

Radio & Records

ISSUE NUMBER 361

THE INDUSTRY'S NEWSPAPER

DECEMBER 5, 1980

WKTU, WJIT, WYSP SOLD

Infinity Buys Three SJR Stations For \$32 Million

Infinity Broadcasting has agreed to purchase WKTU & WJIT/New York and WYSP/Philadelphia from SJR Communications for \$32 million. The long-rumored transaction is part of SJR's agreement to spin off certain of its radio properties as part of its sale to Gulf United Corp. (R&R 5-23), and is subject to FCC approval. Infinity owns WBCN/Boston, KOME/San Jose, and WIVY/Jacksonville under separate wholly-owned subsidiaries.

Infinity President Gerald Carrus indicated that no format changes were planned for the new acquisitions. WJIT is Hispanic, WYSP AOR, and WKTU, the most celebrated Disco-format success, has evolved into an urban con-

temporary CHR station. Former New York Congressman and Deputy Mayor Herman Badillo will acquire an interest in WJIT and will take an active role in the station's operation.

Michael Weiner, Chairman of Infinity, told R&R, "It's the dream of every broadcaster to own stations in major markets like New York and Philadelphia. When these became available, we jumped at the chance to acquire them." He reiterated Infinity's intentions to retain the stations' present formats, saying, "It's not in our realm of thinking. You don't pay this much money to take over major stations in major markets and change them."



Frank Cody

Cody Named Sandusky Program Manager

Longtime AOR programmer Frank Cody has been named to the newly-created position of Division Program Manager for Sandusky Newspapers Inc. The company owns KBPI/Denver (where Cody is currently PD, a position he will retain), KDKB & K15/Phoenix, KZAM-AM-FM/Seattle, and pending FCC approval, KWFM/Tucson, all running variants of AOR formats. Cody will coordinate the stations' overall programming in his new position, which comes into being January 1.

Sandusky VP/Broadcast Division Manager Eric Hauenstein commented, "Our immediate programming needs have been well-served at each of our stations. But looking at the future growth of the company, I wanted another, more programming-knowledgeable person to consult with. The company's policy has been whenever possible to promote from within, and we had the human resources to do that. Frank's perspective on the industry has always impressed me. He has an excellent rapport with his own staff and is a topnotch motivator. He's a crossover artist when it comes to being able to talk to management as well as his programming staff."

Cody told R&R, "It's gratifying for me to be chosen as Division Program Manager. The challenge it provides me with and the additional responsibilities are quite exciting. The corporation has attracted a number of really talented people, and this provides me the opportunity to work closer with all of them."

RAB/ARBITRON MEETING RAISES DOUBTS

"Severe Limitations" For Qualidata?

A recent meeting between the RAB Goals Committee and Arbitron cast doubts about the utility and reliability of Arbitron's new Qualidata service. Qualidata is the name given a report dealing with product usage and qualitative audience information, based on reinterviewing persons who returned usable Arbitron diaries. However, according to the RAB's Dick Montesano, key researchers have significant doubts about the report.

Montesano told R&R that "Qualidata has some severe limitations" centered around a low response rate and potential bias owing to the retrieval of data from a small percentage of the populace. In New York, for example, the effective in-tab for the Qualidata study was approximately 24% of Arbitron's original sample base in the market. This causes research leaders to lose confidence in the technique, according to Montesano. Another issue raised by the RAB was the situation where stations with younger-skewing formats were the recipients of information based on lower response rates than those stations with older audience appeal.

Three-Month Delay

Montesano mentioned concern about the delay in reinterviewing following respondents' diarykeeping. In some cases there has been a six-month delay, but Arbitron is hoping to cut that to a three-month lag time. The concern was voiced that the publication of the Qualidata information — based on the previous year's diarykeepers — may not be timely and could not be useful if new stations or format changes were a factor.

Arbitron Response: Marketplace Decision

Mike Membrado, Arbitron VP/GM for radio, told R&R that "Arbitron feels the study is full of valuable data, while Goals does not." He stated that presentations are being made to New York stations, in an attempt to sell Qualidata. Membrado would like to let the marketplace decide if the information is useful, a stance that Montesano also thought would be a factor. As Montesano put it, "Some stations may try to use the data even if researchers have reservations about it."

QUALIDATA/See Page 20

McQuade, Widmann New WCBS GM's



James McQuade

James McQuade has been appointed VP/GM of WCBS-AM/New York, following the elevation of former WCBS GM Bob Hyland to VP/CBS Owned FM Stations (R&R 11-28). McQuade had been GM at WCBS-FM; that station's new VP/GM is Nancy Widmann, formerly VP/CBS Radio Division and GM/CBS Radio Spot Sales.

McQuade served as PD at WCBS-AM in the early 60's, among several other positions at the station, during a 27-year CBS



Nancy Widmann

career. In 1969 he became GM/CBS Owned FM Stations, guiding their initial development before joining WCBS-FM as GM in 1973. He is also a VP at CBS Radio.

Widmann has been with CBS for eight years, following extensive experience in the ad agency and radio sales fields. She began with CBS as an account exec at CBS Radio Spot Sales, becoming New York Sales Manager in 1976. She has also served as VP/Recruitment and Placement for CBS Inc.

Brinkman Takes WFFM PD Post

Chuck Brinkman has been appointed Program Director at WFFM (FM 97)/Pittsburgh. Brinkman, a Pittsburgh native, recently returned to the Steel City as an afternoon air personality for WFFM, having previously programmed KOGO/San Diego for the past year. He began his radio

career as an air personality at KQV/Pittsburgh in 1960, where he remained until 1972, when he joined neighboring WTAE for a seven-year stint as an air personality, immediately prior to his taking the KOGO PD post.

"I feel very good," Brinkman told R&R commenting on the pro-

motion, adding, "I've watched the station position itself well in the market, starting about five years ago as the first 'soft-rock' station. I think it can be sustained, maintained and only grow from this point. It's got a good signal and we're going to play Pittsburgh-type music."

WRCQ First On The Line For Schulke II



WRCQ/Hartford became the first station to sign up to debut the new Schulke II format (R&R 8-15), the first venture into a "one hundred percent vocal" approach for the Beautiful Music syndication giant. The format features artists along the lines of Streisand, Diamond, Sinatra, Rogers, and the Captain & Tennille. A number

of other AM and FM stations have committed to join in the format's launching, set for December 27. Pictured signing the first contract are (l-r) Schulke Radio Productions VP/Marketing Larry Adams, WRCQ-WRCH GM Enzo De Dominicis, and Schulke VP Ken Mellgren.

AMERICA NOW IS THE TIME FOR "BREAKFAST"



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"**BREAKFAST IN AMERICA**"...AM 2292...was the title track for one of the biggest albums of last year... Now it is a single, **LIVE**...recorded in Paris on November 29th, 1979 at the Pavillon.

From the **LIVE ALBUM...PARIS...FROM SUPERTRAMP**
SP-6702



ON A&M RECORDS & TAPES

PRODUCED AND ENGINEERED BY PETER HENDERSON AND RUSSEL POPE MANAGEMENT: MISMANAGEMENT, INC.



Turner Exits KMJM In Quick Turnaround

Chris Turner, who was hired as PD at KMJM/St. Louis just five weeks ago, has exited that position as a result of a disagreement with management. Turner, who plans to file a lawsuit against the station for breach of contract, told R&R, "The national consultant (Jerry Clifton) and his assistant Steve Weed, along with VP/GM Barry Baker, felt the station couldn't progress under my leadership."

Baker, who had not been served with the lawsuit at presstime and therefore could not comment on it, told R&R, "We thought with St. Louis being his hometown, Chris would give us the right answer as PD for the station. We had not had a PD for awhile, but he simply did not provide the answers for us both on the air and as a PD."

Turner came to KMJM from the PD position at WHAT/Philadelphia, having previously worked at WGIV/Charlotte, among other stations.

Ewing Upped To GM/ Spot Sales For CBS Radio

Michael Ewing has been promoted to Vice President of CBS Radio and General Manager of CBS Radio Spot Sales. Ewing joined the latter department as New York Sales Manager last January, having previously served as Director of Sales for CBS-owned WEEI-AM/Boston for three years.

Prior to his tenure at WEEI, Ewing was Station Manager for CBS-owned KMOX-FM/St. Louis as well as having served as an account exec with CBS Radio Spot Sales in New York and Los Angeles. Ewing will report to CBS Owned AM Stations VP Gail Trell.

COMPANY PLANS EXPANSION

Bert West Becomes KRLA VP/GM

Bert West, former President of Golden West's Radio Division, has been appointed VP/GM at KRLA/Los Angeles. A station statement added that it was "contemplated that West will pursue the expected acquisition program of Western Broadcasting, spearheaded by Bob Hope and Art Linkletter." Western has operating control of KRLA Inc. and owns 40% of the company, with option to buy the remainder in November 1982.

In his new position, West will supervise the day-to-day operations of KRLA starting January 1, working with Sr. VP Art Laboe under the direction of WEST/See Page 20

Palmer Promoted To VP/GM At KFMB, B-100

Paul Palmer has been promoted to Western Division Vice President and General Manager of Midwest Television Inc.'s San Diego radio properties, KFMB-AM and FM outlet B-100. Palmer, whose previous radio experience includes stints at WBAL/Baltimore, KDKA/Pittsburgh, and WIND/Chicago, joined Midwest Television in 1972 as Station Manager of KFMB.



Paul Palmer

PALMER/See Page 20

Dodson Named Exec. VP For Long-Pride

Roger Dodson has been named Executive Vice President for Long-Pride Broadcasting Inc. and General Manager of KQAM-KEYN/Wichita, KS. Dodson has been VP/GM at KRGI-AM-FM/Grand Island, NB for the past nine years.

Commenting upon the appointment, Long-Pride President Jim Long said, "I am thrilled that Roger has agreed to join our company. After conducting more than thirty interviews over the last forty-five days, it's really great to have Roger accept the job — he was far and away our number one choice. His

DODSON/See Page 20

Greater Media Renews, Expands Henabery Consultation

Greater Media, Inc. has renewed and expanded on its contract with New York-based radio program management consulting firm Bob Henabery Associates. The arrangement, which began in 1977 and contributed significantly to the development of Pop/Adult-soft CHR formats at WMJC/Detroit, WMGK/Philadelphia, and KHTZ/Los Angeles, now includes Henabery's acting as program development advisor for Greater Media as well as continuing on-scene consultation. In addition to the three stations cited above, Greater Media owns WPEN/Philadelphia, WHND/Detroit, WGAY-AM-FM/Washington, WCTC - WMGQ/New Brunswick, WGSM-WCTO/Long Island, and WTCR-WHEZ/Huntington-Ashland.

Greater Media GM/Radio Programming Julian Breen commented, "This expanded role enables us to work more closely together in long-range planning at the corporate level. I am pleased to continue our collaborative relationship." He added that Greater Media had become Henabery Associates' primary major market client.

Henabery said, "I am looking forward to continuing my personal and professional relationships with the GMI corporate



Bob Henabery
HENABERY/See Page 20

LETTERS

KSLQ 'Copter Controversy

Dear R&R:

John Bayliss's comments regarding the faked traffic reports I uncovered at Charter Broadcasting's KSLQ/St. Louis challenged my credibility — not to mention my ability to tell time, to count, and to distinguish between a flying helicopter and a grounded one.

He refers to a company investigation that showed that sound effects were used in only one report per traffic period. My investigation showed that, during two different traffic periods, six out of 13 and five out of 10 of the traffic reports were faked.

I invite R&R readers to judge for themselves. I will be glad to send a copy of my report to anyone who writes me at the Post-Dispatch, 900 No. 12th Blvd., St. Louis, MO 63101.

Eric Mink
Television/Radio Critic
St. Louis Post-Dispatch

Radio's Value Diminishing?

Dear R&R:

Your editorial of 11-7-80, suggesting that the record industry market music, in the broader sense, makes an important point. While dealing with the marketing of music, however, you neglected to mention a very critical development: the DIMINISHED VALUE OF RADIO as a promotional tool.

In the past five years we have witnessed a shift in the target of music radio away from record buyers. A majority of stations, in order to survive in an aging marketplace, are primarily concerned with 25-49, thus dealing with economic realities by attempting to avoid an audience mix which skews to teens and 18-24, though these are the major record buyers. While these same stations may have sizable teens and 18-24 shares, they attract such listeners by default. They do not break or emphasize the records appealing to teens or 18-24's.

There are other variables contributing to the declining stature of radio as a marketing tool for records.

RADIO/See Page 20

RADIO VS RECORDS:

An Open Letter To Rock Programmers

Dear R&R:

Like almost all AOR's and a significant number of contemporaries, we have always played entire albums uninterrupted. The hotter the sooner, the bigger the more often for the past seven years, and not just because of competitive circumstances, but as a listener service. Our market has a heavily male-dominated, military-oriented, and recreational population, and it's not unusual for a guy in the navy to buy one LP and twenty blank cassettes at the same time.

Lately, along with the economy, our good old programming tradition has gone to hell. Just to survive, record companies have dumped staff, cut artist rosters, cut back promotions; retailers have closed doors, laid off, conserved orders; promoters are doing fewer, more select shows with a loss margin growing all the time... The recession has finally hit rock and roll, except for one problem: Rock Ethic programmers like ourselves, we're fine. Our radio stations still sell out. People still listen. It doesn't cost them any more to play their radios. In fact, it seems to cost them less.

So obviously, now is the time to serve the more critical economic needs of our listeners and play all the albums we can so they can save money. Right?

WRONG!

Let's just keep on playing LP's to the point where everybody has ample opportunity to tape them, and then the record retailers can all sell recorders and cassettes, the record companies can all become mastering specialists and just send out individual tapes to each station. Forget all the problems of pressing and selling hundreds of thousands

OPEN LETTER/See Page 20

TRADE GROUPS UNITE AGAINST 9 kHz

The NAB joins Canadian and Mexican organizations (plus the NRBA) in urging no support for 9 kHz reduced spacing at the 1981 Region 2 meetings.

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ARBITRON'S NEW PROGRAMMER'S PACKAGE

Computer printouts with highly detailed listening breakdowns are available to enhance precise programming analyses.

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WRC: ALMOST HALF A MILLION FOR ATTENTION

WRC/Washington publicized itself for the last book with a \$440,000 campaign, \$310,000 of it on TV.

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PROS AND CONS OF WRITTEN REPORTS ON FOCUS GROUPS

Does a written report highlight insignificant aspects or does it point out elements the client might otherwise pass by?

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CORRESPONDENTS' CHR CORNER

Letters expressing new concerns over image burnout and early deletion of records.

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THE ALPHABETICAL ZEP AND SPRINGSTEEN

As an aid to stations planning specials on Bruce Springsteen and Led Zeppelin, here are all their tracks from A-Z.

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FRESHENING PLAYLISTS WITH NEW MUSIC

A programmer contends that new music, presented properly, is just the tonic to keep listeners tuned in to your station.

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AN AGENCY VIEW ON ADS FOR BLACK RADIO

Some explanations of how agencies buy radio time and some suggestions on what Black radio can do to increase its share.

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Washington Report

INTERIM CHAIRMAN BY JANUARY 21?

An In-Depth Look At The FCC Transition Team Senior Advisors

Most political watchdogs are calling the Reagan transition effort "the most efficient in history." Part of the transition of power includes the FCC, just one of over 25 government agencies. Tongues are wagging all over Washington with rumors about who is to be replaced and who is to stay.

While nothing is firm yet, R&R talked this week with the three FCC transition team senior advisors: Dean Burch, of the Washington law firm Pierson Ball & Dowd; Dick Wiley, of Kirkland & Ellis (both Burch and Wiley are former FCC Chairmen); and Margita White, a former FCC Commissioner who now serves on the boards of Taft Broadcasting, ITT, Radio Free Europe, and Radio Liberty.

The following are *personal views* of these advisors on various subjects of concern with the FCC. They are restricted from talking about facts and conclusions drawn so far.

The Transition Effort

Burch: I would call this "controlled chaos," but it seems to be running smoothly enough. The problem is that we are only gathering facts and we do not set policy. This is a very fine line to walk.

Wiley: Mickey Gardner (transition team leader) is doing an outstanding job and I feel very good about it. I am very involved with my own efforts at the Justice Department, so this is keeping me very busy. Reports of our work are being drafted and will be distributed shortly to Reagan.

White: I am very impressed with the caliber of my colleagues, especially the number of women that are playing a key role in the transition effort. This is a very exciting time.

A New Chairman And How Many New Commissioners?

Burch: Whoever becomes Chairman must be strong, as he must direct the FCC and be accountable to testify and defend the Commission's actions. It would be interesting if you had a Chairman who was a broadcaster, but that would probably prejudice the position.

Wiley: I personally hope that Commissioner Jim Quello is reappointed. The New York Times quotes Ferris as leaving January 20, but he denies this. There are several good people available for "interim Chairman" like Bob Lee, Abbott Washburn, or Anne Jones. There is speculation that Tyrone Brown will resign, and if Bob Lee departs after his appointment runs out, and Ferris leaves and Quello is not reappointed, this would leave four slots to be filled. I don't think you will see "the new FCC" take shape until June 30 at the earliest. I would like to see a commissioner appointed with an engineering background to help with the new technology issues.

White: I have not been questioned about being on the Commission again. My current interest and obligations keep me busy. I would like to see more than one woman on the Commission though. Balance is the key to a good Commission. A good mix would be broadcasters, lawyers, and professors.



Dick Wiley



Margita White



Dean Burch

EEO & The FCC

White: This is an area that really needs to be looked at by the FCC. There is a legitimate concern over the amount of paperwork involved, but this is a crucial area (EEO) that is needed to maintain balance in the industry.

Wiley: I am all for EEO. In fact, there should be more than one woman on the Commission if she is qualified to do the job.

Burch: EEO is just good business. I think in the end all we seek is that you get a job not because you are white or black or are a man or woman, but because you are good. We are not there yet. If the EEO problems were dealt with by the EEOC (Equal Employment Opportunity Commission) as quickly as are done at the FCC, then I would say this is a duplication of authority. Until that happens, this is an area of concern for the FCC.

Deregulation

Burch: The word "rewrite" will disappear from the language when it concerns deregulation. The only true deregulation will come out of Congress in the form of amendments to the current Communications Act. The current statutes are too broad. Judges should not be sitting around deciding "format issues," as this is a waste of time and money.

White: We need to go further into deregulation. I think this is something that will be tackled early in Congress once Reagan takes office. I pushed for it when I was a Commissioner.

Broadcasters Get A Break In Paperwork

On January 1, the Regulatory Flexibility Act, designed to lighten the paperwork load of broadcasters and other small businesses, goes into effect. This will cause the FCC

and other government agencies to consider the effects of any new rule changes in the areas of paperwork, legal, accounting, and consulting costs.

When a rule change is made that causes a change in paperwork compliance, the FCC must look at the most efficient way to put this into practice. This development arises from President Jimmy Carter's request that the government

work towards a "zero-based" paperwork load.

The Act also urges the Government to "publish better information about proposed rule changes to keep small businesses better apprised of any changes in regulations."

The new law may have far-reaching benefits for broadcasters related to paperwork handling in the future; further developments will be covered in R&R.

9 kHz Reduced Spacing

Burch: The FCC will always serve as a "traffic cop" to regulate the flow of channels and assignments, but this is a delicate area that needs a lot more study than what has already been done so far.

White: There are major feasibility questions in my mind, especially regarding technical problems concerning 9 kHz reduced spacing. We jumped too fast in taking a position on it before all of the facts were in.

Gardner Sheds Some Light

Reagan is reportedly in the process this week of lining up his cabinet. How long will it be before he names an interim Chairman?

R&R asked FCC transition team leader Mickey Gardner, an energy lawyer for the Washington firm of Bracewell & Patterson, to comment on the June 30 date for completion of the "Reagan FCC," and he hinted, "I think you might see an interim Chairman named January 21."

Gardner refused to speculate as to who would be tapped for the position among Lee, Washburn, or Jones, adding, "I cannot talk about the substance of our interim report, which is due next Monday (12-8). I have had several good meetings with people on the Hill reinforcing the need for the FCC to reflect Congressional intent, and all is running very smoothly."

At The Nets

Mutual

Net reports that over 650 stations have cleared the "Country Music Countdown - 1980," breaking all network-clearing records for a music special in recent history, Mutual asserts.

Capitol's Anne Murray will host a show along with Mike Fitzgerald of Mutual's WHN/New York featuring the top country hits (using R&R's Country Chart) and exclusive interviews with Crystal Gayle, Kenny Rogers, Barbara Mandrell, Larry Gatlin, and others for the New Year's special.

Commenting on last week's announced programming changes, Mutual Sr. VP/Operations and Stations Nick Verbitsky told R&R, "The type of programming offered by the Southwest Regional Network was not in high demand so we took efforts to cut losses. The Mutual Radio Theater, while innovative, was very hard for us to sell and we were running into a lot of West Coast production problems with the show."

On a positive note Verbitsky announced, "We are about 75% home in putting together a weekly 'pop' and a weekly 'country' music special. This type of programming will be much easier to sell and will have wide acceptance at the station level."

Net adds 12 new affiliates: WOSO/San Juan, Puerto Rico; KVCC-FM/Cabool, MO; KCRS & KWMJ/Midland, TX; KTED-FM/Fresno; KBRT/Los Angeles; KGAA/Kirkland, WA; WWIW-AM/New Orleans; WHOL/Allentown, PA; KUGN/Eugene, OR; and KDLM & KVLR/Detroit Lakes, MN.

ABC

Information Net adds five new affiliates: WLLH/Lowell, MA; KORL/Honolulu; KIXZ/Amarillo, TX; KAPB/Marksville, LA; and KGHM/Brookville, MO.

Enterprise

The "all-sports" network gets geared up for a January 1 debut, announcing the hiring of three veteran sports announcers. Coming to the new network are: WHDH/Boston Sports Director, Dan Davis; Mutual's L.A. sports correspondent Gary Morrell; and Bill O'Donnell, who has been the radio & TV voice of the Baltimore Orioles for the past 15 years.

Net adds more affiliates: WBBG/Cleveland, KWMS/Salt Lake City, WIRK-AM/West Palm Beach, KDQQ-AM/Albuquerque, and WHWH/Trenton, bringing the network total up to 23 stations.

CBS

Thomas Montgomery named Sales Manager for CBS Radio Network Sales in Detroit. A ten-year CBS Radio veteran, he was most recently an account exec in the Detroit office.

North American Broadcast Groups Dropping Support For 9 kHz

The NAB met with representatives of the Canadian Association of Broadcasters (CAB) and Mexico's broadcasting association, CIRT, in meetings completed this week (12-2) in Williamsburg, VA. All present resolved to drop support for 9 kHz reduced spacing at the November 1981 Region 2 meeting, asking that the issue be deferred to the 1985 meeting.

The CAB has recently completed extensive technical and economic studies that also parallel the studies and opinions of the NRBA. Harold Kassens, Engineering Counsel for NRBA, recently completed a "technical white paper" on 9 kHz reduced spacing, and according to NRBA President Sis Kaplan, "The technical damage done would be irretrievable if 9 kHz is adopted."

NRBA was the first broadcasters' organization to oppose the issue, and in a release this week (12-2) called on the NAB, CAB and CIRT to join forces opposing 9 kHz reduced spacing.



Actual scenes from TV spot.

Start "Livin' the Music" at your country station now.

Country and contemporary audiences are searching for the station that says "me". You can stop their search and start them "Livin' the Music". It's a hot new promotion package from American Image that captures your audience's attention by relating to a lifestyle that's sweeping the country.

"Livin' the Music" blends great creative talent, excellent production values, plus music written and produced in our Nashville studios. The package contains 25 cuts including 6 promotional songs. The lovesong is designed to be programmed into your playlist rotation. After hearing just one of our "lifestyle" songs, your audience will know they've found the station that's right for them. We also offer optional, dynamic 30 and 10 second TV spots produced on film with custom animation that'll give you a network-quality look. The possibilities are endless: billboards, transit, contests, and more.

Join other market leaders like KHEY, El Paso... KBOX, Dallas... KRMD, Shreveport... and KCKN, Kansas City — part of the growing number of stations that have recognized "Livin' the Music" as the hottest country package available today. Like Jerry Groner, General Manager, KRZY, Albuquerque, "It's the finest commercial ever produced for country radio. The concept is superb and the quality is outstanding."

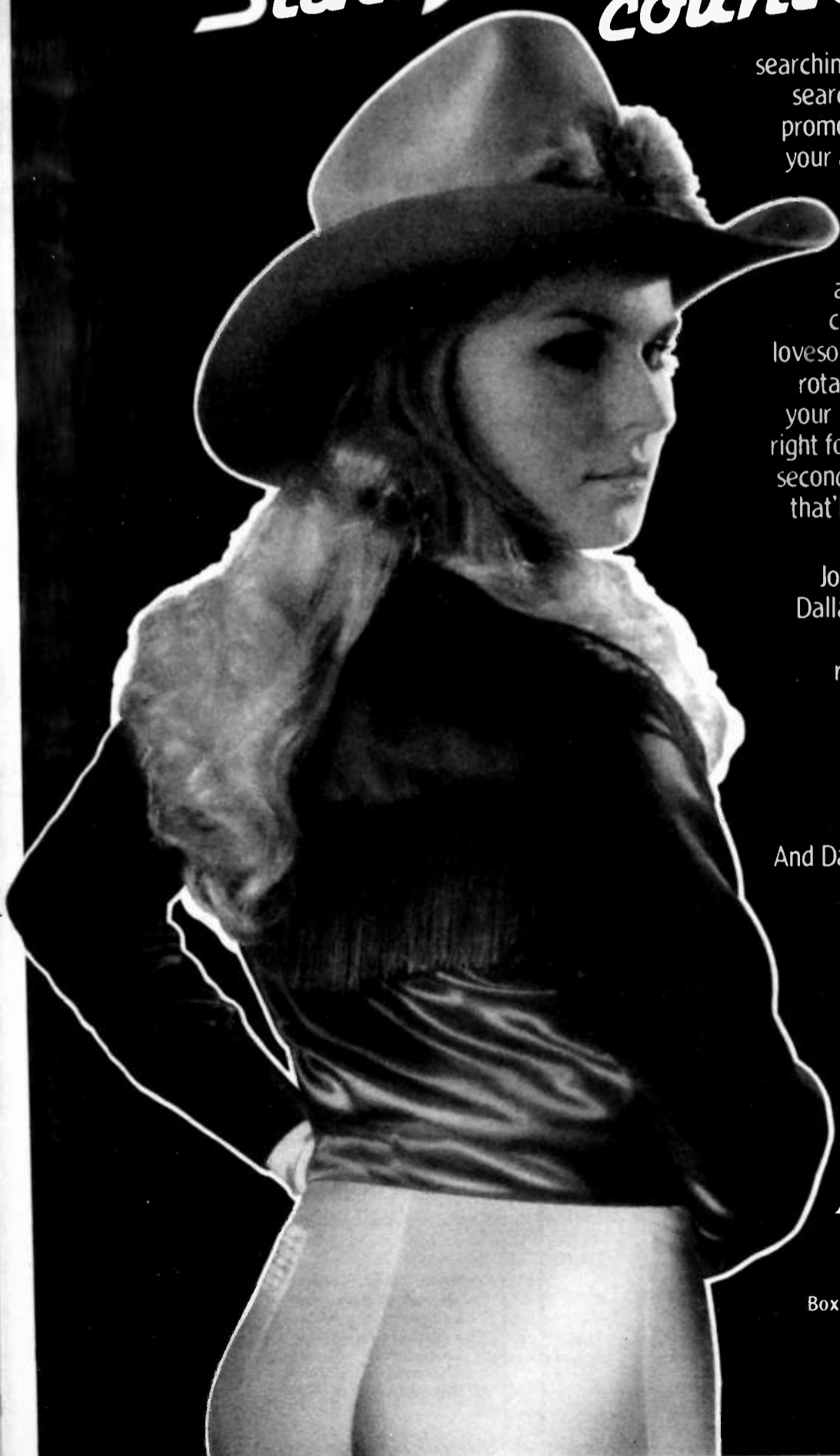
And David Fuellhart, General Manager, WPOC, Baltimore, "We're delighted to be working with American Image, and especially pleased with the first-class product we purchased."

Stop your audience from wandering today by calling for your "first-choice" demo. Call toll free 1-800-251-2058. In Tennessee, call 615-329-1988.



**AMERICAN
IMAGE**
PRODUCTIONS

Box 23355 Nashville, Tennessee 37202



Ratings & Research

"One thing that Arbitron has done in this package is increase the utility of the data by using a reliable data base."

Programmer's Package Premiere

Arbitron has recently introduced to the industry a package of computer printouts aimed at giving station personnel a new ratings analysis tool. This series of runs, known as the "Programmer's Package," was fathered by Rip Ridgeway, who showed me advance copies of the material at the NRBA convention. Recently I had the opportunity to be in New York and sit down with Ridgeway to go over the final product. In this column, and in the issue dated December 19, I'll detail the history of the package, its current content, and what lies ahead. Examples of some of the more interesting breakouts will be shown, courtesy of Arbitron.

Industry Origins

Last year the Arbitron Radio Advisory Council and Arbitron agreed that a new form of ratings analysis was needed. The Council formed a task force comprised of radio programmers who worked

"More refinements and additional analyses will be available next year."

to provide suggestions to the ratings firm on what data would be useful to radio programmers across the country. Ridgeway then coordinated the in-house development at Arbitron, culminating in the current offering. By the way, it should be kept in mind that what we will be describing in these columns is just the first phase of the development of the Programmer's Package. More refinements and additional analyses will be available next year. In the column in two weeks we'll detail what some of those advances will be.

Eight Analyses Available

Currently there are eight major tables that are printed out whenever one accesses the package. We'll delve into the method and cost of access later, but for now let's review what you can retrieve from the diary data base through the Programmer's Package.

1. Quarter-hours of listening frequency distribution, with quintiles, and time spent listening computations for your audience listening to radio and for listening to your station.
 2. Audience recycling by daypart (example shown on this page).
 3. Frequency of listening days, by daypart.
 4. Day-by-day percent of daypart cume.
 5. Station time-spent-listening, by daypart.
 6. Audience flow, tune-in and tune-out, by quarter-hour, Monday-Friday plus Saturday and Sunday individually.
 7. Top ten stations sharing audience with your station, and time-spent-listening to them.
 8. Top five stations sharing audience with your station, and time-spent-listening by daypart.
- All of this data can be gleaned from a post-survey diary review at Laurel, and it's also availa-

ble to a certain extent in a mechanical diary. However, Arbitron hopes that speedy delivery of information from the same data base as the other two sources — namely, the raw diaries used to produce your ratings book — will be well received by stations.

Six Demos Available

One thing that Arbitron has done in this package is increase the utility of the data by using a reliable data base. Only if there are 60 or more diaries involved in the relevant demographic will the package print out information. Smaller data bases will mean the system will not generate numbers, a safeguard against using wildly fluctuating data based on an unstable number of raw diaries.

Using this cutoff level, Arbitron chose to create six demos that can be broken out through the Programmer's Package. The demos are as follows: Total Persons 12+; Persons 12-34; Adults 18-49; Adults 25-54; Men 18+ and Women 18+. Given the eight analyses available and the six possible demos, it should also be kept in mind that the runs can only be produced on a metro-wide basis at the current time. No custom geography is able to be created using this system.

When looking at the demos available, the major item that stands out is that there is no way to discretely break out adults 18-34, one of the prime sales and programming demos.

Recycling Examined

Let's examine a sample run. I've chosen the recycling breakout since that's of keen interest to many programmers (and to sharp sales managers, too). Recycling information can be useful in scheduling record rotation, provides insight into when to run key features, and can give sales management some idea how the station stacks up in terms of reach and frequency comparisons. As you can see, Arbitron's breakout gives you data for Monday-Friday, as well as each discrete weekend day.

AUDIENCE RECYCLING BY DAYPART					
ADULTS 18-49					
WASHINGTON, D.C. OCT./NOV. 1979					
PERCENT OF WAAA CUME DIARIES (N)					
	M-F 6AM-10AM (%)	M-F 10AM-3PM (%)	M-F 3PM-7PM (%)	M-F 7PM-MID (%)	M-F 6AM-MID (%)
MON-FRI					
6AM-10AM	100	67	63	45	59
10AM-3PM	48	100	52	38	42
3PM-7PM	56	65	100	51	52
7PM-MID	42	49	54	100	55
6AM-MID	--	--	--	--	100
SATURDAY					
6AM-10AM	24	23	18	20	16
10AM-3PM	18	18	16	20	15
3PM-7PM	14	19	14	17	13
7PM-MID	19	25	18	27	17
SUNDAY					
6AM-10AM	24	17	15	15	15
10AM-3PM	22	24	17	19	17
3PM-7PM	5	6	6	6	5
7PM-MID	10	11	12	17	11
WEEKEND					
6AM-MID	58	55	52	61	51
N =	117	83	104	109	200

HOW TO READ
OF THE 117 DIARIES LISTENING TO WAAA MON-FRI
6AM-10AM, 16% ALSO LISTENED ON SATURDAY 10AM-3PM.

Week In Review

Nielsen Nowhere Near

While many broadcasters would like a Christmas present in the form of Nielsen getting into the radio ratings business, it appears that the chances of that happening in the near future are minimal. Bill Stelk, VP/New Business for Nielsen, told R&R this week that "the odds are a million-to-one against" a decision soon to challenge Arbitron's position in the radio ratings field. According to Stelk, he has talked with approximately a dozen major broadcast groups about the possibility of a Nielsen radio effort, but while some talk has been encouraging a decision will not be made until January regarding Nielsen's radio future, if any.

Arbitron Adds To Dallas Staff

Al Maxwell, account executive from WCGQ/WRCG/Columbus, GA, has been named to the position of Client Service Representative for Arbitron Radio. Maxwell will be stationed in the Dallas office reporting to Gary Donohue, who manages that location.

If we look at the M-F 6-10am column, we can see that 48% of those that tuned in to AM drive also listened during midday; 56% tuned in during PM drive; and 42% (a high figure from what I've seen nationally) also listened in the evening. Other dayparts can be read in the same fashion.

Of the Monday-Friday overall dayparts (6am-Midnight), three of the discrete dayparts are bunched fairly closely, while midday sees only 42% of the station's cume tuning in. This might give a programmer food for thought as to what the station

"There is no way to discretely break out adults 18-34, one of the prime sales and programming demos."

— or its competition — is doing in that daypart that attracts a relatively smaller number of diary-keepers. Such are the nuggets to be gleaned from this kind of analysis.

More To Come

In two weeks we'll show another example of an interesting run available from the Programmer's Package. We'll also look at how to access the data, what a typical cost might be to dig out this information, and some of the caveats involved in using the data.

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



SATISFACTION GUARANTEED!!

THE JACKSONS "Heartbreak Hotel"



WXLO on
CKGM add
KRLY deb 29
Y100 25-21
Q105 30-26
WCKX deb 29
WGCL add
KIIS-FM add
KFRC on
KJR add
WFBR 28-24
WHFM deb 35
KTSA add
KSET-FM 26-22
KINT 23-21
KBFM 28-15
WTIX add
B97 add
WNOE deb 28
KEEL add
WJDX 29-27

KXX106 deb 29
WERC add
WAAY add
96X 28-21
Y103 deb 37
WAPE on
BJ105 on
WHBQ add
KX104 add
WSEZ add
WCSC on
WGH deb 23
WQRK deb 27
WVLK add
WVIC add
WIKS add
KYNO-FM add
KIOY 29-28
KIDD add
KGGI 24-22

KJRB add
KNBQ add
KCPX deb 39
KENO deb 30
KRUX 40-34
KHYT deb 40
KTKT on
WGUY on
WLBZ deb 36
WFBG deb 31
WCIR add
WWSA 34-30
WXLK 25-15
FM99 deb 30
KSEL add
KPUR on
KVOL 28-24
KWVL deb 23
KENI on
KF XD add
KRLC on



ON EPIC RECORDS

Management: Weisner-Demann Entertainment and Joe Jackson

DAN FOGELBERG "Same Old Lang Syne"



WCAO add
WRKO deb 29
94Q add 28
Q105 add
WDRQ add
KSLQ add
KBEQ on
WGCL add
WOKY add
KFRC add
KPLZ add
KIMN add
KOPA add
WFBR add
WBBF add
WHFM add
WTRY add
WICC deb 29
WAEB add
K104 deb 31
KSRR add
B97 on
KXX106 add
WAAY add
WAPE add

CK101 add 39
WBBQ add
WHBQ add
WSEZ add
WCSC add
WQRK add
WAKY add 33
KJ100 deb 25
WTWR add 30
KWEN add 35
KRAV add
Z104 add
WIKS add
WOW add 26
KEZR deb 21
KKXX add
KERN add
KIDD add
KNBQ add

KYSN add
FM103 on
KLUC add
KENO add
KRUX add
KZZP 28-22
KRQ add 28
KTKT add
95XIL add
WHHY add
WFOX add
WCGQ add
WANS-FM add
WXLK add
WROV add
KQIZ-FM deb 24
KPUR add
WRKR add
KWWL add
KENI add
KDZA add
KATI deb 31
KBOZ add
KOOK add
KRLC on



ON FULL MOON/EPIC RECORDS

Produced by Dan Fogelberg with Marty Lewis
Frontline Management

WHAT'S NEW

Edited by Don Waller

Deck The Halls With Seasonal Syndies

Most seasonal radio syndication series incorporate traditional holiday programming. However, at least one offering also reflects current trends as **Larry Hagman** (a.k.a. J.R. Ewing) joins **Bonneville Broadcast Consultants'** holiday specials, "An American Country Christmas" and "An American Country New Year." Both are four hours in length and feature over 30 country music personalities, including **Barbara Mandrell**, **Charlie Daniels**, the **Oak Ridge Boys**, **Mickey Gilley**, and **Anne Murray**. For further information on obtaining one or both of the programs, contact Bonneville Sales at (201) 567-8800.

