got (A&M)
—	35	33	28	FLEETWOOD MAC/Think About Me (WB)
—	—	40	29	BETTE MIDLER/The Rose (Atlantic)
38	32	32	30	ENGELBERT HUMPERDINCK/Love's Only Love (Epic)
—	—	35	31	KENNY LOGGINS/Keep The Fire (Columbia)
—	—	—	32	NEIL DIAMOND/The Good Lord Loves You (Columbia)
—	38	34	33	JIMMY RUFFIN/Hold On To My Love (RSO)
8	11	17	34	SPINNERS/Working My Way Back To You (Atlantic)
—	—	—	35	BERNADETTE PETERS/Gee Whiz (MCA)
—	—	—	36	AMBROSIA/Biggest Part Of Me (WB)
—	—	—	37	BARRY MANILOW/I Don't Want To Walk Without You (Arista)
—	—	—	38	DOLLY PARTON/Starting Over Again (RCA)
—	—	—	39	LINDA RONSTADT/Hurt So Bad (Asylum)
—	—	—	40	PHOTOGLO/We Were Meant To Be Lovers (20th)

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

New Entry →

**AMBROSIA** "Biggest Part Of Me" (WB) 42/28. Second Most Added this week — WHAM, WGR, WSLI, WBEN, KRKO, WIP, WHDH, WEBC, WFIR, WHAS, WREC, WQUD, WGY, WCSC, WWWE, WYNY, WOWO, KDKA, KLTE, KFOR. Key moves: 31-27 WBT, debut 23 WSM-FM, debut 29 KWOS, debut 31 WORG. Heavy rotation: WDFI. Debuts at No. 38 on P/A chart.

**BARRY MANILOW** "I Don't Want To Walk Without You" (Arista) 39/32. Number one Most Added — including WTMJ, WCCO, WRIE, WBEN, KSTP, WIP, KSL, WIOD, WJON, WFTL, KRKK, WISN, KMBZ, KLYD, KNBR, WSB, WBT, WASH, WRVA, WHIZ. Debut 23 WVMT, debut 28 KLTE. Hot at KLYD, WSBA. Debuts at No. 37 on P/A chart.

**DOLLY PARTON** "Starting Over Again" (RCA) 37/4 add WIOD, WTAR, FM97, WKHM. Key moves: 19-15 WIBW, 30-23 KMBZ, debut 29 WPRO, debut 30 WVMT, debut 30 WLNH, debut 30 WWWE. Debuts at No. 38 on P/A chart.

**LINDA RONSTADT** "Hurt So Bad" (Asylum) 36/15 adds include WSLI, WMAZ, WQVA (dp), KLTE, KPPL, WHAS, WNEU, WPRO, WEBC, WCSC, WDFI. Key moves: 6-1 WWWE, 17-11 WLNH, 19-13 FM97. Heavy rotation: WASH. Debuts at No. 39 on P/A chart.

**PHOTOGLO** "We Were Meant To Be Lovers" (20th) 35/3 add KFMB, WPRO, WSM-FM. Key moves: 30-14 WYMC, 18-14 WHAG, 30-25 WTAR, 25-21 WRIE, debut 30 WORG. Heavy rotation: KRKK, KUGN. Debuts at No. 40 on P/A chart.

### Most Added:

**BARRY MANILOW**  
I Don't Want To Walk Without You (Arista)  
Added at 35% of our reporting stations.

**AMBROSIA**  
Biggest Part Of Me (WB)  
Added at 31% of our reporting stations.

**ANNE MURRAY**  
Lucky Me (Capitol)  
Added at 23% of our reporting stations.

**NEIL DIAMOND**  
The Good Lord Loves You (Columbia)  
Added at 20% of our reporting stations.  
(The following artists were all added at 16% of our reporting stations.)

**DAN FOGELBERG**  
Heart Hotels (Full Moon/Epic)

**ANDY GIBB & OLIVIA NEWTON-JOHN**  
I Can't Help It (RSO)

**BETTE MIDLER**  
The Rose (Atlantic)

**NEIL SEDAKA & DARA SEDAKA**  
Should've Never Let You Go (Elektra)

### Hottest:

**AIR SUPPLY**  
Lost In Love (Arista)  
Reported hot at 40% of our stations.

**EAGLES**  
I Can't Tell You Why (Asylum)  
Reported hot at 52% of our stations.

**DR. HOOK**  
Sexy Eyes (Capitol)  
Reported hot at 40% of our stations.

**CHRISTOPHER CROSS**  
Ride Like The Wind (WB)  
Reported hot at 33% of our stations.

**KOOL & THE GANG**  
Too Hot (DeLite/Mercury)  
Reported hot at 30% of our stations.

**PAUL DAVIS**  
Do Right (Bang)  
Reported hot at 26% of our stations.

P/A

REGIONAL ADDS & HOTS

EAST

WCBM/Baltimore
Dexter Beane
J. Last Band
B. Midler
A. Murray
(Lucky)
F. Cavaliere
Peaches & Herb
HOTTEST
C. Cross
B. Seger
Ray, Goodman
& Brown
Air Supply
Eagles
WBZ/Boston
Wendy Parto
Whispers
M. Manchester
K. Rogers &
K. Carnes
HOTTEST
Kool & The Gang
M. Jackson
(Wall)
B. Seger
Dr. Hook
Peaches & Herb
C. Cross
T. James
Air Supply
J. Ruffin
WBZ/Boston
Donna Harper
Neil & Dara
Sedaka
M. Manchester
B. Peters
J. Last Band
Ambrosia
HOTTEST
Kool & The Gang
K. Rogers &
K. Carnes
Kool & The Gang
Eagles
WBZ/Buffalo
Roger Christian
B. Manilow
Ambrosia
Neil & Dara
Sedaka
WBZ/Burlington
Gary Whelock
A. Murray
(Lucky)
M. Jackson
(Life)
Peaches & Herb
Neil & Dara
Sedaka
F. Crumer
HOTTEST
B. Seger
Preston & Syreeta
Kool & The Gang
Dr. Hook
C. Cross
K. Rogers &
K. Carnes
WBZ/Burlington
Ted Abbott
D. Fogelberg
(Heart)
B. Manilow
HOTTEST
Preston & Syreeta
Air Supply
Ray, Goodman
& Brown
Dr. Hook
M. Manchester
J. Marnes
M. McGovern
WBZ/Hopkinton
Bob Summers
K. Rogers &
K. Carnes
HOTTEST
Dr. Hook
M. McGovern
Air Supply
Kool & The Gang
M. Manchester
E. Mumperdink
Eagles
P. Davis
Photoglo

