

Radio & Records

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ALTERNATIVE NETWORK FATE IN DOUBT

Steve Dahl Dismissed By WLUP

In a surprising move, Heftel Broadcasting, owner of WLUP/Chicago, fired morning man Steve Dahl Friday (2-6), days before Dahl's networked show, which originates from WLUP, was scheduled to debut at KROQ/Los Angeles and WZZX/Louisville. The program did not run as scheduled on Monday (2-9), and Dahl's Alternative Radio Network faced possible dissolution if a new backer was not found. At presstime, Dahl was negotiating with WLUP's crosstown AOR rival WMET, but according to PD Tom Teuber, "Nothing's been decided." It's not known whether WMET's owner, Metromedia, would support the ARN.

Heftel cited "continued assaults on community standards and repeated violations of company policy" as the reasons for the controversial personality's dismissal. Heftel President Tom Hoyt told R&R, "I personally regret this action deeply, as when I brought Steve to WLUP I felt he would contribute and abide by reasonable parameters of behavior. My pleas to Steve directly have fallen on deaf ears. The list is mind-boggling, and I'm finished with it and so is our company."

Hoyt added, "We're not trying to kill the network or wreck Steve's career. We've made Elliott Gage,

BURNS MEDIA TO CONSULT

Davis Exits As KMPC PD

Jim Davis has resigned as Program Director of KMPC/Los Angeles. VP/GM Ken Miller also announced that George Burns and

Candea, Weaver Take Over KILT PD Posts

Rick Candea has been appointed PD of KILT-FM/Houston and Beau Weaver becomes PD of KILT-AM, following the departure of Bill Young, longtime PD for both stations (R&R 2-6). Candea moves over from the MD position and an airshift at KILT-AM; he was formerly at 13Q/Pittsburgh. In addition, Debbie Pipia has been appointed Assistant PD for KILT-FM, and the station is restructuring to become more "Houston Mass Appeal," a direction which was not further specified.

Weaver joined KILT in 1976 from KHJ/Los Angeles, holding a variety of air positions and serving

KILT/See Page 20



Steve Dahl

our satellite guy, available to Steve at our expense to help him get going. If he wants to operate his network from one of the other cities, it's in place. We won't continue to fund it but we don't necessarily want to kill it. If Steve finds someone else to back it financially, please, have at it."

Dahl "In Shock"

Dahl expressed bewilderment and some resentment in commenting to R&R on his dismissal. He denied that Hoyt had met with him repeatedly to warn him against some of his on-air antics, and said, "He was out in L.A. a month ago, met with our attorney and agreed on a deal for the network and me. I came up to sign the papers and he fired me. It didn't make any sense to me and still doesn't. I'm still totally in shock. My ratings were steady while everyone else's went down at the station. I don't even know why I got fired. He's

DAHL/See Page 20

Bernie Torres of Burns Media Consultants will be advising the station, while Assistant PD Tom Straw will now administer daily programming activities.

Davis, the former KLIF/Dallas programmer who helped supervise KMPC's transition from Pop/Adult to Talk, told R&R, "At this point we have agreed to disagree. I feel the transition from music to talk is now complete at KMPC, and I would very much like to get back into music radio. The things I'd wanted to accomplish at KMPC I have finished, and it's now time for a change."

DAVIS/See Page 20

R&R Offices Closed On Washington's Birthday

The R&R offices will be closed Monday, February 16, in observance of the Washington's Birthday holiday. The offices will be open Tuesday to accommodate our readers for reports and information.

Charter To Close Down WMJX/Miami Operations

A five-year license battle ended this week when Charter Broadcasting, owner of WMJX/Miami, announced it would halt operations of the station Sunday (2-15) rather than mount a court appeal following the FCC's recent official order confirming an Administrative Law Judge's 1980 decision recommending the license removal. The FCC order stipulated April 29 as the cessation date. Charter re-emphasized its disagreement with the decision, which arose from "improper contests and promotions" in 1975-76 while WMJX was owned by Bartell Media, later acquired by Charter. However, the company cited the "problematical" nature of a successful appeal in making the "difficult determination" to close down operations.

A statement from Charter Broadcasting President John Bayliss

further announced, "Rather than prolong what may well be an inevitable result, Charter has decided to close WMJX's broadcasting at the earliest possible time. It is also Charter's belief that the discontinuance of WMJX's broadcasting on February 15 will enable the station's employees to begin to make future plans without a continuing obligation to the company to keep the station in operation. Our employees have done a remarkable job in the three years since the... initial decision. Charter owes them a debt of gratitude for their loyal efforts." Bayliss added that Charter will assist WMJX's employees in finding new jobs, and said that the company would donate certain broadcast equipment to its ownership successor, which Charter hoped and expected would be a minority-owned company.

Arbitron Revamps Production For Faster Delivery

Arbitron has instituted changes in its production system aimed at generating top market ratings reports in 21 days and all markets in 65 days. According to Arbitron VP/Marketing Dick Logan, the changes will be effective with production of the Spring '81 Quarterly Measurement ratings, considerably cutting down the current 90-day spring sweep mailing period.

Logan told R&R the top three markets' reports will be mailed within 21-23 days after the end of the ratings sweep, June 10. After that, approximately seven markets will be released daily so that the top 50 markets will be mailed approximately 30-33 days after the survey ends. All Arbitron standard and consolidated market reports will be released within 65 days, barring unforeseen problems.

No Callbacks During Production

Arbitron hopes to produce the estimates more quickly by discontinuing callbacks during production, previously done to eliminate slogan conflicts or to ferret out problematic heavy-listening diaries. Ascription, the technique of developing ratios for assignment based on diary return counts from previous surveys, will be used to credit slogan or call letter conflict situations. Heavy-listening diaries will be dealt with through the use of a sophisticated new computer program which Logan says will "identify listening that is not logical." And Logan added that call-

backs will be made after production to update the ascription guidelines in certain "chronic" cases where slogan or call confusion is consistently apparent.

GANTMAN NEW GM

Francis Fired At WAKY-WVEZ



George Francis

George Francis was dismissed as VP/GM of WAKY-WVEZ/Louisville immediately following a successful ratings book in which the two stations accounted for over 20% of the market's listenership. Multimedia Radio Executive VP Bruce Buchanan told R&R, "We had a disagreement in administrative philosophy," announcing in addition that Allen Gantman, General Sales Manager at Greater Media's WMJC-WHND/Detroit, has been named GM in Francis's stead.

FRANCIS/See Page 20

An Old Question Mark
Becomes A New Hit.

"96 TEARS"



GARLAND JEFFREYS

His Hot Debut Single On Your Desk Now.

Produced by: Garland Jeffreys — Bob Clearmountain
for Ghostwriter, Inc.
Executive Producer Dick Wingate



ON EPIC RECORDS

WWWE Sued For \$10 Million By Cavaliers

WWWE/Cleveland has been sued for breach of contract by the Cleveland Cavaliers basketball team, whose games the station airs. The Cavaliers seek \$10 million for "injuring the property rights" of the team in play-by-play broadcasts and other aired commentaries.

Kent Schneider, attorney for the Cleveland Professional Basketball Co., which owns the Cavaliers, told R&R, "The suit contends that from April 1980 WWWE has violated the express provisions of its contract that they will not in any broadcast injure the property rights or interest of the company. It is our contention that they have done so repeatedly and continuously, not only during play-by-play broadcasts but in all other sports-related commentary."

Schneider explained, "These people have denigrated and attacked personnel in our organization, the product, and all aspects of the organization."

WWWE/See Page 20

Edwards Promoted To PD At KMJM

Dick Edwards has been elevated to Program Director at KMJM (Majic 108)/St. Louis. He will continue his midday airshift in addition to his new responsibilities as PD for the Amarturo Group-owned outlet.



Dick Edwards

Edwards previously served as Program Director for WROR/Boston as well as having been an air personality with KHJ/Los Angeles and WHBQ/Memphis. Steve Weed, who made the announcement, retains his position at KMJM as Special Programming Consultant.

WINN Drops Country For Big Band Format

Ending 12 years as a Country outlet, WINN/Louisville switched formats Wednesday (2-11) to what station Executive VP Chuck LeGette termed "Music Of America" programming. LeGette described the new format as a mixture of Big Bands and "all the classics from the 40's up to now with the emphasis on vocals."

Two factors influenced the decision, according to LeGette. "Competition," he told R&R, was foremost. (The change leaves Louisville with three Country stations - WTMT, WCII-AM, and WAMZ-FM.) LeGette also said that he felt this format, targeted 30+, would be very attractive to clients.

LeGette told R&R that neither call letters nor staff would be changed, noting that the format would be station-created. "We've been researching this for three years with other radio stations that we might buy in mind, but it turns out it really suits Louisville," concluded LeGette.

Kohl Comes To KOMO PD Post

Ken Kohl has been appointed Program Manager for KOMO/Seattle, replacing Larry Nelson, who relinquishes his programming duties to concentrate on his morning airshift. Kohl comes to the P/A outlet from Denver where he headed his own consultancy firm.



Ken Kohl

Kohl's radio background includes having been PD and interim GM at KFML/Denver and an air personality at KBPI/Denver. Prior to his arrival in Denver, Kohl served as PD at WLIR/Long Island, NY for four years.

Noting that his background is primarily in AOR, Kohl told R&R: "I feel that we have reached a time in the evolution of free-form progressive album radio into AOR, where those of us who have been fortunate

KOHL/See Page 20

Witting Named WOWO Program Manager

Chris Witting Jr. has been named Program Manager at Group W's WOWO/Ft. Wayne. Most recently, Witting served as Executive Producer/Assistant Program Manager for WBZ/Boston, also owned by Group W. Prior to WBZ, Witting held the Director of Public Affairs post for WIND/Chicago.



Chris Witting Jr.

"It's quite a thrill to be with a station that has the tradition and the history of WOWO," Witting commented. As for the facility's future plans, Witting told R&R, "I'm going to be looking at the whole station and probably be doing some fine-tuning for the entire station. There is the temptation when you're as big and as successful as WOWO has been to become a little bit less than aggressive in the market, and I think we could stand to look at that situation a little bit."

Caffey New KSD PD

Bill Caffey has been named Program Director at KSD-AM/St. Louis, coming from his previous post as PD for WSLR/Akron. The move not only reunites Caffey with KSD GM Wally Clark, but also puts them into direct competition with their former employer, Country-formatted WIL.

"I'm delighted that I was contacted by some people that I had worked with once before," Caffey told R&R. "I'm looking forward to working with Wally Clark and OM Walt Turner, as a part of the management team, as well as working with the really great Gannett organization, which has the resources to do what is necessary for KSD to become a major broadcasting factor in St. Louis. It's probably the best opportunity I could have imagined at this point in my career."

Clark commented, "Obviously, Bill is a great programmer and we're delighted to have him join our staff." Clark added that another former member of his WIL staff, Tom Allen, had come aboard as KSD's afternoon drive jock. Allen most recently served as Operations Manager at KVET/Austin for the past year-and-a-half. No replacement for Allen has been named at KVET. Also, Bob Wilkie, formerly morning man at P/A-formatted KXOK/St. Louis, has joined KSD for mornings. No replacement for Allen has been named at KVET.

Colley Appointed WBBM-FM PD

WBBM-FM/Chicago Assistant PD and midday man Ford Colley has been promoted to PD at the CBS Pop/Adult station. Colley is a veteran Chicago personality, having done airwork at WRCK, WDAI, WIND, and WLUP before joining WBBM-FM in November 1980. He replaces Al Mitchell, who resigned to devote full time to his morning shift.

Colley told R&R, "I feel great - we're in a real good situation. We've just gotten a new President of the CBS Radio Division and a new VP of the FM Division, and a new GM, Brian Pussilano (R&R 1-30). CBS is now going to make the FM Division something to be proud of, so we're going to get a lot of support out of New York, and it's going to help us to program a winner. It's going to be very similar to what it is now - primarily I'll be doing some fine-tuning and reworking some of the rotations. Other than that, it's pretty much a winning, profitable situation right now. It's a nice seat to be in."

Anthony Becomes KZZP PD

Dave Anthony has been named PD at Western Cities's KZZP/Phoenix, moving from the same chain's KLUC/Las Vegas. Both stations are CHR-formatted. Western Cities VP/Programming Don Benson told R&R, "Dave's done a great job for us. He's guided KLUC to the top position 12+, teens, and 18-49. We're delighted to promote him from within; that's the company's policy. He's great at getting along with people, he's promotionally creative, and he's here to win."

Anthony said, "It's a big step for me, and I'm really looking forward to it. Western Cities is a really good company, and I think we can make some noise

ANTHONY/See Page 20

A BLAST AGAINST DEREGULATION

National Black Media Coalition's Pluria Marshall expresses serious concerns over deregulation's effects on Black radio in an outspoken interview.

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RADIO'S RESPONSIBILITY FOR COMPLETE COURT COVERAGE

Now that broadcast media are on the threshold of much greater access to trial proceedings, accurate, undistorted, and comprehensive coverage is all the more important.

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PARALLEL REALIGNMENT IS ON THE WAY

A review of the criteria to be used in R&R's imminent twice-yearly realignment of the Parallels.

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CMA MEETS IN ATLANTA

Pictorial and editorial coverage of the recent gathering.

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HOUSEHOLDS HEADED BY WOMEN UP 50%

8.5 million in the 70's, compared to much slighter gain in married couple households.

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Washington Report

AM Directional Radiation Patterns Stabilized

Signal Changes, Power Reductions Averted

The FCC's decision to convert all AM directional stations to standard patterns has eliminated the possibility of power reductions and signal changes for all directionals operating at night and those operating at any time in areas bordering Canada, Mexico and the Caribbean.

"It's the only way we believe we would have preserved the radiation rights currently enjoyed under our subregional agreements with Canada and Mexico," FCC Broadcast Facilities Assistant Chief Dennis Williams told R&R.

Standardizing radiation patterns doesn't involve any change in radio signals, but it does change the way they're recorded by eliminating the hand-drawn picture now used to depict signals and replacing it with a more scientific method that can be computerized. The

FCC is picking up the tab for the conversions and expects to publish the first results in mid-April, with completion set for the end of May. Stations will have 30 days to comment on their new standard patterns.

Quick Conversion Needed

The U.S. was under the gun to convert quickly because, in preparation for the new Region 2 international agreement now in the works, the U.S. must report its radiation patterns to the Interna-

tional Frequency Registration Board by summer. According to Williams, reporting U.S. patterns in anything but the new computerized method would have made it impossible for the board to deal with "tolerances" — the breathing space stations are given to wander somewhat outside their assigned radiation patterns when it can't be avoided.

Had the U.S. lost the radiation rights to those tolerances, Williams predicted that nighttime and border directional stations would have been forced to reduce power and alter signals in certain directions to avoid interference with other stations in Region 2.

Standard patterns are also expected to be easier and more efficient for engineers and the FCC staff.

URNS DOWN REQUEST FOR QUICK MARKETPLACE DECISION

FCC Holds To AM Stereo Course

The FCC has turned down a request that it immediately decide whether to let five competing AM stereo systems battle each other in the marketplace to gain broadcaster and listener favor.

The Commission will stick to its present course, gathering technical data on all five systems for another month before making any decision. Two of the competing firms, Hazeltine and Kahn, had argued against an extension of the AM stereo comment period. They contend the time-consuming data collection and comment process would be unnecessary, and the introduction of AM stereo speeded up, were marketplace forces, rather than the FCC, allowed to choose among the five systems.

FCC Options

The Commission disagreed, saying analysis of technical data on the systems "is a necessary element of any action." Once that data is in, the FCC has reserved several options for itself:

- Select a single system.

- Choose the several best systems.

- Allow all five systems to be used, as long as a device can be designed to allow AM receivers to pick up all five.

- Let the marketplace decide. The Commission said it "intends to conclude this proceeding as expeditiously as possible following the receipt of all comments and reply comments." The comment period which the Commission refused to shorten closed on Monday, and replies are due by March 5.

Comments Favor Marketplace

Recent comments include remarks from James Dickson, Meredith Broadcasting's Director of Engineering. He favors the marketplace selection process as "the only method of selection that will

eliminate the great expense and years of delay in litigation, thus allowing broadcasters to make a selection of the system that they will have to install, operate and promote to their listeners."

Marketplace selection was also advocated by Tillford Carpenter, VP/Engineering at WXGT-WCOL/Columbus, OH. He claimed equipment manufacturers will begin to build and market AM stereo receivers for any system being used by radio stations. "This selection process would probably be over in a matter of months and one dominant system would emerge with a wide acceptance among broadcasters, listeners and receiver manufacturers alike," Carpenter told the FCC.

National Semiconductor of Santa Clara, CA wrote that it has been unable to design a decoder enabling a single AM receiver to pick up signals from all five competing systems. The firm said it would be "technically and economically untenable" to build such a device.

House Subcommittee Members To Study Communications Issues

A top priority emerging from an informal organizational meeting of the newly-named **House Telecommunications Subcommittee** last week was the need for members to become familiar with complex communications issues. One person attending the session reported, "I think the first order on the agenda is to go through sort of an intensive process of educating everybody."

The crash course for members, many of whom have had no previous exposure to broadcast issues, may include evening seminars and perhaps a weekend retreat that would involve representatives of the broadcast industry.

Even before tackling the education process, however, the Subcommittee has had to wrestle with a complicated budget process which is holding up legislative planning and even staff hiring.

Although last week's organizational meeting was described as

"very informal" with no hard decisions made, the members were given a tentative list of subject areas they may want to delve into this year: the effects and status of deregulation and competition; programming; the effectiveness of regulation; government structures and their efficiency (FCC); political rules in broadcasting; privacy; the social impact of the communications revolution; international and Western Hemisphere issues; home information systems and products; the electronics industry; small businesses as consumers and suppliers; rural telecommunications; federal, state, and local jurisdiction in broadcasting; and public broadcasting.

FCC: At A Glance

Minneapolis Interference Claimed

WCCO/Minneapolis has petitioned the FCC for immediate emergency relief from what it calls "massive and destructive interference" from five FM stations which moved their antennas to the city's IDS building a year and a half ago. Claiming thousands of listener complaints, WCCO asks that the five stations be cut from 50kw to 10kw or ordered to use their former antennas until proper filters can be installed.

FCC Move To Rosslyn, VA Seen Certain

There's every indication the FCC will vote this week to move the agency from downtown Washington to Twin Towers in nearby Rosslyn, VA. Last week's expected vote was delayed when one Commissioner asked for more time to consider the issue.

Acting Chairman Bob Lee told R&R he wants a vote this week and a unanimous decision. Lee favors moving to Rosslyn, where the agency could consolidate into a single building and rents are half the anticipated downtown DC prices when the FCC lease expires next year.

Lee Gets

Abe Lincoln Award

Civil War ironies aside, Commissioner Robert E. Lee is the recipient of the Abe Lincoln Distinguished Communications Medal given by the Radio-Television Commission of the Southern Baptist Convention. Lee picks up the medal this week in Ft. Worth, TX.

Ferris Fallout Begins

One of the first Ferris appointments to step down is Nina Cornell, Chief of the Office of Plans and Policy since April, 1978. Cornell's division laid much of the groundwork, including economic studies, for radio deregulation. Cornell will form a consulting firm dealing in economic and antitrust matters.

Appointed Acting Chief is Kalman Schaefer, who joined the FCC in 1977 as Foreign Affairs Advisor.

FCC Observes

Black History Month

February's Black History Month at the agency starts with a keynote address this week by former Commissioner Benjamin Hooks, now head of the NAACP. Focus will be on issues such as the black family and blacks in the legislative process.

FCC Phone

Directory Available

The January 1981 FCC phone directory is available by sending \$1.54 to Downtown Copy Center, 1112 21st St., NW, Washington, DC 20037.

Washington Street Talk

First Class Licenses Doomed?

FCC insiders say to look for a vote in the not-too-distant future on the First Class license issue. Predicted outcome: abolition.

Gung Ho Goldwater

One report has Sen. Barry Goldwater so anxious to move on radio deregulation that he wanted to dispense with standard hearings and go straight to "mark-up," where the subcommittee does a line by line review and votes out a finished product. Hearings are scheduled for February 26 and 27 on radio dereg.

Belt Tightening At FCC

Perhaps due to \$3 million budget blooper reported by R&R (1-29) the FCC has begun yanking out copying machines and telephones at unoccupied desks. Agency also feeling effects of President's hiring freeze, 12 1/2% cut in domestic travel and the ban on purchase of office equipment. No word yet on how impending Reagan budget axe will come down on FCC.

Format Ruling Imminent

Decision could come any day now from U.S. Supreme Court on whether FCC must review formats at renewal time with an eye towards preserving "endangered formats." Rulings have already come down on cases argued after the format case was heard on November 3.

Fowler Still Looking Good

Word is that FCC chairmanship came up at White House meeting of top Reagan aides recently. Indications are the issue isn't settled yet but Washington attorney Mark Fowler is still a good bet to succeed Charles Ferris.

RTNDA Manager Len Allen Dies

Leonard Allen, Managing Director of the Radio-Television News Directors Association since June 1976, died of a heart attack last week in Washington. Allen, 65, had retired from NBC in January 1976 after a 34-year career with the network.

Allen worked his way up through the ranks at NBC, starting out as a writer in 1942 and eventually becoming Director of News Operations in Washington, a post he held from 1963 to 1973. From July 1973 until his retirement from NBC, Allen served as Director of Public Affairs in New York.

WALKING ON THIN ICE - FOR JOHN

YOKO ONO



MANUFACTURED EXCLUSIVELY BY WARNER BROS. RECORDS INC.



US Women-Headed Households Top 8 Million

Families in which women are the heads of the household soared over 50 percent during the Seventies to 8.5 million, according to recently released **Census Bureau** statistics. Meanwhile, families headed by married couples increased only seven percent to 47.7 million.

Incidentally, seventy percent of those households were headed by white women, deflating the common assumption that the majority of women-headed households are black welfare mothers. Furthermore, the number of suburban households headed by women jumped more than 70 percent, compared to 41 percent in the city centers.

Cox Posts Record Earnings In '80

Cox Broadcasting Corp. has announced that its fourth-quarter operating earnings climbed 13 percent to \$13.4 million, up from \$11.9 million in the equivalent period of 1979. Revenues for the firm rose 22 percent to \$88.7 million during the fourth quarter of 1980, up from \$72.4 million in the year-previous quarter.

1980 operating revenues swelled 24 percent to a record \$309.2 million, up from \$248.8 million in 1979, while

year-end operating earnings increased 16 percent to \$46.5 million, up from 1979's \$40 million.

Cox President **Clifford Kirtland** noted that 1980 operating profits for the broadcast division rose 12 percent over 1979's levels on the year and 13 percent during the fourth quarter. Kirtland also stated that 1980's broadcasting revenues jumped 16 percent over 1979's with fourth quarter broadcast revenues up 13 percent as well.

Panasonic's "Cockpit" Auto Audio Console

Panasonic has recently introduced a top-of-the-line car stereo system, the "RM-710 Cockpit." Designed to be mounted overhead, the console system includes an AM-FM radio, cassette deck, a built-in five-band graphic equalizer, and "soft-touch" tuning.

Among the unit's features are programmable pushbutton tuning for instant recall of six AM and six FM stations, a "present scan" button that stops at each preset station for five seconds before continuing, sound attenuator and loudness switches, and LED indicators for volume, channel and speaker settings.

In addition, the "RM-710 Cockpit" includes a 60 watt power amp, **Dolby** and tape program sensor for its cassette deck, and a Noise Quieting Circuit to reduce FM band interference created by the car's engine or oncoming traffic. For further information, contact **Justin Camerlengo** at (201) 348-7182.



WCI's '80 Net Up 30%

Paced primarily by its electronic games and toys division, **Warner Communications Inc.** reported that year-end net income for the firm soared 30 percent to \$137.1 million, up from \$109.1 million during 1979. 1980 revenues rose 25 percent to \$2 billion, up from \$1.65 billion in the year-previous.

1980 fourth quarter earnings for the firm jumped 32 percent to \$44.6 million, up from \$33.7 million in the analogous period of 1979, while fourth quarter revenues increased 40 percent to \$654.8 million, up from 1979's \$468.1 million.

Records Sets 4th Qtr. Income Record

Although 1980 operating income for WCI's recorded music and music publishing division rose one percent to \$82.9 million from \$81.7 million in 1979, fourth quarter income for this division climbed 14 percent to a record \$34.7 million, up from \$30.5 million for the equivalent period of 1979.

Operating income for the firm's electronic games and toys division swelled 101 percent to \$69.9 million, up from \$6.3 million in 1979. This division saw a 350 percent leap in fourth quarter operating income to \$30.3 million, up from \$6.7 million during the fourth quarter of 1979.

Plain-Wrap Products Popularity Increasing

Sales of generic (plain-wrap) goods are showing slight but steady increases, according to a pair of studies recently conducted by the **A.C. Nielsen Co.** and the **Selling Area-Marketing Inc. (SAMI)** firm. The Nielsen survey indicates that private label brands (including generics) have maintained a stable market share in 35 product categories over the past nine years, climbing only .3 percent to 26.5 percent from 1971 to 1980. Nielsen claims that generics account for 2.6 percent of the most recent private label total.

However, the SAMI survey, which did not isolate generics from private label goods as a whole, showed private label products increasing their overall market share from 13.9 percent to 15 percent during the same 12-week period in 1979 and 1980. Nielsen sources noted that the discrepancy between the two surveys may be in part due to Nielsen's averaging its figures, as stores which have carried generics for the past two years report higher sales of generics than stores which recently began carrying the plain-wrap products.

Generics' sales strength also varies widely depending upon the product with plain-wrap detergents, paper goods, canned vegetables, and peanut butter the leading generic products.

Radio Station Sportswear

Virtually every radio station prints its call letters on T-shirts, but now **Pacific Media Sportswear** is offering top-rated stations in the top 50 markets the opportunity to market their call letter logos on a complete line of sportswear for men and women from 16-35. Stations must rank within the top 30 percent of their market and must be CHR, AOR, or Country formatted. There is a one station per format per market limit as well.

Basically, Pacific Media Sportswear silkscreens, flocks or embroiders the station's logo on jeans, western and bowling shirts, sweaters, jackets, tops, T-shirts, stickpins and towels. All goods are guaranteed to be high-quality (samples are available). The logos are displayed on all labels (see sample example) and jean rivets as well as in more prominent areas.

Pacific Media requires four weeks set-up time with product distributed in the marketplace within eight weeks of the conclusion of the contract. Distribution is handled through a variety of department, specialty, chain, and record stores. Stations are expected to promote the apparel via on-air announcements. Royalties from the sale of the garments can be donated to charity.

The **Moffat** stations (**CFOX/Vancouver**, **CHED/Edmonton**, **CKXL/Calgary** and **CKY/Winnipeg**) have already signed up and negotiations are currently pending in Los Angeles, New York, Chicago and Toronto.

For further information contact **Simon Ginsberg** at Pacific Media Sportswear at (213) 628-3946.



Russians Release Mammoth Music

Giving new life to the old phrase "tickle the ivories, professor," USSR-based diskery **Melodiya** recently released an album by a group from Kiev, which uses 20,000-year-old instruments fashioned from the bones of the long-extinct woolly mammoth (not to be confused with the **Crazy Elephant** of "Gimme Gimme Good Lovin'" fame).

While label heads are calling the record a veritable "monster" and plans for "Elephant Man" merchandising tie-ins are currently being fleshed out, those with a nose for new music feel a single (possibly a truncated version of "Tusk") is needed to put the album over, given the label's promotional budget, which in this case is peanuts.

Eighth "Whole O" Radio Catalogue Arrives

The eighth edition of the "Whole O Catalogue" is currently available from **Dan O'Day**. Basically, the catalogue consolidates and provides mail-order access to a variety of books (ranging from music research sources to **Larry Lujack's "Superjock"** to **R&R's own Dr. Richard Lutz's "Radio Research Handbook"**), products (sound effects LP's, production room aids, and alrchecks), and other items of interest to radio professionals.

For further information contact **O'Urners** at 1448 W. San Bruno Ave., Fresno, CA 93711 (209) 431-1502.

Speech Recognition Machines: Just A Shout Away

Speech-recognition machines that are up to 95 percent accurate will be available within two years, according to a recent article in **Production Engineering** magazine. By the end of the decade, the periodical predicts, speech-recognition machines will be commonplace, performing such functions as converting speech directly into writing and, when built into home appliances, automatically reminding consumers how to operate them.

WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs. Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

wymx
ROCK 106

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AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

Last year, Sheena Easton exploded on the English Pop Scene with 3 Top-10 Singles. This year, she's here —

Sheena Easton



Features the first hit "Morning Train."
On EMI America Records.

Produced by Christopher Neil.

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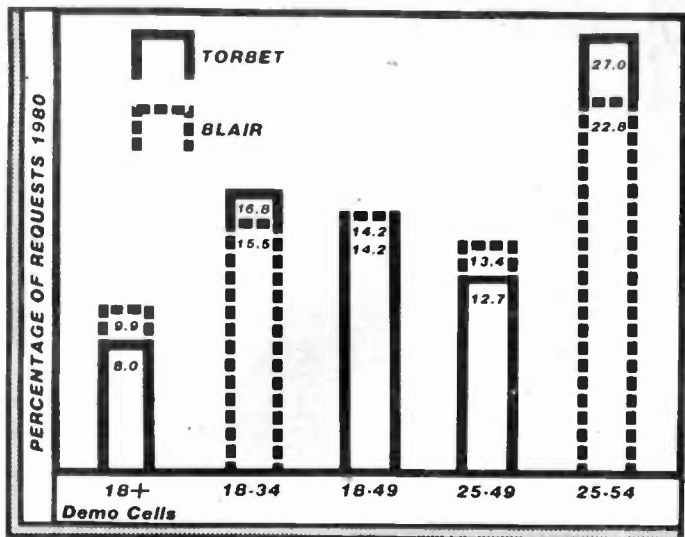
Reps

Torbet, Blair Profile 1980 National Spot Radio Buys

Torbet Radio recently released figures detailing its five age groups most requested by spot radio advertisers for the period spanning December 31, 1979 to September 28, 1980 (see accompanying graph). Among Torbet's findings were that the leading demographic shifted during the course of the year from Adults 25-34 in the first quarter to Adults 18-34 in the second quarter to Men 25-34 in the third quarter.

Additionally, the rep firm reported that the total number of avails requesting males decreased noticeably (between seven to four percent) after the first quarter, 25-54 year-olds were the leading age cell throughout the third quarter, and requests for Metro data lead TSA and ADI by a wide margin (over 60 percent). Furthermore, nearly 40 percent of all requests fall within the 25-54 and 25-49 demographics.

Meanwhile, Blair Radio issued similar information regarding its most requested demographics for 1980 (see accompanying graph). Blair contrasted its 1980 spot radio figures with the totals for the corresponding age groups in 1979, reporting decreases of 1.2 percent (18-plus), 1.5 percent (18-34), 3.1 percent (18-49) and one percent (25-54). The 25-49 demographic saw a .8 percent increase in advertiser requests.



Sales

WTTR-AM-FM/Westminster, MD is being sold by Russell and Kathryn Morgan to Shamrock Communications Inc. for \$1.7 million, subject to FCC approval. Broker was Blackburn & Co.

WOLF-AM/Syracuse is being sold by WOLF Broadcasting Service Inc. to Brent Lambert and Eric Johnson for \$700,000 subject to FCC approval. Broker was the Keith W. Horton Company.

WKNY-AM/Kingston, NY is being sold by Kingston Broadcasters Inc. to Saw Mill Broadcasters Inc. for \$550,000 subject to FCC approval, according to broker Keith Horton.

Nets



RKO

The net recently introduced a "Media Puzzle" campaign designed to promote advertiser awareness of network radio as a cost-effective medium for the 80's. With ads running in the New York Times and advertiser-oriented trade publications, the campaign addresses seven major problems advertisers face and the solutions offered by network radio.

Commenting upon why the ads stress the network radio industry's effectiveness rather than merely his own network, RKO VP/GM Thomas Burchill said, "Sometimes the obvious, clear-cut advantages of advertising on network radio are diluted within our own competitive marketplace. We feel this campaign stresses the effectiveness of network radio as a medium rather than just one aspect of it."



NEWSMAKERS — While attending the recent first anniversary party on behalf of the Source, RCA's Daryl Hall (left) and John Oates (right) chatted with NBC News anchorman Edwin Newman. NBC's "Young Adult Network" will present a 90-minute special featuring the duo recorded live in concert on February 20.



Thomas Rocco has been promoted to Manager of Special Programming Sales for the net. A six-year veteran of the firm, Rocco most recently served as an account executive with ABC Radio.



ABC FM

"With Love: A Rock And Roll Valentine," a 12-hour concert featuring live performances from the Allman Brothers, Pat Benatar, Blondie, the Cars, Eric Clapton, the Doobie Brothers, Foreigner, the Grateful Dead, Heart, Ian Hunter, Joe Jackson, the Jefferson Starship, Elton John, John Lennon, Van Morrison, Bonnie Raitt, Rockpile, the Rolling Stones, Rod Stewart, the Talking Heads, and the Who, will air Saturday (2-14) via the net.

Syndicators

London Wavelength

"25 Years Of Rock," a 25-hour "sound montage" spanning 1955 to 1980, is currently being offered by the firm. The BBC-produced program is unique in that there is no narrator; instead, the year's top songs are intercut with relevant news events and artists interviews. The show is available on a market-exclusive, trade-barrier basis with slots for up to 10 minutes of commercials per hour.

Time Capsule

Beginning February 9, the firm debuted a 90-second mini-quiz feature, "Time Capsule." The 240 mini-quizes come 30 per flight with each program focusing on a month between January 1960 and December 1980. Following one minute of clues (news and sports highlights, actualities, and a montage of hit songs), listeners are challenged to guess the month and year. After a commercial break, the answer and a short clip of the month's top song are presented. WRKO/Boston's Bill Stephens hosts the distributed program.

Drake-Chenault

Doug Hammett has been appointed Regional Sales Manager/Formats for the firm. Most recently an account executive with Arbitron, Hammett's prior radio experience includes stints as a sales consultant, account executive, sales manager, air personality, news-person, and programmer.

Watermark

Carol Holt has been promoted to Sales Manager for the L.A.-based producer of specialized radio programming. Holt joined the firm in 1979.

Earth News



DE AGONY OF DE FEET — Upcoming Earth News guest Lou Ferrigno (better known as the Incredible Hulk) puts the squeeze on Earth News Sales Manager Pete Howard, who had the misfortune to poke fun at Ferrigno's "baby booties." Howard is holding his own gunboat — size 14.

People

New York

Rod Calarco has been named General Sales Manager for WCBS-FM, coming to the Big Apple from his previous post as Chicago Sales Manager at CBS Radio Spot Sales.

Edward Cossman and Sylvan Taplinger, Executive VP and Sr. VP, respectively, for SJR Communications, were the subject of a profile in the January 26 edition of Fortune magazine, an unusual accolade from the publication.

Little Rock

Charles Edwards has been elevated to Sales Manager for Shamrock's KXLR-AM from his previous post as sales consultant to the station.

Los Angeles

Robert Nelson has been reelected to the Board of Directors of the Southern California Broadcasters Association. Nelson currently serves as VP/CBS Radio Division and GM of KNX-FM/Los Angeles.

THIS WEEKEND ON SOUNDTRACK OF THE 60'S

MURRAY THE K

plus

- ★ Michelle Remembers THE MAMAS & PAPAS
- ★ Surefire 60's Dating Secrets
- ★ FREDDY CANNON Revisits Palisades Park

presents three hours of 60's HITS from THE EXCITERS to THE ZOMBIES

SOUNDTRACK OF THE 60'S is produced each week for radio worldwide by Watermark, makers of AMERICAN TOP 40, AMERICAN COUNTRY COUNTDOWN and THE ROBERT W. MORGAN SPECIAL OF THE WEEK.

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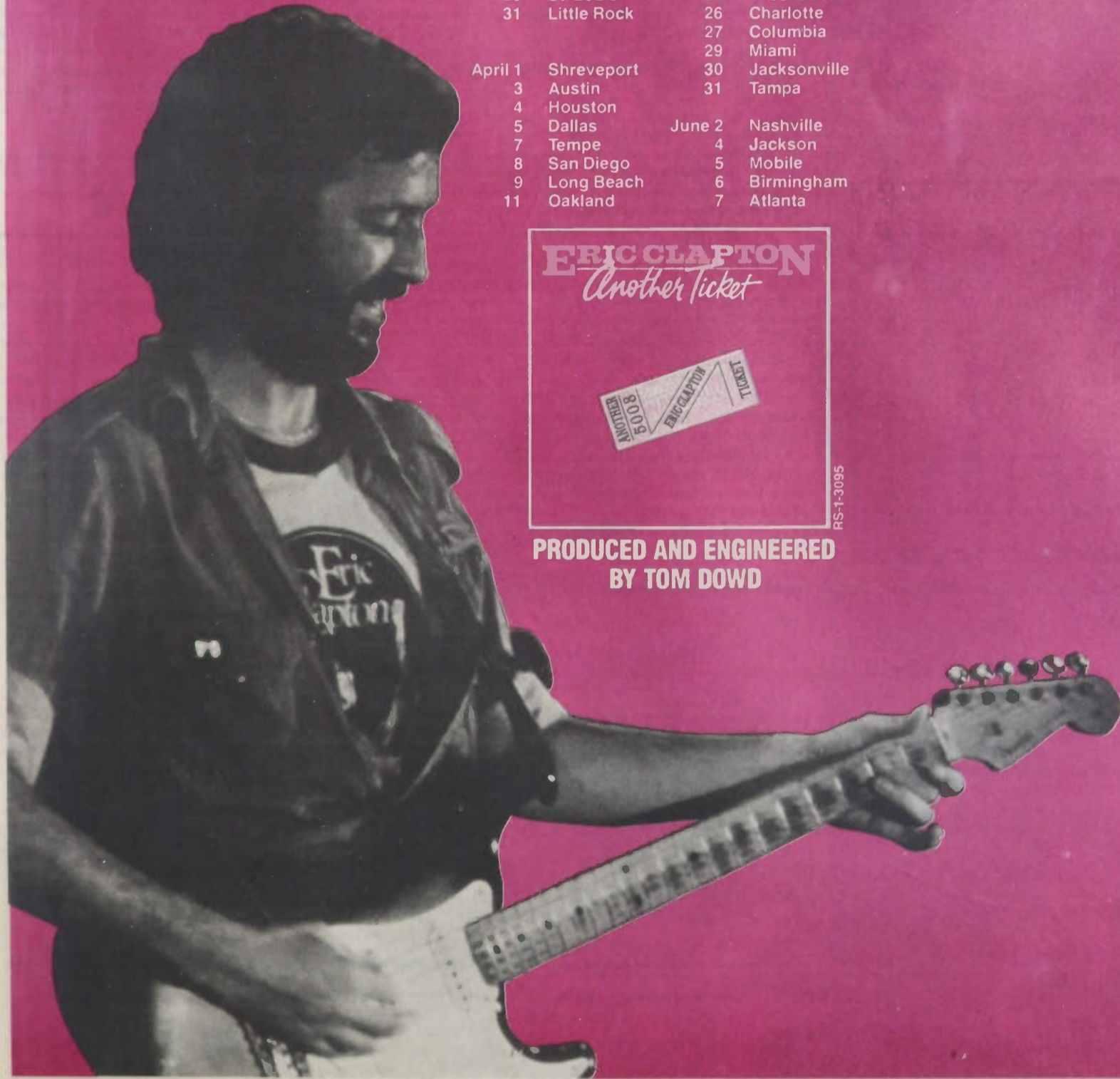
ERIC CLAPTON

"I CAN'T STAND IT" RS-1060

The First Single From Eric Clapton's
Forthcoming Studio Album "ANOTHER TICKET"

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March 2	Portland	May 1	Indianapolis
3	Spokane	2	Cincinnati
5, 6, 7	Seattle	3	Detroit
9	Billings	5	Ft. Wayne
10	Great Falls	7	East Lansing
13	Madison	8	Chicago
14	Duluth	9	Cleveland
15	St. Paul	10	Pittsburgh
17	Ames	12	New Haven
19	Wichita	13	Binghamton
20	Springfield	15	Nassau, N.Y.
21	Kansas City	16	Providence
22	Lincoln	17	Portland
24	Baton Rouge	19	Rochester
25	New Orleans	20	Philadelphia
27	Memphis	22	Washington, D.C.
28	Carbondale	23	Norfolk
29	St. Louis	24	Greensboro
31	Little Rock	26	Charlotte
		27	Columbia
		29	Miami
April 1	Shreveport	30	Jacksonville
3	Austin	31	Tampa
4	Houston		
5	Dallas	June 2	Nashville
7	Tempe	4	Jackson
8	San Diego	5	Mobile
9	Long Beach	6	Birmingham
11	Oakland	7	Atlanta



ERIC CLAPTON
Another Ticket



RS-1-3095

PRODUCED AND ENGINEERED
BY TOM DOWD



This Is The New
Emmylou Harris
Single That
Everybody's
Talking About.

