

# Radio & Records

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## Wahlen To Head New Westinghouse FM Group

Bert Wahlen, VP/GM of KJQY-FM/San Diego, has been named to the newly-created position of VP/FM Stations for Westinghouse. Wahlen will set up the new division's headquarters in San Diego.

"We're pleased to appoint someone of Bert Wahlen's depth in radio to head up the FM group," said Group W Radio Division President Dick Harris. "This appointment is in recognition of Bert's outstanding performance at KJQY, San Diego's top-rated station."

Wahlen's appointment, effective June 1, puts him in charge of a

## Hattrik Promoted To Doubleday VP/Programming



Bob Hattrik

Bob Hattrik has been promoted to VP/Programming for the Doubleday chain, moving up from the Group Program Director position he took on in June 1980. Doubleday Broadcasting President Gary Stevens told R&R, "He's done a hell of a job building a very cohesive central programming operation for us. Obviously he's been successful with it, and

HATTRICK/See Page 14

## KBRT FORCED TO AIR "CONSPIRACY TAPE"

## Four Men Invade L.A. Radio Station

Shortly before 5pm Tuesday (5-19), four men walked into the offices of Religious-formatted KBRT/Los Angeles. Hands stuck in their pockets as if they were carrying pistols, the four men confronted Station Manager Steve Harris and told him to raise his hands. They then handed him a piece of paper which read, "Remain calm. We have come to occupy your radio station. Take us to your station manager. Be calm. Keep your hands visible at all times."

KBRT/See Page 24

five-station group which Westinghouse intends to expand to seven. The group consists of WPNT/Pittsburgh, KODA/Houston, KOAT/Dallas, KJQY/San Diego, and WBZ-FM/Boston, which is being sold. Westinghouse will also acquire KOSI/Denver on June 1.

WAHLEN/See Page 14

## BOARDWALK INDEPENDENT IN U.S.

## CBS, Boardwalk Restructure Distribution Deal

CBS Records and Boardwalk Records have restructured their pressing and distribution agreement, with Boardwalk handling distribution of its own product in the U.S. and CBS continuing to press all Boardwalk product, distributing it in Canada, Latin America, England, Japan, and Australia. Boardwalk has made arrangements with its new distributors for them to accept any returns of previously-released Boardwalk recordings. The new arrangement was announced jointly by CBS Sr. VP/GM of Marketing Paul Smith and Boardwalk President Neil Bogart.

Smith commented, "The pressing and distribution concept that CBS has had with Boardwalk represents a new type of structure for us and for Boardwalk; like most ideas, it has to be adapted

## "X,Y,Z" CAMPAIGN IRKS COMPETITORS

## KROY Comparison Ad Draws KZAP Suit

A print ad from KROY/Sacramento comparing the formats of three radio stations labeled "X," "Y," and "Z" (see Page 14 visual) impelled competitor KZAP to file a lawsuit against KROY owner Jonsson Communications for un-

fair competition, apparently in the belief that station "Z" was meant to represent KZAP (with "X," by the same reasoning, representing soft-rock-formatted KXOA). KROY VP/GM Mark Jonsson defended the ad as "a lighthearted approach to define our music to an audience that probably thinks it all sounds alike."

KZAP attorney Hartley Hansen told R&R, "The lawsuit is based on part of the California Code which outlaws unfair competition, namely using means or methods ~~intended to cross the line of~~ what's considered fair competition. Where they cross the line is in saying things that are inaccurate about KZAP and its listeners, making them the butt of a joke. Our position is that it's being done in fun at our expense, not theirs."

Hansen said that damages in cases of this type were "uncertain, and can include whatever profits the offending company makes subject to our losing profits. We still have to find out what profits if any are attributable to this competition." He added that the suit could take up to a year to resolve, commenting in addition that KXOA hadn't "talked to us about joining in the suit, but they

KROY/See Page 14

## OVERSEES TWO ADDITIONAL VIACOM STATIONS

## James Joins KDIA As GM



Earnest James

Earnest James has taken the General Manager position at KDIA/Oakland, coming from his previous post as President/General Manager for WVON-WGCI/Chicago. James, who will be arriving at the Viacom outlet in the middle of June, will oversee the operations of Viacom's WWRL/New York and WDIA/Memphis in addition to his responsibilities at KDIA.

Commenting upon the change, JAMES/See Page 14

to the needs of both parties. In this case, we have arrived at a solution that is effective for both CBS and Boardwalk."

Bogart said, "An individualistic approach by CBS to new companies like Boardwalk is healthy

BOARDWALK/See Page 14

## Fowler Sworn In As FCC Chairman



Mark Fowler

Mark Fowler, former disc jockey and Washington communications attorney, was sworn in Monday (5-18) as Chairman of the FCC. The U.S. Senate had unanimously confirmed Fowler on a voice vote last Thursday (5-14), two months after he was nominated by President Reagan.

The new Chairman wasted no time naming his personal staff. Administrative Assistant will be Randy Nichols, formerly Chief of the Cable Bureau. Legal Assistant is Lauren (Pete) Belwin, also from the Cable Bureau. Special Assistant is Jerald Fritz, a former FCC staffer most recently with Washington law firm Pierson, Ball & Dowd. Special Assistant for Management is Edward Minkel, another former FCC staffer who comes directly from the National Weather Service Communications Division.

## "What Is Best For The People"

In brief remarks after taking FOWLER/See Page 14

## SHERWOOD AT K101, LARRABEE AT KSLQ

## Charter Names Two New PD's

Charter National Program Director Al Casey has announced the appointments of Rob Sherwood as PD of K101/San Francisco and John Larrabee as PD of KSLQ/St. Louis.

Sherwood joins K101 from KOSO/Modesto and replaces Rob Sisco, who left K101 last week (R&R 5-15). Sherwood told R&R, "Programming KOSO has been the happiest 18 months in my broadcasting career. If the K101 team can help make that station sound half as exciting as KOSO, we'll put together a great radio station." Commenting on Sherwood's move to Charter, Casey said, "When I went to Modesto to hear what KOSO sounded like, I knew Rob was the man for the job." K101 VP/GM Fritz Beesmyer echoed Casey, saying, "Rob has the leadership qualifications, the depth and the maturity to lead the troops to win."

CHARTER/See Page 14

LONG DISTANCE VOYAGER

The  
Moody  
Blues



Featuring

**“GEMINI DREAM”**

(It's in your hands)



Manufactured And Marketed By  
**PolyGram Records**  
.....



# Washington Report

## "CHILLING EFFECT" CITED

### Station Asks Reversal Of Contest Fine

A Wisconsin radio station has asked for reversal of a \$500 fine imposed by the FCC for airing a charity promotion involving a lottery. Smith Broadcasting, owner of WIXK-FM/New Richmond, WI, argues the fine was improper because no benefit flowed to either the station or the promoter.

WDXK was fined for airing the following ad for a Chamber of Commerce benefit on behalf of 20 local charities: "The celebration of fun River Falls Days is going full swing, so come down and join the fun. Also, get a button and you may win a free gift at River Falls Days."

The Commission said the ad violated rules against broadcasting information about lotteries, which are contests involv-

ing payment to participate and a prize awarded on the basis of chance.

In its application for review of the fine, Smith Broadcasting said the Commission erred "in equating this case with instances in which stations staged contests to increase listenership or stations carried spots for a contest (of a lottery nature) staged by a merchant." The filing went on to say

the fine "can only have a chilling effect on the willingness of stations to cooperate in city-wide or civic drives."

The FCC's Complaints & Compliance Division will prepare a recommendation on the application for review for consideration by the full Commission.

### FCC Sees Need For 3900 More Full-Time AM Stations

The FCC has identified what it calls a "perceived need" for 3900 new fulltime AM stations in 2900 communities between 1983 and 1987.

The U.S. was required to come up with a five-year list of foreseeable needs to form the basis of this fall's Region 2 negotiations in Rio de Janeiro, where 27 countries will hammer out a new AM mutual protection agreement.

#### Computer Studies Will Yield More Realistic List

The Commission stressed that its list contains "many more station locations than the present or potential radio spectrum resources could accommodate." But it said computer studies aimed at coming up with a more realistic inventory of needs could not be completed before the May 31 deadline for submitting a five-year plan to the International Fre-

### Wirth Unconvinced On Longer License Terms

Broadcasters anxious to extend radio licenses to five years, or even make them indefinite, will evidently have to muster better arguments than the fact that longer licenses would make life easier for them.

At an informal luncheon in Washington last week (5-15), House Telecommunications Subcommittee Chairman Tim Wirth (D-CO) suggested that longer

license terms must be justified by their contributions to diversity and competition.

"What's three years vs. five years?" asked Wirth. "What we want to look at is how is information getting out to people - the diversity issue - and are markets relatively competitive." He repeated his now-familiar theme that he doesn't believe in "deregulation for deregulation's sake" but only as it fosters increased competition and service to the public.

During the wide-ranging question and answer session sponsored by the National Citizens' Committee for Broadcasting and the FCC Consumer Affairs Office, Wirth also:

- Suggested 9 kHz is overrated as an issue because radio's future lies in FM.

- Said he doesn't "sense any great groundswell" among broadcasters for repeal of the Fairness Doctrine or the public interest standard.

- Declared spectrum fees "unrealistic" and said, "It's not going to happen."

- Predicted H.R. 3239, setting fees for broadcasters, will go to the House for a vote within two weeks.

### Miami's Dark WMJX Attracts Flood Of Applicants

Six groups have already applied to the FCC to take over the frequency of Charter Communication's defunct WMJX/Miami, and the Commission staff expects at least a dozen applications before an anticipated July cutoff date.

"This is common in major markets because there are no allocations open in the top 50 markets in the United States," said an FCC staffer, who recalls 19 groups fighting over a vacated frequency in St. Louis in the late 1960's.

Charter shut down WMJX on February 15 rather than mount an expensive court challenge to the FCC's decision to revoke the license because of improper contests and promotions.

#### Interim Operator Sought

First, the Commission is seeking an interim operator to run the station until the license is permanently awarded. In its invitation to apply, the FCC specified that the interim operator would not also be considered for permanent status.

Four groups applied for the interim license, but Constance Wodlinger and South Florida Broadcasting also applied for permanent operations. The Commission has not yet decided whether

it will disqualify their interim applications because of the dual filings.

Seeking only interim status are Unique Radio Group and Scripture Church of Christ. Even though the interim licensee will have to turn any profits over to charity, a skirmish has erupted between two of the competitors. Unique charges that South Florida is ineligible because of its move to obtain the assignment permanently, and South Florida has questioned Unique's financial qualifications and its claim to being the sole interim-only applicant.

#### Summer Cutoff Expected

Although no deadline has yet been set for permanent operator applications, the FCC staff told R&R to look for a July cutoff. So far, in addition to South Florida and Constance Wodlinger, those seeking ultimate rights to the frequency (Class C, 96.3 MHz) are Unity Broadcasting Network and Minority Broadcasting Co. of the Midwest.

### FCC: At A Glance

#### Half Of 35% AT&T Hike Deferred

Radio stations are now paying 16.4% more for their AT&T private lines. A second rate hike, which would have boosted the total to 35%, has been deferred by the FCC so AT&T can furnish financial data proving it won't be earning more than its allowed 12.75% rate of return. A federal court in New York denied the networks' attempt to block the 16.4%, which became effective May 14.

#### Fowler Moving On 9 kHz

Unconfirmed but widespread reports circulating in the FCC halls say Chairman Fowler will delay the June 16 final vote on 9 kHz so he can have more time to study the issue. Opponents are already counting Fowler in their column, although publicly he has

only expressed "grave reservations" about 9 kHz so far.

#### Postcard Renewal Effective June 10

The five-question postcard renewal application form goes into use on June 10, after the Report and Order was published in the May 11 Federal Register.

### FCC May Ask Court To Return RKO Case

Intense debate was underway at the FCC this week as the Commission prepared to go into closed session to decide whether to ask the U.S. Court of Appeals to remand (hand back) the RKO case to Commission jurisdiction for review.

At issue is the FCC vote last year to take away RKO's licenses for WOR-TV/New York, KHJ-TV/Los Angeles, and WNAC-TV/Boston because parent corporation General Tire and Rubber made illegal overseas payoffs. RKO's radio licenses also hinge on the ultimate outcome.

In a May 12 letter, RKO put in a bid for the remand request on the grounds that "the Commission was wrong in denying RKO's applications without affording it statutorily mandated notice and hearing procedures on issues that were critical."

#### Balance Shifts In RKO's Favor

With the resignations of Commissioners Ferris and Brown, who voted to revoke the three licenses, it would appear RKO now enjoys a 3-2 Commission split in its favor if Mark Fowler, as many expect, abstains from this week's vote. However, FCC insiders were placing no bets on the outcome because of such unpredictable factors as Fowler's participation and a possible desire, even on the part of RKO supporters, to avoid any embarrassment a remand request

#### Everyone's Wishes Included

The vast list of "perceived" full-time AM radio needs was arrived at by including the locations of 2230 existing daytime-only stations, 750 communities still waiting for their first local service, 800 locations identified by the National Black Media Coalition as needing minority-owned stations, and 120 locations where, according to NPR, noncommercial service is needed.

could create.

#### Lack Of Hearing Is Central Issue

The most likely grounds for a remand request would be the FCC's failure to hold a hearing on the issues raised against RKO. Observers agree the court might

honor a request based on a procedural issue. But they warn that the Commission must be careful to avoid any hint of action based on the merits of the case or changes in the FCC membership. "Then it's just a political football and the court would say go fly a kite," one FCC insider told R&R.

If the Commission were to have the case remanded by the court, it would probably go back and hold a hearing on the charges against RKO and then make another decision in the case.

### Trade Association News

#### WOR's Devlin On NAB Board

Replacing WSM/Nashville's Len Hensel on the NAB Radio Board is Rick Devlin, VP/GM of WOR/New York. Devlin takes over under a policy in which the runner-up candidate replaces a resigned member. Hensel is quitting WSM and NAB to join BMI (see Page 3).

#### NRBA Wants Answers

In a letter to the FCC, NRBA has renewed a query first posed last fall on what the Commission does with station financial data and how quickly the figures are compiled after stations send them in.

#### Code Board Stresses Self Regulation

Self-regulation becomes more crucial under deregulation, the NAB Code Board concluded at its semiannual meeting in Washington Monday (5-18). The board represents 4091 (or 51.6% of) commercial stations and says almost all meet the code's commercial limitation guidelines.

The panel also recommended that commercials made to sound like news (using "flash," "bulletin," "we interrupt this program," etc.) be banned under the code. The full NAB Radio Board will vote on the issue.

The next NAB Town Meeting was set for October 29 in Portland, OR.

KING BISCUIT FLOWER HOUR PRESENTS WILD-EYED SOUTHERN BOYS

# .38 SPECIAL



**LIVE**



**MAY 24, 1981 ON 350 STATIONS ACROSS THE UNITED STATES AND WORLDWIDE.**



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**SEE .38 SPECIAL ON TOUR ALL ACROSS AMERICA**

May 20 Marquette, MI  
May 22 Chicago, IL  
May 23 Springfield, IL  
May 24 Des Moines, IO  
May 25 Minneapolis, MN  
June 13 St. Louis, MO  
June 14 Kansas City, MO

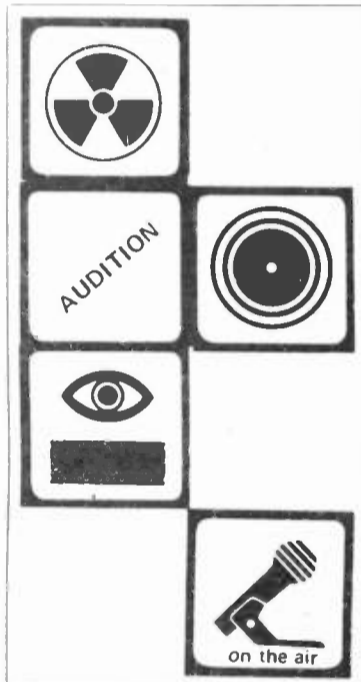
June 16/17 Clarkston, MI  
June 19 Jackson, NJ  
June 20 Philadelphia, PA  
June 22 Cleveland, OH  
June 24 Saratoga, NY  
June 27 New York, NY  
June 30 S. Orange, NJ

July 1 Washington D.C.  
July 2 Allentown, PA  
July 4 Orlando, FL  
July 5 Miami, FL  
July 8 Mobile, AL  
July 22 Denver, CO  
July 29 San Diego, CA



## New Line Of Warning Lights

**Allied Broadcast Equipment (ABE)** recently introduced a new series of architectural warning lights for use in radio stations. Among the various lights available are flat wall, sidewall, ceiling, and extended pendant models (in both fluorescent and incandescent styles). Several lettering styles, colors, and symbols are likewise available.



Pictured is a typical sign cluster made up of incandescent flat wall models (priced from \$49 on up). For further information contact **Dave Burns** at ABE at 635 South E Street, Richmond, IN 47374, (317) 962-8596.

## LIN Posts Slight Net, Revenue Gains In '81

The **LIN Broadcasting Corporation** reported that net income for the first quarter of 1981 increased 17 percent to \$2.8 million, up from \$2.4 million in the analogous period of 1980. The firm's first quarter revenues showed a 5 percent rise, climbing to \$13.6 million in 1981 versus \$12.9 million in the year-previous.

## Four-Day Work Week On The Wane

Prospects for adoption of a four-day work week are on the decline, according to **Georgetown** professor **Stan Nollen**, who claims the idea's 1979 popularity increase was caused by fears of gasoline shortages. Nollen recently surveyed 800 firms which had instituted a four-day work week at one time and found that 28 percent of them had discarded the plan, citing inconvenience.

## Funeral Chain Enters National Ad Market

A relative newcomer to the ranks of national advertisers, Houston-based **Service Corporation International** will plunge 35 percent of its \$1 million annual advertising budget into radio this year. The firm, which operates a chain of funeral parlors nationwide, is targeting its "prearrangement" plan (pay before you go) at the unusual demographic of those persons aged 50-plus — chiefly via Talk, News, Country, and Religious-formatted stations...

Although somewhat shackled by various restrictions on funeral advertising, the company is attempting to get its message across via 60-second spots, designed to be heard three to five times in an eight-week period with an eight-week break followed by another eight-week spot cycle. The cycled spots, tagged with local phone numbers, are thus meant to avoid what media planners might term "overkill."

## TERMINALLY BORED?

### Airport Business Info Service

Frequent flyers who find themselves bored beyond belief while waiting at airports will soon be able to receive free annual corporate reports, stock quotes, weather reports, and videotaped company messages at many airport kiosks. The **BIS Corporation** plans to set up these business information centers at 25 airports across the U.S., having already established the first of these at New York City's LaGuardia Airport.

# Truckers Tapes Take Aim On In-Cab Listening

At a time when it faces increased competition from a myriad of developing media (videodiscs, all-music cable TV, etc.), radio's last stronghold — in-car listening — is being invaded. **Truckers Entertainment Network (TEN) Radio**, a Vallejo, CA-based firm, is currently offering one-hour tapes (both eight-track and cassette), consisting of country music, downhome comedy, and "truck talk," designed to be played while highballing down the highway.

The tapes, retailing at truckstops and trucker's clubs for less than \$4, also feature TEN Radio's own disc jockeys such as **Anne LaVoy**, who claims the only thing a trucker would rather do than drive his truck is to talk about it (hence the inclusion of "truck talk" in TEN Radio's programming). More importantly, TEN Radio's tapes include advertising aimed at its "cab-tive" audience.

## Xerox Drops Data-Exchange Radio Network Plan

Despite having invested nearly \$30 million in the idea, the **Xerox Corporation** recently announced it would shelve its planned Xten data-communications radio network. The ambitious project would have involved Xten customers adding radio receivers to their facilities so that they could pick up signals from Xerox transmitters. These radio signals would have been confined within cities and the cities linked via satellite connections.

While the reversal took many industry observers by surprise, especially in light of the **FCC's** recent decision to reallocate a portion of the radio spectrum so that such networks would be possible — a decision Xerox had been actively seeking for almost two years — others note that the Xten network would have siphoned hundreds of millions of dollars away from the parent firm at a time when Xerox is fighting an ever-increasing battle in the office copier market with a number of Japanese producers.

## Cox Chalks Up 1st Quarter Increases

The **Cox Broadcasting Company** announced that its net and revenues increased during the first quarter of 1981 as net income for the quarter climbed 13 percent to \$10.4 million, up from \$9.2 million in the first quarter of 1980. Meanwhile, Cox's 1981 first quarter revenues jumped 27 percent to \$82.5 million, up from \$64.8 million in the equivalent year-previous period.

Operating profits for Cox's broadcast division swelled 15 percent while the division's revenues rose 16 percent. According to Cox President **Clifford Kurtland**, the division's increase was balanced between radio and television as well as between local and national sales.

## Bent Bat: Curve Increases Chance Of Contact



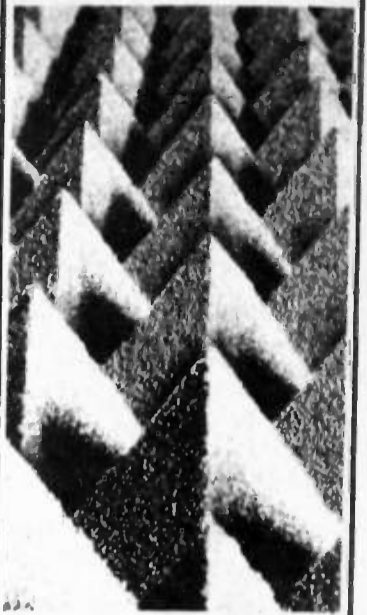
There's nothing wrong with your eyesight. "Big Bend," the aluminum baseball bat recently introduced by **Hillierich & Bradsby** (makers of the famous "Louisville Slugger"), features a 19-degree curve in its construction.

According to company officials, the reason for the radical design is simple. With a conventional bat, the swing and transfer of weight must be exactly synchronized to bring the barrel of the bat out in front of the hands, so no catch-up is required, increasing the probability of solid contact.

Also, "Big Bend" prevents early or late rollover of the wrists. Again, when using a conventional bat, the roll of the wrists must be perfectly timed to the moment of impact to maintain a level swing. However, when using "Big Bend," the wrists don't roll over until after the batter has swung through the hitting area, assuring you better control of the bat.

The manufacturer notes that you won't be able to hit the ball any further using "Big Bend." The bat is designed solely to improve timing and control. Priced at between \$25 to \$50, the "Big Bend" conforms to all known specifications. Check with your league to see if it's legal.

## Noise Destroyer



For some sound advice as to how to deal with noise that annoys, **Illbruck/usa** suggests lining your offices, studios, etc. with the "Sonex Pyramids" pictured. First-sized and made from sound-absorbing acoustical foam, Illbruck claims the pyramids minimize noise by trapping sound. The "Sonex Pyramids" come in colored 48 x 48-inch sheets (three to four inches thick) and are available from Illbruck/usa at 3800 Washington Ave., N. Minneapolis, MN 55412.

## Driving Costs Up 13%

To own and operate a 1981 intermediate-sized car now costs you an average of \$3601 per year, or 24¢ per mile, according to the latest figures from the **American Automobile Association (AAA)**. These figures represent an increase of slightly more than 13 percent over the comparable 1980 costs (\$3176, or 21.2¢ per mile).

The AAA's survey was based upon a 1981 **Chevrolet "Malibu Classic"** four-door sedan with a six-cylinder, 229-cubic-inch engine, driven 15,000 miles per year and kept for four years.

## Data Prompter Provides Perfect Pacing

**Beston Electronics** recently debuted an improved "Data Prompter," a character generator system which automatically paces the air talent; i.e., it will adjust its speed to guarantee that a 30-second spot is read in exactly 30 seconds.

In addition, the "Data Prompter" can be used to write news stories in place of a conventional typewriter. The unit also offers editing and word processing functions as well as on-air prompting and story reshuffling. For further information contact Beston at (913) 764-1900.

# 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.

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IF YOU'RE LOOKING FOR SOME **COLOR**  
IN YOUR CHART . . .

# ROSANNE CASH

## • SEVEN YEAR ACHE •

WZUU add 28  
KIQQ add  
13K add  
KC101 add 30  
KHFI add  
WBBQ add  
FM100 add 25  
KJ100 add  
KIOA add  
KRAV add  
KKXX add

WGUY add  
KKLS add  
WTRU add  
KSLY add  
Z93 23-16  
94Q 7-4  
KXOK 14-12  
KEZR 23-21  
KPLZ 25-20  
KOPA deb 30  
WHYN 27-23

WKEE 40-36  
KSTAR 23-18  
KFMK 23-17  
KINT 16-15  
WTIX deb 39  
KLAZ 35-33  
WERC 7-6  
WSGN 10-9  
WAAY 29-23  
BJ105 deb 39  
92Q 14-13

WOKI deb 27  
WRJZ 18-15  
WISM 27-21  
WNCI deb 28  
WDJX deb 33  
KIOY deb 29  
KNBQ 23  
WJBQ 35-29  
WACZ 10-9  
WHEB 17-13

13FEA 27-24  
14WK 19-14  
WHHY 12-10  
Z102 24-15  
WSGA 9-6  
95SGF 30-26  
WFOX 12-8  
WCGQ 27-21  
WISE 33-26  
KILE deb 38  
KSEL 20-16

KQIZ-FM 15-11  
KPUR 30-26  
WSPT 28-25  
KENI 33-26  
KATI 30-24  
WFIL on  
KYYX on  
WSKZ on  
WNOX on  
WBCY on  
WSEZ on

WGH on  
WVLK on  
WAKX on  
KTAC on  
WTSN on  
95XIL on  
WIGY on  
WFLB on  
WANS-FM on  
KDZA on  
KQDI on

TAKEN FROM THE LP "SEVEN YEAR ACHE" JC 36965

PRODUCED BY RODNEY CROWELL

# BARBRA STREISAND

## • PROMISES •

KS95-FM add  
KINT add 32  
KOFM add 29  
WFLB add  
Y100 21-18

KJR 24-20  
KSTAR deb 29  
KFMK deb 30  
WERC deb 30  
Y103 39-33

BJ105 39-36  
WAYS deb 27  
WOHO 28-26

K96 30-25  
WTSN deb 25  
KBFM on  
WAAY on  
14WK on

WHHY on  
95SGF on  
WFOX on  
KILE on  
KFYR on

TAKEN FROM THE LP "GUILTY" FC 36750

PRODUCED BY BARRY GIBB, ALBHY GALUTEN, KARL RICHARDSON FOR BARRY GIBB AND KARLBHY PRODUCTIONS  
EXECUTIVE PRODUCER CHARLES KOPPELMAN FOR THE ENTERTAINMENT CO.

# JAMES TAYLOR

## • HARD TIMES •

KXOK add 24  
WCSC add

KJ100 add  
WCGQ add

WANS-FM add  
WSGN deb 29

KRBE on  
KXX106 on

WAKX on  
WFOX on

TAKEN FROM THE ALBUM "DAD LOVES HIS WORK" TC 37009

PRODUCED BY PETER ASHER

. . . ROTATE THE **RED** ON  COLUMBIA RECORDS



## Reps



McGAVREN  
GUILD RADIO



**AD CLUB ADDRESS** — Chiat/Day Executive Vice President **Mark Mullin**, recently spoke before the Ad Club of Washington, DC at the request of WMAL and the New York-based McGavren Guild rep firm.



BLAIR RADIO

The firm recently announced it has moved its Southwest sales operations to One Lincoln Centre, 5400 LBJ Freeway, Suite 975/LB #7, Dallas, TX 75240. The new phone number for the rep's radio office is (214) 239-7000.



The firm recently announced the opening of its sixth office, located in Atlanta at 6 Piedmont Center NE, 30305, (404) 261-2227. **Lesley Norman** has been appointed Sales Manager for the Atlanta office, coming from her previous post as National Sales Manager for WSB-AM-FM/Atlanta.



bernard howard  
& company, inc.

The Fargo, ND-based **Ag-America Farm Network**, consisting of 25 radio stations in North Dakota, South Dakota, and Minnesota, has announced its affiliation with the rep.



MAJOR MARKET RADIO SALES

**WERE** and **WGCL/Cleveland** have signed on as affiliates with the firm.



**WTIK/Raleigh-Durham, NC;** **WSGL-FM/Naples, FL;** and **KIKF/Garden Grove, CA** have announced their affiliation with the rep.

## People

### Chicago

**Bob Burke** has been named Controller for **WLS-AM-FM** and the **ABC Radio Network**. Most recently, Burke served as Controller for the **Gannett Corporation's** Detroit-based radio division, having previously been an auditor at Gannett's corporate offices in Phoenix.

### Los Angeles

**Susan Wallace** has been elevated to National Sales Manager for **KIIS-FM**. A 22-year veteran of the radio in-

dustry, Wallace most recently served as an account exec with the station, having previously held a similar post with **KHJ/Los Angeles**.

### Pittsburgh

**Chuck Hobbs** has been appointed General Sales Manager at **WPNT**, coming from his previous post as an account exec with **Radio Advertising Representatives (RAR) Inc.**, based in Detroit. Prior to joining RAR, Hobbs held an account exec post at **WJR-FM** in the Motor City.

## Nets

### FCC Reports Network Revenues Up, Profits Down In 1980

America's eight broadcast networks (**CBS, NBC, two Mutual, and four ABC webs**) along with their 35 O&O stations, posted a 16.1 percent increase in broadcast revenues during 1980, according to statistics compiled by the **FCC**. However, these same networks and O&O stations saw 1980 profits dip 26 percent.

Revenues for the eight nets and 35 facilities (less payments to affiliates, agency commissions, and cash discounts) rose from \$252 million in 1979 to \$292.8 million in 1980, while profits stood at \$27.5 million, down from \$37.2 million in 1979. The largest factor in this decline — network expenses — soared 28.3 percent to \$103.4 million in 1980, up from \$80.6 million in the year-previous.

Meanwhile, profits at the O&O's climbed eight percent to \$23 million, up from 1979's \$21.3 million, but network earnings slid 71.3 percent to \$4.57 million, down from \$15.9 million in 1979.



Mutual



**KOCH WHN'S "MAN OF THE YEAR" AWARD** — Pictured flanking New York City Mayor **Edward Koch** at the festivities celebrating his being named WHN's "Man Of The Year" are (left) **Mutual Sr. VP** and **WHN/New York GM Nicholas Verbitsky** and **Mutual President Martin Rubenstein**.



The net is currently conducting a series of seminars detailing the history, uses, strengths, and efficiency of network radio. Developed by **CBS Radio VP/Sales Richard Macaluso** and network Director/Marketing **Gregory Lincoln**, these seminars are being given on request to agencies, clients, and potential advertisers. Each seminar is custom-tailored to a specific audience.

Topics discussed at the meetings include programming, affiliate relations, research, sales service, promotions, news gathering, and marketing reasons to use network radio. The seminars are being held in various places across the country.

### ENTERPRISE RADIO

The net has announced it will provide the exclusive network broadcast of the **World Boxing Council (WBC)** heavyweight championship fight between current WBC champ **Larry Holmes** and former titleholder **Leon Spinks**, scheduled to take place June 12 at the Joe Louis Arena in Detroit. **Enterprise's Don Chevrolet** will handle blow-by-blow, with **John Sterling** providing color.



### NBC Radio

The following stations have announced their affiliation with the net: **KXL/Portland, OR;** **WKCY/Harrisonburg, VA;** **WHHO-AM-FM/Hornell, NY;** **WYRU/Red Springs, NC;** **KBZY/Salem, OR;** **KCMX/Medford, OR;** **WCLD/Cleveland, MS;** **WYRQ/Little Falls, MN;** **KLUB/Salt Lake City, KHNH/Riverside-San Bernardino, CA;** **WMPS/Memphis, WDEH-AM-FM/Sweetwater, TN;** **WBCE-Wickliffe, KY;** **WQAM/Miami, and WSUL/Monticello, NY.**



"Jazz Alive!", the weekly series of live jazz concerts carried via **NPR**, has been honored with the 1980 George Foster Peabody Award for Entertainment. Designed to "recognize the most distinguished and meritorious public service" by radio and television, the award was presented to "Jazz Alive!" for its four-hour live special, "The Jazzmobile Sunday Festival," broadcast in October of 1980.

## Program Suppliers

### Westwood One

"In Concert," the firm's latest addition to its live-in-concert series will feature **Epic** recording group **Molly Hatchet** on the weekend of May 22, with performances from **Columbia's Loverboy** and **Ariola's Krokus** to follow in June.

Forthcoming acts taped for the Black-formatted "Concert Of The Month" program include **Mercury/Polygram's the Gap Band** and **Yarbrough & Peoples**.

### Thirsty Ear

The firm announces it has acquired new offices at 26 Park Place, Morristown, NJ 07960. The new phone number is (201) 285-1540.

### TM Special Projects

"The Beatles: The Days In Their Lives," a 30-hour radio documentary co-produced by **TM Special Projects** and the Toronto-based **Sonic Workshop**, will air via **KHTZ/Los Angeles** over Memorial Day weekend. Additional stations having signed up for the special include **KZEW/Dallas, WAIV/Jacksonville, KYUU/San Francisco, WDCG/Raleigh-Durham, WBBF/Rochester, KIOY/Fresno, WRNO/New Orleans, KXA/Seattle, WABB/Mobile, CILQ/Toronto, and WSNE/Providence.**

### Strand Broadcast Services

"Something You Should Know," a daily 90-second feature which presents various experts advising listeners on subjects as diverse as how to save time and money and how to improve your mental and physical health, is now available from the recently-formed firm. Hosted by **KHTZ/Los Angeles** air personality **Mike Carruthers** and produced by **Donna Lum**, "Something You Should Know" is currently heard at over 20 stations nationwide, including **KYA/San Francisco, WRTH/St. Louis, WSIX/Nashville, WAXY/Miami-Ft. Lauderdale** and **KINK/Portland, OR.**

**Strand Broadcast Services** is located at 1636 Voorhees Ave., Manhattan Beach, CA 90266, (213) 372-6282.

### NKR Productions

**Allen Collier** has been named General Sales Manager for the firm. A 10-year veteran of radio syndication, Collier most recently served as a Regional Manager with **Drake-Chenault** for the past three years, having previously worked with **NKR** President **Ron Nickell** at **TM Programming**. Prior to entering the radio syndication field, Collier held General Manager posts at several radio stations.

### Wold Communications

**Gary Lippman** has been appointed Vice President/Eastern Sales, coming from his previous post as Director/Sales Development & Implementation for the **Hughes Television Network**.

## Sales

**KEYY/Provo, UT** has been sold by the **Mid-Utah Broadcasting Co.** to the **Utah Valley Technical Institute Ltd.** for \$1.59 million.

**WMTE-AM** and **WRRK-FM/Manistee, MI** have been sold by the **Manistee Radio Corporation** to the **Manistee Broadcasting Company** for \$950,000, subject to **FCC** approval. **Cecil Richards Inc.** brokered the transaction.

