

# Radio & Records

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THE INDUSTRY'S NEWSPAPER

JANUARY 9, 1981



Cullie Tarleton



William Jennings Jr.

## JENNINGS TO MANAGE WBT

### Tarleton Upped To Senior VP/Radio At Jefferson-Pilot

Cullie Tarleton has been promoted to Sr. Vice President of the Radio Division for the Jefferson-Pilot Broadcasting Company. Tarleton previously served as Vice President of Radio for the firm as well as Managing Director of Jefferson-Pilot's WBT-WBCY/Charlotte.

William Jennings Jr. has been named to succeed Tarleton as Managing Director of the two Charlotte properties. He was most recently General Sales Manager of WBTV.

## DUCOTY NEW WIYY PD

### Oliver Named VP At Capitol Broadcasting



Denise Oliver

Denise Oliver, PD at AOR WIYY/Baltimore for almost four years, has been appointed VP/Operations and Programming for Capitol Broadcasting, owner of Pop/Adult WDC and AOR DC101/Washington, DC. Oliver served as MD at DC101 before joining WIYY.

Commenting on her new responsibilities, Oliver told R&R, "Basically I'll be in charge of the programming for both stations," adding that the PD's for both stations will report to her. She continued, "I'd accomplished what I wanted to do here at WIYY. It's a move up for me, and quite a challenge."

WIYY Music Director Chuck DuCoty has been appointed PD at the station to replace Oliver, with midday man **Ty Ford** becoming Operations Manager.

also a Jefferson-Pilot facility.

"I'm excited about the promotion," Tarleton told R&R. "In all candor I will miss the day-to-day fun of running a radio station, but I needed to be available to oversee our 11 radio properties and could no longer devote the time and attention required in the daily operation of a radio station. I'm grateful to the company for its confidence and this opportunity, and I'm going to give it my best shot."



Dean Tyler

### Tyler Back In Philadelphia At WFIL

Dean Tyler, longtime Program Director at WIP/Philadelphia before joining KLIF/Dallas, has returned to Philadelphia as PD of WFIL. He replaces Ray Quinn, who left some time ago to take up a Louisville management position.

Tyler told R&R, "I feel terrific about it. It's a great radio station. I've been lucky to work for a lot of biggies, WNEW, WIP, KLIF, now WFIL."

Commenting about his ideas for the station, Tyler said, "I don't have any specific plans. It's really only been in the last two days that I've had any time at all to listen. There are some things that come to mind, but they are more refinements or polishing rather than wholesale changes of personnel or music."

## RESIGNS GWB PD POST

### O'Shea Named GM At First Media's Seattle FM

Michael O'Shea has been named General Manager for First Media's Seattle FM outlet, a 100,000-watt facility whose current call letters are KBLE. Most recently National Program Director for Golden West Broadcasters, O'Shea began his programming career 10 years ago at KLIM/Dallas.

In making the announcement, First Media Corp. VP Charles Giddens told R&R, "We're real excited about Michael joining forces with our company. I think it's going to be a lot of fun putting this new station on the air."

"I am extremely flattered and very impressed to have been offered this job," commented O'Shea. "One of the things that I'm certainly excited about is the opportunity to build a radio station from the ground up — my first assignment is selecting call letters for the facility."

"I'm also totally impressed with the people from First Media such as Glen Potter and Charles Giddens," O'Shea continued. "Working with men like Richard Kale, John Reynolds, and Gene Autry at Golden West has been inspiring, and I'm making the move with mixed emotions, but management is where I want to be."



Stan Monteiro



Larry Douglas

## DOUGLAS PROMOTED TO E/P/A VP

### Monteiro Named To New Columbia VP/Promotion Post

Stan Monteiro has been named to the newly-created position of VP/Columbia Label Promotion, moving across CBS lines from VP/Marketing, West Coast at Epic/Portrait/Associated Labels. From a New York base, Monteiro will oversee all promotional activities on albums and singles, provide direction for supportive promotion campaigns, and maintain conduct with radio reports and trades. Columbia VP/National Promotion Ed Hynes will report to him.

Columbia VP/Marketing Joe Mansfield, to whom Monteiro will report, commented, "Stan Monteiro is one of the most highly regarded executives in the industry. With his extensive background and expertise in all facets of promotion, I am confident that Columbia's record releases will achieve the broadest possible exposure."

Monteiro had held his most recent position since 1979, after

posts at UA and Cashbox. He previously served as VP/National Promotion for Columbia and National Promotion Director for Epic.

## Douglas Moves Up

Replacing Monteiro is Larry Douglas, who joined CBS in 1978 as Director/National Promotion for Portrait after serving as VP/Promotion for Management III and Windsong, among many other industry positions. Douglas will now be responsible for marketing on the West Coast, supervising promotion, publicity, merchandising, and artist development departments in accord with direction from E/P/A's national department heads. He will report to E/P/A VP/Marketing Ron McCarrell, and will work closely with CBS West Coast Operations VP/GM Myron Roth.

### Jacobs, Drake-Chenault Bring Country To Hawaii

Country radio is returning to Hawaii with the conversion of KDEO/Honolulu Friday 1(-9). The Pop/Adult station, co-owned and programmed by Ron Jacobs, will feature a new format designed by Drake-Chenault. This collaboration marks a reunion between Jacobs and Bill Drake; Jacobs was PD of KHJ/Los Angeles during its 60's heyday when Drake was supervising the creation of the "Boss Radio" format.

The station, which will become the state's only Country outlet, will be known as "KDEO Country Radio." Interestingly, it had been a Country station in a previous incarnation as KAHU prior to its purchase by Jacobs.


Drake-Chenault VP Jim Kefford commented to R&R, "We're all thrilled about working with Ron Jacobs again, because he's one of a kind. Bringing country music back over to Hawaii is a very exciting prospect."



## Born To Fun

WNEW-FM/New York's 1981 calendar takes the fairly well-known gimmick of dressing station staffers up to resemble prominent rock stars to new heights. Each month features a glossy color shot of WNEW-FM personnel mimicking a famous LP cover to virtual perfection. Among the artists parodied/saluted are Led Zeppelin, Bob Dylan, Patti Smith, Billy Joel, and (above) Dave Herman (right) portraying a receding Bruce Springsteen leaning on a heavily-pancaked Scott Muni, (as E Street Band sax player Clarence Clemons).

Savior of the Universe  
 He saved everyone of us  
 He's a miracle  
 King of the impossible — He's...



# FLASH GORDON

Flashing on these stations:

WIFI	K104	KBFM	WBBQ	WNAM	KHYT	WANS-FM	KELO
WDRQ	WKEE	B97	KX104	KEZR	WLBZ	FM99	KKRC
WOLF	KRBE	KXX106	WTMA	KKXX	WFBG	WKXY	KDZA
WFLY	KSET-FM	WAAY	KSTT	KNBQ	95XIL	KSEL	KFXD
Q106	KINT	BJ105	Z104	FM103	Z102	KVOL	

"Flash," the hit single from the best-selling album FLASH GORDON.

E-47092

5E-518

ORIGINAL SOUNDTRACK MUSIC BY

# QUEEN

Produced by May/Mack for Queen Productions 1980.



© 1981 Epic Records  
 A Warner Communications Co

DINO DE LAURENTIIS Presents FLASH GORDON  
 SAM J. JONES ★ MELODY ANDERSON ★ ORNELLA MUTI ★ MAX VON SYDOW ★ TOPOL ★ TIMOTHY DALTON  
 MARIANGELA MELATO as Kala ★ BRIAN BLESSED ★ PETER WYNGARDE  
 Screenplay by LORENZO SEMPLÉ, JR. ★ Produced by DINO DE LAURENTIIS ★ Directed by MIKE HODGES  
 A UNIVERSAL RELEASE ADAPTATION BY MICHAEL ALLIN



## Reeves Named WKTU PD

Dale Reeves, morning man and acting PD at WKTU/New York, has officially been appointed Program Director at the station. He will maintain his morning shift in addition to the PD duties.

Reeves, who has been acting PD since October, told R&R, "I feel terrific! I'm working with the best people in the world, so it's easy. I have the best MD and the best personalities, an incredible staff. That's the reason I took the job." GM David Rappaport cited the station's recent ratings successes in confirming Reeves's appointment.

## ARMSTRONG EXITS AS PD

### King, Brazzelton In New WVON Posts

WVON/Chicago underwent changes recently, as Ron King was named PD, replacing the exiting Lee Armstrong, and Velma Brazzelton was promoted to Station Manager.

WVON-WGCI President Earnest James told R&R, "I think Lee is a fine guy; however, I hired a guy whom I feel will do an excellent job for us. My philosophy is to give some insight and try to impart what management's goals are, and then I let the program director have his own way of doing things."

King, who worked at KACE/Los Angeles, WDIA/Memphis, and KDIA/Oakland previously, commented, "I consider it a great opportunity to get involved with WVON, because of its long historical record in the community. I look forward to making it one of the best stations in the country, black or white."

12-year station veteran Brazzelton takes on the Station Manager position from a previous Operations Manager post. She started out as a secretary at WVON. Armstrong was not available for comment; he is apparently close to a management position at another station.

## STEVENS NEW WQXM PD

### Petersen Exits WQXM, Crosses To Y95

Al Petersen has exited as PD of Tampa AOR WQXM and promptly took over the PD position at crosstown CHR station Y95. Mark Stevens, who worked in promotion and public affairs for six years at WQXM's sister station, Country WSUN, was named PD at WQXM (which will remain AOR), and former ZETA-4 and WSHE/Miami staffer Ron Parker was named MD. Four WQXM staffers exited the station at the same time as Petersen — MD Nick Van Cleve, air personalities Chris Taylor and Greg Stevens, and morning cohort Debbie Sullivan, who will become Petersen's programming assistant at Y95.

Petersen told R&R, "Philosophically, management's direction for the station and my own had reached an impasse we couldn't resolve. I chose to resign." Discussing Y95, he said, "The station is undoubtedly the finest facility technically and signal-wise in the market. I will be using my past AOR experience in helping to develop and mold a new shape for Y95."

WQXM GM Jim Johnson commented to R&R, "We have a very definite direction for the station. Our direction under the former programming staff was not quite clear. We now have clarity and are back on track." New PD Stevens said, "The station has a strong image in the market. I've come in with a very strong attitude of continuing in that direction and hopefully improving it."

### Shannon Exits WPGC Program Director Post

Scott Shannon has exited as Program Director at WPGC-AM-FM/Washington, DC. First Media Corp. VP and WPGC GM Charles Giddens commented upon Shannon's departure to R&R, "It is with deep personal regret that I announce the resignation of Scott Shannon. Scott has been with WPGC for almost two years and the station has experienced a lot of change during those years."

"Scott is resigning to continue his personal growth and to reach professional ambitions," Giddens continued, adding that Shannon will continue in an advisory role with the station. Steve Kingstone, most recently Operations Manager at WPGC, will serve as acting PD.

When contacted by R&R, Shannon stated that it was "a very complicated and personal situation" about which he would rather not elaborate.

## Kline Appointed Radio Records President

Dick Kline has been appointed President/Chief Operating Officer of Radio Records, confirming long-standing reports (R&R 11-28). Kline was most recently Executive VP of Polydor, following 11 years as Promotion VP and Senior VP at Atlantic.

Kline outlined several further structural changes at the label for R&R. He announced that longtime distribution notable Jimmy Gilbert will be appointed VP/Marketing and Controller for Radio Records, while John Schoenberger will continue to head up promotion efforts. Kline added that the label, currently distributed independently, is planning to cement a distribution deal with Atlantic, with details to be announced in the near future.

Radio Chairman Ed McGlynn commented on Kline's appointment, "I have been looking for a leader with Dick's experience, enthusiasm, and dedication since the inception of Radio Records... with a record man of Dick Kline's caliber at the helm, we intend to make 1981 'our year.'"

Kline stated, "This is the challenge I've been waiting for all my life — a new, small company where artists can be developed to their full potential. Radio Records is artist-oriented, and that operating philosophy will continue with an even greater emphasis on promotion. We intend to keep the label small and personal."

### Craig Becomes RCA VP/U.S. & Canada



Jack Craig

The long-anticipated appointment of Jack Craig to a key RCA executive position was realized last week, as the former Columbia Sr. VP/GM was named Division VP/U.S.A. and Canada, reporting directly to RCA Records President Bob Summer.

Summer commented, "When Craig joined RCA as Managing Director/RCA Ltd. (UK), we were very aware that he had brought to RCA one of the most respected executives in our industry. We are now placing him in one of the most important offices in our organization, where I am certain he will make a tremendous contribution to the success of our North American operations."

Craig, whose responsibilities include American commercial operations (A&R and marketing among them) and total direction of Canadian operations, stated, "The North American market is the world's largest and most challenging. My first concern in meeting that challenge will be to broaden RCA's roster of established artists... increasing our share of the market will depend on our success in making RCA the most attractive company for stars to be associated with. This will be my top priority."

Before joining RCA in March 1980, Craig had been with CBS for 20 years, holding vice presidential positions since 1972. He will be headquartered at RCA's New York offices.

### Hoyt, Ury Head 1981 Advisory Council

At the recent Palm Beach meeting of the Arbitron Radio Advisory Council, Tom Hoyt, President of Hefel Broadcasting, was named 1981 Chairman, while Perry Ury of WTIC-AM-FM/Hartford was elected Vice-Chairman. Hoyt and Ury replace 1980 Chairman and Vice-Chairman George Nicholaw of KNX/Los Angeles and Ed Christian of WNIC/Detroit. At the same meeting, Alan Tobkes was named to replace Bob Galen as the research adviser to the Council. Tobkes is with the Eastman rep firm.

The Advisory Council will soon be totally set for 1981, as the winners of the six elections for open Council seats should be announced by Arbitron in the near future.



Dick Kline

this week...

1-9-81

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An outline of what broadcasters can expect if deregulation is approved by the FCC next week, as predicted.

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The debut of a new R&R weekly section providing the most complete, accessible digest of news in these key areas.

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# Washington Report

## FCC APPROVAL EXPECTED

# Radio Deregulation Preview

FCC Chairman Charlie Ferris's possible last big rule-making effort, radio deregulation, comes up for vote on January 14. R&R talked with several high-ranking FCC officials about the final contents of the proposal. Since the Commissioners were getting their first look at the final proposal at presstime, all sources asked to remain anonymous.

Insiders hinted, "Look for radio deregulation to be approved without any major hitches." If the proposal passes, the FCC would eliminate

- community ascertainment requirements
- program log requirements
- commercial time restrictions
- non-entertainment program guidelines.

Originally a vote was scheduled for December 19, but speculation was that several Commissioners were having trouble with the language in the first draft.

The FCC has now gone as far with deregulation as it can possibly go under its current authority. Any further deregulation will have to come from Congress.

### Ascertainments & Programming

"It really doesn't matter who you talk to in the community," R&R's sources stated, "whether it be 10 or 100 people. The only obligation that a radio broadcaster will have is to demonstrate coverage of the 10 most important issues facing the community each year."

Deregulation lets any broadcaster that doesn't feel its audience needs news, public affairs, or religion dispense with them without having to worry about "promise vs. performance" percentages. If a station drops these areas and the audience desires this information, it will listen elsewhere, according to the FCC proposal.

### Program Logs & Commercials

Radio stations will no longer have to keep a daily log to submit to the FCC at renewal time. If a log is kept, it will be a matter of station policy, but it could be much less structured and easier to maintain. It's suggested that a log of shows that address the 10 most important needs of the community be placed in the public file. This will be helpful if some public interest group claims the station has been derelict in serving the community.

Currently, a station can run up to 18 minutes of commercials an hour. Under the plan, it would be up to the station to decide how much the marketplace will bear.

If too many commercials are run, the station will lose listeners and in time will suffer a loss of revenue, the FCC proposal implies.

"We have always tried to guess what the public needs by saying you need news, you need religion, you need public affairs. Now we are saying let the stations decide what the audience they are programming to needs," another Commission staffer added.

Assuming deregulation is approved next week, it will become effective in 30 days. However, interest groups who are opposed to radio deregulation may seek a

stay of action from the FCC or from the courts.

### Broadcaster Benefits

The biggest benefit to broadcasters would be a large decrease in costly and time-consuming paperwork. Broadcasters would only be responsible for compiling a yearly list of the 10 most important issues in the community and a log of how these topics were covered.

Insiders concluded that "just because we have regulated in the same manner for 20 or 30 years doesn't mean we have to keep on doing it the same old way. Things would run a lot smoother for radio without the burdens that these same 20 or 30 years have piled on broadcasters. Eventually, the FCC might only be concerned with the technical aspects of radio regulation."

## HUNDREDS OF INQUIRIES AND APPLICATIONS

# NAB First Amendment/ Libel Insurance Program Off To Great Start

\$1,000,000 In Coverage

On November 10, NAB took a major step by announcing the creation of a First Amendment/Libel Insurance Plan for broadcasters that would provide up to \$1,000,000 in coverage to help defray the costs of libel and

harassment suits (R&R 11-14). The plan, which went into effect December 1, "has met with tremendous response," according to NAB attorney Steve Nevas. "We have had hundreds of inquiries and have been flooded with completed applications and phone calls on the plan."

The plan itself is part of a two-tier program. Nevas explained that one is to provide protection, "and the other is an education process to assure that all on-air peo-

ple know what is libel, slander, and invasion of privacy, so that losses can be cut."

Nevas added, "We are taking a hard look at the number of harassment suits being filed against broadcasters. These are used to coerce stations into avoiding 'sticky subjects.' The typical pretax profit of a radio station is \$19,900 and the average cost of defense in even the simplest of these cases is \$15-20,000. That kind of financial impact on stations can be very significant."

## Capital People

Rep. Lionel Van Deerlin (D-CA), leaving Congress after 20 years, has joined the Board of Directors of the Media Commentary Council, Inc., publisher of the proposed magazine Channels of Communications. Other board members include New Yorker magazine's critic Michael Arlen, Psychology Today editor Jack Nessel, and Markle Foundation President Lloyd Morissett.

William Mitchell has been named NAB Regional Manager for the Rocky Mountains West (Arizona, Colorado, Idaho, Mont-

tana, Nevada, New Mexico, Utah, and Wyoming), succeeding the retiring Lynn Renne.

Rory Wilcox has been named Director of Special Projects for the NAB, replacing Marilyn O'Connor, who has been named Director of Media Relations for the broadcasting association.

Don Ohlman, a current member of the FCC's Review Board, has been upped to Acting Chairman. Jerold Jacobs, Chief of the Broadcast Facilities Division of the Broadcast Bureau, has been named as acting member of the Review Board.

## ASKS FOR 200 kw STATIONS

# Cuba Could Be 9 kHz Stumbling Block

The Joint Industry-Government Advisory Committee met for the tenth time this week (1-6) to discuss preparations for a Brazilian meeting later this year on 9kHz reduced spacing conversion in Region 2 (Western Hemisphere).

If Cuba has its way, it will get a station on virtually every frequency, some of which will be 200kw without employing directional antennas. "This would virtually wipe out existing AM service in the Southeast, particularly in Florida," remarked Cullie Tarleton, Sr. VP of Jefferson Pilot, owners of WBT/Charlotte and WGBS/Miami.

### Southeast Broadcasters Will Meet

A meeting of Southeastern broadcasters will be held at the FCC annex on February 3 to discuss the matter, along with the

problems of using 50% interference curves vs. the current 10% interference curves in negotiations. The U.S. is the only country willing to utilize the 10% curves. These problems must be decided by May 31, when all allocation inventories are due.

WOOD/Grand Rapids GM Mike LaRue ended the meeting by saying, "After looking at the recent 1979 financial figures and noting that out of 374 reporting markets, 120 showed a net loss, it would be a shame to destroy the finest broadcasting system in the world by these proposed rule-makings."

# FCC: At A Glance

## FCC Stalls Decision On Move To Rosslyn Until February

In what could be described as "a decision not to make a decision," the FCC voted (4-1) last month to defer action on a proposed consolidation move on all personnel to Rosslyn, VA until February 4. FCC Chairman Charles Ferris cast the lone yes vote for the move.

In response to Commissioner Abbott Washburn's suggestion, Commissioners Bob Lee and Anne Jones formed a committee to study the options available, and what alternatives exist within the D.C. boundaries. The report is due no later than February 1.

## Radio Profits Off In 1979

Preliminary 1979 radio financial figures were released recently by the FCC. Originally the data were to be made available several weeks before, but owing to computer problems with a new program, the figures show radio at an all-time high in expenses and revenues, causing a profit loss of just under 24%.

Revenue figures were up slightly over 7%, but with the current economic situation, inflation in the form of expenses and overhead slashed the profit margin for the radio industry. Further radio figures will be available this month. Some highlights:

Total Radio Picture			
Market Category	Net Revenue	Total Expenses	Total Profit
Metro Areas	\$2,091,291,434	\$1,892,646,640	\$198,644,794
Non-Metro Areas (3 or more stations)	260,279,289	230,123,050	10,156,239
Non-Metro Areas (2 stations)	243,242,146	230,682,927	12,559,219
Non-Metro Area (1 station)	113,384,209	110,370,695	2,793,514
Total U.S.	2,708,277,078	2,494,023,212	224,253,766
Commonwealth & Possessions	22,645,595	21,640,604	1,004,991
Grand Total	2,730,922,673	2,505,663,916	225,258,757

## Top 10 Profit Markets

Market	Net Revenue	Total Expenses	Total Profit
L.A.-Long Beach	\$116,691,312	\$88,414,886	\$28,276,426
New York	114,237,435	100,679,965	13,557,470
Houston	42,433,223	31,597,832	10,835,391
Atlanta	33,287,681	24,082,652	9,205,029
Minn.-St. Paul	30,886,601	22,435,284	8,451,317
Chicago	95,126,212	87,905,522	7,220,690
Washington, DC	51,282,629	44,103,071	7,179,558
Seattle	28,901,444	22,806,075	6,715,369
Columbus, OH	17,040,391	11,686,504	5,353,887
Baltimore	25,573,773	20,365,817	5,207,956

## Top 5 Loss Leaders

Market	Net Revenue	Total Expenses	Total Losses
Dallas	\$15,593,473	\$18,406,554	\$2,813,081
Honolulu	2,542,553	10,838,593	1,296,040
Jacksonville, FL	7,310,268	8,588,182	1,277,914
El Paso, TX	4,886,158	6,036,690	1,150,532
Oakland, CA	7,101,511	8,190,644	1,089,133



# Biggest In The Country

Your music plays to the biggest audiences in America. The top hits of 1980 as compiled from Radio & Records' Country radio reporters...

**First** - Over 700 radio stations aired Mutual's "Country Music Countdown-1980"

A 2-Hour Special



Produced by R&R in association with Bob Banner & Associates

## Now-The Biggest Country Music TV Show Ever

Our sincere thanks to all those who helped make this event possible

Jane Ayer	Media Productions, Inc.
Howard & David Bellamy	Steve Meyer
Sue Binford	Ronnie Milsap
Pat Bjorklund	Stan Mores
Earl Blair	Anne Murray
Sandy Brokaw	Nashville Radio Workshop
Joan Bullard	Willie Nelson
Betty Buyer	Debbie Newman
Glen Campbell	Oak Ridge Boys
Gayle Carrol	Opryland Productions
George Chaltas	Dolly Parton
John Conlee	Eddie Rabbitt
Country Music Association	Leonard Rambeau
Carmen Dahlquist	Sam Riddle
Helen Farmer	Kenny Rogers
Clint Eastwood	Mark Rothbaum
Jerry Flowers	Tony Scotti
Joe Galante	Karen Sergent
Snuff Garrett	Doug Shane
Crystal Gayle	T.G. Sheppard
Bill Gatzimos	Bob Siner
Mickey Gilley	Judith Singer
Merle Haggard	Burt Stein
Martha Haggard	Chuck Thagard
Dick Howard	Russ Thyret
Jimmy Jay	Tanya Tucker
Dick Kent	Conway Twitty
Ken Kragen	Dennis Weaver
KVEG/Las Vegas	Bruce Wendell
Johnny Lee	Don Williams
Mary Ann McCready	Jerry Williams
Liz Maffei	Frank Wright
Barbara Mandrell	Barbara Wyatt
Irby Mandrell	

Watch it in your market

CITY	TV STATION / DATE	CITY	TV STATION / DATE
Abilene	KTXS tba	Los Angeles	KNBC 1/25
Ada/Ardmore	KTEN 1/15	Louisville	WAVE 1/4
Albany	WAST tba	Lubbock	KMCC 1/22
Albuquerque	KOB tba	Madison	WISC 1/14
Alpena	WBFB tba	Mankato	KEYC 1/31
Amarillo	KAMR 1/11	Mason City/Austin	KTTC 1/25
Atlanta	WAGA 12/3	Memphis	WMC 1/10
Augusta	WDRW 1/10	Miami/Ft. Lauderdale	WCIX 1/17
Bakersfield	KFBR 1/4	Milwaukee	WTVY 1/17
Baltimore	WBAL 2/8	Minneapolis	KMSP 1/11
Bangor	WVII 1/3	Minot	KFVR 1/18
Baton Rouge	WBRT 1/25	Missoula	KECI 1/15
Billings	KTVO tba	Mobile	WEAR 1/28
Biloxi	WLOX 1/3	Monroe	KTVE 1/17
Birmingham	WMCB 1/3	Monterey	KSBW 1/25
Boise	KTVR 1/25	Montgomery	WKAB tba
Boston	WSBK 1/11	Nashville	WNGE 1/23
Burlington/Plattsburgh	WEEZ tba	New Orleans	WGNO 1/24
Casper	KCWY 1/24	New York	WPX 1/17
Cedar Rapids	KRWL tba	Norfolk	WAVY 1/26
Champaign/Springfield	WPHW 1/4	Odesa	KDAB 1/18
Charleston, W.VA	WOWK tba	Oklahoma City	KTUV 1/10
Charleston, SC	WCBD tba	Omaha	KETV 1/3
Charlotte	WBTV 1/31	Orlando/Dayton	WFTV 1/18
Charlotte	WDEF tba	Paducah	WPSD tba
Chicago	WFLD 1/11	Palm Springs	KEQO tba
Chico/Redding	RHSL tba	Panama City	WVBB 1/10
Cincinnati	WLWT 1/15	Peoria	WEEK tba
Cleveland	WUAB 1/15	Philadelphia	WRBS 1/23
Colorado Springs	WGAA tba	Phoenix	KPHO 1/17
Columbia, MO	KCBI 1/10	Pittsburgh	KDKA 1/11
Columbia, SC	WOLO 1/3	Portland, OR	KOIN 1/22
Columbus, OH	WTVY tba	Portland, ME	WGAN 1/3
Columbus, GA	WRBL 1/10	Raleigh/Durham	WRAL 1/11
Corpus Christi	KRRC tba	Rapid City	KEVN tba
Dallas	KTMT 1/21	Richmond	WBFT 1/21
Davenport	WQAD 1/10	Rockford	WTVO 1/11
Denver	KBTU 1/3	Sacramento	KCRA 1/25
Detroit	WBND 1/17	St. Louis	KSDK 1/4
Dothan	WDHN tba	Salt Lake City	KTVX 1/2
Duluth	WDIO 1/3	San Antonio	KMOL 1/8
El Paso	KDCB tba	San Diego	XETV 1/16
Elmira	WENY tba	San Francisco	KTUV 1/10
Erie	WIET 1/18	Santa Barbara	KSBW 1/25
Fargo	KTHI tba	Savannah	WICL tba
Flint	WNEM 1/2	Seattle/Tacoma	KING 1/25
Fresno	KMJI 1/25	Sioux City	KCAU 1/11
Ft. Myers/Naples	WFBZ 1/3	Sioux Falls	KXON tba
Ft. Smith	KFSM 1/3	South Bend	WSIV 1/11
Ft. Wayne	WPTA 1/11	Spokane	KHQ 1/11
Grand Junction	KREX tba	Springfield, MA	WHLP 1/16
Grand Rapids	WKZO 1/10	Springfield, MO	KYTV tba
Green Bay	WLRE tba	Syracuse	WDTZ 1/3
Greensboro	WJET tba	Tallahassee	WTLN 1/16
Greenville, NC	WCTD 1/18	Tampa	WTOG 1/26
Greenville/Spartanburg	WLCS 1/23	Terre Haute	WTHI 1/10
Greenwood	WABQ tba	Traverse City	WTVT 1/27
Hagerstown	WHAG tba	To Cities, TX	WFT 1/11
Harrington/Weslaco	KGFB tba	Toledo	WDHO tba
Harrisburg	WHIP 1/10	Topeka	WBWB 1/9
Hartford	WVIT tba	Tucson	KRDX 1/21
Houston	KRIV 1/8	Tulsa	KOKI 1/11
Huntsville	WHNT 1/8	Tyler	KLTV 1/31
Idaho Falls	KID 1/21	Valdosta	WVGA tba
Jackson	WAPT tba	Waco/Temple	KWTX 1/18
Jonesboro	KAIT tba	Washington	WTTD 1/6
Joplin	KODE 1/11	Wausau	WABO 1/6
Kansas City	KMBA 1/30	West Palm Beach	WPEC tba
Keosauqua	WTVR tba	Wichita	KARD tba
La Crosse	WEAO tba	Wichita Falls	KALUJ 1/3
Lafayette, LA	KLFY 1/4	Wilmington	WVAY 1/9
Lansing	WLKX 1/11	Utica	WUTR tba
Las Vegas	KLAS tba	Yakima	KNDQ 1/11
Lexington	WKYT tba	Yuma	KECC 1/10
Lincoln	KRAS 1/4	Zanesville	WHIZ tba
Little Rock	KARR tba		



## Gannett Calendar Features First Amendment Ads



While to some a calendar isn't a calendar without a pin-up girl attached, the 1981 calendar from the **Gannett Company** serves as a reminder to all of our First Amendment freedom to display such admittedly sexist paraphernalia. The loose-leaf-size, week-at-a-glance binder calendar is illustrated with reproductions of the Gannett firm's First Amendment freedoms ads, which began in 1979 and highlight efforts by the Gannett chain of radio stations, TV facilities, and newspapers to preserve our First Amendment rights.

For further information, contact the Gannett Co. Inc. at Lincoln Tower, Rochester, NY 14604, (716) 546-8600.

## LONGEST-RUNNING RADIO DRAMA

### "Heartbeat Theatre" Pumps Out 1300th Show

**Studiohouse Radio's** "Heartbeat Theatre" will celebrate its 25th anniversary when its 1300th program airs January 25. This radio drama series, hosted by **Maccdonald Carey** since 1977, has become virtually the lone survivor of 1950-era radio programming. Created by noted Hollywood recording studio founder **Charles Pearson** (C.P.) **MacGregor**, the program is now heard on almost 500 radio stations and continues to retain its original sponsor, the **Salvation Army**.

Throughout the series' span "Heartbeat Theatre" has never aired a repeat performance. The anniversary program will continue that practice by introducing "The Silent Cry" starring **Anne Francis** and **Joseph Campanella**.

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## LAB Debuts Broadcast Training School

**Los Angeles Broadcasters Inc.** has announced the opening of a new media center, the **LAB**, designed to train people for broadcast careers. Scheduled to begin operations in January, the Hollywood-located facility's program includes radio announcing, newscasting, sportscasting, copywriting, advertising time sales, programming, production, traffic, and management. Additional areas include audio engineering, advanced programming philosophies, and sports play-by-play.

The LAB will emphasize hands-on, in-studio training, using 19 fully-equipped state-of-the-art studios as well as a voice-over studio. A cooperative curriculum with three Los Angeles area radio stations will provide on-air experience to LAB graduates as well. Furthermore, the LAB will provide free computerized job placement assistance for 18 months post-graduation.

There will be nearly 60 full- and part-time staff members, all on-air professionals, with one-on-one counseling available. Students can also arrange, via computer, their own attendance schedules and are allowed to work at their own pace.

**Earl Trout III**, most recently President/Chairman of the Board of **Workshops of America Inc.**, parent firm to the **KIIS Broadcasting Workshop**, and developer of the latter's curriculum, will serve as President of the LAB. Former **KIIS/Los Angeles** air personality **Bruce Phillip Miller** serves as LAB Board Chairman.

## SkyCar Flights Always Ready When You Are

Ever try to fly from Indianapolis, IN to Richmond, VA? Unless you have a full day to allow for all the plane changes, stopovers and delays, the old adage "you can't get there from here" almost applies. In response to such woes, **SkyCar**, a Nashville-based firm, is offering a membership flight plan.

Aimed at time-conscious businesspeople, **SkyCar** will carry members (who can book flights via a toll-free 800 number) between any two places in the country on two hours' notice, using **Cessna**, **Beechcraft** and **Piper** planes for short flights (**Learjets** are also available). Subscribers pay an annual membership fee of \$35 (\$350 for companies) plus the cost of the flights taken during the year. Flight costs vary according to distance travelled, number of passengers carried (up to 10), length of stay, and whether the flight is one-way or roundtrip.

Surprisingly, some flights cost less than commercial airlines charge, although there is a \$20 per hour charge for stopovers longer than two hours on roundtrip flights. Meals are extra too. For further information, contact **SkyCar**, 4721 Trousdale Drive, Nashville, TN 37220.

## Johnson Named VP/Promo At Unlimited Gold Records

**Derry Johnson** has been appointed to the newly-created post of Vice President of Promotion for **Unlimited Gold Records**. Johnson most recently served as National Marketing Manager at **A&M Records**, having formerly served as an A&M Regional Promotion Representative and as Single Sales Coordinator for Atlanta-based **Together Distributing**.

In his new post, Johnson will supervise all promotional efforts and coordinate all activities with **CBS Records**, **UGR's** distributor.



Derry Johnson

## William Morris Named VP/Business Affairs At Far Out

**William Morris** has been named Vice President of Business Affairs for the **Far Out Group** of companies and **LAX Records**. Morris was most recently President of **Motown Sound Systems**, having previously served as Executive Vice President of **Kraco Enterprises** and **Bowman Industries**, and as Vice President of Finance for **Super-scope**.

In his new post, Morris will be responsible for operations, legal and business affairs, finance, and accounting for the management, production, and record companies.

## Pro:Motions

### Friedman, Silver Form Empire Project Firm

**Michael Friedman** and **Don Silver** have announced the formation of the **Empire Project Inc.**, a full-service record production and music publishing company. Friedman most recently served as **Arista's** Director of Product Management while Silver held the post of East Coast A&R Manager for the label.

Initial projects for the firm include R&B group **Empress**, and rock groups **Zeus** and **Phantom**. The **Empire Project** is located at 420 East 80th St., New York, 10021 and 1 Union Square West, Suite 301, New York, NY 10003, (212) 628-1381.