"Mr. Sandman"

EMMYLOU
HARRIS



Produced by Brian Ahern
For Happy Sack Productions

ON WARNER BROS. RECORDS

October/November '80 Arbitron Shares

Chicago

(Quarterly Measurement)

WGN Down Two, Still Leads; WGCI Up To Third

WGN (T/PA) remained the top Chicago station, but slipped 12.0-9.7. WLOO (BM) gained 6.0-6.9, but the big news was WGCI (B), up 4.1-6.0 for a third-place finish overall. WLUP (A) lost a share, 4.7-3.8, but WJEZ (C) rebounded 2.3-3.3.

Additional Windy City stations with a one share or better were WAIT (BM) 2.0-1.3, WBBM (N) 6.6-5.8, WBBM-FM (PA) 2.4-2.5, WBMX (B) 3.6-2.9, WCLR (PA) 3.1-3.3, WEFM (R) rebounding 1.8-2.7, WFMT (CL) 1.6-1.8, WFYR (PA) 3.4-3.1, WIND (N) 4.1-4.6, WJJD (C) 1.0-1.1, WJPC (B) 1.9-2.3, WKQX (PA) 2.9-3.2, WLAK (BM) 5.0-4.6, WLS (R) stable at 5.7, WLS-FM (R) debuting with a 1.2, WMAQ (C) 4.7-4.9, WMET (A) 3.2-3.5, WOJO (S) 1.4-1.1, WVON (B) 1.9-1.6, and WXRT (A) 1.3-1.7.

Seattle

(Quarterly Measurement)

KIRO Rebounds To Double Digits, Tops Market

KIRO (N/T) widened its lead, 8.9-10.6. No. 2 KOMO (PA) was up as well, 7.8-8.3. KISW (A) showed healthy improvement, 5.7-7.3, while competitors KZAM-FM (A) and KZOK-FM (A) slipped 4.6-3.6 and 3.7-2.9 respectively. On the Beautiful Music front, KIXI moved 2.6-3.4 while KSEA eroded 5.9-4.8.

Other Seattle area stations with a one share or better included KAYO (N) 1.3-1.9, KBIQ (RL) 2.0-1.4, KBRD (BM) 3.8-2.2, KEZX (BM) 3.7-3.5, KING (PA) 3.4-3.5, KING-FM (CL) 2.1-2.5, KIXI-FM (PA) 2.5-2.9, KJR (R) 4.9-5.2, KMPS (C) 2.5-2.9, KMPS-FM (C) 3.1-2.5, KNBQ (R) 2.7-2.9, KPLZ (R) 4.6-3.9, KRPM-FM (C) 4.1-0, KTAC (R) 1.8-2.3, KVI (N/T) 4.0-2.4, KXA (CL/T) 1.0-1.8, and KYYX (R) 3.7-4.3.

Indianapolis

(Quarterly Measurement)

WIBC Dominant, WXTZ Down Two

Perennially strong WIBC (PA) maintained 15.7-15.6, while runner-up WXTZ (BM) slipped again, 12.5-10.3. WNAP (R) posted a notable gain, 7.1-9.9, as did WFMS (C), rising 7.4-9.0, just behind competitor WIRE, which edged up 8.8-9.3.

Additional Indianapolis area stations scoring above a one share were WATI (BM) 2.9-3.7, WBRI (RL) 1.2-1.0, WFBQ (A) 6.7-7.4, WIFE (R) 2.9-1.8, WIKS (R) 9.0-8.1, WNDE (R) 5.3-5.0, WTLC (B) 9.2-9.3, and WGTC (C) 8-1.8.

Anaheim

(Quarterly Measurement)

KEZY, KWIZ Tie For Lead Among Locals; KBIG Top Station Overall

KEZY (A) slipped 2.3-2.1 and tied with KWIZ (PA) 2.0-2.1 for the top spot among Orange County stations. Other Anaheim area stations with a one share include KEZY-FM (A) 1.6-1.8; KIKF (C), which debuted with a 1.0; and KWIZ-FM (PA) 9.1-5.

KBIG (BM) led the L.A. stations, and the overall numbers, 7.9-7.3. KFI (R) rebounded 4.3-5.1, KFVB (N) rose 3.0-4.3, and KJOI (BM) moved 3.7-5.0. KMET (A) slid 7.2-4.2.

Remaining L.A. stations with a one share or better in Orange County were KABC (T) 5.8-4.7, KFAC-FM (CL) 5-1.1, KHJ (C) debuting (midway through the book) with a 1.3, KHTZ (R) 2.8-2.2, KIIS-FM (R) 2.8-2.5, KIQQ (R) 2.1-3.1, KKKGO (J) stable at 1.1, KLAC (C) 5.1-5.4, KLOS (A) 3.3-3.7, KMPC (T) 3.7-3.3, KNOB (BM) 1.4-1.6, KNX (N) 3.5-4.0, KNX-FM (A) 4.1-4.0, KOST (BM) 2.6-2.2, KRLA (R/O) 1.9-2.1, KROQ (A) 2.2-2.1, KRTH (R) 5.1-4.7, KWST (A) 9-1.6, KZLA-FM (C) debuting with 1.7 in its first country book, and XTRA (R) stable at 1.9.

Sacramento

(Quarterly Measurement)

KZAP Keeps Lead, KEWT Slips, KRAK Moves Into Second

KZAP (A) remained the only double digit station, 14-6-12.2, while former number two KEWT (BM) slipped 10.7-7.3. KRAK (C) moved up well 6.4-9.0. KAER (BM) moved 2.4-4.0, but KROY (R) slipped 4.4-1.9. KSFM (R) climbed 5.1-6.2, and KFBK (N) gained 4.0-5.5.

Additional Sacramento stations that scored a one share or better include KAH1 (PA) from no-show to a 1.3, KCTC (BM) 5.3-4.7, KEBR (RL) from no ranking to 1.0, KFIA (RL) 1.1-1.0, KGMS (PA) 2.7-3.7, KGNR (N/T) 6.1-6.7, KHYL (R/O) 4.8-5.1, KPOP (B) 2.8-1.7, KROY-FM (R) 2.5-3.4, KWOD (PA) 3.6-3.2, KXOA (R/O) 1.5-1.0, KXOA-FM (AOR) stable at 5.5, and KYLO (C) 8-1.6.

San Francisco stations with a one share or better were KFRC (R) 2.2-2.8, KGO (N/T) 2.1-2.2, and KNBR (PA) 1.8-1.0.

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

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.

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

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- BACK TO BASICS

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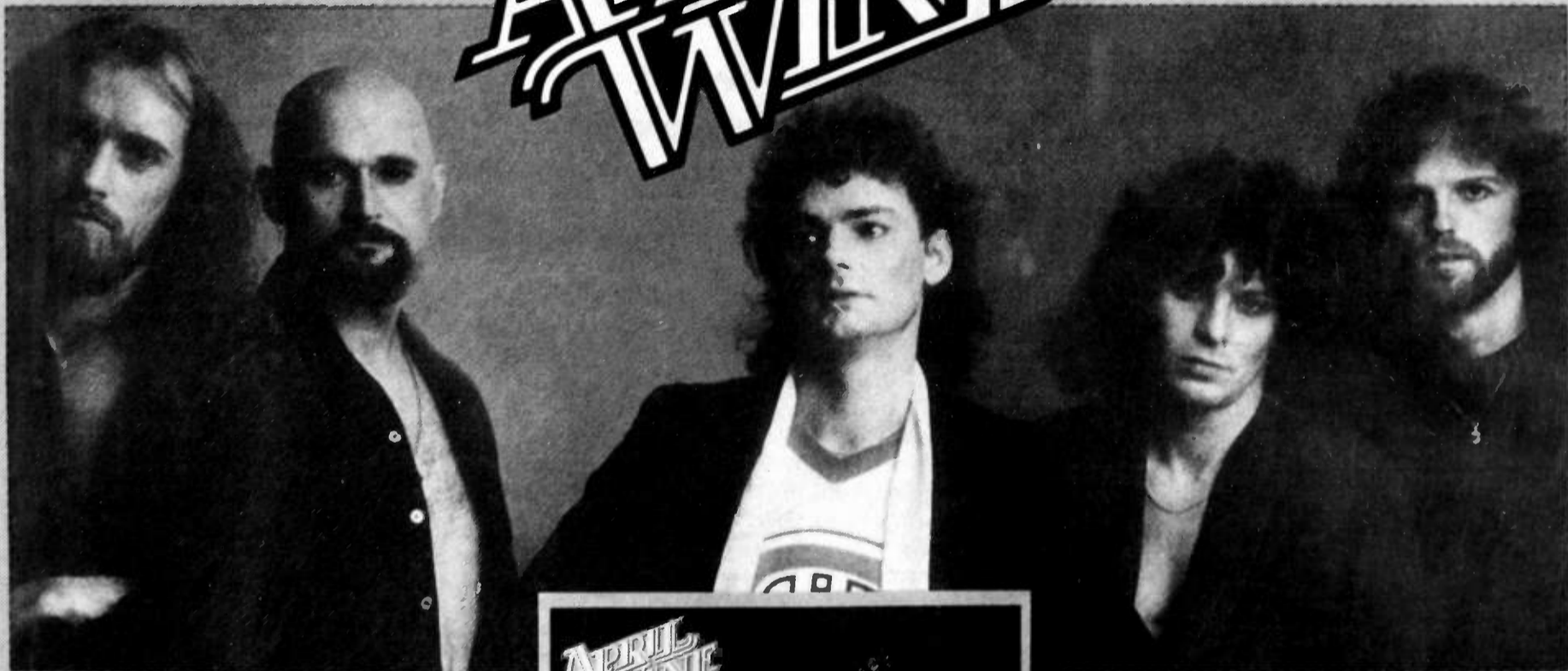


THE BEAST IS UNLEASHED!

"JUST BETWEEN YOU AND ME" ⁴⁹⁷⁵

THE NEW HIT SINGLE
FROM

APRIL WINE



RADIO & RECORDS ALBUM AIRPLAY/40

22 15 14 12 **APRIL WINE/The
Nature Of The
Beast (Capitol)**



BACK PAGE NEW & ACTIVE

APRIL WINE "Just Between You & Me"
(Capitol) 88/35 Moves: Up 23, Same 30,
Down 0, Adds 35, Including WBEN-FM,
96KX, WPGC, WTRY, WKBO, KRBE, WTIX,
KXX106, WBBQ, WGRD, WISM, KIOY,
KNBQ.

FROM THE SMASH AOR ALBUM

THE NATURE OF THE BEAST

800-12128



Produced by Myles Goodwyn & Mike Stone*

An Aquarius Records Production

Direction Terry Flood Management

*Mike Stone Enterprises Ltd



© 1981 Capitol Records, Inc.

"What niche do you want to carve out and promote as your own?"

Quarterly Measurement Countdown

A baseball game that takes 27 innings. A hockey match that lasts nine periods. Envision these changes and you have some idea of the scope of the impact of Arbitron's Quarterly Measurement survey technique. In little more than a month the spring survey will begin, and every market that has not yet had QM instituted will be under a 12-week sweep for the first time. As the days count down towards March 19, how are you adjusting to the new rules of the game? Here are some points that you may want to keep in mind as this revolutionary measurement system is begun nationwide.

Marketing Goals Set?

So many stations are going into the first QM sweep in their market without adequate preparation. One of the most grievous sins is that they are discussing the size of their ad budgets — without giving much thought or research look into *what* to promote with those budgets. The real key to success under Quarterly Measurement is going to be consistency, so what niche do you want to carve out and promote as your own? Finding your unique selling proposition, then promoting it consistently throughout the year has to be the framework upon which a successful ratings story can be built.

What kind of goals can/should you strive to set? My experience has been that you may want to set a realistic goal in your target demo — your *real* target, not an Arbitron cell necessarily — and have the staff agree that after two surveys you hope to be at that level among men 30-40, women

"Contests or promotions are just clutter that gets in the way of hearing the music they tuned in for."

25-49, whatever applies. Then decide on the tactics to accomplish your ratings figure goal — are you going to try and build cume, or will improving

time spent listening be your major concern? Finally, try to develop, through research feedback from the community, a slogan or tag line that will be a consistent presence in your external marketing.

An additional thought regarding goal-setting for your target demo, make sure that the demo is a realistic one — not such a broad skew as 12-34 for example — and that it is a salable one in your market.

Promotion Preparations

As station GM's look at their advertising/promotion budgets, the thought of increasing the length of a survey throws a fright into many otherwise strong persons. Assuming you are not able to get a budgetary increase to match the increase in the length of the sweep, you may want to keep in mind these tips . . .

1. Talk to station managers in markets that have had their baptism with Quarterly Measurement. Seattle and New Orleans have had the 12-week long surveys since Spring '78, while the top five markets have been phased in since then. Perhaps you can glean some insights from a friend or associate in one of these markets.

2. Timing is all important. Hype is out, since the sweep will be covering a longer period than the traditional four-week surveys. Consistency will be the byword. Stations that wait until the beginning of the survey, offer big promotions at the start of the sweep, and expect that momentum to carry them successfully through QM are in for a big surprise.

3. Programmers as well as promotion people need to keep in mind that potential impact of the lengthening of the survey. Instead of each week theoretically containing one-fourth of the survey's sample, each week will now potentially contain one-twelfth. As a result, one-shot events that may have been successful in the past will now have their impact diluted under Quarterly Measurement. Series events, contests or programs may make more sense under the new Arbitron technique.

Let me act as a bit of a heretic here. Allow me to suggest that some, perhaps many, stations can be successful without promotions. Although many GM's and PD's feel that a survey indicates that an on-air promotion must be conjured up to juice the ratings, many listeners say "no thanks." In focus group and telephone research that I've done, respondents in many markets say they believe that

Week In Review

Philadelphia Votes For Monthlies

A majority of Arbitron subscribers in the Philadelphia metro have voted to receive the monthly interim reports during Quarterly Measurement surveys. Philadelphia thus becomes the first major market to vote in the monthlies. The top three markets had previously voted down the issue twice. Markets where QM is being introduced this spring may or may not have the option of receiving these interim reports, with an Arbitron position yet to be finalized, according to spokesperson Connie Anthes.

Birch 50% Higher

According to Tom Birch, President of the Birch Report ratings service, his firm's telephone methodology "may show radio to deliver as much as 50% more audience" than estimates generated by Arbitron. Birch attributes the higher audience levels to the difference between a five-minute interview and the seven-day diarykeeping task, as well as the retrieval of data that is no more than 24 hours old. Some diarykeepers may not be conscientious about keeping the diary each of the seven days involved in the Arbitron system. Previous to the Birch Report, Burke's radio effort — which used a similar sampling technique — also reported levels much higher than Arbitron.

contests or promotions are just clutter that gets in the way of hearing the music they tuned in for. This phenomenon is not applicable to every station or format, but I know a number of properties where dollars were saved this past sweep and ratings were strong without major on-air happenings.

4. Don't shoot your total budget. As you plan for the first QM sweep it might be wise to not blow all your bucks the first time around. Since Arbitron will be surveying weeks not previously swept in your metro, there may be flukes or problems the first time around that might skew results in an atypical way. Better to maintain a consistent but not dominant presence until you have analyzed the results of the first QM survey in your area. After reviewing the Arbitron track record in your market you may then have more concrete guidelines on which to base advertising and promotional decisions.

The Results Reaction

Perhaps the most excruciating part of the Quarterly Measurement countdown is the waiting for the results. As mentioned earlier, the data may be affected by Arbitron problems in implementing the QM technique in your metro. Do not jump out of a window or take other drastic steps if your numbers wobble. Remember that you need a consistent marketing plan and that the plan should cover not just one sweep, thus avoiding the tendency to go Punk/Gospel after the first results show your CHR format did not do well. Take two aspirin, call me in the morning, and here's to good luck in your upcoming spring QM effort.

Q&A

Bill Clark, member of the Arbitron Radio Advisory Council and the guiding light behind KABL-AM-FM/San Francisco, called recently to inquire, "What happens if a station changes format after the February 2 cutoff established by Arbitron for sending in facility form information for the spring sweep? How can slogan changes be made?"

According to Connie Anthes of Arbitron, the company is devising a policy allowing slogan updates as long as the revised slogans don't create a slogan conflict. More specifics, and a contact person to whom you can send in your updates will be forthcoming from Ms. Anthes. Stay tuned for more information.

**Jhan
Hiber**

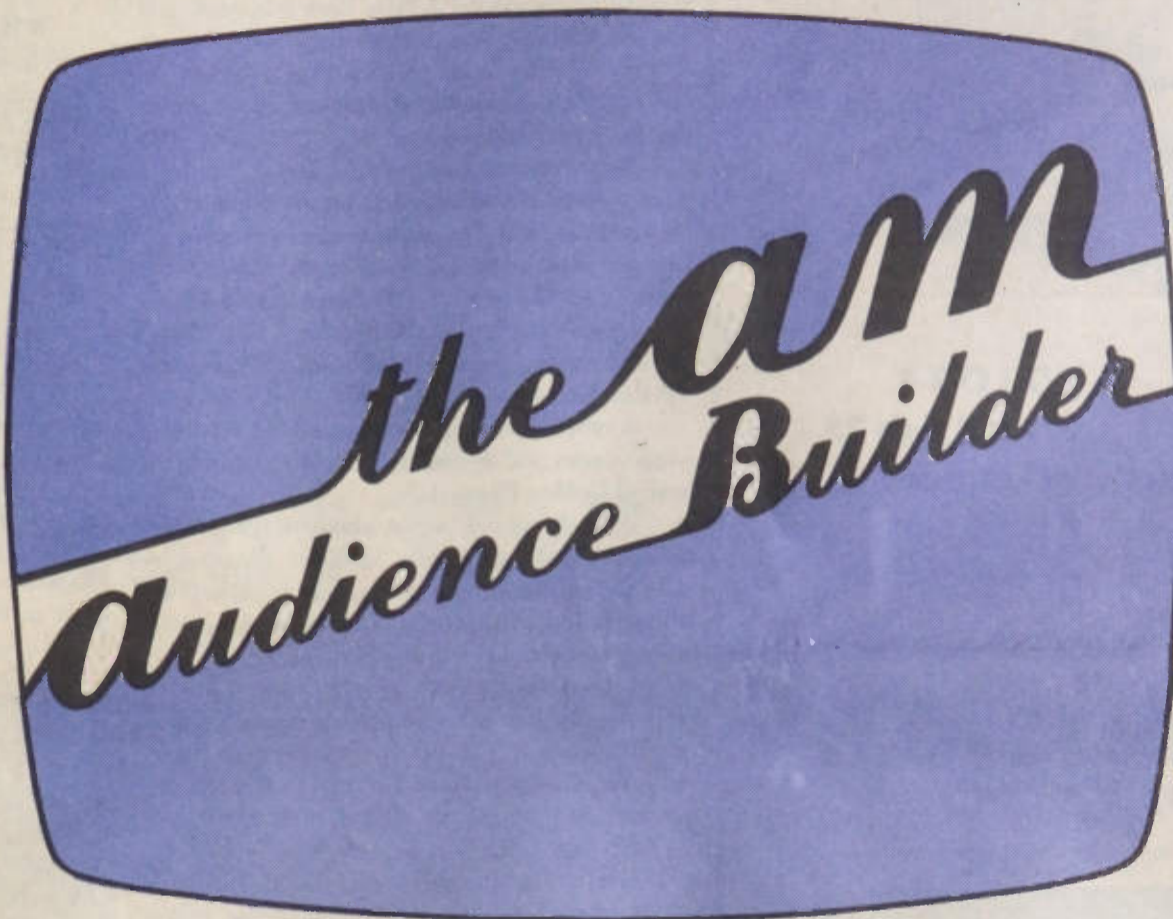


**“One of the highest-rated
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*Bill Moyes/President
The Research Group*

R&R

P R E S E N T S



- *For Winning AM Stations In All Formats.*
- *Can Easily Be Customized For Each Dial Position And Format Situation.*
- *Two 30-Second Versions.*
- *Network-Quality Production At Affordable Prices.*

Call (213) 553-4330 For A Demo.

(AM Stations Only)

T.S. MONK

"BON BON VIE" #3780

from the album
HOUSE OF MUSIC WTG 19291



New York	WXLO 7-4
Boston	WXKS deb 23
New Orleans	WTIX add
Tucson	KHYT add

PHOEBE SNOW

"GAMES" #3800



94Q add	WGUY add	WALG add
WPST add	95XIL add	WGLF add
K104 add	WOLF add	WCGQ add
WKEE add	WHHY add	WBCY add
KINT add	WISE add	WQLK add
KXX108 add	WQEN add	



STREET TALK

The news that Billy Bass, Senior VP/Promotion & Creative Services at Chrysalis Records, had exited the company caught nearly everyone by surprise this week. When Street Talk reached Billy, he had no comment, but further rumors persisted that something new may be in the works for him in the very near future. No immediate replacement was named at Chrysalis, but the potential candidates were lining up within 24 hours of Billy's departure.

Are Ross & Wilson (late of Z93/Atlanta) going to WABC/New York for AM drive? That was the hottest gossip in New York this week, but not confirmed. The entire story had current WABC AM drive personality Dan Ingram returning to his old afternoon shift to make room for the new morning duo.

With 96X/Miami going "dark" Saturday night (2-14) at midnight, a lot of talented air personalities will be on the streets. Although Charter has offered assistance in placing the newly unemployed staff, PD Bruce Kelly has already announced that he'll join Y100/Miami for PM drive. Bruce will also assist Metroplex VP Bill Tanner.

A much-asked question in record circles this week is who will be the newly-named promotion head at Geffen Records?

Format rumors persist about WRKO/Boston. Although all parties involved continue to deny the station will become Country, something is happening. PD Charlie Van Dyke is keeping any contemplated changes very quiet.

John Sebastian & Associates, Inc. has set up shop in Arizona. The address and phone are: 5105 North 40th Street, Suite E-310, Phoenix, AZ 85108, (602) 952-8736. John has also officially announced his second client station — WQMF/Louisville.

The format direction of KILT-FM/Houston under new PD Rick Candea is being called "Houston mass appeal." A lot of Texans are interpreting that to mean "cowboy boots and hats" music . . . but then, that's a rumor we've reported before. The station itself is still denying that the AOR will switch to Country.

Here's one AOR that will change formats . . . WORJ/Orlando, after 12 years as an album rocker, will convert to Schulke 2. VP/Programming for WORJ (and its AM, WORL) David Souza will stay with the station through the changeover, but MD Bill Mims will exit.

Ron Chase is out as PD of KPUR/Amarillo, with Dan Wilson returning to program the station. Dan had been PD at KPUR in 1976 before going into sales for the CHR outlet. Ron can be reached at (806) 355-4352.

WOL/Washington has shifted its Black format to News/Talk from 6am-6pm. After 6pm the station will resume its music programming.

We've heard that Steve Dahl is not only talking to the folks at WMET/Chicago but that he has also been approached by ABC (who reportedly passed on the opportunity to pick up Steve for KLOS/Los Angeles just before he joined the Loop).

Street Talk received a clarification from Lee Abrams that KPRI/San Diego is *not* the first test station for his new Superstars II format. Instead, he and Southwestern PD Jesse Bullet have been working on some specialized modifications that won't change the format as much as it will help KPRI gear itself past the stereotypical AOR 18-24 male. Dex Allen, KPRI GM, clarified this further, saying, "Our target audience is adults 18-34. The plans are to improve the programming to strengthen our reach for the older half of that demographic."

WMJQ/Rochester has lured Tom Hunter away from WZOK/Rockford to be its new PD. Replacing Tom as PD of WZOK will be former WOKY/Milwaukee MD Dallas Cole, as another WSPT/Stevens Point graduate makes it into the programming ranks. Congratulations to both Tom and Dallas on their promotions.

KZOK/Seattle has hired a new morning man. Rick Shannon, a highly-rated personality from CHR KJRB/Spokane, will join the AOR outlet on February 18. Also at KZOK, Brad Hoffman steps down as MD, but remains with the station as a jock. The new MD will be Michael Knight from KKSX/Portland, and a new Assistant PD was also named: Larry Snider from KGON/Portland.

Jerry Boulding will become the new VP of Black Product at MCA Records. Jerry comes from a long radio career, including his most recent programming stop at KDIA/Oakland.



LOOKS LIKE A WINNER — Remember the KFRC/San Francisco contest we told you about? You know, the one where just prior to the Raiders/Eagles Superbowl game, KFRC was looking for an Al Davis lookalike. Well, we have visual proof this week that someone actually does look like Oakland Raiders owner Al Davis. Charlie Webb of Concord, CA won the grand prize, which consisted of a one-way bus ticket to Los Angeles, a pair of sunglasses, a case of suntan lotion and his own personal "yes man." Pictured with the winner is KFRC personality Rick Shaw, who acted as master of ceremonies for the media event. By the way, when Rick asked the winner how he felt about being chosen as Al Davis's lookalike, he said, "This is the worst moment of my life!"

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

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

JIM BUICK/CKPT . . . "I still use Weenie material from 3 years ago. Always fresh, and funnier than a rubber receptionist."

Jocks...write today for free samples.



MIRAGE
RECORDS INC.

THEY'RE ALL ON

THE BACK PAGE

LOVERBOY "Turn Me Loose"

THE ACTION:

CFTR 30-22	WOKI 26-20	WPST add	WCSC on	KJRB on	WHY 29-26	KDZA on
CKGM deb 27	FM103 26-23	WKEE deb 40	WTMA on	KNBQ deb 30	95SGF on	KQDI on
Q102 add 35	KPUR 20-15	KRBE on	WVLK on	KTAC deb 33	WCGQ deb 30	KYYA 13-13
KUPD 25-15	KOOK 19-16	KHFI on	WVIC 36-33	KYSN 30-28	WISE on	
K104 35-29	KRLC 12-8	KWIC on	Z104 28-27	KENO on	KILE on	
KINT 24-21	WGCL on	KXX106 27-25	WIKS on	WIGY on	KFYR on	
KQ94 25-22	KIMN on	WAAY on	WDJX 37-35	WCIR on	WRKR 24-20	
WBBQ 30-24	WHFM on	WSEZ on	KIDD on	95XIL 39-36	KCBN deb 37	

Produced by Bruce Fairbairn

CHAMPAIGN "How 'Bout Us"

THIS WEEK'S SIGNIFICANT ACTION:

WCAO deb 30	WAQY add	WHY add	KATI add	WTIX deb 37	WCSC on	WRKR deb 34
94Q deb 30	KSET-FM add	95SGF add	WXKS on	Y103 deb 39	WHEB 34-31	
KFI add	KXX106 add	WFOX add	KSLQ 23-22	WHBQ on	FM99 on	
KPLZ add	KX104 add	WISE add	KINT deb 38	92Q deb 29	KVOL 25-22	

Produced by Leo Graham for B-Line Productions

EARTH, WIND AND FIRE "And Love Goes On"

THE LOVE IS GOING ON THESE STATIONS:

WXLO 31-23	PRO-FM deb 24	KPLZ deb 29	G100 31-26	WQRK deb 31	KTAC deb 31
WFIL on	JB105 35-31	KC101 add 30	WAAY on	WGRD add	KCPX deb 35
WIFI on	KRLY on	WHYN 22	WAXY deb 26	WVIC on	KENO deb 30
WCAO 30-26	WCKX on	14Q on	BJ105 on	Z104 on	WJBQ 30-26
WROR 27-24	WGCL deb 30	WKEE on	CK101 27-23	WDJX on	WGUY on
WXKS add	KIIS-FM on	KSET-FM add	KX104 on	WHOT 29-27	WTSN deb 17
	KFRC deb 40	KINT deb 32	WSEZ deb 33	KIOY deb 28	KENI add
	KJR on	WJDX 26	WGH on	KJRB 26-24	KQDI on



Produced by Maurice White for Kalimba Productions



WE DON'T JUST MAKE RECORDS, WE BREAK THEM



On with our weekly spaceventure . . . as the Garish Column orbits into your mailbox and plunges eagerly into a stupified state of free fall (which is artificial hair that your girl can wear for nothing, right . . . FREE FALL? Rimshot, please . . .).

Couple of fascinating books reached the outstretched arms of Carl-Bob, the Gary Owens free-lance courier, and Man of Steel, Man of Honor, Man of Integrity, Manishevitz.

First, a neat volume from a long time friend and great deejay, Dave Diamond. Dave has created a verbal portrait of the inner city in a book called "Street Scenes," published by West American Press. Dave is one of the leaders in the veristic writing movement, and graduated with his BS degree in journalism from the University of Southern Mississippi. The chapter titles will have you pensively combing the snarls out of your sideburns: "Last Chance For The Beggar," "The Ace Diner," "From Here To Reality," "In Wine There Is Truth." Dave also shows his talent for prose poems. If you'd like to nab a copy you can write to the publisher, Box 75101, Los Angeles, CA 90075. It's \$4.00 a book and very thought-provoking.

Carl-Bob also brought me an epic called "The Rock Music Source Book" (and What is Source for the Goose, is Source for the Gander). It's written by Bob Macken, Peter Fornatale, and Bill Ayres for Anchor Books. The guys state there are an estimated 300,000 pro and amateur rock groups performing in the U.S. at this time (no wonder I have a difficult time sleeping). They claim that when they started to put their book together they had some 400 different themes in mind, but they soon discovered that would lead them out of their

minds and into a hernia . . . so instead they chose 50 themes that reflect the deepest personal social and political concerns in the world.

I must say, they've really done their homework . . . the record categories range from Brotherhood to Cowboys, Wild West, Hope/Optimism; from Outlaws to Pregnancy, Rat Race to Self-Identity.

My congratulations to them for a much-needed reference work for every music library in the country.

It sort of makes my reference book, "Motels of Iowa," pale by comparison.

* * * * *

A radio station executive told me an anecdote of ambivalence last week. A young lady came to him to apply for a job, and he asked her about her credentials. Although she had gone to broadcast school, she had not yet worked for an actual station. O.K.! Then she said, "I've been busy writing my autobiography." All right! Then he asked her how old she was, and she said, "I'm 18." (I imagine those years between 8 and 9 are the ones they'll make the movie about!) Even if that's true, it makes you sound like you might be flinging a lot of braggadocio. So when applying for first time gigs, the GO Foundation suggests that you toss in more believable past thrusts like: Cropduster, Queen of Scotland, Whoopie Cushion Repair Shop Clerk, Las Vegas Casino President, Dribble Glass Manufacturer, Registered Buffoon, Fish Flogger, Calvin Coolidge Look-alike, or Niblet Sorter.



'Dallas,' CBS Continue Domination

The Nielsen computer, restored to a state of cheery good health after two breakdowns over the last two weeks, delivered ratings figures for the week ending February 8 which showed "Dallas" and CBS leading the pack as usual. CBS earned a solid 20.8 average rating thanks to "Dallas" and a few series stalwarts ("M*A*S*H," "60 Minutes," "Dukes Of Hazzard") and top ten scores from Burt Reynolds (in "Hooper") and Lily Tomlin's special. ABC was second with 19.5, and NBC fell to a distant third with 16.9.

In last week's standings, which were computer-delayed and missed our deadline, "Dallas" was top show again and CBS won with a 21.0 average rating. NBC scored well for second with 19.3, and ABC finished third with 17.5.

1	1	Dallas (CBS)	4	11	Facts Of Life (NBC)
5	2	Dukes Of Hazzard (CBS)	—	12	Too Close For Comfort (ABC)
—	3	Hooper (CBS Sunday movie)	6	13	Little House On The Prairie (NBC)
7	4	M*A*S*H (CBS)	20	14	House Calls (CBS)
2	5	60 Minutes (CBS)	—	15	East Of Eden Part I (ABC)
3	6	Diff'rent Strokes (NBC)	—	16	Hart To Hart (ABC)
10	7	Real People (NBC)	—	17	Happy Days (ABC)
—	8	Lily Tomlin Special (CBS)	—	18	That's Incredible (ABC)
8	9	Love Boat (ABC)	—	19	The Waltons (CBS)
—	10	Three's Company (ABC)	9	20	Quincy (NBC)

"WKRP In Cincinnati" finished 27th last week, up from 39th the week previous. CBS's Hitler drama "The Bunker" finished 13th two weeks ago, the only special to make the top 20 that week.



BERRY BERRY GOOD TO ROCK & ROLL — Chuck Berry received the "Distinguished Award of Merit" during the eighth annual American Music Awards telecast. He's pictured (center) with actress Mary Crosby, whose father Bing was the first recipient of the award, and AMA host Dick Clark.

Music On TV

Paul Simon will host the 23rd annual Grammy Awards telecast on CBS February 25. Performers and presenters for the show include Irene Cara, James Cleveland, Judy Collins, Rodney Dangerfield, Andy and Barry Gibb, George Jones, Kenny Loggins, Barbara Mandrell, Chuck Mangione, Manhattan Transfer, Bette Midler, Anne Murray, the Oak Ridge Boys, Barbra Streisand, and Dionne Warwick . . . Rick Nelson is on "Midnight Special" February 13 . . . Phil Seymour and A Taste Of Honey guest on "American Bandstand" February 14 . . . George Benson, Larry Gatlin & The Gatlin Brothers appear on "Barbara Mandrell" February 14.

VIDEOSCOPE:

3-D TV: An international committee met in Switzerland recently to study proposals for 3-D home television. Several companies are currently refining 3-D TV systems and the committee's goal is the creation of compatible receivers that could be viewed by a group . . . GOOD-BYE "DONALD DUCK": Variable Speech Control Co. has developed a new large scale integration (LSI) microcircuit that helps correct the "Donald Duck" distortion of sound resulting from pitch changes during high-speed VCR viewing. According to the firm, speed listening (250 to 300 words per minute or twice the average rate) will now be cost-effective for remote-controlled VCR's . . . VIDAMERICA ADDS FIVE TITLES: VidAmerica, the New York-based arm of the Video Corp. of America, has bolstered its specialty and sports videocassette catalog with the acquisition of five new titles, including "The NFL SymFunny: Super Bowl III," the "Amazing World Of Psychic Phenomena," and the John Wayne classic, "Flying Leathernecks."

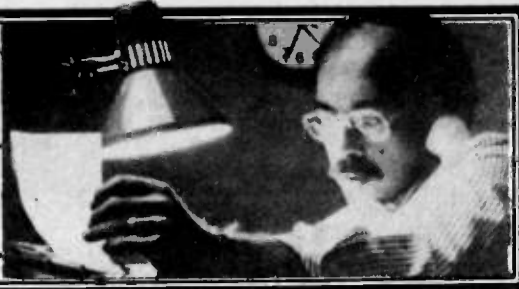
5

YEARS AGO TODAY

Radio & Records

- ★ SCOTT SHANNON NAMED VP/DIRECTOR OF PROMOTION & MEDIA AT CASABLANCA
- ★ BUCK REINGOLD APPOINTED EXEC. VP/GM AT CHELSEA — Formerly Executive VP at Casablanca
- ★ NUMBER ONE FIVE YEARS AGO: "50 Ways To Leave Your Lover" — Paul Simon (Columbia)
- ★ NUMBER ONE COUNTRY: "Good Hearted Woman" — Waylon & Willie (RCA)
- ★ NUMBER ONE LP: "Desire" — Bob Dylan (Columbia)

BRAD MESSER



Were The Jury Members Stupid?

The trial has ended. The jury has reached a verdict. When the announcement is made it creates a wave of surprise and sometimes outrage. How could the jury have reached such an obviously wrong and unfair conclusion after hearing all that testimony?

Sometimes a trial verdict touches off demonstrations, even riots. Why? Often it's because people who are concerned about the outcome of the trial feel justice has not been done . . . that the wool was pulled over the eyes of the jury members, that the jury was bought off, or otherwise tampered with.

I submit that it is the responsibility of the journalistic corps in that city to prevent emotions and impressions from ever reaching the level at which outrage is seemingly appropriate. Now, wait. I'm not saying that reporters should cool down a town, or that they should not. My point is, if a trial has been reported fairly and completely from beginning to end, the public will be familiar enough with its complexities and contradictions, that it will be apparent the jury did its best under extremely complex circumstances. That is to say, if news media coverage has been responsible and balanced, a community will know exactly *why* the verdict is what it is.

The problem we have in radio news is widespread among all but the large cities: not enough reporters to lock on to a trial from start to finish, despite the importance of the judicial proceeding to our community. So we cover the first day of testimony, check the courtroom from time to time as the opportunity arises, and then begin the vigil when the jury retires to deliberate. Our broadcast coverage is forced into such a compressed and superficial few stories that, when the guilty or not guilty decision is announced, we are as surprised as the rest of our townspeople at the verdict. And we may feel the supposedly open-and-shut case against the defendant has somehow been contorted into a miscarriage of justice. That's because we weren't there every day hearing the ins and outs of testimony, the claims and counterclaims, the proof and the disproof. We may even become outraged and profess a strong suspicion the whole thing was rigged along political or racial or economic lines.

That's too bad. Ugly emotions come much more frequently as the result of misunderstandings than of logical fact assessment. Good information is as good for an entire city as for an individual.

It is encouraging to hear of more radio news operations in which extraordinary reportorial effort is expended when critical cases go to trial. On the bottom line, good reporting makes a better community.

CALENDAR

King Tut's Tomb Opened

MONDAY, FEBRUARY 16: King Tut's tomb was opened today in 1923, revealing a burial chamber that had been untouched for 3400 years. The Egyptian "Valley of the Kings" had been repeatedly plundered by grave robbers, so the discovery of Tutankhamen's subterranean resting place was a major archaeological triumph (Tut's coffin itself wasn't opened until several years later).

The silver dollar became legal U.S. money in 1878. A year ago the world's longest traffic jam occurred between Paris and Lyon, France. "The Guinness Book Of World Records" reported it stretched 109.3 miles.

John McEnroe is 22. Sonny Bono is 46. Fidel Castro became Premier of Cuba today in 1959 (on the day McEnroe was born).

Origin Of The School PTA

TUESDAY, FEBRUARY 17: Today in 1897 Patty Hearst's great-grandmother cofounded the National Congress of Mothers in Washington, DC. About three decades later (in 1924) it became the National Congress of Parents and Teachers, the PTA.

What may have been the first submarine was tested in battle today in 1864 during the Civil War. The Confederate submersible H.L. Hunley, only partially submerged, had a long pole sticking out from its bow with a bomb attached. The bomb worked well, sinking the U.S. Housatonic off Charleston, South Carolina. In fact, the bomb worked so well that it also sank the H.L. Hunley.

Gene Pitney is 40. Jim Brown is 45.

The First 3-D Movie

WEDNESDAY, FEBRUARY 18: Three-dimensional movies were a brief fad in the mid-1950's, and may have died out not because of the inconvenience of audiences having to wear special eyeglasses, but because the movies themselves were such floppers. Today in 1953 the first 3-D film premiered: in "Bwana Devil" the illusion of depth was not sufficiently captivating to overcome a genuinely hapless screenplay. Hollywood recently announced a revised 3-D process will soon be introduced to American movie audiences.

Yoko Ono is 48. John Travolta is 27. Helen Gurley Brown is 59. Private Eddie Slovik, the only American soldier executed during the Korean war, would have been 61 today.

Full Moon tonight.

Booze Outlawed In Kansas

THURSDAY, FEBRUARY 19: One century ago today the people of Kansas outlawed hard liquor. That statewide prohibition preceded the national "Great Experiment" by about four decades.