Merv Griffin hosts a 12-hour "Merry Christmas From Merv" radio special which devotes each hour to a separate holiday theme; e.g., "Christmas Traditions," "Family Christmas," "Christmas Love," etc. The 12 one-hour segments, subtitled "The 12 Hours Of Christmas," will include such



guests as **Bob Hope**, **Dolly Parton**, **Gene Autry**, **Johnny Mathis**, **Steve Allen**, **Orson Welles**, **Gloria Swanson**, and others.

The complete program, offered via barter, is available through **Merv Griffin Radio**, 1541 N. Vine St., Hollywood, CA 90028, (213) 460-2183.

Year-End Specials

Another popular TV personality hosts "1980 With **Dick Cavett**," a four-hour radio special highlighting the top pop hits and events of 1980. Available on a barter basis, the program contains 16 minutes of openings for local spots. For further information, contact **Glenn Schiller** at **Number One Productions** by calling collect (713) 974-2089.

A 12-hour New Year's radio special, "New Year's 1900 Yesterday," is available through **Tuesday Productions**. Produced and narrated by air personality **Kris Erik Stevens**, the program features the biggest hits of the past decade interspersed with news retrospectives and artist biographies (for the first 11 hours) plus a montage of the number one records from the years 1955 through 1980 (the last hour).

Regional year-end countdowns for New York, Chicago, Denver, and Los Angeles are also included, as well as New Year's greetings from recording artists **Rod Stewart**, **Frankie Valli**, and others. For additional information, contact **Tuesday Program Sales Manager Shirley Ferris** at (714) 272-7660.

The year-end roundup continues with "Countdown '80" from **TM Special Projects**. The eight-hour radio special, produced by Nashville-based **Dunklin-Bozak Productions**, features a reverse order countdown of the top 80 records of the year as well as some previous years' hits and artist interviews. Designed to run continuously or in segments during the week preceding New Year's, "Countdown '80" comes complete with custom promos and marketing ideas to help promote the special. For a demo and further information, contact **Nell Sargent**, **TM Special Projects**, (214) 634-8511.

SOFTWARE/HARDWARE LINES COMBINED

Harris Acquires Automation Electronics Firm

Harris Corporation's Broadcast Products Division, a manufacturer of high-technology radio and television broadcast equipment, has acquired **Automation Electronics, Inc.** of

Lafayette, IN, producers of computer-based automation systems software. The move will enable Harris to provide a full-service line of software and hardware to its broadcast clients with reduced costs and greater efficiency, as Automation's "Autotron Star System," which provides single entry, automatic processing and direct interface to general bookkeeping, is compatible with the existing Harris 9000 Program automation

series for radio. Both operations will be located at Harris's Quincy, IL headquarters.

Former Automation Electronics President **Larry Zaiser** will continue to manage the operation under the title of Director of Automation Sales, reporting to **Eugene Edwards**, Harris VP of Marketing. For additional information, contact **Eric Jacobson**, Harris Broadcast Products Div., (217) 222-8200.

Film Ad Spending Off 15%

Reflecting the continuing soft state of the U.S. economy, **Advertising Age** reports that film advertising spending is down from 10 to 15 percent from last year's levels. Local radio, print and TV are feeling the brunt of the effect as the movie studios have become more selective in their buys due to a disappointing summer box office.

SET FOR SPRING RELEASE

Drake Updates "History Of Rock & Roll" Syndie

Drake-Chenault co-founder **Bill Drake** has revised his noted "History Of Rock & Roll" syndicated radio program for 1981. Mushrooming from the 1969 original show, which featured 48 hours of historic pop music, the newest edition is expected to run at least 52 hours with over 800 songs and 500 interviews.

Included in the program (set for spring release) will be three-hour segments highlighting **Elvis** and the **Beatles**, as well as special sections on the "Motown Sound," the **Rolling Stones**, and **Stevie Wonder**. In addition, the final hour will consist of a montage of the number one records from 1956 to the present. For further information, contact **Drake-Chenault** at its Canoga Park, CA offices.

College Kids= Coveted Consumers

Although 46 percent of the 1600 college students surveyed during spring break at Daytona Beach and Ft. Lauderdale last year by **Expo America Inc.** claimed they skipped breakfast, these same students said they visited fast-food restaurants an average of 13.7 times per month, one reason why college students are among the most sought-after group of consumers.

Along with fast foods, the students are hard core users of health and beauty aids, with 85 percent of the women and 80 percent of the male students responding saying they shampooed daily. In addition, over 80 percent of the men surveyed said they used cologne and 66 percent claimed to use hair conditioners.

Somewhat surprisingly, college students are also major consumers of household products, with 38 percent of those studied reporting they owned popcorn poppers, 25 percent owning toasters, and 14 percent possessing electric can openers. Furthermore, 62 percent own 10-speed bicycles, 68 percent own calculators, 55 percent own TV sets, 75 percent own cameras, and an amazing 88 percent own radios.

PRO:MOTIONS

Epstein Named Ad Sales Dir. At Westwood One

Gary Epstein has been named Director of Advertising Sales for **Westwood One's** New York office. Most recently Epstein served as Vice President of the New York office of radio station rep firm **H.R. Stone**, having previously spent a number of years in radio sales, administration, engineering, and programming at various New York stations. He will be based at the national radio syndication firm's newly-established offices at 575 Madison Ave., Suite 1006, New York, NY 10022, (212) 486-0227.

Jaffe Appointed VP/Talent Acquisition At Polygram Publishing

Ira Jaffe has been named to the newly-created post of Vice President of Talent Acquisition and Development for the **Polygram Publishing Division** in the United States. Jaffe most recently served as Vice President of Creative Affairs for **Screen Gems-EMI Music**, based in Los Angeles. During his 12 years with **Screen Gems**, Jaffe held the posts of professional manager and Director of Talent Acquisition, prior to assuming the VP/Creative Affairs role.

In his new post, Jaffe will be responsible for the acquisition of new and established talent for worldwide publishing agreements. He will also serve as liaison between the **Polygram Publishing Division**, **Polygram Record Operations** and **Polygram Pictures**. Jaffe will be based at the **Chappell Music Co.** offices in Los Angeles.

WESTWOOD ONE • SALUTES!

One of over 1200 Great Radio Stations carrying Westwood One programs.

Programs like: **Dr. Demento**, **Off The Record** with **Mary Turner**, **The Great American Radio Show** with **Jeff Gelb**, **Star Trak**, **Ace & Friends**, **Spaces and Places**, **Shootin' The Breeze**, **Special Edition** with **Sid McCoy**, **The Sound of Motown**, **Concerts, Specials**, **Live From Gilley's** with **Jim Duncan**, and **The Rock Years**.

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

WJEZ/WJJD





“Cold Love” DONNA SUMMER

KEARTH deb 28
KFI deb 29
KIIS-FM add
KFRC 35-32
KSFX on
13K on
WDRQ add
WXKS 35-34
WFBR add
WTRY add
WBLI add
WTIC-FM 28-25
WICC 27-25
WPST add
Q106 add
WAQY on
14Q 29-28
KHFI on
KBFM deb 30
KWIC deb 31
KXX106 deb 31

WAAY on
WAXY deb 28
Y103 add
CK101 add 37
WBBQ on
WOKI deb 35
WAYS on
WCSC 31-27
WTMA 24-21
WQRK 30-25
WVIC add
WAKX on
Z104 deb 29
KEZR add
KKXX deb 31
KERN deb 30
KIDD add
KJRB on
KNBQ add
KTAC add

KSPZ 26-18
KMJK add
KENO on
KRQ add 29
KHYT 19-18
WLBZ 35-33
WCIR add
Z102 33-26
WSGA 33-28
95SGF on
WCGQ on
WISE on
WANS-FM deb 38
FM99 on
KSEL add
KPUR on
KQWB-FM on
KENI add
KOOK on
KRLC on

Produced by Giorgio Moroder
and Pete Bellotte

On Geffen Records



Manufactured Exclusively By Warner Bros. Records, Inc.

As 1980 Comes To Its Climax, Radio Comes To Ours!

WBEN-FM 33-31
96KX 27-24
F105 add
94Q 21-19
WDRQ 29
KBEQ 13-13 Frozen
KSFX on
KPLZ add
KUPD add
K104 deb 40
KRBE on
KWIC deb 29
KXX106 19-17
WAAY 24-21
Y103 36-33
CK101 25-23
WBBQ 17
KX104 add
WSKZ deb 25

WOKI 29-27
WNOX 28-27
KJ100 on
WVLK on
WVIC on
WIKS on
WGBF on
WRBR add
KEZR 26-24
KKXX 33-28
KIOY deb 33
KSPZ on
KYSN deb 30
FM103 on
WJBQ add
WIGY 20-15
95XIL on
WHHY deb 27
Z102 add

WFOX 30-27
WCGQ 26-22
WISE add
WANS-FM 38-31
WXLK 19-16
FM99 add
KILE 40-38
KKRC add
KKLS 4-3
WRKR 18
WSPT 29-27
KQWB-FM 27-14
KENI on
KSly on
KATI 27-21
KQDI on
KBOZ deb 29
KYA 22-18
KOOK 17-13
KRLC 23-20

CLIMAX BLUES BAND

“Gotta Have More Love”



Produced by John Ryan

On Warner Bros. Records



CHR Is Knocked Out With "Love T.K.O."

The New Pop Single From **Teddy Pendergrass**

BB 85*-76*
CB 84*-74*
RW 59*-54*

- | | |
|----------------|-------------|
| WABC 18 | WJDX 28-26 |
| WXLO 2-3 | WAXY deb 30 |
| WIFI deb 27 | Y103 deb 39 |
| KRLY 3-2 | WAPE add |
| Z93 add | WBBQ add |
| Y100 23 | WHBQ 11-9 |
| WCKX 2-2 | WCSC 28-23 |
| WGCL 30-26 | WTMA 19-15 |
| KEARTH add | KIOY deb 35 |
| KFI on | KRUX on |
| KIIS-FM deb 25 | KHYT 16-10 |
| KFRC add | WSGA 25-17 |
| KOPA on | WFLB 34-23 |
| KSET-FM add | FM99 23 |
| KINT on | KVOL 15-10 |
| WTIX deb 39 | KWWL deb 24 |
| B97 deb 25 | |

RECORD TO WATCH
LOVE T.K.O. — Teddy Pendergrass (PIR)
"Black radio's number one song of the week wants to be a contender for the Top Forty."
THE GAVIN REPORT



**ON PHILADELPHIA
INTERNATIONAL
RECORDS**
Distributed by CBS Records



STREET TALK

Maybe it was the residual effects of too much turkey last week or perhaps it's the calm before the storm, but things were amazingly quiet this week.

The hot radio rumors of the week had WFIL/Philadelphia PD Ray Quinn exiting the station to become General Manager of WRKA/Louisville. Although Ray's move was unconfirmed at presstime, we heard more than one report from Philly that candidates for Ray's (supposedly vacated) PD slot were lining up to talk to WFIL President/GM James DeCaro.

Another strong rumor from the Northeast had WNBC/New York Assistant PD Buzz Brindle leaving to become the new PD at WHDH/Boston, the post recently vacated by WYNY/New York GM Al Brady.

96KX/Pittsburgh is losing morning man Jay Stone and PD Bobby Christian is looking for his replacement. Jay will move west to become Editor and Vice President of the Confidential Report tipsheet. Rumors continue to persist that current Confidential Editor John Antoon will be leaving the sheet soon.

Congratulations to Bonnie Goldner on being named National Pop/Adult promotion person for RCA Records. Bonnie, who most recently was with Motown, will also act as trade liaison for RCA from its Los Angeles office.

Here we go again with KILT/Houston's Hudson & Harrigan . . . the latest incarnation of H&H, Fred Kennedy and Tommy Cramer, have broken up, with Tommy exiting KILT to return to Shreveport and pursue his musical career as a guitar player. KILT, in a noble effort to turn adversity into good fortune, has turned the morning staff change into a running "bit" on the air. The scenario had one of the station's engineers calling KILT evening talk-show host Beau Weaver into the station to fill in for Hudson & Harrigan when the duo didn't show up on Monday morning (12-1). Eventually Beau will team up with Randy Haynes from KULF/



THE ULTIMATE PUBLIC SERVICE — On November 7, the 40th anniversary of the collapse of Tacoma's Narrows Bridge, KTAC/Tacoma's Greg Cook, along with seven of his "larger" listeners, gave the rebuilt bridge their own test of strength. The eight daredevils, whose combined weight tipped the scales at over 1800 pounds, braved wind, rain, cold, and history as they stormed onto the bridge during rush hour to jump up and down. KTAC, following the successful bridge stress test, informed all its listeners that the Narrows Bridge was indeed safe for all.

Bush Wins Without Reagan!

KRLY/Houston regularly runs a call in to win contest offering \$94 in cash should the person whose name is read on the air call in within the allotted time. Nothing new, you say? Wait!

Wednesday (11-26), the day before Thanksgiving, KRLY ran a very special version of the contest, which was quite simply the "George Bush call in and win contest." The Vice President-elect's home is Houston and KRLY, knowing Mr. Bush was home for the holiday, took its best shot.

Well, sure enough, within the allotted time the Vice President-elect was on the phone calling the station. He chatted on the air with the jock but politely declined the \$94 prize, saying that the money should go to his staff for coffee and sodas.

Mr. Bush himself was not listening to KRLY, but his staffers in the Bush offices downtown were, and they quickly phoned him, alerting him to call KRLY. A Bush spokesman said, "We kind of thought it would be a nice gesture for him to call and wish listeners a happy Thanksgiving. And he did."

Houston and the two will (under fictional management pressures) become the next Hudson & Harrigan. Not a bad way to introduce the 18th H&H team, all in all.

And while we're on the subject . . . Street Talk in Houston is very strong right now that KILT-FM, currently AOR, will be changing formats to Country. Insiders say that this is something KILT PD Bill Young has wanted to do for some time.

R&R was saddened at the news of the untimely passing of Paul Gilmore (aka Rosko). Paul was an air personality at WQPD/Lakeland and had worked at WDRC-FM/Hartford, WCCC/Hartford, and several other stations. Condolence cards should be directed to Paul's brother, Bruce Gilmore, 311 Sea Street, Hyanis, MA.

Mary Thomas has joined the staff of WXLO/New York from WKTU/New York. She will be on the air in the 3-7pm slot, which makes her the only female radio personality on the air during afternoon drive in New York (according to WXLO).

KJR/Seattle recently had a winner in its "Black Box" contest. The mechanics were just like the "Black Box" contests of old . . . guess what's in it and win it. Well, the winner guessed what was in it — a Robot-drink-caddy-mobile-bar — and decided he didn't want the prize (maybe he doesn't drink). So, now KJR has a very classy-looking Robot for sale and is offering it to all Street Talk readers "at a very reasonable price," according to KJR PD Tracy Mitchell. If you're interested in this unusual holiday gift, which was written up in Playboy, give Tracy a call at the station.

**ELECTRIC
WEENIE™**

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

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

McKAY & THE BEAR/WYSP . . . "Just so we don't lose you we dipped into our vacation money. It's good to have you behind us at 6AM."

Jocks...write today for free samples.

TAKE A SHOT WITH THESE DIRECT HITS
FROM COLUMBIA RECORDS

EARTH, WIND AND FIRE

“You”

ADDS: WHFM, KELP 32, G100, 96X, KYNO-FM, KNBQ, 95SGF, WFOX, KENI,
KQDI

MOVES: KLAZ 37-29, KVOL 21-16, KQIZ-FM 22-17, WTIK 38-33, FM99 34-29

64 STATIONS TOTAL/AVERAGE MOVE #3



BOZ SCAGGS

“Miss Sun”

112 STATIONS!

42 ADDS THIS WEEK!

Average Move #5

Check out Parallels for details!



ROCKPILE

“Teacher, Teacher”

ADDS: WOLF, KWIC, WNOE 40, KEEL, KLAZ, KWEN, WIGY, WFBG

MOVES: KUPD 33-16, WHYN 21-19, CHUM 21-17, KCPX 36-34, KRUX 35-33,
K104 38-37, KNBQ deb 28

ALSO ON: KBEQ, BJ105, WSEZ, 13FEA, WANS-FM, KOOK



KENNY LOGGINS

“Celebrate Me Home”

THE PERFECT RECORD

FOR THE HOLIDAYS AND BEYOND

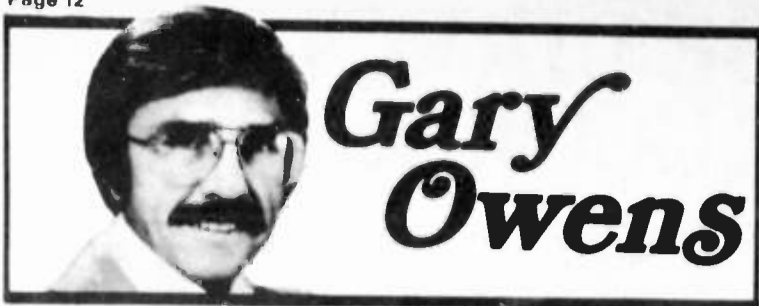
And Listen To Don Kirshner's Special Guest Star Appearance On:

BLUE ÖYSTER CULT'S “Here's Johnny (The Marshall Plan)”



COLUMBIA HITS HARD!!





Now that we're all tightly focused on what's really important and what's not, let's go above the timberline on the rarefied heights of my actual typewriter and see who's news:

Chevy Chase told me last week yes, he *did* play with the group later to be famous as Steely Dan! Chevy played drums at that early time in his multitalented career, and went from music to "The Groove Tube" to "Saturday Night Live" to "Foul Play" and the collusive stardom that goes with all that other activity.

Musically, the Chevy Chase album on Arista is being played on radio stations in a number of ways. Some deejays are having contests to see if their listeners can guess who the guy is that's singing "Short People" (incidentally, Chase has also overdubbed all the background voices).

Despite the fact I had earlier given Chevy a Michael Cimino "Heaven's Gate" good luck charm, things are really booming with his film career. Filmex in Hollywood will bow Neil Simon's "Seems Like Old Times" with Chevy and Goldie Hawn (another beauty out of the GO past) at Mann's Chinese Theater on December 10. Tickets for the evening go for \$150 per pop (moms are extra).

Carl-Bob, the Gary Owens freelance mailman, brought an interesting note from Ed Brouder, the Program Director for WGIR/Manchester, NH. Ed said some nice words about the GO column (showing that his lack of taste is impeccable) and enclosed a clipping from the New Hampshire Sunday News.

The article was an in-depth feature about me and some of my nefarious activities. But Ed adds, those who are politically astute will recall that the Sunday News is the paper in which publisher William Loeb regularly slams public officials in banner-front page headlines.

Ed comments: "If Loeb could call former Secretary of State Henry Kissinger 'That _____ (ethnic comment),' imagine what he could have done to someone who makes their living josh dickeying like you!"

Hey, you're right, Ed. I'm glad Mr. Loeb didn't get into the real silly twerp that inhabits my soul, or he'd have to chase me out of town in WGIR's keen Radio Mobile Studio, which is more handsome than most stationary radio stations.

(The WGIR mobile facility is used ubiquitously on location at major sporting events, grand openings, civic events, and grizzled wino floggings.)

Tony Thomas of KFTM & KBRU (102 FM)/Fort Morgan, CO sent us a public service note that sure makes sense: "It is perfectly all right for a woman to tip her hat in a friendly fashion in public to a man she recognizes and to whom she has been formally introduced OR to whom she has been married at one time or another; but it is considered bad form IF at the same time she runs out in the corridor and pistol-whips John Davidson with a grease-gun."



CBS Stays Hot As 'Dallas' Wins Again

What do you do for an encore to the most-watched television program in history? Obviously, no one expected "Dallas" to maintain the stratospheric ratings it earned last week, but J.R. and company didn't exactly fold. "Dallas" was once again (for the fourth week in a row) the nation's number one show, beating number two ("60 Minutes") by 5 1/2 ratings points, scoring a 34. CBS swept six of the top seven places and held on to beat ABC by slightly less than a point, 19.7 to 18.8. NBC's third-place average rating was 16.4.

The week ending November 30 (by Nielsen calculations) was a good one for regular series, as only two special programs broke into the top 20. Following "Dallas" and "60 Minutes" were 3) "Dukes Of Hazzard" (CBS) 4) "Love Boat" (ABC) 5) "M*A*S*H" (CBS) 6) "Trapper John MD" (CBS) 7) "The Jeffersons" (CBS) 8) a tie between ABC's "Charlie's Angels" (season premiere) and "That's Incredible" and 10) "Alice" (CBS).

"Three's Company" (ABC) finished in 11th place, followed by 12) "House Calls" (CBS) 13) "Children Of Divorce" (NBC Monday movie) 14) "Archie Bunker's Place" (CBS) 15) "One Day At A Time" (CBS) 16) a tie between ABC's "Fantasy Island" and "Hart To Hart" 18) "Little House On The Prairie" (NBC), and 19) a three-way tie between "Real People" (NBC), "Laverne & Shirley" (ABC), and "Little Lord Fauntleroy" (CBS Thursday movie). Showing some improvement, "WKRP In Cincinnati" finished 41st with a 17.3 rating.

MUSIC ON TV — Sha Na Na's Bowser (John Bauman) takes his solo bows in a pilot produced by Pierre Cossette Productions. The half-hour variety program airs over NBC-owned and operated stations in January. Keith Sykes guests on "Saturday Night Live" December 6. Billy Burnette is on "American Bandstand" December 13.

NBC PEACOCK TO STRUT AGAIN? Speculation abounds in television circles that NBC will jettison its famous "N" symbol and bring its even more famous peacock logo out of retirement in January. The peacock may be incorporated into a new design which also features the "N," creating a better balance of the old and new in logo-rhythmic terms. NBC President Fred Silverman's enmity towards the "N" is cited as a probable factor in the return of the peacock.

VIDEOSCOPE:

RADIO SHACK BACKS RCA'S VIDEODISC: Fort Worth-based Tandy Corp., which owns over 6700 Radio Shack retail stores nationwide, announced plans to market a videodisc player based upon RCA's technology by late spring of 1981. The unit, to be manufactured by an as-yet-unidentified Japanese firm, will be sold under Radio Shack's "Realistic" brand name and will retail for under \$500. Look for the RCA stylus-read system to debut in a big way next year as Radio Shack joins Sears, Roebuck & Co. and the J.C. Penney Co. as retail outlets for the new videodisc technology. RCA's competitors, chiefly MCA's "Discovision," a laser-read system, and Japan's Matsushita system, have not yet been able to achieve the retail penetration that RCA is currently setting up. LASERVISION TRADE ASSOCIATION ESTABLISHED: The LaserVision Association, a trade organization formed to promote consumer recognition of the laser videodisc, has been established in Los Angeles recently. Charter members of the association are DiscoVision Associates, Magnavox Consumer Electronics Co., MCA DiscoVision, and U.S. Pioneer Electronics Corp. The organization will operate out of New York City for the present time.

ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

Radio & Records

- ★ **FCC TO DISCUSS CONSULTANT ISSUE** — Are stations who give control over their formats to outside services meeting their community responsibilities?
- ★ **CHUCK OLSEN NAMED VP AT WATERMARK**
- ★ **NUMBER ONE FIVE YEARS AGO:** "That's The Way I Like It" — KC & Sunshine Band (TK)
- ★ **NUMBER ONE COUNTRY:** "Secret Love" — Freddy Fender (ABC/Dot)
- ★ **NUMBER ONE LP:** "Hissing Of Summer Lawns" — Joni Mitchell (Asylum)

Dolly

9 to 5 and

WROR add 28
WZUU add
KEARTH add
KFI add
KIMN add
WAQY add
KWIC add
WJDX add
WAXY add
Y103 add
WRJZ add
WCSC add
WQRK add
WEFM add
KEYN-FM add
WISM add
KIOY add
KROY add
KJRB add
KYSN add

9 to 5

WIGY add KX104 on
13FEA add 92Q 22-19
14WK add WGH on
KILE add 37 WAKY 33-31
KSEL add WAKX on
KENI add WNAM on
KDZA add KEZR on
KRLC add KGGI 30-29
WFIL on KSPZ 29-22
WRKO 27-25 KCPX 26-23
JB105 on KTKT deb 28
KVIL on WLBZ deb 35
KFRC 38-36 WHEB 30-25
WFBR deb 28 WFBG on
WOLF deb 37 WFLB on
KINT 31-29 FM99 on
KBFM on KQIZ-FM on
KEEL on KFYZ on
KLAZ on WSPT deb 30
WAAY on KYA on



Includes The Hit Single "9 to 5"

From the 20th Century-Fox Film

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RCA

"Spend
The Night
In Love"

with

FRANKIE VALLI FOUR SEASONS



The Hot New Single

"SPEND THE NIGHT IN LOVE"

Produced by

Bob Gaudio & Charlie Calello



CURB
RECORDS

ON
WARNER/CURB
RECORDS

BRAD MESSER



A Little Tap-Dance On UPI's Coffin

United Press International makes no secret of its slippery perch near the intake of the tube. I make no secret of leaning against the railing watching with some interest to see whether UPI gets sucked down into bankruptcy. My dissatisfaction with certain aspects of United Press slightly outweighs my concern over Associated Press potentially becoming a monopoly, so for a few minutes I have left my observation area near the railing, and I'm over here in the coffin warehouse . . . right up on top of the casket marked "HOLD FOR U-P-I" . . . doing a hard-hearted little tap dance. It'll serve 'em right, the dark part of me says. No, says my reasoning self, they don't deserve corporate death merely for journalistic sloppiness.

Sloppiness? Of all the benchmarks by which to measure journalism, I pick sloppiness? I ignore UPI's formidable accomplishments, world scoops, continuing followup coverage, and accuse 'em of something vague like doing slipshod work? Yeah. That's my attitude. And I'll tell you another thing: that's not my really-deep-down reason for not liking UPI. My real dislike is the wire bureau in my own state, which nonchalantly refuses to correct its procedures to eliminate amateurish mistakes.

Oh, you say, it is beginning to come out that ol' Messer is hot at the people at UPI in the state where he works, so he's taking it out on the whole giant United Press International organization! He almost wants the death penalty for a misdemeanor offense!

Yeah. So it goes. In business we sit around and make businesslike decisions supposedly based on potential financial merit, but there are times when we allow ourselves a bit of self-indulgence and say, in effect, I wouldn't hire that SOB if he were the last person on Earth, simply because I don't like him. Other than that he's one of the best talents (managers, promoters, etc.) in the business. Plain old bad feelings wipe out mountains of good. And that sums up my feelings about UPI and explains succinctly why I won't be sobered if UPI goes down the tube. Of course, all this dancing on the coffin is quite premature. I'm the only one over here in the big warehouse getting an early stomp on the empty casket, while the potential occupant is outside working itself into a lather trying to backpedal away from the suction of the whirlpool.

My dislike is regional. Perhaps the big international organization is jam-packed with the most wonderful bunch of people you'd ever have the privilege of admiring. Perhaps not. But my state organization is the all-time champion ostrich with its head in the sand, frequently putting yesterday's stories on the wire as today's, even running two-day-old material as though it just happened. A specific complaint shakes them into brief corrective action and they'll run a correction, but it just keeps happening month after month and no procedural change is ordered. Fast-breaking stories such as refinery explosions have been known to be bulletined, then ignored for the next half-day, leaving radio subscribers to flounder for follow-up themselves. And those automatically self-renewing contracts are detestable, too, but AP also has those.

Speaking objectively, United Press International is exploring ways to keep itself alive. An attempt to increase its financial clout by selling pieces of itself appears to have failed. Surely more vigorous or possibly imaginative bailout moves will be made. But subjectively, their people have been too high-and-mighty around my part of the nation, and a good case of terminal tubal suckdown wouldn't even make me blink. (I offer equal space . . .)

CALENDAR

First Black Astronaut

MONDAY, DECEMBER 8: America's first black astronaut was Major Robert Henry Lawrence. He never made it into space. His F-104 crashed in California 13 years ago today.

Back when the King of England was still boss around here, ol' Eli Whitney was born, 215 years ago this date. The history books say he's the inventor of the cotton gin, but it's likely the real long-term credits beside his name will center on his creating the first mechanical assembly line.

Sammy Davis Jr. is 55. Flip Wilson is 47. Gregg Allman is 33. On this day in 1941 President Roosevelt announced the U.S. declaration of war against Japan, and West Coast cities began blackouts.

Christmas Seals Created

TUESDAY, DECEMBER 9: Christmas Seals were created as a fundraising technique in 1907. The first Christmas card was made in England 138 years ago today in 1842.

Kirk Douglas — born Issur Danielovitch Demsky — is 64. Redd Foxx is 58. He was born John Elroy Sanford. Donny Osmond is 23. Dick Van Patten is 52.

Human Rights Day

WEDNESDAY, DECEMBER 10: We're not hearing a whole heck of a lot about Jimmy Carter these days, but he's still up there Presidenting. He has a month and ten days left as Chief. One of his final acts has been to declare today Human Rights Day.

The struggle for civil rights in the United States produced two opposite events 16 years ago today. Dr. Martin Luther King Jr. received the Nobel Peace Prize, at the same time that several white men were sprinkling gasoline around a black man's shoe shop in a small Louisiana town, with him inside. He died from the fire, and you might say Dr. King died of the same general sickness several years later.

Johnny Rodriguez is 28. Walter "Clyde" Orange of the Commodores is 34.

The Fifth Amendment Ruling

THURSDAY, DECEMBER 11: It was thirty years ago today that the United States Supreme Court made its ruling against requiring people to testify against themselves in court: the Fifth Amendment ruling. The constitutional amendment's wording is quite clear in the first place, saying that no person "shall be compelled in any criminal case to be a witness against himself."

On this date in 1941 the United States, Germany and Italy exchanged declarations of war (two days after the U.S. declared war against Japan). Americans jammed recruiting stations to join up.

Brenda Lee is 36, 37, or 38, according to various biographies. I go with 37.

Dolly's First Hit

FRIDAY, DECEMBER 12: Dolly Parton's first #1 single appeared on the charts ten years ago today, says the Country Music Foundation. It was "Joshua." Francis Albert "Frank" Sinatra is 65 today. He was a "teen heart-throb of the 1940's Big Band era; major pop singer ever since" according to the World Almanac Of Who. Tom Hayden and Dionne Warwick turn 40. Connie Francis is 42. Charlie Rich is 48.



This Week
VARIOUS GUESTS

Next Week
THE KORGIS

Call Jim Brown (213) 399-4949

131 Ocean Park Boulevard Santa Monica, CA 90405

\$310,000 TELEVISION BUY

WRC Mounts Expensive Ad Campaign

With the latest Arbitron sweep now over, the wait for results begins. For WRC/Washington, DC the wait is even more significant than usual. The numbers will indicate listener response to the station's latest ad campaign, launched October 9. Surpassing the quarter-million spent by competitor WRQX in the last book, the extensive \$440,000 promotion included a six-week \$310,000 television buy representing 4400 GRP's, complemented by an eight-week run on 900 bus-backs, 50% of all metro area buses.

Give Me A Break

The NBC outlet switched from All-News to News/Talk two years ago under the guidance of VP/GM Frank Scott. Research was conducted to ascertain market needs and station direction. During that period only maintenance advertising was used. Having reached its

News/Talk

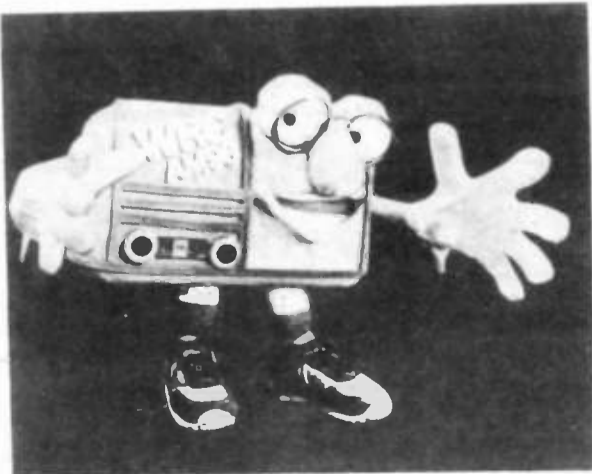
by Gail Mitchell

programming goals, WRC next tackled its public image. Scott relates, "We decided we wanted a campaign that reached a great many people and solved one of our problems — we simply were not that well known for what we did. Thus far, in our latest piece of perception research, WRC led ten stations mentioned as having been noticed by the respondents, with 57% noting our advertising."

Produced by Dale Pon, then Entertainment Marketing Manager of WNBC/New York (and now VP/Audience Development for NBC Radio), the campaign emphasizes a guarantee of the fastest news and fastest news breaks, sometimes interrupting regular talk show programming to offer up-to-the-minute developments. The television spot itself features "Bufford," an animated radio which transforms itself into various things. Both the spot and the busbacks show shots of mouths on telephones with the phrase, "Give Me A Break. Give Me WRC-AM98." You'll notice there is no mention of the format, which is a general rule of thumb with most News or News/Talk stations. Scott explains the omission: "We do not use the term News/Talk in our advertising. We had to make that choice and we felt it was more important in the advertising which is geared to get new people to try us."

Buying Rivals' Time

Besides television and busbacks, WRC also uses newspaper ads to spotlight upcoming special program-



TALKING RADIO — Talking up the advantages of listening to WRC is "Bufford," the animated radio star of the station's advertising campaign. To date several thousand posters featuring his likeness have been distributed in the market.



MAKING HISTORY — Heralded as the largest radio advertising campaign in Washington, D.C. history, the WRC promotion made its debut during a press/staff screening reception on October 9. Pictured at the unveiling are (l-r): campaign producer Dale Pon, VP/Audience Development for NBC Radio, and Frank Scott, VP/GM of WRC.

ming. Because the city restricts outside advertising to the point where it is almost non-existent, television, bus-backs and newspapers serve primary advertising functions. However, WRC went one step further. The station bought time on neighboring WGAY-AM-FM (Beautiful

Music) and WEAM (Big Band). Though not unheard of, this route remains somewhat unexplored by others in the industry. "But," adds Scott, "if you live in the real world, you know the average person listens to at least three and as many as six or seven radio stations in the course of a week. We know we share some stations, so we are willing to advertise on and take advertising from them. Our feeling is we are not going to steal audience. We are simply going to share some audience with them."

Major Breakthrough

Future plans include continuing the same intense advertising pace at least through the first half of 1981. In fact, a whole series is being developed around the character of Bufford. And although the campaign's success remains to be seen, Scott firmly believes in the principle behind it. "If we are successful with this campaign, I think it is going to be a major breakthrough in how to advertise a News/Talk radio station. I think to some degree all News and News/Talk stations have a tendency to be a little too elitist with their advertising. This advertising is much more fun, it has a younger and more common appeal to it instead of listening to some guy in a three-piece suit telling you how important it is to listen to WRC and be fairly well informed."

KMPC COMPLETES TRANSITION TO TALK

Gary Owens — From Music To Talk

Four weeks ago KMPC/Los Angeles quietly completed its long-rumored change to a Talk format. One of the last shows to undergo the transformation was that hosted by well-known personality Gary Owens, an 18-year veteran of the station.

