

Radio & Records

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EXITS AS WEEI-FM PD AFTER FOUR YEARS

Smidt Starts "Media Packaging" Division At Wallace & Washburn

Clark Smidt has resigned his position as Director/Programming & Promotion at CBS's WEEI-FM/Boston to join the Boston-based Wallace & Washburn marketing and research firm as VP/Broadcast Operations. Smidt will head a new media packaging division involving research, positioning, promotion, and programming for local and network radio, TV, and cable operations.

Smidt told R&R, "It's a perfect time for this new venture. Stations everywhere are realizing that positioning and research are key ingredients for success. WEEI-FM is a prime example. The 'Soft-Rock' positioning, sound, and style which I developed over the past four years is a class act worthy of CBS. The station's unique direction has produced... the highest current market share of any CBS FM station and the highest billing of any CBS FM O&O with the exception of New York and Los Angeles. This is a fantastic opportunity, and I hope



Clark Smidt

to have the chance of contributing to other CBS stations through this new enterprise."

WEEI-FM VP/GM Jack Baker told R&R, "Clark has done a terrific job here. The station has made great progress. He is very talented." Baker added that no replacement has been chosen yet. Before joining WEEI-FM, Smidt programmed WCOZ and WBZ-FM in Boston in the course of a 15-year-plus programming career.

Adamson Heads Bonneville California Radio Division

Jack Adamson, President/GM of Bonneville International's KBIG/Los Angeles, has been named President of a new Los Angeles-San Francisco division created by Bonneville. Adamson will also retain his KBIG duties, while Paulie Landon, President/GM of Bonneville's KOIT/San Francisco, will also retain her responsibilities at the station, and will now report to Adamson.

Commenting on his new expansion of duties, Adamson told R&R, "We plan to see that KOIT continues to progress one step further along the evolution of the Easy Listening/Beautiful Music for-



Jack Adamson

mat. I plan to consolidate the best talents available in L.A. and San Francisco in order to help KOIT on its move to the top."

Dudley Named Forward Chairman

Richard Dudley, President of Forward Communications, has been elected Chairman of the Board/Chief Executive Officer of the company. Former Chairman William McCormick becomes Chairman of Forward's Executive Committee and remains a company director. WMTV/Madison President Tom Bolger was elected to succeed Dudley as President/Chief Operating Officer.

Commenting on the moves, McCormick stated, "These corporate changes will put Forward in a better position to compete in

the 80's. We have some real opportunities, and our management people are organized to maximize our potential."

Forward owns WKQE & WBGW/Tallahassee; KWVL & KFMW/Waterloo, IA; KVG-AM & FM/Great Bend, KS; KVOX-AM & FM/Moorhead, MN; and WKAU-AM & FM/Kaukauna, WI; plus six TV stations, a newspaper, and an electronics division. Dudley has been with the company since its 1954 founding, and has been President for the last 18 years.

Thyret Promoted To Sr. VP/Marketing At WB

Russ Thyret has been appointed Senior Vice President/Marketing for Warner Brothers Records. He had been VP/Director of Promotion for the past five years at the label.

In making the announcement, Warners Chairman/President Mo Ostin commented, "Russ is an executive whose creative instincts make him the logical choice for this important post. His brilliant track record in promotion and sales, his strong ongoing ties to the WEA organization, and his overall marketing expertise make us confident he will fill this key post with distinction. Warner Bros.' performance in the marketing area is unequalled in the industry; Russ's undivided participation can only strengthen this critical effort."

Before assuming the VP/Pro-



Russ Thyret

motion position, Thyret was VP/National Sales for the company. He joined Warner Bros. in 1971 as Assistant National Sales Manager after serving as a WEA salesman in Los Angeles and working in retail there.

Soller, Frey, Garrett New Taft VP's

Three general managers in the Taft Radio Group have been promoted to VP/GM positions, Radio Group Executive VP Carl Wagner announced. WKRQ-FM/Cincinnati GM John Soller, WTVN/Colum-

bus GM Perry Frey, and KYYS-FM/Kansas City GM Bob Garrett received the promotions.

Soller is a 20-year Taft veteran who started his career as an air personality at WKRC/Cincinnati, becoming Station Manager at WKRC-FM (later WKRQ) in the 60's. After three years with the Cincinnati Reds broadcast organization, he returned to Taft in 1970, doing sales for WKRC, then becoming Station Manager of WKRQ in 1975 and GM in 1977.

Frey served as Station Manager of WLQA/Cincinnati and National Sales Manager at WOHO/Toledo before joining Taft in 1973 as Sales Manager at WTVN-FM/Columbus (now WLVQ). He later managed both WLVQ and WTVN.

Garrett joined the company in 1975 as an account executive for KYYS. He moved up to Sales Manager and then Station Manager in 1976, becoming General Manager in 1979.

WRC Names Phippen Station Manager

Bill Phippen has been promoted from Director of Sales to Station Manager at NBC's Washington News/Talk outlet WRC. Phippen will report to station VP/GM Frank Scott.

Scott commented, "I'm very pleased to make this announcement. Bill Phippen has been a very important force since coming to WRC and the NBC AM Radio Division."

Before joining WRC in May 1980, Phippen was VP/GM at KOPA-AM&FM/Phoenix. Pre-



Bill Phippen

viously he served as General Sales Manager at WQXI-AM&FM/Atlanta for eight years. He began his radio career as an account executive for WINS and WNEW/New York.

GCC Sells WEFM For \$9 Million

General Cinema Corp. has reached an agreement in principle to sell WEFM/Chicago to First Media (R&R 7-31) for \$9.2 million. The acquisition will give First Media six FM stations and three AM's. The agreement is subject to approval by both companies' boards as well as the FCC, and consummation is expected some time in 1982.

As mentioned last week in R&R, GCC also plans to sell WIF1/Philadelphia, with an agreement expected soon. The company will retain WHUE & WSNY/Boston, its other radio properties.

Biggest Week Yet FOR Elton & "Chloe"

F105 30-26	KXX106 28-26	WJBQ 31-26
WROR add 26	WERC deb 28	WGUY deb 34
WXKS-FM 21-20	WSGN 25-23	WACZ deb 35
JB105 29-24	G100 31-26	WLAM deb 31
KRBE add	WAAY on	WIGY on
94Q 27-23	Y103 39-33	WTSN on
WIFI on	FM100 19-17	WHEB deb 26
WZZP add	WHBQ 14	13FEA add
WGCL on	WOKI deb 34	14WK on
WBEN-FM 37-36	WRJZ deb 30	WCIR add
KEARTH on	WNOX deb 23	95XIL 36-32
KIQQ deb 37	WBCY on	95SGF deb 29
KPLZ 32-30	WSEZ 35-30	WFOX On
WFIL on	WGH on	WCGQ deb 28
WHFM add	KJ100 on	WISE on
WBLI add	WVLK 29-24	WFLB 25-22
KC101 on	WGRD 30-29	KQIZ-FM on
WICC deb 30	WVIC deb 36	KKXL add
WPST 34-30	WAKX on	KFYR on
WAEB on	KOFM deb 29	KKLS add
Q106 on	Z104 on	WEAQ 28-27
K104 34-31	WMEE on	WSPT deb 31
WAQY 33-30	WOW 23-21	WTRU 30-25
WHYN 21-18	YES-95 add 34	KSLY add
WKEE 38-36	FM99 32-30	KATI on
KEGL on	KKXX 30-26	KQDI on
KHFI 29-23	KERN 28-23	KBOZ on
B97 add	KIOY add	KOOK on
KLAZ add	KJRB deb 29	KRLC 25-19
	KTKT deb 30	

"CHLOE" ELTON JOHN

PRODUCED BY ELTON JOHN & CLIVE FRANKS
FOR FRANK-N-STEIN PRODUCTIONS



GEFFEN
RECORDS

Manufactured and Distributed by Warner Bros. Records

The Hit FROM The Hit.

WNBC add 28	KBFM add	KJRB add
WFIL add	WFMF add	KYSN add
WCAO add	KLAZ add	KCPX add
KVIL on	KXX106 add	KRQ add
Z93 add	WERC add	KHYT add
Y100 add 29	G100 add 31	WACZ add
CKLW add	WAXY add	WHEB add
KEARTH add	BJ105 add 40	14WK add
KFI add	CK101 add 39	WCIR add
KIIS-FM add	WBBQ add	WHHY add
KIQQ add	KX104 add	95SGF add
92FLY add	WOKI add	WFOX add
WICC add	WBCY add	WFLB add
WPST add	WCSC add	WANS-FM add
WKRZ-FM add	WAKY add 22	WXLK add
WKEE add	WVLK add	KSEL add
V100 add	KRAV add	KBOZ add
KNUS add 38	WNAM add	KRLC add



CHRISTOPHER CROSS

"ARTHUR'S THEME (Best That You Can Do)"

PRODUCED BY MICHAEL OMARTIAN
EXECUTIVE PRODUCER: STEPHEN PALEY



ON WARNER BROS. RECORDS



KRLY's "Outrageous" Contestants Outstanding Again

KRLY (Love 94)/Houston's annual "Most Outrageous" contest seems to attract Texas's least self-conscious eccentrics, all competing to win a heart-shaped Troy pound of 14-karat gold (worth \$6000). Following last year's unforgettable winner, who shaved her head and applied a makeshift wig composed of compost while singing "I Feel Pretty," this year's toughest competitor blew a ping pong ball up a 200-foot hill with his hands tied and four blindfolded swimsuit-clad women strapped to his body with their feet tied together. Some of the also-rans, however, were even more visually notable; pictured (left) are a man who shaved his head, plastered "KRLY 94 #1" upon his skull surface, covered the remainder of his body with station bumper stickers, and roller skated; and (right) another gentleman who tarred and feathered himself, added a beak, and ran around acting like a chicken. For further spectacular examples of this sort plus many other less "dramatic" but more subtle radio promotions, see "The Greatest Promotions Of All Time," a special issue coming soon from R&R.

FIVE STAFFERS EXIT

KSJO Shakes Up Air Corps

Five staffers, including Music Director/personality Tom Mix and three other air personalities, exited KSJO/San Jose last week. The station, one of the last major market AOR outlets to retain at least a partial "progressive" or free-form approach, will now be programmed in conjunction with AOR consultant John Sebastian. The dismissals follow the departure of two air personalities (Lisa Novak and Dave Whittaker) last month; four new air personalities have been hired as replacements, with overnights still open.

Along with 5-year veteran Mix, Production Director Billy Vega (who had been with the station for a similar length of time) and air personalities Tawn Mastrey and Lorrain Meier, plus Research Director Frank Andrick, were let go. Joining the station on the air are "Mr. Bill" from KWXL/Albuquerque, former KLIV/San Jose air personality KSJO/See Page 22

SPENCER DIRECTS BLACK PROMOTION

Jackson Named RCA VP



Keith Jackson



Patrick Spencer

Keith Jackson has been promoted to Division VP/Black Music Marketing at RCA, moving up from Director/Black Music Product Merchandising. At the same time, Patrick Spencer has been promoted to Director/Black Music Promotion from the East Coast Regional Promotion Manager position. Spencer reports to Jackson, who in turn reports to Division VP/Black Music Ray Harris.

Harris commented, "Keith Jackson has proved to be one of the most astute and imaginative marketing and merchandising planners in the field of black music. We are confident that with his

JACKSON/See Page 22

BUYS MEDFORD STATION

Hansen Forms Broadcasting Company

Ric Hansen, former Marketing Director at KJR/Seattle and Manager/Station Operations at KTAC/Tacoma, has formed Champion Broadcasting Management Services. Hansen will serve as President of the new Seattle-based company, while financial counselor William May is Vice President. Champion has agreed to purchase KMED/Medford, OR from Northstar Broadcasting for an undisclosed price, subject to FCC approval.

Commenting on the purchase, Hansen stated, "This acquisition gives our corporation the opportunity to solidify a great radio property in a very competitive and livable medium market." He added that Champion, in addition to acquiring stations, will provide management and financial advice to new or troubled radio properties.

BERRIER TO MANAGEMENT,

ROBERTS TO B104

WCAO Morning Team Departs

The WCAO/Baltimore morning team known as "Louie & the Bear" (Lou Roberts and Alan Berrier) has exited the station, with Berrier becoming Station Manager of Beautiful Music outlet WMAR-FM in town and Roberts moving crosstown to CHR competitor B104 as morning man, replacing the departed Scott Carpenter.

WCAO PD Ron Riley commented to R&R, "I knew Alan was thinking of this move, and when he made it, I think Lou became apprehensive about our continued expenditures for a morning team in view of the ratings. I'm sorry to see them go; they are both good friends, and I wish them luck." Assistant PD Scott Richards is temporarily handling the morning duties at WCAO.

Twelve-year WCAO veteran Berrier, a former News Director at the station, told R&R, "I will always have a sentimental twinge about WCAO, and Plough has been an excellent company to work for. But I'm very excited about my new position with WMAR-FM, and A.S. Abel Communications Corp. We own this station, plus WMAR-TV and both the morning and evening Sun newspapers." Berrier reports to Abel President Stuart Frankel.

Commenting on the acquisition of Roberts, B104 PD Jan Jeffries told R&R, "Lou is a real asset to us, since he has been here in Baltimore for so long and is so well known. He is a hard worker who has been visible all over town as a personality." Jeffries added that Roberts would start around September 1.

Gregory Resigns At KZOK

KZOK/Seattle General Manager Norm Gregory resigned that position late last week after 15 months. SRO Broadcast Division Director Cliff Hunter, who will administrate the station on an interim basis, explained, "The company felt the station was not headed in the right direction, and Norm resigned." Gregory had been moving the station in a more adult-appeal AOR direction.

Gregory, who was PD at KZOK at one point and also programmed KQFM/Portland, told R&R, "I thought the station was on the right track. We didn't show much improvement in the new book, but we only had about a six-week run at it, which I didn't feel was adequate confirmation of a trend either way. I think we put together a product that had a lot of appeal to the 25-40 year-old. That was the game plan since February. It was a transition period and we knew we were going to risk losing our 18-24 base. We all knew we would have to bite the bullet while to turn this thing around."

Hunter indicated the station will remain an AOR.

VJ LINEUP ANNOUNCED

Warner Amex's MTV Debuts

Warner Amex Satellite Entertainment Co. debuted MTV (music television) last Saturday (8-1) to an estimated 2.1 million homes. The new cable video music system, which is offered in stereo via satellite to cable systems all over the country, is apparently off to a smooth start. According to WASEC's Vice President of Programming and former WNBC/New York Program Manager Bob Pittman, the response has been "ten times better than we expected."

MTV features video performances of rock ar-

WARNER/See Page 22

LOS ANGELES ANALYZED

A look at a perplexing book, with reasons for the occasionally puzzling results.

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SOUND ADVICE FROM AN ELOQUENT ENGINEER

Engineering consultant Jim Loupas takes programming needs into consideration and delivers some provocative opinions.

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WPLJ KEEPS CLIMBING

The ABC AOR in New York achieved peak ratings; PD Larry Berger and Promotion Director Kim Reis relate how it was done.

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KZZP AND KOPA FACE OFF

Head-to-head interviews with the PD's from Phoenix's CHR contenders.

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PROMOTION PERCEPTIONS OF PROGRAMMERS

Responding to a column covering radio views on promotion visits, two promotion executives offer opinions on dealing with programming people.

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FULL-SERVICE MOR ON FM?

WKQX/Chicago is winning with that approach, as PD Bill Stedman explains.

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KX COUNTRY QUIZZES LISTENERS THROUGH NEWSLETTERS

A survey attached to the promotional mailer nets "good qualitative information" of considerable value to the Washington Country stations.

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Washington Report

FCC Ends Fling With 9 kHz

Returns to 10 kHz Stand; Region 2 Meeting Has Final Say; U.S. Delegation Must Reverse Earlier Stand; Fritts And Livesay Disagree On Daytimer Stance

In a closed-door vote that surprised no one, the FCC Tuesday (8-4) abandoned its support of 9 kHz, recommending that the U.S. keep 10 kHz spacing on the AM band.

Commissioners Fowler, Quello, Washburn and Dawson forged a winning coalition over Joe Fogarty. The vote could not become official until later in the week because Anne Jones, stranded out of town by the air controllers' strike, wanted to return to Washington to cast a no-vote and issue a dissenting statement.

Explaining his vote, Chairman Mark Fowler pointed to the high conversion costs for both the industry and the FCC. "When compared with these very real costs, the possible benefits from the switch are, in my mind, so speculative that they do not tip the balance in favor of the proposed change," said Fowler.

The FCC's about-face on AM spacing creates a potentially embarrassing task for the U.S. delegation to this fall's Region 2 meeting in Brazil. It must try to

TORBET PONDERING SECOND SERVICE

reverse the pro-9 kHz hard sell pitched by the American team when the 28 Western Hemisphere nations first met last year to discuss AM spacing.

At this November's meeting, the countries will collectively choose between 9 and 10 kHz and then sit down to complex negotiations to divide up the AM spectrum with a minimum of interference.

U.S. Could Still Be Forced To 9 kHz Against Its Will

The Reagan Administration has made it clear that if the Region 2 conference opts for 9 kHz, the United States will have no choice but to convert. Assistant Secretary of State James Buckley recently told Congress the alternative would be unacceptable heterodyne interference, the an-

noying whistle heard when two stations broadcast too close together on the AM band.

Reversal of the 9 kHz support first adopted by the Commission in December 1979 is attributed to two major factors: replacement of pro-9 Commissioners Ferris and Brown with the pro-10 members Fowler and Dawson, and a successful lobbying effort spearheaded by the NAB.

NAB Heartened, DBA Sadly Disappointed

"NAB was particularly heartened that many daytimers, after examining the facts, recognized 9 kHz not to be in their best interests," NAB Board Chairman and daytimer operator Eddie Fritts noted after the vote.

But Ray Livesay, President of the Daytime Broadcasters Association, disputed Fritts's claim, arguing that most daytimers remained firm in their belief that the 12 new channels under reduced spacing offered them a chance to get nighttime service.

"A lot of them are going to be sadly disappointed that the Commission has turned down its support for 9 kHz," Livesay told R&R.

Rep Firms Freed To Represent O&O Competitors

FCC Kills "Golden West Rule"; Smaller Reps Feel Threatened; Majors Welcome New Opportunities

Under the so-called 1969 "Golden West Rule," eliminated by the FCC last week, no rep firm could sign any competing client in a market where the rep or its parent company owned a station. For example, RKO Radio Sales could not represent any Los Angeles station competing with RKO's KRTH and KHJ, nor could Golden West Broadcasters represent any station other than KMPC because of its subsidiary rep company, Major Market Radio.

Elimination of the rule, which takes effect immediately, allows national sales representatives which are commonly owned with radio and television stations to represent as many stations in those markets as they can sign up. The FCC said questions of anti-competitive practices would be investigated on a case-by-case basis.

But elimination of the "Golden

EEO Relief On August 11

As of August 11, updated EEO programs will no longer have to be filed by those selling stations or applying for major facilities changes (Forms 301, 309, 314, 315, and 340). However, station buyers and applicants for construction permits who have no EEO track record or program on file will continue submitting the first five elements of the Commission's Model EEO program.

West Rule" worries many of the smaller rep firms surveyed by R&R. Selcom Executive VP Bill McHale explained, "I'm sure a good percentage of the billing for the smaller reps is generated out of the top five markets where, because of lack of representation, they have a \$1 million plus station. The O&O reps will go and take that property away from them and sell in combination with their own station. And if somebody loses 15-25% of their total business it'll be pretty hard to get back."

Sam Brownstein, President of PRO Radio, doesn't hide his opinion: "It's going to be a disaster for radio reps and the radio industry. We'll see reps close up and there won't be reps available or interested in handling certain radio stations."

"Time For It To Go," Says Blair's Boden

On the other hand, officials at major rep firms were pleased with the FCC's action. "It is time for it to go," said Blair Radio President John Boden, who isn't worried about small rep firms going under. "I happen to believe if a company does a good job for a station, it's going to keep that station." Seconding the FCC's sentiment was a Washington communications attorney who pointed

to the increasing number of viable stations.

Christal Executive VP Bruce Blevins, who believes a national rep firm must bill at least \$22 million a year just to survive, sees a big increase in dual representation. "We've found that putting complementary formats together has been very profitable for both stations and ourselves," Blevins told R&R.

Complementary Pickups Possible

A prime mover behind the rule change was Torbet Radio, whose President, Peter Moore, told R&R the dwindling number of rep firms had made the rule unfair to many stations. "Take L.A., Phoenix, Chicago, or Dallas, where there are probably twice as many good radio stations as there are reps in the market," Moore reasoned. "They are just literally locked out. There are stations in L.A. going in excess of \$1 million nationally who don't have a rep or the service they deserve." He added, "A rep who has a Beautiful Music O&O can now go out and pick up another station that might be demographically complementary, say one focusing on the 18-24 group."

Asked if Torbet might create a new firm to take on new business, Moore told R&R, "We've investigated it. If the need is there we would probably meet it. But we have to wait and see if the revenue is there. Obviously, we didn't back the ruling just to see if we could make legal history."

To date, McGavren-Gulld has been the only national sales rep to announce it will form a separate second company.

NON-BROADCAST MISCONDUCT IRRELEVANT?

FCC May Narrow Interest In Station Owners' Character

"You might have a Mafia figure who could run one helluva good broadcasting station." With that brief observation, Commissioner Abbott Washburn graphically summed up the dilemma which prompted the FCC Tuesday (8-4) to launch a top-to-bottom review of its policy of making sure radio and television licensees are of good character.

The FCC is seeking public comments on its character policy in a Notice of Inquiry which states, "The ultimate licensing question is... whether the applicant can be expected to serve the public interest as a broadcaster." For example, broadcasters will have the opportunity to tell the FCC:

- What should be the objectives in examining an owner's character?

- Can those goals be met more simply and directly?

- What is the relevance of licensee misconduct which has nothing to do with broadcasting?

- Does misconduct at one station really affect a licensee's ability to operate other stations in the public interest?

"We want to be able to adopt a standard the industry recognizes," said Commissioner Joe Fogarty, who described past case-by-case decisions on character issues as placing the FCC "in a morass in applying an amorphous principle we couldn't define."

Quello: \$1 Million Fines Should Replace "Confiscation Of Property"

Using the character discussion as a forum, Commissioner Jim Quello called for an end to taking

away licenses, but said he'd like to see the FCC empowered to levy fines up to \$1 million. "This idea of just taking someone's property away from them bothers me. I'm just wondering if this doesn't get very close to confiscation of property," said Quello, who added that criminal and civil penalties should apply in cases of misconduct.

"If a broadcaster is guilty of fraud he should go to jail. It shouldn't be a matter of someone up here deciding he should lose his license for something he wouldn't ever be convicted of," Quello argued.

Commissioner Washburn countered, "They're not just average businessmen, Jim."

"But they're probably not saints, either," shot back Chairman Mark Fowler, who said the FCC should only be interested in character as it relates to how a station operates in the public interest and to a licensee's relationship to the Commission.

Several Commissioners heaped praise on General Counsel Steve Sharp for bringing the character question before the Commission. Fogarty, who along with Commissioner Anne Jones has been pushing for such an item for several years, called the Notice of Inquiry "brilliant."

Congress Gives Final OK To Seven-Year Radio Licenses

The House and Senate late last week each approved, without change, the budget bill authorizing seven-year radio licenses, as reported in R&R last week. The bill also includes five-year TV licenses, lottery selection for new licenses, and a ban on payoffs, without FCC approval, in return for the withdrawal of a competing application. President Reagan was expected to find the measure on his desk some time this week.

FCC: At A Glance

License Losers Given Extra Time To Pack

Once a revocation or license denial becomes final, a station will now have 90 days, instead of 30, to wind up operations. In tripling the shutdown period, the Commission said the extra time would

minimize loss of service to the public by allowing it to begin processing applications for interim or regular service on the soon-to-be-dark frequency. Prompting the decision was a request from Faulkner Radio's WLBB/Carrollton, GA, which has lost its license for trying to delay the start-up of a new competitor in town (R&R 7-24).

Trade Association News

NAB/DBA Accord

Although consideration of a bill to extend daylight savings time is on hold until after the August Congressional recess, NAB Chairman Eddie Fritts affirmed NAB's stance opposing the extension in a letter this week to Daytime Broadcasters Association Pres. Ray Livesay.

Going To The NAB Radio Programming Conference?

If you'll be in Chicago you are cordially invited to meet and talk with **Jhan (John) Hiber, President of Hiber & Hart, Ltd., and Ratings & Research Editor for Radio & Records.**

Mr. Hiber will be available to discuss Arbitron ratings improvement, market research through focus groups and telephone surveys, and sales research that pays off. Jhan will be involved in three sessions...

SUNDAY, August 16
3-5 PM

Research Fair

TUESDAY, August 18
3-4:15 PM

Panel: "Commando Course In Surviving Quarterly Measurement"

WEDNESDAY, August 19
8-9:15 AM

Roundtable on Research

88% of Hiber & Hart's full service clients have achieved higher Arbitron ratings and healthier bottom lines. Discuss with Jhan Hiber how H&H can help your station be a winner like the hundreds of stations served by our firm.

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BUT SIZE OF HOUSEHOLDS SHRINKS

'80 Census Finds U.S. Households Increase 26.7%

The total U.S. population grew 11.4 percent in the past decade, according to the 1980 Census. However, during the same decade the number of households expanded by 26.7 percent to 80.3 million. In some cases, this growth was dramatic — Nevada's households grew by almost 90 percent, Arizona's by 77 percent.

Nevertheless, the top 10 states in total households are the same (and in the same order) as the top 10 in terms of population. They are, in order:

State	Number of Households (1980)*	% Increase
1 California	8.6	31.3%
2 New York	6.3	7.2%
3 Texas	4.9	43.5%
4 Pennsylvania	4.2	13.9%
5 Illinois	4.0	15.4%
6 Ohio	3.8	18.1%
7 Florida	3.7	63.8%
8 Michigan	3.1	20.4%
9 New Jersey	2.5	14.9%
10 North Carolina	2.0	35.2%

* (In millions)

While average household size is relatively consistent throughout the U.S., ranging from a low of 2.55 persons per household in Florida to Utah's high of 3.20 persons, the U.S. average household size (2.75 persons) represents a 13 percent decline from the 1970 figure of 3.11 persons, a notable drop, especially within 10 years. This decrease, interestingly, was virtually uniform in every state.

RADIO DIVISION'S PERFORMANCE STRONG

ABC Net Up In 2nd Quarter, Down In Half

ABC Inc. posted a three percent increase in second-quarter earnings during 1981. Net for the firm rose to \$55.6 million, up from \$53.8 million in the equivalent period of 1980, while revenues swelled six percent to \$612.3 million, up from 1980's \$578.5 million.

Nevertheless, ABC's six-month earnings dipped 12 percent to \$68.4 million, down from \$78.1 million in the first half of 1980, even though six-month revenues were up two percent to \$1.15 billion from \$1.12 billion in the year-previous period.

ABC noted that its radio division racked up higher profits and revenues, reflecting "strong advertiser demand" at both the network and station levels. The firm's owned television stations, however, posted a decrease in profits despite increased revenues. This decrease was attributed to higher programming costs.

Broadcast Division Powers Taft To Record 1st Quarter

The Taft Broadcasting Co. reported net earnings for the quarter ending June 30 climbed 28 percent to a record \$8.1 million, up from \$6.3 million in the analogous period of 1980. First quarter revenues for the firm soared 61 percent to a record \$90.2 million, up from \$55.9 million in the year-previous period.

Both the broadcasting division and the amusement park division posted record results during this quarter, according to Taft, with operating earnings for the broadcast group rising six percent to a record \$13.3 million, up from 1980's \$12.5 million. Revenues for the broadcast group increased eight percent to \$32.2 million, up from \$29.8 million.

Taft's radio revenues jumped 13 percent to \$7.9 million during the first quarter of 1980, while TV revenues were up six percent to \$24.3 million. Taft's amusement park division posted \$7.5 million in earnings, up over 400 percent from last year's \$1.5 million, while taking in \$49.6 million in revenues, up 227 percent from \$15.1 million in the year-previous time frame.

The Message Is The Medium

Busy executives don't always have the time to respond to every question. Not only that, but often their time is taken up with meetings, meaning that they're not always around to answer these questions either. Now, with the aid of this Evince Message Center, these problems can be easily dealt with.



Simply plug the desk nameplate-sized unit in and its 40-watt bulb backlights up to 40 key executive phrases, ranging from the insipid "Have a nice day" to the familiar "I'm in a meeting." More importantly, personalized phrases such as "It doesn't fit our format" can also be ordered. The three-dimensional black rectangular device also features a clock, which can be set to let people know when you are expected to return to your desk. Priced at \$39.95, the Evince Message Center is available from Evince at 5360 Hollister Ave., Santa Barbara, CA 93111.

Russian Cable Radio Coming To California

Beginning this fall, subscribers from San Diego to San Francisco will be able to hear eight to 10 hours of news, talk and entertainment programming in Russian via WCCS, a cable radio station based in Beverly Hills, CA.

The service, which will include English lessons and weather reports, will be available from the Pacific Telephone Co. through a special hookup installed in subscriber homes.

WCCS is an offshoot of a New York-based firm, which boasts 12,000 subscribers in New York and Philadelphia. The New York operation has been broadcasting for the past year.

According to WCCS Editor-in-Chief Emil Drahtser, a number of California airlines and banks have already expressed interest in the Russian language service, which he claims will benefit not only Russians but also Armenians, Ukrainians and other ethnic groups.



Catalog Stockpiles Winter Promo Items

Although right now it might be hotter than July, winter will soon be upon us. Stations preparing for cold-weather promotions will therefore be interested in the Early Winters 1981 Catalog, which features a 30-day trial guarantee. Among the myriad of items listed in this handy little book is the "Weather Bob" (pictured).

Basically, the "Weather Bob" is a zipper pull with a built-in thermometer and wind chill chart attached, making it easy for the wearer to grasp a zipper while sporting mittens or gloves and be informed of the temperature at the same time. The item is priced at \$2.50.

For information regarding the "Weather Bob" and products ranging from "Fake Rocks" to the "Vector," a 56mph human-powered vehicle, write for the Early Winters 1981 Catalog at 110 Prefontaine Place South, Seattle, WA 98104.

Allsop Intros Autoreverse Cassette Deck Cleaner



Allsop Inc., manufacturers of a variety of audio and videotape maintenance products, recently introduced the "Allsop 3 Ultraline Audio Cassette Deck Cleaner," which features dual cleaning pads for autoreverse cassette decks.

The "Allsop 3" is inserted into cassette decks like a standard cassette, using a virgin wool felt pad attached to a cam to gently clean the head. A second felt pad engages the capstan and pinch roller, thus removing dirt, dust, and tape oxides that collect on the latter two parts.

The basic "Allsop 3" retails for \$9.95, with replacement cleaning pads and cleaning solution included. The top-of-the-line "Allsop 3" retails for \$14.95 and features a leather case to store the cassette and replacement pads.

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5 YEARS AGO TODAY

Radio & Records

- ★ ALLEN SHAW PROMOTED TO ABC-FM STATIONS PRESIDENT.
- ★ BILL MCLENEGHAN NAMED VP AT SCHULKE PRODUCTIONS — Previously was VP at Arbitron.
- ★ HAL SMITH NEW GM AT KNEW/SAN FRANCISCO — Don Langford replaces him as KLAC PD.
- ★ PAT PIPOLO NAMED VP/PROMOTION AT UA.
- ★ T.J. LAMBERT APPOINTED WGCL/CLEVELAND PD.
- ★ NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" — Eiton John & Kiki Dee (Rocket)
- ★ NUMBER ONE COUNTRY: "Golden Ring" — George Jones & Tammy Wynette (Epic)
- ★ NUMBER ONE LP: "Splitfire" — Jefferson Starship (RCA/Grunt)

Top Six Beer Barons Find U.S Fertile Market

The nation's top six brewers, as ranked by 1980 volume, according to the Wall Street Journal, are 1) Anheuser-Busch with 50.2 million barrels, 2) Miller (37.3 million), 3) Pabst (15.1 million), 4) Schlitz (15 million), 5) Coors (13.8 million), and 6) Heileman (13.3 million).

Heileman's proposed acquisition of Schlitz would create the third largest brewer in the U.S. with a combined volume of more than 28 million barrels yearly.

Sheena Easton "For Your Eyes Only"

Produced by Christopher Neil.



**THE BACK PAGE
BREAKERS.**

96KX
94Q
KBEQ
WGCL
KIQQ
KSFY
KEZR
B104
WHFM
92FLY
WAEB
K104
WAQY
KNUS
KINT
KQ94
KXX106
WAAV
WBBQ



WSKZ
WCSC
WGH
WAKY
KJ100
WDJX
KIOY
KYSN
KCPX
WIGY
14WK
95XIL
WFOX
WFLB
KKLS
KQDI
KOOK
KRLC
KENI

Michael Stanley Band "Falling In Love Again"

Produced by the Michael Stanley Band & Eddie Kramer
from the Most Added Album, North Coast.