MIDWEST

WJLB/Springfield
Green
Glen Carry
N. Diamond
(Lord)
L. Garrett
C. Cross
B. Joel
P. Davis
M. McGovern
B. Manilow
WYFR/Chicago
John Wetherbee
P. Davis
B. Peters
B. Seger
(Against)lp)
HOTTEST
Blondie
Eagles
C. Cross
Air Supply
Eagles
Preston & Syreeta
T. James
WBZ/Indianapolis
Wendy Parto
Whispers
M. Manchester
K. Rogers &
K. Carnes
HOTTEST
Kool & The Gang
M. Jackson
(Wall)
B. Seger
Dr. Hook
Peaches & Herb
C. Cross
T. James
Air Supply
J. Ruffin
WBZ/Boston
Donna Harper
Neil & Dara
Sedaka
M. Manchester
B. Peters
J. Last Band
Ambrosia
HOTTEST
Kool & The Gang
K. Rogers &
K. Carnes
Kool & The Gang
Eagles
WBZ/Buffalo
Roger Christian
B. Manilow
Ambrosia
Neil & Dara
Sedaka
WBZ/Burlington
Gary Whelock
A. Murray
(Lucky)
M. Jackson
(Life)
Peaches & Herb
Neil & Dara
Sedaka
WBZ/Burlington
Ted Abbott
D. Fogelberg
(Heart)
B. Manilow
HOTTEST
Preston & Syreeta
Air Supply
Ray, Goodman
& Brown
Dr. Hook
M. Manchester
J. Marnes
M. McGovern
WBZ/Hopkinton
Bob Summers
K. Rogers &
K. Carnes
HOTTEST
Dr. Hook
M. McGovern
Air Supply
Kool & The Gang
M. Manchester
E. Mumperdink
Eagles
P. Davis
Photoglo

WEST

KOB/Albuquerque
Paul Douglas
D. Marwick
K. Bonoff
A. Gibb & ONJ
HOTTEST
Preston & Syreeta
Eagles
Kool & The Gang
M. Davis
WBZ/Bakersfield
Larry Crawford
B. Manilow
Preston & Syreeta
L. Miller
Lou Rawls
(Aln't)
HOTTEST
E. Mumperdink
B. Manilow
Ambrosia
D. Marwick
C. Mangione
KNOW/Denver
Brian Scott
B. Midler
D. Fogelberg
(Heart)
B. Peters
Beach Boys
M. Diamond
(Lord)
A. Murray
(Lucky)
Neil & Dara
Sedaka
A. Gibb & ONJ
HOTTEST
D. Gates
Air Supply
Eagles
Dr. Hook
Spro Gyra
KJRH/Eugene
Rick Hubbard
S. Jacobs
B.J. Thomas
Abba
D. Rogers
K. Loggins
B. Peters
F. Mac
Imperial
E. Rabitt
L. Gatlin
HOTTEST
C. Cross
Photoglo
Manhattan
B. Midler
Dan Hill
M. Davis
A. Murray
(Lucky)
E.O.Y./Phoenix
Armstrong/Stevens
None
HOTTEST
Spinners
M. Manchester
M. Mancini
M. McGovern
D. Marwick
J. Denver
KJRH/San Diego
Larson/Anthony
Spro Gyra
A. Murray
(Lucky)
A. Gibb & ONJ
Photoglo
HOTTEST
Air Supply
Ray, Goodman
& Brown
D. Marwick
KJRH/San Francisco
Bryan Eaton
K. Loggins
J. Ruffin
D. Marwick
B. Midler
M. Diamond
HOTTEST
(Lord)
F. Mac
B. Joel
B. Manilow
L. Ronstadt
Spro Gyra (dp)
HOTTEST
D. Fogelberg
(Heart)
P. Davis
C. Cross
Eagles
B. Seger

SOUTH

WFLA/Tallahassee
George Fisher
T.G. Shepard
M. McGovern
B. Manilow
Kamahl
D. Fogelberg
J. Last Band
D. Lee
D. Gibson
T. James
C. Cross
C. Gayle
Dr. Hook
Eagles
Air Supply
B. Seger
Kool & The Gang
WBZ/Charleston
Randy Scott
L. Ronstadt
(Life)
Ambrosia
M. Jackson
(Lucky)
Spro Gyra
K. Rogers &
K. Carnes
WBZ/Charleston
Randy Scott
L. Ronstadt
(Life)
Ambrosia
M. Jackson
(Lucky)
Spro Gyra
K. Rogers &
K. Carnes
WBZ/Charleston
Randy Scott
L. Ronstadt
(Life)
Ambrosia
M. Jackson
(Lucky)
Spro Gyra
K. Rogers &
K. Carnes
WBZ/Charleston
Randy Scott
L. Ronstadt
(Life)
Ambrosia
M. Jackson
(Lucky)
Spro Gyra
K. Rogers &
K. Carnes

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)
BEACH BOYS (Capitol) "Endless Harmony"
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"
NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind" "The Shelter Of Your Arms" "Stagger Lee"
EAGLES (Asylum) "Sad Cafe"
ROBERTA FLACK & DONNY HATHAWAY (Atlantic) "Disguises" "Stay With Me"
FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms"
DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind"