### Kilbert, Jampol Form Polymedia Firm

**Tony Kilbert** and **Jeff Jampol** have announced the formation of **Polymedia**, a San Francisco-based firm offering consultation and production services to performers as well as developing and producing programs for radio syndication.

Currently an air personality at **KMEL/San Francisco**, Kilbert's industry experience includes having worked in record promotion for **Motown** and **Elektra/Asylum Records** as well as a five-year stint as an air personality at **KSAN**. Jampol has managed and produced a number of Bay Area groups, served as a sound consultant for **Video-west** and **CBS** retail operations, and has done live audio engineering for various performers. **Polymedia** can be reached at (415) 561-9160.

### Mitchell Upped To VP/Int'l Mgr. At Atlantic

**Cheryl Mitchell** has been elevated to Vice President/International Manager for **Atlantic Records**. An eight-year veteran of the label, Mitchell most recently served as International Manager for Atlantic, having previously held the post of Foreign Production Coordinator and Assistant to the Vice President.



Cheryl Mitchell

### Joel Named Dir./Field Engineering At Schulte

**Irv Joel** has been named Director of Field Engineering for **Schulte Radio Productions Ltd.** Joel most recently helmed **Irv Joel Associates**, an engineering consulting firm that has been associated with Schulte since 1974.

### Malloy Forms Worthwhile Enterprises

**Kenneth Malloy** has announced the formation of **Worthwhile Enterprises**, a Los Angeles-based firm whose activities will encompass records, video films and toys.

Malloy most recently headed **Meanwhile Records**, an independent record label based in Los Angeles. **Worthwhile Enterprises** is located at 6000 Sunset Blvd., Los Angeles, CA 90069, (213) 934-1331.

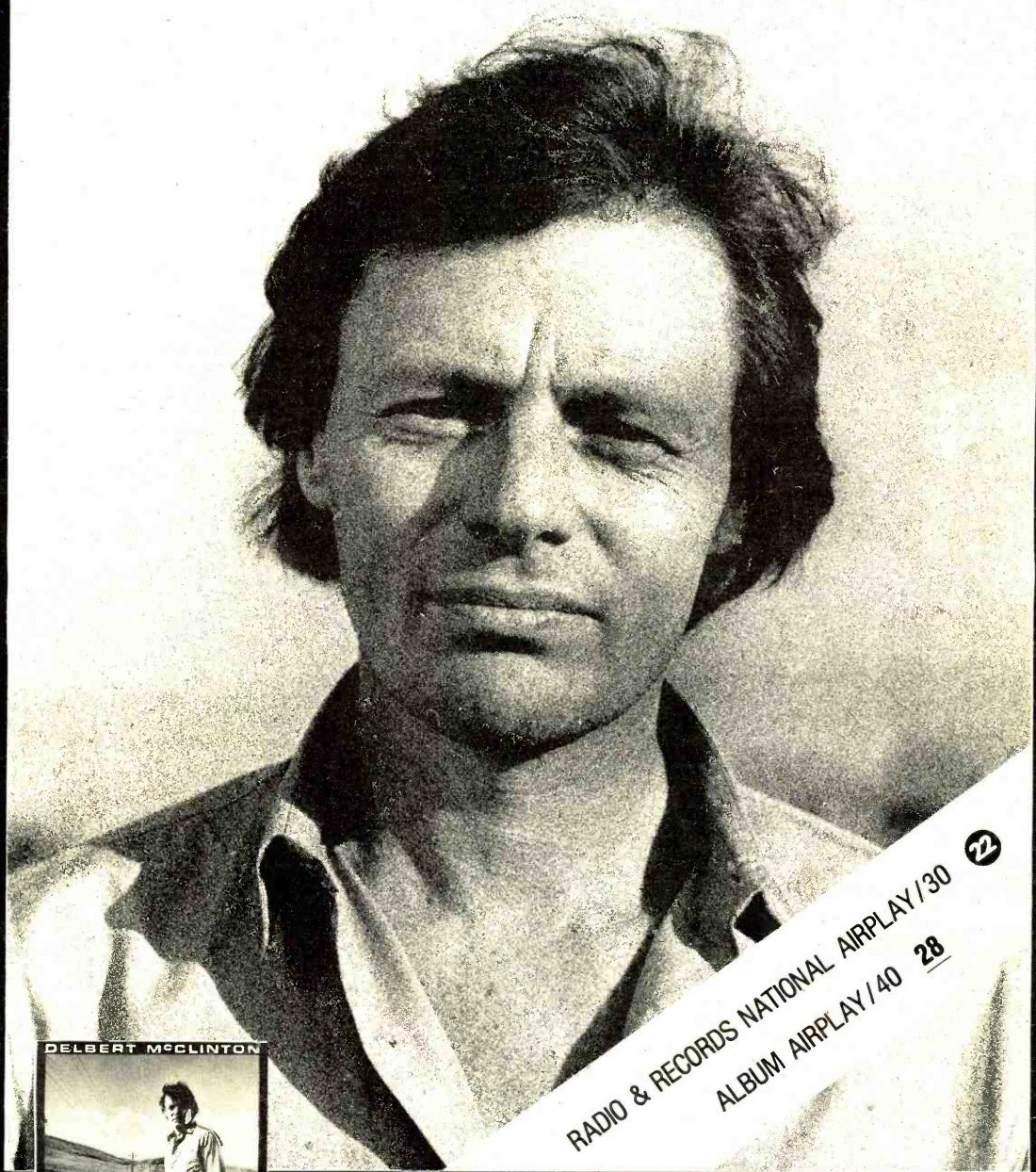
### Birge Upped To Dir./Sales For CBS P&D Labels

**Jon Birge** has been appointed to the newly-created position of Director of Sales, P&D Labels at **CBS Records**. A seven-year veteran of the firm, Birge has served as local promotion manager in New Orleans and Cleveland.

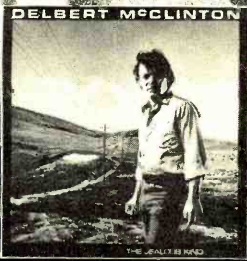
In his new post, Birge will be responsible for providing direction to the CBS Field Organization on all records released on labels that have pressing and distribution agreements with Columbia Record Productions.

# Delbert McClinton

**THE SUCCESS STORY OF '80 CONTINUES IN '81**



RADIO & RECORDS NATIONAL AIRPLAY/30 **2**  
ALBUM AIRPLAY/40 **28**



The Single: "GIVING IT UP FOR YOUR LOVE" (4948), now a Top 40 favorite!  
The Album: **THE JEALOUS KIND** (SF-12115), busting loose on AOR airwaves everywhere!



Produced by BARRY BECKETT and THE MUSCLE SHOALS RHYTHM SECTION A MUSCLE SHOALS SOUND PRODUCTION Management: DON LIGHT

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WESTWOOD

ONE

1981



## THE DR. DEMENTO SHOW

A proven prescription for hit radio! Two hours weekly of delightful "dementia" with the master impresario of comedy and novelty recordings. The Doctor's own hit parade, featuring such stalwarts as Barnes & Barnes, Al Yankovic, and Monty Python, is selected from his personal library of more than 150,000 rare and wondrous items. And "The Dr. Demento Show" is a prime-time winner on such stations as KMET, WLUP, WAVA, KYYS, and more than 150 other top rockers.

## LIVE FROM GILLEY'S

That's live and direct from Pasadena, Texas, as host Jim Duncan presents a brand new weekly concert series, 60 minutes of top country talent performing at the biggest nightclub in the world! Already airing on over 250 of the country's finest country music stations.

## OFF THE RECORD WITH MARY TURNER

Rock radio's premier interview feature, airing ten times weekly for two-and-a-half power-packed minutes. Mary Turner talks to The Stones, Bruce Springsteen, Ted Nugent, David Bowie, Queen, and dozens of other top artists... and you can listen on stations like WNEW-FM, KMET, WMET, WMMR, KZEW, WWWV, WWDC-FM, WINZ-FM, WLPX, and WCOZ.

## OFF THE RECORD SPECIALS

If 150 seconds is great, then 120 minutes is fantastic! These two-hour super-specials are hosted by Mary Turner and feature her exclusive, in-depth interviews with superstars like Supertramp, The Rolling Stones, Bob Seger, and Steely Dan. Airing regularly on 250+ stations.

## STAR TRAK

Get the "inside trak" on today's rock news... ten times a week! The stars tell the stories behind the scenes to host Lynne Thomas in this series of revealing, 2½-minute features, now in its fourth year of national syndication on Top 40 and A.C. radio stations everywhere.

## SPECIAL EDITION

Indisputably, Black radio's finest hour. Each week, host Sid McCoy takes an inside look at the lives and the music of America's top entertainers, stellar artists such as Stevie Wonder, The Commodores, George Benson, and Earth, Wind and Fire. It's a loving, lively journey through the past, present, and future of America's own Black music.

## SHOOTIN' THE BREEZE

Black radio's finest 2½ minutes! Ten times each week, Jackie McCauley interviews the superstars of today's black music... on stations like KDAY, WGCI, WVEE, WJLB, KKDA, KYOK, KDIA, WHUR, and WAMO!

## THE GREAT AMERICAN RADIO SHOW

This two-hour weekly countdown of Radio & Records top 20 albums also features interviews with many of the week's charted artists. Hosted by air personality and R&R AOR Editor Jeff Gelb, "The Great American Radio Show" now airs on more than 150 top stations.

## ACE AND FRIENDS

Ace Young, news director at KMET, covers the unconventional in a weekly series of ten 3½-minute features. News stories that are guaranteed to involve, inform, and entertain the listener—particularly if that listener is in the 18-34 demographic target audience!

## SPACES AND PLACES

Each week, in a ten-part series of 2½-minute news and public affairs features, host David Perry takes a clear, hard look at some aspect of life in the 80's, exploring the people, the places, the problems of today's world. Relevant, stimulating, and guaranteed to keep the audience tuned in... on more than 150 U.S. radio stations!

# NEW FOR THE NEW YEAR

## THE ROCK YEARS: PORTRAIT OF AN ERA

A spectacular 48-hour special that recalls the times that changed our lives, a year-by-year review of the music and the events of 1965 through 1980. One of the most challenging radio programs ever produced, "The Rock Years" can be run (and run again!) in self-contained, three-hour blocks or as a continuous weekend extravaganza. Created by Bert Kleinman and Jeff Pollack and hosted by David Perry, this landmark production has already been purchased by WNEW-FM, KMET, WMMR, WMET, KZEW, WSAI-FM, and WAVA for airing in the Spring of '81.

## THE CONCERT OF THE MONTH

Designed especially for Black radio, this new program premieres in February with a sparkling line-up of top Black entertainers. Recorded live, this one-hour monthly concert series features the complete performances of artists like War, The Pointer Sisters, Dionne Warwick, The Crusaders, Maze, and many more.

## TELLIN' IT LIKE IT WAS

A 2½-minute spotlight on the most memorable moments in Black American history. Ten times each week, this brand new feature takes an unflinching look at those events, both great and small, that have gone into the making of Black history. You'll never know why it is... unless you know how it was.

## DAYBOOK WITH BRAD MESSER

Every day is a special day for someone, somewhere, and now, every day, R&R columnist and acclaimed newscaster Brad Messer will spend three minutes telling us why. A witty, entertaining reflection on those events, past and present, that distinguish one day from another.

## AND THERE'S MORE TO COME . . .

## LISTEN FOR US!

**WESTWOOD  
ONE**

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

**AMERICA'S NUMBER ONE PRODUCER OF  
NATIONALLY SPONSORED RADIO PROGRAMS**

# Nets



Net will add four new programs for its 1981 season, beginning January 5. The shows are: "Your Dollars," dealing with personal financial management and hosted by **Money** magazine editor **Marshall Loeb**; "Getting Along," a how-to-cope program hosted by **Woman's Day** contributing editor **Eda LeShan**; "Travelling," a travel news and information show hosted by **Playboy** travel editor **Steve Birnbaum**; and "The Osgood File," hosted by **CBS News** correspondent **Charles Osgood**.

The net also announced it stands at 400 affiliates, an all-time high, having added 100 stations during 1980.



**GK Productions** will produce a seven-part "A Night On The Road" series for the net. Sponsored by **Coca-Cola**, the two-hour, live concert shows will air beginning in April.



**ABC FM**

The "King Biscuit Flower Hour" debuted on the net January 4. The long-running live concert series kicked off its new affiliation with **Foreigner** featured.



**Mutual**



**POST-TOASTING** — Pictured raising a glass in celebration of the success of **Mutual Radio's** music special "Country Music Countdown — 1980" are (l-r) the network's Sr. VP **Nick Verbitsky**, President **Marty Rubenstein**, and the show's producer (and **WHN/New York PD**) **Ed Salamon**. Hosted by **Anne Murray**, the special was heard on 707 stations nationwide.

**Marty Rubenstein**, President/Chief Executive Officer of the **Mutual Broadcasting System Inc.**, has been elected to the firm's Board of Directors. Beginning January 26, the net will air "The **Forbes** Magazine Report."

# People

## Miami

**Linda Silverstein** has been promoted to National Sales Manager for **Y-100/Miami** from her previous post as account exec for sister station **WHTT-AM** (formerly **WWOK**).

## Houston

**Jeff Trumper** has been named General Sales Manager at **KSRR/Houston**. Trumper was most recently an account exec at **WLS/Chicago**.

a daily (Monday-Friday) 4½-minute financial news program. The program will be produced by Hollywood, CA-based **Radio Works** and will be anchored by LA TV anchorman **Nathan Roberts** and broadcast anchorwoman **Suzanne Reynolds**.



The net will spotlight February, Black History Month, with specials including a performance of the **Buffalo Philharmonic**, featuring soloist **William Warfield** and guest conductor or **Michael Morgan**; a profile of black poet-author **Maya Angelou**; a dramatization of works by **Frederick Douglass**, starring **Ruby Dee** and **William Marshall**, a program-recapping the music and leading voices of the Civil Rights Movement; an oral history of school desegregation; and a show about baseball's Negro Leagues.



Net announces **WHKC-FM/Henderson, KY** and **KISS-FM/San Antonio** as new affiliates.

## ENTREPRENEUR RADIO

**Tony Masiello** has joined the net as Director of Operations. A 10-year veteran of **ABC Radio**, Masiello most recently served as Manager of Broadcast Services for the network.

Former Boston Celtics great **Bill Russell** has been signed to host a twice-weekly sports feature (Tuesdays and Thursdays at 9:30am). Noted sports journalist **Bob Cooke** has joined the net for a five-times weekly sports feature, "Once In A Lifetime," as well.

Net's new affiliates include **KLIF-AM/Dallas**; **KBEA-AM/Kansas City**; **WYSL-AM/Bufallo**; **WEAN-AM/Providence**; **WGSO/New Orleans**; **WTMJ/Milwaukee**; **WNDE/Indianapolis**; **WHLO/Akron**; **WNIS/Norfolk**; **KOCN/Monterey, CA**; and **WTAN/Tampa**.



# Syndicators

## Westwood One

"**Steely Dan**: Off The Record With **Mary Turner**," a two-hour radio special consisting of the rock group's music and exclusive interviews with **Steely Dan** leaders **Donald Fagen** and **Walter Becker**, will air the weekend of January 23. Available via a barter basis, the special is already set for **WNEW-FM/New York**, **WMET/Chicago**, and **KMET/Los Angeles**. For further information contact **Westwood One** VP/Sales **Judy Gold** at (213) 204-5000.

**Gary Epstein** has been named Director of Advertising Sales for the New York office. Prior to joining Westwood One, Epstein served as VP for the New York office of radio rep firm **H.R. Stone**.

## D.I.R.

The **Schaefer Brewing Company** will continue to sponsor 12 additional programs of **D.I.R.**'s "Schaefer Rock City," a monthly series of afternoon live concerts, through 1981.

## Al Ham

**Al Ham**'s "Music Of Your Life" format, featuring classic pop hits from the 1940's through the present, now numbers 35 affiliates. Stations signed up since June 1980 include **WRMV/Herkimer, NY**; **KJFZ/Fort Worth**; **WLKW/Providence**; **WMYL/Johnstown, NY**; **WTAL/Tallahassee**; **WKRZ/Wilkes-Barre**; **KQIZ/Amarillo**; **WFBL/Syracuse**; **WHEL/Knoxville**, and **WFLT/Flint**.



**WATERMARK WEDDING BELLES & BEAUS** — Host of **Watermark's** "American Top 40" syndicated show, **Casey Kasem** (second from left), married actress **Jean Thompson** (center) in Los Angeles recently. Posing for a post-ceremony portrait are, from left: **California Lt. Governor Mike Curb** (who served as best man), the happy couple, **Reverend Jesse Jackson** (who performed the ceremony), and **Carole Scotti**.

# Sales

## Station Sales

**Hale Broadcasting** is selling **WKOS-FM/Murfreesboro, TN** to **Tom Armshaw, Murray Ross**, and **Joe Wolf** for \$2.4 million subject to FCC approval, according to **Blackburn**.

**WADV-FM/Bufallo** is being sold by **Adver-cast Inc.** to the **Stoner Broadcasting System** for \$1.6 million subject to FCC approval, according to broker **Keith W. Horton**.

**KATI-AM** and **KAWY-FM/Casper, WY** are being sold by the **Modcom Corp.** for \$1.5 million to **Stuart Broadcasting** subject to FCC approval, according to **Richard A. Shaheen Inc.**

**KOIX-AM** and **KIM-FM/Keokuk, IA** are being sold by **KOKX Inc.** for \$950,000 to **Wlthers Broadcasting of Iowa** subject to FCC approval. Broker was **Richard A. Shaheen**.

# RAB Sales Meet Surpassing Attendance Goals

The **Radio Advertising Bureau's** Sales Conference from January 31-February 3 at the Amlac Hotel in Dallas is running ahead of expectations, with over 600 attendees already signed up. **RAB Sr. VP Dick Montesano** told **R&R** that the conference is primarily suited for general managers and sales managers and is aimed at "developing a professionalism for managing sales in the 80's." Registration is \$250 per person (closing date: January 14).

Among the topics are recruiting sales personnel, compensation plans, effective format selling, goal setting, and how to create big-revenue budgets. In addition, 20 outside experts will conduct sessions ranging from how to use video in sales training to motivation and personality dynamics. Retiring **CBS Radio** President **Sam Cook Digges** will keynote.

Furthermore, the results of several surveys will be revealed at the conference, including a study in which 1100 RAB members participated dealing with anticipated sales increases as well as research, co-op, promotions, sales quotas, and the future of radio sales forces. Another study examines the feelings of advertisers and agency personnel in 10 markets toward radio sales people as opposed to sales people from other media.

According to **RAB President Miles David**, the unexpectedly high turnout "demonstrates planning for growth and is a good sign of strength in the future of radio."

# Reps



**BLAIR RADIO**



**Edwin Howard** has been named Sr. VP of **Blair Radio**. A 16-year veteran of the firm, **Howard** will retain his previous duties as **Manager of the Blair Wired State Networks (BWSN)** as well.



**Lee Mehlig** has been promoted to VP of **Blair Radio**. **Mehlig**, a 16-year veteran of the firm, most recently served as an account exec on the **Blair sales staff**.



**Tom Gatti**, VP/New York Sales Manager, and **Carl Butrum**, VP/Western Regional Manager, have been elevated to **Eastman's** Board of Directors. **Mayo Smith**, VP/Treasurer, has been promoted to the rep's Executive Committee.

**WYNZ-FM/Portland, ME** names the firm as its national sales representative. The station was formerly known as **WLOB-FM**.



**WKIE/Richmond**, a 10,000-watt Black-formatted daytimer, names the firm as its national representative.



**WQRC-FM/Cape Cod** and **KRIB/Mason City, IA** have named the firm as their national representative.



**Rocky Crawford**, formerly **GSM** at **KLIF/Dallas**, has joined the firm as manager of its Dallas branch office. **WFAl-AM/Fayetteville, NC** and **KSOB-AM/Santa Maria** are new client stations.

# INTRODUCING THE DOORS...

Dave Hamilton, KDWB Minneapolis; "The Doors are hotter now than they've ever been in the last ten years."

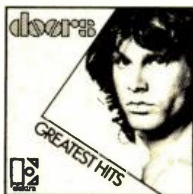
Rick Balis, KSHE St. Louis; "The Doors were an integral part of an entire generation. Today a new generation is just discovering their music."

Rick Harris, WYSP Philadelphia; "The Doors are one of the hottest acts in this town..."

John Gorman, WMMS Cleveland; "Their music is as powerful and emotional now as it was when we heard it for the first time ten years ago."

Mike Perkins, WYDD Pittsburg; "A demonstration that even in a world of disposable culture there are some permanent truths."

## THE DOORS GREATEST HITS SE-615



Produced and re-mastered by Paul A. Rothchild  
Except L.A. Woman and Riders On The Storm  
Produced by Bruce Botnick and The Doors.  
Doors Representation: Danny Sugerman & Rich Linnell.



© 1981 Elektra/Asylum Records® A Warner Communications Co.



Like the gift  
of music.

# Ratings & Research

## Industry Mediation Panel — A Promising Start

History was made in the ratings industry on November 20, 1980. On that date, in the conference room of the RAB, the Industry Mediation Panel was first convened to hear a complaint against Arbitron. At the end of the day the panel members issued their findings, which Arbitron later stated it would comply with. Thus, the first test of the industry's "court of last resort" proved that the forum is a potentially useful one.

I was integrally involved in the first IMP hearing, so I thought R&R readers would appreciate an exclusive summary of the IMP procedure, its findings (which affect many stations around the nation), and the future of this new industry body. While I am bound by the canons of the IMP not to divulge specific details of the proceedings,

information. We contended that since the KBIG format had been stable and successful for seven years, the station thought there was no need to submit redundant information.

Arbitron stated it felt the instructions were not misleading or confusing, and that at any rate format information (unlike slogans) was not brought forward from survey to survey because formats could change frequently.

After getting no substantive relief from Arbitron, KBIG asked the Advisory Council to tackle the problem. The Council saw merit in the KBIG arguments, and asked the Industry Mediation Panel to deal with the issues at hand.

### IMP Workings

This would be the first test of the effectiveness



**THE INAUGURAL IMP LINEUP** — Pictured at the first Industry Mediation Panel sessions are the participants: (l-r, front) WOR/New York VP/GM Rick Devlin (appointed by NAB), Susquehanna President Arthur Carlson (RAB), Insilco President Fred Walker (NRBA), WTIC/Hartford Exec. VP/GM Perry Ury (Arbitron Advisory Council), and WWSH/Philadelphia GM James Connor (BRC); (l-r, rear) BRC's Mal Beville, Arbitron's Mike Membrado, Avery Gibson, and Lynn Turner, Hiber & Hart's Candy Storsberg, KBIG President/GM Jack Adamson, and Jhan Hiber.

it is my feeling that a succinct overview can be beneficial to all concerned with the correction of ratings problems.

### The KBIG Problem

The situation which led to the mediation hearing developed as a result of a post-survey diary review at Laurel. The staff of the Laurel office of my consulting firm, Hiber & Hart Ltd., discovered that in examining and verifying the entries to KBIG in the Spring '80 Los Angeles report, it appeared that the station was not getting credit for every diary to which it was entitled. Since there is a slogan conflict over "FM104," callbacks were done to clarify the listening, and some of the respondents mentioned that they were tuned to a station with a format similar to KBIG's Bonneville Beautiful Music sound. Arbitron maintained that some of the FM104 respondents who mentioned the format during the callbacks were not credited to KBIG because the station had not filed facility form information for the spring sweep. No format information was on file for KBIG, Arbitron contended.

When we alerted Jack Adamson, President/GM of KBIG, to this problem, he asked my firm to pursue requests for remedies with Arbitron. I spoke with Arbitron officials from Mike Membrado on down. The point was made that the language on the instructions for the facility forms could lead stations to believe that only if there were a change in any of the information previously filed with Arbitron did the GM have to mail in a new set of

of the recently-formed Industry Mediation Panel. Formed out of a cooperative effort between the Broadcast Rating Council and Arbitron, and supported by the BRC, NAB, NRBA, RAB and the Advisory Council, the IMP was designed to serve as a last forum for those unhappy with Arbitron's response to a significant grievance.

When it became clear that the KBIG-Arbitron confrontation was still a problem, Mal Beville, the BRC's Executive Director, went about recruiting the panelists you see pictured here. It should be noted that each new hearing panel will be made up of different broadcasters. Each side then sent to the panelists information supporting its respective positions. Although legal counsel is prohibited from assisting the complaining stations at the IMP hearing, advisers are allowed, so Jack Adamson asked me and Candy Storsberg, of our Laurel office, to be in attendance on November 20.

The hearing allowed each side to cover orally key points for its position. At the conclusion, the panel members, under the leadership of Chairman Fred Walker, adjourned to deliberate for the remainder of the day.

### Panel Findings

In the statement issued by Walker, the IMP mentioned that its findings basically sided with KBIG. Although the panel could not specify how Arbitron should correct the damage done to KBIG in the Spring '80 report, there was agreement that the station had been wronged by Arbitron. Ambiguities and contradictions in the instructions for the

facility form package were cited as the main culprit. The second issue, raised by KBIG on behalf of broadcasters everywhere, dealt with the proper gathering of data from stations so that proper crediting decisions can be made. The panel stated that "the forms and instructions are confusing and contradictory... (we) strongly recommend immediate clarification of the facilities forms and instructions by Arbitron."

### Arbitron Response

After reviewing the panel's recommendations, Arbitron responded constructively. The company said it "basically agrees with the panel's findings," and mentioned that the Policies and Procedures Department at Laurel will be making recommendations to rework the facility forms package. A determination will also be made as to what material should be carried forward from survey to survey (perhaps format data will be added to the list of items currently brought forward). Industry input, either directly to Arbitron or through the Advisory Council, is welcomed in clearing up this matter.

### Caveats & Kudos

As you can tell from the foregoing, the first IMP hearing went smoothly and will likely result in improvements which will benefit the industry. The panel recognized this hope when it commended KBIG "for bringing this problem to the attention of the industry..." Jack Adamson should be thanked by any broadcaster who has suffered ratings losses as a result of problems with the facility forms material. Others who should receive kudos from the industry include Mal Beville for his efforts to make the IMP a workable body, the panelists and the trade groups they represented, and Mike Membrado of Arbitron. Without his cooperation the workings of the panel would have been rendered ineffectual and the response might not have been as positive as it was.

There are some areas of concern still apparent in the proceedings of the IMP. Specifically in the KBIG case, Arbitron still has not decided how it will correct the showing for KBIG in the spring book. This is in some part due to the panel's not being empowered to make specific recommendations as to how Arbitron should mitigate damages for a complaining station. Another area of concern deals with the non-binding aspect of the IMP findings. Although Arbitron was responsive in this instance, the company may in future cases decide not to cooperate with the panel's recommendations. Finally, the time frame involved in getting relief is a problem. The KBIG diary review was conducted in mid-July, and the IMP hearing did not take place until four months later.

### Use But Don't Abuse

To sum up, if the first instance is any guide, the Industry Mediation Panel will be a useful vehicle for stations seeking relief of significant grievances against Arbitron. However, as one of the panel members told me later, this body should not be used on minor issues. Rather than abusing the IMP, the panel should probably only be a forum for issues that are of major consequence to a station and/or are of industry-wide importance. It will be interesting to see if 1981 brings forth any further test of the utility of this industry "court of last resort."

**Jhan  
Hiber**



# MUTUAL'S "COUNTRY MUSIC COUNTDOWN 1980." THE BIGGEST HIT IN RADIO NETWORK HISTORY.

SELL OUT!

"Country Music Countdown 1980" was the most successful special in radio network history. A complete sell out.

Over 1,000 radio stations around the world welcomed the New Year by bringing their listeners this three hour special, hosted by superstar Anne Murray. In the U.S., 700 Mutual affiliates broadcast the special, including 100 stations in the top 100 markets. Worldwide broadcasts were carried through the facilities of AFRTS and the BBC.



The "Country Music Countdown 1980" featured 1980's top 30 country hits (as determined by *Radio & Records*) and Anne's exclusive interviews with the recording artists.

All thirty network commercials in the program were sold, and there were sponsors waiting in line.

We owe a big thanks to Anne Murray, the radio stations around the world, the recording artists and our sponsors for making "Country Music Countdown 1980" another great Mutual success story.

"Country Music Countdown 1980" was sponsored by:

*Campbell* SOUP *Company* **KRAFT** Bell System **CONTAC**

Motorcraft **MAREMONT** **Gabriel** **GMC** **GMAC**  
On the road ahead. SHOCKS & STRUTS FINANCING



**MUTUAL BROADCASTING SYSTEM**

Radio is our only business.

# October/November '80 Arbitron Shares

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

## Detroit

### WLLZ Scores Impressive Debut As WJR Drops 5

For the first time in recent history, WJR (PA) slipped to single digits, going 13.8 to 8.7. A new number two emerged as Doubleday's WLLZ (A) took the market by storm with a 7.9 share in its first sweep. The other AOR's suffered: WRIF down 6.1-5.1, WABX 3.3-2.7, and WWWW tumbled 4.2-1.6.

Soft AOR WNIC-FM (4.4-3.3) and P/A WOMC (3.3-3.9) eroded the shares of P/A WMJC (down 6.2-5.0). Country WCXI remained strong, 4.3-5.5, while WWJ (N) added a share, 5.5-6.5.

Other stations scoring above a one share included: WCHB (B) 1.4-1.8, WCZY (BM) 4.5-4.2, WDRQ (R) 4.3-3.6, WGPR (B) 2.3-1.6, WJLB (B) 2.7-3.1, WJR-FM (BM) 3.5-4.5, WJZZ (J) 3.3-3.2, WLBS (B) 3.3-3.2, WTWR (O) 3.1-2.9, WWJ-FM (BM) 2.3-3.0, WXYZ (T) 3.0-3.4, WHND (O) 9.1-3.3, CKLW (R) 2.8-3.6, and CKLW-FM (C) 1.1-1.3.

## Boston

### WHDH Number One As WCOZ Leaps To Second

P/A fixture WHDH remained kingpin in Boston by increasing 9.5-9.8, but the big news was AOR WCOZ's jump 7.8-9.1 (which PD John Sebastian claims is a record AOR share in a top 10 market). WBZ, P/A competitor for WHDH, was relatively stable 8.2-7.9. WJIB, the BM leader, did well, up 6.2-7.4, while WEEI (N) rose 5.4-7.1. WEEI-FM (A) was up 3.7-4.7.

Stations with soft books included WVBF (R) 5.6-4.1, WRKO (R) 4.0-2.7, and WITS (T) 3.6-2.4.

Other results: WBCN (A) 4.4-4.2, WCAS (A) 7.1-1.0, WCRB (CL) 1.5-1.3, WHUE-FM (BM) 2.0-2.2, WILD (B) 1.3-1.1, WJDA (PA) 6.2-1, WROL (RL) 9.1-3, WROR (R) 4.3-4.4, WSSH (BM) 2.2-2.4, WKXS (PA) 3.3-3.4, WKXS-FM (R) 5.0-4.4, and WAAF (A) 2.7-1.4.

## Washington, DC

### WMAL Remains Tops; WGAY, WKYS, WASH & WRC Post Gains

Perennial leader WMAL (PA) was again the only station in double figures (10.3-10.9). Biggest move in the market was made by WGAY-AM-FM (BM), which rose 6.1 to 9.1. WJMD, formerly a BM station, moved to a new P/A format this book, slipping 3.6 to 2.3. Other winners besides WGAY included NBC's WKYS (B), up 6.2 to 7.0; WASH (PA), which moved 4.9 to 6.2; and the other NBC entity, WRC (T), which added two shares (3.8-5.8) after an extensive media campaign.

The CHR leaders slipped. WRQX went 7.9-7.2, while WPGC-AM-FM moved from a combined 8.4 to a 7.7 this sweep. WHUR (B) added a share, 3.8-4.7, but other Black stations saw slippage: WOOK 4.1-3.5 and WOL from 1.4-1.0.

The Country scene shows the evidence of new efforts by the new owners of WKXX/WPKX. The stations combined for a 3.8, up from 2.2 in the Spring survey. WMZQ (C) saw its share erode 3.7-2.6. WAVA remained the top AOR station but dropped 4.5-3.5, while WWDC-FM (A) slipped 3.0-2.7.

Others with a one share or better in the O/N '80 results included WEZR (BM) 1.2-1.8, WGMS-AM-FM (CL) 3.1-2.7, WHFS (A) 1.3-1.2, WTOP (N) 4.2-3.6, WUST (R) 1.3-1.1, WYCB (RL) 2.2-1.4.

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

## Houston

### KMJQ Recaptures Top Spot, KIKK-FM Second

Black-formatted KMJQ, formerly tops in Houston, regained the lead, going 8.6-10.8. Previous market pacesetter KIKK-FM (C) also enjoyed a good book, up 9.2-10.5. KRBE became the top CHR station in Houston, moving 4.0-5.6.

Stations that slipped notably in this report included KRLY (R), down 7.6-4.6; and KPRC (N), which slid 8.1-5.3 after the end of the baseball season.

Other stations that earned a one share or better: KCOH (B) 8-1.0, KENR (C) 2.8-3.2, KEYH (S) 2.6-4.3, KFPM (R) 3.9-3.5, KIKK (C) 1.9-1.5, KILT (R) 3.1-2.8, KILT-FM (A) 2.6-3.0, KLAT (S) 2.4-2.6, KLEF (CL) 1.4-1.6, KLOL (A) 3.7-4.7, KLVL (S) 8-1.0, KNUZ (C) 1.5-1.1, KODA (BM) 4.2-5.3, KQVE (PA) 4.4-2.5, KSRR (R) 3.0-2.8, KTRH (N) 4.6-5.0, KULF (R) 2.2-2.6, KYND (BM) 5.3-5.4, and KYOK (B) 1.1-1.0.

## Dallas-Fort Worth

### Country KSCS Reaches Top Rung, KVIL-FM To Second

KSCS (C) took the lead, up 7.9-8.7. CHR leader KVIL-FM dropped almost two, 9.8-8.0, for second place. Also up were KMEZ (BM) 5.5-7.0 and KRLD (N) 6.7-7.7 with Cowboys football. KPLX (C) scored well, up 2.7-5.8. Country fixture WBAP dropped 9.2-6.4, while KOAX (BM) tumbled 6.4-3.8.