Networks/Program Suppliers



Recent additions to the black-owned news organization's list of affiliates include: **KMAJ/Arcadia, CA**; **WQRT/Indianapolis, IN**; **WQBC/Vicksburg, MS**; **WCBQ/Oxford, NC**; **KPSM/Brownwood, TX**; **WTQX/Selma, AL**; **KAEZ/Oklahoma City, OK**; **WQXQ/Springfield, MA**; **WOL/Washington, DC**; **WPOM/West Palm Beach, FL**; **WASC/Spartanburg, SC**, and **WWWS/Saginaw, MI**. The net now comprises 101 commercial radio affiliates.



"The Charlie Daniels Band Special," a two-hour music and interviews program, will be offered to **Source** affiliates the weekend of August 7-9. The special was produced under an agreement with **Denny Somach Productions**.

The network also announces that **EDR/Media**, a Cleveland-based firm, has been retained to produce all of the **Source's** live and recorded-in-concert long-form broadcasts.



ABC Contemporary

Beginning August 10, the net will offer two new 90-second feature programs, "Snapshot" and "Breakthrough." The former, hosted by network news correspondent **Mary Margaret Myers**, will deal with consumer interest topics and items covering social issues that affect individuals and families. "Snapshot" will be fed to affiliates on Fridays at 12:05pm EDT and re-fed at 7:40pm (all five programs for the week will be fed at this time).

"Breakthrough," hosted by ABC news correspondent **Bill Stoller**, will examine science and technology, centering upon topics such as health, fitness, parapsychology, and medicine. This program will be fed to stations on Thursdays at 12:05 EDT and re-fed again at 7:40pm. Again, all five shows for the week will be fed at this time.

Bob Rogers & Associates

Beginning August 11, an entertainment news dispatch for radio, "Terry Marshall's Daily Insider," will be offered by the San Francisco-based **Bob Rogers** firm. The five-days-per-week feature will consist of five pages of air-ready news items and interviews with a variety of music, film, and television personalities.



Paul Farmer has been named Director/Advertising & Promotion for the **Robert Wold Company Inc.**, which consists of **Wold Communications** and **Wold Entertainment**. Prior to joining Wold, Farmer served as Manager/Public Information for **RCA American Communications Inc.**



The **Travers Stakes Run**, sponsored by **Anheuser Busch** beer and **Quaker State** motor oil, will be broadcast live via the **CBS** radio net on August 15. **Win Elliot** will provide coverage of the event, which awards a \$20,000 purse to the winner.



"The Merv Griffin Radio Show" will be distributed by the Beverly Hills, CA-based **Gary Group** in the future. Distribution of the program was previously handled on an in-house basis.



The firm's "Great American Country" syndicated format will now be heard on **WRRB-FM** (formerly **WONO**)/Syracuse and **WLY-FM**/Jackson, MS, bringing the number of U.S. stations carrying the syndicated format to 75.



WKY/Oklahoma City has announced its affiliation with the net.

Hall & Oates Specials Keynote Nets Competition

Decisions, decisions, decisions... **Hall & Oates** (pictured) are obviously a hot property right now as evidenced not only by the **RCA** recording duo's six gold albums, but also by their two upcoming network radio specials airing within a week of one another.

The **CBS** "Between The Lines" special, set for the weekend of August 8-9, consists of a 20 part series of four-minute broadcasts hosted by **Peter Bekker**.



The **RKO** offering, the third in the net's special "Hot Ones" summer series, is a two-hour music and interview show, airing the weekend of August 15-16. **Harvey Mednick** served as Executive Producer, **Ron Hummel** as Producer, and **John Leader** as narrator of the feature.



GLOBAL SATELLITE NETWORK



NICKS CLIQUE — When **Modern** recording artist **Stevie Nicks** (center) appeared on a recent segment of "Rockline," she found herself surrounded by several wall-watchers. Pictured, from left, are: **Front Line Mgt.'s Larry Solters**, "Rockline" Associate Producer **Cindy Tollin**, host **B. Mitchel Reed**, and Producer **Eddie Kritzer**.

Radio Arts, Inc. Copley Radio Network

KFI/Los Angeles morning team **Lohman & Barkley's** daily five-minute radio soap opera, "Light Of My Life," heard daily Monday through Friday on **KFI**, is currently available for national syndication via the **Burkbank, CA**-based firm.

Narwood Productions

John Patt has been named Director/Marketing for the New York City-based programming supplier. Prior to joining **Narwood**, Patt served as Director/Sales for the **NBC Radio Network** as well as the **Source**.

Upcoming guests for the San Diego-based firm's "Laugh Track" program during August include: **Greg Kihn** (15-16), **Ted Nugent** (22-23), and **Loverboy** (29-30).



On September 6, the net will start broadcasting hourly updates of pro football scores. The five-minute sportscasts will run from 1:55pm to 7:55pm on Sundays only.

HEILENTERPRISES

The Lancaster, PA-based firm is offering a weekly, two-hour radio program, entitled "Gospel Greats." Currently airing on 40 stations across the U.S., the show features America's most popular gospel music along with interviews with top gospel artists. "Gospel Greats" is sold to radio stations on a market-exclusive basis with 12 minutes of local avals per hour. **Paul Heil** hosts the program. For further information, contact the firm at (717) 299-5899.



Artists to be featured on the firm's "Soundtrack Of The 60's" program during the month of August include: **Bill Medley** and **Martha Reeves** (8-8), **Darlene Love** and **Al Kooper** (8-15), the **Ventures** and **Shelly Fabares** (8-22), and **Gary U.S. Bonds** and **Marty Balin** (8-29).



ABC Entertainment



BILL BUTTONHOLES BO — **ABC** news correspondent **Bill Diehl** (left) interviewed starlet **Bo Derek** (right) recently as part of his weekly "Spotlight" feature, carried on the **ABC Entertainment** network. Topics discussed included the secret to **Bo's** success in her rise to sex symbol status and the judicial editing of her current "Tarzan, The Ape Man" film.

Reps



McGAVREN GUILDO RADIO

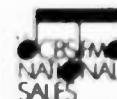


CENTURY'S SALES RECORD REWARDED — **McGavren Guild Radio** recently rewarded **Century Broadcasting** with a dinner honoring the broadcast group's record sales year. Pictured presenting **Century President Howard Grafman** (right) with a plaque recognizing the chain's achievements is **McGavren Guild Exec. VP/Central Division Tony Durpetti**.



H-R/Stone

KNBQ-KTNT/Seattle-Tacoma have become client stations.



KMOD-AM&FM/Tulsa and **WKTK-FM/Baltimore** have signed on as client stations with the rep.

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Retail Study Surveys 473 Record Stores

Montgomery Securities, a San Francisco-based firm, recently conducted a survey of 12 major record merchandisers, encompassing 473 retail stores, during the first six months of 1981. While one of the chains (Peaches) has since filed Chapter XI bankruptcy proceedings and two others reported that their sales were down, the remainder claimed their sales were up on the year. One chain said that its sales had risen 18 percent over the first six months of 1980.

Tighter inventory control and more selective merchandising were most often cited as the areas to which greater attention had been paid, mostly because thanks to the labels' present return policies, retailers own 80 percent of their stock. Retailers' cash outlays have also increased significantly as LP prices have risen between three and four percent per album, an aftereffect of the recent copyright royalty ruling.

Midline & Catalog Sales "Good"

Midline and catalog sales were generally described as "good," with retailers reporting little consumer resistance to the increased prices, noting that a "so what else is new" attitude seemed prevalent. The discontinuation of list pricing was not viewed as a factor.

A strong preference for bar coding was voiced by those chains which had installed the system. Not only is bar coding becoming more prevalent, but also those who have adopted it desire all labels to begin using the system. A number of retailers note that the adoption of detection systems (such as the "Sensor-matic") have aided in preventing losses due to shoplifting.

More store space is being given to prerecorded and blank cassettes, mirroring their increasing market share, spurred by the rising popularity of portable cassette players and the higher quality of sound they produce.

MARKET-EXCLUSIVE RADIO TIE-INS AVAILABLE

Lennon Lithos To Be Shown In 80 U.S. Cities

"Bag One," a collection of 14 lithographs drawn by the late John Lennon, will be exhibited in 80 cities throughout the U.S. shortly. Four complete collections of the 30" x 36" lithographs, depicting John's marriage to Yoko Ono and their Amsterdam "bed-in" for peace, among other events of the time (1969), will be shown simultaneously in three cities each week.

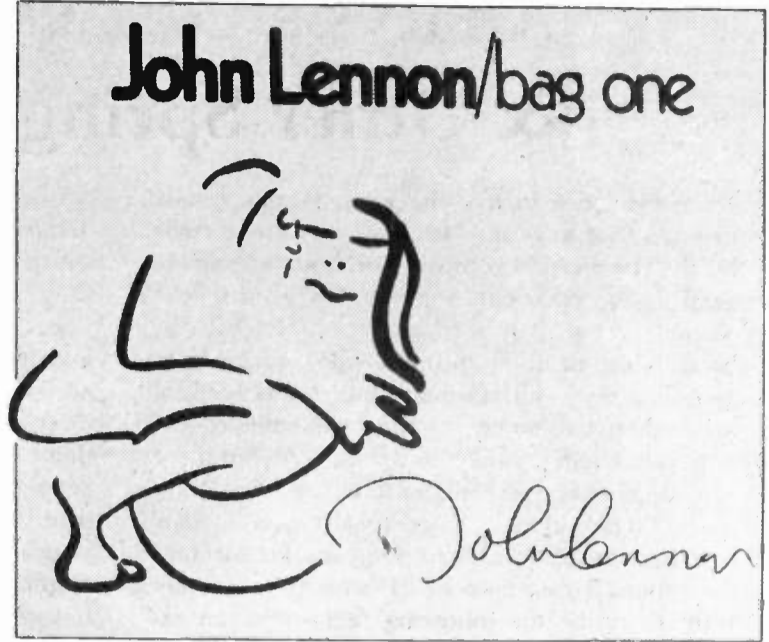
To promote the "touring art," Steve McDowell will be using radio stations, one per market. Basically, the stations determine the exhibition's location, and run spots promoting the exhibition. In return, the station is credited with having brought "Bag One" to the area without having to deal with the logistics of assembling and mounting the show. Stations' call letters will be printed on the tickets to the event as well.

Tickets to "Bag One" are priced at \$2.75 apiece and are limited to four tickets per person. To eliminate confusion, viewing times for the exhibit

are staggered so that no more than 500 people will be admitted each hour. When "Bag One" was initially exhibited in this country (in Seattle)

on March 31, 1981, 7000 people attended the five-day showing.

For further information, contact Steve McDowell at (206) 241-2326.



SHADES OF "SUGAR SUGAR"

Filmation Assembles Rock Group For "Hero High" TV Show

Filmation Studios, a Reseda, CA-based firm, has created a four-piece rock group for its upcoming NBC-TV live-action/animated show, "Hero High." The Heroes, as the group will be called, will be touring for the show and will also prepare for a concert tour.

The Heroes will perform eight minutes live every week as part of the TV program and will record 13 original

songs as well. A record deal for the group is pending.

Filmation Producers Lou Schelmer and Norm Prescott, the latter a former Boston air personality, note that Filmation used the same technique with the Archies (of "Sugar Sugar" notoriety) during the early 70's and with the Hardy Boys a little later. However, neither of those live groups toured.

In-Flight Telephone Service On The Horizon

Three Firms Ready For Takeoff

Telephone service for passengers on commercial flights is expected to begin within the year, although it probably won't become widespread until 1983, the Wall Street Journal reported recently. By then, travelers will be able to make private, uninterrupted telephone calls from the planes' cabins to anywhere in the U.S. (and possibly Europe) during transcontinental flights. Receiving calls will be unlikely, due to the extra work such a benefit would create for flight attendants.

This in-flight telephone service is aimed at business travelers, who com-

prise 55 percent of the passengers on commercial flights. The service would initially be priced at \$10 (plus long distance charges), falling to between \$5-8 for three minutes (plus a dollar for each additional minute) as the system develops.

The idea for such a service has been around a while. AT&T first proposed airborne service for the public in 1971 (private planes have had it for years), but the FCC foresaw slight demand. Furthermore, transmission quality was relatively poor and the airlines themselves were edgy about keeping track of the phone calls.

However, in May, United Airlines and Page America Communications, New York City-based beeper rental firm, concluded a year-long test of Page America's "Sky-Tel" equipment aboard a DC10. United claims that passenger response was "overwhelmingly positive," and plans to begin offering the "Sky-Tel" on 50 more planes within the next year. The "Sky-Tel" service uses technology similar to that currently available on private aircraft. Its quality has been described as like that of a CB radio's.

To surmount the problems of nationwide service and improve the quality of

the transmissions, two companies are working on what is called single-sideband transmission. Telephones using this "sst" system operate on frequencies far removed from those used on aircraft communications systems and are engineered so as not to create interference.

One of these companies, Washington, DC-based Airfone Inc., has already been granted an FCC development permit. Western Union recently purchased a half interest in the firm and expects the Airfone system to be operational by mid-1982. The other company, Annapolis, MD-based Aeronautical Radio Inc., is a private firm owned by the nation's airlines.

All three firms (Airfone, Aeronautical Radio, and Page America) plan to offer cordless telephone handsets that would be installed on passenger cabin bulkhead. The phones would be released by simply inserting a credit card into a machine that reads the card's magnetic strip and automatically bills the customer.

If the FCC, as anticipated, approves large scale "sst" testing on the widebodies jets currently flying, it's estimated that building the necessary ground stations and equipping all the planes could take two years. Operators of two-way radio services as well as Motorola, the largest manufacturer of such two-way radios, are understandably opposed to the in-flight telephone systems. They say such systems are unnecessary and that their transmission quality is greatly exaggerated.

Lessard Upped To GM At WOKQ

Marty Lessard has been elevated to General Manager for WOKQ/Dover, NH, coming from his previous post as Station Manager for the facility. A four-year veteran of the station, Lessard previously held positions at WTAG/Worcester and the former WDNH-FM/Dover prior to his joining WOKQ.



Marty Lessard

Klein Becomes VP/Finance For Island

Mel Klein has been promoted to VP/Finance for Island Records, coming from his previous post as Director/Finance for the label. Prior to joining Island, Klein served as VP/Finance for Polydor Records.

Pro:Motions

Olson Appointed GM For WNTQ

Don Olson has been named General Manager for WNTQ/Syracuse, coming from his previous post as GM for WAPI-AM & FM/Birmingham. Prior to joining WAPI, Olson served as VP/GM for WDEF-AM&FM/Chattanooga, having begun his broadcasting career at WOW/Omaha.

Campbell Elevated To GM For KFXD

Don Campbell has been promoted to General Manager at KFXD-AM&FM/Boise, coming from his previous post as Sales Manager for the stations. A 14-year veteran of the outlets, Campbell served as an air personality, News Director, and account exec prior to becoming Sales Manager.

Painter Becomes VP/GM At WHTZ

Rick Painter has been named VP/GM for WHTZ/MI. Dora, FL, a Master Creations station serving the Orlando market. Painter previously spent five years as Operations Manager for KQLH-FM/San Bernardino and KWRM/Corona, CA. He also held the National Promotion Director's post for Vic Perrotti's Phoenix-based Rainbow Promotions firm.

Sullivan Named GM; Teague To Head Nat'l Promo For Kat Family

Mike Sullivan has been named General Manager at Kat Family Records, a CBS-distributed label based in Atlanta. A 13-year veteran of Capitol Records, Sullivan most recently served as Manager for Capitol's Southeastern Distribution Center.

Concurrent with Sullivan's appointment, Tommy Teague has been named National Head of Promotion for Kat Family. Most recently, Teague served as Regional Promotion manager for RSO Records.

Ward Appointed GSM At KSDO

Ollie Ward has been appointed General Sales Manager for KSDO/San Diego. Ward previously served as Local Sales Manager for the station from 1976-80.

Ratings & Research

"It's not unusual to see baseball siphon off quarter-hours from formats such as Beautiful Music and/or Country."

Analysis Of Los Angeles (& Other Spring Markets)

Every once in a while some ratings results come in that have the "experts" scratching their heads. The recently received L.A. book was an example, as various formats — AOR for example — showed upward movement for all stations, while in other formats — Beautiful Music and Country — all stations slipped this book. I know there are some out there who regard the unusual as being synonymous with L.A., but there are some concrete explanations for what took place. I'll delve into L.A. specifically, but the tools used here are applicable in many markets around the nation. If your book looks "strange," you may want to probe the following factors for an explanation.

Additional Sample Implications

In L.A., as in a number of other areas, there is another market within the metro. Orange County (Anaheim) receives its own market report in the spring and fall, with a desired in-tab goal of approximately 1200. In the winter and summer sweeps for L.A., the Orange County levels are about half the 1200 figure.

With the extra sample in Orange County, the overall L.A. metro in-tab went from 3157 in the winter to 3925 this spring. Orange County jumped from 646 to 1108. Given the increase in the Orange County data base, this means a more stable survey there, and subsequently in L.A.'s report as a whole, plus it gives additional cume diarykeeper opportunities to stations that are especially geared to or strong in Orange County. This type of additional sample situation can crop up in many markets. If it does hit your metro, analyze what stations might benefit from an over-sample in a key area.

Cume Diary Value Drop

While the 12+ population in the L.A. metro did increase slightly with Arbitron's interim population update plugged in (a 3% increase), we have seen that the metro 12+ in-tab total jumped by 768, or 24%. This means that the average diary was worth less this sweep than in the winter, leading to a generally more stable sweep.

A rough way to compute the average diary value overall in a book is to divide the 12+ population estimate by the 12+ diary in-tab figure on page three of your book. In L.A. the winter average cume value was just over 2400, while this spring it's right at 2000. This means that everything else being equal, a station would have had to increase its number of diaries received by 17% to cover the cume value loss between the

two books. A station that didn't show a 17% jump in the number of diaries mentioning the particular entity would have suffered a share decline if its time spent listening remained stable or dropped.

A caution here. Before you go computing an average diary value, remember that diary values are generated on a sampling unit basis (sampling units are shown on page two of your books) and that they will fluctuate depending on the unit, the demo involved, and the ethnicity of the respondent. However, the overall market average is a rough way to give you a quick handle on what might help to explain a share's movement. Use this figure in conjunction with time spent listening data to see how a station might have fared.

Ethnic Impact

One aspect of the diary return this spring in L.A. was the increased impact from Hispanic respondents. In your market the ethnic weighting may be for Hispanics and/or blacks, and you should obtain the in-tab figures from Arbitron to see if there was a notable fluctuation in ethnic return survey to survey. In L.A., the Hispanic in-tab jumped from 504-704 between the winter and spring sweeps. This means that stations that skew towards the Hispanic audience, such as KRLA, may have more stable estimates and additional cuming opportunities. Indeed, KRLA rebounded from a soft winter report, with a 12+ showing of 2.9-3.7. Meanwhile, stations with virtually lily-white audiences, such as KRTH and KHTZ, slipped this report.

Format X-Ray

Given the items stated here, let's look at the reasons certain formats scored gains across the board this book while others slipped. It appears from the charts below that the ability, or inability, to keep pace with the in-tab increase overall in the metro may have significantly affected the returns. Also, it should be kept in mind that as far as AOR's go, the overall return among men 18-24 was up 38%, well above the average increase for the market.

Winter '81 vs. Spring '81

In-Tab Comparison

AORs

	Winter 12+ in-tab	Spring 12+ in-tab	% up or down
KLOS	307	470	53%+
KMET	359	538	50%+
KROQ	141	226	60%+
KWST	185	300	62%+

Average increase for AOR's, 56%.

Week In Review

Birch Will Start Quarterly Sweeps, Adds Staff

Tom Birch of the Birch Report monthly ratings service tells R&R, "We are going to roll out Quarterly Reports in the near future. It's going to be a major thing." Birch hopes to combine programming-oriented monthly data with sales-oriented quarterly reports. The reports will be available to Birch clients on an optional basis.

Birch also announced that Craig Harper, General Sales Manager of Harte-Hanks's WEZI-FM/Memphis, will soon be joining the firm as Manager/Non-Monthly Sales. Birch tells R&R that he hopes to see the number of non-monthly surveyed markets jump from the current 20 to 200 within a year.

Beautiful Music

KBIG	401	531	32%+
KJOI	279	339	22%+
KOST	200	265	33%+

Average increase for BM stations, 29%, compared to market average of 24%.

Country

KHJ	245	253	3%+
KLAC	276	334	21%+
KZLA-AM-FM	214	204	5%-

Average in-tab increase for Country, 19%.

As you can see, AOR's well outpaced the market average in terms of additional diaries, perhaps partially due to the boost in male 18-24 return. Beautiful Music stations scored just above the market average in terms of raw diary return, while Country was behind the pace for the market as a whole. These in-tab figures, coupled with TSL data, give an additional perspective when reviewing the books. In your market you can obtain from Arbitron the in-tab figures and do your own version of this analysis.

Baseball Clout

Finally, if you are in a market where major league baseball was in effect during the spring sweep, keep the potential impact of that in mind when analyzing the Arbitrons. In L.A., for example, listening to Beautiful Music stations and Country slipped, with all Country stations hurt at night. This could be due to some extent to the Dodgers/Angels impact, especially with Fernando Valenzuela's streak going for the Dodgers. Since BM and Country listeners often share with Talk stations or sports-oriented stations, such as KABC, it's not unusual to see an item such as baseball siphon off quarter-hours from formats such as Beautiful Music and/or Country.

Plentiful Perspectives

What I've tried to show this week is that there can be plenty of perspectives on what the Arbitron shows. Look at the items I've noted above and see how many relate to your metro. Keeping track of ingredients such as in-tab jumps, sample placements, returns by demo, ethnic impact, and special events such as sports can go a long way to making your view of the spring Arbitron data more incisive.

Q&A

A general manager from Arizona wrote to inquire, "Can stations that don't subscribe to the Arbitron numbers have access to the diaries through a diary review at Laurel?"

No, no! Unless you pay for the Arbitron data you are not allowed to see what those diaries look like.

**Jhan
Hiber**





Lee Ritenour alias "Mr. Briefcase"

E-47185

the new single from "Rit" 6E-331

Produced by Harvey Mason, David Foster & Lee Ritenour

"Mr. Briefcase" goes on tour:

7/30 Albany, N.Y.	8/4 Detroit, Mich.	8/10 Dallas, Tx.	8/13 Miami, Fla.	8/19-22 Los Angeles, Ca.
7/31 Philadelphia, Pa.	8/5 Pittsburgh, Pa.	8/11 Houston, Tx.	8/14 Tampa, Fla.	8/28 San Francisco, Ca.
8/1 Chicago, Ill.	8/7 Milwaukee, Wisc.	8/12 Atlanta, Ga.	8/15 Denver, Co.	8/29 Santa Barbara, Ca.
8/3 Cleveland, Oh.	8/8 Minneapolis, Minn.		8/17 Tempe, Az.	8/30 Breckinridge, Co.

Management: Dave Benditt Artists, Inc. Barry Menes Esq.



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**She cut it.
You broke it.
We love it.**



LULU

THE BACK PAGE

BREAKERS

LULU

I Could Never Miss You (More Than I Do)
(Alfa)

64% of our reporters on it. Moves: Up 17, Debuts 19, Same 57, Down 0, Adds 47 including WKBW, F106, JB106, Z93, KS96-FM, WZZP, 13K, KIMN, KOPA, B104, KHFI, Y103, KOFM, KYNO-FM, KMJK. See Parallels, charts at number 29.



FROM ALFA™ RECORDS.
The Company That Loves To Break Records.

Spring '81 Arbitron Advance Shares

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

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

A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemuscle, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Telet.

Denver

KBPI Tightens Grip On First; KAZY Rebounds; KYGO Passes KLZ

KBPI (A) enhanced its lead in Denver with a rise of 8.6-9.9. KOA (N/T) stayed in the number two spot with a 7.8-7.4 movement. KYGO became the new Country leader with a 3.5-5.7 jump, while KLZ (C) also improved 4.7-5.5. KAZY (A) enjoyed a vigorous 4.2-5.7 rebound. KLIR (BM) slipped 6.1-5.9, KIMN (R) had a stable 5.4 number, and KOAQ (R) slipped 6.0-5.2. KEZW, formerly KOSI-AM (BM), debuted with a notable 5.2 share overall. KOSI-FM (BM) slipped 6.7-5.7.

The remaining Denver area stations with a one share or higher were KADX (J) 1.9-1.8, KBCO (A) 2.4-3.1, KBRQ (C) (formerly KTLK) opening with a 1.0, KDEN (N) 1.8-1.9, KDKO (B) 2.5-2.8, KERE (AC) emerging at 1.3, KFML (A) .9-1.0, KHOW (AC) 5.8-4.3, KHOW-FM (AC) 1.1-1.8, KLAQ (C) 2.3-1.0, KLDL (AC) 2.8-1.5, KPPL (AC) 5.1-4.1, KVOD (CL) 4.8-3.4, KWBZ (T) 1.4-1.7, and KTCL (A) 1.5-1.7.

Columbus, OH

WLVQ Remains Number One; WXGT Climbs To Second

WLVQ (A) increased its share 14.0-15.9 to solidify its hold on the top slot in Columbus. Making a healthy move into the runnerup position was WXGT (R), which climbed 9.1-10.8. The remaining double-digit station was WNCI (R), which slipped 11.1-10.0. WCOL (AC) made a nice move, 5.2-7.9, but Beautiful Music leader WBNS-FM slipped 9.1-7.8. WTVN (AC) dropped 12.3-7.3 as WMNI (C) rose 6.1-6.7. WBNS (AC) improved 5.5-6.3.

Other Columbus area stations that achieved the one share threshold were WBBY (J) 1.8-1.6, WHOK (AC) 1.5-1.1, WHOK-FM (C) 3.7-4.6, WRMZ (BM) 2.9-3.4, WVKO (B) 3.7-2.2, WVKO-FM (B) 2.2-3.4, and WLW (AC) .8-1.1.

Norfolk

WMYK Hits Double Digits To Lead; WCMS-FM Moves To Second; WNOR-FM Rises

WMYK (A) added two shares, 8.1-10.1, to become the new pacesetter in the Norfolk area. WCMS-FM (C) moved into second place with an 8.0-9.8 showing. WNOR-FM (A) gained 6.8-7.6 to take third. WTAR (AC) improved 6.6-7.4, while WFOG-FM (BM) slipped 7.6-6.5. WRAP (B) had a 5.0-5.9 increase.

Additional stations in the Tidewater area with a one share or more were WBCI-AM-FM (AC) stable at 2.0, WCMS (C) 3.1-2.7, WGH (R) stable at 5.5, WGH-FM (CL) 3.1-1.8, WKEZ (BM) 3.9-4.6, WNIS (N/T) 2.9-2.5, WNOR (R) 1.3-1.4, WOWI (B) 9.8-5.2, WPCE (R) 3.2-4.2, WQRK (R) 4.5-4.6, WWDE-FM (AC) 5.5-5.9, WXRI (E) 1.3-2.2, and WZAM (A) 1.4-1.2.

Greensboro Winston-Salem High Point

WTQR Scores 16.6; WGLD Up Two; WSEZ Adds Six

WTQR (C) added five shares to its number one total, surging 11.2-16.6. Up two to number two was WGLD (BM) with a 7.4-9.5 improvement. WSEZ (R) rebounded with a vengeance, up 3.3-9.2.

Other Piedmont area stations with a one share or above included WAAA (B) 5.2-2.5, WAIR (B) 2.3-2.4, WBIG (AC) 3.6-3.2, WBUY (AC) 1.3-1.2, WCOG (C) 3.0-1.1, WEAL (B) 1.0-2.4, WHPE (RL) 3.0-1.5, WKZL (A) 10.4-7.4, WMFR (AC) 1.9-2.2, WPET (RL) .9-1.2, WQMG (B) 5.7-6.6, WRQK (R/O) 8.1-6.2, WSJS (AC) 8.0-7.4, WTNC (AC) 9-1.4, WTOB (E) 1.4-1.0, and WZOO (AC) showing up at 1.3.

Dengrove Becomes Arista National Singles Director

Lana Dengrove has been appointed Director/National Singles Promotion for Arista Records. In her new promotion capacity, she will be responsible for overall coordination and direction of the label's pop promotion efforts.

Arista VP/Promotion Richard Palmese, in making the announcement, commented, "Since joining Arista's national promotion team, Lana has consistently achieved national exposure for our artists and gained the respect of Arista's promotion management team. Her ability is special because it acts with inspired dedication and genuine concern. This is a very exciting promotion and deserves congratulations." Dengrove is based at Arista's Los Angeles office.



Lana Dengrove

Dancer Promoted At KNOK

Dewayne Dancer, PD at KNOK-FM/Dallas-Ft. Worth, has been promoted to Operations Manager of KNOK-AM & FM. He will continue his programming duties at the FM as well.

Dancer told R&R, "It's an exciting challenge with this particular company (E.G.G. Dallas Broadcasting). Since its onset it has set unprecedented goals, and I just hope to keep the ball rolling. We made an increase, so we seem to be doing the right thing; our audience seems to stay with us."

Before joining KNOK-FM three years ago, Dancer was an air personality at KVIL and KNUS/Dallas and WUFO/Bufalo.



Dewayne Dancer

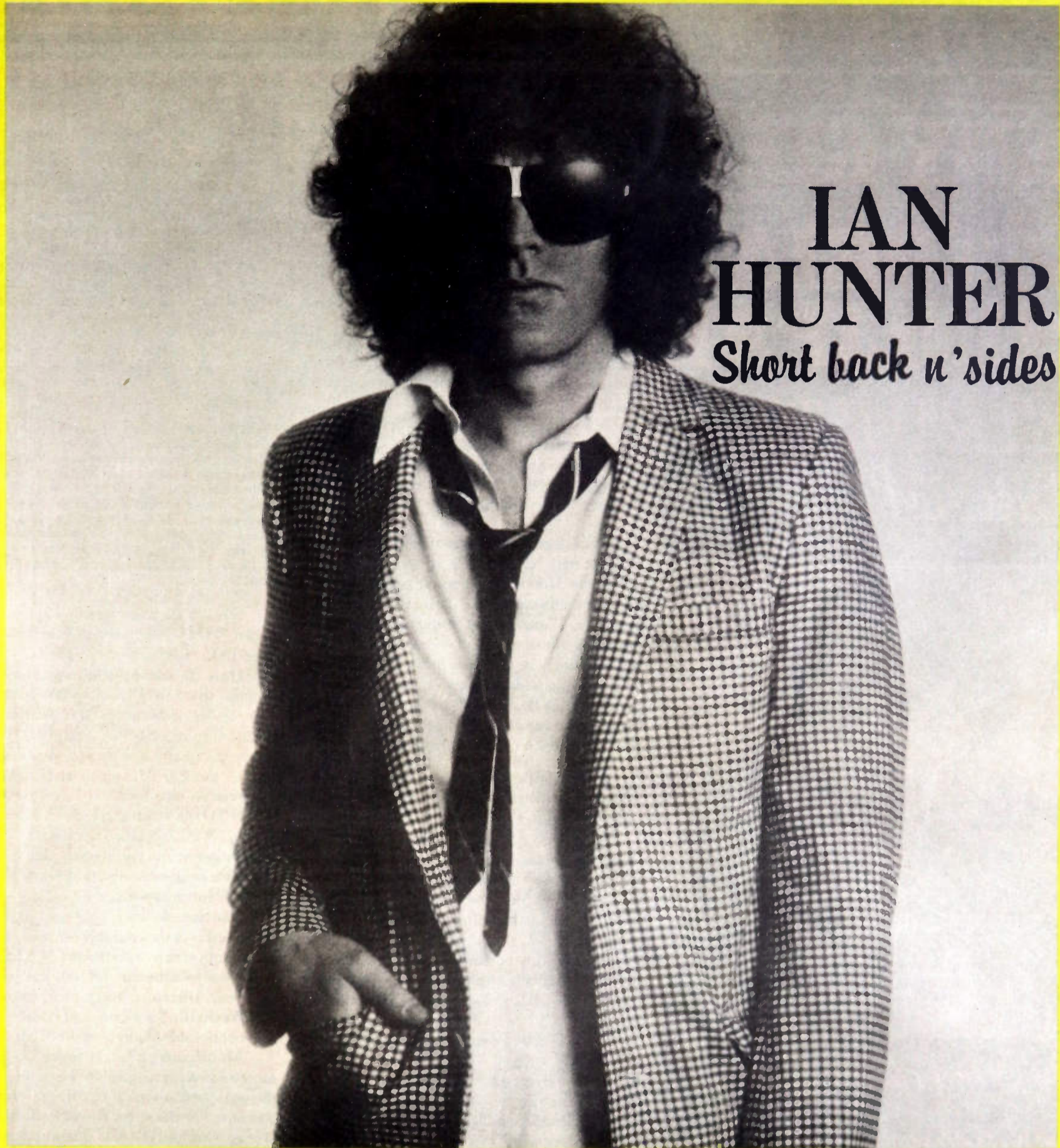


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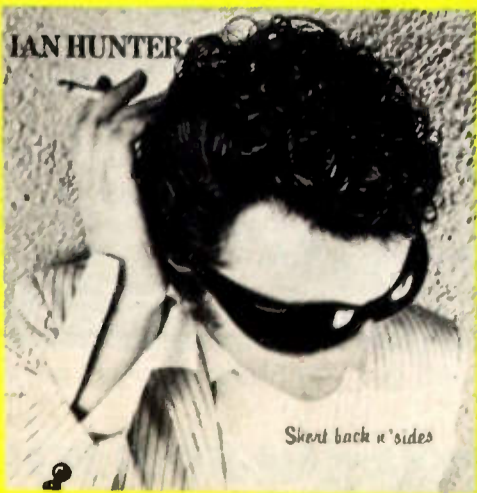
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Ian's new album is groomed with style and has the added excitement of Mick Ronson, Mick Jones, Ellen Foley and Todd Rundgren.