ANDY GIBB (RSO) "After Dark" "Rest Your Love On Me"
HEART (Epic) "Pilot"
RUPERT HOLMES (MCA) "Answering Machine" "Partners In Crime"
MICHAEL JACKSON (Epic) "I Can't Help It"
BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long Night" "It's Still Rock And Roll To Me"
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"
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" "Where Are They Now" "One Voice"
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" "Call Me Up"
LINDA RONSTADT (Asylum) "Girls Talk" "Look Out For My Love" "Mad Love"
BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"
JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"
STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A Flower"

# OPPORTUNITIES

## Openings

**Florida FM powerhouse** looking for strong drive time personalities Top 40/AOR. Minimum 4 yrs experience. Beautiful coastal area. Tapes and resumes to Stephen Harlow Haas, Box 3192, Ft. Pierce, FL 33450. EOE M/F (4-11)

**Q101** has opening for **Ass't PD/MD** for our 100,000 watt FM. We're a dominant #1 in a 14-station market. Person should have PD experience, strong production, promotion and music and be able to do short daily air shift. Call Larry O'Neal, OM at (801) 693-2381 or send tapes to Box 5314, Meridian, MS 39301. (4-11)

**Southern Vermont's #1 station** has rare opening for evening communicator; some radio experience necessary. Excellent facilities and working conditions. Decent bucks for night person. Rush tapes and resumes to Joel O'Brien, WTSA, Box 819, Brattleboro, VT 05301. EOE (4-11)

**KROC-FM, 100,000 watts** is looking for an "air personality" with good production skills for their adult-oriented Rock format. If you'd like to work with a great staff in a great facility send tapes and resumes to Al Malmberg, KROC-FM, 122 4th St., S.W., Rochester, MN 55901. EOE M/F (4-11)

**Sunbelt radio station adding to news staff.** Searching for heavy weight morning news anchor and news anchor/reporter for 5-day week shift including producing writing and anchoring newscasts. Must be strong both on and off air. Minorities encouraged. Send tapes and resumes with full references and salary requirements to Don Bradley, ND, KELI, Box 52185, Tulsa, OK 74152. EOE M/F (4-11)

**Radio 97** has an immediate opening for an experienced pro. Drive shift, good production skills, one-to-one delivery. Tapes and resumes to B. Cotton, PD, Box 9705, Savannah, GA 31412. EOE (4-11)

**News Director, new 100,000 watt AOR FM station,** strong on interviewing and Public Affairs, good natural delivery, some production. Tapes and resumes to Manager, KQDS, Box 6167, Duluth, MN 55806. (4-11)

**Midwest contemporary station** looking for morning drive News Ass't to gather and write news, who is also a reporter with interest in sports. Authoritative on-air delivery, ambitious, strong writing ability. Tapes and resumes to ND, WZUU, 520 W. Capitol, Milwaukee, WI 53212. EOE (4-11)

**WIKZ/Chambersburg, PA** looking for news person. Good money with growing company, 50,000 watt FM, AM daytime. Tapes and resumes to Bill Matthews, Box 479, Chambersburg, PA 17201 or call (717) 263-0813. EOE M/F (4-11)

**Present and future opening** for reporters, editors and anchors. Reply to Thom Wilborn, Arkansas Radio Network, Box 4189, Little Rock, AR 72214. (4-11)

Interesting, enthusiastic personalities for mass appeal format on a Midwest FM station. Tapes and resumes to Bill Moyes, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401. No calls please. EOE M/F (4-11)

## Openings

**Talent Wanted:** Heftel Broadcasting now searching nationwide for dynamic air acers from all formats. This is for all positions at our newly acquired Cincinnati facility. Send tapes and resumes in confidence to Employment Dir., Heftel Broadcasting, John Hancock Center, Suite 3750, 875 N. Michigan Ave., Chicago, IL 60611. Minorities encouraged to apply. EOE (4-11)

**KCLD-FM, mass appeal Top 40** needs full-time air personality with good production skills. Tapes and resumes to Mike Moffett, Box 1458, St. Cloud, MN 56301, or call (612) 251-1450. EOE (4-11)

**Wanted: Energetic night time communicator** for one of the hottest FM's in the country. Elephant dollars for the right person. Tapes and resumes to Dave Michaels, 1502 S. Boulder, Suite 204, Tulsa, OK 74119. No calls please. EOE M/F (4-11)

**Program Director needed for WKBW/Buffalo, NY.** Experienced applicants only. Resume and presentation to Norman Schruet, VP/GM, WKBW, 695 Delaware Ave., Buffalo, NY 14209. EOE (4-11)

**Full-time announcer easy listening Top 40** format in the heart of the Rockies. No experience required. Contact Dave Schaefer, 520 W. 6th St., Leadville, CO 80461. No calls please. EOE (4-11)

**New 93FM has rare opening** for night-time personality. High power AOR Soft Rocker looking for natural, sounding person with production ability. Tapes and resumes to Greg Crawford, Box 3329, Visalia, CA 93277. EOE (4-11)

**CQ102/Geneva, NY** looking for young contemporary air talent with production skills for current and future openings. Pay scale is low but benefits and vacation policy are liberal. If you're a team player on your way up and are looking for direction and management that believes in total professionalism, send tapes and resumes to John Roberts, PD, Box 213, Geneva, NY 14456. EOE (4-11)

**News persons for new 100,000 watt AOR FM station.** Ladies encouraged! Good natural delivery. Experience a must! Tapes and resumes to Manager, KQDS, Box 6167, Duluth, MN 55806. (4-11)

**Wanna live in Tampa Bay?** The Sunbelt is calling you if you're a top notch morning news person. We're the "Superstars" album Rocker in this exploding market. Personality a must. No rip'n readers. Rush tape and resume to Al Peterson, 98Rock (WQXM), Box 4809, Clearwater, FL 33518. EOE (4-11)

**Wanted: Major market pro** who would like to get away from the hustle and bustle of the big city. KBOY/Medford, top Rock station in Southern Oregon has a morning drive opening effective May 8th. Located in beautiful Rogue Valley. Call Greg Luce, (503) 779-2244 after 2pm. EOE (4-11)

**50,000 watt WDGY/Minneapolis-St. Paul** accepting applications for possible future openings. Tapes and resumes to Bill Conway, PD, 1100 W. 104th St., Minneapolis, MN 55420. EOE (4-11)