One of the most desperate battles of World War II began today in 1945, and during the following month U.S. casualties exceeded 20,000 men. It was the Battle of Iwo Jima, on a little island in the Pacific that was strategically important because it was only 750 miles from Tokyo, within range of our medium bombers. The battle from February 19 to March 14, 1945 ended as Associated Press photographer Al Rosenthal took his Pulitzer Prize winning photo of Marines raising the Stars and Stripes atop Mount Suribachi.

Lee Marvin is 57.

First Scalping By Whites?

FRIDAY, FEBRUARY 20: Several reference works list this date in 1725 as the first scalping in the New World, reporting white settlers attacked Indians and took their scalps. But scholars of good repute disagree on whether the first scalps were taken by white men or red men, and cannot agree on where or when. The atrocity on *this* date was in New Hampshire.

In 1962 John Glenn became the first American to orbit Earth, in the Mercury space capsule he named "Friendship-7."

Spring arrives a month from today.

Patty Hearst is 27. J. Geils is 35. Sandy Duncan is 35. Sidney Poitier is 54.

There's Nothing Average About The Johnny Average Band.



Produced by Griff McRee & Mick Hodgkinson

KFI add
WHFM add
WFLY add
KINT add
KBFM add
KWIC add
KQ94 on
BJ105 add


WBBQ deb 30
WGH add
WVIC add
KIOY deb 35
KCPX add

**"Ch Ch
Cherie"**
**THE
JOHNNY
AVERAGE
BAND**

Featuring Nikki Willis
Their exciting debut on
Bearsville Records



Manufactured and distributed by Warner Bros. Records



THIS WEEK	NEXT WEEK
Marshall Tucker Band	Earth, Wind And Fire (Maurice White)
Call Pete Howard (213) 399-4949	
131 Ocean Park Boulevard Santa Monica, CA 90405	



**John
Leader**



IT'S THAT TIME OF YEAR AGAIN

Parallel Realignment In The Works

Judging by the number of letters and phone calls I've been getting lately, it must be time to realign the Parallels again. In fact, we are currently looking at all our current CHR reporting stations and a large number of possible future reporters. All stations will be evaluated on the basis of not only how well they are doing in the recently released ARB's, but how well they fit the definition of Contemporary Hit Radio.

Blurred Lines

One of the biggest problems all of us have had to deal with recently is just how to specifically define our format. R&R made the change from the antiquated term "Top 40" to Contemporary Hit Radio in response to the many changes the format had been through. Further, we attempted to define the major subgroups within the CHR universe:

- (1) **Variety CHR** – musically diverse, will play almost any style of music if it shows hit potential.
- (2) **Urban Contemporary** – leans heavily to crossover hits. Stations are in major metropolitan areas with significant ethnic populations.
- (3) **Album Oriented Contemporary** – somewhat harder musically, leaning more to image artists, usually avoids "pure pop" acts.
- (4) **Oldie/Contemporary** – plays a heavy hourly percentage of past hits along with a wide variety of currents.
- (5) **25+ Contemporary** – music is selected for appeal to the 25+ demographics. Adult image artists are preferred, very little rock & roll, and no heavy metal music. Music policy usually very conservative.

These five subgroups are by no means the only types of CHR stations around today, but they do represent the majority of contemporary music stations that are currently being called Contemporary Hit Radio.

Where many of us run into a problem is in subgroup No. 5, 25+ Contemporary. This particular style of CHR has been harder and harder to separate from Pop/Adult radio. Most of the 25+ Contemporary stations now reporting to CHR are AM's which were once the dominant Top 40's within their markets. Faced with the same kind of audience fragmentation that all radio has faced, these stations surrendered the teens and 18-24's to AOR stations and the first three subgroups within CHR, and in many cases have very successfully "grown up" with their audiences.

The problem comes when other styles of CHR stations attempt to compare music with stations that will not (and rightly so for their target audience) program the full spectrum of contemporary hits. I believe it's time that some admitted 25+ Contemporary stations seriously evaluate their stance as CHR reporters. R&R will be looking at all the ARB data and discussing with the specific stations just where they would most properly fit into our reporting structure. As always, the first criterion will be ratings success in comparison to the other stations within the marketplace.

Joining The Parallels

We will be adding some new reporting stations in the next few weeks, and if your station would like to be considered, the procedure is very simple. We have designed a questionnaire for prospective reporters that gives us all the information we need to know about your station. The questionnaire covers things like how you put your music together each week and various

other specifics of your station's format. All the information is kept confidential and greatly helps us to evaluate your station.

If you would like to be considered for CHR reporting status, just send us a letter requesting a questionnaire, which we will send you by return mail. Address your request to: Radio & Records, CHR Section, 1930 Century Park West, Los Angeles, CA 90067.

The Numbers Game

We currently have 230 CHR reporting stations and that number is not likely to increase. As stations fall in the ratings or perhaps change formats, we do lose reporters. Those empty slots will be filled by qualified CHR's who have expressed an interest in becoming reporters. Our one-day deadline for gathering and printing music information precludes the possibility of greatly increasing our total number of reporters.

There is still time for your station to be considered in the current Parallel realignment, but keep in mind that we will not be adding many new reporters. Joel Denver's arrival as our new CHR Editor on February 17 will mean that Joel and I will be doing our reporter revision together. We should have everything completed by early March.

Motion

Don Ryder is the new morning drive personality at Q106/York. Don had been working as a television comedy writer, most recently for NBC's "David Letterman Show," but has now returned to radio fulltime. Beau Jagger has joined Q105/Tampa for the early evening shift from 96X/Miami. Changes at KZ93/Peoria include Geoff Davis, new to the station from 95SGF/Savannah, in afternoon drive, and Mark Maloney now doing the 6-10pm segment.

At 95SGF/Savannah, Jim Starr from WHIT/Newbern, NC is the new 7pm-12midnight jock. Steve Anthony has been appointed PD at KHBQ/Amarillo from WRKO/Boston. Mark Williams will be leaving FM100/Memphis to join WXYV/Baltimore as Music Director.

Andy Barber, formerly PD at KASH/Eugene, is now the new midday jock at KMJK/Portland. A.J. Roberts has exited B104/Baltimore as MD. Rick James will now be the Music Coordinator for B104 and John Leeder from WAPE/Jacksonville will become B104's Production Director and 10am-2pm jock.

Gary Nolan has been promoted at 14Q/Worcester to Assistant PD. Tom Graye is the new weekend/vacation relief personality at WLS/Chicago. Tom had previously been the midday air talent at WRCK (now WLS-FM). Dave Scott has been upped to Assistant PD at Y103/Jacksonville.

Justin Morgan from WIKY/Evansville is now doing mornings at WGBF/Evansville. Kim Scott has joined WAKY/Louisville from WZZX/Louisville for weekends. John Lewinski is the new Promotions Director at WRKO/Boston.



TAKE MY BALLOONS... PLEASE – KPLZ/Seattle decided something a bit out of the ordinary would be an appropriate way to introduce its newly-hired PM drive personality, R.P. McMurphy. So R.P. hopped into his tuxedo and hit the streets with "hot air." Bouquets of balloons imprinted "I Believe In You, Seattle – KPLZ" were handed out all over downtown Seattle. In the photo R.P. is awarding a skeptical listener (and her future diarykeeper) with a multi-colored promotional "bunch."



A GIANT WELCOME – K105(KITTI)/San Diego helped to welcome home returning hostage Richard Morefield with this 12 x 25 foot greeting card. Pacific Outdoor Advertising provided the mobile billboard complete with artwork and K105 provided the promotion push. San Diegans were encouraged to visit the "card" in a local shopping center and sign their personal message. The response was predictably huge with over 10,000 signatures in a 2 1/2-day period. When Mr. Morefield returned to Southern California, the greeting card was parked in front of his home.

Spinners are back.

And better than ever!
With a soulful new single,
**"Yesterday Once More/
Nothing Remains the Same."**

3798

WXLO deb 37
WCAO deb 29
WPGC 28-23
WDRQ add
KIIS-FM on
WFBR on
WBLI on

KC101 30-26
WAEB add
WKEE add
KFMK on
WAAY add
WBBQ add
92Q on

WQRK add
WTWR add 32
WHEB add
WFOX add
WFLB deb 34
FM99 add
KATI add

From their forthcoming album, "Labor of Love."^{SD 16032}

Produced by Michael Zager for Lrw-Zager Productions, Inc.

FIREFALL **"Staying With It"**

from Clouds Across The Sun ^{SD 16024}

NEW & ACTIVE

FIREFALL "Staying With It" (Atlantic) 101/10
Moves: Up 62, Same 29, Down 0, Adds 10, WIFI, WGCL, WZUU, WOKY,
WAEB, WNCI, WDJX, FM102, WTSN, WEAQ.

Give the gift
of music.



ON ATLANTIC RECORDS.

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Steve Dahl Dismissed By WLUP

Continued from Page 1

never come in and said, 'Steve, I think you're going too far.' Neither has (WLUP GM) Les Elias, nor (PD) Max Floyd, not in the last year. That's the real frustrating part."

Commenting on the network,

Francis

Continued from Page 1

Francis told R&R, "I did what I said I was going to do. I did it in less time than I had predicted. 1981 looked to be a fantastic year for both radio stations. The company apparently felt that I was not a Multimedia kind of guy." He added, "This is the best team I've ever seen assembled at one station. I told them that, and I asked them to do everything in their power to make this station a success for so long as they're here. Frankly, I think the whole thing could have been handled a lot better."

Davis

Continued from Page 1

Miller told R&R, "George Burns and Bernard Torres, along with Tom Straw, will begin working directly with all KMPC air personnel and on the execution and direction of our sound." Straw was Assistant PD at Golden West's KVI/Seattle before joining KMPC recently. Commenting on Davis, Miller said, "Jim is one of the warmest, most creative, hard-working guys I have ever met. He provided a tremendous assist during our transition, but with his primarily music background, his major capabilities were watered down. It wasn't that way when he started."



WIZARD'S BLIZZARD OF CARDS — Wizard 99/Ft. Pierce, FL asked local high schools to send postcards proclaiming their listenership, with the school generating the most mail winning a free dance. Almost a million cards inundated the station, with the top school contributing over 180,000. The station's Jonathan Doll (top left) and Scott Fisher (buried) are pictured.



WHEN THE CROW FLIES — More and more radio stations are now using a mascot to represent their station in local events; here's 98 TRY(WTRY)/Albany-Schenectady-Troy's mascot "Clyde The Crow."

Dahl told R&R, "We're really in a terrible position. We'd have to get new backers. We've turned down other people because Heftel said they wanted to do this, so I don't know what we're going to do. It's a confusing mess." He concluded, "We haven't done anything wrong. We've been real cool lately. Somebody just blew a cork somewhere and decided to blow us out."

WLUP will fill in with guest DJ celebrities until a replacement for Dahl is found. Garry Meier, Dahl's partner on the show, has apparently not decided whether to remain with Dahl or with WLUP, although Dahl indicated that Meier would stay with him.

KILT

Continued from Page 1

as Assistant PD/MD at one point. Two months ago he became part of the station's institutionalized Hudson & Harrigan morning team (the on-air identities for several duos), a position he will retain. Weaver told R&R, "It would be impossible to fill Bill Young's shoes, so I won't even try. I learned everything I know listening to him and working for him at the first station I ever programmed, KFJZ/Dallas-Ft. Worth; and we have been close personally. It saddens me to be in that building with him not there, but he has his own projects to pursue, and it's an incredible opportunity for me in the town I grew up in and the radio station I grew up listening to."



Bill Haley

Rock Pioneer Haley Dies

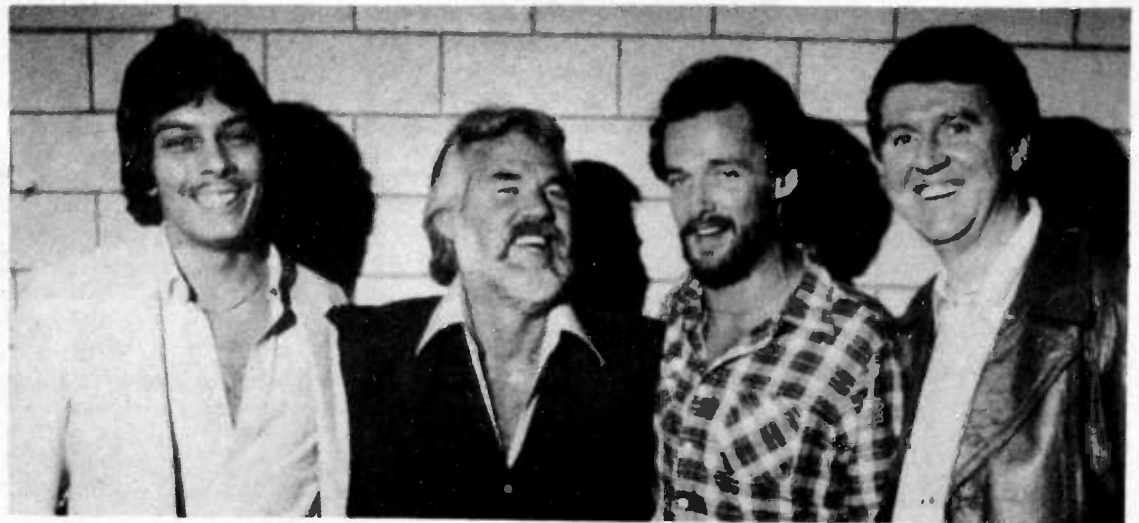
Bill Haley, probably the most important early rock & roll popularizer, died at his Texas home Monday (2-9) of natural causes at the age of 55. Haley, a recording artist since 1945 and a Pennsylvania radio personality in the late 40's, was one of the first artists to experiment with a combination of country and black music, with records like "Rocket 88" and "Crazy Man Crazy" from 1950-53. He recorded "Rock Around The Clock" in 1954, and it became an international multimillion seller in late 1955 following its use in the film "Blackboard Jungle." The song became the catalyst for widespread teenage adoption of the new rock & roll form, paving the way for the national success of Elvis Presley and other pioneering rockers in 1956 and beyond. Haley continued to perform with his Comets backing group until recently, recording sporadically in the U.S. and Latin America and living in the shadow of "Rock Around The Clock," which reached a new generation in the 70's as the theme for the "Happy Days" TV series and has become one of the best-selling singles in history.



THE SOUNDS OF CLEVELAND — WZZP recently gave away \$2000 in stereo and home entertainment equipment. Pictured holding portable radio/stereo cassette recorder is WZZP air personality Townsend Coleman, along with the winners.



WPST-FM TRENTON HONORS "VOICES" WINNER — The station recently conducted a contest to promote the new Hall & Oates "Voices" LP. Pictured (seated, l-r): WPST-FM air personality Jay Sorensen, winner Andrea Pinto; (standing, l-r) Station Manager Tom Taylor, RCA's Bob Catania, and air personality Ed Johnson.



WAKY WELCOMES KENNY ROGERS TO LOUISVILLE — WAKY sponsored the Kenny Rogers concert recently held in Louisville and packed in over 16,000 for the second year in a row. Pictured (l-r): WAKY PD Mike McVay, Kenny Rogers, UA/EMI's David Blandford, and former WAKY VP/GM George Francis.

WWWE

Continued from Page 3

We're talking about repeated verbal assaults of a vicious nature against the entire organization." He singled out "Sportsline" talk host Pete Franklin, plus various WWWE pregame and postgame commentators, as alleged prime offenders. Schneider concluded, "It's important to note that this is not a defamation suit, not a First Amendment suit — it merely contends that the station has breached its contract. Whether or not anything they have said is true is not the issue. They have done what they had agreed not to."

Schneider would not comment on whether the company would seek another radio outlet. When contacted, WWWE officials declined comment on the suit.

Anthony

Continued from Page 3

down there and become a winner. KLUC is such a landmark up here, and I hope to be able to accomplish the same kind of thing here."

Anthony, who will join KZZP when his successor is chosen at KLUC, had programmed the Las Vegas station for 3½ years, following a programming stint at KRQ/Tucson and airwork at KRIZ/Phoenix, WZUU/Milwaukee, and KXYZ/Houston.

Kohl

Continued from Page 3

enough to be involved in the pioneer days are ready to mature out of that arid work in more mass appeal, broader demographic formats. KOMO is really still pretty much a full-service news and information MOR radio station. We are slowly, subtly starting to move in a Pop/Adult direction. It's the most challenging, exciting media situation that I've been involved with in the 12 years that I've been doing this crazy stuff."

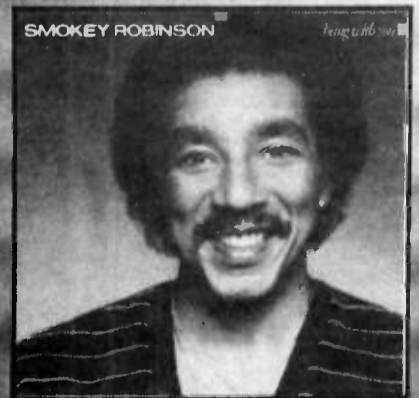
A single becomes a classic.

SMOKEY ROBINSON

*being
with you*
T 54321F

WFIL on
WIFI add
WCKX 30-27
WGCL add
KEARTH add
KRLA on
KIIS-FM deb 30
WFBR add
WAEB add
WKBO add 30

KBFM deb 27
WTIX add
B97 on
WJDX 29-24
KGGI add
KJRB deb 30
KTAC add
KSPZ add 30
KCPX add
KHYT on
WFOX on
WFLB deb 31
FM99 add
KVOL 29-25
KDZA add
KQDI add
KRLC add



from the album
Being With You



© 1975 M1

EAST
Most Added Hottest

Steve Winwood
Sheena Easton
Juice Newton
John Lennon
Dolly Parton
REO Speedwagon

ADDS & HOTS

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

SOUTH
Most Added Hottest

Sheena Easton
Grover Washington Jr.
Juice Newton
REO Speedwagon
John Lennon
John Cougar
Spinners
Police
Phil Seymour (dp)
Champaign (dp)
Ew&F
Hottest:
Switch 3-1
John Lennon 15-10
Bar-Kays 17-12
Com Funk Shun 19-14
REO Speedwagon 22-17

EAST

PARALLEL TWO

14Q/Worcester, MA
Gary Nolan

SHEENA EASTON
TERRI GIBBS
ELVIS PRESLEY
Hottest:
DOLLY PARTON 1-1
DELBERT MCCLINTON 10-6
ABBA 14-9
RONNIE MILSAP 17-10
STYX 22-15

WBFF/Rochester, NY
Dave Mason

BLONDIE
DON MCLEAN
ROVERS
Hottest:
REO SPEEDWAGON 2-1
KOOL & THE GANG 4-2
JOHN LENNON 12-5
DOLLY PARTON 13-6
PAT BENATAR 18-12

WICC/Bridgeport, CT
Bob Mitchell

SHEENA EASTON
STEVE WINWOOD
POLICE
GROVER WASHINGTON
JUICE NEWTON
TERRI GIBBS
SUZI QUATRO
Hottest:
DOLLY PARTON 5-1
KOOL & THE GANG 4-2
STYX 8-5
DELBERT MCCLINTON 10-7
BLONDIE 20-15

WKBO/Harrisburg, PA
Betay Kaye

POLICE
APRIL WINE
SMOKEY ROBINSON
Hottest:
KOOL & THE GANG 1-1
JOHN LENNON 6-3
STYX 11-6
ABBA 12-7
BLONDIE 26-14

WKEE/Huntington, WV
Gary Miller

SHEENA EASTON
DOOBIE BROS
SPINNERS
PHOEBE SNOW
BADFINGER
NICOLETTE LARSON
ROVERS
TOUCH (dp)
Hottest:
KOOL & THE GANG 2-1
QUEEN 7-4
STYX 16-9
CLIFF RICHARD 20-11
RONNIE MILSAP 23-16

WPST/Trenton, NJ
Tom Taylor

LOVERBOY
JUICE NEWTON
PHOEBE SNOW
Hottest:
JOHN LENNON 2-1
STYX 8-5
HALL & OATES 18-13
BLONDIE D-17
STEVE WINWOOD 28-22

WTRY/Albany, NY
Bill Cahill

GROVER WASHINGTON
APRIL WINE
STEVIE WONDER
Hottest:
REO SPEEDWAGON 1-1
JOHN LENNON 9-4
STYX 10-7
ABBA 12-9
DON MCLEAN 21-13

WAEB/Allentown, PA
Jeff Frank

APRIL WINE
SMOKEY ROBINSON
SPINNERS
FIREFALL
EMMYLOU HARRIS
Hottest:
REO SPEEDWAGON 3-1
STYX 11-4
BLONDIE 18-8
NEIL DIAMOND 17-9
BARBRA STREISAND 21-12

WHYN/Springfield, MA
Andy Caray

RUPERT HOLMES
JUICE NEWTON
BLONDIE
JOEL DIAMOND
Hottest:
DOLLY PARTON 4-1
CLIFF RICHARD 8-3
JOHN LENNON 11-5
DELBERT MCCLINTON 13-9
RONNIE MILSAP 15-10

KC101/New Haven, CT
Danny Lyons

SHEENA EASTON
STEVE WINWOOD
GROVER WASHINGTON
EW&F
Hottest:
KOOL & THE GANG 2-1
STYX 11-5
ABBA 19-14
HALL & OATES 24-17
SPINNERS 30-26

WFBR/Baltimore, MD
Andy Szulinski

SMOKEY ROBINSON
PHIL SEYMOUR
Hottest:
REO SPEEDWAGON 1-1
DOLLY PARTON 2-2
DON MCLEAN 9-6
PAT BENATAR 12-7
STYX 13-9

WBLL/Long Island, NY
Bill Terry

PHIL SEYMOUR
STEVE WINWOOD
SHEENA EASTON
Hottest:
BLONDIE 1-1
DOLLY PARTON 6-3
JOHN LENNON 9-6
REO SPEEDWAGON 11-7
STEVIE WONDER 20-15

WHFM/Rochester, NY
Marc Cronin

STEVE WINWOOD
BADFINGER
TOTO
ROVERS
JOHNNY AVERAGE
38 SPECIAL
LANI HALL
TOUCH (RA)
Hottest:
REO SPEEDWAGON 1-1
SPYRD GYRA 2-2
JOHN LENNON 11-5
EAGLES 12-10
PAT BENATAR 16-13

WFLY/Albany, NY
Buz Phillips

JOURNEY
YOKO ONO
JOHNNY AVERAGE
GROVER WASHINGTON
Hottest:
REO SPEEDWAGON 1-1
JOHN LENNON 5-2
STYX 10-7
NEIL DIAMOND 25-18
BLONDIE 26-20

K104/Erie, PA
Bill Shannon

ROD STEWART
BARBRA STREISAND
TOTO
PHOEBE SNOW
RUSS BALLARD
Hottest:
REO SPEEDWAGON 2-1
ROVERS 14-5
QUEEN 11-8
DOLLY PARTON 20-13
FLEETWOOD MAC 22-17

V100/Charleston, WV
Bob Spence

PHIL SEYMOUR
DANNIE IRIS
CLIMAX BLUES BAND
STEVE WINWOOD
YOKO ONO
Hottest:
REO SPEEDWAGON 2-1
JOHN LENNON 5-3
DOLLY PARTON 8-5
CLIFF RICHARD 10-6
ALAN PARSONS 11-9

WAQY/Springfield, MA
Jim Rising

RINGS
JUICE NEWTON
TOUCH
CHAMPAIGN
Hottest:
REO SPEEDWAGON 2-1
STYX 7-4
ALAN PARSONS 9-5
DON MCLEAN 11-7
BLONDIE 23-10

W103/Manchester, NH
Keith Lemire

JOHN COUGAR
JUICE NEWTON
SHEENA EASTON
POLICE
DIANA CANOVA
FIREFALL
Hottest:
BLONDIE 1-1
DOLLY PARTON 5-2
JOHN LENNON 10-7
DON MCLEAN 13-9
ALAN PARSONS 12-10
PHIL SEYMOUR 17-13

W104/Beth, ME
Willie Mitchell

JUICE NEWTON
TERRI GIBBS
FLEETWOOD MAC
RINGS (dp)
Hottest:
REO SPEEDWAGON 1-1
ALAN PARSONS 2-2
JOHN LENNON 3-3
CHEAP TRICK 4-4
DELBERT MCCLINTON 5-5

WLAM/Lewiston, ME
Chris Layne

SHEENA EASTON
ELVIS PRESLEY
GROVER WASHINGTON
Hottest:
JOHN LENNON 4-1
CLIFF RICHARD 11-6
DELBERT MCCLINTON 10-7
DON MCLEAN 19-10
NEIL DIAMOND 23-16

95X10/Parkersburg, WV
Terry Lee Collins

PHOEBE SNOW
BARBRA STREISAND
GROVER WASHINGTON
Hottest:
STEELY DAN 3-1
REO SPEEDWAGON 7-3
DOOBIE BROS 16-11
JOHN LENNON 18-12
MANFRED MANN 37-31

**THE FOLLOWING STATIONS
DID NOT REPORT THIS WEEK:**

- CHUM/Toronto
- WLS/Chicago
- CKLW/Detroit
- WOLF/Syracuse
- WTIC-FM/Hartford
- Q108/York
- KWEN/Tulsa
- WNAP/Indianapolis
- WMEE/Ft. Wayne
- 14WK(WKWK)/Wheeling
- WTRU/Muskegon

SOUTH

PARALLEL TWO

92Q/Nashville, TN
Scooter Davis

ROD STEWART
ELVIS PRESLEY
SHEENA EASTON
YARBROUGH/PEOPLES (dp)
Hottest:
DOLLY PARTON 1-1
DELBERT MCCLINTON 5-3
LTD 7-5
RONNIE MILSAP 13-9
STYX 17-12

BJ105/Orlando, FL
Tom West

STEVIE WONDER
DONNA SUMMER
JUICE NEWTON
POINTER SISTERS
JOHNNY AVERAGE
MOLLY HATCHET
Hottest:
BLONDIE 1-1
DOLLY PARTON 5-2
KOOL & THE GANG 12-4
JOHN LENNON 13-9
REO SPEEDWAGON 21-12

KEEL/Shreveport, LA
Marty Johnson

BARBRA STREISAND
APRIL WINE
SHEENA EASTON
Hottest:
DOLLY PARTON 3-1
STEELY DAN 5-3
REO SPEEDWAGON 10-9
STYX 21-16
OUTLAWS 24-18

KTSA/San Antonio, TX
J.J. Rodriguez

BOZ SCAGGS
ELVIS PRESLEY
ABBA
Hottest:
KOOL & THE GANG 2-1
JOHN LENNON 12-8
STYX 15-12
DOLLY PARTON 21-17
DON MCLEAN 29-23

W89N/Birmingham, AL
Walt Brown

BRUCE SPRINGSTEEN
DOOBIE BROS
JUICE NEWTON
GROVER WASHINGTON
CLIMAX BLUES BAND
Hottest:
JOHN LENNON 4-1
STYX 9-4
DON MCLEAN 10-6
NEIL DIAMOND 13-7
TERRI GIBBS 14-10

WTIX/New Orleans, LA
Gary Franklin

STEVE WINWOOD
SMOKEY ROBINSON
GROVER WASHINGTON
JOHN COUGAR
T.S. MONK
APRIL WINE
Hottest:
EDDIE RABBITT 2-1
REO SPEEDWAGON 13-4
RONNIE MILSAP 15-11
BLONDIE 20-17
DON MCLEAN 23-19

WAKY/Louisville, KY
Marsha Witten

POLICE
ELVIS PRESLEY
Hottest:
DOLLY PARTON 2-1
JOHN LENNON 6-2
ALAN PARSONS 9-5
ABBA 13-8
DELBERT MCCLINTON 12-9

WAXY/Ft. Lauderdale, FL
Kenny Lee

JUICE NEWTON
SHEENA EASTON
GROVER WASHINGTON
BRUCE SPRINGSTEEN
SHALAMAR
Hottest:
KOOL & THE GANG 1-1
JOHN LENNON 8-4
DOLLY PARTON 15-7
LTD 20-15

WAYS/Charlotte, NC
Roy Rosen

GROVER WASHINGTON
JUICE NEWTON
TERRI GIBBS
Hottest:
EDDIE RABBITT 4-1
BLONDIE 10-6
ALAN PARSONS 15-11
ROVERS 20-12
ABBA 22-14

WBBQ/Augusta, GA
Bruce Stevens

APRIL WINE
SPINNERS
DONNA SUMMER
Hottest:
DOLLY PARTON 2-1
JOHN LENNON 10-6
DON MCLEAN 13-8
SUZI QUATRO 18-13
BARBRA STREISAND 21-15

WFME/Baton Rouge, LA
Randy Rice

YARBROUGH/PEOPLES
PHIL SEYMOUR
SHEENA EASTON
Hottest:
REO SPEEDWAGON 1-1
JOHN LENNON 7-2
EDDIE RABBITT 6-3
BLONDIE 11-6
STYX 15-9

WQW/Norfolk, VA
Bob Canada

DONNA SUMMER
HAWKS (dp)
JOHNNY AVERAGE (dp)
POINTER SISTERS (dp)
RINGS (dp)
Hottest:
JOHN LENNON 2-1
DOLLY PARTON 10-4
SHEENA EASTON 19-9
NEIL DIAMOND 17-11
STYX 20-12

WBQO/Memphis, TN
Mike Scarlzi

SHEENA EASTON
Hottest:
KOOL & THE GANG 1-1
REO SPEEDWAGON 14-5
DOLLY PARTON 13-6
EDDIE RABBITT 16-12
NEIL DIAMOND 23-15

WJDU/Jackson, MS
Cindy Crawford

GAP BAND
STEVE WINWOOD
CHRIS MONTAN
SHEENA EASTON
APRIL WINE
ABBA
Hottest:
DOLLY PARTON 3-1
REO SPEEDWAGON 5-2
CLIFF RICHARD 10-6
JOHN LENNON 11-7
STYX 12-9

WKIX/Raleigh, NC
Ron McKay

STYX
STEVIE WONDER
CLIFF RICHARD
TERRI GIBBS
Hottest:
DOLLY PARTON 3-1
JOHN LENNON 18-13
NEIL DIAMOND 21-16
STYX 17-12

WJZJ/Knoxville, TN
Fred Story

SHEENA EASTON
JUICE NEWTON
MCGUFFEY LANE (dp)
ROVERS (dp)
Hottest:
STEELY DAN 1-1
DOLLY PARTON 4-2
JOHN LENNON 8-3
REO SPEEDWAGON 7-4
STYX 16-12

W89N/Birmingham, AL
Walt Brown

BRUCE SPRINGSTEEN
DOOBIE BROS
JUICE NEWTON
GROVER WASHINGTON
CLIMAX BLUES BAND
Hottest:
JOHN LENNON 4-1
STYX 9-4
DON MCLEAN 10-6
NEIL DIAMOND 13-7
TERRI GIBBS 14-10

KX104/Nashville, TN
Bau Richards

STEVE WINWOOD
CHAMPAIGN
DONNA SUMMER
JUICE NEWTON
ROVERS
Hottest:
DOLLY PARTON 1-1
REO SPEEDWAGON 5-2
NEIL DIAMOND 21-10
STEVIE WONDER 17-13
DON MCLEAN 20-14

KJ100/Louisville, KY
Bobby Hatfield

JOURNEY
FLEETWOOD MAC
Hottest:
REO SPEEDWAGON 1-1
ALAN PARSONS 3-2
EDDIE RABBITT 7-3
STYX 12-5
JOHN LENNON 17-8

KHFI/Austin, TX
Ed Volkman

MOLLY HATCHET
SHEENA EASTON
APRIL WINE
GROVER WASHINGTON
TOTO
Hottest:
REO SPEEDWAGON 2-1
KOOL & THE GANG 3-2
STYX 11-5
JOHN LENNON 13-7
BLONDIE 21-14

KBFM/McAllan-Brownsville, TX
Steve Owens

POLICE
STEVE WINWOOD
SHEENA EASTON
JOHNNY AVERAGE
Hottest:
REO SPEEDWAGON 1-1
AC/DC 8-4
CLIFF RICHARD 13-5
LAKESIDE 21-13
BLONDIE 27-16

WQW/Norfolk, VA
Don Davis

CLIMAX BLUES BAND
SPINNERS
JUICE NEWTON
SHEENA EASTON
Hottest:
REO SPEEDWAGON 2-1
ALAN PARSONS 11-6
BLONDIE 27-15
STEVE WINWOOD 25-19
TERRI GIBBS D-28

KFMK/Houston, TX
Jerry Steele

ABBA
Hottest:
KOOL & THE GANG 2-1
STEELY DAN 7-4
DON MCLEAN 15-11
REO SPEEDWAGON 17-12
JACKSONS 18-13

KRBE/Houston, TX
Dayne Steele

APRIL WINE
38 SPECIAL
TOTO
JOHN COUGAR
RANDY MEISNER
STEELY DAN
Hottest:
REO SPEEDWAGON 1-1
STYX 6-4
JOHN LENNON 10-7
PAT BENATAR 15-10
ALAN PARSONS 22-15

KSRH/Houston, TX
Rick Lambert

MOLLY HATCHET
GROVER WASHINGTON
CLIMAX BLUES BAND
SHEENA EASTON
JOHNNY LEE
Hottest:
DOLLY PARTON 1-1
JOHN LENNON 2-2
JOHN LENNON 8-3
STYX 20-8
TERRI GIBBS 14-9

KWIC/Beaumont, TX
Mike Patrick

CLIMAX BLUES BAND
JOHN COUGAR
MOLLY HATCHET
JOHNNY AVERAGE
TOUCH
Hottest:
REO SPEEDWAGON 1-1
JOHN LENNON 7-2
CLIFF RICHARD 10-5
STYX 13-7
ALAN PARSONS 14-10

K084/Little Rock, AR
Ray Lincoln

PHIL SEYMOUR
MELANIE (dp)
JUICE NEWTON (dp)
SUZI QUATRO
Hottest:
REO SPEEDWAGON 2-1
JOHN LENNON 10-5
ALAN PARSONS 14-10
STYX 18-11
CLIFF RICHARD 22-15

Q100/Mobile, AL
Scott Griffith

POLICE
SHEENA EASTON
PHIL SEYMOUR
STEVE WINWOOD
JIMMY BUFFETT
JIMMY BUFFETT
Hottest:
JOHN LENNON 6-1
CLIFF RICHARD 13-8
STYX 14-9
ABBA 19-15
BARBRA STREISAND 29-23

WAAY/Huntsville, AL
Jim Kendrick

JUICE NEWTON
APRIL WINE
SUZI QUATRO
JOHN COUGAR
DONNA SUMMER
SPINNERS
GROVER WASHINGTON
Hottest:
REO SPEEDWAGON 3-1
JOHN LENNON 6-2
DOLLY PARTON 4-3
DON MCLEAN 13-6
BLONDIE 15-8

WVLL/Lexington, KY
Dave Murray

SHEENA EASTON
APRIL WINE
JOHN COUGAR
Hottest:
DOLLY PARTON 2-1
STEELY DAN 3-2
DAN FOGELBERG 8-6
DON MCLEAN 19-10
BLONDIE 21-14

PARALLEL THREE

KILE/Galveston, TX
Scott Taylor

STEVE WINWOOD
TOUCH
MANCHESTER/BRYSON
Hottest:
KOOL & THE GANG 3-1
DOLLY PARTON 7-3
STYX 13-7
TERRI GIBBS 19-8
PAT BENATAR 18-9

KSEL/Lubbock, TX
Stan Coates

GROVER WASHINGTON
POLICE
PHIL SEYMOUR
SHEENA EASTON
OUTLAWS
Hottest:
JOHN LENNON 2-1
REO SPEEDWAGON 4-2
DOLLY PARTON 7-4
STYX 15-7
BLONDIE 24-13

WCGQ/Columbus, GA
Joe McClure

JOURNEY
NICOLETTE LARSON
MOLLY HATCHET
PHIL SEYMOUR
SHEENA EASTON
Hottest:
STEELY DAN 1-1
JOHN LENNON 7-2
STYX 11-7
DOLLY PARTON 18-12
NEIL DIAMOND 23-18

WFLB/Fayetteville, NC
Larry Cannon

Hottest:
DOLLY PARTON 1-1
DAN FOGELBERG 6-3
JOHN LENNON 8-4
KOOL & THE GANG 15-10
TERRI GIBBS 21-14

WHMY/Montgomery, AL
Rich Thomas

POLICE
PHOEBE SNOW
CHAMPAIGN
GROVER WASHINGTON
CLIMAX BLUES BAND
Hottest:
REO SPEEDWAGON 3-1
JOHN LENNON 6-3
STYX 10-5
PAT BENATAR 18-9
DON MCLEAN 16-11

WISE/Asheville, NC
John Stevens

JUICE NEWTON
DOOBIE BROS
JIMMY BUFFETT
JOHN COUGAR
TOUCH (dp)
BARBRA STREISAND
ELVIS PRESLEY
MAC DAVIS
PHOEBE SNOW
CHAMPAIGN
Hottest:
BLONDIE 1-1
BLONDIE 9-5
REO SPEEDWAGON 13-6
DOLLY PARTON 16-7
AC/DC 20-16

WFOJ/Gainesville, GA
Hank Dole

SHEENA EASTON
JOHN COUGAR
SPINNERS
POLICE
PHIL SEYMOUR (dp)
CHAMPAIGN (dp)
Hottest:
JOHN LENNON 1-1
STYX 11-5
NEIL DIAMOND 15-11
DON MCLEAN 19-14
BLONDIE D-15

WROV/Roanoke, VA
Dr. John

ELVIS PRESLEY
SHEENA EASTON
ROVERS
Hottest:
STEELY DAN 1-1
DOLLY PARTON 2-2
REO SPEEDWAGON 8-3
JOHN LENNON 11-5
ABBA 9-6

FMM8/Tallahassee, FL
Michael O'Malley

SPINNERS
SMOKEY ROBINSON
JOE CHEMAY BAND
MELANIE
WHISPERS
JOHN COUGAR
Hottest:
LAKESIDE 2-1
STEVIE WONDER 6-4
COM FUNK SHUN 9-5
PHIL SEYMOUR 25-17
TERRI GIBBS 31-26

WKXY/Sarasota, FL
Tony Williams

STEVE WINWOOD
ROVERS
CRAZY JOE & VARIA
GROVER WASHINGTON
Hottest:
REO SPEEDWAGON 1-1
BLONDIE 7-2
PAT BENATAR 8-5
STYX 9-6
JOHN LENNON 13-10

KPUR/Amarillo, TX
Wilson Class

GROVER WASHINGTON
Hottest:
DOLLY PARTON 1-1
STYX 10-4
RONNIE MILSAP 11-8
OUTLAWS 13-10
NEIL DIAMOND 26-16

WANS/FM/Anderson, SC
Bill McOwen

PHIL SEYMOUR
CON FUNK SHUN
TERRI GIBBS
SHEENA EASTON
GROVER WASHINGTON
Hottest:
JOHN LENNON 7-1
DOLLY PARTON 9-3
STYX 16-6
DON MCLEAN 20-14
HALL & OATES 27-19

WVSA/Savannah, GA
Ray Williams

Hottest:
REO SPEEDWAGON 2-1
DOLLY PARTON 8-4
BLONDIE 10-6
EDDIE RABBITT 11-7
COM FUNK SHUN 17-8
95SGF/Savannah, GA
Dave Carville

GROVER WASHINGTON
SHEENA EASTON
APRIL WINE
ELVIS PRESLEY
CHAMPAIGN
Hottest:
JOHN LENNON 2-1
REO SPEEDWAGON 3-2
DOLLY PARTON 9-4
STYX 13-8
ABBA 20-14

Z102/Savannah, GA
Ray Williams

Hottest:
REO SPEEDWAGON 2-1
DOLLY PARTON 8-4
NEIL DIAMOND 21-11
PAT BENATAR 20-16
RONNIE MILSAP 22-18

KQIZ/FM/Amarillo, TX
Chris Manning

LEO SAYER
BIO BEAT
STEVE WINWOOD
JOE CHEMAY BAND
Hottest:
REO SPEEDWAGON 2-1
DOLLY PARTON 8-4
RONNIE MILSAP 14-7
STEELY DAN 13-11
PAT BENATAR 23-18

KVOU/Lafayette, LA
Kim Canard

BARBRA STREISAND
SISTER SLEDGE
MARVIN GAYE
NEIL DIAMOND
CHRIS MONTAN
Hottest:
LAKESIDE 1-1
YARBROUGH/PEOPLES 11-8
STYX 17-12
GAP BAND 22-16
OUTLAWS D-28