Watch for Ian Hunter on tour.



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Records and Tapes

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Produced by Mick Ronson & Mick Jones

The Smash MASS APPEAL Duet

ANDY GIBB

VICTORIA PRINCIPAL

"ALL I HAVE TO DO IS DREAM"

RS 1065



JUST OUT OF THE BOX AT:

WFIL add	KSET-FM add	WACZ add
KFI add	KINT add 37	13FEA add
KIQQ add	WAAY add	WFBG add
WFBR add	BJ105 add	WFBL add
WAEB add	WCSC add	WHHY on
WYSL add	WGH add	WFLB add
WLW add	WVIC add	KVOL add
Q104 add	KERN add	KBOZ add
KNUS add	KYNO-FM add	KYYA add
	KCPX add	

Executive Producer: Andy Gibb

Produced by: Andy Gibb and Michael Barbiero



Records, Inc.

Photo © 1981 Harry Langdon Photography



STREET TALK

It's getting so you can hardly tell the players without a scorecard... more changes rumored to be coming down at Polygram in New York. Street Talk hears that Vince Pellegrino will become the new VP/Promotion for the company, with Don Colberg remaining with Polygram but only in a "consulting capacity." Further, it looks like Bill Cataldo has left the label completely despite being offered a promotion within the new structure.

John Long has exercised his option and will no longer be the program director of KULF/Houston as of October 1. His resignation comes with no announcement of future plans, and no new PD has been named at the station.

Now that consultant John Sebastian has taken over SRO's KSJO/San Jose, it seems obvious that he would also lend a hand at SRO's besieged KZOK/Seattle, where GM Norm Gregory just exited (see Page 3).

MTV (see Page 3 again), the Music Channel, just may have some head-to-head competition when Inner City Broadcasting launches its Black Music Cable Television Network next year. Plans call for a midyear start-up for the black music-oriented video service, which will reportedly be available initially by land lines only (as opposed to Warner Amex's satellite delivery). WBLS/New York PD Frankie Crocker has apparently been named VP/Program Director for the new network.

Sean Conrad has exited KCBS-FM/San Francisco, with his assistant Dave Roberts being promoted to the PD slot.

Reportedly, former Polygram VP Danny Davis has been talking with Lonnie Simmons, owner of Total Experience Records (Yarborough & Peoples and the Gap Band). Word is that Simmons has offered Danny the label's presidency.

One of the South's legendary rockers, WKIX/Raleigh, has announced plans to switch from CHR to Country. The format shift is apparently due to diminishing ratings, however PD Joe Formicola and the air staff will stay on.

Jim Herron, formerly PD of WAVA/Washington, has exited mornings at WXTR in suburban DC to join Jeff Pollack as VP/Programming of Pollack Communications, Inc. He'll be based at Pollack's L.A. headquarters.

WQRK/Norfolk PD Ralph Wimmer has been promoted to Operations Director for WQRK and sister-AM WPJZ. Ralph will continue to handle half of WQRK's two-man morning show with MD Ron Bates. Bruce Garroway from WNOR-FM/Norfolk is WQRK's new PD.

Our tip that Arista would sign Hall & Oates has come true along with two other roster additions: Tanya Tucker and Manfred Mann.



UP, BIG FELLA! — When the circus comes to town can some radio foolishness be far behind? 14Q/Worcester morning man Gary Nolan challenged the local media to a downtown elephant race recently as a promotional stunt announcing the arrival of the circus. The event drew a crowd of over 5000 and prompted front page coverage from the daily newspaper. In case you keep track of these things, Gary (on the center elephant) won the race and in doing so created Worcester's first-ever earthquake as his pachyderm lumbered down Main Street.

Street Talk hears that Kevin Fennessy has exited WOAI-FM/San Antonio, where he had been PD.

Dan Steele has left WSBA/York to become the new PD of Q106/York. Joining Dan as his assistant is Jim Buchanan, who departed from US1/Philadelphia when it switched to Country. You might remember Dan and Jim as the PD/MD team at WKBO/Harrisburg not so long ago.

WJOI/Pittsburgh has officially been granted WBZZ, so now the slogan "B94" has a foundation in the call letters. Our belated congratulations to new B94 GM Gary Eaves from WNAP/Indianapolis.

The Sneeds are taking over Atlanta... Al-an Sneed is in the enviable position of being PD at Atlanta's new #1 station, WKLS, and his wife, Mary Catherine Sneed, has joined WSB as Music Director. Mary programmed WSM-FM/Nashville for a time and is already making some noticeable changes in the WSB music mix.

Multiformat hits? It looks like more and more record companies are beginning to realize the untapped potential of Adult/Contemporary stations. For example: Boardwalk has released Roger Voudouris's new single with one side for "Pop" radio and the other for Adult/Contemporary radio. What's the difference? The "Pop" side has a prominent electric guitar mixed over strings and the A/C version sublimates the guitar to the strings. An interesting use of mixing to give the same song two very distinct sounds for different audiences.

Olivia Newton-John became the latest star recipient on the Hollywood Walk Of Fame this week (8-5), having her bronze replica placed between Greta Garbo's and Edgar Kennedy's in front of Mann's Chinese Theater.

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radio index **Todd Wallace**
associates

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ESCAPE JOURNEY'S LATEST BREAKTHROUGH
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ON COLUMBIA RECORDS AND TAPES.

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Journey Management and Direction: Herbie Harlow, Nightmare, Inc.,
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AOR. NATIONAL AIRPLAY/40

8-1

NATIONAL AIRPLAY/30.

17-9

These Stations "Together" with Al Jarreau have Created a Smash!

WXKS-FM 94Q	WMAK-FM WNOX	WLAM 95SGF
Y100	WBCY	WFOX
WCKX	WVLK	WFLB
KPLZ	WAKX	WANS-FM
KJR	KGGI	WXLK
KSET-FM	FM99	KVOL
KHFI	FM102	KKLS
KLAZ	KJRB	KYYA
KXX106	KTAC	KRLC
	KHYT	

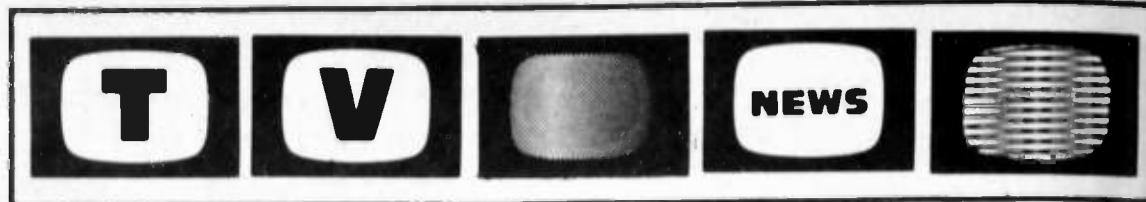


"We're In This Love Together" Al Jarreau

Produced by Jay Graydon



ON WARNER BROS. RECORDS



CBS Rolls 11 Straight Wins

CBS bottled up half of the top 20 in winning its 11th straight weekly Nielsen competition over the week ending August 2. The race was a bit closer than most of late, with CBS scoring a 14.5 average rating, ABC 13.6, and NBC 12.2. In the Battle of the Network Royal Wedding Coverage, ABC's Tuesday preview finished 13th, while CBS's Wednesday coverage was 17th. ABC also beat CBS in the battle of the news magazine shows, with "20/20" finishing second to "60 Minutes" 's fourth, but CBS series strength was too much overall. The standings:

2	1	The Jeffersons (CBS)	7	11	Alice (CBS)
8	2	20/20 (ABC)	—	12	Lou Grant (CBS)
10	3	Hart To Hart (ABC)	—	13	Royal Wedding Preview (ABC)
4	4	60 Minutes (CBS)	18	14	House Calls (CBS)
15	5	Three's Company (ABC)	—	15	St. Ives (NBC Sunday Movie)
6	6	Trapper John, MD (CBS)	20	16	Taxi (ABC)
11	7	Facts Of Life (NBC)	—	17	The Royal Wedding (CBS News Spl.)
9	8	M*A*S*H (CBS)	—	18	Champions (CBS Wednesday Movie)
20	9	It's A Living (ABC)	3	19	Dukes Of Hazzard (CBS)
13	10	Diff'rent Strokes (NBC)	—	20	CHiPs (NBC)



YESTERDAY ON TOMORROW — Former rock notables Little Richard and Wayne Cochran appeared recently on "Tomorrow Coast To Coast." Fifties great Richard has forsaken rock & roll for the ministry, while white soul revue star Cochran apparently plans to do the same. Pictured (l-r) are "Tomorrow" host Tom Snyder, Cochran, and Little Richard.

Music On TV

Guests on "Solid Gold" for the week commencing August 7 are Razy Bailey, Stephèn Bishop, Robbie Dupree, the Go-Go's, the Oak Ridge Boys, and the Who. Mickey Gilley cohosts with Dionne Warwick. Bobby Goldsboro and the Bellamy Brothers are on "Barbara Mandrell & The Mandrell Sisters" August 8. Heart appears on "Fridays" August 14.

VIDEOSCOPE:

REO SPEEDWAGON CONCERT SET TO ROLL VIA FM RADIO/CABLE TV. In what has been termed the video industry's most ambitious cross-promotional effort to date, Epic recording group REO Speedwagon will be broadcast in concert via the Source radio network and Warner Amex Satellite Entertainment Company's MTV cable television channel on August 8. The rock group's performance was taped last month for airing in this first-ever feature-length concert for MTV. The show will be simulcast in markets where both services are operational. . . 24-HOUR "WEATHER CHANNEL" CABLE SERVICE FORTHCOMING: Landmark Communications Chairman Frank Batten recently announced plans to establish a 24-hour "Weather Channel" to be delivered from Satcom I next spring. ABC-TV's "Good Morning America" meteorologist John Coleman will anchor the venture, which will sell advertising time (12 spots per hour) in a manner similar to Ted Turner's Cable News Network. . . MGM/CBS HOME VIDEO ACQUIRE 10 LORIMAR FILMS: MGM/CBS Home Video and Lorimar have signed an agreement whereby MGM/CBS will market 10 current and forthcoming Lorimar films for distribution via videocassette and videodisc in the U.S., South America, Australia, New Zealand, and South Africa. The films include John Huston's "Victory," Blake Edwards's "S.O.B.," the Jack Nicholson-Jessica Lang version of "The Postman Always Rings Twice," "Second Hand Hearts," "Sea Wolves," and the yet-to-be-released "Night School," "Love And Money," and "Fast-Walking." Hal Ashby's "Lookin' To Get Out" and the New Wave rock music feature, "Urgh! A Music War" are also covered in the pact.

Another Summer With

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All Over the Radio.



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AM 2349

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SP 3726

Produced by Tom Dowd

Management: Bob Brown

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BAUM FALLS BY KIQQ — Bruce "Baby Man" Baum of "Marty Feldman Eyes" notoriety and associates put the evil eye on KIQQ when the comedian guested on the Bruce & Tony morning show recently. Pictured (l-r) are Tony St. James, Horn Records President Jimmy Haskell, Baum, and Horn's Howard Silvers, with Bruce Chandler and his retractable eyes up front.



THE Q ZOO FOR BREAKFAST — Q105/Tampa has been running a "win breakfast with the Q Morning Zoo." Listeners write in stating why the Q should come to their home and broadcast live. The winner and 25 of her friends chomped on breakfast from McDonald's while (l-r) PD Scott Shannon, morning man Cleveland Wheeler, and News Director Pat Brooks entertained everyone.



RICK ROCKS MEMPHIS — While on a promotional tour through the South, RCA recording artist Rick Springfield stopped in to visit with the staff at FM100/Memphis. Shown (back row, l-r) are RCA sales manager Allen Butler, Rick Springfield's manager Tom Skeeter, RCA local promo rep Mark Niederhauser, FM100 morning man Steve Conley, and RCA Regional promotion rep Eddie Mescolo. Pictured (front row, l-r): contest winner who met Rick Springfield, Springfield, and FM100 promotion coordinator Diane Hampton.

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R&R wants you . . . to send us your station's pictures. Any format, any size market, whether you're a reporter or not, we're here to give your station's promotions, contests, activities, and staff changes the kind of widespread exposure only the industry's most-read publication can provide. Send photos (preferably black & white) to the editor of your format, or to Ken Barnes, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

BRAD MESSER



A Natural Suspicion

People wonder whether they're being hyped. Whether they're getting straight stuff. Radio insiders and listeners alike may find themselves wondering, when they hear a movie critic or record reviewer, "Do I believe this? Is he for real or is this just hype?" Maybe people don't *always* wonder about that, but the question arises often enough to make credibility maintenance necessary when running opinion features. Recently two stations handled the issue in opposite ways.

Station A wanted to add a record reviewer. A suitable talent was found, and through good luck and fast talking he was persuaded to work for name recognition (glory) rather than actual cash. After a few weeks on the air, the reviewer began to have people approach at parties and congratulate him on the fine job and wonderful program. But following the usual ego stroking, I'm told, people would frequently try to draw him into conversation about whether he had to withstand any kind of station or record company pressure. They wanted to know whether he was on the take, and if so, how much did people pay for things like favorable reviews of their record on a popular station. People never asked point blank, but that's what they were intimating and obviously what they were curious about.

The station accepted the usual credibility-establishment job and maintained a hands-off policy, allowing the reviewer full freedom while paying close enough attention to detect any overt outside influences that might need to be fended off. The program is earning its reputation for honesty and listeners are making positive comments.

At Station B the programmer was going through the same thought process that inspired Station A to add a reviewer, but there came a fork in the road and B handled the entire issue differently. They wanted a movie critic who could be entertaining and knowledgeable enough to keep his features interesting even to non-moviegoers, plus earn credibility with a major portion of the audience after everyone had seen enough of the same shows to make value judgments about his criticisms. Station B was as fortunate as its counterpart, finding just the right person for exactly the right price (glory). Being more sales-oriented, programmer B took the movie review package to Sales to get it sold before it even went on the air. That's where the credibility issue surfaced in a way that surprised the PD. Sales assumed the program would be a straight shooter calling 'em as they were, but there was great fear that the first negative review on Station B would immediately be followed by the sounds of telephones ringing as all the movie people called to cancel their spots.

In some cities and stations, that would seem a hopelessly out-of-date fear, but at Station B the movie critic never made his first appearance. It's a big country, podnuhs, and things are different town to town. Station B had the opportunity to air a useful, entertaining program, but the fear that it *might* be honest and unbiased raised powerful opposition.

Personally, I don't think reviews have any great impact on the mass audience, aside from pure entertainment value, so whether stations run 'em or not isn't important to me. But the reasons for the decisions say a lot about the individual stations, don't they.

CALENDAR

"Windy City" Meant Hot Air

MONDAY, AUGUST 10: Chicago incorporated as a town 148 years ago today in 1833, when about two hundred people lived there. Carol Krucoff of the Chicago Historical Society says the nickname "Windy City" came from a New York newspaper editorial poking fun at political hot air blowing out of Chicago, but has some to mean real wind off Lake Michigan.

On this day in the year 1638, James Bronck moved to the New York area later named for him, the Bronx. Eddie Fisher is 53. Bobby Hatfield (Righteous Brothers) is 41.

First Ship Sends S-O-S

TUESDAY, AUGUST 11: In 1909 the distress code S-O-S was agreed on internationally, and 72 years ago today it was first broadcast by a ship needing help. The "Arapahoe" had broken a propeller shaft and was helpless in heavy seas off North Carolina. Help came, the ship was towed in. After repair the "Arapahoe" put to sea and, as chance had it, intercepted the *second* S-O-S, going to the assistance of another distressed vessel.

Today is the last of the Dog Days of Summer, traditionally the hottest six weeks of the year. Alex Haley is 60. Mike Douglas is 56.

Sewing Millionaire Scandal

WEDNESDAY, AUGUST 12: The man who perfected the sewing machine for home use was Isaac Singer, who started his company 130 years ago today in Boston with a forty-dollar capital investment. After Singer became rich, he fled the country scandalized when several of his mistresses created unwanted newspaper headlines. By the way, the Wright Brothers used a Singer to sew the wing fabric on the first airplane.

Parnelli Jones is 48. Porter Waggoner is 49. Alvin "Buck" Owens is 52.

What Made Public Phones Possible

THURSDAY, AUGUST 13: For a dozen years after Bell invented the telephone, only private homes and businesses had service. Then 92 years ago today the patent was issued for the first coin-operated phone, making the first public phones practical. A coin call cost only pennies then, went to a nickel in 1906, and jumped to a dime in 1951.

Twenty years ago today Germany sealed its border with the West to stop the outflow of refugees. It was the beginning of the Berlin Wall.

Fidel Castro is 54.

Depression Prompted Social Security

FRIDAY, AUGUST 14: During some of the leanest years in the country's history, the United States Congress passed the Social Security Act 46 years ago today in 1935. Now about one in every seven Americans is on some form of SS. Today is the 36th anniversary of the end of World War II, the global conflict that involved every nation except five. David Crosby is 40. Mark Fidrych is 25. Magic Johnson is 22.

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EASY LISTENING RADIO

Fred Seiden

Engineering For The Numbers

It's refreshing to talk with an engineering consultant who understands programming as well as the technical demands of a radio station. One such individual is **Jim Loupas**, recognized for his sensitivity to programming, ratings, and "sound." Jim talks about shares and cumes with the same degree of understanding as ohms and db's. His background includes production for **Dick Orkin's** successful "Chickenman" series on **WCFL/Chicago**, and then most of an 11-year period as **WCFL's** Director of Engineering. In 1976, **James Loupas & Associates, Inc.** was formed. Recently, I caught up with Jim by long distance, while he was in Miami.

R&R: I know what program and promotion consultants do, but I'm not quite sure how the independent engineering consultant functions. Exactly how do you work, Jim?

"I consider engineering as philosophical an area as programming. One cannot survive without the other."

— Jim Loupas

JL: Most folks who are identified as engineering consultants primarily deal with antennas, antenna systems, FCC regulations — that whole genre of technology. When I started consulting in 1976, my primary interest was engineering that was program-related; that is, engineering as it dealt with people who make up the audience. It was that kind of interest that got me more involved in the programming and management aspects of engineering, rather than the nuts and bolts of the mathematics side of the business. Mostly, my work has been in an advisory nature relating to the sound of radio stations — how it affects certain demographics — and how to buy and use equipment. It's specifically aimed toward efficiency, both in getting and retaining audience, and bringing dollars into the station.

R&R: What do you listen for when determining a station's audio problems?

JL: I have tried to condition myself to hear what I've discovered through research is most offensive to people. For example, females are very sensitive to high end distortion. They are offended by high frequency splatter, and any kind of high end irritation tends to affect female demographics negatively. Distortion in itself, which is usually a by-product of loudness, is a very offensive element that's quite common in broadcasting.

R&R: How do the basic technical requirements differ between Easy Listening and contemporary music formats?

JL: The Easy Listening formats which rely on long quarter-hour maintenance and female loyalty have learned over the years to keep their radio stations very clean, and not to get into loudness and processing wars. Audio processing is like nuclear power; if you use it correctly it can be very beneficial, but often it becomes a crutch rather than a tool.

R&R: Have you been able to determine any correlation between a station's technical sound and the Arbitron ratings?

JL: Oh, there are some profound indicators in an Arbitron report. Let's take an AM station, for example. When you see an AM that has a 29 to 1 cume to quarter-hour ratio, you suddenly realize that this station is driving people away, technically. What we're saying is that out of every 29 people who try and tune in, only one is staying. Something is driving them nuts. My experience tells me that, depending on the market, anything between a 12 to 1 and 16 to 1 ratio could be expected for an AM. Above that, you start looking for technical problems. Usually it's exceptionally high end boost and distortion, or what you'd refer to as an over-processed AM radio station.

The other thing you'll see in ratings is the day and night differentials based on signal patterns. Maybe there's one county giving you good results during the daytime, and another county doing nothing at night, because of the AM pattern. Many subtle indicators can be found in these Arbitron reports, and it's probably more accurate in these technical respects than in other areas it covers.

R&R: Since you're talking about AM, let me ask you if there is any future for AM stereo?

JL: I think it still has to happen. Unfortunately, the infighting destroyed the impetus of stereo. It would have been a marvelous promotional tool. I don't find any of the systems extraordinary, but as a catalyst for producing a higher quality AM radio it could have been a help to the industry. Even though we've missed the peak of the interest, I believe AM stereo will happen but it won't have the impact we had hoped for.

R&R: Switching to FM radio, what was your reaction to quad sound?

JL: Quad had all the makings of a gimmick and I think the public recognized that, which is one of the reasons it really never developed. It was to technology what disco was to programming.

R&R: What's your feeling about automation, or live-assist operations? Can they really sound as good as the totally live radio station?

JL: There is an elusive element we talk about as "charisma" that is usually lacking with automation or live-assist. With extraordinary effort put into automation the charisma, or special magic, can work. In some formats, particularly Easy Listening, you find that automation is actually complementary because it gets the irritations out and gives you consistency. One more thought on this — automation could have been the greatest boon to broadcasting, ever. Unfortunately, as a general rule it was used as an economy measure rather than a programming aid. Now, with the exception of some Beautiful Music formats, there isn't much automation left and it's primarily because it lacks the dynamics of live radio.

- Jim Loupas, an engineering consultant who keeps programming and management considerations firmly in mind, offers strong opinions and raises intriguing points:

- How does audio processing resemble nuclear power?

- What cume to quarter-hour ratio indicates technical sound problems?

- Is there a future for AM stereo?

R&R: In your consulting work, what is the single biggest technical problem you deal with from market to market?

JL: Cleaning up radio stations! The technology has gotten more and more exotic, and the availability of engineering personnel who are trained has gotten worse and worse.

R&R: Based on this conversation, it sounds to me as if you're giving programming support as well as technical expertise with your approach.

JL: Well, I don't engineer for engineering's sake. To me, radio is an artistic business, and most art is based on some kind of philosophy. I consider engineering as philosophical an area as programming, and I find the two are parallel interests — one cannot survive without the other. Nobody ever listened for engineering, and nobody ever heard programming without engineering.

Flow



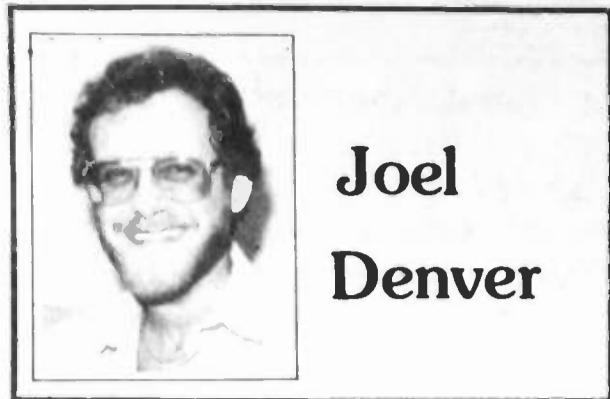
PITTSBURGH LOVES ROGER WHITTAKER! — WPNT/Pittsburgh welcomed international balladeer Roger Whittaker on his very first visit to the City of Champions. Pictured (l-r): morning men Bob Curt, VPIGM James Aberle, Whittaker, and Operations Manager Bruce Hanson.

Bill Hess, Program Director of **WBET/Brockton**, raises an interesting question. He wonders how stations in bedroom markets are competing with the majors. He writes that "WBET serves a market of more than 250,000 listeners. However, we are located some 25 miles south of Boston, and are well within the signal ranges of major market stations." His solution was to incorporate many of the older "standard-MOR" vocals into the basically A/C format. In addition, there's a weekly big band block called "Jukebox Saturday Night." Of course, heavy local involvement is a part of the **WBET** strategy to deal with the big boys from Boston.

In a recent **New York Times** magazine section, **Sidney Zion** wrote a wonderful feature on the return of Easy Listening to the airwaves. His choice of words at the beginning really sets the tone nicely. "Between the rock and the hard disco, the melody began to slip back in. A piano bar here, a big band there, a touch of **Gershwin**, a spot of **Kern**. Exuberant, but a little wary, like a gambler with a short bankroll. And disc jockeys are spinning **Sinatra**, **Ella**, **Bennett**, **Benny**. Radio stations are playing big band music. Suddenly, it appears, the return of style is at hand. Songs that swing or carry the torch, or conjure up dinner dates and flowers. Wit, charm, savvy, romance. Music by **Rodgers**, lyrics by **Hart**. A blue piano, a swaggering trumpet. So a question begs about this resurgence. Is it the real thing, or simply a bash?"

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.





Joel
Denver



STATIONS AND PD'S PROFILED

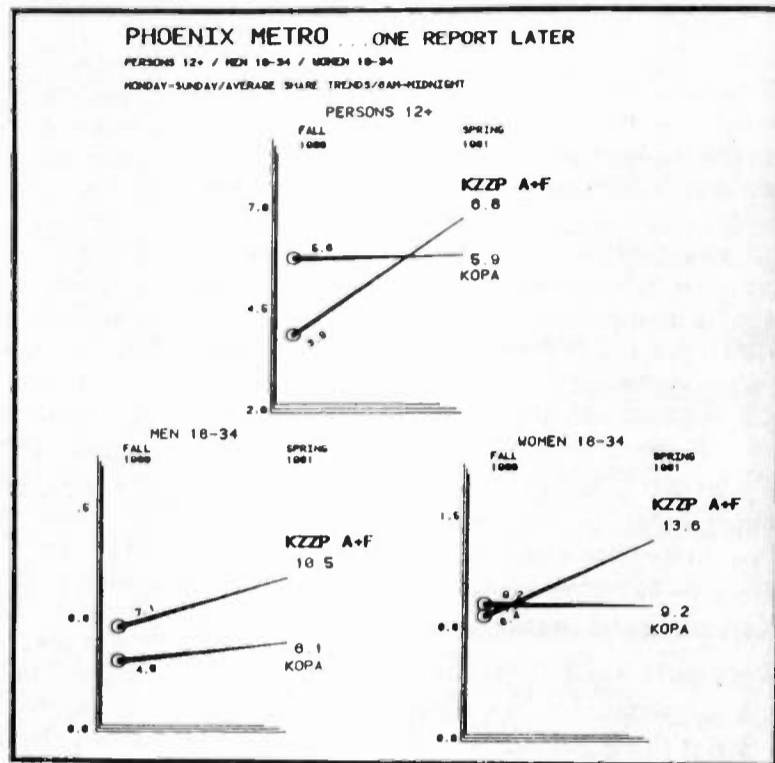
KZZP & KOPA Battle For CHR Dominance

The reason people go to see a heavyweight prize fight is the same instinct that makes people want to follow the action of a battle for CHR format dominance. In this case, it's showcased in the arena of the Phoenix market, ranked #27.

In one corner we have former longtime CHR champ KOPA, programmed by three-year market veteran Steve Rivers. In the other corner is current CHR champ Dave Anthony, whose recent arrival at KZZP-AM&FM has caused noticeable on-air changes, according to market observers. These changes have also had a positive effect on their ratings, giving them the CHR lead.

Each With A Separate Story To Tell

Both of these fine CHR programmers have their own philosophies and personalities which are reflected in the sound of their respective stations. Each profiles his own station and makes observations about the competition in this head-to-head programmer's interview:



KZZP-AM&FM PD Dave Anthony

Dave has been with Western Cities Broadcasting for four years. He put KRQQ/Tucson on the air and then spent the last three years as PD of KLUC/Las Vegas. After continued ratings successes, he was brought in to accomplish a turnaround at KZZP.

R&R: When you came to KZZP, what were your first observations and changes?

DA: I found KZZP too soft and worked to reposition the station. It was very sterile-sounding and you could hear two or three slow records back to back. I immediately livened up the oldies and revitalized the current list, using a lot of dayparting. We play a lot more rock than before, but are still very mass appeal.

R&R: What research guidelines have helped you to target in on the right music?

DA: I have found callout research a big aid to me here, although I haven't made the mistake of going overboard on it. I've made that mistake before, so sales and focus groups are also a pretty big part of my research routine.

R&R: Once the on-air product started to take shape, what was next?

DA: What I had in mind to build was a personality-oriented and fun-to-listen-to radio station. Jonathan Brandmeier is the morning man, and he is an incredibly funny jock. All of my on-air talent have great things to say and they're allowed lots of freedom. They can pick up the phone and do a bit and goof with the listeners. It's fine as long as it makes sense.

R&R: To complement this personality-oriented approach, how did you involve the audience?

DA: The next step was to plug in some entertaining promotions that would get people talking about the station. Ideally, these promotions would cause new

to sample us. We started showing up at bars and public places. Some of my air staff can do stand-up comedy, so once we have a crowd, we've got 'em hooked.

Over Memorial Day weekend we had an "Outrageous Act Contest" which completely packed an amusement park. It started out on the morning show with Jonathan complaining about doing the same old thing every day. He invited any wackos to get crazy for \$2000. The whole station got behind it and turned it into a huge event.

Other contests have included a "Mystery Guitar Contest" where riffs are played and listeners correctly identify the songs they were lifted from and win valuable prizes. This, combined with "Weekend Warm-Up Parties" at local bars where we bought the drinks, really got us over.

R&R: With all of this activity going on, did KZZP utilize any outside media?



Dave Anthony



KOPA PD Steve Rivers

Steve is the first and only PD at KOPA, having signed the station on the air in July 1978. Since that time, Phoenix radio has gone through significant changes. Most notably is the format change of KUPD from CHR to AOR dominance, and the straight-on CHR competition from KZZP-AM&FM.

R&R: Steve, describe your radio station briefly.

SR: Musically, KOPA is targeted for adults and it is surrounded with a personality approach. I think this is the best air staff I've ever had a chance to work with. All of them are pros and have come from respected radio stations. This mass appeal sound has helped us maintain in the face of new competition.

We are very selective in the music we put on, both new and old. KOPA doesn't rock as hard as it used to, so that we can get a few more adults. KZZP reminds me of how we sounded when we first came into the market.

R&R: What methods do you employ for music and audience research?

SR: We don't do any callout research except to check oldies. I keep a careful eye on the national information along with a pretty in-depth local sales analysis which is trended over a continuous four week period. The bottom line is if it will sound right on KOPA. Familiarity within the marketplace is a critical factor for airplay on certain types of records.

R&R: With your broadened outlook on the marketplace, what would be a good description of the type person you are now trying to reach?

SR: KOPA is a family radio station. This is pretty much of a white-collar town, so this helps to cut down on the fractionalization that a lot of other markets go through. Basically, I would say that our average listener is of either sex, and is about 28 or 29 years old. KOPA is trying to be the McDonald's of radio in Phoenix, with a definite emphasis towards females.

We try and keep an eye on everyone else and what they are up to, but basically I think if we sound right, we will do well. I'm very pleased with our demographic growth, especially since we were at one time topheavy with teens. We still have lots of teen listeners, and we retain them because we are so familiar. KOPA also plays a bit more 'black product' that KZZP does.

R&R: What are some of the promotions that have worked well for KOPA?