Others of note include: KAUF (PA) 1.0-1.7, KBOX (C) 3.3-3.0, KFJZ (PA) (which did not show last book) 1.8, KFJZ-FM (R) 3.8-3.5, KKDA-FM (B) 5.1-5.5, KLIF (C) 1.9-1.6, KMGC (PA) 3.8-3.2, KNOK (J) 1.0-1.0, KNOK-FM (B) 3.9-4.4, KPBC (PA) 9.1-2, KNUS (R) 2.5-2.2, KTXX (A) 4.5-4.0, KZEWA (A) 4.9-4.7, WFAA (N) 4.3-3.7, and WRR-FM (CL) 1.6-1.0.

## Pittsburgh

### KDKA Retains Lead; WEEP Up Dramatically

KDKA (PA) duplicated O/N '79 share 25.3-22.2. Other leaders stable - WSHH (BM) 7.3-7.2, WTAE (PA) 6.6-6.6, WXXK (R) up 5.2-6.8, WDFE (A) moved 5.4-6.4. WEEP (C) posted biggest gains, 3.6-6.1.

Beautiful Music stations slipped - WJOI 3.5-2.2, WPNT 3.4-2.7, WFFM (PA) down too, 3.6-2.8.

Others with a one share or better include: KQV (N) 4.4-4.1, WAMO (B) 4.6-3.7, WDSY (C) 3.1-3.4, WIXZ (C) 9.1-1, WKTQ (R) 2.7-2.0, WNUF (BB) 1.2-1.0, WWKS (PA) 4.1-1, WWSW (PA) 2.3-3.5, WWSW-FM (PA) 3.3-2.7, and WYDD (A) 2.2-1.0.

## Cleveland

### WQAL Slips, WDOK Challenges

Beautiful Music competitors WQAL and WDOK still lead, with WQAL slipping 10.4-9.4 and WDOK moving 8.3-9.1. Country station WHK did well also, up 7.0-8.5. WGCL (R) became the CHR leader again, up 5.9-6.6.

Stations showing slippage included WMMS (A) 9.0-8.5, WERE (N) 7.9-6.7, WWWE (PA) moving 5.5-3.2, and WZZP (R) 6.0-5.2.

Others with a one share or better included: WABQ (B) 1.4-1.5, WBBG (O) 2.1-1.8, WDMT (B/R) 4.5-5.3, WGAR (PA) 5.3-4.8, WJMO (B) 2.4-2.7, WJW (PA) 4.8-5.1, WKSX (C) 2.6-3.8, WLYT (R) 2.8-2.4, WWWW (A) 2.0-3.0, and WZAK (M) 1.0-1.0.

## Baltimore

### WBAL Drops Two, Still Number One; WIYY Scores Big Gains

Hearst's WBAL (PA) lost more than two shares, 13.5-11.0, but remained alone in double digits. WIYY (A) up well, 7.7-9.9. WLIF (BM) shows recovery, up 7.4-8.9. WFBR (PA) dropped 6.2-4.0 without Orioles. WXYV (B) slipped 7.6-6.2.

Stations not already mentioned over a one share: WAYE (BB) 1.9-2.1, WBKZ (PA) 2.5-1.5, WBSB (R) 2.1-3.9, WCAO (R) 3.8-4.2, WCBM (PA) 5.1-5.9, WITH (PA) 1.4-1.2, WKTK (R) 1.8-1.1, WLPL (A) 2.8-2.0, WMAR (BM) 3.8-4.6, WPOC (C) 6.3-6.0, WSID (B) 1.8-2.4, WWIN (B) 4.3-3.9, WPGC-FM (R) 1.1-2.1, WRQX (R) 1.3-1.1, and WTOP (N) 2.2-1.1.

## Tampa-St. Petersburg

### WWBA-FM Leads Again, WQYK Scores Impressive Gains

Beautiful Music leader WWBA-FM reigned supreme again with a stable showing, 10.8-10.6. The real comer was Country WQYK, up 6.2-9.7!

Most stations showed stability, but losses were counted by WQXM (A) 6.8-4.6, and WRBQ (R) 6.5-5.5. CHR entry WYNF gained 2.4 to 3.9.

Others scoring better than a one share overall included: WCKX (R) 5.8-5.9, WDAE (PA) 3.7-4.1, WFLA (PA) 5.4-5.7, WFLA-FM (BM) 6.2-6.0, WGUL (BB) 1.8-1.8, WJYW (BM) 7.4-7.3, WLKY (R) 3.1-2.7, WPLP (N/T) 3.5-2.7, WSNL (C) 6.8-6.5, WTAN (PA) 7.1-6.6, WTMP (B) 2.3-2.1, WWBA (BM) 4.3-4.2, and WSRZ (A) 2.5-2.4.



PICKIN' A WINNER — George Benson presents John McCain of Kailua with his brand new Iberian guitar won in the KKUA/Honolulu "George Benson Contest." Flanking John and George are KKUA staffers Dan Cooke (left) and Lane Robinson (right).

# 45RPM NEW YEARS REVOLUTIONS

## THE JACKSONS "HEARTBREAK HOTEL"

WXLO 4	KOPA ADD	WFMF 18	WVLK 15	FM99 10
WKBW 7	WFBR 9	WJDX 17	WVIC 40	WKXY 16
WIFI ADD	WOLF 8	KXX106 14	WIKS 23	KSEL 19
WXKS 15	WHFM 22	WERC 2	WHOT 26	KPUR 19
JB105 29	WTRY ON	G100 ADD 29	KYNO FM 12	KVOL 12
WPGC 8	Q106 24	WAAY ON	KIOY 10	KWWL 2
CKGM 25	WHYN ADD	96X 9	KIDD 21	KSLY ADD
KRLY 12	WKEE 27	WAXY 23	FM102 22	KFXD 30
Y100 14	V100 ADD	Y103 26	KGGI 13	
Q105 17	KNUS ADD 25	WAPE 15	KNBO 16	
WCKX 19	KTSA ON	B.J105 28	KTAC ADD	
WDRO 23	KSET-FM 3	CK101 23	KCPX 28	
CKLW 25	KELP 7	WBBO 30	KENO 11	
WGCL 16	KINT 11	FM100 ADD	KRUX 36	
KEARTH 17	KHFI 14	WHBO 26	KHYT 20	
KRLA 19	KBFM 2	KX104 20	WLBZ 20	
KFI ADD	WTIX 18	920 30	WFBG 16	
KIIS-FM 16	B97 14	WNOX 28	WCIR 17	
KFRC 26	WNOE 3	WAYS 28	WGA 23	
KJR 23	KEEL 18	WSEZ 19	WANS-FM ADD 35	



MANAGEMENT:  
WEISNER-DEMANN ENTERTAINMENT  
AND JOE JACKSON

## RANDY MEISNER "HEARTS ON FIRE"

**FIRST  
WEEK:**

KPLZ ADD	CK101 ADD 40	WFBG ADD	KFYR ADD
KUPD ADD	WVIC ADD	WCIR ADD	KCBN ADD
WOLF ADD 39	KWEN 30	95XIL ADD 37	
WHFM ADD	KEYN-FM ADD 25	WFOX ADD	
K104 ADD	KEZR ADD	WCGQ ADD	
WKEE ADD	KNBO ON	WANS-FM ADD	
V100 ADD	KTAC ADD	FM99 ADD	
KINT ADD	KYSN ADD	KILE ADD 40	
G100 ON	KZZP ADD 26	KQIZ-FM ADD	
WAAY ADD	KRO ADD 28	KVOL ADD	
Y103 ADD	WLBZ ADD	KKXL ADD	



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ON *Epic* RECORDS

# Radio Is Going To Turn Leo's "Fantasy" Into Reality!



## "LIVING IN A FANTASY"

# LEO SAYER

**THE SMASH FOLLOW-UP**

*Produced by Alan Tarney*



**ON WARNER BROS. RECORDS.**



## STREET TALK

WCOZ/Boston PD John Sebastian has announced that he will be leaving the station shortly in order to form his own radio consultancy. John hopes to sign WCOZ as one of his first client stations, and judging by WCOZ's recent Arbitron victory, he should have no problem. Full details on John's new company will be coming soon.

Meanwhile, WCOZ MD Kate Ingram has also announced her resignation at the station. She will join Boston Rock, a music interview and news paper, as Managing Editor. Further, Kate will become a partner with Danny Beard in independent label DB Records.

Another resignation, which was originally tendered last August, was revealed this week. L. David Moorhead, Regional VP of Metro-media Radio and longtime GM of KMET/Los Angeles, will be leaving the company January 30. He will announce his future plans soon.

Still another resignation effective January 30 is that of PRO-FM/Providence PD and air personality Jack O'Brien. Jack will not be leaving broadcasting, but was unable to specifically detail his new position at presstime.

Mike Preston has been promoted to the position of PD at KELP/El Paso to fill the vacated slot of Stan Main, who resigned last week.

KRUX/Phoenix may have outlasted the old KRIZ as a rocker, but KRUX too will now change formats on February 1 as new ownership takes over. The CHR station will reportedly become another in the ever-growing number of Al Ham "Music Of Your Life" outlets.

Bob Malik has exited his programming position at KROY/Sacramento, and some changes are being made within the station. We hear the format will remain CHR, but that the emphasis and target audience may be redefined somewhat. More on this next week.

Dave Otto, who made big news crossing the street (back and forth) from KOPA to KZZP in Phoenix, has now joined KSRR/Houston as morning personality.

Ron Alexenburg's breach of contract suit against MCA Inc., which began late in 1979 when MCA shut down Infinity Records, has been settled out of court. No monetary specifics were made public, but Alexenburg had been seeking \$2 million.

Nothing definite for those waiting to see if the Nielsen Company will jump into the radio ratings battle against Arbitron. Nielsen official Bill Stelk told R&R that he has made a recommendation to the company leadership regarding the possibility of expanding Nielsen's services to radio; however, he was not at liberty to disclose whether his findings were positive or negative. The final decision should be available within two weeks.

Norbert Simmons has resigned his post as President of MCA's New Ventures, Inc. Simmons, who headed New Ventures since 1976, helped companies like Source Records and T-Electric obtain financing through MCA's minority business program.

KLOS/Los Angeles morning personality Frazer Smith made his network dramatic TV debut Tuesday night (1-6) on CBS-TV's "The White Shadow." In a rare piece of typecasting Fraze played famous radio jock Frazer Smith and actually got to spin his own tune, "The Cool Patrol Song."



### If This Guy Ever Gets An ARB Diary . . .

Another "human radio" has turned up, this time in Miami. You've heard the stories of people who pick up a station's audio on their fillings or dentures, right? Well, a patient at the psychiatric ward at the Miami Veteran's Administration Hospital said he heard radio commercials, newscasts, and country music in his head.

After a fast examination by the staff at the hospital, they determined that the patient was indeed picking up WQAM/Miami, but not because of any fillings or bridgework in his teeth. The Vietnam vet has small shrapnel fragments in his head which were apparently reacting with his skull and bringing him nonstop WQAM.

The man, who was being treated at the hospital as an outpatient, didn't stay long enough for complete testing. Apparently the WQAM syndrome sent the man traveling north, out of WQAM's 5kw signal range for a little rest.

Elvis Presley's producer from 1966 through 1977, Felton Jarvis, died at Nashville's Baptist Hospital last Saturday (1-3) after suffering a stroke on December 19. He was 46, the same age Elvis would have been this month.

We heard that Rich Totoian has been named Associate Director of Promotion for Associated Labels at E/P/A. Word is that Rich will report to Gordon Anderson, filling the slot vacated when Frank Dileo was promoted to National Promotion Director at Epic.

Happy 25th Anniversary in radio to Arnie "Woo Woo" Ginsberg. Arnie first went on the air at WBOS/Boston in 1956 and is currently Station Manager at WXKS/Boston and still going strong!

If you thought the departure of Scott Shannon from WPGC/Washington's programming reins would cool off the CHR battle between WPGC and Q107, think again. Just to keep things interesting for D.C.'s first extended measurement period, Q107 is running a contest called "The Magic Ticket," and WPGC has "The Hot Ticket" on the air. Here we go again!

Finally, Ken Rose, who has served as assistant to Dick Krizman at R&R for the past two years, is leaving our ranks to join Ron Nickell as a part of Kenny Rogers's new entertainment company (R&R 12-19-80). While all of us hate to see Ken leave (especially our "Breakers" softball team), we wish him only the best, which is what he gave to us all.



**Radio's  
Buzzing  
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Right  
Info  
'81 . . .**

**“MISS SUN”  
--THE SINGLE**

**RADIO & RECORDS 17**

Front Line Management

**ON COLUMBIA RECORDS**





Why, hello there — is that a new tie or were you the victim of a berserk tracheotomist? Sorry, just had to get that insult out of our system. Well, now that I've been appointed Secretary of Health, Education and Nurlging, let's get down to business:

Dale Eichor, the Operations Director/MD of KWMT in Fort Dodge, IA, says he makes the Gary Owens column in **Radio & Records** required reading for his air staff each week. They sometimes even read this *before* they check out the Help Wanted section!

Thanks, Dale, I knew you had a mean streak in you somewhere . . . Dale has been doing a great job with KWMT for nine years; they are modern Country with heavy emphasis on farm programming (I wonder if Merl Langfitt still has a sports model forklift in his barn that Dale might use as an extra mobile unit?).

Dale is also eligible for the Broadcast Pioneers that Jack Thayer was telling us about — the opportunity for anybody who's been in the biz for 20 years to be a member. They just sent me my membership pin, which I immediately stuck in my head . . . that's right, I've always been a pinhead!

\* \* \* \* \*

Nice note from Dick Parker at Channel 17, KPWR-TV in Bakersfield. I haven't seen Dick since 1974, and he was very complimentary about my TV appearances on the Bob Hope special and the "John Davidson Show" recently, mentioning that I hadn't

changed. Well, Richard, you are very kind . . . but I owe it all to eating green leafies, being nice to strangers, sleeping with the windows open . . . and trick lighting.

\* \* \* \* \*

Alan Barzman, the former writer for Stan Freberg and more recently High Mucky Muck at "From Studio B," was the subject of a surprise birthday party last week at his studios. In the middle of a jam-packed day of recording commercials and syndicated radio shows, seads of friends kept popping in and wishing him good things. Tommy Newsom and Bob Bain and the "Tonight Show" orchestra dropped by and played "Perdido" (they are usually paid per dido, by the way). Chorus girls were dancing; tuba players serenaded; a man named Garth dressed as a Rely tampon — and another gentleman zoomed in as a tap-dancing phallus. The Gary Owens Staff was there — Producer Nancy played her magic guitar and sang a one-line song about Mark Twain; Engineer Larry played his B-flat fist, and I recited "Thanatopsis" in Pig Latin. As we were leaving, a stripper from the Body Shop in Hollywood was about to make her entrance. I'm sorry I missed her *Grand Opening*.



## Holiday Ratings Wrap-Up: CBS On Top

While R&R took its annual seasonal break, CBS was winning the holiday ratings competition, easily triumphing in the Nielsen week ending December 21 and tying with ABC for the week ending December 28. Ratings for the week ending January 4 were unavailable at presstime owing to the usual holiday slowdowns.

The December 21 standings were CBS 19.3, ABC 17.3, and NBC 16.5, while December 28 had both ABC and CBS at 16.6 average ratings, trailed by NBC's 15.3.

### "Dallas" Streak Broken By Default

"Dallas" extended its number one string to a phenomenal seven weeks in a row December 21, but it was broken the following week in possibly the only way conceivable — CBS gave it a rest and inserted "Secrets Of Midland Heights" in its place for a ratings boost. It worked — "Secrets" finished sixth.

CBS's powerful series retained their strength over the holidays. "60 Minutes" was second December 21 and seventh the next week. "Dukes Of Hazzard" was third both weeks, "M\*A\*S\*H" was fourth and eighth, "Alice" fifth and ninth, "One Day At A Time" sixth and fourth, and "The Jeffersons" seventh and eleventh. "House Calls" and "Archie Bunker's Place" also racked up a pair of top 20 appearances apiece.

ABC's "Love Boat" and "Three's Company" stayed hot, with the venerable cruise ship coming in eighth and fifth, while the Suzanne Somers vehicle scored ninth and tenth spots. Two new ABC series did well: "Too Close For Comfort" was 12th and 17th, while "It's A Living" broke the top 20 for the first time December 21 at 19th.

### Football Scores

ABC's "Monday Night Football" trampled all competition in the week ending December 28, while the Rams-Cowboys playoff game, which penetrated into prime time, finished right behind it. A week earlier, a weekend ABC game finished 15th.

Only two Christmas specials made the top 20, Bob Hope's during the week of the 21st (10th) and John Denver with the Muppets, which came in 16th the following week. Another more general special, NBC's "Coach Of The Year," was 11th during the first holiday week.

And finally, "WKRP In Cincinnati" emerged at last within the magic circle of the top 20 with an 18th place finish during the week of the 28th.



TAKING PARTON THE DISCUSSION — Dolly Parton, in making the interview show rounds, appeared on the "Mike Douglas Show" recently. Pictured (l-r) on the set are Parton, Douglas, Susan Anton, and a rather glum-looking Ted Nugent.

### Music On TV

Well over a dozen top country performers appear on the two-hour syndicated "Country Countdown 1980" special, produced by Bob Banner Associates in association with R&R. Host Dennis Weaver is featured with, among others, the Bellamy Bros., Crystal Gayle, Merle Haggard, Ronnie Milsap, Eddie Rabbitt, and Don Williams. Check local listings for time and channel . . . Christopher Cross is on "Saturday Night Live" January 10 . . . Tony Orlando takes on a dramatic role January 12 in NBC's "300 Miles For Stephanie" . . . Jose Feliciano is on "John Davidson" January 12 . . . The Plasmatics make their TV debut on "Fridays" January 16 . . . "American Bandstand" stars John Cougar and Kool & the Gang January 10, the Kings on the 17th . . . Prince is on "Midnight Special" January 9, while Rod Stewart follows on the 16th, and then appears on "American Bandstand" via video on the 24th . . . "Solid Gold" January 9 edition stars Jim Stafford as Dionne Warwick's cohort, along with the Commodores, LaToya Jackson, Leo Sayer, Seals & Crofts, the Michael Stanley Band, and Rod Stewart . . . And Casey Kasem discusses "American Top 40" and other matters on David Brinkley's "Magazine" January 9.

## VIDEOSCOPE:

WARNERS TO ISSUE THREE LIVE MUSIC VIDEOCASSETTES: Warner Home Video will release three one-hour videocassettes of live performances by Fleetwood Mac, Rod Stewart and Gary Numan. Available on February 2, the cassettes will come in Beta and VHS configurations. "Fleetwood Mac, Documentary And Live Concert" will retail for \$40 and features interviews with group members as well as footage from their most recent tour. "Rod Stewart Live At The L.A. Forum" also retails for \$40 and highlights moments from the singer's 1979 Los Angeles concert. "Gary Numan — The Touring Principal, '79" will retail for \$35 and includes live sequences from Numan's 1979 world concert tour. The videocassettes will be cross-merchandised with current album product from the artists as well . . . "BEING THERE" NOW HERE ON CBS VIDEOCASSETTE: CBS Video Enterprises has released via MGM/CBS Home Video the Lorimar film "Being There," featuring the late Peter Sellers, Shirley MacLaine, and the late Melvyn Douglas, the latter of whom received an Academy Award as Best Supporting Actor for his role . . . MAGNAVOX PLANS HEAD-TO-HEAD COMPETITION WITH RCA'S VIDEODISC CAMPAIGN: Magnavox plans to kick off its "Magnavision" optical laser videodisc player campaign next month, touting it as "gourmet video" in an effort to undercut RCA's lower-priced (\$500) "SelectaVision" stylus-read videodisc, which will debut in March backed by a \$12 million ad campaign. By April, Magnavox's unit (retailing for about \$775) will benefit from a comparative campaign stressing the more expensive unit's additional features. However, Magnavox may find the battle extremely tough by virtue of its smaller (under \$8 million) budget.

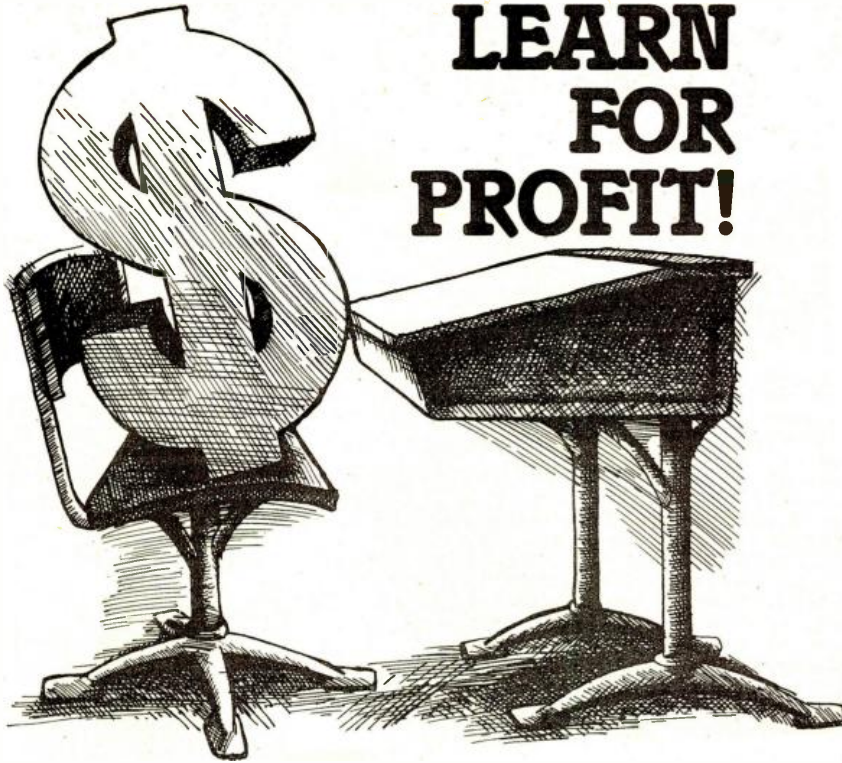
5

YEARS AGO  
TODAY

## Radio & Records

- ★ BOB PITTMAN NAMED PROGRAM MANAGER AT WMAQ/CHICAGO — Lee Sherwood steps down, retains morning drive shift.
- ★ GERRY PETERSON APPOINTED KCQB/SAN DIEGO PD — Replaces Chuck Roberts.
- ★ RON O'BRIEN EXITS AS WCFL/CHICAGO PD
- ★ JO INTERRANTE NAMED KFRC/SAN FRAN— CISCO NEWS DIRECTOR
- ★ NUMBER ONE FIVE YEARS AGO: "I Write The Songs" — Barry Manilow (Arista)
- ★ NUMBER ONE COUNTRY: "Convoy" — C.W. McCall (MGM)
- ★ NUMBER ONE LP: "Hissing Of Summer Lawns" — Joni Mitchell (Asylum)

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- ✓ Reposition and restructure your sales and programming strategies for greater professional impact.
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**FACULTY:** The Radio Workshop is designed and presented by Jim Yergin, an independent market research consultant with more than 30 years of broadcast research experience. Mr. Yergin developed radio's New Math, the reach and frequency approach to radio selling and programming which has become the industry standard. He pioneered audience behavioral studies, and initiated the news-cycle concept, a successful station performance strategy for All-News radio. Mr. Yergin has served on major industry committees including NAB and COLTRAM.

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- I enclose \$350.00 payment in full.      Please check the appropriate city and date.
- I enclose \$50.00 nonrefundable deposit.       New York. . . . . January 20-21, 1981  
Balance of \$300.00 will be paid 10 days       Los Angeles. . . February 23-24, 1981  
prior to start of Workshop selected.       Atlanta. . . . . March 23-24, 1981
- I would like more information.

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# "SKATEAWAY" INTO 1981!

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| WVIC    | WCIR    |
| KINT    | 14WK    |
| KHFI    | WCGQ    |
| KWIC    | WISE    |
| Y103    | WANS-FM |
| WSKZ    | WKXY    |
| WSEZ    | KKXL    |
| WRVQ    | KKLS    |
| KJ100   | WSPT    |
| KWEN    | KQDI    |
| KEYN-FM | KOOK    |



# "SKATEAWAY" DIRE STRAITS

Produced by Jimmy Iovine and Mark Knopfler  
ON WARNER  BROS. RECORDS.

## BRAD MESSER



### All You Can Drink For Free

The bright-eyed enthusiasm of young reporters is a precious asset in a radio newsroom. A newsman who is quite happy in his first full-time job told me about the nearly-unbelievably wonderful advantages and adventures presenting themselves to him almost daily.

Some bigshots have given him a ride in a helicopter. The sheriff called to tip him about a big marijuana haul and even let him take pictures and toss a few bales around for the fun of it. He's already being invited to important luncheons where he can eat free, and some classy receptions where even the liquor flows without a bothersome check to pay.

The first few years as a reporter — in radio or any other medium — will open doors and waft the cuba away into various wonderlands. Part of the attraction of the job is the opportunity to go, see, do, and be a part of an almost unlimited range of activities with a broad cross-section of people. The natural tendency is to feel you are being given this free food and drink because you are obviously a deserving, bright, influential member of the journalistic community. They give you this stuff because you're just a helluva nice person.

The years bring the first realization that nothing's really free. You pay for the first marijuana bust tipoff with a favorable story. Criticize the operation in any way and you pay for your frankness by losing future tips. Question the overhead of a local charity and lose those luncheon invitations. Seek official comment on the use of a helicopter for reporter PR and forget the next chopper trip because someone more, uh, cooperative will be chosen.

Ain't no free rides. No free food. No free drinks. You pay, even if the price isn't all clear out front. Oldest wisdom on Earth, maybe. Freebies are trinkets used to impress and sell. Anyone disagree with that?

## CALENDAR

### Gold Rush of 1980

**MONDAY, JANUARY 12:** A year ago today the gold rush took hold around the world, with an ounce passing upward through the \$700 level with no signs of slowing. Last January 18 it reached the historic high value of \$835. People who can remember 10¢ coffee and 5¢ pay phones can recall \$35 gold, but it was so long ago that gasoline was 19¢ a gallon, and was pumped into Cadillacs with tailfins that resembled twin Minuteman lawn darts.

As Grandma may have said, things don't turn out like you expect. One year ago today Carter and Mondale were a week away from winning the Iowa Democratic primary caucus votes, and George Bush was about to defeat Ronald Reagan on the Republican side.

Ray Price 55. Glenda Jackson 44.

### Creator Of Ragged Dick

**TUESDAY, JANUARY 13:** A Horatio Alger story is about some poor person who works hard, remains spotlessly honest, thrives industriously, and is rewarded by becoming rich and happy. Horatio Alger, born today in 1832, wrote about a hundred bestsellers for the young boys of America, with titles including "Ragged Dick" and "Luck and Pluck."

On this day in 1794 two new stars and stripes were added to the American flag, for the new states of Kentucky and Vermont. Battling cleanup, Great Britain finally got around to outlawing the lance as a battle weapon, on this date in 1928.

Robert Stack 62. Senator Hubert Humphrey died 1978. Unspectacular eclipse of the moon a week from tonight, details coming in this space.

### "Birds Dropped Frozen"

**WEDNESDAY, JANUARY 14:** The best highly-suspect cold weather story in the record books is from today in 1734, at Yeneseiak (1), Siberia, when it was written that "birds dropped frozen to the ground." The temperature reportedly is alleged to have reached minus-120°F, so cold that "smoke was unable to rise in the frigid air."

The world's shortest man was Calvin Phillips, born 190 years ago today at Boston (1791), who at age 19 stood 2-feet 2½-inches tall. He was more than a foot shorter than the famous General Tom Thumb (3'4").

San Francisco's first "Be In" at Golden Gate Park was fourteen years ago.  
Marjoe Gortner 37. Loretta Lynn 49. Faye Dunaway 40. Julian Bond 41. Jack Jones 43.

### The Great Asbestos Demonstration

**THURSDAY, JANUARY 15:** On this date in 1827 a man staked his life (and a steak) on a demonstration of the insulating power of asbestos, by dressing in an asbestos suit and walking into an oven, holding a raw steak in his glove. Twelve minutes later he emerged from the shimmering heat, holding a cooked steak, and complaining only of being "warm and uncomfortable." The report (in the Book of Days Almanac) says the steak was overdone, but it doesn't explain how Monsieur Chabert managed to breathe in there.

The founder of Miss Farmer's School of Cookery, Fannie Farmer, is listed as "the mother of level measurements" and the first to insist on accurate recipes for cooking. She died on this date in 1915.

(Charles Edward) "Chuck" Berry 55. Lloyd Bridges 68. Dr. Martin Luther King, Jr. would have been 52 (killed by a sniper in 1968).

### Promise Them Anything

**FRIDAY, JANUARY 16:** One of the greatest exhibitions in history was advertised on this date in 1749 at the Haymarket Theater in London. The big attraction was a man who promised to create a reasonable imitation of any known musical instrument's sound, by manipulating a common walking cane. This was to be followed by the show-stopper: he would contort himself so drastically that he would maneuver inside a quart bottle, and while inside the bottle he would allow members of the audience to handle it and talk with him. Packed house. Full sellout. The guy didn't show. The audience ignored management offers of ticket refunds and sacked the theater "to shreds."

In 1493 Columbus set sail for home from Haiti. In 1957 the Cavern Club opened in Liverpool. Today's the 25th anniversary of the Republic of Egypt, and it was a year ago today the deposed Shah of Iran arrived there seeking refuge. Four-time Indy 500 winner Anthony James Foyt 46. Ethel Merman 73.



NEXT WEEK  
**BEATLES**  
SPECIAL (PART 4)

THE FOLLOWING WEEK  
**CURT GOWDY**  
(PLUS VARIOUS GUESTS)

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**EARTH NEWS.**

# Everybody's Talking — Even The Music Stations

Now, more than ever, people crave information about anything from A to Z. As a result, last year yielded a bumper crop of talk/magazine shows on television, and more radio stations took the long-established News/Talk route, for example the KMPC/Los Angeles conversion. One interesting outgrowth of this phenomenon is the number of music-formatted stations integrating talk segments into their regular routines.

As the industry faces the hopes, changes, and challenges a new year brings, I thought it an opportune time to talk to several music stations of different formats about their reasons for adding talk, as well as the approach's success thus far. Their comments follow below.

## Contemporary Hit Radio

Houston appears to be a hotbed for CHR talk, as two stations have programs. KILT/Houston's call-in talk show airs from 10pm-1am five nights a week, having debuted in November 1979. During its run the show has covered such diverse topics as gun control and astrology. According to its host, Jackson O'Connors, the show has about 30% regular callers. One reason the show was instituted was because talk shows are extremely popular in Houston. O'Connors says he runs the gamut as far as topics are concerned, going with whatever the listeners want to go with. When asked if he saw this as a survival route for music stations, O'Connors was quick to answer. "It is not so much survival as the obvious change toward more information and more community involvement. Americans have become suppressed by Big Brother and by the bombardment of the media. It's

As for the uncommon 6pm start, Lemich explains. "Our nighttime programming is really to counter program television. We have found we can do things in blocks that people are used to for television and be quite comparable in audience and ratings. We've expanded the talk programming because it provides the proper alternative to television."

Though KSL has done well with its unique mix of information and music, Lemich warns against other music stations jumping on the bandwagon. "For many stations Talk is the latest format of the week. Approached

*"For many stations Talk is the latest format of the week . . . But I don't think it's a salvation format and I don't think it's a change you make lightheartedly."*

George Lemich  
KSL/Salt Lake City

on that basis, it may provide them with temporary success or it may help to hold back the floodwaters for a time. But I don't think it's a salvation format and I don't think it's a change you make lightheartedly." And talk's future? Lemich believes it is a rosy one, yet touches upon a problem music stations encounter when searching for the delicate balance between music and talk. "Talk is not just an AM phenomenon — any station trying to be full-service is going to find itself doing some talk pro-

gramming. As such, one of the areas I find people not knowing how to deal with is how to present talk programming that is still compatible with other format goals of the station."

In comparison to KSL, WHAG is the new kid on the block. Its daily "Morning Report" and "People To People" are four years and one-year-old respectively. The station instituted the two shows principally because of the competition in its market. According to owner/GM Gary Portmess, the population for WHAG's service area is around 200,000 with 13 stations serving the market. And of the three AM's licensed to Hagerstown, all play identical music. He adds, "I wanted to have a change. And when I read in all of the publications that AM is becoming the talk of the future. I started believing and decided to experiment with it early."

Contributors to the "Morning Report" include the Copley News Service and the ABC Information Radio Network, while the talk show which immediately follows features community figures as well as authors and artists. Future plans include the slotting of an afternoon talk show. Advertiser reaction has been good, though ratings are as yet not on equal par. But Portmess and the station have high hopes that these ratings will improve. One major area of concern, however, takes precedence. Portmess elaborates. "Our main problem is not getting the news to cover. It's getting the caliber people you need to do this in a believable style that will work in a market like this."

Next Week: Black Radio, AOR, and Country talk programming.

## News/Talk

—Gail Mitchell

become redundant and there is no place to speak out. You can send a letter, but you don't get the same satisfaction as when you actually vocalize and argue your point. A radio talk show gives you that opportunity."

Crosstown rival KRLY broadcasts a Sunday morning talk show from 7-9am which consists of live interviews and listener call-ins. Only three to four months old, the show was added, says Program Director Michael Jones, because "I don't have a news department big enough to keep quality documentaries and public affairs programming competitive with the market."

Again response has been enthusiastic with topics based primarily upon major problems facing communities within the city of Houston. As far as this becoming a future trend, Jones has his own definite ideas on the matter: "Maybe AM music stations are trying that, though we didn't try it as a survival technique. I could see where that would be a definite advantage in a market like this where AM stations don't pull good ratings."

*"You can send a letter, but you don't get the same satisfaction as when you actually vocalize and argue your point. A radio talk show gives you that opportunity."*

Jackson O'Connors  
KILT/Houston

I think that talk is another avenue that is going to be pursued by people, but I don't see any kind of new wave or anything like that."

## Pop/Adult

A number of Pop/Adult stations are currently programming talk into their programming, including KSL/Salt Lake City and WHAG/Hagerstown, MD.

KSL is a veteran at the talk game, having built a foundation upon its nightly "Public Pulse" which has been on the air for some 16 years. Additional talk segments run from 6pm until midnight with subjects chosen to meet Operations Manager George Lemich's "category of consuming interest." The talk segments focus upon lifestyle information, economics, news and public affairs. And in response to the consuming interest mentioned earlier, the station recently inaugurated a successful gardening show.