WLXK/Roanoke, VA
Russ Brown

RUPERT HOLMES
BADFINGER
CLIMAX BLUES BAND
SUZI QUATRO
TERRI GIBBS
POLICE
Hottest:
REO SPEEDWAGON 1-1
STYX 6-3
JOHN COUGAR 9-6
RONNIE MILSAP 16-8
RANDY MEISNER 18-13

MIDWEST
Most Added® Hottest
 Grover Washington Jr. Styx
 Sheena Easton John Lennon
 Steve Winwood REO Speedwagon
 Phil Seymour Dolly Parton

ADDS & HOTS

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

WEST
Most Added® Hottest
 Sheena Easton REO Speedwagon
 Juice Newton John Lennon
 Grover Washington Jr. Styx
 Police

MIDWEST

PARALLEL TWO

82X/Columbus, OH
 Tom Nutter

OUTLAWS
 PHIL SEYMOUR
 BARBRA STREISAND
 Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 6-3
 PAT BENATAR 9-5
 STYX 10-6
 CLIFF RICHARD 15-10

KIOA/Des Moines, IA
 A.W. Pentz

CLIMAX BLUES BAND
 SHEENA EASTON
 BRUCE SPRINGSTEEN
 STEVIE WONDER
 Hottest:
 REO SPEEDWAGON 2-1
 JOHN LENNON 13-7
 DELBERT MCCLINTON 16-11
 STYX 20-14
 DON MCLEAN 25-18

KOFM/Oaklahoma City, OK
 Chuck Morgan

OUTLAWS
 LEO SAYER
 DELBERT MCCLINTON
 Hottest:
 DOLLY PARTON 1-1
 EDDIE RABBITT 5-4
 TERRI GIBBS 10-6
 STYX 13-8
 DON MCLEAN 18-10

KRAV/Tulsa, OK
 Gary Reynolds

GROVER WASHINGTON
 Hottest:
 DOLLY PARTON 1-1
 ROOL & THE GANG 7-2
 TERRI GIBBS 10-4
 REO SPEEDWAGON 10-13
 PHIL SEYMOUR 20-16

KZD/Peoria, IL
 Keith Edwards

GREENA EASTON
 POLICE
 STEVE WINWOOD
 Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 5-2
 CLIFF RICHARD 7-4
 STYX 10-6
 NEIL DIAMOND 13-9

WORD/Grand Rapids, MI
 Ray Baker

STEVE WINWOOD
 GROVER WASHINGTON
 EW67
 APRIL WINE
 Hottest:
 REO SPEEDWAGON 1-1
 ROOL & THE GANG 15-2
 STYX 5-5
 ABBA 22-11
 BLONDIE 26-16

WHOTV/Youngstown, OH
 Dick Thompson

SHEENA EASTON
 GROVER WASHINGTON
 Hottest:
 JOHN LENNON 4-1
 STYX 8-4
 DON MCLEAN 16-7
 RONNIE MILSAP 14-10
 CLIFF RICHARD 15-11

WNCI/Columbus, OH
 Steve Edwards

OUTLAWS
 BARBRA STREISAND
 PHIL SEYMOUR
 FIREFALL
 Hottest:
 REO SPEEDWAGON 2-1
 STYX 14-7
 PAT BENATAR 16-8
 DON MCLEAN 22-13
 CLIFF RICHARD 21-14

WOHO/Toledo, OH
 Jeff McCarthy

TERRI GIBBS
 GROVER WASHINGTON
 Hottest:
 EDDIE RABBITT 1-1
 NEIL DIAMOND 10-5
 DON MCLEAN 16-10
 BARBRA STREISAND 24-11
 LEO SAYER 21-16

WOW/Omaha, NE
 J.C. Corcoran

STEVE WINWOOD
 PHIL SEYMOUR
 QUEEN (dp)
 Hottest:
 BLONDIE 1-1
 DOLLY PARTON 5-3
 REO SPEEDWAGON 11-7
 STYX 15-11
 NEIL DIAMOND 18-12

WVIC/East Lansing, MI
 Jim St. John

BARBRA STREISAND
 GROVER WASHINGTON
 CON FUNK SHUN
 JOE CHERAY BAND
 CLIMAX BLUES BAND
 JOHNNY AVERAGE
 GRAPPY
 YORO OWO
 Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 11-4
 BLONDIE 10-5
 DOLLY PARTON 14-7
 STYX 19-11

KSTT/Devoport, IA
 Mike Kennally

BRUCE SPRINGSTEEN
 STEVE WINWOOD
 TERRI GIBBS
 GROVER WASHINGTON
 Hottest:
 DOLLY PARTON 3-1
 JOHN LENNON 4-2
 DON MCLEAN 14-7
 NEIL DIAMOND 19-12
 ELVIS PRESLEY D-14

WISM/Medison, WI
 Rara Star

POLICE
 APRIL WINE
 ELVIS PRESLEY
 SHEENA EASTON
 Hottest:
 REO SPEEDWAGON 1-1
 DON MCLEAN 21-16
 LEO SAYER 28-21
 TERRI GIBBS D-24
 STEVE WINWOOD D-27

KEYN/FM Wichita, KN
 Lee Cory

CLIMAX BLUES BAND
 ELVIS PRESLEY
 TOTO
 JOURNEY
 Hottest:
 STEVIE WONDER 1-1
 REO SPEEDWAGON 6-5
 STYX 17-7
 ANDROSIA 14-13
 BARBRA STREISAND 30-20

WYFM/Youngstown, OH
 Jeff Tobin

BLONDIE
 STYX
 Hottest:
 REO SPEEDWAGON 1-1
 ROOL & THE GANG 5-3
 JOHN LENNON 8-5
 DAN FOGELBERG 12-8
 DOLLY PARTON 13-9

WTWR/Detroit, MI
 Kurt Kelly

BLONDIE
 JUICE NEWTON
 SPINNERS
 TERRI GIBBS
 Hottest:
 ROOL & THE GANG 1-1
 DOLLY PARTON 9-4
 JOHN LENNON 15-7
 STYX 14-8
 DAN FOGELBERG 13-9

WAKX/Duluth, MN
 Bruce McGregor

PHIL SEYMOUR
 TERRI GIBBS
 SHEENA EASTON
 ELVIS PRESLEY
 APRIL WINE
 Hottest:
 REO SPEEDWAGON 5-1
 STYX 12-3
 PAT BENATAR 13-5
 JOHN LENNON 14-11
 NEIL DIAMOND 22-13

WRAM/Appleton-Oshkosh, WI
 Jay Tyler

GROVER WASHINGTON
 AC/DC
 CON FUNK SHUN
 JOE CHERAY BAND
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 7-3
 JOHN LENNON 10-4
 RONNIE MILSAP 14-8
 DON MCLEAN 16-11

WQBF/Evanston, IN
 B.J. Hunter

DON MCLEAN
 HALL & OATES
 Hottest:
 STEVIE WONDER 3-1
 DOLLY PARTON 7-4
 JOHN LENNON 11-7
 EAGLES 13-10
 CLIFF RICHARD 15-11

WRBR/Sound Bend, IN
 Joe Lightner

Hottest:
 DAN FOGELBERG 4-1
 EDDIE RABBITT 13-9
 DOLLY PARTON 18-13
 JOHN LENNON 23-15
 ROOL & THE GANG 30-20

WZOK/Rockford, IL
 Tom Hunter

DON MCLEAN
 BRUCE SPRINGSTEEN
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 5-2
 DOLLY PARTON 7-4
 JOHN LENNON 11-8
 NEIL DIAMOND 20-15

Z106/Madison, WI
 Jonathan Utter

APRIL WINE
 ABBA
 STEVIE WONDER
 ROD STEWART
 Hottest:
 EDDIE RABBITT 1-1
 BLONDIE 6-2
 JOHN LENNON 13-7
 STYX 16-10
 PAT BENATAR 23-15

WIKS/Indianapolis, IN
 Jim Owen

GROVER WASHINGTON
 JOHN COUGAR
 POLICE
 PHIL SEYMOUR
 JOURNEY
 Hottest:
 ROOL & THE GANG 2-1
 ALAN PARSONS 10-6
 DOLLY PARTON 14-9
 STYX 17-12
 BLONDIE 26-17

US93/South Bend, IN
 J.K. Dearing

STEVIE WONDER
 DON MCLEAN
 Hottest:
 ROOL & THE GANG 9-1
 DOLLY PARTON 8-3
 JOHN LENNON 11-4
 BOB SCAGGS 17-9
 STYX 22-13

WDJX/Dayton, OH
 Mark Elliott

FLEETWOOD MAC
 FIREFALL
 ELVIS PRESLEY
 GROVER WASHINGTON
 APRIL WINE
 WHISPERS
 Hottest:
 REO SPEEDWAGON 5-1
 ROOL & THE GANG 10-5
 BLONDIE 24-7
 DON MCLEAN 10-9
 STYX 28-18

PARALLEL THREE

KFYR/Bismarck, ND
 Dan Brennan

SHEENA EASTON
 ROVERS
 JUICE NEWTON
 PHIL SEYMOUR
 STEVE WINWOOD
 Hottest:
 DOLLY PARTON 2-1
 OUTLAWS 7-5
 QUEEN 10-8
 RANDY REISNER 13-11
 PAT BENATAR 20-16

KKLS/Rapid City, SD
 Mark Mann

HALL & OATES
 RUPERT HOLMES
 MANCHESTER/BRYSON
 MOLLY HATCHET
 Hottest:
 EDDIE RABBITT 2-1
 STEVIE WONDER 3-2
 ALAN PARSONS 5-3
 DOLLY PARTON 17-12
 RANDY REISNER 19-14

KKRC/Sioux Falls, SD
 Don Nordine

POLICE
 SHEENA EASTON
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 11-3
 JOHN LENNON 14-5
 CLIFF RICHARD 10-7
 ALAN PARSONS 13-10

KKXL/Grand Forks, ND
 Jeff Parker

STEVIE WONDER
 PHIL SEYMOUR
 SHEENA EASTON
 GROVER WASHINGTON
 Hottest:
 REO SPEEDWAGON 3-1
 STEVIE WONDER 1-2
 CLIFF RICHARD 4-3
 DOLLY PARTON 11-5
 RANDY REISNER 10-7

WEAO/Sau Claire, WI
 Rick Roberts

RANDY REISNER
 ASSOCIATION
 FIREFALL
 HALL & OATES
 STYX
 Hottest:
 AIR SUPPLY 2-1
 DAN FOGELBERG 6-3
 RONNIE MILSAP 9-4
 DOOBIE BROS 14-9
 BOB SCAGGS 19-12

WRKR/Racine, WI
 Steve Warren

JOHN COUGAR
 GROVER WASHINGTON
 APRIL WINE
 ATC
 Hottest:
 ROOL & THE GANG 2-1
 JOHN LENNON 10-6
 STYX 20-13
 ALAN PARSONS 19-14
 DELBERT MCCLINTON 21-17

WSPT/Stevens Point, WI
 Pat Marsh

ROVERS
 NEIL DIAMOND
 BARBRA STREISAND
 YARBROUGH/PEOPLES
 ANY TROUBLE
 Hottest:
 OUTLAWS 7-1
 DONNIE IRIS 10-4
 STYX 14-8
 BLONDIE 19-14
 JOE CHERAY BAND 20-15

KDVT/Topeka, KS
 Rocky Roberts

POLICE
 STEVE WINWOOD
 SHEENA EASTON
 Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 5-2
 HALL & OATES 25-19
 NEIL DIAMOND 26-21
 LEO SAYER 27-22

KWWL/Waterloo, IA
 Drew Bentley

TOTO
 APRIL WINE
 POLICE
 GROVER WASHINGTON
 Hottest:
 ROOL & THE GANG 1-1
 REO SPEEDWAGON 4-2
 STYX 5-3
 PAT BENATAR 13-5
 JOHN LENNON 19-9

KELO/Sioux Falls, SD
 Paul Wescott

Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 3-2
 DOLLY PARTON 5-3
 ROOL & THE GANG 7-4
 STYX 10-5

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
 Gary Waldron

JUICE NEWTON
 POINTER SISTERS
 JOHNNY AVERAGE
 SMOKEY ROBINSON
 STEVE WINWOOD
 CLIMAX BLUES BAND
 Hottest:
 DOLLY PARTON 1-1
 JOHN LENNON 6-2
 DON MCLEAN 10-7
 NEIL DIAMOND 15-9
 ABBA 16-12

KENO/Las Vegas, NV
 BB Alexander

APRIL WINE
 SHEENA EASTON
 PHIL SEYMOUR
 TERRI GIBBS
 JUICE NEWTON
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 11-4
 BLONDIE 17-7
 PAT BENATAR 14-9
 DON MCLEAN 23-16

KERN/Bakersfield, CA
 Guy Davis

CON FUNK SHUN
 PHIL SEYMOUR
 OUTLAWS
 SHEENA EASTON
 Hottest:
 JOHN LENNON 7-1
 REO SPEEDWAGON 4-2
 NEIL DIAMOND 17-14
 POLICE 33-17
 BARBRA STREISAND 26-21

KDWB/Portland, OR
 Janis Wejnada

REO SPEEDWAGON
 RONNIE MILSAP
 Hottest:
 STEVIE WONDER 3-1
 DOLLY PARTON 6-4
 CLIFF RICHARD 70-15
 JOHN LENNON 24-19
 RANDY REISNER 25-21

KJRS/Spokane, WA
 Brian Gregory

STEVE WINWOOD
 ERIC CLAPTON
 JUICE NEWTON
 BRUCE SPRINGSTEEN (dp)
 Hottest:
 REO SPEEDWAGON 1-1
 RONNIE MILSAP 10-7
 CLIFF RICHARD 17-13
 NEIL DIAMOND 20-15
 BLONDIE 25-17

KROY/Sacramento, CA
 Dennis Newhall

JOHN COUGAR
 ROD STEWART
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 4-2
 JOHN LENNON 3-3
 ALAN PARSONS 5-4
 STEVE WINWOOD 9-5

KRO/Tucson, AZ
 Kent Lacy

TERRI GIBBS
 DONNA SUMNER
 Hottest:
 REO SPEEDWAGON 4-1
 JOHN LENNON 8-4
 DOLLY PARTON 15-9
 ALAN PARSONS 14-10
 STYX 16-12

KTAC/Tacoma, WA
 Tom Jeffries

STEVE WINWOOD
 SMOKEY ROBINSON
 TERRI GIBBS
 BADFINGER
 Hottest:
 REO SPEEDWAGON 3-1
 CLIFF RICHARD 11-6
 STYX 12-7
 DON MCLEAN 14-10
 BLONDIE 19-11

KTXT/Tucson, AZ
 Ed Alexander

HALL & OATES
 SHEENA EASTON
 MOLLY HATCHET
 STEVIE WONDER
 Hottest:
 REO SPEEDWAGON 1-1
 CLIFF RICHARD 9-6
 BLONDIE 15-7
 RONNIE MILSAP 21-14
 DON MCLEAN 22-16

Y94/Fresno, CA
 Ray Appleton

RONNIE MILSAP
 GROVER WASHINGTON
 BLONDIE
 Hottest:
 REO SPEEDWAGON 2-1
 JOHN LENNON 9-4
 STYX 13-7
 NEIL DIAMOND 22-15
 DON MCLEAN 21-16

KLUC/Las Vegas, NV
 Dave Anthony

SHEENA EASTON
 GROVER WASHINGTON
 BARBRA STREISAND
 Hottest:
 REO SPEEDWAGON 2-1
 RONNIE MILSAP 5-4
 STYX 9-5
 CLIFF RICHARD 13-8
 EAGLES 15-11

KMJK/Portland, OR
 John Shomby

OUTLAWS
 CLIMAX BLUES BAND
 APRIL WINE
 Hottest:
 EDDIE RABBITT 1-1
 REO SPEEDWAGON 8-6
 BLONDIE 12-10
 CLIFF RICHARD 13-11
 AC/DC 16-13

KIOV/Fresno, CA
 Mark Driscoll

GROVER WASHINGTON
 DONNA SUMNER
 POLICE
 JIMMY BUFFETT
 APRIL WINE
 ELVIS PRESLEY
 ABBA
 Hottest:
 JUICE NEWTON
 RUPERT HOLMES
 Hottest:
 JOHN LENNON 3-1
 HALL & OATES 7-3
 BLONDIE 15-6
 STYX 19-9
 RANDY REISNER 17-12

KYNO/FM Fresno, CA
 John Lee Walker

GAP BAND
 Hottest:
 BLONDIE 3-1
 JACOBS 6-4
 CON FUNK SHUN 21-10
 REDDINGS 24-17
 DOLLY PARTON 22-18

FM102/Sacramento, CA
 Lucifer Manders

FIREFALL
 HALL & OATES
 Hottest:
 ROOL & THE GANG 1-1
 EDDIE RABBITT 12-7
 JOHN LENNON 14-10
 NEIL DIAMOND 23-17
 ALAN PARSONS 26-20

KSPZ/Colorado Springs, CO
 Mike Daniels

APRIL WINE
 SMOKEY ROBINSON
 Hottest:
 HALL & OATES 1-1
 RANDY REISNER 3-2
 RONNIE MILSAP 7-3
 BLONDIE 4-4
 STYX 13-9

KYIS/Colorado Springs, CO
 Mark Murray

CLIMAX BLUES BAND
 TOTO
 APRIL WINE
 SHEENA EASTON
 Hottest:
 JOHN LENNON 3-1
 DOLLY PARTON 4-3
 STYX 7-5
 STEVIE WONDER 17-12
 LEO SAYER 21-16

KZZP/Phoenix, AZ
 Steve Goddard

BLONDIE
 POLICE
 Hottest:
 REO SPEEDWAGON 1-1
 DOLLY PARTON 8-4
 DON MCLEAN 11-6
 STYX 15-11
 NEIL DIAMOND 22-15

KHYT/Tucson, AZ
 Rich Brother Robbin

HALL & OATES
 CHAMPAIGN
 DONNA SUMNER
 T.S. MONK
 DONNIE IRIS
 DOUG & THE SLUGS (dp)
 POLICE (dp)
 Hottest:
 LAKESIDE 2-1
 REO SPEEDWAGON 26-10
 TIERRA 22-13
 STYX 25-15
 YARBROUGH/PEOPLES 35-26

KEZR/San Jose, CA
 Bob Marlow

CLIMAX BLUES BAND
 JUICE NEWTON
 RADFINGER
 STEVIE WONDER
 Hottest:
 REO SPEEDWAGON 1-1
 JOHN LENNON 4-2
 STYX 5-3
 CLIFF RICHARD 9-5
 DON MCLEAN 11-7

KIDD/Monterey, CA
 Ron Rodriguez

CLIFF RICHARD
 HALL & OATES
 Hottest:
 ROOL & THE GANG 1-1
 REO SPEEDWAGON 10-4
 DOLLY PARTON 13-10
 STEVIE WONDER 19-14
 BLONDIE 26-22

KGGI/Riverside
 San Bernardino, CA
 Bob West

ABBA
 WHISPERS
 GAP BAND
 SMOKEY ROBINSON
 DONNIE IRIS
 Hottest:
 JOHN LENNON 1-1
 LTD 8-5
 KANO 14-9
 DOLLY PARTON 12-10
 BLONDIE D-20

KKXX/Bakersfield, CA
 Chris Squires

NEIL DIAMOND
 SHEENA EASTON
 GROVER WASHINGTON
 JOURNEY
 Hottest:
 REO SPEEDWAGON 1-1
 AC/DC 2-2
 PAT BENATAR 10-4
 STYX 11-5
 RANDY REISNER 12-9

KNRQ/Tacoma, WA
 Bryan Roberts

BARBRA STREISAND
 STEVE WINWOOD
 APRIL WINE
 JUICE NEWTON
 Hottest:
 DOLLY PARTON 3-1
 JOHN LENNON 11-6
 BLONDIE 16-11
 RANDY REISNER 17-13
 LEO SAYER 25-20

KBB/Provo, UT
 Jim Sumpter

POLICE
 SHEENA EASTON
 OUTLAWS
 Hottest:
 BLONDIE 4-1
 REO SPEEDWAGON 5-2
 JOHN LENNON 7-3
 DELBERT MCCLINTON 12-9
 STYX 15-11

FM103/Salt Lake City, UT
 Lorraine Winnegar

DOOBIE BROS
 Hottest:
 REO SPEEDWAGON 1-1
 STYX 14-5
 RANDY REISNER 15-6
 FLEETWOOD MAC 12-9
 AC/DC 13-10

PARALLEL THREE

(John Lennon continued)

JACKSONS
Heartbreak Hotel (Epic)
LP: Triumph
86/0 31%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

P2

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

RANDY MEISNER
Hearts On Fire (Epic)
LP: One More Song
177/8 82%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

RONNIE MILSAP
Smoky Mountain Rain (RCA)
147/4 68%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

ELVIS PRESLEY
Guitar Man (RCA)
LP: Guitar Man
91/22 42%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

DOLLY PARTON
9 To 5 (RCA)
LP: 9 To 5 And Odd Jobs
188/0 92%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

LOVERBOY
Turn Me Loose (Columbia)
LP: Loverboy
51/2 24%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

COOL & THE GANG
Celebration (Delta/PolyGram)
LP: Celebration
162/0 75%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

DELBERT McCLINTON
Giving It Up For... (Capitol)
LP: The Jewel Kind
165/3 76%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

OUTLAWS
Ghost Riders... (Arista)
LP: Ghost Riders
118/0 54%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

REO SPEEDWAGON
Keep On Loving You (Epic)
LP: Hi Infidelity
189/4 92%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

ALAN PARSONS PROJECT
Games People Play (Arista)
LP: The Turn Of A Friendly Card
180/3 74%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

JOHN LENNON
Woman (Geffen)
LP: Double Fantasy
215/0 100%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

ALAN PARSONS PROJECT
Games People Play (Arista)
LP: The Turn Of A Friendly Card
180/3 74%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P2	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
P3	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-11

REO SPEEDWAGON
Keep On Loving You (Epic)
LP: Hi Infidelity
189/4 92%

Regional Summary
E 54A UP 15
S 34A DOWN 24
M 35A ADDS 0

N&A

Region	Station	Time
P1	WFLA	4-8
	WTVT	10-11
	WFTS	10-11
	WTOG	10-11
	WTVT	10-11
	WTVT	10-11
	WTVT	10-1

This Valentine's
Day, Let The
Climax Blues Band
Say It For You.



CLIMAX BLUES BAND

96KX deb 31
JB105 add 34
KBEQ add
KPLZ deb 25
WPST deb 33
K104 deb 34
WKEE on
V100 add
Q106 on
KSRR add 39
KRBE deb 30

KWIC add
WSGN add
WAAY on
WLCY add
WAXY deb 27
Y103 add
WCSC add
WGH deb 17
WQRK add
WRVQ deb 27
WVIC add

KIOA add
KEYN-FM add
KEZR add
KKXX on
KYSN add
KCPX add
KMJK add
KTKT deb 28
WCIR add
95XIL 40-35
WHHY add

WFOX deb 25
WCGQ on
WANS-FM on
WXLK add
FM99 on
KKLS on
KENI add
KCBN add
KOOK add

Produced by John Ryan
for Chicago Kid Productions



OOO-EEE,
Look At All
This Great
Early Action!



“OOO-EEE”

NICOLETTE LARSON

94Q
KBEQ
K104
WKEE
KRBE
KINT
KWIC
KXX106
WAAY
WISM

WPPI
WKEE
KKXX
KROY
KTLK
95XIL
WFOX
WCGQ
WORD
KCBN

Produced by Ted Templeman

THE PICTURE PAGE

Seger Reaches UK Gold



Bob Seger And The Silver Bullet Band were presented with gold record awards for their "Stranger In Town" LP during a British tour. Pictured holding the gold are (l-r) group's Drew Abbott, Capitol International's Kick Klimbie, group's Chris Campbell and David Teegarden, Capitol UK's Martyn Cox, Seger, Capitol International VP Helmut Fest, and band's Alto Reed.

"Guilty" Smiles At CBS



CBS Records Group presented Barry Gibb with a number of gold and platinum awards for Barbra Streisand's "Guilty" album, co-produced, co-written, and occasionally duetted by the Bee Gees leader. Pictured (l-r) are Deputy President Dick Asher, Gibb, co-producer Alby Galuten, CBS RG President Walter Yetnikoff, and co-producer Karl Richardson.

Seymour Friends At Whisky



Radio and record personnel gathered backstage to congratulate Boardwalk's Phil Seymour after his recent performance at the Whisky in L.A. Pictured (l-r, rear) are independent promotion rep Jon Scott, Boardwalk VP Roberta Skopp, manager Saul Davis, Seymour, Boardwalk President Neil Bogart, Joyce Bogart, KMET's Hugh Surratt, and KROQ's Larry Groves; (l-r, front) KLOS's Joe Reiling, KLOS's Ruth Pinedo, KIIS-FM's Danny Lemos, and Boardwalk VP Scott Kranzberg.

Sadane Signs With WB



Warner Bros. has signed vocalist Sadane, with a first album due shortly. Pictured at a listening party for the LP are (l-r) manager Andre Perry, co-producers Reggie Lucas and Mtume, Sadane, WB Chairman Mo Ostin, and label VP Tom Draper.

RCA The Anka Way



Paul Anka, an RCA artist in the mid-60's, is back on the label, and visited the New York offices to preview his new album, set for March release. Pictured (l-r) are attorney Andy Feinman, Anka Organization's Bob Skaff, RCA VP Jack Craig, Anka Organization's Norman Weiss, Anka, RCA President Bob Summer, and label VP John Betancourt.

Planet Plucks Plimsouls



Planet Records' formal signing of Los Angeles-based band the Plimsouls took place this month, with a single and album set for imminent release. Pictured (l-r) are Plimsouls' Eddie Munoz (footing the bill), Planet's Michael Barackman, group's Dave Pahoa, producer Danny Holloway, band's Peter Case, Planet President Richard Perry, label VP Dave Urso, and group's Lou Ramirez.

Vera Cruises At Roxy



Alfa Records' Billy & The Beaters, featuring veteran vocalist Billy Vera, completed a showcase at L.A.'s Roxy recently. Pictured backstage are (l-r) Alfa VP Lorne Saifer, Vera, manager Al Schwartz, and Alfa President Bob Fead.

McGuffey Lane Volunteer For Jam



Atco's McGuffey Lane participated in the recent Charlie Daniels Volunteer Jam in Nashville. Pictured at the show are (l-r, standing) Empire Agency's Rick Alter, Atco's Regis Boff, Empire's Carole Kinzel, manager Cliff Audretsch Jr., group's Stephen Douglas, Atco's Alan Smith, Atlantic's Michael Prince, Mr. & Mrs. Terry Efav (of group), group associate Dwight Willes; (l-r, kneeling) group's John Schwab, Bob McNelley, and Stephen Rels.

ATRIUPLE VALENTINE TREAT

FROM *Epic*

MELANIE

"One More Try"

KPLZ add WNDB
 KINT add 40 KYLT
 KQ94 add KOBO
 FM99 add KCAP
 WSRZ KMED
 WGSV



Portrait

Executive Producers:

Produced by Peter Schekeryk and Lenny Petze. Artie Ripp and Jonathan Needle.

THE ROVERS

"Wasn't That A Party"

WBEN-FM 38-34	K104 14-5	WHOT deb 26	WAGO
96KX on	WKEE add	95XIL 31-28	KFYR add
CFTR 2-1	WSGN on	WOPD	WSPT add
CKGM 17-10	KX104 add	WISE deb 38	KATI add
Q105 add 27	WRJZ add	WROV add	KBOZ add
KFI add	WAYS 20-12	WKXY add	KYYA add
WBBF add	92X on	WALG	KRLC add
WHFM add	WOHO on	WRFC	KFXV

"Covering all demos. Stores are feeling instant response. Still #1 phones across the board!!!"
 Lou Simon
 M.D. WAYS

"92% positive response. Not only a heavy request record, but an exceptional call-out record."
 Bill Shannon
 P.D. KIOY

Produced by Jack Richardson for J.A.R. Productions.



MOLLY HATCHET

"The Rambler"

KUPD on	KXX106 on	WISE on	KOOK add
WPST deb 31	BJ105 add	FM99 on	KRLC 28-24
WKEE 25-20	KX104 on	WKXY on	KNBQ on
KSRR add 37	WQRK on	KVOL on	KTKT add
KINT 34-30	KJ100 23-20	WONN	
KHFI add	WIGY on	WALG	
KWIC add	WCGQ add	KKLS add	

Produced by Tom Werman for Julia's Music, Inc.



ON *Epic* RECORDS



Jeff Gelb AOR

The Progressive Survivors, Part One

In general, the current Arbitron ratings results have shown tight-listed AOR's doing quite well. At the same time, things haven't been as happy for AOR's old-line progressive outlets. Some have switched formats entirely (KSAN/San Francisco), while others have modified their approaches dramatically (WABX/Detroit) or restructured for better ratings results (KLBJ/Austin).

What does all of this activity mean for AOR radio, and particularly for the future of those few remaining progressive rock outlets that are our only remaining direct link to the underground sound that spawned the format itself some fifteen years ago? To find out, I spoke with the PD's of most of these progressive survivors. Their comments and philosophies in this two-part article provide an optimistic glimpse into the future of the progressive side of AOR radio.

KLBJ: Station In Flux

KLBJ/Austin's recent switch in PD's from Glen Mason to Chuck Dunaway caught the AOR community by surprise, and Dunaway's CHR background gave rise to rumors about an imminent format switch for KLBJ, one of AOR's old-line progressive outlets.

Dunaway explained why he made the format switch as a PD: "It intrigued me from a radio standpoint. I decided it would be quite a challenge to go from a Top 40 station with good numbers in town (KHFI) across the street to what was basically a free-form album station, give it some structure and get some broader demos, and expand the numbers."

To get those numbers, he promised the station would not change formats. "It'll remain an album-oriented station, but not a completely different station every time shifts change. It'll be a consistent radio station. KLBJ was playing to the college audience and forgetting the rest of the people."

"Basically, we'll be taking a station that has been totally free-form and putting it into some kind of mold. There's virtually no AOR competition here in town, so we still won't have to be as restrictive as many AOR's. We'll continue to expose new product, and will be experimenting with some new programs we have in mind."



"We're going to remain flexible. We won't be tied to any archaic radio philosophies that would result in our demise."

— Dick Neer, Asst. PD, WNEW-FM/New York

WABX: Repositioning To The Right

Another legendary AOR station, with over a decade's history as a progressive outlet, is WABX/Detroit. About a month ago, KFMG/Albuquerque PD Carey Curelop was brought into the station to help bolster its sagging ratings. He was a particularly interesting PD choice because KFMG is one of AOR's tightest-playlisted stations, while WABX has always been fairly loose. True to form, Curelop began WABX's restructuring by paring its thousand-cut library to a more manageable four hundred.

"We've repositioned WABX to the right of its Detroit competitors; we're much tighter and more familiar than everyone in town. It's quite a big change for WABX, but one which I felt, owing to the competitive situation, needed to be done."

Surprisingly, Curelop reported that there wasn't much negative listener response to the changes. "I don't think there was the big emotional tie to the station's history that people might have perceived there would be."

Curelop feels good about the direction WABX is now headed in. "When you're talking about the survival of a radio station, it's either change or die. I think we're now offering people something they couldn't get from Detroit radio before. At the same time, we're probably in the most competitive AOR market outside of Los Angeles, and the key is to get some listeners. That's all I'm trying to do."

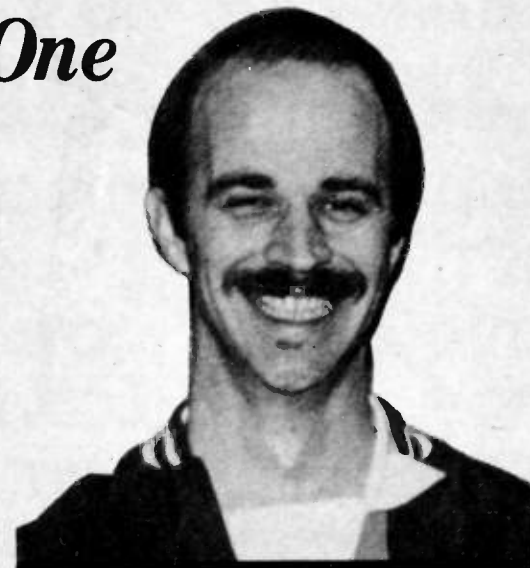
WNEW-FM: Resisting Archaic Philosophies

The changes have been a bit more subtle at WNEW-FM/New York, but they have occurred. Asst. PD Dick Neer recalled, "Some stations refuse to change with the times, or they change when it's already too late. We were in great danger of that happening to us too in 1977. We had around a 1.8 in the New York Arbitrons, and that's not a viable number to sell. We had some long, soul-searching sessions to decide on a future direction. To that point, we didn't look at trades or do research; we were doing radio totally unscientifically. We just played what we liked, and you can't do that anymore. We had to get hip, to get out and talk to people in the streets, at concerts and colleges. And we brought in some new young talent to help freshen our air sound."

The station's air sound still emphasizes new music; some weeks WNEW-FM adds as many as 25 albums, many of which go into a bin for jocks to pick and choose from. It's an idea that has been around since the days of WNEW-FM's inception some thirteen years ago, and is a direct tie to the station's past.

Another thing that hasn't changed at WNEW-FM since its inception is the station's attitude about playlists and rotations: there aren't any. Yet there are guidelines to what the station does on the air, and Neer explained them: "We try to be very democratic about what gets on the air without a rotation. If we see a pattern developing where someone's playing no heavy metal, for instance, we'll take him aside and talk it over with him to get him to readjust his choice of music without having to use a rotation."

Playing radio without rotations isn't easy; it demands an airstaff that is especially sensitive to the desires of its listeners. "The station has become more consistent than it used to be. You used to hear all-new wave or all-jazz shows; there was no consistency from jock to jock. Now I think everyone realizes that we can't afford to be six separate radio stations. They're now ex-



"WBCN's ratings can bring in more revenue than WCOZ's. After all, you can only sell so much Oxy-5."

— Tony Berardini, PD, WBCN/Boston

posing their listeners to all the popular rock music styles," Neer said.

"The thing about WNEW-FM that makes it continue," Neer theorized, "is that we're not tied down to traditional underground radio ideas: we have an open mind to humor, music, and promotions. We will reflect trends. If less new music is coming out we're not going to go down with the ship by insisting we play 50% new music. We're going to remain flexible. We won't be tied to any archaic radio philosophies that would result in our demise."

WBCN: Facing Its Competitive Challenge

Perhaps the most difficult ratings challenge faced by any of the progressive survivors is the ongoing battle between Boston's WBCN and WCOZ. These stations provide quintessential examples of the polarities of AOR radio for the Eighties: WBCN's freeform blend of musical styles, and WCOZ's tight, research-oriented hard-driving rock approach.

So far, WCOZ has been the 12+ ratings winner, but WBCN PD Tony Berardini isn't worried; in fact, he's elated: "Our sales manager was so pleased with our ratings he didn't know whether to shit or go blind! Ad agencies publish lists of the most desirable demos. We are #1 in the third most desirable demo: 25-34 males. WCOZ is #1 in probably the sixteenth to 23rd most desirable demos in Boston. Their numbers are 50% teens. Smart management's answer to ratings is how much revenue can they bring in. WBCN's ratings can bring in more revenue than WCOZ's. After all, you can only sell so much Oxy-5."

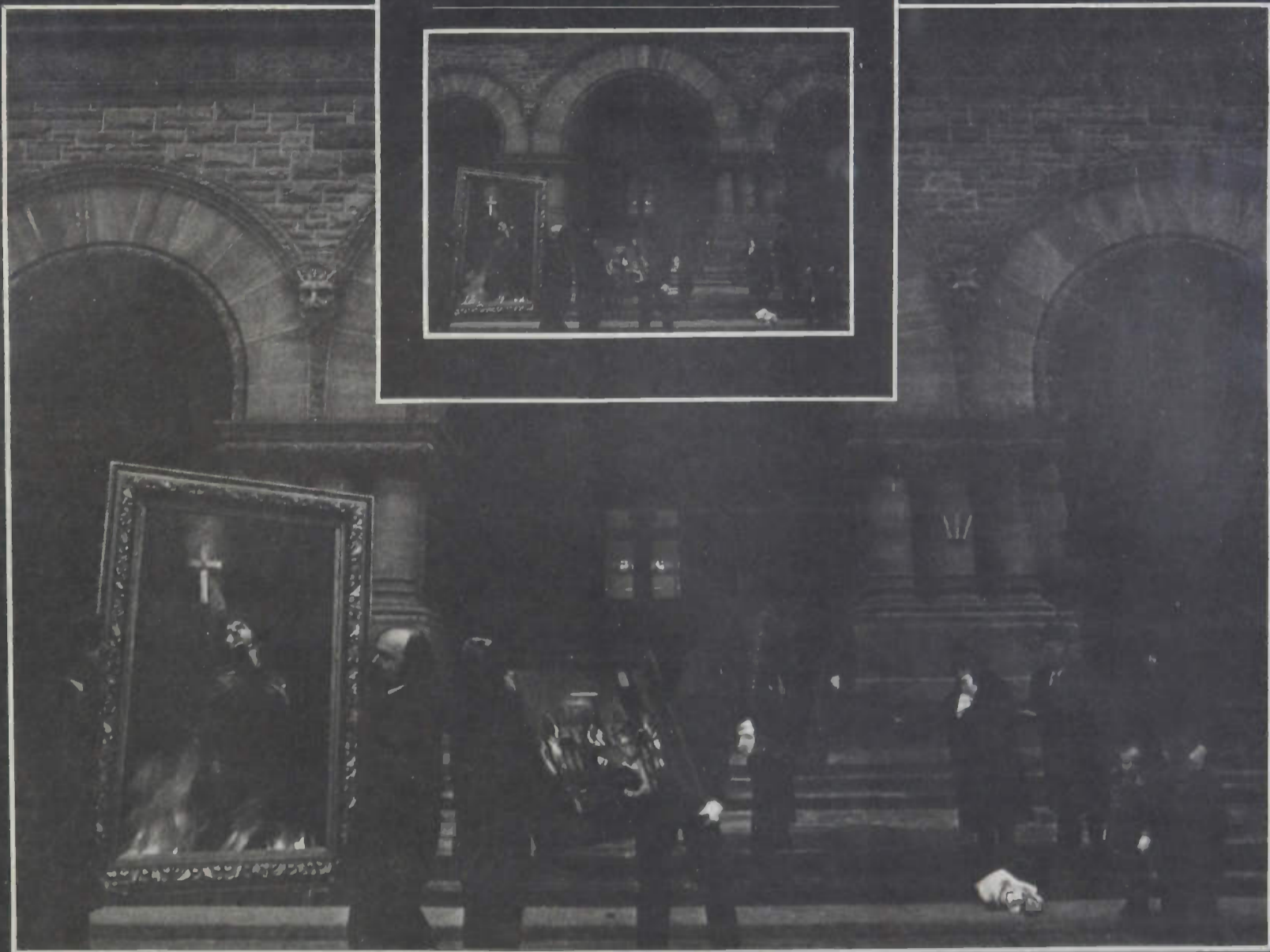
In other words, no one at WBCN seems overly worried about its AOR competition, including management. Said Berardini, "Management here is in it for the long run. These people have come from a total of 25 years experience with Metromedia, so they've seen this kind of radio work. They've also seen the hazards of overreacting one way or another to a book. Just because you get a good book doesn't mean you jack up your rates sky-high, just as when you get a bad book you don't blow out the format and your people. The answers are never that simple."

When asked why WBCN has been able to survive and grow as a progressive outlet for over a decade, he mirrored the thoughts of WNEW-FM's Dick Neer: "WBCN has survived and will

SURVIVORS/See Page 34

The Rush
Is On!

R U S H
MOVING PICTURES



POLYGRAM/MERCURY

Jeff Bell

Survivors

Continued from Page 32

continue to do so because we change and evolve with the times. The key to survival in radio is flexibility. You have to adapt as your audience changes."