**WCDL-AM-FM/Carbondale, PA** have been sold by the **Stainless Broadcasting Co.** to **Lifestyle Productions of Pennsylvania Inc.** for \$525,000, subject to **FCC** approval, according to broker **Keith Horton**.

**WJVA/South Bend, IN** has been sold by the **Mid-America Broadcasting Company Inc.** to **Miramir Broadcasting Inc.** for \$275,000, subject to **FCC** approval. Broker was **Richard Shaheen Inc.**



**WESTWOOD  
ONE  
PRESENTS**

# Keith Richards

**"Off the Record"  
with Mary Turner**

The week of June 15th, hear Keith Richards in a rare two part interview, plus the music of the Rolling Stones.

The first in a series of weekly Super Star Radio Specials, Featuring the Biggest names in Rock!

"Off the Record" SPECIALS will air on over 200 of the Nation's finest Rock Radio Stations.

For details call **WESTWOOD ONE** at (213) 204-5000

From **WESTWOOD ONE**, America's number one producer of national radio programs, concerts and specials like . . . Dr. Demento, Live From Gilley's, Off The Record with Mary Turner, The Rock Years, Off The Record Specials, Concert of the Month, The Great American Radio Show, Special Edition, Star Trak, Shootin' The Breeze, Ace and Friends, Spaces and Places, Tellin' It Like It Was, Daybook, In Concert, and The Playboy Advisor. For information on **WESTWOOD ONE** programs in your area, call (213) 204-5000.

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*The Creative Factor* <sup>INC</sup>

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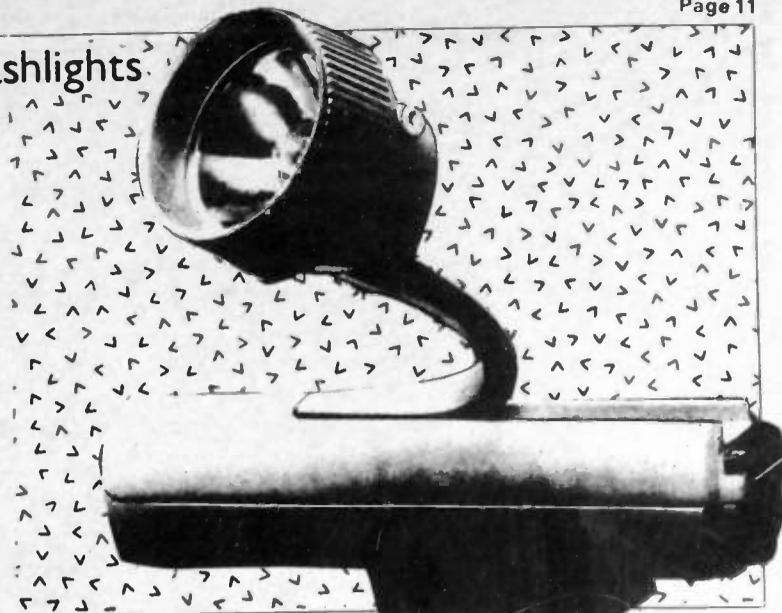
## Half U.S. Homes To Be Solar-Powered By 1995

Over half of America's households will be using solar equipment by 1995, up from approximately six percent at present, according to a recently-released **Predicasts** study. Skyrocketing fuel prices and added government incentives are viewed as being major contributors to the increase.

## Latest Twist In Flashlights

Eliminate that need for a third hand and illuminate those hard-to-light places with **Vale Industries Inc.**'s "The Light." Not only is the item flexible (see adjacent photo), enabling you to bend the beam in any direction you desire, but "The Light" is also magnetized so it can be attached to the appropriate surfaces for even greater ease of operation.

Just the thing for repairing wiring in cramped quarters (control rooms, for example), "The Light" is also available in a rechargeable version. For further information contact **Vale Industries**, at 15801 Rockfield Blvd., Suite C, Irvine, CA 92714, (714) 855-8193.



## Boylan Elevated To VP/Exec. Producer At Epic

**John Boylan** has been promoted to Vice President/Executive Producer at **Epic Records**. A five-year veteran of the label, Boylan most recently served as an Executive Producer for Epic.

Boylan began his production career in 1967 as a staff producer and writer for **Koppleman-Rubin Associates**, going into independent production with his own **Great Eastern Gramophone Company** in 1969. Among Boylan's production credits are albums by **Boston**, **Linda Ronstadt**, the **Charlie Daniels Band**, **REO Speedwagon**, and the **Little River Band**.



John Boylan

## Keith Named VP/Promo For Uno Melodic

**Ray "Cookie" Keith** has been appointed Vice President of Promotion at **Uno Melodic Records**. Keith previously held promotion posts at **Motown Records** for several years.

In a related development, **Vesta Maxey** has been named National Promotion Coordinator for the New York-based label.

## Wenrick, Street Form Multi-Faceted Firm

**Eddie Wenrick** and **Tom Street** have announced the formation of **Wenrick-Street**, a music publishing, record production, and management company. Wenrick most recently served as Assistant to the President at **Aucolin Management**, having previously been associated with **CBS Records**, while Street headed **T Street Entertainment Group Inc.**, a Hawaii-based management and production company.

Wenrick-Street is located at 9314 Sierra Mar Drive, Los Angeles, CA 90069, (213) 274-9485.

## Kostich, Shaw & Patrie Upped At WB's Dance Music Dept.

**Craig Kostich** has been named Director/Dance Music, **Bob Shaw** has been appointed National Promotion Manager/Dance Music, and **Stephen Patrie** has been upped to National Promotion Manager for Dance-Oriented Rock Music at **Warner Bros. Records**. Most recently, Kostich headed **Fusion Productions**, his own Los Angeles-based production and management firm, having previously held the National Promotion Director post at **Warner Bros./RFC Records**.

Shaw and Patrie formerly held regional promotion posts with **Warner Bros./RFC Records**.

## Camilleri Forms JCO Label

**Jo-Anne Camilleri** has announced the formation of **JCO Records**. Camilleri will serve as President for the Canadian-based firm. **JCO Records** may be reached at (416) 245-8014.

## Klaidman Named Nat'l Sales Mgr. At BES Inc.

**Barry Klaidman** has been appointed National Sales Manager for **BES Inc.**, the Costa Mesa, CA-based loudspeaker manufacturer. Prior to joining **BES**, Klaidman served as VP/Sales & Marketing at Phoenix-based **General Sound**, having previously held national and regional sales posts with **Record-A-Call** and **Toshiba**, respectively.

## Kaye Named Chairman At Warner Bros. Music

**Chuck Kaye** has been appointed Chairman of **Warner Bros. Music**, coming from his previous post as President of **Geffen/Kaye Music**, the **Geffen Records** publishing division that will be renamed **Geffen Music** and will be administered by **Warner Bros. Music**. Kaye began his music industry career in promotion, later serving as General Manager for **Phillys Records**.

After a stint with **Aldon Music**, Kaye spent seven years with **Almo/Irving Music** and **Rondor Music**, **A&M Records'** music publishing wings. In 1974, he returned to **Almo/Irving/Rondor** as Executive VP, becoming President a year later. Kaye joined **Geffen/Kaye Music** in 1980.

## Landers Forms Lighthouse Firm

**Jay Landers** has announced the formation of the **Lighthouse Company**, a Los Angeles-based record and film production firm. Landers is a former co-principal of **Landers-Roberts Records**. The **Lighthouse Company** can be reached at (213) 276-4540.

## Mack Named Nat'l VP/Promo For Dimension

**Bill Mack** has been appointed National Vice President of Operations, Merchandising, Promotion and Sales for **Dimension Records**. Most recently, Mack headed **Mack Management**, a marketing, sales, and promotion consulting firm located in Dallas. Mack previously held regional sales, marketing, and promotion positions with **Arlola**, **ABC**, and **RCA Records**.

## Pro:Motions

### Green Upped To Dir./ Business Affairs At CBS

**Theodore Green** has been promoted to Director/Business Affairs at **CBS Records**. Having joined the label in 1979, Green most recently served as Senior Attorney for **CBS**.

### D'Ascenzo Named Mgr. Of Newly-Merged 3M Audio/Video Division

**Frank D'Ascenzo** has been named Manager of the newly-merged **Magnetic Audio/Video Products Division** for **3M**. This new division will market products formerly available from **3M's Minicom Division**, which has been dissolved. Products available under the audio/video merger include video tape recorders, graphics generators, routing and machine control systems, digital audio recorders, electronic editors, and accessories.

Additional appointments under the division's reorganization include **Bob Ledingham**, Sales Manager; **Clark Duffey**, Marketing Development Manager/Digital Audio Products; **James Mazzoni**, Marketing Development Manager/TV Display Systems; **Jerry Kerr**, Marketing Development Supervisor/Switching Systems; and **David Bixler**, Marketing Development Supervisor/Videotape Recorders.

### Harper, Stolos Form HSO Label

**Bill Harper**, a 20-year veteran of the music industry, and **Nicholas Stolos**, an overseas licensing and marketing specialist, have announced the formation of **HSO Records Incorporated**. The new label will be located at 920 Market St., Philadelphia, PA 19107, (215) 923-9473.

## Loggins Named East Coast A&R Director At RCA

**Dan Loggins** has been appointed Director/Contemporary Music A&R-East Coast at **RCA Records**. Loggins most recently served as Executive Director/International A&R for **WEA International** for three years, having previously spent seven years as Executive Director of A&R for **CBS/U.K.** A former musician, Loggins began his record industry career in the retail business, later working with the **Fillmore Corporation**, prior to joining **CBS/U.K.**



Dan Loggins

## Schuman, Yeranian, Guarino & Caspi Elevated As CBS Merch. Planning/ Administration Dept. Restructures

**Susan Schuman**, **Arthur Yeranian**, **Joseph Guarino**, and **Ann Caspi** have been promoted as **CBS Records** restructures its Merchandising Planning and Administration Department. Schuman, a six-year veteran of the label, has been named Director of Merchandising Administration, coming from her previous post as Administrative Coordinator of Merchandising Administration.

Yeranian, an 11-year veteran of **CBS Records** who most recently served as Associate Director of National Advertising Production, has been elevated to Director of National Advertising Planning.

Guarino has been appointed Manager of National Advertising Production. A seven-year veteran of the label, Guarino most recently served as Production Coordinator.

Caspi, a two-year veteran of **CBS**, has been elevated to Advertising Coordinator/Merchandising Planning and Administration, coming from her previous post as Administrative Assistant in the label's Merchandising Planning Department.

## Gorlick Elevated To Mkt. Dir. For NARM

**Patrick Gorlick** has been appointed Director of Marketing for the **National Association of Recording Merchandisers (NARM)**. Prior to joining **NARM** in 1979, Gorlick headed his own Seattle-based advertising and marketing company.

## Hill Named Nat'l Field Promo Manager For MCA

**Elmer Hill** has been named to the newly-created post of National Field Promotion Manager for **MCA Records Black Product** division. A 20-year veteran of the music industry, Hill's previous experience includes a stint as National Promotion Director/Black Product with **20th Century-Fox Records**.

## Simmons Named Dir./ Industry Relations At INCA

**Ken Simmons** has been appointed Director of Industry Relations for the **Institute of New Cinema Artists (INCA)** Recording Industry Training Program. A former free-lance journalist and television news reporter, Simmons will serve as a liaison between **INCA** and the recording industry, responsible for developing internship and employment positions for the 30 students presently enrolled in the federally-funded program.

# Ratings & Research

"Leading stations have been able to attract sizable teen audiences."

## Winter Surveys X-Rayed

This week we'll continue examining the results of the 10-week long winter surveys recently released by Arbitron. In looking at the key markets below — and delving into some stations that are major factors in those markets — it is interesting to note that teens are a vital factor in the "up" books received by various stations. Although from a sales point of view teens are not usually very sought after, it appears that leading stations have been able to attract sizable teen audiences and use this group to boost 12+ shares.

### San Francisco

Looks like a pretty solid survey in the Bay Area this sweep, but there are two items you should keep in mind when reviewing the results. The overall metro in-tab slipped 11%, from 3826 to 3402, which theoretically could mean slightly less stable estimates. However, the in-tab reduction was well spread among the demos, so extreme flukes appear unlikely. Men 18-24 slipped from 241 in-tab to 221. Additionally, the impact of the Expanded Sample Frame was increased this book. ESF diaries were upped from 35% of the in-tab in the fall to just over 41% this time. Arbitron is aiming to achieve about 45% of their metro in-tab from homes not listed in the phone books so it's possible that the ESF penetration could increase again. Stations that usually benefit from ESF, such as ethnic stations and AOR's, could be the beneficiaries of such an increase.

Two stations that have shown good numbers in the winter data are Black KSOL and Country KNEW. KSOL is the top music station in the San Francisco metro, 12+, and has shown a steady multi-book trend of audience increases. KNEW has had a steady profile up until this latest report, which saw the station move up in a healthy fashion. Let's examine what helped each of these successes.

In our overview of the KSOL and KNEW stories, we'll use Market-Buy-Market's® audience composition analysis (similar to what was used in the latest R&R Ratings Report) and time spent listening analysis.

On an audience composition basis, analyzing the average quarter hour audience from winter book to winter book shows that KSOL, while still retaining a strong teen contingent, has attracted an improved showing (41% vs. 32%) in the 18-24 demo. This should give KSOL some sales punch in the 18-34 and 18-49 situations. With regard to KNEW, their jump in this latest book was due to a diverse demographic rise. Compared to last winter's survey, this most recent data shows boosts in the amount of 18-24 and 65+ audience, with slippage in the 25-34 cell.

### Time Spent Listening Report — San Francisco Metro

Sex-Age: Persons 12+	Arbitron: Jan-Mar '81						
Pop(00): 43353	Dayparts: Mon-Sun, 6am-Mid.						
Stations	Mins/Day	Avg. Qtr.	Weekly				
	Listened	Hr. (00)	Cume (00)				
KSOL	104	403	4169				
KNEW	80	264	3556				

Sex-Age: Persons 12+	Arbitron: Jan-Feb '80						
Pop(00): 43104	Dayparts: Mon-Sun, 6am-Mid.						
Stations	Mins/Day	Avg. Qtr.	Weekly				
	Listened	Hr. (00)	Cume (00)				
KSOL	76	261	3712				
KNEW	66	208	3385				

The time spent listening analysis shows notable increases for both stations, with KSOL having boosted its average TSL by 37% in the last year . . .

### Audience Composition Report: Avg. Qtr. Hour — San Francisco Metro

Sex-Age: Persons 12+	Arbitron: Jan.-Mar. '81							
Pop(00): 43353	Dayparts: Mon-Sun, 6am-Midnight							
Stations/Pop Metro	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
Pop Distr.	100.0	11.2	16.4	22.3	14.3	13.0	10.9	11.7
KSOL	100.0	29.3	41.2	18.6	5.5	3.2	1.7	0.5
KNEW	100.0	6.8	15.2	14.8	23.9	19.3	15.2	4.9

Sex-Age: Persons 12+	Arbitron: Jan.-Feb. '80							
Pop(00): 43104	Dayparts: Mon-Sun, 6am-Midnight							
Stations/Pop Metro	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
Pop Distr.	100.0	11.6	16.5	21.8	14.1	13.3	11.0	11.6
KSOL	100.0	40.2	32.6	17.2	6.5	2.3	1.1	0.0
KNEW	100.0	2.4	4.8	28.8	22.1	14.4	10.1	17.3

It will be interesting to see if KSOL continues to improve its standing and its adult profile, and to see if KNEW can retain the gains made in the Winter '81 survey.

### Philadelphia

Good news for the Philadelphia metro is that the Winter '81 results are likely to be more stable than the data from the fall '80 survey. Usable in-tab was up 24%, from 1973 to 2452, and the male 18-24 count rose from 112 to 162, allowing for better estimates in that group. The ESF percentage was stable in both reports, resting at approximately 39-40% of the 12+ sample.

One station that prospered in the latest book was WDAS-FM, the Black format leader in the market. WDAS-FM posted the biggest gain in the winter results. Teens were an important part of the 12+ rise.

In the Market-Buy-Market analysis below you'll note that although the entire station's average TSL was up, the teen cell had an especially impressive increase . . .

### Time Spent Listening Report — Philadelphia Metro

Sex-Age: Persons 12+	Arbitron: Jan-Feb '81			
Pop(00): 39644	Dayparts: Mon-Sun, 6am-Mid.			
Stations	Mins/Day	Avg. Qtr.	Weekly	
	Listened	Hr. (00)	Cume (00)	
WDAS-FM	112	419	4032	

Sex-Age: Persons 12+	Arbitron: Jan-Feb '80			
Pop(00): 39898	Dayparts: Mon-Sun, 6am-Mid.			
Stations	Mins/Day	Avg. Qtr.	Weekly	
	Listened	Hr. (00)	Cume (00)	
WDAS-FM	98	365	4007	

### Time Spent Listening Report — Philadelphia Metro

Sex-Age: Teens 12-17	Arbitron: Jan-Feb '81	
Pop(00): 4819	Dayparts: Mon-Sun, 6am-Mid.	
Stations	Mins/Day	Listened
WDAS-FM		121

Sex-Age: Teens 12-17	Arbitron: Jan-Feb '80	
Pop(00): 5039	Dayparts: Mon-Sun, 6am-Mid.	
Stations	Mins/Day	Listened
WDAS-FM		90

Although the adult numbers for WDAS-FM have remained stable over the past year, it's the teen contribution that helped the station score its big success in the latest sweep.

### Detroit

The first Quarterly Measurement sweep in Detroit was greeted with all the enthusiasm of a

## Week In Review

### Advisory Council Meeting Set

The first full meeting of the newly constituted Arbitron Radio Advisory Council and representatives from Arbitron is taking place this week. The Council, chaired by Tom Hoyt of Heftel Broadcasting, has for the first time put together an agenda for the meeting, rather than responding to an outline suggested by Arbitron.

Among the topics for the Atlanta meeting are alternative contract pricing possibilities; the possibility of reinstating five-year contracts; revising marketplace polling techniques regarding changes in relevant market survey periods and other items; and an RAB/GOALS report on the ethnic measurement controversy over Differential Survey Treatment.

new Japanese import, but some stations seemed to profit by the 10-week long effort. Part of the story may lie in the oversample used in the initial QM survey, which saw usable diaries rise 46% compared to the fall '80 sweep. One demo that really benefitted from the additional in-tab was women 18-24. The usable figure jumped from 125 in the fall to 229 this survey, an 83% boost. Given the additional sample in the market, and especially in the difficult 18-24 cell, the results of this survey can be viewed with confidence.

WLLZ probably is exuding much confidence these days. Not only did the station score an even stronger book this time, compared to its fall debut, but its leadership in the 12-24 demos is remarkably stable. In both books you'll note that WLLZ has maintained approximately 77% of its average quarter hour audience in the 12-24 cells, while WRIF edged more into the 25-34 category this past sweep . . .

### Audience Composition Report: Avg. Qtr. Hour — Detroit Metro

Sex-Age: Persons 12+	Arbitron: Jan-Mar '81							
Pop(00): 35759	Dayparts: Mon-Sun, 6am-Midnight							
Stations/Pop Metro	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
Pop Distr.	100.0	13.3	15.4	20.8	15.2	13.3	10.8	11.1
WLLZ	100.0	33.3	43.7	19.6	2.6	0.5	0.0	0.2
WRIF	100.0	22.9	24.4	43.9	4.8	3.0	0.4	0.7

Sex-Age: Persons 12+	Arbitron: Oct-Nov '80							
Pop(00): 35759	Dayparts: Mon-Sun, 6am-Midnight							
Stations/Pop Metro	12+	12-17	18-24	25-34	35-44	45-54	55-64	65+
Pop Distr.	100.0	13.3	15.4	20.8	15.2	13.3	10.8	11.1
WLLZ	100.0	33.3	43.0	18.9	2.3	0.2	2.3	0.0
WRIF	100.0	21.9	46.7	21.9	4.2	2.0	3.3	0.0

Part of the increased standing for WLLZ this survey came from the increased female audience to the station, perhaps due partially to the extra sampling in that key demo, presenting more cume opportunities to ladies of the AOR persuasion.

Additional winter market overviews coming next week. See you then!

**Jhan  
Hiber**



Merv Griffin's

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PLUS! The *music* of Hollywood: including a tribute to MGM Musicals and the Academy Award Songs!

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KCPX add  
FM103 on  
WFBG add  
KENI add  
KOOK add  
KFXD add  
KRLC add  
KBOZ add

Produced by Peter Coleman



## KROY

Continued from Page 1  
are quite willing to testify that they are in their minds station 'X.'"

### KROY: "No Merit" To Suit

KROY's Jonsson said he would have run the ad even had he known of KZAP's reaction in advance, and added, "There's absolutely no merit to this lawsuit. I think KZAP hasn't a leg to stand on. I find the whole situation humorous. It's a waste of our time and theirs, but if they want to pursue it, we'll be delighted to take it all the way to the courts. Our lawyers feel it will be dismissed before it gets to trial. There's a tremendous body of law that protects this kind of brand comparison advertising."

Jonsson continued, "It never occurred to us that the ad could cause that kind of trouble. Originally the ad was done as a Brand X, Y, and Z comparison of music; only at the last minute did we substitute the word station. It was our attempt to define our format, Adult Rock, to our audience." Commenting on the call letter similarities, he said, "They are certainly letters that fit some of the call letters in town. On the other hand, you can pick up several Bay Area stations here, so you could discount that."

### Follow-Up Ad Zaps KZAP

A later ad placed in the Sacramento Union by KROY stressed the humorous nature of the campaign. It reprinted the original ad (which appeared in Sacramento magazine), then add-

## Charter

Continued from Page 1

### Larrabee Promoted At KSLQ

After six weeks as Acting PD, afternoon man John Larrabee was officially promoted to Program Director at KSLQ. Larrabee said, "After 14 years in radio I am finally getting the chance to program a radio station the way I think it should sound. This is a great opportunity to put into practice what I have learned over the years." Casey added, "John will be a great PD to help shape KSLQ into a true 25+ radio station."

Larrabee's appointment is effective immediately and he will continue to handle the afternoon drive airshift, as well as the station's music following the exit of MD Tony Stone last week. Sherwood will officially join K101 on May 26.

## Boardwalk

Continued from Page 1

for the future of our industry. We all have a stake in the development of new artists and new labels, each with a very individual style. With imagination and a willingness to change, a variety of arrangements between companies will become possible, which will strengthen the record business. I'm very grateful to my friends at CBS who have helped Boardwalk make such an impressive debut, and I promise them that we'll continue to make them proud of us."

## WHICH RADIO STATION DO YOU LISTEN TO?

**STATION X** Soft rock for the terminally mellow listener who enjoys warm milk before bed and likes to hear pins dropping. These listeners regularly squeeze the Charmin.



been known to swoon with pleasure at the aroma of stale cigarettes. They regularly squeeze empty beer cans.

**STATION Z** Hard rock for soft brains. These listeners love the sound of jackhammers in the night, fingernails on the chalkboard, and have



**STATION Y** Adult Rock for sensuous, vibrant, attractive, well-adjusted young Sacramentans who have come to appreciate the sophistication and dashing elegance of KROY AM & FM. These listeners regularly squeeze each other.



**KROY ADULT ROCK**  
97.1M 1240 AM

ed: "When this advertisement appeared... three interesting things happened: First, a lot of sophisticated, dashing elegant people with great senses of humor chuckled right out loud. They could see that we were poking a little gentle fun at our competition, our industry, and most of all at ourselves..."

"Second, a lot of people tuned into KROY... and... began feeling much more sensuous, vibrant, attractive, and infinitely more well adjusted. Gosh, we felt really good about that."

"The third thing? Well, KZAP sued us. Apparently, they thought

we meant they were Station Z. Now we can't help what they think, but we are sad to see they have lost their sense of humor. After all, entertainment is what radio is all about..."

## Hattrik

Continued from Page 1

this is in recognition of his accomplishments."

Hattrik commented, "It means a lot to me. I appreciate the confidence Gary and the rest of the company have placed in me. This is the best radio management team I know of; I'm glad to be part of it."

Hattrik will remain as PD of KWK & WWWK/St. Louis, the AOR stations whose debuts he supervised. He also guided the programming of Doubleday's WLLZ/Detroit, which also achieved instant ratings success.

## James

Continued from Page 1

James told R&R, "The opportunity to work with Viacom and to work with Al Greenfield, whom I worked with before when I was working at Sonderling, is the main reason for my decision. I have a lot of respect and admiration for Al Greenfield and I believe I'll be able to work well with him."

"I plan to go out there (to California), work as hard as I can, find out what the community likes, and try to provide it," James continued. "I hope to have the kind of help that I've enjoyed in the past that will enable me to be successful."

Regarding his tenure at WVON-WGCI, James said, "I think it's a fantastic position. It's been a great opportunity for me. I'm sure the stations will continue to do well and I wish them nothing but the best."

James joined the stations in 1978, beginning as General Manager and later moving to VP/GM, then President/GM. He entered radio at the now-defunct K100/Oklahoma City.

## Wahlen

Continued from Page 1

Before Group W bought KJQY in January, Wahlen was President, GM, and part owner of the station, known formerly as KOZN-FM. From 1970 to 1975 he was VP/GM of KOSN and KSEA-FM/San Diego.

Westinghouse expects to announce a replacement for Wahlen at KJQY in the near future.

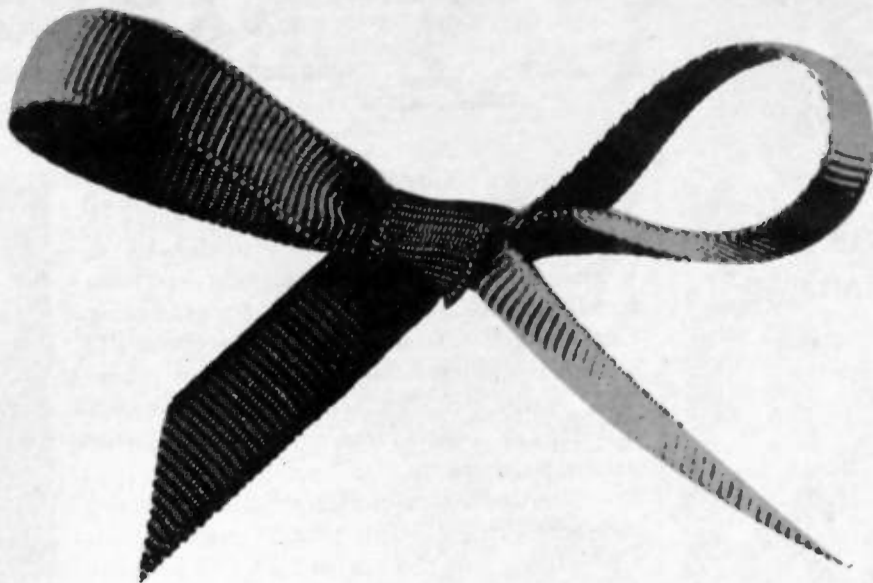
## Fowler

Continued from Page 1

the oath of office before a standing-room-only crowd in the Commission meeting room, Fowler said the FCC should be guided by a single question, "What is best for the people?" And he told his colleagues, "I trust and pray that we will have a good and true friendship - at least four votes out of five."

### A Radio Story

Fowler related how, when he called home to announce his Senate confirmation, daughter Claire, age 11, complained that a local radio station had failed to play a record she had requested several times. "Now, Dad," said Claire, "I'm going to call them back and tell them my dad's the new Chairman of the FCC and if you don't play my record you won't be around any more."



"A child is pure,  
devoid of fault or blame.  
He represents the celebration  
of new life, hope for a better world,  
hope for a better way.  
A child marks the continuation  
of our lives, our future.  
What should he know of death?"

Gladys Knight

**GLADYS KNIGHT  
& THE PIPS.  
"FOREVER YESTERDAY  
(For The Children)."**

**A SONG DEDICATED  
TO ALL CHILDREN  
EVERYWHERE.**

CBS Records and Gladys Knight  
& The Pips will donate the profits  
from the sale of this recording  
to The Atlanta Children's Foundation, Inc.

Donations may be made to:  
The Atlanta Children's Foundation, Inc.  
c/o Economic Opportunity Atlanta, Inc.  
75 Marietta Street, N.W.  
Atlanta, Georgia 30303

On Columbia Records.

This space donated by Radio & Records.  
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RHINO RECORDS - USA  
 LINE-TELDEC - GERMANY  
 BEGGAR'S BANQUET - UK

# POTATOLAND

**3 WEEKS**

**AND GROWING !!**

- M105 WYSP WNEW
- KGB KSHE
- KSAS WBRU WCCC
- WLIR KCSP
- WGBL KTCL WERI
- WGVL WREK
- WHFS KFMZ KTYD
- WZIR KBCO
- WNCS WQBK WSYR
- WAZU WRXL
- WSRZ



RHINO RECORDS (213) 473-1518

POTATOLAND (805) 646-6249



# STREET TALK.

Ronda Curtis will be leaving KWEN/Tulsa within the next two weeks to become Program Director of KLAZ & KOKY/Little Rock. Ronda, who has been handling both the music and programming chores at KWEN, will get her first official PD job when she joins the Little Rock properties. The rumor running around Tulsa is that KWEN will switch formats to Country in the very near future.

The Confidential Report tipsheet closed its doors Friday (5-15), citing "financial considerations" as the reason. The immediate future for several staffers was not made clear.

Walt Brown has been upped to PD at WSGN/Birmingham as former PD Jay Michaels and PM drive jock Reid Lundy both exited the station last Friday (5-15). Walt has already hired Doug Layton from WERC/Birmingham to replace Lundy. Layton is an 11-year veteran of WERC and does play-by-play for the University of Alabama football broadcasts. Walt will continue to handle WSGN's music until he can find a new MD for the station.

Ovation Records President Dick Schory has laid off several employees, including the Pop Promotion Department. National Pop Promotion Director Frank Giuliano and National AOR Promotion Director Lauren Korman are now on the loose due to the cutbacks.

KSET/El Paso Operations Director Chuck Kelly has resigned the station after three years to become PD at KYST/Texas City. KYST is currently a daytimer located between Galveston and Houston, but the station will be increasing power and going 24 hours around June 15. Jeff Blake will remain with KSET as PD.

The WEA Records label will be a reality by September according to WEA International Senior VP Fred Haayen, who will head the new label. WEA Records will serve as a domestic outlet for international acts not currently on any of the existing WCI labels. Promotion and marketing will most likely be handled through one of the current WEA labels: WB, E/A, or Atlantic.

Kim Cunard, PD of KVOL/Lafayette, will exit the radio business shortly to become his own boss. Kim and a friend have invested in their own venture and the pair will go into business for themselves. No replacement for Kim at KVOL has been named yet.

That Rolling Stones summer tour we told you about may turn out to be a fall tour instead. Apparently several solo projects and the recording of a new Stones album will delay the boys getting back on the road for a while longer.

Dean Landsman & Steve Rivers have signed WSNi/Philadelphia as their latest consultation client. The station will be shifting to a more defined 25+ Adult Contemporary presentation.



**HEADS OR TAILS, YOU'RE IN WITH THIS COIN** - Robox Records has minted an undisclosed number of special "Rockolns" (pictured above), which will entitle the bearer permanent free admittance to any concert by the groups named on the "Rockoln" - Ziggurat and Grinder Switch. With all due respect to these two groups, neither is in the concert class with, say, Fleetwood Mac or the Eagles, but it's a neat promotional idea nonetheless. And who knows, maybe Mick Fleetwood will see this and think it's a great idea.

Meanwhile at WIFI/Philadelphia, John St. John, last at WLAC/Nashville, is the new AM drive personality. John replaces Mark Shannon, who recently left for B94/Pittsburgh.

Did Ringo Starr mean it when he told a national TV audience that he was *not* on the new George Harrison single? His story was that he played on the original session, but was not satisfied with his performance and so he took himself out of the whole project.

Y100/Miami paid off big in its "Rainbow Connection" contest, awarding one winner \$252,861.23 on PD Bill Tanner's show. The giveaway was the largest cash prize ever given to one listener in Florida radio history, according to the station, and the amount will be paid out over 20 years. The legal action filed against Y100 by a disgruntled contest loser (R&R 5-1) is still pending.

Jay Allan has been promoted to Operations Director at WTHI/Terre Haute, replacing Bobby Kraig, who recently joined KPLX/Dallas as PD (R&R 5-8).

Ten years ago almost every major market had a key secondary nearby that served as a sort of "farm club" for future air talent. Now it looks like New Haven may be New York City's new talent pool. KC101/New Haven's Dan Lyons does weekends for WNBC/New York and KC101 personality Peter Bush has just begun handling weekends for WABC/New York.

R&R's own (and of course KMPC's) Gary Owens got his star Wednesday (5-20) on Hollywood's "Walk Of Fame." Look for full pictorial coverage of this gala event in next week's edition.

**ELECTRIC WEENIE**

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

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

DARYL DELANEY/KRDR . . . "Sign me up for another year. Your stuff is absolutely overwhelmingly adequate."

Jocks... write today for free samples.



# ERIC CLAPTON

JUST RELEASED  
THE NEW SINGLE  
"ANOTHER TICKET" RS 1064

FROM THE SMASH HIT ALBUM

*Another Ticket*



RX-1-3095



PRODUCED AND ENGINEERED BY TOM DOWD  
ON RSO RECORDS AND TAPES



Well, with most of the R&R staff involved in the baseball season, I've just put in my recommendation for a new name. In Los Angeles's San Fernando Valley, I'm in favor of changing the moniker to *San Fernando Valenzuela*! The Dodger pitcher has taken the country by storm as a nifty 20-year-old star. (As George Burns told me at the crowning of the Playmate of the Year Awards... I have neck ties older than Valenzuela!)

\* \* \* \* \*

Congratulations to KLAC's Sammy Jackson! The Academy of Country Music named Sammy "Deejay of the Year" for 1980...and it's a well-deserved plaudit for a great guy. Among his many accolades already garnered, Sammy will have to get a forklift just to pick up the trophies when he and his lovely bride Suzanne decide to move from their palatial ranch.

I first met Sammy when he arrived in Hollywood to star in TV's "No Time For Sergeants!"

\* \* \* \* \*

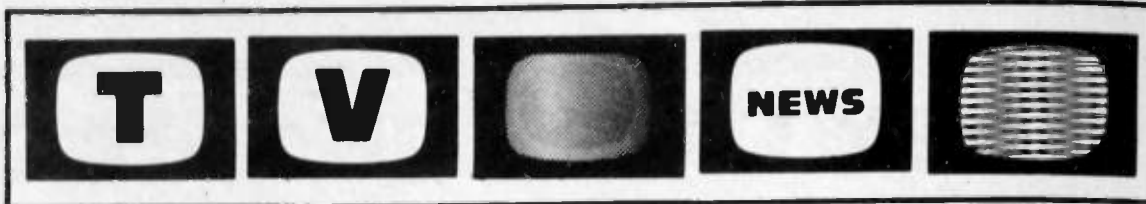
A friend of mine, Roy Thomas, one of the world's great comic book writers and editors, just got married to lovely Danette Couto in a 6am ceremony at the Griffith Park Observatory. The atmosphere was straight out of a surrealistic adventure-romance novel, with the clouds parting, a harp playing, and a bluebird alighting amidst the nuptials (the Nuptials, Fred and Irene, had flown in from Fresno). Most of the country's leading writers and cartoonists were in attendance, and some interesting trivia questions were asked and answered at the reception. Do you know what

the oldest continuously published comic book that is still in print is? (DC's "Adventure Comics"... ) I know Jeff Gelb is reading and checking all of this... because he has all of the back issues of "Mr. Natural." By the way, the initials DC stand for Detective Comics.