Now being billed as "Gary Owens Magazine," the 3pm-6pm slot still includes popular segments such as the Story Lady and Biff Owens. However, with a 20-to-25 person staff behind him, Owens's shows now feature informational reports as well, ranging from commentaries by Cleveland Amory and Dr. Art Ulene to a segment called "The Law And You." Hit comedy tracks in addition to celebrity guests like Chevy Chase and Christopher Plummer plus "real people" interviews round out the fast-paced three hours, with news, traffic and financial reports integrated into the program. But the mood remains light under Owens's direction. He explains, "In most talk shows there is a modicum of seriousness to everything. This isn't like that. Now the informational qualities are blended with the bizarre silliness. We are trying to get as much into each hour as we can."

Audio Illusion

Certainly such a radical change after 18 years of being a music personality is a major adjustment. Owens is the first to agree. "I was very reticent. When you've done something for so many years, you don't want to change. But it's the first major change for me in radio and I'm kind of thrilled about it. I haven't even noticed I haven't played any music. I'm constantly busy. If my mind dawdles for 30 seconds, I tend to lose my place. It's a challenge for me because it makes me think and it opens other avenues into psychology, historical moments, and current events that I might not get into on a music show."

Owens wanted to maintain the comedic flavor of his old show for several reasons, the most significant of which is giving the listener something funny and light after a hard day's work, as discussed in an interview here two weeks ago with WPLP/Pinellas Park, FL (R&R 11-14). Owens elaborates, "I wanted to keep it light because of people driving home at night — they are tired. They don't want a lot of controversy on the air. We

are offering audio illusion with radio; the collusiveness of reality and illusion if you can put the two together."

Station Rivalry?

So far listener response has been very encouraging. Because of this, does Gary see himself in direct competition with market leader KABC? "I don't feel that way. There are similarities within the format. But just from my standpoint, nobody in Los Angeles is doing the kind of show that I'm doing. I think we are offering something that hasn't really been offered in this market in this manner. We don't get controversial, but deal with topics people are talking about."

News/Talk Personalities

ON THE MOVE: Larry Yurdin has been appointed Operations Manager for WTWN/Grand Rapids, MI. He was formerly Director of the Radio Talent Bank and continues to consult the company. Michael O'Neil becomes full-time anchor at WINS/New York. KTAR/Phoenix welcomes Mary Beth McDonald to its staff as city/county reporter. Food News co-anchors Jackie Olden and Don Fitzgerald of KNX/Los Angeles were recently featured speakers at the Association for Dressings and Sauces meeting at Lake Tahoe.

A LOOK AT SPORTS: WBBM/Chicago recently presented "A Conversation With George Halas," a two-part interview with the owner of the Chicago Bears. The station is also set to broadcast University of Illinois basketball games for 1980-81.

LOVE IS ON THE AIR: At least on November 14 it was, when KABC/Los Angeles broadcast live the pre-sunrise wedding ceremony of two members of the "Ken & Bob Company" "5 O'Clock Club." The nuptials took place on the station parking lot, beginning at 5:15am with the happy couple and guests decked out in sleeping attire. Ken Minyard gave away the bride while Bob Arthur served as best man.

UNEASY RIDER: WINS/New York recently broadcast a 30-part series centered around the uneasy riders of the city's mass transit system. Station reporters questioned transportation workers, politicians, and government officials as well in an effort to shed some light on the problems commuters face every day.

Media Marketing

Written Reports On Focus Groups

Focus groups... those small bands of roving consumers who wander from city to city filling countless cassettes with their opinions on everything from radio stations to tampon substitutes, leaving behind only cancelled checks, dirty coffee cups, and doughnut holes. Their numbers are growing, and they would pose a real threat to the research industry, but for one reason — they are a useful and important aspect of almost any substantial research effort by a radio station or any other organization.

Focus groups are more and more commonly used in radio research every day, and I am sure that all of you are quite familiar with the concept. In fact, most of you have probably sponsored, conducted, viewed (through one-way glass, of course), or in some cases participated in a focus group at some point. **Jhan Hiber** has discussed focus groups in his Ratings & Research column in R&R, and I have provided some detailed ideas about how to conduct them and use their results in earlier Media Marketing columns. The compilation of my series on research studies which appeared as the **Radio Research Handbook** in the American Radio Expo souvenir issue of R&R contained my recommendations with respect to focus groups.

One of my suggestions was that the client organization should not request a formal written report of focus group results because a report tends to "legitimize" the findings far beyond their actual range of application. The uninformed reader may leap to conclusions and, worse yet, make decisions based upon the responses of a mere handful of people. I recently received a very thoughtful letter countering my suggestion from **Drea Besch**, who is Director of Program Production for the **ABC Radio Network**. Her thoughts on the issue are very useful, and I decided to share them with you, with Drea's permission:

I have just had an opportunity to read the Radio Research Handbook published in the souvenir issue of Radio & Records.

As a broadcaster and programmer, I found the research information thorough and well organized. Also educational and therefore a strong tool for any broadcaster who is considering quantitative and/or qualitative research.

As a former focus group moderator (seven years experience), I have one criticism of your piece on focus groups.

You mention that there is no need for a report and do not mention at all the need for at least a verbal wrap-up, after a group, from the moderator to the clients who have been listening "in the back room." I have to disagree. My experience in running groups has shown over and over again the distinct need for the moderator to interpret responses for the client. As you point out, weight is erroneously given to "concrete evidence" over abstract. For this very reason, it is essential that the moderator "calm down" the clients who are observing the session by repeatedly interpreting what has "really" happened in the groups.

Furthermore, a quality moderator is trained to analyze, to "read between the lines." This is no easy task and requires hours of moderating and exposure to consumers to understand how this is done.

From my training and my point of view, it is irresponsible for a moderator not to summarize — either in written or verbal form. As you seem to understand, it is all too easy for a client to leave a session thinking he or she has understood everything that has transpired. Many times, I have seen clients swayed by a particularly domineering respondent; i.e., because that person is so vocal, the client is swept away. You even make this point in your piece. I just feel it is not enough to expect a reader of your article to remember respondents can be domineering, overly enthusiastic/critical, etc. Rather, the moderator should be held responsible for distilling the "results" of a group either immediately after the group is over, or, better still, a few days later. By holding off for a few days, the moderator can listen to the tapes again, refresh his/her memory and mull over what has transpired. There are analyses to be made and, after all, the moderator's ability to analyze should be sought out as much as the ability to simply run a group with good, well thought out, open-ended questions.

Since focus groups are emotional, "live" (as opposed to the "deadness" of statistics on printout sheets), I cannot over-emphasize the need for cool, logical interpretation on the moderator's part. I could tell you stories...

"Focus groups, appropriately used, don't answer questions — they ask them; i.e., they raise the issues for further research."

As should be readily apparent, the lady knows what she is talking about. I agree with her analysis in every respect, with the qualification that your focus group moderator is as well-trained, experienced, and thoughtful as Ms. Besch. Sadly, it has been my experience that there aren't too many of those around, which is what led me to my earlier recommendation against the use of a written report.

Drea accurately points out that a good moderator will help the client not to accept focus group utterances at face value, which is a common tendency. A good moderator can glean from the focus group hypotheses that can be tested in subsequent survey research. In such instances, a good moderator is probably more adept than a non-researcher on the staff of the radio station and hence can be a tremendous asset to the research effort. But a bad moderator can send you down the tubes. There are two significant dangers. The first is that the moderator is not skilled at interpreting comments (reading between the lines, as Drea puts it) and simply reports everything said at face value, often attaching percentages (e.g., 50% of the people said that country music is really neo-disco). Per-

centages based on 8 to 10 people are inappropriate and can be very misleading to someone who reads the results section of the report but not the methodology section. But I have seen more focus group reports than I care to think about which do report percentages.

The second danger is more subtle and difficult to detect. That is when the moderator knows which result you would like to get from the focus group and either consciously or unconsciously biases the discussion and the report so as to give you a "good" result. A good moderator will attempt to remain neutral, but a bad one will often be more motivated to please you by telling you what you want to hear than by giving you a more unbiased result, whether good or bad.

There are probably many more bad moderators than there are good ones, so how do you decide whether or not to select a particular moderator and then whether or not to ask for a written report? Ask to see examples of the moderator's work; i.e., previous reports to other clients. If the report contains percentages, that is a bad sign. If the report states the findings of the focus group as conclusions about what the market likes or dislikes or what action should be taken, rather than as hypotheses about what should be investigated in further research, then you should look elsewhere for a moderator.

There is always a natural tendency for an action-oriented manager to seek answers from research, but focus groups, appropriately used, don't answer questions — they ask them; i.e., they raise the issues for further research. If a moderator can provide you with a report that keeps that in mind, then the report can serve as a useful permanent record of the research and as a communication tool, but beware of the overly conclusive report which only tends to push you toward premature decisions.

Thanks again, Drea, for your insightful comments!

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



SURE TIMES ARE TOUGH. SO IS CANCER

NAT KING COLE · MINNIE RIPERTON · GODDARD LIEBERSON · JIMMY BRYANT

We in the music industry mourn the loss of some of our finest talents. Who is missing in your life? Unfortunately the statistics indicate that you are missing someone taken by this horrendous disease. This insidious killer has touched all too many of our lives in one way or another. We can hope however. Moreover through the pioneering work of the AMC Cancer Research Center and Hospital, we can bring that hope closer to reality. If not for you, then for your children and generations to come.

But we need your help to help you and those you care about. The job is too big and too important. Research at the level necessary to break cancer's deadly code is

costly and if AMC is to continue its enlightened policy of providing innovative treatment regardless of ability to pay, increased funding is needed just to stay even with inflation.

Each year your friends and associates in the record industry recognize the importance of the work of the AMC and the fight against cancer by coming together to honor a leading industry figure. The AMC honoree for 1980 is Kenny Gamble, chairman of the Board of Philadelphia International Records and founder and chairman of the Black Music Association. His selection represents industry recognition not only of his personal genius, but of the major contribution of black

composers, producers, and artists to our industry.

The fact is that black music has helped sustain the record industry during its recent downturn. The other fact is that cancer continues to ravage our lives without regard to economic conditions.

Yes, we do know times are tough. But so is cancer. Won't you join with your friends and colleagues in honoring a man and music that has enriched us all and help fight the scourge that has already taken too much and too many. You... none of us... can afford not to.

If you cannot join us in person, join us in spirit by adding your name or the name of the person you miss to our contributors list.

MAIL THIS
COUPON WITH
YOUR TAX
DEDUCTIBLE
CONTRIBUTION
TODAY...

I am enclosing my check for \$ _____ for _____ dinner reservations and a _____ listing in the Commemorative Program

- Kenneth Gamble Fund Sponsor \$5000
(includes full page ad and ten tickets optional)
- Platinum Sponsor \$3200
(includes table of ten and Platinum Listing)
- Gold Sponsor \$2700
(includes table of ten and Gold Listing)
- Silver Sponsor \$2200
(includes table of ten and Silver Listing)
- Table of ten \$1750
- Dinner ticket (single) \$175
- Platinum Listing \$1500
- Gold Listing \$1000
- Silver Listing \$500
- I cannot attend, but I am enclosing \$ _____ as a contribution to help support the cancer research and patient care programs for the AMC Cancer Research Center and Hospital

My Name _____

Memorial Name _____

My Address _____ Telephone # _____

Please make checks payable to
AMC Cancer Research Center
24 West 57th Street—Suite 603
New York, N.Y. 10019
(212) 757-6460

No tickets available at the door



AMC HUMANITARIAN AWARD DINNER NEW YORK HILTON HOTEL DECEMBER 13, 7PM



**John
Leader**



LETTERS, WE GET LETTERS . . .

CHR Correspondence

R&R has always encouraged its readers to speak out on the issues that affect us all. This week, three letters addressing three different subjects.

First, Jeff Salgo, Program Director of KBZT/San Diego, shares his thoughts on a recent CHR column on "Image Burnout" (R&R 11-7).

"Dear John,

"Great column on Image Burnout! One problem I've found over the six or seven years I've been doing callout research is that callout respondents tend to like a certain sound and rate all those similar-sounding records high.

"A purely callout-programmed station becomes an instant victim of Image Burnout — yet all their research shows they are playing the very most desired songs of their target audience.

callout research may become "instant victim(s) of Image Burnout." The point can be expanded to the exclusive use of any one form of music research. If you check only retail single sales, you may be oversampling a small portion of a very active and younger portion of your potential audience. Rely too much on station requests, and you run the risk of having an extremely small percentage of your total audience dictate their tastes to the masses.

The best music research systems take input from a variety of sources and then analyze the results with a great deal of common sense and market knowledge. There is no totally perfect music research system, and those that subscribe to the "what you see is what you get" school of interpreting research results leave themselves wide open to a drastic change of fortune.

All Out Of Product?

Our second piece of correspondence comes from Bill Michaels, Music Director of KITI/Centralia, WA. Bill

states that his market may have been a bit late in recognizing the magnitude of "All Out Of Love" with airplay. Even if KITI was in synch with the majority of the rest of the country in airing the single, the group had released another single, which by late October was well on its way both in airplay and sales. The point is, "All Out Of Love" had already been a giant hit and Arista was moving on in support of the next release.

The other thing to keep in mind is the "returns" situation that Bill brought up. As I have heard many people in the record business say, "it's that last order that kills you." What that means is that in the life of any hit record there comes a time when the sales stop. Should retail accounts misjudge that stopping point and continue to order quantities of product, the last order will eventually be returned to the manufacturer. In an effort to stop that kind of waste, particularly on a record that has already sold in excess of a million copies, the manufacturers will often judge the end of a record themselves, rather than allowing the public to judge it for them. It may not seem fair at the local level, but from a business efficiency standpoint it makes good sense. Remember too, that any record company would rather sell albums than singles simply because there's more profit in it for them and the artists.

All of us in radio may see more of this happening as the record business reacts to the overall softening of sales nationwide. Responsible record companies are trying to make their operations more efficient, and radio should support those efforts by recognizing the realities of current economic conditions. Every hit single cannot be available indefinitely.

A Gut Issue

Finally, this letter from Ken Burke, Program Director of KMLO/Vista (San Diego), CA.

"Dear John,

"After reading with much interest fellow broadcasters' opinions on such topics as deregulation, the record industry, AM stereo, etc., I've decided my voice should be heard concerning something which appeared in the November 21 issue.

"It's on page 24. Notice the picture in the upper left hand corner? See the girl on the extreme right? She has two navels!

"Maybe radio people have gotten too deeply dependent on research that isn't really telling them what they want to know."

"I've noticed a lot of very slow erosion with 100% callout-programmed stations. Rob Balon's more in-depth research seems to have come up with the reason why.

"Now, I use a mixture of callout, retail, and direct listener contacts. The callout tells me if I have a very offensive record. It also shows me early popularity with adults much sooner than retail.

"Retail shows me which newer records are getting attention or which heavily played records actually aren't generating any interest with the buyers of our market. (It's amazing, but some records being played on nearly every station, every 2-3 hours, fail to create callout, retail, or telephone interest.)

"By direct listener contact I mean that I communicate regularly with people about radio — what they like and don't like.

"In K-BEST's case, its greatest strength is its variety. We play everything from Robbie Dupree and Doobie Brothers to Barbra Streisand and Barry Manilow, Platters and Drifters to Mamas & Papas, Santana, Lovin' Spoonful to Supremes, Four Tops to Jacksons, Osmonds, Lemon Pipers to Stones, Yardbirds and Led Zeppelin.

"The station is Top 5 in every demo from 18 to 49 and nearly always #1 or #2 18 to 49 and 25 to 49.

"Ed Salamon created the format for K-BEST, and I've just recently joined the station, as you know. And while working here I've become very impressed with the ability it has to hold listeners. What your column indicated to me was that maybe radio people have gotten too deeply dependent on research that isn't really telling them what they want to know.

"Thanks again for another column to help improve radio."

Research into your station's music is a subject we have covered from nearly every possible angle. Jeff's letter is echoing something I have always personally believed — while research in all its forms can be important, in and of itself it is not the bible. Rather, research is the encyclopedia.

When you need to make a decision on music, or any other important aspect of your radio station, the more input you can gather in advance of the decision the better. Jeff points out that stations using exclusively

outlines a situation that others may have witnessed as well.

"Dear John,

"I came across something this past week that is so frustrating that for the first time in many years I'm motivated to sit down and write a letter about it.

"I received a phone call from the local manager of D.J.'s Sound City (a record store chain with outlets

"We in radio feel a responsibility to play the best product possible and at least, in my opinion, the record industry should provide what the public wants."

throughout the Northwest). He was calling to ask if I had heard why Arista Records had deleted Air Supply's 'All Out Of Love' from its catalog. After checking with the local Arista people, I was told that they cut it so they wouldn't be stuck with a lot of returns, but also to force the buying public to either purchase the new single or the album.

"I could understand the first argument if the record were over; however, it was still in the top 10 in sales in all the D.J.'s stores and still a heavy request item. The second reason, being to switch sales to the new single or the album, I do not and cannot condone.

"We in radio feel a responsibility to play the best product possible and at least, in my opinion, the record industry should provide what the public wants.

"Maybe I'm naive, but this is the first time I've come across this practice while a record is still a confirmed hit.

"Thank you, John, for allowing me the space to make my views known."

There are a couple of factors at play in the situation Bill describes. First, the life of any giant hit record, which "All Out Of Love" certainly was, is limited. The decision when to pull that particular single from the catalog is made at the record company level based on both how many records have already been sold and how much current airplay the release is receiving. The Air Supply single in question hit #1 the week of August 29 and finally cycled itself off R&R's National Airplay/30 on October 17. Bill's letter, dated November 18, indi-

"I'm baffled. Please get back to me on this ASAP. Thanks."

The photo in question, featuring FM102/Sacramento morning man Steve Wray and four members of the FM102 "Tanning Assistants Squad," was taken into the R&R darkroom for spectral analysis. After several minutes of inspection, two members of R&R's expert "production team" decided to drive to Sacramento, find the young lady in question, and make a professional on-site examination. My personal opinion is that the Lord works in mysterious ways, and I have observed that no matter how many women one looks at, no two are the same. Perhaps this young lady from Sacramento is a bit more different than most, but I say *vive la difference!*

1980's Best, Next Week

Next week's edition of R&R is the year end special. For those of you planning 1980 music countdowns there will be complete lists of the year's airplay champions in all formats. Contemporary Hit Radio's top 80 songs for 1980 will be listed along with an alphabetical arrangement of all tunes that made top 15 or better on The Back Page during the year.

In addition there will be monthly capsules of the people and events that made news in 1980. Don't finalize your station's year-end plans until you've had a look at next week's edition of Radio & Records.

Radio Has "Got To Rock On"

The New Single From

KANSAS



96KX 13-10

KWEN add

Bud Carr Management

On Kirshner Records
Distributed by CBS Records



WQUT GM Stone Dead At 55

William "Rocky" Stone, General Manager of Country-formatted WJCW and AOR outlet WQUT in Johnson City, TN, passed away as a result of a heart attack on his 55th birthday last Tuesday (11-25). Stone had been named President/GM of both stations in 1973 from his previous post as WQUT Sales Manager. He had been with Tri-Cities Broadcasting (owners of the two stations) for 18 years. A member of the Tennessee Association of Broadcasters, Stone is survived by his wife and three children.

Jim Wilson, owner of WJCW and WQUT, remarked upon Stone's passing, "He was not only a friend and an absolutely superb gentleman from start to finish, he was also a tremendous salesperson. I sure miss him." WQUT Program Director Chris Wilson echoed these sentiments, saying, "I respected his leadership in the programming and sales departments. He's one man we're all going to miss."

West

Continued from Page 3

Exec. VP Robert Forward. Forward commented, "Bert West comes to us with some of the best credentials in the industry. He is up-to-date on all phases of broadcasting and has the ability to build a solid, profitable radio chain, should KRLA Inc. move in this direction in the future. Having worked together in the successful development of Golden West Broadcasters, I am looking forward to another successful partnership with Bert."



Bert West

West joined Golden West's KSFO/San Francisco as VP/Asst. GM/GSM in 1957, following nine years at KNX/Los Angeles and CBS Radio on the West Coast. He became VP/GM of Golden West's KVI/Seattle in 1960, returning to KSFO as VP/GM in 1969. He was named President of the company's Radio Division in 1973, serving until he went into semi-retirement in 1978.

Henabery

Continued from Page 3

staff, including the President, Peter Bordes; the Radio Division head, Herb McCord; as well as Julian Breen, the station managers and the program directors."

Henabery, a 32-year broadcasting veteran, founded his company in 1974 following five years as Director/Program Development for the ABC-Owned AM stations (plus consulting the company's FM stations). Previously he was Operations Manager at WRKO-AM-FM/Boston and Program Manager at WWJ-AM-FM/Detroit, among other positions.

LETTERS

Rocktober Origins

Dear R&R:

Obviously Metromedia believes that a good idea doesn't give a damn where it was born.

To my knowledge the term "Rocktober" first received airing on station 41P in Brisbane in 1970. It wasn't the swept-up package deal it is now — just a jock's throwaway line used now and then.

In the early '70's 41P and 2SM in Sydney were establishing a working relationship that later blossomed into one of the most successful creative radio partnerships ever seen in Australia. Both stations totally dominated their markets — jocks and ideas flowed from Brisbane to Sydney and back. Sometime late in '73 either the originating jock or the embryo idea flowed into 2SM's promotion department.

By Rocktober 1974 2SM had crafted a single word into a month-long concept; by 1975 they were syndicating it in Australia and New Zealand. Our major competitors in this market, Radio Hauraki, are now into their fifth successive Rocktober.

So hang in there, WPLJ/New York; there's quite a few of us here in the South Pacific who, for the price of an air ticket, can testify on your behalf. Better still... somewhere in Australia there lurks the clever little ocker who first used the word, and he's probably kicking himself.

Richard Whittaker
Program Director
12M/Auckland, New Zealand

Brady Fan

Dear R&R:

I wanted to let you know how much I really enjoyed the interview with Al Brady (11-14). It was one of the best pieces I've read in months in any publication.

What's most impressive was the fact that the article was so true to the "sound" of Pop/Adult radio today in America. As I travel around the country for both C.P.I. and Broadcasting Marketing Data as a consultant, I hear this type of sound.

Again, a truly fine job on your part.

Sincerely,
Bob Hooper
WNFL/Green Bay

Palmer

Continued from Page 3

Commenting upon Palmer's promotion, Midwest Television Western Division President/General Manager Robert Myers said, "I know that Paul will continue to demonstrate the leadership abilities that have brought KFMB-AM and the FM B-100 to the top position in this very competitive radio market."

Palmer told R&R: "I feel good. I think that right now at these two stations we have the most together radio staff that I've worked with in the entire 20 years I've been in the business. I'm just very excited to be in San Diego and I appreciate that my company has given me the vice presidency title."

Dodson

Continued from Page 3

track record and his list of achievements both in and out of the broadcasting industry speaks for itself."

Along with his duties as VP/GM of KQAM-KEYN, Dodson will be responsible for the operations of all future Long-Pride radio acquisitions. Dodson also currently serves as Commissioner of Education for television for the state of Nebraska.

Radio's Value

Continued from Page 3

The major contemporary outlet in a market now wins with less than a ten share, often less than a five share. No longer is any one station big enough to sell or completely break a new release; the record company must now capture the entire market to accomplish these goals. Compounding the difficulties of this situation we see that even in rare cases when an entire market plays a record, its exposure is staggered: one station adds it as the first station to play it is dropping the record. Therefore, it becomes nearly impossible to generate the impact and excitement so vital to break an act or sell the expected quantity of records. Further, fewer and fewer national hits happen simultaneously in all regions of the country, diluting the interest and anticipation necessary to move records off the shelves.

All too frequently new music is viewed by the radio station as a liability and it is programmed accordingly. No fanfare, no build-up, no aid in creating momentum for a new act. In many cases when a song is played on a radio station it is not even identified. A listener is not a potential record purchaser unless he knows what to ask for.

All of this is not to say that radio is unsuccessful. On the contrary, radio has never been healthier. But radio's objectives are not record's objectives. As the rift continues to widen the promotional value of radio continues to diminish.

Radio & Records seems to contradict its own editorial statement when it suggests that the new video technologies be ignored. I would strongly urge the record industry to explore and participate in the development of all promising new technologies to supplement radio as a music marketing tool.

Some of the new video technologies will provide opportunities for entirely new and unique marketing strategies. Acts that need to be seen to break, which previously had to be broken out of clubs or tours, are ideal for the visual media. A video presentation of music can even visually identify the song, the album and the artist a potential buyer is watching so that he will know exactly what to ask for at the record store.

Consider the target audience of video music. Clearly it is a 12-24 skew — the record buyer, the person most interested in music.

These new technologies are being developed today. The record industry can help mold the future with their input and support.

Robert W. Pittman
Vice President/Pay TV Programming
Warner Amex

RADIO VS RECORDS:

Open Letter

Continued from Page 3

of discs! This would facilitate a 95% staff cutback, and if the record company charged each radio station a fat fee for the tape then they might even make money. I think it's safe to assume that for now this is ridiculous, but that none of us want future shock either.

Lately, some of our programming decisions have caused controversy, and it saddens me to know that the situation has become desperate enough to cause major record companies to have no avenue but the suspension of advertising or promotional support if complete albums are aired, especially before release. It saddens me to know that retailers have begun to see the airing of complete LP's as radio vs. retail, rather than a promotional boost. But it has happened here, and may well to you, soon, if it hasn't already.

We can support no efforts on the part of records or retail to censure a radio station if the station's competitive circumstances require that programming complete LP's be continued. I can even understand those programmers who will put listener service ahead of record and retail support. But for our part, we will stop airing complete LP's as of now and until the economic crunch lessens, or we find that we are put at a significant programming disadvantage. The alternatives we plan will include scramble programs presenting segments of LP documentary style (the NBC Source mini-videos are a good example of this). We will sample the LP on the air and in cooperation with Tracks (a major local Record Bar outlet), we will invite listeners to call their opinions to a sample-line at the store and callers will receive discount coupons for the LP. But for now, we will no longer program complete new LP's without specific coordination with the retailer and the record company, or at their request. This decision is not made because of pressure, but in spite of it. Why are we fighting each other?

I urge you to consider your programming policies. How long can we ignore the people who give us much of what we are, just because most of us are fat and happy?

John Heimert
Program Manager
K-94/Norfolk

PROFESSIONAL SYNDICATION SALESPEOPLE...

AMERICAN IMAGE PRODUCTIONS In Nashville is seeking experienced professional salespeople to handle the following products:

- production libraries
- TV promotional packages (audio & video)
- radio theme packages (audio & video)

A variety of compensation plans are available. Position requires travel using qualified leads.

AMERICAN IMAGE currently serves over 1,000 broadcasters in the U.S.A. and Canada. If you are currently involved in this type selling to broadcasters contact Jerry Williams. If replying by mail include resumé.



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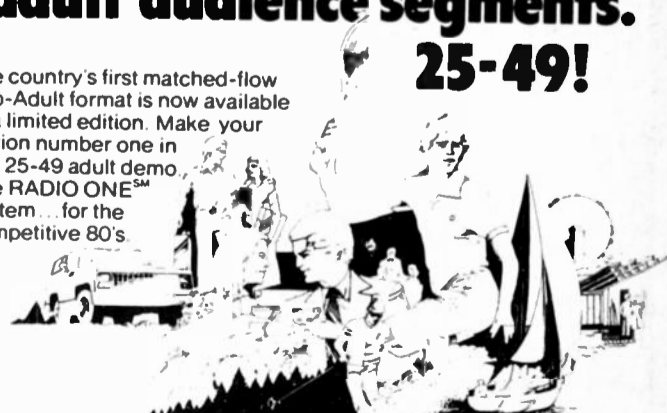
Continued from Page 1

Advisory Council Next Step

Membrado told R&R that the issue will be discussed at the December 14 Palm Beach meeting of the Arbitron Radio Advisory Council, at which time Arbitron will announce the changes, if any, that will be instituted. In the meantime, efforts to market the product in Los Angeles and Chicago are on hold, pending the outcome of the marketplace reception in New York.

Capture the nation's largest adult audience segments. 25-49!

The country's first matched-flow Pop-Adult format is now available in a limited edition. Make your station number one in the 25-49 adult demo. The RADIO ONESM system... for the competitive 80's.



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REMARKABLE RECORDS

CHEAP TRICK "Stop This Game"

REO SPEEDWAGON "Keep On Lovin' You"

NEW & ACTIVE

CHEAP TRICK "Stop This Game" (Epic) 91/3
 Moves: Up 47, Same 40, Down 1, Adds 3, WDJX, KYA, KFXD, CHUM 12
 9, KUPD 30-24, WVLK 30-26, KCPX 32-29, FM103 10-6.



Produced by George Martin

WBEN-FM add 38
 96KX on
 JB105 add 33
 94Q deb 29
 Q105 add
 WDRQ add
 CKLW deb 28
 KSLQ add
 KBEQ 23
 WOKY add
 KJR add
 KUPD on
 WOLF on
 WBBF add
 WHFM 35-31
 WTRY add
 WPST deb 33
 WAEB add
 Q106 add
 WAQY add
 V100 on
 KSRR add
 KBFM add
 KWIC deb 30
 WFMF add
 KQ94 deb 30
 KLAZ deb 40
 WJDX add
 KXX106 22-18

WARY add
 WBBQ add
 KX104 add
 WSKZ on
 WAYS add
 WQRK on
 WRVQ add
 KJ100 20-16
 WVLK add
 WEFM 27-21
 WGRD add
 WVIC on
 WAKX add
 KWEN 30-23
 KEYN-FM add
 KZ93 on
 Z104 28-26
 WNAM 29-26
 WIKS deb 33
 U93 add
 WOW on
 KEZR add
 KKXX add
 KYSN deb 29
 KCPX deb 38
 FM103 add
 KMJK add
 KLUC deb 27

KENO add
 KZZP 26-23
 KRQ add 30
 KTKT add
 WLBS add
 WIGY deb 29
 WFBG add 32
 WCIR add
 Z102 add 28
 WCGQ add
 WISE add
 WANS-FM deb 36
 FM99 on
 KQIZ-FM 24-20
 KPUR add
 KVOL deb 28
 KFVR add
 KKRC deb 28
 KKLS on
 WRKR 28-26
 WSPT deb 26
 KWVL deb 30
 KENI on
 KCBN on
 KATI add
 KQDI add
 KYA on
 KRLC deb 27



Produced by Kevin Cronin,
 Gary Richrath and Kevin Deamish

ON  RECORDS

DOOBIE BROTHERS One Step Closer (WB) LP: One Step Closer 189/13 87%

Regional Summary, National Summary, P1, P2, P3 charts for Doobie Brothers.

EARTH, WIND & FIRE You (ARC/Columbia) LP: Faces 64/10 29%

Regional Summary, National Summary, P1, P2, P3 charts for Earth, Wind & Fire.

(Andy Gibb continued) HEART Tell It Like It Is (Epic) LP: Greatest Hits/Live 182/4 88%

Regional Summary, National Summary, P1, P2, P3 charts for Heart.

(Jacksons continued) KINGS Beat Goes On/Switchin' To Glide (Elektra) LP: Greatest Hits/Live 64/6 28%

Regional Summary, National Summary, P1, P2, P3 charts for The Jacksons.

KORGIS Everybody's Got... (Elektra) LP: Dumb Waiters 168/4 76%

Regional Summary, National Summary, P1, P2, P3 charts for Korgis.

(John Lennon continued) DELBERT McCLINTON Giving It Up For... (Capitol) LP: The Jealous Kind 88/68 41%

Regional Summary, National Summary, P1, P2, P3 charts for Delbert McClinton.

EAGLES Seven Bridges Road (Asylum) LP: Eagles Live 71/17 33%

Regional Summary, National Summary, P1, P2, P3 charts for Eagles.

DAN FOGELBERG Same Old Lang Syne (Full Moon/Epic) LP: The Innocent Age 88/57 32%

Regional Summary, National Summary, P1, P2, P3 charts for Dan Fogelberg.

HEART Tell It Like It Is (Epic) LP: Greatest Hits/Live 182/4 88%

Regional Summary, National Summary, P1, P2, P3 charts for Heart.

KINGS Beat Goes On/Switchin' To Glide (Elektra) LP: Greatest Hits/Live 64/6 28%

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KORGIS Everybody's Got... (Elektra) LP: Dumb Waiters 168/4 76%

(John Lennon continued) DELBERT McCLINTON Giving It Up For... (Capitol) LP: The Jealous Kind 88/68 41%

MICHAEL STANLEY BAND
He Can't Love... (EMI America)
LP: Heartland
73/22 34%

Regional	National
Summery	Summery
UP 19	UP 19
DOWN 1	DOWN 1
ADDS 1	ADDS 1

ROD STEWART
Passion (WB)
LP: Foolish Behavior
186/7 85%

Regional	National
Summery	Summery
UP 16	UP 16
DOWN 1	DOWN 1
ADDS 1	ADDS 1

(Barbra Streisand w/Barry Gibb continued)

Regional	National
Summery	Summery
UP 16	UP 16
DOWN 1	DOWN 1
ADDS 1	ADDS 1

STEELY DAN
Hay Nineteen (MCA)
LP: Gaucho
189/29 87%

Regional	National
Summery	Summery
UP 14	UP 14
DOWN 1	DOWN 1
ADDS 2	ADDS 2

BARBRA STREISAND w/BARRY GIBB
Gulfit (Columbia)
LP: Quality
199/0 92%

Regional	National
Summery	Summery
UP 15	UP 15
DOWN 1	DOWN 1
ADDS 1	ADDS 1

DON WILLIAMS
I Believe In You (MCA)
LP: I Believe In You
119/11 56%

Regional	National
Summery	Summery
UP 7	UP 7
DOWN 1	DOWN 1
ADDS 1	ADDS 1

Others Getting Significant Action

(Continued from Back Page)

SUPERTRAMP "Breakfast In America" (A&M) 25/12

Moves: Up 3. Same 10. Down 0. Adds 12. Q106, WGCL, WFM, KINT, WRVQ, KJ100, YSA, KJRB, KTAC, WISE, KQIZ, KRLC.

STEVIE WONDER "I Ain't Gonna Stand For It" (Motown) 24/9

Moves: Up 10. Same 5. Down 0. Adds 9. JB105, KFRC, WPST, B97, WAYS, KJRB, KNBO, Z102, WSGA.

MAC DAVIS "Texas In My Rearview Mirror" (Casablanca) 23/0

Moves: Up 17. Same 5. Down 1. Adds 0. WROR 20-18, WZUU 22-20, WHYN 24-20, KTSA 4-28, KWIC 10-9, KILE 13-10, KSEL 15-10.

ROCKPILE "Teacher Teacher" (Columbia) 22/8

Moves: Up 7. Same 7. Down 0. Adds 8. WOLF, KWIC, WNDL, KEEL, KLAZ, KWEN, WIGY, WFBQ.

DAK "Set The Night On Fire" (Sky's The Limit/Mercury) 20/5

Moves: Up 7. Same 8. Down 0. Adds 5. PRO-FM, JB105, KQSA, BJ105, KIOY, WJBO, 21-15, WIGY 21-17.

DONNIE IRIS "Ah! Leehi" (MCA) 19/9

Moves: Up 5. Same 5. Down 0. Adds 9. 96KK, WGCL, WGH, KWEN, WDJX, KXXX, KQIZ, FM, KPUR, KODK.

DAVID BOWIE "Fashion" (RCA) 19/3

Moves: Up 5. Same 10. Down 1. Adds 3. KRLY, KINT, KRUZ, WXLO 23-22, KSET-FM 19-14, KRLC 22-18.

MANHATTAN TRANSFER "Trickle, Trickle" (Atlantic) 18/3

Moves: Up 9. Same 6. Down 0. Adds 3. WICC, Y103, FM99, KARTH, 28-24, KIIS-FM 30-27, K104 15-9, WSGA 32-29.

CLIFF RICHARD "A Little In Love" (EMI America) 17/7

Moves: Up 0. Same 0. Down 0. Adds 17 including WFI, WHYN, KLAZ, KX104, WAYS, WGH, WISM, KIOY, KRUZ, WXLK, KXKL, KBOZ.

PURE PRAIRIE LEAGUE "I Can't Stop This Feeling" (Casablanca) 16/2

Moves: Up 6. Same 8. Down 0. Adds 2. WGCL, WGH, 96KK 7-5, KQSA 28-28, KILE 34-30.

RITA COOLIDGE "Fool That I Am" (A&M) 12/6

Moves: Up 4. Same 2. Down 0. Adds 6. KOPA, KLAZ, WSGN, BJ105, WTMA, KBOZ, KSTT 30-18.

TEENA MARIE "I Need Your Lovin'" (Gordy) 11/0

Moves: Up 1. Same 4. Down 1. Adds 0. WKKS 14-13, KRLY 22-19, KIIS-FM 28-21, WNOE 4-38, KIOY 7-2.