SR: We have just completed a promotion where we invited listeners to find the most unique, yet tasteful, wedding present for Prince Charles and Lady Diana. It's worth a trip

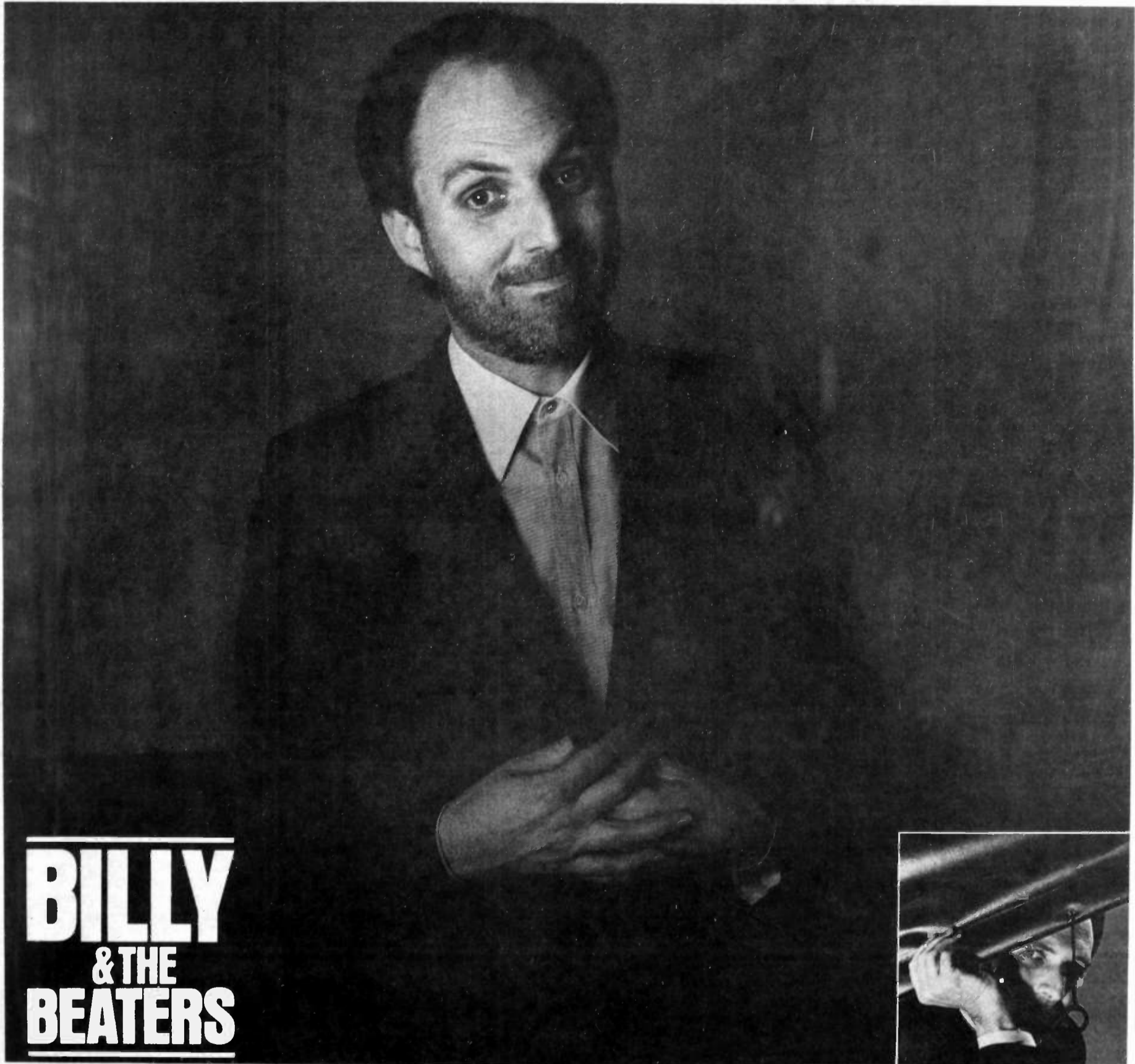


Steve Rivers



**IT'S ADD TIME.
DO YOU KNOW WHERE YOUR
LISTENERS ARE?**

"AT THIS MOMENT." (ALF-7005)



**BILLY
& THE
BEATERS**

The definitive performance of the Billy Vera song by Billy & The Beaters.

**GRAB YOUR AUDIENCE.
SEIZE THE "...MOMENT"
EVERYONE'S LIVED.
FROM ALFA™ RECORDS.**



KOPA PD Steve Rivers

Continued from Page 20

for two to London, and we will send the gift over to the newlyweds. We've also been asking listeners, "What's your favorite radio station?" If they reply KOPA, they win from \$100 to \$1000.



KOPA airstaffers (l-r) Buddy Baron, Scott Thrower, John Edwards, Chuck Bear, Bob Simpson, Craig Jackson and J.D. Houston (seated).

A main part of our thrust is to be active on the streets. "Listener Appreciation Nights" are held about once a month. Everyone can stop by and get a free drink. It gives the jocks a chance to get out and really socialize with audience they are talking to.

It becomes very important that the audience be able to relate to the on-air staff, and to the promotions. I try and make each element complement each other. All of this surround-

ed by the music makes for an easy-to-listen-to radio station.

R&R: In our conversations, you haven't mentioned any outside media expenditures. Did you use TV during the book?

SR: No, we didn't this time around, although I would have liked to have used it. In the past we have used TV along with cab tops, which have been pretty effective for us.

R&R: In your opinion, what is the big difference between KOPA and KZZP in the listeners' minds?

SR: When we talk to our listeners out at public appearances the feedback that we often get is that they think KOPA is more fun to listen to. I get a lot of good reaction to our contests too. They think they are fun to participate in and play along with. Our music is a bit different, as I mentioned before, and the listeners do notice that we are two different-sounding stations.

KZZP-AM&FM PD Dave Anthony

Continued from Page 20

DA: TV was used to get our message across. Spots focused around Jonathan Brandmeier but are now being used in general station promotion. One advantage we had was that we have been simulcasting for a while. This should end sometime in October when we move our studios to Mesa, AZ. We haven't decided on a format for the AM yet.

I think this market was wide open for a personality-oriented CHR station. KOPA was doing a good job and still sounds real good, but I felt they were ripe for competition. To continue our gains throughout the summertime we are involved in a pretty big bumper sticker promotion.

I rely very heavily on the people I work with. I have a great staff of professionals. I look at myself more as a talent coordinator and program manager. My promotion problems are handled by a promotion director, and it's up to me to coordinate all of the elements together. I realize without the staff, my ideas wouldn't come off.

R&R: In your opinion, what is the big difference between KZZP and KOPA in the listeners' minds?

DA: I think our personalities are superior, and our music is a lot more exciting. Listeners continually comment about our promotions being more fun than just straight cash giveaways. Our contests and promotions are definitely geared for listener involvement.

Bits

KFXD/Boise has teamed up with Olympia Beer to help find out what an "artesian" looks like, in support of the beer company's national advertising campaign. The station has been soliciting answers and impressions of what an artesian is, since it's artesian water that goes in the beer. The winner won a weekend for two at Elkhorn in Sun Valley...and maybe a case or two of Oly!!!

FM93 (KBLE-FM)/Seattle, the new First Media station is now live and on the air giving out a \$10,000 music guarantee. If a listener catches the station playing less than 51 minutes of music an hour, he or she can claim the cash. It's all part of the station's kickoff campaign.

KRLA/Los Angeles midday personality Johnny Hayes does a countdown from noon to 1pm each day featuring the Top 11 songs of the day from different years. Johnny sprinkles in information from behind the scenes and trivia questions for prizes.

D97(KFMD)/Dubuque and Miller Lite Beer will be holding hot air balloon races later this month. PD Steve Sesterhenn predicts over 25 entrants in the race. He also

tells us that D93 will be helping to sponsor the Dubuque Riverfest in September.

Motion

WGRD/Grand Rapids MD Ray Baker has given up his music duties but remains on the air doing 6-10pm. Replacing Ray as MD is midday personality Sean Stevens...Greg Ausham, KDWB/Minneapolis Assistant PD, has become the PD at KOSO/Modesto...Willie B. Good moves from nights at KC101/New Haven to become the night rocker at JB105/Providence.

G100/Mobile has a couple of changes to report: MD Scott Griffith has been promoted to Assistant PD and Charlie Ocean has been hired from WNUE/Ft. Walton Beach, to do 4-8pm...WJBQ/Portland welcomes Dave Cole as MD. Dave as PD at WIXY/Springfield and he replaces Michael O'Neal...Ray St. James is the new PD at CK101/Cocoa Beach, coming in from a similar slot at WPFM/Panama City...WAKX/Duluth has named midday man Dave Stranberg as PD, and the new MD is Jon Armstrong.



WHAT A WILD WATER WIDE IT WAS - K96 (WQLK)/Richmond, IN worked towards a new Guinness record to see how long they could hold out going down a waterslide. The record would be 56 hours of continuous waterslide activity. Shown splashing down the chute is station PD Dan Osbourne. Did they set a new record? Guinness is still examining the watery details.

KSJO

Continued from Page 3

Ken Anthony, Jim Robinson from KQFM/Portland, and Trevor Ley from WDVE/Pittsburgh.

PD Lee Roy Hansen explained to R&R, "The former air staff did a fine job for many years, but the time was right for a change. This new team of talented individuals will provide San Jose and the Bay Area with more of the best album-oriented rock. I'm also excited about working with John Sebastian. Our early conversations have demonstrated to me that we are in agreement on how to take 92 Rock to the top."

Mix told R&R, "I have no animosity. We all wish KSJO the best of luck." Mastrey added, "In our hearts I guess we all knew it was time for a change. There's no hard feelings."

Jackson

Continued from Page 3

organizational skills and working knowledge...we shall enhance our current position of strength in the field." Speaking of Spencer, Harris said, "He's made quite remarkable strides since joining RCA five years ago as a college program trainee. Not only has he distinguished himself in the street-tough promotional marketplace, but he has also demonstrated a practical knowledge in the concomitant areas of sales and merchandising."

Warner

Continued from Page 3

tists seven days a week, 24 hours a day, with all segments handled by five video jocks, or VJ's. The VJ lineup includes three former radio personalities: J.J. Jackson from KWST and KLOS/Los Angeles; Mark Goodman from WPLJ/New York; and Martha Quinn from WNBC. Actress Nina Blackwood and actor Alan Hunter complete the MTV VJ staff.

Explaining the video jocks' involvement with MTV, Pittman told R&R, "This is not radio and it's not TV. It's really a new form. The hardest part is getting people to think in terms of 'everything they've learned means nothing.' They really must understand what it is we're trying to do and what needs we're trying to satisfy for the consumer. I think the VJ's have done a great job so far because they understand what MTV is all about."

Competition For Radio?

Weekly live concerts, rock movies, contests, and promotions are all a part of the MTV package, which many broadcasters have seen as direct competition to radio stations catering to the 12-34 demographics. MTV officials have been quick to downplay the competitive angle with radio, although Saturday's first selection on MTV was "Who Killed The Radio Star" by the Buggles.

Pittman projects that MTV will be in four to five million homes by the end of the year and as many as seven or eight million homes in 1982.

Answers for
AM today;
Plans for AM
tomorrow!!

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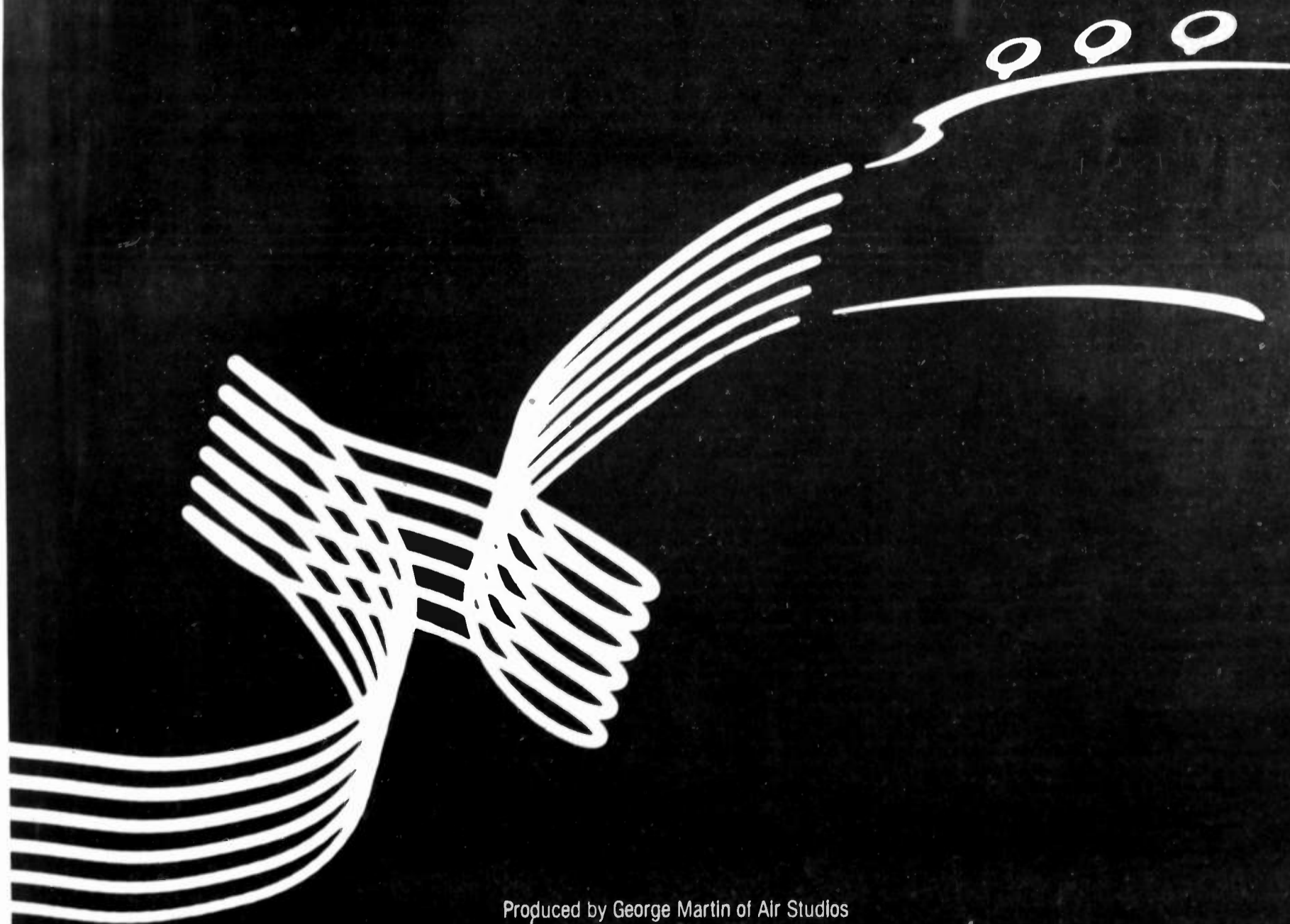


Little River Band

"THE NIGHT OWLS"

THE FIRST SINGLE FROM THE FORTHCOMING ALBUM

Time Exposure



Produced by George Martin of Air Studios
Management: Glenn Wheatley



PARALLEL ONE PLAYLIST

EAST

105

Providence
PD: Todd Chase
MD: Mike Witte

Kiss Boston

WKKS-FM

PD: Sonny Joe White
MD: Vinnie Peruzzi

96.3 Pittsburgh

OM: Bobby Christian
MD: Clarke Ingram

ROCK 102

WBEN-FM Buffalo
PD: Bob Wood
MD: Roger Christian

WUVB-FM 105 Boston

FM RADIO
PD: Reg Johns
MD: Don Schaefer

SUPER

104 KRBB Houston

PD: Roger W.W. Garrett
MD: Dayna Steele

1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

wifi 92 Philadelphia

PD: Tom Bigby
MD: Liz Kiley

60.90 Baltimore

PD: Ron Riley
MD: Scott Richards

Q107 Washington, D.C.

PD: Alan Burns
MD: Frank Holler

92 PRO FM Providence

PD & MD: Gary Berkowitz

100 Miami

PD: Bill Tanner
MD: Mark Shands

98.5 FM Boston

PD & MD: Mike Addams

92.5 FM 95.5 & AM 1580 Washington, D.C.

PD: Steve Kingston
MD: Jim Elliott

WNBC Radio 66 New York

PD: Kevin Metheny
MD: Roz Frank

cgm Montreal

MD: Sharron Brooke

STEREO 103 Dallas

PD: Ron Chapman
MD: Chuck Rhodes

94-6 Atlanta

THE MUSIC FM
PD: Jim Morrison
MD: Jeff McCartney

WABC 77 New York

PD: Jay Clark
MD: Sonja Jones

CFER 680 Toronto

PD: Bill Gable
MD: John Keogh

WIP Philadelphia

PD: Dean Tyler
MD: Dick Fennessy

WJTV FM 92 New York

PD: Carlos DeJesus
MD: Michael Ellis

2-93 Atlanta

ATLANTA'S RADIO STATION
PD: John Young
MD: Dale O'Brien

KRZY 94.1 Houston

Love that music!
PD: Michael Jones
MD: Blake Lawrence

WRBW Buffalo

PD: Neil McGinley
MD: Jon Summers

WJTV FM 92 New York

PD: Carlos DeJesus
MD: Michael Ellis

WJTV FM 92 New York

PD: Carlos DeJesus
MD: Michael Ellis

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PD: Carlos DeJesus
MD: Michael Ellis

WJTV FM 92 New York

PD: Carlos DeJesus
MD: Michael Ellis

WJTV FM 92 New York

PD: Carlos DeJesus
MD: Michael Ellis

(H) indicates one of the five "hottest" records on each Parallel One playlist.

EAST
Most Added **Hottest**
 Moody Blues
 Debbie Harry
 Christopher Cross
 Ross & Richie
 Pointer Sisters
 Commodores

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**
 Christopher Cross
 Kim Carnes
 Debbie Harry
 Ross & Richie
 Journey
 Foreigner

EAST

PARALLEL TWO

14Q/Worcester, MA
 Gary Nolan

Hottest:
 JOEY SCARBURY 1-1
 AIR SUPPLY 2-2
 KENNY ROGERS 3-3
 ALAN PARSONS 4-4
 MARTY BALIN 5-5
 Hottest:
 JOEY SCARBURY 1-1
 AIR SUPPLY 2-2
 KENNY ROGERS 3-3
 ALAN PARSONS 4-4
 MARTY BALIN 5-5

WBFF/Rochester, NY
 Dave Mason

LULU
 REO SPEEDWAGON
 Hottest:
 POINTER SISTERS 2-1
 ROSS/RICHIE 19-4
 COMMODORES 15-5
 CARPENTERS 12-10
 RONNIE MILSAP 14-11
 ELO
 GREG KINN
 Hottest:
 POINTER SISTERS 8-1
 ALAN PARSONS 15-5
 MANHATTAN TRANSFEE 11-6
 JUICE NEWTON 16-7
 RONNIE MILSAP 20-9

WICC/Bridgeport, CT
 Bob Mitchell

SILVER CONDOR
 DEBBIE HARRY
 CHRIS CROSS
 QUINCY JONES
 NIELSEN/PEARSON
 Hottest:
 POINTER SISTERS 5-1
 JUICE NEWTON 9-5
 ROSS/RICHIE 18-7
 COMMODORES 15-10
 JOURNEY 21-15

WKRR/Huntington, WV
 Gary Miller

MOODY BLUES
 KIM CARNES
 REO SPEEDWAGON
 CHRIS CROSS
 DEBBIE HARRY
 Hottest:
 ROSS/RICHIE 8-1
 JUICE NEWTON 4-2
 COMMODORES 5-3
 RONNIE MILSAP 9-4
 PHIL COLLINS 6-5

WPST/Fronton, NJ
 Tom Taylor

KIM CARNES
 CHRIS CROSS
 DEBBIE HARRY
 Hottest:
 BILLY SQUIER 3-1
 RUSH 4-3
 MARTY BALIN 5-4
 FOREIGNER 10-6
 JOEY SCARBURY 13-8

WTRY/Albany, NY
 Bill Cahill

LULU
 SHEENA EASTON
 MOODY BLUES
 DEBBIE HARRY
 Hottest:
 POINTER SISTERS 2-1
 CARPENTERS 4-2
 ALAN PARSONS 12-10
 ROSS/RICHIE 18-11
 SHEENA EASTON 23-16

WHYN/Springfield, MA
 Mary Ferraro

BEACH BOYS
 SANTANA
 CHERYL LYNN
 GINO VANNELLI
 ELO
 RAYDIO
 Hottest:
 GIBB & PRINCIPAL
 MOODY BLUES
 DEBBIE HARRY
 Hottest:
 POINTER SISTERS 2-1
 CARPENTERS 4-2
 ALAN PARSONS 12-10
 ROSS/RICHIE 18-11
 SHEENA EASTON 23-16

WCVI/Wilmington, DE
 Jack Lawrence

RAYDIO
 GIBB & PRINCIPAL
 MOODY BLUES
 DEBBIE HARRY
 Hottest:
 POINTER SISTERS 2-1
 CARPENTERS 4-2
 ALAN PARSONS 12-10
 ROSS/RICHIE 18-11
 SHEENA EASTON 23-16

WFBZ/Baltimore, MD
 Andy Szulnaski

SHEENA EASTON
 GIBB & PRINCIPAL
 FOUR TOPS
 ART GARFUNKEL
 Hottest:
 ROSS/RICHIE 1-1
 RONNIE MILSAP 8-4
 JIM STEINMAN 18-9
 JOURNEY 20-16
 MOODY BLUES 27-22

WBLL/Long Island, NY
 Bill Terry

MOODY BLUES
 SHEENA EASTON
 LULU
 ELTON JOHN
 Hottest:
 RICK SPRINGFIELD 1-1
 POINTER SISTERS 9-4
 ROSS/RICHIE 11-6
 STACY LATTISAW 12-10
 COMMODORES 15-11

WTIC-FM/Hartford, CT
 Rick Donahue

ALLMAN BRDS. BAN
 BALANCE
 CHRIS CROSS
 ROBBIE DUPREE
 ELTON JOHN
 Hottest:
 STACY LATTISAW 3-1
 MANHATTAN TRANSFEE 5-2
 COMMODORES 6-3
 ROSS/RICHIE 9-5
 FOREIGNER 10-6

WFBI/Altoona, PA
 Tony Booth

SMITH/SWEET
 DEBBIE HARRY
 GIBB & PRINCIPAL
 MOODY BLUES
 REO SPEEDWAGON
 Hottest:
 POINTER SISTERS 3-1
 ROSS/RICHIE 17-5
 RONNIE MILSAP 12-6
 GARY WRIGHT 22-17
 STEVIE NICKS 24-18

WHFM/Rochester, NY
 Kelly McCann

AFTERNOON DELIGHT
 SILVER CONDOR
 ELTON JOHN
 MICHAEL STANLEY B
 SHEENA EASTON
 Hottest:
 POINTER SISTERS 3-1
 ROSS/RICHIE 12-7
 COMMODORES 11-9
 RONNIE MILSAP 15-10
 JUICE NEWTON 16-14

K104/Erie, PA
 Bill Shannon

COMMODORES
 STYX
 LULU
 ROBBIE PATTON
 Hottest:
 DEBRA LAWS
 QUINCY JONES
 ALLMAN BRDS. BAN
 REO SPEEDWAGON
 SANTANA
 MOODY BLUES
 NIELSEN/PEARSON
 Hottest:
 POINTER SISTERS 4-1
 FOREIGNER 11-4
 ROSS/RICHIE 16-10
 STEVIE NICKS 24-17
 SHEENA EASTON 31-23

WHBS/Portsmouth, NH
 Rick Bean

LULU
 CHRIS CROSS
 JOURNEY
 ALABAMA
 Hottest:
 JUICE NEWTON 1-1
 KENNY ROGERS 3-2
 POINTER SISTERS 4-3
 ROSS/RICHIE 12-5
 COMMODORES 14-9

WJBO/Portland, ME
 Dave Cole

AFTERNOON DELIGHT
 DON FELDER
 REO SPEEDWAGON
 ALLMAN BRDS. BAN
 TOM JONES
 FOGHAT
 CHERYL LYNN
 JODY MOREING
 ICEHOUSE
 Hottest:
 POINTER SISTERS 4-1
 STEVIE NICKS 16-11
 JOURNEY 12-5
 CAROLE B. SAGER 23-19
 JODY MOREING A-29
 STEVIE NICKS 23-20

B104/Baltimore, MD
 Jan Jeffries

LULU
 TEMPTATIONS
 REO SPEEDWAGON
 Hottest:
 ROSS/RICHIE 15-1
 JIM STEINMAN 8-5
 SQUEEZE 12-6
 FOREIGNER 18-13
 STEVIE NICKS 23-15

WKRF-FM/Wilkes Barre, PA
 Jim Rising

BLUE OYSTER CULT
 RAYDIO
 DEBBIE HARRY
 NIELSEN/PEARSON
 CHRIS CROSS
 LULU
 Hottest:
 GREG KINN 3-1
 FOREIGNER 4-3
 ROSS/RICHIE 9-4
 JUICE NEWTON 11-5
 BILLY SQUIER 12-9

92FLY/Albany, NY
 (formerly listed WFLY)

JACK LAWRENCE
 ZODIE RABBITT
 MOODY BLUES
 CHRIS CROSS
 DEBBIE HARRY
 Hottest:
 POINTER SISTERS 4-1
 PAT BENATAR 13-8
 TOM PETTY 15-12
 ROSS/RICHIE 26-13
 JOURNEY 20-16

PARALLEL THREE

13FEA/Manchester, NH
 Keith Lemie

STACY LATTISAW
 NIELSEN/PEARSON
 ELTON JOHN
 TOM JONES
 GIBB & PRINCIPAL
 Hottest:
 POINTER SISTERS 2-1
 ROSS/RICHIE 8-4
 RONNIE MILSAP 11-7
 BEACH BOYS 18-12
 ELO 27-22

14WK/Wheeling, WV
 Jack Armstrong

DEBBIE HARRY
 G. HARRISON
 CHRIS CROSS
 SQUEEZE
 ROBBIE DUPREE
 MOODY BLUES
 SHEENA EASTON
 REO SPEEDWAGON
 LULU
 MICHAEL STANLEY B
 Hottest:
 POINTER SISTERS 2-1
 COMMODORES 18-13
 ROSS/RICHIE 22-15
 PABLO CRUISE 29-24
 GARY WRIGHT 30-25

WCIR/Beckley, WV
 Jim Martin

LULU
 ALLMAN BRDS. BAN
 BALANCE
 CHRIS CROSS
 ROBBIE DUPREE
 ELTON JOHN
 Hottest:
 STACY LATTISAW 3-1
 MANHATTAN TRANSFEE 5-2
 COMMODORES 6-3
 ROSS/RICHIE 9-5
 FOREIGNER 10-6

WFBG/Altoona, PA
 Tony Booth

SMITH/SWEET
 DEBBIE HARRY
 GIBB & PRINCIPAL
 MOODY BLUES
 REO SPEEDWAGON
 Hottest:
 POINTER SISTERS 3-1
 ROSS/RICHIE 17-5
 RONNIE MILSAP 12-6
 GARY WRIGHT 22-17
 STEVIE NICKS 24-18

WGVU/Bangor, ME
 Jim Randall

DEBRA LAWS
 QUINCY JONES
 ALLMAN BRDS. BAN
 REO SPEEDWAGON
 SANTANA
 MOODY BLUES
 NIELSEN/PEARSON
 Hottest:
 POINTER SISTERS 4-1
 FOREIGNER 11-4
 ROSS/RICHIE 16-10
 STEVIE NICKS 24-17
 SHEENA EASTON 31-23

WHBS/Portsmouth, NH
 Rick Bean

LULU
 CHRIS CROSS
 JOURNEY
 ALABAMA
 Hottest:
 JUICE NEWTON 1-1
 KENNY ROGERS 3-2
 POINTER SISTERS 4-3
 ROSS/RICHIE 12-5
 COMMODORES 14-9

WJBO/Portland, ME
 Dave Cole

AFTERNOON DELIGHT
 DON FELDER
 REO SPEEDWAGON
 ALLMAN BRDS. BAN
 TOM JONES
 FOGHAT
 CHERYL LYNN
 JODY MOREING
 ICEHOUSE
 Hottest:
 POINTER SISTERS 4-1
 STEVIE NICKS 16-11
 JOURNEY 12-5
 CAROLE B. SAGER 23-19
 JODY MOREING A-29
 STEVIE NICKS 23-20

WTSN/Dover, NH
 Jim Sebastian

BEACH BOYS
 NIELSEN/PEARSON
 ART GARFUNKEL
 Hottest:
 AIR SUPPLY 1-1
 MANHATTAN TRANSFEE 10-2
 GREG KINN 11-5
 PHIL COLLINS 12-9
 ELO 28-19

WLAN/Lewiston, ME
 Chris Layne

AFTERNOON DELIGHT
 DEBBIE HARRY
 Hottest:
 JUICE NEWTON 2-1
 POINTER SISTERS 3-2
 ROSS/RICHIE 9-3
 COMMODORES 8-5
 RONNIE MILSAP 10-6

95XII/Parkersburg, WV
 Terry Lee Collins

ROBBIE PATTON
 ART GARFUNKEL
 DONNIE IRIS
 STYX
 Hottest:
 KENNY ROGERS 1-1
 CARPENTERS 6-2
 FRANK/KNOCKOUTS 12-7
 PAT BENATAR 21-14
 ROSS/RICHIE 28-20

WACZ/Bangor, ME
 Michael O'Hara

DEBBIE HARRY
 TOM JONES
 ALABAMA
 MOODY BLUES
 GIBB & PRINCIPAL
 CHRIS CROSS
 ROSANNE CASH
 KIM CARNES
 REO SPEEDWAGON
 Hottest:
 POINTER SISTERS 3-1
 ROSS/RICHIE 17-14
 SHEENA EASTON 25-20
 STEVIE NICKS 26-21
 JOURNEY 27-22

SOUTH

PARALLEL TWO

BJ106/Oriando, FL
 Tom West

RAYDIO
 CHRIS CROSS
 BLUE OYSTER CULT
 EVELYN KING
 DEBBIE HARRY
 VAN STEVENSON
 GIBB & PRINCIPAL
 Hottest:
 OAK RIDGE BOYS 1-1
 KENNY ROGERS 4-2
 ROSS/RICHIE 17-14
 STEVIE NICKS 35-30
 KIM CARNES 40-32

KTSA/San Antonio, TX
 Charlie Brown

JUICE NEWTON
 JOURNEY
 RAYDIO
 PABLO CRUISE
 KIM CARNES
 MOODY BLUES
 SQUEEZE
 Hottest:
 KENNY ROGERS 1-1
 JOEY SCARBURY 2-2
 HALL & OATES 6-3
 POINTER SISTERS 20-16
 ROSS/RICHIE 27-23

KXX108/Birmingham, AL
 Chris Train

DEBBIE HARRY
 REO SPEEDWAGON
 SILVER CONDOR
 HEART
 CHRIS CROSS
 MICHAEL STANLEY B
 Hottest:
 COMMODORES 2-1
 ROSS/RICHIE 4-2
 JOURNEY 18-8
 STEVIE NICKS 19-11
 ELO 22-18

WRVQ/Richmond, VA
 Bill Thomas

FRANK/KNOCKOUTS
 ROSS/RICHIE
 ELO
 Hottest:
 BILLY SQUIER 1-1
 PAT BENATAR 12-5
 FOREIGNER 13-7
 ALAN PARSONS 15-10
 MOODY BLUES 23-17

WAKY/Louisville, KY
 Gloria Buchanan

CHRIS CROSS
 MOODY BLUES
 MICHAEL STANLEY B
 Hottest:
 POINTER SISTERS 1-1
 ROSS/RICHIE 4-2
 JUICE NEWTON 5-3
 RONNIE MILSAP 8-4
 ALAN PARSONS 6-6

WAXY/Ft. Lauderdale, FL
 Rick Shaw

CHRIS CROSS
 ALLMAN BRDS. BAN
 ALABAMA
 KIM CARNES
 Hottest:
 ROSS/RICHIE 3-1
 JOURNEY 11-7
 RONNIE MILSAP 13-8
 SHEENA EASTON 16-12
 STEVIE NICKS 20-13

WAYS/Charlotte, NC
 Lou Simon

REO SPEEDWAGON
 KIM CARNES
 Hottest:
 JUICE NEWTON 2-1
 ROSS/RICHIE 8-5
 STACY LATTISAW 14-8
 AFTERNOON DELIGHT 16-13
 BEACH BOYS 30-23

WBBQ/Augusta, GA
 Bruce Stevens

CHRIS CROSS
 QUINCY JONES
 REO SPEEDWAGON
 MICHAEL STANLEY B
 JOHN DENVER
 Hottest:
 POINTER SISTERS 1-1
 ROSS/RICHIE 13-2
 COMMODORES 14-7
 FOREIGNER 19-9
 PAT BENATAR 20-13

WFMF/Baton Rouge, LA
 Randy Rice

DEBBIE HARRY
 RICK JAMES
 KIM CARNES
 CHRIS CROSS
 Hottest:
 ROSS/RICHIE 3-1
 SHEENA EASTON 27-17
 G. HARRISON D-19
 EDDIE RABBITT 28-22
 BILL WRAY 29-23

WQH/Norfolk, VA
 Bob Canada

STEVIE WONDER
 GIBB & PRINCIPAL
 TEMPTATIONS
 JODY MOREING
 SMOKEY ROBINSON
 Hottest:
 POINTER SISTERS 5-1
 MARTY BALIN 4-8
 CONVENTION D-8
 STACY LATTISAW 15-9
 BEACH BOYS 22-13

WHBQ/Memphis, TN
 Mike Scalzi

Hottest:
 ROSS/RICHIE 6-1
 AIR SUPPLY 3-2
 COMMODORES D-11
 AFTERNOON DELIGHT D-13
 SHEENA EASTON D-15

WRJZ/Knoxville, TN
 Edwards/Dillman

LULU
 REO SPEEDWAGON
 ICEHOUSE
 NIELSEN/PEARSON
 ROBBIE DUPREE
 Hottest:
 RONNIE MILSAP 1-1
 COMMODORES 5-2
 JUICE NEWTON 7-4
 GARY WRIGHT 12-9
 PAT BENATAR 17-13

WSGN/Birmingham, AL
 Sandra Newby

Hottent:
 POINTER SISTERS 2-1
 ROSS/RICHIE 7-5
 PABLO CRUISE 11-8
 FRANK/KNOCKOUTS 15-11
 STEVIE NICKS 20-16

WTIX/New Orleans, LA
 Gary Franklin

ELO
 KIM CARNES
 DON FELDER
 LULU
 BILL WRAY
 Hottest:
 RICK SPRINGFIELD 1-1
 JOEY SCARBURY 2-2
 KENNY ROGERS 3-3
 OAK RIDGE BOYS 4-4
 AIR SUPPLY 5-5

Y103/Jacksonville, FL
 Robert John

MOODY BLUES
 LULU
 KIM CARNES
 Hottest:
 COMMODORES 6-1
 ROSS/RICHIE 15-9
 JOURNEY 23-15
 RAYDIO 27-20
 SHEENA EASTON 36-30