Chevy Chase at one time was a writer for Mad magazine... Sergio Aragones of Mad was at the wedding of Roy and Danette and won the moustache twirling competition.

\* \* \* \* \*

At the Hilton's delightful Casino Lounge we had a reunion of sorts... there I was, with the people who had a lot to do with me becoming a deejay. Don Burden was sitting with Ken Palmer and Ted Nelson. Ted was PD at KIMN/Denver and Ken was a high mucky-muck with Clark Brown & Co. at the same station while I was morning man in Denver. I had come there from Burden's KOIL in Omaha, which was my first job in record-playing ever. We talked over old times and then made a four-way phone call to Ted's lovely wife Eileen, who had just gotten out of the hospital.



## ABC Wins Decisive Victory

During the interim between official TV seasons, anything can happen in the ratings, including front-running CBS falling to third, which did happen during the week ending May 17 as tabulated by Nielsen. ABC took four of the top five places on its way to a solid 17.0 average rating, with NBC coming up with an impressive 16.2 for second and CBS finishing at 15.4, with several series stalwarts absent and its top-rated program being the TV movie biography of Tammy Wynette. ABC thus continues a surge begun the previous week when it tied CBS for first with a 16.5 average rating; NBC trailed with 15.2 at that time. Last week's Top 20:

- |     |  |                                   |    |                 |                              |
|-----|--|-----------------------------------|----|-----------------|------------------------------|
| — 1 | Best Little Girl In The World (ABC Mon.Mov.) | 3                                 | 11 | Love Boat (ABC) |                              |
| 4   | 2  | Three's Company (ABC)             | 15 | 12              | CHiPs (NBC)                  |
| —   | 3  | Meatballs (NBC Sunday Movie)      | 2  | 13              | M*A*S*H (CBS)                |
| 14  | 4  | Too Close For Comfort (ABC)       | —  | 14              | Greatest American Hero (ABC) |
| —   | 5  | TV's Censored Bloopers (ABC)      | 5  | 15              | Diff'rent Strokes (NBC)      |
| —   | 6  | Stand By Your Man (CBS Wed. Mov.) | 19 | 16              | Happy Days (ABC)             |
| —   | 7  | Hart To Hart (ABC)                | 16 | 17              | Real People (NBC)            |
| 8   | 8  | 60 Minutes (CBS)                  | 18 | 18              | Fantasy Island (ABC)         |
| 11  | 9  | Laverne & Shirley (ABC)           | —  | 19              | Trapper John, MD (CBS)       |
| —   | 10   | Little House On The Prairie (NBC) | —  | 20              | Barney Miller (ABC)          |

May 10 hits that were either one-time specials or didn't survive to the current Top 20 were 1) "Murder In Texas" Part II (NBC movie) 6) "Broken Promises" (CBS movie) 7) "Nurse" (CBS) 9) "Facts Of Life" (NBC) 10) "Main Event" (ABC movie) 12) "20/20" (ABC) 13) "Battle Of The Network Stars" (ABC) 17) "House Calls" (CBS), and 20) "The Gentleman Bandit" (CBS movie).

### Network Revenues Up, Profits Down

The FCC's 1980 figures for the three TV networks and their owned-and-operated stations show the familiar story of increased revenues but decreased profits owing to higher expenses. The networks brought in \$4.6 billion in revenues (up 11.6%) and earned \$534 million (down 7.2%). The O&O's generated \$700 million in revenues (up 9.7% over 1979) and increased their profits 1.6% to \$208 million.

### Warner Qube Moves To Cincinnati

Warner Amex Cable Communications started its second two-way Qube cable service in Cincinnati last week, joining the pioneer system in Columbus. The company plans to offer 60 channels to over 40 towns in the area, plus a home security system similar to one premiered in Columbus, which provides 24-hour protection for fire, burglary, or medical emergency.

### Music On TV

Rick Nelson co-hosts "Solid Gold" the week of May 22, with Kim Carnes, Sheena Easton, Rupert Holmes, Ronnie Milsap, John O'Banion, and Styx guesting... Gary U.S. Bonds is on "Merv Griffin" May 25... A Beach Boys 20th anniversary special has been produced by Zanya Productions for syndication, with radio simulcasts arranged in some cases... Kenny Rogers has formed his own independent TV/film production company, Lion's Share Productions, with initial projects to be announced shortly.

5

YEARS AGO  
TODAY

## Radio & Records

☆ GARY STEVENS APPOINTED SR. VP AT DOUBLEDAY

☆ CBS CHANGES: RON ALEXENBURG NAMED SR. VP AT E/P/A; JACK CRAIGO VP/GM, MARKETING FOR CBS; DON DEMPSEY VP/MARKETING FOR COLUMBIA.

☆ JESSE BULLET BECOMES PD AT KDEO/SAN DIEGO

☆ NUMBER ONE FIVE YEARS AGO: "Silly Love Songs" — Wings (Capitol)

☆ NUMBER ONE COUNTRY: "One Piece At A Time" — Johnny Cash (Columbia)

☆ NUMBER ONE LP: "Black & Blue" — Rolling Stones (Rolling Stones)

## VIDEOSCOPE:

"ALL-GAME" CHANNEL SET FOR FALL DEBUT: "PlayCable — The All-Game Channel," a joint venture of the General Instrument Corporation's Jerrold Division and Mattel Inc., will be available this fall. The one-way system does not require a video channel, instead relying upon an unused portion of the FM band. Subscribers pay an as yet unspecified fee for a 24-hour, seven-day-a-week service, that provides 15 games from five major categories (sports, action strategy, gaming, and learning fun). These games, such as football or backgammon, would cost \$30 apiece if purchased from a retailer... RIAA/VIDEO SETS VOLUNTARY VIDEO BAR CODE GUIDELINES: RIAA/Video has adopted voluntary guidelines for the use of video bar codes on prerecorded videocassettes and videodiscs. The Uniform Product Code (UPC) is made up of a combination of the manufacturer number and the production selection number... MGM/CBS VIDEO ADDS "SOUTH PACIFIC," TWO SHERLOCK HOLMES TITLES TO VIDEOCASSETTE LINE: MGM/CBS Home Video recently announced the addition of "South Pacific," "The Adventures Of Sherlock Holmes," and "Sherlock Holmes And The Voice Of Terror" to its line of videocassettes. The two Holmes films are available as a double feature on a single cassette, reportedly the first such packaging...

# EASY LISTENING RADIO

Fred Seiden

## "KGIL...In The Valley"

### Ballads, Blues & Big Bands, Too!

Enjoy the great performances of Sinatra, Sedaka, Streisand, Cole, Como, Rawls & Ross. The Big Bands of Basie, Beneke, the Dorseys, Fountain, Mancini, Miller, Riddle, Severinsen. We play over 500 great artists playing the top 5000 songs!

Music hasn't disappeared from AM radio in Los Angeles. It's on KGIL.

Those alliterations and sounds come from the tranquil San Fernando Valley, home of KGIL 1260 AM and KGIL-FM 94.3, with their studios and transmitter (with three large towers) located on a quiet residential street far from the commercial centers of Los Angeles. Looking around the inside, KGIL appears to be very much like most of today's sophisticated operations where the computer is king. In this case, a Schaffer 903 makes the format come to life, using either computer-assist or total automation with excellent results.

To learn more about the station, part of a growing vanguard of non-rock formats, I talked with Stanley G. Warwick, Executive Vice President, Buckley Broadcasting of California; and General Manager of KGIL-AM-FM.

R&R: How long have you been with KGIL, Stan?

SW: I'm starting my 17th year, and I've been Manager since 1968.

R&R: From the promos I'm hearing on the air, you've been doing this current format since July 4, 1979 — approaching the

"If we depended on Arbitron we would have been a cornfield a long time ago."

second year of Ballads, Blues & Big Bands, Too! One thing that apparently hasn't changed over many years is KGIL's relationship to the San Fernando Valley.

SW: That's our identity, and that's where most of our dollars are going to come from in sales. 30 some years before the Buckley Group ever bought it, KGIL was a Valley station. Of course, we know people from all over the area are going to sample us more now because of our format being so unique, but it's still a Valley station.

R&R: Why don't you describe the San Fernando Valley for those who have never been here?

SW: Well, it's an area that in the last 25 years has grown tremendously. It was mostly what we would call the "bedroom community" of people who work in Los Angeles proper. But as the years have evolved with Lockheed and Rocketdyne and so many other big companies having their plants out here, it has become, if it were split off, probably the 7th or 8th largest city in the U.S. There are a million and a half people who reside here now.

R&R: I'd like you to talk about the format, itself. First of all, who came up with the name?

Fred Seiden is an established programmer and promotion expert with an extensive background in the Easy Listening Radio field. To contact Fred, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



SW: Actually, our VP/Sales Jim Mergen came up with "Ballads, Blues & Big Bands, Too." It's his favorite type of music and he suggested the name, which we've been using for two years.

R&R: How did KGIL determine its music scope?

SW: Generally, we were thinking 1960 would be as far back as we'd really go, outside of the "Swingin' Years" shows. Most of our programming is 1960 forward, and the music we hope would all be familiar, a lot of standards. Regarding those contemporary artists that KGIL would use, if they have universal appeal to our audience, someone who might appear in Vegas or something like that, then those artists would fit the format. I should say we knew we were going to be skewing to an older audience.



Stanley G. Warwick

R&R: In the Los Angeles market, KGIL is the only AM radio station playing what you'd call "middle of the road" music.

SW: We're really back to where we were until around 1975.

R&R: With one difference — the execution of the format is a little more like "Beautiful Music" during some parts of the day.

SW: Especially at midday, from 10-3, we do have a flow playing three selections in a row, and the music is back-announced at the end of each group of songs.

R&R: Talk a bit about the music categories.

SW: There's one called "standard vocal," "Big Band," "recurrent" (a former contemporary hit that fits our sound) and "current." For instance, as a current song we played Willie Nelson's "On The Road Again." The whole thing is put together by our Program Director, Mike Lundy.

R&R: Your drive time hours and the air talent are much more typical of the full-service MOR station. Morning man Jerry Bishop and Tom Brown in the afternoon bring together commercials, "skywatch" traffic reports, news and weather — and still play quite a bit of music during those busy hours. And in the evenings, there's another programming shift with Chuck Cecil.

SW: That's true. Chuck has been here eight years since leaving KFI, with the "Swingin' Years." He's on 9:30-11:30pm Monday through Friday; and on Sundays 9-11am and again in the evening from 6-8.

R&R: And this is really big bands!

SW: You're talking about Benny Goodman, Glenn Miller, Tommy Dorsey; and he's playing the old 78's and transcriptions in many cases.

R&R: What about some of your other specialty shows?

SW: "Saturday With Sinatra," hosted by Sid Mark, is out of Philadelphia. This month marks one year with this show, and it's been very successful. There's "Your Hit Parade" with Andre Baruch and Bea Wain, from Radio Arts. This program features the original recordings by the artists who had the big hit songs of the 40's and 50's. In February we had a Tony Bennett 4-hour special, and a live remote broadcast for the National

• KGIL, another phase of Easy Listening Radio, features non-rock music generally from 1960 onward.

• Historical specialty shows expand the musical range.

• As a suburban station, KGIL depends heavily on local advertisers.

Leukemia Radiothon. Coming up, we have a 3-hour special to salute Paul Anka for his 25th anniversary in show business.

R&R: All in all, you offer a great deal of variety. How do you promote KGIL?

"1960 would be as far back as we'd really go... Regarding contemporary artists, if they have universal appeal to our audience, someone who might appear in Vegas, then those artists would fit the format."

SW: That's a problem. We use local newspapers and Los Angeles magazine, and the rest of it is going out in the community with our mobile studio van to be on-the-scene for many affairs. The personalities appear to MC various functions and I'm very active in the community on many levels. So a lot of it is just "word of mouth."



KGIL Mobile Studio Van

R&R: Arbitron has never given you much help with rating numbers. I'm interested in your approach regarding sales.

SW: We work for our clients, and I think sometimes we forget what advertising is all about. It's to move product, that's the only thing it's really for. We have to move product because without that, we can't exist. Our sales force must produce because they have to go back and face that client. As you would guess, a major part of our business is the local advertiser. Frankly, if we depended on Arbitron we would have been a cornfield a long time ago.

R&R: Even though you simulcast all your programming, with the limitations of a directional 5kw transmitter along with the low-power FM station, coverage is not one of your strengths. In theory, if you had a 50,000-watt radio station right now, how successful do you think this same format would be without any signal problems?

SW: I think it would be very successful. I don't believe it would have been six years ago because the public wasn't ready for it then. Today, it would be very successful, no question about it.

# CHAKA is Growing on Stations Nationwide!



WABC add 22	KIQQ deb 31	92Q add
WKTU 10-9	KNUS 29-21	KYNO-FM add
WXKS-FM 16-10	KSET-FM 27-22	FM102 add 28
KRLY add 19	B97 add	KGGI 30-26
Y100 add 25	WFMF add	95SGF add
KEARTH 22-20	WJDX 21-16	FM99 on
KRLA 15-9	WAXY 29-27	KVOL 26-26
KIIS-FM 16-10		

# CHAKA KHAN

## “What Cha’ Gonna Do For Me”



Produced By Arif Mardin

ON WARNER BROS. RECORDS

# BRAD MESSER



## The Ol' Faded Purple Ribbon Blues

So the future is finally here! Last week the new KCBS "News Machine" was featured in Gail Mitchell's News/Talk section (R&R 5-15), with a mouthwatering description of the all-electronic capabilities now being used by ND Larry Cooper and his staffers in San Francisco. Although it would be a heinous oversimplification, some electronic journalists might believe the most significant accomplishment of a word-processing, data-filed, cart label-printing, split-screen readout, quartz crystal-timed news operation will be more efficient handling of news. No, it goes much deeper than merely that. On the bottom line it means the beginning of the end of a revered trademark by which real newsmen have been recognized across perhaps a century of American journalism. Purple fingers. An entry-level reporter working the all-night shift often receives his first real recognition when eyes dart to stained fingers, and the person attached to them can modestly but proudly say, "Yeah, I changed the ribbon."

Those days will soon be gone. CRT's, processors, dishes, transponders, and other magic boxes are closer than the horizon now. Soon none of the first-year newsmen will know how to replace a ribbon. Old veterans will sit flat-buttied in their over-the-typewriter bent-back slouched postures and gripe about how News has gone all to hell since the good ol' days when you could tell an honest, working radio newsman by the inkstains on his hands.

I for one won't miss those old days a bit. If you've read my little corner of R&R over the past couple of years, you've waded through line after line of me whimpering and moaning about how old-fashioned virtually all newsrooms are. You may have thought me impatient. No, I'm not. Do you have any idea how long ago the first electronic journalism was effected? More than a century! My personal Almanac of Little-Known and Little-Cared-About Facts and Near-Truths contains this entry under the day May 25, 1844:

*The Baltimore Patriot's Washington Correspondent becomes the first journalist to dispatch a news story by telegraph, sending a wire reporting the House vote on "the Oregon question."*

If you count that as electronic journalism you're going back 137 years. I've been patient, yes? What's being called the all-electronic newsroom is a working reality thirteen decades after the abovementioned. I offer my congratulations to the people responsible.

May the gods of such things look kindly down on the rest of us inky-fingered reporters and decide to loft us all into the higher levels soon! While we're on the general subject, how about electronic splicing so we can abandon the blades?

## CALENDAR

### Memorial Day 1981

**MONDAY, MAY 25:** Over 700,000 Americans who died in combat are among those honored by our nation today, as we fly flags at half-staff and pay tribute at their graves with flowers, on what used to be called Decoration Day.

The DC-10 dropped-engine crash near Chicago's O'Hare airport was two years ago today. The toll of 275 fatalities remains America's worst domestic aviation accident.

"Star Wars" came out four years ago, and set the world record for highest-grossing film by pulling in \$267 million in twenty-four months.

Karen Valentine is 34. Leslie Uggams is 38. Tom T. Hall is 45.

### Old Ship Buried In Desert

**TUESDAY, MAY 26:** Twenty-seven years ago today a sailing ship was found buried in the desert sand near the Great Pyramid of Cheops in Egypt, hidden in a subterranean vault protected by a ceiling of stone slabs. The wooden ship is approximately 4550 years old, and is thought to have been made for King Cheops to use as transportation in the afterlife. The oldest known Egyptian ship (discovered in 1954) is now displayed in a museum near the pyramid, so the king's travels are somewhat limited.

On this date in 1942 Japanese domestic radio announced confidently that Tokyo was winning the war, and that there would soon be "a victory march into New York" to end World War II.

Peggy Lee is 61. Peter Graves's brother James Arness is 58. Hank Williams Jr. is 32.

### Reagan Locks It Up

**WEDNESDAY, MAY 27:** It was a year ago today that Ronald Reagan locked up the Republican presidential nomination with primary victories in three states.

The Supreme Court of Alaska decriminalized possession of small amounts of marijuana six years ago today, and residents have since been permitted to legally grow their own in noncommercial amounts.

San Francisco opened the Golden Gate bridge to pedestrians 44 years ago today, and to vehicles the following day, May 28, 1937.

Nobel Peace Prize-winner Henry Kissinger is 58. Vincent Price is 70.

### Lemme See The Wine List

**THURSDAY, MAY 28:** The highest price ever paid for a bottle of wine was \$31,000, plunked down a year ago by John Grisanti. The wine wasn't even fresh . . . just some 158-year-old Chateau LaFite sold at auction.

The world record for flying upside down was set seven years ago today over the Arizona desert, when John Leggatt kept his airplane inverted for 2 hours 15-minutes.

Carroll Baker is 50. Gladys Knight is 37. John Fogarty is 36.

### Bob Hope Is 78, No Joke

**FRIDAY, MAY 29:** Leslie Townes "Bob" Hope, older than full-length movies and even older than the Wright Brothers' airplane, is 78 today. Aside from Muhammad Ali's claim, it's probable that Bob Hope has the most-recognized name on Earth.

The best-selling single song ever was recorded on this date in the spring of 1942 . . . Bing Crosby's "White Christmas."

Racer Al Unser is 42. Assassinated President John Kennedy would have been 64, but was gunned down at age 46 by Lee Harvey Oswald.



THIS WEEK:  
DOC HOLLIDAY

NEXT WEEK:  
TOM JOHNSTON

Call Jim Brady (213) 392-8611  
2623 Main Street Santa Monica, CA 90405

# Media Marketing

## Researching Your Advertisers

Last time, I attempted to provide an overview of the factors which concern advertisers, both local and national, in their selection of media vehicles on which to spend their ad dollars. I emphasized the similarities and differences between the local and national groups, with the greater sophistication of national advertisers being the overriding consideration.

The factors I discussed last time should be viewed as general guidelines for thinking about how to more effectively market your station to the advertiser audience. In other words, just as the programming mix should be viewed in terms of the bundle of benefits (music, news, relaxation, etc.) it offers to listeners, your sales efforts should focus on the benefits offered to advertisers (low-cost, low clutter, flexibility, high concentration of desired target audience).

However, just as any group of listeners exhibits its own particular characteristics and listening preferences, the potential advertisers for your station will have their own particular profiles of advertising needs. Therefore, it is important that you establish, on a more precise basis, exactly which factors are of most importance to the advertisers you are attempting to attract to your station. In other words, the general guidelines I discussed last time can form a useful starting point, but you should not be misled into thinking that *all* advertisers behave as I suggested. Research is necessary in order to determine, *for your market*, what factors are the dominant ones.

### Whom To Research

In some cases, finding out which person within the organization actually makes the media buying decisions is a challenge in and of itself. For most local advertisers, the problem is usually not too severe, for the owner-managers of most small businesses make the decisions themselves. In other instances, however, the local advertiser may receive guidance on media decisions from an advertising agency. In such cases, the media analyst at the agency becomes an important person to research. For national advertisers, the most common arrangement is for a national advertising agency to be responsible for media placement; in other cases, the entire advertising process may be "in-house," or the media decisions may be farmed out to an independent media buyer. Almost without exception, national advertising media decisions will be made with the assistance of a mathematical or computer-based media allocation model. The key point to keep in mind is that the people you want to research, regardless of the type of advertiser, are those who are *directly responsible* for making and/or influencing the media decision. You want to understand their needs and motivations, how they do their job, and how you can help them do it better.

### How To Research Them

Because you deal with so many fewer advertisers than listeners and because you have direct personal contact with many of them, the research methods used to research advertisers are substantially different from those used to research your listening audience. For example, one of the best ongoing sources of research information from advertisers is that which can be obtained by your sales reps.

### Sales Force Research

Sales representatives of any station are a key "interface" between the station and its advertisers. But not only do the reps "represent" the station; they can also "represent" the advertiser market effectively by feeding back information to station management. Many modern marketing organizations have set up systems for their sales forces whereby the sales rep is required to fill out an information card on each sales call made. The card contains mostly basic information, such as the customer's name, the date, time and duration of the call, the outcome, etc. But the card also should contain some "why" information:

- "Why" does the prospective advertiser use the media he does presently?
- "Why" hasn't he used your station in the past?
- "Why" won't he use it now (or why is he willing to switch to it)?
- "Why" is he satisfied or dissatisfied with his current media mix?

Such questions are intended to be for the use of the sales reps only — they are not to be used to "interview" prospects. If the reps know that they have to fill out a card containing these or other similar questions, it is much more likely that they will elicit this information, or at least attempt to, during the course of their conversations with customers. Over time, a rapport builds up between customers and sales reps, such that you can expect to get some very honest and insightful responses via this virtually "no cost" research route.

A couple of notes of caution about this research avenue. First of all, you must remember that this is only an *exploratory* method — you certainly can't take everything you get back at face value. For one thing, price will almost always be overemphasized — customers always want lower prices, and so do sales reps in many cases. Secondly, you cannot accept, for obvious reasons, everything sales people say as "gospel"; they have their own motivations, which are not always as consistent with the goals of the station as one might like. So, be cautious of the feedback you receive from them — mistrust it, but use it as a source of potential research priorities. If there is something wrong with the package of benefits you are offering advertisers (other than its price), you should expect to see a consistent pattern of mentions of this

problem popping up on the information cards. You can then follow up on this more systematically.

It is conceivable, in some cases, that you may wish to sponsor a focus group discussion with a number of advertisers in order to uncover problem areas. Advertiser focus groups are no different in concept from listener focus groups — they are simply instructed discussions designed to let your advertiser or potential advertisers tell you how they perceive their advertising decisions, their options, etc.

Focus groups can be run successfully with local business owners and media buyers, but it will be essential that you have the group conducted by a professional moderator and that you are prepared to pay the group participants as much as \$20 — \$30 for their time. Again, it should be underscored that focus group results are only exploratory and should never be used as the basis for any sort of important decision.

### Personal Interviews

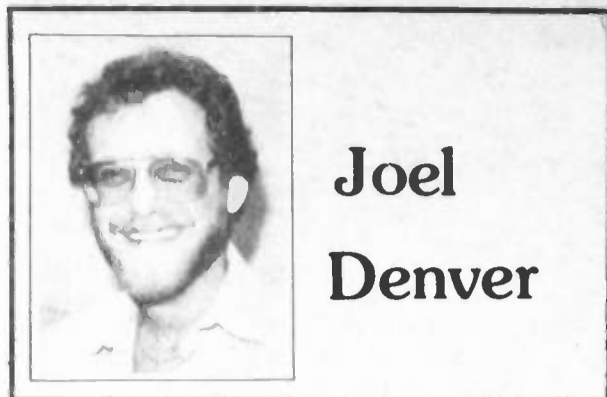
Personal interviews, wherein a trained research professional contacts advertisers, either face-to-face or over the phone, for the express purpose of studying their advertising decision-making, are a very flexible research tool. They can be used in lieu of focus groups as exploratory devices, or they can be used to structure a more statistically valid *survey* of the advertisers in your market. Many market research firms have a staff of interviewers which deals specifically with "professional" respondents — business executives, doctors, lawyers, etc. It is not impossible to research your advertisers, but it does require a careful, and sometimes costly, approach.

Most of my discussion has centered on researching local advertisers, because for most stations, that is where the bulk of their sales lies. Secondly, the costs of doing research on national advertisers, relative to the payoffs, would be prohibitive for most stations. What I would like to suggest is that organizations which represent radio at a national level — trade associations like NAB and NRBA, networks, and especially rep firms — take the lead in national advertiser research.

For instance, all of the techniques I've talked about here could just as easily be used by a rep firm to research national advertisers and media buyers. Such research should lead to a better understanding of the rep firm's role in assisting stations in their quest for national ad dollars. Individual stations should be able to select a rep firm based on the entire range of services offered — perhaps a research-oriented rep firm, which shares its insights with member stations, will emerge as the dominant type of rep firm in the 1980's.



**D**r. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 533-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



Joel  
Denver



STAFF IS KEY TO SUCCESS

## WLS Keeps Rocking And Winning

For years the call letters WLS/Chicago have meant great radio and great ratings. Since October 1980, WLS-FM95 has been carrying the tradition onward on the FM band. The most amazing aspect of this success is its ability to do so without causing a major drop in AM numbers.

Many observers felt the FM would do well, especially with the addition of former WLUP/Chicago personality Steve Dahl, but at the expense of AM numbers. To find out how the double success was accomplished and to take a look at the WLS philosophy, I spoke to PD John Gehron shortly after the ratings.

### WLS-FM95 Fills A Void

John has been PD at WLS for over seven years. "I even know all the streets in Chicago by now," he joked, "I do know this town and understand what it wants. By adapting the WLS format to the FM band, we succeeded in filling a void in the market."

The ratings picture in Chicago is pretty tight. Before going further, take a look at the most recent WLS-AM-FM figures and those of the stations most likely to share audience.

#### Winter '81 ARB 12+ Shares

WLS-AM	5.7 to 5.3
WLS-FM	1.2 to 3.5
WEFM	2.7 to 1.1
WLUP	3.8 to 3.4
WMET	3.5 to 4.0
WXRT	1.7 to 1.3

According to the numbers, WLS-AM dipped slightly, but WLS-FM95 almost tripled. Where did all of the extra audience come from? John answered, "Historically, the AM is down a bit in the winter book, but I think a lot of our FM numbers came from WEFM changing formats from CHR to A/C, and from the AOR stations. They have listeners that don't like a steady diet of hard music and to a lesser degree some A/C listeners that find their stations too soft."

Promotion is a strong part of the WLS format. John explained, "We promote strongly on the AM and the FM, but did not overdo the promotion for the FM. We simulcast from 5:30 to 10am with Larry Lujack, and from 7 to 11pm with Brant Miller, and that has helped a lot. Cross-promotion of the other station is only done when and where it makes sense, especially during simulcast times."

**"WLS is now reaching a new audience that just won't listen to music on AM any more."**

"There are times when both stations do the same promotion, like our recent movie premiere of 'The Return of The Lone Ranger.' When we gave away Van Halen albums, it was an FM-only promotion."

John likened the AM and FM "to a department store with only a downtown location. Some people won't shop there. You open up a store in the suburbs and you get a whole new group of customers. WLS is now reaching a new audience that just won't listen to music on AM any more."

### Same Format With Minor Differences

Just as John mentioned that certain promotions are run simultaneously on both stations, so are certain records. But there are those that will never be played on the AM and some never on the FM.

"The AM is a traditional CHR station. It is a bit softer in the daytime, but rocks just as hard as the FM



does at night, even during non-simulcast hours. The FM stays much more consistent throughout the day and night, leaning a bit more AOR, but still very familiar and hit-oriented."

Explaining the reasons for musical differences, John pointed out, "Positioning is key. We are at 95, WMET is 95.5, the Loop is 98 and WXRT is 93, so we rely a lot on shared come of these stations in developing our own come. The music has been the key selling point to our station's growth versus outside promotion."

If the stations sound similar and run basically the same format, I asked John about call letter and AM/FM confusion in rating diaries. "When I went to Laurel to look at them from the fall book, I was surprised to see no signs of confusion at all. This is a very call letter-oriented town. There seemed to be no AM/FM confusion either. There could have been major problems that book especially since we were running WLS programming and still had WRCK for call letters."

### Steve Dahl: Transition From AOR To CHR

When WLS decided to drop the WRCK identity and change to WLS-FM, the ball was set in motion to make this station an alternative to the AOR competition, but still CHR in nature. When Steve Dahl and his partner Gary Meier left the Loop, WLS surprised everyone by negotiating a deal amid speculation that the well-known pair would end up at WMET.

Steve's background is deep in AOR. I asked John about the difficulty of making the change. He explained, "Musically Steve has not had to compromise too much since the music is harder than the AM plays. Research shows his listeners from the Loop have accepted him and the music of WLS. He has in turn been exposed to a different kind of listener."

"This has actually helped his market profile since coming to afternoon drive. More people hear him now than ever. I have worked with him a great deal to get him to understand the philosophy of WLS and why certain format elements are done in a certain way. His humor is more broad-based than before. I would say he

has adapted very well and so have we."

In AOR, it is very rare to hear a personality talk over a record, "but he does it occasionally. He kind of likes it as a change of pace. I built a lot of segues into the FM format to keep the pacing of the station more in line with the music we play. In fact, the segues have worked out so well that I have put some of them each hour on the AM too," John confided.

**"WLS is an exciting CHR station on AM and FM. Too many CHR stations have now gone after the 25+ audience. They have strayed too far from their roots. There are only so many ways to slice that 25+ pie, and it's getting pretty thin."**

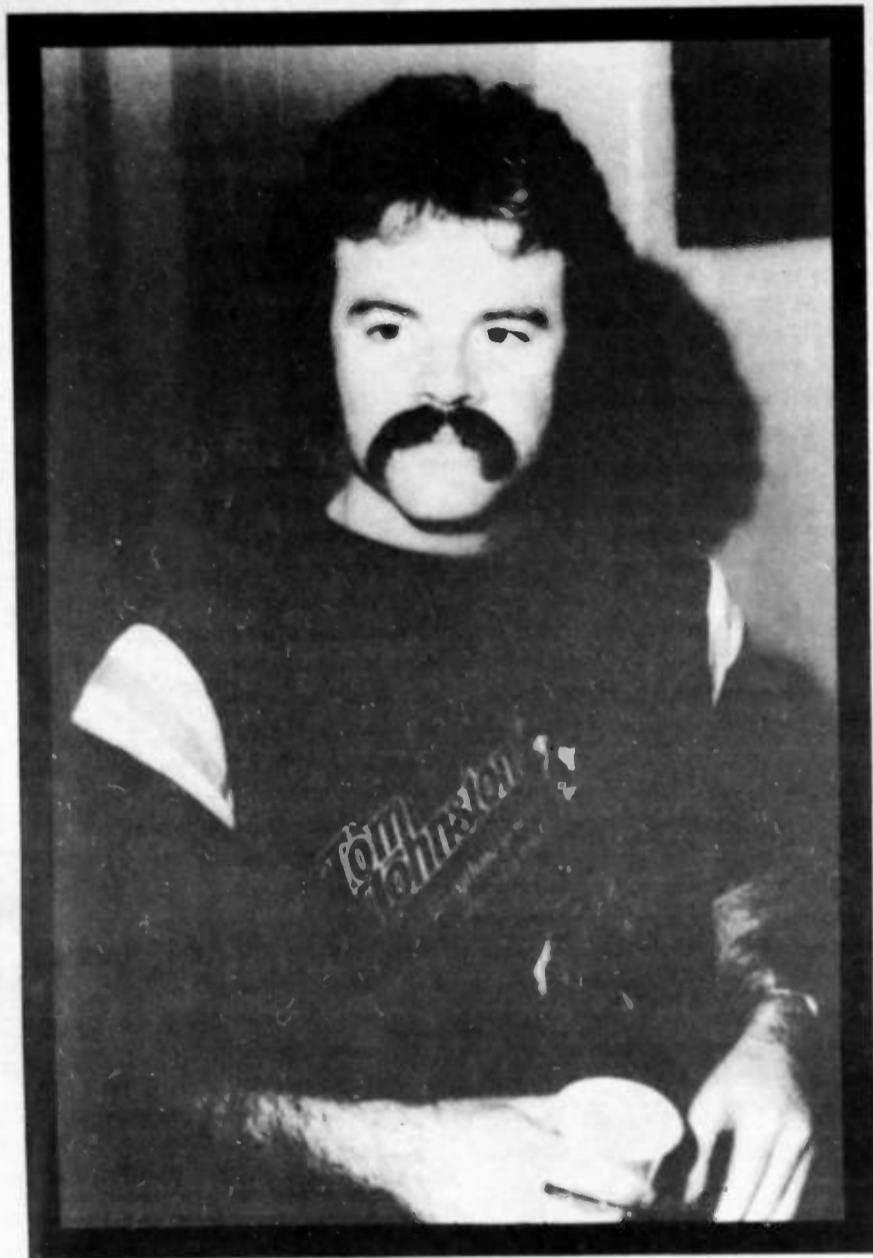
Steve Dahl has a reputation for being outrageous. There were times on the Loop where he won acclaim for his wit, and at other times citywide disapproval on matters of taste. Addressing this potential problem, John said, "By reputation people point the finger of guilt at him when another station does something tacky. He is quickly losing that image, though."

John described a recent situation where another FM station "was on the air advertising a contest to guess when IRA protester Bobby Sands would die. The winner would get a sack of potatoes. This is sick. We caught heat for it, but being wrongly accused, we aired a statement saying so. The public reacted in a very positive manner."

### WLS-FM95 Walking The Tightrope

While WLS-FM95 has been described by John as "a station sandwiched between AOR and CHR," he feels

A 'Timely'  
New Smash From  
Tom Johnston.



KBEQ	KWEN
KEZR	KKXX
WAAY	FM103
CK101	KRLC

**TOM  
JOHNSTON**

**"Wastin'  
Time"**

Produced By Michael Omartian



On Warner Bros. Records



His 'Arc' Just Got  
Higher:

**NEW & ACTIVE**

STEVE WINWOOD "Arc Of A Diver" (Island) 51/9  
Moves: Up 21, Debuts 3, Same 18, Down 0, Adds 9, CKGM, KBFM,  
WJDX, WOKI, KIOA, WFOX, WISE, WFLB, WTRU, KBEQ 17-13,  
KOPA 27-23, WPST 21-18, KWEN 24-20, K96 26-23, KOOK 25-21.