DIRE STRAITS "Skateaway" (WB) 10/5

Moves: Up 1. Same 4. Down 0. Adds 5. K104, KWEN, WANS-FM, KKLK, KRLC.

REDDINGS "Remote Control" (Believe In A Dream) 10/0

Moves: Up 5. Same 3. Down 2. Adds 0. WKKS 16-9, Y100 5-4, 96K 6-2, KHYT 18-14, FM99 13-9.

AC/DC "Back In Black" (Atlantic) 9/8

Moves: Up 0. Same 1. Down 0. Adds 8. Q102, WNOE, WOKI, KSTT, KIDD, KJRB, KNBO, KWWL.

SHALAMAR "Full Of Fire" (Solar/RCA) 9/7

Moves: Up 1. Same 1. Down 0. Adds 7. WKKS, KRLY, KINT, KILE, KVOL, KIOY, KGGI.

Coming Next Week:

'80 // IN REVIEW

TIERRA
Together (Boardwalk)
LP: City Nights
107/27 49%

Regional	National
Summery	Summery
UP 4	UP 4
DOWN 1	DOWN 1
ADDS 2	ADDS 2

ROD STEWART
Passion (WB)
LP: Foolish Behavior
186/7 85%

Regional	National
Summery	Summery
UP 16	UP 16
DOWN 1	DOWN 1
ADDS 1	ADDS 1

BARBRA STREISAND w/BARRY GIBB
Gulfit (Columbia)
LP: Quality
199/0 92%

Regional	National
Summery	Summery
UP 15	UP 15
DOWN 1	DOWN 1
ADDS 1	ADDS 1

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THE PICTURE PAGES

Tull Travels To Tinseltown



Chrysalis staffers joined Jethro Tull in Los Angeles upon completion of the group's U.S. tour promoting their current LP "A." Shown at the gregarious gathering are (front, l-r) Chrysalis Sr. VP Billy Bass, Roger Watson, U.K. rep Jo Lustig, Chrysalis President Sal Licata, Tull members Eddie Jobson, Ian Anderson, and Martin Barre, Chrysalis International Group of Companies co-Chairmen Terry Ellis and Chris Wright, U.K. managing director Doug D'arcy, and VP Jeff Aldrich; (back, l-r) VP Stan Layton, band members Dave Pegg and Mark Craney, and U.K. rep Roy Eldridge.

RCA Introduces Michael Wycoff



A "Meet Michael Wycoff Press Luncheon" was hosted by parent label RCA to introduce the artist and his debut album "Come To My World." Greeting Michael (third from left) are (l-r) RCA's Keith Jackson, Basil Marshall, Robert Wright, and Regis Silas, RCA Div. VP's Larry Gallagher and Ray Harris, Wycoff's manager Tom Cossie, and RCA's Billy Reilly.

"Don't Say No" To Burnette



Columbia artist Billy Burnette recently performed at Nashville's Exit/In in support of his current single, "Don't Say No." Shown after the show are (front, l-r) CBS Records' Barry Mog, label's Jeff Lyman, label's Drew Ponder, CBS's Jim Carlson, BMI's Phil Graham; (middle, l-r) CBS Records' Joe Casey, CBS VP Roy Wunsch, House Of Gold VP Bob Montgomery, Burnette, BMI President Frances Preston, label's Joe Moscheo; (rear, l-r) House Of Gold's Larry Henley, Burnette's managers Susie Franks and Barry Seidel.

Bearsville Group Proud To Be Average



Newly-signed Bearsville group the Johnny Average Band are preparing for the release of their Warner Brothers distributed debut album "Some People." Taking a break from the project are (l-r) group namesake "Johnny Average" (Mick Hodgkinson), Bearsville VP/IGM Howard Rosen, JAB lead singer Nikki Wells, and Bearsville engineer Griff McRee.

ELO Still Part Of Jet-Set



ELO has re-signed with Jet/CBS Records, with release of their next LP scheduled for early spring to be followed by a world tour. Pictured at the ceremony are Jet founder and label head Don Arden (center) flanked by ELO members Jeff Lynne (left) and Bev Bevan (right).

R.W. Morgan Special Made For Michelob



Michelob recently renewed sponsorship of the Watermark-produced syndicated radio program "The Robert W. Morgan Special Of The Week." In honor of the occasion a special commemorative gold record of a recent Billy Joel program was presented to (l-r) Anheuser-Busch Group Marketing Manager Robert E. McDowell, Michelob Sr. Product Manager Joe Martino, and program host Robert W. Morgan.

Michael Stanley Band Rocks Bottom Line



EMI America's Michael Stanley Band recently played New York's Bottom Line as part of a national tour. Pictured post-performance are (rear, l-r) Capitol's Ira Derfler and EMIA/Liberty's Bob Currie; (middle, l-r) Belkin/Maduri Management's Mike Belkin, group's Gary Markasky, EMIA/Liberty's Ken Benson, EMIA/Liberty VP Don Grierson, label's Howard Bernstein and Clay Baxter; (front, l-r) EMIA/Liberty's Rich Tamburro and Michael Stanley.

Debra DeJean Gives Handshake Goosebumps



Shaking with excitement over new artist Debra DeJean's debut single "Goosebumps" are (l-r) producer Bo Bohannon, Handshake President Ron Alexenburg, DeJean, and Handshake VP Pete Gidlon.

THE PICTURE PAGES

Hearty Surprise For Whitman



Cleveland International artist Slim Whitman was recently honored by Epic Records for his first releases on the label, "Songs I Love To Sing" and "Christmas With Slim Whitman." Whitman was treated to a surprise visit from Ann and Nancy Wilson of Heart. Pictured at the New York reception are (l-r) CBS Records' VP Roy Wunsch, Epic/Portrait/CBS Associated Labels' VP/GM Don Dempsey, CBS Records Division President Bruce Lundvall, Heart's Ann Wilson, CBS Records Group President Walter Yetnikoff, Slim Whitman, CBS Records Deputy President Dick Asher, Cleveland International Records President Steve Popovich, CBS's Joe Casey, (kneeling) Nancy Wilson of Heart and manager Ken Kinnear.

Several Singers Rock Robert



Several prominent recording artists turned up in New York recently to appear on the "Robert Klein Hour," a syndicated radio program. Actor/comedian Robert Klein played host to MCA's Iron City Houserockers, Arista's Al Stewart, and Epic/Blue Sky artist Rick Derringer. Pictured following the taping are (l-r) Stewart, Derringer, Klein and Joe Grushecky, vocalist and leader of the Iron City Houserockers.

Emily Greeted By Handshake



Singer/actress Emily has signed with Handshake Records, with her debut single just out. Discussing the singer's career are (rear, l-r) Plateau co-Presidents Eddie O'Loughlin and Lou DeBiase and (seated, l-r) Handshake President Ron Alexenburg and Emily.

"Drunk And Crazy" Bared In New York



CBS headquarters in New York City was the recent scene of a Bobby Bare listening party to preview his latest LP "Drunk And Crazy." Shown in a receptive mood are (front, l-r) Columbia Records VP Arma Andon, Country Music Assn. Exec. Dir. Jo Walker, Sound Seventy Vice Chairman/Pres. Joe Sullivan, Bare, CBS Records Nashville VP/GM Rick Blackburn, Columbia VP Joe Mansfield, and CBS's Joe Casey; (back, l-r) Sound Seventy Corp. VP Ron Huntsman, Columbia's Don Colberg, and Sound Seventy Corp. Exec. VP Steve Grell.

AC/DC Spark Sales



Atlantic Records artists AC/DC were recently honored in London where they received plaques commemorating worldwide album sales in excess of ten million units. Pictured charged with excitement are (l-r) group members Phil Rudd, Brian Johnson, Malcolm Young, Angus Young, and Cliff Williams, and AC/DC manager Peter Mensch.

Platinum Passion For Benatar



Chrysalis recording artist Pat Benatar was recently awarded platinum honors for both her debut album and current LP release "Crimes Of Passion." Shown at the presentation are (l-r) Chrysalis Co-Chairman Terry Ellis, band's Roger Capps, Pat Benatar, band's Neil Geraldo and Scott Sheets, Chrysalis President Sal Licata, band's Myron Grombacher, Benatar's manager Rick Newman, and Chrysalis VP Jeff Aldrich.

Air Supply Wins For Wizard



Australian-based Wizard Records, in conjunction with Polygram Canada, presented the label's Air Supply with their first collection of gold and platinum for their hit album ("Lost In Love") and single ("All Out Of Love"). Shown with their own copies of the plaques are (l-r) Wizard's Derek Steede, Polygram Canada President Tim Harrold, group producer and Wizard Exec. Dir. Robie Porter, and Polygram VP Leo da Silva.

Pacific Arts Pens Mark-Almond



The Mark-Almond Band recently signed a contract with Pacific Arts. A new "Best Of - Live!" LP recorded on tour is in the final production stages, slated for release in January. Pictured at the inking are (seated, l-r) Jon Mark, Pacific Arts President Kathryn Nesmith, Johnny Almond, (rear, l-r) Pacific Arts VP David Bean, and label's Chuck Melancon.



Jeff Gelb AOR

One of the most successful image promotions AOR radio has attempted is the A-Z special, which plays every album and single track recorded by a particularly popular AOR artist, in alphabetical order by song title.

It's a particularly effective image promotion because it allows even tight-listed AOR's to play a depth of cuts by a surefire AOR image artist.

A-Z promotions are fun to do but can be hard to prepare. To help make it easier, I asked WRKI/Bridgeport MD Brian St. James to donate his lists for two popular A-Z artists. In two weeks, KAZY/Denver MD Greg Gillispie will share his research by supplying A-Z lists for both the Beatles and Rolling Stones!

The lists show song title first, then the album on which the cut can be found.

Led Zeppelin A-Z

Houses = *Houses Of The Holy*; In Through = *In Through The Out Door*; Phys Graf = *Physical Graffiti*; Pres = *Presence*. (Live album cuts are not listed.)

Achilles' Last Stand	Pres
All My Love	In Through
Babe I'm Gonna Leave You	1
(The) Battle Of Evermore	4
Black Country Women	Phys Graf
Black Dog	4
Black Mountain Side	1
Boogie With Stu	Phys Graf
Bring It On Home	2
Bron-Y-Aur	Phys Graf
Bron-Y-Aur Stomp	3
Candy Store Rock	Pres
Carouselambra	In Through
Celebration Day	3
Communication Breakdown	1
(The) Crunge	Houses
Custard Pie	Phys Graf
Dancing Days	Houses
Dazed And Confused	1
Down By The Seaside	Phys Graf
D'Yer Mak'er	Houses
Fool In The Rain	In Through
For Your Life	Pres
Four Sticks	4
Friends	3

Gallows Pole	3
Going To California	4
Good Times Bad Times	1
Hats Off To (Roy) Harper	3
Heartbreaker	2
Hey Hey What Can I Do	B-Side of Immigrant Song Single
Hot Dog	In Through
Hots On For Nowhere	Pres
Houses Of The Holy	Phys Graf
How Many More Times	1
I Can't Quit You Baby	1
I'm Gonna Crawl	In Through
Immigrant Song	3
In My Time Of Dying	Phys Graf
In The Evening	In Through
In The Light	Phys Graf
Kashmir	Phys Graf
(The) Lemon Song	2
Living Loving Maid	2
Misty Mountain Hop	4
Moby Dick	2
Night Flight	Phys Graf
Nobody's Fault But Mine	Pres
No Quarter	Houses
(The) Ocean	Houses
Out On The Tiles	3
Over The Hills And Far Away	Houses
(The) Rain Song	Houses
Ramble On	2



Rock And Roll	4
(The) Rover	Phys Graf
Royal Orleans	Pres
Sick Again	Phys Graf
Since I've Been Loving You	3
(The) Song Remains The Same	Houses
Southbound Saurez	In Through
Stairway To Heaven	4
Tangerine	3
Tea For One	Pres

Ten Years Gone	Phys Graf
Thank You	2
That's The Way	3
Trampled Underfoot	Phys Graf
Wanton Song	Phys Graf
What Is And What Should Never Be	2
When The Levee Breaks	4
Whole Lotta Love	2
Your Time Is Gonna Come	1
You Shook Me	1

Bruce Springsteen A-Z

Greetings = *Greetings From Asbury Park, NJ*; Wild, Innocent = *The Wild, The Innocent And The E. Street Shuffle*; Darkness = *Darkness On The Edge Of Town*. (Also included: No Nukes.)

Adam Raised A Cain	Darkness
(The) Angel	Greetings
Backstreets	Born To Run
Badlands	Darkness
Blinded By The Light	Greetings
Born To Run	Born To Run
Cadillac Ranch	The River
Candy's Room	Darkness
Crush On You	The River
Darkness On The Edge Of Town	Darkness
Devil With A Blue Dress On	No Nukes
Does This Bus Stop At 82nd Street?	Greetings
Drive All Night	The River
E Street Shuffle	Wild, Innocent
Factory	Darkness
Fade Away	The River
For You	Greetings

Fourth Of July, Asbury Park (Sandy)	Wild, Innocent
Growing Up	Greetings
Held Up Without A Gun	B-Side of Hungry Heart Single
Hungry Heart	The River
I'm A Rocker	The River
Incident On 57th Street	Wild, Innocent
Independence Day	The River
It's Hard To Be A Saint In The City	Greetings
I Wanna Marry You	The River
Jackson Cage	The River
Jungleland	Born To Run
Kitty's Back	Wild, Innocent
Lost In The Flood	Greetings
Mary Queen Of Kansas	Greetings
Meeting Across The River	Born To Run
New York	Born To Run
City Serenade	Wild, Innocent
Night	Born To Run
Out In The Street	The River
Point Blank	The River

(The) Price You Pay	The River
(The) Promised Land	Darkness
Prove It All Night	Darkness
Racing In The Streets	Darkness
Ramrod	The River
(The) River	The River
Rosalita (Come Out Tonight)	Wild, Innocent
Sherry Darling	The River
She's The One	Born To Run
Something In The Night	Darkness
Spirit In The Night	Greetings
Stay	No Nukes
Stolen Car	The River
Streets Of Fire	Darkness
Tenth Avenue Freeze Out	Born To Run
Thunder Road	Born To Run
(The) Ties That Bind	The River
Two Hearts	The River
Wild Bill's Circus Story	Wild, Innocent
Wreck On The Highway	The River
You Can Look (But You Better Not Touch)	The River



(A 1973 CBS sampler single contains a live variant of "Wild Bill's Circus Story" called "Circus Song." Stations may also wish to add their tape versions of "Santa Claus Is Coming To Town.")

HH

LOVERBOY

SOLID AIRPLAY BUILDING IN HEAVY TRAFFIC:

WGRQ	WLIR	WYMX	KILO	KGB
WCCC	WRNW	WROQ	K-97	KTYD
WHCN	WCOZ	WSMB	KFMS	KZAM
WGIR	KYTX	KQDS	KCPX	KDKB
CHEZ-FM	WKLS	WHKC	KSJO	KXFM
WYSP	WRKK	WXUS	KISW	KWXL
WMJQ	KPAS	KFMH	KZOK	
WSYR	WORJ	KLYX	KWFM	
WOUR	WQDR	WEBN	CFOX	
WAVA	KISS	WMAD		
WKLC	KLBJ	WTUE		
WHFS	WGVL	WIOT		
WDHA	WKQQ	WAQX		

RECOMMENDED CUTS:

"THE KID IS HOT TONITE"

"TURN ME LOOSE"

"LADY OF THE '80'S"



PLATINUM IN CANADA



ON COLUMBIA RECORDS

Jeff Gelb

EVOLUTION

The FCC approved the sale of WLOB-FM/Portland, ME from Greater Portland Radio to Eastport Broadcasting. The station will switch call letters to WYNZ (Z 101) but retain its AOR format and Superstars affiliation... WOUR/Utica pulled an odd switch when PD Tom Starr and MD Dale Edwards announced they were switching jobs, effective immediately... Bob Davis has announced his plans to resign as PD of WRXL/Richmond as soon as a replacement can be found... WIKC/Evansville PD Jeff Curry has exited and Dave Lyons has been named his successor... WAEV/Savannah PD Bruce Cotton has exited to program WNCG/Charleston. Mark Howard is the new WAEV PD... Jeff Freund has been upped to PD from afternoons at KATT-FM/Oklahoma City. Former PD Mark Dempsey has exited... KFMG/Albuquerque's new MD is Craig Martin... KNX-FM/Los Angeles has finally ended its morning show talent search with the announcement that former KSJO/San Jose PD Don Wright will join the station by year's end for the job... Lots of changes at WMAD/Madison: Dan Monahan has been named Asst. MD; Bob Clifford has joined the station from WAPL/Appleton for overnights as Mike Kirven exits that shift for airwork at WLLZ/Detroit. WMAD also has a new News Director: John Dignan, from a Madison TV news post... Mike Beach has been rehired by WIMZ/Knoxville for morning drive, replacing departing Rick Kirk... New to overnights at WFBQ/Indianapolis is Yvonne Sims from WDIZ/Orlando... Kerry McCall has joined KLOL/Houston from KKXX/Bakersfield for weekends.



KLIPETTE — KLIPETTE GOOD — No, it's not the latest Devo song; it's a nosehair picker that Steve Dahl is giving away to lucky listeners during his Breakfast Club broadcasts on WLUP/Chicago. Pictured receiving her very own selection of clippers from Steve is visiting Epic recording artist Nancy Wilson of Heart.



KISW HONORS HENDRIX — To commemorate the 10th anniversary of Jimi Hendrix's death, KISW/Seattle featured catalog giveaways, an A-2 tribute and film festival, and honored James Hendrix Sr. (right) with a memorial plaque and a 2½-hour on-air interview, open for questions from listeners, hosted by MD Steve Slaton (left).



BENATAR'S BUZZARDS — During a recent concert stopover in Cleveland, Chrissall's Pat Benatar dropped by WMMS for a chat with the staff. Pictured (standing, l-r) are PD John Gorman, MD Kid Leo, Benatar, group's Cleveland-born Neil Geraldo, and station's Denny Sanders and Dia; (kneeling, l-r) are station's Matt The Cat and Betty Korvan.

UPDATE

The album-tracking controversy has taken some interesting turns lately, with several AOR's choosing to stop the practice in favor of exposing new music in other ways. Among the stations who've called to say they're no longer going to be tracking albums in their entirety are WSHE/Miami and WLPX/Milwaukee, whose MD Bobbin Beam reported that the B/A/M/D organization has suggested its client Superstars stations stop the practice... Sure, now everyone knows who shot J.R. But on the Friday night of that fateful broadcast, KLOS/Los Angeles night air personality Bob Coburn called a friend back east who had already seen the show by 8pm West Coast time. He told Bob the identity of the culprit, and Bob went on the air to ask his listeners if they wanted to know the name before the show aired. An overwhelming number of callers said yes, but to protect those listening who didn't want the surprise spoiled, Bob gave the name to the people working KLOS's community switchboard, which was immediately flooded with hundreds of curious callers... That's dedication: WAQX/Syracuse PD Ed Levine just took his first day off in 48 days. One of the things that's kept him busy is arranging the first WAQX female mud wrestling championship, which invites WAQX distaff listeners to sign up for the event, to be staged at a local nightclub, and offering the winner \$95 in prize money... WMMR/Philadelphia got a head start on the Christmas season by sponsoring a Jimmie Mack concert, with free admission to anyone donating a toy for the annual Toys for Tots campaign... KZOK/Seattle is the latest station to ask listeners to submit tapes and artwork for a Homegrown-style album... WRNW/Briarcliff Manor helped make Thanksgiving a happy holiday for the needy by airing a special series of PSA's by celebrities, WRNW air personalities, and local advertisers, soliciting donations of canned goods and non-perishable foods to convenient drop-off locations... "Don't Dump On Connecticut-WCCC": That's what the bumperstickers that WCCC is distributing free to listeners who send the station self-addressed stamped envelopes say. The campaign is being organized in response to the news that toxic wastes are going to be dumped in a Hartford suburb... Record-breakers: Marc Coppola and Bob Buchmann are going to try to break the current record for a two-man airshift, by staying up and on the air on WBAB/Long Island for 102 hours, between December 8 and December 12. Good luck, guys... How often have you heard of an AOR playing its competitor's local music album? That's what's happening in Chicago, where WXRT recorded a number of legendary blues greats in concert on the station's stage at this year's Chicagofest, and released an album of the tapes called "Blues Deluxe." Neighboring WMET picked up a copy of the album and has been programming cuts from it (without crediting WXRT by name, but with album title mentions)... The WLAV/Grand Rapids airstaff brought live music to an area correctional facility,

for a concert the station taped for later broadcast... WRKK/Birmingham has developed an interesting music research system: each week, the station runs a "Music Research Hour" on the air, asking listeners to pick up research forms at area record stores, listen to the broadcast, and fill out and send in the forms, which details their responses to the music played during the show. Their completed form makes them eligible to win several prizes, including \$1099 in cash... WCMF/Rochester MD Ted Edwards is also the host of the station's first local TV special, which plays rock video as well as segments produced by the station of local bands. WCMF will simulcast the audio portion of the show, which may become a series if popularity warrants it... WZXR/Memphis came up with a wild contest: they asked listeners to look for the biggest B-52's style hairdo, and submit photos to the station's morning team, who acted as judges. Winners received albums, Polaroid cameras, and a grand prize dinner hosted by the morning team, consisting of real rock lobster, a "Private Idaho" baked potato, and — you guessed it — quiche lorraine... The flurry of fires in Southern California recently burned through the power lines leading to KCAL/San Bernardino's transmitter, causing the station to be off the air for two full days, 'til crews could reach the problem area.

COMING NEXT WEEK: Our annual roundup of the most important AOR news stories of 1980. Also, our comprehensive best of '80 music chart, which compiles data from the Album Airplay/40 charts for the year. If you're planning a year-end music special, don't finalize it till you have the chance to look at our Top 80 of 1980.

CONCERTS & CONVERSATIONS

PRESENTATIONS: KWST/Los Angeles presented Oingo Boingo for free... KVRE/Santa Rosa presented NRBO for \$1.01.

BROADCASTS: Jack Bruce on KAZY/Denver... George Thorogood, Gamma on WCCC/Hartford... Moon Martin on WMMR/Philadelphia... Rough Trade on CHEZ-FM/Ottawa.

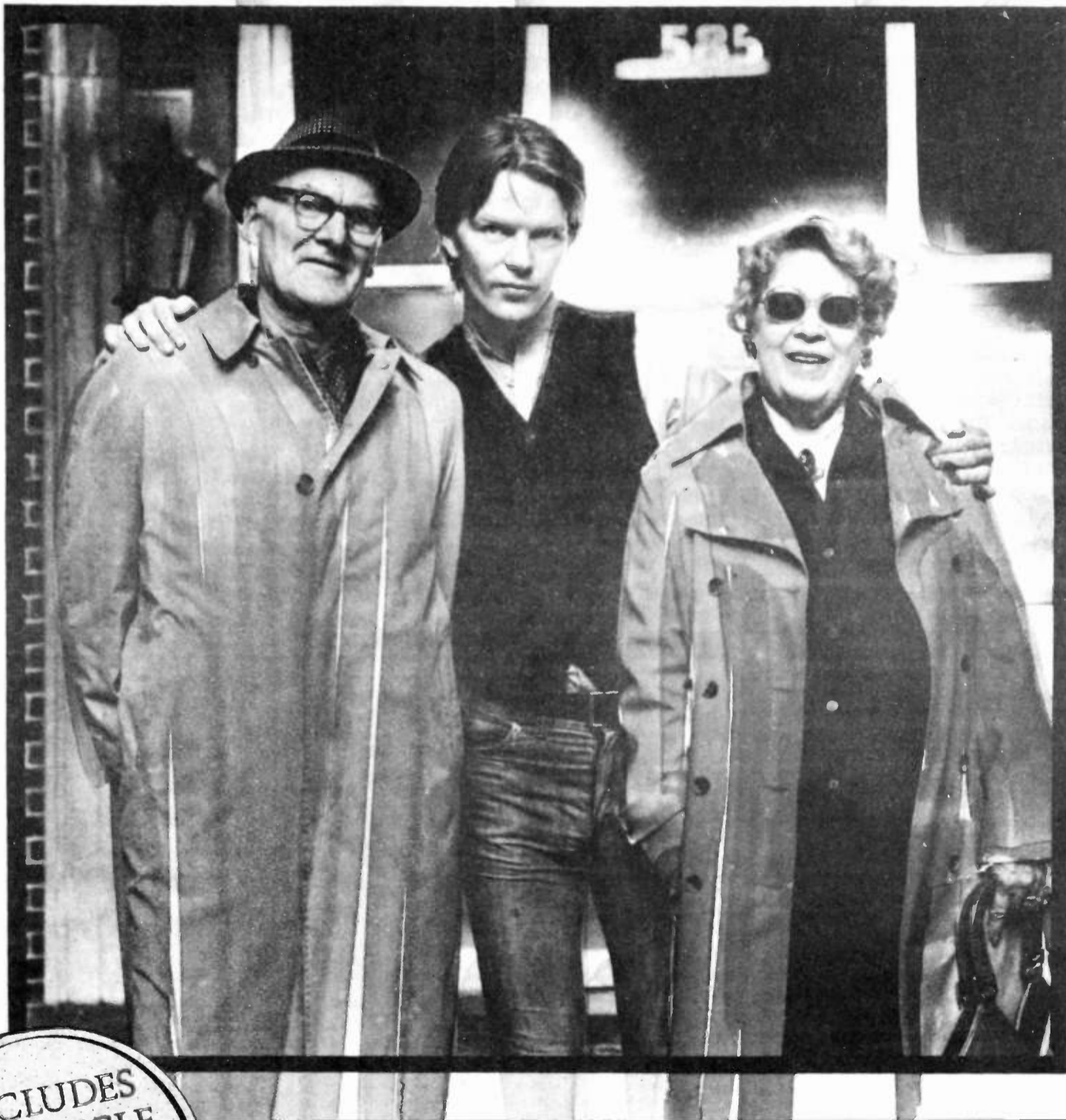
GUEST DJ'S: 707 on WWCK/Filint... Outlaws on WSYR/Syracuse.

CONVERSATIONS: Police on KNAC/Long Beach... Temptations on KAZY/Denver... Billy Thorpe on KILCO/Colorado Springs... Devo on KEZY/Anaheim... Romantics, Nick Lowe on WMMR/Philadelphia... Supertramp on WRCN/Long Island... Jack Bruce on WQFM/Milwaukee... 38 Special, Max Webster, Cars, Keith Sykes, Rockpile on WGRQ/Buffalo... Keith Sykes on WAAL/Binghamton... Gillan, Dire Straits, Joan Jett on WMET/Chicago... Romantics on WIOT/Toledo... Rossington-Collins Band on WNOR/Norfolk... Taxxi, NRBO, Stranglers, Polyrock, Ellen Shipley, Amazing Rhythm Aces, Marla Muldaur on KTIM/San Rafael... Alvin Lee on QFM98/Columbus... Cars on WSYR/Syracuse... REO Speedwagon on KMET/Los Angeles... 999 on WLIR/Long Island.

The Jim Carroll Band
Catholic Boy
SD 38-132
On Atco Records and Tapes

THE JIM CARROLL BAND

Catholic Boy



INCLUDES
THE SINGLE,
PEOPLE
WHO DIED
7314

Produced by Earl McGrath
Co-Production & Engineering by Bob Clearmountain

Read "The Basketball Diaries"
by Jim Carroll on Bantam Books



Radio & Records

Album Airplay/40

Chart Summary

December 5, 1980

152 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (11/14, 11/21, 11/28, 12/5) and album titles/artists. Includes entries for Bruce Springsteen, Rod Stewart, Police, John Lennon, Steely Dan, Cheap Trick, Alan Parsons Project, Dire Straits, Heart, Eagles, Babys, Pat Benatar, Rockpile, AC/DC, Neil Young, Thin Lizzy, Doobie Brothers, George Thorogood, Jim Carroll Band, REO Speedwagon, Randy Meisner, Donnie Iris, Kansas, Talking Heads, David Bowie, Moon Martin, Michael Stanley Band, Cars, Joe Jackson Band, Outlaws, Blondie, John Cougar, Queen, Stevie Wonder, Billy Thorpe, Supertramp, Jon Anderson, Alvin Lee Band, Molly Hatchet.

The Thanksgiving holiday slightly reduced our number of stations phoning in reports for the week; they'll be back in full force next week. SPRINGSTEEN had another great week, maintaining his lead in both hot and overall reports. ROD jumped all the way up to second place in his second week of AOR airplay activity, pushed mightily by conversions from last week's adds. LENNON and STEELY also showed phenomenal growth. HEART hit top ten, as YOUNG and LIZZY climbed. THOROGOOD inched up as CARROLL gained in all rotations. REO was this week's most added album and highest debut, racking up great adds plus early conversions and some singles reports as well. IRIS had another good week of increased airplay visibility, gaining in upper rotations. MARTIN moved up nicely, as JACKSON inched up. BLONDIE debuted with a solid rotational mix. QUEEN resurged. WONDER made gains, particularly in medium mentions. ANDERSON and LEE debuted, while ANGEL CITY and MAX WEBSTER came close to charting.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

MOST ADDED chart with columns for weeks 12/5, 11/28, 11/21, 11/14, 11/7. Top entries include REO SPEEDWAGON, OUTLAWS, BLONDIE, JON ANDERSON, ALVIN LEE BAND, STEELY DAN, JIMMIE MACK &..., GILLAN, STINGRAY, LOVERBOY, ROMANTICS, ROY BUCHANAN, TOM ROBINSON, THIN LIZZY, ANY TROUBLE.

MEDIUM chart with columns for weeks 12/5, 11/28, 11/21, 11/14, 11/7. Top entries include ROCKPILE, THIN LIZZY, DIRE STRAITS, GEORGE THOROGOOD..., BABYS, MOON MARTIN, JIM CARROLL BAND, ALAN PARSONS PROJECT, NEIL YOUNG, RANDY MEISNER, DONNIE IRIS, HEART, BILLY THORPE, JOE JACKSON BAND, CLIMAX BLUES BAND.

THE HOTTEST chart with columns for weeks 12/5, 11/28, 11/21, 11/14, 11/7. Top entries include BRUCE SPRINGSTEEN, POLICE, ROD STEWART, JOHN LENNON, CHEAP TRICK, STEELY DAN, EAGLES, ALAN PARSONS PROJECT, PAT BENATAR, DIRE STRAITS, AC/DC, HEART, BABYS, DOOBIE BROTHERS, ROCKPILE.

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.

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 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.

AOR BREAKERS

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

REO SPEEDWAGON
Hi Infidelity (Epic)
"Keep" "Don't" "Guys"
"Heart" 71% of our
reporters on it. Total album
reports: 111. A-97, M-8, H-
6. Debuted this week at
number 20.

REO Speedwagon
HI INFIDELITY



OUTLAWS
Ghost Riders (Arista)
"Riders" "Angels" "Wells"
"Horses." 58% of our
reporters on it. Total album
reports: 90. A-90, M-0, H-0.
Debuted this week at
number 30.

THE OUTLAWS
GHOST RIDERS

SINGLES

- 1 ANGEL CITY..... "No Secrets" (Epic)
- 2 MAX WEBSTER..... "Battle Scars" (Mercury)
- 3 CLIMAX BLUES BAND... "Gotta Have More Love" (WB)
- 4 ROBBIN THOMPSON..... "Brite Eyes" (Ovation)
- 5 ROBERT PALMER..... "Looking For Clues" (Island)
- 6 DEVO..... "Freedom Of Choice" (WB)
- 7 NEW ENGLAND..... "Explorer Suite" (Elektra)
- 8 DELBERT McCLINTON... "Giving It Up For..." (Capitol)
- 9 BUS BOYS..... "Johnny Soul'd Out" (Arista)
- 10 JACKSON BROWNE... "That Girl Could Sing" (Asylum)
- 11 JACK GREEN..... "Murder" (RCA)
- 12 B-52'S..... "Private Idaho" (WB)
- 13 KEITH SYKES..... "Love To Ride" (Backstreet/MCA)
- 14 ROSE TATTOO..... "R&R Outlaw" (Mirage)
- 15 DAN FOGELBERG... "Same Old Lang Syne" (Full Moon/Epic)

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

- 1 SPYRO GYRA..... Carnival (MCA)
"Cafe" "Awakening" "Cashaca" "Foxtro"
- 2 JEAN-LUC PONTY..... Civilized Evil (Atlantic)
"Demagomania" "Crusader" "Robots"
- 3 WEATHER REPORT... Night Passage (ARC/Columbia)
Title "Clock" "Views"
- 4 PAT METHENY..... 80/81 (ECM)
"Goin' "
- 5 GROVER WASHINGTON JR.... Winelight (Elektra)
Title "Take" "Just" "Make"
- 6 JONI MITCHELL..... Shadows & Light (Asylum)
"France" "Coyote"
- 7 HIROSHIMA..... Odori (Arista)
"Winds" "Cruisin'"
- 8 DAVE VALENTIN..... Land Of The 3rd Eye (Arista)
Title
Real Eyes (Arista)
- 9 GIL SCOTT-HERON..... Various Cuts
Various Cuts
- 10 D. CARLOS SANTANA... The Swing Of... (Columbia)
"Brother"

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 WABK FM
518-462-5555
Albany

Added:
BLONDIE (Chrysalis)
JACK BRUCE/FRIENDS (Epic)
ROCKPILE (Capitol)
HITMEN (Columbia)
JIMMIE MACK &... (RCA)
REO SPEEDWAGON (Epic)
JIM CARROLL BAND (Arista)
WEATHER REPORT (ARC/Columbia)
DIRE STRAITS (Geffen)
DAN FOGELBERG (Full Moon/Epic)
NIGHT (Polygram)
WALTRESSES (Arista)

Hot:
JEAN-LUC PONTY (Atlantic)
STEVE NICHOLS (Arista)
DIDIER LOCKWOOD (Inner City)
PAT METHENY (ECM)
SINGLES:
YELLOW MAGIC ORCH. (A&M)
BOHIE BARRY (WB)

WAAA
607-772-8850
Binghamton

Added:
REO SPEEDWAGON (Epic)
"Keep On Lovin'"
JOHN ANDERSON (Atlantic)
"Same Old Lang Syne"
JIMMIE MACK &... (RCA)
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DAN FOGELBERG (Full Moon/Epic)
JOE JACKSON BAND (A&M)
STEVE NICHOLS (Arista)
JOHN ANDERSON (Atlantic)
JACK BRUCE/FRIENDS (Epic)
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

Q104 WABK FM
518-785-9800
Albany

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
"Magnin"
"Dip"
"Can I Stop"
"Gonna"
"Whitaker"
ALVIN LEE BAND (Atlantic)
JACK BRUCE/FRIENDS (Epic)
GILLIAN (Virgin)
REO SPEEDWAGON (Epic)
JIM CARROLL BAND (Arista)
"Same Old Lang Syne"
"Private Idaho"
DIRE STRAITS (Geffen)
DAN FOGELBERG (Full Moon/Epic)
NIGHT (Polygram)
WALTRESSES (Arista)

Hot:
JEAN-LUC PONTY (Atlantic)
STEVE NICHOLS (Arista)
DIDIER LOCKWOOD (Inner City)
PAT METHENY (ECM)
SINGLES:
YELLOW MAGIC ORCH. (A&M)
BOHIE BARRY (WB)

WAAA
617-268-1111
Boston

Added:
REO SPEEDWAGON (Epic)
"Keep On Lovin'"
JOHN ANDERSON (Atlantic)
"Same Old Lang Syne"
JIMMIE MACK &... (RCA)
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DAN FOGELBERG (Full Moon/Epic)
JOE JACKSON BAND (A&M)
STEVE NICHOLS (Arista)
JOHN ANDERSON (Atlantic)
JACK BRUCE/FRIENDS (Epic)
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

WZZO
215-694-0511
Allentown

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
"Magnin"
"Dip"
"Can I Stop"
"Gonna"
"Whitaker"
ALVIN LEE BAND (Atlantic)
JACK BRUCE/FRIENDS (Epic)
GILLIAN (Virgin)
REO SPEEDWAGON (Epic)
JIM CARROLL BAND (Arista)
"Same Old Lang Syne"
"Private Idaho"
DIRE STRAITS (Geffen)
DAN FOGELBERG (Full Moon/Epic)
NIGHT (Polygram)
WALTRESSES (Arista)

Hot:
JEAN-LUC PONTY (Atlantic)
STEVE NICHOLS (Arista)
DIDIER LOCKWOOD (Inner City)
PAT METHENY (ECM)
SINGLES:
YELLOW MAGIC ORCH. (A&M)
BOHIE BARRY (WB)