FM100/Memphis, TN
 Tom Prestigiacomo

ROBBIE PATTON
 RAYDIO
 GARY WRIGHT
 Hottest:
 POINTER SISTERS 2-1
 JUICE NEWTON 4-2
 RONNIE MILSAP 10-6
 JOURNEY 11-7
 CARPENTERS 12-8

WNOX/Knoxville, TN
 Bill Evans

KIM CARNES
 GINO VANNELLI
 JAMES TAYLOR
 MOODY BLUES
 ROBBIE DUPREE
 LULU
 Hottest:
 RONNIE MILSAP 3-1
 ALABAMA 7-4
 PABLO CRUISE 10-7
 EDDIE RABBITT 18-14
 ROBBIE PATTON 22-18

WWSK/Charlottesville, VA
 David Carroll

KIM CARNES
 GINO VANNELLI
 JAMES TAYLOR
 MOODY BLUES
 ROBBIE DUPREE
 LULU
 Hottest:
 GIBB & PRINCIPAL
 DEBBIE HARRY
 REO SPEEDWAGON
 KIM CARNES
 NIELSEN/PEARSON
 Hottest:
 ROSS/RICHIE 6-1
 RONNIE MILSAP 3-3
 ALABAMA 4-4
 SHEENA EASTON 21-17
 ELO 29-22

CK101/Cocoa Beach, FL
 Steve Ocean

MOODY BLUES
 KIM CARNES
 DEBBIE HARRY
 BALANCE
 CHRIS CROSS
 Hottest:
 RICK SPRINGFIELD 2-1
 COMMODORES 12-7
 ROSS/RICHIE 16-9
 FOREIGNER 17-11
 STEVIE NICKS 30-24

WSEZ/Winston-Salem, NC
 Bob Mahoney

MOODY BLUES
 LULU
 REO SPEEDWAGON
 RICK JAMES
 Hottest:
 POINTER SISTERS 1-1
 ALABAMA 5-2
 RONNIE MILSAP 7-3
 JUICE NEWTON 10-5
 SHEENA EASTON 24-13

KLAZ/Little Rock, AR
 Rhonda Curtis

ALABAMA
 CHRIS CROSS
 QUINCY JONES
 ELTON JOHN
 Hottest:
 JOEY SCARBURY 1-1
 COMMODORES 9-5
 ROSS/RICHIE 14-6
 PABLO CRUISE 18-14
 JOURNEY 23-16

KNUS/Dallas, TX
 Larry James

MICHAEL STANLEY B
 GIBB & PRINCIPAL
 MOODY BLUES
 KIM CARNES
 CHRIS CROSS
 Hottent:
 KENNY ROGERS 2-1
 BEACH BOYS 25-14
 EDDIE RABBITT 28-18
 JOURNEY 39-28
 RAYDIO 40-29

KJ100/Louisville, KY
 Tom Gilligan

DEBBIE HARRY
 ERIC HINE
 Hottest:
 RICK SPRINGFIELD 1-1
 FOREIGNER 7-5
 JOURNEY 12-10
 ALABAMA 11-11
 JEFF. STARSHIP 20-19

KHFI/Austin, TX
 Ed Volkman

QUINCY JONES
 LULU
 Hottest:
 ROSS/RICHIE 3-1
 JOURNEY 9-7
 FOREIGNER 14-10
 SILVER CONDOR 19-12
 STEVIE NICKS 22-13

KBFM/McAllen-Brownsville, TX
 Steve Owens

MOODY BLUES
 FRANKIE BLUE
 NIELSEN/PEARSON
 SMITH/SWEET
 KIM CARNES
 DEBBIE HARRY
 CHRIS CROSS
 Hottest:
 POINTER SISTERS 2-1
 JUICE NEWTON 7-3
 PHIL COLLINS 13-4
 ROSS/RICHIE 14-5
 JOURNEY 21-9

KFMK/Houston, TX
 Jerry Steele

KIM CARNES
 MOODY BLUES
 SHEENA EASTON
 HEART
 Hottest:
 AIR SUPPLY 1-1
 ROSS/RICHIE 9-6
 JOEY SCARBURY 14-7
 MARTY BALIN 20-12
 JUICE NEWTON 25-17

KQ94/Little Rock, AR
 Michael York

DEBBIE HARRY
 KIM CARNES
 MICHAEL STANLEY B
 REO SPEEDWAGON
 JOHN DENVER
 Hottest:
 JOEY SCARBURY 2-1
 POINTER SISTERS 3-2

MIDWEST Most Added® Hottest

Moody Blues
Lulu
Sheena Easton

Ross & Richie
Pointer Sisters
Journey

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

Debbie Harry
REO Speedwagon
Christopher Cross
Moody Blues

Ross & Richie
Pointer Sisters
Journey

MIDWEST

PARALLEL TWO

92X/Columbus, OH
Tarl Nuttar

FRANKE/KNOCKOUTS
Hottest:
ROSS/RICHIE 4-1
FOREIGNER 8-5
PHIL COLLINS 14-9
PAT BENATAR 15-13
JOURNEY 21-17

KIOA/Des Moines, IA
A.W. Pantoja

BEACH BOYS
BALANCE
MOODY BLUES
KIM CARNES
LULU
Hottest:
RICK SPRINGFIELD 2-1
JUICE NEWTON 7-4
MARTY BALIN 12-9
ROSS/RICHIE 20-11
RONNIE MILSAP 25-16

KOFM/Oklahoma City, OK
Chuck Morgan

LULU
SMITH/SWEET
Hottest:
OAK RIDGE BOYS 1-1
ROSS/RICHIE 10-6
COMMODORES 11-10
ALAN PARSONS 16-12
PABLO CRUISE 23-19

KRAV/Tulsa, OK
Gary Reynolds

CHRIS CROSS
MOODY BLUES
NIELSEN/PEARSON
Hottest:
ROSS/RICHIE 3-1
POINTER SISTERS 4-3
RONNIE MILSAP 11-5
ALABAMA 10-6
JOURNEY 25-15

KZ93/Peoria, IL
Keith Edwards

BEACH BOYS
KIM CARNES
SQUEEZE
JEFF, STARSHIP
Hottest:
GREG KIHN 3-1
FOREIGNER 6-3
JOURNEY 8-5
PAT BENATAR 10-6
STEVIE NICKS 15-11

WGRD/Grand Rapids, MI
Sean Stevens

COMMODORES
BALANCE
Hottest:
JOEY SCARBURY 2-1
ROSS/RICHIE 8-5
JUICE NEWTON 13-7
JOURNEY 18-11
FOREIGNER 15-12

WHOT/Youngstown, OH
Dick Thompson

MOODY BLUES
KIM CARNES
SHEENA EASTON
AFTERNOON DELIGHT
Hottest:
POINTER SISTERS 1-1
COMMODORES 11-6
RONNIE MILSAP 13-9
FOREIGNER 17-13
PABLO CRUISE 21-14

WMEE/Fort Wayne, IN
John Curry

LULU
Hottest:
POINTER SISTERS 1-1
ROSS/RICHIE 3-2
JUICE NEWTON D-4
JOURNEY 15-5
PHIL COLLINS 11-6

WNAP/Indianapolis, IN
Chad Hunt

RONNIE MILSAP
STEVIE NICKS
PAT BENATAR
JOURNEY
Hottest:
JOEY SCARBURY 1-1
CARPENTERS 12-6
COMMODORES 18-11
ROSS/RICHIE 25-15
ROBBIE PATTON 24-18

WNCI/Columbus, OH
Steve Edwards

KIM CARNES
ALLMAN BROS. BAN
LULU
Hottest:
ROSS/RICHIE 2-1
CARPENTERS 11-8
GREG KIHN 12-9
JOURNEY 16-12
STEVIE NICKS 19-15

WOHO/Toledo, OH
Beau Elliot

RAYDIO
MOODY BLUES
LULU
SMITH/SWEET
JOHN DENVER
Hottest:
KENNY ROGERS 3-1
ROSS/RICHIE 8-4
POINTER SISTERS 9-6
JOURNEY 17-13
GARY WRIGHT 24-18

WOW/Omaha, NE
J.C. Corcoran

MOODY BLUES
LULU
SHEENA EASTON
ALLMAN BROS. BAN (dp)
Hottest:
JOEY SCARBURY 1-1
MOODY BLUES 4-2
POINTER SISTERS 6-3
ROSS/RICHIE 7-4
COMMODORES 10-7

WVIC/East Lansing, MI
Jim St. John

QUINCY JONES
BLUE OYSTER CULT
FOGHAT
LITTLE RIVER BAND
GIBB & PRINCIPAL
DENICE WILLIAMS
TEMPTATIONS
ROGER VOUDOURIS
SQUEEZE
Hottest:
ROSS/RICHIE 1-1
JOEY SCARBURY 8-4
RONNIE MILSAP 11-5
PABLO CRUISE 14-8
COMMODORES 16-9

KSTT/Davenport, IA
Bill Young

SHEENA EASTON
STACY LATTISAW
ALABAMA
LULU
KIM CARNES
SMITH/SWEET
Hottest:
POINTER SISTERS 2-1
JUICE NEWTON 5-3
ROSS/RICHIE 12-4
RONNIE MILSAP 15-6
GREG KIHN 16-11

WISM/Madison, WI
Barb Starr

Hottest:
RONNIE MILSAP 3-1
PABLO CRUISE 11-6
EDDIE RABBITT 26-13
STEVIE NICKS 23-18
FRANKE/KNOCKOUTS 29-23

KEYN-FM/Wichita, KN
Tarl Springs

Hottest:
JOEY SCARBURY 1-1
ROSS/RICHIE 8-8
PHIL COLLINS 10-10
PAT BENATAR 15-15
GINO VANNELLI 20-20

WYFM/Youngstown, OH
Jeff Tobin

PAT BENATAR
STEVIE NICKS
FOREIGNER
Hottest:
RICK SPRINGFIELD 1-1
JOEY SCARBURY 2-2
ROSS/RICHIE 17-8
POINTER SISTERS 12-10
MANHATTAN TRANSFE 19-11

WTWR/Detroit, MI
Kurt Kelly

GREG KIHN
SMITH/SWEET
Hottest:
RICK SPRINGFIELD 1-1
ROSS/RICHIE 18-3
POINTER SISTERS 13-4
COMMODORES 14-5
JOURNEY 19-18

WAKX/Duluth, MN
John Armstrong

MOODY BLUES
SMITH/SWEET
REO SPEEDWAGON
JOHN DENVER
Hottest:
ROSS/RICHIE 5-1
COMMODORES 9-5
POINTER SISTERS 13-9
JOURNEY 18-15
STEVIE NICKS 32-21

WNAM/Appleton-Oshkosh, WI
Jay Tyler

ALLMAN BROS. BAN
SILVER CONDOR
BALANCE
DEBBIE HARRY
CHRIS CROSS
REO SPEEDWAGON
Hottest:
ROSS/RICHIE 11-1
GREG KIHN 7-3
JOURNEY 18-11
STEVIE NICKS 24-17
EDDIE RABBITT D-24

WGBF/Evansville, IN
Kevin Carpenter

SHEENA EASTON
MOODY BLUES
LULU
STACY LATTISAW
Hottest:
JOEY SCARBURY 1-1
POINTER SISTERS 4-2
ROSS/RICHIE 6-3
RONNIE MILSAP 9-7
PHIL COLLINS 13-10

WRBR/South Bend, IN
Joe Lightner

RAYDIO
BEACH BOYS
ELO
Hottest:
OAK RIDGE BOYS 1-1
PHIL COLLINS 10-7
ROSS/RICHIE 22-9
MANHATTAN TRANSFE 18-15
JOURNEY 28-23

WZOK/Rockford, IL
Mr. Ed

RONNIE MILSAP
ELO
Hottest:
PHIL COLLINS 3-1
ALAN PARSONS 1-2
FOREIGNER 6-4
PABLO CRUISE 10-8
JOURNEY 17-11

Z104/Madison, WI
Jonathan Little

DEBBIE HARRY
RAYDIO
BALANCE
Hottest:
JUICE NEWTON 4-1
BILLY SQUIER 2-2
FOREIGNER 7-5
POINTER SISTERS 14-8
JIM STEINMAN 11-10

WKS/Indianapolis, IN
Mike Tinnes

BEACH BOYS
ROBBIE PATTON
SMITH/SWEET
Hottest:
JOEY SCARBURY 4-1
MANHATTAN TRANSFE 16-11
COMMODORES 18-14
POINTER SISTERS 26-20
ROSS/RICHIE 29-24

U93/South Bend, IN
J.K. Dearing

STEVIE NICKS
JOURNEY
Hottest:
AIR SUPPLY 4-1
KENNY ROGERS 12-3
POINTER SISTERS 5-4
MARTY BALIN 10-5
MANHATTAN TRANSFE 15-7

WDJX/Dayton, OH
Joe Dawson

RAYDIO
DON FELDER
MICHAEL STANLEY B
Hottest:
BILLY SQUIER 3-1
ROSS/RICHIE 20-9
ALAN PARSONS 19-13
STEVIE NICKS 31-17
PABLO CRUISE 29-18

WLOL-FM/St. Paul, MN
Phil Houston

EDDIE RABBITT
Hottest:
JOEY SCARBURY 1-1
PABLO CRUISE 14-11
JOURNEY 22-18
RAYDIO 24-22
JOHN DENVER 27-23

YES-96/Cincinnati, OH
Barry James

SHEENA EASTON
ELTON JOHN
HERB ALPERT
ALABAMA
JAMES TAYLOR
Hottest:
JOEY SCARBURY 3-1
POINTER SISTERS 9-3
ROSS/RICHIE 14-5
JUICE NEWTON 21-13
JOURNEY 29-20

PARALLEL THREE

KFYR/Bismarck, ND
Den Brannan

REO SPEEDWAGON
Hottest:
JUICE NEWTON 2-1
JOEY SCARBURY 5-2
RONNIE MILSAP 7-6
ROSS/RICHIE 10-8
GREG KIHN 17-9

KKLS/Rapid City, SD
Mick Kjar

BEACH BOYS
ELTON JOHN
DEBBIE HARRY
QUINCY JONES
Hottest:
ALAN PARSONS 1-1
POINTER SISTERS 8-4
RONNIE MILSAP 14-9
JOURNEY 22-18
ELO 28-22

KKRC/Sioux Falls, SD
Dan Kleley

RAYDIO
ROBBIE DUPREE
Hottest:
JOEY SCARBURY 2-1
MARTY BALIN 3-2
POINTER SISTERS 4-3
JUICE NEWTON 7-4
GARY WRIGHT 11-5

KKXL/Grand Forks, ND
Jeff Parker

MOODY BLUES
ELO
ALABAMA
ELTON JOHN
Hottest:
POINTER SISTERS 3-1
JUICE NEWTON 5-3
ROSS/RICHIE 12-5
JOURNEY 17-11
RONNIE MILSAP 15-13

WEAQ/Eau Claire, WI
Rick Roberts

LULU
Hottest:
ROSANNE CASH 1-1
CARPENTERS 6-3
STACY LATTISAW 9-4
ALAN PARSONS 8-5
PHIL COLLINS 11-8

WRKR/Racine, WI
Steve Warren

STEVIE NICKS
SANTANA
SHEENA EASTON
EDDIE RABBITT
GO GO'S
Hottest:
POINTER SISTERS 8-1
ROSS/RICHIE 19-9
PHIL COLLINS 15-10
FOREIGNER 17-12
RONNIE MILSAP 22-18

WSPT/Stevens Point, WI
Brad Fuhr

DON FELDER
ELO
KIM CARNES
EDDIE RABBITT
Hottest:
JUICE NEWTON 1-1
JIM STEINMAN 14-8
JOURNEY 17-11
ROSS/RICHIE 22-12
STEVIE NICKS 26-17

WTRU/Muskogon, MI
Mike Stevens

LULU
NIELSEN/PEARSON
ALABAMA
SAD CAFE
BALANCE
Hottest:
POINTER SISTERS 2-1
COMMODORES 5-3
ROSS/RICHIE 13-4
JOURNEY 18-13
STEVIE NICKS 28-17

KDVV/Topeka, KN
Tony Stewart

MOODY BLUES
LULU
STACY LATTISAW
EDDIE RABBITT
Hottest:
ROSS/RICHIE 2-1
JOURNEY 15-5
PAT BENATAR 18-9
STEVIE NICKS 20-16
ELO D-21

KELO/Sioux Falls, SD
Paul Wescott

COMMODORES
ROBBIE PATTON
GARY WRIGHT
STEVIE NICKS
FRANKE/KNOCKOUTS
Hottest:
JUICE NEWTON 3-1
POINTER SISTERS 7-3
RONNIE MILSAP 14-4
ROSS/RICHIE 16-5
JOURNEY 18-6

KWLO/Waterloo, IA
Drew Bentley

SHEENA EASTON
REO SPEEDWAGON
BALANCE
Hottest:
KENNY ROGERS 4-1
PAT BENATAR 5-3
ROSS/RICHIE 13-5
CARPENTERS 17-7
JOURNEY 19-12

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron

GIBB & PRINCIPAL
NIELSEN/PEARSON
CHRIS CROSS
ROGER VOUDOURIS
DEBBIE HARRY
BLUE OYSTER CULT
SANTANA
Hottest:
JOEY SCARBURY 2-1
POINTER SISTERS 3-2
ROSS/RICHIE 12-4
COMMODORES 8-5
EDDIE RABBITT 22-13

KERN/Bakersfield, CA
Beau Reyes

JOHN DENVER
FOGHAT
GIBB & PRINCIPAL
BERNADETTE PETERS
DEBBIE HARRY
Hottest:
POINTER SISTERS 8-1
ROSS/RICHIE 19-9
PHIL COLLINS 15-10
FOREIGNER 17-12
RONNIE MILSAP 22-18

KZZX/Albuquerque, NM
Bruce Daniels

KIM CARNES
BEACH BOYS
SHEENA EASTON
Hottest:
POINTER SISTERS 6-1
ROSS/RICHIE 10-2
JUICE NEWTON 6-3
COMMODORES 14-10
PABLO CRUISE 16-11

FM102/Sacramento, CA
Billy Manders

STEVIE NICKS
Hottest:
POINTER SISTERS 8-1
RICK JAMES 9-2
JOURNEY 19-10
ROSS/RICHIE 24-11
MARTY BALIN 22-14

KJRB/Spokane, WA
Brian Gregory

CHRIS CROSS
LULU
RAYDIO
REO SPEEDWAGON (dp)
DEBBIE HARRY (dp)
Hottest:
ROSS/RICHIE 6-1
COMMODORES 5-4
JOURNEY 17-14
MOODY BLUES 21-18
BEACH BOYS 25-19

KRQ/Tucson, AZ
Kent Lacey

MOODY BLUES
KIM CARNES
CHRIS CROSS
DON FELDER
Hottest:
MOODY BLUES 1-1
ALAN PARSONS 7-4
ROSS/RICHIE 10-5
BALANCE 20-16
ELO 21-17

KTAC/Tacoma, WA
Bruce Cannon

MOODY BLUES
REO SPEEDWAGON
Hottest:
KENNY ROGERS 2-1
JUICE NEWTON 4-2
ROSS/RICHIE 25-16
PAT BENATAR 27-21
STEVIE NICKS 28-22

KTKT/Tucson, AZ
Bobby Rivers

Hottest:
ROSS/RICHIE 8-1
CARPENTERS 16-14
RAYDIO 22-15
BEACH BOYS D-23
AFTERNOON DELIGHT 30-26

Y94/Fresno, CA
Ray Appleton

SHEENA EASTON
EDDIE RABBITT
STEVIE NICKS
Hottest:
POINTER SISTERS 4-1
FOREIGNER 10-5
PHIL COLLINS 12-8
GREG KIHN 16-10
ROSS/RICHIE 18-11

KLUC/Las Vegas, NV
Randy Lunquist

KIM CARNES
Hottest:
POINTER SISTERS 3-1
PABLO CRUISE 6-3
JOURNEY 17-11
PHIL COLLINS 22-19
STEVIE NICKS 24-21

KMJK/Portland, OR
John Shomby

REO SPEEDWAGON
LULU
SMITH/SWEET
MOODY BLUES
QUINCY JONES
ALLMAN BROS. BAN (dp)
Hottest:
OAK RIDGE BOYS 2-1
ROSS/RICHIE 13-7
COMMODORES 15-12
JOURNEY 23-17
DON FELDER 34-22

KIOY/Fresno, CA
Tom Saville

BEACH BOYS
MOODY BLUES
ELTON JOHN
MICHAEL STANLEY B
BERNADETTE PETERS
Hottest:
GREG KIHN 1-1
RONNIE MILSAP 6-4
JOURNEY 17-14
ROSS/RICHIE 25-17
BEACH BOYS A-25

KYNO-FM/Fresno, CA
John Lee Walker

GREG KIHN
LULU
DEBBIE HARRY
GIBB & PRINCIPAL
KIM CARNES
BERNADETTE PETERS
CARPENTERS
Hottest:
STACY LATTISAW 4-1
FRANKIE SMITH 2-2
JOE DOICE 6-5
TEENA MARIE 14-8
PABLO CRUISE 16-13

KZZX/Albuquerque, NM
Bruce Daniels

STACY LATTISAW 4-1
FRANKIE SMITH 2-2
JOE DOICE 6-5
TEENA MARIE 14-8
PABLO CRUISE 16-13

FM102/Sacramento, CA
Billy Manders

STEVIE NICKS
Hottest:
POINTER SISTERS 8-1
RICK JAMES 9-2
JOURNEY 19-10
ROSS/RICHIE 24-11
MARTY BALIN 22-14

KSPZ/Colorado Springs, CO
Mike Daniels

BEACH BOYS
JOHN DENVER
Hottest:
POINTER SISTERS 4-1
JOEY SCARBURY 1-2
ROSS/RICHIE 12-3
JUICE NEWTON 6-6
COMMODORES 16-10

KYSN/Colorado Springs, CO
Mark Murray

REO SPEEDWAGON
CHRIS CROSS
MICHAEL STANLEY B
Hottest:
POINTER SISTERS 3-1
PAT BENATAR 10-6
COMMODORES 12-8
JOURNEY 13-10
ROSS/RICHIE 19-12

KZZP/Phoenix, AZ
Dave Anthony

BEACH BOYS
SHEENA EASTON
Hottest:
ROSS/RICHIE 3-1
JUICE NEWTON 6-3
PHIL COLLINS 9-6
RONNIE MILSAP 11-9
FRANKE/KNOCKOUTS 14-11

KHYT/Tucson, AZ
Rich Brother Robbin

ROGER TROUTMAN
DEBBIE HARRY
FOUR TOPS
LULU
QUINCY JONES
CHRIS CROSS
SUGARHILL GANG
Hottest:
ROSS/RICHIE 4-1
RICK JAMES 14-8
AFTERNOON DELIGHT 26-11
SHALAMAR 21-12
ATLANTIC STARR 23-15

KIDO/Monterey, CA
Barry Brown

SHEENA EASTON
MOODY BLUES
SMITH/SWEET
RICK JAMES
EDDIE RABBITT
Hottest:
AIR SUPPLY 3-1
RICK SPRINGFIELD 4-2
POINTER SISTERS 15-10
FOREIGNER 19-13
ROSS/RICHIE 24-16

KKXX/Bakersfield, CA
Squires/DeRoo

SILVER CONDOR
Hottest:
PAT BENATAR 5-1
FOREIGNER 8-3
JOURNEY 14-8
ELO 21-12
ROSS/RICHIE 19-14

KNBO/Tacoma, WA
Gary Bryan

REO SPEEDWAGON
RAYDIO
DEBBIE HARRY
AFTERNOON DELIGHT
NIELSEN/PEARSON
Hottest:
JUICE NEWTON 1-1
POINTER SISTERS 6-2
FOREIGNER 13-6
ROSS/RICHIE 23-14
STEVIE NICKS 22-17

K98/Provo, UT
Jim Sumpter

SHEENA EASTON
Hottest:
POINTER SISTERS 1-1
KENNY ROGERS 8-3
JUICE NEWTON 7-4
GREG KIHN 13-10
JOURNEY 16-11

FM103/Salt Lake City, UT
Lorraine Winnegar

REO SPEEDWAGON
Hottest:
FOREIGNER 1-1
PAT BENATAR 13-3
JOURNEY 14-4
GARY WRIGHT 11-8
ELO 22-12

PARALLEL THREE

KBOZ/Bozeman, MT
Greg Williams

MICKEY GILLEY
CHRIS CROSS
REO SPEEDWAGON
HARRY CHAPIN
GIBB & PRINCIPAL
Hottest:
POINTER SISTERS 3-1
ROSS/RICHIE 17-10
JOURNEY 23-16
ELO 25-17
EDDIE RABBITT 28-20

KCBN/Reno, NV
Larry Irons

MOODY BLUES
SILVER CONDOR
KIM CARNES
REO SPEEDWAGON
BRUCE "BM" BAUM
NIELSEN/PEARSON
Hottest:
POINTER SISTERS 1-1

PARALLELS

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

Parallel II: Selected stations in secondary markets that are formal 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 formal 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: (*) Formal 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

**219 REPORTS
219 LAST WEEK**

JOHN DOO
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach: 100/25 44%

National Summary: Up 51, Debuts 20, Same 24, Down 0, Adds 26

EXAMPLE

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

44% — Percentage of this weeks reporters playing it

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

National Summary: Up 31, Debuts 20, Same 24, Down 0, Adds 25

ALABAMA
Feels So Right (RCA)
LP: Feels So Right

Regional Reach: 98/13 45%

National Summary: Up 46, Debuts 0, Same 13, Down 5, Adds 13

AFTERNOON DELIGHTS
General Hospi-Tale (MCA)

Regional Reach: 59/10 27%

National Summary: Up 21, Debuts 0, Same 22, Down 0, Adds 10

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

Regional Reach: 182/0 74%

National Summary: Up 5, Debuts 0, Same 129, Down 0, Adds 0

BEACH BOYS
The Beach Boys... (Capitol)

Regional Reach: 144/21 66%

National Summary: Up 57, Debuts 35, Same 28, Down 0, Adds 21

ALLMAN BROTHERS BAND
Straight From The... (Arista)
LP: Brothers Of The Road

Regional Reach: 61/11 28%

National Summary: Up 11, Debuts 11, Same 33, Down 0, Adds 11

COMMODORES
Lady (You Bring... (Motown)
LP: In The Pocket

Regional Reach: 177/4 81%

National Summary: Up 161, Debuts 0, Same 28, Down 2, Adds 4

BALANCE
Breaking Away (Portrait)
LP: Balance

Regional Reach: 87/17 40%

National Summary: Up 18, Debuts 11, Same 30, Down 2, Adds 7

PAT BENATAR
Fire And Ice
LP: Precious Time

Regional Reach: 155/3 71%

National Summary: Up 22, Debuts 10, Same 31, Down 0, Adds 7

BLACKFOOT
Fly Away (Atco)
LP: Merader

Regional Reach: 52/0 24%

National Summary: Up 17, Debuts 0, Same 23, Down 0, Adds 0

KIM CARNES
Draw Of... (EMI America)
LP: Mistaken Identity

Regional Reach: 94/42 43%

National Summary: Up 35, Debuts 35, Same 28, Down 0, Adds 42

PHIL COLLINS
In The Air Tonight (Atlantic)
LP: Face Value

Regional Reach: 155/0 71%

National Summary: Up 52, Debuts 3, Same 30, Down 0, Adds 3

SHEENA EASTON
For Your Eyes Only (Liberty)
LP: Soundtrack "For Your Eyes..."

Regional Reach: 134/32 81%

National Summary: Up 31, Debuts 31, Same 25, Down 0, Adds 31

MARTY BALIN
Heartz (EMI America)
LP: Balin

Regional Reach: 165/0 71%

National Summary: Up 18, Debuts 0, Same 31, Down 0, Adds 0

KIM CARNES
Draw Of... (EMI America)
LP: Mistaken Identity

Regional Reach: 94/42 43%

National Summary: Up 35, Debuts 35, Same 28, Down 0, Adds 42

PHIL COLLINS
In The Air Tonight (Atlantic)
LP: Face Value

Regional Reach: 155/0 71%

National Summary: Up 52, Debuts 3, Same 30, Down 0, Adds 3

SHEENA EASTON
For Your Eyes Only (Liberty)
LP: Soundtrack "For Your Eyes..."

Regional Reach: 134/32 81%

National Summary: Up 31, Debuts 31, Same 25, Down 0, Adds 31

(Balance continued)

WFLA 10-16	WTVT 10-16	WFTS 10-16	WWSB 10-16
WTVT 10-16	WWSB 10-16	WTVT 10-16	WWSB 10-16
WWSB 10-16	WTVT 10-16	WWSB 10-16	WTVT 10-16
WTVT 10-16	WWSB 10-16	WTVT 10-16	WWSB 10-16

(Pat Benatar continued)

WFLA 10-16	WTVT 10-16	WFTS 10-16	WWSB 10-16
WTVT 10-16	WWSB 10-16	WTVT 10-16	WWSB 10-16
WWSB 10-16	WTVT 10-16	WWSB 10-16	WTVT 10-16
WTVT 10-16	WWSB 10-16	WTVT 10-16	WWSB 10-16

(Carpenters continued)

WFLA 10-16	WTVT 10-16	WFTS 10-16	WWSB 10-16
WTVT 10-16	WWSB 10-16	WTVT 10-16	WWSB 10-16
WWSB 10-16	WTVT 10-16	WWSB 10-16	WTVT 10-16
WTVT 10-16	WWSB 10-16	WTVT 10-16	WWSB 10-16

CHRISTOPHER CROSS
Arthur's Theme (WB)
LP: Soundtrack Arthur

Regional Reach: 54/53 25%

National Summary: Up 1, Debuts 0, Same 52, Down 0, Adds 1

PHIL COLLINS
In The Air Tonight (Atlantic)
LP: Face Value

Regional Reach: 155/0 71%

National Summary: Up 52, Debuts 3, Same 30, Down 0, Adds 3

SHEENA EASTON
For Your Eyes Only (Liberty)
LP: Soundtrack "For Your Eyes..."

Regional Reach: 134/32 81%

National Summary: Up 31, Debuts 31, Same 25, Down 0, Adds 31

BLACKFOOT
Fly Away (Atco)
LP: Merader

Regional Reach: 52/0 24%

National Summary: Up 17, Debuts 0, Same 23, Down 0, Adds 0

KIM CARNES
Draw Of... (EMI America)
LP: Mistaken Identity

Regional Reach: 94/42 43%

National Summary: Up 35, Debuts 35, Same 28, Down 0, Adds 42

PHIL COLLINS
In The Air Tonight (Atlantic)
LP: Face Value

Regional Reach: 155/0 71%

National Summary: Up 52, Debuts 3, Same 30, Down 0, Adds 3

SHEENA EASTON
For Your Eyes Only (Liberty)
LP: Soundtrack "For Your Eyes..."

Regional Reach: 134/32 81%

National Summary: Up 31, Debuts 31, Same 25, Down 0, Adds 31

MARTY BALIN
Heartz (EMI America)
LP: Balin

Regional Reach: 165/0 71%

National Summary: Up 18, Debuts 0, Same 31, Down 0, Adds 0

KIM CARNES
Draw Of... (EMI America)
LP: Mistaken Identity

Regional Reach: 94/42 43%

National Summary: Up 35, Debuts 35, Same 28, Down 0, Adds 42

PHIL COLLINS
In The Air Tonight (Atlantic)
LP: Face Value

Regional Reach: 155/0 71%

National Summary: Up 52, Debuts 3, Same 30, Down 0, Adds 3

SHEENA EASTON
For Your Eyes Only (Liberty)
LP: Soundtrack "For Your Eyes..."