**"Arc  
Of A Diver"**

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**STEVE  
WINWOOD**

Produced By Steve Winwood



On Island Records

Manufactured and Distributed by Warner Bros. Records

# WLS Keeps Rocking And Winning

Continued from Page 22

its "growth will continue because of the limited appeal that the AOR format offers today. Playing only one type of music has lessened the variety that used to set AOR apart from other formats.

"While a modal format is good for the hardcore AOR listener, it tends to become a bore for the occasional AOR listener and it limits expansion beyond the 18-24 cell. WLS is an exciting CHR station on AM and FM. Too many CHR stations have now gone after the 25+ audience. They have strayed too far from the roots. There are only so many ways to slice that 25+ pie and it's getting pretty thin. Those A/C stations are getting boring too. They use too much callout research and as a result play nothing but oldies and a few Kenny Rogers and Barry Manilow records for currents."

To back up the format and keep it on target, WLS has a large "research and marketing unit" working fulltime. According to John, "They do extensive retail sales surveys, which totally governs the printed playlist. This is combined with callouts and other weekly survey questions to form the rotated playlist.

"Should research show a record has limited appeal, but hit potential, it will only be played where needed. It is most important for the right mix to be on the air. I still let the personalities pick some oldies to help balance their shows.

"Oldies are tested continually for popularity. We have noticed a resurgence among records that were only midchart hits that are now some of the most popular oldies today. A good example are some songs from the Doors," he elaborated.

What's causing this newfound resurgence? "It's the fault of the record companies," he charged, "because most of the product released today is either too soft or too shrill. These records have a sound that is missing today, and all stations of every format are relying on oldies more and more for familiarity."

## The Magic Of WLS

To continue year after year as a winning station, beating WCFL after years of battle, standing up to WEFM when it was CHR, and now spreading dominance onto FM is quite an accomplishment for WLS.

I asked John about what it takes to win continually. "The answer to the success of WLS is the staff. There is a sense of tradition and professionalism that permeates the building. ABC continues to train people here and then send them to other markets. This is a magic place."

Describing his feelings a bit further, John added, "WLS is like a person. We recently had a 21st anniversary as a rock station, and no one on the staff wants to be responsible for letting this station ever fall apart. Everyone works hard."

**"The answer to the success of WLS is the staff. There is a sense of tradition and professionalism that permeates the building. ABC continues to train people here and then send them to other markets. This is a magic place."**

The competition is very keen in Chicago. AOR competitor WLUP has suffered a serious ratings decline over the last several books and recently announced (R&R 5-15) that it has purchased all of the tickets for the upcoming Tom Petty concert to bolster its image. WMET, earlier this year (R&R 1-16), foiled

## CONTEMPORARY HIT RADIO

a huge Loop promotion by giving the answers to a contest on the air. WLS continues distributing its Fantastic Plastic Cards and giving away thousands of dollars, and on occasion an entire house.

Besides contests, WLS is very active in the community. It sponsors numerous walk-a-thons and charity events in an effort to keep its ties to the streets. John feels, "You can go home every night and read the paper and relax, but unless you get out there with the people, you will never find out what makes them motivated enough to attend an event."

As a testimony to this involvement, the city of Chicago has officially named WLS as the city's official station for summer information. In response, WLS installed a 24-hour "information hotline" voiced by the air talent. To find out what's going on, just call WLS-3333.

## What's Next For WLS?

Any time ratings come in strong, there is cause for celebration and cause for more work to improve upon your gains. "I get a lot of input from my people about what they think the public needs. Whoever ends up replacing John Landecker (who recently moved to CFTR/Toronto) will be in a key position, and I will call upon that person for lots of input. This is not just John Gehron's station, it belongs to everyone who works here."

Right now, WLS-AM&FM are simulcasting in certain dayparts. How long will this go on? "The two stations will continue to grow hand in hand as long as it benefits us to keep them this way. For the last five years I've been wondering how long the success can continue. I'm real glad it hasn't stopped. The unique thing about our present situation is that both stations are designed to help each other, yet are strong enough to stand alone if they have to," John summarized.

## KBRT

Continued from Page 1

The intruders claimed to represent the National International Citizens Enterprise (NICE) and demanded admittance to the station's air studio where afternoon air personality Rich Buhler was winding into the last hour of his daily talk program.

Buhler described the following chain of events. "At the time the men came into the studio, there was a record playing, which is an unusual situation for a talk program, but my guest was a musician. The men told us to lift our hands, emphasizing their demand with their hands in their pockets.

"They said they wanted us to broadcast a religious tape they had brought," Buhler continued. "After a five or ten-minute discussion, we reluctantly agreed to let them express their opinion."

According to Buhler, the in-

truder's tape accused the National Council of Churches of being involved with the Guyana Massacre and the 27 murdered children in Atlanta, among other things. "It was cornily produced," Buhler noted. "You almost expected to see Gary Owens with his finger over his ear... It began with this hokey 'This is a special broadcast. A conspiracy has just been revealed... I wouldn't say it was incoherent, but it was certainly disjointed,'" Buhler concluded.

Buhler characterized the four men as "nicely dressed," adding that no one at the station saw any weapons, nor were there any direct threats of violence. KBRT preceded the tape with the disclaimer that it was being aired under threat, and listeners called the police, who arrived minutes after the tape had ended and the intruders had departed.

"We're just thankful there was no one harmed," said Buhler.



**LOVELY RITA LIKES TO ROCK** — Promoting her book about ABSCAM, Rita Jenrette stopped by to boogie with the boys at WBYC/Charlotte. Shown (l-r) are PD Bob Kaghan, morning man John Boy Isley, Rita Jenrette, a very pleased Jeff Wicker, and afternoon man Mike Edwards.



**TIGERS AT CHAMBERSBURG** — Pictured with Detroit Tiger Tom Brookens (center) after a recent fund-raising baseball game is WIKZ/Chambersburg, PA PD/MD Bill Matthews (top right), along with air personalities and staff members.



**TWO PIGS IN A BLANKET** — KZZP-FM/Phoenix morning man Jonathan Brandmeier (left) wore a Miss Piggy mask on stage at a recent Martin Mull (right) appearance and helped the comedian sing his popular song "Pigs In A Blanket."

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EVER SEEN!**

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# A PERSONAL LETTER

## NEIL BOGART

To My Friends In Radio:

Although we are not in the same business, radio stations and record companies are certainly in the same industry, and their relationship, at its best, is like a good marriage. The give-and-take we experience daily, like a partnership between people, is what keeps the music thriving, and honest. We owe our industry, and each other, the honesty of our true feelings, which is why I'm writing to you today.

I want to share with you directly my attitude about the new direction that my company has taken. I have always made the effort to trust my instincts, and they tell me that the best path for Boardwalk now is a new pattern of distribution for our product. I know that you will understand this move, and I hope you know the dedication that I bring to it.

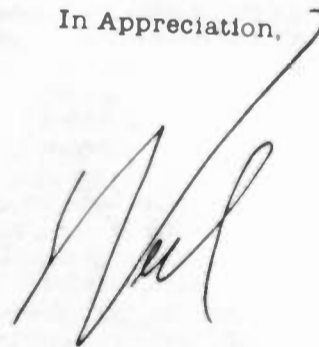
As I've done in the past, I will continue to rely on your good faith, which I trust will be rewarded many times over. You have shown such a tremendous response to our new company that I'm encouraged to build Boardwalk into a label of which our industry can be proud.

I thank you. It makes all the hard work worthwhile.

Hard work is an understatement for us, especially during this period of transition, as we build our new structure, and I promise we'll be worthy of your patience. Product will continue to flow, and promotions will continue as always, each one trying to be more imaginative than the last. And why not?

We're in a creative industry, and we're in it together, stronger than before.

In Appreciation,



#### UNIVERSAL RECORD DISTRIBUTION

Philadelphia - Chuck Oliner  
DeWitt Hopkins

#### SCHWARTZ BROS. INC.

Washington, DC/Baltimore - Mark Weiss  
Gerald Bowie

#### ALL SOUTH DISTRIBUTING

New Orleans - Bobby Bellisle

#### M.S. DISTRIBUTING

Chicago - Greg Hagglund  
Joe Brom  
John Muller  
Alvin Thomas

St. Louis -  
Kansas City -

#### PICKWICK INTERNATIONAL

Atlanta - Johnny Bee  
Henry O'Neal  
Miami - Skip Schreiber  
Dallas - L.G. Hughes  
Houston - Jon Sullivan  
Minneapolis - John Grady  
Los Angeles - Rosie Guevara  
San Francisco - Bernard Adam  
Seattle - Keith Chambers  
Nashville - Steve Powell  
Denver -

#### PIKS DISTRIBUTING

Cleveland/Pittsburgh/Buffalo  
- Lenny Evanoff

Cincinnati - Guy Evans

#### AMI DISTRIBUTING

Detroit - Bob Schwartz  
Jay Butler

#### BIB DISTRIBUTING

Charlotte - Bob Thompson

#### MALVERNE DISTRIBUTORS

New York - Jerry Ross  
Boston/Hartford - Joe Bernard





**EAST**  
Most Added Hottest  
Marty Balin  
Julca Newton  
Manhattan Transfer  
Rick Donahue  
Kim Carnes  
Stars On 45  
Raydio  
Taste Of Honey

# 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  
Marty Balin  
Manhattan Transfer  
Pointer Sisters  
Kim Carnes  
Stars On 45  
Taste Of Honey

**EAST**

**PARALLEL TWO**

140/Worcester, MA  
Gary Nolan

AIR SUPPLY  
JESSE WINCHESTER  
Hot: KIM CARNES 2-1  
CHAMPAIGN 6-4  
JOHN LENNON 11-7  
RAYDIO 14-10  
TASTE OF HONEY 14-13

WBBF/Rochester, NY  
Dave Mason

CHUCK WAGSTONE  
TOM PETTY  
AIR SUPPLY  
Hot: KIM CARNES 5-1  
STARS ON 45 3-3  
RAYDIO 9-6  
NEIL DIAMOND 17-11  
FRANKE/KNOCKOUTS 22-18

WICQ/Bridgeport, CT  
Bob Mitchell

MARTY BALIN  
JUICE NEWTON  
MANHATTAN TRANSFE  
Hot: KIM CARNES 4-1  
STARS ON 45 5-4  
JOHN LENNON 7-5  
G. HARRISON D-17  
JOE WALSH D-27

WKRO/Harrisburg  
Betsy Kaye

JESSE WINCHESTER  
PURE PRAIRIE LEAG  
Hot: KIM CARNES 1-1  
RAYDIO 7-3  
TASTE OF HONEY 14-6  
G. HARRISON 19-13  
NEIL DIAMOND 17-14

WKEE/Huntington, WV  
Gary Miller

BILLY SQUIER  
MARTY BALIN  
MANHATTAN TRANSFE  
ROBBIE DUPREE  
KIM CARNES 3-1  
RAYDIO 5-2  
TASTE OF HONEY 10-6  
FRANKE/KNOCKOUTS 9-7  
CHAMPAIGN 13-9

WOLF/Syracuse, NY  
Bob Mitchell

MANHATTAN TRANSFE  
CLARKE/DUKE  
JOEY SCARBURY  
Hot: KIM CARNES 1-1  
STYX 10-5  
STARS ON 45 13-7  
TOM PETTY 23-15  
CLIFF RICHARD 29-18

WPST/Trenton, NJ  
Tom Taylor

BILLY & THE BEATE  
JIM STEINMAN  
Hot: KIM CARNES 3-1  
RICK SPRINGFIELD 9-6  
AC/DC 15-9  
GARY U.S. BONDS 20-16  
RUSH D-32

WTRY/Albany, NY  
Bill Cahill

SANTANA  
MARTY BALIN  
JOEY SCARBURY  
Hot: RED SPEEDWAGON 2-1  
KIM CARNES 8-3  
NEIL DIAMOND 10-5  
RICK SPRINGFIELD 14-11  
G. HARRISON 27-18

WKBO/Harrisburg, PA  
Betsy Kaye

MANHATTAN TRANSFE  
JUICE NEWTON  
QUINCY JONES  
JIM PHOTOLOGO  
Hot: KIM CARNES 1-1  
STARS ON 45 7-2  
CLIFF RICHARD 11-8  
PHIL COLLINS 15-9  
RAYDIO 17-12

WHYN/Springfield, MA  
Andy Carey

AIR SUPPLY  
G. HARRISON  
PURE PRAIRIE LEAG  
JUICE NEWTON  
ALBERT HAMDON  
Hot: KIM CARNES 1-1  
JOHN LENNON 4-3  
RAYDIO 8-4  
CHAMPAIGN 14-7  
NEIL DIAMOND 15-9

KC101/New Haven, CT  
Danny Lyons

JIM PHOTOLOGO  
MARTY BALIN  
ROSANNE CASH  
Hot: SMOKEY ROBINSON 1-1  
KIM CARNES 3-3  
AIR SUPPLY 19-15  
HALL & OATES 26-21  
JOEY SCARBURY 28-24

WFBR/Baltimore, MD  
Andy Skulinski

SHEENA EASTON  
MANHATTAN TRANSFE  
JOEY SCARBURY  
ROBBIE DUPREE  
Hot: TASTE OF HONEY 1-1  
KIM CARNES 6-3  
FRANKE/KNOCKOUTS 9-6  
RICK SPRINGFIELD 19-9  
QUINCY JONES 28-19

WBLL/Long Island, NY  
Bill Terry

PURE PRAIRIE LEAG  
JOEY SCARBURY  
Hot: KIM CARNES 4-1  
TASTE OF HONEY 9-6  
STARS ON 45 12-8  
NEIL DIAMOND 16-13  
RAYDIO 20-16

WTIC FM/Hartford, CT  
Rick Donahue

GARY U.S. BONDS  
Hot: STARS ON 45 1-1  
TASTE OF HONEY 15-10  
RAYDIO 14-11  
G. HARRISON 17-12  
NEIL DIAMOND 18-15

Q108/York, PA  
Steve Gallagher

MARTY BALIN  
Hot: KIM CARNES 3-1  
CHRIS CROSS 14-5  
LEE RITENOUR 23-15

WFBQ/Altoona, PA  
Tony Booth

KOOL & THE GANG  
APRIL WINE  
SPIDER  
38 SPECIAL  
DAVE WEISNER  
RICK SPRINGFIELD 10-8  
TOM PETTY 15-10  
GARY U.S. BONDS 21-12

WHFM/Rochester, NY  
Marc Cronin

RUSH  
MARTY BALIN  
BILL WITHERS  
CAROLE B. SAGER  
BILLY SQUIER  
Hot: KIM CARNES 8-1  
GINO VANNELLI 5-2  
CLIMAX BLUES BAND 6-3  
RICK SPRINGFIELD 10-5  
HALL & OATES 20-12

WFLY/Albany, NY  
Buzz Phillips

MARTY BALIN  
CAROLE B. SAGER (dp)  
Hot: RED SPEEDWAGON 1-1  
STARS ON 45 9-7  
RICK SPRINGFIELD 10-8  
TOM PETTY 15-10  
GARY U.S. BONDS 21-12

K104/Erie, PA  
Bill Shannon

JIM PHOTOLOGO  
GREG KIMM  
JOE CHERMY BAND  
POINTER SISTERS  
Hot: LOVERBOY 7-1  
WHO 5-3  
RED SPEEDWAGON 20-10  
POINT BLANK 14-12  
JOHN LENNON 21-16  
NEIL DIAMOND 10-6  
JESSE WINCHESTER 20-10

WJBO/Portland, ME  
Mike O'Neil

KOOL & THE GANG  
TOMMY JAMES  
CAROLE B. SAGER  
JUICE NEWTON  
Hot: KIM CARNES 1-1  
PHIL COLLINS 6-3  
G. HARRISON 20-14  
STARS ON 45 24-17  
NEIL DIAMOND 26-20

WAQY/Springfield, MA  
Mike Adams

APRIL WINE  
JIM STEINMAN  
MANHATTAN TRANSFE  
38 SPECIAL  
ROBBIE DUPREE  
JOE WALSH  
Hot: KIM CARNES 1-1  
RICK SPRINGFIELD 2-2  
TASTE OF HONEY 10-7  
TOM PETTY 12-8  
GARY U.S. BONDS 13-10

B104/Baltimore, MD  
Jan Jeffries

JOEY SCARBURY  
TOM PETTY  
ROBBIE DUPREE  
APRIL WINE  
JIM STEINMAN  
Hot: TASTE OF HONEY 1-1  
AC/DC 9-6  
RICK SPRINGFIELD 19-16  
STARS ON 45 20-17  
RUSH 27-25

WKRC FM/Wilkes Barre, PA  
Jim Rising

MARTY BALIN  
JUICE NEWTON  
GREG KIMM  
BILLY SQUIER  
LEMORE O'MALLEY  
Hot: KIM CARNES 6-1  
FRANKE/KNOCKOUTS 2-2  
STARS ON 45 7-6  
NEIL DIAMOND 22-7  
TASTE OF HONEY 25-19

PARALLEL THREE

13FEA/Menchester, NH  
Keith Lemire

G. HARRISON  
JESSE WINCHESTER  
CAROLE B. SAGER  
JUICE NEWTON  
Hot: KIM CARNES 1-1  
RED SPEEDWAGON 6-3  
STARS ON 45 13-8  
TASTE OF HONEY 24-15

14WK/Wheeling, WV  
Jack Armstrong

ROBBIE DUPREE  
JUICE NEWTON  
JOE WALSH  
CAROLE B. SAGER  
PAUL ANKA  
PHOEBE SNOW  
Hot: GINO VANNELLI 2-1  
RICK SPRINGFIELD 13-6  
RAYDIO 17-12  
ROSANNE CASH 19-14  
OAK RIDGE BOYS D-24

WCIR/Beckley, WV  
Jim Martin

APRIL WINE  
MARTY BALIN  
CAROLE B. SAGER  
JOEY SCARBURY  
JOE WALSH  
Hot: KIM CARNES 2-1  
PHIL COLLINS 8-2  
DOTTIE WEST 10-3  
CHRIS CROSS 13-5  
LEE RITENOUR 23-15

WCIW/Beckley, WV  
Fred Story

CLIFF RICHARD  
MARTY BALIN  
CLARKE/DUKE  
Hot: KIM CARNES 1-1  
STARS ON 45 8-7  
TASTE OF HONEY 9-8  
RICK SPRINGFIELD 28-19  
TOM PETTY 32-23

KEEL/Shreveport, LA  
Marty Johnson

OAK RIDGE BOYS  
MARTY BALIN  
LEE RITENOUR  
KIM CARNES 9-5  
GINO VANNELLI 12-6

WGUY/Bangor, ME  
Jim Randall

ROSANNE CASH  
JOE WALSH  
JUICE NEWTON  
JOEY SCARBURY  
MANHATTAN TRANSFE  
Hot: KIM CARNES 6-1  
GARY U.S. BONDS 17-10  
NEIL DIAMOND 21-12  
STARS ON 45 0-13  
AC/DC 26-21

WHEB/Portsmouth, NH  
Rick Bean

MANHATTAN TRANSFE  
HALL & OATES  
CLARKE/DUKE  
MARTY BALIN  
Hot: KIM CARNES 1-1  
STARS ON 45 3-2  
JOHN LENNON 7-5  
NEIL DIAMOND 10-6  
JESSE WINCHESTER 20-10

WAKY/Louisville, KY  
Marsha Wilton

AIR SUPPLY  
JESSE WINCHESTER  
Hot: KIM CARNES 1-1  
DOTTIE WEST 8-5  
STARS ON 45 14-6  
G. HARRISON 19-16  
TASTE OF HONEY 20-18

WAXY/Ft. Lauderdale, FL  
Rick Shaw

JUICE NEWTON  
LEE RITENOUR  
SHEENA EASTON  
ARETHA FRANKLIN  
Hot: TASTE OF HONEY 7-1  
STARS ON 45 2-2  
RAYDIO 8-5  
KIM CARNES 9-6  
MICHAEL JACKSON 17-11

WAYS/Charlotte, NC  
Mark Keeler

JUICE NEWTON  
MARTY BALIN  
JOEY SCARBURY  
Hot: SMOKEY ROBINSON 2-1  
KIM CARNES 10-5  
CHAMPAIGN 20-14  
G. HARRISON 30-15  
LEE RITENOUR 25-19

WBYW/Beth, ME  
Willie Mitchell

CLARKE/DUKE  
KIM CARNES 1-1  
GINO VANNELLI 5-4  
STYX 7-5  
CHRIS CROSS 17-11  
HALL & OATES 20-13

WLAN/Lewiston, ME  
Chris Layne

AIR SUPPLY  
JESSE WINCHESTER  
JUICE NEWTON  
Hot: JOHN LENNON 2-1  
KIM CARNES 4-2  
GINO VANNELLI 5-3  
RAYDIO 10-4  
TASTE OF HONEY 13-5

95XII/Parkersburg, WV  
Terry Lee Collins

JIM PHOTOLOGO  
Hot: BARRY MANILOW 2-1  
JOHN O'BANION 4-2  
PHIL COLLINS 17-12  
GARY U.S. BONDS 27-19

WACZ/Bangor, ME  
Michael O'Hara

LOVERBOY  
APRIL WINE  
CAROLE B. SAGER  
JOEY SCARBURY  
JOHN SCHNEIDER  
Hot: KIM CARNES 6-1  
STARS ON 45 5-4  
STYX 8-7  
DOTTIE WEST 17-14  
TASTE OF HONEY 18-15

**SOUTH**

**PARALLEL TWO**

82Q/Nashville, TN  
Damon Davis

SPIDER  
GAP BAND (dp)  
CHAKA KHAN (dp)  
ELTON JOHN (dp)  
CLIFF RICHARD (dp)  
Hot: KIM CARNES 3-1  
STARS ON 45 4-2  
OAK RIDGE BOYS 20-12  
AIR SUPPLY 24-20  
RICK SPRINGFIELD 26-22

BJ108/Orlando, FL  
Tom West

ALAN PARSONS  
SPIDER  
JOHN SCHNEIDER  
38 SPECIAL  
JUICE NEWTON  
MARTY BALIN  
Hot: KIM CARNES 1-1  
STARS ON 45 8-7  
TASTE OF HONEY 9-8  
RICK SPRINGFIELD 28-19  
TOM PETTY 32-23

KEEL/Shreveport, LA  
Marty Johnson

OAK RIDGE BOYS  
MARTY BALIN  
LEE RITENOUR  
KIM CARNES 9-5  
GINO VANNELLI 12-6

WQW/Birmingham, AL  
Walt Brown

ROBBIE DUPREE  
ELTON JOHN  
JUICE NEWTON  
SPIDER  
Hot: KIM CARNES 2-1  
PHIL COLLINS 8-4  
OAK RIDGE BOYS 18-10  
G. HARRISON 25-19  
MARTY BALIN D-28

WTIX/New Orleans, LA  
Gary Franklin

SHEENA EASTON  
PHOEBE SNOW  
JOEY SCARBURY  
OAK RIDGE BOYS  
TOMMY JAMES  
Hot: KIM CARNES 4-1  
RAYDIO 12-9  
TOM PETTY 16-13  
NEIL DIAMOND 29-24  
G. HARRISON D-26

KX106/Birmingham, AL  
Chris Train

POINTER SISTERS  
38 SPECIAL  
SHEENA EASTON  
Hot: KIM CARNES 8-1  
GARY U.S. BONDS 17-14  
PURE PRAIRIE LEAG 24-21  
HALL & OATES 26-23  
AIR SUPPLY 29-25

Y103/Jacksonville, FL  
Scott Sherwood

KOOL & THE GANG  
RANDY WEISNER  
38 SPECIAL  
JUICE NEWTON  
SPIDER  
Hot: RED SPEEDWAGON 1-1  
STYX 11-8  
NEIL DIAMOND 22-14  
AIR SUPPLY 21-15  
G. HARRISON D-24

WRVQ/Richmond, VA  
Bill Thomas

SANTANA  
38 SPECIAL  
LOVERBOY  
RILLY SQUIER  
Hot: FRANKE/KNOCKOUTS 3-1  
PHIL COLLINS 11-7  
GARY U.S. BONDS 12-8  
RICK SPRINGFIELD 15-9  
JOEY SCARBURY 26-12

WAKY/Louisville, KY  
Marsha Wilton

AIR SUPPLY  
JESSE WINCHESTER  
Hot: KIM CARNES 1-1  
DOTTIE WEST 8-5  
STARS ON 45 14-6  
G. HARRISON 19-16  
TASTE OF HONEY 20-18

WAXY/Ft. Lauderdale, FL  
Rick Shaw

JUICE NEWTON  
LEE RITENOUR  
SHEENA EASTON  
ARETHA FRANKLIN  
Hot: TASTE OF HONEY 7-1  
STARS ON 45 2-2  
RAYDIO 8-5  
KIM CARNES 9-6  
MICHAEL JACKSON 17-11

WAYS/Charlotte, NC  
Mark Keeler

JUICE NEWTON  
MARTY BALIN  
JOEY SCARBURY  
Hot: SMOKEY ROBINSON 2-1  
KIM CARNES 10-5  
CHAMPAIGN 20-14  
G. HARRISON 30-15  
LEE RITENOUR 25-19

WBYW/Beth, ME  
Willie Mitchell

CLARKE/DUKE  
KIM CARNES 1-1  
GINO VANNELLI 5-4  
STYX 7-5  
CHRIS CROSS 17-11  
HALL & OATES 20-13

WLAN/Lewiston, ME  
Chris Layne

AIR SUPPLY  
JESSE WINCHESTER  
JUICE NEWTON  
Hot: JOHN LENNON 2-1  
KIM CARNES 4-2  
GINO VANNELLI 5-3  
RAYDIO 10-4  
TASTE OF HONEY 13-5

95XII/Parkersburg, WV  
Terry Lee Collins

JIM PHOTOLOGO  
Hot: BARRY MANILOW 2-1  
JOHN O'BANION 4-2  
PHIL COLLINS 17-12  
GARY U.S. BONDS 27-19

WACZ/Bangor, ME  
Michael O'Hara

LOVERBOY  
APRIL WINE  
CAROLE B. SAGER  
JOEY SCARBURY  
JOHN SCHNEIDER  
Hot: KIM CARNES 6-1  
STARS ON 45 5-4  
STYX 8-7  
DOTTIE WEST 17-14  
TASTE OF HONEY 18-15

WJDX/Jackson, MS  
Bob Rall

FRANKIE SMITH  
SANTANA  
JERMAINE JACKSON  
G. HARRISON  
STEVE WINWOOD  
SPIDER  
Hot: KIM CARNES 2-1  
DOTTIE WEST 11-8  
HALL & OATES 14-11  
AIR SUPPLY 16-12  
JOEY SCARBURY D-18

WKIX/Raleigh, NC  
Ron McKay

AMNE MURRAY  
Hot: KIM CARNES 6-1  
DOTTIE WEST 11-7  
CHRIS CROSS 16-8  
RAYDIO 19-11  
STARS ON 45 20-12

WRJZ/Knoxville, TN  
Fred Story

CLIFF RICHARD  
MARTY BALIN  
CLARKE/DUKE  
Hot: KIM CARNES 4-1  
STARS ON 45 6-3  
RAYDIO 5-4  
OAK RIDGE BOYS 20-10  
TASTE OF HONEY 22-16

WSON/Birmingham, AL  
Walt Brown

ROBBIE DUPREE  
ELTON JOHN  
JUICE NEWTON  
SPIDER  
Hot: KIM CARNES 2-1  
PHIL COLLINS 8-4  
OAK RIDGE BOYS 18-10  
G. HARRISON 25-19  
MARTY BALIN D-28

WTIX/New Orleans, LA  
Gary Franklin

SHEENA EASTON  
PHOEBE SNOW  
JOEY SCARBURY  
OAK RIDGE BOYS  
TOMMY JAMES  
Hot: KIM CARNES 4-1  
RAYDIO 12-9  
TOM PETTY 16-13  
NEIL DIAMOND 29-24  
G. HARRISON D-26

KX106/Birmingham, AL  
Chris Train

POINTER SISTERS  
38 SPECIAL  
SHEENA EASTON  
Hot: KIM CARNES 8-1  
GARY U.S. BONDS 17-14  
PURE PRAIRIE LEAG 24-21  
HALL & OATES 26-23  
AIR SUPPLY 29-25

Y103/Jacksonville, FL  
Scott Sherwood

KOOL & THE GANG  
RANDY WEISNER  
38 SPECIAL  
JUICE NEWTON  
SPIDER  
Hot: RED SPEEDWAGON 1-1  
STYX 11-8  
NEIL DIAMOND 22-14  
AIR SUPPLY 21-15  
G. HARRISON D-24

WRVQ/Richmond, VA  
Bill Thomas

SANTANA  
38 SPECIAL  
LOVERBOY  
RILLY SQUIER  
Hot: FRANKE/KNOCKOUTS 3-1  
PHIL COLLINS 11-7  
GARY U.S. BONDS 12-8  
RICK SPRINGFIELD 15-9  
JOEY SCARBURY 26-12

WAKY/Louisville, KY  
Marsha Wilton

AIR SUPPLY  
JESSE WINCHESTER  
Hot: KIM CARNES 1-1  
DOTTIE WEST 8-5  
STARS ON 45 14-6  
G. HARRISON 19-16  
TASTE OF HONEY 20-18

WAXY/Ft. Lauderdale, FL  
Rick Shaw

JUICE NEWTON  
LEE RITENOUR  
SHEENA EASTON  
ARETHA FRANKLIN  
Hot: TASTE OF HONEY 7-1  
STARS ON 45 2-2  
RAYDIO 8-5  
KIM CARNES 9-6  
MICHAEL JACKSON 17-11

WAYS/Charlotte, NC  
Mark Keeler

JUICE NEWTON  
MARTY BALIN  
JOEY SCARBURY  
Hot: SMOKEY ROBINSON 2-1  
KIM CARNES 10-5  
CHAMPAIGN 20-14  
G. HARRISON 30-15  
LEE RITENOUR 25-19

WBYW/Beth, ME  
Willie Mitchell

CLARKE/DUKE  
KIM CARNES 1-1  
GINO VANNELLI 5-4  
STYX 7-5  
CHRIS CROSS 17-11  
HALL & OATES 20-13

WLAN/Lewiston, ME  
Chris Layne

AIR SUPPLY  
JESSE WINCHESTER  
JUICE NEWTON  
Hot: JOHN LENNON 2-1  
KIM CARNES 4-2  
GINO VANNELLI 5-3  
RAYDIO 10-4  
TASTE OF HONEY 13-5

95XII/Parkersburg, WV  
Terry Lee Collins

JIM PHOTOLOGO  
Hot: BARRY MANILOW 2-1  
JOHN O'BANION 4-2  
PHIL COLLINS 17-12  
GARY U.S. BONDS 27-19

WACZ/Bangor, ME  
Michael O'Hara

LOVERBOY  
APRIL WINE  
CAROLE B. SAGER  
JOEY SCARBURY  
JOHN SCHNEIDER  
Hot: KIM CARNES 6-1  
STARS ON 45 5-4  
STYX 8-7  
DOTTIE WEST 17-14  
TASTE OF HONEY 18-15

KINTIE/Paso, TX  
Jim Zippo

BARBRA STREISAND  
POINTER SISTERS  
GAP BAND  
DAVE EDMONDS  
GREG KIMM  
MANHATTAN TRANSFE  
DUZZETT  
ARETHA FRANKLIN  
JIM STEINMAN  
JOHN SCHNEIDER  
Hot: GARY U.S. BONDS 11-8  
HALL & OATES 19-12  
ELTON JOHN 14-14  
AIR SUPPLY 23-17

WKIX/Raleigh, NC  
Ron McKay

AMNE MURRAY  
Hot: KIM CARNES 6-1  
DOTTIE WEST 11-7  
CHRIS CROSS 16-8  
RAYDIO 19-11  
STARS ON 45 20-12

WRJZ/Knoxville, TN  
Fred Story

CLIFF RICHARD  
MARTY BALIN  
CLARKE/DUKE  
Hot: KIM CARNES 4-1  
STARS ON 45 6-3  
RAYDIO 5-4  
OAK RIDGE BOYS 20-10  
TASTE OF HONEY 22-16

WSON/Birmingham, AL  
Walt Brown

ROBBIE DUPREE  
ELTON JOHN  
JUICE NEWTON  
SPIDER  
Hot: KIM CARNES 2-1  
PHIL COLLINS 8-4  
OAK RIDGE BOYS 18-10  
G. HARRISON 25-19  
MARTY BALIN D-28

WTIX/New Orleans, LA  
Gary Franklin

SHEENA EASTON  
PHOEBE SNOW  
JOEY SCARBURY  
OAK RIDGE BOYS  
TOMMY JAMES  
Hot: KIM CARNES 4-1  
RAYDIO 12-9  
TOM PETTY 16-13  
NEIL DIAMOND 29-24  
G. HARRISON D-26

KX106/Birmingham, AL  
Chris Train

POINTER SISTERS  
38 SPECIAL  
SHEENA EASTON  
Hot: KIM CARNES 8-1  
GARY U.S. BONDS 17-14  
PURE PRAIRIE LEAG 24-21  
HALL & OATES 26-23  
AIR SUPPLY 29-25

Y103/Jacksonville, FL  
Scott Sherwood

KOOL & THE GANG  
RAND

MIDWEST Most Added Hottest

Marty Balin Kim Carnes
Joe Walsh Stars On 45
George Harrison Climax Blues Band
Neil Diamond