## Openings

**WNRS/Ann Arbor's best Country** is seeking radio pros for future openings. Dynamite production a must. Women encouraged to apply. If you'd like the chance to work for a company that's on the move, mail aircheck, production samples and resumes to Mark Thomas, Operations Dir., WNRS, Box 8605, Ann Arbor, MI 48107. EOE M/F (4-11)

**Continuity/Production Director** needed for KYNO/Fresno. Opening for creative responsive person who can write radio copy and manage a production department. Call Sam Carter (209) 255-8383 for interview. EOE (4-11)

**Come live by the lake, 100,000 FM stereo** needs night jock. Immediate opening. Tapes and resumes to Box 66, Pryor, OK 74361. (4-11)

**Prestigious market leader.** Expansion position result of sale of TV station. Professional environment requires solid journalistic and people skills. Must be capable of directing 8-9 full-time staff. Send complete background, news philosophy and tape to Hugh Barr, Mgr., WSYR, 1030 James St., Syracuse, NY 13203. EOE (4-11)

**News Director needed for sophisticated market,** Palm Springs, CA. No beginners please. Must be community and local news-oriented. Salary negotiable. Tapes and resumes to Steve Clerk, PD, KCMJ Box 1626, Palm Springs, CA 92263. EOE M/F (4-11)

**WMJC/Detroit top rated FM contemporary station** searching for midday (12-3pm) air personality. A real positive personality who can communicate and entertain. Bright, mature and positive delivery. We'll offer you a top salary, security and a great work environment. Send tapes and resumes to WMJC, 1 Radio Plaza, Detroit, MI 48220. EOE M/F (4-11)

**WYNS/Lehigh, PA** accepting tapes and resumes for full and part-time openings for DJ's and news people. Great place to live and work in the heart of the beautiful Lehigh Valley-Pocono Mt. region. Less than 2 hrs from Philly. If you are ready to "work" and "learn" send your material to Chuck Henry, PD, WYNS, Box 115, Lehigh, PA 18235. No calls please. (4-11)

**Looking for female jock for Midwest market.** Send tapes and resumes to Cal Shields, 1710 East 111th St., Los Angeles, CA 90059. (4-11)

**WRCN/Riverhead, NY** looking for Production Director. Tapes and resumes to Paul Harris, WRCN, Box 666, Riverhead, NY 11901, or call (516) 727-1570. (4-11)

**Program Director for Suburban Washington, D.C.** Pop/Adult station. Experienced take-charge individual. Tape and resumes to R. McKee, WPRW, Manassas, VA 22110. EOE (4-11)

**KWPC/KFMH** has an immediate entry-level news opening. Looking for someone who likes radio news and wants to be the best. Good company, management's commitment to news is unusually strong. Our signal reaches the Quad-Cities and Iowa City. Tapes, resumes and writing samples and references to Pat Ryan, ND, Box 116, Muscatine, IA 52761. EOE (4-11)

## Openings

**KCUB/Tucson** has a rare opening for a Country air personality to do the afternoon air shift. Contact GM, Jim Stone, or PD Dave Nelson at (602) 887-1000. Tapes and resumes to KCUB, Box 5008, Tucson, AZ 85703. EOE (4-11)

**Looking for a New Englander.** Beginners with the basics down are encouraged to apply. Interest in sports and music is essential. Tapes and resumes to Tom Richards, WDOT, 395 College St., Burlington, VT 05401. EOE (4-11)

**WLJE/Valparaiso, IN** looking for person with writing, production and light board work skills with automated station. Excellent opportunity to learn and put your writing and production skills to work. Medium size college town, 50 miles from Chicago. Call (219) 462-8125, or send resumes to Box 149, Valparaiso, IN 46383. EOE M/F (4-11)

**Chief Engineer wanted for KINT-FM-KKOL-AM/El Paso.** Need to be well versed in audio processing and sound engineering practices. Send resume to Jhani Kaye, 6710 Trowbridge, El Paso, TX 79925. EOE M/F (4-11)

**Part-timers from the Vermont area** needed immediately. Tapes and resumes to Tom Richards, WDOT, 395 College St., Burlington, VT 05401. EOE (4-11)

**One of the nation's finest Black stations** now accepting tapes for possible future openings. If you're a pro, send tapes and resumes to Ron Dennington, KATZ, 1139 Olive St., St. Louis, MO 63101. EOE M/F (4-11)

**Experienced announcers needed for top Midwest city.** New 100,000 watt AOR FM station. Natural delivery and above average production skills. Tapes and resumes to Manager, KQDS, Box 6167, Duluth, MN 55806. (4-11)

**The hottest new FM in St. Louis** accepting tapes for future openings for Disco-Rock format. Live-As-it-experiences helpful. No screamers please. Tapes and resumes to Ron Dennington, WZEN-FM, 1139 Olive St., St. Louis, MO 63101. EOE M/F (4-11)

**California Country KUZZ/Bakersfield** has opening for experienced PD. Strong music background, production, promotion minded people. Send tapes and resumes to KUZZ, 1209 N. Chester Ave., Bakersfield, CA 93308, or call Richard (805) 393-1500. (4-11)

### 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

CHERIE FONOROW has been appointed Publicity Coordinator for Chrysalis Records. LUELLA THOMAS has been promoted to Supervisor of A&R Administration for Capitol Records. STEVE BRACK has been named Product Manager, West Coast, at Epic/Portrait, CBS Associated Labels. ROBIN SLOANE has been appointed Coordinator, Press and Public Information, East Coast at Epic/Portrait/CBS Associated Labels.