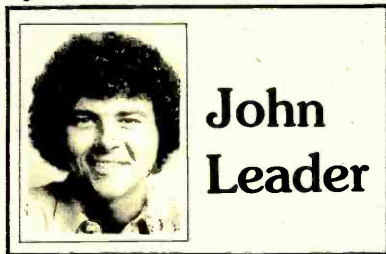
**SPREADING CHRISTMAS CHEER** — Each year WOR/New York conducts a remote from the Union Dime Savings Bank in Manhattan in support of the station's Children's Christmas fund. More than \$300,000 is raised each year for the purchase of clothing and toys for needy tri-state area youngsters. Pictured (l-r) are John Gambling, WOR air personality; Henry the mascot; and two volunteers from St. Vincent's Hospital.

**ON THE MOVE:** Ex-ABC-TV O&O Vice President Russ Coughlan has returned to KGO/San Francisco as a talk show host from 10pm-1am. . . Nancy Newhouse named Promotion Director at WMCA/New York from air personality position at KSNB/San Francisco. From in-house, Yube Levin becomes Retail Sales Manager at WMCA. . . And rival WOR has signed Larry King to do overnights Monday through Friday, set to kick off April 1. The Fitzgeralds, Ed and Pegeen, will then move to the 10:30pm-12midnight slot. . . Maureen Reagan, daughter of the President-elect, has joined the weekend lineup at KABC/Los Angeles. A former KABC air staffer in the early seventies, Ms. Reagan debuted January 3 from 1-4pm, dealing with contemporary issues. In addition, the station's Sports Director, Tommy Hawkins, is the host of "Tell It To Tommy," a general interest program to be aired on Sundays. . . WIND/Chicago has named Patricia Wexler Promotion Manager, replacing Ellen Manowitz, who is moving to California. Ms. Wexler comes from neighboring WBBM, where she was Director of Advertising and Promotion. Anne McCarthy, another WIND staffer, was recently promoted to the post of Production Coordinator. . . William E. Rosell Jr. was appointed Editor at KYW/Philadelphia, moving over from similar position with the Suburban Newspaper Group of South Jersey. . . Former WOR Assistant Merchandising Director Grace-Ellen McCrann upped to Director of Client Relations. . . Leonard J. Portner, MD joins WXYZ/Detroit as host of "Ask The Doctor," a weekly telephone talk show airing on Saturdays. . . WCAU/Philadelphia, effective December 8, began broadcasting the "Larry King Show."

**HOLIDAY SEASON:** Another holiday season has come and gone with stations across the country doing their share of promotions. A brief roundup: KMOX/St. Louis, in conjunction with the Illinois and Missouri Farm Bureaus, presented the second annual "Holiday Harvest." Country-style exhibitions were staged with farmers donating the cash value of a portion of their harvest to help needy families in the bi-state area. . . Talk hosts Norman Mark and Ed Schwartz of WIND/Chicago broadcast live December 17-23 from the Brickyard Shopping Center to raise money on behalf of Children's Memorial Hospital, which treats sick children regardless of parents' ability to pay. . . WOR/New York broadcast "A Christmas Carol" narrated by Orson Welles and starring Lionel Barrymore. The same program was broadcast by KVI/Seattle, which was named a major sponsor of the 1980 Seattle Civic Christmas Ship, the "Snow Goose." Since 1949 the ship, decorated in the best holiday spirit, has been a tradition, cruising Elliott Bay, Lake Union, and Lake Washington with local area choirs on board to sing carols at designated stops. . .

**YEAR-END:** WBBM/Chicago presented a two-hour year-end special moderated by afternoon anchorman Alan Crane. The program highlighted the year's major local news stories with listeners invited to call in and comment. . . Along the same lines, KPRC/Houston featured a 15-part series reviewing the top stories of 1980.

**NOTE:** In reference to WMCA/New York's endorsement of President Carter (R&R 11-14-80), WGLI/Long Island President Dennis R. Israel let us know that his station endorsed Ronald Reagan before WMCA made its announcement.



**John  
Leader**



OR, THIS YEAR WE'VE GOT TO GET ORGANIZED

## Starting This New Year Right

Happy New Year! The holidays are over and we've all got to get back to work. If you're into making new year's resolutions, perhaps you'd like to consider this one: why not take a little time right now, at the beginning of the year, and get yourself organized for the next 12 months.

### Motion

Greg Olson is the new Music Director at KPAT-FM/Sioux Falls, coming from KBMW/Breckenridge, MN, where he had been PD . . . Wierd Brother Jerry, formerly of KSET-FM/El Paso, is now on the staff at KINT/El Paso doing the 7pm-12midnight shift. Kris Kelly, longtime night man at KINT has moved to afternoon drive . . . Benny Martinez is now doing AM drive at KGGI/Riverside, coming from KHIS-FM/Los Angeles . . . WLAM/Lewiston's new MD and midday personality is Chris Layne from WKBN/Jamestown, NY. Kirk Allen has also joined WLAM as Production Director and PM drive personality from KIXY/San Angelo, TX . . . KTKT/Tucson has added Dan Gerard to its nighttime lineup. Dan joins the station from Rock 104/Modesto-Stockton . . . Scott Aber is new to KKAZ/Cheyenne from WPLY/Plymouth, WI . . . Three new jocks have joined the staff at KRNA/Iowa City: Tom Hamilton returns to KRNA from WSHE/Ft. Lauderdale; Michaelle Coleman was most recently at KSTT/Davenport; and Chuck Scott comes from KHAK/Cedar Rapids . . . Two promotions at KTLK/Denver include Dave Abalos as MD and Tom Chase as Production Director . . . R.P. McMurphy is the new afternoon drive man at KPLZ/Seattle. R.P. was formerly the PD and morning man at KRKO/Everett . . . Paul Ciotta, formerly with WBRE/Wilkes-Barre, is the new News Director at WXAM/Charlottesville, VA. Also at the station Keith Thomas, formerly of WICO/Salisbury, MD, is the new all-night announcer, and Pam Mason has been promoted to fulltime afternoon drive news . . . Scott Forrest has joined KJR/Seattle as the station's new weekend air talent . . . Don Schaeffer has exited his Operations Manager position at WPTR-WFLY/Albany to join the airstaff at WROR/Boston.

Programming a radio station takes creativity, sensitivity, flexibility and just plain ability. However, there are many things you will face this year that you've faced before — namely — recurring holidays. These holidays, from Valentine's Day to New Year's Eve, generally make for excellent promotional possibilities. Now, these holidays are already on your calendar, so they can't sneak up on you like most of the unpredictable programming elements you'll encounter in 1981.

Chances are excellent that you'll be doing some promotions during the year, perhaps even repeating some successful ones from years past. Knowing that the first two weeks in February will be devoted to some sort of Valentine's Day feature can help you keep from cluttering up your air with too many promotions running concurrently.

Get yourself a planning calendar of some sort and mark the holidays you'll want to recognize on the air. Have a meeting with your sales manager and get started on possible client tie-ins for giveaways. The more you can get started on now, the less work you'll have when the day arrives.

Now, if you know that you're going to do two major contests during the year, pencil those in. When will the

promos start? What will be the actual running dates of the contest? If you've never tried this organizational technique, you'll be amazed at how much time it can save you later on in the year.

Other obvious things that can go on your yearly programming calendar would include the dates of any ratings surveys that will be taken in your market during 1981. Seeing all those facts at a glance helps you plan for things like vacations, special programming and even engineering tests.

January is a great time to take care of all this busy work and, if you're not the organizational type, delegate the job to someone who is. It will force you to do a little preplanning, and perhaps even keep the recurring programming elements from being quite so boring (remember, these holidays are coming around next year, too).

With your 1981 programming calendar set you should be ready to face the new year unafraid . . . that is, if your morning man doesn't take that latest big market offer and if the GM doesn't insist on raising the commercial load again or if that new 100 kw FM doesn't decide to go CHR . . . Happy New Year, again!

## Contemporary Christmas?

The Christmas season is one of the more difficult times to program a contemporary station. Since most CHR stations are identified by the music they play, programmers feel the traditional pressure to air some seasonal songs. However, when you get right down to making your selections, there's not a lot of music that really "fits" the way CHR sounds in the '80's.

Rick Singer, PD of WOOS/Canton, OH, sent me a letter over the Christmas holidays addressing this very

problem. I would like to share it with you in hopes that, if you agree, Christmas 1981 might sound a little different on contemporary stations than it has in years past.

Dear John:

Well, Christmas 1980 has come and gone, another year has drawn to a close, and guess what . . . the "teenyboppers" of the 60's are another year older. The baby boom generation is growing up . . . many of us now have careers, children, homes . . . they tell us we're the demographic advertisers want to reach. Yet, something is missing.

Every holiday season we "celebrate" Christmas, but we have to do it with the music of other generations. Hence, this letter. A request to all those major artists we supported in the '70's . . . how about some Christmas music for your fans in 1981? You have almost a full year to plan, pick your songs and arrange them in your own style (but please give us the classics). I mean, wouldn't it be great to hear the Eagles do "Silent Night," Donna Summer do "Rudolph," the Bee Gees singing "White Christmas," Elton John bouncing to "Frosty The Snowman," Barry Manilow's rendition of "I'll Be Home For Christmas," or George Benson slipping through "Jingle Bells?"

Come on stars, Christmas is for everybody, your families and ours. So let's celebrate '81 with Christmas music, but let's make it by people of our generation.

Sincerely,  
Rick Singer

PD, WOOS/Canton, OH



**THE DOOBIES DO DALLAS** — Following their recent concert appearance in Dallas, the Doobie Brothers paid a visit to KVIL/Dallas and chatted with some of the KVIL staff. Pictured (l-r) are Doobie Michael McDonald, KVIL Music Director Chuck Rhodes, Doobie John McFee, KVIL's Cat Simon, and Doobie Cornelius Bumpus.

I don't pretend to understand the legalities involved in such an endeavor, but why couldn't one of the larger record labels ask each of their superstar acts to record one of the classic Christmas tunes and then put them all together on one compilation album? They might sell a few records and contemporary radio would have some up-to-date versions of the Christmas standards it plays every December. It's a thought. Thanks to Rick Singer for his letter.



**XTC—"GENERALS AND MAJORS"**  
THE NEW SINGLE FROM THE ALBUM VR-300  
"BLACK SEA" ON RSO/VIRGIN RECORDS



VR-1-1000







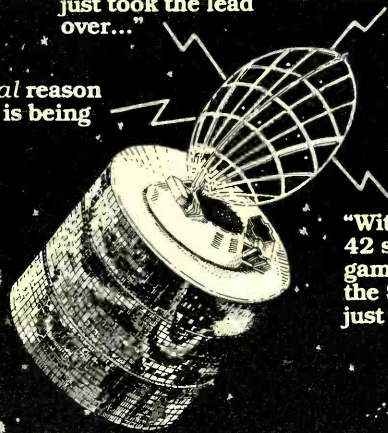




"In pro hockey, the New York Rangers just took the lead over..."

"I said I'd knock him out in the fifth (puff, puff) and I did it!"

"As for the *real* reason the franchise is being sold..."



"With three minutes, 42 seconds left in the game at the Kingdome, the Seahawks have just scored..."

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## EXCLUSIVELY!

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HONOLULU, HI - KHVH-AM HOUSTON, TX - KHKR-AM/FM INDIANAPOLIS, IN - WIDE-AM KANSAS CITY, MO - KBEA-AM KNOXVILLE, TN - WHZL-AM/WMLZ-FM MEMPHIS, TN - WDDA-AM/WQUD-FM  
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PROVIDENCE, RI - WEAN-AM ROCHESTER, NY - WSAJ-AM SALT LAKE CITY, UT - KWMS-AM SAN FRANCISCO, CA - KDIA-AM TAMPA/ST. PETERSBURG/CLEARWATER, FL - WTAN-AM  
TRENTON/PRINCETON, NJ - WYWH-AM TOLEDO, OH - WOHO-AM TUCSON, AZ - KTUC-AM/KUDE-FM WASHINGTON, DC - WMZQ-FM



(Alan Parsons Project continued)

**JACKSONS**  
Heartbreak Hotel (Epic)  
LP: Triumph

Regional 88/11 45%  
N 81A  
E 81B  
S 81C  
W 81D

**N&A**

P1	P2	P3
WOLC 4 MAY 9 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	WOLC 9 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	WOLC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**JOHN LENNON**  
Just Like Starting... (Geffen)  
LP: Double Fantasy

Regional 184/1 93%  
N 93A  
E 93B  
S 93C  
W 93D

**1**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**BARRY MANLOW**  
I Made It Through... (Arista)  
LP: Barry

Regional 157/1 86%  
N 86A  
E 86B  
S 86C  
W 86D

**10**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**BETTE MIDLER**  
My Mother's Eyes (Atlantic)  
LP: Divine Madness

Regional 61/7 31%  
N 31A  
E 31B  
S 31C  
W 31D

**N&A**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**DOLLY PARTON**  
9 To 5 (RCA)  
LP: 9 To 5 And Add Jobs

Regional 188/22 79%  
N 79A  
E 79B  
S 79C  
W 79D

**25**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**RONNIE MILRAP**  
Smoky Mountain Rain (RCA)

Regional 82/23 47%  
N 47A  
E 47B  
S 47C  
W 47D

**N&A**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**POLICE**  
De Do Do Do, De Da Da (A&M)  
LP: Zenyatta Mondatta

Regional 138/0 88%  
N 88A  
E 88B  
S 88C  
W 88D

**14**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**KOOL & THE GANG**  
Celebration (Delta/Mercury)  
LP: Celebration

Regional 145/5 74%  
N 74A  
E 74B  
S 74C  
W 74D

**11**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**JOHN LENNON**  
Woman (Geffen)  
LP: Double Fantasy

Regional 124/6 63%  
N 63A  
E 63B  
S 63C  
W 63D

**20**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**DELBERT McCLINTON**  
Giving It Up For... (Capitol)  
LP: The Jealous Kind

Regional 108/11 88%  
N 88A  
E 88B  
S 88C  
W 88D

**22**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**ALAN PARSONS PROJECT**  
Games People Play (Arista)  
LP: The Turn Of A Friendly Card

Regional 122/14 62%  
N 62A  
E 62B  
S 62C  
W 62D

**28**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**TEDDY PENDERGRASS**  
Love T.K.O. (Philly Int'l)  
LP: T.P.

Regional 82/5 26%  
N 26A  
E 26B  
S 26C  
W 26D

**N&A**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**EDDIE RABBITT**  
I Love A Rainy Night (Elektra)  
LP: Horizon

Regional 178/6 86%  
N 86A  
E 86B  
S 86C  
W 86D

**12**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**JACKSONS**  
Heartbreak Hotel (Epic)  
LP: Triumph

Regional 88/11 45%  
N 45A  
E 45B  
S 45C  
W 45D

**N&A**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**JOHN LENNON**  
Just Like Starting... (Geffen)  
LP: Double Fantasy

Regional 184/1 93%  
N 93A  
E 93B  
S 93C  
W 93D

**1**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**BARRY MANLOW**  
I Made It Through... (Arista)  
LP: Barry

Regional 157/1 86%  
N 86A  
E 86B  
S 86C  
W 86D

**10**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**BETTE MIDLER**  
My Mother's Eyes (Atlantic)  
LP: Divine Madness

Regional 61/7 31%  
N 31A  
E 31B  
S 31C  
W 31D

**N&A**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**DOLLY PARTON**  
9 To 5 (RCA)  
LP: 9 To 5 And Add Jobs

Regional 188/22 79%  
N 79A  
E 79B  
S 79C  
W 79D

**25**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**RONNIE MILRAP**  
Smoky Mountain Rain (RCA)

Regional 82/23 47%  
N 47A  
E 47B  
S 47C  
W 47D

**N&A**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

**POLICE**  
De Do Do Do, De Da Da (A&M)  
LP: Zenyatta Mondatta

Regional 138/0 88%  
N 88A  
E 88B  
S 88C  
W 88D

**14**

P1	P2	P3
MASC 2 WOLC 13 WOLC 15 WOLC 19 WOLC 23 WOLC 29 WOLC 35	MASC 7 WOLC 14 WOLC 18 WOLC 22 WOLC 26 WOLC 30 WOLC 34 WOLC 38	MASC 20 WOLC 25 WOLC 29 WOLC 33 WOLC 37 WOLC 41 WOLC 45 WOLC 49

REO SPEEDWAGON Keep On Loving You (Epic) LP: Hi Infidelity 158/8 78%

Regional charts for REO SPEEDWAGON. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

CLIFF LICHOW A Little In Love (EMI America) LP: 17m No. One 131/36 86%

Regional charts for CLIFF LICHOW. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

Regional charts for CLIFF LICHOW. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DIANA ROSS It's My Turn (Motown) LP: It's My Turn Soundtrack 71/2 38%

Regional charts for DIANA ROSS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

S

BOB SCAGGS Miss Sun (Columbia) LP: Hit! 167/8 85%

Regional charts for BOB SCAGGS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

MICHAEL STANLEY BAND He Can't Love... (EMI America) LP: Heartland 37/4 44%

Regional charts for MICHAEL STANLEY BAND. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

(Michael Stanley Band continued)

Regional charts for Michael Stanley Band. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

STEEL DAN Hey Nineteen (MCA) LP: Gaucho 190/1 98%

Regional charts for STEEL DAN. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

7

(Rod Stewart continued)

Regional charts for Rod Stewart. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

ROD STEWART Passion (WBI) LP: Foolish Behavior 175/1 88%

Regional charts for ROD STEWART. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

ROD STEWART Passion (WBI) LP: Foolish Behavior 175/1 88%

Regional charts for ROD STEWART. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

ROD STEWART Passion (WBI) LP: Foolish Behavior 175/1 88%

(Donna Summer continued)

Regional charts for Donna Summer. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DONNA SUMMER Cold Love (Geffen) LP: The Wanderer 78/5 40%

Regional charts for DONNA SUMMER. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

(Rod Stewart continued)

Regional charts for Rod Stewart. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

BARBRA STREISAND Hey Barb (Columbia) LP: Guilty 182/0 82%

Regional charts for BARBRA STREISAND. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

6

(Don Williams continued)

Regional charts for Don Williams. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DON WILLIAMS I Believe In You (MCA) LP: I Believe In You 52/1 28%

Regional charts for DON WILLIAMS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DON WILLIAMS I Believe In You (MCA) LP: I Believe In You 52/1 28%

Regional charts for DON WILLIAMS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

(Stevie Wonder continued)

Regional charts for Stevie Wonder. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

STEVIE WONDER I Ain't Gonna Steady (Tampa) LP: Hotter Than July 102/26 52%

Regional charts for STEVIE WONDER. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

TIERRA Together (Boardwalk) LP: City Nights 127/2 64%

Regional charts for TIERRA. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

(Stevie Wonder continued)

Regional charts for Stevie Wonder. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

STEVIE WONDER I Ain't Gonna Steady (Tampa) LP: Hotter Than July 102/26 52%

Regional charts for STEVIE WONDER. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

W

(Don Williams continued)

Regional charts for Don Williams. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DON WILLIAMS I Believe In You (MCA) LP: I Believe In You 52/1 28%

Regional charts for DON WILLIAMS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DON WILLIAMS I Believe In You (MCA) LP: I Believe In You 52/1 28%

Regional charts for DON WILLIAMS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

(Don Williams continued)

Regional charts for Don Williams. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

STEVIE WONDER I Ain't Gonna Steady (Tampa) LP: Hotter Than July 102/26 52%

Regional charts for STEVIE WONDER. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

STEVIE WONDER I Ain't Gonna Steady (Tampa) LP: Hotter Than July 102/26 52%

Regional charts for STEVIE WONDER. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

W

(Don Williams continued)

Regional charts for Don Williams. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DON WILLIAMS I Believe In You (MCA) LP: I Believe In You 52/1 28%

Regional charts for DON WILLIAMS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

DON WILLIAMS I Believe In You (MCA) LP: I Believe In You 52/1 28%

Regional charts for DON WILLIAMS. Columns P1, P2, P3. Includes stations like WABC, WFLA, WFTS, etc.

Finally It's Here The Radio Research Handbook Written By Dr. Richard Lutz. A compilation of the best of his R&R columns... Now in one concise form. Order Your Copy Today - Only \$10.00



# THE PICTURE PAGE

## McLean Moves To Millennium



Millennium Records has signed Don McLean, with an album and single (Roy Orbison's "Crying") out this month. Pictured (l-r) are Millennium President Jimmy Ienner, McLean, manager Herb Gart, Millennium's Beverly Berman, and label VP Donny Ienner.

## Golden Change



Warner/RFC's Change won a gold certification for their first album. Pictured at the presentation are (l-r) Warners VP Jerry Wexler, RFC President Ray Caviano, Change producer Jacques Fred Petrus, Warners' Ed Gilreath, and RFC's Bob Siegel.

## Jimmie Mack Coming Back



RCA's Jimmie Mack & The Jumpers played the Bottom Line in New York recently. Pictured after the show are (l-r) RCA's Don Wardell, RCA VP John Betancourt, label's Bill McGathy, Mack, Jumpers Mykey Abate, Gene Leppik, and Steve Merola, and RCA VP's Ed DeJoy and Jack Chudnoff.

## 999 Sports New York Pose



Polydor recording artists 999 are welcomed backstage at New York's Palladium by enthusiastic label personnel. The British quartet are promoting their newly-released EP, "The Biggest Tour In Sport." Shown here (standing, l-r) are 999's Guy Days, Polygram VP Dr. Jerry Jaffe, label's Jim Sotat, 999's Nick Cash, label's Steve Greenberg, 999's Jon Watson and Pablo Labritain; (kneeling, l-r) Polygram's George Meier and Jim Del Balzo.

## Gamble Gets Humanitarian Award



Philadelphia International Chairman Kenneth Gamble was honored recently by the AMC Cancer Research Center as the 1980 Humanitarian Award winner. The award was presented at a gala dinner which also featured performances by MFSB and Patti LaBelle. Gamble is pictured (left) receiving the award from CBS Records Group President Walter Yetnikoff, National Chairman of the AMC's 1980 campaign.

## Cross, Holmes Cross Paths In Japan



Christopher Cross (left) and Rupert Holmes (right) were two of the participants in the World Popular Song Festival held in Tokyo late last year under Yamaha's sponsorship. 40,000 spectators viewed the three-day spectacular, which also featured Kiki Dee, Dan Hill, and double gold winner Mary Macgregor.

## Noone Time At Epic



Tremblers lead vocalist Peter Noone met backstage with management and label personnel following the group's Whisky performance in L.A. Pictured (l-r) are EPIA's Larry Douglas and Lori Holder, Noone, Johnston Records President Bruce Johnston, and manager Jerry Schilling.

## Wilson Honored In L.A.



Longtime producer/composer Frank Wilson was honored with a resolution from the city of Los Angeles during Frank E. Wilson Appreciation Day ceremonies last month. Pictured (l-r) are Wilson's wife Bunny, Wilson, and L.A. Councilman Gilbert Lindsay.

## Gladden Exits KPRI PD Position

Ernesto Gladden, PD of AOR KPRI/San Diego since August 1979, has left the station. Gladden, who had been with KPRI for four years all told, declined to comment on the move, except to say that he was not leaving to take another position.

Southwestern Broadcasting Group PD Jesse Bullet called it an "amiable parting of the ways." He said that no replacement had been set, although he is interviewing candidates and may be able to announce the station's new PD next week.

## Curelop Named PD At WABX

Carey Curelop has been appointed PD at Detroit AOR station WABX, following the exit of John Duncan. Curelop was most recently PD at AOR KFMM/Albuquerque. WABX GM Al Wilson commented on Duncan's leaving: "It just boils down to a difference in programming philosophies regarding how the station should be programmed. John's opinions differed with those of the station's top manage-

## LETTER

### NRBA Replies On 9kHz

Dear R&R:

*I have no wish to spark a debate with my good friend Shaun Sheehan or to vie with NAB for "leadership" on the 9 kHz issue but Shaun's letter to the Editor in your December 19, 1980 issue ignores one salient point.*

*Only NRBA has unequivocally come out in opposition to the 9 kHz proposals. We are confident that NAB's prodigious efforts in this area will eventually and inevitably lead it to the same decision our Board made in January 1980.*

Sincerely,  
Abe J. Voron  
Executive Vice President  
NRBA

ment." Moving to the subject of Curelop, Wilson told R&R, "Carey's experience in Albuquerque showed nothing but success, and we're looking for the same thing here in Detroit."

Curelop had been PD at KFMM for 14 months before taking up his WABX duties December 30. Former KFMM morning man John Florence has been appointed PD there to replace Curelop.

## Bill Ward Promoted To Metromedia Executive VP

Bill Ward has been named Executive Vice President of Metromedia Radio as of Monday (1-5). He will now oversee the operations of all 13 Metromedia radio stations along with the Texas State Networks. In his previous Sr. VP position, which he has held since March 1979, Ward supervised seven Metromedia stations. Previously he was VP/GM at the company's KLAC/Los An-

geles for seven years.

Metromedia Radio President George Duncan said in making the announcement, "Bill Ward is a veteran of over 20 years in radio, having worked as a performer and, for the past 17 years, an executive. With the experience he has gained at the division level, I feel confident that Bill will contribute greatly to the continued growth of Metromedia Radio."

## POLYGRAM RECORDS STRUCTURE FORMED

### Polygram Centralizes Labels

The Polygram Corporation further centralized its label structure, as predicted in R&R several months ago, by creating a new subsidiary called Polygram Records Inc. This structure replaces the Polygram Record Operations (PRO) USA apparatus, and encompasses Phonogram/Mercury, Polydor, and Casablanca. The individual labels will retain their logos, but the centralized structure is further underscored by the company's new preferred designation for chart listings, incorporating the individual label name followed by Polygram (example: Casablanca/Polygram).

the Polygram Records structure. Further executive appointments are expected shortly.

## Andon Promoted To New Columbia VP Position

Arma Andon has been promoted to the newly-created position of VP/Product Development at Columbia, moving up from VP/Artist Development in his eighth year at CBS. He will oversee all activities of the label's merchandising, artist development, and press and public information departments, whose heads will report to him.

Andon reports to VP/Marketing Joe Mansfield, who commented, "The restructuring of the Columbia label, entailing the creation of this position, represents the development of a coordinated team approach to total artist development at Columbia. Arma Andon's new role will enable Columbia to build an innovative, integrated, and comprehensive approach to marketing and career development."

## Sudbrink Shifts WKQB To Schulke 2

Two months after switching long-time CHR station WLAC/Nashville to News/Talk, Sudbrink Broadcasting ended sister station WKQB's two-year AOR reign by announcing a format shift to automated Pop/Adult Schulke 2 programming. PD Lisa Richards and two air personalities departed, while three air staffers were retained, including Dave Walton, who becomes the new PD.

Sudbrink principal Woody Sudbrink told R&R, "We didn't have any big problems with AOR, but we think this will be better in the long run." Sudbrink purchased WLAC and WKQB from Billboard last year.

Richards, now MD and afternoon personality at WYSP/Philadelphia, commented to R&R, "They told me the reason they were changing the station over was be-

cause they wanted to sell both stations as a combo without such an age variance. They were shooting

for 25-49 with the FM." She added, "I'm brokenhearted about it. We were cookin'."

## Farrell Moves Crosstown As WJYW-FM PD

Scott Farrell, who was Station Manager, PD, MD, and morning man at Beautiful Music station WFLA-FM/Tampa during a stay of several years' duration, has been appointed PD/morning man for crosstown format rival WJYW-FM (JOY101-FM).

WJYW-FM President/GM George Mills told R&R, "What we are attempting to do is to be more committed to news and information. Scott will give us that mature contemporary sound we feel we need. We'll continue to use a two-man team in mornings, with Scott and News Director Rick Forschner.

We are very impressed with Scott's past record. He will definitely be able to help us with the music and the air sound of our personalities."

Farrell commented, "It's a 'joy' to be here. I've been in this market for almost 15 years and I'm very happy here. I felt the change was a good opportunity to work with an aggressive organization. I don't see any major changes; the station is heading in the right direction. I really enjoyed being with WFLA, everyone was just great, and it was with mixed emotions that I made the move, but this was an opportunity I could not refuse."



**LUCKY LICENSE PAYS OFF** — KIIS-FM/Los Angeles just completed its "Lucky License" promotion, awarding the winning family a brand new 1981 Buick Skylark. Shown with the car is the Jack Olive family of Norwalk, CA and KIIS-FM PD and afternoon personality Mike Wagner.



**WINNER GETS THE BENZ** — Houston's Katherine Marie Wells gets the keys to a \$21,000 Mercedes Benz, the grand prize in KRZY's "Easy Money Plus Contest." The KRZY mascot, "The 94 Armadillo," presents the top prize. Over 25,000 people entered the contest with the bounty ranging from \$94 to \$9400, trips to Jamaica, the Bahamas and gift certificates.



**RAISING A SUCCESS** — WBQW/Scranton recently raised over \$8600 for the Athletes vs. MS Society and happily accepted two awards from the MS Society. Pictured (standing, l-r) are: WBQW staffers Dave McAndrews, Bobby Gunther Walsh, Storman Norman, and Farrell Levitt; (seated, l-r) Helene Demchack, Executive Director of the Multiple Sclerosis Society, and WBQW PD Bob Michaels.

Thank you for all your letters and telegrams.

I am deeply touched by your expressions of grief and support at this most trying time for my family and myself.

Love,



Yoko  
December 22, 1980  
N.Y.C.



# Jeff Gelb AOR



Bob Hattrik

## An Interview With Bob Hattrik

Welcome to 1981. If you've looked over this issue's music reports already, you may have noticed some new additions to the AOR section. They include Doubleday's Detroit AOR entry, WLLZ, along with WWWK-FM/St. Louis, which was formerly a CHR reporter.

In WWWK's first playlist structured as an AOR and sent to record company reps, Doubleday National PD Bob Hattrik explained the switchover: "We resign our Top 40 reporting status understanding that the classification 'Top 40-Rock and Roll' barely exists, and the closest semblance to that term extant, and therefore the most compatible with our audience distribution and appeal, is AOR... It is clear that we fall more under the AOR umbrella than any other widely practiced faction, given that CHR, Singles Radio, Top 40, etc., continue ever softer, resembling Adult Contemporary to a degree making them often indistinguishable."

In the following R&R interview, Hattrik further explains the evolution of WWWK-FM, AOR, and CHR radio, and his programming and research philosophies.

BH: WWWK-FM signed on with every intention of being what the 18-34-year-olds of this market wanted it to be. As it turned out, that was a very hip Top 40, or put another way, a very tight AOR. From the beginning, that put us in a dilemma over which section we'd report to. Doubleday's history had been in Top 40, therefore I suppose it was natural we reported Top 40 — though I can't recall a week when our playlist looked at all typical for the format. From the beginning here, the presentation had been AOR; we never talked over the music; we were low-key, nonhype.

We continually found ourselves outcasts for being as AOR as we were. At conventions the Top 40 programmers would say this or that about "that hippie stuff." I would try to indicate to them that if their interests lay in gaining anyone 15-24, they should be researching those songs. They didn't want to hear it. If it wasn't a single, they didn't want to hear about it. We never really did buy 7 inches over 12 inches. From day one WWWK-FM played over 50% nonsingle product.

R&R: Why is CHR radio afraid of rock & roll?

BH: There's an evolution occurring. If you look around the country, you'll see some markets further evolved than others. Northeastern markets seem particularly heavily AOR-dominated. The Midwest as well: Detroit, Cleveland, St. Louis, and to some extent, Chicago. In these markets, where progressive identity has become more and more an issue with 15-24-year-olds, Top 40's realized they would at best score poorly for these young listeners. As fragmentation increased, they had to become more "modal" in their approach, to target more specifically. The softening of the music was one result.

R&R: Have we seen the end of the CHR rock & roll radio station?

BH: I'm not sure we've seen the end of the CHR rock & roll radio station, but I think we're seeing a new beginning of it, and this is it. AOR strikes me as having many factions and allowing a great deal more variations than do today's Top 40's.

R&R: You're famous for the music research you do. What can you tell us about it?

BH: We do 100 hours of music research a week. In terms of music calls, we probably do

*"I have not yet met the person who has the universal ear... If I ever meet him, I will save a great deal of money per year on research."*

around 400 a week. We do constant panels and focus groups. We do tape panels that are not unlike what ABC is doing at WRIP (R&R 11-21-80).

R&R: Do you research new music?

BH: There are ways of determining acceptance of songs that are not familiar. They primarily involve either distributing tapes or using focus groups. The results are highly unstable but produce some interesting data that can be used later. We don't have to see gross familiarity to add a record; there are other ways of picking up on trends.

R&R: Do sales enter into it?

BH: No. Retail sales represent such a small percentage of your potential universe in healthy sales times; in times like these, it becomes an even less valid tool. We do log requests. We also

believe in our trained instincts: we know what's done well in the past. We've been trained by our research to recognize certain stimuli that produce an accepted song. We respond to that.

R&R: How would you answer those programmers who insist they don't need to use music research techniques?

BH: The guys who say, "We're professionals; what did we spend our careers doing if not learning what the hits are?" I say to that, find out what your audience wants to hear, and you'll be amazed how wrong you've been from time to time. I have not yet met the person who has the universal ear. There is no one person who is capable of determining the musical tastes of the masses. If I ever meet him, I will save a great deal of money per year on research.

R&R: What can a station do researchwise if it has a limited budget?

BH: There are alternatives. If you have a dedicated staff, and you're really insistent on getting the data, you can find or make the time to make the calls yourself instead of hiring extra people to do it. That's how I've done it at stations whose willingness to promote and spend money to win have not been what Doubleday's is.

R&R: Let's discuss the results of some of the research you've done. Does rock & roll music test well for adults as well as the 18-24's?

BH: In AOR-dominant markets, yes. It seems like adults do like certain rock songs, songs you would never guess they would tolerate. Their attitude toward familiar rock songs is quite positive.

There are certain psychographic groups in all age brackets who won't tolerate rock & roll. As long as they do not represent a significant cume, they do not need to affect our charted course.

R&R: Does your research show that AOR listeners will accept music that's more "toned-down"?

BH: More and more. I have no question in my mind that this flows in cycles. Over the years you learn that patterns develop in outcalls. It varies, and there are several explanations for it: socio-economic, political, etc. It's not as important to know why (though it's helpful), as it is to know it exists as a current phenomenon.

R&R: How far does your research indicate an AOR listener will go in accepting a varied musical style; for example, an album by someone like Stevie Wonder?

BH: You have to be careful. We do not play Stevie Wonder. I don't know that we ever would have.

You go through any exercise wanting to produce a desired effect. You do that by having a pre-structured philosophical guide: knowledge of exactly who you believe you can attract. I don't think you have to stick to your philosophical guns at all costs, though. When Eddie Rabbitt, for instance, appears to be undeniably strong and not a tuneout, then we play him.

Of course, research alone doesn't get ratings. It's a synergistic thing, combining the research information with our jocks, our promotions, and our music.