WZZO
617-267-3810
Boston

Added:
REO SPEEDWAGON (Epic)
"Keep On Lovin'"
JOHN ANDERSON (Atlantic)
"Same Old Lang Syne"
JIMMIE MACK &... (RCA)
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DAN FOGELBERG (Full Moon/Epic)
JOE JACKSON BAND (A&M)
STEVE NICHOLS (Arista)
JOHN ANDERSON (Atlantic)
JACK BRUCE/FRIENDS (Epic)
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

98Rock
301-889-0098
Baltimore

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
"Magnin"
"Dip"
"Can I Stop"
"Gonna"
"Whitaker"
ALVIN LEE BAND (Atlantic)
JACK BRUCE/FRIENDS (Epic)
GILLIAN (Virgin)
REO SPEEDWAGON (Epic)
JIM CARROLL BAND (Arista)
"Same Old Lang Syne"
"Private Idaho"
DIRE STRAITS (Geffen)
DAN FOGELBERG (Full Moon/Epic)
NIGHT (Polygram)
WALTRESSES (Arista)

Hot:
JEAN-LUC PONTY (Atlantic)
STEVE NICHOLS (Arista)
DIDIER LOCKWOOD (Inner City)
PAT METHENY (ECM)
SINGLES:
YELLOW MAGIC ORCH. (A&M)
BOHIE BARRY (WB)

WZZO
617-267-3810
Boston

Added:
REO SPEEDWAGON (Epic)
"Keep On Lovin'"
JOHN ANDERSON (Atlantic)
"Same Old Lang Syne"
JIMMIE MACK &... (RCA)
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DAN FOGELBERG (Full Moon/Epic)
JOE JACKSON BAND (A&M)
STEVE NICHOLS (Arista)
JOHN ANDERSON (Atlantic)
JACK BRUCE/FRIENDS (Epic)
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BLONDIE (Chrysalis)
"Tie Me Up"
"Private Idaho"
DIRE STRAITS (Geffen)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

MOST ADDED

REO SPEEDWAGON
Hi Infidelity (Epic) 32/29

OUTLAWS
Ghost Riders (Arista) 24/24

BLONDIE
Autoamerican (Chrysalis) 22/19

JIMMIE MACK &... (RCA) 7/7

JON ANDERSON
Song Of Seven (Atlantic) 19/6

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

MEDIUM

ALAN PARSONS PROJECT
The Turn Of A... (Arista) 36/18

JIM CARROLL BAND
Catholic Boy (Arista) 29/18

DIRE STRAITS
Making Movies (WB) 37/17

ROCKPILE
Seconds Of Pleasure (Capitol) 30/17

GEORGE THOROGOOD & THE DESTROYERS
More George T... (Rounder) 29/16

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

THE HOTTEST

BRUCE SPRINGSTEEN
The River (Columbia) 39/38

JOHN LENNON
Double Fantasy (Geffen) 39/35

POLICE
Zenyatta Mondatta (A&M) 37/34

STEELY DAN
Geacho (MCA) 37/28

ROD STEWART
Foolish Behaviour (WB) 37/28

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

SOFT ROCK 95.1 FM
617-262-5900
Boston

Added:
BETTE MIDLER (Atlantic)
ROY BUCHANAN (Mercury)
JACK BRUCE/FRIENDS (Epic)
"Same Old Lang Syne"
DIRE STRAITS (Geffen)
DAN FOGELBERG (Full Moon/Epic)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

97Rock
716-881-4555
Buffalo

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

EMILIA Rocks
717-238-1402
Harrisburg

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

95.1 FM
203-579-9995
Bridgeport

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

WHON
203-247-1080
Hartford

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

WBLM 100
207-783-2065
Lewiston-Portland

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

WECLM
603-542-7735
Claremont

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

WCCC
203-549-3458
Hartford

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

WBAB
518-587-1023
Long Island

Added:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Hot:
BRUCE SPRINGSTEEN (Columbia)
JIM CARROLL BAND (Arista)
POLICE (A&M)
QUEEN (Capitol)
DIRE STRAITS (Geffen)

Singles:
None

SOUTH

WYZZ Amarillo 806-359-8561

the album station
 PD JIM DILLON
 PD DON STITTON

Hottest
 STEEL DAN (MCA)
 HEART (Epic)
 ALAN PARSONS PROJ. (Arista)

Added
 REO SPEEDWAGON (Epic)
 JOHN ANDERSON (Atlantic)
 GILMAN (Virgin)
 JIMMY HORN 8. (MCA)

Medium
 HEART (Polygram)
 TALKING HEADS (Sire)
 RANDY MEISHER (Epic)
 ROCKPILE (Capitol)
 JOE JACKSON BAND (A&M)
 GEORGE THOROGOOD (Rounder)

None
 BILLY THORPE (Elektra)
 ROY BUCHANAN (Mercury)
 BOB SEGER (Capitol)
 BOB DYLAN (Columbia)
 MICHAEL STABLEY (Epic)
 JIM CARROLL BAND (Arista)
 BARRY (Chrysalis)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)

Rock Atlanta 404-325-0960

PD ALAN SHEED

Added
 NIA WEBSTER (Mercury)
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)
 BLONDIE (Chrysalis)
 DELBERT MCCLINTON (Capitol)
 LOVERBOY (Capitol)
 DAN FOGLBERG (Full Moon/Epic)

Medium
 QUEEN (Capitol)
 JACKSON 5 (A&M)
 ALVIN LEWIS BAND (Atlantic)
 SUPERTRAMP (A&M)
 KERRY LOGGINS (Columbia)
 CHARLIE DANIELS (Epic)
 HEART (Epic)

None
 JAZZ
 NONE

WYZZ Augusta 404-722-1302

Added
 REO SPEEDWAGON (Epic)
 NEIL YOUNG (MCA)
 OUTLANS (Arista)
 ONA (Mercury)
 NIGHTS (Polygram)
 STEWART (Capitol/Arista)

Medium
 BILLY THORPE (Elektra)
 TALKING HEADS (Sire)
 GEORGE THOROGOOD (Rounder)
 JOHN LEMON (Geffon)

None
 JAZZ
 NONE

KLBJ FM Austin 512-474-6543

PD GLEN DAVE MASON

Added
 JOHN ANDERSON (Atlantic)
 JIM CARROLL BAND (Arista)
 TITIA
 GIL SCOTT HERON (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

TEARS ROCK Beaumont 713-727-0229

PD DAVE SCOTT
 PD BOB HICKS

Added
 REO SPEEDWAGON (Epic)
 JOHN ANDERSON (Atlantic)
 HEART (Epic)
 GIL SCOTT HERON (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

Birmingham 205-870-9900

PD DON BRIDGEMAN

Added
 QUEEN (Capitol)
 REO SPEEDWAGON (Epic)
 TRIN LIZZY (Epic)

Medium
 PAT BENATAR (Chrysalis)
 KANSAS (Mercury)
 GEORGE THOROGOOD (Rounder)
 GARRA (Elektra)
 JACK GREEN (MCA)
 BELLY HATCHET (Epic)
 TALKING HEADS (Sire)
 QUEEN (Capitol)
 CLASH (Polygram)
 ROY BUCHANAN (Mercury)
 MICHAEL STABLEY (Epic)

None
 JAZZ
 NONE

WROO Charlotte 704-392-6191

PD JIM BALLARD
 PD JOHN TOWN SHUTE

Added
 REO SPEEDWAGON (Epic)
 NIGHTS (Polygram)
 "Can I Stay"
 "Ghosts of My Past"
 JIM CARROLL BAND (Arista)
 "Purple Day"
 ALVIN LEWIS BAND (Atlantic)
 "Don't Stop"
 "Can't Stop"
 "Can't Stop"

Medium
 REO SPEEDWAGON (Epic)
 NIGHTS (Polygram)
 "Can I Stay"
 "Ghosts of My Past"
 JIM CARROLL BAND (Arista)
 "Purple Day"
 ALVIN LEWIS BAND (Atlantic)
 "Don't Stop"
 "Can't Stop"
 "Can't Stop"

None
 JAZZ
 NONE

101 Corpus Christi 512-855-4641

PD BOB TAYLOR
 PD CHARLIE PALMER

Hottest
 STEEL DAN (MCA)
 HEART (Epic)
 ALAN PARSONS PROJ. (Arista)

Added
 REO SPEEDWAGON (Epic)
 JOHN ANDERSON (Atlantic)
 GILMAN (Virgin)
 JIMMY HORN 8. (MCA)

Medium
 HEART (Polygram)
 TALKING HEADS (Sire)
 RANDY MEISHER (Epic)
 ROCKPILE (Capitol)
 JOE JACKSON BAND (A&M)
 GEORGE THOROGOOD (Rounder)

None
 BILLY THORPE (Elektra)
 ROY BUCHANAN (Mercury)
 BOB SEGER (Capitol)
 BOB DYLAN (Columbia)
 MICHAEL STABLEY (Epic)
 JIM CARROLL BAND (Arista)
 BARRY (Chrysalis)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)
 DEBBY LOGGINS (Columbia)

KTXQ Dallas-Ft. Worth 214-528-5000

ALBUM ROCK
 PD TOM OHEMS
 PD TEMPLE LINDSAY

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

KZEW Dallas 214-748-9898

PD TOM OHEMS
 PD JANEL COLAN

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

KLAP El Paso 915-533-8211

PD JEFFREY SCOTT BLAZN
 PD LIBBY ZABRISHIE

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

The Q El Paso 915-544-8864

PD BRON DAVIS
 PD ARIN MICHAELS

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

ZZZ 102 Jackson 801-982-1062

PD DAVID PETERING
 PD STEVE KELLER

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

MOST ADDED

OUTLAWS
 Ghost Riders (Arista) 22/22

REO SPEEDWAGON
 Hi Infidelity (Epic) 24/20

BLONDIE
 Autoamerican (Chrysalis) 12/11

JON ANDERSON
 Song Of Seven (Atlantic) 9/7

STEELY DAN
 Gaucho (MCA) 30/5

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

101 Houston 713-528-4591

PD CHRIS MILLER
 PD VANESSA CARO

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

Rock 105 Jacksonville 904-642-1055

PD RAO BESSLER
 PD JOHN PROBLEE

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

95 Jacksonville 904-633-2785

PD JAMIE BROOKS
 PD RICHARD ANGLIS

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

103 Johnson City 615-477-3127

PD CHRIS WILSON
 PD CASH BRYANT

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

Rock 104 Knoxville 615-525-8000

PD XERRY LAMBERT

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

fm99 Louisville 502-245-6601

PD BILLY THORPE
 PD ROYAL REAGER

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

MEDIUM

ROCKPILE
 Seconds Of Pleasure (Col) 26/21

DELBERT MCCLINTON
 The Jealous Kind (Capitol) 18/14

DIRE STRAITS
 Making Movies (WB) 30/13

BABYS
 On The Edge (Chrysalis) 26/13

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

102 Louisville 502-585-5178

PD JOHN SIMON

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

UZZR Memphis 901-726-0060

PD RICHARD

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

Love 4 Miami 305-672-2500

PD RICK PETERS
 PD ROSS BUCK

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

95 Rock Montgomery 205-832-4295

PD CRAIG RUSTARD

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

103 Nashville 615-244-9532

PD DAVID HALL

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

Zany 104 Norfolk 804-461-1194

PD JOHN WEBER
 PD BILL SIMONS

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

THE HOTTEST

BRUCE SPRINGSTEEN
 The River (Columbia) 31/30

ROD STEWART
 Foolish Behaviour (WB) 32/26

POLICE
 Zenyatta Mondatta (A&M) 30/26

JOHN LENNON
 Double Fantasy (Geffon) 27/21

PAT BENATAR
 Crimes Of... (Chrysalis) 25/21

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

WKQB Nashville 615-748-8106

PD LISA RICHARDS

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

101 North Charleston 803-554-7154

PD STEVE RUSSELL
 PD ALICIA WOODRIDGE

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

101 Orlando 305-298-5510

PD DAVID SOUSA
 PD BILL WILKS

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

WQDR Raleigh 919-832-8311

PD DANIEL BRUNTT
 PD BOB DALTON

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

XL 102 Richmond 804-282-9731

PD BOB DAVIS
 PD KEITH RICHARDS

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

KISS-FM San Antonio 512-223-6211

PD JOE ANTHONY

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

KMOD Tulsa 918-664-2810

PD BILL BRANN
 PD CHARLIE WEST

Added
 REO SPEEDWAGON (Epic)
 OUTLANS (Arista)
 JIM CARROLL BAND (Arista)

Medium
 CARL (Elektra)
 JIM CARROLL BAND (Arista)
 BUS BOYS (Arista)
 TRIN LIZZY (Epic)
 PYROBELLIC RAPS (Polygram)
 PETE TORNHED (Epic)
 GABBA (Elektra)

None
 JAZZ
 NONE

MIDWEST

93 QFM Milwaukee

414-276-2040

PD: BRETT ALBERTS
NO. MIKE WOLF

Added:
ROCKFORD (Epic)
STINGRAY (Capitol)
NANCY SINGER (Epic)

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

101 Milwaukee

612-739-4000

PD: DAVE HAMILTON
NO. PAUL ANDERSON

Added:
REO SPEEDWAGON (Epic)

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

101 Minneapolis

612-739-4000

PD: DAVE HAMILTON
NO. PAUL ANDERSON

Added:
REO SPEEDWAGON (Epic)

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

WEST

KFMG Albuquerque

505-265-8811

PD: STEPHEN BISH
NO. CAREY CUREOP

Added:
STEELY DAN (Epic)

Medium:
BRUCE SPRINGSTEEN (Capitol)
JOHN LENNON (Capitol)
EAGLES (Asylum)
ROLLING STONES (Rolling Stones)
CARP (Epic)

Single:
None

KEZY-TV Anahiem

714-776-3696

PD: DAVE FORMAN
NO. LARRY WEISSMAN

Added:
REO SPEEDWAGON (Epic)
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KRKN Anchorage

907-277-2855

PD: JAY MCABLE

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KQ92 Minneapolis

612-545-5601

PD: TAC NUMBER

Added:
REO SPEEDWAGON (Epic)

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KFMM Muscatine

319-263-2512

PD: STEVE BRIDGES
NO. LISA CATALANO

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

Z92 Omaha

402-592-5300

PD: BOB LINDEN

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KSPN Aspen

303-925-5776

PD: TODD CIPOLLA
NO. TOM CAREY

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

Magic 98 FM Bakersfield

805-832-1410

PD: DAVE LAWRENCE
NO. DICK SHEPARD

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KFMM Boise

208-344-6363

PD: CARL SCHNEIDER

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KRKN Boise

208-344-6363

PD: CARL SCHNEIDER

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

FM100 Oklahoma City

405-631-8881

PD: MARK DENNEY
NO. CLARY RYAN

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

100 WUKT Peoria

309-674-2000

PD: RICH PETERSON
NO. WENDY RICE

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

YO9 Rockford

815-877-3075

PD: LES COOK
NO. DIK BACSON

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

MOST ADDED OUTLAWS

Ghost Riders (Arista) 20/20
REO SPEEDWAGON Hi Infidelity (Epic) 18/15
BLONDIE Autoamerican (Chrysalis) 21/13
JON ANDERSON Song Of Seven (Atlantic) 11/5
LOVERBOY Lovarboy (Columbia) 9/5

KBCO Boulder

303-444-5600

PD: DENNIS CONSTANTINE
NO. BRUCE McCLAREN

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KEM Chico

916-343-8461

PD: RAY HODDAR

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

Winn99 Saginaw

517-892-9528
517-894-2998

PD: DAVE BREWER
NO. JOE DESANTIS

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KSLW St. Louis

314-842-1111

PD: RICH BALIS

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

FM 104 Toledo

419-248-3377

PD: TERRY SULLIVAN
NO. LEE RANDALL

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

MEDIUM GEORGE THOROGOOD & THE DESTROYERS

More George T... (Rouner) 25/17
MOON MARTIN Street Fever (Capitol) 20/17
THIN LIZZY Chinatown (WB) 25/16

KILO 94 Colorado Springs

303-634-4896

PD: RICH HAIN
NO. ART PHILLIPS

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KAZY Denver

303-759-5600

PD: DAVE VAN DYKE
NO. GREG GILLISPIE

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KMX93 Sioux Falls

805-339-1520

PD: PAUL WESTBY

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

NRK Terre Haute

812-238-2557

PD: J. COFFERT
NO. CHUCK CARROLL

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

FM 104 Toledo

419-248-3377

PD: TERRY SULLIVAN
NO. LEE RANDALL

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

THE HOTTEST BRUCE SPRINGSTEEN

The River (Columbia) 38/36
POLICE Zanyetta Mondetta (A&M) 36/30
ROD STEWART Foolish Behaviour (WB) 37/29
EAGLES Eagles Live (Asylum) 36/28
JOHN LENNON Double Fantasy (Geffen) 37/26

K97 Edmonton

403-428-8597

PD: MELL EDWARDS
NO. BRUCE PETERSON

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None

KZEL Eugene

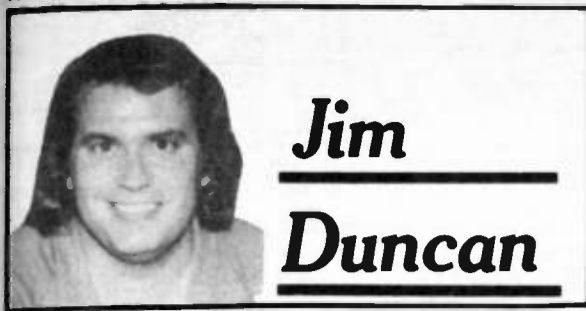
503-484-4304

PD: CHRIS ROYAL
NO. PETER MAYS

Added:
None

Medium:
ALVIN LEE BAND (Atlantic)
DIRE STRAITS (Epic)
OUTLAWS (A&M)
POLICE (A&M)
RINGS (Epic)

Single:
None



**Jim
Duncan**

News Notes

The reality of the time of the year was brought home this week when I was reminded that our R&R Year-End issue is next week. We'll have a complete rundown of the top songs of 1980 and a review of the newsmakers of the past year . . . Word from Plough Broadcasting is the FCC approved its purchase of WUBE-AM-FM/Cincinnati. The company should be in by the first of the year. Also, WJJD/Chicago has been given the nod to go full-time. It's currently a daytimer at 50,000 watts. Under the arrangement, WJJD would drop power to 10,000 watts at night. Should make the WMAQ-WJJD battle a bit more interesting. With the winter coming on in the Midwest, it looks like the full-time status won't come about until sometime in spring. WJJD Operations Director Pete Porter has stepped down from that position for personal reasons. He will remain with the station in an on-air capacity. Look for one of the hot new major market programmers to join the company in the next couple weeks. More specifics next week . . . At WJJD's sister station WJEZ-FM/Chicago, John Charleston has been appointed MD by PD Jon Anthony . . . The FCC has given WKKQ/Hibbing, MN permission to put a 100,000-watt FM stereo station on the air. PD Brad Anderson reports, "We expect to be on the air with the new FM by the first of the year. Our format will, of course, be Country, as is our AM" . . . Last week's fire in San Bernardino came within a mile of the KCKC studio. GM Bob Mitchell tells us KCKC provided 24-hour coverage . . . I stand corrected. A couple weeks ago, it was mentioned here that Penny Reeves was given the morning drive slot at KVET/Austin. Out loud, and in print. I wondered if this was not a first; a female doing her own morning drive show. Barb Richardson, PD of P/A-formatted KLO/Ogden, UT, reminded me of her year-and-a-half stint as the morning driver at KVOC/Casper, WY. Barb said, "It was very successful for me in Casper, so I'm sure Penny will have just as much success in Austin" . . . Monday (12-1) WNCG-AM/Charleston, SC dropped its Gospel format for Country. Bruce Cotton is the PD, having joined the station from AOR-formatted WAEV/Savannah . . . WRAQ/Asheville, NC has dropped rock for Country, according to GM Garrett Alderfer . . . The Weedeck Corporation has a free hour-long radio special available. The program is based on the new A&M album "The Legend Of Jesse James" and Ron Martin will host. For more details call (213) 462-5922 . . . It was good hearing from Bob Grayson, OM of WIST/Charlotte, NC. Bob, a longtime friend of Country radio, was injured in an automobile accident on his way to Nashville for the October convention. He is recuperating fine now and tells R&R the new WIST is getting great response for area listeners . . . Fred Free, from WESC/Greenville, is now on afternoons at WWBD/Bamberg, SC . . . It was last Tuesday night after midnight I received a call from Ken Barnes, R&R's Executive Editor, telling me longtime KLAC air personality Dick Haynes had passed away. Even though it was never mentioned here, I knew he was dying of cancer in the past year. The night he was saluted in Hollywood for his years of service and dedication, I went to the Hollywood Palladium after doing what was then my Saturday night show on KLAC. As usual, I had my camera with me and took lots of pictures that appeared in R&R. Dick looked down at me from the dais and winked at me as I snapped away. After the show, I went backstage. When the crowd of well-wishers cleared from his dressing room, he sat there all alone, knowing this was his last hurrah. Not really knowing what to say, I asked for his autograph on the souvenir program. Then I bent over and kissed him on the cheek. My last words to him were "Thanks for the laughs and inspiration." R&R Nashville Editor Biff Collie wrote a piece in his April 25 column about Haynes. Biff told me the other day he wrote the words even before he knew of Haynes's illness. Part of what Biff had to say seems to be a fitting tribute to a radio legend: "He's been in Los Angeles radio and TV for 35 years, weathering the changes in business, management, music, styles, and personalities, and always emerging as the epitome of the professional, a gentleman, and friend . . . Nobody I've ever known works harder or loves it more, better

Country

CONTESTS, CONCERTS & CONVERSATIONS



GOOD FOR
ONE FREE ADMITTANCE
TO THE



4343 KELLOGG AVE. 871-6659

Stick-Up In Cincinnati?

WSAI-AM/Cincinnati PD Dale Turner sent in a unique idea that has become the talk of the town. At each of the country-oriented concerts in Cincinnati, WSAI passes out thousands of souvenir concert patches (see examples above). The full-color patches are a marketing tool first used by WSAI's sister station WSAI-FM for rock concerts. The backstage pass type patches also include merchandise discounts on the backside. According to Turner, "Our WSAI air personalities pass out the souvenir patches before each concert and it is great to see lots of people go home with the station call letters in their hand or on their blue jeans." The patches are called Totto Passes and are the creation of a local Cincinnati fellow by the name of Steve Otto. According to a WSAI spokesman, many Midwest radio stations are beginning to pick up on the idea, and artists are using the company to design their backstage passes. A tie-in with a local client helps cut some of the cost of this unique promotional tool. For more information contact Steve Otto at (513) 621-1674. By the way, the

patches are available on an exclusive basis in each market . . . In West Palm Beach, WIRK-FM afternoon personality Simon Train has been running a "Train Days" contest. Each Thursday, Train airs three train songs. At the end of the week, listeners are asked to send in a list of all the songs he played. Correct entries are a part of the grand drawing good for a train trip for a family of four to Washington, D.C., New York and Philadelphia, plus expenses . . . Last week we mentioned WEEP/Pittsburgh held a "Who Shot J.R." party. In Indianapolis, WIRE also held a party. The function was in conjunction with a local television station to raise money for the Indianapolis Humane Society. Final tally reports over \$4000, as WIRE participants were treated to food, live music, beverages, and a big-screen TV to watch the solution to the big mystery of 1980 . . . WKMF/Flint, MI brought happiness to many children in local hospitals when PD Lee Philips and air personalities "Big Bill" Anderson and Jay Richards visited the kids over the Halloween weekend. Philips reportedly dressed as Yogi Bear for the promotion. WKMF also encouraged its audience to join in on the recent Great American Smoke Out sponsored by the American Cancer Society. The station had a giant ashtray for people to drop their unused packs in throughout the day. Attached to the packs were the names of each donor, and they became eligible for a grand prize drawing at the end of the day . . . WAJR/Morgantown, WV has been running its "Album Avalanche" contest. During the month of November WAJR has been airing top album cuts. The listeners had to make note of the announced album, title, and artist. At the end of the month the most accurate lister was given copies of all of the albums played . . . Bill Anderson and Bobby Bare were the first two guest disc jockeys on KJJ/Los Angeles. The format of the hour-long guest stint is very similar to the concept used at WHN/New York for years. The artists are not interviewed, but actually do an hour as a regular air personality. Naturally, they are given the freedom to play as many of their records as they want during the 60 minutes . . . KENR/Houston is set to broadcast the Texas A&M Aggie basketball games. KENR Sports Director Mike Elliot does the color for the games and is featured in a network broadcast of the games throughout the state of Texas . . . With the Christmas holiday season underway, WNYR/Rochester, NY is working with the U.S. Marines in the annual "Toys For Tots" promotion. On Sunday, December 7, eight local country and bluegrass bands will provide continuous music. The price of admission is a toy. WYNR personalities will be on hand to pass out records and auction off prizes . . . Let's hear from your station. Send news and photos to R&R Country, 1930 Century Park West, Los Angeles, CA 90067.



HERE'S LOOKING AT . . . — KIDN/Pueblo held a Barbara Mandrell lookalike contest. The promotion was held during the 1980 Colorado State Fair. Pictured is Barbara meeting lookalike winner Mary Lou Amendola while KIDN PD Doug Wilson looks on.

exemplifies the eternal optimist, nor tries to please everyone with whom he has any contact. As far as I am concerned, Dick Haynes demonstrates brotherly love better than anyone I've ever known. If you know Dick Haynes and don't love him, there is something wrong with your heart." DICK HAYNES, 1911-1980. Rest in peace "Uncle Dick."

Country Pictures



GREELEY GHOSTS — KYOU/Greeley, CO joined with the Jaycees to raise money for the local organization. Seen here is the line waiting outside the "haunted house" and KYOU air personality Larry Selzle scaring a few of the patrons. According to KYOU PD Chuck Donoho, "The promotion was a real scream!"



RAZZY GETS MOONED IN KANSAS CITY — RCA recording artist Razy Bailey (second from left) stopped by the WDAF/Kansas City studios to visit with PD Moon Mullins and MD Stephanie Phlumm. Also pictured (at left) is Jan Rheese.



BACKSTAGE WITH THE BROTHERS — The Statler Brothers (Lew, Harold, Phil and Don) are seen with WGNA-FM/Albany, NY PD Chris Warren and two winners of the "meet the Statlers backstage" promotion staged by WGNA.

Biff Collie

Inside Nashville



NAMEDROPPER: Bill Anderson hosted a Paducah, KY Crippled Children's Telethon, raised over a half-million dollars in 15 hours . . . Jim Ed Brown, Jimmy C. Newman, and Tandy Rice went to the "Duck Capital of the World," Stuttgart, AR to host and judge the annual National Duck Calling Championship . . . Dolly's latest "something nobody would expect me to do" was not a premeditated skin parade, but something that "just happened" among friends one night in Bel Air (suburb of L.A.) . . . Lacy J. Dalton's high profile ride in the Macy's Thanksgiving Day Parade netted her approximately 50 million sets of eyes and heavy exposure of her "Hard Times" album . . . Susan Roberts, one of the super-she's on Music Row, appointed Director of Administrative Services at Top Billing Agency in Nashville . . . Razy Bailey had to drive his new touring bus himself before he was sure it wasn't a dream (it wasn't)



Emmylou Harris and Frank Jones are pictured above at the Warner Bros. reception held in her honor following her recent Nashville concert.



Clint Eastwood and Johnny Duncan share a smile during a break in the filming of Eastwood's latest movie, "Any Which Way You Can." The film marks Duncan's film debut, in which he will sing his current single "Acapulca."

Jerry Clower and Wendy Holcombe's shot on Mike Douglas's show, as the show's guide down the Mississippi River . . . Sammi Smith and the Nashville Superpickers showcased their new act at Jerry Lee Lewis's Printers' Alley Bistro. Her new record was produced by two of the "Superpickers," Phil Baugh and Buddy Emmons. Loretta Lynn, Karen Wheeler, Cristy Lane, and Helen Cornelius all appeared in the Orange Blossom Festival in Winterhaven, Florida . . . Conway Twitty's bus driver Billy Parks was named the James Price Driver Of The Year by KVOO/Tulsa . . . WSM's announced change in the configuration of the bands on the station's daily "Waking Crew" live radio show and "Noon" live midday TV show was changed/erased/reconsidered. The groups on these shows will remain as they are for another year.

DECEMBER gonna get you! "Too bad Christmas comes just when all the stores are so crowded" — Jerry Reed . . . Randy Barlow and his group "Branded" are



Syndicated TV show "Nashville On The Road" got in some "on the road" taping in Daytona Beach, FL with regular Wendy Holcombe and special guest Carl Perkins.

sary"-type show. It will tape next spring or fall in Nashville . . . Ronnie Prophet's "Grand Old Country" TV series won the Silver Medal for Excellence at the 23rd International Film and Television Festival in New York . . . Irving Waugh, retired President of WSM, Inc. and currently Commissioner of Tourism for the state of Tennessee, leaves that post in January and probably will return to head the TV Division of Tree International . . . Diane Ladd ("Belle" from the weekly top 20 TV'er "Alice") signed as a writer for ASCAP while she was in town to record her first Nashville session.

P.S.: Don't forget to pass along to your audience date and time for that historic "Uncle Dave Macon" TV special which will be seen on PBS (educational television) on Saturday, January 3, 1981 at 9:00 EST. It took years of research and creative production to put this one together, and I honestly believe it will be the most important TV document yet shown about country music.



Kicking off the first program of syndicated radio show "Nashville Live," taped before a live audience at Nashville's Stockyard Restaurant, are (l-r rear) Biff Collie, State Senator T. Tommy Cutrer, international entrepreneur Mervyn Conn, and Bob Neal of Bob Neal Talent; in front are Jeannie Seely and two program representatives.



Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Tanya Tucker (MCA)	Eddie Rabbitt (Elektra)	Mel Tillis (Elektra)	Ronnie Millsap (RCA)	Mel Tillis (Elektra)	Ronnie Millsap (RCA)	Mel Tillis (Elektra)	Ronnie Millsap (RCA)
Lacy J. Dalton (Columbia)	Mickey Gilley (Epic)	Charly McClain (Epic)	Eddie Rabbitt (Elektra)	Dottie West (Liberty)	Oak Ridge Boys (MCA)	Lacy J. Dalton (Columbia)	Eddie Rabbitt (Elektra)
Charlie Daniels Band (Epic)	Merle Haggard (MCA)	Moe Bandy (Columbia)	Mickey Gilley (Epic)	Lacy J. Dalton (Columbia)	Terril Gibbs (MCA)	Charlie Daniels Band (Epic)	Mickey Gilley (Epic)

EAST

WAAA-FM Albany, NY PHIL EVERLY RICKY WALKER FRANKIE SINATRA BOB DYLAN BOB DYLAN & MERLE HAGGARD HOTTEST LARRY GATLIN MICKEY GILLEY JOHNNY DUNCAN MARTY ROBBINS MOE BANDY	WUL-FM Newton, NJ CDB CLAY HURLEY EDDY ARNOLD TANYA TUCKER HOTTEST REMY HOBBS PATSY CLINE MARTY ROBBINS LARRY RILEY SHARON SHELTON HOTTEST MOE BANDY MEL TILLIS TANYA TUCKER PATSY CLINE DOTTIE WEST	WNYR Rochester, NY CDB JOHN & PATYCHE NIGHTSTREETS SUSIE ALLANSON HOTTEST CONWAY TWITTY MERLE HAGGARD ED BRUCE WAGZ-FM Washington, DC MEL TILLIS TANYA TUCKER PATSY CLINE DOTTIE WEST WVVA Wheeling, WV TIM REE & ORLANDO JIM REEVES LACY J. DALTON HOTTEST RONNIE MILSAP JOHN CONLEE ALABAMA HOTTEST EDDIE RABBITT
WSEN Basking Ridge, NJ LACY J. DALTON STATER BROTHERS CDB JAMES & PATYCHE JIMMY REED HOTTEST MERLE HAGGARD LARRY GATLIN JOHNNY DUNCAN JOHNNY DUNCAN ED BRUCE	WVYG Parkersburg, WV TERRY GIBBS STATER BROTHERS RAZZY BAILEY JOHNNY DUNCAN THE CAPITALS HOTTEST RONNIE MILSAP JOHN CONLEE ALABAMA	WVVA Wheeling, WV TIM REE & ORLANDO JIM REEVES LACY J. DALTON HOTTEST RONNIE MILSAP JOHN CONLEE ALABAMA
WFOC-FM Baltimore, MD STATER BROTHERS HOTTEST REMY HOBBS MARTY ROBBINS EDDIE RABBITT PATSY CLINE ALABAMA	WVBA Williamsport, PA GARY WATSON STATER BROTHERS TERRY GIBBS BOBBY GOLDSBORO JANIS FRICKE HOTTEST JOHN CONLEE BARBARA MANDRELL MEL TILLIS SYLVIA EDDIE RABBITT	WVVA Wheeling, WV TIM REE & ORLANDO JIM REEVES LACY J. DALTON HOTTEST RONNIE MILSAP JOHN CONLEE ALABAMA
WVBA Williamsport, PA GARY WATSON STATER BROTHERS TERRY GIBBS BOBBY GOLDSBORO JANIS FRICKE HOTTEST JOHN CONLEE BARBARA MANDRELL MEL TILLIS SYLVIA EDDIE RABBITT	WVBA Williamsport, PA GARY WATSON STATER BROTHERS TERRY GIBBS BOBBY GOLDSBORO JANIS FRICKE HOTTEST JOHN CONLEE BARBARA MANDRELL MEL TILLIS SYLVIA EDDIE RABBITT	WVBA Williamsport, PA GARY WATSON STATER BROTHERS TERRY GIBBS BOBBY GOLDSBORO JANIS FRICKE HOTTEST JOHN CONLEE BARBARA MANDRELL MEL TILLIS SYLVIA EDDIE RABBITT

MIDWEST

WGLR Akron, OH MOE BANDY LACY J. DALTON EDDY ARNOLD HOTTEST RONNIE MILSAP MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD
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SOUTH

WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD
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WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD
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WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD	WVBR Cleveland, OH STEVE WARNER BUBBY HOOB JOHN ANDERSON RUFFY BAX & ANTON STEPHANIE WINSLON HOTTEST MICKEY GILLEY CHARLIE RICH MERLE HAGGARD
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Hottest Tracks:

"Do You Love As Good As You Look" - BELLAMY BROTHERS (WB/Curb)
"I Still Believe In Waitress" - CONWAY TWITTY (MCA)
"Make-Up And Faded Blue Jeans" - MERLE HAGGARD (MCA)

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

RAZZY BAILEY - Razy Bailey - (RCA) "True Life Country Music"
MOE BANDY - Following The Feeling - (Columbia) "It's Better Than Being Alone"
BELLAMY BROTHERS - Sons Of The Sun - (WB/Curb) "Do You Love As Good As You Look"
JOHNNY CASH - Rockabilly Blues - (Columbia) "Rocka Billy Blues (Texas 1955)"

"COAST TO COAST" - (Soundtrack) - (Full Moon) "Pickin' Up Strangers"
MAC DAVIS - Texas In My Rear View Mirror - (Casablanca) "Hooked On Music"
LARRY GATLIN - Help Yourself - (Columbia) "It Don't Get No Better"
CRYSTAL GAYLE - These Days - (Columbia) "Too Many Lovers"
MERLE HAGGARD - Back To The Barrooms - (MCA) "Make-Up And Faded Blue Jeans"
BARBARA MANDRELL - Love Is Fair - (MCA) "Sometime, Somewhere"
DOLLY PARTON - 9 To 5 And Odd Jobs - (RCA) "The House Of The Rising Sun"
EDDIE RABBITT - Horizon - (Elektra) "I Need To Fall In Love Again"
CHARLIE RICH - Once A Drifter - (Elektra) "Wonderful Tonight"

NUMBER OF REPORTING STATIONS THIS WEEK: 111

Most Requested:

KENNY ROGERS "Lady" (Liberty)
EDDIE RABBITT "I Love A Rainy Night" (Elektra)
RONNIE MILSAP "Smoky Mountain Rain" (RCA)
JOHNNY LEE "One In A Million" (Asylum)
MERLE HAGGARD "Think I'll Just Stay Here..." (MCA)
MAC DAVIS "Texas In My Rear View Mirror" (Casablanca)



P/A

POP/ADULT®

Mike Kasabo

Update

Some New Thoughts On Programming Oldies

Our November 14th interview with Al Brady, General Manager of WYNY/New York, brought many favorable comments from program directors, as well as music directors, on Brady's perceptions of the importance and application of oldies for Pop/Adult radio. One of the respondents, Jim Peacock, Director of Music Research for the Susquehanna Broadcasting Co., added some additional enlightening aspects of the growing importance of this programming tool. Here are Peacock's observations:

"Your interview with Al Brady raised some interesting questions about oldies on which I'd like to play devil's advocate."