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

Manhattan Transfer Kim Carnes
Marty Balin Stars On 45
Clarke/Duke
Spider

MIDWEST

PARALLEL TWO

\$2X/Columbus, OH
Teri Nutter
HALL & OATES
MUFFS
REO SPEEDWAGON 1-1
CLIMAX BLUES BAND 7-6
KIM CARNES 10-7
STARS ON 45 12-8
RAYDIO 14-11
KIOA/Des Moines, IA
A.W. Pantoja
STEVE WINWOOD
ALAN PARSONS
ROSANNE CASH
MANHATTAN TRANSFE
KIM CARNES 3-1
REO SPEEDWAGON 4-2
GINO VANNELLI 11-3
PHIL COLLINS 8-7
38 SPECIAL 18-15
KOFM/Oklahoma City, OK
Chuck Morgan
TOM JONES
ABBA
JOEY SCARBURY
CHAMPAIGN
BARBRA STREISAND
AIR SUPPLY
REO SPEEDWAGON 1-1
ANNE MURRAY 5-3
STARS ON 45 6-4
KIM CARNES 17-11
CHRIS CROSS 21-14
KRAV/Tulsa, OK
Gary Reynolds
ROSANNE CASH
MANHATTAN TRANSFE
KIM CARNES 1-1
CHAMPAIGN 9-4
HALL & OATES 17-8
AIR SUPPLY 20-16
OAK RIDGE BOYS D-20
KZ93/Paoria, IL
Keith Edwards
MARTY BALIN
PURE PRAIRIE LEAG
HALL & OATES
KIM CARNES 4-1
38 SPECIAL 6-3
NEIL DIAMOND 15-6
AC/DC 14-12
TOM PETTY 19-13
WGRD/Grand Rapids, MI
Ray Baker
RUSH
PHIL COLLINS
MARTY BALIN
DILLMAN BAND
JOE WALSH
RICK SPRINGFIELD 2-1
FRANKE/KNOCKOUTS 10-4
JOHN LENNON 16-8
SANTANA 15-11
RAYDIO 33-22
WHOT/Youngstown, OH
Dick Thompson
HALL & OATES
AIR SUPPLY
KIM CARNES 1-1
GINO VANNELLI 5-2
RAYDIO 11-5
STARS ON 45 12-6
TASTE OF HONEY 13-7
WMEE/Fort Wayne, IN
John Curry
JOE WALSH
MARTY BALIN
PHIL COLLINS
KIM CARNES 1-1
NEIL DIAMOND 11-5
RAYDIO 10-8
FRANKE/KNOCKOUTS 15-12
TASTE OF HONEY 25-14
WNAP/Indianapolis, IN
Chad Hunt
DOTTIE WEST
LEE RITENOUR
JOE WALSH
JOEY SCARBURY
MARTY BALIN
CLIMAX BLUES BAND 4-1
KIM CARNES 10-5
CHAMPAIGN 15-6
TASTE OF HONEY 16-8
JOHN O'BANION 14-9
WNCI/Columbus, OH
Steve Edwards
Hottest:
KIM CARNES 11-1
NEIL DIAMOND 17-11
TOM PETTY 23-12
AIR SUPPLY 26-18
RICK SPRINGFIELD 30-22

WOHO/Toledo, OH
Jeff McCarthy
AIR SUPPLY
JOHN DENVER
Hottest:
KIM CARNES 2-1
GINO VANNELLI 3-2
RAYDIO 6-5
G. HARRISON 25-7
HALL & OATES 23-16
WOW/Omaha, NE
J.C. Corcoran
SHEENA EASTON
SANTANA (dp)
Hottest:
SMOKEY ROBINSON 1-1
GINO VANNELLI 4-2
KIM CARNES 5-3
PHIL COLLINS 10-7
STARS ON 45 22-18
WVIC/East Lansing, MI
Jim St. John
KOOL & THE GANG
MARTY BALIN
APRIL WINE
GREG KINN
PHOEBE SNOW
JOHN DENVER
Hottest:
SMOKEY ROBINSON 1-1
KIM CARNES 3-2
GINO VANNELLI 4-3
JOHN LENNON 6-4
STYX 11-6
KSTT/Davenport, IA
Bill Young
ELTON JOHN
ALAN PARSONS
TOM PETTY
CLIFF RICHARD
Hottest:
KIM CARNES 2-1
DOTTIE WEST 5-5
T.G. SHEPPARD 6-6
FRANKE/KNOCKOUTS 7-7
REO SPEEDWAGON 8-8
WISM/Madison, WI
Barb Starr
GREG KINN
MARTY BALIN
JIM PHOTOGLO
MANHATTAN TRANSFE
KIM CARNES 1-1
STYX 3-2
RAYDIO 4-1
GARY U.S. BONDS 16-6
NEIL DIAMOND 19-7
KEYN-FM/Wichita, KN
Terrie Springs
PURE PRAIRIE LEAG
TOM PETTY
Hottest:
JOHN LENNON 2-1
KIM CARNES 7-5
NEIL DIAMOND 14-8
RAYDIO 21-17
AIR SUPPLY 27-23
KWEN/Tulsa, OK
Ronda Curtis
PHIL COLLINS
LOVERBOY
Hottest:
REO SPEEDWAGON 1-1
AC/DC 9-3
SANTANA 10-6
ALAN PARSONS 11-7
HALL & OATES 23-14
WYFM/Youngstown, OH
Jeff Tobin
TASTE OF HONEY
TOM PETTY
GARY U.S. BONDS
Hottest:
WTVR/Detroit, MI
Kurt Kelly
G. HARRISON
SANTANA
AIR SUPPLY
Hottest:
KIM CARNES 1-1
STARS ON 45 16-2
CLIMAX BLUES BAND 20-16
NEIL DIAMOND 26-17
CHAMPAIGN 24-20
WAKX/Duluth, MN
Bruce McGregor
MARTY BALIN
DILLMAN BAND
CAROLE B. SAGER
POINTER SISTERS
Hottest:
KIM CARNES 1-1
NEIL DIAMOND 19-10
OAK RIDGE BOYS D-19
ALAN PARSONS 31-24
TOM PETTY 30-25
WNAM/Appleton-Oshkosh, WI
Jay Tyler
PURE PRAIRIE LEAG
MOODY BLUES
JOEY SCARBURY
MARTY BALIN
JOE WALSH
JOE DOLCE (dp)
Hottest:
KIM CARNES 1-1
CLIMAX BLUES BAND 3-2
STARS ON 45 12-7
TASTE OF HONEY 13-8
OAK RIDGE BOYS 29-23

WGBF/Evansville, IN
Kevin Carpenter
LEE RITENOUR
JESSE WINCHESTER
SANTANA
Hottest:
JOHN LENNON 2-1
KIM CARNES 4-2
TASTE OF HONEY 8-4
RAYDIO 11-5
STARS ON 45 18-13
WRBR/South Bend, IN
Joa Lightner
G. HARRISON
JESSE WINCHESTER
Hottest:
GROVER WASHINGTON 2-1
KIM CARNES 13-5
CLIMAX BLUES BAND 15-8
GINO VANNELLI 17-13
TASTE OF HONEY 27-22
WZOK/Rockford, IL
Ed Lambert
HALL & OATES
ALAN PARSONS
PURE PRAIRIE LEAG
Hottest:
STYX 2-1
KIM CARNES 8-2
CLIMAX BLUES BAND 5-4
CHRIS CROSS 13-10
STARS ON 45 16-11
Z104/Madison, WI
Linda Hudson
ROGER TAYLOR
SHEENA EASTON
PURE PRAIRIE LEAG
MARTY BALIN
Hottest:
KIM CARNES 2-1
JOHN LENNON 10-7
38 SPECIAL 19-10
JEFF STARSHIP 15-11
SANTANA 23-17
WIKS/Indianapolis, IN
Mike Tinnes
JOE WALSH
BILLY & THE BEATE
CLARKE/DUKE
MARTY BALIN
Hottest:
SMOKEY ROBINSON 1-1
KIM CARNES 14-11
RAYDIO 20-16
STARS ON 45 22-18
TOM PETTY 31-27
U93/South Bend, IN
J.K. Dearing
PHIL COLLINS
G. HARRISON
TOM PETTY
JUICE NEWTON
JOE WALSH
APRIL WINE
PHOEBE SNOW
Hottest:
KIM CARNES 2-1
TASTE OF HONEY 9-5
SMOKEY ROBINSON 10-7
CLIMAX BLUES BAND 21-15
WL0L-FM/St. Paul, MN
Phil Houston
Hottest:
CLIMAX BLUES BAND 4-1
KIM CARNES 7-5
NEIL DIAMOND 13-8
STARS ON 45 20-13
SANTANA 37-28
YES-95/Cincinnati, OH
Barry James
AIR SUPPLY
DON MCLEAN
SHEENA EASTON
MARTY BALIN
PHOEBE SNOW
Hottest:
STYX 2-1
GINO VANNELLI 6-4
GARY U.S. BONDS 22-18
G. HARRISON 34-29
STYX 35-31

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannan
DILLMAN BAND
CLIFF RICHARD
JESSE WINCHESTER
Hottest:
KIM CARNES 2-1
STARS ON 45 8-2
HALL & OATES 18-14
TOM PETTY 20-16
OAK RIDGE BOYS D-20
KKLS/Rapid City, SD
Mick Kjar
JOE WALSH
MARTY BALIN
ROSANNE CASH
SANTANA
SHEENA EASTON
Hottest:
KIM CARNES 4-1
JOHN LENNON 7-5
BILLY & THE BEATE 25-22
HALL & OATES 29-25
KKRC/Sioux Falls, SD
Don Nordine
ALAN PARSONS
CLARKE/DUKE
Hottest:
KIM CARNES 2-1
STARS ON 45 10-6
RAYDIO 16-11
NEIL DIAMOND 21-14
OAK RIDGE BOYS D-20
KKXL/Grand Forks, ND
Jeff Parker
OAK RIDGE BOYS
ALAN PARSONS
MANHATTAN TRANSFE
RICK SPRINGFIELD
Hottest:
KIM CARNES 2-1
JOHN LENNON 5-2
GINO VANNELLI 8-5
NEIL DIAMOND 15-8
CLIFF RICHARD 13-10
WEAQ/Eau Claire, WI
Rick Roberts
JOHN LENNON
JOEY SCARBURY
Hottest:
CLIMAX BLUES BAND 1-1
T.G. SHEPPARD 7-5
JOHN COUGAR 9-7
STARS ON 45 20-13
CHRIS CROSS 28-22
WSPT/Stevens Point, WI
Brad Fuhr
DILLMAN BAND
JOE WALSH
APRIL WINE
PHOEBE SNOW
Hottest:
STARS ON 45 1-1
KIM CARNES 2-2
RICK SPRINGFIELD 3-3
AC/DC 8-5
GARY U.S. BONDS 16-12
WTRU/Muskegon, MI
Mike Stevens
JOE WALSH
RANDY MEISNER
STEVE WINWOOD
KOOL & THE GANG
G. HARRISON
ROSANNE CASH
ELTON JOHN
Hottest:
KIM CARNES 1-1
CLIMAX BLUES BAND 4-2
GINO VANNELLI 6-4
PHIL COLLINS 13-10
JOEY SCARBURY 27-16
KDVV/Topeka, KS
Rocky Roberts
ALAN PARSONS
JOE WALSH
PURE PRAIRIE LEAG
Hottest:
JOHN LENNON 2-1
STARS ON 45 9-3
RAYDIO 7-4
38 SPECIAL 8-5
RICK SPRINGFIELD 15-8
KELO/Sioux Falls, SD
Paul Wescott
NEIL DIAMOND
Hottest:
REO SPEEDWAGON 3-1
KIM CARNES 4-3
GINO VANNELLI 6-4
STYX 10-6
STARS ON 45 12-9
KWLO/Waterloo, IA
Draw Bentley
MARTY BALIN
Hottest:
KIM CARNES 1-1
STARS ON 45 3-2
NEIL DIAMOND 14-8
TOM PETTY 20-10
OAK RIDGE BOYS D-20

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron
SANTANA
JERMAINE JACKSON
MARTY BALIN
SPIDER
KOOL & THE GANG
ALABAMA
JIM STEINMAN
Hottest:
KIM CARNES 1-1
RAYDIO 13-7
NEIL DIAMOND 15-9
AIR SUPPLY 21-10
JOEY SCARBURY 27-20
KENO/Las Vegas, NV
Bill Alexander
GREG KINN
Hottest:
KIM CARNES 2-1
PHIL COLLINS 7-4
RICK SPRINGFIELD 11-8
NEIL DIAMOND 17-12
TASTE OF HONEY 19-14
KERN/Bakersfield, CA
Beau Royes
JUICE NEWTON
MARTY BALIN
OAK RIDGE BOYS
KOOL & THE GANG
BILLY SQUIER
Hottest:
KIM CARNES 3-1
STYX 9-7
FRANKE/KNOCKOUTS 10-8
CHAMPAIGN 15-13
DOTTIE WEST 27-22
KGW/Portland, OR
Janis Wojniak
Hottest:
SHEENA EASTON 4-1
KIM CARNES 6-2
REO SPEEDWAGON 7-4
JOHN LENNON 9-6
TERRI GIBBS 13-10
KJRB/Spokane, WA
Brian Gregory
BILLY & THE BEATE
JIM PHOTOGLO
POINTER SISTERS
LOVERBOY (dp)
APRIL WINE (dp)
Hottest:
KIM CARNES 1-1
GINO VANNELLI 7-4
WHO 11-9
G. HARRISON 31-17
MARTY BALIN D-29
KRO/Tucson, AZ
Kent Lacey
JOE WALSH
MARTY BALIN
Hottest:
STYX 2-1
GINO VANNELLI 5-2
KIM CARNES 8-4
RAYDIO 18-14
TASTE OF HONEY 24-17
KTAC, Tacoma, WA
Bruce Cannon
AIR SUPPLY
MOODY BLUES
QUINCY JONES
Hottest:
REO SPEEDWAGON 3-1
FRANKE/KNOCKOUTS 10-7
STARS ON 45 11-8
STYX 12-9
RAYDIO 14-10
KTKT/Tucson, AZ
Bobby Rivers
CLARKE/DUKE
OAK RIDGE BOYS
STEPHANIE MILLS
Hottest:
KIM CARNES 1-1
GINO VANNELLI 14-8
ELTON JOHN 18-14
G. HARRISON 27-19
AIR SUPPLY 30-25
KLUC/Las Vegas, NV
Randy Lunquist
MARTY BALIN
CLARKE/DUKE
Hottest:
SANTANA 3-1
GARY U.S. BONDS 12-5
NEIL DIAMOND 16-14
PHIL COLLINS 23-17
LEE RITENOUR 24-19
KMJK/Portland, OR
John Shomby
BILLY SQUIER (dp)
PURE PRAIRIE LEAG
CLARKE/DUKE
Hottest:
REO SPEEDWAGON 2-1
KIM CARNES 5-3
FRANKE/KNOCKOUTS 15-10
AC/DC 25-18
G. HARRISON D-21

KIOY/Fresno, CA
Tom Savilla
TERRI GIBBS
GROVER WASHINGTON
PURE PRAIRIE LEAG
Hottest:
KIM CARNES 1-1
CLIMAX BLUES BAND 2-2
NEIL DIAMOND 10-6
G. HARRISON 22-19
PAUL ANKA 27-23
KYNO-FM/Fresno, CA
Walker/Monson
MICHAEL DAMIAN
JOHNNY AVERAGE
CHAKA KHAN
GAP BAND
Hottest:
TASTE OF HONEY 1-1
FRANKE/KNOCKOUTS 13-5
RICK JAMES 12-7
STYX 14-11
STARS ON 45 18-12
KZZX/Albuquerque, NM
Bruce Daniels
LEE RITENOUR
RICK SPRINGFIELD
PURE PRAIRIE LEAG
KOOL & THE GANG
Hottest:
KIM CARNES 7-1
JOHN LENNON 3-2
GINO VANNELLI 5-5
RAYDIO 8-6
CLIMAX BLUES BAND 11-8
FM102/Sacramento, CA
Mark Preston
CHAKA KHAN
G. HARRISON
AIR SUPPLY
Hottest:
KIM CARNES 4-1
SHEENA EASTON 2-2
RAYDIO 7-4
REO SPEEDWAGON 10-6
CHAMPAIGN 12-9
KSPZ/Colorado Springs, CO
Mike Colorado
PURE PRAIRIE LEAG
JIM PHOTOGLO
Hottest:
JOHN LENNON 3-1
STYX 9-6
CHAMPAIGN 11-7
TASTE OF HONEY 12-8
AIR SUPPLY 25-13
KYSN/Colorado Springs, CO
Mark Murray
SPIDER
MANHATTAN TRANSFE
JOE WALSH
APRIL WINE
Hottest:
KIM CARNES 2-1
RICK SPRINGFIELD 4-2
ALAN PARSONS 15-6
TASTE OF HONEY 20-8
TOM PETTY 19-10
KZZP/Phoenix, AZ
Dave Anthony
CLARKE/DUKE
MARTY BALIN
RANDY MEISNER
MANHATTAN TRANSFE
Hottest:
KIM CARNES 1-1
STARS ON 45 5-2
TASTE OF HONEY 20-11
CLIMAX BLUES BAND 22-15
G. HARRISON 26-18
KHYT/Tucson, AZ
Rich Brother Robbin
CON FUNK SHUN
CHANGE
JOE WALSH
MASS PRODUCTION
ONE WAY
RICHARD FIELDS
WAR
Hottest:
ROBERT WINTERS 4-1
LOVERBOY 5-2
REO SPEEDWAGON 6-5
MICHAEL JACKSON 8-6
ROSE ROYCE 19-10
KIDD/Monterey, CA
Ron Rodriguez
CLARKE/DUKE
JOHN SCHNEIDER
MARTY BALIN
Hottest:
KIM CARNES 1-1
REO SPEEDWAGON 4-4
AC/DC 11-6
RAYDIO 13-7
RICK SPRINGFIELD 22-19
KGGI/Riverside-S. Bern, CA
Bob West
CAROLE B. SAGER
OAK RIDGE BOYS
FRANKIE SMITH
HALL & OATES
Hottest:
ROSE ROYCE 3-1
KIM CARNES 5-2
RAYDIO 10-6
SHALAMAR 16-13
RICK JAMES 20-15

KKXX/Bakersfield, CA
Squires/DeRoo
RAYDIO
GREG KINN
QUINCY JONES
JESSE WINCHESTER
ROSANNE CASH
Hottest:
RICK SPRINGFIELD 2-1
KIM CARNES 7-3
AC/DC 12-6
HALL & OATES 18-9
TOM PETTY 23-14
KNBQ/Tacoma, WA
Gary Bryan
SPIDER
CAROLE B. SAGER
JIM PHOTOGLO
MANHATTAN TRANSFE
ADAM & THE ANTS (dp)
ALAN PARSONS
Hottest:
STYX 2-1
NEIL DIAMOND 23-6
TOM PETTY 17-8
AIR SUPPLY 25-9
HALL & OATES 28-15
K96/Provo, UT
Jim Sumpster
ELTON JOHN
ALAN PARSONS
RICK SPRINGFIELD
Hottest:
CLIMAX BLUES BAND 2-1
KIM CARNES 4-2
NEIL DIAMOND 13-9
RAYDIO 15-11
HALL & OATES 22-16
FM103/Salt Lake City, UT
Lorraine Winnegar
TOM JOHNSTON
JIM STEINMAN
Hottest:
KIM CARNES 4-1
AC/DC 10-3
SANTANA 8-4
TOM PETTY 13-6
JOE WALSH 22-16
PARALLEL THREE
KCBN/Reno, NV
Larry Irone
OAK RIDGE BOYS
JOEY SCARBURY
MANHATTAN TRANSFE
Hottest:
REO SPEEDWAGON 1-1
STARS ON 45 10-2
KIM CARNES 16-7
JIM PHOTOGLO 22-14
AIR SUPPLY 31-19
KDZA/Pueblo, CO
Rip Avina
JOE WALSH
ALAN PARSONS
KOOL & THE GANG
PHOEBE SNOW
Hottest:
JOHN LENNON 2-1
CLIMAX BLUES BAND 3-2
KIM CARNES 5-3
RICK SPRINGFIELD 18-14
NEIL DIAMOND 25-18
KFXD/Boise, ID
Rod Couch
SHEENA EASTON
MARTY BALIN
JOEY SCARBURY
SPIDER
CLARKE/DUKE
Hottest:
KIM CARNES 5-1
FRANKE/KNOCKOUTS 7-4
STARS ON 45 9-6
NEIL DIAMOND 14-10
38 SPECIAL 13-12

KOOK/Billings, MT
Dennis Nichols
SPIDER
GREG KINN
JIM STEINMAN
Hottest:
KIM CARNES 3-1
GINO VANNELLI 7-4
PHIL COLLINS 12-8
NEIL DIAMOND 19-11
TOM PETTY 18-14
KQDI/Great Falls, MT
Pat Richards
JOEY SCARBURY
KOOL & THE GANG
JIM STEINMAN
LOVERBOY
Hottest:
KIM CARNES 5-1
REO SPEEDWAGON 8-3
STYX 10-5
TASTE OF HONEY 12-9
AIR SUPPLY 22-16
KRLC/Lewiston, ID
Steven Alan Mackelvie
MANHATTAN TRANSFE
APRIL WINE
SPIDER
POINTER SISTERS
RUSH (dp)
Hottest:
KIM CARNES 1-1
AC/DC 4-2
RICK SPRINGFIELD 8-4
SANTANA 11-6
HALL & OATES 17-13
KSLY/San Luis Obispo, CA
Don Potter
JUICE NEWTON
MANHATTAN TRANSFE
CLIFF RICHARD
ROSANNE CASH
Hottest:
KIM CARNES 4-1
CLIMAX BLUES BAND 5-3
RAYDIO 10-6
TASTE OF HONEY 8-7
STARS ON 45 12-9
KENI/Anchorage, AK
Ed Merrifield
SPIDER
MANHATTAN TRANSFE
JIM STEINMAN
MARTY BALIN
BILLY SQUIER
APRIL WINE
COLD CHISEL
JOEY SCARBURY
Hottest:
KIM CARNES 9-1
HALL & OATES 13-5
CHRIS CROSS 14-8
ALAN PARSONS 25-17
G. HARRISON D-22
KYVA/Billings, MT
Jack Bell
JOHN SCHNEIDER
OAK RIDGE BOYS
JESSE WINCHESTER
JIM STEINMAN
Hottest:
KIM CARNES 1-1
STARS ON 45 4-2
NEIL DIAMOND 7-4
RAYDIO 26-18
TOMMY JAMES 27-21
KATI/Casper, WY
Donna Foxx
CLARKE/DUKE
MARTY BALIN
MANHATTAN TRANSFE
JUICE NEWTON
OAK RIDGE BOYS
Hottest:
KIM CARNES 1-1
ALAN PARSONS 12-8
NEIL DIAMOND 15-11
G. HARRISON 20-15
HALL & OATES 25-20

# PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS

224 REPORTERS  
224 LAST WEEK

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional Reach	100/25	44%	National Summary
E	33%		Up 51
M	21%		Debuts 20
S	56%		Down 0
W	19%		Adds 25

**EXAMPLE**

100/25 — 100 CHR reporting stations on this week including 25 new adds.

44% — Percentage of this week's reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 51 — Number of stations moving it up on their charts.

Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

**AIR SUPPLY**  
The One That You... (Arista)  
LP: The One That You Love

Regional Reach	194/27	87%	National Summary
E	55%		UP 79
M	51%		DEBUTS 11
S	63%		DOWN 0
W	58%		ADDS 27

**BILLY & THE BEATERS**  
I Can Take Care... (Alfa)  
LP: Billy & The Beaters

Regional Reach	78/10	34%	National Summary
E	55%		UP 31
M	51%		DEBUTS 7
S	63%		DOWN 0
W	58%		ADDS 10

**GARY U.S. BONDS**  
This Little... (EMI America)  
LP: Dedication

Regional Reach	178/3	78%	National Summary
E	51%		UP 130
M	55%		DEBUTS 7
S	63%		DOWN 2
W	58%		ADDS 3

**PHIL COLLINS**  
I Missed Again (Atlantic)  
LP: Face Value

Regional Reach	161/1	67%	National Summary
E	58%		UP 79
M	55%		DEBUTS 0
S	63%		DOWN 1
W	58%		ADDS 1

**ROSANNE CASH**  
Seven Year Ache (Columbia)  
LP: Seven Year Ache

Regional Reach	76/15	34%	National Summary
E	54%		UP 35
M	55%		DEBUTS 8
S	63%		DOWN 1
W	58%		ADDS 1

**SHEENA EASTON**  
Modern Girl  
LP: Sheena Easton

Regional Reach	102/16	46%	National Summary
E	51%		UP 12
M	55%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 1

**MARTY BALIN**  
Hearts (EMI America)  
LP: Balin

Regional Reach	107/83	48%	National Summary
E	55%		UP 1
M	51%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 0

**KIM CARNES**  
Bette Davis Eyes (Liberty)  
LP: Miatkon Identity

Regional Reach	217/0	97%	National Summary
E	58%		UP 83
M	55%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 0

**NEIL DIAMOND**  
Jazz Singer (Capitol)  
LP: Jazz Singer

Regional Reach	184/4	87%	National Summary
E	58%		UP 103
M	55%		DEBUTS 11
S	63%		DOWN 0
W	58%		ADDS 2

**BILLY & THE BEATERS**  
I Can Take Care... (Alfa)  
LP: Billy & The Beaters

Regional Reach	78/10	34%	National Summary
E	55%		UP 31
M	51%		DEBUTS 7
S	63%		DOWN 0
W	58%		ADDS 10

**GARY U.S. BONDS**  
This Little... (EMI America)  
LP: Dedication

Regional Reach	178/3	78%	National Summary
E	51%		UP 130
M	55%		DEBUTS 7
S	63%		DOWN 2
W	58%		ADDS 3

**PHIL COLLINS**  
I Missed Again (Atlantic)  
LP: Face Value

Regional Reach	161/1	67%	National Summary
E	58%		UP 79
M	55%		DEBUTS 0
S	63%		DOWN 1
W	58%		ADDS 1

**ROSANNE CASH**  
Seven Year Ache (Columbia)  
LP: Seven Year Ache

Regional Reach	76/15	34%	National Summary
E	54%		UP 35
M	55%		DEBUTS 8
S	63%		DOWN 1
W	58%		ADDS 1

**SHEENA EASTON**  
Modern Girl  
LP: Sheena Easton

Regional Reach	102/16	46%	National Summary
E	51%		UP 12
M	55%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 1

**STANLEY CLARKE/GEORGE DUKE**  
Sweet Baby (Epic)  
LP: The Clarke/Duke Project

Regional Reach	96/21	38%	National Summary
E	55%		UP 79
M	51%		DEBUTS 13
S	63%		DOWN 0
W	58%		ADDS 21

**CHRISTOPHER CROSS**  
Say You'll Be Mine (WB)  
LP: Christopher Cross

Regional Reach	141/0	63%	National Summary
E	58%		UP 19
M	55%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 0

**FRANKE & KNOCKOUTS**  
Sweetheart (Millennium)  
LP: Franke & The Knockouts

Regional Reach	157/0	70%	National Summary
E	53%		UP 17
M	51%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 0

**CHAMPAIGN**  
How 'Bout Us (Columbia)  
LP: How 'Bout Us

Regional Reach	133/1	59%	National Summary
E	53%		UP 83
M	51%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 1

**NEIL DIAMOND**  
Jazz Singer (Capitol)  
LP: Jazz Singer

Regional Reach	184/4	87%	National Summary
E	58%		UP 103
M	55%		DEBUTS 11
S	63%		DOWN 0
W	58%		ADDS 2

**BILLY & THE BEATERS**  
I Can Take Care... (Alfa)  
LP: Billy & The Beaters

Regional Reach	78/10	34%	National Summary
E	55%		UP 31
M	51%		DEBUTS 7
S	63%		DOWN 0
W	58%		ADDS 10

**GARY U.S. BONDS**  
This Little... (EMI America)  
LP: Dedication

Regional Reach	178/3	78%	National Summary
E	51%		UP 130
M	55%		DEBUTS 7
S	63%		DOWN 2
W	58%		ADDS 3

**PHIL COLLINS**  
I Missed Again (Atlantic)  
LP: Face Value

Regional Reach	161/1	67%	National Summary
E	58%		UP 79
M	55%		DEBUTS 0
S	63%		DOWN 1
W	58%		ADDS 1

**ROSANNE CASH**  
Seven Year Ache (Columbia)  
LP: Seven Year Ache

Regional Reach	76/15	34%	National Summary
E	54%		UP 35
M	55%		DEBUTS 8
S	63%		DOWN 1
W	58%		ADDS 1

**SHEENA EASTON**  
Modern Girl  
LP: Sheena Easton

Regional Reach	102/16	46%	National Summary
E	51%		UP 12
M	55%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 1

**STANLEY CLARKE/GEORGE DUKE**  
Sweet Baby (Epic)  
LP: The Clarke/Duke Project

Regional Reach	96/21	38%	National Summary
E	55%		UP 79
M	51%		DEBUTS 13
S	63%		DOWN 0
W	58%		ADDS 21

**CHRISTOPHER CROSS**  
Say You'll Be Mine (WB)  
LP: Christopher Cross

Regional Reach	141/0	63%	National Summary
E	58%		UP 19
M	55%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 0

**FRANKE & KNOCKOUTS**  
Sweetheart (Millennium)  
LP: Franke & The Knockouts

Regional Reach	157/0	70%	National Summary
E	53%		UP 17
M	51%		DEBUTS 0
S	63%		DOWN 0
W	58%		ADDS 0

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# 8 **ACR**  
NATIONAL AIRPLAY 40

ON  
STROKE



PROGRAM DIRECTOR



ON  
STROKE



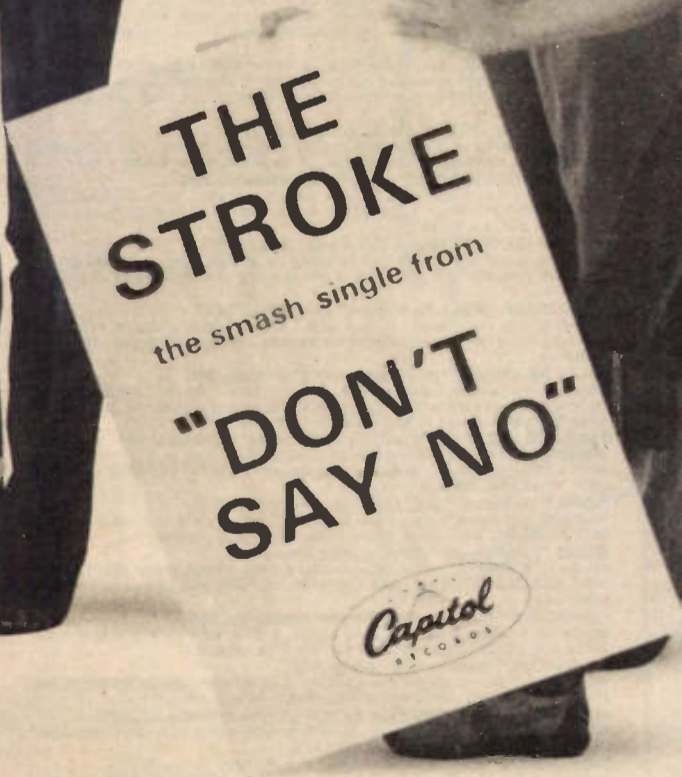
HAVE YOU STROKED



QUIER



THE  
STROKE



# ON STROKE

- |               |               |             |
|---------------|---------------|-------------|
| KBEQ add 23   | WPST 30-27    | FM103 25-20 |
| WHFM add 34   | WAEB 28-21    | KENO on     |
| WKRZ add      | WAQY 24-19    | KTKT on     |
| WKEE add      | KINT deb 39   | WGUY 35-34  |
| WYRE add      | KHFI on       | WACZ on     |
| WRVQ add      | KBFM on       | WFBG on     |
| KERN add      | KQ94 on       | WISE 40-35  |
| KMJK add      | KXX106 deb 29 | WKXY on     |
| KVOL add      | Y103 on       | KILE on     |
| KENI add      | BJ105 on      | 98Q on      |
| WIFI on       | WOKI 28-17    | WCGQ on     |
| WXKS-FM 28-18 | WBCY on       | WCOS on     |
| PRO-FM on     | WVIC on       | WBGH on     |
| JB105 29-25   | KWEN on       | KATI on     |
| KRBE 26-14    | WDJX 27-26    | KOOK on     |
| WLS-FM deb 38 | KFMD on       | KRLC on     |
| WGCL on       | KMGK on       | KFXM on     |
| KIQQ on       | WCCK on       | KJOY on     |
| WTRY on       | WPIX-FM on    | KSTN on     |
|               | KCPX 37-34    |             |

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# YOUR LISTENERS YET?



You makka my Mama and Papa feela nice a nice,  
when you play my record.  
But ... you gotta show somma respecta too ... So tella the whole world ...

# SHADDAP YOU FACE

(MCA-51053)

# JOE DOLCE



Produced by Joe Dolce and Ian McKenzie. Watch outta for my new album coming soon.

**MCA RECORDS**

# THE PICTURE PAGE

## Photoglo Meets Counter Culture



20th Century Fox's Jim Photoglo used a lunch counter motif in a video for his current single "Fool In Love With You." Pictured with various waitresses are (l-r) RCA's Steve Kahn, director of the session; Photoglo; 20th's Brenda Geffner, and producer Brian Francis Neary.

## Cash For Columbia



Columbia's Rosanne Cash played New York's Bottom Line recently, and was visited backstage by label executives. Pictured (l-r) are manager Michael Gardner, CBS Records Group Deputy Pres. Dick Asher, CBS/Nashville VP/GM Rick Blackburn, Cash, CBS/Nashville VP Roy Wunsch, CBS Records Division Pres. Bruce Lundvall, and CBS Sr. VP Paul Smith.

## Balin Joins EMI America



Marty Balin, former singer for Jefferson Airplane and Jefferson Starship, has signed a solo contract with EMI America, with a May album set. Pictured (l-r) are EMIA/Liberty VP Dick Williams, label's Jack Satter and Bob Singer, Balin's manager (and father) Joe Buchwald, Balin, label President Jim Mazza, label's Gary Gersh, VP Don Grierson, and label's Clay Baxter.

## Capitol Takes Helm Through Muscle Shoals



Former Band member Levon Helm has been signed by Capitol/Muscle Shoals Sound Records, aiming for a late summer release. Pictured backstage after Helm's recent Country Club performance in Los Angeles are (l-r) MSS's Jimmy Johnson, Capitol VP's Rupert Perry and Dennis White, MSS President Michael Barnett, Helm, and Capitol/EMIA/Liberty President Don Zimmerman.

## A&M Wins Watson



Johnny Guitler Watson has been signed by A&M. He's pictured (center) at the company's offices with Chairman Jerry Moss (left) and Vice Chairman Herb Alpert.

## T.S. Monk Congregation



Following Mirage artists T.S. Monk's recent Bottom Line performance, friends and executives met backstage with the group. Pictured (l-r, rear) are Mirage President Jerry Greenberg, Norby Walters Agency's Jerry Ade, producer Sandy Linzer, Atlantic artist Ullanda McCullough, and T.S. Monk (l-r, front) group's Yvonne Fletcher and Boo Boo Monk.

## Pacific Arts Trumpets "Elephant Parts"



Pacific Arts Video Records hosted a screening party for its first video record, the hour-long "Michael Nesmith In Elephant Parts," which incorporates music and comedy. Pictured in a relevant pose are (l-r) cast members Rita Herbst, Bill Martin, and Lark Alcott.

## Smiling With Duke



George Duke did some promotional rounds in Los Angeles recently in support of his LP and single with Stanley Clarke. Pictured in a jubilant mood over the record are Duke (center) with Cliff Gorov (left) and Craig Dudley (right) of the Independent promotion Dudley-Gorov Organization.