R&R: Let's talk about the music on the Doubleday AOR's. Give us a ballpark figure for the number of cuts in your library.

### KZAM Christmas Promotion Makes Purchase Easy

"I went in to the GM's office," KZAM/Seattle PD Paul Sullivan recalled, "and asked him, 'What do people want more than anything else in 1980 and can't get?' I said, 'A house. Let's give away a house.' He suggested we give away a condominium, which would entail less red tape. We both said, 'Makes perfect sense,' and from that point on, it was not difficult to make everything go smoothly."

What KZAM-FM gave away in its recent high-visibility promotion was the down payment and closing costs to a condo, plus three rooms of furniture and all appliances. The promotion's cost to the station was approximately \$25,000. The win-

ning listener will cover monthly mortgage and interest payments.

To give away the condo, KZAM ran a month-long radio drama produced by air personality Nick Morrison, which told the story of a family of "Christmas Carol"-type characters who are evicted and later find their dream home. At the last segment's conclusion, the station picked a winning listener's entry from the over 15,000 that had been submitted on holiday greetings cards.

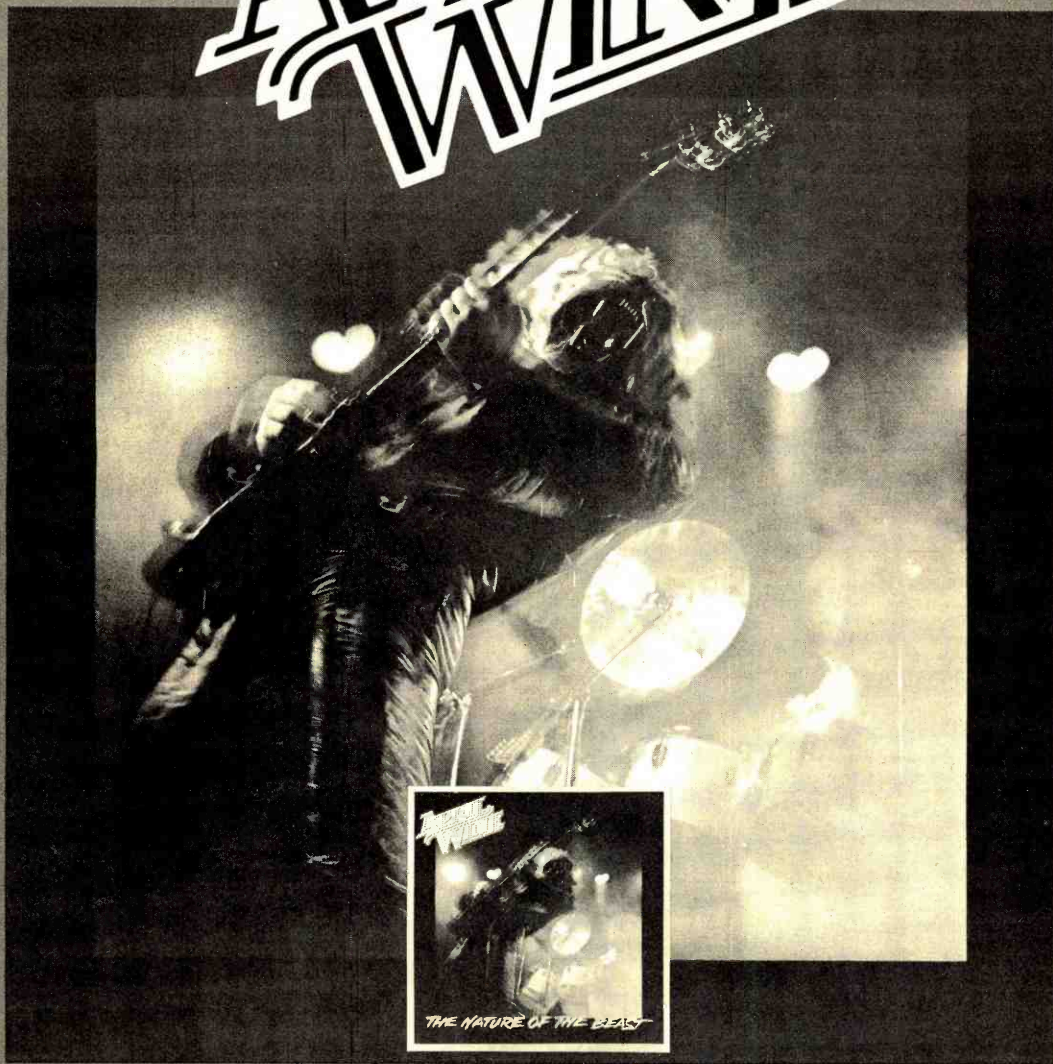
Sullivan was especially pleased with all aspects of the promotion, because even non-winners could enjoy the 28 episodes of the station-produced Christmas story run in conjunction with the contest itself.

**IN THE HEART OF THE ROCK 'N' ROLL JUNGLE  
DISCOVER**

**THE NATURE OF THE BEAST**



# APRIL WILNIE



**THE NEW ALBUM IS HERE!**

Produced by Miles Goodwyn & Mike Stone

An Aquarius Records Production

Direction: Terry Flood Management / 350 Youville Street / Montreal, H24, 2C3 / Quebec, Canada / (514) 284-1001



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# Jeff Gelb

## Hattrik Continued from Page 36

**BH:** Let's say under a thousand. If you were to listen, I don't think you'd call it stale. There is depth.

**R&R:** How tight can AOR get before it loses that progressive image factor mentioned before?

**BH:** With research you can measure that. There was a time close to a year ago that we were too tight. We broadened a great deal and pulled back for the sweep. I don't think you should go so tight as to make longterm listeners perceive the station as not offering a variety to them. You don't have to do that by playing a lot of cuts — you have to play the right cuts. And you certainly have to promote new music and music specials.

**R&R:** I'd characterize the Doubleday AOR's as being much more concerned with music than personality. Am I right?

**BH:** That's right. While it's true that strong personalities build an intangible that music alone can't provide, my research indicates that excessive rap is unacceptable for any format shooting for younger demos.

Which is not to say that we are completely devoid of personalities. Our air personalities are very relatable, very human. We're simply eliminating some of the unnecessary for better sensitivity to the audience's desires.

**R&R:** On the other hand, the stations are very promotions-oriented. For example, KDWB-FM/Minneapolis just gave away \$1000 a day for forty days (R&R 11-28-80).

**BH:** We might be accused of being somewhat Top 40 there — there's a longstanding fear among AOR's of doing any sort of cash giveaways. But many of the more successful AOR's have done so over the past year. We haven't found a significant negative reaction to a low-key cash giveaway. There are some diehard progressive listeners who find it unacceptable and out of character. They do not represent the majority. And certainly, with the economy in its current state, it's been helpful.

**R&R:** Why did Doubleday decide Detroit needed a fourth AOR (WLLZ)?

**BH:** Detroit has evolved into a market where the dominant 12-34 share is listening to AOR. Detroit is a rock & roll town. You can go into any-

**"We never really did buy 7 inches over 12 inches. From day one, WWWW-FM played over 50% non-single product."**

thing from a Dunkin' Donuts to restaurants, fine hotels, or whatever, and you hear rock & roll. It's an amazing phenomenon.

That aside, research also showed us that we could provide a synthesis of certain ingredients then not present in Detroit AOR radio. We saw a great vulnerability and capitalized on it. I expect that station to be a very big success; it's going to surprise a lot of people.

**R&R:** Do you really think there's room for four Detroit AOR's?

**BH:** No. I think we've all heard the rumors about format changes in Detroit...

**R&R:** One last question. As a former CHR programmer/reporter, you're familiar with the phrase "mass appeal," which many programmers use to define the CHR format. Do you think AOR radio is also becoming a mass appeal format for the eighties?

**BH:** In the Northern markets where AOR has spread and has been relevant, if not dominant, for a number of years, yes. It is the mass appeal format, masses meaning 12+. If masses mean 18+, it still has a fight. If masses mean 25+, as they seem to for some narrow-minded individuals, then no.

But ultimately, I think yes, AOR will be a mass appeal music format, because 25+ listenership will probably steadily turn over to News/Talk listenership. AOR will then have a stronghold. However, we don't know what teens will be into by then, do we? That's anyone's guess.

## EVOLUTION

Watch for a new AOR in Lubbock, Texas in the coming weeks as KFMX switches from CHR. Former KPAS/EI Paso PD Ho Jagger is KFMX's new PD, while former KPAS MD Domino Rippy will serve as KFMX's Asst. PD and MD. The station signs on (as a Superstation affiliate) around January 20... KFMX/Las Vegas has switched from AOR to Country... KSPN/Aspen's new PD is air staffer Frank Ericson, who replaces departing Todd Cipolla... KLBJ/Austin GM Bill Neil has exited, and Ted Smith has succeeded him... Mark Williams has been named PD at WZZV/Louisville from neighboring WAVE... Former KREM-FM/Spokane PD Larry Snider has resurfaced on the airstaff at KGOV/Portland. Meanwhile, back at KREM-FM, MD Jonah Cummings has stepped down but retains an airshift, while Steve Wilke has been named his MD successor... Tony Miles has been named the new PD at K10K/Tri Cities. He says that although the station is automating, it will be creating all tapes in-house, so the station will continue to need album servicing from all labels... KTQ/Dallas MD Temple Lindsay has exited to do the same at KISS/San Antonio. She'll also cover mornings. No MD replacement yet at KTQX... KMOD/Tulsa's Charlie West has been upped to Asst. PD in addition to his MD responsibilities. KMOD-AM's new Asst. PD is Dave Michaels... Steve Young has been upped to Asst. PD from MD at CITI-FM/Winnipeg. Terry Dimonte has been upped to the station's MD post from afternoons... Ellen McKinnon and Lin Brehrer have been named Co-Music Coordinators at WQBK/Albany. Peggy Apple has returned to WQBK from WPYX/Albany... Robin Henkin has switched from Music Director to Promotion Director at WYSP/Philadelphia... Tom Kelly is new to afternoons at WZZO/Albany from WKLC/St. Albans, WV... Harv Blain, formerly of Z104/Madison, has joined WLLZ/Detroit for middays... John Rivers has joined WZXR/Memphis from KZON/Seattle for mornings. He replaces departing WZXR morning man Tony Yakun, who has joined KTXQ/Dallas... John O'Leary has rejoined WWWW/Detroit from neighboring WABX for airwork... Former KLOS/Los Angeles newperson Jane Platt has joined neighboring KRLA for news, public affairs and features... KLOL/Houston Asst. PD Vanessa Cargo has exited... KLYX/Sioux Falls PD Bill Richards called to clarify that KLYX is attempting to change its call letters (to KKRZ) but is not changing format; it remains an AOR.

## UPDATE

Ho ho ho! AOR was full of Christmas spirit this season, typified by WZAM and WMYK/Norfolk, whose air personality Mae McClellan recorded his own rock 'n' roll tune, "Rockin' Christmas." Needless to say, it got lots of air-play on the two AOR's, and sold locally for \$1.94, with a portion of the proceeds benefitting Toys for Tots... Check out the latest copy of OUI (February) for an article by Larry Yuridin and James Brown on some of AOR radio's most popular female disc jockeys. Included are profiles of KMET/Los Angeles's Mary Turner, KWST/Los Angeles's Raechel Donahue, WRIF/Detroit's Karen Savely, WEBN/Cincinnati's Robin Wood, and others... KZOK/Seattle has persuaded Cheap Trick's Rick Nielsen to give a private guitar workshop with seven promotion-winning listeners. Winners were chosen from listeners who sent photos of themselves with their guitars, along with their reasons for wanting to attend the workshop... 600 people turned out for a KKSX/Portland comedy benefit to help outfit a new ship for an anti-whaling demonstration in the Antarctic by the Sea Shepherd Conservation Society... The New England Broadcasters Association awarded WCOZ/Boston Promotion Director Jane Norris the best radio promotion of the year award for a TV spot she produced for WCOZ... Listen for this year's "Best of King Biscuit" special, including live material from Tom Petty, Rolling Stones, Pat Benatar, Blondie, and others... WFBQ/Indianapolis is better at spinning the rockers than facing them in sports: The station challenged REO Speedwagon in a benefit basketball game and lost, 32-54. The real winner was a local children's orphanage, which was presented with a check for over \$6500 after the show... KLOS/Los Angeles paid for all the soft drinks downed by 11,500 Cheap Trick fans at a recent sold-out L.A. concert date. The station also offered a pass good for tickets to all L.A. area concerts produced by Avalon Attractions in 1981. To win the pass, listeners had to bring a creative Christmas ornament to the station... Latest bit of promotional material from KSHE/St. Louis is a pocket patch featuring the station's lovable pig mascot, "Sweetmeat"... Happy fourth AOR anniversary to WRKI/Bridgeport... KAZY/Denver gave three of its listeners the opportunity to dine with Cheap Trick before the group's recent area concert appearance.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WCCC/Hartford presented Joan Jett for \$2.07.

**GUEST DJ'S:** Rossington-Collins Band, Johnny Van Zant on WFYV/Jacksonville.

**CONVERSATIONS:** Jim Carroll, Bus Boys on WMMR/Philadelphia... Les Dudek, Amazing Rhythm Aces on KSPN/Aspen... Joan Jett on WCCC/Hartford... Jim Carroll on WQBK/Albany... Thin Lizzy on KEZY-FM/Anaheim... Plasmatiks on KROQ/Pasadena... Plasmatiks, New Riders of the Purple Sage, David Grisman, Roy Buchanan on KTIM/San Rafael.

## Merry AOR Christmas



AOR radio made Christmas shopping easy for its listeners this season, with many stations offering 1981 calendars, while others brought out Homegrown albums.

WAAF/Worcester printed 10,000 poster-style calendars in full color of Boston. Sharing costs for the promotion was Teech Hiff, which helped distribute the item free. CHUM-FM/Toronto's full-color rock calendar has a different AOR artist pictured for every month. KGB-FM/San Diego pacted with the Tower Records chain to co-create a poster calendar of a Debbie Harry lookalike holding a heart-shaped radio with the station's call letters on the dial. KSHE/St. Louis's calendar is printed on fabric, while KTIM/San Rafael's presents a series of photos submitted by listeners of area landscapes. Perhaps the season's most elaborate calendar-greeting card came from WMET/Chicago, which included a clear-plastic 45 sound montage of WMET promotional announcements and celebrity greetings.

Meanwhile, on the Homegrown album front, at least six AOR's put out their own albums during the holiday season, starting with KAZY/Denver's "Thunder On The Mountain" collection, and including WEBN/Cincinnati's "Album Project Five," KSHE/St. Louis's "KSHE Seeds," KWFM/Tucson's "On The Air," the "First KFM Album" (from KFME/Chicago), and KDKB/Phoenix's "Arizona Sounds Volume IV." The Homegrown idea continues to be one of AOR's most durable promotions, directly involving not only local artists and musicians, but also listeners with an active interest in area music. Profits from most of the albums are earmarked for local charities.

A reminder to AOR's that produce such albums: be sure to send copies to record company AOR promotional reps, who can forward them to their A&R people. Your album's stars may be on AOR radio's turntables in the future — but only if you give them the record company visibility necessary to set the proper wheels in motion.

# AOR

# Radio & Records

# Album Airplay/40

# Chart Summary

## January 9, 1981

104 REPORTERS

Album cuts are listed in order of airplay preference.

1	<b>BRUCE SPRINGSTEEN</b>	The River (Columbia)	"Ramrod" "Heart" "Cadillac" Title
2	<b>JOHN LENNON</b>	Double Fantasy (Geffen)	"Over" "Losing" "Wheel" "Time"
3	<b>ROD STEWART</b>	Foolish Behaviour (WB)	Title "Passion" "Wings" "Dead"
4	<b>STEELY DAN</b>	Gaucha (MCA)	"Nineteen" "Time" Title "Glamour"
5	<b>REO SPEEDWAGON</b>	Hi Infidelity (Epic)	"Keep" "Guys" "Heart" "Take"
6	<b>DIRE STRAITS</b>	Making Movies (WB)	"Skateaway" "Expresso" "Tunnel"
7	<b>ALAN PARSONS PROJECT</b>	The Turn Of A... (Arista)	"Games" "Price" "Snake"
8	<b>POLICE</b>	Zenyatta Mondatta (A&M)	"Stand" "De Do" "World" "Canary"
9	<b>FLEETWOOD MAC</b>	Live (WB)	"Fireflies" "Afraid" "Rhiannon"
10	<b>HEART</b>	Greatest Hits/Live (Epic)	"Rock" "Down/Sally" "Tell"
11	<b>OUTLAWS</b>	Ghost Riders (Arista)	"Rider" "Angels" "Wells" "Devil's"
12	<b>ROCKPILE</b>	Seconds Of Pleasure (Columbia)	"Teacher" "Wrong" "Pet" "Play"
13	<b>CHEAP TRICK</b>	All Shook Up (Epic)	"Stop" "Baby" "Lover"
14	<b>EAGLES</b>	Eagles Live (Asylum)	"Road" "Take" "Hotel" "Life's"
15	<b>BABYS</b>	On The Edge (Chrysalis)	"Turn" "17" "Downtown"
16	<b>AC/DC</b>	Back In Black (Atlantic)	"Shook" "Shoot" Title "Bells"
17	<b>DONNIE IRIS</b>	Back On The Streets (MCA)	"Ah! Leah!"
18	<b>THIN LIZZY</b>	Chinatown (WB)	Title "Sweetheart"
19	<b>BLUES BROTHERS</b>	Made In America (Atlantic)	"Who's" "Do" "Onions" "Ain't"
20	<b>NEIL YOUNG</b>	Hawks & Doves (WB/Reprise)	"Union" Title
21	<b>BLONDIE</b>	Autoamerican (Chrysalis)	"Tide" "T-Birds" "Angels" "Rapture"
22	<b>PAT BENATAR</b>	Crimes Of Passion (Chrysalis)	"Hit" "Hell" "Treat"
23	<b>JIM CARROLL BAND</b>	Catholic Boy (Atco)	"People" "Gravity"
24	<b>LOVERBOY</b>	Loverboy (Columbia)	"Hot" "Teenage" "Matter" "Turn"
25	<b>MICHAEL STANLEY BAND</b>	Heartland (EMI America)	"Can't" "Need"
26	<b>JON ANDERSON</b>	Song Of Seven (Atlantic)	"Some" "For"
27	<b>ALVIN LEE BAND</b>	Free Fall (Atlantic)	"Ridin'" "Stealin'"
28	<b>DELBERT McCLINTON</b>	The Jealous Kind (Capitol)	"Giving"
29	<b>TALKING HEADS</b>	Remain In Light (Sire)	"Once" "Crosseyed"
30	<b>RANDY MEISNER</b>	One More Song (Epic)	"Deep" "Hearts" "Song"
31	<b>DOOBIE BROTHERS</b>	One Step Closer (WB)	"Real" "Train" Title
32	<b>YES</b>	Yesshows (Atlantic)	"Kill" "Stories"
33	<b>GILLAN</b>	Glory Road (Virgin)	"Running" "Sure"
34	<b>MAX WEBSTER</b>	Universal Juveniles (Mercury)	"Scar"
35	<b>GEORGE THOROGOOD</b>	More George... (Rounder)	"Bottom" "Night"
36	<b>STEVIE WONDER</b>	Hotter Than July (Tamla)	"Stand" "Lately" "Master" "All"
37	<b>QUEEN</b>	Flash Gordon (Elektra)	"Flash's Theme" "Hero"
38	<b>FIREFALL</b>	Clouds Across... (Atlantic)	"Staying" Title "In Love" "Want"
39	<b>MOON MARTIN</b>	Street Fever (Capitol)	"Rollin'" "Fever"
40	<b>STINGRAY</b>	Stingray (Carrere/Atco)	"Man"

The New Year's week found a good portion of our regular AOR reporters on holiday; they'll return with their first lists of 1981 next week.

As there was no issue of R&R for the past two weeks, this week's charts do not include any figures for weeks prior to 1981. We will begin showing previous week's figures next week.

Debuting this week were **DELBERT McCLINTON**, **QUEEN**'s "Flash Gordon" soundtrack, **FIREFALL**'s latest, and **STINGRAY**.

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

1	<b>WARREN ZEVON</b>	22/23
	Stand In The Fire (Asylum)	H 0
	"Excitable Boy"	H 0
2	<b>BLUES BROTHERS</b>	80/20
	Made In America (Atlantic)	M 30
	"Who's Making Love"	H 10
2	<b>FIREFALL</b>	35/20
	Clouds Across... (Atlantic)	M 11
	"Staying"	H 4
3	<b>STEVE WINWOOD</b>	13/13
	Arc Of A Diver (Island)	M 0
	"Whisper You"	H 0
4	<b>ANY TROUBLE</b>	2/9
	Where Are All The... (Stiff)	M 11
	"Train"	H 3
4	<b>MANFRED MANN'S...</b>	3/9
	Chance (WB)	M 0
	"Lies"	H 0
5	<b>NIGHT</b>	8/8
	Long Distance (Planned)	M 0
	"Loyal Airwaves"	H 0
6	<b>LOVERBOY</b>	51/7
	Loverboy (Columbia)	M 39
	"Hot"	H 5
6	<b>YES</b>	3/7
	Yesshows (Atlantic)	M 25
	"Kill"	H 0
6	<b>CREEDENCE...</b>	15/7
	Live At Albert... (Fantasy)	M 6
	Various Cuts	H 2
6	<b>NICOLETTE LARSON</b>	7/7
	Radland (WB)	M 0
6	<b>SIX DOUGLAS QUINTET</b>	7/7
	Border Wave (Takoma)	M 0
	Various Cuts	H 0
7	<b>QUEEN</b>	2/6
	Flash Gordon (Elektra)	M 14
	"Flash's Theme"	H 6
8	<b>DELBERT McCLINTON</b>	3/5
	The Jealous Kind (Capitol)	M 10
	"Giving It Up"	H 9
8	<b>JIMMIE MACK &amp;...</b>	15/5
	Jimmie Mack &... (IRCA)	M 9
	"Gonna Hurt"	H 1
8	<b>MONSTERS OF ROCK</b>	7/5
	Various Artists (Polydor)	M 2
	Various Cuts	H 0

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

## MEDIUM

1	<b>ROCKPILE</b>	1/9
	Seconds Of... (Columbia)	H 7/7
	"Teacher Teacher"	H 31
2	<b>OUTLAWS</b>	81/44
	Ghost Riders (Arista)	A 4
	"(Ghost) Rider"	H 33
3	<b>THIN LIZZY</b>	58/42
	Chinatown (WB)	A 1
	Title	H 15
4	<b>JIM CARROLL BAND</b>	51/39
	Catholic Boy (Atco)	A 0
	"People Who Died"	H 12
4	<b>LOVERBOY</b>	51/39
	Loverboy (Columbia)	A 7
	"Hot"	H 5
5	<b>DONNIE IRIS</b>	55/37
	Back On The... (MCA)	A 2
	"Ah! Leah!"	H 16
5	<b>ALVIN LEE BAND</b>	38/37
	Free Fall (Atlantic)	A 1
	"Ridin' Truckin'"	H 1
6	<b>JON ANDERSON</b>	43/34
	Song Of Seven (Atlantic)	A 0
	"Some Are Born"	H 9
7	<b>NEIL YOUNG</b>	54/32
	Hawks &... (WB/Reprise)	A 1
	"Union Man"	H 21
8	<b>FLEETWOOD MAC</b>	88/31
	Live (WB)	A 7
	"Fireflies"	H 56
9	<b>DIRE STRAITS</b>	93/30
	Making Movies (WB)	A 1
	"Skateaway"	H 62
9	<b>BLUES BROTHERS</b>	60/30
	Made In America (Atlantic)	A 20
	"Who's Making Love"	H 10
10	<b>BABYS</b>	59/28
	On The Edge (Chrysalis)	A 0
	"Turn & Walk Away"	H 31
11	<b>RANDY MEISNER</b>	33/26
	One More Song (Epic)	A 0
	"Deep Inside"	H 0
11	<b>GILLAN</b>	30/26
	Glory Road (Virgin)	A 4
	"Running"	H 0
11	<b>GEORGE THOROGOOD...</b>	30/26
	More George... (Rounder)	A 0
	"Bottom Of The Sea"	H 4

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

## THE HOTTEST

1	<b>BRUCE SPRINGSTEEN</b>	1/9
	The River (Columbia)	100/90
	"Ramrod"	A 0
2	<b>JOHN LENNON</b>	100/89
	Double Fantasy (Geffen)	A 0
	"Starting Over"	M 11
2	<b>STEELY DAN</b>	85/89
	Gaucha (MCA)	A 0
	"Hey Nineteen"	M 4
3	<b>ROD STEWART</b>	95/86
	Foolish Behaviour (WB)	A 0
	Title	M 9
4	<b>REO SPEEDWAGON</b>	89/77
	Hi Infidelity (Epic)	A 0
	"Keep On Lovin'"	M 12
5	<b>POLICE</b>	85/79
	Zenyatta Mondatta (A&M)	A 0
	"Don't Stand"	M 14
6	<b>ALAN PARSONS PROJECT</b>	89/85
	The Turn Of A... (Arista)	A 0
	"Games People Play"	M 23
7	<b>DIRE STRAITS</b>	83/82
	Making Movies (WB)	A 0
	"Skateaway"	M 30
8	<b>FLEETWOOD MAC</b>	89/55
	Live (WB)	A 0
	"Fireflies"	M 31
9	<b>HEART</b>	76/53
	Greatest Hits/Live (Epic)	A 0
	"Rock"	M 23
10	<b>CHEAP TRICK</b>	66/43
	All Shook Up (Epic)	A 0
	"Stop This Game"	M 23
11	<b>AC/DC</b>	53/42
	Back In Black (Atlantic)	A 0
	"Hook Me"	M 11
12	<b>EAGLES</b>	61/41
	Eagles Live (Asylum)	A 0
	"7 Bridges Road"	M 20
13	<b>OUTLAWS</b>	61/33
	Ghost Riders (Arista)	A 4
	"(Ghost) Rider"	M 44
14	<b>PAT BENATAR</b>	43/32
	Crimes Of... (Chrysalis)	A 0
	"Hit Me"	M 11

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.













**Jim  
Duncan**

## News Notes

Happy New Year! If you think Country was big in 1980, watch out 1981, here we come . . . I never imagined how important the 1980 Country list of top songs as compiled by R&R would become. The Mutual Radio New Year's special, "Country Music Countdown 1980," produced by WHN's Ed Salamon, ran on over 700 radio stations. The number of stations established the show as the highest clearing music special in recent radio history. Now the R&R Country hits of 1980 will be seen and heard on a television special called "Country Countdown 1980," hosted by Dennis Weaver and featuring most every top performer of the year. Look for it when it comes to a TV near you. Check your local listings . . . Final plans for the 12th annual Country Radio Seminar will be announced soon. Mac Allen, President of the CRS, tells R&R the seminar, held in Nashville March 13-14, will have a first this year with the addition of an artist reception and cocktail party. Should be a good chance to socialize with the music makers . . . Over four million European listeners were treated to a live broadcast from Nashville's Exit-In via Radio Luxembourg. The musical show, hosted by RL's Bob Stewart (see here with Bobby Bare), featured music and interviews. Besides Bare, Billie Jo



Spears, Jimmy C. Newman, Charlie McCoy, and Debbie Gray provided the music. The live show was carried via landlines to New York, beamed by satellite to Paris, then by landlines on to the 1.3 million-watt station for broadcast throughout the United Kingdom, Europe, Western Russia, and North Africa. Wes Green's Nashville Radio Workshop was in charge of the on-location production. Five more shows are scheduled, once a month between now and May . . . The first all-night powerhouse station trucker show to be hosted by a lady is underway in Cincinnati at WLW. Debbie Connors will do the honors, with WLW doing Country music on the all-nighter . . . Scott Wallace has been given the official nod as PD of KLIF/Dallas. In case you didn't read it in R&R prior to the holidays, KLIF went Country on January 1. Wallace has been acting PD since Dean Tyler left the station . . . Les Acree joins the ever-increasing group of program directors who are finding the PD chores a fulltime job (and a half) and giving up their longtime airshifts. Acree has been on the air at WMC/Memphis since 1973, with a brief stop in Nashville to program WKDA . . . Once again Hawaii will have a Country station. KDEO/Honolulu makes the change from P/A. One of the first R&R Country reporters I used was in Hawaii, KAHU (actually the same facility). A longtime friendship was started with Terry Slane, PD of WGTO/Cypress Gardens, FL, who at the time was at KAHU as PD. If you think you have record service problems, let Terry tell you about the problems he had on the island. Can you imagine what a phone call to Nashville would cost? For more details on the new KDEO/Honolulu see Page 1 . . . Fred James, from KLMS/Lincoln, is now PD at KVOC/Casper, WY . . . KPLE-FM/Temple, TX has joined the Country switchers. Lynn Woolley is PD and Terry Ryan MD and promotion . . . Bob Ryan from WDXI-AM joins crosstown WKIR-FM/Jackson, TN as PD. The 100,000-watt station has changed from AOR to Country . . . On the new Miller Beer commercial, Eddie Rabbitt is the featured performer spokesman. If you had a chance to see it during the recent football playoff games on TV, you noticed he is doing the tail end of a concert. The scene was shot over in Mesa, AZ and KNIX-FM/Phoenix morning man W. Steven Martin is the voice saying, "And now ladies and gentlemen, Eddie Rabbitt!" . . . Enjoyed hearing about the "Radio Rabbi" who made an appearance on WJRB/Nashville on Christmas day. Rabbi Melvin Glazer of a local synagogue worked the midday shift so regular WJRB personality Phillip Hunt could have the day off. The station received local TV and newspaper coverage . . . So what's news with you?

# Country

CONTESTS, CONCERTS & CONVERSATIONS



## Bunny Birthday For "Big Jon"

Some guys have all the fun. WJEZ-FM/Chicago PD "Big Jon" Anthony hosted 50 listeners to a special birthday party at the Playboy Resort near the Windy City. The station chartered a bus complete with wine and cheese, and, of course, a Playboy Bunny for the trip to the Lake Geneva resort. Other listeners were invited to come on their own and join the celebration. It is reported that the Playboy Chalet was packed to capacity for the special Country night. Entertainment was provided by a country music band and a stunt-gunfighter. (Naturally, the bunnies showed the group a thing or two!) According to "Big Jon," the Playboy people now want to make it an annual event . . . WHK/Cleveland began its RV Touch-A-Thon last Wednesday (1-7). 40 WHK winners will have a chance to win a \$20,000 recreational vehicle. The winner is the person who keeps his or her hands on the RV the longest. At press time, a winner had not been selected. R&R will keep you in touch with the details of the final outcome . . . WMAQ/Chicago is holding its anniversary-New Year's party next Wednesday, Mickey Gilley and Johnny Lee will entertain . . . KTTS-AM-FM/Springfield, MO reports the Gilley-Lee show came through town recently . . . KLDN/Eldon, MO also tells us staffers had a chance to get together with Johnny Lee prior to the concert in Springfield . . . WFMS-FM/Indianapolis just completed its local talent search. Of the six finalists chosen during the month-long promotion, the winning act was given \$9000 in bookings at a local night club. WFMS air personalities were judges and MCD of the promotion . . . KLIF/Dallas tells R&R it has just premiered the tongue-in-cheek takeoff on the hit television series "Dallas." The comedy radio show is called "Malice." The daily feature follows "the hilarious exploits of the disgustingly beautiful, offensively powerful, and obnoxiously wealthy 'Youall' family of Malice, Texas" . . . To celebrate

seven years on the air, WGNA-FM/Albany, NY PD Chris Warren produced seven 30-minute features called "Reminiscing." Each contained the biggest hits of each year, artist interviews, and airchecks of special contests and events. In the final show, a five-minute montage of all of the air personalities over the years was a highlight . . . KCCY/Pueblo, CO just completed a \$4000 giveaway in its "Great Grocery Giveaway." Each day for 30 days an item was announced on KCCY from a special grocery list. For correctly knowing all of the items, the winner received a year's supply of groceries valued at \$4000 . . . New Country station KCBQ/San Diego won first place in the 34th annual Mother Goose parade for design and creativity. Its three-level float, measuring 45 feet long, featured KCBQ on-air personalities Ed Chandler, Bill Moffitt, and Rosalee Mirabal, plus live music by local San Diego band Shenandoah . . . KRMD-AM-FM/Shreveport PD Tom Phifer reports doing an interview with Billie Jean Horton, former girlfriend of the late Hank Williams. The exclusive interview was done for a special over the BBC in England . . . WGTO/Cypress Gardens, FL just did an interview with Phil Everly . . . WOKK/Meridian, MS hosted Jerry Lee Lewis in a recent contest . . . On New Year's Day KEEN/San Jose featured the top 80 songs of the year and highlights of the "superstar weekends" feature that air weekly on the station. The KEEN news people did the highlights of the top news stories and the air personalities talked about the best music and artists of 1980 . . . As we kick off a new year, R&R would like to again invite you to share news and ideas on a regular basis. Send us interesting photos when available. We thank you for your many contributions over the years and for our continued success. We're here to serve you: R&R Country, 1930 Century Park West, Los Angeles, CA 90067.



KCBQ Float



# BREAKERS

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

No records qualified for Breaker status this week.

### Most Added:

- BELLAMY BROTHERS**  
Do You Love As Good  
As You Look (WB/Curb)
- ELVIS PRESLEY**  
Guitar Man (RCA)
- WILLIE NELSON**  
Angel Flying Too Close (Columbia)
- JERRY LEE LEWIS**  
Thirty-Nine And Holding (Elektra)
- GEORGE JONES**  
If Drinkin' Don't Kill Me (Epic)
- SYLVIA**  
Drifter (RCA)

### Hottest:

- DOLLY PARTON**  
9 To 5 (RCA)
- T.G. SHEPPARD**  
I Feel Like Loving You Again (WB/Curb)
- EDDIE RABBITT**  
I Love A Rainy Night (Elektra)
- OAK RIDGE BOYS**  
Beautiful You (MCA)
- MERLE HAGGARD**  
Think I'll Just Stay Here... (MCA)

# MOST ACTIVE

Recent releases 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. ☐ indicates one of this week's "most added" new songs.

### TANYA TUCKER "Can I See You Tonight" (MCA) 47/8

National Summary: Up 24, Same 7, Down 0, Debuts 8, Adds 8, WYDE, KLRA, WQAM, WKLM, KGFX, KKAL, KLAC, KONE, WESC-AM-FM 40-33, KRMD-AM-FM 30-23, WQYK-FM 36-30, WCXI 31-22, KFGO 36-31, WTSO 29-20, KMWJ 37-31, KMPS-AM-FM d-28, R&R Chart: 38.