"What concerns me most is the apparent assumption that unfamiliar music is almost automatically a negative with adult listeners. Most of us have had that axiom drilled into us from the day we entered this business, but I think it's time we rethink the whole question of familiarity. True, almost any kind of music research will show unburned familiar records 'testing better' than unfamiliar new records. On a song-by-song basis, any given oldie will probably test better than any particular new record. But I don't believe you can use that information alone to plan your music mix. I would advocate a more holistic position — that radio listeners aren't just listening to individual songs on our stations, they're listening to a whole radio station. And the whole is more than just the sum of the parts."

"By that I mean that most adult listeners don't want just familiar music on their stations, even though they may seem to respond most favorably to the more familiar individual songs. If greater familiarity were the key to a more successful music mix, there would be many more successful oldies stations around than there are."

"In fact, newer music — properly chosen — serves a valuable function in the overall sound of the station, a function that isn't measured by normal cut-by-cut music testing. Our research shows that people respond favorably to a station that plays some new music, for a variety of complex reasons. Call it 'freshness,' or 'variety,' or 'desire to be led' — but whatever it is, the audience doesn't want all familiar music, no matter what they may tell you through typical music testing."

"One complicating factor, I believe, is that the apparent strength of many oldies comes from the fact that most people don't hear them very often. I think of it

as the 'pleasant surprise' factor; the real programming value of some oldies, especially older oldies, is that listeners are 'pleasantly surprised' when they hear them on the air. They would respond very differently to a particular favorite oldie if they had heard it with any frequency in recent memory."

"As a result, stations that lean heavily on oldies run the risk of destroying the inherent value in those oldies. If we all had thousands and thousands of great oldies to play, it might be a different story. But we don't. The number of legitimately strong oldies is limited for any station, and the more often you play them, the more likely you are to reduce their appeal."

"Another factor is the importance of artist value when it comes to new music. Most adults will accept and like new, technically unfamiliar music very quickly if it's from an artist they know and like. Although there are occasional exceptions to that rule, I believe artist value to be a major factor in judging new music. A new record from a reasonably acceptable artist already has a handle of familiarity for the audience; they're going to accept the unfamiliarity of the song (and understand your airplay of it) if they view the artist as significant."

"And the artist doesn't have to be Kenny Rogers for that to hold true. An artist like, say, Maureen McGovern has enough familiarity to positively affect the acceptance of her newest release."

"And the final factor in my holistic position on new music is on-air presentation. When your station plays a new song, you have to give the audience a reason for liking it. Audience reaction to that hypothetical Maureen McGovern release will be very different on a station where the song is simply played with no identification compared to a station that does an effective job of selling its product on the air. If the announcer identified the song and artist, and sounds like he believes it's a great song, the audience will follow to some extent. If we don't sound like we think our music is the greatest in the world, how can we expect our audience to care?"

"Apparently popularity and its correlation with familiarity isn't sufficient information for the structuring of a music mix. There are just too many other factors involved in the audience reaction to a radio station, and some of those factors favor the inclusion of more new music than call-out research alone would suggest."



WSGW/Saginaw Operations Manager Rick Belcher is seen here standing next to what used to be a life-long dream. Reviewing what happened, Belcher had made known his desire to do his morning drive show from a classic Rolls Royce. So while he was attending the American Radio Expo in Los Angeles, the other members of the morning team made arrangements to pick him up in the Rolls during his show. The surprise came at 7:40 on a recent Tuesday morning, as the automobile arrived complete with Marti remote transmitting equipment installed. He then proceeded to tool around the city in a motorized cloud. The Rolls, by the way, was a 1956 Silver Wraith, worth about \$60,000 . . . A remote of a more serious matter occurred during last month's "triple" Presidential debate, which featured Independent candidate John Anderson's responses in conjunction with the responses of the other participants. WYBR/Rockford General Manager Jack Ambrozic wrote to tell us: "WYBR was able to accomplish what was probably an original and perhaps even an exclusive for the radio industry. We made arrangements with the independent television network through Channel 39 here and were able to prove again radio's technical flexibility, as we eliminated the many difficulties that TV was experiencing, thus presenting a very tight format that included all three candidates. This is not to criticize the fine performance presented by the TV stations, who were forced to contend with many problematic areas. We'd like to know if any other radio station was able to offer this service to their listeners . . . REUNITED: KING/Seattle recently combined an old favorite voice with a new favorite one to produce four hours of entertainment and information for their morning listeners. Personality Tom McKay invited 50's and 60's top banana Al Cummings (left) to join him for the broadcast, which

Color

Transition

Karl Shannon has departed his weekend air-shifts and production responsibilities at WHAS/Louisville to take over the morning drive air slot of WAMZ-FM, which is also in the Bluegrass State's biggest city. He has been replaced at WHAS by Doug McElvin, who comes to the station from the Program Directorship of WWSA & WCHY/Savannah, GA . . . William B. Faber, President of WFLA-AM-FM/Tampa, has announced the appointment of James B. Ashbery as General Manager of both stations, and Scott Farrell to Station Manager of WFLA-FM . . . Don Vaughn is the new 9-12pm personality at WSLI/Jackson, MS, coming from WKOR/Starkville, MS. He replaces Dave Kimbrough, who moves on to WJDX, also in Jackson . . . Ed Joyce, known for his exceptional coverage of the recent bombing-extortion story in Lake Tahoe, CA, has resigned his News and Public Affairs Directorship of KTHO to pursue several radio offers in Seattle.



YOU WIN "WHEN" YOU LISTEN: A 62-second free shopping spree is what one lucky WHEN/Syracuse listener recently won in the station's "Race Back To School" promotion. Ann Snyder was the lucky winner, being allowed 62 seconds to shop in a local retail store. Midday air personality Joe Gallagher (right) acted as the official play-by-play announcer of the day's "great race." The man on the left is a local kleptomaniac.



in addition to regular morning music and fun included reminiscing about the "good old days of radio." The gentleman in the center is Ivar Haglund, a well-known business owner in the area . . . KHOW/Denver news personality Judy Muller was honored by her peers recently with a special "awards dinner" when she received honorable mention as a finalist from a society of professional journalists. In addition, she was presented with a letter from Governor Richard Lamm congratulating her and KHOW on her fine work . . .

P/A

POP/ADULT®

BREAKERS®

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

DOOBIE BROTHERS
One Step Closer (WB)

59% of our reporters are on it. Their hits just keep on comin' — latest adds include WWWE, WRVA, WKIQ, WNDB, KDKA, KUGN, KFQD, KOLO, WSGW, KMJJ, KPPL. Key moves: 21-15 WBEN, 22-18 KWOS, 24-16 WSM-FM, 25-18 WGAR, 29-24 KBAI, 29-23 WORG, 30-25 KRKO, 35-29 WFIR, 21-17 WEIM, 29-25 WOWO. Jumps 38-26 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.

FRED KNOBLOCK & SUSAN ANTON "Killin' Time" (Scotti Bros.) 70/12 Continues its building mode — add WTMJ, WGIR, WNEU, WFIR, 3-W-S, KEX, WHEN, WSGW, WPTF, KFQD, WBOW, WORG. Key moves: 27-18 KMED, 26-19 WREC, 29-24 KOLO, 28-24 WEIM, debut 15 KBLF, debut 29 WDAK. Increased 33-27 on P/A chart.

RITA COOLIDGE "Fool That I Am" (A&M) 68/8 add KLMS, WRIE, KOLO, WCBM, KSFO, WOOD, WCFR, KMRJ. Key moves: 33-28 KMBZ, 30-28 WTAR, debut 22 KEX, debut 29 WLNH, debut 30 WREC. Increased 32-28 on P/A chart.

ABBA "The Winner Takes It All" (Atlantic) 63/10 add WFIR, KMED, WBOB, WIP, WACI, WHBY, KBAI, WGAR, WNEU, KMRJ. Key moves: 23-16 WWWE, 29-22 WREC, 29-22 WSM-FM, 29-20 WSB, debut 14 KBLF, debut 29 WEIM. Increased 37-29 on P/A chart.

BLONDIE "The Tide Is High" (Chrysalis) 56/23. Making impressive gains at the P/A level for this CHR act. Latest adds include KHOW, WJBO, WCCO-AM, WTMJ, WHAS, WVIC, WEIM, KEX, WOAI-FM, WFYR, KMBZ, KPPL, KFQD (dp), KRMG, KLO, WTAR. Key moves: 28-18 WFIR, 27-21 WOWO, 26-20 WGAR, debut 19 WTVN, debut 23 WNEU, debut 30 KOLO. Heavy rotation: WSLI, WRVA. Debuts at No. 31 on P/A chart.

CHARLES FOX "Seasons" (Handshake) 55/13 add WHOK, KBLF, KMRJ, WDAK, KRZI, WJBO, WDEF, WORG, WNAF, KFQD, WYMC, KAAV, WDBO. Key moves: 31-28 WSGW, 37-23 KMED, debut 23 KEX, debut 28 KOLO. Increased 40-32 on P/A chart.

MAC DAVIS "Texas In My Rear View Mirror" (Casablanca) 45/2 add KOLO, WCBM. Key moves: 13-6 WHAG, 15-12 KMBZ, 31-25 KMED, 28-25 WSGW, 21-18 WSB, 23-20 WEIM, 26-23 KSTP, 30-25 WLNH, debut 28 KING. Increased 34-33 on P/A chart.

BETTE MIDLER "My Mother's Eyes" (Atlantic) 37/14 add KAAV, WABZ, WHIO, WRVA, KBLF, KMED, WEIM, KUGN, KSL, WBEN, WJON, WOAI-FM, KWOS, KPPL. Key moves: 33-25 WGAR, 19-16 WVIC, debut 30 WSM-FM. Debuts at No. 38 on P/A chart.

HEART "Tell It Like It Is" (Epic) 32/5 add KRMG, WSLI, WEBC, WGAR, KMRJ. Key moves: 16-11 WSM-FM, 27-24 WORG, 37-30 WFIR, debut 20 WTVN, debut 20 WGR, debut 27 WLNH. Debuts at No. 37 on P/A chart.

BOZ SCAGGS "Miss Sun" (Columbia) 32/12 add WLNH, KSFO, WNEU, KRKK, WEIM, KUGN, WBEN, WSLI, WHAG, WYMC, WVIC, KWOS. Debuts 26 WSM-FM. Debuts at No. 38 on P/A chart.

ANDY GIBB "Time Is Time" (RSO) 31/9 add WOWO, KRKK, WBOW, WSLI, WDFI (dp), KFQD, WIP, WLNH, WABZ. Key moves: 32-29 WORG, 23-20 WBEN, 30-27 WWWE, debut 28 WEIM. Debuts at No. 39 on P/A chart.

BRUCE SPRINGSTEEN "Hungry Heart" (Columbia) 30/4 add WCCO-FM, KRZI, KMRJ, WTAE. Key moves: 15-9 WOWO, 20-10 WNEU, 20-15 WEIM, 23-19 WORG, 27-24 KRKO, 26-22 KDKA, debut 28 WLNH. Debuts at No. 40 on P/A chart. Another major CHR/AOR starting to score with P/A programmers.

Others Getting Significant Action

STEPHEN BISHOP "Send A Little Love My Way (Like Always)" (WB) 48/6 add WHOK, WBOW, KMBZ, KEX, KRKK, WDAK. Debuts 29 KOLO, debuts 30 KMED. Heavy rotation: WHBY.

FOUR SEASONS "Spend The Night In Love" (WB/Curb) 38/3 add WSJS, WGIR, KMRJ. Moves: 22-17 WHAG, 29-17 KMED, 26-23 WEIM.

EARTH, WIND & FIRE "You" (ARC/Columbia) 32/8 add KMED, WHAG, KFQD, KPPL, WCCO-FM, KMRJ, WGAR, KBLF. Moves: 29-25 WTAR, 29-25 WEIM, 23-20 WSM-FM.

RONNIE MILSAP "Smoky Mountain Rain" (RCA) 30/3 add KFQD, KEX, WHAS. Moves: 6-4 WREC, 15-9 WHAG, 26-13 WSB, debut 20 KRMG.

STEELY DAN "Hey Nineteen" (MCA) 29/23 adds include WGAN, WJON, WCCO-FM, WEIM, WCFR, WDAK, WOWO, WGIR, WIP, KFOR, KPPL, WFYR, KOLO, WCHV. Debuts 22 WBEN, debuts 25 WSM-FM.

JOHNNY LEE "One In A Million" (Asylum) 28/0. Moves: 14-11 KRMG, 21-18 WREC.

DOLLY PARTON "9 To 5" (RCA) 26/19 adds include KRZI, WCFR, WTMJ, WRVA, WTAE, WHAS, WBAL, WCBM, KSFO, WCCO-FM, KRMG, KSL, WTAR, WOAI-FM, KAAV. Moves: 30-27 WSB.

DR. HOOK "Girls Can Get It" (Casablanca) 23/1 add WCHV. Moves: 22-17 WFIR, 26-21 WORG, 34-28 KRKO, 21-18 WNEU.

MICKEY GILLEY "That's All That Matters" (Epic) 22/0. Moves: 13-9 WREC.

ROBBIE DUPREE "Nobody Else" (Elektra) 20/4 add WBOW, KUGN, WRIE, WHIO. Moves: 33-28 WHAG.

WAYLON JENNINGS "Theme From The Dukes Of Hazzard" (RCA) 20/0. Moves: 12-6 WORG, 10-2 WNEU. Heavy rotation: WJON.

MANHATTAN TRANSFER "Trickle Trickle" (Atlantic) 19/4 add WCCO-FM, KSFO, WBT, WFIR. Debuts 29 WJBO.

STEVE GOODMAN & PHOEBE SNOW "Sometimes Love Forgets" (Asylum) 19/2 add KOB, KSL.

RANDY MEISNER "Deep Inside My Heart" (Epic) 17/2 add KFQD (dp), WLNH. Moves: 28-23 KRKO. Heavy rotation: WTVN.

BOBBY HART "Lovers For The Night" (Atco) 15/2 add WCCO-AM, KOB (dp).

Radio Records

POP/ADULT AIRPLAY / 40

Three Weeks	Two Weeks	Last Week	This Week
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December 5, 1980

Three Weeks	Two Weeks	Last Week	This Week	Artist/Record
2	1	1	1	KENNY ROGERS/Lady (Liberty)
3	3	2	2	CHRISTOPHER CROSS/Never Be The Same (WB)
7	6	3	3	NEIL DIAMOND/Love On The Rocks (Capitol)
4	4	4	4	LEO SAYER/More Than I Can Say (WB)
14	7	5	5	BARBRA STREISAND & BARRY GIBB/Guilty (Columbia)
17	11	7	6	AIR SUPPLY/Every Woman In The World (Arista)
11	8	8	7	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
8	8	8	8	ROGER DALTRY/Without Your Love (Polydor)
22	18	13	9	DIANA ROSS/It's My Turn (Motown)
13	12	11	10	DON WILLIAMS/I Believe In You (MCA)
1	2	9	11	BARBRA STREISAND/Woman In Love (Columbia)
-	40	22	12	BARRY MANILOW/I Made It Through The Rain (Arista)
28	21	15	13	KORGIS/Everybody's Got To Learn Sometime (Asylum)
6	9	10	14	HALL & OATES/You've Lost That Lovin' Feeling (RCA)
20	15	14	15	PAUL SIMON/One-Trick Pony (WB)
10	10	12	16	CLIFF RICHARD/Dreaming (EMI America)
36	29	19	17	EDDIE RABBITT/I Love A Rainy Night (Elektra)
26	25	18	18	JIMMY HALL/So Happy That Love Has Found You (Epic)
33	28	25	19	JOHN LENNON/(Just Like) Starting Over (Geffen)
31	26	21	20	BOBBY GOLDSBORO/Goodbye Marie (Curb/CBS)
32	27	24	21	DIONNE WARWICK/Easy Love (Arista)
19	20	20	22	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
5	13	16	23	WILLIE NELSON/On The Road Again (Columbia)
38	31	27	24	HARRY CHAPIN/Sequel (Boardwalk)
35	30	28	25	RUPERT HOLMES/Morning Man (MCA)
-	-	38	26	DOOBIE BROTHERS/One Step Closer (WB)
-	37	33	27	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
-	38	32	28	RITA COOLIDGE/Fool That I Am (A&M)
-	-	37	29	ABBA/The Winner Takes It All (Atlantic)
24	24	23	30	DIANA ROSS/I'm Coming Out (Motown)
-	-	-	31	BLONDIE/The Tide Is High (Chrysalis)
-	-	40	32	CHARLES FOX/Seasons (Handshake)
40	36	34	33	MAC DAVIS/Texas In My Rear View Mirror (Casablanca)
9	14	17	34	BOZ SCAGGS/Look What You've Done to Me (Columbia)
16	16	26	35	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
-	-	-	36	BETTE MIDLER/My Mother's Eyes (Atlantic)
-	-	-	37	HEART/Tell It Like It Is (Epic)
-	-	-	38	BOZ SCAGGS/Miss Sun (Columbia)
-	-	-	39	ANDY GIBB/Time Is Time (RSO)
-	-	-	40	BRUCE SPRINGSTEEN/Hungry Heart (Columbia)

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

CHARLIE RICH "A Man Just Don't Know What A Woman Goes Through" (Elektra) 15/1 add WHIZ.

FRANK MILLS "Happy Song" (Polydor) 14/5 add WSB, WBAL, WHIZ, KLO, KUGN. Heavy rotation: WELI.

PETER ALLEN "Fly Away" (A&M) 12/6 add WNAF, WHAG, WHIZ, WHBY, KMED, WHOK.

TIERRA "Together" (Boardwalk) 12/3 add WIP, KWOS, KMED. Moves: 29-20 WFIR, 30-27 WREC.

SPINNERS "I Just Want To Fall In Love" (Atlantic) 11/4 add KFQD, WHIZ, WKIQ, WHOK.

AMY HOLLAND "Here In The Light" (Capitol) 11/2 add KFOR, WEIM.

JOHN COUGAR "This Time" (Riva) 11/1 add WOWO. Moves: 27-18 WLNH.

ENGLAND DAN & JOHN FORD COLEY "Part Of Me Part Of You" (MCA) 10/5 add KSL, WRIE, KLO, KLOK, KWOS.

ROD STEWART "Passion" (WB) 10/3 add WHAS, WFIR, WCBM. Moves: 29-14 WNEU, 25-19 WSM-FM.

CLIMAX BLUES BAND "Gotta Have More Love" (WB) 10/1 add KFQD. Moves: 22-17 WSM-FM, 30-27 WORG, debut 30 WDAK.

MELISSA MANCHESTER "Without You" (Arista) 10/1 add WHAG. Moves: 28-24 WREC.

ATLANTA RHYTHM SECTION "Silver Eagle" (Polydor) 9/2 add KFOR, WORG. Heavy rotation: WDEF.

BOBBY VINTON "My First And Only Love" (Tapestry) 9/1 add WFTL.

DAN FOGELBERG "Same Old Lang Syne" (Full Moon/Epic) 8/8 add KRKK, KMRJ, WDFI (dp), KRKO, WHBY, WSM-FM, KWOS, WGIR.

CARLY SIMON "Take Me As I Am" (WB) 8/4 add WKIQ, WYMC, KRKO, WHIZ.

BELLAMY BROTHERS "Lovers Live Longer" (WB/Curb) 8/3 add WTAR, WSB, WHOK.

EAGLES "Seven Bridges Road" (Asylum) 8/3 add WRVA, KWOS, WYMC.

POINTER SISTERS "Could I Be Dreaming" (Planet) 8/2 add WCHV, WYMC.

KOOL & THE GANG "Celebration" (De-Lite) 8/1 add WABZ. Moves: 19-11 WOWO, 34-25 WORG.

MARCY LEVY & ROBIN GIBB "Help Me!" (RSO) 8/1 add WYMC. Moves: 32-26 WFIR.

Most Added:

BLONDIE
The Tide Is High (Chrysalis)
Added at 23% of our reporting stations.
STEELY DAN
Hey Nineteen (MCA)
Added at 23% of our reporting stations.
BARRY MANILOW
I Made It Through The Rain (Arista)
Added at 22% of our reporting stations.
DOLLY PARTON
9 To 5 (RCA)
Added at 19% of our reporting stations.
BETTE MIDLER
My Mother's Eyes (Atlantic)
Added at 14% of our reporting stations.
DOOBIE BROTHERS
One Step Closer (WB)
Added at 13% of our reporting stations.
CHARLES FOX
Seasons (Handshake)
Added at 13% of our reporting stations.

Hottest:

NEIL DIAMOND
Love On The Rocks (Capitol)
Reported hot at 80% of our stations.
KENNY ROGERS
Lady (Liberty)
Reported hot at 52% of our stations.
BARBRA STREISAND & BARRY GIBB
Guilty (Columbia)
Reported hot at 47% of our stations.
AIR SUPPLY
Every Woman In The World (Arista)
Reported hot at 45% of our stations.
LEO SAYER
More Than I Can Say (WB)
Reported hot at 41% of our stations.
CHRISTOPHER CROSS
Never Be The Same (WB)
Reported hot at 37% of our stations.



Black Radio

Bill Speed

Advertising On Black Radio: An Agency Perspective

To follow up on last week's interview with KJLH/Los Angeles General Sales Manager Jai Rich, in which he discussed the problems Black radio has in attracting national advertising buys, I spoke with Eileen Heigl, Assistant Spot Broadcast Manager at Doyle, Dane & Bernbach, one of New York's largest ad agencies. She explained some of the ways in which agencies make their buys on radio stations, and offered some suggestions for Black radio stations to sell themselves more effectively.

I first asked Eileen to outline in general how the buying process works. "If an American Airlines is going for the businessman," she said, "then the selection of stations would be upscale — meaning Classical, Good Music, AOR. Research is supplied to us on people of \$25,000+ income, who among them travels most frequently and what type of format they listen to. I use anything that's available in research to allow my buyers

to make the best buys possible for the product. This is along with Arbitron, of course, but it's not strictly numbers. The formats are involved."

I asked her why Black stations seem to be generally excluded from such sponsors as American Airlines, and she answered, "I don't know that they're excluded —

stations in the market who always seem to get the buys, that it should be approached as a separate buy because of the unique listenership — blacks listen to Black stations."

She continued by asking a pertinent question: "Isn't it the station's responsibility to make useful kinds of re-

"It's our responsibility (as an agency) to get all the information and marketing know-how on how to sell a product. The same thing has to apply to a station."

I've never had anything saying you cannot buy a Black station." But she went on to point out that Black stations would not be likely to show up as a "top-rated source of \$25,000+ income," which would account for their not being chosen.

Stations' Initiative

As far as suggestions for Black radio stations to get a bigger piece of the advertising action, Eileen commented, "I think that since your numbers on Black stations will never be as high as the most dominant

search available? I don't think it's an agency's responsibility. If you're trying to promote something . . . We're trying to sell product, and it's our responsibility to get all the information and marketing know-how on how to sell a product. The same thing has to apply to a station."

Finally, when I mentioned the universal sales kits prepared not long ago for Classical and Hispanic formats, she agreed that it would be a good idea for Black radio: "I think that would be not only informative to a buyer but also to a planner."

King For A Day Rally

WBMX/Chicago's evening air personality Marco Spoon is calling for the radio and record communities to support the efforts to make January 15 (Martin Luther King, Jr.'s birthday) a national holiday.

Acting on the earlier call from Stevie Wonder (via his recent press conference), Spoon decided it's a cause he couldn't help but get involved with. The radio station and management have pledged their support to the drive by offering to be the official information and resources center for the national drive, asking that all political, social, and community organizations, along with the mass media, add their support to this drive.

Volunteers are asked to contact Spoon at WBMX during his airshift at (312) 591-2244, and to send name, address, phone number, and occupation to 408 South Oak Park Ave., Oak Park, IL, c/o "King For A Day Drive."

Stevie Wonder's representative in Washington, DC, Offield Dukes, told Spoon the only thing they were planning was a rally to show support. Spoon felt if people went to the rally, why not take documents or petitions to make a better show of support.

The station is currently in the process of making up a standard form for the petition (to be shown here as soon as it's available) to be distributed through churches, high schools, and various other organizations.

Spoon also outlined a plan to take a bus from Chicago to Washington with petitions. He hopes other radio stations will work out similar arrangements, "so that others will come out and commit themselves like we're doing."

Because of the time element, Spoon is also hoping to get together another rally on April 4 (the date King was killed). Spoon said his support to date includes Rev. Jesse Jackson and Operation PUSH, Rev. Willie Bell, and Rev. B. Herbert Martin. Spoon states, "Let's get together and show Congress the people across the country are in support of this drive to establish this as a national holiday." He added that all petitions will be delivered to Congress.



DRUMMING UP SUPPORT — Pictured along with Elektra/Asylum's Lenny White (second from left) are several supporters of his recent drum clinic held in Chicago in conjunction with WBMX-FM. Shown at the seat of the beat are, from left: WBMX-FM air personality Doug "Too Heavy" Banks, Brian McAlpin (winner of the clinic's top prize — a drum set), Drums Unlimited retail store owner Bill Crowden, and EIA's Carter Russell.



BIG APPLE BY LAWS — Columbia's Hubert Laws recently performed at Carnegie Hall in New York City. Pictured post-performance are (l-r): Columbia VP George Butler, label's Vince Pelligrino, WBLS MD Thorn Maxwell, Laws, and Columbia's Jim Fishel and Mike Bernardo.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- KOOL & THE GANG**
"Celebration" (De-Lite)
- CAMEO**
"Keep It Hot" (Chocolate City)
- REDDINGS**
"Remote Control" (BID)
- STEVIE WONDER**
"Master Blaster (Jammin')" (Tamla)
- PATRICE RUSHEN**
"Look Up" (Elektra)
- MANHATTANS**
"I'll Never Find Another" (Columbia)
- TEDDY PENDERGRASS**
"Love TKO" (Philadelphia International)
- LAKESIDE**
"Fantastic Voyage" (Solar)
- ARETHA FRANKLIN**
"United Together" (Arista)
- HEATWAVE**
"Gangsters Of The Groove" (Epic)
- CON FUNK SHUN**
"Too Tight" (Mercury)
- PRINCE**
"Uptown" (WB)
- EARTH, WIND & FIRE**
"You" (ARC/Columbia)
- LTD**
"Shine On" (A&M)
- JACKSONS**
"Lovely One" (Epic)

CLIMBERS

Following are listed in order of their airplay activity.

GEORGE BENSON "Love X Love" (WB) 47% reporting. Climbing at WDIA and KMJQ; hot at WJJS, WKXI, WOWI, WHRK, WVEE, WGIV and WPXI in the South. Hot rotation at WAMM, WVON and KATZ with medium airplay at WCIN in the Midwest. Hot at KYAC in the West. Climbing at WWIN and hot at WXYV in the East.

TAVARES "Love Uprising" (Capitol) 47% reporting airplay. Climbing at KDAY and KDKO in the West. Medium airplay at WCIN, WVON and KPRS in the Midwest. New at WLOU, climbing at WHRK, WVEE, WOWI, WJJS, WPXI, WGIV and WEAS, and hot at WAOK in the South. Hot at WILD while climbing at WXYV in the East.

SWITCH "Love Over And Over Again" (Gordy) 47% reporting action. The South shows an add at WLOU and WANT, climbing at WEAS, WYLD, WJJS and WOIC, and hot at WJMI, WAOK and WDIA. Climbing at WCIN while hot at WDAO, WJMO and WTLC in the Midwest. Medium airplay at KDAY and KDKO in the West. Climbing at WWIN in the East.

POINTER SISTERS "Could I Be Dreaming" (Planet) 44% of our reporters are on it. New at WYLD; climbing at WLOU, WJJS, WKXI, WOIC, WHRK and WVEE in the South. Climbing at WILD and WXYV in the East. Medium activity at WCIN, WJMO and WWWS in the Midwest. Added at KDKO, climbing at KYAC, and hot at KDAY in the West.

BOOTSY "Mug Push" (WB) 44% reporting. Debuting at WDAO; climbing at WTLC, WAMM, WWWS and KATZ in the Midwest. The West shows medium airplay at KDAY and KDKO. Climbing at WILD in the East. Hot at WEAS; climbing at WTMP, KMJQ, WJJS, WAOK, WJMI and WOIC in the South.

LARRY GRAHAM "When We Get Married" (WB) 41% reporting activity. Hot at KDAY and KYAC in the West. Climbing at KATZ, WJMO and KPRS while hot at WCIN and WJMO in the Midwest. Hot rotation at WYLD, WOIC, WJMI, WKXI and WJJS while climbing at WOWI and KMJQ in the South.

SWEAT BAND "Freak To Freak" (Uncle Jam) 41% reporting. The South shows hot rotation at WAOK, KMJQ, WNOO, WLOU and WEAS with medium airplay at WJJS and WOIC. Climbing at WWIN and WILD in the East. Hot at KPRS, KATZ and WTLC; climbing at WCIN and WJMO in the Midwest.

SEAWIND "What Cha Doin'" (A&M) 41% of our reporters are on it. Climbing at WJJS, WHRK, WVEE, WOWI, WAOK and WDIA in the South. Hot at WILD with medium airplay at WWIN and WXYV in the East. Climbing at KPRS and WWWS; hot at WDAO in the Midwest. Hot at KYAC and climbing at KDAY in the West.

RAY, GOODMAN & BROWN "Happy Anniversary" (Polydor) 41% reporting. Hot at WILD in the East. New at WYLD, climbing at WLOU, WTMP, WJJS, WDIA and WKXI, and hot at WGIV and WJMI in the South. Hot at WAMM and WVON; climbing at WCIN, WJMO and KATZ in the Midwest.

LENNY WHITE "Kid Stuff" (Elektra) 38% reporting activity. New at WANT, climbing at WYLD and KMJQ, and hot at WJJS, WDIA, WOWI, WHRK and WVEE in the South. Hot at WXYV in the East. Hot at WCIN, WWWS and KATZ; climbing at KPRS in the Midwest.

LA TOYA JACKSON "If You Feel The Funk" (Polydor) 38% of our reporters are on it. Hot at KDAY and climbing at KDKO in the West. Medium airplay at WTLC, WDAO and WAMM while hot at WCIN in the Midwest. Medium airplay at WLOU, WJJS, WAOK, WJMI and WOIC in the South. Climbing at WWIN and WILD in the East.

JACKSONS "Heartbreak Hotel" (Epic) 38% reporting airplay. Added at WJMO and WDAO, climbing at WVON, WCIN and WTLC, and hot at WWWS in the Midwest. The South shows adds at WGIV and WYLD, climbing at WEAS and WTMP, and hot at WNOO. Hot at KDAY in the West. Hot at WWIN in the East.

BAR-KAYS "Boogie Body Land" (Mercury) 38% reporting action. New at WEAS, WGIV and WLOU; climbing at WDIA, WAOK, WOIC, WHRK and WVEE in the South. Climbing at WXYV in the East. Hot at WDAO while climbing at WTLC, WJMO and WWWS in the Midwest.

ASHFORD & SIMPSON "Happy Endings (WB) 35% reporting. Climbing at WILD and WXYV in the East. The South shows hot rotation at WJMI with medium airplay at WGIV, WJJS, WAOK, WOIC, WHRK and WVEE. Climbing at WAMM; hot at WJMO in the Midwest. Climbing at KDAY in the West.

MICHAEL HENDERSON "Prove It" (Buddah) 35% reporting activity. New at WCIN; climbing at WJMO and KPRS in the Midwest. Medium airplay at WEAS, KMJQ and WKXI while hot at WGIV, WLOU, WTMP, WAOK and WJMI in the South. Climbing at WILD in the East.

DIANA ROSS "It's My Turn" (Motown) 35% reporting. Debuting at WAMM while climbing at WCIN, WJMO and KPRS in the Midwest. Hot at WGIV; climbing at WPXI, WJJS, WDIA, WKXI and WOIC in the South. Hot at WILD in the East. Hot at KYAC in the West.

JONES GIRLS "I Just Love The Man" (Philadelphia International) 35% reporting airplay. Hot at WWIN in the East. Added at WYLD and WANT, climbing at WEAS, WLOU, WDIA and WJMI, and hot at WOIC in the South. Hot at WTLC and WAMM; medium airplay at WDAO in the Midwest. Climbing at KDAY in the West.

PARLIAMENT "Agony Of DeFeet" (Casablanca) 35% reporting. New at WANT, climbing at WLOU, WYLD, WNOO, WAOK, WKXI, WJMI and WOIC, and hot at WEAS in the South. Hot at WTLC; climbing at WJMO and KATZ in the Midwest.

NEW & ACTIVE

DYNASTY "Do Me Right" (Solar) 29% reporting. Climbing in the East at WWIN and WXYV. The South shows it new at WYLD, in medium rotation at KMJQ, WVEE and WHRK, and hot at WOIC. Hot in the Midwest at WAMM, while in medium rotation at WJMO and KPRS.

DONNA SUMMER "The Wanderer" (Geffen) 29% reporting. In medium rotation in the West at KYAC and KDKO. In medium rotation in the South at KMJQ and WJJS while hot at WPXI, WKXI, WOIC, WHRK and WVEE. Hot in the East at WXYV.

WILTON FELDER "Inherit The Wind" (MCA) 29% reporting. Added in the West at KDAY. In the Midwest it's new at WDAO while hot at WAMM and WWWS. The South shows it in medium rotation at WYLD and hot at WGIV, WNOO and WDIA. Medium at WILD and hot at WWIN in the East.

MAZE "The Look In Your Eyes" (Capitol) 29% reporting. Debuting in the Midwest at WCIN; climbing at WTLC, WAMM, WJMO and WVON. Climbing in the South at WEAS, WLOU and WJMI while hot at WOIC.

JERMAINE JACKSON "Little Girl Don't You Worry" (Motown) 29% reporting. New in the East at WILD. Debuting in the South at WEAS; medium at WNOO and WOIC. Medium in the Midwest at WCIN, WAMM, WJMO and WWWS while hot at WTLC.

CHI-LITES "Heavenly Body" (Chi-Sound) 26% reporting. New in the Midwest at WDAO while climbing at KPRS, WVON and KATZ. Medium in the West at KYAC. Medium in the South at WDIA and hot at WAOK and WLOU. Climbing in the East at WILD.

LINDA CLIFFORD "Shoot Your Best Shot" (Curton) 26% reporting. New in the South at WANT, climbing at WPXI, WNOO and WLOU, and hot at WGIV. Climbing in the East at WWIN and WILD. Medium at KYAC in the West.

GAP BAND "Burn Rubber On Me" (Mercury) 26% reporting. New in the West at KDAY and KDKO. In the Midwest it's new at WTLC, WDAO, WAMM and WJMO. The South shows it new at WGIV, WLOU and WTMP.

NOTE: Due to the Thanksgiving holiday, station reports fell below normal levels. Regular music activity will resume next week.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- HERBIE HANCOCK** Mr. Hands (Columbia)
- GROVER WASHINGTON JR.** Winelight (Elektra)
- DAVE VALENTIN** Land Of The Third Eye (GRP/Arista)
- JUDY ROBERTS BAND** The Other World (Inner City)
- SPYRO GYRA** Carnival (MCA)
- STANLEY TURRENTINE** Use The Stairs (Milestone)
- DAVID CHESKY BAND** Rush Hour (Columbia)
- ERIC GALE** Touch Of Silk (Columbia)
- SONNY ROLLINS** Love At First Sight (Milestone)
- MONTY ALEXANDER** Ivory & Steel (Concorde)
- DEVADIP CARLOS SANTANA** The Swing Of Delight (Columbia)
- AHMAD JAMAL** Intervals (20th)
- HUBERT LAWS** Family (Columbia)
- WILTON FELDER** Inherit The Wind (MCA)
- AZYMUTH** Outubroo (Milestone)

NEW & ACTIVE

- CLAIRE FISHER** Salsa Picante (Discovery)

EAST: WHUR/Washington, D.C., Jesse Fox; WEBB/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Jonathan Brasileu. SOUTH: WCLK/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Roy Ewell. MIDWEST: WBSY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Paster. WEST: KJLH/Los Angeles, CA, Lawrence Tenter.