# CLIFF RICHARD

## "GIVE A LITTLE BIT MORE"

WABC add  
WBEN-FM 33-28  
WFIL 26-22  
WIFI deb 28  
WCAO 27-23  
WROR add 24  
WXKS-FM add  
JB105 17-10  
CHUM 20-15  
CKGM on  
KRBE on  
WGCL 16-15

WZUU on  
KRLA on  
KIIS-FM on  
KFRC 40-35  
KPLZ 22-19  
KOPA 16-11  
WOLF 29-18  
WHFM 34-31  
WICC 29-26  
WAEB 11-8  
WAQY 19-15

WHYN 23-19  
14Q 25-22  
WKEE 33-30  
KSTAR deb 30  
KHFI 23-20  
WTIX 37-32  
KEEL deb 25  
KLAZ deb 34  
WSGN 26-20

G100 31-28  
WAAY 16-11  
Y103 16-13  
WBBQ deb 29  
92Q add  
WRJZ add  
WNOX 27-24  
WSEZ 26-24  
KJ100 deb 27  
WVLK 29-26  
WLOL-FM 19-12

KSTT add 30  
Z104 22-19  
KNBQ 30-21  
KCPX 20-17  
KRQ deb 30  
KTKT 28-26  
WFLB 8-7  
KKXL 13-10  
KFYR add  
WSPT 11-9  
KENI 29-20  
KSLY add

Produced By Alan Tarney  
FROM THE ALBUM  
"I'M NO HERO"





Jeff Gelb

AOR



## Winners' Circle Profile: WMMS

WMMS/Cleveland's success story is not a new one; for years it has been market-dominant in its primary demographic. This past Winter's Arbitron (the first twelve-week sampling for Cleveland) brought WMMS to a new pinnacle of victory, hitting the very top of the market with a smashing 10.5 (competing M105 stayed at a 3.0).

WMMS is very much a familial environment, with most of the programming staff at least five-year station veterans. So, to cover its ongoing success story, I spoke with three creative forces: PD John Gorman, MD Kid Leo, and Director of Advertising and Marketing Dan Garfinkel.

### Promoting A Legend

While WMMS has been playing AOR music in Cleveland for over twelve years now, PD Gorman does not feel longevity is a major factor in the station's continuing success. He pointed out, "You're only as good as you are today." What did he attribute the station's high numbers to? "The extended survey helped us," he offered, "in the sense that no station could do just concen-

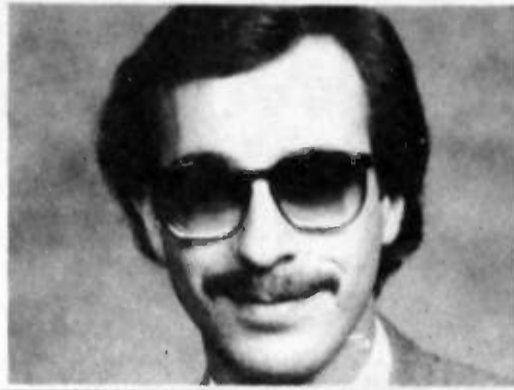


**"People live rock and roll in this city . . . it seems to be a political statement."** — John Gorman

trated four-week promotional campaigns. The twelve-week book meant stations had to earn points by their sound rather than their promotional arsenal."

That's not to say that WMMS doesn't have an ongoing list of promotions. One would think programming WMMS would be easy. The station has had dozens of T-shirt designs worn by listeners all over the city. It was, for a second time, named radio station of the year in a Rolling Stone readers' poll (in commemoration, the Cleveland mayor proclaimed "Buzzard Day"). But Dan Garfinkel, who coordinates the promotional departments for both WMMS and sister AM station WHK, said there's always promotional work to be done at WMMS. "At this point in the station's development," he stated, "people know who we are. We have probably the most easily-recognized call letters in the city, regardless of age group or musical preference. They're aware of 'the buzzard.' We're involved in maintaining that image."

How does WMMS accomplish this? Promotionally, it's done with billboards, TV spots (animated by staff artist David Helton), "Beetleboards" (VW's painted with the station's call letters), a wealth of merchandising (proceeds always benefitting scholarship funds or charities), and tie-ins with cultural events. The station has had great luck, for example, in



**"We have probably the most easily-recognized call letters in the city, regardless of age group or musical preference."**

— Dan Garfinkel

reaching out to upper demo audiences with its discount nights at the Cleveland Ballet and Opera, plus print ads, club nights, etc. It's a massive ongoing campaign overseen by Garfinkel and Promotion Director Chris Hernandez.

There are on-air promotions as well, some done in conjunction with record companies and others created in-house. During the winter ratings period, the station's major promotion was a "voice of rock and roll" contest which asked listeners to guess the identities of various stars' voices by clues aired daily. Among the stars who lent the station their vocal chords on tape for the promotion were Eddie Money, Pat Benatar, J. Geils, Steve Winwood, and Ted Nugent.

Dan Garfinkel summarized the station's promotional posture: "Basically it's a commitment to doing everything well: putting out quality merchandise, maintaining a quality image and consistency to our advertising, and treating our audience like adult human beings. That's a very important factor in the station's longevity: we never got too big for our britches."

### The Cleveland Sound Of R&R

Perhaps also contributing to WMMS's longevity is the nature of Cleveland itself. Gorman said, "People live rock and roll in this city. It's more than recreation; it seems to be a political statement. You have to remember that this is the city where the rock and roll term was coined, almost 30 years ago." MD Kid Leo talked about how this obsession with rock and roll has led to what outsiders call "the Cleveland sound" of rock music: "I couldn't tell you to put a hook here, a chorus there, use this tempo or that beat and you'd come up with the Cleveland sound. But I can tell you that it has something to do with rock and roll with soul. That's the best description I can come up with. Some examples: local artist Michael Stanley, as well as Bruce Springsteen, Southside Johnny, Bob Seger, Roxy Music, and David Bowie. That's a diverse group, but there's an underlying feel of experimentation. They're not following formulas; they're always taking chances."

### Playlist-Less

WMMS programs "the Cleveland sound" of rock and roll without the aid of a playlist, which is almost unheard of in these days of tightlisted AOR's. Gorman commented, "Many stations that have imposed restrictions on their airstaffs have strangled themselves. Green to blue, B-1 to X-3 — it has the tendency of making the station sound sterile." Kid Leo amplified, "We have no playlist; we have a gameplan. Every jock goes

into the studio knowing what WMMS should sound like. His or her job is to execute that gameplan, which they do damn well. They're all veterans. By working together at WMMS for six or seven years they have all become musicologists; it's all been absorbed into their memory banks. Most are also from Cleveland, and those who aren't have been 'adopted' and 'naturalized.'"

What does an MD do in a radio station where each jock can choose his own tunes? "I put in the albums and suggest cuts that are right for different dayparts for a variety of reasons. I try to direct the jocks' attention to those tracks, but we don't use cards or colored tape. The entire album is there and available. If the jocks find something they absolutely feel is right, they can come to me and point out the song, and I'll okay it. If they've worked here for that long and feel something is right, I have to agree. They're entrusted with the job. If they were to do something wrong they'd be told about it; call it negative direction if you will. So far no one's had to be told; they all seem to do it right."

### Importance Of Dayparting

As mentioned, WMMS's music is dayparted. As Leo said, "That doesn't mean you'll never hear Ted Nugent in the morning, but you can't try to make every album work for every time period. You end up hurting yourself and the act. The morning show is up, bouncy and familiar. They used to call middays the housewife shift, and I don't think that's disappeared yet. Afternoons are when listeners leave work and are free; their minds are more open to things. Nights, most are watching TV so you deal with what's left. You take their minds and start painting your canvases."



**"We have no playlist; we have a gameplan. Every jock goes into the studio knowing what WMMS should sound like."** — Kid Leo

### Sets, Segues, And Styles

"Painting canvases" at WMMS means sets and segues, two more direct links to our format's progressive origins that have fallen by the wayside at most AOR's today. "Maybe it's just professional masturbation when you get off on a segue," Leo joked, "but when it's especially good, people don't notice it and continue listening to you; they don't touch that button. Segues are important here, but never done at the expense of the music. If I think of a perfect segue but the song sucks, I won't do it. The best segue in the world is the one that takes you from one form of music to another; from say, a James Taylor into a Judas Priest." WMMS plays a much wider range of musical styles than most AOR's (just

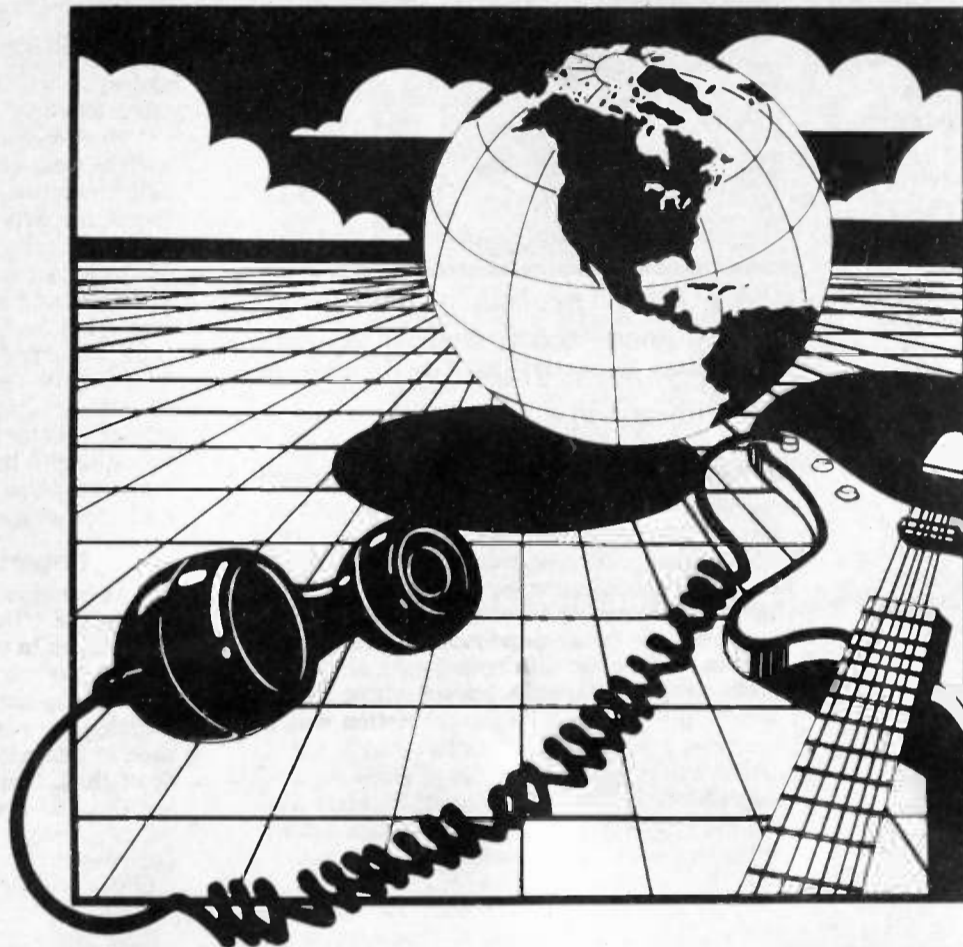
Continued on Page 40

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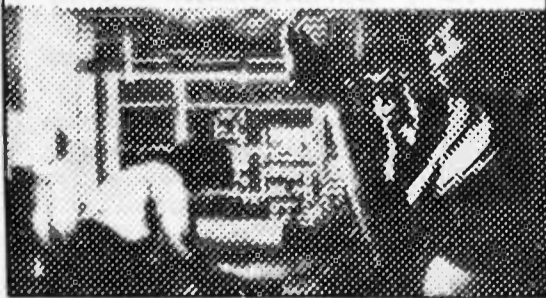
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**REO** *Speedwagon*

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Don't Let Him Go/In Your Letter  
Take It On The Run



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**8:30 PDT**

**REO  
SPEEDWAGON**

FE 36844

Special live report  
from London

**TOMMY  
VANCE**

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KSFX - SAN FRANCISCO  
WRIF - DETROIT  
Q107 - WASHINGTON, D.C.  
KZEW - DALLAS  
KSHE - ST. LOUIS  
KISW - SEATTLE  
WKLS - ATLANTA  
KGB-FM - SAN DIEGO  
KUPD - PHOENIX  
WLQ - COLUMBUS  
WLRS - LOUISVILLE

WPYX - ALBANY  
WSYR - SYRACUSE  
KEZO - OMAHA  
KWFM - TUCSON  
WFYV - JACKSONVILLE  
WMAD - MADISON  
WNOR - NORFOLK  
CHUM - TORONTO  
CFUN - VANCOUVER  
RADIO HAURAKI - AUCKLAND,  
NEW ZEALAND  
WPLR - NEW HAVEN  
WQFM - MILWAUKEE  
KZAP - SACRAMENTO

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Jeff Gelb

# Winners' Circle Profile: WMMS



Continued from Page 38

check its weekly playlists), including black and jazz music. Leo quipped, "Rock and roll is our meat and potatoes. However, it's always nice to have a little side dish or dessert."

## New Music

WMMS has a longstanding reputation for breaking acts. Leo commented, "We take pride in breaking new acts. When we believe in something, it gets a lot of talk and a lot of airplay. Of course, the final decision remains with the audience. We can't force our opinions on people, but we can lead them to water and see if they drink." John Gorman added, "Our audience wants to hear new music and reacts to it quickly. If it fits we play it. There are no sound or color barriers here. We'll try everything from Kim Carnes to Adam & The Ants or the B-52's."

New music is researched through extensive calls to area record stores. While the station is affiliated with the Burkhart-Abrams organization, its music research is not applied to WMMS's extensive playlist. John Gorman explained the station's connection with the Superstars organization: "It was set up through management, which felt that both WMMS and Lee Abrams had something to share with each other. Our raps are basically sociological; we talk overall radio philosophy."

## Exclusives And Album Playbacks

Two aspects of WMMS's music philosophy are controversial: airing exclusives and playing albums in their entirety. On the former Gorman admitted, "We love 'em. We're always looking for them, and about once a week we manage to come up with one. Sure it gets us in trouble; for awhile I had all my cease-and-desist telegrams up on my bulletin board. I had to take them down because they took up the entire board, and it's a large one! But they create an undeniable sense of excitement. When we were young, listening to Top 40, there were constant battles over who got the new Beatles or Stones single first. I remember how exciting that was, and that same feeling exists here."

On the other hand, Gorman takes a pre-record company stance on the matter of playing albums in their entirety: "I don't think it helps. If you're going to do special programming it should be more special than tracking five albums back-to-back on a Saturday night. That's just an easy way out. We do not do it as a rule, though there are exceptions. When we play an album in its entirety, as an advance or an exclusive, we will, just as they did in the old days of Top 40, have a voice in the middle saying, 'Exclusive!' We'll also throw ID's over the intros, so if anyone is trying to tape the album they won't have the complete product."

## Between The Sets

Music is just a part of the WMMS universe. The station is proud of its air personalities and gives them plenty of room to stretch and grow. Gorman stated, "There's a difference between anarchy and freedom. Everyone on the air here enjoys a great deal of freedom, but anarchists we're not. How long they talk depends on the subject. Today our morning man, Jeff Kinzbach, took calls for five minutes about a negative newspaper article on Cleveland." One popular talk topic at WMMS is sports. "I don't think sports should be ignored," Gorman said. "It's part of the lifestyle of the demo this type of radio is trying to reach. It's ludicrous for a station to imply sports is not important in any town with a home team. If it's there, it should be covered." WMMS covers sports with home team players providing commentary on their games.

Sandwiched between the music and the jocks are up to nine minutes of commercials an hour. "The economy's pinch has really been felt in this part of the country," Gorman commented.

"Even for us, advertising is down, so our power of refusal is less than it used to be. We still reject the loud screamers or very bubblegummy spots, and we recut spots when necessary. We tailor them as much as possible to make them sound as close to the sound of the station as we can."

"We run a lot of promotional announcements, which can create problems because the average listener doesn't always perceive them differently from advertising. To him, everything that isn't music or a jock talking is a commercial, and we have to be very careful about that."

## Competition

WMMS's care with its overall air sound has paid off in a loyal and ever-growing audience, in spite of all competition. Gorman defined the station's winning spirit: "We're streetfighters. We've worked very hard to establish an image for the station. We did take some hard knocks over the years. We know how it feels to lose and we know how it feels to win. We always kept our goal in mind and have achieved it in a very competitive market." Kid Leo had a different viewpoint about the competition: "As far as I'm concerned there ain't none."

## Franchising WMMS

Could WMMS's intriguing permutation of AOR radio work in other cities? John Gorman says yes. "It's just that most stations are afraid to take the chance," he said. "It is a very big risk, because it throws out the 'logic' and does it in a very different way. I think the reason other stations fail that try diverse programming of a wide variety of music is that they lose sight of their original goals. They try to prove something instead of trying to accomplish something. I've heard some of these stations, and they deliberately avoid playing the hits. They end up becoming AOR of a different sort: All Over the Road. You can play a wide variety of music but you have to keep your sights fixed on something: People tune you in to hear the hits. It's what you play in between the hits that counts; that's how you break records."

An interesting experiment in broadening the geographic influence of WMMS is going on in Columbus, where Warner's QUBE cable system is offering WMMS to radio subscribers for an extra \$2 a month. Gorman said the station has received a lot of mail from Columbus listeners, and that sales are brisk of WMMS T-shirts in Columbus.

First Cleveland, then Columbus. Tomorrow - who knows? Gorman guessed, "I think we have no place to go but up. The thing about being number one is that everybody's out to get us. Our numbers put us in a position where we have to fight harder than ever." Kid Leo had the last word: "This is the only job I've had for more than six months, therefore it must be enjoyable! It's a treat to be at a number one radio station, which was always our goal. Now we're there, and it's a challenge everyday, because we don't want to lose that."

Continued success to the Buzzards at WMMS.

.....

Does Chicago have three AOR stations (WLUP, WMET, and WXRT) or four? Since Steve Dahl switched from The Loop to WLS-FM, the industry has wondered where to place WLS-FM formatically. For the answer to that and other questions about this strong Chicago competitor, check out Joel Denver's interview with WLS-AM&FM PD John Gehron in this week's CHR section.

**COMING NEXT WEEK:** We conclude our "Winners' Circle" series with a focus on WMET/Chicago, which bested longtime area AOR leader WLUP this past ratings period 4.0 to 3.4. Next week WMET PD Tom Teuber speaks out on the Loop-WMET battles, offering tips and philosophies that should prove quite revealing.

## EVOLUTION

KZOZ/San Luis Obispo has switched from straight AOR to an AOR/CHR blend. PD Casey Strangl has exited and Group PD Mark Driscoll is Acting PD. Two full-timers and several part-timers also exited... Jeff McCarthy has moved over from WOHO/Toledo's MD job to sister AOR WXEZ's PD post... New to mornings at WMJQ/Rochester is Kevin Malvey from WZZO/Allentown... Tom Watts has been hired as Creative Director for WAAF/Worcester from WHCN/Hartford... Karen Sheldon has joined WDIZ/Orlando as News Director from WCKS/Cocoa Beach... Gary Whipple has joined KSPN/Aspen from WCMF/Rochester for overnights... Rick Miller has been upped to News Director from weekends at KWFM/Tucson.

## UPDATE

The nation's first on-air vibrator giveaway took place this week on WAAF/Worcester, which gave away two pairs of "Musical Vibrating Rock-and-Roll Pants." They're tie-on briefs with front speakers that vibrate to the music when plugged into a stereo (maybe this is what Jim Steinman was thinking of when he wrote "Dance in My Pants"). Listeners became eligible to win the grand prize by writing creative answers to the question of what they'd do with the vibrating pants... KGB-FM/San Diego's sixth annual sky show of coordinated music and fireworks was a complete success, according to MD Judy McNutt, who said 43,000 attended and another 200,000 watched from outside the stadium where the show took place... WNEW-FM/New York and Scott Muni hosted the eighth annual New York Bike-a-thon for Cerebral Palsy... WZXR/Memphis, in conjunction with Arista, awarded "Krokus Kombat Zone Survival Kits" to listeners in a recent promotion. Winners received two tickets to the group's area concert date, plus a ROCK 103-emblazoned combat helmet, two cigarette filters for earplugs, a cigarette lighter to encourage encores, and a copy of the band's newest LP... Rock drummer Carmine Appice and KWST/Los Angeles have packed for their second annual drum-off, in which drummers compete against one another for \$2400 worth of Ludwig drums... What were Steve Dahl and Garry Meier doing on the air at WTAO/Murphysboro, IL? The duo did a guest DJ show in town prior to a local appearance of Steve's rock band... KQRS/Minneapolis's most recent listener party drew 2000 locals at reduced admission to hear three of the area's top bands... TK 101/Pensacola cosponsored what it claimed was the world's longest tube-float down an area river. Station reps said thousands turned out in an attempt to break the world's record for the longest chain of inter-connected inner tubes.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** GIRFM/Manchester presented Grinderswitch for \$1.01.

**BROADCASTS:** U2 on KAZY/Denver, KBCO/Boulder... Tom Dickle & Desires on WDMA/North Jersey... James Taylor on WEEI-FM/Boston... Ghost Riders on KOZZ/Reno

**CONVERSATIONS:** Grateful Dead on WPLR/New Haven... Ozzy Osbourne on WIOT/Toledo, WLWQ/Columbus, WTUE/Dayton... Keith Emerson on WNUR/Evanston... Cold Chisel on WQDR/Raleigh... Tom Dickle & Desires on WDMA/North Jersey... Silverado on WCCC/Hartford... Johnny Van Zant, Grateful Dead on WLIR/Long Island... Tom Johnston, Roger Taylor on KEZY/Anahelm... Split Enz on KROQ/Pasadena... Graf on WKZL/Winston-Salem... Krokus on KLAQ/El Paso... Rhythmic Union on WBWB/Bloomington... Ghost Riders on KZEL/Eugene... Loverboy on CFOX/Vancouver... Johnny Van Zant, .38 Special, Krokus, Mother's Finest on WFYV/Jacksonville... Jorma Kaukonen on KRKN/Anchorage... Joe Ely, Pat Travers on CHUM/Toronto... Ted Nugent on KMET/Los Angeles... Tom Johnston on WEZZ/Scranton... Willie Nile on WXRT/Chicago... Pure Prairie League on WIZD/W. Palm Beach





# AOR BREAKERS

THE TUBES GET DOWN TO BUSINESS WITH  
THE COMPLETION BACKWARD PRINCIPLE

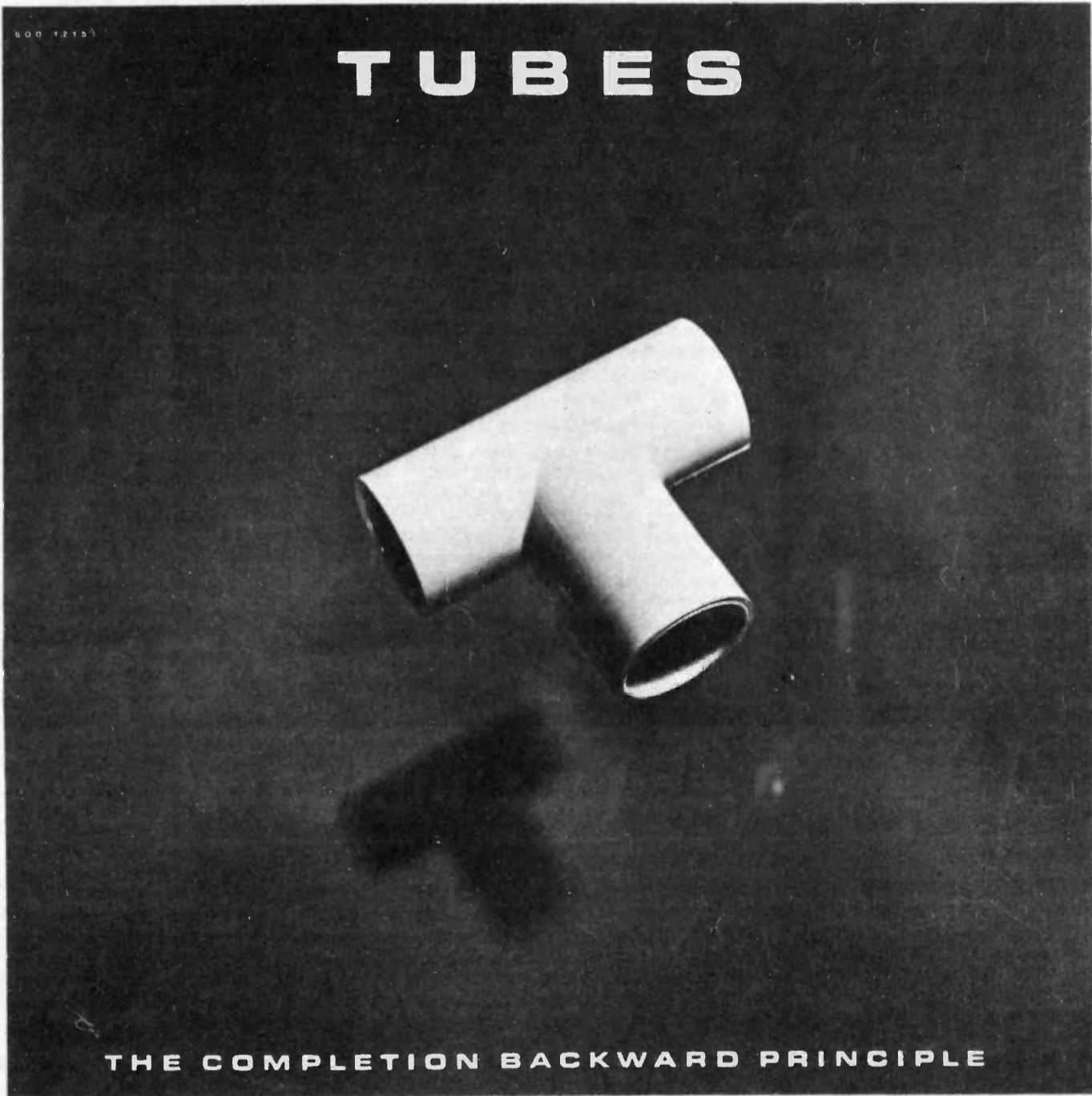
Produced by David Foster for Foster Frees Music, Inc.



Give the gift  
of music.



©1981 CAPITOL RECORDS INC



# TUBES



# Radio & Records **AOR** NATIONAL AIRPLAY/40 Chart Summary

## May 22, 1981

### 166 REPORTERS

Album cuts are listed in order of airplay preference.

5/1	5/8	5/15	5/22
—	6	5	1
1	1	1	2
7	4	4	3
3	3	3	4
—	21	7	5
2	2	2	6
5	5	6	7
17	15	9	8
12	13	15	9
20	14	12	10
—	—	—	11
9	10	8	12
14	16	18	13
6	8	10	14
10	11	11	15
18	19	17	16
21	17	19	17
—	33	23	18
8	7	13	19
24	24	21	20
37	30	22	21
—	—	—	22
4	9	16	23
11	12	14	24
—	37	27	25
13	20	25	26
15	18	20	27
25	23	24	28
—	—	31	29
22	25	28	30
27	27	26	31
—	—	—	32
—	—	—	33
—	—	—	34
33	31	30	35
—	—	39	36
16	22	29	37
26	28	32	38
—	38	38	39
—	40	—	40

<b>TOM PETTY &amp;...</b> Hard Promises (Backstreet/MCA)
<b>WHO</b> Face Dances (WB)
<b>SANTANA</b> Zebop! (Columbia)
<b>JEFFERSON STARSHIP</b> Modern Times (RCA/Grunt)
<b>JOE WALSH</b> There Goes The... (Asylum)
<b>PHIL COLLINS</b> Face Value (Atlantic)
<b>RUSH</b> Moving Pictures (Mercury/Pg)
<b>BILLY SQUIER</b> Don't Say No (Capitol)
<b>AC/DC</b> Dirty Deeds Done Dirt... (Atlantic)
<b>GARY U.S. BONDS</b> Dedication (EMI America)
<b>GEORGE HARRISON</b> All Those Years... (Dark Horse/WB)
<b>STEVE WINWOOD</b> Arc Of A Diver (Island)
<b>GREG KIHN BAND</b> Rockinroll (Beserkley)
<b>STYX</b> Paradise Theater (A&M)
<b>.38 SPECIAL</b> Wild-Eyed Southern Boys (A&M)
<b>OZZY OSBOURNE</b> Blizzard Of Oz (Jet)
<b>PRETENDERS</b> Extended Play (Sire)
<b>TOM JOHNSTON</b> Still Feels Good (WB)
<b>REO SPEEDWAGON</b> Hi Infidelity (Epic)
<b>RICK SPRINGFIELD</b> Working Class Dog (RCA)
<b>KIM CARNES &amp; HATE BOYS</b> Mistaken Identity (EMI America)
<b>VAN HALEN</b> Fair Warning (WB)
<b>ERIC CLAPTON</b> Another Ticket (RSO)
<b>KAMPUCHEA</b> Various Artists (Atlantic)
<b>DAVE EDMUNDS</b> Twangin... (Swan Song)
<b>APRIL WINE</b> Nature Of The Beast (Capitol)
<b>JUDAS PRIEST</b> Point Of Entry (Columbia)
<b>POINT BLANK</b> American Excess (MCA)
<b>JIM STEINMAN</b> Bad For Good (Epic)
<b>LOVERBOY</b> Loverboy (Columbia)
<b>FRANKE &amp; THE KNOCKOUTS</b> Franke &... (Millennium)
<b>SECRET POLICEMAN'S</b> Various Artists (Island)
<b>TUBES</b> The Complete Backward... (Capitol)
<b>MARSHALL TUCKER BAND</b> Dedicated (WB)
<b>WILLIE NILE</b> Golden Down (Arista)
<b>SPLIT ENZ</b> Waita (A&M)
<b>ROBIN TROWER</b> B.L.T. (Chrysalis)
<b>KROKUS</b> Hardware (Ariola)
<b>SS JOHNNY &amp; ASBURY JUKES</b> Reach Up & Touch... (Mercury/Pg)
<b>COLD CHISEL</b> East (Elektra)

<b>"Waiting" "Woman" "Watchman" "Day" "Better" "You" "Alone" "Winning" "Searchin'" "Changes" "Find" "Stranger" "Love" "Life" "Rivers" "Things" "Farm" "Alr" "Missed" "Lines" "Tom" "Red" "Limelight" "Signs" "Dark" "Stroke" "Lover" "Lonely" Title "Rocker" "Child" "Fun" "Glt" "Jole" "Love" "Daddy's" 45</b>
<b>Title "Chance" "Danger" "Breakup" "Womankind" "Hurtin'" "Time" "Rockin'" "Snowblind" "Hold" "Fantasy" Title "Train" "Know" "Growley" "Message" "Cuban" "Talk" "Madman" "Time" "Baby" "Stage" "Take" "Heart" "Guys" "Jessie's" "Everything" "Bette" "Cards" "Rules" "Street" "Unchained" "Love" "Stand" "Catch" Title "Rita" "Sister" "See" "Live" "Lucille" "Night" "Loser" "So" "Gypsy" "Between" "Town" "Hiway" "Rockin'" "Circles" "Stay" "Heart" "Nicole" "Dreams" "Love" "Dance" Title "Turn" "Hot" "Lady" "Sweetheart" "Come" "Tonight" "Fooled" "Pinball" "Talk" "Sushi" "Attack" "Mr. Hate" "Silverado" "Rumours" "Believe" "Boy" "Light" Title "Hide" "Step" "History" "Act" "Iris" "Money" "Is" "Life" "Bones" "Man" "Fever" "Party" "Lee" "Baby" "Choirgirl" "Standing"</b>

PETTY overtook WHO in hot reports for a close race to win the top airplay spot this week. SANTANA inched up as the record showed gains in hits. WALSH climbed, growing in hits. SQUIER made hot gains and inched up. AC/DC and BONDS jumped in hits. HARRISON's single debuted with strong total reports (see AOR Breakers). KIHN, OSBOURNE and PRETENDERS climbed. JOHNSTON gained in all upper rotations. SPRINGFIELD and CARNES inched up. VAN HALEN debuted with an exceptional showing of adds plus early rotational conversions (expect a big jump next week as the heavy adds convert). EDMUNDS and STEINMAN were on the upswing. SECRET, TUBES and TUCKER all debuted. ENZ climbed while CHISEL bounced back on the chart. The Significant Action albums came closest to charting in the order listed.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. 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 italic* type are also current singles.

New Entry →

## MOST ADDED

	5/22	5/15	5/8	5/1	4/24
<b>1 VAN HALEN</b> Fair Warning (WB) <i>138/120/22/22</i> 0/0 0/0 0/0					
<b>2 TUBES</b> The Complete... (Capitol) <i>89/86</i> 7/7 0/0 0/0 0/0					
<b>3 MARTY BALIN</b> Balin (EMI America) <i>82/48</i> 7/7 0/0 0/0 0/0					
<b>4 SECRET POLICEMAN'S...</b> Various Artists (Island) <i>73/38</i> <i>64/64</i> 5/1 3/0 3/1					
<b>5 SQUEEZE</b> Eastside Story... (A&M) <i>29/29</i> 3/3 0/0 0/0 0/0					
<b>6 WHITESNAKE</b> Come An' Get It (Mirage) <i>23/23</i> 0/0 0/0 0/0 0/0					
<b>7 FRANK ZAPPA</b> Tinsel... (Barking Pumpkin) <i>22/21</i> 4/4 0/0 0/0 0/0					
<b>8 MARSHALL TUCKER...</b> Dedicated (WB) <i>65/18</i> <i>49/46</i> 0/0 0/0 0/0					
<b>9 JOHNNY VAN ZANT...</b> Round Two (Polydot/Pg) <i>28/18</i> <i>17/17</i> 0/0 0/0 0/0					
<b>10 JIM STEINMAN</b> Bad For Good (Epic) <i>72/73</i> <i>65/27</i> <i>55/52</i> 7/7 0/0					
<b>11 SPLIT ENZ</b> Waita (A&M) <i>57/12</i> <i>61/32</i> <i>40/40</i> 1/1 0/0					
<b>12 LES DUDEK</b> Gypsy Ride (Columbia) <i>41/12</i> <i>38/18</i> <i>30/30</i> 3/3 0/0					
<b>13 DRESEL</b> Waita In A... (Regency) <i>12/11</i> 0/0 0/0 0/0 0/0					
<b>14 DAVE EDMUNDS</b> Twangin... (Swan Song) <i>86/10</i> <i>83/26</i> <i>71/60</i> <i>19/16</i> 0/0					
<b>15 DAVID LINDLEY</b> El Rayo-X (Asylum) <i>40/10</i> <i>34/12</i> <i>29/18</i> <i>22/22</i> 0/0					
<b>16 D B COOPER</b> Dangerous Curves (WB) <i>19/10</i> <i>21/18</i> 0/0 0/0 0/0					

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

## MEDIUM

	5/22	5/15	5/8	5/1	4/24
<b>1 TOM JOHNSTON</b> Still Feels Good (WB) <i>108/79</i> <i>101/86</i> <i>87/28</i> <i>63/0</i> 1/0					
<b>2 GREG KIHN BAND</b> Rockinroll (Beserkley) <i>111/72</i> <i>107/62</i> <i>118/73</i> <i>117/82</i> <i>110/84</i>					
<b>3 BILLY SQUIER</b> Don't Say No (Capitol) <i>122/64</i> <i>120/74</i> <i>119/79</i> <i>114/68</i> <i>119/6</i>					
<b>4 OZZY OSBOURNE</b> Blizzard Of Oz (Jet) <i>89/65</i> <i>102/69</i> <i>100/68</i> <i>104/72</i> <i>84/68</i>					
<b>5 PRETENDERS</b> Extended Play (Sire) <i>101/60</i> <i>101/68</i> <i>108/68</i> <i>100/49</i> <i>88/44</i>					
<b>6 DAVE EDMUNDS</b> Twangin... (Swan Song) <i>86/66</i> <i>83/44</i> <i>71/9</i> <i>18/2</i> 0/0					
<b>7 JOE WALSH</b> There Goes... (Asylum) <i>153/61</i> <i>141/81</i> <i>148/2</i> <i>100/0</i> 0/0					
<b>8 GARY U.S. BONDS</b> Dedication (EMI America) <i>115/51</i> <i>118/67</i> <i>118/67</i> <i>118/58</i> <i>89/6</i>					
<b>9 POINT BLANK</b> American Excess (MCA) <i>70/49</i> <i>83/63</i> <i>93/70</i> <i>82/67</i> <i>84/59</i>					
<b>10 KAMPUCHEA</b> Various Artists (Atlantic) <i>84/48</i> <i>117/69</i> <i>130/62</i> <i>144/55</i> <i>132/49</i>					
<b>11 WILLIE NILE</b> Golden Down (Arista) <i>68/47</i> <i>65/65</i> <i>72/63</i> <i>68/42</i> <i>60/32</i>					
<b>12 JIM STEINMAN</b> Bad For Good (Epic) <i>72/46</i> <i>65/33</i> <i>66/2</i> <i>7/0</i> 0/0					
<b>13 JUDAS PRIEST</b> Point Of Entry (Columbia) <i>69/46</i> <i>89/67</i> <i>98/81</i> <i>104/70</i> <i>81/59</i>					
<b>14 SPLIT ENZ</b> Waita (A&M) <i>67/40</i> <i>61/28</i> <i>40/0</i> 1/0 0/0					
<b>15 APRIL WINE</b> Nature Of The... (Capitol) <i>71/39</i> <i>71/32</i> <i>87/46</i> <i>109/40</i> <i>122/38</i>					
<b>16 HUMBLE PIE</b> Go For The Throat (Atco) <i>42/39</i> <i>54/40</i> <i>44/33</i> <i>54/22</i> <i>45/0</i>					

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.