### REX ALLEN JR. & MARGO SMITH "Cup Of Tea" (WB) 43/7

National Summary: Up 22, Same 9, Down 0, Debuts 5, Adds 7, WSAI, KFGO, WMUS-AM-FM, KGFX, KVOC, WAJR, WKLM, KTOB 29-24, KGA 39-34, KOKE-FM 47-39, WESC-AM-FM 36-29, KRMD-AM-FM 31-24, R&R Chart: 40.

### WILLIE NELSON "Angel Flying Too Close" (Columbia) 40/18

National Summary: Up 5, Same 7, Down 0, Debuts 10, Adds 18 including WOKQ, WVVVA, WSOC-FM, WSUN, WUBE-FM, WHK, KYTE, WHN 23-18, KWMT 48-40, WTSO d-30, KCKC 26-21.

### GEORGE JONES & JOHNNY PAYCHECK "You Better Move On" (Epic) 39/4

National Summary: Up 18, Same 10, Down 0, Debuts 7, Adds 4, WKLM, KGFX, KVOC, WAJR, KOKE-FM 37-30, WESC-AM-FM 39-34, KRMD-AM-FM 28-22, KMWJ 41-36, R&R Chart: 43.

### BOBBY BARE "Willie Jones" (Columbia) 38/8

National Summary: Up 18, Same 5, Down 0, Debuts 7, Adds 8, KOKE-FM, KLRA, WNRS, WSAI, WDAE, KGFX, KVOC, KLAC, WEEP 21-19, WYDE 33-31, KYXX 40-30, KFGO 38-33, KWMT 39-34, KMPS-AM-FM 30-25, R&R Chart: 44.

### CON HUNLEY "What's New With You" (WB) 36/9

National Summary: Up 14, Same 10, Down 0, Debuts 3, Adds 9, KOKE-FM, WIRK-FM, WTQR-FM, WNRS, WUBE-FM, KWMT, WITL-FM, KGFX, KLAC, WCMS-FM 45-40, WCXI 37-32, KFTN 40-35.

### RONNIE McDOWELL "Wandering Eyes" (Epic) 34/5

National Summary: Up 13, Same 9, Down 1, Debuts 6, Adds 5, WSOC-FM, KLRA, WQYK-FM, WHK, KFEQ, WEEP 20-17, WCMS-FM 41-36, WTQR-FM 40-33, WFMS-FM 34-22, KVOO 42-30, KCKC 5-4, R&R Chart: 45.

### FRED KNOBLOCK & SUSAN ANTON "Killin' Time" (Scotti Bros.) 34/5

National Summary: Up 10, Same 12, Down 0, Debuts 7, Adds 5, WUBE-FM, KGFX, KFEQ, KKAL, KGA, WQAM 37-31, WIRK-FM 34-20, KICD-FM 35-26, KVOC 35-25, KMWJ 46-40, R&R Chart: 48.

### DANNY WOOD "It Took Us All Night Long To Say Goodbye" (RCA) 32/8

National Summary: Up 7, Same 14, Down 0, Debuts 3, Adds 8, WMZQ-FM, WSOC-FM, KLRA, KYXX, WIRK-FM, WKLM, WSAI, WUBE-FM, KOKE-FM 42-36, KVOO 44-34, KVOC 42-32.

### STEPHANIE WINSLOW "Anything But Yes Is Still A No" (WB/Curb) 31/5

National Summary: Up 17, Same 8, Down 0, Debuts 1, Adds 5, KLRA, WCMS-FM, WKLM, WSAI, KWMT, WGNM-FM 42-39, WHK 40-33, KYNN 24-19, KTTS-AM-FM 42-39, KMWJ 42-37, KFTN 35-30, R&R Chart: 47.

### SAMMI SMITH "Just Want To Be With You" (Sound Factory) 30/4

National Summary: Up 11, Same 11, Down 0, Debuts 4, Adds 4, WGNM-FM, KLRA, WKLM, WTSO, KOKE-FM 44-34, WESC-AM-FM 37-30, WQYK-FM 24-19, KUUY 40-34.

### GEORGE JONES "If Drinkin' Don't Kill Me" (Epic) 27/17

National Summary: Up 2, Same 1, Down 0, Debuts 7, Adds 17 including WBAM, WCMS-FM, WIRK-FM, WNRS, WSAI, WUBE-FM, WMNI, WFMS-FM, KTTS-AM-FM, KUZZ, KGA.

### BELLAMY BROTHERS "Do You Love As Good As You Look" (WB/Curb) 25/21

National Summary: Up 0, Same 0, Down 0, Debuts 4, Adds 21 including WKXA, WMZQ-FM, WYDE, WQYK-FM, WSAI, WUBE-FM, WMNI, KBUF, WFMS-FM, WITL-FM, KTTS-AM-FM, KUZZ, KFTN, KGA.

### CHARLIE DANIELS BAND "Carolina (I Remember You)" (Epic) 25/4

National Summary: Up 7, Same 10, Down 0, Debuts 4, Adds 4, WSOC-FM, KLRA, KICD-FM, KVOC, KOKE-FM 50-40, WQAM 38-36, KRMD-AM-FM 36-29, WFMS-FM d-30, KTOB 26-21.

### ELVIS PRESLEY "Guitar Man" (RCA) 23/21

National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 21 including WKXA, WMZQ-FM, WYDE, WCMS-FM, WIRK-FM, WUBE-FM, WITL-FM, WTSO, WMUS-AM-FM, KMWJ, KCKC, KMPS-AM-FM.

### JIM STAFFORD "Cow Patti" (WB) 23/9

National Summary: Up 5, Same 5, Down 0, Debuts 4, Adds 9, WEEP, WMZQ-FM, KOKE-FM, WESC-AM-FM, WCMS-FM, WKMF, KBUF, KVOC, KONE, WIRK-FM 40-25, KCKC 13-9.

## Radio & Records

# NATIONAL AIRPLAY/50

## January 9, 1981

- 1 OAK RIDGE BOYS/Beautiful You (MCA)
- 2 EDDIE RABBITT/I Love A Rainy Night (Elektra)
- 3 DOLLY PARTON/9 To 5 (RCA)
- 4 MERLE HAGGARD/Think I'll Just Stay Here... (MCA)
- 5 JANIE FRICKE/Down To My Last Broken Heart (Columbia)
- 6 P. WAGONER & D. PARTON/If You Go, I'll Follow You (RCA)
- 7 STATLER BROTHERS/Don't Forget Yourself (Mercury)
- 8 T.G. SHEPPARD/I Feel Like Loving You Again (WB/Curb)
- 9 RAZZY BAILEY/I Keep Coming Back (RCA)
- 10 JOHNNY LEE/One In A Million (Asylum)
- 11 ED BRUCE/Girls, Women, Ladies (MCA)
- 12 TERRI GIBBS/Somebody's Knockin' (MCA)
- 13 STEVE WARINER/Your Memory (RCA)
- 14 JOHN ANDERSON/1959 (WB)
- 15 GAIL DAVIES/It'll Be There (WB)
- 16 LEON EVERETTE/Giving Up Easy (RCA)
- 17 JOHNNY DUNCAN/Acapulco (Columbia)
- 18 CHARLY McCLAIN/Who's Cheatin' Who (Epic)
- 19 MICKEY GILLEY/That's All That Matters (Epic)
- 20 CONWAY TWITTY/A Bridge That Just Won't Burn (MCA)
- 21 MEL TILLIS/Southern Rains (Elektra)
- 22 BOBBY GOLDSBORO/Goodbye Marie (Curb)
- 23 WILLIE NELSON & RAY PRICE/Don't You Ever Get Tired... (Columbia)
- 24 MOE BANDY/Following The Feeling (Columbia)
- 25 GLEN CAMPBELL/Any Which Way You Can (WB)
- 26 DEAN DILLON/Nobody In His Right Mind (RCA)
- 27 GENE WATSON/No One Will Ever Know (Capitol)
- 28 BELLAMY BROTHERS/Lovers Live Longer (WB/Curb)
- 29 LACY J. DALTON/Hillbilly Girl With The Blues (Columbia)
- 30 SUSIE ALLANSON/Dance The Two Step (Liberty)
- 31 EARL THOMAS CONLEY/Silent Treatment (Sunbird)
- 32 EDDY ARNOLD/Don't Look Now (RCA)
- 33 DOTTIE WEST/Are You Happy Baby? (Liberty)
- 34 BARBARA MANDRELL/Best Of Strangers (MCA)
- 35 JIM REEVES/There's Always Me (RCA)
- 36 MEL McDANIEL/Countrified (Capitol)
- 37 DICKEY LEE/Lost In Love (Mercury)
- 38 TANYA TUCKER/Can I See You Tonight (MCA)
- 39 MAC DAVIS/Texas In My Rear View Mirror (Casablanca)
- 40 REX ALLEN JR. & MARGO SMITH/Cup Of Tea (WB)
- 41 RONNIE MILSAP/Smoky Mountain Rain (RCA)
- 42 KENNY DALE/When It's Just You And Me (Capitol)
- 43 GEORGE JONES & JOHNNY PAYCHECK/You Better Move On (Epic)
- 44 BOBBY BARE/Willie Jones (Columbia)
- 45 RONNIE McDOWELL/Wandering Eyes (Epic)
- 46 DEBORAH ALLEN/Nobody's Fool (Capitol)
- 47 STEPHANIE WINSLOW/Anything But Yes Is Still A No (WB/Curb)
- 48 FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
- 49 REBA McENTIRE/I Can See Forever In Your Eyes (Mercury)
- 50 ROGER BOWLING/Call Yellow Pages (Mercury)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

### JERRY LEE LEWIS "Thirty-Nine And Holding" (Elektra) 21/18

National Summary: Up 0, Same 1, Down 0, Debuts 2, Adds 18 including WGNM-FM, WESC-AM-FM, WQYK-FM, WTQR-FM, WSAI, KTTS-AM-FM, KFEQ, KUZZ, KMWJ, KMPS-AM-FM.

## Others Getting Significant Action

### PATSY CLINE "I Fall To Pieces" (MCA) 20/3

National Summary: Up 5, Same 7, Down 1, Debuts 4, Adds 3, WSAI, WKMF, KLRA, KFGO d-39, KYNN 49-32, KUZZ 46-42, WIRK-FM d-34.

### JOHNNY RUSSELL "Song Of The South" (Mercury) 20/2

National Summary: Up 8, Same 8, Down 0, Debuts 2, Adds 2, WCMS-FM, KWMT, KOKE-FM 41-33, KRMD-AM-FM 32-28, KFEQ 39-34, KUZZ 32-27, KUUY 46-39.

### JOE SUN "Ready For The Times To Get Better" (Ovation) 19/6

National Summary: Up 2, Same 8, Down 0, Debuts 3, Adds 6, WSOC-FM, WCMS-FM, WSAI, WITL-FM, KICD-FM, KVOC.

### FATS DOMINO "Whiskey Heaven" (WB) 19/2

National Summary: Up 7, Same 8, Down 0, Debuts 2, Adds 2, KYXX, WMAQ, KRMD-AM-FM 47-39, WHK d-36, KUUY 38-29, KYTE d-27, KFTN 37-34.

### TIM REX & OKLAHOMA "Gettin' Over You" (Dee Jay) 17/3

National Summary: Up 4, Same 8, Down 0, Debuts 2, Adds 3, KLRA, WCMS-FM, KWMT, WMZQ-FM 38-34, KYNN 21-17, KGA 40-36.

### BILLIE JO SPEARS "Your Good Girl's Gonna Go Bad" (Liberty) 16/2

National Summary: Up 2, Same 10, Down 0, Debuts 2, Adds 2, KICD-FM, KLAC, WYDE 39-36, KRMD-AM-FM d-43, KFEQ d-46.

### SYLVIA "Drifter" (RCA) 15/13

National Summary: Up 0, Same 1, Down 1, Debuts 0, Adds 13 including WKXA, WMZQ-FM, WBAM, WIRK-FM, WMNI, KFEQ, KMWJ, KMPS-AM-FM.

### CRISTY LANE "I Have A Dream" (Liberty) 15/8

National Summary: Up 1, Same 4, Down 0, Debuts 2, Adds 8, WNRS, WUBE-FM, KBUF, WITL-FM, KVOO, KFTN, KONE, KRKY.

### EAGLES "Seven Bridges Road" (Asylum) 12/7

National Summary: Up 2, Same 3, Down 0, Debuts 0, Adds 7, WOKQ, WESC-AM-FM, WHK, WMUS-AM-FM, KVOO, KMWJ, KRKY, KCKC 30-20.

### DAVID FRIZZELL & SHELLY WEST "You're The Reason God Made Oklahoma" (WB) 10/9

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 9, WBAM, KYXX, KRMD-AM-FM, KWMT, WTSO, KFEQ, KVOO, KUZZ, KMPS-AM-FM.

# Country Pictures



**MINNIE PEARL HONORED** — Grand Ole Opry star Millie Pearl was honored by the city of Cincinnati, which proclaimed "Minnie Pearl Day." Seen during official presentation of the proclamation is Cincinnati Mayor David Mann (right) and WSAI's MD/air personality John Marks. WSAI was the chosen site of the presentation.

In photo at left, Minnie is seen during a guest appearance over WHN/New York to promote her new autobiography. Pictured (left to right) are WHN's Ed Salamon, Mike Fitzgerald, and Minnie Pearl.



**ALABAMA AUDIO** — RCA recording group Alabama are seen during the listening session for their new album at Music Mill recording studios in Nashville. In on the preview are (left to right) Alabama's Teddy Gentry; RCA VP Joe Galanta; co-producer Harold Shedd; songwriter Donny Lowery; engineer Gene Rice; Alabama's Jeff Cook and Randy Owen.

**COWGIRL CONTEST** — WIL-AM-FM/St. Louis and Epic Records joined efforts for a recent promotion to determine the "Urban Cowgirl" in the St. Louis area. Seen here (standing, l-r): WIL's PD Mike Carta, Manager of Operations Walt Turner, Ron Peak of CBS Records, and Larry Wall, Epic Records; (sitting, l-r) runner-ups Julie Foster, Alice Wallace, Jane Lynch, and winner Jann Parr.



**CRYSTAL SHINES IN KANSAS CITY** — WDAD/Kansas City air personality David Lawrence and his guest Debbie Curtis are seen backstage with Crystal Gayle prior to a recent performance.

## Biff Collie Inside Nashville



**PERSPECTIVE:** 1981, in the context of our time, places realism and straightforward relationships at the head of the priority list. Since the very essence of honest, intimate relationships and true-to-life experiences is historically found in country music, it is then no wonder that what we call country music should be this year's hottest commodity. Thirty-five years ago and in succeeding years, the non-country "sophisticates"

have condemned "country music" as too raw, too brash, too animalistic for intelligent, quality people to accept publicly. In 1981, the hottest items on TV, books and Broadway are called "earthy," "honest," "telling it like it is" realism. No wonder country music is the music of the 80's. Because that's where everybody seems to be. The "moral majority" most often is so quiet you can hear a clandestine bed squeak! So, hello 1981! How will Ronald Reagan affect America's lifestyle, habits and tastes?



**BOWLING OVER TO MERCURY** — Songwriter Roger Bowling ("Coward Of The Country" and "Lucille" to name a few) was recently signed to a long-term contract with Phonogram/Mercury records. Bowling's current single, "Yellow Pages," has been reserved to radio stations. Shown here at the signing (left to right) Frank Lefter, Jerry Kennedy, Bowling, Charlie Fach and Jerry Telfer.

Will the Sinatras, Lancasters, and Grants take the Tillises, Milsaps, and Rogerses with them to the White House, or will "Country" go underground again, with people closing their car windows or turning down their radios at traffic lights, like we did for so many years through sheer embarrassment? Will America get tired of explicit sex and language and go back to the beginning of the cycle again, with hoop skirts and pantaloons? It'll be fun to watch. Me? Change has been the most obvious factor in my 37 years around country, and one of the beautiful parts of aging is not just surviving the changes as they come, but challenging oneself to enjoy and master each change. I look at the 1980's as the most exciting years of my life, personally and professionally. Much like Carl "Deacon" Moore, a long-ago hotel band leader and West Coast country music pioneer, who after suffering two near-fatal heart attacks, gall bladder surgery, and a prostate malignancy between the ages of 60 and 70 (and still going strong today by the way) back in the 1960's, came back on the air at KFOX every day afterward with this line: "Hi neighbors, this is the ole Deacon squeakin'... I'm glad to be here!... (I'm glad to be anywhere!)" And like the Ole Deacon, I'm looking forward to the 1980's because I'm glad to be here (or anywhere)!

**JACK STAPP**, the man who, perhaps as much as anyone, helped bring country out of the woods and into the towns, died just before Christmas after a long bout with cancer. He and Louis Cowan started Tree Publishing, Buddy Killen joined Stapp later in buying out Cowan, and those two have beautifully illustrated the excitement in America's free enterprise system, building Tree into what is called the world's largest country music publisher. Stapp was a radio man, the youngest PD, at 22, of a major market radio station (WGST/Atlanta). CBS took him to New York, where he and his roomie Bert Parks built a life-long friendship, but Jack came home to

Nashville as a PD at WSM, Manager of the Opry, then into station ownership (WKDA) and then into full-time publishing. Jack Stapp's intelligence and quality put class in country, which was necessary for Madison Avenue recognition. He'll be in the Country Music Hall of Fame, because he belongs.

**UPDATE:** Ronnie Milsap had surgery to remove his right eye to alleviate a painful infection. He's been blind since birth. He'll be in Washington for inaugural week by invitation (if the doctor'll let him)... Minnie Pearl honored with a life-size portrait, presented onstage at the Opry by WSM President Bud Wendell on her 40th Opry anniversary (steady job?)... Willie Nelson and Johnny Paycheck are seeking to dismiss portions of that \$12 million lawsuit filed by Franklin County, VA promoter Don "Whitey" Taylor... Music 'Row' talking about starting a campaign in Hollywood to star Dolly Parton in the Mae West story. (She puts up a good front!)... Barbara Mandrell's deal with NBC-TV ex-



**BOWLING OVER TO MERCURY** — Songwriter Roger Bowling ("Coward Of The Country" and "Lucille" to name a few) was recently signed to a long-term contract with Phonogram/Mercury records. Bowling's current single, "Yellow Pages," has been reserved to radio stations. Shown here at the signing (left to right) Frank Lefter, Jerry Kennedy, Bowling, Charlie Fach and Jerry Telfer.

tended to another eight-week miniseries. The ratings so far have been great (beating out "WKRP" a couple times) and the show gets better each week... Charlie Daniels's public expression of his private feelings about his hometown of nearby Mt. Juliet, TN had the eyes in the sky over Christmas. He sent up a 90-foot banner with 5-foot letters, pulled by a plane, to say "Merry Christmas From Charlie Daniels"... Larry Gatlin bought his wife Janice a \$43,000 Mercedes for Christmas. (What's she gonna do with that new Cadillac, Larry?)



**RABBITT HOPS FOR MILLER BEER** — Elektra recording artist Eddie Rabbitt is the new Miller Beer media spokesman. The commercials were shot recently in Mesa, AZ. Seen here (left to right) Doug Rogers, brand manager of Miller Beer, Miller's John Garner, Eddie Rabbitt, Marc Mayhew, executive producer from Bacher & Spielvogel Advertising, and Eddie's manager Stan Mores of the Scotti Brothers.



Regional Adds & Hits

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, MOST ADDED, HOTTEST, WEST, MOST ADDED, HOTTEST. Lists artists and radio stations.

Main table with columns: EAST, MIDWEST, SOUTH, WEST. Lists radio stations and artists in each region.

Hottest Tracks: "Hooked On Music" MAC DAVIS (KQAD/103.3), "Sing For The Common Man" DOLLY PARTON (RCA), "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) "I Don't Get No Better" "Straight To My Heart" "I Still Don't Love You Anymore", "CRYSTAL GAYLE - A Woman's Heart - (Liberty) "Hello I Love You" "This Is My Year For Mexico", "MERLE HAGGARD - Back To The Barrooms - (MCA) "Make-Up And Faded Blue Jeans" "Back To The Barrooms Again" "Can't Break The Habit", "JOHNNY LEE - Lookin' For Love - (Asylum) "Dreams Die Hard" "Never Lay My Lavin' Down" "Do You Love As Good As You Look" "Anni", "THE LEGEND OF JESSE JAMES" Soundtrack - (A&M) "Riding With Jesse James" "Wish You Were Back", "MEL McDANIEL - I'm Countryfied - (Capitol) "Louisiana Saturday Night", "DOLLY PARTON - 9 To 5 And Odd Jobs - (RCA) "Working Girl" "Detroit City" "But You Know I Love You" "Dark As A Dungeon" "The House Of The Rising Sun" "Sing For The Common Man" "Four Fools Too", "MEL TILUS - Southern Rain - (Elektra) "Shame On You, Shame On Me" "Pyramid Of Cans", "CONWAY TWITTY - Rest Your Love On Me - (MCA) "We're Gonna Try It Tonight" "I Still Believe In Walrus" "I Am The Dreamer", "DON WILLIAMS - I Believe In You - (MCA) "Falling Again" "Just Enough Love" "Simple Song"

COUNTRY ALBUMS
"ANY WHICH WAY YOU CAN" - Soundtrack - (WB) "Any Which Way You Can" "Cow Palace"
RAZZY BAILEY - Razy Bailey - (RCA) "True Life Country Music"
MOE BANDY - Following The Feeling - (Columbia) "Following The Feeling"
BOBBY BARE - Drunk And Crazy - (Columbia) "Drunk And Crazy"

Cuts in bold type are receiving the heaviest airplay.
"ANY WHICH WAY YOU CAN" - Soundtrack - (WB) "Any Which Way You Can" "Cow Palace"
RAZZY BAILEY - Razy Bailey - (RCA) "True Life Country Music"
MOE BANDY - Following The Feeling - (Columbia) "Following The Feeling"
BOBBY BARE - Drunk And Crazy - (Columbia) "Drunk And Crazy"

MOST REQUESTED:
DOLLY PARTON "9 To 5" (RCA)
EDDIE RABBITT "I Love A Rainy Night" (Elektra)
OAK RIDGE BOYS "Beautiful You" (MCA)
TERRI GIBBS "Somebody's Knockin'" (MCA)

## P/A

POP/ADULT®



## Mike Kasabo

## Selling Into 1981

During the holiday break, we took some time to contact several well respected General Managers to get their views on P/A radio sales in 1981. We first contacted Walt Lochman, President/GM of KMBZ/Kansas City, and got some refreshing answers:

**R&R:** Considering that 1980 was not a blockbuster for sales at most stations, what can you say about the new year?

**WL:** It's great that you called, because we just finished a board meeting that dealt with just that subject.

**R&R:** What was the overall outcome?

**WL:** Simply that, and this has been a feeling of mine all along, radio's future has never been any better than now as we turn into 1981.

**R&R:** Based on what?

**WL:** Based upon the many elements that broadcasters have been talking about for years of newspaper circulation dropping, surveys showing readership down, plus the newest element, which is the fragmentation of television due to the cable situation. The combination of these things has led us to believe that we can now aggressively go after major advertisers like a Procter & Gamble who in the past have been almost exclusively dealing with TV. We believe the time has come for radio to get its share of those advertising dollars . . .

**R&R:** How do you plan to break this new ground?

**WL:** After seeing all the information that's out now concerning the fractionalization of TV due to cable, it makes a great case for us in radio, because we're able to deliver on a effective cost basis better than ever. In fact, I went to an ad club luncheon recently where the president of J. Walter Thompson talked about the various alternatives and choices we now have before us in terms

of advertising vehicles, and without realizing what he did, he made the greatest case for radio ad dollars by pointing out just how splintered other media effectiveness has become.

**R&R:** You're saying that as TV expands in competing signals, radio should benefit on a cost-per-spot basis?

**WL:** Exactly. The days when P&G could walk in and buy three deep into the TV market are numbered. We

*"If we in radio fight amongst ourselves about who's number one that doesn't mean a damn thing. We've got to build a case and go after the big bucks that are out there."*

again will be able to compete with TV owing to the fractionalization, and the difference is that radio will be able to target the individual audience slices much better than TV can.

**R&R:** Do you see research, including the rating systems now available, becoming more sophisticated?

**WL:** Well, you've really hit on something there — we've got, and by saying 'we,' I mean all of radio, has to get away from talking in the vernacular of quarter-hour shares of audience.

## Update

**BALLANCE ON RECORD:** Veteran personality Bill Ballance, evening talk show master of KFMB/San Diego, has joined the ranks of radio entertainers who've released an album — in Ballance's case, an LP featuring the more interesting phone conversations he's experienced over the past several years. Since coming to the station in March of 1978, he has increased the station's nighttime ratings by 600% . . .



Bill Ballance

**WYNY/New York's** daily weatherman Pat Pagano has prepared an 84-page supplement for the Long Island Weather Almanac, a month-by-month breakdown of expected weather conditions on Long Island for 1981; records of all unusual weather happenings that have occurred on the Island, such as hottest day, greatest snowfall or hurricanes; charts and tables of various kinds; tips for gardeners and fishermen; and explanations of weather terminology . . . Many strive for excellence, few make the grade — **WGWS/Miami** achieved it by becoming the recipient of five United Press broadcast awards, according to News Director **Bob Cain**, who stated, "WGWS walked away with more news awards than any other radio station in the state." The station is especially happy with the honors because its news department is only two years old as a team . . . Final total for **WRIE/Erie's** "Christmas Fund" amounted to more than \$14,000 . . .



Minnesota native Cheryl Tiegs is pictured here with WCCO/Minneapolis personality Roger Erickson when she recently stopped by for an on-the-air visit.



Walt Lochman

**R&R:** Why?

**WL:** Simply because it doesn't mean anything when you're talking to people who are big spenders and are used to looking at circulation figures that are tremendously high in most cases. The example I can give you here in Kansas City is the competition we're up against with the Kansas City Star; and we're now competing better than ever with them because we're now talking in the same language by talking penetration. We're talking in terms of cumes. I know there is a lot of blue sky when it comes to selling cumes per se, but when we're competing for the really big bucks, when an advertiser can buy 18 spots a day for a two- or three-week campaign, then the cumes are very meaningful. We're now talking in bodies, not just some percentage of listenership.

We're running an editorial right now based on what the Star maintains are the declining "shares" of audience reached by all of radio in Kansas City. We turned that around to what we believe is the proper perspective by pointing out the decline in readership, but also made the key "numbers" point that Kansas City radio reaches over one million people every week! That makes the newspapers' circulation figures look sick. Radio needs to talk in the language of big numbers. If we in radio get in the gutter and fight amongst ourselves about who's number one by what percentage point, or fraction thereof, that doesn't mean a damn thing. We've got to build a case and go after the big bucks that are out there.

**R&R:** What game plan is on your sales board for 1981?

**WL:** You mentioned research earlier, and here we have at least our share of that, but I think radio in general must use all available research. This is not to say that if a report says jump into the fire, that you should do that. What it means to me is that you have to keep an open mind at all times — mainly because there is so much happening, and things change so rapidly, that no manager can possibly be aware of everything without some outside help.

## Confidence For 1981

Next we talked with **Dave Croninger**, President/GM of **WHDH/Boston**, certainly one of the most respected radio stations in America. Croninger feels even more confident about 1981 radio sales.

**DC:** Not only do I feel good about radio in 1981, I must point out that we had our greatest year ever at **WHDH** in recessionary 1980.

**R&R:** What ingredients made your cake so sweet?

**DC:** I know that many stations did have a tough time of it in 1980, and frankly I really can't figure it for you except to say that here retail sales have become very active in radio and by virtue of our rating position we have kept our rates in line with that position.

**R&R:** You obviously then are looking for another increase in 1981 . . .

**DC:** I don't like to speculate much past next week, but yes, we have already budgeted for a substantial increase in 1981, but whether it takes place is dependent mainly on the economy overall, which was not a severe problem here in Boston during the past 18 months or so.

**R&R:** Do you foresee any positive changes due to the new administration going into Washington?

**DC:** Well, let's put it this way, I'm hopeful that the economy will turn around in relatively short order. Let me say that 1980 was good for us, but it came at a price. And that price was working very hard all the time. My sales staff — I just couldn't possibly pay them enough compliments for the super job they've done. It's all hard work, if you want to stay on top.

## Transition

**Terry Wood** (pictured) has been named General Manager of **WQUD-FM/Memphis**. Wood was most recently with **WSAI/Cincinnati**. Via-com President **Al Greenfield** said, "Terry's extensive broadcast experience should help realize the great expectations we have for **WQUD-FM** in Memphis."



Terry Wood

. . . **Tom Durney** has been named VP/GM of **WQUE/New Orleans**, according to **Insilco chief Fred Walker**, who commented, "Tom's rapid rise in the industry is a credit to the energy and talent he has exhibited in successfully managing every new challenge and level of responsibility given to him." . . . **George Harris** has joined **KING/Seattle** in the newly-created position of Sports Director, coming from sister station **KGW/Portland, OR** . . . Also new to the **KING** is **Fran Martin**, who comes aboard in the news department and was most recently morning news anchor at **KFXD/Boise, ID** . . . **Chuck Benson** has been named midday personality of **WFYR/Chicago**. He boasts **Windy City** experience for the past 11 years at **WIND** . . . Also new at **WFYR** is **Bob Bateman**, who takes on the 7pm-12midnight shift, coming from **Tampa's WDAE** . . . **Pat Sheridan** comes to **WISN/Milwaukee** to do the 7-10pm sports talk segment after a successful run at **WCFL/Chicago**. He replaces **Tom Carr**, who exits the station . . . **Ron Frasier** of **WKTK/Baltimore** has been named Program Director and will also continue his morning drive airshift.



# P/A

POP/ADULT®

## BREAKERS®

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

No records qualified for Breaker status this week.

## NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/1). The first reports total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**EARTH, WIND & FIRE** "You" (ARC/Columbia) 23/4 add WHIO, WGIR, WQUA, WJON. Hot at WTMJ. Medium rotation: KNBR, WLTA, WRIE, WABZ, WJBO, WDEF, WIS, KOB, KLO, KRKK, WDFD.

**STEPHEN BISHOP** "Send A Little Love My Way (Like Always)" (WB) 21/2 add WGIR, WSWG. Heavy rotation: WEIM, WHAG, WLTA. Medium rotation: KRKK, KLO, KMED, KUGN, KPPL, WPTF, WNDB, WIS, WDEF, WDFD.

**CLIFF RICHARD** "A Little In Love" (EMI America) 20/10 add WBEN, WGR, KDKA, WIOD, WLW, KOLO, KBAI, KMED, WIS, WJON. Medium rotation: 3WS, WCHV, WGR, WEIM.

**JOHN LENNON** "Woman" (Geffen) 17/13 add WGR, WLTA, WDAA, KPPL, KLOK, WFYR, KRKK, KUGN, WNDB, WBSA, WLNH, WCMB, WRIE. Hot at WOAI-FM, KLOK, WORG, KRMG. Medium rotation: WGR, WLTA, WFYR.

**BOBBY HART** "Lovers For The Night" (Ariola) 17/7 add KPPL, KUGN, KMED, WIS, WABZ, WBSA, WSWG. Heavy rotation: WTMJ. Medium rotation: WEIM, KLO, KRKK.

**EAGLES** "Seven Bridges Road" (Asylum) 16/13 add KPPL, KOLO, KLO, KBAI, WQUA, WORG, WIS, WDEF, WCHV, WABZ, WRIE, WJON. Hot at KBAI. Medium rotation: KNBR, WHAG.

**MANHATTAN TRANSFER** "Trickle, Trickle" (Atlantic) 15/2 add WHIO, KOLO. Hot at WDEF, KMED. Medium rotation: KUGN, WNDB, WGY, WLTA, WJBO, WGIR, WEIM, WDFD, WJON.

**FRANK MILLS** "Happy Song" (Polydor) 14/1 add WBSA. Heavy rotation: WDEF, WNDB. Medium rotation: WLTA, WIOD, WPTF, WOOD, WJON, KRMG.

**PHIL EVERLY** "Dare To Dream Again" (Curb/CBS) 13/5 add WLTA, WHIO, WOOD, WJON, WSBS. Hot at WQUA. Medium rotation: WDEF, WNDB, WLTA.

**ROBBIE DUPREE** "Nobody Else" (Elektra) 13/2 add WACI, WSWG. Hot at WQUA. Medium rotation: WOAI-FM, KLO, WDEF, WEIM, WLTA.

**STEVIE WONDER** "I Ain't Gonna Stand For It" (Tamla) 11/4

### Others Getting Significant Action

**DÓN McLEAN** "Crying" (Millennium) 9/9 add WTAE, WLTA, WOAI-FM, WORG, WBSA, WHAG, WOOD, KWOS, WJON.

**GEORGE BENSON** "Turn Out The Lamplight" (WB) 9/5 add WLTA, KMED, WORG, WIS, WBSA. Medium rotation: WLTA, WOAI-FM, WNDB, WHAG.

**KENNY LOGGINS** "Celebrate Me Home" (Columbia) 7/2 add KOGO, WDEF. Medium rotation: WCHV, KLO.

**KOOL & THE GANG** "Celebration" (De-Lite) 7/2 add KOGO, WCFR (dp). Hot at WORG. Medium rotation: KDKA, WABZ, WCMB.

**DELBERT McCLINTON** "Giving It Up For Your Love" (Capitol) 7/1 add WEIM. Heavy rotation: WLW, WCHV. Medium rotation: WABZ, WCMB.

**MELISSA MANCHESTER** "Without You" (Arista) 6/2 add

WHIO, KRKK. Heavy rotation: WREC. Medium rotation: WLTA, WPTF.

**NEIL DIAMOND** "Hello Again" (Capitol) 6/1 add WNDB. Hot at KLTE, WDFD, KOGO. Medium rotation: WTVN, KRMG.

**DOOBIE BROTHERS** "Wynken, Blynken And Nod" (WB) 5/5 add KPPL, WEIM, WBSA, KUGN, KRMG.

**CHARLIE RICH** "A Man Just Don't Know What A Woman Goes Through" (Elektra) 5/1 add KMED. Medium rotation: WLTA. **PETER ALLEN** "Fly Away" (A&M) 4/0. Medium rotation: WHAG.