He continued, "We've always exposed new music and many different genres of music, all with roots in rock and roll. One of the things that I find hysterical about the current wave of stations that call themselves rock stations is that they take the music and subjectively define it, saying, 'this and only this is rock and roll.' Meanwhile, they dismiss all other forms of music that encompass what's really rock music, including black music and other genres."

Berardini admitted that one reason WBCN's eclectic approach to AOR radio has survived into the Eighties is because of Boston's burgeoning college population: "We have 250,000 students here," he claimed, "and we go after them. We want an active audience, and they're a very active age group. Because programmers like John Sebastian use passive research, they get passive listeners, and passive listeners don't buy records. 50% of what we play is new music, and our top ten airplay corresponds very directly with what's selling in town, from the Clash to Pat Benatar, from The Police to Lennon."

"As long as we know our audience well enough to be able to continue giving them enough new music and still hold them there with familiar things, we're going to survive."

Next week, in part two of the "Progressive Survivors," more optimistic opinions will be shared from WXRT/Chicago PD Norm Winer, KKSN/Portland PD Bob Simmons, KYTD/Santa Barbara PD Jim Trapp, KTIM/San Rafael PD David T., and WHFS/Washington PD David Einstein.

EVOLUTION

Rich Piombino has been named PD of WLSQ/Montgomery from his promotion post with WWWW/Detroit. Rick Scott is the new PD at KREM-FM/Spokane. WQMF/Louisville has completed its transition to an AOR, with C.C. Matthews as PD and Russ Bradley as MD. Also on the airstaff are Duke Meyer from neighboring WLRS, "Jones" from FM105/Charleston, Dan Deely from neighboring WZZX, and (as mentioned last week) Liz Curtis from WWWW. Shawn Waters has been named PD at KQWB-FM/Fargo. Dave Dworkin has been appointed Asst. PD of KQRS/Minneapolis. Scott Segraves has been named Asst. PD of KSMB/Lafayette from WRNO/New Orleans. Marsha Cummings is also new to the KSMB airstaff from WKTX/Pensacola. Bill Goldsmith has been named MD for KFAT/Gilroy. Howard Stern has exited WWWW for airwork at DC101/Washington. Freddie Wilks has exited nights at WRCN/Long Island. Russ "Albums" James is new to afternoons at WQXM/Tampa from KILT-FM/Houston. Shawn Hendricks has joined WHKC/Evansville from WILS/Lansing for nights. WHKC's new News Director is Alan Richards from WDJX/Dayton. Bobby Elertee has joined WMAD/Madison for middays from WFYV/Jacksonville. Brad Oleson is new to morning news at KYYS/Kansas City. KFMU/Steamboat Springs PD Jed Blakovich has also taken on the station's MD responsibilities. New to middays at Q107/Toronto is Tasha Slims from neighboring CFNY-FM. Jack Roberston has joined the airstaff of WQXM/Tampa from WYDD/Pittsburgh. WRHY/York MD Jack Quigley has exited, with rumors afloat of further staff and possible format changes to come. Former KWST/Los Angeles airstaffer Phil Hendrie has joined KGB-FM/San Diego for weekend airwork. K-15/Phoenix's experiment with new wave music as a format has ended, as PD Johnny D. and airstaffers Capt. Jack Flash, and Surfin' Kasey have all exited. The station is reautomating and switching to CHR.



GET YOUR HANDS OFF THAT CADILLACI — K-15/Phoenix PD Johnny D. must have been a bit frightened when Stiff's Plasmatiks posed for this picture in front of his car; the band has a reputation for trashing Cadillacs in concert. Pictured (l-r) are K-15 newscaster Pat Powers, DJ Capt. Jack Flash, PD Johnny D., group's Wendy O. Williams, promo rep Roger Smith, group's Richie Stotts.

UPDATE

More AOR anniversaries: happy first to KWXL/Albuquerque, third to KILQ/Colorado Springs, and fourth to QFM96/Columbus. In conjunction with its sponsorship of the first showing of a Paul McCartney and Wings concert film outside of New York City, WGRQ/Buffalo gave out free tickets to the show along with dinner snacks consisting of chicken wings. WIOQ/Philadelphia has begun producing sales-oriented brochures on each of its air personalities. The first profiles morning man Harvey. WCOZ/Boston has pacted with area college campuses to coproduce the "WCOZ Coupon Book," providing coupons worth over \$400 in goods and services for \$1.94 with a WCOZ card or shirt. WXRT/Chicago's "Blues Deluxe" album has sold

over 10,000 copies in just over two months at \$5.98 each. Net proceeds will establish a blues archive at the Chicago public library. WNEW-FM/New York cosponsored a TV documentary on runaways, and held a follow-up on-air discussion of the questions and topics raised during the program. WRCN/Long Island is looking for two people to be married on the radio. The promotion includes a prize-winning trip anywhere in the world that can be reached by the Long Island railroad. K-94 and ZAM-11/Norfolk combined forces with local record outlets to enable a prize-winning listener to take an expenses-paid trip to the recent Volunteer Jam in Nashville. WPLJ/New York is the latest in a long line of AOR's to offer listeners substantial price discounts via an "FM (Free Money) Card." An initial run of 100,000 is being distributed free through the mail, at retail locations, and special WPLJ events. To add a cinematic spice to its air-sound, KY102/Kansas City hired Ernie Anderson, the voice of the ABC-TV network, to voice all its promos. WNEW-FM/New York has begun airing tapes from local, unsigned bands as a part of its regular musical programming. The feature, called "Prisoners of Rock," airs once per shift. LOVE 94/Miami has started a weekly three-hour jazz showcase, hosted by MD Ross Block. KZAP/Sacramento has instituted a series of "backstage pass" promotions, wherein winning listeners have been invited to party post-concert with groups like Cheap Trick, REO Speedwagon, Outlaws and Molly Hatchet. KVRE/Santa Rosa sponsored two free listener parties with area favorites the Ghost Riders. WPYX/Albany seeks concert recordings for its special programming. Contact MD Ron Nenni at (518) 785-9800. Y102/Montgomery has its van on the road looking for the station's new bumper stickers, giving out free albums to those spotted with the stickers. The station just completed a button giveaway promotion, wherein listeners spotted wearing the button won cash, jewelry, and a grand prize of \$1000.

CONCERTS & CONVERSATIONS

BROADCASTS: Sylvain Sylvain on WRNW/Briarcliff Manor.

CONVERSATIONS: Russ Ballard on KWFM/Tucson. Journey on WBAB/Long Island, WFYV/Jacksonville, WMET/Chicago, KZAP/Sacramento. Jimmy Buffett on LOVE 94/Miami. Nicolette Larson on KEZY-AM/Anaheim. Good Rats, Supertramp, Journey on WRCN/Long Island. Phil Seymour on KROQ/Pasadena. 38 Special on KAZY/Denver. Journey, Good Rats on WDHA/North Jersey. Crazy Joe & Variable Speed Band on KSJO/San Jose. Michael Stanley on WVAQ/Morgantown. Doug & Slugs, Loverboy on KQFM/Portland. Journey, Tom Robinson on WBCN/Boston.



ROY GETS ROYAL TREATMENT — Waterhouse's Roy Buchanan braved winter weather to visit KQRS-FM/Minneapolis in support of his latest album, "My Babe." Pictured (l-r) are Pickwick promo rep John Grady, group's Paul Jacobs, Buchanan, KQRS-FM PD Tac Hammer, Waterhouse's Kevin St. John.



FORBERT STARS IN NETWORK BROADCAST — DIR's "Schaefer Rock City," hosted by Scott Muni (left), recently featured live performances by Nempor acts Steve Forbert (right) and the Romantics (not pictured). The concert was carried live on an eleven station AOR network as part of a continuing series of concert broadcasts.

NAZARETH IS NOT FOOLING AROUND



THE FOOL CIRCLE

SP 4844

**THE STRONGEST RESPONSE TO A NAZARETH
ALBUM IN THEIR CAREERS.**

See Nazareth On Tour...

Feb. 16 La Crosse, WI / Feb. 17 Madison, WI / Feb. 18 Green Bay, WI / Feb. 19 Milwaukee, WI /
Feb. 20 Chicago, IL / Feb. 22 Marquette, MI / Feb. 23 Mt. Pleasant, MI / Feb. 24 Columbus, OH /
Feb. 26 St. Louis, MO / Feb. 27 Kansas City, MO / Feb. 28 Hastings, NE /
Mar. 1 Minneapolis, MN / Mar. 3 Cedar Rapids, IA / Mar. 4 Indianapolis, IN / Mar. 5 Flint, MI / Mar. 6 Detroit, MI /
Mar. 7 Johnstown, PA / Mar. 8 Buffalo, NY / Mar. 9 Allentown, PA / Mar. 11 Baltimore, MD /
Mar. 12 Cleveland, OH / Mar. 13 Pittsburgh, PA / Mar. 14 Philadelphia, PA / Mar. 15 Hempstead, LI



Nazareth
THE FOOL CIRCLE...
ON A&M RECORDS
& TAPES

Produced by Jeffrey Baxter
Management: Full Circle Management

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Radio & Records

Album Airplay/40

Chart Summary

February 13, 1981

156 REPORTERS

Album cuts are listed in order of airplay preference.

1/23	1/30	2/6	2/13	Artist	Album
4	4	3	1	REO SPEEDWAGON	Hi Infidelity (Epic)
13	5	2	2	STYX	Paradise Theater (A&M)
1	1	1	3	JOHN LENNON & YOKO ONO	Double Fantasy (Geffen)
2	2	4	4	BRUCE SPRINGSTEEN	The River (Columbia)
9	8	7	5	OUTLAWS	Ghost Riders (Arista)
6	7	6	6	ALAN PARSONS PROJECT	The Turn Of A... (Arista)
15	12	11	7	STEVE WINWOOD	Arc Of A Diver (Island)
3	3	5	8	STEELY DAN	Gaucha (MCA)
-	29	16	9	JOURNEY	Captured (Columbia)
8	9	9	10	POLICE	Zenyatta Mondatta (A&M)
5	6	8	11	ROD STEWART	Foolish Behaviour (WB)
22	15	14	12	APRIL WINE	Nature Of The Beast (Capitol)
10	10	10	13	DIRE STRAITS	Making Movies (WB)
18	13	13	14	MANFRED MANN'S EARTH BAND	Chance (WB)
12	14	15	15	DONNIE IRIS	Back On The Streets (MCA)
7	11	12	16	FLEETWOOD MAC	Live (WB)
-	28	18	17	TOTO	Turn Back (Columbia)
-	-	22	18	.38 SPECIAL	Wild-Eyed Southern Boys (A&M)
24	20	17	19	LOVERBOY	Loverboy (Columbia)
35	27	25	20	UFO	The Wild The Willing... (Chrysalis)
21	16	20	21	PAT BENATAR	Crimes Of Passion (Chrysalis)
23	18	19	22	WARREN ZEVON	Stand In The Fire (Asylum)
19	17	21	23	AC/DC	Back In Black (Atlantic)
20	19	23	24	BLONDIE	Autoamerican (Chrysalis)
38	39	31	25	RANDY MEISNER	One More Song (Epic)
-	35	30	26	CLASH	Sandinista! (Epic)
26	26	27	27	DELBERT McCLINTON	The Jealous Kind (Capitol)
31	30	32	28	FIREFALL	Clouds Across The Sun (Atlantic)
-	-	39	29	GRACE SLICK	Welcome To The Wrecking... (RCA)
27	25	28	30	MICHAEL STANLEY	Heartland (EMI America)
17	23	24	31	EAGLES	Eagles Live (Asylum)
16	22	26	32	ROCKPILE	Seconds Of Pleasure (Columbia)
-	-	33	33	ELVIS COSTELLO &...	Trust (Columbia)
-	36	36	34	NIGHT	Long Distance (Planet)
-	37	37	35	NICOLETTE LARSON	Radioland (WB)
30	32	35	36	JIM CARROLL BAND	Catholic Boy (Atco)
28	31	34	37	QUEEN	Flash Gordon (Elektra)
-	-	38	38	SHERBS	The Skill (Atco)
11	24	29	39	HEART	Greatest Hits/Live (Epic)
-	-	40	40	ANY TROUBLE	Where Are All The... (Stiff)

NEW ENTRY →

REO stole the number one slot for the week, topping all competition for total reports. STYX held rock steady with phenomenal hits. LENNON remained strong in total reports. SPRINGSTEEN maintained as OUTLAWS moved up. PARSONS held his own as WINWOOD jumped. JOURNEY had a good week of hot conversions. WINE continued to show gains in upper airplay rotations. IRIS held his own as TOTO inched up. .38 climbed nicely with strong showings in all rotations. UFO, MEISNER and CLASH all registered gains. DELBERT held rock steady as FIREFALL rebounded. SLICK had a good week of increased airplay attention. COSTELLO debuted as NIGHT and NICOLETTE moved up.

SHERBS debuted while TROUBLE bounced back on the chart. TODD RUNDGREN came close to charting this week.

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

MOST ADDED

1	2/13	2/6	1/30	1/23	1/16
1	TODD RUNDGREN	58/54	6/6	0/0	0/0
2	JIMMY BUFFETT	48/40	4/4	0/0	0/0
3	ELVIS COSTELLO &...	63/39	36/35	3/3	0/0
4	SHERBS	58/34	56/56	2/2	0/0
5	GRACE SLICK	88/28	71/70	0/0	0/0
6	J.J. CALE	24/21	1/1	0/0	0/0
7	.38 SPECIAL	101/20	111/109	0/0	0/0
8	NAZARETH	42/18	43/42	0/0	0/0
9	JOURNEY	127/18	124/89	85/78	8/8
10	EMMYLOU HARRIS	16/13	1/1	0/0	0/0
10	PEARL HARBOUR	13/13	0/0	0/0	0/0
11	707	37/12	31/5	35/27	14/8
11	BOOMTOWN RATS	24/12	19/19	0/0	0/0
12	TOTO	100/11	95/21	84/55	12/11
12	CLASH	70/11	73/25	52/28	37/22
12	XTC	33/11	25/2	26/3	22/3

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	2/13	2/6	1/30	1/23	1/16
1	MANFRED MANN'S...	119/81	121/83	110/71	97/57
2	APRIL WINE	122/74	110/70	100/62	116/10
3	.38 SPECIAL	101/88	111/1	0/0	0/0
4	UFO	82/55	75/57	73/31	56/0
5	TOTO	100/81	95/54	84/17	12/1
6	WARREN ZEVON	75/58	90/54	88/47	84/40
7	OUTLAWS	137/54	138/57	130/49	128/54
8	LOVERBOY	88/63	91/62	80/54	73/55
9	STEVE WINWOOD	135/47	122/52	122/58	101/41
10	FIREFALL	82/43	62/44	67/40	64/37
10	JIM CARROLL BAND	48/43	57/50	58/44	65/51
11	DONNIE IRIS	90/42	88/49	91/51	94/63
11	CLASH	70/42	73/35	52/16	37/6
12	FLEETWOOD MAC	95/41	115/54	115/48	133/40
13	DIRE STRAITS	113/38	123/39	125/41	131/47

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	2/13	2/6	1/30	1/23	1/16
1	STYX	140/130	148/136	140/102	148/7
2	REO SPEEDWAGON	145/128	149/128	141/121	140/121
3	BRUCE SPRINGSTEEN	135/123	148/130	148/133	148/136
4	J. LENNON & Y. ONO	142/119	153/137	151/132	151/136
5	STEELY DAN	128/111	147/127	145/127	146/134
6	ALAN PARSONS PROJECT	132/86	136/107	137/97	135/98
7	POLICE	119/93	125/97	124/101	125/101
8	ROD STEWART	120/89	129/97	136/106	144/121
9	OUTLAWS	137/82	136/79	130/78	128/73
10	STEVE WINWOOD	135/79	122/58	122/42	101/25
10	JOURNEY	127/79	124/15	85/2	8/0
11	DIRE STRAITS	113/75	123/83	125/82	131/84
12	FLEETWOOD MAC	96/54	115/60	115/69	133/93
13	PAT BENATAR	63/48	65/48	73/50	66/44
14	APRIL WINE	122/47	110/32	100/16	116/2
14	AC/DC	58/47	61/41	70/48	89/47

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

AOR BREAKERS

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

No albums qualified for AOR Breaker status this week.

EAST

SINGLES

- 1 **TODD RUNDGREN** "Time Heals" (Bearsville/WB)
- 2 **XTC** "Generals And Majors" (Virgin)
- 3 **PHIL SEYMOUR** "Precious To Me" (Boardwalk)
- 4 **RINGS** "Let Me Go" (MCA)
- 5 **JIMMY BUFFETT** "It's My Job" (MCA)
- 6 **CHEAP TRICK** "Stop This Game" (Epic)
- 7 **BLUES BROTHERS** "Who's Making Love" (Atlantic)
- 8 **STEVIE WONDER** "I Ain't Gonna Stand For It" (Motown)
- 9 **MAX WEBSTER** "Battle Scar" (Mercury/PolyGram)
- 10 **DOOBIE BROTHERS** "Keep This Train A Rollin'" (WB)
- 11 **DAN FOGELBERG** "Same Old Lang Syne" (Full Moon/Epic)
- 12 **D. HALL & J. OATES** "Kiss On My List" (RCA)
- 13 **STINGRAY** "The Man In My Shoes" (Carrere/Atco)
- 14 **BOZ SCAGGS** "Miss Sun" (Columbia)
- 15 **BADFINGER** "Hold On" (Radio/Atlantic)

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

JAZZ ON AOR

- 1 **DAN SIEGEL** The Hot Shot (Inner City) Title "Talk"
- 2 **GROVER WASHINGTON JR.** Winelight (Elektra) "Two" "Memory"
- 3 **JOE SAMPLE** Voices In The Rain (MCA) "Grass" "Hurricane"
- 4 **SPYRO GYRA** Carnival (MCA) "Cafe" "Awakening"
- 5 **NATIVE SON** Savanna Hot-Line (MCA) Title
- 6 **KILIMANJARO** Kilimanjaro (Phil) "Foot"
- 7 **EARL KLUGH** Late Night Guitar (Liberty) Various Cuts
- 8 **GENE DUNLAP** Just The Way I Feel (Capitol) "Things"
- 9 **DAVE GRUSIN** Mountain Dance (Arista) Title
- 10 **HIROSHIMA** Odori (Arista) "Winds"

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

REGIONAL AOR ACTIVITY

EAST

Albany
518-785-9800

104.7FM WBCH
617-266-1111

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Albany
518-785-9800

104.7FM WBCH
617-266-1111

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

MOST ADDED

Bridgeport
203-579-9995

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

MEDIUM

Hartford
203-549-3458

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

THE HOTTEST

Long Island
518-587-1023

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WZZO Allentown
215-694-0511

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Boston
617-267-9090

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Buffalo
716-881-4555

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WCCC Hartford
203-549-3458

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WBAB Long Island
518-587-1023

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

98Rock Baltimore
301-889-0098

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Boston
617-262-5900

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WECM Claremont
603-542-7735

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Wichitan Hartford
203-247-1060

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WBAB Long Island
518-587-1023

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WAAI Binghamton
607-772-8850

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Boston
617-262-5900

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WECM Claremont
603-542-7735

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Wichitan Hartford
203-247-1060

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

WBAB Long Island
518-587-1023

Noted:
TODD RUNDGREN (Bearsville/WB)
GRACE SLICK (RCA)
JIMMY BUFFETT (MCA)
SHERBS (Atco)
NAZARETH (A&M)

Manchester
803-625-8915

PD: JIM BILLYEY
RD: RAYMOND ANDERSON

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

New York
212-887-7777
86070

PD: LARRY BELAND
RD: JIMMY BUZZY

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Philadelphia
215-688-9460

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Rochester
716-232-7550

PD: JIM CARROLL BAND (A&M)

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Washington, D.C.
105
703-534-0320

PD: JIM BILLYEY
RD: GARY CHASE

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Morgantown
304-296-0029

PD: REUTY WALKER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

North Jersey
201-328-1055

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Pittsburgh
412-562-5900

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Syracuse
315-682-9638

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Washington, D.C.
105
202-828-9932

PD: LARRY BELAND
RD: MICHAEL PERAZ

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

WVVAQ
304-296-0029

PD: REUTY WALKER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Ottawa
613-563-1919

PD: STEVE CUMMILL
RD: GREG YORKINCHEN

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Poughkeepsie
914-471-1500

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Syracuse
315-472-9797

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

West Virginia
304-722-3308

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

New Haven
203-777-6817

PD: LARRY BELAND
RD: EDIE HANCO

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Philadelphia
215-687-8100

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Rochester
716-288-3200

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Toronto
416-967-3445

PD: GARY SLAUGHT

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

York
717-266-6806

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

New York
212-986-7000

PD: SCOT HALL
RD: DONALD ANDERSON

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Philadelphia
215-687-8100

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Rochester
716-288-3200

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Utica
315-797-0803

PD: DALE EDWARDS
RD: TOM STANER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

York
717-266-6806

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

WVVAQ
304-296-0029

PD: REUTY WALKER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Philadelphia
215-687-8100

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Rochester
716-288-3200

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Utica
315-797-0803

PD: DALE EDWARDS
RD: TOM STANER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

York
717-266-6806

PD: BOB BULLARD
RD: LISA BUCKNER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

SOUTH

JIMMY BUZZY
Coconut Telegraph (MCA) 19/17

TODD RUNDGREN
Healing (Bearsville/WB) 13/13

SHERBS
The Skill (A&C) 12/10

GRACE SLICK
... Wracking Ball (RCA) 13/8

ELVIS COSTELLO & ATTRICTIONS
Trust (Columbia) 6/6

MEDIUM

MANFRED MANN'S EARTH BAND
Chance (WB) 31/26

APRIL WINE
Nature Of The... (Capitol) 32/20

STEVE WINWOOD
Arc Of A Diver (Island) 33/17

UFO
The Wild... (Chrysalis) 20/17

.38 SPECIAL
Wild-Eyed... (A&M) 26/15

THE HOTTEST

REG SPEEDWAGON
Hi Infidelity (Epic) 35/34

STYX
Paradise Theater (A&M) 34/33

BRUCE SPRINGSTEEN
The River (Columbia) 30/27

ALAN PARSONS PROJECT
The Turn Of A... (Arista) 31/25

JOHN LENNON & YOKO ONO
Double Fantasy (Geffen) 30/25

STEELY DAN
Gaucho (MCA) 29/25

ky99
Amarillo
806-359-8561

PD: JIM BILLYEY
RD: DON SITTER

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

TEXAS ROCK
Beaumont
713-727-0229

PD: DAVE SCOTT
RD: LARRY BELAND

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

WYMX
Augusta
404-722-1302

PD: CLIVE STANLEY

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

KTXQ
Dallas-Ft. Worth
214-528-5500

PD: TOM OWENS

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

KZEW
Dallas
214-748-9898

PD: TOM OWENS

Added:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Medium:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

Hotest:
TODD RUNDGREN (Mercury/WB)
"Swampy"
JIMMY BUZZY (MCA)
"Dynamite...Bill"
"Dynamite...Bill"

MIDWEST

WSTL 75 St. Louis

314-842-1111

Added:
 RICE BALLS (A&M)
 JOE VILLY (A&M)
 None

Radio:
 WSPR 88.5 (A&M)
 STEVE WOODCO (Island)
 YOKO (Columbia)
 GRACE SLICE (A&M)
 38 SPECIAL (A&M)
 ALICE (A&M)
 707 (Columbia/Poly)
 STEELY DAN (A&M)
 1302 (A&M)
 POLICE (A&M)

None

WZLW 75 St. Louis

805-339-1520

Added:
 DELBERT MCCLINTON (Capitol)
 JOURNEY (Columbia)
 SUELS (Elektra)

None

WWWK 75 St. Louis

314-844-1380

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

Radio:
 DOMINIE DIZ (A&M)
 SCOTTY (A&M)
 WENDY HILBER (A&M)
 None

None

PFR 103 Terre Haute

812-238-2657

Added:
 GRACE SLICE (A&M)
 "Round & Round"
 "Working Ball"
 YOKO (Columbia)
 "Time Heals" "Compassion"
 "Healer"
 J.J. O'LE (A&M)
 POLICE (A&M)
 CLARENCE BATES BAND (A&M)

None

FM 104 Toledo

419-248-3377

Added:
 TERRY BULLIVANT
 LEE AMERALL
 None

None



A TOUCH OF LOVE FOR WMMS — Kid Leo, WMMS/Cleveland MD, was awarded a special plaque from Radio Records' Love Affair in recognition of the station's support of the group's debut album. Pictured (l-r) are MD Kid Leo and group's Wayne Cukras, Wes Coolbaugh, John Zdravecky, Mike Hudak and Rich Spina.

WXEZ Toledo

419-255-1470

Added:
 RAIN BALLARD (A&M)
 SCOTTY (A&M)
 SUELS (Elektra)
 CLARENCE BATES BAND (A&M)
 None

None

T-95 Wichita

316-722-8123

Added:
 GRACE SLICE (A&M)
 YOKO (Columbia)
 POLICE (A&M)
 None

None

92 CITI FM Winnipeg

204-775-0371

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

WEST

KFMG 101.1 Albuquerque

505-265-8811

Added:
 JOURNEY (Columbia)
 STEVE WOODCO (Island)
 None

None

KSN 97.7 FM Stereo Aspen

303-925-5778

Added:
 RICE BALLARD (A&M)
 DAVID GIBBS BAND (Columbia)
 None

None

KWXL 101.1 Albuquerque

505-785-5400

Added:
 GRACE SLICE (A&M)
 YOKO (Columbia)
 None

None

98 FM Bakersfield

805-832-1410

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

KEZY 101.1 Anaheim

714-776-3898

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

98 FM Bakersfield

805-832-1410

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

KRKN 101.1 Anchorage

907-277-2656

Added:
 WENDY HILBER (A&M)
 SCOTTY (A&M)
 None

None

104 Boise

206-344-6363

Added:
 J. LINDEN & T. ORO GEFLEN
 "Woman" "Loving"
 "Let Me Be Your Love"
 None

None

MOST ADDED

ELVIS COSTELLO & ATTRAXIONS *Trust (Columbia)* 21/16
 J.J. CALE *Shades (MCA)* 13/10
 TODD RUNDGREN *Healing (Bearsville/WB)* 12/10
 STEVE WINWOOD *Arc Of A Diver (Island)* 3/77
 SHERBS *The Skill (Atco)* 12/7
 JIMMY BUFFETT *Coconut Telegraph (MCA)* 11/7
 PEARL HARBOUR *Don't Follow Me... (WB)* 7/7

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

MEDIUM

WARREN ZEVON *Stand In The Fire (Asylum)* 29/23
 MANFRED MANN'S EARTH BAND *Chance (WB)* 30/21
 UFO *The Wild... (Chrysalis)* 26/20
 APRIL WINE *Nature Of The... (Capitol)* 30/19
 .38 SPECIAL *Wild-Eyed... (A&M)* 26/19

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

THE HOTTEST

JOHN LENNON & YOKO ONO *Double Fantasy (Geffen)* 42/36
 BRUCE SPRINGSTEEN *The River (Columbia)* 40/34
 STEELY DAN *Gaucha (MCA)* 36/32
 POLICE *Zenyatta Mondatta (A&M)* 36/31
 ROD STEWART *Foolish Behaviour (WB)* 40/29

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

NBCO 97.9 FM Boulder

303-444-5800

Added:
 JIMMY BUFFETT (MCA)
 J.J. O'LE (A&M)
 None

None

Colorado Springs

303-634-4898

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

K97 Edmonton

403-428-8597

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

KBKO 101.1 Boulder

303-444-5800

Added:
 JIMMY BUFFETT (MCA)
 J.J. O'LE (A&M)
 None

None

KAZY 101.1 Denver

303-759-5800

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

92.1 Eugene

503-484-4304

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

KEM 101.1 Chico

916-343-8481

Added:
 J. LINDEN & T. ORO GEFLEN
 "Woman" "Loving"
 "Let Me Be Your Love"
 None

None

106 KPBI Denver

303-936-2313

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None

92.1 Eugene

503-484-4304

Added:
 STEVE WOODCO (Island)
 WSPR 88.5 (A&M)
 None

None



**Jim
Duncan**

News Notes



Before we get things rolling, I wanted to share with you a funny button I received in the mail from KDON/Salinas, CA GM Dan Leonard. In a greeting card that stated: "All in good fun . . . from the radio station where country music sounds better!" I found the pictured red and white promotional

button . . . Enjoyed spending a couple days in Atlanta and Dallas this past week. Joined fellow CMA board member Don Nelson in the "Big D" for a pre-meeting for the CMA's radio committee. Had a chance to see a few GM friends at the RAB seminar that was in town. While in Dallas I had no trouble finding a Country music radio station to lend an ear to. I remember the days when you couldn't find a Country station without a long search. Now with all the conversions, it's hard to find a radio station that's not Country . . . Good meetings in Atlanta for the CMA's first quarterly board gathering. (A few photos are on this page.) A good time was had at Mama's nightclub just outside of the city in Decatur. CMA director Brenda Lee entertained with Tom T. Hall, also a board member, as the emcee. Mama's is one of that part of the country's newest (and biggest) nightspots and is owned by the "mama" of popular WB promotion lady Anne Tant. Plough Broadcasting cohosted a luncheon at the Colony Square Hotel. Statler Brother Don Reid MC'd and fellow CMA director Bill Anderson provided the music and new multimedia stage show. More details on the 1981 plans of the Country Music Association in the next few weeks . . . It was great to see and enjoy Dolly Parton's debut on the Nevada circuit this past weekend. She opened at Harrah's in Lake Tahoe, with her debut in Las Vegas scheduled later this month. A great lady who deserves every bit of her success . . . Hats off to KNEW/Oakland-SF PD Jim Wood on the excellent promotional ad in R&R last week. It certainly was one of the most unique ideas I've come across. Jim told me, "I think most people know from the success of the other Malrite stations (WHK and WMMS-FM/Cleveland, among others) that this company is always doing things out of the ordinary" . . . "Country Radio - Nobody Does It Better" is this year's theme for the Country Radio Seminar. If you would like information call (615) 327-4488. To save some money, you might want to register before February 20. I am looking forward to being on a panel moderated by WUBE/Cincinnati GM Bob English. In case you hadn't heard Arthur Godfrey is this year's keynote. I saw him speak at the NRBA in San Francisco a couple years ago and it was a real treat . . . Doug Wilson is doing the PD work at the new 50,000-watter in Jacksonville, FL, WAPE. The change-over happened last Friday (2-6). Wilson had been PD of KIDN/Pueblo prior to joining WAPE and GM Ric Marcellan earlier this year . . . After many years as the top Country station WINN/Louisville has decided to jump on a "Big Band-Oriented" (BBO radio, anyone?) format . . . Chuck Manning has returned as PD of KRAM/Las Vegas with Charlie McGraw as MD . . . Bill Wise takes over as PD for WQIK-FM/Jacksonville, FL. He's from Y-107/Macon. New WQIK MD is Tony Keitt . . . After leading KLEB/Golden Meadow, LA to winning the Louisiana Association of Broadcasters' small market station of the year honors, PD Richard Kent takes over the same position at WUNI/Mobile, AL . . . It was good news to hear Country radio legend Jack Reno is back on the air. He is doing the midday slot on WSAI/Cincinnati following PD Dale Turner's new morning show, cohosted with Patty Spitler (R&R Street Talk, 2-6) . . . J.J. Scott from KIIK-FM/Davenport, IA is the new morning star at WZZC-FM/East Moline, IL . . . In case you haven't heard, Bill Berg has been renamed MD at WWVA/Wheeling . . . Debby Fradin given the same nod at WMZQ-FM/Washington, DC . . . Mike Bouchie promoted to MD of KRRV/Alexandria, VA . . . Dave Cole has taken over the PD job for WIXY/East Longmeadow . . . Rick Stevens is now MD of KWKH/Shreveport. Bill Knight

Country

**WELCOME
TO OUR COUNTRY
MR. PRESIDENT**



HAIL TO THE COUNTRY - The morning of the presidential inauguration President Ronald Reagan was seen in a full page ad purchased by WQIK-FM/Jacksonville, FL. The advertisement ran on the back page of the first section in the "Jacksonville Journal" and "Florida Times Union." PD Bill Wise reported to R&R the response was terrific: "Our switchboard was flooded with over 800 favorable calls." What President Reagan is looking at is a WQIK sports cap.

CMA In Atlanta



Following the disc jockey committee meeting, pictured (l-r) are KHJ/Los Angeles GM Neil Rockoff, R&R's Jim Duncan, CMA Executive Director Jo Walker, MCA's Brenda Lee, CMA's Don Nelson, WSAI PD Dale Turner, Len Ellis of WLJE/Valparaiso, IN, RCA's Tom T. Hall, and MCA's Bill Anderson.



During the luncheon cohosted by Plough Broadcasting: (l-r) WPLO's OD Jim Clemens, WPLO GM Rick Rogers, Atlanta Mayor Jackson, and CMA Chairman Tandy Rice.



Atlanta Mayor Maynard Jackson presents Country Music Association President Bruce Lundvall and CMA Chairman Tandy Rice (right) with a proclamation declaring February 2,6 as "CMA Week."



WPLO morning man Len Anthony and Georgia's Lt. Governor Zell Miller during the luncheon.



The mascot of WPLO was the official greeter of guests during the luncheon for the CMA and the Atlanta advertising community.

has been upped to Assistant PD . . . WNYR/Rochester night personality Joelle has been given the chores of the Assistant PD . . . Mike Hinrichs is the new MD at KHEY/El Paso. Mike got the promotion the same week he was married. (Do you think that could be a "first the good

news, then the bad news" joke?) . . . Speaking of marriage, Berry Burke of KGAR/Vancouver, WA and Diana Jordan of KYTE/Portland will do the deed (and be married) on Valentine's Day . . . How about giving someone your love? . . . So what's NEWS with you?



BREAKERS

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

ALABAMA Old Flame (RCA)

On 75% of reporting stations. National Summary: Up 12, Same 26, Down 0, Debuts 28, Adds 25. R&R Chart: 49-43.

CRYSTAL GAYLE Take It Easy (Columbia)

On 73% of reporting stations. National Summary: Up 19, Same 18, Down 0, Debuts 29, Adds 21. R&R Chart: Debut 44.

MICKEY GILLEY A Headache Tomorrow... (Epic)

On 68% of reporting stations. National Summary: Up 5, Same 20, Down 0, Debuts 20, Adds 38. R&R Chart: Debut 45.

DON McLEAN Crying (Millennium)

On 66% of reporting stations. National Summary: Up 33, Same 18, Down 0, Debuts 15, Adds 13. R&R Chart: 50-42.

Most Added:

- DON WILLIAMS**
Falling Again (MCA)
- WAYLON & JESSI**
Storms Never Last (RCA)
- CONWAY TWITTY**
Rest Your Love On Me (MCA)
- MICKEY GILLEY**
A Headache Tomorrow... (Epic)

Hottest:

- WILLIE NELSON**
Angel Flying Too Close (Columbia)
- BELLAMY BROTHERS**
Do You Love As Good As You... (WB/Curb)
- ELVIS PRESLEY**
Guitar Man (RCA)
- DOLLY PARTON**
9 To 5 (RCA)
- DOTTIE WEST**
Are You Happy Baby? (Liberty)
- MEL TILLIS**
Southern Rains (Elektra)
- CHARLY McCLAIN**
Who's Cheatin' Who (Epic)

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.