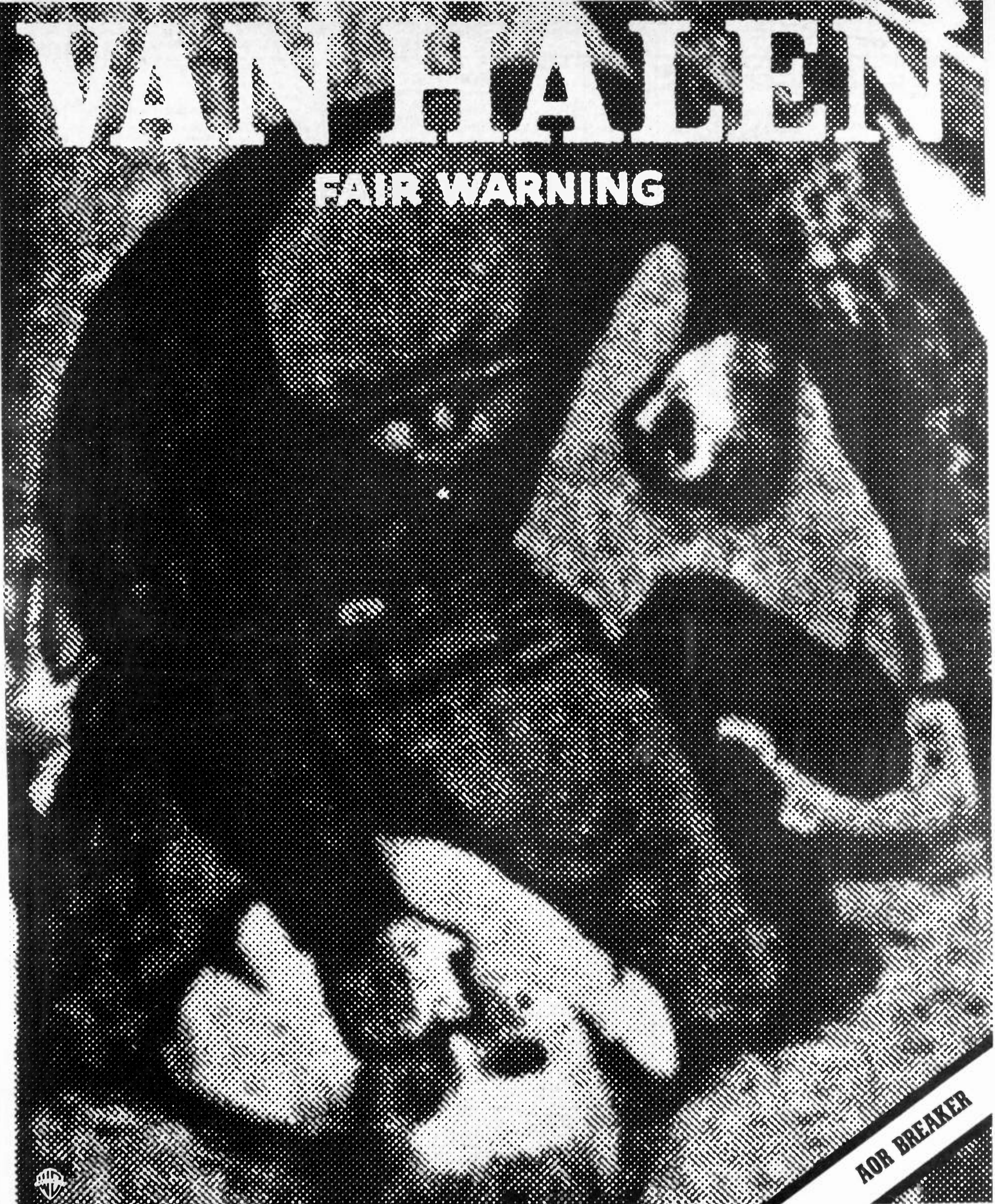
## THE HOTTEST

	5/22	5/15	5/8	5/1	4/24
<b>1 TOM PETTY &amp;...</b> Hard... (Backstreet/MCA) <i>158/139</i> <i>162/36</i> <i>32/3</i> <i>1/0</i> <i>1/0</i>					
<b>2 WHO</b> Face Dances (WB) <i>158/136</i> <i>168/147</i> <i>166/160</i> <i>169/181</i> <i>181/165</i>					
<b>3 JEFFERSON STARSHIP</b> Modern... (RCA/Grunt) <i>147/117</i> <i>150/116</i> <i>163/124</i> <i>163/120</i> <i>138/91</i>					
<b>4 PHIL COLLINS</b> Face Value (Atlantic) <i>144/116</i> <i>150/122</i> <i>156/128</i> <i>164/126</i> <i>162/108</i>					
<b>5 SANTANA</b> Zebop! (Columbia) <i>148/114</i> <i>148/108</i> <i>162/108</i> <i>166/96</i> <i>139/76</i>					
<b>6 JOE WALSH</b> There Goes... (Asylum) <i>153/99</i> <i>141/71</i> <i>148/4</i> <i>10/0</i> 0/0					
<b>7 RUSH</b> Moving... (Mercury/Pg) <i>115/89</i> <i>126/103</i> <i>129/112</i> <i>143/128</i> <i>140/116</i>					
<b>8 STEVE WINWOOD</b> Arc Of A Diver (Island) <i>107/78</i> <i>120/87</i> <i>131/98</i> <i>144/112</i> <i>136/111</i>					
<b>9 AC/DC</b> Dirty Deeds... (Atlantic) <i>104/77</i> <i>103/74</i> <i>108/78</i> <i>109/79</i> <i>100/61</i>					
<b>10 STYX</b> Paradise Theater (A&M) <i>86/74</i> <i>106/87</i> <i>124/107</i> <i>143/128</i> <i>138/130</i>					
<b>11 REO SPEEDWAGON</b> Hi Infidelity (Epic) <i>84/64</i> <i>104/80</i> <i>122/100</i> <i>137/118</i> <i>131/113</i>					
<b>12 GARY U.S. BONDS</b> Dedication (EMI America) <i>115/63</i> <i>118/65</i> <i>118/63</i> <i>118/28</i> <i>89/0</i>					
<b>13 .38 SPECIAL</b> Wild-Eyed... (A&M) <i>86/60</i> <i>108/72</i> <i>123/87</i> <i>133/96</i> <i>127/96</i>					
<b>14 ERIC CLAPTON</b> Another Ticket (RSO) <i>87/67</i> <i>107/73</i> <i>135/100</i> <i>167/127</i> <i>154/138</i>					
<b>15 BILLY SQUIER</b> Don't Say No (Capitol) <i>122/56</i> <i>120/42</i> <i>118/33</i> <i>114/24</i> <i>119/1</i>					

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.

# VAN HALEN

## FAIR WARNING



**AOR BREAKER**

Produced by Ted Templeman. On Warner Bros. Records & Tapes (HS 3540)

**On tour:**

6/02 Vancouver  
6/05 Seattle  
6/07 Portland  
6/12 Oakland  
6/16 Vegas  
6/18 Fresno

6/19 Los Angeles  
6/20-21 Los Angeles  
7/02 Milwaukee  
7/03 Detroit  
7/07 Paul  
7/09 Indianapolis

7/10-11 Chicago  
7/14 Pittsburgh  
7/16 New Haven  
7/17 New York  
7/18 Long Island  
7/20-21 Philadelphia

7/24-25 Boston  
7/28-29 Largo, Maryland  
7/31 Buffalo  
8/02 Cleveland  
8/04 Toronto  
8/05 Montreal

**SOLO**

**SOLO**

**SOLO**

**SOLO**

# AOR BREAKERS

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



**GEORGE HARRISON**  
All Those Years Ago  
45 - (Dark Horse/WB)  
Total single reports: 149. Debuted this week at number 11.



**VAN HALEN**  
Fair Warning (WB)  
"Street" "Unchained" "Love" "Hear..."  
82% of our reporters on it. Total album reports: 136. A-120, M-8, H-10. Debuted this week at number 22.



**TUBES**  
The Complete Backward Principle (Capitol)  
"Talk" "Sushi" "Attack" "Mr. Hate."  
54% of our reporters on it. Total album reports: 89. A-86, M-3, H-0. Debuted this week at number 33.

# Significant Action

- DREGS** ... Unsung Heroes (Arista) Total: 53. A-2, M-33, H-9, J-9
- MARTY BALIN** ... Balin (EMI America) Total: 52. A-48, M-1, H-3
- PURE PRAIRIE LEAGUE** ... Something... (Casablanca/PG) Total: 43. A-6, M-29, H-8
- HUMBLE PIE** ... Go For The Throat (A&M) Total: 42. A-0, M-39, H-3
- LES DUDEK** ... Gypsy Ride (Columbia) Total: 41. A-12, M-25, H-4
- DAVID LINDLEY** ... El Rayo-X (Asylum) Total: 40. A-10, M-25, H-5
- GRATEFUL DEAD** ... Reckoning (Arista) Total: 39. A-0, M-19, H-20
- JAMES TAYLOR** ... Dad Loves His Work (Columbia) Total: 37. A-0, M-20, H-17
- GARLAND JEFFREYS** ... Escape Artist (Epic) Total: 37. A-0, M-20, H-17
- ADAM & THE ANTS** ... Kings Of The Wild Frontier (Epic) Total: 36. A-3, M-26, H-7

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of airplay. They may be either still on the rise, or former National Airplay/40 chart acts.

# JAZZ ON AOR

- DREGS** ... Unsung Heroes (Arista) "Cruise" "Divided" "Pick" "Park"
- DAVID SANBORN** ... Voyeur (WB) "Need" "Goodbye" "Run" "Million"
- LEE RITENOUR** ... Rit (Elektra) "You" "Briefcase" "Question" "Sympathy"
- S. CLARKE/G. DUKE** ... Clarke/Duke Project (Epic) "Baby" "Winners"
- JEFF LORBER FUSION** ... Galaxian (Arista) "Lady" "Monster"
- CHUCK MANGIONE** ... Tarantella (A&M) "Bellavia"
- GROVER WASHINGTON JR.** ... Winelight (Elektra) "Two" "Memory"
- DAVE GRUSIN** ... Mountain Dance (GRP/Arista) Title "Friends"
- WAYNE JOHNSON** ... Arrowhead (Inner City) Title "Mole"
- ALLEN VIZZUTI** ... Allen Vizzuti (Head First) Various Cuts

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

**104 WQXR FM**  
Albany 518-482-5555

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WVAJ**  
Binghamton 807-772-8850

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**MOST ADDED**

**VAN HALEN**  
Fair Warning (WB) 31/27

**TUBES**  
The Complete... (Capitol) 25/25

**SQUEEZE**  
Eastside Story (A&M) 17/17

**MARTY BALIN**  
Balin (EMI America) 16/16

**FRANK ZAPPA**  
Tinsel... (Barking Pumpkin) 11/11

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

**MEDIUM**

**TOM JOHNSTON**  
Still Feels Good (WB) 25/23

**GREG KINN BAND**  
Rockinroll (Baserkley) 29/20

**DAVE EDMUNDS**  
Twangin' (Swen Song) 28/17

**WILLIE NILE**  
Golden Down (Arista) 22/17

**JIM STEINMAN**  
Bad For Good (Epic) 26/17

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

**THE HOTTEST**

**TOM PETTY & THE HEARTBREAKERS**  
Hard... (Backstreet/MCA) 35/35

**WHO**  
Face Dances (WB) 35/32

**SANTANA**  
Zebop! (Columbia) 32/31

**PHIL COLLINS**  
Face Value (Atlantic) 33/30

**JEFFERSON STARSHIP**  
Modern Times (RCA/Grun) 33/28

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

**104 WQXR FM**  
Albany 518-785-9800

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WVAJ**  
Boston 617-262-1111

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**i-95fm**  
Bridgeport 203-578-9995

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WCCO**  
Hartford 203-549-3456

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WBLM**  
Lewiston-Portland 207-783-2065

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WECM**  
Claremont 803-542-7735

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WHCN**  
Hartford 203-247-1060

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WBAB**  
Long Island 518-587-1023

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WZZO**  
Allentown 215-694-0511

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WZZO**  
Boston 617-262-5900

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WZZO**  
Boston 617-262-5900

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WZZO**  
Boston 617-262-5900

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)

**WZZO**  
Boston 617-262-5900

ADD: VAN HALEN (WB) "Fair Warning" (WB)  
TUBES (Capitol) "The Complete Backward Principle" (Capitol)  
DREGS (Arista) "Unsung Heroes" (Arista)  
MARTY BALIN (EMI America) "Balin" (EMI America)  
PURE PRAIRIE LEAGUE (Casablanca/PG) "Something..." (Casablanca/PG)  
HUMBLE PIE (A&M) "Go For The Throat" (A&M)  
LES DUDEK (Columbia) "Gypsy Ride" (Columbia)  
DAVID LINDLEY (Asylum) "El Rayo-X" (Asylum)  
GRATEFUL DEAD (Arista) "Reckoning" (Arista)  
JAMES TAYLOR (Columbia) "Dad Loves His Work" (Columbia)  
GARLAND JEFFREYS (Epic) "Escape Artist" (Epic)  
ADAM & THE ANTS (Epic) "Kings Of The Wild Frontier" (Epic)





# MIDWEST

**Appleton**  
414-734-9226

PO: WAVE SHANE  
NO: MARK COLTER

Added:  
VAN HALEN (WB)  
JIM STEINMAN (Epic)

Medium:  
30 SPECIAL (AMM)  
ADAM AND THE ARTS (Epic)  
GARY U.S. BONDS (EMI America)  
JOURNALS (Capitol)

PO: PHIL COLLINS (Atlantic)  
NO: TONY MARTIN

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

PO: PHIL COLLINS (Atlantic)  
NO: TONY MARTIN

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Cleveland**  
216-391-1260

PO: PHIL COLLINS (Atlantic)  
NO: TONY MARTIN

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**MOST ADDED**

VAN HALEN  
Fair Warning (WB) 36/34

TUBES  
The Complete... (Capitol) 17/17

SECRET POLICEMAN'S BALL  
Various Artists (Island) 19/11

MARTY BALIN  
Balin (EMI America) 10/10

JIM STEINMAN  
Bad For Good (Epic) 19/8

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

**MEDIUM**

OZZY OSBOURNE  
Blizzard Of Oz (J&R) 30/22

GREG KINN BAND  
Rockinroll (Baserkley) 30/21

TOM JOHNSTON  
Still Feels Good (WB) 26/19

PRETENDERS  
Extended Play (Sire) 27/19

SANTANA  
Zebop! (Columbia) 42/16

BILLY SQUIER  
Don't Say No (Capitol) 34/16

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

**THE HOTTEST**

JEFFERSON STARSHIP  
Modern Times (RCA/Grunty) 44/36

WHO  
Face Dances (WB) 44/36

TOM PETTY & THE HEARTBREAKERS  
Hard... (Backstreet/MCA) 42/36

PHIL COLLINS  
Face Value (Atlantic) 42/35

SANTANA  
Zebop! (Columbia) 42/26

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

**Bloomington**  
812-332-9282

PO: BETH SURETY  
NO: CRAIG ELLEN

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Columbus**  
614-224-1271

PO: STEVE RUBNER  
NO: TIM SMITH

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Detroit**  
313-398-1100

PO: CAREY CURLEUP  
NO: STEVE ROSTAN

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Ft. Wayne**  
219-484-0580

PO: RICK BEAT  
NO: HUL BASTON

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Lafayette**  
317-448-1588

PO: STUART NEASE  
NO: BOB WELSH

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Chicago**  
312-440-5270

PO: BILL FLOYD  
NO: SUE DANIELS

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Davenport**  
319-326-2541

PO: GABE BAPTISTE

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Detroit**  
313-883-1800

PO: JOHN LARSON  
NO: JOE UMBEL

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Grand Rapids**  
616-458-5461

PO: DAVID LOGAN  
NO: TOM GATES

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Lincoln**  
402-478-8565

PO: BRUCE WHEELER  
NO: TOM BARBER

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Chicago**  
312-828-9191

PO: TONY FELDER  
NO: DAVE BEVON

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Dayton**  
513-224-1501

PO: MICHAEL REEDONELL  
NO: JIM RIMNEY

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Duluth**  
218-726-8421

PO: JOHN THOMAS WHEATLEY  
NO: JEFF CURRY

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Indianapolis**  
317-257-7585

PO: JOE KRATZ

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Madison**  
608-274-5450

PO: DAVE EYBIN

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Chicago**  
312-777-1700

PO: WAVE SHANE  
NO: MARK COLTER

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**DeKalb**  
815-758-9250

PO: BARD HOUDES

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Evansville**  
812-477-8811

PO: DAVE LOGAN  
NO: TOM GATES

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Kansas City**  
816-753-4587

PO: OIR WILSON  
NO: JOE HICLARE

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Kansas City**  
816-531-3400

PO: BILLY OUST  
NO: DALE AUGER

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Cleveland**  
216-761-8887

PO: JOHN LARSON  
NO: JOE UMBEL

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Des Moines**  
515-265-8181

PO: LARRY DANSON  
NO: TOM SCHEMER

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Fargo**  
218-238-7900

PO: SHAWN MATERS

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Lansing**  
517-393-1320

PO: FRANK SMITH  
NO: JIM PERCENON

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)

**Minneapolis**  
612-738-4000

PO: DAVE HAMILTON  
NO: PHIL ADELSON

Added:  
"You Better Go"  
VAN HALEN (WB)  
LOVE (Polygram)

Medium:  
LAMPUNA (Atlantic)  
PRETENDERS (Sire)  
AC/DC (Atlantic)









**Jim  
Duncan**

# Country

## Country Consultants Come Out Of The Closet — Pt. II

As mentioned in last week's column, Country consultants are becoming more visible as competition among Country stations increases to the point where there's more than one act in town. Some markets now have three, four, or even more stations playing some form of Country music, each reaching for their own specific audience. Many stations are realizing that a consultant may be able to give them that extra edge they need to survive and prosper.

This week we'll speak to three additional consultants who are involved to varying degrees in the Country format: Mike Scott, head of Carmel, IN-based Scott Consultants; KNEW/Oakland PD Jim Wood; and E. Alvin Davis, who runs E. Alvin Davis & Associates in Landen Farms, OH.

Mike, who is also PD of WNDE/Indianapolis, formed Scott Consultants two years ago, after getting a taste of consulting during a two-year stint with Burkhardt, Abrams & Associates. "I've had an interest in consulting for quite a while, and during my period with Burkhardt, Abrams & Assoc. I did Top 40, Adult/Contemporary and also expanded their Country division by setting up KEND/Lubbock, KLVI/Beaumont-Port Arthur, and KCJB/Minot, ND, among others. The most spectacular was probably KEND, which went from a 3.5 to 13.6 in one book. That success is one of the main reasons that I'm involved in that market now with KLLL-AM-FM."

While Scott Consultants specializes in Adult/Contemporary, CHR, and Country formats, "We're primarily involved in country at this point, and we're limiting our client list somewhat because of my com-

**"Most consultant operations try to serve too many stations and the service suffers. We don't have a most important client . . . all of our clients are most important to us."**

— Mike Scott

mitments at WNDE. I want to make sure that the clients receive absolutely superior service so there's no problem on either side. This is where most consultant operations go wrong. They try to serve too many stations and the service suffers. We don't have a most important client . . . all of our clients are most important to us."

### Service Caters To Smaller Markets

Mike's service has one unique feature in that it's designed primarily for the small to medium market stations. As he explains, "The larger consultants gear their services more towards the larger stations, and the smaller guys seem to take the back seat." This attitude is reflected in the way Mike handles his clients' resources. The first thing we do is prepare a market analysis, which can be done one of two ways. We can fly in for a trip, which, of course, can be rather expensive for the client, or we can do it from cassette tapes supplied by the station. I've found that it really makes very little difference. A lot of consulting firms get carried away with the flying in routine, but I don't think that's necessary if there's going to be a tremendous drain on the station's finances."



Mike Scott

When programming a station, Mike takes into account certain idiosyncrasies unique to the Country format. "I'd say that the Country listener especially is attuned to a very warm, personable personality on the air.

Our announcer presentation is very warm and informal. Our stations are also very highly promotion-oriented, but not the big money kind. The cartridge games and the audience involvement type play best on a Country station."

Music, too, is an important ingredient, as Mike explains, "In view of the audience you're dealing with (the 25-54 demo), you're involved in news and information, which makes the music you do play critically important."

**"You'd walk in and say, 'Here's something called music research,' and these programmers would say, 'Hey, I've been in this business for 25 years, and I can tell you what's a hit and what's not a hit.'"**

— Jim Wood

We program the music very much like a Top 40 station in that we play the big hit country music. We play oldies or classics as far back as the 1950's, but the spotlight is on the current top 30 tunes. What we've done basically is fuse the contemporary radio basics into a very tight, hit-oriented formula.

"Country music has never been more widely accepted," Mike continues, "and this is because the music itself is far more mass appeal than in the past. That means that Country radio has an opportunity to capture a greater percentage of the mass audience than ever before. I think it's something that has been long overdue."

Jim Wood agrees that the distinction between a Country-formatted and an Adult/Contemporary-type station is slowly dissolving, in that "all the A/C stations in America are 35% Country now. About five years ago there was a major change in the outlook for country music. There are some very nice people, who've been in this business a long time, who look at this format like an ethnic format. Some of these people were trying to hang on to the pickup truck with the gun rack and cowboy image. Now, with 80 million different kinds of country music, some programmers are starting to use research . . . something that the country world didn't know anything about or wouldn't accept for years. You'd walk in and say, 'Here's something called music research,' and these programmers would say, 'Hey, I've been in this business 25 years, and I can tell you what's a hit and what's not a hit.'"

### Country Stigma Dissolving

"I've worked on some Black stations where they would only play black artists. Then I saw Jim Maddox go into Houston and put together a radio station that was flavored towards the black market but also played the Eagles and Chicago and just handed everybody in Houston their lunch. I said to myself, 'That's a very smart man because the black audience doesn't just like black records.' The same thing happened in Country. People who a year or two ago would never admit that they listened to a Country station because of the stigma attached, now feel it's okay because of the mass media, television and, of course, the music industry. After all, Barbara Mandrell is a very nice-looking lady, and I'm sure she doesn't drive a pickup truck with a gun rack."

Owing to his heavy commitment to KNEW, Jim consults only two or three stations at present, "more for fun than I do for the money. I've consulted stations for quite a while and was once a kind of freelance consultant for RAM Research when they were in the ratings business. Jack McCoy, who was President of the company, would ask me to go in and work with a particular radio station so that there would be no ties with RAM Research." Jim also helped with the KZLA/Los Angeles Country conversion while employed there.

"In the past," Jim found, "nobody took the format

seriously. It wasn't until two years ago that anybody said, 'Oh, oh. We're getting killed by a Country station.' They're finding they'd better catch up quick." Part of that catching up has Jim familiarizing newcomers with the current country artists. "I can't tell you the number of calls I've had from very well-known people asking who Razy Bailey is. They ask me to send them a list of the big artists because they're starting to branch their consulting business out into Country." Along the same lines, Jim notes one problem peculiar to country music. "It has too few artists making too many of the big hits, and that's a problem because you run into the very mechanical parts of artist separation."

Jim feels that the faddish part of Country is now over. "The 'Urban Cowboy' syndrome has been over for about six months or a year now. Poor John Travolta . . . he's changed more formats than any programmer ever will! Country is different than Disco in that it has a gold base to it where disco didn't. The stations who are consistent with their format, whether they dropped ratings or not for a while, will, I think, win in the long run. It's the performance of the jocks, the news department, the positioning statement that you make with your advertising. All things being equal, it's now down to who does the best job."

Formerly Corporate PD with Affiliated Broading, E. Alvin Davis brings to his two-year-old consulting firm a broad background in various formats including Country through Affiliated-owned KMPS-AM-FM/Seattle and KRAK/Sacramento. This background has served him well in his current consulting association with WCCI/Louisville, which E. Alvin helped to convert to Country last fall.

### Every Format Unique

E. Alvin believes that every format has something unique to offer in terms of accumulated programming knowledge. "Top 40, for example, probably has been the area that has always spawned technology. I think showmanship may be an area that was quite good for Adult Contemporaries. That human, one-to-one communication was always a great quality strength of Country stations. So almost all formats tend to have certain characteristics or areas where they excel, and the benefits you gain from being involved in all of them can only broaden your horizons. Just as a great air talent can do all different formats, I think the great programmers can study and learn and do a multiplicity of formats successfully."



E. Alvin Davis

The maturing of Country radio makes it ripe for consulting services. As E. Alvin notes, "Guys who were Country programmers were more country music fans, musicologists, than they were programmers, much like AOR radio for a long time was programmed by people

**"I think a good consultant can certainly help a radio station achieve success beyond its wildest imagination."**

— E. Alvin Davis

who were album music freaks and later programmers came into it. If we look at almost any kind of profession, most of the great technological strides and innovations have been made by people outside that profession because they were able to look at it objectively. I think it can be a tremendous advantage and I certainly feel it has been in my best interest to be involved in a lot of different formats. For a long time prior to Country 11

# BMI

## Academy of Country Music

# WINNERS

### TOP NEW FEMALE VOCALIST

Terri Gibbs



### ALBUM OF THE YEAR

"Urban Cowboy"



### SINGLE RECORD OF THE YEAR

"He Stopped Loving Her Today"



### TOP NEW MALE VOCALIST

Johnny Lee



### TOP MALE VOCALIST

George Jones



### ENTERTAINER OF THE YEAR

Barbara Mandrell



### TOP VOCAL GROUP

Alabama



### TOP FEMALE VOCALIST

Dolly Parton



### SONG OF THE YEAR

"He Stopped Loving Her Today"



### TOP VOCAL DUET

Moe Bandy & Joe Stampley



### PIONEER AWARD

Ernest Tubb



### COUNTRY MUSIC MOVIE OF THE YEAR

"Coal Miners Daughter"



### BASS

Curtis Stone

### FIDDLE

Johnny Gimble

### DRUMS

Archie Francis

### GUITAR

Al Bruno

### STEEL GUITAR (tie)

Buddy Emmons  
J. P. Maness

### BAND OF THE YEAR (Touring)

Charlie Daniels Band (Charlie Daniels)

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THE WORLD'S LARGEST PERFORMING RIGHTS ORGANIZATION



# BREAKERS.

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

### TOM JONES Darlin' (Mercury/PolyGram)

On 63% of reporting stations. National Summary: Up 39, Same 12, Down 0, Debuts 9, Adds 15. R&R Chart: Debut 41.

### SONNY CURTIS Good Ol' Girls (Elektra)

On 63% of reporting stations. National Summary: Up 26, Same 18, Down 1, Debuts 19, Adds 11. R&R Chart: 50-42.

### B.J. THOMAS Some Love Songs Never Die (MCA)

On 60% of reporting stations. National Summary: Up 34, Same 17, Down 1, Debuts 11, Adds 9. R&R Chart: Debut 43.

#### Most Added:

- JOHNNY LEE  
Prisoner Of Hope (Full Moon/Asylum)
- HANK WILLIAMS JR.  
Dixie On My Mind (Elektra/Curb)
- CONWAY TWITTY & LORETTA LYNN  
I Still Believe In Waltzes (MCA)
- CRYSTAL GAYLE  
Too Many Lovers (Columbia)

#### Hottest:

- OAK RIDGE BOYS  
Elvira (MCA)
- DOTTIE WEST  
What Are We Doin' In Love (Liberty)
- BARBARA MANDRELL  
I Was Country When Country... (MCA)
- JOHN ANDERSON  
I'm Just An Old Chunk Of Coal... (WB)

# 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. **M** indicates one of this week's "most added" new songs.

- CRYSTAL GAYLE "Too Many Lovers" (Columbia) 71/39**  
National Summary: Up 2, Same 23, Down 0, Debuts 7, Adds 39 including WMZQ-FM, WPLO, WGTO, WBHP, WSM, WIRK-FM, WSLR, KFGO, WDAF, WBSC-FM, KVOO, KRZY, KVEG, KWJJ, KSOP, R&R Chart: Debut 44.
- CRISTY LANE "Love To Love You" (Liberty) 67/10**  
National Summary: Up 28, Same 19, Down 1, Debuts 9, Adds 10, WHK, WTSO, WTHI, KFH, KBMY, KVOC, KVEG, KLAC, KIXZ, WSUN, KFTN 9-7, KGA 37-27, WIXL-FM 41-25, WWVA 27-19, WYDE 18-14, R&R Chart: Debut 45.
- JOHNNY LEE "Prisoner Of Hope" (Full Moon/Asylum) 64/62**  
National Summary: Up 4, Same 4, Down 0, Debuts 4, Adds 62 including KLAC, KNIX-FM, KCUB, WEEP, WNYR, KHEY, WMC-AM, KRMD-AM-FM, WSAI, WHK, WCXI, WIRE, WDAF, KCKC 9-7, WIXL-FM 34-20, R&R Chart: Debut 48.
- BURRITO BROTHERS "Does She Wish She Was Single Again" (Curb) 63/7**  
National Summary: Up 27, Same 17, Down 1, Debuts 11, Adds 7, WMAQ, WAXX, KLAC, KIDN, WWOD, WQAM, WHOO, WJEZ-FM 4-31, KWMT 48-38, WTSO 22-15, KGA 26-19, WWCS-FM 14-9, WWVA 38-28, KOKE-FM 46-36, WSIX-FM 3-2, R&R Chart: Debut 47.
- BOBBY BARE "Learning To Live Again" (Columbia) 62/8**  
National Summary: Up 29, Same 13, Down 0, Debuts 11, Adds 9, WSUN, WKLM, WMNI, WXCL, KVOC, KVEG, KLAC, KSDN-AM-FM, WCAW, KNOE 44-38, WIRK-FM 32-18, WSLR 33-25, KMPS-AM-FM 4-29, WSEN 19-11, WIXL-FM 11-5, R&R Chart: Debut 48.
- HANK WILLIAMS JR. "Dixie On My Mind" (Elektra/Curb) 60/49**  
National Summary: Up 2, Same 5, Down 0, Debuts 4, Adds 49 including KMAK, KNIX-FM, KWJJ, KSOP, KEEN, WPOC-FM, WWVA, WYDE, KENR, WQIK-FM, WMC-AM, KKYX, WSAI, KSD, WKMF, R&R Chart: Debut 49.
- TERRY GREGORY "Just Like Me" (Hendshake) 60/13**  
National Summary: Up 14, Same 20, Down 0, Debuts 13, Adds 13, WGNA-FM, WBGW-FM, WNYR, KVET, WQIK-FM, WSIX-FM, WUBE-FM, WCXI, WDAF, WITL-FM, WTHI, KONE, KCKC, WGTO 48-38, WMNI 23-19.
- DON KING "I Still Miss Someone" (Epic) 60/8**  
National Summary: Up 20, Same 20, Down 0, Debuts 12, Adds 8, KIXZ, WDKK, WTSO, KRZY, KKAL, KCUB, WOKQ, WAJR, WGTO 41-32, WSIX-FM 15-10, KYXX 28-8, KYTE 4-30, WIXL-FM 19-9.
- RICKY SKAGGS "Don't Get Above Your Raisin'" (Epic) 58/13**  
National Summary: Up 22, Same 13, Down 0, Debuts 10, Adds 13, KMAK, KYTE, KEEN, KMPS-AM-FM, WSEN, WOKQ, WCOS-FM, WQIK-FM, WDDD, WSLR, WUBE-FM, WHBF, WKKN, WIXL-FM 26-16, KRMD-AM-FM 50-38.
- FREDDIE HART "You're Crazy Men" (Sunbird) 57/3**  
National Summary: Up 28, Same 17, Down 0, Debuts 9, Adds 3, WMAQ, KBMY, WKLM, WSAI 40-34, KVOO 46-39, KRDR 4-31, KFTN 37-28, KGA 32-24, WYII 43-37, WGTO 46-38, WSIX-FM 44-38, KWKH 33-23.
- TOM T. HALL "The All New Me" (RCA) 55/8**  
National Summary: Up 20, Same 19, Down 0, Debuts 8, Adds 8, KIXZ, WOKK, KWKH, WNRS, WGEE, KONE, KRSY, WAJR, WSIX-FM 14-8, KICD-FM 39-30, KFTN 40-30, WIXL-FM 9-2, WWVA 39-29.
- GEORGE STRAIT "Unwound" (MCA) 51/23**  
National Summary: Up 10, Same 13, Down 0, Debuts 5, Adds 23 including KRZY, KMAK, KSDP, KSON-AM-FM, KMPS-AM-FM, WBGW-FM, WPLO, KHEY, WQIK-FM, KFGO, WFMS-FM, WIL-AM-FM.
- VERN GOSDIN "Dream Of Me" (Ovation) 48/19**  
National Summary: Up 8, Same 8, Down 0, Debuts 13, Adds 19, WMAQ, WCXI, WKMF, WXCL, KKAL, KRDR, KFTN, WSEN, WIXY, KVET, KLVJ, WKLM.
- WAYNE KEMP "Your Wife Is Cheatin' On Us Again" (Mercury/PolyGram) 48/3**  
National Summary: Up 23, Same 12, Down 1, Debuts 7, Adds 3, KIXZ, WSUN, KRZY, KOKE-FM 23-19, WQIK-FM 46-41, WDKK 4-31, WCXI 18-15, WAXX 4-29, KVDD 19-14, KWJJ 38-32, WCAW 39-32, WWVA 36-25.
- CONWAY TWITTY & LORETTA LYNN "I Still Believe In Waltzes" (MCA) 44/41**  
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 41 including KNIX-FM, KMPS-AM-FM, KGA, WMZQ-FM, KVET, WYDE, KIKK-FM, WMC-AM, WSIX-FM, WUBE-FM, KSD, WCXI.
- JOHNNY LEE "Rode Herd And Put Up War" (Full Moon/Epic) 44/2**  
National Summary: Up 27, Same 10, Down 0, Debuts 5, Adds 2, KVDC, KMPS-AM-FM, KUZZ 18-12, KWJJ 48-43, KSDP 46-38, WSEN 30-24, KLVJ 20-15, KENR 21-18, WOKK 15-9, KBUF 13-8, WMUS-AM-FM 23-17.
- JOE STAMPLEY "Whiskey Chasin'" (Epic) 43/28**  
National Summary: Up 0, Same 11, Down 0, Debuts 4, Adds 28 including WYDE, WGTD, WSIX-FM, WIRK-FM, WNRS, WSAI, KVOO, KNIX-FM, KYTE, KSDP, KCUB, WMZQ-FM.