### Radio

JIM DARBY, formerly with KEEP/Twin Falls, ID, joins KWZ-FM/Boise, ID as PD and afternoon drive personality. JOHN BELL, JR., Business Manager at WASH-FM/Washington, D.C., has been appointed Account Executive. LES WILLIAMS, formerly with KNBR/San Francisco, CA, joins KWUN/Concord, CA. JIM HAMPTON, formerly with KOWL/So. Lake Tahoe, CA, has been appointed interim PD at KWUN/Concord, CA. STEVE CHAMBERS joins WRNR/Martinsburg, WV. STEPHEN HARLOW HAAS joins WOVV(95.5)/Ft. Pierce, FL as PD. CAROLYN NAVARRA has been appointed Account Executive at KYW-Newsradio-1060/Philadelphia, PA. RICK WALKER has been promoted to MD at WBAX/Wilkes-Barre, PA. DAN O'BRIEN has been named MD at KIDN/Pueblo, CO. JAY PHILLIPS, formerly with WJQS/Jackson, MS, has been named MD at WMC/Memphis, TN. JOHN ROBERTS, formerly with WLAN-FM/Lancaster, PA, joins CQ102/Geneva, NY as PD. BILL HICKCOCK, formerly with WYBR/Rockford, IL, joins KAAV/Little Rock, AR. DENNIS B. TURNER has been appointed Manager of News Operations and Public Affairs for KAAV-AM & KLPO-FM/Little Rock, AR. JERRY VAUGH joins KWEN/Tulsa, OK as morning man. DAVE DUQUESNE joins KWEN/Tulsa, OK as afternoon drive personality. BOB JACOBS, formerly with WMEE/Ft. Wayne, IN, joins WFMF/Baton Rouge, LA. WEIRD WAYNE WATKINS, formerly with WNOE/New Orleans, LA, joins WFMF/Baton Rouge, LA. MARIO MACHADO has been signed by KRLA/Los Angeles, CA to host "The KRLA Connection."

J.J. JONES, formerly with WAAY/Huntsville, AL, joins Q101/Meridian, MS.

### Industry

MITCH McCRAKEN, former Director of Station Relations for Golden Egg, has been appointed Sales Manager for Earth News. BILL DAILEY has been appointed Sales Representative for the Broadcast Division of Tuesday Productions, San Diego, CA jingle firm.

### Station Line-Ups

**Q101/Meridian, MS LINE-UP:** 5am-9am Charlie Weaver, 9am-12noon Larry O'Neal (OM), 12noon-3pm Dave Stetler, 3pm-7pm J.J. Jones, 7pm-12mid Chommlie-On-The-Radio, 12mid-5am Jerry L.

**WBWB/Bloomington, IN LINE-UP:** 6am-10am Bill Flynt, 10am-2pm Gene Olson (MD), 2pm-7pm Mick Hurley, 7pm-12mid Paul Fryman, 12mid-6am Sam Denning.

**WJL/Niagra Falls, NY LINE-UP:** 6am-9am Chuck Mandrell (OM), 9am-10am Dorothy & Shank, 10am-11am Viewpoint (talk show), 11am-2pm John Markham, 2pm-6pm John Jarrett, 6pm-signoff Bob Young. Weekends: Michael Benson.

**KKBC/Reno, NV LINE-UP:** 6am-10am Michael Bennet (PD), 10am-2pm Paul Mitchell (MD), 2pm-6am Jonathan, 6pm-12mid Lady Jay, 12mid-6am Mark Decher.

**WIKZ/Chambersburg, PA LINE-UP:** 6am-10am Jim Williams, 10am-2pm Bill Matthews, 2pm-7pm Robin St. Christopher, 7pm-12mid Kevin Scott, 12mid-6am Jeff Paul.

**KLLL/Lubbock, TX LINE-UP:** 6am-10am Steve Sever (PD-AM&FM), 10am-3pm C.L. "Chuck" Luck (AM), 10am-3pm Michael Ray Corbin (MD-FM), 3pm-7pm John Steele (AM&FM), 7pm-11pm Randy Bell, 11pm-2am Brian Morris, 2am-6am Johnny Walker. Weekends: Mike Lewis, Sam Scheef, Ken Russell, Ruben Velez. News Director: Keith Williams.

**KQID/Alexandria, LA LINE-UP:** 6am-10am Ron Harper (PD), 10am-3pm Jim Steele (MD), 3pm-7pm Ed Buckley, 7pm-12mid Al Terry, 12mid-6am Chuck Ellis.

**92X/Columbus, OH LINE-UP:** 6am-10am Chris Shebel, 10am-2pm Greg Jordan, 2pm-6pm Gary Spears, 6pm-10pm Dave Robinson, 10pm-2am Joe Dawson, 2am-6am Doug Ritter.

**KWEN/Tulsa, OK LINE-UP:** 5am-9am Jerry Vaugh, 9am-12noon Ed Hopkins, 12noon-4pm Dave Michaels, 4pm-8pm Dave Duquesne, 8pm-12mid Ken Collins, 12mid-5am Bean. Weekends: Jan Dean, Rhonda.

**WNVY/Pensacola, FL LINE-UP:** 6am-10am Bill Black (PD), 10am-3pm Jerry Cogan, 3pm-7pm Gary O'Brien (MD), 7pm-12mid Marshall Dillon, 12mid-6am Captain Donny Thompson.

**WVIC/E. Lansing, MI LINE-UP:** 6am-10am Charlie Frederick, 10am-2pm Don Backus, 2pm-6am Jim St. John, (MD), 6pm-12mid Don Stewart, 12mid-6am Dan Coyle. Weekends: John Taylor, Mike McFadden, Jack Hexum.

**KROQ-FM/Pasadena, CA LINE-UP:** 6am-10am Darrell Wayne, 10am-3pm Jerry Longden, 3pm-7pm Shane, 7pm-11pm Jed Gould, 11pm-3am Chuck Randall, 3am-6am Nick Stavros.

**WFMF/Baton Rouge, LA LINE-UP:** 5:30am-9am Randy Rick (PD), 9am-12noon Gary Hall, 12noon-3pm Bob Jacobs, 3pm-7pm J.J. Stone, 7pm-12mid Weird Wayne Watkins, 12mid-5:30am Mike Wilson. Weekends: Bob Perry, Johnny A., Lennita LaNoe.