- BARBARA MANDRELL "Love Is Fair" (MCA) 70/16**
National Summary: Up 22, Same 12, Down 0, Debuts 20, Adds 16 including WMAQ, WSAI, KFH, KLAK, WKXA, WINN, WMC-AM, WQAM, WSUN, WIRE 41-30, KUUY 44-29, KEED 50-38, KSOP 48-39, WGNA-FM 40-30, KVET 43-27, WSIX-FM 20-14, KKYX 48-39, KRMD-AM-FM 46-36
- DEBBY BOONE "Perfect Fool" (WB/Curb) 69/22**
National Summary: Up 18, Same 13, Down 0, Debuts 16, Adds 22 including KLAK, KMAK, WOKQ, WPLO, WSOC-FM, KLLL-AM-FM, WMAQ, WSAI, WIRE, KFH, KUUY 45-33, WWCS-FM 27-21, KVET 47-28, KHEY 45-32, WQAM 30-25, KRMD-AM-FM 47-37, KEBC-FM 39-32
- VERN GOSDIN "Too Long Gone" (Ovation) 66/10**
National Summary: Up 28, Same 19, Down 0, Debuts 9, Adds 10, WPLO, KVET, WSM, WHOO, WKLM, WSLR, WJEZ-FM, WUBE-FM, KWMT, WKCO-FM, WCXI 40-31, WAXX 24-15, KUUY 36-28, KNIX-FM 39-32, WWCS-FM 19-10, WIXL-FM 29-12
- RANDY BARLOW "Dixie Man" (Paid) 64/11**
National Summary: Up 25, Same 15, Down 1, Debuts 12, Adds 11, KMPS-AM-FM, WBAX, KRRV, WPLO, KOKE-FM, WBHP, WSLR, WJEZ-FM, WCXI, KFGD, WIRE, KVOC 38-30, KUUY 32-24, KGA 30-20, WWCS-FM 21-12, KHEY 49-29, KWMT 50-40, KVOO 48-39
- GENE WATSON "Any Way You Want Me" (WB) 63/16**
National Summary: Up 11, Same 19, Down 1, Debuts 16, Adds 16 including WMAQ, WMNI, KSO, WKCO-FM, KRDR, KRAK, WGNA-FM, WINN, KYXX, WQYK-FM, KSOP 50-44, WPOC-FM 2, WWCS-FM 26-16, WIXL-FM 31-15, KVET 50-38, KKYX 47-37
- EDDY RAVEN "Peace Of Mind" (Dimension) 63/5**
National Summary: Up 35, Same 11, Down 0, Debuts 12, Adds 5, WSEN, WJEZ-FM, KFGO, WTHI, KLAK, WVAM 48-40, WBGW-FM 50-39, KVET 29-20, WYDE 37-30, KHEY 39-27, WSM 37-30, KBMR 17-15, KTTS-AM-FM 44-37, KVOO 44-34, KUZZ 49-40, KFTN 28-15
- DON WILLIAMS "Felling Again" (MCA) 62/58**
National Summary: Up 0, Same 0, Down 0, Debuts 4, Adds 58 including WNYR, WWVA, KVET, WYDE, KENR, WMC-AM, WSIX-FM, WIRK-FM, WJEZ-FM, WUBE-FM, WFMS-FM, WXCL, KRZY, KSSS, KNIX-FM, KSOP, KGA
- LARRY GATLIN "It Don't Get No Better..." (Columbia) 58/26**
National Summary: Up 4, Same 21, Down 0, Debuts 7, Adds 26 including WBAP, KENR, WINN, WMC-AM, WHOO, WQYK-FM, WMNI, KWMT, KFDI-AM, KLAC, KGA, WVAM, WPOR, WSIX-FM 35-18, WWCS-FM 24-13
- MERLE HAGGARD "Leonard" (MCA) 54/23**
National Summary: Up 2, Same 17, Down 0, Debuts 12, Adds 23 including KEED, KWJJ, KRSY, KSOP, KSON-AM-FM, WVAM, WPOR, WSOC-FM, WINN, KRMD-AM-FM, WTQR-FM, WSLR, WSAI, WAXX, WITL-FM, KCKC 30-20
- WAYLON & JESSI "Storms Never Last" (RCA) 51/47**
National Summary: Up 1, Same 1, Down 0, Debuts 2, Adds 47 including WYDE, WCOS-FM, WGTO, KENR, KKYX, WQYK-FM, WJEZ-FM, WCXI, WFMS-FM, WIL-AM-FM, KRZY, KVOC, KNIX-FM, KSOP, KMPS-AM-FM, WGNA-FM, WVAM
- EAGLES "Seven Bridges Road" (Asylum) 50/7**
National Summary: Up 18, Same 14, Down 1, Debuts 10, Adds 7, WJEZ-FM, KWMT, KIDN, KLVI, WCOS-FM, KYXX, WHOO, WMUS-AM-FM 16-11, WIL-AM-FM 8-7, KVOO 34-24, KFTN 34-24, WBGW-FM 36-27, WNYR 16-9, KHEY 47-33
- CONWAY TWITTY "Rest Your Love On Me" (MCA) 44/40**
National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 40 including WSAI, KFGO, WIRE, KERC-FM, KFEQ, KUUY, KNIX-FM, KRAK, KEEN, KGA, WBGW-FM, KVET, WYDE, WSM
- MARTY ROBBINS "Completely Out Of Love" (Columbia) 40/5**
National Summary: Up 13, Same 10, Down 0, Debuts 12, Adds 5, WSOC-FM, WINN, WSM, WKCO-FM, KICD-FM, WYDE 36-29, KEBC-FM 33-26, KFDI-AM 41-34, KUUY 46-35, KSOP 44-35, WGNA-FM 41-34, WIXL-FM 21-10
- DAVE & SUGAR "It's A Heartache" (RCA) 39/12**
National Summary: Up 10, Same 9, Down 0, Debuts 8, Adds 12, WPOR, WGTO, WBAP, KLRA, WKSJ-FM, WSM, KWKH, KWMT, KICD-FM, KVOC, KMAK, KTOM, WIXL-FM 37-20, KVET 46-31, KVOO 43-33, KUUY 40-30
- ROSANNE CASH "Seven Year Ache" (Columbia) 38/21**
National Summary: Up 0, Same 14, Down 0, Debuts 3, Adds 21 including KNIX-FM, KWJJ, KFTN, KSOP, KGA, WGNA-FM, KRRV, KLVI, KENR, WINN, WLWI-FM, WAXX, WKCO-FM, KVOO
- BILLY "CRASH" CRADDOCK "It Was You" (Capitol) 38/6**
National Summary: Up 7, Same 14, Down 0, Debuts 6, Adds 6, KHEY, WINN, WTQR-FM, KRZY, KEED, KEEN, KVET 44-36, KKYX 49-40, WFMS-FM 34-30, KCKC 21-17, WIXL-FM 50-34
- CHARLIE RICH "Are We Dreamin' The Same Dream" (Elektra) 32/10**
National Summary: Up 4, Same 10, Down 0, Debuts 8, Adds 10, KWMT, KBUF, KVOO, KYTE, KTOM, KGA, WWVA, WSOC-FM, WINN, WMC-AM, WKSJ-FM 6-1, KYXX 10-8

Others Getting Significant Action

- JIM STAFFORD "Cow Patt" (WB) 31/1**
National Summary: Up 20, Same 7, Down 2, Debuts 1, Adds 1, WMUS-AM-FM, KBMR 6-3, WFMS-FM 11-4, KLAK 39-23, KTOM 16-10, WVAM 17-10, WPOC-FM 11-9, WIXL-FM 16-9, WWVA 18-9, WVMI 9-8

Radio & Records NATIONAL AIRPLAY/50

February 13, 1981

THREE WEEKS	TWO WEEKS	LAST WEEK		
9	5	2	1	MEL TILLIS/Southern Rains (Elektra)
18	14	7	2	DOTTIE WEST/Are You Happy Baby? (Liberty)
4	4	5	3	GAIL DAVIES/I'll Be There (WB)
29	21	14	4	WILLIE NELSON/Angel Flying Too Close (Columbia)
21	15	9	5	TANYA TUCKER/Can I See You Tonight (MCA)
7	6	3	6	CHARLY McCLAIN/Who's Cheatin' Who (Epic)
16	12	8	7	LACY J. DALTON/Hillbilly Girl With The Blues (Columbia)
6	3	6	8	JOHN ANDERSON/1959 (WB)
3	2	1	9	T.G. SHEPPARD/I Feel Like Loving You Again (WB/Curb)
37	28	18	10	BELLAMY BROTHERS/Do You Love As Good As You Look (WB/Curb)
27	22	15	11	REX ALLEN JR. & MARGO SMITH/Cup Of Tea (WB)
22	18	16	12	EDDY ARNOLD/Don't Look Now (RCA)
1	1	4	13	DOLLY PARTON/9 To 5 (RCA)
12	10	10	14	WILLIE NELSON & RAY PRICE/Don't You Ever Get Tired... (Columbia)
39	32	21	15	ELVIS PRESLEY/Guitar Man (RCA)
24	20	17	16	EARL THOMAS CONLEY/Silent Treatment (Sunbird)
10	8	11	17	STEVE WARINER/Your Memory (RCA)
40	35	26	18	GEORGE JONES/If Drinkin' Don't Kill Me (Epic)
33	26	23	19	CON HUNLEY/What's Naw With You (WB)
35	31	25	20	RONNIE McDOWELL/Wandering Eyes (Epic)
44	36	27	21	SYLVIA/Drifter (RCA)
15	9	12	22	GLEN CAMPBELL/Any Which Way You Can (WB)
32	27	24	23	BOBBY BARE/Willie Jones (Columbia)
13	13	13	24	MOE BANDY w/JUDY BAILEY/Following The Feeling (Columbia)
43	38	32	25	JERRY LEE LEWIS/Thirty Nine And Holding (Elektra)
34	30	28	26	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
47	40	34	27	JOHN CONLEE/What I Had With You (MCA)
11	11	20	28	RAZZY BAILEY/I Keep Coming Back (RCA)
28	23	22	29	GEORGE JONES & JOHNNY PAYCHECK/You Better Move On (Epic)
2	7	19	30	OAK RIDGE BOYS/Beautiful You (MCA)
45	41	36	31	BILLIE JO SPEARS/Your Good Girl's Gonna Go Bad (Liberty)
-	43	37	32	JOE STAMPLEY/I'm Gonna Love You Back... (Epic)
-	42	38	33	JACKY WARD/Somethin' On The Radio (Mercury/PolyGram)
-	-	39	34	CONWAY TWITTY & LORETTA LYNN/Lovin' What Your Lovin'... (MCA)
-	-	40	35	HANK WILLIAMS JR./Texas Women (Elektra)
-	-	42	36	DAVID FRIZZELL & SHELLY WEST/You're The Reason God... (WB)
-	-	41	37	JOHNNY LEE/Pickin' Up Strangers (Full Moon/Asylum)
-	-	45	38	CRISTY LANE/I Have A Dream (Liberty)
25	24	29	39	MEL McDANIEL/Countrified (Capitol)
42	37	33	40	STEPHANIE WINSLOW/Anything But Yes Is Still A No (WB/Curb)
46	39	43	41	ROGER BOWLING/Yellow Pages (Mercury/PolyGram)
-	-	50	42	DON McLEAN/Crying (Millennium)
-	-	49	43	ALABAMA/Old Flame (RCA)
-	-	48	44	CRYSTAL GAYLE/Take It Easy (Columbia)
-	-	47	45	MICKEY GILLEY/A Headache Tomorrow... (Epic)
-	-	46	46	BRENDA LEE/Every Now And Then (MCA)
-	-	45	47	EDDY RAVEN/Peace Of Mind (Dimension)
49	44	44	48	CHARLIE DANIELS BAND/Carolina (I Remember You) (Epic)
5	16	30	49	JANIE FRICKE/Down To My Last Broken Heart (Columbia)
17	25	46	50	TERRI GIBBS/Somebody's Knockin' (MCA)

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.

- MUNDO EARWOOD "Blue Collar Blue" (Excelsior) 29/9**
National Summary: Up 7, Same 8, Down 0, Debuts 5, Adds 9, KUZZ, KVOC, KUUY, KEED, KNIX-FM, KRAK, WGTO, KHEY, WXCL, KVET 49-37
- RAY STEVENS "One More Last Chance" (RCA) 28/13**
National Summary: Up 2, Same 9, Down 0, Debuts 4, Adds 13 including KSO, WCXI, KTOM, KEEN, WBGW-FM, WWVA, WKSJ-FM, KKYX, WKLM, WIXL-FM 47-37
- BILLY LARKIN "20/20 Hindsight" (Sunbird) 28/4**
National Summary: Up 9, Same 9, Down 1, Debuts 5, Adds 4, WSAI, KTTS-AM-FM, WTHI, KLLL-AM-FM, KVOO 49-40, KUUY 49-40, KSSS 50-43, KFTN 33-28, KYXX 13-10, KRMD-AM-FM 29-25
- BARBARA MANDRELL "Sometime, Somewhere, Somehow" (MCA) 27/0**
National Summary: Up 6, Same 10, Down 0, Debuts 5, Adds 6, WPLO, WKLM, KFH, KMAK, WKXA, WOKQ, WKSJ-FM 36-29, WAXX 35-29, KTTS-AM-FM 47-40, KSSS 47-40, KFTN 39-29
- SLIM WHITMAN "I Remember You" (Epic/Cleveland International) 27/5**
National Summary: Up 9, Same 10, Down 0, Debuts 3, Adds 5, WGNA-FM, WGTO, WHOO, WSLR, WMAQ, KHEY 46-31, KRMD-AM-FM 46-35, WXCL 46-36, KFDI-AM 50-44
- MAC DAVIS "Hooked On Music" (Casablanca/PolyGram) 26/24**
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 24 including WUBE-FM, WIRE, KTTS-AM-FM, KWJJ, KEEN, WNYR, KVET, WMC-AM, WSM, WIRK-FM
- GLEN CAMPBELL "I Don't Want To Know Your Name" (Capitol) 25/7**
National Summary: Up 11, Same 7, Down 0, Debuts 0, Adds 7, KWKH, WQYK-FM, WAXX, KFGO, KUUY, KLAK, KGA, WHOO 19-15, KVOO 41-31, KCKC 17-15, WBGW-FM 42-35
- DONNA HAZARD "My Turn" (Excelsior) 25/7**
National Summary: Up 8, Same 9, Down 0, Debuts 1, Adds 7, WSAI, WITL-FM, KVOC, KSSS, KGA, WLWI-FM, WQYK-FM, KTTS-AM-FM 40-33, WGTO 46-40, WSIX-FM 17-11
- RITA COOLIDGE "Fool That I Am" (A&M) 22/2**
National Summary: Up 9, Same 9, Down 0, Debuts 2, Adds 2, KTOM, WBHP, KSSS 46-39, KNIX-FM 34-28, KVET 38-32, KRMD-AM-FM 50-42, WMAQ 19-16, WIRE 34-29, WMUS-AM-FM 10-8, KTTS-AM-FM 46-39
- CONWAY TWITTY "Dreamer" (MCA) 21/18**
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 18 including KENR, KLRA, WIRK-FM, WNRS, KSO, KEBC-FM, KMAK, KCKC, KMPS-AM-FM, WNYR
- BILL ANDERSON "Mister Peepers" (MCA) 18/11**
National Summary: Up 1, Same 4, Down 0, Debuts 0, Adds 11, KVOO, KFDI-AM, KUUY, KEED, KRAK, WGNA-FM, WVAM, WWVA, KRMD-AM-FM, KWKH, WIRK-FM, WIXL-FM 42-24
- JOHNNY CARVER "Tie A Yellow Ribbon..." (MCA) 16/6**
National Summary: Up 3, Same 5, Down 0, Debuts 2, Adds 6, WWOOD, WLWI-FM, KWMT, KTTS-AM-FM, KFEQ, KWJJ, WIRK-FM d.22, WXCL 50-44, WEEP 33-21
- GEORGE BURNS "Willie, Sing A Song" (Mercury/PolyGram) 16/5**
National Summary: Up 2, Same 6, Down 0, Debuts 2, Adds 5, WCXI, WITL-FM, KEED, WYDE, KKYX, KWMT 41-35, KEBC-FM d.39, WIRK-FM d.33, On: KMAK, KNIX-FM
- KEITH STEGALL "Anything That Hurts You..." (Capitol) 14/4**
National Summary: Up 3, Same 7, Down 0, Debuts 0, Adds 4, KUUY, KHEY, WKSJ-FM, KTTS-AM-FM, WIXL-FM 46-29, WSIX-FM 31-28, KRMD-AM-FM 48-39
- BURRITO BROTHERS "She's A Friend Of A Friend" (Curb) 14/1**
National Summary: Up 8, Same 5, Down 0, Debuts 0, Adds 1, WOKQ, KOKE-FM 21-19, KVET 35-30, WGTO 18-13, KHEY 48-34, WBHP 43-38, KEEN 27-24
- KING EDWARD IV "Dixie Road" (Soundwaves) 14/1**
National Summary: Up 2, Same 9, Down 0, Debuts 2, Adds 1, WXCL, KUUY 42-38, KFTN d.32, KKYX 48-44, On: WCXI, KMPS-AM-FM

Country

Pictures



CLASSY PARADE VEHICLES — The Grand Ole Opry's entry in the Cotton Bowl Parade included RCA artist Razy Bailey (second from left) floating along with (l-r) WBAI/Ft. Worth OM Hal Jay, RCA's Wayne Edwards, and KPLX/Ft. Worth's Craig Eaton. Photo on right spotlights another recent parade participant, namely, KWKH/Shreveport PD Tom Williams reigning in the KWKH Stagecoach.



KLAC CLINCHES CLINT — Clint Eastwood goes any which way to promote a film and recently showed up in the KLAC/Los Angeles studios with a copy of the "Any Which Way You Can" soundtrack in hand. Pictured are (l-r) WB's Chris Crist, Eastwood, KLAC MD Cathy Hann, and KLAC PD Don Langford.



WHN WELCOMES TANYA AND GLEN — Glen Campbell, in New York to promote his current Capitol LP "It's The World Gone Crazy," and Tanya Tucker, in town to "stand by her man," were recent guest DJ's on WHN/New York. Shown at the station are (l-r) Capitol's Arthur Field, Campbell, WHN PD Ed Salamon, Tucker, and WHN MD Pam Green.



SUN SHINES ON KCCY — Joe Sun dropped by the KCCY/Pueblo studios recently to lend his moral support to alrstaffers Larry Green (left) and Randy Hooker (right).

Biff Collie

Inside Nashville



WINNERS: John Conlee, the new member of the Grand Ole Opry (made his debut last Saturday), doesn't like jokes about mortuaries and funerals. He was once a mortician, says he may someday own one . . . Col. Parker is involved in that new "This Is Elvis" movie project to be released in the spring, as are Jerry Schilling and Joe Esposito, two longtime Elvis confidantes and friends . . . Tom T. Hall says when people ask him how he's enjoying hosting the popular syndicated TV series "Pop! Goes The Country," he says he loves it! "I get to see all the stars, without hangin' around their buses." . . . The Oak Ridge Boys cohost the mammoth 50-hour "Hickory Creek Reunion" radio special in early spring . . . Dale Morris, "Crash" Craddock's longtime manager (he got him back in the business and has guided his career since), has signed Terri Gibbs to a booking contract with his International House Of Talent . . . George "Goober" Lindsey guested on a "Flo" show (date TBA) . . . Helen Cornelius will marry Jerry Gerrens of Greenville, SC, a nightclub owner and member of the International Country Music Buyers Association . . . J.D. Sumner disbanded his longtime roadshow with the legendary Stamps Quartet, and has now joined other gospel giants Jake Hess, Hovie Lister and Rosie Rozell to form a new group called The Masters . . . John Anderson's selection by People magazine as the Country Personality to Watch in '81 coincides with many fans' and tradespersons' choices . . . Anne Murray's "Greatest Hits" album was certified platinum, her second . . . Gail Davies taped guestings on "The Midnight Special," "Merv Griffin," and "Solid Gold," ditto the Bellamy Bros. on "Midnight Special".



SEARCHING FOR STARS — Ray Price (left) and Executive Producer Bill Starnes (right) formalize "Ray Price's Country Starssearch '81" with a few John Hancocks. The talent search, offering a \$50,000 first prize as well as a recording contract, is scheduled to begin April 1.

HAPPENINGS: Music industry veteran and Nashville native Dale Franklin Cornelius has been named Executive Director of the Nashville Music Association (NMA), headquartered at 2020 21st Ave. South, Nashville, TN 37212, (615) 297-1656. The non-profit NMA has been instrumental in the development of Nashville as a comprehensive music community . . . Tom T. Hall named to the Board of Directors of the Harpeth National Bank in Franklin, TN . . . Tammy Wynette will perform at the St. Patrick's Day tribute in Nashville honoring longtime Davidson County Sheriff Fate Thomas . . . During their current appearance at the Florida State Fair in Tampa, the Thrasher Brothers will tape a PBS special at the Sunshine Music Hall in Orlando for local airing . . . Following Joe Sun's current engagement at the Shy Clown in Reno, NV, Hank Thompson will appear February 23-28 . . . L.A.-based Scotti Brothers Records has signed singer Sami Jo Cole to the label . . . Razy Bailey's new album (as yet untitled) scheduled for release sometime in April. The Bob Montgomery-produced LP will feature the Muscle Shoals Horns on several cuts . . . Ramblin' Records' Stan Hitchcock will release his first song for the label, "She Sings Amazing Grace," on February 23 . . . Mac Davis to star in a remake of the 1957 Andy Griffith starrer "Face In The Crowd" . . . Tower Books will publish "Remembering Patsy, The Untold Story," an intimate biography about Hall of Famer Patsy Cline . . . Johnny Cash's TV movie "Pride of Jesse Hallam" will be seen March 3 on the tube.

AIRLINES: Johnny Lee says Eddie Rabbitt, when he married, went on his "Bunnymoon" . . . Johnny told me for a fact that, when he was in the service, he got a medal from his General for saving two women! (One for him and one for the General!)

TCB: Scotty Wiseman, writer of such classics as "Mountain Dew," "Have I Told You Lately That I Love You," "Remember Me," and more, who teamed with Lulu Belle as the "Sweethearts Of Country Music" for over 50 years, died in Gainesville, FL last week at 71. Lulu Belle & Scotty starred on the National Barn Dance in Chicago, the forerunner to the Grand Ole Opry. They were one of the final nominees for the Country Music Hall of Fame last year. Johnny Cash was the new inductee . . . Jim Ed Brown introduced his 1981 show Tuesday at the Tennessee Women's Prison here for the inmates and a busload of working press. Group features Gary Scott, Mike Baker and Hank Corwin, plus Jim Ed's new ladies Dianne Morgan & Christy Russell. Jim Ed's choice of women's voices blend perfectly with his to duplicate the classic Browns hit record sounds of the '50's and '60's. I wouldn't be surprised if they end up with an entertaining "live!" album with all the elements of the new show . . . Jeannie C. Riley's getting ready for the June publication of her new book, "Harper Valley To The Mountaintop," as well as planning her second trip in as many years to Australia for a month-long tour . . . Laura Lee McBride (the great yodeling stylist whose career was born in the Bob Wills era) will work at Ramona & Grandpa Jones's dinner theatre in Mountain View, Arkansas May through September . . . Application deadline for Fan Club booth space at Nashville's Municipal Auditorium for this year's Fan Fair is March 1. Contact Debbie Towsley at the CMA office . . . Merle Haggard's autobiography, "My Life's Been Grand," will be published late this year by Time Books. Haggard's cable TV special, "Merle Haggard & His Friends," is now in distribution.



Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists artists and labels for each region.

EAST

Table listing radio stations and artists in the East region.

MIDWEST

Table listing radio stations and artists in the Midwest region.

SOUTH

Table listing radio stations and artists in the South region.

WEST

Table listing radio stations and artists in the West region.

NUMBER OF REPORTING STATIONS THIS WEEK: 120

Hottest Tracks:

"Dixie On My Mind" HANK WILLIAMS JR. (Elektra)

JOHNNY DUNCAN - You're On My Mind - (Columbia)

"An Interesting Fire" "Nobody's Better Than You"

GAIL DAVIES - I'll Be There - (WB)

"Object Of My Affection" "Farewell Song" "It's A Lovely, Lovely World" "Kentucky"

MAC DAVIS - Texas In My Rearview Mirror - (Casablanca)

"PolyGram" "Hooked On Music"

CRYSTAL GAYLE - These Days - (Columbia)

"Too Many Lovers"

TERRI GIBBS - Somebody's Knockin' - (MCA)

"Wishing Well"

EMMYLOU HARRIS - Evangeline - (WB)

"I Don't Have To Crawl" "Mister Sandman" "Bad Moon Rising"

DOLLY PARTON - 9 To 5 And Odd Jobs - (RCA)

"The Common Man" "Dark As A Dungeon" "But You Know I Love You" "Detroit City"

ELVIS PRESLEY - Guitar Man - (RCA)

"Just Call Me Lonesome" "After Loving You" "Clean Up Your Own Backyard"

MEL TILLIS - Southern Rains - (Elektra)

"Forgive Me For Giving You The Blues" "Pyramid Of Cans" "Time Has Treated You Well" "One-Night Fever" "Louisiana Lonely"

HANK WILLIAMS JR. - Rowdy - (Elektra)

"Dixie On My Mind" "I Got A Right To Be Wrong" "Footlights" "Are You Sure Hank Done It This Way" "Rambler Man"

Most Requested:

WILLIE NELSON "Angel Flying Too Close" (Columbia)

DOLLY PARTON "9 To 5" (RCA)

ELVIS PRESLEY "Guitar Man" (RCA)

BELLAMY BROTHERS "Do You Love As Good..." (WB/Curb)

RONNIE McDOWELL "Wandering Eyes" (Epic)

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

EDDY ARNOLD - A Man For All Seasons - (RCA) "The Rosa"

BELLAMY BROTHERS - Sons Of The Sun - (WB) "Dancin' Romance" "Classic Case Of The Blues"

JIMMY BUFFETT - Cocoon Telegraph - (MCA) "Stars Fall On Alabama"

CONWAY TWITTY & LORETTA LYNN - Two's A Party - (MCA) "Two's A Party" "On Money-Oh Babe"



P/A

POP/ADULT®

Mike Kasabo

Good Ideas Are Always On Call

WCBM/Baltimore Assistant Program Director Dave Arlington has been a creative force for the station's programming department for six years now. His in-depth analysis of virtually every facet of his realm is well-known to his peers. Arlington sent us his thoughts on how to maximize the benefits of the telephone for community involvement, image or just plain fun. I think you'll find it informative and interesting:

In October, thousands of Americans called ABC-TV to vote for Ronald Reagan or Jimmy Carter following their head-to-head debate. The ABC poll was an example of scientific sampling at its shakiest, but network promotion at its best. For days the survey results were discussed on radio, in newspapers and over coffee.

Your radio station has the same technological marvel as ABC: the telephone. Use it for all it's worth! The telephone, answered by a cart machine, has hundreds of promotional, public service and sales applications. Add a tape deck to record the responses of callers, and the telephone is even more versatile. Install counters on two or more phone lines, and you can take ABC's idea and run with it.

First let's examine the simplest case: the telephone answered by a cartridge machine. For years listeners have called radio stations for recorded sports scores, concert information or the top ten. Dare to do more:

- Maintain a good civic image by describing area events on a special line, and tag your on-air PSA's with the phone number. Then when you are sold out or especially cluttered, you can still sound tuned in to your market in just ten seconds. ("The Thanksgiving parade is coming up Thursday. We've got the complete route for you along with all the weekend's activities in town. Just call XXX-xxxx.") Make this "activity line" a continuing promotion, or restrict it to, say, the busy summer months. Or, use the line only for special events. For example, the WCBM "Preakness Activity Line" publicizes all of the doings during Baltimore's big Preakness Week, stressing activities co-sponsored by WCBM. Looking ahead, Christmas activities in your market may merit a phone line — and at a very cluttered time of the year.

Transition

Kevin Fennessy is the new Program Director of WOAI-FM/San Antonio, coming from the PD position of FM97/Pittsburgh. . . Georgia Pappas has moved up within the programming ranks of WHDH/Boston, as she has been appointed Music Director after serving as assistant to President/GM Dave Croninger. . . Glen Olson, after many years as an air personality at WCCO-AM/Minneapolis, has gone across town to WLOL as afternoon drive host. . . Scott Henderson leaves KMBZ/Kansas City as Promotion Director to go across town to KCKN to do the morning air shift. . . KHOW/Denver has announced the addition of popular area talk show host Peter Boyles to the staff. Boyles recently joined the Doubleday outlet and hosts the 9pm-1am segment. Commenting on the appointment, PD Scotty Brink said, "We've entertained the idea of a nighttime talk show for quite some time, and now we've found the right person. Peter is Denver's best talk show host and will round out our staff perfectly." . . Sara Cram has been named to the newly-created position of Program Producer at KING/Seattle. As PP, she will be responsible for collecting and preparing material for on-air use by the station's personalities.

- Put the official rules for a major contest on a phone line, and occasionally plug the number on the air. The rules will be easily available to your listeners, and the fairness of the contest will be unquestioned.

- Record snow closings on a frequently-updated cart and free up some of your on-air time for the major closings plus your normal format.

- Run public service telephone campaigns. For example, in an economically-depressed area, describe where help is available. In a boom town give information for newcomers. Let people know how to fireproof their Christmas trees. Or, during a fund drive, tell potential donors where their money would go and what it can do.

- Work with the sales department. How often does a salesperson ask for a promotion in order to get a client on the air? Instead of giving in and cluttering your station with a promotion lacking programming appeal, try this incentive. Record the client's special sale prices on cart for playback on the phone, and advertise the phone number as a tag to their spots. You could even cut a "weekly specials" cart for a group of clients.

Phone Fun For Reel

Add a tape deck to record the caller, and really go crazy:

- As an alternative to taking the nth caller or asking for mail-in entries, have your listeners call in and leave their names and phone numbers to register for a contest. Leave the line open for twenty or thirty minutes at a time — then entering will be less involved than a mail-in and less intimidating than fighting to be the nth caller. Yet you also get some forced listening, since everyone will have to keep tuned to hear the next time you open up the line. With a contest registration line you can even promote a call-in now for a giveaway about an hour away . . . and I bet that almost every listener who calls in to register will keep listening through the hour.

- Tape callers for other promotions: have listeners phone in their Valentine wishes the weekend before Valentine's Day and play back the best ones February 14 (or carry it even further: when listeners hear their Valentine greeting, have them call back to win a prize); record phone calls describing what Christmas means to your listeners and incorporate the top responses into your holiday programming; use it as a request line for an all-request show.

- Help fulfill your public affairs commitment by airing opinions phoned in each day in answer to questions about current issues (as we do with the WCBM Dialogue Line).

- From time to time obtain lively news actualities by asking for listener response on a hot topic such as an election, a trial, or a government decision. In this way you can even get local tape on a non-local story.

- Invite community groups to call in their PSA's instead of mailing them in — then use the actual voices of these community people on the air. Our sister station in Washington, WASH, did this for years.

- Have listeners call in jokes for a "Joke of the Day" feature.

- Record pledges for time or money toward a public service campaign.

- Ask for feedback on your station's programming.

- Incorporate a special phone line into your audience research. Have members of a focus group call the number at their convenience. They will be asked questions recorded on cart, and their responses will be taped. You could even have them rate segments of records, without taking valuable time from members of your staff.

"Counter" Programming

And counters installed on your phone lines add an extra dimension:

- They give you an indication of listener interest in every one of the above examples.

- Your listeners can vote on issues in a manner identical to ABC's straw poll, dialing one phone number to vote one way, and calling a second number for an alternative vote.

- Pit artist against artist or song against song in an on-air "music battle." For example, on the last day of the 1970's, WCBM featured a single-elimination tournament to find the number one song of the decade. Nearly 50 of the top records of the '70s competed, using a tournament grid similar to, say, a tennis or racquetball tournament. After hearing each of the challenging records, listeners could vote for song "A" on one phone line and for song "B" on another. As the 1980's began, we played the decade's biggest hit. Incidentally, the winner was "Bridge Over Troubled Water."

Technical Advice

How do you couple your cart and reel tape machines with the telephone wires? Some stations save money by attaching home-made circuitry directly to the phone company's lines. Do so at your own risk — it is contrary to current regulations. Why antagonize a powerful ally? The phone company will install an interface box for you, especially if you know their lingo. Ask for an "RDL" unit if you want to play a cart into the telephone. Use an "RDM" to play a cart and record a caller. An "RDMZR" is newer circuitry for either of the above. The cost is not cheap — you pay an installation fee and a monthly charge, plus you still need to add on equipment which actually fires the cart and reel machines. WCBM's engineers found it impossible to get detailed information from the phone company about their couplers, so we could not build our own add-on unit. Instead, we bought a device specifically designed to plug into the phone company coupler at one end and standard broadcast tape machines at the other (Broadcast Electronics Telco 80 or 90 series).

As an alternative to the phone company coupler plus add-on firing unit, request from your local telephone company the latest list of equipment approved for attachment directly to your phone lines. See if you can find a single, approved unit which does both jobs. I couldn't find one.

Counters are quite inexpensive. They are easily installed on the cart machines which answer the phones.

Looking to the future I see more potent uses of the telephone. Imagine a call-in contest in which the contestants push buttons on their phones which directly fire cartridges in your air studio. With different buttons firing different carts, your contests would become as exciting as an Atari game! I also invite your comments on other uses of the telephone — both today and in the future.



SNOW HUNT — KNBR morning personality Mike Cleary (right) chats with Lloyd Bridges during the station's first annual "Winter Festival" at Embarcadero Plaza in San Francisco. The noontime celebration was in recognition of a recent snowfall in the Sierras, and two truckloads of snow were brought in while the "Ice Follies/Holiday on Ice" presented a skating exhibition. Activities were highlighted by a snow "person" building contest among local media representatives.

P/A

POP/ADULT

BREAKERS

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

TERRI GIBBS

Somebody's Knockin' (MCA)

60% of our stations are on it. Plenty of new believers — including WGR, WRVR, KFMB, KNBR, WWWE, WTVN, KOLO, WPTF, WDBO, WNDB, WDEF, WATR, WRIE, WNAB, KLMS, WHIZ, WBOW. Heavy rotation: KEX, KLO, KAAV, WNEU, KRNT, WKHM, WJON. Medium rotation: KFOR, KRMG, WIBW, WDIF, KXIC, WHBY, KMED, KMJJ, WFIR, WORG, WSLI, WJBO, WABZ, WGIR, WEIM, WBEN, WELI, WSB, WBT, KOY, KMBZ. Jumps 27-21 on P/A chart.

NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

PHIL EVERLY "Dare To Dream Again" (Curb/CBS) 46/10 add WTMJ, WSJS, WRVR, WELI, WNAB, WLNH, WATR, WYMC, WDBO, KFOR. Heavy rotation: KLO, KMED, WRVA, WQUA, WNDB. Medium rotation: KMBZ, WHIO, KFMB, KSL, KOY, WEIM, WGIR, WBSA, WTAR, KOB, KRKK, WHBC, WJON, WOOD, KXIC, WHBY. South and Midwest action very strong now — West also has strong action. Debuts at No. 28 on P/A chart.

ELVIS PRESLEY "Guitar Man" (RCA) 44/13 add WTMJ, KHOU, KOY, KEX, WGAR, KMBZ, WIS, WACI, WGIR, WRIE, WHBC, KLMS, WBOW. Heavy rotation: WKHM. Medium rotation: WLW, WBT, WGY, WNAB, WEIM, WHAG, WNEU, WDEF, WNDB, WQUA, WRVA, KLO, KRKK, KRMG, WJON, WDIF, KXIC. Predictably strong in the South and Midwest, but now showing good strength in East. Debuts at No. 29 on P/A chart.

LEO SAYER "Living In A Fantasy" (WB) 41/9 add WHEN, WIP, WCFR, WJBO, WNDB, WYMC, WHBC, WHOK, WEBC. Medium rotation: KFMB, WFYR, WQAI-FM, WRVR, WBEN, WEIM, WLNH, WABZ, WCHV, WFIR, KRZI, KUGN, KRKO, KBLF, KOLO, WHBC, WKIQ, WDIF, WEBC, WHBY. Even spread of activity in all regions. Debuts at No. 30 on P/A chart.

HALL & OATES "Kiss On My List" (RCA) 39/12 add KXIC, WHOK, WGIR, WJBO, KUGN, KMED, KBLF, WFYR, KPPL, WASH, WHEN, WGR. Heavy rotation: WMAZ, WEIM. Medium rotation: WHBC, WDIF, WOWO, WLNH, WCFR, WNEU, WFIR, KOLO, KRKK, WLW, WDAE, WBT, WCBM, WIP, WSLI. Greatest strength in the East and South, spreading in Midwest.

DOOBIE BROTHERS "Wynken, Blynken And Nod" (WB) 39/3 add WIS, WSGW, WDAE. Heavy rotation: KLMS, KGGF, WDEF. Medium rotation: KSTP, KSL, KEX, KPPL, WBT, WELI, WHAG, WBSA, WSLI, KAAV, WDBO, WQUA, WRVA, KLO, KFOR, WJON, WNAB, WNDB. Continued strong action in West and South.

ASSOCIATION "Dreamer" (Elektra) 37/9 add WOOD, KGGF, WELI, WHAM, WGY, WYMC, WATR, WGIR, WNAB. Heavy rotation: WBSA. Medium rotation: WSJS, KEX, KFMB, WLW, WFIR, WMAZ, WFTL, WDEF, WNDB, WHBY, WJON, KFOR, WKIQ. South and Midwest blazing the way for this one, East picking up.

STYX "Best Of Times" (A&M) 37/3 add WQAI-FM, WGY, WCBM. Heavy rotation: WLW, KNBR, WNEU, WABZ, WCHV, WOWO, WEBC. Medium rotation: WFYR, WGAR, WWWE, KBAI, KPPL, WMAZ, WORG, WSIX, WHEN, WTAE, WGR, WSLI, WFIR, WHIZ, WBOW, KWOS. Best action in the East, but quickly spreading in all other regions.

CHRIS MONTAN "Let's Pick It Up (Where We Left Off) (20th) 33/9 add WHIO, KEX, WHAG, KAAV, WTAR, KBLF, WDIF (dup), KGGF, WOOD. Heavy rotation: WRVA. Medium rotation: KRKK, KSL, KLO, WLVA, WNDB, WGIR, WRIE, WKHM, WJON, KFOR, WKIQ. South and Midwest action strongest.

ENGLAND DAN & JOHN FORD COLEY "Part Of Me, Part Of You" (MCA) 30/2 add WLNH, WSGW. Heavy rotation: KLO, WRVA, WFTL, WBSA, WTMJ. Medium rotation: KSL, KOY, KPPL, KRKK, KBLF, WFIR, WTAR, WLVA, WIS, WACI, WHAG, KXIC, WDIF, KMRJ, KFOR, WHBC, WIBW. West and Midwest still strong on this one.

GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) 29/18 add WTMJ, WHIO, KNBR, WBT, WIP, WNAB, WRIE, WEIM, WATR, WLVA, WRVA, KUGN, KLO, KLMS, KRMG, WJON, KMRJ, KXIC. Heavy rotation: WKHM. Medium rotation: KEX, WDEF, WSLI, KOLO. Two big add weeks in a row — pretty even spread in all regions.

STEPHEN BISHOP "Send A Little Love My Way (Like Always)" (WB) 29/2 add WDBD, WKHM. Heavy rotation: KMED. Medium rotation: WHIO, KSL, KEX, KOY, WDAE, WRVR, WNAB, WHAG, WGIR, WCFR, WACI, WDEF, WNDB, WQUA, WPTF, KUGN, WHBC, KFOR, WDIF, KRNT. Even spread across the board.

Others Getting Significant Action

- TASTE OF HONEY "Sukiyaki" (Capitol) 18/5** add KUGN, WGY, KLO, KBLF, KGGF. Medium rotation: KNBR, KEX, WSB, WNAB, WEIM, WBSA, WNDB, WSLI, WJON.
- PETER ALLEN "Fly Away" (A&M) 18/1** add WLW. Heavy rotation: WNAB, WHAG. Medium rotation: KLO, WRVR, WIS, WLVA, KMRJ, WHOK, WKHM, WOOD.
- SHEENA EASTON "Morning Train (Nine To Five)" (EMI America) 17/16** add WASH, WGR, WBEN, WEBC, WGIR, WLVA, WRVA, WFIR, KLO, KOLD, WHBC, KFOR, WJON, WDIF (dup), KWOS, WCBM. Really strong feeling out of the box on this one.
- RANDY MEISNER "Hearts On Fire" (Epic) 17/2** add KDKA, WOWO. Medium rotation: WGAR, WLW, WGR, WNEU, WABZ, WCHV, WMAZ, WORG, WFIR, KRZI, WBOW.
- FLEETWOOD MAC "Fireflies" (WB) 16/3** add WHAG, WABZ, KBLF. Medium rotation: KOLO, KPPL, WEIM, WCHV, WMAZ, WDIF.
- GILBERT O'SULLIVAN "What's In A Kiss" (Epic) 15/12** add WHIO, KSL, KEX, WEIM, WCHV, WNDB, WRVA, KLO, WIBW, WJON, WOOD, WHBY. Medium rotation: WSB.
- LOBO "Fight Fire With Fire" (Elektra/Curb) 15/1** add KGGF. Medium rotation: KOY, KRKK, WMAZ, WHAG, WKHM, WHBY, WKIQ, KFOR.
- EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 14/5** add KRKO, WFIR, WMAZ, KMRJ, WABZ. Medium rotation: WKHM, WORG, WNAB, WRIE, KNBR.
- AMBROSIA "Outside" (WB) 14/4** add KMED, WQAI-FM, WIS, WKIQ. Medium rotation: WHBC, WNEU, WCHV, WFIR, WWWE.
- JIMMY BUFFETT "It's My Job" (MCA) 12/8** add KMBZ, WDAE, WBT, WRIE, WCHV, WORG, KUGN, KRMG. Medium rotation: KEX.
- DOOBIE BROTHERS "Keep This Train A-Rollin'" (WB) 11/9** add WCCO-AM, KRKO, WDRG, WMAZ, WSLI, WNEU, WGIR, WDIF, WHBC. Medium rotation: WEIM.

Radio & Records POP/ADULT AIRPLAY / 30

Three Weeks	Two Weeks	Last Week	This Week	
7	4	1	1	DOLLY PARTON/9 To 5 (RCA)
22	12	6	2	JOHN LENNON/Woman (Geffen)
6	5	3	3	ABBA/The Winner Takes It All (Atlantic)
3	1	2	4	BLONDIE/The Tide Is High (Chrysalis)
30	19	12	5	DON McLEAN/Crying (Millennium)
11	9	8	6	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
9	8	7	7	STEELY DAN/Hey Nineteen (MCA)
14	10	9	8	RONNIE MILSAP/Smoky Mountain Rain (RCA)
2	2	4	9	EDDIE RABBITT/I Love A Rainy Night (Elektra)
1	3	5	10	BARRY MANILOW/I Made It Through The Rain (Arista)
23	18	14	11	CLIFF RICHARD/A Little In Love (EMI America)
—	25	18	12	NEIL DIAMOND>Hello Again (Capitol)
16	14	13	13	BOZ SCAGGS/Miss Sun (Columbia)
27	21	16	14	EAGLES/Seven Bridges Road (Asylum)
—	30	21	15	B. STREISAND & B. GIBB/What Kind Of Fool (Columbia)
4	6	10	16	AIR SUPPLY/Every Woman In The World (Arista)
13	11	11	17	FRED KNOBLOCK & SUSAN ANTON/Killin' Time (Scotti Bros.)
5	7	15	18	NEIL DIAMOND/Love On The Rocks (Capitol)
15	15	17	19	BETTE MIDLER/My Mother's Eyes (Atlantic)
—	29	24	20	SPYRO GYRA/Cafe Amour (MCA)
—	—	27	21	TERRI GIBBS/Somebody's Knockin' (MCA)
8	13	19	22	BARBRA STREISAND & BARRY GIBB/Guilty (Columbia)
10	16	20	23	DIANA ROSS/It's My Turn (Motown)
29	26	25	24	TIERRA/Together (Boardwalk)
—	—	30	25	KOOL & THE GANG/Celebration (De-Lite/PolyGram)
—	—	28	26	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
—	—	29	27	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
—	—	—	28	PHIL EVERLY/Dare To Dream Again (Curb/CBS)
—	—	—	29	ELVIS PRESLEY/Guitar Man (RCA)
—	—	—	30	LEO SAYER/Living In A Fantasy (WB)

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 →

- FIREBALL "Staying With It" (Atlantic) 25/6** add WLW, WIS, WACI, WGIR, KXIC, WBOW. Heavy rotation: WJON, WPTF. Medium rotation: KRKK, KEX, WQAI-FM, WGY, WNEU, WHOK, WKHM, KMED, KBAI. Midwest action best.
- MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista) 23/12** add WWWE, KPPL, WRVR, WBT, WFTL, WQUA, WRVA, KBLF, KRKK, WJON, KMRJ, KXIC. Medium rotation: KSL, WRIE, WHAG, WBSA, WORG, WHBC, WDIF. South is leading the way with this one.
- DEBBY BOONE "Perfect Fool" (WB/Curb) 23/2** add WPTF, KRKK. Heavy rotation: WRVA, WBSA. Medium rotation: WSB, WNAB, WNDB, KFOR, WJON, WHOK, WKHM. Good activity in South and Midwest.
- REO SPEEDWAGON "Keep On Loving You" (Epic) 20/5** add WGAR, WFYR, WTAE, WBZ, KRKK. Heavy rotation: WTVN, WSIX, WNEU, WMAZ, WHIZ, WOWO, WEBC. Medium rotation: WHEN, WLNH, WCHV, WBOW. Early action in East and Midwest.