Pop / Rhythms
Hottest
December 5, 1980

EAST	SOUTH	MIDWEST	WEST
Stevie Wonder Cameo	Cameo Teddy Pendergrass Stevie Wonder Kool & The Gang	Kool & The Gang Reddings	Stevie Wonder Kool & The Gang Larry Graham

Regionalized Adds & Hots

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

MIDWEST

WWIM
Baltimore, MD
Curtis Anderson

ADDED
Stevie Wonder "Ain't"
Silver Platinum
Persuaders
Tierra

HOTTEST
Jacksons "Hotel"
Wilton Felder
Kano
Yarbrough & Peoples
Lakeside
Stylistica
Stevie Wonder "Master"
Aretha Franklin
Cameo
Teena Marie

WILD
Boston, MA
Steve Crumbley

ADDED
Heaven & Earth
Eloise Laws
Silver Platinum
Jermaine Jackson
Truth
Bohannon "Dance"
Barbara Mason
People's Choice
Simba

HOTTEST
Teddy Pendergrass
Stevie Wonder
Reddings
Kool & The Gang
Paris
Tavares
Seawind
Diane Ross "Turn"
Cameo
Ray, Goodman & Brown

WXVY
Baltimore, MD
Larry Wilson

ADDED
None

HOTTEST
Prince
Manhattans
George Benson
Lenny White
Stylistica
Cameo
Teddy Pendergrass
Stevie Wonder
Jacksons
Earth, Wind & Fire

WWWS
Saginaw, MI
Kenneth Crockett

ADDED
Gil Scott-Heron
Steely Dan
Heaven & Earth
Unlimited Touch

HOTTEST
Kano
Leon Huff
Lakeside
Jacksons "Hotel"
Wilton Felder
Reddings
Patrice Rushen
Lenny White
Kool & The Gang
Jimmy Bo Horne

WJMO
Cleveland, OH
Bernie Moody

ADDED
Donna Summer "Cold"
Aretha Franklin
Jacksons "Hotel"
Con Funk Shun
Commodores

HOTTEST
Teddy Pendergrass
Larry Graham
Reddings
Jacksons "Lovely"
Prince
Kool & The Gang
Ashford & Simpson
Cameo
Switch
Manhattans

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Tierra
Shalamar
Carrle Lucas
Gap Band
Fred Waters
Rickie Clarke

HOTTEST
Switch
Junie
One Way
Teddy Pendergrass
Reddings
Jermaine Jackson
Jones Girls
Sweet Band
Parliament
High Energy

WNOO
Charlottesville, TN
Dwight Harrison

ADDED
None

HOTTEST
Vernon Burch
Super Wolf
Starpoint
Cameo
Jacksons "Hotel"
Wilton Felder
Grover Washington Jr.
Sweet Band
Fenderella
Teena Marie

WVEE
Atlanta, GA
Scotty Andrews

ADDED
None

HOTTEST
Prince
Manhattans
George Benson
Lenny White
Stylistica
Cameo
Teddy Pendergrass
Stevie Wonder
Jacksons "Lovely"
Earth, Wind & Fire

WDIA
Memphis, TN
Mark Christian

ADDED
None

HOTTEST
Aretha Franklin
Cameron
Kool & The Gang
Cameo
Switch
Teddy Pendergrass
Lenny White
S.O.S. Band
Zapp
Wilton Felder

WAMM
Flint, MI
Floyd Little

ADDED
Diana Ross "Turn"
Kevin Moore
Peaches & Herb
Gap Band
Gil Scott-Heron
Bryson/Flack
Slave

HOTTEST
Jones Girls
Jacksons "Lovely"
Stevie Wonder
Kool & The Gang
Ray, Goodman & Brown
Stylistica
Dynasty
George Benson
Lakeside
Wilton Felder

KATZ
St. Louis, MO
Earl Parnell

ADDED
None

HOTTEST
Stevie Wonder
Jacksons "Lovely"
Teddy Pendergrass
Prince
Kool & The Gang
Cameo
Sweet Band
Patrice Rushen
Lenny White
George Benson

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Con Funk Shun
Barbra Streisand
Michael Henderson
Slave
Maze

HOTTEST
Prince
Reddings
Cameo
LTD
Earth, Wind & Fire
Lenny White
Kenny Rogers
La Toya Jackson
Larry Graham
Brick

KPRS
Kansas City, MO
Dell Rice

ADDED
None

HOTTEST
Zapp
Stevie Wonder
Rene & Angela
Stylistica
Reddings
Kool & The Gang
Idris Muhammad
Jacksons "Lovely"
Prince
Sweet Band

WVON
Chicago, IL
Lee Armstrong

ADDED
None

HOTTEST
Stevie Wonder
Kool & The Gang
Mtume
Prince
George Benson
Zapp
Teena Marie
Ray, Goodman & Brown
Change
Kurtis Blow

WDAO
Dayton, OH
Turk Logan

ADDED
Bryson/Flack
Jacksons "Hotel"
Bohannon
Gap Band
Con Funk Shun
Bootay
People's Choice
B.T. Express
Peaches & Herb
Chi-Lites
Dionne Warwick
Della
Barbara Mason
Eloise Laws
Wilton Felder
Grover Washington Jr.
Jean-Luc Ponty

HOTTEST
Cameo
Heatwave
Lakeside
Rockie Robbins
Manhattans
Sun
Patrice Rushen
Change
LTD
O'Jays

WEST

KDKO
Denver, CO
Byron Pitts

ADDED
Cameo
Captain & Tennille
Slave
Commodores
Norman Connors
Gap Band
Reddings
Jermaine Jackson
Pointer Sisters
Sugarhill Gang
Kwick

HOTTEST
Jacksons "Lovely"
Stevie Wonder
Teddy Pendergrass
Dobbe Brothers
Prince
Kool & The Gang
Kenny Rogers
Earth, Wind & Fire "Talk"
Zapp
Queen

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Sterling Harrison
Wilton Felder
Gap Band
Earth, Wind & Fire
Con Funk Shun

HOTTEST
Heatwave
Cameo
Kool & The Gang
Jacksons "Hotel"
Pointer Sisters
Manhattans
Larry Graham
LTD
Reddings
La Toya Jackson

KYAC
Seattle, WA
Tamlin Henry

ADDED
None

HOTTEST
Stevie Wonder
Diana Ross "Coming"
Blue Lights
Herb Alpert
Vernon Burch
Seawind
George Benson
Larry Graham
Rodney Franklin
Diane Ross "Turn"

SOUTH

WEAS
Savannah, GA
Floyd Bee

ADDED
Lakeside
Jermaine Jackson
Bar-Keys
Trammps

HOTTEST
Stevie Wonder
Teddy Pendergrass
Cameo
Reddings
Bootay
Sweet Band
LTD
Patrice Rushen
Parliament
Peaches & Herb

WANT
Richmond, VA
Ben Mills

ADDED
Linda Clifford
Lenny White
Switch
James Brown
Parliament
Jones Girls
Earth, Wind & Fire

hottest
Stevie Wonder
Jacksons
Kool & The Gang
Slick
Lou Rawls
Lakeside
Aretha Franklin
Cameron
Reddings

WYLD
New Orleans, LA
Brute Bailey

ADDED
Pointer Sisters
Ray, Goodman & Brown
Dynasty
Jacksons "Hotel"
Jones Girls
Silver Platinum
Ogoda Penn

HOTTEST
Teddy Pendergrass
Stevie Wonder
Diana Ross "Coming"
Prince
Larry Graham
Jacksons "Lovely"
Kool & The Gang
Reddings
George Benson
Zapp

WTMP
Tampa, FL
Graham Armstrong

ADDED
Z.Z. Hill
Lakeside
Ray Charles
Sebrina Rich
Gap Band
Frank Hooker

HOTTEST
Stevie Wonder
Teddy Pendergrass
Jacksons "Lovely"
Kool & The Gang
Cameo
Lou Rawls
Reddings
Natalie Cole
Vernon Burch
Michael Henderson

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Yarbrough & Peoples
O'Jays
Frank Hooker
Jacksons "Hotel"
People's Choice
Bar-Keys
Skyy

HOTTEST
Teddy Pendergrass
Cameo
Michael Wycoff
Diane Ross "Turn"
Michael Henderson
Wilton Felder
Lipps, Inc.
Lakeside
Flakes
Alfonzo Surratt

WLOU
Louisville, KY
Bill Price

ADDED
Yarbrough & Peoples
Switch
Geraldine Hunt
Tavares
Bar-Keys
Barry White
Skyy
Gap Band
Peaches & Herb
Heatwave

HOTTEST
Michael Henderson
Reddings
Brass Construction
Lakeside
Change
Patrice Rushen
Slave "Super"
Sweet Band
Kool & The Gang
Cameo

WHRK
Memphis, TN
Ron Olsen

ADDED
None

HOTTEST
Prince
Manhattans
George Benson
Lenny White
Stylistica
Cameo
Teddy Pendergrass
Stevie Wonder
Jacksons "Lovely"
Earth, Wind & Fire

WOWI
Norfolk, VA
Chester Benton

ADDED
None

HOTTEST
Stevie Wonder
Kool & The Gang
Jacksons "Lovely"
Reddings
Zapp
Prince
Cameo
Teddy Pendergrass
George Benson
Lenny White

WJJS
Lynchburg, VA
Robert Gains

ADDED
None

HOTTEST
Stevie Wonder
Jacksons "Lovely"
Teena Marie
Teddy Pendergrass
Lenny White
George Benson
Larry Graham
Nareda Michael Walden
Stylistica
Cameo

WJMI
Jackson, MS
Carl Haynes

ADDED
None

HOTTEST
Ray, Goodman & Brown
Cameo
Reddings
Kool & The Gang
Prince
Stevie Wonder
Ashford & Simpson
Switch
Michael Henderson
Larry Graham

WOIC
Columbia, SC
Bob Walters

ADDED
None

HOTTEST
Teddy Pendergrass
Kool & The Gang
LTD
Cameo
Jones Girls
Donna Summer
Lakeside
Dynasty
Larry Graham
Maze

WPXI
Charleston, SC
Tony Jamison

ADDED
None

HOTTEST
Kano
Grandmaster Flash
Teddy Pendergrass
Geraldine Hunt
Jacksons "Lovely"
Stevie Wonder
George Benson
Prince
Donna Summer
Neil Diamond

KMJQ
Houston, TX
Robert V

ADDED
None

HOTTEST
Teddy Pendergrass
Kano
Stevie Wonder
LTD "Where"
Cameo
Stephanie Mills
Prince
Kool & The Gang
Jacksons "Lovely"
Sweet Band

WAOK
Atlanta, GA
Carl Connors

ADDED
None

HOTTEST
Reddings
Kool & The Gang
Sweet Band
Patrice Rushen
Lou Rawls
Tavares
Chi-Lites
Heatwave
Michael Henderson
Switch

OPPORTUNITIES

Openings

EAST

Successful radio group looking for experienced Country PD who can lead and motivate a staff. Must be promotion-minded and as knowledgeable about farm programming as he/she is about Country music and research. If you're looking for a nice place to live, a great facility to work in, and a great group to work with, call AL MALMBERG immediately at (507) 286-1010. EOE (12-5)

Instead of watching high school football this fall and Class A or AA baseball in the spring, why not come root for the Colts and the Orioles? Your shot at the majors is just a tape and resume away. Send them now to Jack Beach, PD, 92FM (WLPL), 6623 Reistertown Rd., Baltimore, MD 21215. EOE M/F (12-5)

Music 105 needs one weekend swing shift CHR jock. 1 1/2 hour commute from Washington, D.C. Get your big start in radio here. Call STEVE CHAMBERS, PD, (703) 955-3300 or send tape and resume to 8 South Church St., Berryville, VA 22611. EOE M/F (12-5)

WNOW Contemporary Country format with emphasis on personality, information and community involvement looking for very aggressive, take-charge, creative PD. Send tape and resume to Dave Manno, GM, Box 1747, York, PA 17405. EOE M/F (12-5)

Now accepting tapes and resumes for future openings. Live Contemporary Hit Radio AM, automated Pop/Adult FM. Some experience preferred. Send to Mike Shirley, WHAR/WVHF, Box 2423, Clarksburg, WV 26301, or call (304) 624-5525 (no collect calls). EOE M/F (11-28)

50,000-watt clear channel AM looking for people who want to get in line for any possible future openings in our respected and aggressive news department. Only professional communicators need apply and only those willing to send both a tape and resume to Bill Lowe, ND, WHAM, 350 East Avenue, Rochester, NY 14604. No calls please. (12-5)

195-FM/Bridgeport, CT, 50kw personality AOR, has rare full-time opening for overnight show and music library work. No beginners. Tapes and resumes to Tom Zarecki, PD, Box 9595, Bridgeport, CT 06601. EOE M/F (12-5)

96KX (WXKX)/Pittsburgh has first jock opening in almost two years. Wanted: Experienced morning personality. Bright, conversational, entertaining, human one-to-one. No screamers. Tape, resume and photo copy of most recent ARB (a must) to Bobby Christian, 400 Ardmore Blvd., Pittsburgh, PA 15239. EOE M/F (12-5)

WAQY-FM, WIXY-AM, two of Springfield, MA's top radio stations, seeking female for news position immediately. Excellent chance for advancement. Send tapes and resumes to John Carter, WAQY/WIXY, 45 Fisher Ave., East Longmeadow, MA 01028. EOE (12-5)

Cape Cod's new KZ104 is looking for New England's best young morning air talent. We're a 50,000-watt FM on beautiful Cape Cod. If you're good we'll make you great. Tape, resume and your best Ted Kennedy joke to Dean Manchester, Program & Operation Manager, KZ104, Bog Hollow Road, Orleans, MA 02653. EOE M/F (12-5)

All-night position open. Good entry level for talented beginner. Primarily board work, some on-air duties. Tapes and resumes to Tony Rose, WILK, 88 N. Franklin St., Wilkes-Barre, PA 18711. No calls. EOE (11-28)

WLAM/Lewiston-Auburn, Maine needs an intelligent, professional Production Director who will be in charge of all phases of production including copy-writing, studio work, etc. Includes a short airshift. WLAM is #1 in this seven-station market, with state-of-the-art facilities and a great working atmosphere. RUSH tapes and resumes to Gary Bruce, PD, WLAM, Box 929, Lewiston, ME 04240. EOE M/F (11-28)

Entry-level position for experienced announcer/production. Tapes and resumes to G. DeSalvatore, 13 Woodside Drive, North Haven, CT 06473. EOE M/F (11-28)

WLAN-FM is looking for a top-notch, aggressive, experienced sales person with management qualification. WLAN employees are among the highest paid in central PA, with benefits to match. Address all resumes to Bill Cifuni, 252 N. Queen St., Lancaster, PA 17603. No phone calls please. EOE (11-28)

Public Service Director, Pop/Adult personality and AOR personality opportunities open now at one of Pittsburgh's pioneering radio combos. Top flight talent needed yesterday. Send your personality to us now. No beginners. Tapes and resumes to Bryan McIntyre, WYDD/WKPA, Box 7050, Pittsburgh, PA 15212. No calls please. EOE M/F (11-28)

Openings

V100/Charleston, WV has immediate opening for experienced newperson. We've been searching so long and haven't yet found a person with the qualities needed to keep us on top. If you're the one, send tape and resume to Gary Mitchell, V100, Box 4318, Charleston, WV 25304. EOE M/F (11-28)

Beautiful Music FM in medium market looking for Chief Engineer. 1st ticket, experience in automation and transmitters a must. Send resume to GM, Box 6273, Wheeling, WV 26003. (11-28)

Experienced (2 years), mature announcer who loves Country music. Position is with a fine company, superb facility with winning attitude. Join our team and grow. Closing date for applications is Dec. 5th. Send tape and resume to Rob Scheibly, WHTN, Box 2288, Huntington, WV 25724. EOE M/F (11-28)

WRWA, Music Radio 1340, is in search of a unique nighttime personality. If you have at least one year experience and can communicate with adults 25-44, send me your aircheck and resume. Send to Rick Ryder, Operations Mgr., WRWA, Box 1710, Reading, PA 19603. No calls please. EOE M/F (11-28)

A rare opening at Washington's DC101. Need a top-notch news communicator to work in the same city where the President lives. Send tapes and resumes to Dave Brown, DC101, 1150 Connecticut Ave. NW, Washington, DC 20036. No calls, just show us. EOE M/F (11-28)

News person wanted! WINE/WRKI-FM/Fairfield County, CT looking for dynamic morning news person. Superior writing and delivery. WRKI is 50 kw Superstars. WINE is Pop/Adult with heavy local news commitment. Rush tapes and resumes to Mike Allen, ND, Box 95, Danbury, CT 06810. No calls. EOE M/F (11-28)

WPEN/Philadelphia needs a warm, mature, creative entertainer for PM drive. WPEN is a Sinatra/Bennett MOR station with emphasis on 35+ demographics. Contact Julian Breen, WPEN, One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. (11-28)

Full-time night person needed for 80,000-watt FM in New England. Tapes and resumes to Pat McDonald, Box 900, Brunswick, ME 04011, or call (207) 725-5507. (11-28)

WQBK/Albany, long-running AOR, seeks experienced MD/air personality who can also handle promotions. Tapes and resumes immediately to John Cooper, WQBK, Box 1300, Albany, NY 12201. EOE (11-28)

Two positions now open for an experienced announcer and a dedicated News Director. Small East Coast AM-FM. Send tapes and resumes to Dawn Gaffka, WSME, Box 1220, Sanford, ME 04073, or call (207) 324-7271. (11-28)

SOUTH

WGLD 100kw in 47th metro needs an announcer. Beautiful Music experience not necessary, but talented style is. Great opportunity to join flagship of young, dynamic chain. Tape and resume to Ed Owens, Box 2808, High Point, NC 27281. EOE M/F (12-5)

CK101/Cocoa Beach, FL needs top-flight morning personality-morning team concept. Tapes, resumes and photos to Chip Taylor, PD, CK101, Box 520, Cocoa Beach, FL 32931. No calls please. EOE M/F (12-5)

KPLT/Paris, TX seeking full-time staff announcer for immediate opening. 2 years experience, play-by-play experience helpful. Tapes and resumes to Tom Allen, KPLT, Box 9, Paris, TX 75460 or call (214) 784-3311. EOE M/F (12-5)

Sales/weekender for FM Stereo Pop/Adult in small market. 75 miles from Washington, D.C. in beautiful Virginia. Resumes to Gary Kirtley, GM, WWOV, 8 South Church St., Berryville, VA 22611. (12-5)

WSWF/107 GOLD on Florida's Gulf Coast needs experienced personality for Oldies format. At least 2 years experience in Pop/Adult. Natural delivery and great production. If you're into Oldies and Florida sunshine, rush tape and resume to Pat Deishe, WSWF, Box 7363, Fort Myers, FL 33901. No calls please. EOE M/F (12-5)

WHYY-AM-FM news department has immediate full-time opening for news reporter/anchor person. Must have at least 1 year commercial radio experience and significant experience in street reporting. Some night and/or weekend work involved. Forward tapes and resumes to Hank Schmitt, ND, 3435 Normanbridge Rd., Montgomery, AL 36196 or call (205) 264-2288, or (205) 264-4039. EOE M/F (12-5)

Come join our team in the Norfolk beach market. Looking for creative individual with good production skills to handle morning drive. If you know your Country music, you may be the person we're looking for. Send tapes, resumes and references to Dan Williams, WOZQ, Box 15272, Chesapeake, VA 23320. (12-5)

WJ80 & WFMM seeking experienced news personalities and announcers. Good benefits. Tapes and resumes to Gary King, Box 496, Baton Rouge, LA 70821. (12-5)

50,000-watt WAAY/Huntsville is still looking for that top-notch News Director for our award-winning news department. A station with a real commitment to news, not just music. Send tapes and resumes to Jerry Dean, WAAY, Box 551, Huntsville, AL 35804. (11-21)

Q107/Charleston, SC seeking morning drive/information person to become involved with the morning show and community. Tapes and resumes to Tracy Mitchell, Q107, Box 903, St. George, SC 29477, (803) 723-5119. EOE M/F (12-5)

Looking for a Richard Pryor to do mornings. Big money for New Orleans. Immediate start. Send tapes and resumes to Barry Richards, WAIL-FM, 1639 Gentry Boulevard, New Orleans, LA 70119, or call (504) 943-9019. (12-5)

Attention rockers and rollers, K102/Ft. Lauderdale is now accepting tapes and resumes for possible openings. Tapes and resumes to Jonathan Keyes, K102, 4431 Rock Island Road, Ft. Lauderdale, FL 33319. No calls please. EOE M/F (12-5)

South power house rocker Wizard 99 now accepting tapes for future openings. Full-time and part-time. We look for natural-sounding self-starting team players who want to enjoy radio again. No beginners please. Tapes and resumes to Scott Fisher, WIZD, Box 99, Ft. Pierce, FL 33450. No calls please. EOE M/F (12-5)

KLIF/Dallas goes Country January 1st. We're searching for nation's best radio entertainers to become part of a new Texas legend. If you're ready for a top 10 market, send tape and resume to Herb Allen, WFMS, 2255 N. Hawthorne Lane, Indianapolis, IN 46218. EOE M/F (11-28)

Looking for personality communicator with top production skills for market's only 24-hour AM station. Immediate opening. Send tape and resume to Chuck Jackson, WTMC Radio, Box 897, Ocala, FL 32670, or call (904) 629-8008. (11-28)

Needed yesterday: Big voice hip Country jock for afternoon drive and copy/production. Join Florida Treasure Coast winner. Tapes to Bob Cannon, WAVV-FM, Rt. 1, Box 105, Ft. Pierce, FL 33450. (11-28)

WSRF Country Ft. Lauderdale. Three years on-air and automation experience desired. Professional background in CHR or Pop/Adult with a working knowledge of Country music. Send tapes, resumes, and salary requirements to Joe Maxwell, WSRF, 3000 SW 60th Avenue, Ft. Lauderdale, FL 33314. EOE M/F (11-28)

WZZX/Louisville's hottest AOR is looking for a Program Director. Knowledge of people, management, promotion, research and marketing is desirable in addition to on-air responsibilities. Send tapes and resumes to Roger Hilkert, President, Publicast Communications, 10000 Shelbyville Rd., Louisville, KY 40223. EOE M/F (11-28)

Looking for nighttime jock who can cook at Texas Panhandle's number one. Tapes and resumes to Ron Chase, PD, KPUR, Box 30000, Amarillo, TX 79120. EOE M/F (11-28)

Q101 - East Mississippi's and western Alabama's number one 100,000-watt CHR station, is looking for a strong air personality. Strong production also a must. Come join a winner. Rush tapes and resumes to Don Holmes, Box 5314, Meridian, MS 39301, or call (601) 693-2381. EOE M/F (11-28)

WQOK/Greenville, SC, 5000-watt station, is looking for a community-minded morning personality and News Director. Send tapes and resumes to Gary Jackson, Box 7777, Greenville, SC 29610, or call (803) 246-8960. EOE M/F (11-28)

Program Director/Operations Manager for Contemporary Hit Radio/Oldies AM and automated TM Country FM. College and programming experience preferred. Also seeking Production Director/air personality. Both positions require people who are excited about radio. Send tapes and resumes to Richard P. Oakley, Century Communications, Box 170, Wilson, NC 27893. EOE M/F (11-28)

Morning announcer needed. Experienced only. Right bucks for the right person. Tapes and resumes to Kerry Lambert, WIMZ, 901 East Vine Avenue, Knoxville, TN 37915. No calls please. EOE M/F (11-28)

Openings

MIDWEST

Looking for that one individual who's paid his dues in small and medium markets. A creative, but tight CHR personality who can slide right in. Get your stuff here fast. WDJX, Box 578, Xenia (Dayton), OH 45385, Attn. PD. EOE (12-5)

KCJB-AM/Minot, ND needs Production Director. Skills required. Mature individual (doesn't have to be old). \$1000 per month. Call Mark Ess, (701) 852-0361. EOE M/F (12-5)

A decision will be made soon on the new morning air personality! If becoming the major force in the Des Moines market interests you, there's good bucks for the right person! Rush your tapes and resumes to Jed Duval, PD, KIOA, 215 Keo Way, Suite 312, Des Moines, IA 50309. EOE M/F (12-5)

AOR morning man needed immediately for top shelf AOR in Duluth Superior. Facilities are first class and our staff is paid well. Growth opportunity within our strong chain of stations that are expanding. If you have the qualifications for this career move, send tape and resume to GM, KQDS, Box 6167, Duluth, MN 55806. (12-5)

It feels good to be part of a winner. The #1 CHR station in the capital city of Kansas (22.4 share adults 18-34 plus every teen on the block with a 37.5 share by Arbitron April/May 1980), a Midwest Parallel 3 reporter, and just maybe the best radio station in Kansas is accepting applications for possible future openings. We prefer those who know the area. Send tapes and resumes to Tony Stewart, KDVV-FM, Box 1478, Topeka, KS 66601. No calls please. EOE M/F (12-5)

AOR Announcers! We are accepting tapes from talented individuals who are articulate, intelligent, and skilled in delivering a proper AOR show. Good knowledge of music and production. Must be creative! Send tape and resume to General Manager, KQDS, Box 6167, Duluth, MN 55806. (12-5)

KAKZ needs Program Director for Wichita's leading Pop/Adult station. Must be a creative motivator. Join our team as an on-air PD. Tapes and resumes to Operations Manager, Box 1240, Wichita, KS 67201. EOE M/F (12-5)

**HOUSTON'S UNIQUE
AM RADIO STATION
NEEDS
AMERICA'S BEST
AFTERNOON DRIVE
PERSONALITY!**

Tapes & Resumes Only To
**JOHN LONG, PD
KULF
790 Penthouse
2100 Travis Street
Houston, Texas 77002**

No Calls Please EOE M/F

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

Radio

KRIS VAN KAMP appointed MD at KBOS/Tulare, CA from KYNO/Fresno, CA.
MIKE BIGGINS moves to 9pm-1am, Asst. MD and Public Service Director at KVMT/Vail, CO.
BARBARA L. QUILL joins the news staff at WROR/Boston, MA.
DOYLE PATTON appointed new Farm Service Director for KAAY/Little Rock, AR.
GARY KIRTLEY, formerly MD at WTBO/Cumberland, joins WWOV/Berryville, VA as GM.

CHERYL LYNN ESKEN named Account Executive for WBBM-FM/Chicago, IL.
DAVID MARK appointed morning announcer at WDBN/Medina, OH.

Industry

JIM FERNALD has joined Bug Music Group as Professional Manager for the firm.
GERD EILERS joins Bug Music Group as Professional Manager.

OPPORTUNITIES

Openings

MIDWEST

KQWB/Fargo has news opening. Ability to write and deliver lifestyle news. Good voice required. Tapes and resumes to Larry Lakoduk, Box 2983, Fargo, ND 58108, or call (218) 236-7900. EOE M/F (12-5)

99KG, 100kw central Kansas Contemporary station in Salina, is looking for someone eager to start at mid-6am and work up. We are the only 24-hr. station in the area — so it's your chance to own the market. Our last man was hired one year ago and is moving to middays. Send tapes and resumes to Jack Daniels, Box 995, Salina, KS 67401. EOE M/F (12-5)

WITY/Danville, IL is now accepting applications for future openings. Minimum 2 years experience in mid-days or drive times required. No beginners. Minorities encouraged to apply. Tapes and resumes to Bill Craig, WITY, Box 142, Danville, IL 61832. EOE M/F (12-5)

KQWB-FM (Q98)/Fargo needs jock with strong production ability. Warm, personable, good voice. Tapes and resumes to Larry Lakoduk, Box 2983, Fargo, ND 58108, or call (218) 236-7900. EOE M/F (12-5)

WEBC/Duluth has news opening. Ability to write and deliver lifestyle news. Good voice required. Tapes and resumes to Larry Lakoduk, Box 2983, Fargo, ND 58108, or call (218) 236-7900. EOE M/F (12-5)

Small market **WPLY** is looking for the right people for its Pop/Adult format. Tapes and resumes to Mike Phillips, Box 420, Plymouth, WI 53073, or call (414) 893-2661. EOE M/F (12-5)

KQWB-FM (Q98)/Fargo needs experienced PD or major market jock. Strong administrative ability. Promotion knowledge. Rock music experience and production ability. Good salary and benefits. Tapes and resumes to Larry Lakoduk, Box 2983, Fargo, ND 58108, or call (218) 236-7900. EOE M/F (12-5)

WAXX/Eau Claire, WI, 100,000 watts stereo FM Country, and its AM brother **WAYY** are looking for a creative writer with solid production/editing capabilities in competitive market. Send tapes and resumes to Kurt Christenson, WAXX-WAYY, Box 47, Eau Claire, WI 54701, or call (715) 832-1531. EOE M/F (12-5)

WEBC/Duluth looking for afternoon drive jock with strong production ability. Good voice required. Good salary, good benefits. Tapes and resumes to Larry Lakoduk, Box 2983, Fargo, ND 58108, or call (218) 236-7900. EOE M/F (12-5)

WSTV/Steubenville, OH looking for morning person. Personality a must. Decent dollars, good company. Tapes and resumes to Greg McCullough, 320 Market St., Steubenville, OH 43952. No calls please. EOE M/F (12-5)

Needed: Two entertaining communicators with a very adult approach for the top adult station in a seven signal market. Earn what you're worth — plus complete benefits. Production Director also needed. Only pros need apply. Tapes and resumes to Don Bowers, OM KNOX, Box 1638, Grand Forks, ND 58201, or call (701) 775-4811. (11-28)

Needed: One uptempo, fun-loving afternoon drive personality for a CHR rocker in a great college town. We are the top FM station in a seven-signal market. Nice bucks and complete benefits. Tapes and resumes to Don Bowers, OM, KYTN-FM, Box 1638, Grand Forks, ND 58201, or call (701) 775-4811. EOE (11-28)

WEBC/Duluth seeking air talent. Tapes and resumes to Jim Casey, PD, WEBC 1001 Ninth St., Duluth, MN 55805. EOE M/F (11-28)

Looking for an experienced topical morning man in medium market located in the Ozarks. Good pay for top individual. Send tapes and resumes to Box 1260, Springfield, MO 65805. EOE M/F (11-28)

Northwest Indiana station looking for News Director and aggressive Sales Manager at local, but professional-sounding station. 35 miles from Chicago, beautiful new facilities. Send tapes and resumes to WFLM, 10200 S. Broadway, Crown Point, IN 46307, or call Jim Holly at (219) 738-2221. EOE M/F (11-28)

Lost midday personality to major market. Immediate opening at KTYN/Minot, ND. Pop/Adult personality please. No beginners. Starting salary: \$14,000. Tapes and resumes to Jim Camargie, Box 637, Minot, ND 58701, or call (701) 852-0301. EOE M/F (11-28)

Stoner Broadcasting is accepting applications from entertaining air personalities for future openings. Formats include News/Talk, Country, Pop/Adult, and AOR. Send tape, resume and salary requirements to Glenn Bell, President, Stoner Broadcasting, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (11-28)

KFYR-AM/Y-93-FM/Bismarck now accepting applications for news anchor/reporter. Salary negotiable, excellent fringe benefits. Send tape and resume to Mark Swartzell, ND, Box 1738, Bismarck, ND 58502. EOE (11-28)

WAPL, central Wisconsin 100,000-watt AOR, needs News Director. Send tapes and resumes to Wayne Shayne, WAPL, Box 1519, Appleton, WI 54913. (11-28)

Openings

WDLB/Marshfield, WI is accepting tapes and resumes for 7pm-midnight airshift plus production. Fringe benefits include health and life insurance plan. Contemporary Country format with heavy emphasis on sports and information. Send tapes and resumes to Chris Michaels, WDLB & WLJY-FM, Box 630, Marshfield, WI 54448. EOE M/F (11-28)

Possible future openings for afternoon and evening air talent and a newswoman. Opportunity for advancement into programming-related roles. AOR experience helpful. Tapes and resumes and salary requirements to Cary Poll, PD, WXEZ, 2965 Pickle Rd., Toledo, OH 43616. No calls please. EOE M/F (11-28)

KWEB is looking for a strong morning drive personality, a pro who likes to get up early, be involved in the community, and can balance individuality with station format. #1 Pop/Adult AM in one of the nicest cities in America. Growing company, good pay and benefits. Rush tapes, resume, salary requirements, and brief summary of your personal radio philosophy to Operations Manager, KWEB, Broadcast Plaza, Rochester, MN 55901. No calls please. EOE M/F (11-28)

Hefel Broadcasting's WYYS/Cincinnati is searching for America's best talent to fill a position as a night-time on-air personality. Women and minorities encouraged to apply. Tapes and resumes to Pat O'Brien, PD, WYYS, 1132 W. Kemper Rd., Cincinnati, OH 45240. EOE M/F (11-28)

We are seeking an achievement-oriented individual to be PD of the next #1 station in a Midwest medium market. This person must be organized and highly creative with strong skills in production and promotion. A limitless future and extremely good money for the right person. Tapes and resumes to Box 492, 1610 Argyle Ave., Hollywood, CA 90028. EOE M/F (11-28)

Accepting tapes and resumes for middays Country plus possible MD duties at WQHK/Ft. Wayne. Send to Jeff DeVese, Box 6000, Ft. Wayne, IN 46896. EOE M/F (11-28)

WKRR/Evansville looking for strong morning personality for modern Country station. Good bucks for person who can do it all. If you have strong desire to be #1, send tape, resume, and recent photo to Gene Barry, WKRR, Box 3636, Evansville, IN 47735. No phone calls. EOE M/F (11-28)

WKCN/Tell City, IN, 2500-watt daytimer, looking for PM drive/production. 30 miles to nearest night life; all we have are trees, farms, and three good adult communicators already here for a Pop/Adult format getting 42's. If you can fit in and want to stay awhile, contact John David Sell, Box 1140, Tell City, IN 47586. EOE (11-28)

WEST

KBLF/Red Bluff, CA is looking for an air talent strong on production to fill out their exciting team. The station is growing and so are we. Join us. Call Bruce Allen, (916) 527-3511 or write, KBLF, Box 1010, Red Bluff, CA 96080. EOE M/F (12-5)

Seeking announcers for possible future openings. Send tapes and resumes to Jerry Parker, KWY, Box 777, Hobbs, NM 88240. (12-5)

Pop/Adult station needs experienced personality announcer. We're the fastest growing station on California's Central Coast. We've combined live radio with the most sophisticated automation system available. If your production is great and you'd like to work with a high profile, promotion-minded station, send tape and resume fast to Jay Alex Ander, KIQO, Drawer Q, Atascadero, CA 93423. EOE M/F (12-5)

KOBO/Yuba City is looking for a broadcast journalist. If you have a journalism background, can live and breathe the local news, know how to use actualities, can handle interviews and deliver news with authority, then send detailed resume, and tape of your journalistic abilities to Ross W. Forbes, OM, KOBO, Box 1056, Yuba City, CA 95991. No calls please. EOE M/F (12-5)

Experienced Production Director and midday announcer wanted. Very competitive market. Good production a must. Salary open with good benefits. Send tape and resume to John Askew, 2800 E. Orangeburg, Modesto, CA 95355. EOE M/F (12-5)

K104/Fresno (Contemporary Hit Radio) has an immediate opening for super AM drive air talent. Witty, quick thinker, good phone and in touch. Also accepting tapes for future openings. Send with resume today to Mark Driscoll, PD, K104, 12592 S. Cedar Ave., Fresno, CA 93725. EOE M/F (12-5)

KOBO/Yuba City is looking for a full-time personality with excellent production talent. Must be able to handle a Contemporary format and have a mature voice. Send resume, tape of your airwork, and examples of your best production to Ross W. Forbes, Operations Manager, Box 1056, Yuba City, CA 95991. No calls please. EOE M/F (12-5)

News person needed at **KBZY/Salem, OR**. Call Paul Jackson, (503) 384-6748. (12-5)

Openings

K104, Oregon's fastest moving station, needs aggressive sales people, willing to learn, willing to work and grow. Call (503) 259-2414. (12-5)

Work and live in America's finest city. Program a 5,000-watt power house at 600 on the dial. **KOGO-AM/San Diego** is looking for an experienced Adult Contemporary PD. Applicants must have a complete knowledge of administrative duties, programming, and sports. Resumes and salary requirements to Jessie Bullet or Oax Allen, KOGO, 8665 Givens Drive, #201, San Diego, CA 92123. No calls please. EOE M/F (12-5)

Energetic PD needed now! **AM-FM combo #1 and #2** in six-station market for last 2 years. The AM is News and older-targeted P/A, the FM is automated with live assist P/A. We want an experienced PD, some on-air required. **918K**. Tapes and resumes to General Manager, Larry Birleffi, KFBC-KFBC, 1806 Capitol Ave., Cheyenne, WY 82001. Don't delay. EOE M/F (12-5)

KVOC/Casper, WY looking for morning drive entertainer. Two years experience. Right bucks for the right person. Tapes and resumes to Fred James, Box 2090, Casper, WY 82602. No calls please. EOE (12-5)

All I ask is **GREAT MORNING NUMBERS**. That's all. I don't care how you do it. Send me your resume, air-sample and ratings. No calls please. Russ Gerber, Sunbelt Communications, 1422 Monterey, San Luis Obispo, CA 93401. EOE M/F (12-5)

Looking for midnight to 6am and AM drive at **KIKX/Tucson**. Must have Country experience. Tapes and resumes to Bob Jones, Box 5566, Tucson, AZ 85703. EOE M/F (11-28)

KNVR-FM97 is expanding our staff and searching for an afternoon announcer great in production, solid music background, and good conversational delivery for top Chico FM rocker. Send tapes and resumes to Brent Ferris, KNVR-FM97, Box 1167, Paradise, CA 95969. Immediate opening. EOE M/F (11-28)

KWFM/Tucson's number one rock station and voted one of the top stations in the nation is in search of a News Director who can create a News Department that will not be afraid to knock on or down doors. Send what you do, where you've done it, and how much you'll do it for to Jim Ray, Box 13, Tucson, AZ 89702. No beginners or announcers. News people only. EOE (11-28)

KPLZ/Seattle has big shoes to fill. This opportunity is huge. We lost our afternoon guy to WCFL. Are you his replacement? Golden West Broadcasters in the beautiful Pacific Northwest. Tape, resume, and "your act" in writing to Jeff King, PD, KPLZ, Plaza 600/600 Stewart St., Seattle, WA 98101. EOE M/F (11-28)

KPNW/Eugene, OR is expanding news department and needs experienced person for both on-air and street reporting. Good pay, liberal fringe benefits and chance to work in beautiful environment. Women and minorities encouraged to apply. Tapes and resumes to Bruce McKay, ND, Box 1120, Eugene, OR 97440. No calls please. (11-28)

Broadcast Associates now accepting tapes and resumes for future openings. #1 Country and AOR in Las Vegas, #1 Disco & Oldies in El Paso, #1 Beautiful Music in Albuquerque. Send info to Doug Shane, National PD, Box 15223, Las Vegas, NV 89114. No calls please. EOE (11-28)

WANTED: Newswoman who sleeps with scanner, is aggressive, creative and can anchor afternoons. Hard work, lots of hours, reporting skills necessary. Will work with #1 station in Top 100 market, with heavy news coverage and great reputation. Company car, decent bucks and great benefits. Call News Director, Bob Brill, KUZZ, Bakersfield, CA (805) 393-1500. (11-28)

KTHO/South Lake Tahoe, CA is hiring creative Pop/Adult air talent. Experienced only. Also News Director and copy writer positions. Tapes and resumes to Wade Axell, KTHO, Box AM, S. Lake Tahoe, CA 95705. No calls please. EOE (11-28)

KFQD/Anchorage, AK is looking for a super afternoon drive personality to entertain adults. If you are tired of time and temp in the big city rat race give us a call. Excellent money and weekends off. The catch is, you gotta be damn good! Contact Jim Scott, PD, (907) 344-9622 or send tapes and resumes to KFQD, 9200 Lake Otis Parkway, Anchorage, AK 99507. EOE M/F (11-28)

Part-time and weekend instructors wanted. Minimum 5 years experience in all phases of radio broadcasting. Los Angeles area people preferred. Tapes and resumes to Tommy Goodwin, Director, KISS Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038. (11-28)

Top major market black-adult formatted station seeks candidate for on-air Program Director position. Experience as PD and leadership qualities a must. If you're ready for one of the best jobs in radio, send recent aircheck and resume to Radio & Records, Box 213, 1930 Century Park West, Los Angeles, CA 90067.