**NOTE:** Owing to the holiday season, R&R received an unusual low number of Pop/Adult reports this week.

**NEXT WEEK:** All the details on the new streamlined Pop/Adult music research structure.

Radio & Records

## POP/ADULT AIRPLAY / 30

This Week

January 9, 1981

- 1 **BARRY MANILOW**/I Made It Through The Rain (Arista)
- 2 **AIR SUPPLY**/Every Woman In The World (Arista)
- 3 **BARBRA STREISAND & BARRY GIBB**/Guilty (Columbia)
- 4 **NEIL DIAMOND**/Love On The Rocks (Capitol)
- 5 **BLONDIE**/The Tide Is High (Chrysalis)
- 6 **EDDIE RABBITT**/I Love A Rainy Night (Elektra)
- 7 **DIANA ROSS**/It's My Turn (Motown)
- 8 **OLIVIA NEWTON-JOHN** w/**CLIFF RICHARD**/Suddenly (MCA)
- 9 **LEO SAYER**/More Than I Can Say (WB)
- 10 **CHRISTOPHER CROSS**/Never Be The Same (WB)
- 11 **JOHN LENNON**/(Just Like) Starting Over (Geffen)
- 12 **ABBA**/The Winner Takes It All (Atlantic)
- 13 **STEELY DAN**/Hey Nineteen (MCA)
- 14 **DOLLY PARTON**/9 To 5 (RCA)
- 15 **FRED KNOBLOCK & SUSAN ANTON**/Killin' Time (Scotti Bros.)
- 16 **DOOBIE BROTHERS**/One Step Closer (WB)
- 17 **KENNY ROGERS**/Lady (Liberty)
- 18 **KORGIS**/Everybody's Got To Learn Sometime (Elektra)
- 19 **DAN FOGELBERG**/Same Old Lang Syne (Full Moon/Epic)
- 20 **BOZ SCAGGS**/Miss Sun (Columbia)
- 21 **DON WILLIAMS**/I Believe In You (MCA)
- 22 **BETTE MIDLER**/My Mother's Eyes (Atlantic)
- 23 **DIONNE WARWICK**/Easy Love (Arista)
- 24 **CHARLES FOX**/Seasons (Handshake)
- 25 **RONNIE MILSAP**/Smoky Mountain Rain (RCA)
- 26 **RITA COOLIDGE**/Fool That I Am (A&M)
- 27 **ANDY GIBB**/Time Is Time (RSO)
- 28 **HEART**/Tell It Like It Is (Epic)
- 29 **BRUCE SPRINGSTEEN**/Hungry Heart (Columbia)
- 30 **TERRA**/Together (Boardwalk)

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



add WEIM, WCMB, WABZ, KRKK. Hot at WFYR. Heavy rotation: WGY. Medium rotation: WCHV, WORG, KOLO, WLW.

**ENGLAND DAN & JOHN FORD COLEY** "Part Of Me, Part Of You" (MCA) 11/3 add WHIO, WIS, WACI. Medium rotation: KLOK, WLTA, WRIE.

**RUPERT HOLMES** "Morning Man" (MCA) 11/0. Medium rotation: WHIO, WIOD, WHAG, WLNH, WGIR, WNDB, KLO, WDFD.

**HARRY CHAPIN** "Sequel" (Boardwalk) 10/0. Medium rotation: WBEN, WHIO, KRKK, KOLO, WNDB, WJBO, WDFD.

### Most Added:

**EAGLES**  
Seven Bridges Road (Asylum)  
Added at 22% of our reporting stations.  
**JOHN LENNON**  
Woman (Geffen)  
Added at 22% of our reporting stations.  
**DOLLY PARTON**  
9 To 5 (RCA)  
Added at 22% of our reporting stations.  
**DAN FOGELBERG**  
Same Old Lang Syne (Full Moon/Epic)  
Added at 17% of our reporting stations.  
**CLIFF RICHARD**  
A Little In Love (EMI America)  
Added at 17% of our reporting stations.

### Hottest:

**BLONDIE**  
The Tide Is High (Chrysalis)  
Reported hot at 66% of our stations.  
**BARBRA STREISAND & BARRY GIBB**  
Guilty (Columbia)  
Reported hot at 62% of our stations.  
**AIR SUPPLY**  
Every Woman In The World (Arista)  
Reported hot at 38% of our stations.  
**NEIL DIAMOND**  
Love On The Rocks (Capitol)  
Reported hot at 36% of our stations.  
**JOHN LENNON**  
Just Like Starting Over (Geffen)  
Reported hot at 31% of our stations.

# P/A REGIONAL ADDS & HOTS

## EAST

### WBEN/Buffalo Roger Christian

C. Richard (Little)  
HOTTEST  
J. Lennon (Over)  
Blondie  
Air Supply  
Steely Dan  
D. Fogelberg

### WGR/Buffalo Jerry Reo

D. Parton  
R. Milsap  
C. Richard (Little)  
J. Lennon (Woman)  
HOTTEST  
J. Lennon (Over)  
B. Manilow  
Steely Dan  
E. Rabbitt  
D. Fogelberg

### WRIE/Erie Ted Abbott

Eagles  
J. Lennon (Woman)  
Abba  
D. Parton  
HOTTEST  
J. Lennon (Over)  
Air Supply  
K. Rogers  
D. Ross  
Blondie

### WEIM/Fitchburg Chuck Morgan

Heart  
D. Parton  
Eagles  
R. Milsap  
D. McClinton  
Doobie Bros. (Wynken)  
S. Wonder  
HOTTEST  
Air Supply  
Doobie Bros. (Closer)  
B. Springsteen  
Steely Dan  
Blondie

### WHAG/Hagerstown Bill Johnson

D. McLean  
HOTTEST  
B. Midler  
Air Supply  
Doobie Bros. (Closer)  
ONJ w/C. Richard  
N. Diamond

### WCMB/Harrisburg Bob Palva

J. Lennon (Woman)  
D. Warwick  
S. Wonder  
HOTTEST  
N. Diamond  
L. Sayer  
B. Streisand (Guilty)  
J. Lennon (Over)  
Steely Dan

### WLNH/Laconia Bill Shane

J. Lennon (Woman)  
HOTTEST  
B. Streisand (Guilty)  
J. Lennon (Over)  
B. Manilow  
Blondie  
D. Fogelberg

### WQIR/Manchester Karen Andersen

EM&F  
S. Bishop  
HOTTEST  
Blondie  
B. Streisand (Guilty)  
B. Manilow  
N. Diamond

### KDKA/Pittsburgh Randy Flick

D. Fogelberg  
Steely Dan  
B. Scaggs  
B. Midler  
C. Richard (Little)  
F. Knoblock & S. Anton  
HOTTEST  
Tierra  
HOTTEST  
N. Diamond  
L. Sayer  
Blondie  
Heart  
D. Parton

### WTAE/Pittsburgh Don Berns

D. Warwick  
D. Fogelberg  
D. McLean  
HOTTEST  
R. Daltrey  
D. Williams  
B. Streisand (Guilty)  
E. Rabbitt  
Blondie

### 3-W-S/Pittsburgh Tom Daren

D. Fogelberg  
B. Midler  
HOTTEST  
K. Rogers  
B. Streisand (Guilty)  
J. Lennon (Over)  
Blondie  
Abba  
HOTTEST  
B. Springsteen  
D. Fogelberg  
D. Parton  
HOTTEST  
L. Sayer  
J. Lennon (Over)  
B. Streisand (Guilty)  
K. Rogers

### WGAN/Portland Marj Adams

B. Springsteen  
D. Fogelberg  
D. Parton  
HOTTEST  
L. Sayer  
J. Lennon (Over)  
B. Streisand (Guilty)  
K. Rogers

### WCFR/Springfield Jeff Taylor

Hall & Oates (Kiss)  
HOTTEST  
Kool & Gang  
HOTTEST  
ONJ w/C. Richard  
N. Diamond  
Air Supply  
Blondie

### WHEN/Syracuse Debbie Stoughtenger

None  
HOTTEST  
E. Rabbitt  
L. Sayer  
N. Diamond  
Steely Dan

### WSYR/Syracuse Larry Martin

B. Scaggs  
Abba  
F. Knoblock & S. Anton  
B. Midler  
HOTTEST  
J. Lennon (Over)  
Blondie  
Steely Dan  
D. Parton  
Abba

### WSBA/York Jim Horn

D. McLean  
J. Lennon (Woman)  
Doobie Bros. (Wynken)  
HOTTEST  
G. Benson (Turn)  
B. Scaggs  
Spinners  
B. Hart  
Tierra  
F. Mills  
HOTTEST  
D. Ross  
ONJ w/C. Richard  
Korgis  
C. Fox  
B. Midler

## WEST

### KOBI/Albuquerque Paul Douglas

Korgis  
E. Rabbitt  
D. Fogelberg  
HOTTEST  
L. Sayer  
D. Williams  
Blondie  
C. Fox  
Blondie  
Steely Dan  
D. Fogelberg

### KPPL/Denver Michael Moore

J. Lennon (Woman)  
Eagles  
Doobie Bros. (Wynken)  
B. Hart  
HOTTEST  
B. Streisand (Guilty)  
B. Manilow  
D. Ross  
F. Knoblock & S. Anton  
Steely Dan

### KUGN/Eugene Brian James

Steely Dan  
B. Hart  
Doobie Bros. (Wynken)  
J. Lennon (Woman)  
Abba (Happy)  
HOTTEST  
Air Supply  
D. Ross  
N. Diamond  
B. Manilow  
B. Streisand (Guilty)  
J. Lennon (Over)

### KMED/Medford Charlie Kirk

D. Parton  
R. Milsap  
C. Richard (Little)  
C. Rich  
G. Benson (Turn)  
B. Hart  
HOTTEST  
C. Fox  
F. Knoblock & S. Anton  
B. Streisand (Guilty)  
D. Fogelberg  
Man. Transfer

## MIDWEST

### WFYR/Chicago John Wetherbee

J. Lennon (Woman)  
HOTTEST  
L. Sayer  
B. Streisand (Guilty)  
Blondie  
S. Wonder  
D. Ross

### WLW/Cincinnati Lee Gillett

C. Richard (Little)  
N. Diamond (American)(lp)

### WTVM/Columbus Denny Nugent

REG Speedwagon  
HOTTEST  
Blondie  
Doobie Bros. (Closer)  
Heart  
Tierra  
Steely Dan  
B. Streisand (Guilty)

### KBAL/Morro Bay Donna St. John

Eagles  
C. Campbell  
C. Richard (Little)  
HOTTEST  
Blondie  
Abba  
Eagles  
Steely Dan  
D. Fogelberg

### KLO/Ogden Barbara M. Richardson

E. Dan Seals (Love)  
D. Peek  
Seth  
Eagles  
T. Gibbs  
B. Streisand  
HOTTEST  
B. Streisand (Guilty)  
E. Rabbitt  
R. Milsap  
N. Diamond  
Air Supply

### KOLO/Reno Mike Hagerty

B. Midler  
B. Scaggs  
Man. Transfer  
C. Richard (Little)  
Eagles  
C. Simon  
Crosby, Stills & Nash  
T. Dee  
HOTTEST  
B. Streisand (Guilty)  
J. Lennon (Over)  
Air Supply  
E. Rabbitt  
D. Ross

### KRKK/Rock Springs Rod Tucker

M. Manchester  
S. Wonder  
J. Lennon (Woman)  
HOTTEST  
J. Lennon (Over)  
E. Rabbitt  
B. Manilow  
B. Springsteen  
F. Knoblock & S. Anton

### WHIO/Dayton Peggy Powell

Tierra  
Blondie  
P. Everly  
M. Manchester  
E. Dan & J.F. Coley  
D. Fogelberg  
D. Parton  
EM&F  
Man. Transfer  
HOTTEST  
C. Cross  
N. Diamond  
B. Streisand (Guilty)  
L. Sayer  
D. Ross

### WDFD/Flint Paul Landino

None  
HOTTEST  
B. Streisand (Guilty)  
N. Diamond  
Air Supply  
L. Sayer  
Blondie

### WOOD/Grand Rapids Bill Striker

P. Everly  
D. McLean  
Abba  
B. Vinton (John)  
HOTTEST  
Blondie  
J. Lennon (Over)  
D. Parton  
C. Fox  
N. Diamond

### KWOS/Jefferson City Steve Morse

P. Everly  
D. McLean  
HOTTEST  
Doobie Bros. (Closer)  
J. Lennon (Over)  
Blondie  
Heart  
Air Supply

### WHOK/Lancaster Greg Eyerman

B. Streisand (Guilty)  
N. Diamond  
Air Supply  
L. Sayer  
HOTTEST  
E. Rabbitt  
N. Diamond  
Air Supply

### KOGO/San Diego Sandl Banister

R. Milsap  
Kool & Gang  
K. Loggins  
HOTTEST  
N. Diamond  
Air Supply  
B. Manilow  
L. Sayer  
B. Streisand (Guilty)

### KNBR/San Francisco Bryan Eaton

None  
HOTTEST  
E. Rabbitt  
Blondie  
B. Streisand (Guilty)  
Steely Dan  
N. Diamond

### KLOK/San Jose Donna Bischoff

J. Lennon (Woman)  
Blondie  
HOTTEST  
Blondie  
E. Rabbitt  
R. Milsap  
J. Lennon (Woman)

## SOUTH

### WABZ/Albemarle Mark Robinson

D. Fogelberg  
D. Summer (Cold)  
Eagles  
B. Hart  
R. Milsap  
S. Wonder  
HOTTEST  
Blondie  
Steely Dan  
R. Stewart  
Heart  
Air Supply

### WLTA/Atlanta Allen Saunders

B. Scaggs  
P. Everly  
D. McLean  
G. Benson (Turn)  
HOTTEST  
J. Lennon (Woman)  
HOTTEST  
N. Diamond  
Air Supply  
ONJ w/C. Richard  
D. Ross  
D. Williams

### WJBO/Baton Rouge Laurie Hardison

Blondie  
D. Parton  
D. Fogelberg  
HOTTEST  
D. Williams  
J. Lennon (Over)  
Blondie  
Steely Dan  
D. Parton

### WCHV/Charlottesville Thomas H. Twine

Eagles  
HOTTEST  
Blondie  
B. Springsteen  
Doobie Bros. (Closer)  
D. Parton  
R. Milsap  
D. Fogelberg  
HOTTEST

### WDEF/Chattanooga Stanley Hall

T. G. Shepard  
Eagles  
K. Loggins  
HOTTEST  
N. Diamond  
E. Kluwe (Sweet)  
D. Parton  
Man. Transfer

### WIS/Columbia Dave Dodson

Eagles  
B. Hart  
E. Dan & J.F. Coley  
G. Benson (Turn)  
C. Richard (Little)  
HOTTEST  
L. Sayer  
B. Manilow  
LTD

### KRMG/Tulsa Don Blishop

Doobie Bros. (Wynken)  
HOTTEST  
D. Parton  
Oak Ridge Boys  
R. Anthony  
D. Fogelberg  
J. Lennon (Woman)

### WACI/West Freeport Randy Walker

E. Dan & J.F. Coley  
HOTTEST  
Air Supply  
D. Ross  
B. Manilow  
E. Rabbitt  
Blondie

### WHAS/Louisville Jerry Malloy

F. Knoblock & S. Anton  
Abba (Cold)  
Heart  
HOTTEST  
D. Fogelberg  
N. Diamond  
B. Manilow  
Blondie  
Steely Dan

### WREC/Memphis Chris Angel

Steely Dan  
B. Midler  
HOTTEST  
R. Milsap  
N. Diamond  
Air Supply  
F. Knoblock & S. Anton  
Tierra

### WIOD/Miami Yoanda Paraper

C. Richard (Little)  
HOTTEST  
B. Streisand  
E. Rabbitt  
B. Manilow  
C. Fox  
Blondie

### WORG/Orangeburg Stu Wright

Fats Domino  
Eagles  
D. McLean  
G. Benson (Turn)  
HOTTEST  
B. Springsteen  
Kool & Gang  
Steely Dan  
Blondie  
J. Lennon (Woman)

### WPTF/Raleigh Jimmy Dean

Doobie Bros. (Closer)  
D. Parton  
R. Milsap  
D. Fogelberg  
HOTTEST  
N. Diamond  
B. Manilow  
B. Streisand (Guilty)  
C. Cross

### WOAI-FM/San Antonio Bob Botik

D. McLean  
E. Dan Seals (Love)  
Firefall (Dreamers)(lp)  
M. Johnson (Foiled)(lp)  
R. Meisner (Song)(lp)  
HOTTEST  
Steely Dan  
B. Streisand (Guilty)  
Abba

### WDAE/Tampa Vance Dillard

J. Lennon (Woman)  
D. Parton  
J. Lee  
HOTTEST  
B. Streisand (Guilty)  
Air Supply  
N. Diamond  
D. Fogelberg

### WSJS/Winston-Salem George Brown

Blondie  
B. Midler  
D. Parton  
Tierra  
HOTTEST  
N. Diamond  
J. Lennon (Over)  
Air Supply  
E. Rabbitt  
C. Cross



# Black Radio

## Bill Speed

### WBMX: Rebuilding And Researching In Chicago

Welcome to 1981, a year in which Black radio may see its greatest expansion. This week I discussed programming philosophies with WBMX/Chicago's Spanky Lane, who talks about rebuilding the station, fine-tuning its black image, and his hopes to attract a sizable white audience as well. In addition, as a prominent research advocate, Lane discusses his research and, interestingly, declares that it's not as important as many make it out to be.

**R&R:** In the last couple of years, research has become an important factor for radio stations. How do you use it in Chicago?

**SL:** As you know my background is pretty involved with research. In other areas besides radio, I've tried hard to understand research more clearly. Most of the radio research I know of is on a very limited level, so I've tried to reach out to other areas and become involved with certain research companies that don't really do research for radio, and through them I have learned a lot. Being with (WBMX GM) Jim Maddox over the past eight years and talking with him a lot about programming philosophies, I've begun to understand his philosophies, and with that I've included a lot of what I know in research. Together they have complemented each other.

**R&R:** What kinds of research do you employ there?

**SL:** There are three basic image elements in radio. One is music, one is information, and then there is the personality element. So when you talk about research you are talking about three different kinds of research, but they all intertwine. For example, when you are talking about personality and music, they kind of mix together. You can't go into Chicago and play the same records we played in Houston because the personalities and the upbringing of people in Chicago are so much different than in Houston. So you have to take the personality of the people to whom you are targeting in mind when you pick the music. In Houston we played a lot of white music. Jack Patterson, the PD at KMJQ, went on a lot of new artists and would also go on new white records sometimes before the CHR stations would go on them. Black radio here isn't like that.

**R&R:** What are the criteria for a record to be on your radio station?

**SL:** The main criterion is that it become a tool of the format — if the record is something that I can use formatically to create a good-sounding radio station (a lot of records can go way up on the charts and we won't touch them, because I don't need them). For instance, if there is a lot of slow music out and the station has too many ballads on, I'm not going to be touching ballads. I'll be looking for more uptempo music. The same goes for funk or any other kind of music. I like to keep a great variety at the station. I don't like to keep the station along one particular tone; i.e., a funk mood for too long of a time. I'd like it to go from a funk mood to a ballad and from there into something else, a different atmosphere at times.

**R&R:** Why do you think funk is such a tuneout?

**SL:** I don't think funk is a tuneout at all. Don't get me wrong. But if you play funk over and over . . . I think what is happening with funk music is it is taking on the same kind of atmosphere as disco had. Disco music was good, but it was an element of music. It wasn't the only thing. It was there to enhance the sound of the radio station.

**R&R:** Do you think program directors are susceptible to peer group pressure: this one is playing a certain type of record so I should too?

**SL:** Absolutely. One of the biggest problems is not

peer group pressure as much as industry pressure. Let's look at the disco trend a year ago. Program directors forgot to take some things into mind. One, you are dealing with a highly active group of people. If you go into a disco and ask people and watch them react to disco music, you've got the visual backup to the music, plus the people are all hyped up. That's why they are there. They are so active so they buy a lot of music. Therefore disco music looked like it was becoming real big, but what was really happening is it's not a large group of people, just an active group of people. It wasn't large enough to support a radio station of 550,000 come or one such as this one, which is Black mass appeal. When I say mass appeal we are dealing with blacks who like everything from ballads to funk to disco and more. If you were to ask an average black on the street what kind of music do you love and give them a list of funk, ballads, etc. he is going to give ballads as much of a good rating as funk. The variety has got to be there.

**R&R:** A few years ago, "image records" were important. Now those records are multi-formatted. Is that a problem?

**SL:** I don't know if that is the case here. I feel the strong image artists for my station are Stevie Wonder, the Jacksons, EW&F, and refreshing new music. I don't think you can go by artists anymore unless you use the top artists. What takes on a better image now is the freshness of new music. If you have a good piece of new music, then the image of your station is enhanced because you've got familiarity there plus the freshness of new music.

**R&R:** In other words, your audience expects you to play the latest thing on that station?

**SL:** Yeah. When we first came here, we decided we had to rebuild things. When we rebuilt things, we became very safe, meaning that we basically played the hits. A lot of people thought that was what we were all about. But that's not it . . . What we tried to do is create a radio station for black Chicago. What we have tried to do now is step out with the music. From this point on, we should be adding a lot of new music because we don't have to be safe any more with the music. Now we have the station built, we are now in the competitive mode.

**R&R:** When you first came to WBMX, there was some controversy about crossover records and research . . .

**SL:** When I first got here, a lot of people had never heard of Spanky Lane. All they knew was here was a white program director coming in. Right away a lot of them jumped to conclusions. I have not added any white records other than Chris Cross and his "Sailing." The radio station is geared to the street level black people. Most of the controversy was coming from people who didn't know I had been working with Jim Maddox for the past eight years and didn't know I did mornings at KDAY and KMJQ. It has slowed down. There are still those who will use me as a scapegoat. I can't play everybody's record; I have to look out for my listeners. If I don't I don't get the ratings.

**R&R:** What do you think about whites in Black radio and vice versa?

**SL:** I'm all for it. I think there should be more blacks in CHR radio because CHR is suffering. The only thing CHR has going for it now is a bunch of adolescent disc jockeys who know only how to talk to teens. Now if you got a black jock, he's been brought up to talk to more than just a kid — the adult, the religious people, etc. It's more than just teenyboppers. What CHR needs is black people. That's why I am in Black radio. I cannot cope with the CHR trip. I can't see why I should spend a whole time learning a career of talking to kids. I learned more at KDAY in two years about communicating with people than I learned in a whole eight years of Top 40 radio before that.

**R&R:** What do you expect to be the end result for WBMX after you get it fine-tuned?

**SL:** I think that WBMX within the next year will become a very powerful and very respected radio station to the blacks in this city. Also it will be the type of presentation that a white listener will listen to. A lot of whites have not been able to say they like Black radio because the approach has been too neckbone as far as the jocks are concerned. But we have done away with that. All our jocks are black here, and our approach is very intelligent; their delivery is not jive, but very informative, personality-oriented and entertaining.

**R&R:** Anything else you'd like to pass on to our readers?

**SL:** When you were talking about research earlier, I don't have a lot of the answers because I think that program directors rely too much on research. I don't think research is important. What is important is that you get a music director who knows the city and knows music. He may be way out there. He may give you 20 records that are months away from being added, but that's okay. Because he knows what is going on. The most important thing to a radio station is your ear. After that comes the research. You've got to make sure the record is cool and pretty soon you start developing an ear and you begin to realize what the city wants and doesn't want. A lot of people think we are strictly research. And while we were rebuilding we were strictly research. But not any more. We are adding music by ear now; we're first on a lot of records and within the next two to four months, I expect to be first on every good record.

**R&R:** Does that include crossovers?

**SL:** No. We have to have a very good black image before we can start playing white music, unless it's a Queen or something like that. I don't believe in crossovers in this market at this time for this station. The key right now is to become a very good Black radio station.

## People

Congrats to Feliciano (Butch) and Elizabeth Tavares on the birth of their baby girl, Brooke, on 12-23-80 . . . Congrats also to Neal O'Rea, MD of WLOU/Louisville on his recent marriage. Also biting the dust was Alonzo Miller, MD of KACE/Los Angeles, who got married over the holidays . . . Soul magazine Music Editor Dereke Clemeats was also married during the holidays, as was Ron Olsen, PD at WHRK/Memphis . . . Jimmy Smith will join the airstaff of WHRK in the morning slot. Smith was most recently MD at KOKY/Little Rock . . . Lloyd Edwards is the new owner of KYAC/Seattle.

## Places

WANT/Richmond was awarded a second place certificate in the Best Ads of 1980 contest by the Retail Advertising Conference (RAC). The winning entry, produced by account exec Jim Minor, was chosen over some 750 entries in print, involving print, direct mail, catalogs, radio, TV, and multimedia. The award will be presented in Chicago at the Drake Hotel on January 30 . . . WTLC/Indianapolis raised over \$100,000 in pledges through joint efforts with ABC-TV affiliate WRTV for the United Negro College Fund. The 3-hour telethon was simulcast with WTLC's Amos Brown acting as one of the hosts.

## Things

KMJM/St. Louis is still looking for a PD as well as a News Director; contact the station for details . . . Also looking for good help is KJLH/Los Angeles, which is interested in a news person. All inquiries should be directed to Carl Nelson at the station . . . WCIN/Cincinnati is holding its seventh annual salute to a citizen of the city. PD Mike Roberts says, "It's such a success that locals call it and book themselves when they are to be saluted. Right now they are months booked up." . . . WCLK/Atlanta will increase its power soon from 54 watts to 2500 watts . . . KADJ/Denver has a new phone number, (303) 534-1051 . . . On air was Freda Payne at Detroit's WJZZ.

# Pup/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)
- LAKESIDE**  
"Fantastic Voyage" (Solar)
- PATRICE RUSHEN**  
"Look Up" (Elektra)
- JACKSONS**  
"Heartbreak Hotel" (Epic)
- SWITCH**  
"Love Over And Over Again" (Gordy)
- ARETHA FRANKLIN**  
"United Together" (Arista)
- CON FUNK SHUN**  
"Too Tight" (Mercury)

## CLIMBERS

Following are listed in order of their airplay activity.

**EARTH, WIND & FIRE** "You" (ARC/Columbia) 59% reporting airplay. Hot at WLOU, KOKY, WJJS, WOWI, WHRK and WVEE; climbing at KAPE and WDIA in the South. Climbing at WJMO and WJLB with hot rotation at WCIN and WBMX in the Midwest. Hot rotation at KDAY and KDKO with medium activity at KYAC, KSOL and KDIA in the West. The East shows it hot at WXYV and WWRL; climbing at WDAS.

**LTD** "Shine On" (A&M) 59% reporting. The South reflects medium airplay at WHRK, WVEE, KMJQ, WOWI, WENN and WLOU while hot at KOKY, WJJS and WDIA. Hot at WCIN; climbing at WJMO, WBMX and WJLB in the Midwest. Climbing at KDKO, KYAC and KSOL while hot at KDAY in the West. Medium airplay at WWRL, WDAS and WXYV in the East.

**MANHATTANS** "I'll Never Find Another" (Columbia) 56% reporting activity. Hot rotation at KOKY, WJJS, WOWI, WHRK and WVEE; climbing at WENN, WVOL, WEAS and WDIA in the South. The East shows it hot at WILD and WXYV with medium airplay at WWIN and WWRL. Climbing at WJMO, WBMX and WCIN; hot at WJMO in the Midwest. Hot at KSOL; climbing at KDKO in the West.

**HEATWAVE** "Gangsters Of The Groove" (Epic) 56% of our reporters are on it. Hot rotation at KPRS and WCIN; climbing at WJMO, WWWS, WBMX and WJLB in the Midwest. Climbing at WHRK, WVEE, WOWI, WVOL, WJJS and WLOU while hot at WEAS in the South. Medium activity at WXYV and WWRL; hot at WAMO and WDAS in the East. Climbing at KDAY and KSOL in the West.

**POINTER SISTERS** "Could I Be Dreaming" (Planet) 56% reporting. Added at WENN; climbing at WLOU, WNOO, WJJS, WOWI, WHRK and WVEE in the South. Hot at WILD and WWRL while climbing at WAMO, WDAS and WXYV in the East. The Midwest shows medium airplay at WJMO, WWWS, WCIN and WJLB. Hot at KDAY; climbing at KYAC and KSOL in the West.

**BAR-KAYS** "Boogie Body Land" (Mercury) 53% of our reporters are on it. Hot rotation at WNOO, WENN, KAPE and WDIA; climbing at WLOU, WVOL, WEAS, WHRK and WVEE in the South. Added at KPRS, climbing at WBMX, WWWS and WJMO, and hot at WDAO in the Midwest. Climbing at WWIN and WXYV in the East. Medium airplay at KDAY and KDKO in the West.

**PARLIAMENT** "Agony Of DeFeet" (Casablanca) 50% reporting action. The South shows hot rotation at WEAS, WENN, WNOO and WLOU; medium airplay at WJJS, WVOL and WDIA. Climbing at WJMO, WWWS and WCIN; hot at WDAO and WBMX in the Midwest. Hot at WILD with medium airplay at WWIN and WAMO in the East. Hot at KDKO and climbing at KSOL in the West.

**RAY, GOODMAN & BROWN** "Happy Anniversary" (Polydor) 50% reporting. Climbing at WAMO and WWRL in the East. Hot rotation at WLOU, WANT, WJJS, WVOL, WOWI; climbing at KOKY, WENN and WDIA in the South. Hot at WJMO and WBMX; climbing at WAMM, WCIN and WJLB in the Midwest. The West shows it hot at KSOL and climbing at KDIA.

**ROBERTA FLACK w/PEABO BRYSON** "Make The World..." (Atlantic) 50% of our reporters are on it. Climbing at WJLB, WCIN, WBMX, WJMO and WAMM while hot at WDAO in the Midwest. Medium activity at WLOU, KAPE, WJJS, WVOL, WEAS and WDIA in the South. New at WOL; climbing at WDAS and WWIN, and hot at WWRL in the East. Climbing at KDKO in the West.

**TIERRA** "Together" (Boardwalk) 41% reporting. The East shows hot rotation at WOL; climbing at WWIN, WDAS and WXYV. Added at WANT; climbing at KOKY, KAPE, WVOL, WHRK and WVEE in the South. New at WDAO while climbing at WJMO and WBMX in the Midwest. Climbing at KDKO in the West.

**YARBROUGH & PEOPLES** "Don't Stop The Music" (Mercury) 41% of our reporters are on it. Debuting at WANT, climbing at KAPE, WJJS and WEAS, and hot at WENN and WVOL in the South. Medium airplay at KYAC and KDKO; hot at KDAY in the West. Hot at WWIN while climbing at WAMO and WWRL in the East. Hot at WWWS; climbing at WAMM in the Midwest.

**TAVARES** "Love Uprising" (Capitol) 38% reporting activity. Climbing at WLOU, WEAS, WOWI, WHRK and WVEE while hot at WJJS in the South. The East reflects medium airplay at WWRL, WDAS and WXYV with hot rotation at WILD. Hot rotation at KDAY; climbing at KSOL and KDIA in the West.

**SEAWIND** "What Cha Doin'" (A&M) 35% reporting action. Hot rotation at WDAS, WWRL and WILD; climbing at WXYV in the East. Climbing at WHRK, WVEE; hot at WJJS and WOWI in the South. Hot at KPRS while climbing at WJLB in the Midwest. Hot at KDAY and KYAC in the West.

**SWEAT BAND** "Freak To Freak" (Uncle Jam) 35% of our reporters are on it. The East shows medium airplay at WWIN, WILD, WAMO and WDAS. New at WVOL, climbing at WOWI and KMJQ, and hot at WEAS in the South. Climbing at WJMO and WCIN in the Midwest. Climbing at KDKO and KSOL in the West.

**JERMAINE JACKSON** "Little Girl Don't You Worry" (Motown) 35% reporting. Climbing at WAMM, WJMO, WWWS and WCIN in the Midwest. Hot at KAPE with medium airplay at WLOU, KOKY, WJJS and WEAS in the South. Climbing at WAMO while hot at WWRL in the East. Climbing at KDKO in the West.

**JONES GIRLS** "I Just Love The Man" (Philadelphia International) 32% reporting airplay. Hot at WAMM with medium airplay at WJMO, WBMX and WJLB in the Midwest. The South shows it hot at WLOU, WEAS and WDIA; climbing at WJJS. Medium airplay at WWRL and WWIN in the East. Hot at KDKO in the West.

**DIANA ROSS** "It's My Turn" (Motown) 29% reporting. Climbing at KOKY, KAPE, WJJS, WOWI and WDIA in the South. Hot at WCIN; climbing at WJMO in the Midwest. Climbing at WWIN and hot at WDAS in the East. Medium airplay at KSOL in the West.

**PEACHES & HERB** "One Child Of Love" (Polydor) 29% reporting airplay. Climbing at WLOU, KAPE and WJJS while hot at WEAS and WDIA in the South. Added at KPRS; climbing at WJLB, and hot at WDAO in the West. Hot at WAMO; climbing at WWRL in the East.

**GAP BAND** "Burn Rubber On Me" (Mercury) 29% reporting activity. Hot at WWWS and WDAO; climbing at WAMM and WJMO in the Midwest. Medium airplay at WLOU, WVOL and WEAS while hot at WNOO and WENN in the South. Climbing at KDKO in the West.

**SKYY** "Here's To You" (Salsoul) 26% reporting. Added at WDAO, climbing at WCIN, and hot at WAMM and WWWS in the Midwest. Medium airplay at WILD and WDAS in the East. Hot at WNOO; climbing at WLOU and WJJS in the South.

**SUGAR HILL GANG** "8th Wonder" (Sugarhill) 26% of our reporters are on it. Climbing at WILD and WDAS; hot at WWIN in the East. New at WVOL and WJJS while climbing at WNOO and WENN in the South. Medium airplay at WDAO in the Midwest. Climbing at KDKO in the West.

**STEVIE WONDER** "I Ain't Gonna Stand For It" (Tamla) 26% of our reporters are on it. Hot at WEAS while climbing at KOKY, WVOL and WOWI in the South. Added at WILD in the East. New at WBMX while climbing at WDAO in the Midwest. Climbing at KDAY and hot at KDKO in the West.

## NEW & ACTIVE

**BOOTSY** "Mug Push" (WB) 24% reporting. The South shows medium airplay at WLOU, WJJS, WVOL and WDIA. Climbing at WAMO and WDAS in the East. Hot at WDAO in the Midwest. Climbing at KSOL in the West.

**NORMAN CONNORS** "Melancholy Fire" (Arista) 24% reporting activity. Added at WJJS, climbing at WDIA, KAPE, and hot at WVOL in the South. Climbing at WAMM in the Midwest. Hot at KDIA; climbing at KDKO in the West. Climbing at WWIN in the East.

**SLAVE** "Watching You" (Cotillion) 24% reporting action. Hot at WDAO; climbing at WAMM, WWWS and WBMX in the Midwest. Climbing at KDKO and KDAY in the West. Added at WENN while hot at WNOO in the South.