- ### Most Added:
- BARBRA STREISAND & BARRY GIBB "What Kind Of Fool" (Columbia)** Added at 21% of our reporting stations.
 - GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra)** Added at 17% of our reporting stations.
 - TERRI GIBBS "Somebody's Knockin'" (MCA)** Added at 18% of our reporting stations.
 - SHEENA EASTON "Morning Train (Nine To Five)" (EMI America)** Added at 15% of our reporting stations.
 - ELVIS PRESLEY "Guitar Man" (RCA)** Added at 13% of our reporting stations.
 - HALL & OATES "Kiss On My List" (RCA)** Added at 12% of our reporting stations.
 - MELISSA MANCHESTER & PEABO BRYSON "Lovers After All" (Arista)** Added at 12% of our reporting stations.
 - GILBERT O'SULLIVAN "What's In A Kiss" (Epic)** Added at 12% of our reporting stations.

- ### Hottest:
- DOLLY PARTON "9 To 5" (RCA)** Reported hot at 67% of our stations.
 - JOHN LENNON "Woman" (Geffen)** Reported hot at 54% of our stations.
 - DON McLEAN "Crying" (Millennium)** Reported hot at 42% of our stations.
 - BLONDIE "The Tide Is High" (Chrysalis)** Reported hot at 34% of our stations.
 - STEELY DAN "Hey Nineteen" (MCA)** Reported hot at 30% of our stations.
 - DAN FOGELBERG "Same Old Lang Syne" (Full Moon/Epic)** Reported hot at 25% of our stations.

- HARRY CHAPIN "Remember When The Music" (Boardwalk) 11/3** add KSL, WLVA, WTAR. Medium rotation: WRVA, WOOD, KGGF.
- DOTTIE WEST "Are You Happy Baby?" (Liberty) 10/5** add WORG, WHAG, KRNT, WHOK, WHIZ. Medium rotation: KMBZ, WSB, WJON.
- BARBARA MANDRELL "Sometime, Somewhere, Somehow" (MCA) 10/3** add KLO, WKHM, WFIR. Medium rotation: WKIQ, WDEF, WHAG.
- SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 9/8** add WIP, WCFR, WLVA, WORG, WRVA, WDIF, KWOS, WKHM.
- PAUL SIMON "Oh, Marion" (WB) 8/8** add KMBZ, KRKK, KUGN, WRVA, WDBO, WMAZ, WBSA, WRIE.
- CHAMPAIGN "How 'Bout Us" (Columbia) 8/3** add WORG, WIP, WHBC. Medium rotation: WSLI, KAAV, WNAB.
- RAZZY BAILEY "I Keep Coming Back" (RCA) 9/2** add WLW, WHIZ. Heavy rotation: KRNT. Medium rotation: WRIE, KMBZ, WSB.
- STEVE WINWOOD "While You See A Chance" (Island) 8/5** add KRKO, WORG, WCHV, WABZ, WLNH.
- CONNIE FRANCIS "I'm Me Again" (MGM/PolyGram) 8/1** add KMRJ. Heavy rotation: KGGF. Medium rotation: WQUA, WKIQ.
- CRYSTAL GAYLE "Take It Easy" (Columbia) 7/4** add KLO, WRVA, WTAR, KRMG.
- JIM STAFFORD "Cow Patti" (WB) 7/2** add WHIO, KGGF. Heavy rotation: WJON. Medium rotation: WNAB, KLO.
- JOHNNY LEE "Pickin' Up Strangers" (Full Moon/Asylum) 6/2** add WHAG, WIBW. Heavy rotation: WTAR. Medium rotation: KRMG.



Black Radio

Bill Speed

NBMC's PLURIA MARSHALL SPEAKS OUT

Deregulation — A "Serious Negative Impact"

Concern is still growing in the black broadcast community about the ultimate effects of deregulation. One of the most concerned spokespersons for the community is Pluria Marshall, Chairman of the National Black Media Coalition, a Washington-based group known for its outspoken stands on issues concerning Black radio. In the following discussion of deregulation, Marshall airs some strong opinions on the issue.



Pluria Marshall

R&R: Could you give us your reactions to radio deregulation?

PM: I think radio deregulation will have a serious negative impact on the Black-oriented radio stations. Since most of those stations are white-owned, those white owners have traditionally not really been willing to spend money on information or programming news and public affairs programming to serve the black community. So if the regulatory body says in a policy change that you don't have to do that anymore, then I think that you will see a serious decrease in information programming on Black-oriented stations. And the argument that all-News stations will serve the black communities' needs is hogwash. All-News radio stations simply serve white news and the needs of the white community — occasionally they might do something decent on an issue that affects the black community. One thing that I have not seen at the Commission is any special concern in deregulation given to Black-oriented radio. They keep talking about ownership is the way — well, we might be 100 years getting ownership of enough stations where the black community will be served better because of blacks owning the radio stations.

R&R: What steps do you think we can take to avoid these problems arising from deregulation?

PM: Right now all it means is that the workload of the National Black Media Coalition will increase

"So if you're saying that the marketplace is sufficient, then you mean that it's sufficient for white America."

five times and we'll have to have five times more people. You know, we will just have to work from sun-up to sundown and then some. That's what we're going to have to do to have some effect on Black-oriented stations. You've still got stations who haven't moved out of the mentality of the 60's who still are doing a dizzy-lizzy, zing, zing . . .

R&R: In other words, they're not taking care of their communities' needs . . .

PM: Right. All they do is some jive talk between the records and play the records that they're basically told to play . . . even to the point that black product that's black-produced sometimes can't even get on the air at Black stations. That's a separate area — I don't want to get into that as far as deregulation is concerned. But think of the Black-oriented stations you're most familiar with — how many of them do you know will keep their news staffs if they don't have to?"

R&R: What about the language of deregulation? As you know Commissioner Tyrone Brown was an advocate and voted no in the end.

PM: Yeah, he introduced it. Are you aware of that? He introduced the item and I think that it just didn't make any sense for him to be the point man on it. If (Chairman) Charles Ferris wanted it, let Charles Ferris introduce it. But when they got him in the meeting and they decided that they were going to go in this direction, they paid absolutely no attention to his speaking for it, which made him dissent.

R&R: What about the language that said the reason for deregulation was to let the local marketplace actually govern what happens?

PM: Right and they would sacrifice the one crucial point for it to achieve that, that programming has to be local. What they're saying is it's just as easy to be national. So you don't really have to have a local staff, in touch with the local community. What Brown was saying is that information programming, the issues that had to be covered should be covered from a local perspective, and what the rest of the Commission was saying is that as long as the issues were covered somehow, it didn't matter whether it was national or local. So Brown refused to accept that nationally-produced stuff could substitute to cover those issues.

R&R: What do you see as the long-range effects of deregulation? Do you think the marketplace will truly begin to govern itself?

PM: The marketplace is probably an excellent tool for governing itself until it gets to the black folks. Hell, the Constitution didn't cover us, we had to have all

"The marketplace is probably an excellent tool for governing itself until it gets to the black folks."

these special laws and rules and amendments and everything just so that we could be covered. So if you're saying that the marketplace is sufficient, then you mean that it's sufficient for white America. But what I am saying is that the marketplace is the worst avenue to turn those stations over to because the advertising agencies and advertisers are so racist. There's no way you can tell me that you can turn me over to a marketplace that has problems accepting that there's even such a thing as a black consumer market. They just say there is a consumer market and there's some black folks in that market and we will reach black folks just like we reach white folks, through the same medium. Which I violently disagree with. Black folks have a love affair with Black radio that is almost freaky. You can't explain it. If a politician wants to reach the black community — they go to Black radio.

R&R: What can we do about it? Where can we start?

PM: I think it means that now black people are going to have to start monitoring the Black-oriented radio stations on a daily basis. Our organization is certainly a clearing house, and we'll be glad to assist any community who wants to monitor and more effectively interact with those stations in their community. But, we're really at an unfortunate point — many of the national black organizations don't have programs designed to interact with the media. NAACP, the Urban League, OIC, PUSH, SCLC — none of them have taken the time to really get on to a program destined to hold the media accountable. In most communities across America, the media has had free reign to negatively influence black organizations and black community efforts.

R&R: And the long-run result?

PM: That the black community will continue to deteriorate because that avenue which is designed to let people know what we're doing, to help sell the programs that we're putting together, will simply be used against us on a continuing basis.

R&R: Is there something you'd like to pass on to black broadcasters who might be reading this interview?

PM: I think that the blacks in broadcasting who work at Black-oriented stations simply need to resist the luxury of doing differently those things which have served the black community well. I agree with deregulation and the cutting out of unnecessary paperwork, but not on the one item of ascertainment.

R&R: Do you think the elimination of ascertainment will have an effect?

PM: Yes, the Commissioners don't really feel that it has that much impact on programming, which is untrue. Ascertainment has been dismissed as unnecessary.

R&R: Finally, I'd like to get your address and phone number so when questions come up, black broadcasters can contact you there.

PM: National Black Media Coalition, 938 Hague Street NW, Washington, DC 20001, (202) 783-1606.

People

Jerry Boulding is the new VP of Black Product at MCA Records. Boulding comes from an extensive career in radio, most recently at KDIA/Oakland . . . Maurice Warfield has been upped to West Coast Director of Columbia/EPA Black Music Marketing. Warfield was most recently West Coast Regional Promotion Manager for the label . . . James Alexander has been promoted to Operations Manager at WBMK/Knoxville. Alexander comes to the post from an airshift at the station, having previously been PD at WBMX/Chicago . . . Jim Walker is back at KDKO/Denver as an account executive. Walker was formerly an airstaffer under the name of Dr. Daddy-Yo . . . Val Coleman has resigned his post at KMJM/St. Louis. He can be reached at (314) 231-7379.

Places

KDKO/Denver is the place "The Great Black American Series" is running daily during the month of February (Black History Month). The station is also co-sponsoring a black film festival in conjunction with the Red Shields Community Center and the Ford-Warren Library . . . Los Angeles is the place where five black-formatted radio stations (KACE, KDAY, KJLH, KKGQ, and KGFJ) agreed to join forces in an anti-crime effort. The stations met Friday (2-13) to discuss their specific plans. KACE GM Bill Shearer spearheaded the campaign after he witnessed a store manager shoot and kill a 16-year-old robbery suspect. Shearer said he expects the campaign to have strong impact because Black stations rarely editorialize, so "This will be a shock for our listeners."

Things

WDKX/Rochester will host a disco dance on Valentine's Day in conjunction with Party Down Productions and the Americana Hotel as a part of the festivities in the "I Love Downtown" celebration in Rochester . . . Keep in mind that February is Black History Month; take time to remember those who were and are a part of our rich culture . . . Remember you don't have to be a reporter to contribute to this section. Please address all mail to Bill Speed c/o Radio & Records at 1930 Century Park West, Los Angeles, CA 90067.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- GAP BAND**
"Burn Rubber On Me" (Mercury/PolyGram)
- YARBROUGH & PEOPLES**
"Don't Stop The Music" (Mercury/PolyGram)
- WHISPERS**
"It's A Love Thing" (Solar)
- LAKESIDE**
"Fantastic Voyage" (Solar)
- SLAVE**
"Watching You" (Cotillion)
- STEVIE WONDER**
"I Ain't Gonna Stand For It" (Tamla)
- JACKSONS**
"Heartbreak Hotel" (Epic)
- SISTER SLEDGE**
"All American Girls" (Cotillion)
- CON FUNK SHUN**
"Too Tight" (Mercury/PolyGram)
- JONES GIRLS**
"I Just Love The Man" (Philadelphia International)
- T.S. MONK**
"Bon Bon Vie" (Mirage)
- TOM BROWNE**
"Thighs High" (GRP/Arista)

CLIMBERS

Following are listed in order of their airplay activity.

SUGARHILL GANG "8th Wonder" (Sugarhill) 56% reporting. Hot at KSOL in the West. Hot at KATZ, WWWS, WCIN and WTLC while climbing at KMJM in the Midwest. Climbing at KMJQ, WJJS, WHRK and WVEE; hot at WYLD, WOWI, WANT and WAOK in the South. Hot at WILD and WWIN; climbing at WAMO and WXYV in the East.

TIERRA "Together" (Boardwalk) 56% of our reporters are on it. Added at WJJS, showing medium airplay at WYLD, WDIA, WHRK and WVEE, and hot at WANT and KMJQ in the South. The East shows it hot at WILD and WDAS with medium airplay at WXYV, WAMO and WWIN. Climbing at KMJM with hot rotation at WJLB and WBMX in the Midwest. Climbing at KYAC and KDKO; hot at KSOL in the West.

ISLEY BROTHERS "Who Said?" (T-Neck) 56% reporting airplay. Medium airplay at KMJQ, WJJS and WAOK with hot rotation at WOWI, WHRK, WVEE and WLOU in the South. Hot at WCIN; climbing at WJLB, WWWS, KATZ and KAEZ in the Midwest. Climbing at WDAS, WWRL and WWIN; hot at WXYV in the East. Hot at KDAY and climbing at KSOL in the West.

SKYY "Here's To You" (Salsoul) 56% reporting activity. New at WHRK, WVEE and WOWI, climbing at WDIA, and hot at WJJS, WGIV and WEDR in the South. The East shows an add at WXYV, medium airplay at WDAS, and hot rotation at WAMO and WILD. Climbing at WWWS and WCIN; hot at WDAO and WJLB in the Midwest. Added at KYAC, climbing at KSOL, and hot at KDKO in the West.

NORMAN CONNORS "Melancholy Fire" (Arista) 53% of our reporters are on it. Hot rotation at WHRK, WVEE, WJJS, WGIV and WEDR, and hot at WLOU in the South. Hot at KDAY and KDKO; climbing at WJLB and WCIN; hot at KATZ and WDAO in the Midwest. Hot at WXYV while climbing at WAMO and WWRL in the East. Climbing at KSOL in the West.

ZINGARA "Love's Calling" (Wheel) 53% of our reporters are on it. New at WYLD and WAOK, climbing at WHRK, WVEE, WJJS, WGIV and WEDR, and hot at WLOU in the South. Hot at KDAY and KDKO; climbing at KYAC in the West. Medium activity at WDAS, WAMO and WXYV in the East. Climbing at WJLB and WBMX; hot at WDAO in the Midwest.

A TASTE OF HONEY "Sukiyaki" (Capitol) 53% reporting action. Debuting at WJJS; climbing at WOWI, WGIV, WDIA, WHRK, WVEE and WAOK in the South. Hot at WWRL, showing medium airplay at WWIN, WAMO, WXYV and WDAS in the East. New at KYAC with medium airplay at KDKO and KDAY in the West. The Midwest shows it climbing at WDAO and WJLB.

BAR-KAYS "Boogie Body Land" (Mercury/PolyGram) 53% reporting. Hot at WWIN, WAMO and WXYV in the East. Hot at WJLB; climbing at KAEZ, KATZ, WBMX and WCIN in the Midwest. Medium airplay at WOWI, WEDR and KMJQ while hot at WANT, WHRK, WVEE and WYLD in the South.

ROBERTA FLACK w/PEABO BRYSON "Make The World..." (Atlantic) 47% reporting airplay. Showing medium airplay at WYLD, WDIA, WHRK and WVEE with hot rotation at WOWI, WJJS and WAOK in the South. Climbing at WXYV, WAMO and WILD; hot at WWIN in the East. Climbing at KATZ, WJLB, WBMX and WCIN in the Midwest.

ZAPP "Be Alright" (WB) 44% reporting action. Medium airplay at WJJS, WHRK, WVEE and WAOK while hot at WDIA in the South. The Midwest shows it hot at WCIN while climbing at WJLB, KATZ and KAEZ. Hot rotation at WWRL; climbing at WXYV and WILD in the East. Added at KSOL in the West.

BLACKBYRDS "What We Have Is Right" (Fantasy) 44% of our reporters are on it. Heavy airplay at WDIA and WAOK while climbing at WHRK, WVEE and WJJS in the South. Showing medium airplay at WXYV, WAMO and WWIN while hot at WWRL in the East. Climbing at WTLC, WCIN and WJLB in the Midwest. New at KSOL and climbing at KDKO in the West.

ROBERT WINTERS & FALL "Magic Man" (Buddah) 44% of our reporters are on it. Added at WJJS, climbing at WYLD, WDIA, WHRK, WVEE and WAOK in the South. Climbing at WDAS, WWRL, WXYV and WILD in the East. Hot at WDAO; climbing at WTLC and WJLB in the Midwest. Climbing at KSOL in the West.

LENNY WHITE "Fancy Dancer" (Elektra) 44% reporting airplay. Showing medium airplay at WOWI, WGIV, KMJQ, WJJS, WHRK and WVEE in the South. Climbing at WILD, WAMO, WXYV, WWRL and WDAS in the East. Hot at WJLB while climbing at WBMX in the Midwest. Hot at KDKO in the West.

UNLIMITED TOUCH "I Hear Music In The Streets" (Prelude) 44% reporting activity. New at WJJS, WOWI and WANT, climbing at WLOU, WHRK, WVEE and WGIV, and hot at WAOK in the South. Added at WDAO and climbing at WTLC in the Midwest. Showing medium airplay at WWIN, WILD and WXYV in the East. Climbing at KDAY in the West.

SHALAMAR "Full Of Fire" (Solar) 41% reporting action. The Midwest shows hot rotation at WWWS and WCIN; climbing at WJLB and KATZ. Added at KSOL and hot at KYAC and KDAY in the West. Climbing at WAOK, WJJS, KMJQ, WGIV and WOWI in the South. Climbing at WILD in the East.

SILVER PLATINUM "Dance" (SRI) 41% of our reporters are on it. New at WWRL; climbing at WILD and WWIN in the East. Hot at WAOK; climbing at WDIA, WJJS and WEDR in the South. Medium airplay at WBMX and KATZ while hot at WTLC in the Midwest. Hot at KDAY; climbing at KYAC and KDKO in the West.

SMOKEY ROBINSON "Being With You" (Tamla) 41% reporting. New at WLOU, WJJS, WYLD and WOWI; climbing at WHRK, WVEE and WDIA in the South. The East shows it climbing at WXYV and WDAS. Added at KATZ while climbing at WTLC in the Midwest. Debuting at KDKO and KDAY in the West.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 41% reporting airplay. Hot at KDKO; climbing at KDAY in the West. New at WJLB; climbing at WDAO and WTLC in the Midwest. Added at WLOU and KMJQ; climbing at WAOK, WGIV and WOWI in the South. New at WAMO, climbing at WDAS, and hot at WWRL in the East.

T-CONNECTION "Everything Is Cool" (Capitol) 34% reporting activity. New at WCIN; climbing at WTLC, WWWS, KATZ and KAEZ in the Midwest. The South shows an add at WANT; climbing at WAOK and WLOU. New at KDAY and climbing at KDKO in the West. Medium airplay at WDAS in the East.

GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) 31% reporting airplay. Added at KMJQ and WLOU, climbing at WDIA and WOWI in the South. Hot at WBMX and climbing at WDAO in the Midwest. Showing medium airplay at WWRL and WDAS in the East. Added at KDAY and climbing at KDKO in the West.

SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 31% reporting activity. Added at WWWS in the Midwest. New at WHRK, WVEE, WEDR and WOWI in the South. Debuting at WWIN, WDAS and WXYV, climbing at WAMO, and hot at WILD in the East.

NEW & ACTIVE

PATRICE RUSHEN "Never Gonna Give You Up" (Elektra) 28% of our reporters are on it. New at WWIN and WDAS in the East. Added at WEDR, climbing at KMJQ and WDIA, and hot at WANT in the South. Debuting at WTLC; climbing at KATZ and KAEZ in the Midwest.

JOE SIMON "Glad You Came My Way" (Posse) 28% reporting. Hot at WAOK while climbing at WLOU, WJJS, WGIV, WYLD and WOWI in the South. Added at WTLC, climbing at WJLB, and hot at WDAO in the Midwest.

DRAMATICS "You're The Best Thing In My Life" (MCA) 28% reporting action. New at WAOK, climbing at WLOU and WGIV in the South. Medium activity at WILD and WWRL in the East. Hot at WJLB; climbing at WBMX and WCIN in the Midwest. Climbing at KSOL in the West.

FANTASY "You're Too Late" (Pavillion) 28% of our reporters are on it. Climbing at WGIV, WHRK, WVEE and WAOK in the South. The Midwest shows an add at WCIN; climbing at WBMX and WDAO. New at WILD and climbing at WXYV in the East.

TWO TONS "Never Like This" (Fantasy/Honey) 28% reporting. Showing medium activity at WTLC and KAEZ in the Midwest. Added at WGIV and WJJS; climbing at WAOK and WEDR in the South. New at WAMO, climbing at WILD, and hot at WWRL in the East.

JERRY KNIGHT "Perfect Fit" (A&M) 25% reporting. Climbing at KDAY in the West. New at KATZ and climbing at WDAO in the Midwest. Added at WGIV, showing medium activity at WDIA, WLOU and WAOK in the South. New at WAMO in the East.

MELISSA MANCHESTER w/PEABO BRYSON "Lovers After All" (Arista) 25% reporting. Hot rotation at WTLC and WDAO; climbing at WJLB in the Midwest. New at KDKO in the West. Added at WGIV while climbing at WDIA and WAOK in the South. New at WAMO in the East.

QUINCY JONES "Ai No Corrida" (A&M) 25% reporting airplay. Added at KDAY in the West. New at KATZ in the Midwest. Debuting at WHRK, WVEE and KMJQ; climbing at WAOK in the South. Added at WXYV and WWIN in the East.

CHAMPAIGN "How 'Bout Us" (Columbia) 25% reporting activity. Showing medium airplay at WWRL in the East. New at WGIV and climbing at WAOK and WDIA in the South. Added at KMJM and KATZ while climbing at WTLC in the Midwest. New at KYAC in the West.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- JOE SAMPLE Voices In The Rain (MCA)
- WEATHER REPORT Night Passage (ARC/Columbia)
- DEXTER GORDON Gotham City (Columbia)
- SONNY ROLLINS Love At First Sight (Milestone)
- KILIMANJARO Kilimanjaro (Philo)
- GROVER WASHINGTON JR. Winelight (Elektra)
- GENE DUNLAP It's Just The Way I Feel (Capitol)
- TOM BROWNE Magic (GRP/Arista)
- BILL EVANS You Must Believe In Spring (WB)

NEW & ACTIVE

- BERNARD WRIGHT 'Nard (GRP/Arista)
- STEELY DAN Gaucho (MCA)

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

Pop/Rhythms
Hottest
February 13, 1981

EAST	SOUTH	MIDWEST	WEST
Jacksons Stevie Wonder Whispers Lakeside	Gap Band Yarbrough & Peoples Whispers	Yarbrough & Peoples Gap Band Slave	Yarbrough & Peoples Whispers

Regionalized Adds & Hots

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

EAST

WILD
Boston, MA
Steve Crumbley

ADDED
Fantasy
Grandmaster Flash
Heatwave
Spinners
Stylitics
Delegation

HOTTEST
Lakeside
Sugarhill Gang
Tierra
Slave
T.S. Monk
Gap Band
Whispers
Skyy
Jacksons
Symba

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Teena Marie
Kleaser
Two Tons
Jerry Knight
Smokey Robinson
Earth, Wind & Fire
Tavares
Free Expression
Stone City Band
Manchester/Bryson

HOTTEST
Yarbrough & Peoples
Switch
Lakeside
Jacksons
Commodores
Aretha Franklin
Con Funk Shun
Skyy
Bar-Kays
Jones Girls

WXVV
Baltimore, MD
Larry Wilson

ADDED
Quincy Jones
Spinners
Streisand/Gibb "Fool"
Marvin Gaye
Skyy

HOTTEST
Jermaine Jackson "Little"
Stevie Wonder
Frankie Smith
Con Funk Shun
Whispers
Jacksons
LTD
Tierra
Slave

WWIN
Baltimore, MD
Curde Anderson

ADDED
Cameo "Feel"
Atlantic Starr
Chi-Lites
Spinners
Starpoint
Kleaser
Enchantment
Michael Henderson
Prince

HOTTEST
Teena Marie
Sister Sledge
Patrice Rushen
Common Sense
Quincy Jones

HOTTEST
Jacksons
Sugarhill Gang
Lakeside
Bar-Kays
Jones Girls
Stevie Wonder
Gap Band
Fleck/Bryson
Aretha Franklin "United"

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Bohannon
Spinners
Sadane
Patrice Rushen

HOTTEST
Yarbrough & Peoples
Lakeside
Stevie Wonder
Frankie Smith
Con Funk Shun
Whispers
Jacksons
LTD
Tierra
Slave

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Chi-Lites
Heaven & Earth
Michael Henderson
Silver Platinum
Sister Sledge
Tim Weisburg
Con Funk Shun
Edwin Birdsong
Charles Menn

HOTTEST
A Taste Of Honey
Stevie Wonder
Blackbyrds
Whispers
Earth, Wind & Fire
Spyro Gyra
Zepp
Minnie Riperton
Earl Klugh
Two Tons

MIDWEST

WDAO
Dayton, OH
Turk Logan

ADDED
Stylitics
Michael Henderson
Delegation
One Way
R.J.'s Latest Arrival
Unlimited Touch

HOTTEST
Whispers
Skyy
Tom Browne
O'Jays
Zingera
T.S. Monk
Omni
Yarbrough & Peoples
Mike Mandell
Norman Connors

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Grandmaster Flash
Jermaine Jackson "Like"
King Tutt
Joe Simon
Billy Preston
Funkadelic
One Way
Patrice Rushen

HOTTEST
Sugarhill Gang
Mammatapee
Sugar Daddy
Whispers
Perry & Senlin "Hide"
Silver Platinum
Manchester/Bryson
Gap Band
Slave
Yarbrough & Peoples

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Stevie Wonder "Lately"
T-Connection
Aretha Franklin "Fool"
Fantasy

HOTTEST
Gap Band
Yarbrough & Peoples
Whispers
Slave
Sugarhill Gang
Isley Brothers
Zapp
Jones Girls
Stevie Wonder
Shalamar

KMJM
St. Louis, MO
Curt Winston

ADDED
Champaign
Yarbrough & Peoples

HOTTEST
Kool & The Gang
Streisand/Gibb "Gully"
Rod Stewart
Jacksons
Blondie
Ray, Goodman & Brown
Kenny Rogers
Air Supply
Gap Band
Jones Girls

WBMX
Chicago, IL
Sparky Lane

ADDED
Devo
Atlantic Starr

HOTTEST
Lakeside
Slave
Keno
Yarbrough & Peoples
Jones Girls
Con Funk Shun
Gap Band
T.S. Monk
Tierra
Grover Washington Jr.

WLOU
Louisville, KY
BNI Price

ADDED
Earth, Wind & Fire
Bootsy
Sharon Redd
Reddings "Went"
Smokey Robinson
Grover Washington Jr.

HOTTEST
Stevie Wonder
T.S. Monk
Tom Browne
Whispers
Narade Michael Walden
Jr. Funk
Zingera
One Way
Sequence
Isley Brothers

WEDR
Miami, FL
Leo Jackson

ADDED
Free Expression
Forecast
Alicia Myers
Spinners
One Way
Sadane
Wanda Williams
Patrice Rushen
Enchantment

HOTTEST
Gap Band
Lakeside
Jacksons
Staples
Skyy
Mammatapee
Con Funk Shun
Roots Uprising
M'Lady
Slave

WDIA
Memphis, TN
Mark Christian

ADDED
Aretha Franklin "Fool"
Chi-Lites "Have"
Bobby Bland
Sadane

HOTTEST
Gap Band
Yarbrough & Peoples
Tom Browne
Lakeside
Slave
Whispers
Zepp
Blackbyrds
Jones Girls
Ruby Wilson

WAOK
Atlanta, GA
Carl Connors

ADDED
Dramatics
Heatwave
Cameron
Zingera

HOTTEST
Yarbrough & Peoples
Fleck/Bryson
Gap Band
Silver Platinum
Slave
Sugarhill Gang
Unlimited Touch
Blackbyrds
Joe Simon
Whispers

WHRK
Memphis, TN
Ron Olsen

ADDED
Quincy Jones
Spinners
Streisand/Gibb "Fool"
Marvin Gaye
Skyy

HOTTEST
Slave
Jermaine Jackson
Stevie Wonder
Jacksons
Yarbrough & Peoples
Whispers
Con Funk Shun
Bar-Kays
Sister Sledge
Gap Band

WYLD
New Orleans, LA
Brute Bailey

ADDED
Smokey Robinson
Tom Browne
Teena Marie
Zingera
Heatwave

HOTTEST
Lakeside
Switch
Jones Girls
Jacksons
Keno
Slave
Sugarhill Gang
Bar-Kays
Maze
Gap Band

WOWI
Norfolk, VA
Chester Benton

ADDED
Spinners
Skyy
Unlimited Touch
R.J.'s Latest Arrival
Smokey Robinson

HOTTEST
Fleck/Bryson
Yarbrough & Peoples
Slave
Stevie Wonder
Sugarhill Gang
Whispers
Norman Connors
Lakeside
Gap Band
Isley Brothers

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Quincy Jones
Spinners
Streisand/Gibb "Fool"
Marvin Gaye
Skyy

HOTTEST
Slave
Jermaine Jackson
Stevie Wonder
Jacksons
Yarbrough & Peoples
Whispers
Con Funk Shun
Bar-Kays
Sister Sledge
Gap Band

KMJQ
Houston, TX
Robert V

ADDED
Earth, Wind & Fire
Gap Band "Humpin"
Grover Washington Jr.
Con Funk Shun "Give"
Quincy Jones

HOTTEST
Aretha Franklin "United"
Lakeside
Yarbrough & Peoples
Stevie Wonder
Kool & The Gang
Tierra
Rod Stewart
Gap Band
Reddings "Remote"
Jones Girls

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Alicia Myers
Champaign
Enchantment
T.S. Monk
Jerry Knight
Two Tons
Johnny Bristol
Manchester/Bryson
Delegation
Sadane

HOTTEST
Switch
Jones Girls
Gap Band
Skyy
Zapp
LTD
Norman Connors
Tom Browne
Whispers
Pointer Sisters

SOUTH

WANT
Richmond, VA
Ben Miles

ADDED
Rod Stewart
Weller Family
Trouble Funk
T-Connection
DeFonics
Tom Browne
Unlimited Touch
Grandmaster Flash

HOTTEST
Yarbrough & Peoples
Sugarhill Gang
Gap Band
Jones Girls
Whispers
Patrice Rushen
Tierra
Bar-Kays
Slick

WJJS
Lynchburg, VA
Robert Gains

ADDED
Sister Sledge
Robert Winters & Fall
Unlimited Touch
A Taste Of Honey
Debra Laws
Two Tons
Tierra
Smokey Robinson
Marvin Gaye
Charles Johnson

HOTTEST
Lakeside
Yarbrough & Peoples
Switch
Con Funk Shun
Jones Girls
Stevie Wonder
Fleck/Bryson
Skyy
George Benson
Norman Connors

WEST

KDKO
Denver, CO
Byron Pitts

ADDED
Barbara Mason
Minnie Riperton
King Tutt
Stevie Wonder
Boyz Scaggs
B.T. Express
Teena Marie
Mystic Merlin
Forecast
Blondie
Manchester/Bryson
Smokey Robinson

HOTTEST
Keno
Yarbrough & Peoples
Zingera
Tom Browne
Carrie Lucas
Sister Sledge
Skyy
Lenny White
Whispers
Earth, Wind & Fire

KYAC
Seattle, WA
Tamin Henry

ADDED
Skyy
Cameron
Champaign
A Taste Of Honey
Cameo "Feel"

HOTTEST
Kool & The Gang
Jacksons
Lakeside
Yarbrough & Peoples
Pointer Sisters
Jermaine Jackson "Little"
Reddings "Remote"
Manhattan
Moments
Shalamar

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Sister Sledge
Zapp
Shalamar
T.S. Monk
Blackbyrds
Truth

HOTTEST
Gap Band
Lakeside
Yarbrough & Peoples
Jones Girls
Tierra
Bar-Kays
Con Funk Shun
Sugarhill Gang
Slave
Whispers

ADDED
T-Connection
Sister Sledge
Steely Dan
Grover Washington Jr.
Quincy Jones
Smokey Robinson

HOTTEST
Gap Band
Yarbrough & Peoples
Isley Brothers
Slave
Whispers
T.S. Monk
Shalamar
Con Funk Shun
Silver Platinum
Zingera

KDIA
Oakland, CA
Keith Adams

ADDED
Atlantic Starr
Love Unlimited Orchestra

HOTTEST
Not Available

OPPORTUNITIES

Openings

EAST

WBRK, the Berkshires' newscaster, has PM drive news opening for anchor/reporter/communicator. Expanding Pop/Adult station in beautiful area. Tape and resume to Dennis Jackson, GM, WBRK, 100 North Street, Pittsfield, MA 01201. EOE M/F (2-13)

WHCN/Hartford has immediate opening for aggressive, hardworking 6:10pm talent. Tapes and resumes to Daniel Francis Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE M/F (2-13)

WSAY/Rochester is looking for weekend and possible full-time announcers. Personality and conscientiousness are musts for our Pop/Adult format. Send tape and resume to Chuck Ingersoll, PD, WSAY, 560 French Rd., Rochester, NY 14618. EOE M/F (2-13)

Opening for talk show host/announcer with production skills. New equipment, good pay and benefits. Send tape and resume to Bill Monihan, Program Manager, WPXN/WPXY, 55 St. Paul St., Rochester, NY 14604. No calls please. EOE M/F (2-13)

Mature Pop/Adult sound needed for afternoons at WKSJ/Jamestown, NY. Production skills a must. The right person will move up with the new owners. Beautiful Western NY small market year-round recreation area. Experienced only need apply to Dana Bolias, Box 1199, Jamestown, NY 14701. EOE M/F (2-6)

WGRQ/Buffalo is accepting tapes for future part and full-time openings. Send tape and resume to George Hawras, PD, WGRQ, 59 Virginia Place, Buffalo, NY 14202. EOE M/F (2-6)

WCOU/WAYU-FM is accepting tapes and resumes for future openings. Send to Charlie Edwards, WCOU, Box 330, Lewiston, ME 04240. (2-6)

Immediate WGBB/Long Island needs an experienced, hard working pro to direct its locally-oriented news operation. Send tapes and resumes to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. EOE M/F (2-6)

Metromedia's top-rated Pop/Adult FM seeks a polished performer to entertain the nighttime audience in the nation's capital. We are looking for a well-rounded human being with a warm, friendly, intelligent presence on the air. Show us you can be creative within a format and document your success with adults 25-49. Deadline for tapes and resumes is February 20. Mail to Bob Hughes, PD, WASH-FM, Washington, DC 20016. No calls please. EOE (2-6)

WHCN/Hartford seeks a News Director. College graduate, minimum three years commercial radio experience. Tapes and resumes to Chip Triest, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE M/F (2-6)

Good opportunity for full-time on-air positions. Accepting tapes and resumes at one of Boston's 50,000-watt FM contemporary stations. Knowledge of oldies and contemporary music a must, plus good production skills. Send to PD, 33 Franklin St., Lawrence, MA 01840. EOE M/F (2-6)

Looking for afternoon newscaster for station with heavy local news commitment. Must also cover meetings, produce features. One year experience required. Must be a digger. Tapes and resumes to Ann Murphy, ND, Box 727, WEIM, Fitchburg, MA 01420. (2-6)

WEIR/Weirton, WV looking for afternoon news person for information-oriented Ohio Valley station. Aggressive in gathering and writing with strong delivery. Experience a must. Member of Gilcom Corp. Send tapes and resumes to Gene Stabile, WEIR, 3578 Pennsylvania Ave., Weirton, WV 26062. EOE M/F (2-6)

WLPL/Baltimore can be your next I.D. We're still looking for unique air talents. Send tapes and resumes to Jack Beach, WLPL, 6623 Reisterstown Road, Baltimore, MD 21215. EOE M/F (2-6)

Openings

SOUTH

I need a morning man. Must be creative and able to use telephone. Send tapes and resumes to Ned Smith, WGLF, Box 1815, Tallahassee, FL 32302. EOE M/F (2-13)

WXAM/Charlottesville, VA has future opening for CHR pro performer with skilled production a must. Send tapes and resumes to Mike Terry, WXAM, Box 1294, Charlottesville, VA 22902. No calls please. EOE M/F (2-13)

WSGA/Savannah looking for highly creative imaginative funny morning person. Position now open to work for the best. Send your best tapes and resumes to Ray Williams, PD, WSGA, Box 8247, Savannah, GA 31412. EOE M/F (2-13)

Looking for real talent on the way up. If you're just one step away from the majors, this may be the stop you need. Air work, production and community involvement are a must. Tapes and resumes to Tony Brooks, GM, WORD, Box 3257, Spartanburg, SC 29304. No calls please. EOE M/F (2-13)

Can you do Talk radio? Can you host a two hour news block? Is your production national quality? Are you ready for a number one News/Talk station? If so, let's talk. Contact Rick McGee, KARN, Box 4189, Little Rock, AR 72214. EOE M/F (2-13)

KPUR/Amarillo, CHR's leader, seeks creative air personality. We want a pro who knows how to shine. If you are a potential shining star we have a place for you in our galaxy. Send tapes and resumes to Ron Chase, Box 30000, Amarillo, TX 79120. No calls please. EOE M/F (2-13)

WANS-FM (Greenville-Spartanburg's 100,000 watt CHR) accepting applications for future air personalities. Bright and enthusiastic adult presentation required. We are looking for people who are dedicated to winning. Send tapes and resumes to Bill McCown, WANS-FM, Box 211, Anderson, SC 29622, or call (803) 224-3424. EOE M/F (2-13)

Anchor news editor opening with opportunity for advancement in growing company. Some capital reporting. Tapes and resumes to Bill Barnes, News Director, Louisiana Network, 224 Florida, Suite M-100, Baton Rouge, LA 70801 (2-13)

WQOK/Greenville, SC needs morning person for AM drive, male or female. Send tapes and resumes to Dave Crockett, ND, WQOK, Box 7777, Greenville, SC 29610, or call him at (803) 248-8960. EOE M/F (2-6)

We need tapes. Country format looking for some good talent that is wanting to move up. Contact Jeff Sanch, KOYL, Box 6350, Odessa, TX 79762, or call (915) 366-2801. (2-6)

Wouldn't you rather be at the beach? 63MFD-AM Contemporary now looking for right person to fill afternoon drive slot and handle moderate production load. Must have good voice and good production skills. Also looking for automation Superstar to work with FM Program Director on our sister station, WWQQ, which is TM Country. Tapes and resumes only to Greg Bunce, PD, WMFD, Box 1889, Wilmington, NC 28402. No calls please. EOE M/F (2-6)

The listeners say we're Richmond's #1 FM and #1 overall 12-49. The national music report said we were "the best medium market station in the nation" in 1980. Our staff proves we pay major market money. If you'd like to be considered for future opening, send tapes and resumes to Bill Thomas, OM, WRVQ-FM, Box 1394, Richmond, VA 23211. EOE (2-6)

WGIV/Charlotte, NC is in need of a full-time on-air personality with production ability. We are also building our talent bank for future openings for air talent and dependable news people. Send tapes and resumes to Joan Graham, PD, Box 3856, Charlotte, NC 28203. EOE M/F (2-13)

Openings

MIDWEST

Looking for personable big-voiced professional entertainers who are ready to take the crossover from CHR to Pop Country. Production skills a must. All air shifts open. Send resume with picture and salary requirements (along with tape including production samples) to Mark Winston, PD, Country O (WWQM), 5024 E. Lacy Rd., Madison, WI 53711. EOE M/F (2-13)