# OPPORTUNITIES

## Openings

Immediate opening for full time jock, Pop/Adult experience. Beginners considered. Also part time opening. Send tapes and resumes to John Carter, Box 667, Torrington, CT 06780. EOE (4-4)

1480 WEMJ/Lebanon, NH has immediate opening for afternoon news person. Good voice, writing and typing skills a must. Many benefits. Send tapes and resumes to Gerald Clancy, WEMJ, Box 1480, Lebanon, NH 03246. EOE (4-4)

WOAJ-FM in historic San Antonio is looking for experienced air personality for its mellow adult rock format. Rush tapes and resumes to John D'Angelo, PO, WOAJ-FM, 6222 N.W. 14th St., San Antonio, TX 78201. EOE (4-4)

The new KJ100, America's hottest station has lost 3 people in the last 3 months to top 10 markets. If you are looking to join a winning radio station, become a team member in Derby County, send tapes, resume and career goals to C.C. Matthews, PO, KJ100, 307 West Muhammad Ali Blvd., Louisville, KY 40202. Minorities encouraged to apply. EOE (4-4)

KCLD-FM, #1 contemporary needs air personality immediately. Send tapes and resumes to Mike Moffett, KCLD-FM, Box 1486, St. Cloud, MN 56301, or call (812) 261-1480. EOE (4-4)

KOPM-Portland, OR has an opening for a PD with a minimum of 8 yrs experience in radio and 3 as a PD. Call Jack McFarley, Golden West at (803) 228-0100. EOE M/F (4-4)

WOXR-FM/Albany, New York's AOR station is seeking tapes and resumes for possible future part and full time openings. Send information to WOXR-FM, Box 1300, Albany, NY 12201. EOE (4-4)

1270 WTSD/Dover, NH is looking for an afternoon news person. Good voice, writing and typing skills a must. Paid vacation, retirement plan plus many other benefits. Send tapes and resumes to Don Brand, ND, WTSD, Box 400, Dover, NH 03820. EOE (4-4)

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

WOZY-FM/Lafayette, IN needs afternoon drive at 50,000 watt Top 40 Hit in Midwest secondary. Strong production a must! We are part of a 12 station chain and want you to come grow with us. Excellent facilities, women and minorities encouraged to apply. Tapes, resumes and references to Jeffrey Jay Weber, Operations Manager, WOZY-FM, Box 1410, Lafayette, IN 47902 (4-4)

Broadcaster Group invites tapes and resumes from air talents interested in growth-oriented, challenging positions in the Portland, OR, Vancouver, WA area. Applicants are being considered now for future openings at 10,000 watt KQAR/Vancouver. Please send material to Bill Cole, KQAR, Box 4638, Vancouver, WA 98662, or call (206) 258-9043. Women and minorities encouraged to apply. (4-4)

Brand new Country AM in challenging market. Our FM is a winner and the AM will be too. To do it we need a couple of pros who aren't afraid to work. Tapes and resumes to Blaise Metz, KESY, Box 31037, Omaha, NE 68131. EOE M/F (4-4)

Good opportunity for talented jocks with strong production skills. No beginners. Tapes and resumes to Bill Knight, WJUN, Box 2567, Mobile, AL 36601. EOE M/F (4-4)

Immediate opening. KFXM/San Bernardino needs creative, high energy morning person. Top production skills a must. Send tapes and resumes to Greg Powers, KFXM, 666 Fairway Dr., San Bernardino, CA 92408. EOE M/F (4-4)

WFNL in Northwest Tennessee is now taking applications for an air personality. Call Terry Hudson (801) 564-4606. Looking for someone from this region. EOE (4-4)

WRWA/Reading, PA has immediate opening for afternoon drive person. New equipment and facilities. Good bucks. Strong production a must. Send tapes and resumes to David Blase, WRWA, 1265 Parkview Ave., Reading, PA 19602. EOE M/F (4-4)

WHAS/Louisville, KY has opening for female personality to do all night show on 50,000 watt clear channel station reaching over 40 stations. Please send tape and resume to Jerry Meloy, WHAS, Box 1084, Louisville, KY 40201. EOE (4-4)

Central California's Top 40 rocker serving Fresno has immediate opening. Tapes and resumes to Carl Soares, Box 1101, Tulare, CA 93274. EOE M/F (4-4)

KTRM and KALO/Beaumont, TX has immediate opening for news anchor/reporter anchoring morning drive, general reporting for the #1 and #5 stations in the market. Good on-air delivery essential. Tapes and resumes to Brad Moore, KTRM/KALO, Box 5425, Beaumont, TX 77702. EOE (4-4)

WNOE-AM-FM/New Orleans needs Operations/Program Director for separate 50,000 watt AM and 100,000 watt FM. Programming, promotions and supervisory experience, at least 5 yrs experience programming large market, knowledge of news and sales helpful. Resume and salary requirements to Eric Anderson, GM, 529 Berwick, New Orleans, LA 70130. EOE M/F (4-4)

## Goods & Services

### Need Station Promo?

Let us produce a high quality hard hitting promo to spotlight your station during the book. Call or send for free demo tape today! R.H. PRODUCTIONS, 12 South Van Dam St., V-606, Alexandria, VA 22304 (703) 781-9484.

### Comedy Material

Funny horoscopes, Krazy Kommercials, silly soap operas, ridiculous TV reviews and more. 26 pages delivered to your mouth every month. For freebie write HYPE INK, Box 65591, Los Angeles, CA 90069.

### Phantastic Phunnies

Highly respected... proven worldwide audience build-er! Hilarious... original... "quick-quip"... topical humor!! Introductory month's 400 topical one-liners and "BONUS"... just \$2.00!!! PHANTASTIC PHUNNIES, 1343-A Bedford Dr., Kent, OH 44240.

### Cary's Country Store

Vintage Country music program featuring over 80 years of CBW recordings. Informative commentary by experienced Los Angeles announcer/historian. In-depth documentary "The Bob Wills Story" also available. For demo CARY'S COUNTRY STORE, 16856 Eason Dr., Encino, CA 91316.