**GEORGE BENSON** "Turn Out The Lamplight" (WB) 21% reporting. Medium activity at WJMS, WAMM and WDAO in the Midwest. The East shows it climbing at WWIN. Added at WJJS while climbing at WOWI in the South. Climbing at KDKO in the West.

**KANO** "I'm Ready" (Emergency) 21% reporting airplay. Hot rotation at WWWS and WJLB; climbing at WCIN in the Midwest. Hot at KMJQ and WVOL; climbing at WENN in the South. Hot at WWIN in the East.

**GROVER WASHINGTON JR.** "Let It Flow" (Elektra) 21% reporting action. Medium activity at WXYV and WWRL while hot at WWIN in the East. Climbing at WHRK and WVEE in the South. Medium airplay at WCIN and WWWS in the Midwest.

**MICHAEL WYCOFF** "Feel My Love" (RCA) 21% reporting. The South shows medium airplay at WEAS, WVOL and WNOO. Climbing at WWRL and WDAS in the East. Hot at WBMX in the Midwest. Added at KDKO in the West.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- WEATHER REPORT** ..... Night Passage (ARC/Columbia)
- CHICO FREEMAN** ..... Peaceful Heart (Contemporary)
- GROVER WASHINGTON JR.** ..... Winelight (Elektra)
- STANLEY TURRENTINE** ..... Use The Stairs (Milestone)
- HERBIE HANCOCK** ..... Mr. Hands (Columbia)
- WILTON FELDER** ..... Inherit The Wind (MCA)
- AHMAD JAMAL** ..... Intervals (20th)
- McCOY TYNER** ..... 4 X 4 (Milestone)
- SADAO WATANABE** ..... How's Everything (Columbia)
- MFSS** ..... Mysteries Of The World (Philadelphia International)

## NEW & ACTIVE

- JOHN STUBBLEFIELD** ..... Midnight Sun (Sutra)

EAST: WHUR/Washington, D.C., Jesse Fox; WEBB/Baltimore, MD, Cheuncey Lewis; WYBC/New Haven, CT, Jonathan Braslow. SOUTH: WCLK/Atlanta, GA, Requesa Ward; WTJZ/Newport News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorlean Pastor. WEST: KJLH/Los Angeles, CA, Lawrence Tantal.

**Pop / Rhythms**  
**Hottest**  
**January 9, 1981**

EAST	SOUTH	MIDWEST	WEST
Kool & The Gang Reddings Lakeside	Jacksons Kool & The Gang Lakeside Cameo	Cameo Kool & The Gang Reddings	Kool & The Gang Aretha Franklin Jacksons Earth, Wind & Fire

# Regionalized Adds & Hots

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

## EAST

**WILD**  
Boston, MA  
Steve Crambley

**ADDED**  
Whispers  
Shelamar  
Lenny White "Fancy"  
Two Tons  
Stevie Wonder "Ain't"

**HOTTEST**  
Kool & The Gang  
Reddings  
Pointer Sisters  
Lakeside  
Manhattans  
Sawwind  
Tavaras  
Cameo  
La Toya Jackson  
Parliament

**WWN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
None

**HOTTEST**  
Kool & The Gang  
Yarborough & Peoples  
Stevie Wonder "Do Like"  
Jacksons  
Kano  
Aretha Franklin  
Lakeside  
Reddings  
Sugar Hill Gang  
Grover Washington Jr.

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
None

**HOTTEST**  
Cameo  
George Benson "Love"  
Heatwave  
Slick  
Teddy Pendergrass  
Larry Graham  
Peaches & Herb  
Cameo  
Lakeside  
Lippe, Inc.

**WKVY**  
Baltimore, MD  
Larry Wilson

**ADDED**  
None

**HOTTEST**  
Prince  
Manhattans  
George Benson "Love"  
Jacksons  
Cameo  
Silver Platinum  
Stevie Wonder "Master"  
Earth, Wind & Fire  
Zapp  
Patrice Rushen  
Reddings  
Donna Summer "Wanderer"  
Kool & The Gang

**WWRL**  
New York, NY  
Bob Law/Linda Haynes

**ADDED**  
None

**HOTTEST**  
Pointer Sisters  
Earth, Wind & Fire  
Sawwind  
Jermaine Jackson  
Melba Moore  
Patrice Rushen  
Crusaders  
Flack/Bryson  
Switch  
Aretha Franklin

**WDA5**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Silver Platinum  
Dramatics  
Mal Carter  
Robert Winter & Fall  
Zingers  
Hot Tracks  
Rod Stewart

**HOTTEST**  
Kool & The Gang  
Teddy Pendergrass  
Reddings  
Prince  
Heatwave  
Diane Ross "Turn"  
Lakeside  
Wilton Felder  
Stylistics

**WOL**  
Washington, DC  
Dorewy Hughes

**ADDED**  
Billy & Syreeta  
Mike Mandell  
Freddie Gorman  
Flack/Bryson  
Melba Moore  
Splmans "Street"  
Michael Henderson "Reach"  
Jean Carn  
Keith Barrow  
Charles Earlard

**HOTTEST**  
Idris Muhammad  
Hiroshime  
Hiroshime "Town"  
Ashford & Simpson "Never"  
Lippe, Inc.  
Dave Valentin  
Barry White  
Donny Hathaway  
Tierra  
Leon Padillo

## MIDWEST

**WANNI**  
Flint, MI  
Floyd Little

**ADDED**  
None

**HOTTEST**  
Jones Girls  
Dynasty  
Stevie Wonder "Master"  
Kool & The Gang  
Dells  
Stylistics  
Sky  
Cameo  
Lakeside  
Temptations  
La Toya Jackson  
Gil Scott-Heron

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
None

**HOTTEST**  
Larry Graham  
Reddings  
Teddy Pendergrass  
Switch  
Kool & The Gang  
Ashford & Simpson "Happy"  
Cameo  
Manhattans  
Ray, Goodman & Brown  
Maze

**WDAO**  
Dayton, OH  
Dark Logan

**ADDED**  
Truth  
Elton  
Shirley Brown  
Tierra  
Dramatics  
Whispers  
Blackbyrds  
Sky  
Brass Construction  
ESP

**HOTTEST**  
Bar-Kays  
La Toya Jackson  
Jacksons  
Gap Band  
B.T. Express  
Boozers  
Flack/Bryson  
Dells  
Con Funk Shun  
Wilton Felder  
Peaches & Herb  
Barbara Mason  
Parliament  
G.O.S. Band  
Slave  
Silver Platinum  
Simba

**WWWS**  
Saginaw, MI  
Kermit Crockett

**ADDED**  
None

**HOTTEST**  
Lakeside  
Jacksons  
Yarborough & Peoples  
Sky  
Gap Band  
Aretha Franklin  
Cameo  
Kano  
Leon Huff  
Bonnie & Damo  
Herbie Hancock  
Robert Winter & Fall

**HOTTEST**  
Rockie Robbins  
Parliament  
Moments  
Z.Z. Hill  
Bar-Kays  
Gap Band  
Kool & The Gang  
Silver Platinum  
Bohannon  
Yarborough & Peoples

**KPRS**  
Kansas City, MO  
Darl Rice

**ADDED**  
Omni  
Peaches & Herb  
Unlimited Touch  
Bar-Kays  
Lou Rawls  
T.S. Monk

**HOTTEST**  
Stevie Wonder "Master"  
Kool & The Gang  
Reddings  
Idris Muhammad  
Heatwave  
Patrice Rushen  
Cameo  
Sawwind  
Gladys Knight "Bourgie"  
Michael Henderson

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
None

**HOTTEST**  
Teddy Pendergrass  
Kano  
Young & Company  
Kool & The Gang  
R.J.'s Latest Arrival  
Larry Graham  
Lippe, Inc.  
Cameo  
One Way  
Aretha Franklin

**WCIN**  
Cincinnati, OH  
Michael Roberts

**ADDED**  
Stevie Wonder "Happy"  
Stevy Dan

**HOTTEST**  
Jacksons  
Reddings  
Cameo  
LTD  
Earth, Wind & Fire  
Aretha Franklin  
Diana Ross "Turn"  
La Toya Jackson  
Heatwave  
Lakeside

**ADDED**  
Eloise Lander  
Stevie Wonder "Ain't"

**HOTTEST**  
Kool & The Gang  
Earth, Wind & Fire  
Michael Wycoff  
Cameo  
Omni  
Reddings  
Ray, Goodman & Brown  
Parliament  
Millie Jackson  
Patrice Rushen

## SOUTH

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
None

**HOTTEST**  
Parliament  
Ray, Goodman & Brown  
Earth, Wind & Fire  
Linda Clifford  
Jones Girls  
Brass Construction  
La Toya Jackson  
Lakeside  
Aretha Franklin  
Yarborough & Peoples

**WNOO**  
Chattanooga, TN  
Dwight Harrison

**ADDED**  
Spinners  
Maze  
Lenny Williams "Measing"

**HOTTEST**  
Lakeside  
Con Funk Shun  
Bar-Kays  
Jacksons  
Parliament  
Skiy  
T.S. Monk  
Gap Band  
Slave  
Shelamar

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
None

**HOTTEST**  
Prince  
Manhattans  
George Benson "Love"  
Jacksons  
Stylistics  
Cameo  
Teddy Pendergrass  
Stevie Wonder "Master"  
Switch  
Earth, Wind & Fire  
Zapp  
Patrice Rushen  
Reddings  
Donna Summer "Wanderer"  
Kool & The Gang

**WANT**  
Richmond, VA  
Ben Miller

**ADDED**  
Yarborough & Peoples  
Dells  
Whispers  
Tierra

**HOTTEST**  
Lakeside  
Slick  
Reddings  
Switch  
Cameo  
Spinners  
Stevie Wonder "Master"  
Kool & The Gang  
Ray, Goodman & Brown

**KAPE**  
San Antonio, TX  
Jeff Jackson

**ADDED**  
None

**HOTTEST**  
Lakeside  
Zapp "Bounce"  
Prince  
Bar-Kays  
Reddings  
Cameo  
Con Funk Shun  
Stevie Wonder "Master"  
Donna Summer "Wanderer"  
Jermaine Jackson

**WHMK**  
Memphis, TN  
Ron Olsen

**ADDED**  
None

**HOTTEST**  
Prince  
Manhattans  
George Benson "Love"  
Jacksons  
Stylistics  
Cameo  
Teddy Pendergrass  
Stevie Wonder "Master"  
Switch  
Earth, Wind & Fire  
Zapp  
Patrice Rushen  
Reddings  
Donna Summer "Wanderer"  
Kool & The Gang

**WDIA**  
Memphis, TN  
Mark Christian

**ADDED**  
None

**HOTTEST**  
Aretha Franklin  
Bar-Kays  
Con Funk Shun  
Jones Girls  
LTD  
Lakeside  
Peaches & Herb  
Switch  
Jacksons  
Wilton Felder

**WVOL**  
Nashville, TN  
Fred Harvey

**ADDED**  
Sweet Band  
Sugar Hill Gang  
Joe Simon  
Zingers

**HOTTEST**  
Kano  
Yarborough & Peoples  
Lou Rawls  
Switch  
Kool & The Gang  
Lakeside  
Norman Connors  
Cameo  
Jacksons  
Ray, Goodman & Brown

**WJLB**  
Lynchburg, VA  
Robert Goin

**ADDED**  
George Benson  
Norman Connors  
Sugar Hill Gang  
Dazz  
Maze

**HOTTEST**  
Kool & The Gang  
Cameo  
Patrice Rushen  
Tavaras  
Manhattans  
Ray, Goodman & Brown  
Teddy Pendergrass  
Earth, Wind & Fire  
Sawwind  
LTD

**KMJQ**  
Houston, TX  
Robert V

**ADDED**  
None

**HOTTEST**  
Jimmy Spoler  
Teddy Pendergrass  
Larry Graham  
Stevie Wonder "Master"  
Commodores  
Teena Marie  
Jacksons  
Cameo  
Grandmaster Flash

**WEAS**  
Beverly, GA  
Floyd Bee

**ADDED**  
None

**HOTTEST**  
Cameo  
Stevie Wonder "Ain't"  
Sweet Band  
Patrice Rushen  
Parliament  
Peaches & Herb  
Switch  
Michael Henderson  
Jones Girls  
Heatwave

**KOKY**  
Little Rock, AR  
David Wilson

**ADDED**  
None

**HOTTEST**  
Teddy Pendergrass  
Barbra Streisand  
Jacksons  
LTD  
Teena Marie  
Reddings  
Manhattans  
Stevie Wonder "Master"  
Earth, Wind & Fire  
Rod Stewart  
Kool & The Gang

**WVVA**  
Norfolk, VA  
Chester Benton

**ADDED**  
None

**HOTTEST**  
Teddy Pendergrass  
Kool & The Gang  
Ray, Goodman & Brown  
Stevie Wonder "Master"  
Earth, Wind & Fire  
Aretha Franklin  
Jacksons  
Manhattans  
Sawwind  
Lakeside

**WERN**  
Birmingham, AL  
Dave Donnell

**ADDED**  
Tyrene Thomas  
Patience  
Pointer Sisters  
Rodney Franklin  
Slave  
Ramsey Lewis  
Leon Huff  
Robert Winter & Fall

**HOTTEST**  
Rockie Robbins  
Parliament  
Moments  
Z.Z. Hill  
Bar-Kays  
Gap Band  
Kool & The Gang  
Silver Platinum  
Bohannon  
Yarborough & Peoples

## WEST

**KDKO**  
Denver, CO  
Byron Pitts

**ADDED**  
Michael Wycoff  
Roy Ayers  
Zapp  
Cameron  
Blondie  
Rod Stewart  
Queen  
Lenny White "Fancy"  
Moments  
Zingers

**HOTTEST**  
Jacksons  
Parliament  
Kool & The Gang  
Carrie Lucas  
Jones Girls  
S.O.S. Band  
Linda Clifford  
Stevie Wonder "Ain't"  
Earth, Wind & Fire  
Aretha Franklin

**KCOL**  
San Mateo, CA  
J.J. Jeffries

**ADDED**  
None

**HOTTEST**  
Stevie Wonder "Master"  
Kool & The Gang  
Teddy Pendergrass  
Cameo  
Reddings  
Larry Graham  
Ray, Goodman & Brown  
Switch  
Manhattans  
Patrice Rushen

**KYAC**  
Seattle, WA  
Tamlin Henry

**ADDED**  
None

**HOTTEST**  
Stevie Wonder "Master"  
Diana Ross "Coming"  
Blue Lights  
Vernon Burch  
Sawwind  
George Benson "Love"  
Larry Graham  
Rodney Franklin  
Jacksons "Lovely"  
Des Dee Bridgewater

**KDIA**  
Oakland, CA  
Keith Adams

**ADDED**  
None

**HOTTEST**  
Stevie Wonder "All"  
George Benson "Off"  
O'Jays "Prove"  
Teena Marie  
Reddings  
Larry Graham  
Ray, Goodman & Brown  
Switch  
Manhattans  
Patrice Rushen

**KDAY**  
Los Angeles, CA  
J.J. Johnson

**ADDED**  
Ialey Brothers  
Whispers  
Zingers

**HOTTEST**  
Jacksons  
Earth, Wind & Fire  
LTD  
Aretha Franklin  
Patrice Rushen  
Pointer Sisters  
Michael Henderson  
Switch  
Lakeside  
Yarborough & Peoples





Openings

MIDWEST

KAFI-AM/Armas, IA, located outside Des Moines... Opening for talented announcers with good production skills...

WBFO, Superstars AOR, looking for qualified talent for future openings... Superstars AOR, looking for qualified talent...

AOR morning man needed immediately for 1st class rock and roll radio station in Duluth/Superior... AOR morning man needed immediately...

Experienced announcer for morning drive, who likes to sell... Pleasant working environment, 30 minutes from Baltimore...

Afternoon drive host with strong personality needed for major Midwest Pop/Adult... Excellent salary, benefits...

AOR announcer who cares about future needed for medium market state-of-the-art station... Decent production skills...

WNAD/Madison, highly-rated AOR, needs announcer/Production Director... Good personality a prerequisite...

WEST

Anyone willing to work on the #1 rated rock station on California's coast? For future openings send tapes and resumes to Route 1, Box 140C...

Newsmen/P-B/Reports announcer needed... Immediate opening. News writing and researching. Salary commensurate with experience...

Are you ready to be a Country programmer? Colorado station is now looking for the right person to program a group owned small market radio station...

98 ROCK, Superstars in Tucson, is accepting tapes and resumes for future openings... Contact Alan Browning...

Looking for morning jock with good production abilities... Modern Country AM station in the heart of the Rockies...

Room to move in Oregon's top mid-valley FM. One-to-one communicator, production, good common sense + CHR format...

Announcers wanted for 26,000-watt Fullerton and County crossover-formatted K99 Radio/Albums, MT. Salary open depending on experience...

Immediate opening for Chief Engineer... 5000-watt directional AM + 29,500-watt FM. Beautiful central California coast...

QUAD-89 in Northern Colorado. #1 Pop/Adult station is looking carefully for top-notch air personality and creative production person...

PAUL LEE, KYNO-FM, KMEN-AM, KKDJ, Available for announcing or talent. Medium and major market experience...

Openings

Full-time news and production person wanted for morning news on contemporary sound automated stereo FM station...

Radio Talent Bank seeks experienced sales person for radio executive search position...

Only the best soul and jazz announcers need apply. Full staff needed for San Francisco's premier black owned radio station...

Morning personality with some programming experience and a good track record... Tapes, resumes and salary requirements to Russ Gerber...

KHAR and KKLV-AM/Anchorage, AK has a rare opening. We're looking for a talent pro to join our staff...

NEWS reporter with 8 years radio/TV experience and B.A. seeks station to build career with. Top delivery and writing skills...

JOHN CARTER, Solid pro and strong production talent seeks daytime stability in top 10 or comparable situation...

Former PD at Y-98/Tampa looking for medium market PD job or major market on-air position...

12 years solid experience in small markets. Great news abilities, morning man, production, copywriting experience...

12 years in medium and major markets, including Superstars format. Five handed music, promotion and research...

Experienced MD, top 50 market, looking for medium market PD position or major market MD slot...

Just quit as morning man after working same station for 12 years. Would like to work next 12 for you. Light, mature, conversational touch...

I can put together an overnight AOR show that will blow your market away! Plenty of jazz and classic rock and roll music knowledge...

Air personality with music and programming experience in competitive small market seeks well-equipped medium market contemporary that's not afraid to be the best!

Attention Eastern programmer! I want to go home. Please take me out of San Francisco. Top rated calls and numbers. Available yesterday...

Experienced sales oriented, community minded Country music personality available. Proven track record. Prefer deep South or far West...

Still looking. 9 years experience, reliable, hard working announcer can do it all. Strong knowledge of Pop/Adult and Country music...

My home is in Alabama and here I want to stay. I offer full dedication to a top Country station, where there's room for a fine DJ...

LEE MORGAN, 3 year pro, just AM drive and Production Director at WYOM/Albany. Have been MD since looking for Pop/Adult or CHR...

PAUL LEE, KYNO-FM, KMEN-AM, KKDJ, Available for announcing or talent. Medium and major market experience. (714) 525-1382 afternoons. (11-9)

Goods & Services

"201 Newslashes"

A book of 201 news items with great punch lines. A must for any air personality. Send \$2.95 plus 30c (postage & handling)...

Telescoped Shows

Don Imus and Dan Ingram complete telescoped shows from November, 2 hours-\$10.00. Also available: New York morning drive...

TV Campaigns

Fox Productions can help your radio station increase its market share with custom animated TV commercials. Full campaigns, including newspaper and billboard design...

Radio's Premiere Comedy Service

FREE SAMPLE ISSUE of radio's most popular humor service. For sample, write on station letterhead to: CUNTERS, 1448 R West San Bruno Avenue...

Krazy Kommercials

FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE - 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH...

Artist Bio's - Monthly Service

Radio - Top 40 - Country. Plus record 16-in. humor, birthday, music information, etc. Free current issue. RADIO TIMES, 200 South Glenn, Suite 98, Camarillo, CA 93010.

Cartridge Reloading

Factory authorized rebuild service on Arriocart, Capitol/Audiopac, A-2, AA-3, Fidelipac Cartridges. Fast turn around. BROADCAST CARTRIDGE SERVICE, 15131 Triton Lane...

Sound Effects

Complete 28 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...

'60's And '30's Music Beds

Tired of subscriptions? Monthly fees for yours old music 100 different contemporary musical spot beds for one price. No royalties, no clearances, \$75.00 plus \$5.00 shipping...

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the lifts, here come the yocks. Complimentary snack 'LOLA'S LUNCH', 1390 Arroyo Drive, Ypsilanti, MI 48197.

Hundreds Of Deejays Renewed again this year! Guaranteed funnier. Free sample. Contemporary Comedy, 5936-D Twining, Dallas, Texas 75227. Phone (214) 351-4778.

Coming Early 1991

"The Workhorse"™ from TM Productions One of the TM Companies, the most complete and experienced broadcast service organization in the world.

Goods & Services

Making your classifieds come alive, or getting your goods and services angled 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...

Positions Sought

Production specialist with 8 years experience looking for a college in warmer climate. VIRGIL, (701) 222-1455. (11-9)

Air personality in Midwest wants to move farther West and find a home at CHR or Pop/Adult station. (819) 949-1103. (11-9)

Top 20 jock needs new major morning gig. Kiffer ratings, reliable, but funny. MICHAEL, (813) 733-1678. (11-9)

MARK WINSTON: 25 years old, stable, mature, family-minded. Christian broadcaster with 8 years experience in CHR and agency production. Formerly PM in KY/Wichita, KAAV/Little Rock, and PD at KTFX/Tulsa - a proven track record...

Positions Sought

Announcer. 15 years experience, 1st ticket. Country or Contemporary formats. Prefer FL or Southeast. BILL SMITHSON, (305) 448-1260. (11-9)

Are you interested in someone who is versatile in sportscasting? I've had sports and news reporting experience and am looking for a full-time sports position. For tapes and references call (913) 841-3327. (11-9)

24-year-old hard working newsmen with 2 years experience seeking a move in the top 125 market. Immediately available. Prefer Midwest, West and Southwest. Call BRAD mornings and afternoons at (309) 662-1847. (11-9)

Sports Director, 10 years in radio. Large market experience. Play-by-play. Available immediately. DAVE OCHS, 75 S. Ingalls, Lakewood, CO 80228. (303) 237-8794. (11-9)

College educated midday jock/news/caster/Public Affairs person with 4 1/2 years experience looking. Prefer East, but will consider all locations. Conversational, good production. Looking for development, news, news/news production, Public Affairs, programming, etc. in addition to on-air work. Tapes and resume upon request. JEFFERY TOPPING, 2184 S. 7th St., Upper Sandusky, OH 44881, or (819) 284-2713 between 10am and 5pm EST. Rock, AOR and New Waves only - if you don't rock, don't knock! (11-9)

8 years in Country music. Looking to move back to my roots in the West. Currently in major market in South. Prefer CO or CA, but will consider any stable organization. Operations Manager, PD and MD experience. Call mornings only. (615) 362-8460. Available on or before Feb. (11-9)

JERRY TYLER, 18 year pro, looking for medium or major market. Prefer South, Midwest, Northeast, or CA. Worked all deepsets. Recently with WOKO/Albany and WTRY/Troy, NY. Available ASAP. Call (815) 372-1801 or (618) 365-2871. (11-9)

BUCK BUCHANAN, formerly KLAC. Golden Egg radio syndicator, KRLA and KORL. Is looking for a jockey in Southern CA, 15 years experience in programming, jockeying, radio syndication and record promotion. (213) 848-9819 anytime. (11-9)

Dedicated young beginner wasting time and talent jockeying at night clubs and private parties. Serious about radio. Top-notch production and board. 5 years on-air and related experience. This high-energy rocker seeks progressive small or medium market CHR. However much are my dues... I'm ready to pay. Serious inquiries only for rush tape and resume. DAN MCKAY, (504) 895-8112. (11-9)

Young broadcaster wants to relocate to sunny Southern CA. 5 years radio, writing, announcing, news, and production. Currently TV announcer and writer (past 2 years). Interested in production and can also handle an airshift if need be. Have worked MOR, Beautiful Music, and Country. I'm stable, dependable, with versatile voice. RICHARD HILL, M-F (313) 265-5631, or (318) 328-8288 after 6pm CST. Write to 1101 S. Jefferson, Wellington, KS 67152. (11-9)

The Woodman. Top 50 market, now at WPRO. Great jock, good production. If you want them over 75 super impressions. (401) 433-4200 8-5pm. (11-9)

Radio & Records SUBSCRIPTION SERVICE ONE YEAR — \$140 Please enclose payment with order. Includes contact information and a 'CHANGE OF ADDRESS AND RENEWAL' notice.

# THE BACK PAGE BREAKERS

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

## CLIFF RICHARD

### A Little In Love (EMI America)

66% of our reporters on it, 38 adds including F105, WROR, WRKO, WPGC, KDWB, WOKY, KEARTH, KIMN, Q106, B97, WAXY, WOKI, KRAV, WHOT, KERN, KGW. See Parallels, debuts at number 29.

## EAGLES

### Seven Bridges Road (Asylum)

64% of our reporters on it, 21 adds including F105, KVIL, Z93, KDWB, KS95-FM, WICC, 14Q, KFMK, KEEL, KZ93, KIOY, FM102, KLUC. See Parallels, debuts at number 27.

## JOHN LENNON

### Woman (Geffen)


63% of our reporters on it, 68 adds including WABC, WNBC, WFIL, WFL, WCAO, WRKO, PRO-FM, WPGC, Z93, Q105, WOKY, KPLZ. See Parallels, debuts at number 30.

## ALAN PARSONS PROJECT

### Games People Play (Arista)

62% of our reporters on it, 14 adds including F105, Z93, KDWB, Q102, WKBO, KX104, WRJZ, 92X, WDJX, KERN, KGW, Z102. See Parallels, debuts at number 28.

# 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: 100/23) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (23). "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.

**BLUES BROTHERS "Who's Making Love" (Atlantic) 111/11** including CTR, WFLY, WNOX, 92X, KXXX, KIOY, KSEL, KKRC, WTRU, KQDI, KFSD.

**STEVIE WONDER "I Ain't Gonna Stand For It" (Motown) 102/28** including WABC, WFL, F105, Y100, WOKY, KFI, WTC-FM, WKBO, KHFI, WRJZ, KZ93, KXXX, KSPZ.

**RONNIE MILSAP "Smoky Mountain Rain" (RCA) 92/23** including F105, WROR, WRKO, JB106, Q105, WZUU, KEARTH, KJR, KOPA, WTRY, WKBO, WERC, WRBR, WNCI, KENO.

**JACKSONS "Heartbreak Hotel" (Epic) 88/11** including WFL, KFI, KOPA, WHY, V100, KNUS, G100, FM100, KTAC, WANS-FM, KSLY.

**MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 87/4**, KRLY, G100, WNCI, KSEL.

**ABBA "The Winner Takes It All" (Atlantic) 82/14** including WROR, KVIL, KS95-FM, WZUU, WOKY, KEARTH, KRLA, KPLZ, WKBO, WSEZ, WNCI, KXXX.

**DONNA SUMMER "Cold Love" (Geffen) 78/5**, WABC, WSEZ, 92X, FM102, WTRU.

**DIANA ROSS "It's My Turn" (Motown) 71/2**, KNUS, KIOY.

**PAT BENATAR "Treat Me Right" (Chrysalis) 67/85** including WFL, JB105, WPGC, 94Q, Q105, WDRQ, KBEQ, KFI, KIIS-FM, KFRC, KJR, KIMN, KUPD.

**BETTE MIDLER "My Mother's Eyes" (Atlantic) 61/7**, F105, WZUU, WKIX, WHEB, KDVV, KQDI, KOOK.

**TEDDY PENDERGRASS "Love T.K.O." (Philadelphia International) 52/5**, KJR, KNUS, WIKS, WHOT, KNBQ.

**DON WILLIAMS "I Believe In You" (MCA) 52/1**, Q105.

## Others Getting Significant Action

**OUTLAWS "Ghost Riders In The Sky" (Arista) 46/26** including WKBW, WFL, 96KX, KUPD, WPST, KWIC, WAPE, WAKX, WNAM, KENO.

**BLONDIE "Rapture" (Chrysalis) 44/18** including CTR, Y100, Q105, WCKX, KSFX, Q106, KRBE, WFMF, WRJZ, KIDD.

**DON McLEAN "Crying" (Millennium) 43/38** including WROR, JB105, Z93, 94Q, KFRC, KPLZ, KIMN, WICC, WKEE, WERC, KX104, KRUX.

**DONNIE IRIS "Ain't Leash!" (MCA) 42/10**, WDRQ, WPST, KWIC, KXX106, Y103, K10A, Z104, WANS-FM, WKXY, WSPY.

**LTD "Shine On" (A&M) 40/5**, 94Q, Y100, WCKX, KGGI, WRKR.

## Radio & Records

# NATIONAL AIRPLAY/30

## January 9, 1981

- 1 JOHN LENNON/(Just Like) Starting Over (Geffen)
- 2 BLONDIE/The Tide Is High (Chrysalis)
- 3 NEIL DIAMOND/Love On The Rocks (Capitol)
- 4 AIR SUPPLY/Every Woman In The World (Arista)
- 5 ROD STEWART/Passion (WB)
- 6 BARBRA STREISAND/BARRY GIBB/Guilty (Columbia)
- 7 STEELY DAN/Hey Nineteen (MCA)
- 8 HEART/Tell It Like It Is (Epic)
- 9 BRUCE SPRINGSTEEN/Hungry Heart (Columbia)
- 10 BARRY MANILOW/! Made It Through The Rain (Arista)
- 11 KOOL & THE GANG/Celebration (Delite/Polygram)
- 12 EDDIE RABBITT/I Love A Rainy Night (Elektra)
- 13 LEO SAYER/More Than I Can Say (WB)
- 14 POLICE/De Do Do Do, De Da Da Da (A&M)
- 15 DOOBIE BROTHERS/One Step Closer (WB)
- 16 DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
- 17 BOZ SCAGGS/Miss Sun (Columbia)
- 18 KENNY ROGERS/Lady (Liberty)
- 19 ANDY GIBB/Time Is Time (RSO)
- 20 OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
- 21 REO SPEEDWAGON/Keep On Loving You (Epic)
- 22 DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
- 23 PAT BENATAR/Hit Me With Your Best Shot (Chrysalis)
- 24 TIERRA/Together (Boardwalk)
- 25 DOLLY PARTON/9 To 5 (RCA)
- 26 CHRISTOPHER CROSS/Never Be The Same (WB)
- 27 EAGLES/Seven Bridges Road (Asylum)
- 28 ALAN PARSONS PROJECT/Games People Play (Arista)
- 29 CLIFF RICHARD/A Little In Love (EMI America)
- 30 JOHN LENNON/Woman (Geffen)

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

JOHN LENNON "Woman" (Geffen)  
PAT BENATAR "Treat Me Right" (Chrysalis)  
DON McLEAN "Crying" (Millennium)  
CLIFF RICHARD "A Little In Love" (EMI America)  
DOLLY PARTON "9 To 5" (RCA)  
QUEEN "Flash's Theme AKA Flash" (Elektra)  
RANDY MEISNER "Hearts On Fire" (Epic)

Complete Regionalized Listings on Pages 26 and 27

## HOTTEST

BLONDIE "The Tide Is High" (Chrysalis)  
JOHN LENNON "Just Like Starting Over" (Geffen)  
KOOL & THE GANG "Celebration" (Delite/Polygram)  
STEELY DAN "Hey Nineteen" (MCA)  
REO SPEEDWAGON "Keep On Loving You" (Epic)

Parallel Listings Begin on Page 30

→ QUEEN "Flash's Theme" AKA "Flash" (Elektra) 39/32 including WFL, WDRQ, WOLF, KSET-FM, B97, WBBQ, WTMA, WNAM, KXXX, KHYT.

AC/DC "Back In Black" (Atlantic) 38/11, WGCL, KBFM, WFMF, KQ94, KXX106, WAAY, 96X, 92X, WFBG, WISE, WANS-FM.

→ RANDY MEISNER "Hearts On Fire" (Epic) 35/32 including KPLZ, KUPD, WHFM, V100, WAAY, WVIC, KEZR, WFBG, FM99, KFVR, KCBN.

CLIMAX BLUES BAND "Gotta Have More Love" (WB) 34/1, WFLY.

FRED KNOBLOCK & SUSAN ANTON "Kiln'n Time" (Scotti Bros.) 30/6, BJ106, WSEZ, WVLK, KSTT, WOHO, KYA.

RITA COOLIDGE "Fool That I Am" (A&M) 29/5, WFL, KSRR, KXX106, WAAY, WCIR.

DIRE STRAITS "Skateaway" (WB) 27/6, KUPD, KHFI, Y103, 95XIL, KXXL, KQDI.

DARYL HALL & JOHN OATES "Kiss On My List" (RCA) 19/19 including KRLY, KEARTH, KIIS-FM, KJR, Q106, KEXL, KSPZ, KRUX, WLAM, KBOZ.

TEENA MARIE "I Need Your Lovin'" (Gordy) 19/2, WVLK, WHHY.

FIREFALL "Staying With It" (Atlantic) 18/16 including KBEQ, WFBR, K104, KXX106, WOHO, KEZR, KYSN, WCIR, WFOK, KFVR.

ROCKPILE "Teacher Teacher" (Columbia) 16/1, WSPY.

ARETHA FRANKLIN "United Together" (Arista) 14/5, WABC, Y100, KBFM, WSEZ, WVIC.

DOOBIE BROTHERS "Wynken, Blynken & Nod" (WB) 13/8, KBEQ, KFI, KX104, WOHO, KNBQ, KLUC, 95XIL, KLLS.

PHIL SEYMOUR "Precious To Me" (Boardwalk) 12/12, WOLF, WHFM, WTRY, KINT, KWIC, KXX106, KWEN, KCPX, KRUX, 13 FEA, FM99, KPUR.

SHALAMAR "Full Of Fire" (Solar/RCA) 12/2, WTXI, KCBN.

KANSAS "Got To Rock On" (Kirschner) 11/5, KUPD, KJ100, WVIC, KXXX, KDZA.

MANHATTAN TRANSFER "Trickle, Trickle" (Atlantic) 11/2, KWLL, KBOZ.

FLEETWOOD MAC "Fireflies" (WB) 10/2, FM103, WCGO.

NOTE: Since a large percentage of our reporters did not change their playlists during the two-week holiday period, this week's playlists are trendless. The normal two-week trend will return in our next edition.