Radio newscaster with commercial radio experience. Must gather, write, deliver news and attend night meetings. Call for appointment. WFUN/WREO-FM ND Dana Christie (216) 993-2126 (between 2-6pm EST). EOE M/F (2-13)

Morning talent. Your best piece of production should be an archcheck for your morning personality slot. 100 kw Pop/Adult FM. Tapes and resumes to Leigh Anglin, PD, KEEZ, Box 3345, Mankato, MN 56001. No calls please. EOE M/F (2-13)

Seeking creative freedom? We offer it in a great place to grow. Now accepting tapes for future openings. Tapes and resumes to Carl Mann, KCRG, Box 816, Cedar Rapids, IA 52401. (2-13)

Wanted: Aggressive jock/sales talent. Must kick a **, take names and sell. Aggressive Pop/Adult format, 100,000+, eight-station metro. Tapes and resumes to Phil Conrad, WOKO, 1819 Mitchell, Eau Claire, WI 54701. (2-13)

Looking for entertaining news people, including News Director, who can sound Contemporary on a Country station. No rip and readers. Send resume with picture, salary requirements, and recent tape to Mark Winston, PD, WWQM, 5024 E. Lacy Rd., Madison, WI 53711. EOE M/F (2-13)

Sales Manager - Asst. General Manager - with successful track record in local sales. Opportunity for equity. Contact Iv Schwartz, WCLU Radio, Box 1320, Cincinnati, OH 45201. (2-13)

Kansas City's 18-34 leader, KUDL-FM, seeks experienced personality who can communicate "naturally" within a structured, music-oriented format. Prefer Midwestern applicants. Adult Contemporary. Tapes and resumes to Rosa Reagan, KUDL, Box 758, Shawnee Mission, KS 66201. No calls please. EOE M/F (2-13)

Operations Manager strong on production, commercial delivery, and creative. Send tape and resume to WCLU Radio, Box 1320, Cincinnati, OH 45201. Attn: Iv Schwartz (2-13)

Detroit's new Country giant, W4 (FM), seeking drive personality who can relate to a 25+ audience within a music-oriented format. Five years experience. Michigan background or Detroit experience preferred. Tapes and resumes to Rosa Reagan, WWWW, 2930 E. Jefferson, Detroit, MI 48207. No calls please. EOE M/F (2-13)

Majic 108-FM searching for experienced Pop Black radio performer to anchor mornings on our highly-rated urban contemporary operation in St. Louis. Requirements include: working well with phone, knowledge of sports, information oriented. Must be an entertainer and a professional! If you're ready, send tape and resume to Steve Weed, Majic 108, 1215 Cole St., St. Louis, MO 63106. EOE (2-13)

WQHK/Ft. Wayne is looking for a midday Country air personality. If you want to work for an aggressive, winning company and you're willing to give 110%, contact Jeff DeWeese at (219) 447-5511. WQHK, Box 6000, Ft. Wayne, IN 46896. EOE M/F (2-13)

WJJD/Chicago soon to go 24 hours. Looking for talented persons to fill new positions. Tapes and resumes to John David Spengler, 180 N. Michigan Ave., Chicago, IL 60601. (2-6)

WDRQ/Detroit needs afternoon drive personality. Send tapes and resumes to Bill Garcia, 20300 Civic Center Drive, Southfield, MI 48076. No calls please. EOE (2-6)

Openings

WEST

KNBQ-FM searching. Future openings in progressive imaginative News Department. Tapes & Resumes to Mark Pierce, News Director, P.O. Box 5200, 948 So. Grant, Tacoma, WA 98405. EOE M/F (2-13)

Wanted: News Director for the number one AM/FM operation in one of Oregon's most beautiful cities. On-air experience not necessary but desirable. Good pay and benefits with an immediate opening. Contact Roger Stevens at (503) 882-2551 or Tapes and Resumes to P.O. Box 1150, Klamath Falls, OR 97601. EOE M/F (2-13)

KZAP/Sacramento has immediate opening for news person. Tapes and resumes to Allen Albin, P.O. Box 511, Sacramento, CA 95803. No Calls please. EOE M/F (2-13)

Target plus programming looking for the country's best air personalities and newscasters. New and updated consulting firm, based in Los Angeles, by two major market jocks. Openings in immediate future. Send cassette and resume to Target Plus Programming, Holiday station, Box 8284, Anaheim, CA 92802. EOE M/F (2-13)

KYOU/Greeley, CO is looking for top notch country Program Director. Call: Don O'Malley, (303) 356-1450 or Tapes and resumes to Box 1807, Greeley, CO 80632. EOE M/F (2-13)

KFIV-FM/Modesto, CA has immediate openings for day/evening air talent. Mature sound needed to communicate rock and roll, one to one, to adults. Benefits. Call Ryn at: (209) 529-6997 or Tapes and resumes to K102 Box 3408, Modesto, CA 95353. EOE M/F (2-13)

Looking for someone who can handle a 6pm-Midnight shift. Must be able to follow a format. No "know-it-alls" need apply. Production a must. Tapes and resumes to FM99, Elmo Richards, PD, Box 967, Imperial, CA 92251. EOE M/F (2-13)

Immediate opening for intelligent, versatile Pop/Adult personality for afternoon drive. Must be able to relate person-to-person. Tapes and resumes to Dewey Boynton, KTNT, Box 5200, Tacoma, WA 98405. EOE M/F (2-13)

KROI 1270/Sparks, all shifts going live and full-time. Tape and resume to Jim McClain, P.O. Box 7036, Reno, NV 89510. No calls please. EOE M/F (2-13)

KLAK/Denver is now accepting Tapes and Resumes for 7pm-12mid. Must have experience and be a communicator. Tapes and resumes to Larry Watts, PD KLAK 7075 W. Hampton Ave., Denver, CO 80227. EOE M/F (2-13)

Promotion Manager needed for KLOK Radio in San Jose. Should have the ability to create, consult, promote, and advertise, as well as market the station. Send resume and other information to Bill Weaver, KLOK Radio, P.O. Box 21248, San Jose, CA 95151. EOE M/F (2-13)

KKDJ/Fresno #1 AOR in market is looking for full-time news animal and full-time jockette communicator. rock experience required. No beginners please. Tape, Resume and salary requirements to Dean Opperman, 3636 N. 1 St. #135 Fresno, CA 93726. EOE M/F (2-13)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Radio

KIRK RUSSEL moves from KRUX/Phoenix, AZ to KTAC/Tacoma, WA.
BOB R. WOOD, formerly Account Executive & Sports Director at KGKL & KIXY/San Angelo, TX, appointed General Manager at KUUX/Hobbs, NM.
JERRY PARKER named PD at KUUX/Hobbs, NM, from KPASA/Alamogordo, NM.
JIM HOCKETT former Public Affairs Director at KROD/EI Paso, TX, joins KUUX/Hobbs, NM as News Director.
MIKE SHEPARD joins KFMR/Stockton, CA, from KMAK/Fresno, CA.
CHUCK CLEMENTS formerly with KPET/Lames, TX, joins KPLT/Paris, TX as PD and afternoon personality.
TOM JOREAN named MD at WMBH/Joplin, MO from KWTO/Springfield, MO.
RALPH YOUNG, formerly with KSJO/San Jose, CA, joins KZEL/Eugene, OR, 12mid-AM.
DAVE SCOTT has been promoted to Assistant PD at Y103/Jacksonville, FL.
BECKY URBAUER has been appointed Account Executive at KRXX/Las Vegas, NV.
NANCY BARNED has been named Account Executive at WXLO-FM99/New York, NY.
ROBERT BRAHMS has been appointed Account Executive at WXLO-FM99/New York, NY.
AMY MATHESON joins KYUU/San Francisco, CA sales force as Account Executive.

MARTIN SECREST moves from evenings to PM drive at WSUL/Monticello, NY.
JAMES STREET joins WSUL/Monticello, NY as evening personality.
DAVID DRISCOLL formerly with WINS/New York, NY, joins WSUL/Monticello, NY as morning news anchor.

Record

PAT MARTINE has been appointed MCA Records West Coast Regional Promotion Manager, Los Angeles.
LAURIE MACNEIL has been named Director, Product Manager for CBS Masterworks.
JOHN PAUL JONES named Director of Marketing for Sunbird Records.

Industry

PHIL BARRY has been appointed Consultant to TM Programming's "Beautiful Rock" format.
STEVE FRET promoted to Director of Finance for Chappell Music and Intersong Music.

OPPORTUNITIES

Openings

WEST

K-FIG-FM in Fresno has immediate openings for mature Pop/Adult personalities. Send tapes and resumes now to Sean O'Callaghan, Box 4265, Fresno, CA 93744. EOE M/F (2-6)

QUAD 89, Northern Colorado's number one Pop/Adult station, 100,000 watts, still looking for topnotch air personality and creative production person. Beginners don't waste time and tape. Beautiful Colorado surroundings. Tapes and resumes to John Brown, Box 117, Windsor, CO 80550. No calls please. EOE M/F (2-6)

K93-FM still looking for multi-track production wizards. If you are hot in a studio, we've got the studios for you. Send demo tape, sample scripts, resume to Donovan Blue, K93-FM, Box 309, Healdsburg, CA 95448, or call (707) 433-4895. No beginners please. EOE (2-6)

58-KLZ/Colorado Country needs an all night drive jock. Personality, community-oriented communicator. Tapes and resumes to Bill Bradley, PD, KLZ, 2149 S. Holly Street, Denver, CO 80222. EOE M/F (2-6)

Miscellaneous

KPLT/Paris, TX needs immediate record service from all labels for Pop/Adult format. Send to KPLT Box 9 Paris, TX 75460 or call Chuck Clements (214) 784-3312. (2-13)

Wanted... WABC/New York air checks 1961 and 1973. Will buy or trade. Call Gary daytimes only. (701) 772-4737. (2-13)

WMBH/Joplin, MO needs immediate record service from all labels. Singles and LPs for country format. Send to WMBH Box 1667 Joplin, MO 64801 or call Tom (417) 623-1450. (2-13)

New modern country radio station needs all record service from majors and independents, plus country instrumentals. Send to KRPP Radio P.O. Drawer 910 Coushatta, LA 71019 (2-13)

We need country record service for the upcoming #1 FM Pop Country kicker. In Madison, WS from all labels. Contact Mark Winston (608) 271-8611 or send to country WWQM 5024 E. Lacy Rd. Madison, WI 53711. (2-13)

WOKL/Eau Claire, WI needs record service from all labels for CHR product. Contact John Stewart, WOKL, 1819 Mitchell St., Eau Claire, WI 54701 or (715) 833-1629. (2-6)

Positions Sought

Welcome, you have just entered the "Brent Zone." Little do you know but JOHN BRENT is one of the most creative, personable, friendly and dependable jocks you could have work for you! Not to mention great pipes, years of experience in Western America and formerly at KYNO/Fresno as afternoon personality. Seeking Top 40 gig in major market. Call (209) 431-9492 after 1pm. (2-13)

Relatable morning man (other shifts too) no joker, adult, experienced in all phases. Want to get back into radio. Medium or large market only. Pop/Adult, Country, Talk, jock shift desired. Call (517) 263-6233 after 6pm. (2-13)

Ambitious, conscientious young man, 2 yrs college radio, over 2 yrs major market experience at WBZ/Boston. Of the numerous, capably held positions at WBZ, most liked and best performed one is aerial traffic reporting. Seeking full-time traffic reporting position. Give solid, concise reports. Relocation no problem. JIM KING, 8 Camelot Ct., #22, Brighton, MA 02136 or call (617) 787-3158 (2-13)

KHJ, KBCQ and KPRI-FM are legendary in their own ways, and I've worked all three in the past few years, doing PM drive news. 11 yrs news and production experience, now looking for less legend and more stability. BOB HUDSON (714) 427-8330 (2-13)

BO WEAVER-WQXI-WFIL-WXLO-12 yrs experience. Seeking Program and/or air position. Prefer New England states, but will relocate elsewhere. Excellent pipes and production. Call (215) 677-5131 (2-13)

Was "Towelboy To The Stars" in New York City. Broke in on-air at Scranton, PA. Announcer seeking full time CHR. Contemporary, versatile, dependable, and not a bad dancer! Call JIM (914) 965-5079 (2-13)

Pop/Adult within 100 miles of Providence area. PD and MD experience. Good jock. Formerly WNBH, JB105, WEIM. Looking for smaller market programming (no figurehead position); MD, airshift in large to medium. Phone VIN (401) 831-1991 anytime. (2-13)

Money - Let's be honest... that's why we all have ads here. I am a programming/operations guy with proven track record who's topped out at a small market station with great bosses. Promotions and personnel/personality and motivation my forte. Pop/Adult, modern Country, Talk...ready! Give me the tools and I'll build or re-build you one hell of a station. Call (517) 263-6233 after 6pm (2-13)

8 yr pro looking for secure announcing position in top 100. Currently OM of successful modern Country in Midwest market of 100,000+. Extensive experience in MOR, CHR. Ready to go. Prefer Midwest, South or Southwest. Call (319) 355-8472 for referral number. (2-13)

Goods & Services

Oldies But Goodies 45's

20,000 titles available - all records **New not Used.** Personal service. Giant catalog. Send \$1.00, The Gold Vault, Box 202, Oshkosh, WI 54907, (616) 349-9413.

Krazy Kommercials

FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE - 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH! FOR FREEBEE WRITE HYPE, INK, BOX 69581, LOS ANGELES, CA 90069

Radio's Premiere Comedy Service

FREE SAMPLE ISSUE of radio's most popular humor service! For sample, write on station letterhead to: O'LINERS, 1448-R West San Bruno Avenue, Fresno, California 93711... or phone (209) 431-1502.

Sound Effects

Complete 26 LP sound effects library with over 750 different effects. Quick cued and produced exclusively for broadcasters. \$195.00 for the entire set plus \$5.00 shipping. Send for catalog to VALENTINO INC., 151 West 46th St., N.Y., N.Y. 10036 or phone (212) 246-4675.

:60's And :30's Music Beds

Tired of subscriptions? Monthly fees for years old music? 100 different contemporary musical spot beds for one price. No royalties, no clearances, \$75.00 plus \$5.00 shipping. Write or call today VALENTINO INC., 151 West 46th St., N.Y., N.Y. 10036 (212) 246-4675.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the LOLS, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 48197.

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Positions Sought

I steal air time working weekends at an automated space station. Let me capture air waves if you are around the Memphis, Tennessee area. Prefer air time to thievery. For tape or resume call (901) 368-1095 ask for LEE CHRISTOPHER (2-13)

Some PD's tell me I'm not what they're looking for right now. The reason is obvious, I use lots of "hype" and sometimes "scream" a bit. I'm a believer in dro-me and SFX, and I've got top 20 market experience. A former stand-up comic with a college degree and 7+ in radio. "Team player" who gets involved in the community. Super dependable AM/PM drive/night entertainer who can furnish excellent references. S. ALEXANDER (206) 353-6045 (2-13)

16 yr radio veteran looking for medium market Country or Adult Contemporary programming position. Will consider production and/or air shift. Experience in all areas, FCC 1st, #1 ratings at WVOJ/Jacksonville, FL. KHAQ/Cedar Rapids, WYFE/Rockford. Organized and mature. Looking for stable organization to settle in with. Call DAVE STEVENS, (219) 382-8144 days or (219) 383-3988 evenings (2-13)

J.J. McKay #1 night rocker in Richmond and Q94 looking for major market jump PM drive or nights or medium market programming gig. Experienced PD/MD in top 50 market. Willing to relocate. Call yesterday (804) 365-3877 or after 4pm and before 10pm at (804) 649-9151. (2-13)

JON FOXK, 23 looking for opening in Adult Contemporary station with personality format. Air talent/pro. Last position at KCMX-KKIC/Medford. Serious about the business. Call (503) 664-6060 or (503) 855-7718 (2-13)

I've done news, DJ work, copy writing, traffic, public affairs... loved it all and want more. Would like East or West Coast. Will consider others. Call ANNETTE (714) 583-1617 (2-13)

Country-Pop/Adult Announcer/Production Director looking in Southwest for career position. 5 yrs experience. Will consider production company. 1st ticket. Call TC (303) 336-9580 before 9am, after 4pm (2-13)

Positions Sought

Production Director/Copywriter. Mature and outgoing personality. Multi-RIAA award winner. I write the copy that makes the whole station sound great. Call JERRY "DJ" STROTHERS at (814) 269-3788 (2-13)

Versatility's my name! Rock DJ, BM announcer, play-by-play engineer. 1st phone. 4 yr pro. Currently in Colorado. Will move anywhere. Available now. Call VANCE ELDERKIN (303) 336-2518 anytime (2-13)

9 yrs (including 2 yrs on-job-training-Boston) LA county/city broadcaster seeks news/production-air/production. TV considered (news). Mid & Southern California preferred. (213) 277-7769; (213) 553-4972; (213) 622-3444 (service Mr. Walker's office. BILL HARGREAVES (2-13)

Attention serious programmers. RICK BECKETT, 10 yr veteran available now to join your operation as air personality, MD or PD. Call today for one of the most original, creative and entertaining airchecks in the entire country. Also very involved in heavy production. Formerly with WLAV-FM, WGTO, WOPD and most recently WZZR. Call (616) 451-0081 or (616) 453-6611 (2-13)

Engineer, Programmer, production. Creative experienced 1st phone with unique oldies show. Move to warmer climate. Call CHARLES WEISEL (215) 543-3848 (2-13)

Operations, programming, production, announcing. 17 years experience in BM, Pop/Adult, all News and News/Talk. Heavy experience in EEO renewals and transfers. 10 yrs with last station. Age 30. Prefer West Coast, will consider others. Call CHRIS EDWARDS (805) 397-3038 (2-13)

Slim Whitman says "let this jock touch your heart as much as he has touched mine." Tampa Bay pro looking for a change. I'm young, exciting, relatable and modest. (813) 733-1878 ESTIL (2-13)

Just in time for spring break. One of the top 5 lady jocks in U.S. needs a challenge. Present situation isn't. Versatility is the key to my presentation. Call after 3pm EST (317) 924-5489 (2-13)

11 yr pro Black mass-appeal sound, major market experience in 4 formats. Formerly with KMJM, KMJQ, KNEW seeking top 20 market opportunity in Black, Country or Pop/Adult. Call HARRY O (314) 727-2735 (2-13)

Southern California air talent available. 4 yrs in Los Angeles area. All offers considered. (714) 621-2827 (2-13)

DON MICHAELS is looking for an airshift in Southern California. CHR, Pop/Adult or Country. Call (714) 729-3756 (2-13)

Wanted: Production Director position. Any format, medium to large market. Only real issue is money. Call JM at (714) 276-7571 (2-13)

BOB RIVERS, 7 yr radio veteran Y103, FM99, Wizard 99, now available for either Programming or Music director job. Willing to relocate anywhere. Contact (305) 772-4715 (2-13)

#1 Jock period. (In Harrisburg, PA) Has got numbers and style to prove it. Currently relaxing in New York City, but looking to get back to work. 7-12mid M-F 13 share of 12+, 29.1 share of 18-34. (212) 534-5924 or (212) 934-0171 PETER LAKE (2-13)

Southern California on-air PD. Available now. (714) 597-2772 (2-13)

DWAYNE BONDS of Q105, ex WCIR, WAPE, WKWK, etc., looking for MD or PD position (813) 971-4270 (2-13)

If you're looking for someone who really knows their AOR, and is fairly intelligent, conscientious, enthusiastic and a very dependable person who even has a good air sound, call GIL HERNANDEZ (714) 991-8445 (2-13)

8 yr pro seeking programming or production in South or Southwest. Prefer Contemporary or AOR. VIRGIL (701) 222-1455 (2-13)

Broadcast journalist with 6 yrs experience seeks employment in California. Call CHERYL BARDOWELL (213) 787-7974 (2-13)

Music Director for medium market contemporary format (AOR, CHR, Pop/Adult), 7 yrs experience. Prefer Florida but anywhere East or South considered. Call STEVE MCKEE before noon EST (717) 697-3819 (2-13)

Looking for challenge with Southern California major or medium music format preferred. Background includes MD slots in AOR, Country & Pop/Adult. Will consider talk show. Call KEN MCKAY (714) 588-0342 (2-13)

BOB MARTIN, Beautiful Music and AOR pro. Looking for programming or on-air in major or top secondary markets only. Past 3 yrs at WCZY-AM/FM/Detroit, superb numbers and top references. Heavy multi-track experience. Have done Bonneville, Churchill Master Broadcast and FM100. Available today (313) 647-8362.

For sale: Broadcast journalist, news director, communicator. 13 yrs coat and tie reporter. Specialist in news organization. Source relations. Police-political reporter. Award winner, knowledgeable journalist laws and ethics. Seeks permanent position East Coast or Midwest as News Director, City Editor, reporter or anchor. (318) 234-5151 (2-13)

I've had it with inventory work and it's time to get back into radio. Former WCRO/Johnstown middays. Let's at least talk. MARK (412) 486-2691. (2-13)

Positions Sought

Experienced in news anchoring, writing and gathering in top 50 market and college degree in broadcasting. Aggressive and hard working. Qualifications make me the right person for your news department. For tape and resume contact JIM PARSONS (513) 298-7241 or (513) 229-3337 (2-13)

KIDD KRADDICK, mornings on KYNO-FM former Q105/Tampa is searching for the right opportunity. Young but polished. Relatable but funny. Call (209) 431-5706 after 12noon PST. Order before midnite to-nite and receive a free Ginsu knife (2-13)

Who the hell is JOE PATRICK? One of the few real country music personalities in the business. Rated No. 1 ARB '79 WBHP/Huntsville, AL AM drive. Award winning copywriter & promotion wiz. References to prove it. Want gig in deep South or far West. (714) 447-4991 or (714) 463-2945 (2-13)

Country music pro seeks air work or record promotion in South. Best references PATRICK (205) 353-4616 (2-13)

RICK SHANNON, former KROY/Sacramento MD and MD/afternoons at K104/Fresno searching for employment. Good experience with research plus quick and to the point style on-air (209) 221-6521 (2-13)

English DJ seeks on-air opportunity in U.S. Prefer Southwest, but all offers considered. Dependable, hard-worker. Contact: DAVE BYNG 226, High Street Feltham, Middlesex, TW13 4BX, England (2-13)

BRIAN ST. JAMES, former MD for I-95 (WRKI) looking for same, Assistant PD or on-air position. Call (203) 367-9514. (2-13)

Up tempo CHR jock ready to go! Will relocate. Humorous, witty and professional. Previous on-air work in Chicago metro. Former WLS Intern of 9 months. College grad. Extensive college work including station manager. Call JEFF (312) 784-4866 anytime. (2-13)

Major market sportscaster with 8 yrs. experience looking for A, AA, or AAA baseball play-by-play for summer. Call (612) 429-1042 and ask for STEVE. (2-13)

Program/Music Director at a college station for 2 yrs. 3 yrs on-air experience. Also experience with CHR, Pop/Adult, AOR, Jazz, and Classical formats. Ready to start out with you. Willing to relocate anywhere, prefer the upper Midwest. If you're the type willing to give new talent a shot... call DOUG PETERSON at (319) 352-1200 ext. 306/209. (2-13)

KEN E. MARKS is a real fun guy looking for a real fun job at a real fun radio station. I'm very, very serious. Music and Production Director experience. For real fun give me a call at (213) 558-8385. (2-13)

Newsman with 5 1/2 yrs. experience seeks outside reporter job at station committed to news. Aggressive, creative digger. No anchor positions please. Currently employed, will consider all offers. Phone (503) 772-3357 after 2:00pm PST. (2-13)

Tired of a 3 share? I can get you a 6 share with no sweat. CHR PD seeks position in Midwest or East. 8 yrs. experience. Will consider all offers. Let's talk. BIG AL FRAZIER (216) 296-8386 (2-13)

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THE DOOBIE BROTHERS

"Keep This Train A-Rollin'"

WCAO add
KS95FM add
KFRC deb 37
KUPD on
K104 on
WKEE add
KSRR 38-35
KQ94 27-26

KXX106 deb 29
WSGN add
WAAY on
Y103 on
WSEZ add
WQRK deb 30
WRVQ add

KEYN-FM on
Z104 on
KSPZ 26-23
FM103 add
KTKT on
WGUY deb 26
WLBZ add
95XIL deb 39

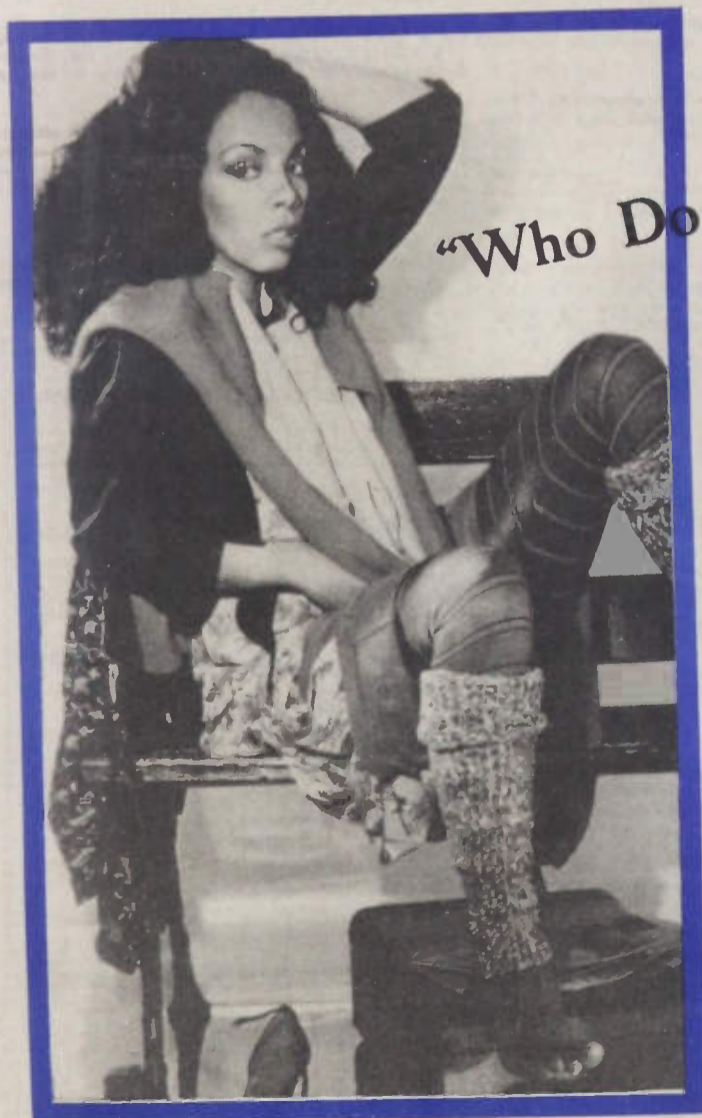
14WK on
WHHY on
WFOX on
WCGQ on
WISE add
KENI add
KATI deb 31
KBOZ on



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"Who Do You Think You're Foolin'?"

DONNA SUMMER

HER LATEST SMASH:

"Who Do You Think You're Foolin'?"

WFIL add
WIFI add
WXKS on
KIIS-FM add
KSFX add
KOPA add

KINT add
KLAZ add 34
WAAY add
Y103 add
BJ105 add 40
WBBQ add
KX104 add

WGH add
KIOY add 30
KZZP 29-26
KRQ add 30
KHYT add
KRLC add



Manufactured by Warner Bros. Records, Inc.

THE BACK PAGE

BREAKERS

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

SHEENA EASTON

Morning Train (Nine To Five) (EMI America)
64% of our reporters on it. Moves: Up 43, Same 28, Down 0, Adds 68 including WABC, WBEN-FM, F105, WRKO, JB105, Z93, 94Q, Q105, KS95-FM, WGCL, KEARTH, KJR, KIMN, WBLI, WHBQ. See Parallels, charts at number 29.

STEVE WINWOOD

While You See A Chance (Island)

62% of our reporters on it. Moves: Up 66, Same 24, Down 1, Adds 42 including WABC, WNBC, WKBW, WBEN-FM, WIFI, WCAO, F105, WXKS, KDWB, WGCL, KPLZ, KC101, B97, KNBQ, KCPX. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels. ☐ indicates one of this week's most added/new songs.

POLICE "Don't Stand So Close To Me" (A&M) 120/31

Moves: Up 65, Same 23, Down 1, Adds 31 including WKBW, PRO-FM, Z93, Q102, KJR, KIMN, KUPD, WICC, WSEZ, KZ93, WISM, KZZP.

PHIL SEYMOUR "Precious To Me" (Boardwalk) 117/27

Moves: Up 60, Same 29, Down 1, Adds 27 including WBEN-FM, CKGM, WDRQ, KJR, WFBR, WBLI, KSET-FM, WFMF, G100, WAKX, WOW, 92X, KERN, KENO.

OUTLAWS "(Ghost) Riders In The Sky" (Arista) 116/9

Moves: Up 64, Same 35, Down 8, Adds 9, PRO-FM, KRLY, KOFM, WNCI, 92X, KERN, K96, KMJK, KSEL, WIFI 25-20, KJR 20-17.

FIREBALL "Staying With It" (Atlantic) 101/10

Moves: Up 62, Same 29, Down 0, Adds 10, WIFI, WGCL, WZUU, WOKY, WAEB, WNCI, WDJX, FM102, WTSN, WEAQ.

TERRI GIBBS "Somebody's Knockin'" (MCA) 99/19

Moves: Up 64, Same 16, Down 0, Adds 19 including F105, PRO-FM, Z93, 94Q, WICC, 14Q, WKIX, WAYS, WAKX, KSTT, WOHO, KTAC.

☐ GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra) 93/57

Moves: Up 15, Same 21, Down 0, Adds 57 including WXKS, Z93, Q105, WCKX, KDWB, WZUU, WOKY, KIMN, WFLY, KSRR, WTX, WSGN, FM100, KSTT, WDJX, KLUC.

ELVIS PRESLEY "Guitar Man" (RCA) 91/22

Moves: Up 46, Same 23, Down 0, Adds 22 including KRLY, WHB, 14Q, KTSB, 92Q, WTMA, WAKX, KEYN-FM, WDJX, KIOY, 95SGF, KCBN, KYA.

APRIL WINE "Just Between You & Me" (Capitol) 88/35

Moves: Up 23, Same 30, Down 0, Adds 35 including WBEN-FM, 96KX, WPGC, WTRY, WKBO, KRBE, WTX, KXX106, WBBQ, WGRD, WISM, KIOY, KNBQ.

CON FUNK SHUN "Too Tight" (Mercury/PolyGram) 88/6

Moves: Up 56, Same 26, Down 0, Adds 6, WROR, WVIC, WNAM, KERN, WANS-FM, KATI, Y100 26-20, KFI 30-22, KIIS-FM 26-21, KFRC 27-22.

QUEEN "Flash's Theme" AKA "Flash" (Elektra) 86/2

Moves: Up 51, Same 23, Down 10, Adds 2, FM100, WOW, KRJ 28-24, K104 11-8, WKEE 7-4, KSTT 20-17.

DONNIE IRIS "Ahi Leah!" (MCA) 79/5

Moves: Up 39, Same 25, Down 10, Adds 5, PRO-FM, V100, KBFM, KGGI, KHYT, 96KX 5-3, JB105 30-27, WPGC 30-28.

JACKSONS "Heartbreak Hotel" (Epic) 66/0

Moves: Up 25, Same 17, Down 24, Adds 0, PRO-FM 13-9, JB105 13-8, KVIL 20-17, Z93 30-25, KFI 19-13, KFRC 19-15, KFMK 18-13.

JOHN COUGAR "Ain't Even Done With The Night" (Riva/PolyGram) 65/19

Moves: Up 27, Same 19, Down 0, Adds 19 including WFIL, WIFI, 94Q, KRBE, KWIC, WTX, WAA, WOKI, WVLK, WIKS, KROY, WGUY.

AC/DC "Back In Black" (Atlantic) 54/2

Moves: Up 27, Same 20, Down 5, Adds 2, Y100, WNAM, JB105 19-15, KBFM 8-4, B97 19-15, FM103 13-10, KMJK 16-13.

FLEETWOOD MAC "Fireflies" (WB) 51/5

Moves: Up 25, Same 19, Down 2, Adds 5, KUPD, WSEZ, KJ100, WDJX, WIGY, WOKY 28-24, K104 22-17, KSRR 31-28, WVIC 39-31.

LOVERBOY "Turn Me Loose" (Columbia) 51/2

Moves: Up 25, Same 24, Down 0, Adds 2, Q102, WPST, CFTR 30-22, KUPD 25-15, WBBQ 30-24, FM103 26-23.

Others Getting Significant Action

SUZI QUATRO "Lipstick" (Dreamland) 48/6

Moves: Up 15, Same 27, Down 0, Adds 6, WXKS, WICC, KQ94, WAA, WCIR, WXLK, WBBQ 18-13, WSPT 26-21.

Radio & Records

NATIONAL AIRPLAY/30

February 13, 1981

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		ARTIST/Label
11	6	1	①	JOHN LENNON/Woman (Geffen)
8	4	2	②	DOLLY PARTON/9 To 5 (RCA)
6	3	3	③	REO SPEEDWAGON/Keep On Loving You (Epic)
22	13	8	④	STYX/The Best Of Times (A&M)
2	2	4	5	STEELY DAN/Hey Nineteen (MCA)
5	5	6	6	EDDIE RABBITT/I Love A Rainy Night (Elektra)
7	7	7	7	KOOL & THE GANG/Celebration (Delite/PolyGram)
1	1	5	8	BLONDIE/The Tide Is High (Chrysalis)
18	14	12	⑨	CLIFF RICHARD/A Little In Love (EMI America)
28	23	15	⑩	DON McLEAN/Crying (Millennium)
12	12	9	11	DELBERT McCLINTON/Giving It Up For Your Love (Capitol)
30	27	19	⑫	NEIL DIAMOND/Hello Again (Capitol)
19	15	14	⑬	ALAN PARSONS PROJECT/Games People Play (Arista)
9	9	10	14	DAN FOGELBERG/Same Old Lang Syne (Full Moon/Epic)
24	20	17	⑮	STEVIE WONDER/I Ain't Gonna Stand For It (Tamla)
27	22	18	⑯	PAT BENATAR/Treat Me Right (Chrysalis)
—	28	23	⑰	BLONDIE/Rapture (Chrysalis)
25	24	20	⑱	RONNIE MILSAP/Smoky Mountain Rain (RCA)
10	10	13	19	BOZ SCAGGS/Miss Sun (Columbia)
—	25	22	⑳	ABBA/The Winner Takes It All (Atlantic)
29	26	24	㉑	RANDY MEISNER/Hearts On Fire (Epic)
4	8	11	22	ROD STEWART/Passion (WB)
—	—	29	㉒	BARBRA STREISAND/BARRY GIBB/What Kind Of... (Columbia)
—	29	27	㉓	DARYL HALL & JOHN OATES/Kiss On My List (RCA)
—	30	28	㉔	LEO SAYER/Living In A Fantasy (WB)
3	11	16	26	JOHN LENNON/(Just Like) Starting Over (Geffen)
20	18	21	27	EAGLES/Seven Bridges Road (Asylum)
—	—	30	㉖	BRUCE SPRINGSTEEN/Fade Away (Columbia)
—	—	→	㉗	SHEENA EASTON/Morning Train (Nine To Five) (EMI America)
—	—	→	㉘	STEVE WINWOOD/While You See A Chance (Island)

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

SHEENA EASTON "Morning Train..." (EMI America)
GROVER WASHINGTON JR. "Just The Two Of Us" (Elektra)
JUICE NEWTON "Angel Of The Morning" (Capitol)
STEVE WINWOOD "While You See..." (Island)
APRIL WINE "Just Between You & Me" (Capitol)

Complete Regionalized Listings on Page 24 and 25.

HOTTEST

JOHN LENNON "Woman" (Geffen)
REO SPEEDWAGON "Keep On Loving You" (Epic)
STYX "The Best Of Times" (A&M)
DOLLY PARTON "9 To 5" (RCA)
BLONDIE "Rapture" (Chrysalis)

Parallel Listings Begin on Page 26.

EARTH, WIND & FIRE "And Love Goes On" (ARC/Columbia) 46/5

Moves: Up 22, Same 19, Down 0, Adds 5, WXKS, KC101, KSET-FM, WGRD, KENI, WCAO 30-26, G100 31-26, CK101 27-23.

YARBROUGH & PEOPLES "Don't Stop The Music" (Mercury/PolyGram) 45/11

Moves: Up 26, Same 8, Down 0, Adds 11, WABC, JB105, WPGC, Y100, WCKX, KFI, B97, WFMF, 92Q, WFBG, WSPT.

☐ JUICE NEWTON "Angel Of The Morning" (Capitol) 43/43

Moves: Up 0, Same 0, Down 0, Adds 43 including WFIL, WCAO, JB105, WDRQ, KFI, KJR, KPLZ, WAQY, WHYN, WERC, WAXY, Y103, WTVR, KEZR, KJRB.

CLIMAX BLUES BAND "I Love You" (WB) 41/23

Moves: Up 11, Same 7, Down 0, Adds 23 including JB105, KBEQ, V100, KSRR, WSGN, WLCY, WCSC, WQRK, WVIC, KEYN-FM, KEZR, KYSN.

NIGHT "Love On The Airwaves" (Planet) 31/0

Moves: Up 15, Same 14, Down 2, Adds 0, WHFM 31-29, KINT 32-28, KYSN 16-14, FM103 24-22, WCIR 21-16.

DOOBIE BROTHERS "Keep This Train A-Rollin'" (WB) 30/10

Moves: Up 9, Same 11, Down 0, Adds 10, WCAO, KS95-FM, WKEE, WSGN, WSEZ, WRVQ, FM103, WLBZ, WISE, KENI.

SMOKEY ROBINSON "Being With You" (Tamla) 27/15

Moves: Up 7, Same 5, Down 0, Adds 15 including WIFI, WGCL, KEARTH, WFBR, WAEB, WKBO, WTX, KGGI, KTAC, KSPZ, KCPX, KQDI.

ROVERS "Wasn't That A Party" (Epic/Cleveland International) 27/15

Moves: Up 8, Same 4, Down 0, Adds 15 including Q105, KFI, WBBF, WHFM, WKEE, KX104, WRJZ, KFYZ, WSPT, KATI, KYA.

CHAMPAIGN "How 'Bout Us" (Columbia) 26/13

Moves: Up 9, Same 4, Down 0, Adds 13, WCAO, KFI, KPLZ, WAQY, KSET-FM, KXX106, KX104, KHYT, WHHY, 95SGF, WFOX, WISE, KATI.

MOLLY HATCHET "The Rambler" (Epic) 23/8

Moves: Up 5, Same 10, Down 0, Adds 8, KSRR, KHFI, KWIC, BJ105, KTKT, WCGQ, KKLS, KOOK.

TOTO "Goodbye Elenore" (Columbia) 22/9

Moves: Up 1, Same 12, Down 0, Adds 9, WHFM, K104, KRBE, KHFI, WSEZ, KEYN-FM, KYSN, KWVL, KFXD.

LAKESIDE "Fantastic Voyage" (Solar/RCA) 22/2

Moves: Up 16, Same 4, Down 0, Adds 2, 13K, KDZA, WXKS 3-2, KIIS-FM 29-26, KFRC 14-7, KSET-FM 7-4, KBFM 21-13, KHYT 2-1.

LTD "Shine On" (A&M) 22/1

Moves: Up 12, Same 3, Down 6, Adds 1, KRLA, WCKX 7-3, KEARTH 28-9, KIIS-FM 16-13, WAXY 20-15, KGGI 8-5.

SPINNERS "Yesterday Once More/Nothing Remains The Same" (Atlantic) 21/12

Moves: Up 4, Same 5, Down 0, Adds 12, WCAO, WDRQ, WAEB, WKEE, WAA, WBBQ, WQRK, WTVR, WHEB, WFOX, FM99, KATI.

TOUCH "Don't You Know What Love Is" (Atco) 20/6

Moves: Up 7, Same 7, Down 0, Adds 6, WHFM, WAQY, WKEE, KWIC, WISE, KILE, WBEN-FM 31-29, 95XIL 25-19.

Continued on Page 28