Regional Reach: 134/32 81%

National Summary: Up 31, Debuts 31, Same 25, Down 0, Adds 31

(Continued On Next Column)

(Continued On Next Column)

(Continued On Next Column)

DON FELDER
Heavy Metal (F. M./Asylum)
LP: Soundtrack Heavy Metal
68/7 27%

Regional Summary
R 244
B 274
S 204
W 204

National Summary
DEBUTS 7
SAME 32
DOWN 13
ADDS 7

N & A

DEBBIE HARRY
Backfired (Chrysalis)
LP: KooKoo
53/63 24%

Regional Summary
R 204
B 204
S 204
W 204

National Summary
DEBUTS 0
SAME 0
DOWN 0
ADDS 53

N & A

GREG KINN BAND
The Break Up... (Baserkley)
LP: Rockinrol
143/6 65%

Regional Summary
R 434
B 434
S 434
W 434

National Summary
DEBUTS 5
SAME 31
DOWN 13
ADDS 6

RONNIE MILSAP
(There's No Gettin'... (RCA)
LP: Out There Where The Bright...
182/3 83%

Regional Summary
R 153
B 153
S 153
W 153

National Summary
DEBUTS 0
SAME 23
DOWN 3
ADDS 3

JUICE NEWTON
Queen Of Hearts (Capitol)
LP: Juice
177/3 81%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 1
SAME 32
DOWN 13
ADDS 3

FOREIGNER
Urgent (Atlantic)
LP: Foreigner 4
167/2 72%

Regional Summary
R 74
B 74
S 74
W 74

National Summary
DEBUTS 1
SAME 19
DOWN 13
ADDS 2

ELTON JOHN
Clhos (Geffen)
LP: The Fox
87/14 40%

Regional Summary
R 474
B 474
S 474
W 474

National Summary
DEBUTS 17
SAME 27
DOWN 27
ADDS 14

STACY LATTISAW
Love On A... (Cotillon)
LP: With You
98/8 46%

Regional Summary
R 484
B 484
S 484
W 484

National Summary
DEBUTS 7
SAME 22
DOWN 13
ADDS 8

MOODY BLUES
The Voice (Threshold/PG)
LP: Long Distance Voyager
161/84 74%

Regional Summary
R 74
B 74
S 74
W 74

National Summary
DEBUTS 16
SAME 35
DOWN 0
ADDS 64

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

FRANKE & KNOCKOUTS
You're My... (Millennium)
LP: Franke & The Knockouts
165/4 71%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 15
SAME 15
DOWN 1
ADDS 4

JOURNEY
Who's Crying... (Columbia)
LP: Escape
201/6 82%

Regional Summary
R 84
B 84
S 84
W 84

National Summary
DEBUTS 9
SAME 11
DOWN 0
ADDS 6

LULU
I Could Never Miss... (A&A)
LP: Lulu
140/47 64%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 11
SAME 57
DOWN 0
ADDS 47

MOODY BLUES
The Voice (Threshold/PG)
LP: Long Distance Voyager
161/84 74%

Regional Summary
R 74
B 74
S 74
W 74

National Summary
DEBUTS 16
SAME 35
DOWN 0
ADDS 64

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

FRANKE & KNOCKOUTS
You're My... (Millennium)
LP: Franke & The Knockouts
165/4 71%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 15
SAME 15
DOWN 1
ADDS 4

JOURNEY
Who's Crying... (Columbia)
LP: Escape
201/6 82%

Regional Summary
R 84
B 84
S 84
W 84

National Summary
DEBUTS 9
SAME 11
DOWN 0
ADDS 6

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I Could Never Miss... (A&A)
LP: Lulu
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Regional Summary
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National Summary
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MOODY BLUES
The Voice (Threshold/PG)
LP: Long Distance Voyager
161/84 74%

Regional Summary
R 74
B 74
S 74
W 74

National Summary
DEBUTS 16
SAME 35
DOWN 0
ADDS 64

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

FRANKE & KNOCKOUTS
You're My... (Millennium)
LP: Franke & The Knockouts
165/4 71%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 15
SAME 15
DOWN 1
ADDS 4

JOURNEY
Who's Crying... (Columbia)
LP: Escape
201/6 82%

Regional Summary
R 84
B 84
S 84
W 84

National Summary
DEBUTS 9
SAME 11
DOWN 0
ADDS 6

LULU
I Could Never Miss... (A&A)
LP: Lulu
140/47 64%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 11
SAME 57
DOWN 0
ADDS 47

MOODY BLUES
The Voice (Threshold/PG)
LP: Long Distance Voyager
161/84 74%

Regional Summary
R 74
B 74
S 74
W 74

National Summary
DEBUTS 16
SAME 35
DOWN 0
ADDS 64

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

FRANKE & KNOCKOUTS
You're My... (Millennium)
LP: Franke & The Knockouts
165/4 71%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 15
SAME 15
DOWN 1
ADDS 4

JOURNEY
Who's Crying... (Columbia)
LP: Escape
201/6 82%

Regional Summary
R 84
B 84
S 84
W 84

National Summary
DEBUTS 9
SAME 11
DOWN 0
ADDS 6

LULU
I Could Never Miss... (A&A)
LP: Lulu
140/47 64%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 11
SAME 57
DOWN 0
ADDS 47

MOODY BLUES
The Voice (Threshold/PG)
LP: Long Distance Voyager
161/84 74%

Regional Summary
R 74
B 74
S 74
W 74

National Summary
DEBUTS 16
SAME 35
DOWN 0
ADDS 64

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

FRANKE & KNOCKOUTS
You're My... (Millennium)
LP: Franke & The Knockouts
165/4 71%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 15
SAME 15
DOWN 1
ADDS 4

JOURNEY
Who's Crying... (Columbia)
LP: Escape
201/6 82%

Regional Summary
R 84
B 84
S 84
W 84

National Summary
DEBUTS 9
SAME 11
DOWN 0
ADDS 6

LULU
I Could Never Miss... (A&A)
LP: Lulu
140/47 64%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 11
SAME 57
DOWN 0
ADDS 47

MOODY BLUES
The Voice (Threshold/PG)
LP: Long Distance Voyager
161/84 74%

Regional Summary
R 74
B 74
S 74
W 74

National Summary
DEBUTS 16
SAME 35
DOWN 0
ADDS 64

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

RAY PARKER JR. & RAYDIO
That Old Song (Arista)
LP: A Woman Needs Love
162/26 74%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 33
SAME 27
DOWN 1
ADDS 26

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

STEVIE NICKS
w/TOM PETTY &...
Stop... (Mudam/Atco)
LP: Bella Donna
180/8 82%

Regional Summary
R 128
B 128
S 128
W 128

National Summary
DEBUTS 15
SAME 15
DOWN 0
ADDS 8

ROBBIE PATTON
Don't Give It Up (Liberty)
LP: Distant Shores
180/7 73%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 12
SAME 14
DOWN 1
ADDS 7

ROBBIE PATTON
Don't Give It Up (Liberty)
LP: Distant Shores
180/7 73%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 12
SAME 14
DOWN 1
ADDS 7

ROBBIE PATTON
Don't Give It Up (Liberty)
LP: Distant Shores
180/7 73%

Regional Summary
R 64
B 64
S 64
W 64

National Summary
DEBUTS 12
SAME 14
DOWN 1
ADDS 7

REO SPEEDWAGON In Your Letter (Epic) LP: Hi Infidelity 81/44 37% N&A

POINTERS SISTERS Slow Hand (Planet) LP: Black & White 206/0 84%

JOEY SCARBURY Greatest American Hero (Believe It Or Not) (Elektra) LP: 184/0 84% 3 N&A

KENNY ROGERS I Don't Need You (Liberty) LP: Share Your Love 186/0 85% 4 N&A

EDDIE RABBITT Step By Step (Elektra) LP: Step By Step 178/10 81% 24

OIANA ROSS & LIONEL RICHIE Endless Love (Motown) LP: Soundtrack Endless Love 203/2 93% 2

REX SMITH/RACHEL SWEET Everlasting... (Columbia) LP: 88/18 41% N&A

GINO VANNELLI Nightwalker (Arista) LP: Nightwalker 89/2 41% N&A

SQUEEZE Tempted (A&M) LP: East Side Story 61/7 23% N&A

STYX Nothing Ever Goes... (A&M) LP: Paradise Theater 67/2 26% N&A

SILVER CONDOR You Could Take... (Columbia) LP: Silver Condor 89/13 41% N&A

TUBES Don't Want To... (Capitol) LP: The Completion Backward... 71/0 35% N&A

REX SMITH/RACHEL SWEET Everlasting... (Columbia) LP: 88/18 41% N&A

REX SMITH/RACHEL SWEET Everlasting... (Columbia) LP: 88/18 41% N&A

GINO VANNELLI Nightwalker (Arista) LP: Nightwalker 89/2 41% N&A

SQUEEZE Tempted (A&M) LP: East Side Story 61/7 23% N&A

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SILVER CONDOR You Could Take... (Columbia) LP: Silver Condor 89/13 41% N&A

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STYX Nothing Ever Goes... (A&M) LP: Paradise Theater 67/2 26% N&A

SILVER CONDOR You Could Take... (Columbia) LP: Silver Condor 89/13 41% N&A

TUBES Don't Want To... (Capitol) LP: The Completion Backward... 71/0 35% N&A

REX SMITH/RACHEL SWEET Everlasting... (Columbia) LP: 88/18 41% N&A

REX SMITH/RACHEL SWEET Everlasting... (Columbia) LP: 88/18 41% N&A

GARY WRIGHT Really Wanna... (WB) LP: The Right Place 180/7 62% 17

GINO VANNELLI Nightwalker (Arista) LP: Nightwalker 89/2 41% N&A

SQUEEZE Tempted (A&M) LP: East Side Story 61/7 23% N&A

STYX Nothing Ever Goes... (A&M) LP: Paradise Theater 67/2 26% N&A

SILVER CONDOR You Could Take... (Columbia) LP: Silver Condor 89/13 41% N&A

TUBES Don't Want To... (Capitol) LP: The Completion Backward... 71/0 35% N&A

REX SMITH/RACHEL SWEET Everlasting... (Columbia) LP: 88/18 41% N&A

Others Getting Significant Action

AL JARREAU "We're In This Love Together" (WB) 28/1 Moves: Up 9, Debuts 4, Same 14, Down 0, Adds 1, WVLK, WKXS-FM on 94.0 on WKX 28.23, KPZL 4.31, KSET-FM 27.22, KLZL 40.36, KXXI 26.23, WBCY 29.27, WAKX on FM102 d-27, KHYT on WLAM 28.24, WFLB 34.31, KKLS on...

THE PICTURE PAGE

Columbia Celebrates With Loverboy



Columbia's Loverboy played a concert in Central Park, and were joined backstage by label executives. Pictured (l-r) are Columbia VP's Mickey Eichner and Arma Andon, label's Paul Atkinson, Sr. VP/GM Al Teller, group's Doug Johnson and Mike Reno, VP's Ed Hynes and Joe Mansfield, label's Jim McKeon, and group's Scott Smith, with Loverboy's Matt Frenette and Paul Dean down in front.

Clarke/Duke Show Savoy Flair



Epic's Clarke/Duke Project played the Savoy in New York and were greeted backstage by a number of executives from Epic and EPIA. Pictured (l-r) are EPIA's VP's Al De Marino and Ron McCarrell, George Duke and Stanley Clarke, EPIA Sr. VP/GM Don Dampsey, EPIA's T.C. Thompkins and Frank Dileo, Epic's Jerome Gasper, and Epic VP Gregg Geller.

Chisel Cake In Colorado



After EIA's Cold Chisel played Denver, promoter Feyline Presents' presented the band with that well-known Australian deli delicacy, a chisel cake. Pictured (l-r) are EIA VP Burt Stein, group's Steven Prestwich, management's Rod Willis, Feyline VP Chuck Morris, and group's Phil Small (crouching), Jimmy Barnes, and Ian Moss.

Wherehouse Gaga For Go-Go's



During the course of a run of retail appearances, IRS's Go-Go's visited the Westwood (Los Angeles) Wherehouse store. Pictured (l-r) are store's John Holmes and Leleh Adler, group's Charlotte Caffey, Kathy Valentini, Gina Schock, Belinda Carlisle, and Jane Wiedlin, and store manager Brian Tucker.

Juice Turns Gold



Capitol's Juice Newton and guitarist/partner Otha Young were presented with gold single awards for the "Angel Of The Morning" single. Pictured at the ceremony after a Los Angeles gig are (l-r) Young, Capitol Records Group President Don Zimmermann, and Newton.

Beacon Moved By King



RCA's Evelyn King headlined New York's Beacon Theatre recently. Pictured backstage after the show are (l-r, seated) RCA VP Keith Jackson and label's Bob Rifici; (l-r, standing) album co-producer Morrie Brown, RCA VP Ray Harris, King, choreographer George Felson, and manager Bob Schwald.

Smooth Ritz Action For Smith



Mirage's G.E. Smith recently played New York's Ritz in support of his debut album. Pictured backstage after the show are (l-r) manager Tommy Mottola, ZZ Top's Dusty Hill, unidentified guest, ZZ Top's Billy Gibbons, John Oates of Hall & Oates fame, Smith, ZZ Top's Frank Beard, and Mirage's Jim Delehant.

Gaynor Group



Following Gloria Gaynor's performance at New York's Paradise Garage, Polygram executives, De-Lite artist Leon Bryant, and other well-wishers greeted her backstage. Pictured (l-r) are Leon Bryant's manager John Christopher, attorney Ron Kritman, De-Lite's Keith Carlos, Polygram's John Brown, Bryant, Gaynor, Gaynor's manager Linwood Simon, and Polygram's Tommy Young.



Jeff Gelb

AOR

WPLJ: AOR's Top Rocker

When it comes to number of listeners, no AOR station in America can top WPLJ/New York's Spring ARB cume showing: a whopping 1,679,300 cume TSA for 12+ listeners! It's one of the reasons everyone at WPLJ is beaming these days; in the Spring book, the station posted its best ever 12+ figure: a 4.5.

Berger's Background

Spearheading the programming policies that have brought this success to the 13-year old AOR is PD Larry Berger, who joined WPLJ as PD in 1974. He'd come to the station from another ABC FM AOR, WRIF/Detroit, where he'd also served as PD. "I'd never been in AOR prior to WRIF," he recalled. "In fact, I hated it. Every time I listened to one of the AOR's of that time, it was playing some weird song I'd never heard before."

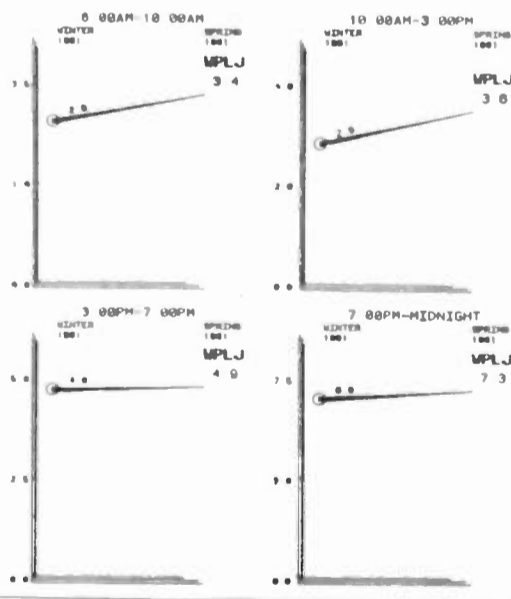
WPLJ . . . ONE REPORT LATER

NEW YORK METRO : PERSONS 12+

MONDAY-FRIDAY/AVERAGE SHARE TRENDS

NEW YORK METRO : SPRING, 1981 : AQH ESTIMATES

AGE	WPLJ :
12-17	35.8%
18-24	41.6%
25-34	18.2%
35-44	3.3%
45-54	0.3%
55+	0.8%
12+ TOTAL	112,000



When he joined WRIF, he experimented with a programming philosophy that incorporated some of his Top 40 background at WALL/Middle-town, NY. It worked for the Detroit AOR, and for WPLJ as well. "Very quietly," he said, "WPLJ has been the top FM rock station in every ratings book since Spring of 1975."

How does he account for such a longterm and ongoing success story? He explained, "The station has always been run on the principle of giving people what they want, and keeping up with changing times. We have always fine-tuned the station to keep us in line with what's happening in New York's diverse marketplace. It's helped

that we've always looked for the musical and programming common denominators."

Before And After Disco

WPLJ's musical common denominators have evolved continually, but Berger points to two major lines of demarcation: "before and after disco. Before disco," he said, "WPLJ was kind of mass appeal pop-oriented AOR. We played stuff like Van McCoy's 'Hustle' and 'Love Train' by the O'Jays. When disco blew the roof off this market, things changed violent-



An example of WPLJ's subway poster art.

ly. They took a tremendous chunk of the 12-34 market. In response, we had to get into what TV calls 'narrowcasting': focusing our vision a bit tighter, making it more pure rock and roll.

"At one time," he continued, "we were thought of as being a very tight AOR. I would say we have loosened up considerably in terms of the exposure we give to new music over the last several years.

"We've recently begun a callout music research system that I'm finding an adventure. We've hired Lisa Tonnacci from WNBC to set up the program and she's very experienced at it.

"I believe the essence of radio is localization."

— Larry Berger



It's one reason we add songs or keep cuts in the library, but it's not the only reason. There's also retail calls, comparisons with other stations' lists, and following tracking charts. The bottom line, though, is (and has been for years) our weekly music meetings. The music is played for

a committee that includes jocks and staff people. Anything going in has to pass the music meeting. It's a very democratic process that seems to eliminate the wheat from the chaff."

One aspect that does not enter into WPLJ's musical decision-making process is ABC, which owns the station. Berger denied the rumor that all new music must be okayed by ABC before entering the studio. "That's a common and longheld misconception. In my 8 1/2 years with ABC that has never been the case. We are beholden to ABC for the bottom line profitwise and for keeping the license. Short of that, it's our show."

Other than that, Berger's only connection with ABC is an occasional phone call to another ABC FM PD to get feedback on ideas or promotions. The calls are irregular and unstructured; his only other contact with his fellow ABC FM PD's is at the annual ABC convention gathering.



"My job is to help increase the cumulative audience of the station and extend the duration of listening."

— Kim Reis

Veteran Jocks & Listeners

A major factor in accounting for WPLJ's success is its consistent jock lineup. Many of its jocks have been with the station as long as or longer than Berger himself. Morning man Jim Kerr started in 1974, as did midday personality Tony Pigg (who was also heard on WPLJ in its earliest incarnation as one of the voices of ABC's "Love" FM format); afternoon drive's Pat St. John came to WPLJ in 1973, and Jimmy Fink, a part-timer, started in 1970! What keeps a group of disc jockeys so dedicated to one radio station? Berger offered, "We've taken care of them, treated them fairly, and paid them appropriately. The people we have here are as good as anyone in the business. Not only are they a very professional group, but more importantly, they're nice people. There's no one here with whom I wouldn't want to go out for dinner."

WPLJ has veteran jocks and veteran listeners as well. Berger credited his long-running air personalities with keeping WPLJ's fans listening to rock and roll as they grew up with the station. "It amounts to balance," he stated. "It's the way in which the jocks program their shows. They don't program segmentally; you won't hear any sets of one particular kind of music, whether it's mellow or metal."

Berger is also a WPLJ DJ, putting himself on the line monthly with an hourlong show called "Let's Hear It" that takes listener calls. Many ask pointed questions about WPLJ's format. "I try to answer each question as directly as possible," said Berger. "Of course, I have to remember that anybody, including competing stations, could be listening, so sometimes it's hard to be specific (though I try)."

"The only kind of question I won't deal with is why we play more of this or less of that. I discourage that kind of call; it's fruitless because it's so subjective. It always boils down to personal taste."

Promotional Policies

A station does not win by music and jocks alone. WPLJ has its own in-house agency for advertising and promotion, headed by Director of Advertising and Promotion Kim Reis. She joined WPLJ four years ago after a successful

Jeff Gelb

WPLJ: AOR's Top Rocker

Continued from Page 32

stint doing sales promotions for neighboring WNBC. Her work for WPLJ has won Clio, Andy and Broadcast Design awards. She stated, "My job is to help increase the cumulative audience of the station and extend the duration of listening.

"We used to have a very cold, machinelike image in the market," she continued. "We've worked hard to change that into an accessible, street-aware hip rock and roll station." How did Reis and her two-person staff accomplish that goal? "We sit down with Larry and GM Joe Parish and talk about marketing goals, to make sure we're all working in the same direction.

UPDATE

A quick correction from last week's AOR Promo Repts listing: MCA and Backstreet have moved to 70 Universal Plaza, University City, CA 91608. Backstreet's phone number should have read (213) 508-4590. KGON/Portland is marketing its own beer, "Brew 92" (named after the station's dial frequency). 7-11 is selling the beer in "short cases" of 12 cans at \$2.92 per case. 50¢ per purchase is being donated to the KGON Scholarship Fund. WAVA/Washington's first annual benefit rock auction raised over \$3000. WQXM/Tampa celebrated its fourth AOR anniversary with a party at an area Alice Cooper contest that featured a Cooper lookalike contest. KINK/Portland's Neighborhood Fair drew a record-breaking 500,000 to the affair. Baby boom: Congrats to Papa Art Schroeder, PD at KXOA-FM/Sacramento and wife Priscilla on the birth of their first child, George Douglas. WYDD/Pittsburgh PD Mike Perkins's wife Pat gave birth to Colin Patrick. And KFMQ/Lincoln morning man Bob Rosel and wife Madonna are the proud parents of their third child, Melissa. KFMQ, by the way, sponsored its first benefit run, attracting 950 to run in three courses. WIZD/W. Palm Beach reports great response to its weekly half-hour experiments in broadcasting in "sonic holography," a new processor that creates the aural illusion of music coming from all around the listener. WXUS/Lafayette's transmitter was hit by lightning recently, throwing the station off the air for a day-and-a-half. WQFM/Milwaukee held a listener picnic party that gathered over a thousand for free food and beverages, plus softball and live rock and roll. KVRE/Santa Rosa broadcast live for two weeks from the Sonoma County Fair. WRIF/Detroit soundly rapped the Rockets 10-2 in a free baseball game that gathered 4000 fans. KZAP/Sacramento has moved to 298 Commerce Circle, Box 15985, Sacramento, CA 95815. KZAP's new office phone number is (916) 925-3700.

Then I'll create the campaign, and go back to them for approval.

"We work primarily with TV, and have for five years. It has a tremendous reach. It's the only single medium we can use that covers all of our listening area. Plus TV's technology allows us to create a very exciting image about the station.

"We try to use the most exciting imagery possible," she continued. "The primary reason someone listens to WPLJ is for the music and the artists we play. The best way we can represent who we are and what we play to our audience is to use one of those artists in a graphic display of concert footage or photography. If I put up a Jimi Hendrix poster with our call letters, I think that's all I need to say about the station."

Reis revealed, "My personal philosophy in marketing to New York is to treat it like a small market: divide and conquer. By dividing New York into regions and boroughs, all of the good promotions that work elsewhere can work here too."

Tomorrow's Technologies

WPLJ's numbers prove that's a winning philosophy. As PD Larry Berger looks ahead to WPLJ's future, I wondered whether he felt tomorrow's technologies will affect his programming philosophies. Regarding networks and satellite programming he commented, "They strike me as very valuable services for medium or small market stations. I believe the essence of radio is localization. I think there are a lot of pitfalls in trying to put the same music, presentation and promotions on the air in New York as well as Chicago and Duluth. I think you end up shortchanging your listeners. For smaller markets it may be money-saving. It may put professionals on the air at stations that could otherwise not afford people of their calibre. But I would not be greatly concerned in competing with a national network's programming. There are too many things I can offer my listeners through localization that they can't."

Looking ahead for WPLJ, Berger commented, "I just want to hold on to what we've got and perhaps grow some more." And for himself? "At one time I did say if we ever got a 4.5 share I'd either retire or become a consultant. Neither of these is about to happen. I'm very happy here. I like living in New York; my family is here. This is where I really want to stay."

COMING NEXT WEEK: Consultants! Suddenly that's all we seem to be hearing about. Next week, new AOR consultant Jesse Bullet has some very frank, straight answers as to why there are so many AOR consultants these days, and he'll also explain his programming philosophies in an interview.

EVOLUTION

News of a new AOR this week: WIDD-FM/Johnson City, TN, with Tom Klein as GM and Tony Lawson as MD (the two will share programming responsibilities). WIDD-FM hopes to be on the air by September 1st. KRKN/Anchorage PD Larry Wayne and MD Karla Michaels have exited. Former KENI/Anchorage MD Ed Merrifield is KRKN's new PD. Morgan Evans is KRKN's new MD. WGVL/Gainesville has been sold by Irving Uram to Sunshine Wireless, and has applied for a change in call letters to WYKS. No format change is expected. CITI-FM/Winnipeg PD Gary Christian has exited. His interim PD successor is Steve Young. Andy Frost has been named MD. Charlie Parker has been upped to PD (in addition to MD) at KXXY/Oklahoma City. Dan Stroud has exited news at KXXY for the same at competing KATT. Chuck Gelger is leaving as PD of WKLC/St. Albans for the MD post at Doubleday's KPKE/Denver. Dick Bascom has been upped to Asst. PD and MD at Y95/Rockford. Tom Scott has exited Y95 for overnights at WZZR/Memphis. Kathy James has joined WLRS/Louisville as MD from WABD/Ft. Campbell. Alan Lawson has been upped to MD from the airstaff of KINK/Portland. Roberta Haber has exited as WAAL/Binghamton MD for mornings at WMJQ/Rochester. Dale August has reclaimed the MD post at KSAS/Kansas City. Sue Delaney has exited nights at KBOS/Tulare. Charlie Morris has taken over the shift from KLPX/Tucson. Phil West has joined KBOS for mornings. Karen Markins has joined WQMF/Louisville from neighboring WHAS for mornings. James Keany has joined KFMH/Muscataine from KRNA/Iowa City. Kerry Peale is new to evenings at KFMH from WIDB/Carbondale. Exiting KFMH for KRBE/Houston is Robin Rivers.

COLOR

KILO SHOTS THE TUBES: KILO/Colorado Springs, in conjunction with Capitol's Tubes album, had a paddle raft trip down the Arkansas River. Listeners identified Tubes songs played on KILO to qualify for the trip.

LOOKIN' FOR A LOGO: WDEK/DeKalb invited listeners to submit logo designs for the station. Of the 320 entries, WDEK chose one to receive a sponsor prize package.

RATINGS HITS: Three ratings hits for the Sebastian-consulted stations: WEBN/Cincinnati's 8.6, WQMF/Louisville's 6.1, and WIZD/W. Palm Beach's 6.4, all up books. Incidentally, John called to say he joined WMJQ/Rochester (which lost to WCMF) after the Spring book had already begun, so that station's numbers are a premature judgment of his work with WMJQ. KISW/Seattle jumped to an 8.3, far ahead of its two AOR competitors. WDE/Philadelphia had a great 7.9. WXP/Davenport hit double digits (10.8). Great news for WRNO/New Orleans (up 6.5 to 8.1) and WSHE, whose Ft. Lauderdale numbers were excellent (5.8; #2 in the market).

We'll be speaking with the PD's of many of these and other successful AOR stations for their observations on winning in future issues of R&R.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WQDR/Raleigh presented Bill Wray for \$1.94. WAAF/Worcester presented Robt. Ellis Orrall for \$1.07.

BROADCASTS: Bill Wray on WQDR/Raleigh.

CONVERSATIONS: Stevie Nicks, Van Halen on WMMR/Philadelphia. New England, 20/20 on WQBK/Albany. Dregs on KOZZ/Reno. Gary Wright on KROQ/Pasadena. Muffs on WIOT/Toledo. Joan Jett, Charlie Daniels on WPDH/Poughkeepsie. Girlschool, Ozzy Osbourne on Q107/Toronto. Heart on K97/Edmonton. Loverboy, Heart, BOC on CITI-FM/Winnipeg. Loverboy, BOC, Styx, Pat Benatar, Billy Squier on CFOX/Vancouver. Balance, Biotto, Judas Priest, Iron Maiden on WDHA/North Jersey. Bert Ligon on WBWB/Bloomington. Savoy Brown on WOVV/Ft. Pierce. Go-Go's, Bill Nelson on KTIM/San Rafael. Tubes, Balance on WLAV/Grand Rapids. 38 Special on KUPD/Phoenix.

SAN DIEGO ZOO



VAN ZANT GETS SEAL OF APPROVAL: Polygram/Polygram's Johnny Van Zant joined the airstaff of KGB-FM/San Diego for one of the most unusual album promotions in recent memory; everyone went to the San Diego Zoo where a sea lion had been trained to balance a copy of Van Zant's album on his nose. Pictured (l-r) at the ceremony are KGB-FM PD Larry Bruce, MD Judy McNutt and daughter Casey, band's Robbie Morris and Eric Lundgren, Polygram's Jeff Laufer and Jim DelBalzo, Van Zant, band's Robbie Gay (obscured), band's Danny Clausman, and Polygram VP/Rock Music Dept. Jerry Jaffe.



August 7, 1981

162 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (7/17, 7/24, 7/31, 8/7) and artist/album information. Includes entries for JOURNEY, FOREIGNER, PAT BENATAR, MOODY BLUES, BLUE OYSTER CULT, TOM PETTY & HEARTBREAKERS, BILLY SQUIER, HEAVY METAL, ZZ TOP, BLACKFOOT, STEVIE NICKS, FOGHAT, TUBES, VAN HALEN, SQUEEZE, GREG KIHN BAND, MICHAEL STANLEY BAND, GARY WRIGHT, ICEHOUSE, JOE WALSH, DANNY JOE BROWN, ALLMAN BROTHERS BAND, POINT BLANK, MICK FLEETWOOD, PHIL COLLINS, DIESEL, POCO, OZZY OSBOURNE, JOE PERRY PROJECT, PETER FRAMPTON, SANTANA, IRON MAIDEN, ELO, DEF LEPPARD, RICKIE LEE JONES, A'S, JIM STEINMAN, BALANCE, JEFFERSON STARSHIP, and ROCKETS.

JOURNEY leaped into first place, garnering the lion's share of total reports for the week. FOREIGNER retained its heavy hot reports. BENATAR and BOC held rock steady. METAL and ZZ jumped as adds converted to upper airplay rotations. NICKS climbed as stations converted from the single to the album (watch for a major jump next week as the heavy adds convert). FOGHAT gained in hot. STANLEY grew in upper rotations. ICEHOUSE maintained as the ALLMANS single jumped nicely. BLANK continued to resurge as the single sparked new interest in the album. FLEETWOOD inched up while DIESEL jumped in medium and hot. POCO continued to climb. MAIDEN resurged. ELO's album debuted with some early album adds plus 62 single reports. DEF, RICKIE, BALANCE and ROCKETS all debuted. The Significant Action listings came closest to charting this week.

The AOR National Airplay/40 chart represents odd, 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

Table of Most Added charts with columns for week numbers (8/7, 7/31, 7/24, 7/17, 7/10) and artist/album information. Includes entries for STEVIE NICKS, DEF LEPPARD, RED RIDER, TIM CURRY, JON & VANGELIS, DVC, HEAVY METAL, SHOOTING STAR, ZZ TOP, MICHAEL STANLEY..., RAMONES, ELO, RICKIE LEE JONES, PABSPORT, DIESEL, and WHITFORD/ST. HOLMES.

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

MEDIUM

Table of Medium charts with columns for week numbers (8/7, 7/31, 7/24, 7/17, 7/10) and artist/album information. Includes entries for FOGHAT, ICEHOUSE, BLACKFOOT, MICHAEL STANLEY..., HEAVY METAL, DANNY JOE BROWN, MICK FLEETWOOD, GARY WRIGHT, TUBES, SQUEEZE, BLUE OYSTER CULT, POCO, IRON MAIDEN, A'S, and DIESEL.

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

THE HOTTEST


Table of The Hottest charts with columns for week numbers (8/7, 7/31, 7/24, 7/17, 7/10) and artist/album information. Includes entries for PAT BENATAR, FOREIGNER, MOODY BLUES, JOURNEY, TOM PETTY..., BILLY SQUIER, BLUE OYSTER CULT, ZZ TOP, VAN HALEN, BLACKFOOT, TUBES, GREG KIHN BAND, JOE WALSH, and SQUEEZE.

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

AOR BREAKERS

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

STEVIE NICKS
Bella Donna (Modern/Atco)
"Strip" "Edge" "Lose" This 90% of our reporters on R. Total album reports: 153. A-112, M-13, H-28. Charted this week at number 11.




ALLMAN BROTHERS BAND
"Straight From The Heart" (Arista) 46
80% of our reporters on R. Total single reports: 51. Charted this week at number 22.

Significant Action

RED RIDER	As Far As Siam (Capitol)	"Fringe" "What"	Total 68. A-52, M-3, H-6
PABLO CRUISE	Reflector (A&M)	"Cool" "Magic"	Total 68. A-4, M-28, H-18
JON & VANGELIS	Friends Of Mr. Cairo (Polydor/PG)	Title "Independence"	Total 64. A-22, M-20, H-2
KIM CARNES & HATE BOYS	Mistaken (EMI America)	"Cards" "Rules"	Total 62. A-4, M-23, H-18
MARTY BALIN	Balin (EMIAmerica)	"Hearts" "Lady"	Total 59. A-4, M-23, H-18
KINKS	Reduction/Better (Arista/Import)		Total 57.
SILVER CONDOR	Silver Condor (Columbia)	"Survival" "Heart"	Total 57. A-3, M-28, H-6
JOHNNY VAN ZANT BAND	Round Two (Polydor/PG)	"Right" "Music"	Total 52. A-7, M-28, H-6
RAMONES	Pleasant Dreams (Sire)	"Abravava" "Place"	Total 29. A-18, M-8, H-6
P. METHENYL MAYS	As Falls Wichita, So... (ECM)	"Ozark" "It's For"	Total 28. A-4, M-7, H-4

Significant Action listings showcase product in all musical configurations that has received significant airplay but which has not generated 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

Last Week	This Week	Album	Label
1	1	P. METHENYL MAYS... As Falls Wichita... (ECM)	"Ozark" "You"
3	2	YELLOWJACKETS... Yellowjackets (WB)	"Rush Hour"
5	3	BRIAN AUGER... Search Party (Headfirst)	"See" "Voyager"
2	4	MILES DAVIS... The Man With... (Columbia)	"Shout" "Fat"
8	5	TOM SCOTT... Apple Juice (Columbia)	"White"
→	6	PASSPORT... Blue Tattoo (Atlantic)	"Riding"
7	7	SADAO WATANABE... My Dear Life (Inner City)	"World" Title
4	8	LEE RITENOUR... Rit (Elektra)	"You?" "Sympathy"
9	9	JOHN KLEMMER... Hush (Elektra)	Title "Magic"
6	10	DREGS... Unsung Heroes (Arista)	"Cruise" "Park"

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National 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; singles are in *italics*. Artists' names are in *bold italics* if they registered significant airplay gains this week.