### Radio Personality Development

"BUILDING WITH THE BASICS"... A handy reference book for experienced radio people, and a training program for beginners. A new book on radio basics that appears to be a cut above the rest. Michael has taken all the basic knowledge surrounding the job of a radio personality and organized it into an easy-to-comprehend text that I wish I could have read before I took my first radio gig. - John Leader, R&R. Price, including postage, \$11.70 in US Funds, \$13.79 in Canadian Funds. MICHAEL MAY, Box 127, Billings, MT 59103.

### Poor Promotional Record Service?

Successful Veteran Programmer reveals NINE PRO-YEN steps to establish and maintain promotional record service in all markets without "red tape." A must for ALL music programmers. \$19.00. SKYLINE MEDIA SERVICES, 311 Kilmay Court, Box E, Lynchburg, VA 24502.

### 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 lady, here comes the yock. Complimentary snack "LOLA'S LUNCH" 1789 Hamlet Drive, Ypsilanti, Michigan 48197.

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 (or phone (209) 431-1502).

### Broadcaster's Action Line

Job referral Service - \$40.00 for 12 months. R 3, Box 84, Lexington, IN 47138. (812) 889-7907. Free to employers.

### Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 80 cents a word, \$20.00 minimum per week. Ad headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 953-4330, or write us at 1930 Century Park West, L.A., CA 90067.

## Positions Sought

Thanks to new Soul format, uptempo Top 40 communicator (not a screamer) formerly all nights WJMC/New Haven available for New England only. Good pipes, production, tight board. Medium/large markets. DOC HOLIDAY (203) 489-8837. (4-11)

Top notch production pro, WCOZ/Boston looking for position as Production Director with airshift at a major or medium market AOR. For production samples and aircheck, call JOHN MCKINNEY at (617) 783-4323 or write to 1645 Commonwealth Ave., Brighton, MA (4-11)

Dedicated pro in Black-oriented radio. Mature, sincere, creative male, 10 yrs experience, great natural voice. Experience in Progressive, Contemporary Jazz, Disco and R&B. Experience includes Production Mgr., Account Exec., Copywriter, play-by-play, voice-overs and live talent for TV. Willing to relocate but prefer Detroit, Atlanta, New Orleans, Washington, D.C., Denver, Texas or California. Desires announcer or responsible position with advancement opportunities. Write to Box 638, Saginaw, MI 48606 or call (517) 752-5952 ask for DANTE. Tape and resume upon request. (4-11)

With a new owner, it's a whole new ballgame. So after 5 yrs it's exit one Country PD/MD. I'm available for Modern Country airwork or small market PD. For West only please. Excellent references and 17 yr track record. DARRELL WILSON, 31 Grande Vista, Wilcox, AZ 95643, or call (802) 384-4147 after 3pm. (4-11)

## Positions Sought

Black 1st phone who is light on experience but heavy on dependability. Mature, sincere and not afraid to bust his butt any hours. Money not as important as being given a chance to do a good job for you. 7 months experience as technician in New York metro area. Looking for 1st job as announcer or combo jock. Can relocate anywhere. Just call me BUD MAYO (212) 886-0827 or (212) 982-0022, or write 826 Columbus Ave., New York City, NY 10025 (4-11)

Please consider me if you have full-time opening for a DJ. Have medium market, MD, PSA Director, promotion, remote, Production Director experience plus much more. Call ASAP (218) 479-0440. For resume, aircheck and letters of recommendation ask for LARRY. (4-11)

Young, married couple seeks challenging employment at a stable Pop/Adult or Top 40 station. Husband experienced air personality. Wife news anchor/reporter. We're looking for the right situation to make the most of our talents. Let our uniqueness work for you! Call (919) 484-9852. (4-11)

More than 8 yrs of experience in radio news. Good writing and delivery. Looking for a challenge. Call MIKE at (717) 282-3534. (4-11)

Morning DJ, Asst. to PD Sports Director familiar with Pop/Adult format. Willing to work any shift. Looking to relocate in the South. Promotional skills, production. 3rd phone. Call BEN at (808) 298-4775. (4-11)

Up-tempo Country personality looking for same or Top 40. Afternoon drive or evening shift. Hard work for decent bucks. Tapes and resumes upon request. If interested call today TOM COLLINS (412) 486-8744. (4-11)

Major market air personality with emphasis on entertainment and information seeking employment. Market size and time slot unimportant, but performance is. Complete resume and/or work samples at your request. Call DOUG at (312) 588-6571. (4-11)

SHAUN OTOOLE 6 yrs experience, Top 40, AOR, Pop/Adult MD and mornings, looking to better myself in medium or large market. Natural smooth sound, good pipes, production and references. Call (504) 387-8184 (4-11)

MD/accessible Jazz specialist with 15 yrs major market experience seeks opportunity and challenge on Eastern Seaboard. Call (212) 828-3408. (4-11)

MD, PD, announcer BUDDY VAN ARSDALE Call (214) 621-4332. (4-11)

Not afraid to work or learn, currently programming Country station, medium market, looking for new challenges. Looking for programming or major market jock position. Have worked all formats but prefer Country or Pop/Adult. Call BILL (259) 661-7589 (4-11)

Top-notch radio street reporter seeks major market position. New York City and Midwest experience. Some network freelancing. STEVE VIRGIL, (314) 831-9173. (4-11)

If you need a time and temp jock, don't call me. But if you want someone who is a little, a lot on the other side of insanity with 6 yrs experience morning drive, then wake me up and I'll wake your audience. Call JOHNNY MACBROWN (801) 483-7018 before 8am or after 8pm CST. (4-11)

Looking for a new challenge as PD or Operations Mgr. I can design a format chance or get your current format running smoothly and profitably. 7 yrs experience. Call LEO (302) 654-1146. (4-11)

If you're looking for a career minded woman who is serious about news, look no further. My 5 yrs experience includes street reporting, anchoring, public affairs, production and 1 yr as News Director. I have an excellent voice and good writing skills. Am looking for work in the West, preferably California. Call (919) 633-5233 nights or before 8:30am. Ask for KATHY. (4-11)