## Others Getting Significant Action

- JOHNNY RUSSELL "Here's To The Horses" (Mercury/PolyGram) 38/3**  
National Summary: Up 22, Same 7, Down 2, Debuts 4, Adds 3, KSO, WDAF, WTHI, WFMS-FM 33-25, KVOO 17-12, KVOC 22-18, KGA 29-21, WVAM 24-18, WBAM 21-11, WLWL-FM 14-10.
- MUNDO EARWOOD "Angela" (Excelsior) 38/14**  
National Summary: Up 8, Same 10, Down 0, Debuts 4, Adds 14 including KMAK, KFTN, WSEN, KHEY, WSM, KWKH, KFGO, WIRE, KENR 33-28, WSIX-FM 43-28.
- JUDY BAILEY "Slow Country Dancing" (Columbia) 36/5**  
National Summary: Up 13, Same 14, Down 2, Debuts 2, Adds 5, WSEN, KNOE, WHBF, WKCO-FM, KUUY, WGNA-FM 40-34, WIXL-FM 16-12, KOKE-FM 41-36, WGTO 30-23, WCXI 34-28.
- EDDY RAVEN "I Should've Called" (Elektra) 35/17**  
National Summary: Up 4, Same 9, Down 0, Debuts 6, Adds 17 including KRRV, KOKE-FM, WSM, KYXX, WMUS-AM-FM, KNIX-FM, KONE, KGA, WKXA 4-28, W8IX-FM 37-23.
- SUE POWELL "Midnite Flyer" (RCA) 35/16**  
National Summary: Up 6, Same 12, Down 0, Debuts 1, Adds 16 including WPLO, KOKE-FM, WGEE, WTSO, WHBF, KRZY, KMAK, KWJJ, WWVA, WBSC-FM 25-19.
- EDGEL GROVES "Footprints In The Sand" (Silver Star) 34/6**  
National Summary: Up 12, Same 3, Down 5, Debuts 8, Adds 8, WCAW, WBAX, WCOS-FM, WGTO, WAXX, KWJJ, WESC-AM-FM 9-1, WMC-AM 4-25, WSUN 4-12, WSAI 18-14.

# Radio & Records NATIONAL AIRPLAY/50

## May 22, 1981

THIS WEEK TWO LAST WEEKS WEEK

8	3	1	1	OAK RIDGE BOYS/Elvira (MCA)
19	10	6	2	DOLLY PARTON/But You Know I Love You (RCA)
14	7	7	3	JOHN ANDERSON/I'm Just An Old Chunk Of Coal... (WB)
18	12	5	4	DOTTIE WEST/What Are We Doin' In Love (Liberty)
23	17	11	5	ANNE MURRAY/Blessed Are The Believers (Capitol)
13	9	8	6	RAZZY BAILEY/Friends (RCA)
1	1	2	7	T.G. SHEPPARD/I Loved 'Em Every One (WB/Curb)
17	13	9	8	MEL TILLIS/A Million Old Goodbyes (Elektra)
6	5	4	9	ROSANNE CASH/Seven Year Ache (Columbia)
16	14	10	10	MEL McDANIEL/Louisiana Saturday Night (Capitol)
27	20	14	11	GAIL DAVIES/It's A Lovely, Lovely World (WB)
3	2	3	12	RONNIE MILSAP/Am I Losing You (RCA)
24	18	13	13	JOHNNY CASH/The Baron (Columbia)
31	24	19	14	LACY J. DALTON/Whisper (Columbia)
35	26	20	15	STEVE WARINER/By Now (RCA)
37	32	21	16	WILLIE NELSON/Mona Lisa (Columbia)
21	21	17	17	REBA McENTIRE/I Don't Think Love Ought... (Mercury/PolyGram)
41	34	22	18	CHARLY McCLAIN/Surround Me With Love (Epic)
38	33	23	19	EARL THOMAS CONLEY/Fire And Smoke (Sunbird)
44	35	26	20	ELVIS PRESLEY/Lovin' Arms (RCA)
43	37	27	21	BILLY SWAN/Do I Have To Draw A Picture (Epic)
45	36	28	22	JOHNNY RODRIGUEZ/I Want You Tonight (Epic)
49	43	35	23	BARBARA MANDRELL/I Was Country When Country... (MCA)
10	8	16	24	JANIE FRICKE/Pride (Columbia)
39	31	25	25	ED BRUCE/evil Angel (MCA)
47	41	31	26	SYLVIA/The Matador (RCA)
2	4	15	27	CHARLEY PRIDE/Roll On Mississippi (RCA)
9	6	12	28	MOE & JOE/Hey Joe, Hey Moe (Columbia)
46	39	34	29	MOE BANDY/My Woman Loves The Devil Out Of Me (Columbia)
20	16	18	30	TAMMY WYNETTE/Cowboys Don't Shoot Straight (Epic)
-	45	41	31	TOMPALL & GLASER BROS./Lovin' Her Was Easier... (Elektra)
-	49	45	32	RANDY BARLOW/Love Dies Hard (Paid)
50	48	40	33	RAY PRICE/Getting Over You Again (Dimension)
4	11	24	34	DON WILLIAMS/Falling Again (MCA)
-	-	48	35	DAVE ROWLAND & SUGAR/Fool By Your Side (Elektra)
32	30	33	36	KENDALLS/Heart Of The Matter (Ovation)
-	-	43	37	JIM ED BROWN & HELEN CORNELIUS/Don't Bother... (RCA)
7	19	30	38	MAC DAVIS/Hooked On Music (Casablanca/PolyGram)
-	-	46	39	ALABAMA/Feels So Right (RCA)
-	50	49	40	TANYA TUCKER/Love Knows We Tried (MCA)
-	-	50	41	TOM JONES/Darlin' (Mercury/PolyGram)
-	-	50	42	SONNY CURTIS/Good Ol' Girls (Elektra)
-	-	50	43	B.J. THOMAS/Some Love Songs Never Die (MCA)
-	-	50	44	CRYSTAL GAYLE/Too Many Lovers (Columbia)
-	-	50	45	CRISTY LANE/Love To Love You (Liberty)
-	-	50	46	JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum)
-	-	50	47	BURRITO BROTHERS/Does She Wish She Was Single Again (Curb)
-	-	50	48	BOBBY BARE/Learning To Live Again (Columbia)
-	-	50	49	HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)
5	15	29	50	EMMYLOU HARRIS/Mister Sandman (WB)

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.

- CHARLIE RICH "You Made It Beautiful" (Epic) 30/5**  
National Summary: Up 10, Same 11, Down 0, Debuts 4, Adds 5, WSIX-FM, KICD-FM, KFTN, WNYR, WWVA, WSLR 4-32, KUUY 46-41, KSSS 50-48, WSEN 46-40, WBGW-FM 50-48.
- EDDY ARNOLD "Bally-Hoo Days" (RCA) 29/8**  
National Summary: Up 6, Same 12, Down 0, Debuts 5, Adds 6, WMAQ, KFGO, WFMS-FM, WXCL, WKCO-FM, WSM, KVOO 42-36, KUUY 38-34, WSIX-FM 49-31, KRMD-AM-FM 47-37.
- KIN VASSY "Likin' Him And Lovin' You" (Liberty) 28/10**  
National Summary: Up 4, Same 11, Down 0, Debuts 3, Adds 10, KFTN, KRSY, KMPS-AM-FM, WBGW-FM, KRRV, WESC-AM-FM, WIRK-FM, WSAI, KBUF, KICD-FM.
- DON McLEAN "Since I Don't Have You" (Millennium) 27/2**  
National Summary: Up 15, Same 7, Down 0, Debuts 3, Adds 2, WXCL, KTOM, KBUF 34-29, WFMS-FM 32-27, KLAC 4-14, KCKC 6-4, WPOC-FM 32-22, WHN 18-14, KLVJ 45-37, KYXX 21-17.
- JOHN CONLEE "Could You Love Me (One More Time)" (MCA) 25/24**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 24 including KDKE-FM, KIKK-FM, WMC-AM, KRMD-AM-FM, WNRS, WAXX, WDDD-FM, KFTN, KGA, WMZQ-FM.
- SUSIE ALLANSON "Run To Her" (Liberty) 23/12**  
National Summary: Up 0, Same 8, Down 0, Debuts 3, Adds 12 including KUUY, KNIX-FM, KSOP, WNYR, WGTD, WBAM, WIRK-FM, WXCL, KICD-FM, KVDD.
- BILLIE JO SPEARS "What The World Needs Now Is Love" (Liberty) 23/2**  
National Summary: Up 7, Same 7, Down 0, Debuts 7, Adds 2, WHBF, WKLM, KSO 36-28, KGA 40-31, KLVJ 44-41, KENR 37-31, WSIX-FM 26-19, KRMD-AM-FM 36-27.
- ROY CLARK "Love Takes Two" (MCA) 21/5**  
National Summary: Up 4, Same 12, Down 0, Debuts 0, Adds 5, KEEN, KGA, WTQR-FM, KBMR, KICD-FM, KUZZ 49-39, WGNA-FM 45-40, WSIX-FM 47-30.
- DEAN DILLON "They'll Never Take Me Alive" (RCA) 18/8**  
National Summary: Up 1, Same 8, Down 0, Debuts 1, Adds 8, WBGW-FM, WKXA, KRRV, KYXX, WCXI, KVDD, KRSY, KGA, WIXL-FM 46-29.
- DONNA HAZARD "Go Home And Go To Pieces" (Excelsior) 18/1**  
National Summary: Up 3, Same 12, Down 0, Debuts 2, Adds 1, KGA, KENR 31-27, WBAM 36-29, WSIX-FM 16-11, Dr. KOKE-FM, KVET, WSLR, WXCL, KVOO.
- ERNIE ROWELL "Music In The Mountains" (Grass Records) 17/6**  
National Summary: Up 2, Same 8, Down 0, Debuts 1, Adds 6, WESC-AM-FM, KNOE, KRMD-AM-FM, KBMR, KICD-FM, KGA, WBAM 33-28.
- KAY T. OLSIN "Clean Your Own Tables" (Elektra) 17/2**  
National Summary: Up 4, Same 9, Down 1, Debuts 1, Adds 2, KICD-FM, KNOE, WSEN 49-44, WWCS-FM 20-15, WGTD 45-34, On: WSAI, KSO, WCXI.
- BILLY LARKIN "Longing For The High" (Sunbird) 18/13**  
National Summary: Up 1, Same 1, Down 0, Debuts 1, Adds 13 including KIKK-FM, WBAM, KWKH, WSLR, KBMR, KFGO, WNYR, WIXL-FM 46-22.
- JEANNE PRUETT "I Ought To Feel Guilty" (Paid) 14/6**  
National Summary: Up 1, Same 7, Down 0, Debuts 0, Adds 6, KBMR, WHBF, WKKN, KTOM, WWVA, KRRV, WIXL-FM 35-21.
- TIM REX & OKLAHOMA "Spread My Wings" (NSD) 14/3**  
National Summary: Up 5, Same 3, Down 0, Debuts 3, Adds 3, WIL-AM-FM, WTHI, KRRV, WAXX 37-34, KVOO 27-20, KGA 38-29, W8IX-FM 19-14.
- EDDY ARNOLD "Two Hearts Beat Better Than One" (RCA) 14/2**  
National Summary: Up 4, Same 3, Down 0, Debuts 5, Adds 2, WLWI-FM, WSAI, WCXI 4-37, KKAL 39-29, KNIX-FM 4-37, KFTN 4-26, WIXL-FM 21-11.
- DAVID HOUSTON "Texas Ida Red" (Excelsior) 14/2**  
National Summary: Up 5, Same 4, Down 0, Debuts 3, Adds 2, KSD, KLRA, WCXI 35-32, KRRV 28-24, KRMD-AM-FM 45-39, KWKH 4-38, WIRK-FM 4-39.
- PURE PRAIRIE LEAGUE "Still Right Here In My Heart" (Casablanca/PolyGram) 14/1**  
National Summary: Up 7, Same 5, Down 0, Debuts 1, Adds 1, WBAX, WBHP 40-36, WIRE 32-25, WBSC-FM 27-22, WMUS-AM-FM 34-27, KLAC 4-12, KCKC 12-10.

# Country Pictures

## Country Consultants

Continued from Page 50

(WCII) I've wanted to do a Country station. I thought a great deal could be done in that direction.

"Basically what I am is a marketeer. There are certain marketing strategies and research techniques that we have developed that we find transcend formats. I think the perception of a consultant in many instances is not correct. The idea is that this guy is going to come in and tell you a great many things you don't want to hear that are going to cost you a great deal of money to implement. For an awful lot of folks a consulting relationship is not necessarily something they look forward to or welcome. Typically, although it certainly is changing, a consulting relationship is viewed as sort of a last resort.

"We're seeing the growth of the consulting profession very rapidly. I'm delighted by that. I think a good consultant can certainly help a radio station achieve success beyond its wildest imagination. It's not a painful process. The increased competition is causing Country to seek outside counsel and a fresh perspective."

E. Alvin believes a market overview and resulting analysis should be the first step in a consulting relationship "to see if we can do them some good. There are two ways a consultant can be used. One is the programming advisor, a resource much like R&R is used, just that consultants may cost a little more. The second way could be as a programming supervisor, acting much like a national program director and being intimately involved in the station. Either way we don't have any ego difficulties if someone wants to come in and use 50% or 60% of what we advise. We're certainly not infallible. There may be areas where we might be wrong or situations that may be applicable specifically to their market that aren't true elsewhere. All the decisions we make are based on what we would do if we owned the stations."

### Dealing With Ego Clashes

Ego problems run on both sides of the fence. How does a good consultant deal with ego clashes resulting from the relationship? "A good deal of tact and adroit behavior has got to be applied to the situation and the ability to work with people and not offend them. If you're the greatest consultant in the world, but you can't work with people, you're not going to have a very good career. So what you've got to do is move people from their position and yet have them help you move them. From a personal level we believe that we have an obligation to give people at the consulted station an opportunity to work out. It costs a lot of money to fire and hire people... that's a very big expense that most don't appreciate. Locally, the PD has got to be the executioner... he's got to be the guy who makes all your ideas happen. If he doesn't do that, if he doesn't believe in them or want to do it, the greatest ideas in the world are worth very little because they're not being implemented.

"No one of us has all the ideas or solutions. Whatever it is that a client wants to do, I'm behind them because I want their radio station to succeed." Country radio has succeeded beyond the wildest expectations of many, and E. Alvin attributes that success to the music. "It's music that talks to the roots, the soul, the emotions of people. The greatest thing that has happened to country music is that the appeal has broadened to beyond merely just a rustic person. As this evolution continues, it will continue to reflect the on-air presentation of Country radio stations."

As Country radio continues to change and grow, Country consultants will most certainly have a great impact on the future of the format. We've profiled a few; space does not permit the mentioning of the many others in this rapidly-growing profession. As these two articles suggest, each consultant has his own unique methods and ideas. Finding the right one for you often boils down to simple chemistry. As always, we invite your comments.

— Carolyn Parks



**WKYG PAYS ONION DUES** — WKYG/Parkersburg, WV recently participated in the annual Washington Bottom, WV "Ramp Skinoff," peeling ramps (described as "basically a smelly wild onion") in appropriate precautionary clothing. Air personalities Kathy Jackson (left) and Sean Marshall are pictured in a peeling pose.



**A MARYLAND PIE FOR WPOC** — As part of a WPOC/Baltimore-cosponsored bowling tournament, station staffers were privileged to receive cream pies in their faces. Pictured in the midst of this sensuous experience are (l-r) WPOC PD Larry Clark, air personality Trish Hennessey, and the manager of the bowling center, gloating at right.



Biff Collie

## Inside Nashville

**POCKET SECRETARY:** Jerry Reed buys a \$1,582,500 farm in nearby Franklin, TN... Mel Tillis, performing at the White House News Photographers Dinner Wednesday, won raves... Pat Boone hosting the ninth annual Pat Boone/Bethel Celebrity Spectacular in Chattanooga for Bethel Bible School, a nondenominational school set

up expressly to house children whose parents are in prison. B.J. Thomas and Debby Boone will join him in the concert... The International Star Registry has recorded a star (the outer space type) named after Eddie Rabbitt for posterity in the Library of Congress... The Larry Gatlin and the Gatlin Brothers Band special airs on ABC-TV Monday (5-25) with Johnny Cash special guest... Donna Fargo singing the national anthem at the 22nd annual world 600 NASCAR Winston Cup Grand National race at Charlotte Motor Speedway Sunday (5-24)... Tanya & Glen are back together again (or are they still?)... Marianne Gordon expects a Christmas present from the stork in 1981 for her husband Kenny Rogers. Incidentally, Kenny and Dolly Parton are not set to play the Rose Bowl in June, as mentioned here last week. Signals got crossed... Linda (Mrs. Bruce Jenner) Thompson's baby is expected any edition... Jeannie C. Riley's antebellum home (built in the 1850's) in Franklin is for sale (\$700,000-ish)... T.G. Sheppard will cohost a syndicated TV special with Regis Philbin called "Battle Of The Las Vegas Showgirls"... Freddy Fender re-signed with longtime manager Huey P. Meaux after a time on the outs. They're working on a new album with a label to be announced later... Also recording: a new duo, Roger Miller and Willie Nelson, cutting in Austin. Roger has several TV dates lined up, including that Gatlin Bros. special... When the Statler Bros. cohost the "Music City News Awards Show" June 8, they'll be joined by some close personal friends, Lester "Roadhog" Moran and his Cadillac Cowboys, show business legends in their own hats... New York's "ritzy" new club, the Ritz, will open its doors to country music for the first time August 13 with Razy Bailey doing the honors onstage... Ernest Tubb sang with Sammi Smith on her new recording of his "Waltz Across Texas"... WSM/Nashville radio Vice President/General Manager Len Hensel took early retirement and joins BMI as VP in charge of Broadcasting Station Relations, a newly-created post, living and

working out of Nashville... Johnny Cash's dad Ray celebrated his 84th birthday... Loretta Lynn out of Park View Hospital in Nashville, feeling better but still nursing the ulcers. She won't be back on the road again till late June, manager Dave Skepner says.

**TCB:** At Fan Fair this year, I'm touting 1950's Country DJ personalities to join us for a special Second Generation Reunion show on Saturday, June 13. Names we'd love to see there include Bill Lowery (now an industry giant), Dal Stallard, Smokey Smith, Tex Justus, Tom Perryman, Bill Stanley, Earl Davis, Charlie Stokeley, Johnny Hicks, Harry O'Connor, Charlie Walker, Jim Wilson, Shel Horton, Johnny Rion, Marvin Montgomery, Billy Parker, Cliffie Stone, Frank Simon, Charlie Williams, and Chris Lane; and those are just a few of the original members of the Country Music Disc Jockey Association, organized in the 50's. If you are, or you know someone who is a veteran of the 1950's Country DJ business, please have them contact Biff Collie at 615-373-3448.

**THINGS, PLACES, NAMES, FACES:** Ray Price heading for France, England and Germany this month... Merle Kilgore recently taped "That Nashville Music"... Jan Howard, from West Plains, MO, has a freeway named after her there... Vern Gosdin's Wembley appearance this year was so good, he's going back this fall on his own tour... Tony Joe White's appearance in Greenville, MS was spiced by an unexpected appearance of a friend, Waylon Jennings. The club owner promptly signed Tony Joe up for a return engagement (without Waylon)... Ferlin Husky, one of the greatest performing acts we've ever had in country, is back. His career has been curtailed in recent months after open heart surgery last year, but Ferlin's ready to roll again. Remember his "Gone" was one of the first Country crossover records of the late 50's rock era? Finally, congratulations to Terri Hollowell and Jeff Walker, proud parents of newborn (5-15) Jonathan William Walker, all 6lbs 9oz of him.



**OKLAHOMA PACT** — Just off the recent success of "You're The Reason God Made Oklahoma," it only seems natural that Tulsa-based Jim Halsey would sign performers David Frizzell & Shelly West to a worldwide booking agreement. The signing took place during a break in the taping of the new syndicated television special "Country Top 20" recently in Las Vegas. From left: Jim Halsey; Jack Brumley, manager of the duo; Shelly and David; and Dick Howard, Executive VP of the Halsey Company, Los Angeles.



# Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Johnny Lee (Full Moon/Asylum) Alabama (RCA)	Oak Ridge Boys (MCA)	Johnny Lee (Full Moon/Asylum) Crystal Gayle (Columbia)	Oak Ridge Boys (MCA) Barbara Mandrell (MCA)	Mark Williams Jr. (Elektra/Curb) C. Twitty & L. Lynn (MCA)	Oak Ridge Boys (MCA) Anne Murray (Capitol)	Mark Williams Jr. (Elektra/Curb) Johnny Lee (Full Moon/Asylum)	Oak Ridge Boys (MCA)

EAST		MIDWEST		SOUTH		WEST						
<b>WQXR-FM</b> Albany, NY JENNIFER LEE TERRY GREGORY CONWAY & LORETTA CRYSTAL GAYLE HOTTEST: NOE BANDY ALLIE NELSON WYMON & CORNELIUS JUDY BAILEY LACI J. DALTON	<b>WVEV</b> East Longmeadow, MA VERN GOSDIN JOHN ANDERSON HOTTEST: TOM JONES ALABAMA ANNE MURRAY WYMON & CORNELIUS JUDY BAILEY LACI J. DALTON	<b>WVAO</b> Chicago, IL TOMMY & GLASSER B TANYA TUCKER NOE BANDY RANDY BARLOW CONWAY & LORETTA RICKEY SKAGGS DAVE ROHLAND/SUGAR SUE POWELL HOTTEST: OAK RIDGE BOYS DOTTIE WEST NEIL TILLIS VERN GOSDIN SONNY CURTIS	<b>KBO</b> Des Moines, IA CORIN IN/ANNE BAND BRYON GALLAGHER JOHN LEE HOTTEST: MARK WILLIAMS JR. CONWAY & LORETTA JOHN ANDERSON DAVID HUSTON HOTTEST: BARBARA MANRELL WYMON & CORNELIUS	<b>WVMP</b> Ft. Mill, SC KING EDWARD IV WYMON & CORNELIUS CONWAY & LORETTA HOTTEST: JOHN LEE JOHN ANDERSON DAVID HUSTON HOTTEST: BARBARA MANRELL WYMON & CORNELIUS	<b>WQEE</b> Green Bay, WI SONNY CURTIS TOM T. HALL MURDO EARWOOD JOHN LEE HOTTEST: NOE BANDY CONWAY & LORETTA HOTTEST: ROSNANNE CASH JOHN ANDERSON DOTTIE WEST T.G. SHEPPARD DOTTIE WEST EDGEE GROVES	<b>WTSO</b> Madison, WI SUE POWELL DON KING GEORGE STRAIT EDDY ARNOLD MURDO EARWOOD JOHN LEE HOTTEST: NOE BANDY CONWAY & LORETTA HOTTEST: ROSNANNE CASH JOHN ANDERSON DOTTIE WEST T.G. SHEPPARD DOTTIE WEST EDGEE GROVES	<b>WVCL</b> Pearle, IL DON MC LEAN ROBERT BARE GEORGE STRAIT EDDY ARNOLD MURDO EARWOOD JOHN LEE HOTTEST: NOE BANDY CONWAY & LORETTA HOTTEST: ROSNANNE CASH JOHN ANDERSON DOTTIE WEST T.G. SHEPPARD DOTTIE WEST EDGEE GROVES	<b>KICD-FM</b> Spencer, IA KIN BASTY CHARLIE RICH MURDO EARWOOD SUSIE ALLANSON YERN GOSDIN ALABAMA HOTTEST: JANIE PRIDE GAIL DAVIES BARBARA MANRELL LACT J. DALTON HOTTEST: NEIL TILLIS CRISTY LANE BARBARA MANRELL TOM T. HALL ROGER BOWLING	<b>WFOO</b> St. Joseph, MO WILLIE NELSON MURDO EARWOOD GEORGE STRAIT DAVE ROHLAND/SUGAR HOTTEST: JOHN LEE JOHN ANDERSON DAVID HUSTON HOTTEST: BARBARA MANRELL WYMON & CORNELIUS JUDY BAILEY LACI J. DALTON	<b>WTHI</b> Terre Haute, IN CRISTY LANE TERRY GREGORY TIM NEB & OLANA JOHN STAMPEY HOTTEST: JANIE PRIDE GAIL DAVIES BARBARA MANRELL LACT J. DALTON HOTTEST: NEIL TILLIS CRISTY LANE BARBARA MANRELL TOM T. HALL ROGER BOWLING	<b>WVOO</b> Tulsa, OK ALABAMA EDDY RAVEN SUSIE ALLANSON HOTTEST: JAN STAMPEY JOHN ANDERSON DAVID HUSTON HOTTEST: BARBARA MANRELL WYMON & CORNELIUS JUDY BAILEY LACI J. DALTON	<b>KFTH</b> Wichita, KS CRISTY LANE SUSIE ALLANSON HOTTEST: T.G. SHEPPARD OAK RIDGE BOYS ROSNANNE CASH ANNE MURRAY NEIL TILLIS

EAST		MIDWEST		SOUTH		WEST						
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EAST		MIDWEST		SOUTH		WEST						
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**Hottest Tracks:**

- "Chicken Truck" JOHN ANDERSON (WB)
- TERRI GIBBS - "Somebody's Knockin'" - (MCA) "Some Days It Rains All Night Long" "Rich Man"
- EMMYLOU HARRIS - "Evangeline" - (WB) "Bad Moon Rising" "How High The Moon"
- CHARLY MCCLAIN - "Surround Me With Love" - (Epic) "Sleepin' With The Radio On" "You And Me"
- RONNIE MILSAP - "Out Where The Bright Lights Are Glowing" - (RCA) "Out Where The Bright Lights Are Glowing" "Pride Goes Before A Fall" "When Two Worlds Collide"
- ANNE MURRAY - "Where Do You Go When You Dream" - (Capitol) "It Should Have Been Easy" "Where Do You Go When You Dream" "If A Heart Must Be Broken" "Another Sleepless Night" "We Don't Have To Hold On"
- JUICE NEWTON - "Juice" - (Capitol) "Queen Of Hearts" "Count By Comfort"
- CHARLEY PRIDE - "Roll On Mississippi" - (RCA) "He Can Be An Angel" "Taking The Easy Way Out" "I Used To Be That Way"
- JOHNNY RODRIGUEZ - "After The Rain" - (Epic) "Nobody's Better Than You" "Crazy Love"
- T.G. SHEPPARD - "I Love 'Em All" - (WB/Curb) "We Belong In Love Tonight" "Party Time" "Silence On The Line"
- SYLVIA - "Drifter" - (RCA) "Heart On The Mend"
- GENE WATSON - "Between This Time & The Next Time" - (MCA) "We Got A Bad Thing Goin'"
- WAYLON & JESSI - "Leather & Lace" - (RCA) "You're Not My Same Sweet Baby" "Wild Side Of Life"
- TAKE THIS JOB & SHOVE IT - "Soundtrack" - (Epic) "Bigfoot Theme" "How Good It Used To Be" "Beer Drinkin' Christian"

**Most Requested:**

- OAK RIDGE BOYS "Elvira" (MCA)
- BARBARA MANRELL "I Was Country..." (MCA)
- DOTTIE WEST "What Are We Doin' In Love" (Liberty)
- T.G. SHEPPARD "I Loved 'Em Every One" (WB/Curb)
- DOLLY PARTON "But You Know I Love You" (RCA)
- ROSNANNE CASH "Seven Year Ache" (Columbia)

**COUNTRY ALBUMS**  
Cuts in bold type are receiving the heaviest airplay.

**ALABAMA** - *Feels So Right* - (RCA) "Feels So Right" "Ride The Train"  
**JOHN ANDERSON** - *John Anderson 2* - (WB) "Chicken Truck" "Judy The 12th, 1838" "The Same Old Girl" "I Love You A Thousand Ways"  
**ROSNANNE CASH** - *Seven Year Ache* - (Columbia) "My Baby Thinks He's A Train" "Mormon Blues" "Blue Moon With Heartache" "You Don't Have Very Far To Go"  
**DAVID FRIZZELL & SHELLY WEST** - *Carryin' On The Family Names* - (WB) "Lefty" "A Texas State Of Mind" "Carryin' On The Family Names" "Darling, Will You Marry Me Again" "Yours For The Asking"



**Jeff  
Green**

# Adult /C Contemporary

**WHAT IT IS AND WHERE IT'S GOING**

## Adult/Contemporary Radio

Over the years, readers and reporters of *Radio & Records* have come to expect certain qualities from the Industry's Newspaper: professionalism, knowledgeability, helpfulness, and continuous evolution. Keeping pace with the ceaseless changes and trends in music and programming is an intense experience.

For several years, Mike Kasabo provided faithful and invaluable contributions to music programmers, management, air talent, and the entire record industry. Mike's editorship encompasses an era, etched by his pen of dedication. No one "replaces" Mike Kasabo. One may only take the reins and press forward in the true spirit of journalism, in the true spirit of *Radio & Records*.

It is with this attitude that I assume the position of Adult/Contemporary Editor.

As this new era begins, one sees the face of this format undergoing natural yet important changes. There is a growing desire to recognize, define, and analyze the variations and trends. A dozen different stations that play roughly the same music, seek the same adult demographics, and still sound completely unique may appear to lack a common denominator. However, there is a consistent philosophy this newspaper subscribes to when discussing adult music programming, and it is upon this foundation that our use of the term "Adult/Contemporary" is built.

### Defining Adult/Contemporary

What is "Adult/Contemporary?" Why not "Pop/Adult" or "Soft Rock?" "MOR?" "Mellow Easy Rock?" Indeed, these are all legitimate terms.

Essentially, *Radio & Records* strives to represent meaningful research, insight, and a forum for adult-targeting radio stations which are emphasizing *current music* as a significant programming element. We are not necessarily talking about "pop" records, "soft" songs, or "MOR-sounding" selections. Everyone knows a hit is a hit and that we each perceive the characteristics of a song differently. To construct this section based on the "sound" or a particular melodic style would serve only a narrow spectrum of stations and possibly even eliminate itself in short order, due to contemporary music's everchanging nature.

So what does this mean? It means that we're more interested in what contemporary music is being played than in the conveniently-attached "format label" the music is supposed to appeal to. It doesn't matter if you're playing the new Paul Anka, Engelbert Humperdinck, and Tom Jones all in heavy rotation. On the other hand, you may be powering the new George Harrison, Elton John, and Alan Parsons. What's most important is how you're doing it. Are you using legitimate research? Are your current records really getting meaningful exposure? Above all, are you winning your target demos? If your answers to the above three questions are "yes," then you very well may be a valuable contributor to the Adult/Contemporary section.

There are other stations, however. Perhaps they play only ten to fifteen newer records. The majority of these songs are so established that few programmers benefit from knowing about them. What current music

is played receives Pluto rotation, is heavily dayparted, and may not even be based on any serious research. Usually, such a current music playlist as this is considered secondary to oldies, talk, sports, news or other commitments. A significant percentage of the listeners may be beyond the 25-49 cells. Even with high ratings, it's doubtful that many of these facilities are winning because of their current music selections. Yet because they are successful, these latter types of radio stations

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have a great deal to offer other stations who work to develop strength through other programming elements besides current music. Still, their usefulness as music reporters to *Radio & Records* is at best limited.

### Reporter Evaluations Forthcoming

Over the next several weeks we will be evaluating all of R&R's A/C reporters and considering numerous stations for potential reporting status. Primary criteria will revolve around the qualifications I have discussed above but certainly will not be limited to them. Before I continue any further, please understand that the majority of the current A/C reporters will remain. All changes are directed towards providing more meaningful research — more quickly, with more consistency, and with a wide breadth of appreciation and respect for the various adult music concentrations.

If you are not currently an R&R Adult/Contemporary reporter and would like to be considered, please call me. I also suggest you contact me if you've recent-

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It is at this time I join *Radio & Records* in its commitment to the evolution and growth of Adult/Contemporary radio programming and operations. I truly look forward to serving you.

## Progress

Gary Parks has been named Program Manager at WBNS-AM-FM/Columbus, OH. Most recently Gary served as Operations Manager at WJAI-FM/Eaton, OH and Assistant Program Director at WJAI's sister station, WING-AM/Dayton . . . Mary June Rose has been promoted to Assistant Program Director/Music Director at WBT/Charlotte, NC. She previously held the post of administrative assistant.

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Bob Clarke replaces Lee Gordon, who will concentrate on his morning drive shift and corporate music policies.



### OUTCUE

#### Don't Touch That Dial!

Get-well wishes to WORG/Spartanburg, SC Production Director/afternoon drive personality Mark Reynolds. He totalled his auto and fortunately was injured only slightly when the car ahead of him suddenly stopped while Mark was changing stations on his radio . . .







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