REGIONAL AOR ACTIVITY

EAST

Q104 Albany
518-482-5555

WZZO Allentown
215-684-0811

98Rock Baltimore
301-689-0088

WMAJ Binghamton
607-772-8850

PYX 106 Albany
518-785-9800

104FM WBCN Boston
617-266-1111

WMAJ Binghamton
607-772-8850

104FM WBCN Boston
617-266-1111

MOST ADDED

STEVIE NICKS
Bella Donna (Modern/Atco) 28/29

DEF LEPPARD
High N' Dry (Polydor/PG) 20/18

RED RIDER
As Far As Siam (Capitol) 15/12

TIM CURRY
Simplicity (A&M) 8/8

MEDIUM

NICK FLEETWOOD
The Visitor (RCA) 24/18

ICEHOUSE
Icehouse (Chrysalis) 20/18

MICHAEL STANLEY BAND
North Coast (EMI America) 25/18

FOGMAT
Gibbs To Chet (Mercury/WB) 25/15

IRON MAIDEN
Killers (Mercury) 18/15

THE HOTTEST

PAT BENATAR
Precious Time (Chrysalis) 36/36

FOREIGNER
4 (Atlantic) 35/35

MOODY BLUES
Long... (Threshold/PG) 36/31

JOURNEY
Escape (Columbia) 37/28

WQZ Boston
617-267-6080

WQZ Boston
617-267-6080

97Rock Buffalo
716-681-4555

104FM WBCN Boston
617-266-1111

i-95fm Bridgeport
203-579-9995

WECM Claremont
803-542-7735

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Charlotte
704-392-8191

Corpus Christi
512-855-4841

KTXQ
Dallas-Ft. Worth
214-528-5500

KZEW
Dallas
214-746-8888

The Q
El Paso
915-544-8864

96 Magic
Ft. Pierce
305-464-1401

WOL
Gainesville
904-378-3806

Houston
713-628-4591

ROCK 105
Jacksonville
904-642-1055

fm99
Lexington
806-252-6894

WDFX
Louisville
502-589-4400

FMX
Lubbock
806-747-1224

WZDR
Memphis
901-728-0080

wzhe
Miami
305-581-1580

WYNO
New Orleans
504-889-2424

Zany 99.9
Norfolk
804-461-1194

fm99
Norfolk
804-623-9687

WDIZ
Orlando
305-845-1802

TKO
Pensacola
904-438-7543

WQDR
Raleigh
919-832-8311

XL 102
Richmond
804-282-9731

WFLA
Roanoke
703-387-0234

99.5 KISS
San Antonio
512-223-6211

93.5 FM
Shreveport
318-425-8892

98 ROCK
Tampa
813-224-0742

95FM
Tampa
813-878-0455

KMOO
Tulsa
918-684-2810

99.1 W
West Palm Beach
305-461-0099

WKZL
Winston-Salem
919-725-0558

ROCK 105
Jacksonville
904-642-1055

KTXQ
Dallas-Ft. Worth
214-528-5500

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804-461-1194

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99.5 KISS
San Antonio
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WKZL
Winston-Salem
919-725-0558

99.5 KISS
San Antonio
512-223-6211

MIDWEST

MOST ADDED

- STEVIE NICKS**
Babe Donna (Modern/Atco) 38/27
- DEF LEPPARD**
High 'N' Dry (Polydor/Pg) 19/13
- RED RIDER**
As Far As Slam (Capitol) 14/13
- SHOOTING STAR**
Hang On For Your... (Virgin) 10/10
- DVC**
DVC (A&M) 7/7

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

- FOGHAT**
Girls To Chat... (Bearsville/WB) 32/24
- BLACKFOOT**
Marauder (A&M) 29/18
- ICENHOUSE**
Icehouse (Chrysalis) 24/18
- GARY WRIGHT**
The Right Place (WB) 29/17
- HEAVY METAL**
Var Artists (Full Moon/Asylum) 36/16

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 medium rotation this week.

THE HOTTEST

- JOURNEY**
Escape (Columbia) 42/36
- FOREIGNER**
4 (Atlantic) 41/36
- MOODY BLUES**
Long... (Threshold/Pg) 38/34
- PAT BENATAR**
Precious Time (Chrysalis) 38/33
- BILLY SQUIER**
Don't Say No (Capitol) 32/27

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.

Appleton

414-734-9228

PO: BOB COOPER

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Chicago

312-828-9191

PO: TOM REGER

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

O-FM-96 Columbus

614-224-1271

PO: PAUL STILL

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Bloomington

812-332-9282

PO: JOHN SHERIDAN

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Dayton

513-224-1501

PO: MICHAEL REYNOLDS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Cleveland

216-781-9687

PO: JOHN SHERIDAN

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

DeKalb

815-758-9250

PO: BOB HOLMES

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Cleveland

216-391-1260

PO: PHIL COLLIERS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Des Moines

515-265-6181

PO: LARRY DAWSON

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Chicago

312-777-1700

PO: JOHN SHERIDAN

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Detroit

313-988-1100

PO: CAROL CURTIS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

WRIF 101 Detroit

313-827-9506

PO: FRED JACOBS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

LAV-FM 97 Grand Rapids

616-456-6461

PO: DAVE LOGAN

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

WJLB 101-M Lansing

517-383-1320

PO: FRANK SMITH

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

WZZM 93.5 Duluth

218-728-6421

PO: JONATHAN HABLEY

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Kankakee

815-939-4541

PO: BILL TAYLOR

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

WIBA-FM Madison

608-274-5450

PO: DAVE ERVIN

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

KY-102 Kansas City

816-753-4587

PO: DICK WILSON

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Madison

608-249-9277

PO: MIKE DANIELS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Evansville

812-477-8811

PO: DAVID LYNCH

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Kansas City

816-531-3400

PO: BISHOP CHEN

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

WLPX 97 fm Milwaukee

414-342-1111

PO: TOM DANIELS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

Fargo

218-236-7900

PO: SHARON WATERS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

WXSU Lafayette

317-448-1566

PO: STUART NICHOLSON

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

93QFM Milwaukee

414-276-2040

PO: BRENT ALBERTS

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

WWCK 105 FM Flint

313-744-1570

PO: RAY WALKER

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

FM 102 Flint

402-476-8565

PO: BRUCE BLECKER

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

101 Minneapolis

612-739-4000

PO: JOHN HAMILTON

ADD: STEVIE NICKS (Modern/Atco) 38/27
DEF LEPPARD (Polydor/Pg) 19/13
RED RIDER (Capitol) 14/13
SHOOTING STAR (Virgin) 10/10
DVC (A&M) 7/7

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Zoe
Omaha
 402-592-5300

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ED: JOE BLOOD

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 309-674-2000

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ED: WENDY KIRCH

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y95
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 815-877-3076

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ED: DICK BLISCHKE

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St. Louis
 314-642-1111

PO: DICK BLISCHKE
ED: JOE BLOOD

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ED: JOE BLOOD

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AS
Sioux Falls
 605-339-1620

PO: GAIL RICHMOND
ED: GREG OLSON

Address:
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fm 103
Terre Haute
 812-238-2657

PO: A. J. CANTRECH
ED: FROST STEINL

Address:
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92 CITI FM
Winnipeg
 204-775-0371

PO: GARY CHRISTIE

Address:
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FM 104
Toledo
 419-248-3377

PO: LEE MARCHAL
ED: BUCK WILLIAMS

Address:
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 "The Nightingale" "The Nightingale"
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T-95
Wichita
 316-722-8123

PO: BOB LINDNER

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

92 CITI FM
Winnipeg
 204-775-0371

PO: GARY CHRISTIE

Address:
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 "The Nightingale" "The Nightingale"

WEST

MOST ADDED

- STEVIE NICKS**
Bella Donna (Modern/Afro) 44/28
- RED RIDER**
As Far As Slam (Capitol) 18/15
- DEF LEPPARD**
High 'N' Dry (Polydor/PG) 18/12
- TIM CURRY**
Simplicity (A&M) 12/12
- JON & VANGELIS**
Friends Of... (Polydor/PG) 16/7

MEDIUM

- DANNY JOE BROWN**
Danny Joe Brown Band (Epic) 24/22
- ICEHOUSE**
Icehouse (Chrysalis) 29/20
- FOHAT**
Give To Che... (Bearsden/WB) 28/20
- GARY WRIGHT**
The Right Place (WB) 31/19
- SQUEEZE**
East Side Story (A&M) 27/19

THE HOTTEST

- MOODY BLUES**
Long... (Threshold/PG) 44/42
- FOREIGNER**
4 (Atlantic) 46/38
- PAT BENATAR**
Precious Time (Chrysalis) 43/38
- TOM PETTY & THE HEARTBREAKERS**
Hard... (Backstreet/MCA) 40/35
- JOURNEY**
Escape (Columbia) 45/34

KFMG
Albuquerque
 805-265-8811

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ED: CRAIG MARTIN

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 "The Nightingale" "The Nightingale"

94ROCK
Albuquerque
 505-785-5400

PO: GARY CHRISTIE

Address:
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 "The Nightingale" "The Nightingale"

KEZY 95
KICKS ASS
Anaheim
 714-778-3696

PO: LARRY BISHOP

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KSN
Aspen
 303-925-5778

PO: FRANK RICHARDS
ED: TOM CASH

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Bakersfield
 805-832-1410

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ED: NATTI BISHOP

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97FM BOULDER
 303-444-5600

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ED: BOB LINDNER

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KRKV
Anchorage
 907-277-2855

PO: LARRY BISHOP
ED: CARLA HORNELL

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Boise
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 "The Nightingale" "The Nightingale"

KEM
Chico
 918-343-8461

PO: BOB LINDNER

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 "The Nightingale" "The Nightingale"

103 KBPI
Denver
 303-936-2313

PO: PHIL STRICKER

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KILO 94
Colorado Springs
 303-634-4896

PO: BILLY HARRIS
ED: PHILIP LIPS

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

KAZY
Denver
 303-759-5800

PO: BOB LINDNER
ED: CRAIG MARTIN

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

103 KBPI
Denver
 303-936-2313

PO: PHIL STRICKER

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

K97
Edmonton
 403-428-8597

PO: GARY CHRISTIE
ED: BOB LINDNER

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

65.9 FM
Eugene
 603-484-4304

PO: GARY CHRISTIE

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

KICL
Fort Collins
 303-571-1232

PO: BOB LINDNER
ED: CRAIG MARTIN

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

KICL
Fort Collins
 303-571-1232

PO: BOB LINDNER
ED: CRAIG MARTIN

Address:
 STEVE WICKS (Modern/Afro)
 "The Nightingale" "The Nightingale"

WEST

KROQ 103.5 Fresno 200-226-0091

KALL 101.1 Gillette 307-882-5101

98 Rock Honolulu 608-524-7100

KENO Las Vegas 702-876-1480

KLOS 95.5 Los Angeles 213-863-3311

KMET 94.7 Los Angeles 213-464-5838

KTVA 3 Los Angeles 213-489-1212

Missoula 406-728-5000

KROQ 106.7 Pasadena 213-878-0830

KDKB 101.1 Phoenix 602-933-8666

KUPD 107.9 Phoenix 602-836-3082

KGON 94.7 Portland 503-855-9181

Kink Portland 503-226-5000

KAZ 105 Reno 702-329-9281

KROY 97FM Sacramento 916-446-7548

KTRK Sacramento 916-925-3700

KGB-FM 101.5 San Diego 714-292-1380

FM 106 San Diego 714-585-8006

KOME San Jose 408-248-8811

San Jose 408-288-5400

San Jose 408-288-5400

San Rafael 415-456-1510

San Jose 408-288-5400

San Jose 408-288-5400

San Jose 408-288-5400

San Jose 408-288-5400

San Jose 408-288-5400

San Jose 408-288-5400

Rock Seattle 206-824-4308

KZAM Seattle 206-454-1640

KZFX Seattle 206-223-3911

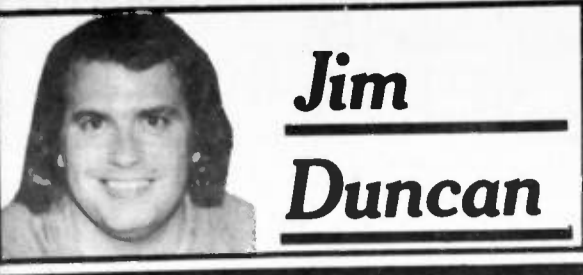
92.9 KREM-FM Spokane 509-446-2000

99 KXFM Santa Maria 805-922-2158

KWFM Tucson 602-824-5588

KWFM Tucson 602-824-5588

KWFM Tucson 602-824-5588



**Jim
Duncan**

News Notes

Sorry to have to miss the NAB Programming Conference in Chicago. R&R's Joel Denver will be on the scene and will be bringing back the complete story. WHN's Ed Salamon, W-4's Dene Hallam, and Bobby Denton from Knoxville's WVIK will head up the Country Panel on Tuesday, August 18, 10:30am. Don't miss it if you're in the area; should be a good session... Since we last got together here, a few items of interest: Congrats to Dan McKinnon, my former boss at KSON-AM&FM/San Diego. As reported in the Washington section last week, Dan will head up the Civil Aeronautics Board, when confirmed by the U.S. Senate. It has been a pleasure working with McKinnon on the Country Music Association board during my years since leaving KSON. He was one of the originators of the CMA's Post Awards Radio Show... Also from San Diego, in case you missed it last week, KCBQ now has an FM station that went Country last weekend. Mike Stafford will GM both and Bob McKay will head the programming for KCBQ-AM&FM... John David Spangler takes over as PD of WJEZ-FM/Chicago from Jon Anthony, who as reported here is doing the Country programming of Burkhart-Abrams new satellite stations. Spangler has been PD for WJJS, WJEZ's AM counterpart in Chicago... Ed Ryan is the new PD at KBRJ/Boise, ID from KYES/Roseburg, OR... After a year and a half trying a News/Talk format, KAYO/Seattle has returned to the Country format. Alex Simis is OM, Chuck Urban will be in charge of music, and Hal Murray from KWYZ/Everett is the new morning personality... WCOS-FM/Columbia, SC reports WCOS-AM will be going Country on August 24. Jim Tice will PD both... WHOO-FM/Orlando just went Country with the TM Country format. WHOO-AM has been using that format for years. John "Bucks" Braun, VP of Operations for WHOO Radio, Inc., will oversee both stations... WTAC/Flint, MI just joined the Country ranks... With Great Empire buying KTLK & KADX/Denver, it now has the largest chain of Country stations, a total of eight. Plough is second with seven... WKIX/Raleigh, NC is now Country... Grant Turner, the radio "voice of the Grand Ole Opry," and a radio legend on WSM/Nashville, has become one of the five finalists for the Country Music Hall of Fame. Jo Walker-Meador, the CMA's Executive Director, announced the five nominees. Along with Turner, those up for consideration include Vernon Dalhart, who gave country music its first million-seller, "The Prisoner's Song/The Wreck of The Old 97"; Lefty Frizzell; Little Jimmy Dickens; and Floyd Tillman... Just heard via the grapevine that Eddie Rabbitt and his lovely wife Janine became the proud parents of a 7lb. 6oz. baby girl on August 4. Congratulations on your first little bunny!... So what's news with you...

Country

KX Country Newsletter Combines Research With Publicity



WPKX/WVKX-FM (KX Country)/Washington, DC is a station which believes in combining research with publicity whenever possible, as evidenced by the station's most recent newsletter which included a confidential listener survey (portion pictured). The newsletter is sent out to KX106 Country Club members (some 25,000 strong and primarily adults 25-54) every eight weeks and includes such information as station activities, upcoming events, and discounts available to card-holding club members. May's issue also included four pages of questions pertinent to members' listening habits as well as various psychographic data pertaining to lifestyle, which listeners were encouraged to complete and return in order to be eligible for a drawing for an AM/FM stereo.

Station VP/GM Bill Sherard explains the reasoning behind the questionnaire and the type of information elicited. "We got back a little over 2000 completed questionnaires that were usable, which is a tremendous response... almost as many as make up the entire Washington, DC Arbitron, except that these are people who listen regularly to our station. This enables us to come out with good qualitative information that has a large sample base behind it and can be used to paint a picture of our audience. It gets down not only to their listening patterns, but also to information regarding their lifestyles that can be used to market our station, and, in the case of country music, put to bed some of the misconceptions about people who listen to country. For example, 25% of our listeners have 35mm cameras, so it's not exactly a bunch of rednecks listening to the radio station. The average household income is in excess of \$50,000."

Packaging The Product

Now that the station has all this information about its listeners, how do they plan to package and use it? Bill describes the game plan. "When we get all the results together, we'll make up a very professional pamphlet of about 20-25 pages done in each product category. We'll probably devote a page to each of the categories so that you can flip to it for that particular client and then it'll be summarized at the bottom. For instance, it points out the savings and loans our listeners are using. If we don't have them on the air, it's a real sales opportunity to show a potential client how we're reaching those people. It's strictly a sales piece but one that's based on more than just an Arbitron or a lot of opinions that might be true generally on a national level. This gets into the local Washington market and, more specifically, our listeners."

Metropex Communications has employed this type of information-gathering technique previously at its St. Louis facility, but this was the initial plunge for KX Country. Sherard vows it won't be the last. "I think that the finished product of the listener profile will be

Confidential Listener Survey

Please check or fill in the appropriate response for each of the following questions:

- On a typical day, about how many hours do you listen to KX COUNTRY?
 - Less than 1 hour
 - 1-2 hours
 - 3-4 hours
 - More than 4 hours
 - on FM
 - on AM
- Why do you listen to KX COUNTRY?
 - Music
 - When at work
 - Other—Please describe other reasons below
- How many male and female persons are there now living in your household in the following age ranges?

Age Range	Male	Female
Under 12 years of age	12-24 years	25-34 years
35-44 years	45-54 years	55 years or older
- Do you live in...
 - an Apartment
 - a Condominium
 - Other
- If you own your house or condominium, what approximate value is it?

Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000 or over
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Where do you live in the last... please give an estimate of driving time from your household to...

Where does your household do most of its grocery shopping?

Acme	Quinn	A&P	Ball's
Grand Union	Other—Please list below	Walmart	

Which of the following major credit cards do you or any member of your household have?

American Express	Visa
MasterCard	Chase
Card Brånche	Others
Other—Please list other below	

At which of these banks does your household have an account?

First National	Maryland National
Bank of Virginia	United Virginia
Calhoun Bank & Trust	American Security
Union First	Equitable Trust
Common National	No. Virginia Bank
Nash Savings & Trust	Suburban Trust
Bank of Maryland	Virginia National
1st Amer. of Va.	1st Amer. of Md.
1st Amer. of Wash.	Quincy Bank & Trust
First & Merchants	Cent. of Md.
None	Other—Please list below

Approximately how much money per week does your household spend on food and groceries?

Under \$25	\$25-\$34
\$35-\$44	\$45-\$54
\$55-\$64	\$65-\$74
\$75 and over	

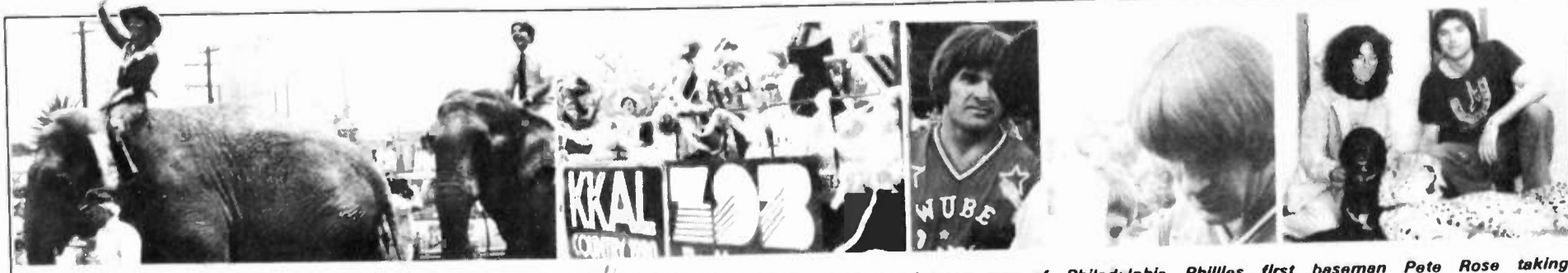
an annual event. There are a lot of questions that we didn't ask this time, so the next follow-up may not be as lengthy but it will include such questions as 'Which TV shows do you watch regularly?' This will give us an idea on how to place our television buys more effectively. I'd also like to use the survey to help position the listener in the mind of the news director so that when we are selecting stories for usage it will really paint a clear-cut picture of who it is we're reporting to and will help the news department write copy in a very accurate sense."

Advantages Of Mail-Outs

Bill notes the further advantages of utilizing a mail-out survey. "We believe that mail is one of the cheapest ways to reach our listeners. If you're doing a regular newsletter, you're crazy not to utilize it in some additional ways, such as research, because the bulk mail rates do not go up for adding page after page of additional material. It cost us around \$2000, but that's \$2000 that would have been spent anyway simply advertising our station to our Country Club members. The whole project from start to finish took about four weeks and employed the efforts of the promotion manager, the sales manager and part-time college help working on an hourly basis to tabulate all the information. We did it all manually. That's the only thing I'd change next time... I think we'll use a computer!"

As Bill noted, the questionnaire can be used for more than just a sales tool. A few well-worded questions can give your programmer additional insight into the types of prizes your listeners would enjoy winning or even their favorite (or least liked) artists. Information could be cross-referenced, providing all staff members easy access to whatever data pertains to their department. The project can even pay for itself by selling advertising space on adjoining pages of the questionnaire, as Bill does. In short, it's a research tool that is only as limited as your imagination. It's worked for KX Country... could it work for you?

— Carolyn Parks



SUMMER FUN SHINES — The "good ol' summertime" always has been a good time for radio station promotions. Pictured here are a variety of them. Seen in the far left picture is KSON/San Diego "Cowboy Al" Turner leading the annual elephant parade prior to the Ringling Brothers, Barnum and Bailey Circus. Turner and KSON PD Rod Hunter were guest ringmasters for the circus. Second shot is the KKAL/Arroyo Grande, CA float entry in the San Luis Obispo La Fiesta Parade. KKAL's PD Bill Penny reported the station's float won first place honors as the best float of 1981. KKAL air personalities are seen on board. The next two pictures are of Philadelphia Phillies first baseman Pete Rose taking part as a player on the Cincinnati softball team of radio stations WUBE-AM-FM. Obviously, it was a way to kill some extra time during the recent baseball strike. Rosa formerly played for the Cincinnati Reds major league team and is still very popular in that town. Finally, at the bottom right you see Laurie Marker of Oregon's Wildlife Safari with KEED/Eugene air personality Greg Lee and a couple semi-wild animals, including a cheetah and a dog who thinks she's the mother of the cheetah.



BREAKERS

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

ED BRUCE

(When You Fall In Love) Everything's A Waltz (MCA)

On 77% of reporting stations. National Summary: Up 36, Same 14, Down 0, Debuts 22, Adds 18. A "Most Added" record. R&R Chart 49-42.

MOE BANDY & JOE STAMPLEY

Honky Tonk Queen (Columbia)

On 62% of reporting stations. National Summary: Up 19, Same 26, Down 0, Debuts 16, Adds 11. R&R Chart Debut 43.

BOBBY GOLDSBORO

Love Ain't Never Hurt Nobody (Curb/CBS)

On 60% of reporting stations. National Summary: Up 42, Same 7, Down 0, Debuts 11, Adds 7. R&R Chart 50-44.

JOHN ANDERSON

I Love You A Thousand Ways (WB)

On 68% of reporting stations. National Summary: Up 12, Same 19, Down 0, Debuts 13, Adds 22. A "Most Added" record. R&R Chart Debut 45.

Most Added:

- JOHN ANDERSON
I Love You A Thousand Ways (WB)
- ZELLA LEHR
Feedin' The Fire (Columbia)
- GLEN CAMPBELL
I Love My Truck (Mirage)
- DEBORAH ALLEN
You (Make Me Wonder Why) (Capitol)
- GAIL DAVIES
Grandma's Song (WB)
- FRED KNOBLOCK
Memphis (Scotti Bros.)

Hottest:

- KENNY ROGERS
I Don't Need You (EMI/Liberty)
- RONNIE MILSAP
(There's) No Gettin' Over Me (RCA)
- RONNIE McDOWELL
Older Women (Epic)
- MERLE HAGGARD
Rainbow Stew (MCA)
- CONWAY TWITTY
Tight-Fittin' Jeans (MCA)
- DON WILLIAMS
Miracles (MCA)

MOST ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist /title /label designation (example: 100 /25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. [] Indicates one of this week's "most added" new songs.

RAY PRICE "It Don't Hurt Me Half As Bad" (Dimension) 62/4
National Summary: Up 32, Same 12, Down 1, Debuts 13, Adds 4, WDAF, WTLF-FM, KKAL, KRSY, WKKK 6-27, KTTS-AM-FM 28-17, KVOO 46-29, KEED 46-33, WIXL-FM 11-9, KLVI 37-29, KENR 21-17, R&R Chart Debut 47.

BILLY SWAN "I'm Into Lovin' You" (Epic) 61/13
National Summary: Up 19, Same 18, Down 0, Debuts 13, Adds 13, WNYR, KVET, WCOS-FM, WMC-AM, WHOO, WIRK-FM, WUBE-FM, WMUS-AM-FM, WXCL, WKCO-FM, KMAK, KRDR, KLAC, KIKK-FM 38-29, R&R Chart Debut 48.

WILLIE NELSON "I'm Gonna Sit Right Down..." (Columbia) 61/9
National Summary: Up 24, Same 18, Down 0, Debuts 10, Adds 9, WSLR, WUBE-FM, WKMF, WITL-FM, KFEQ, WOKQ, KIXZ, WQAM, KNOE, KSSS 46-34, KEED 41-31, KRMD-AM-FM 39-27, R&R Chart Debut 49.

DOTSY "Somebody's Darling, Somebody's Wife" (Tanglewood) 58/4
National Summary: Up 38, Same 9, Down 0, Debuts 7, Adds 4, WBHP, KYXX, WTHI, KSON-AM-FM, KOKE-FM 23-18, WGTO 43-32, WLWI-FM 40-30, WITL-FM 32-26, KVOO 18-16, KRAK 43-38, KGA 40-35, WYVA 40-36, R&R Chart Debut 50.

GLEN CAMPBELL "I Love My Truck" (Mirage) 48/20
National Summary: Up 3, Same 18, Down 0, Debuts 7, Adds 20 including KEED, KRDR, WOKQ, WWCFS-FM, KOKE-FM, KENR, WBAM, WSM, WNRS, WBCS-FM, WIL-AM-FM, WQYK-FM 36-31, KEBC-FM 40-33.

DOUG KERSHAW "Hello Woman" (Scotti Bros.) 48/8
National Summary: Up 19, Same 12, Down 1, Debuts 10, Adds 6, KFGO, WDAF, KRZY, KLZ, KLAC, KSON-AM-FM, KEBC-FM 18-14, WKKK 38-30, KEED 42-32, WIXY 6-30, WOKK 6-28, KRMD-AM-FM 44-33, WKLM 40-36.

DICKEY LEE "Honky Tonk Hearts" (Mercury/PolyGram) 42/3
National Summary: Up 22, Same 8, Down 4, Debuts 7, Adds 3, WOKK, WKCO-FM, WTHI, KLVI 32-20, KHEY 37-29, KYXX 8-7, WQYK-FM 17-14, WSAI 38-33, WHBF 48-43, WQNA-FM 20-17, WVAM 49-40.

MAC DAVIS "Secrets" (Casablanca/PolyGram) 40/5
National Summary: Up 18, Same 13, Down 0, Debuts 4, Adds 5, KKAL, KCKC, KLVI, WSM, KBUF, KSOP 38-34, WNYR 6-28, WBAM 29-22, KYXX 28-12, KRMD-AM-FM 36-30, KTTS-AM-FM 48-40.

B.J. THOMAS "I Recall A Gypsy Woman" (MCA) 38/14
National Summary: Up 4, Same 13, Down 0, Debuts 7, Adds 14, WUBE-FM, WCXI, WFMS-FM, WKKK, KRZY, KTOM, WBGW-FM, WNYR, WVMI, WBAP, KIKK-FM, WQIK-FM, WSM, KYXX, WSIX-FM 35-23.

RANDY PARTON "Shot Full Of Love" (RCA) 37/8
National Summary: Up 6, Same 18, Down 0, Debuts 6, Adds 8, KOKE-FM, KYXX, KWKK, KBUF, WHBF, WIL-AM-FM, WCAW, WIXY, KLVI 46-38, KHEY 60-37, KRMD-AM-FM 46-36.

RICH LANDERS "Hold On" (Ovation) 36/5
National Summary: Up 18, Same 8, Down 0, Debuts 5, Adds 5, KRDR, KRSY, KIXZ, KOKE-FM, WYDE, WCAW 46-41, WBAM 27-20, KYXX 43-38, KYYX 40-34, KWMT 46-37.

BOBBY BARE "Take Me As I Am (Or Let Me Go)" (Columbia) 34/15
National Summary: Up 2, Same 8, Down 0, Debuts 9, Adds 15, KOKE-FM, KHEY, KENR, WQIK-FM, KNOE, WQYK-FM, WSLR, WCXI, KWMT, KBUF, WFMS-FM, WKKK, KTTS-AM-FM, KSOP, WWCFS-FM.

JOHNNY RODRIGUEZ "Trying Not To Love You" (Epic) 34/14
National Summary: Up 2, Same 11, Down 0, Debuts 7, Adds 14, WCXI, KFGO, KWMT, KTTS-AM-FM, KVOO, KNIX-FM, WVAM, WSEN, WIXY, WWCFS-FM, KRRV, WYDE, WGTO, WLWI-FM.

Others Getting Significant Action

BURRITO BROTHERS "She Belongs To Everyone But Me" (Curb) 32/10
National Summary: Up 4, Same 18, Down 0, Debuts 2, Adds 10, WYDE, WGTO, KHEY, WSM, KYXX, WIRK-FM, WFMS-FM, KEED, KNIX-FM, KSOP, WIXL-FM 41-31.

WAYNE KEMP "Just Got Back From No Man's Land" (Mercury/PolyGram) 31/7
National Summary: Up 12, Same 9, Down 0, Debuts 3, Adds 7, KBUF, WHBF, WKKK, KSSS, WYH, KIXZ, WSM, WFMS-FM 28-23, WIXL-FM 12-10, KRMD-AM-FM 46-37.

FAMILY BROWN "It's Really Love This Time" (Ovation) 30/5
National Summary: Up 8, Same 14, Down 0, Debuts 3, Adds 5, WBGW-FM, WCAW, WVMI, WKKK, KSSS, WIXL-FM 48-38, KYXX 32-27, KBMR 48-42, WSAI 34-29, KFGO 40-35.

ZELLA LEHR "Feedin' The Fire" (Columbia) 27/22
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 22 including KLAC, KNIX-FM, KSOP, WVAM, WNYR, WYDE, WBAM, KRMD-AM-FM, KBMR, WFMS-FM, KEBC-FM.

DEBORAH ALLEN "You (Make Me Wonder Why)" (Capitol) 27/18
National Summary: Up 0, Same 7, Down 0, Debuts 2, Adds 18 including KOKE-FM, WYDE, KIKK-FM, WLWI-FM, WIRK-FM, WNRS, WXCL, KFEQ, KNIX-FM, KSOP, KGA.

GUY CLARK "The Partner Nobody Chose" (WB) 28/7
National Summary: Up 5, Same 7, Down 0, Debuts 7, Adds 7, WMAQ, WUBE-FM, WIL-AM-FM, WQIK-FM, KNOE, WBAM, WIRK-FM, KWMT 43-38, KVET 43-38, KHEY 43-40.