Production Director, PD. Medium to major market. 12 yrs experience. Looking for a good company. GEORGE BENSON (808) 547-4377. (4-11)

Creative fun-loving professional personality looking for Pop/Adult or Top 40. Currently employed and want to grow with a medium market station. Excellent references. Call anytime. Tape and resume upon request. GREG HAMM (303) 756-2577. (4-11)

8 yrs experience including major market. Available now. Young, energetic, dedicated. Have worked with Top 40, AOR, Disco, Pop/Adult formats. Former Research Director WNOE-New Orleans, Asst. PD/MD at KSEI/Pocatello, ID. Excellent production. Call TED at (219) 942-8255. (4-11)

CARL WOLFE KCII/Louis City, 1 yr part-time experience looking for full-time position in Top 40 or Pop/Adult format. Call (319) 888-7666 or (319) 394-9231. (4-11)

College grad seeks sportscasting position. 3 yrs experience at commercial college station, play-by-play experience, strong writing, delivery and commentary. For tape and resume contact MIKE BRATTA (313) 541-8865. (4-11)

VICTOR BLECMAN, aggressive, comedy-oriented, innovative entertainer seeks any opportunity in or near Las Vegas area. Excellent references. Major market experience. Will bring priority to any station. Can gather large audience for you (and mail, remember I'm aggressive). Demo tape and amazingly impressive references by call (216) 322-7497. Moving to Vegas soon. Would bend over backwards for you. I work hard. (4-11)

## Positions Sought

Major market air personality/production looking for stable Top 40 or Pop/Adult position. Leave number at (805) 332-8806. (4-11)

Medium market sportscaster seeks deliverance from Arctic clime. Experienced pro and I'm looking for position with play-by-play in top 150 markets. GARY (516) 781-0037. (4-11)

10-yr pro with experience in promotion, programming, continuity, management, talk and award winning production. Call JOHN BECKER (312) 322-0368. (4-11)

Adult PD with programming background seeks solid position in beautiful Pacific NW medium market. Call JERRY (707) 846-6216. (4-11)

Radio entertainment producer. Degree. Conceived and created original programs for News/Talk, Beautiful Music, comedy features, TV. The Radio Show and more. Special program on KSFO/San Francisco moved station from #18 to #8 in the market. Looking for full-time spot with creative minded station. Contact "RADIO P.O." 175-21st Ave., #206, San Francisco, CA 94121. (4-11)

RON TATAR is looking for a PD/MD air position. Formerly KOKE, KVOC and WWOK. 12 yrs experience. Good credentials and references. Call (512) 482-0704. (4-11)

8-yr pro, seeks a new gig (AOR, Jazz, Pop/Adult, Top 40 or Music Director). If you can help, call NEIL MASTERS (808) 987-7230 or (805) 882-6924. (4-4)

Former WHS, KIRL, KSB3 jock with 8 yrs experience looking for air position. Would like to get music research MD position in stable market or willing to program a small to medium market station. Call MARK at (816) 373-7388. (4-4)

Is your station heavy into sports? High school athletic director with college degree in radio & TV looking for play-by-play job combined with on-air work. Prefer warmer climate. Have coaching experience in basketball, football and baseball. CHUCK SMITH (517) 631-4884. (4-4)

Over 10 yrs experience. Pro ready to relocate to your area. Want Top 40/Contemporary full-time. Decent bucks. Write to call MBB BACKERS, Box 701, Frederick, MD 21702. Phone (301) 694-9122. Tape and resume upon request. (4-4)

Dedicated professional radio newsmen looking for the right challenge in West or Northwest. In hope of living closer to immediate family. Strong anchor and reporter for a station that cares about gathering and presenting news. Excellent references. Currently employed top 30 market. (418) 673-7294. (4-4)

Former WKSW jock seeks full time at Top 40 or Pop/Adult in Northwest or Midwest. Natural sounding, no hype, excellent production. Call MEDIA CONSULTANTS at (317) 474-8888 for tape and resume. No charge to employer. (4-4)

Former Seattle personality with good voice currently programming small top rated small market Pop/Adult station. Seeking major market Asst. PD or medium market PD gig. Prefer Northwest but West Coast would be great. Undying enthusiasm, creative production and terrific music knowledge. (208) 853-6773. (4-4)

AOR announcer, 8 years experience, with play-by-play and sales experience. Will relocate anywhere. Call (808) 788-7198 after 3pm and ask for TOM. (4-4)

Young highly talented morning news anchor at top rated Southwest 50KW giant seeks first News Directorship/Asst. News Directorship in medium to major market. Call (916) 437-1545 after 1:30pm CST. (4-4)

Sports Director at medium Midwest market station seeking position with play-by-play. Experienced in major college hockey, basketball and football level. Former pro athlete. Contact JIM at (617) 886-1442. (4-4)

MARSHALL PHILLIPS, former News Director at KWST/Los Angeles and KLOS/Los Angeles seeks new post. 16 yrs of radio news experience. Call (714) 622-1921. (4-4)

On-air talent and PD's available now for Top 40, Pop/Adult, AOR or Country formats. Strong production, community involvement and natural on-air delivery are important assets. If you've got the jobs, we've got the jocks! No charge to employer. Call Media Consultants at (317) 474-5888. (4-4)

## Miscellaneous

I am 18 yrs old and work at 2 fairly large radio stations in NC and would like to correspond with other teenagers across the country of ours that are in the business. Contact Mark Knapp, WFNC/WQSM, Box 36297, Fayetteville, NC 28303. (4-4)

I have many air checks from NY, Los Angeles, etc., and would like to trade. Covers most of the 1970's. For free list write to Rick Kaplan, 208 W 1st St., Bloomsburg, PA 17815. (4-4)

Newly acquired FM is in dire need of albums and singles. Please add to your mailing list and send all care packages to WAGF, Box 639, Dothan, AL 36302. Any questions contact: GI Anthony (205) 792-1101. (4-4)

KPLX Dallas-Ft. Worth needs record service from all levels for albums, singles and current. KPLX-FM, 411 Ryan Plaza, Dallas, TX 75011. (4-4)