KNGS/Hanford, CA needs evening announcer, 1,000-watt AM Country station is looking for a creative, moderately personality-oriented announcer with good production skills and background in Country music to become part of forward-looking broadcasting. Good opportunity for right talent to work with staff and management to realize medium market potential of small market station with strong signal. Qualified female preferred. Tapes and resumes to Tom Wells, PD, Box 49, Hanford, CA 93232. No calls please. EOE (11-28)

Goods & Services

Christmas Jock Material

All the Christmas material you'll ever need in one book! Short bits, expanded items, light and serious, contemporary and traditional. Immediate shipment. Satisfaction guaranteed. \$19.95 from **RADIO WORD SHOP**, 5019 Middleboro, Grand Blanc, Michigan 48439. Hurry!

Phantastic Phunnies

Highly respected... proven worldwide audience builder! Hilarious... original... 'quik-quip'... topical humor! Introductory month's 400 topical one-liners and 'Bonus'... just \$2.00!!! **PHANTASTIC PHUNNIES**, 1343-A Stratford Dr., Kent, OH 44240.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the laffs, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 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.

Christmas Programming Package

122 Christmas hits and seasonal songs in our **CHRISTMAS PROGRAMMING PACKAGE**. Available to radio stations only — in MONO or STEREO. 25Hz toning optional! For more info — write or call: **THE MUSIC DIRECTOR PROGRAMMING SERVICE**, Box 103, Indian Orchard, MA 01151. (413) 783-4828.

:60's And :30's Music Beds

Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties, no clearances, \$75.00 plus \$5.00 shipping. Write or call today **VALENTINO INC.**, 151 West 46th St. N.Y., N.Y. 10036 (212) 248-4675.

Sound Effects

Complete 26 LP sound effects library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195.00 for the entire set plus \$5.00 shipping. Send for catalog to **VALENTINO INC.**, 151 West 46th St., N.Y., N.Y. 10036 or phone (212) 248-4675.

Cartridge Reloading

Factory authorized rebuild service on Aristocart, Capitol/Audiopak A-2, AA-3, Fidelipac Cartridges. Fast turn around. **BROADCAST CARTRIDGE SERVICE**, 15131 Triton Lane, #108, Huntington Beach, CA 92649 (800) 854-6419 or (714) 898-7224.

Creative Broadcast Services Agency

"Media Placement Professionals" Radio-TV-Cable-Record confidentially requests female resumes. Management, executives, technical, talent. 100% free to applicants. 6290 Sunset & Vine, 9th floor, Hollywood, CA 90028 (213) 467-8151.

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, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact **R&R Classified Department**, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067.

Miscellaneous

WJVA/South Bend, IN changing formats to Pop/Adult. Need product from all labels. Send to Dan Alen, WJVA, 1129 N. Hickory, South Bend, IN 46615. (11-28)

Positions Sought

Nation's top programmer looking for head's up owner-operator for top ratings and increased revenues. All formats. Modest money for 20 year pro. Reply to Box 1747, Hollywood, CA 90028, or call (213) 462-1133 ext 159 and leave message. (12-5)

Killer jock from top 20 market needs new challenge. Good numbers, no hype. Just exciting and reliable. Call (813) 733-1678 and ask for **MICHAEL**. (12-5)

OPPORTUNITIES

Positions Sought

Personality with 4 1/2 years experience seeks stable station in medium market. TOM (412) 486-8744. Resolving doors and tax write-offs need not call. (12-5)

Hot nighttime rocker DUDE WALKER formerly WISE/Asheville is looking. Willing to relocate anywhere except Florida. Proven ratings winner. If you want to add life to your station call (704) 252-6927. (12-5)

Let's keep the sells up and our hopes high, PD's! The East Bay Hustler's Air Sound Boat continues to seek interested stations for ex-KUKI/Ukiah night personality seeking on-air work in major or medium markets. 1st ticket, office skills, currently basketball play-by-play for De Anza High School in Richmond, CA. Served as on-air football statistician for KSRO/Santa Rosa. If great air sound is what you seek, call FRANK BUTERA soon at (415) 223-1534. (12-5)

For Sale: Used broadcaster in good condition. Call (612) 846-8271 for tape and resume. (12-5)

Progressive Country wizard or any format. Fun personality and voices. KEN THORLEY (916) 662-1985 anytime. (12-5)

Six year professional looking for morning drive. Heavy personality, phone bits, controversial humor. Believe in getting involved in the community. If your morning is bliss, I can wake it up. Call JOHN, (213) 390-8200, ext 36 from 9am-4:30pm or (213) 704-6479 after 6pm. (12-5)

Female, 19, minority, dedicated, devoted and dependable, ready for action. Top 40's call PAT WOODS (312) 493-2915 or write to 12553 S. Eggleston, Chicago, IL 60628 (12-5)

DJ, radio sales, TV experience looking for small quiet station. Write K.J. McAATEER, 12 Whitford St., Warwick, RI 02886 (12-5)

I'm in radio for one reason... sports! Dedicated, experienced pro wants to join your sports-minded organization, preferably in a medium to major college market with play-by-play opportunity. Call MARC afternoons at (218) 749-4983. (12-5)

Is your FM having trouble getting numbers? Let the ARB put you on top in the ratings battle. Call JIM BUNN for information, (404) 327-9608 (12-5)

Give me a break! Very talented jock with little experience looking for anything in CHR or AOR. Please help! Call WALT, (502) 456-1385. (12-5)

CHUCK BROWNING, formerly of WMCA, WFIL, CKLW, KFRC, KHJ, KCQB, looking for major market morning gig. Call (901) 683-9466 or WHBQ (901) 458-0056 (12-5)

No messy-mouth kid here! Excellent production, AOR, Pop/Adult and Big Band experience. Available for stable position in West. RANDY MARS Messages at (213) 783-1786 or (415) 661-7487. (12-5)

Major market pro seeking medium market Program Director position. If you're looking for a winner, call (305) 735-9780. Good track record. (12-5)

If your station rocks and rolls and if they have an opening, I'm your man. Knowledgeable, 5 years experience, 3rd class license, creative and available now! Call GIL HERNANDEZ (714) 991-8445. (12-5)

Award winning number 1 rated communicator - topical and humorous dues paid pro available now. Love and know modern Country music. Any shift for right bucks. JOE PATRICK, (205) 353-4618 or (714) 463-2845. Let's talk. (12-5)

Help! I need out of this radio biz. Experienced in multi-track recording, mix-down, audio processing, digital, etc. I need a studio job somewhere, anywhere. All I need is a good operation and a living. Call me in Milwaukee at (414) 228-8648. (11-28)

KEN SILVERSTEIN, currently Sports Director at KKDA-FM/Dallas-Ft. Worth, looking for major market opportunity. Call (817) 261-6605. (11-28)

Female with 1st ticket and six years experience seeking on-air job at medium to major market station. Contact CHRIS (916) 544-7304. (11-28)

Four-year veteran of the radio wets looking for afternoon drive position east of the Mississippi and close to the Mason-Dixon Line. Previous experience at Houston's #1 Beautiful Music station and also east Tennessee's #1 Country station. Have college degree, am married with one in the hangar, and need full-time, good-paying job in programming and/or announcing. Contact B.J. GARRICK (615) 725-3517. (11-28)

J.T. AUSTIN of KZAP ready for a challenge in a larger medium or major market. Strong production and pipes. Hard worker wants to be part of your team. Call weekdays (sunup to sundown) (916) 924-0264. (11-28)

Coming soon to your area... young, versatile announcer, specializing in news, sports, and play-by-play. Can also handle airshift and MD duties. 2 1/2 years small market experience plus college degree. For preview call (301) 949-0722. (11-28)

Experienced air personality looking to return to NY/PA area. Currently employed in South. Prefer small or medium market, Pop/Adult or CHR. Also experienced in sports announcing. Call (716) 761-8938 and leave message. (11-28)

KEN E. MARKS, the Urban DJ, is looking for CHR airwork in the West. Music and production director experience. (213) 558-8385. (11-28)

Positions Sought

Aggressive and hardworking news and sports reporter looking for change. Want to continue my career with a quality news organization. Love field or street reporting. Contact GREGG ANDERSON, 223 Knottwood Dr., Highland Heights, KY 41076. (11-28)

Don't give up. Personality still exists. Former KRBE personality looking for a great CHR station to contribute to. Show revolves around humor and surprise. Have ability to be best with the best coach. If you're looking for much more than time and temp., please call and say in New England, but will consider all offers. GREG very entertaining radio show. (713) 931-9163 afternoons, evenings, all day Wed. and Th. (11-28)

Young, experienced PD/MD has spent several years on-air at legendary major Pop/Adult station, and seeks return to programming medium market Adult or Country. For info, call mornings at (802) 779-2631. (11-28)

Seek progressive opportunity in CA. Medium or large market. Many years experience in various formats. KEN McKAY (714) 476-6303. (11-28)

STEVE O'NEAL, formerly of KASH/Eugene, looking for an on-air Production Director position. Automation background also. Will relocate anywhere on West coast. Available now. (503) 935-3447. (11-28)

Journalism grad. seeking sportscasting position. Experienced, will relocate. KIM (808) 837-5266. (11-28)

Uptempo creative afternoon personality is looking to relocate. 5 years experience both radio and TV. 1st phone and excellent production. Currently doing afternoon drive in small market tourist economy. KEVIN BARTON (314) 348-3772 between 1 and 6pm. (11-28)

Young female with 4 years experience looking for on-air and/or music position. Formerly WRVR and WCAU-FM. Formats include AOR, Jazz, Disco, and CHR. Willing to relocate, salary negotiable. Available now. Call (215) 879-0329. (11-28)

Major market jock with programming and MD experience. BOB SCOUT (314) 388-2404. (11-28)

News Director with unique style. Personality plus. Seeking upper-medium or major market move. Great pipes, 5 years experience. ALAN RICHARDS (219) 938-7731. (11-28)

Chief Engineer, 7 years experience, AM-FM and directional antennas. Good audio. Can do airshift. Call (812) 282-8536. (11-28)

Go West, young man, go West. Horace Greeley once said that; I'm not sure what radio station he worked for, but I do want to move West. I am presently in Midwest radio, would like to find home at personality Pop/Adult or CHR station in West or Pacific Northwest. If interested, call me at (915) 949-1103. (11-28)

How about this one? Humorous ad libbing interesting entertainer, proven audience rapper. 10 years experience. Good phones. Help send this jobless jock back to work. (702) 873-2693 or (702) 361-8928 (11-28)

Former PD at WBGY-AM-FM, experienced all types programming, music, exceptional production. Former Production Director WFOM/Manetta, GA. 7 years experience, looking for something in Southeast. If you want a worker, you've got it! BILL WEST (912) 995-5383 or 995-2331. (11-28)

Experienced, hardworking, reliable announcer with MD and PD experience. Available immediately. Excellent voice, creative production skills. Can handle play-by-play. Excellent references. Prefer Pop/Adult or CHR in New England but will consider all offers. GREG ZEMLANSKY, 781 Oak St., Lewiston, ME 04240 or (207) 783-9280. (11-28)

"What You've Always Wanted To Know About Brown Cotton Gloves"... is just one of the books I've written. 7 years at last station, 5 as AM drive. PD, MD, and OM experience. Community involved, dedicated and relate well to mature adult audience in a fun way. Prefer Pop/Adult or Country. 34 years old, ready to be a member of your team. Love CT and Boston. For tapes and resume: DANNY KING (502) 426-0285. (11-28)

Major market programmer and OD looking to relocate in your area. Country, CHR or ? Looking for position in Flagstaff area. Must have good bucks. Good track record, references on request, non-air, 13 years experience. Management oriented. KEN (714) 464-8238 after 6pm. (11-28)

Growth position in News, programming or audience research sought. 11 years experience includes WCBM, WSBA, WYRE, WGAY, and OK-100. Wants young, non-bureaucratic environment. (717) 392-5767. (11-28)

The Book is over, but it's no time to let up the pace you've established. Let me round out your team with a hard-working dedicated AOR communicator, whose 5 years plus experience includes MD, promotions and special programming. Call for tape and resume after 5pm EST. SHAWN (313) 559-4338. (11-28)

Night Owl for hire. I'm looking for an opportunity to make things happen. Overnights for a small to medium market station. Last experience in Chicago market. Willing to relocate. Prefer CHR but will consider anything interesting. 3rd class, good production, good communicator. PAUL RICHARD HARRISON (312) 653-0635. (11-28)

Dallas-Ft. Worth. I love you! How about a job? Adult one-to-one communicator, 6 years on the air. DAN (405) 947-4033. (11-28)

Positions Sought

Very versatile black jock looking for immediate employment along the East coast. Prefer Pop/Adult or CHR. Presently employed. Tape and resume available. G.Q. (205) 666-8428. (11-28)

KEVIN COAN (Cleve Reynolds) 9 years Cleveland, Akron, WZZP, WDMT, WLYT, WKDD, WCUE. Past 6 months PD/OM WVOT-WXYY/Wilson, NC. Want major air or medium TV. (216) 484-1439. (11-28)

Available Dec. 1. RICH ABRAMS, mornings, MD, KVOC/Casper, WY. Also experience as PD. Get ready for the Spring book. Country or Pop/Adult, Midwest preferred. (307) 577-0057. (11-28)

Pop/Adult talent with programming background, 50% adult increase in Rockford. Currently in Chicago. Looking at other full-time positions. (815) 874-7084. (11-28)

JOHNNY RITE looking to re-enter radioland. 5 years experience in production and airwork. Would like small or medium market AOR or CHR, possibly Country. Willing to relocate. Past experience with KAFY/Bakersfield, KERN/Bakersfield, KBOS/Tulare and KFRE/Fresno. If you're looking for a hardworking DJ, call (213) 932-9659. (11-28)

PD seeks new challenge at Talk, News, Big Band, Pop/Adult or AOR station. Prefer PD, assistant PD, or OM position. Will also consider air work if coupled with programming responsibility. 7 years experience. Ready to relocate. LEO (302) 654-1148. (11-28)

Personality! That's what this young, ambitious jock can give your station. CHR and Pop/Adult my specialty. Good production. TONY PETERS, 7573 Calle Curand, Anaheim Hills, CA 92807.

Radio news pro with 21 years experience in broadcast journalism, looking for better opportunity. Currently ND with Gulf Coast News/Talk format, looking for similar position that offers job stability and a chance for advancement. Experienced in all formats as a writer reporter and anchor. (205) 433-2082. (11-28)

For lease, one 13 year pro, Pop/Adult or CHR, may also be used as PD or MD. No security deposit required, terms of lease negotiable. DAVE CARLISLE (919) 633-1450 or (919) 637-9741. (11-28)

Experienced 5 year pro, currently PD, looking for step up in market and salary. Excellent production. BILL THOMAS (319) 334-4343. (11-21)

Country or Modern Country. Prefer anything west of KS, including AK. 1st class license, will work any shift, experienced. RAY JOHNSON (505) 887-5522 before 12 noon except between 9:30-10:30. (11-21)

Stable major market news pro. Employed last 18 months with top 10 all news operation. I'm still here, but interested in new opportunities. Desires position as anchor or editor in Rocky Mountain or Pacific Northwest. My best references are my competitors. (214) 351-5665. (11-21)

10 year pro with 6 years major market experience, looking for programming position, Contemporary Hit or Pop/Adult. (613) 874-3814. (11-21)

Southern CA PD, young, energetic, willing to put in long hours. 3 years programming with KFXXM/San Bernardino, also part-time with KHS-FM and KUTE102. I want to work for you. (714) 597-2772. (11-21)

WEST

KLYD/Bakersfield now accepting tapes for possible future daytime air slot. Pop/Adult personality format. Tapes and resumes to Larry Crawford, Box 1499, Bakersfield, CA 93302. EOE M/F (11-21)

100FM, S.W. Oregon's fastest growing station is looking for an experienced news person. We need someone dedicated to news and public affairs to help build our expanding news department. 30,000 watt, 24 hour Country station in growing medium market. Tapes and resumes to Gary Enoch, KRWQ, Box 388, Gold Hill, OR 97525 or call (503) 772-4174. EOE M/F (11-21)

K-93FM, 50,000 watt rocker is looking for production/copywriters, preferably with automation experience. Tapes, resumes, and samples of copy to Donovan Blue, K-93FM, Box 309, Healdsburg, CA 95448. EOE M/F (11-21)

KERR-AM/Montana's most powerful morning drive has opening in this slot. Tapes and resumes to Wayne Fochs, Rte. 1, Box 48, Polson, MT 59860. EOE (11-21)

KEN/Anchorage expanding news department. Looking for someone with newsmagazine approach. Tapes and resumes to News Director, Box 1160, Anchorage, AK 99510. EOE M/F (11-21)

Venture County's #1 Country station KBBQ is looking for experienced Country DJ. At least 2 years experience, 1st class ticket a must. Tape and resume to Jerry Adams, KBBQ, Box 5151, Ventura, CA 93003. EOE M/F (11-21)

KIQQ-FM, Pop/Adult semi-automated, in the heart of Eastern Sierra, is looking for someone to fill mid-6:30am at our 1000 watt stereo facility. Need 1st, and at least 3 years commercial, on-air experience. Must be demented, ready to have a good time, dedicated to radio. Outdoor sports close by. Tapes and resumes to Steve Taylor, Box 1388, Bishop, CA 93514 or call (714) 873-5861. (11-21)

Openings

Three local newscasts Mon-Fri. A Sunday air shift. Light play-by-play sports. \$600-700 month. Tapes and resumes to George Jenkins, KWTC, Box 1230, Berastow, CA 92311. (11-21)

KEN/Anchorage expanding air staff. Looking for Adult oriented CHR-Pop/Adult superstar. If you're tired of the major market hassles but still like the bucks, come play with us. Tapes and resumes to Program Director, Box 1160, Anchorage, AK 99510. EOE M/F (11-21)

SOUTH

Unless you're one of those who has "paid your dues" in a 10 watt educational station and are ready to program WLS, we may have an opening for you. Airchecks and resumes to Scott K. Smith, KRBC, Box 178, Abilene, TX 79604. No calls please. EOE M/F (11-21)

WQRK/Norfolk looking for night time communicator. Excitement, creativity but no screamers or beginners. Commercial production and outside appearances a must. No calls. Send tapes and resumes to Ralph Wimmer, WQRK, 160 Newtown Road, Suite 315, Virginia Beach, VA 23462. EOE M/F (11-21)

WZXR/Memphis needs an experienced evening rocker. Minimum professional AOR experience: 2 years, preferably Superstars. The right attitude plus killer instinct gets the nod. Tapes and resumes to Redbeard, PD, WZXR, 1385 Lamar, Memphis, TN 38104. EOE M/F (11-21)

Newscaster needed at WTMC/Charleston, SC. No beginners, please. Tapes and resumes to Brad Harris, Box 31089, Charleston, SC 29407, or call (803) 566-5680. EOE M/F (11-21)

Black or Hispanic air personalities needed to work a Contemporary Hit format. If you are willing to work hard, follow direction and progress with a growing organization, no matter what your experience, send tapes and resumes today to KFMK, 6420 Richmond, Suite 600, Houston, TX 77067. No calls EOE M/F (11-21)

Need morning announcer/production, 92nd market Southeast, WFTC/Kinston, NC. Need a News Director for small market WRMT/Rocky Mount, NC. Also need announcer/sales person small market WVEY/Sanford, NC. Contact Bob Manning at (919) 775-3021. EOE M/F (11-21)

96WKOS/Nashville is accepting tapes and resumes for future openings. We are within days of having power increased to 100,000 watts with tower that will give us a superior signal in the Nashville market. The music city is one of most exciting markets in the country. Contemporary Hit/Pop Adult/AOR jocks send information to Bear Bradley, VP, Programming, WKOS Radio, Box 17365, Nashville, TN 37217. No calls EOE M/F (11-21)

WQID/Biloxi seeking full-time staff announcer for future opening. 3 years on-air and production experience required. Tape, resume and example of production to Mickey Coulter, PD, WQID, Box 4606, Biloxi, MS 39533. (11-21)

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THE BACK PAGE

BREAKERS

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

EDDIE RABBITT

I Love A Rainy Night (Elektra)

58% of our reporters on it. Moves: Up 76, Same 17, Down 0, Adds 33 including WFIL, F105, JB105, CKLW, KS95-FM, KEARTH, KJR, KOPA, WAQY, WSGN, CK101, KIOA, KZ93, KIDD, KNBQ, K96, WCGQ, KWVL. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels. **Ⓢ** indicates one of this week's most added new songs.

DON WILLIAMS "I Believe In You" (MCA) 119/11

Moves: Up 70, Same 22, Down 16, Adds 11, WBEN-FM, KSLQ, WAEB, WAQY, WHYN, WSEZ, KIOA, Z104, WDJX, KROY, KSPZ.

KOOL & THE GANG "Celebration" (Delite/Mercury) 118/14

Moves: Up 90, Same 11, Down 3, Adds 14, WBEN-FM, F105, CKGM, WDRQ, 14Q, KFMK, WEFM, KERN, Y94, KJRB, KSPZ, WXLK, KWVL, KYA.

BOZ SCAGGS "Miss Sun" (Columbia) 112/42

Moves: Up 52, Same 18, Down 0, Adds 42 including WCKX, WDRQ, WFBR, WBLI, WHYN, B97, WFMF, WERC, WBBQ, KIOA, KOFM, WIKS, FM102, KTAC, KZZP, WLBZ, WHHY, FM99, KDVV.

TIERRA "Together" (Boardwalk) 107/27

Moves: Up 49, Same 30, Down 1, Adds 27 including WXLO, WBEN-FM, KVIL, KSLQ, KPLZ, WFBR, WTIK, WFMF, WLCY, WOKI, WAKY, WRBR, KERN, Y94, KENO, KTKT.

DR. HOOK "Girls Can Get It" (Casablanca) 107/6

Moves: Up 73, Same 27, Down 1, Adds 6, WABC, KFRC, WSEZ, K96, KHYT, KCBN, WPGC 16-12, WCKX 21-16, KFI d-27.

DIANA ROSS "It's My Turn" (Motown) 97/10

Moves: Up 70, Same 17, Down 0, Adds 10, KRLY, Z93, WHB, KEEL, WKIX, WQRK, WAKX, WIKS, WGBF, WTRU.

JOHN COUGAR "This Time" (Riva) 93/1

Moves: Up 51, Same 27, Down 14, Adds 1, WICC, WKBW 27-17, 94Q 7-5, WLCY 20-15, WIGY 16-11, WHHY 13-10, KDVV 12-9.

CHEAP TRICK "Stop This Game" (Epic) 91/3

Moves: Up 47, Same 40, Down 1, Adds 3, WDJX, KYA, KFXD, CHUM 12-9, KUPD 30-24, WVLC 30-26, KCPX 32-29, FM103 10-6.

DELBERT McCLINTON "Giving It Up For Your Love" (Capitol) 88/58

Moves: Up 16, Same 14, Down 0, Adds 58 including WFIL, WFI, WCAO, WRKO, PRO-FM, Z93, 94Q, Q105, KFI, KIIS-FM, KJR, WTRY, WBLI, WJDJ, KXX106, WAXY, CK101, WRVQ, WISM, KXXX, KMJK.

REO SPEEDWAGON "Keep On Loving You" (Epic) 85/43

Moves: Up 27, Same 15, Down 0, Adds 43 including WBEN-FM, JB105, Q105, WDRQ, KSLQ, WOKY, KJR, WBBF, WAEB, Q106, KSRR, KX104, WGRD, U93, KEZR, KRQ.

MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 73/22

Moves: Up 19, Same 32, Down 0, Adds 22 including CFTR, KIMN, WPST, WTIK, 96X, WCSC, WAKX, Z104, WOW, FM103, WHHY, WCGQ, WSPT, KATI.

EAGLES "Seven Bridges Road" (Asylum) 71/17

Moves: Up 32, Same 22, Down 0, Adds 17 including WGCL, KFI, WFBR, WBLI, WAQY, WRJZ, KJ100, KWEN, WLBZ, WFOX, FM99, KFVR, WEAQ, KDZA.

DAN FOGELBERG "Same Old Lang Syne" (Full Moon/Epic) 69/57

Moves: Up 8, Same 4, Down 0, Adds 57 including WCAO, 94Q, Q105, WDRQ, KSLQ, WGCL, WOKY, KFRC, KPLZ, KIMN, KOPA, WTRY, WAAY, WHBQ, KNBQ, KRUX, 95XIL, WANS-FM, KWVL, KBOZ.

BABYS "Turn And Walk Away" (Chrysalis) 67/11

Moves: Up 30, Same 26, Down 0, Adds 11, KIMN, KBFM, WAAY, 92Q, WVLC, KWEN, KROY, KYSN, WLBZ, 95SGF, KATI.

ALAN PARSONS PROJECT "Games People Play" (Arista) 64/29

Moves: Up 19, Same 16, Down 0, Adds 29 including WFI, JB105, WOLF, K104, V100, WBBQ, WTMA, WVIC, KIDD, WIGY, KVOL, KCBN, 96KX 8-2.

EARTH, WIND & FIRE "You" (ARC/Columbia) 64/10

Moves: Up 33, Same 21, Down 0, Adds 10, WHFM, KERP, G100, 96X, KYNO-FM, KNBQ, 95SGF, WFOX, KENI, KQDI, Y100 30-27, KPLZ 25-22.

JACKSONS "Heartbreak Hotel" (Epic) 62/23

Moves: Up 29, Same 10, Down 0, Adds 23 including CKGM, WGCL, KIIS-FM, KJR, KTSB, B97, KEEL, WERC, KX104, WIKS, KYNO-FM, KIDD, KJRB, KSEL, KFXD.

DOLLY PARTON "9 To 5" (RCA) 60/28

Moves: Up 14, Same 18, Down 0, Adds 28 including WROR, WZUU, KEARTH, KFI, KIMN, WAQY, KWIC, Y103, WRJZ, KEYN-FM, KJRB, 13FEA, 14WK, KSEL, KRLC.

Radio & Records

NATIONAL AIRPLAY/30

December 5, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
1	1	1	1	KENNY ROGERS/Lady (Liberty)
2	2	2	2	LEO SAYER/More Than I Can Say (WB)
8	6	4	③	NEIL DIAMOND/Love On The Rocks (Capitol)
6	3	3	4	CHRISTOPHER CROSS/Never Be The Same (WB)
11	7	5	⑤	BRUCE SPRINGSTEEN/Hungry Heart (Columbia)
12	8	6	⑥	JOHN LENNON/(Just Like) Starting Over (Geffen)
14	11	7	⑦	BARBRA STREISAND/BARRY GIBB/Guilty (Columbia)
19	12	8	⑧	AIR SUPPLY/Every Woman In The World (Arista)
—	26	14	⑨	BLONDIE/The Tide Is High (Chrysalis)
9	9	10	10	PAT BENATAR/Hit Me With Your Best Shot (Chrysalis)
5	4	9	11	DARYL HALL & JOHN OATES/You've Lost That Lovin'... (RCA)
27	25	17	⑫	HEART/Tell It Like It Is (Epic)
30	23	15	⑬	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
—	28	20	⑭	ROD STEWART/Passion (WB)
26	19	13	15	KORGIS/Everybody's Got To Learn Sometime (Asylum)
29	24	19	⑮	POLICE/De Do Do Do, De Da Da Da (A&M)
—	29	23	⑯	DOOBIE BROTHERS/One Step Closer (WB)
3	10	12	18	BARBRA STREISAND/Woman In Love (Columbia)
—	30	27	⑰	BARRY MANILOW/I Made It Through The Rain (Arista)
4	5	11	20	CLIFF RICHARD/Dreaming (EMI America)
20	16	18	21	ROGER DALTRY/Without Your Love (Polydor)
10	14	16	22	DIANA ROSS/I'm Coming Out (Motown)
—	—	28	⑳	STEELY DAN/Hey Nineteen (MCA)
7	13	21	24	DONNA SUMMER/The Wanderer (Geffen)
24	21	24	25	RANDY MEISNER/Deep Inside My Heart (Epic)
—	—	29	㉑	ANDY GIBB/Time Is Time (RSO)
13	15	25	27	JACKSONS/Lovely One (Epic)
17	17	22	28	JIMMY HALL/I'm Happy That Love Has Found You (Epic)
28	27	26	29	HARRY CHAPIN/Sequel (Boardwalk)
—	—	—	㉒	EDDIE RABBITT/I Love A Rainy Night (Elektra)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

DELBERT McCLINTON "Giving It For..." (Capitol)
 DAN FOGELBERG "Same Old Lang..." (Full Moon/Epic)
 REO SPEEDWAGON "Keep On Loving You" (Epic)
 BOZ SCAGGS "Miss Sun" (Columbia)
 EDDIE RABBITT "I Love A Rainy Night" (Elektra)

Complete Regionalized Listings on Page 24 and 25.

HOTTEST

LEO SAYER "More Than I Can Say" (WB)
 B. STREISAND/B. GIBB "Guilty" (Columbia)
 BLONDIE "The Tide Is High" (Chrysalis)
 AIR SUPPLY "Every Woman In The World" (Arista)
 KENNY ROGERS "Lady" (Liberty)

Parallel Listings Begin on Page 26.

ABBA "The Winner Takes It All" (Atlantic) 60/15
 Moves: Up 32, Same 13, Down 0, Adds 15, WBEN-FM, WBBF, KBFM, WTIK, WAAY, 92Q, WKIX, WVLC, WNAM, WOHO, WISE, WANG-FM, KSLY, KCBN, KOOK.

DONNA SUMMER "Cold Love" (Geffen) 59/19
 Moves: Up 24, Same 16, Down 0, Adds 19 including WDRQ, KIIS-FM, WFBR, Q106, Y103, CK101, WVIC, KEZR, KTAC, KMJK, WCIR, KSEL, KENI.

CLIMAX BLUES BAND "Gotta Have More Love" (WB) 57/10
 Moves: Up 30, Same 17, Down 0, Adds 10, F105, KPLZ, KUPD, KX104, WRBR, WJBQ, Z102, WISE, FM99, KKRC, KKLS 4-3, KYA 22-18.

KINGS "Beat Goes On/Switchin' To Glide" (Elektra) 54/6
 Moves: Up 23, Same 24, Down 1, Adds 6, CKGM, KBQ, KSTT, KWEN, KYSN, KOOK, KDWB d-13, KUPD 15-13, KJ100 8-6, WNAM 15-11.

BOB SEGER "The Horizontal Bop" (Capitol) 53/1
 Moves: Up 24, Same 28, Down 0, Adds 1, KSTT, WBEN-FM 34-20, JB105 25-19, WDRQ 21-14, Q102 30-27, WOKI 31-28, KJ100 24-22.

BETTE MIDLER "My Mother's Eyes" (Atlantic) 50/14
 Moves: Up 20, Same 16, Down 0, Adds 14, Z93, WOKY, WOLF, KC101, KWIC, KQ94, KLAZ, KXX106, WLCY, WOKI, 14WK, WFLB, KELO, KRLC.

Others Getting Significant Action

POINTER SISTERS "Could I Be Dreaming" (Planet) 37/6
 Moves: Up 17, Same 13, Down 1, Adds 6, KINT, WNOE, KERN, KGGI, WCIR, KCBN, 94Q 19-16, KEARTH 29-25, 96X 10-6.

QUEEN "Need Your Loving Tonight" (Elektra) 36/6
 Moves: Up 18, Same 11, Down 1, Adds 6, CKLW, KUPD, WOLF, WBBF, WTVR, KXX, 96KX 29-26, CHUM 18-14, KJ100 23-19.

RONNIE MILSAP "Smoky Mountain Rain" (RCA) 33/9
 Moves: Up 12, Same 12, Down 0, Adds 9, 94Q, WTIK, WLCY, WKIX, WGH, KRAV, WCIR, FM99, WEAQ, WOKI 14-7.

TEDDY PENDERGRASS "Love T.K.O." (Philadelphia International) 33/6
 Moves: Up 19, Same 6, Down 2, Adds 6, Z93, KEARTH, KFRC, KSET-FM, WAPE, WBBQ, WGCL 30-26, KIIS-FM d-25.

FRED KNOBLOCK & SUSAN ANTON "Killin' Time" (Scotti Bros.) 32/7
 Moves: Up 14, Same 11, Down 0, Adds 7, WFIL, WCAO, WOKY, WOLF, WOW, KILE, KPUR, WSGN 23-19, WCSC 25-21.

MARCY LEVY & ROBIN GIBB "Help Me!" (RSO) 31/1
 Moves: Up 11, Same 19, Down 0, Adds 1, KWIC, Z93 d-30, WSGN 24-18, Y103 29-26, BJ105 25-21.

DIONNE WARWICK "Easy Love" (Arista) 29/3
 Moves: Up 16, Same 10, Down 0, Adds 3, WFIL, WZUU, WAXY, KEARTH d-27, KCBN 37-33, KBOZ 27-22.

LTD "Shine On" (A&M) 28/6
 Moves: Up 19, Same 3 Down 0, Adds 6, WFI, KIIS-FM, KC101, WERC, WAPE, KX104, B97 30-24, 96X 30-23.