DIANA "He's The Fire" (Sunbird) 24/9

Radio & Records

NATIONAL AIRPLAY/50

August 7, 1981

WEEKS	TWO	LAST	LAST	
WEEKS	WEEKS	WEEKS	WEEKS	
5	3	1	1	KENNY ROGERS/I Don't Need You (EMI/Liberty)
8	6	4	2	MERLE HAGGARD/Rainbow Stew (MCA)
16	12	6	3	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
13	10	7	4	STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)
3	2	3	5	CRYSTAL GAYLE/Too Many Lovers (Columbia)
2	1	2	6	JOHNNY LEE/Prisoner Of Hope (Full Moon/Asylum)
10	7	6	7	CONWAY TWITTY & LORETTA LYNN/I Still Believe In... (MCA)
32	21	11	8	DON WILLIAMS/Miracles (MCA)
33	24	18	9	MICKY GILLEY/You Don't Know Me (Epic)
26	22	16	10	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
34	25	20	11	RONNIE McDOWELL/Older Women (Epic)
12	8	8	12	VERN GOSDIN/Dream Of Me (Ovation)
30	23	19	13	DAVID FRIZZELL & SHELLY WEST/A Texas State Of Mind (WB)
22	20	16	14	JUICE NEWTON/Queen Of Hearts (Capitol)
36	29	24	15	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
4	4	9	16	HANK WILLIAMS JR./Dixie On My Mind (Elektra/Curb)
37	27	23	17	KIERAN KANE/You're The Best (Elektra)
18	18	13	18	WAYLON & JESSIE/Wild Side Of Life (RCA)
43	41	30	19	T.G. SHEPPARD/Party Time (WB/Curb)
39	33	28	20	JOHN DENVER/Some Days Are Diamonds... (RCA)
11	11	10	21	GEORGE STRAIT/Unwound (MCA)
42	36	27	22	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
40	32	29	23	BILLY "CRASH" CRADDOCK/I Just Need You For Tonight (Capitol)
21	19	17	24	EDDY RAVEN/I Should've Called (Elektra)
38	31	26	25	GENE WATSON/Maybe I Should Have Been... (MCA)
1	5	14	26	ALABAMA/Feels So Right (RCA)
9	9	12	27	BELLAMY BROTHERS/They Could Put Me In Jail (WB/Curb)
20	17	21	28	LARRY GATLIN/Wind Is Bound To Change (Columbia)
19	16	22	29	TERRI GIBBS/Rich Man (MCA)
46	43	34	30	WILLIE NELSON/Good Times (RCA)
47	40	38	31	DOTTY WEST/I'm Gonna Put You Back On The Rack (EMI/Liberty)
45	42	36	32	RAZZY BAILEY/Midnight Hauler (RCA)
17	15	25	33	JOE STAMPLEY/Whiskey Chasin' (Epic)
-	44	39	34	EDDIE RABBITT/Step By Step (Elektra/Curb)
-	39	38	35	LACY J. DALTON/Takin' It Easy (Columbia)
38	28	31	36	REX ALLEN JR. & MARGO SMITH/While The Feeling's Good (WB)
-	48	44	37	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
-	50	46	38	MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elektra)
-	45	40	39	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
-	49	43	40	LEON EVERETTE/Hurricane (RCA)
-	-	42	41	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
-	-	49	42	ED BRUCE/Everything's A Waltz (MCA)
-	-	50	43	MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia)
-	-	50	44	BOBBY GOLDSBORO/Love Ain't Never Hurt Nobody (Curb/CBS)
-	-	50	45	JOHN ANDERSON/I Love You A Thousand Ways (WB)
48	46	37	46	TANYA TUCKER/Should I Do It (MCA)
-	-	50	47	RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)
-	-	50	48	BILLY SWAN/I'm Into Lovin' You (Epic)
-	-	50	49	WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)
-	-	50	50	DOTSY/Somebody's Darling, Somebody's Wife (Tanglewood)

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.

National Summary: Up 1, Same 11, Down 0, Debuts 3, Adds 9, WGTO, WBHP, WQYK-FM, WKLM, WFMS-FM, WBCS-FM, WHBF, KRAK, KGA, WYII 44-41.

JOHNNY CASH "Mobile Bay" (Columbia) 24/5
National Summary: Up 8, Same 10, Down 0, Debuts 1, Adds 5, WCAW, KLVI, WGTO, WIRK-FM, KMP2-AM-FM, WIXL-FM 27-14, KYXX 33-28, KBUF 32-27, KTTS-AM-FM 42-34, KSSS 50-44.

SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 23/10
National Summary: Up 2, Same 8, Down 0, Debuts 3, Adds 10, WSAI, WCXI, WHBF, KFEQ, KSSS, KNIX-FM, KRAK, WSM, WBGW-FM, KWKK.

FRED KNOBLOCK "Memphis" (Scotti Bros.) 22/17
National Summary: Up 0, Same 4, Down 0, Debuts 1, Adds 17 including KRDR, KRAK, KCKC, WOKQ, WNYR, WVMI, KENR, WBAM, WLWI-FM, WGEE, KEBC-FM.

DONNA FARGO "Lonestar Cowboy" (WB) 21/3
National Summary: Up 4, Same 9, Down 0, Debuts 5, Adds 3, KHEY, WHBF, KGA, KVET 48-46, KYXX 46-41, KEBC-FM 48-40, On: KOKE-FM, KSSS.

BRENDA LEE "Enough For You" (MCA) 20/11
National Summary: Up 0, Same 5, Down 0, Debuts 4, Adds 11, WNRS, KBMR, WXCL, KTTS-AM-FM, KVOO, KRAK, WVAM, KRRV, WESC-AM-FM, WLWI-FM, WIRK-FM.

GAIL DAVIES "Grandma's Song" (WB) 19/18
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 18 including WGTO, WBAP, WQIK-FM, WSIX-FM, WQYK-FM, WMAQ, KEBC-FM, KLAC, KMP2-AM-FM, KGA, WMZO-FM.

KENDALLS "Teach Me To Cheat" (Ovation) 18/15
National Summary: Up 0, Same 2, Down 0, Debuts 1, Adds 15 including WYDE, KHEY, WQIK-FM, WWOOD, WTR-FM, KTTS-AM-FM, KMAK, KRAK, WBGW-FM, WWCFS-FM.

DONNA HAZARD "Love Never Hurt So Good" (Excelsior) 18/3
National Summary: Up 4, Same 6, Down 0, Debuts 5, Adds 3, KLVI, WSM, WIRK-FM, WGTO 44-39, WBAM 6-36, WSAI 33-28, KTTS-AM-FM 49-41, KEED 46-43.

SONNY CURTIS "Married Women" (Elektra) 17/15
National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 15 including KFGO, KWMT, KEBC-FM, KSSS, KCKC, WIXL-FM, WNYR, WSIX-FM, KKYX, KRMD-AM-FM.

VALENTINO "She Took The Place Of You" (RCA) 16/8
National Summary: Up 1, Same 4, Down 0, Debuts 3, Adds 8, KHEY, WESC-FM-FM, WWOOD, KNOE, KWKK, WQYK-FM, WKLM, KRDR, WSIX-FM 33-18.

JOHN ANDERSON "Chicken Truck" (WB) 14/7
National Summary: Up 3, Same 4, Down 0, Debuts 0, Adds 7, WSEN, WOKK, WBAM, WKLM, WNRS, KBUF, KTOM, WGTO 46-36, KYXX 49-44.

CORBIN-HANNER BAND "Livin' The Good Life" (A&A) 13/7
National Summary: Up 1, Same 4, Down 0, Debuts 1, Adds 7, KFGO, WKMF, WXCL, WEEP, WESC-AM-FM, WBHP, KRMD-AM-FM, WIXL-FM 36-28.

TENNESSEE EXPRESS "Big Like A River" (RCA) 13/7
National Summary: Up 1, Same 5, Down 0, Debuts 0, Adds 7, KOKE-FM, WBAM, KRMD-AM-FM, KTTS-AM-FM, KEED, KRSY, KGA, KWMT 50-44.

KIN VASSY "Sneakin' Around" (EMI/Liberty) 12/12
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12, WYDE, KIKK-FM, WWOOD, WBAM, WLWI-FM, KYXX, KRMD-AM-FM, KEBC-FM, KFEQ, WBGW-FM, WNYR, WYII.

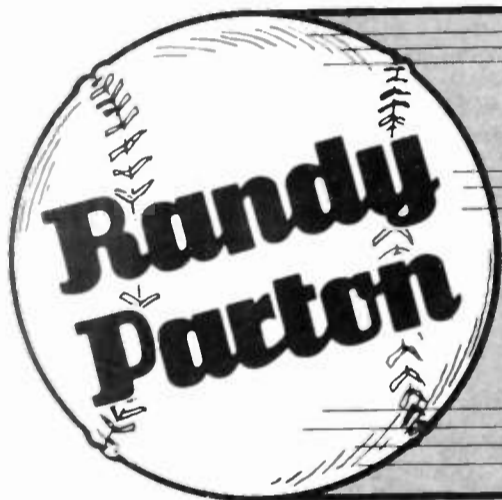
BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 11/9
National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 9, WMC-AM, KRMD-AM-FM, WSLR, WNRS, KWMT, WMUS-AM-FM, WXCL, KTTS-AM-FM, KVOO.

SLIM WHITMAN "Can't Help Falling In Love With You" (Epic/Cleveland International) 11/5
National Summary: Up 2, Same 4, Down 0, Debuts 0, Adds 6, WGTO, WSIX-FM, KRMD-AM-FM, WSAI, KTTS-AM-FM, WXCL 43-40, KCKC 32-21.

PATTI PAGE "A Poor Man's Roses" (Plantation) 11/3
National Summary: Up 4, Same 3, Down 0, Debuts 1, Adds 3, KRDR, WLWI-FM, WKKK, WYVA 37-34, WGTO 42-37, KTTS-AM-FM 41-33.



**NO STRIKES
ALL HITS!**



**“SHOT FULL
OF LOVE”**

PB-12271

BB*55

CB*50

RW*55



“HURRICANE”

PB-12270

R&R*40

BB29**

CB*31

RW*32



“GOOD TIMES”

PB 12294

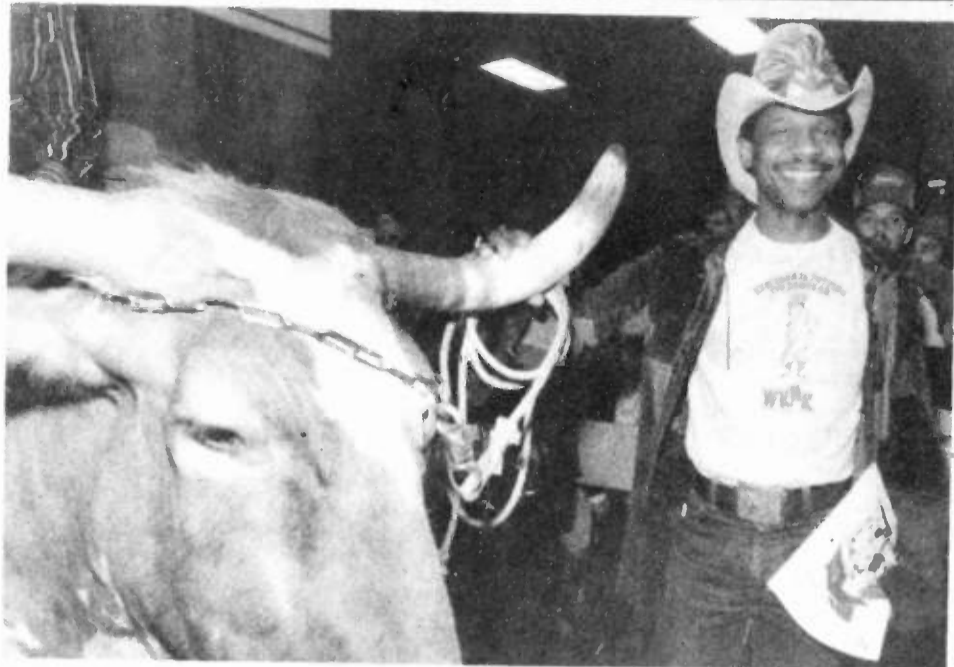
R&R*30

BB*25

CB*27

RW*28

Country Pictures



BUNCH OF BULL — WKHK-FM/New York afternoon drive personality Batt Johnson is seen "grabbing the bull by the horns" as part of promoting the recent Black Velvet Pro Rodeo of Champions. In the middle of New York City's busy afternoon rush hour at Penn Station, WKHK had Batt and the bull, along with live music provided by Craig Chambers and the Rio Grande Band. Chambers is the arranger of most of the music for Broadway's hit play "The Best Little Whorehouse In Texas."



SCHNEIDER SESSIONS — Scotti Brothers recording artist John Schneider has been on a promotional tour for his first album. In the picture at left he is seen visiting WMPS/Memphis. Left to right are WMPS personalities Johnny Dark and Bob Dayton, Schneider, weekend personality Rochelle, afternoon Phil Conner, WMPS PD Walt Jackson, and Ben Scotti, President of Scotti Brothers Records. In the photo at the right at KLAC/Los Angeles are mid-morning personality Sammy Jackson, Schneider, KLAC's MD Kathy Hahn, and Scotti Brothers' Steve Lake.



UPLIFTING EXPERIENCE — RCA recording artist Sue Powell is shown on top of things at WTSO/Madison, WI. Her pillars of strength are WTSO PD Andy Witt and MD Pat Martin.



DIRTY DEED — WCWR/Cocoa, FL held a "Fun-In-The-Mud Bog-In." Jeeps and four-wheel drive vehicles tried to cross a mud pit. Following the event WCWR held a tug-of-war using female listeners. Each jock had ten ladies on a team. According to PD Bill Buckley, "It ended up with everyone going in and just really having a dirty good time." Seen here with one of the contestants are WCWR's Craig Steele and John Hayes while they broadcast the event.



GATLIN GOODTIMES — Pictured backstage at the recent Stars for Children benefit put on by the Oak Ridge Boys to raise money for the prevention of child abuse are Steve, Larry, and Rudy Gatlin (in KPLX-FM/Dallas T-shirts); KPLX morning man Mike McBride, who emceed the opening of the show; McBride's companion; and KPLX all-night personality Mac Daniels.



Biff Collie

Inside Nashville

HEADLINES: "Chet Atkins quits!" — After 25 years, Chet left RCA as VP/Country Dept. Ten years ago "Mr. Guitar" hired Jerry Bradley, Hall of Famer Owen Bradley's son, and groomed him to take his place running the Nashville Division. July 31 was the end of the string. He'll still record for the label. . . George Jones's farewell party last week was followed by a visit from George



Biff & Chet

your Smithsonian Collection Of Classic Country Music? It's an anthology of some of the great country music of the past 50 years, 143 selections taken from 17 record companies, from Eck Robertson's "Sally Gooden" (1922) to Dolly Parton's "But You Know I Love You" (1981). Set is available (\$57.44 postage paid) from Smithsonian Recordings, Box 10230, Des Moines, IA 50336. . . Jeannie C. Riley sold her \$550,000 1824 home and land in nearby Franklin, which she bought in 1975, to the man she bought it from after a wave of rumors that he planned to foreclose on the mortgage. . . Slim Whitman videotaped his appearance on David Brinkley's NBC-TV "Journal" in manager Billy Deaton's office on Music Row. Be seen, I understand, in September.

AIRLINES: WLJE's Len Ellis, Chairman of CMA's Disc Jockey committee, announces a DJ party at Fox Hollow on Saturday, Oct. 17 during convention week. Any disc jockey who joins CMA up to that date will be invited to the party (great idea, Len & Tom!) . . . Mrs. Robin Dwyer has a new record called "Somebody's Darlin'" "Dotsy Dwyer"; that sounds good. Dotsy just got married. . . Roy Clark plus his sisters and brothers and friends will honor Mr. & Mrs. Hester and Lillian Clark on their 50th wedding anniversary August 22 at home in Meherrin, VA. . . Nashville singer-writer Ed Bruce hooked a regular featured role in the new James Garner TV weekly "Bret Maverick." Bruce will play the part of "Sheriff Guthrie" in the resurrection of the "Maverick" series. Ed will commute to Hollywood from Nashville to fulfill the 15 show commitment which runs through next spring. . . Gail Davies' new single features Gail and her Grandma (really!).

FAREWELL PARTY: George Jones's first record, "Ain't No Money In This Deal," was played first on my show at KNUZ in Houston, since Starday Records, named after Jack Starnes and Harold "Pappy" Daily, was a new Houston label, and George, being from Beaumont (Vidor, a suburb) was, with Sonny Burns and Arlie Duff, the "anchorman" of the new label, though none of them had recorded before. I watched George walk on stage at the City Auditorium in Houston for the first time in front of a "sit-down" audience (as opposed to a dance crowd) scared to death. I watched as he became a local superstar, watched the response of the crowds, learned first-hand what "charisma" means, though George didn't know he had it, watched how this guy could wrap his heart around a song just as if it was his experience, then make the audience believe it was his. I watched him change from a scared kid offstage to a world of his own onstage. 27 years later, at the press conference last week at Pee Wee Johnson's Restaurant in Nashville, I watched him hurt through personal questions about his life, habits and business, and hurt with him, just as I did that first night at the auditorium in Houston, as he stood shaking in fear of that big audience he was about to face for the first time when a "buddy" beside him said, "Here, have a drink and they won't bother you." Hey George, come back to see us. We love-you!



DEADLINES: Jeannie Seel to play the female lead in Willie Nelson's next picture "The Man Who Owed Everyone"? . . . Fred Foster, fresh from a "Toast of the Town" \$50-a-plate party, producing a new album on Kris Kristofferson (first in some time) . . . Rosanne Cash and her husband-producer Rodney Crowell settling down in their new Brentwood home here after their move from L.A. Rodney says it's like coming back to the salt of the earth, coming home to Tennessee. He lived here before.

Rosanne and Rodney are seen here with Ralph Emery at a recent party hosted by Warner Bros. Records here. . . George Jones and Billy Bob Barnett made a deal with Paul Richey; they owe him 25 G.J. showdates. . . (what'll this do to the future of George & Tammy duets?) . . . Didja get

MEL McDANIEL

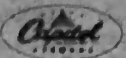
PUTS THE COUNTRY RADIO AUDIENCE

“RIGHT IN THE PALM OF YOUR HAND”^(A-5022)



THE FOLLOW-UP SMASH TO “LOUISIANA SATURDAY NIGHT”⁽⁴⁹⁸³⁾

FROM THE BEST-SELLING ALBUM | I'M COUNTRYFIED^(ST-J2116)



© 1983 CAPITOL RECORDS INC.

Produced by LARRY ROGERS



Country

Regional Adds & Hots

MOST ADDED	EAST	HOTTEST	MOST ADDED	MIDWEST	HOTTEST	MOST ADDED	SOUTH	HOTTEST	MOST ADDED	WEST	HOTTEST	
Zella Lehr (Columbia)	Kenny Rogers (EMI/Liberty)	Bobby Bare (Columbia)	Bobby Smith (EMI/Liberty)	Kenny Rogers (EMI/Liberty)	Ronnie Milbap (RCA)	Oak Davies (WB)	Kendalls (Overton)	Kenny Rogers (EMI/Liberty)	Ronnie Milbap (RCA)	John Anderson (WB)	Zella Lehr (Columbia)	Don Williams (MCA)

EAST

WONA-FM Albany, NY	WJLY East Longmeadow, MA	WWEZ-FM Washington, DC	WVMA Allentown, PA	WVBC-FM Hagerstown, MD	WVAB Wheeling, WV	WVBC-FM Morgantown, WV	WVBY Williamsport, MD	WVBE-FM Baltimore, MD	WVBN West Nyack, NY	WVOC-FM Baltimore, MD	WVQW-FM Bangor, ME	WVWV-FM Charleston, WV	WVWC-FM Pottsville, PA	WVWO-FM Dover, NH
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MIDWEST

WBLR Akron, OH	WUCF-FM Cincinnati, OH	WVMP Flint, MI	WVMI-FM Indianapolis, IN	WVVO Waukegan, IL	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVYR Rock Island, IL	WVYR Rock Island, IL	WVYR Rock Island, IL	WVYR Rock Island, IL	WVYR Rock Island, IL	WVYR Rock Island, IL	WVYR Rock Island, IL
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SOUTH

WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO
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WEST

WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO
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NUMBER OF REPORTING STATIONS THIS WEEK: 113

EAST

WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO
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MIDWEST

WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO
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SOUTH

WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO
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WEST

WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO	WVYR Rock Island, IL	WVLA-FM St. Louis, MO
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Hottest Tracks:

"Grey Beard" - KENNY ROGERS (EMI/Liberty)

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

- ALABAMA** - Feels So Right - (RCA) "Ride The Train" "See The Embers, Feel The Flame" "Love In The First Degree"
- JOHN ANDERSON** - John Anderson 2 - (WB) "I've Almost Jack Daniels Drowned" "Makin' Love And Makin' Out" "Motel With No Phone" "Chicken Truck"
- BOBBY BARE** - As Is - (Columbia) "New Cut Road"
- JOHNNY CASH** - The Baron - (Columbia) "Hey, Hey Train" "The Blues Keep Gettin' Blue" "Charitanooga City Limit Sign"
- ROBANNIE CASH** - Seven Year Ache - (Columbia) "My Baby Thinks He's A Train" "Blue Moon With Heartache"
- JOHN CONLEE** - With Love - (MCA) "Love Is What You Need" "The Staying Side Of Goodbye"
- SONNY CURTIS** - Rollin' - (Elektra) "Wild Oats"
- LACY J. DALTON** - Takin' It Easy - (Columbia) "Woo Turkey" "Comes A Time" "Come To Me"
- DAVID FRIZZELL & SHELLEY WEST** - Carryin' On The Family Names - (WB) "Three Blind Hearts" "We're Lovin' On Borrowed Time"
- MERLE HAGGARD** - Rainbow Stew/Live At Anaheim Stadium - (MCA) "Blue Yodel No. 9" "Medley: The Running Kind/I'm A Lonesome Fugitive"
- RONNIE McDOWELL** - Good Time Lovin' Man - (Epic) "It's Only Make Believe" "Watchin' Girls Go By" "Fly Away Heart" "Jealousy"
- OAK RIDGE BOYS** - Fancy Free - (MCA) "She's Gone To LA Again" "I'm Soakin' Fancy Free" "When Love Calls You" "Somewhere In The Night"
- KENNY ROGERS** - Share Your Love - (EMI/Liberty) "Grey Beard" "Blame Of Glory" "So In Love With You" "Through The Years"
- STATLER BROTHERS** - Years Ago - (Mercury/PG) "Years Ago"

Most Requested:

- KENNY ROGERS** "I Don't Need You" (EMI/Liberty)
- RONNIE McDOWELL** "Older Women" (Epic)
- RONNIE MILBAP** "(There's) No Gettin' Over..." (RCA)
- CONWAY TWITTY** "Tight-Fittin' Jeans" (MCA)
- MERLE HAGGARD** "Rainbow Stew" (MCA)
- JUICE NEWTON** "Queen Of Hearts" (Capitol)

Hot Tracks:

- AGO** - "Memories Are Made Of This" "Love Was All We Had" "We Ain't Even Started Yet"
- SYLVIA** - Drifter - (RCA) "Heart On The Mend" "Whisperin'"
- CONWAY TWITTY** - Mr. T. - (MCA) "Cheatin' Fire" "Over The Top" "Not Over The Hill" "Hearts" "Love Salvation" "Red Neckin' Love Makin' Night"
- GENE WATSON** - Between This Time & The Next Time - (MCA) "We Got A Bad Thing Goin'" "Even At Its Worst, It's Still The Best"
- DON WILLIAMS** - Especially For You - (MCA) "I Needed You" "Fairweather Friends" "Smooth Talking Baby" "Years From Now"



Jeff
Green

Adult/Contemporary

WKQX/CHICAGO GOES TO THE PEOPLE

Success Of A Full-Service "MOR" On FM

The term "MOR" carries a variety of definitions. Depending on who you're talking with, it can mean everything from news/talk/sports plus an occasional oldie to a personality-dominated companion that includes a diet of popular standards and instrumentals. For all of these stations, the conventional target is 35-64, with often over half of the audience over 55. The typical facility is an AM'er, often the clearest and most powerful signal in town. Usually the station maintains very durable ratings from year to year.

However, a new animal is on the prowl seeking to fragment the big "MOR." This adult competitor is the product of evolving technical expectations and a shifting attitude towards what "MOR" should be. The target demos are younger: 25-44, with a significant 25-34 base. Most importantly, the signal is FM.

One of these FM adult stations is WKQX-FM(Q101)/Chicago, an NBC O&O. Q101 has steadily ascended from an obscure 1.4 12+ share in 1979's April/May Arbitron to a healthy 3.7 this spring, good enough to rank ninth in the market and first in the six-station A/C derby. Most significantly, Q101 has gained more 12+ shares since the '79 April/May book than any other station in Chicago.

One might expect the station to maintain a low profile and be music-oriented. Surprisingly, what makes Q101 particularly interesting is that the programming philosophy is to be a full-service "MOR" station on FM.

The man programming Q101 is Bill Stedman, veteran of nine major markets. I talked with Bill about Q101, its objectives and the success techniques he uses.



Bill Stedman

The Full-Service Plan

"The whole idea was a joint project involving our General Manager Dick Penn (now VP/GM for the NBC Radio Network)," Bill explained. "The original goal was to do a full-service small-town MOR and break two of the major rules. First, we used a format concept that's already 16-25 years old from when it first started. Next, we put the format in a big city and then really crossed the line by using it on FM."

In defining what he considers "MOR" to mean for his market, Bill said, "We're aiming to be Chicago's full-service radio station — the one people will always tune to when the snow falls, or to hear that same, reliable news team. We have staff here who specialize in particular service. For example, there's one woman who works just on traffic reports and Accu-weather. We seek to become the point of reference for accurate information in this market. There was really a hole for full-service on FM here. In fact, I don't think this format approach of grown-up music targeting 25-44 with strong news on FM, had been tried *anywhere* before we committed to it three years ago. We had no role models then, so we made our own rules. Still, you can't redefine the medium of FM totally. Rather than looking at the limitations of FM, however, we make use of the advantages.

Q101 is also very involved with the community, as Bill points out. "We've been the official ChicagoFest information station for three years. It's a huge event spanning twelve days that draws over a million people. The coordination effort is immense, but fortunately we're probably the best connected station in the city."

Unique Use Of Code Call Letters

When the successful ratings trend of Q101 leveled off temporarily last winter, the station made a major change. "We've known for some time that 'WKQX'

lends itself to an amazing set of call letter aberrations. We then decided to present ourselves as 'Q101,' which incidentally was the first time Chicago had heard one-letter-and-three number image code calls." (Editor's note: The use of such code calls for an A/C station is relatively unusual. Only one of the 115 R&R reporters currently uses them.)

Knowing The Territory

The change in call letter presentation may have helped Q101, but Bill believes that the programming ele-

"I'm not concerned with what the record buyer is doing, because the record buyer doesn't listen to the kind of radio we're doing."

ment that is most responsible for the success of Q101 is the emphasis on being local in every way — becoming Chicago's radio station.

Discussing this philosophy as it relates to the air staff, Bill said, "In addition to having recognized personalities, I place a big emphasis on local talent. People who know this area have a great advantage over bringing somebody in cold. Once in place, I encourage the staff to think locally, through critiques, meetings, spending time with them and positive reinforcement after their show. There are cards in the studio as thought-starters, but on the walls I have two huge signs. One says 'Who Cares?' and the other says 'Is It Chicago?'"

"Every city has its own personality," Bill continued. "Everything we do and every approach we take is geared to a Chicagoan. Charley Lake, whom I worked with in Washington years ago, recently commented to me, 'Your jocks have always sounded good, but for the first time I haven't a clue what they're talking about.' I took that as a great compliment, because this air staff isn't talking about Los Angeles, Pittsburgh, or anyplace else.

"It makes sense to have a person who knows the market. Obviously, you don't want to make your station chatty, but the worst thing to me is when a jock makes a comment about the community, coming from a point of ignorance. Pronouncing towns correctly, minor historical facts — these bits are very important, and not getting them right reveals either ignorance or lack of preparation."

Perceiving The Real Community

Bill sees the responsibility of programming a full-service station on FM as being far more than having an awareness of the current hits. "Walk down the street and ask anybody what they think of the market, and they'll ask if it has fresh fruits and vegetables! People don't live in markets — they live in their house in their town. After several years in this business, you get a chance to see that we in the industry don't see a town the way the public does. The best thing I think any programmer can do is make every effort to see the community through the public's eye. It's a lesson of perception vs. reality. That's one reason I believe in focus groups and attitudinal studies. Find out what's on their minds *right now*, rather than what the top-selling records are. I don't care what records they buy. People don't think about that like we do. Their perception is that they want to hear their favorite songs.

"The economy also dictates much of this attitude. Who can spend \$8.98 or more for every record anymore? Especially for this target demo, I see the radio as the people's source for music. Now, I'm not putting down anyone else — there are a lot of successful programmers. This is just my approach to it. If a programmer wants to do store calls, that's great. But, I'm not concerned with what the record buyer is doing, because the

record buyer doesn't listen to the kind of radio we're doing."

Music Preparation

Preparation is a key part of Q101's success formula, and Bill applies that discipline to the music as well. "All of our music is carefully researched," said Bill. "We do callouts and hold focus groups. We also preprogram the music, using the RCS Selector System. There's a great deal of care and meticulous attention that makes the difference. Then, when the music goes into the control room, it's ready, and our air personalities are freed to concentrate on what they do best: putting it together and making it work. Preprogramming the music doesn't mean I have a bunch of card readers here — these are intelligent people between the records. They make the station bright and topical. They view national issues from the Chicago perspective."

Quality And Variety

What kind of music does a full-service FM offer? "In Chicago," Bill observed, "you can punch up at least six stations on the FM band alone, and all essentially are playing the same music. To delineate ourselves from the competition, we first study the situation carefully. Two of the criteria we lean on, determined through our research, are *quality* and *variety*. By following this philosophy, we're able to generate extended listening by offering *variety* — a wide cross-section of hit records. The *quality* is what we play — no questionable material, only hits. They're quality tunes because it's music that lasts."

Summarizing the station's story to success, Bill concluded, "The keys are knowing the market and working our asses off. The NBC FM Division people like Walter Sabo Jr. and Mike Phillips have given us room to move and the support to really build this radio station. We started with this plan and when we found an element that did or didn't work, we either emphasized or deleted it. There are no 'pride of authorship' problems here — attitudes when radio people say, 'By God, I don't care what Chicago wants. I want to do MOR on FM *my way!*' I don't want to sound pedantic, but it's so simple: Just figure out what the people want and give it to them."

Next Week: A talk with NBC Vice President/Programming Mike Phillips.



COLD ENOUGH TO SLEEP WITH SIX — KFQD/Anchorage sponsored Three Dog Night's first public appearance since their breakup five years ago. Pictured (l-r) are KFQD personality Dave Willis, MD Mark Lewis, Danny Hutton, Cory Wells and Chuck Negrin of Three Dog Night, and PD Jim Scott.

A/C

BREAKERS

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

EDDIE RABBITT Step By Step (Elektra)

58% of our reporters on it, 30 adds, WBEN, WIP, WHEN, 97AIA, WOAI-FM, KPPL, KEX, KNBR, WTVN, WHIO, KSTP, WHAG, WSFM, WGIR, WSBA, WCHV, WDEF, WNDB, WLVA, WTAR, KUGN, KRKK, WKIQ, WHBC, WOWO, WNFL, KXIC, WDIF, KLTE, WSGW. Heavy rotation: KMBZ. Medium rotation: WCBM, WGY, WSB, WSM-FM, KOY, KSL, KFMB, WFYR, WLW, WWWE and 17 more. Debuts at number 25 on A/C chart.

NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. Indicates one of this week's "most added" new songs.

MICKY GILLEY "You Don't Know Me" (Epic) 64/11 add WHAM, WSJS, WRIE, WSFM, WRVA, WFIR, KFQD, KRKO, KGGF, WDFD, KAKZ. Heavy rotation: 97AIA, KSL, WTMJ, WCCO-AM, WDEF, WFTL, WDBO, KFOR, KRMG. Medium rotation: WBEN, WLTA, WSB, WHAS, WRVR, KOY, KEX, KLOK, WLW, WHIO, WNAB, WEIM, WHAG, WATR, WSBA, WABZ, WIS, WNDB, WLVA, WMAZ, WTAR, WORG, KOB, KRKK, WHBY, WHBC, KXIC, KLTE, WJON, WSTV, WIBW, WHIZ. Moves 30-22 on A/C chart.

COMMODORES "Lady (You Bring Me Up)" (Motown) 64/8 add KDKA, WHAM, KSL, WNAB, KFQD, KMBZ, KLTE, KAKZ. Heavy rotation: WBEN, KNBR, WLW, WTMJ, KRKK, KRKO, WORG, WSLI, WCHV, WJBO, WABZ, WCFR, WEIM, WRIE, WSTV, KLMS, KFOR, WKHM, WOWO. Medium rotation: WCCO-FM, WGAR, WFYR, KING, WOAI-FM, WRVR, WBT, WASH, WHEN, WPRO, WTAE, WIP, WGR, WCBM, KBAI, WFIR, WYMC, WMAZ, KAAV, WNEU, WATR, WLNH, WSFM, WHAG, WAKR, WHIZ, WBOW, KMRJ, WDIF, KWOS. Moves 26-21 on A/C chart.

DIONNE WARWICK "Some Changes Are For Good" (Arista) 69/2 add WTIC, WSB. Heavy rotation: 97AIA, KSL, KFMB, WTMJ, WNDB, WFTL, WLVA, WDBO, WRVA, WSBA, WHAG, WEIM, WNAB, KMBZ, KOLO, WHBY, WDFD, KXIC, KFOR, KLMS. Medium rotation: WELI, WHAM, WGY, WBT, WRVR, WHIO, WISN, WIBW, WSGW, KMRJ, KLTE, WDIF, WACI, WKIQ, WAKR, KRKK, KLO, KRKO, KUGN, WFIR, WPTF, WTAR, WIS, WDEF, WABZ, WCFR, WGIR, WRIE. Moves 26-24 on A/C chart.

DON McLEAN "It's Just The Sun" (Millennium) 67/18 add WBEN, WSB, KEX, KLOK, WLW, WISN, WSFM, WCFR, WNEU, WABZ, KFQD, WHBC, WDFD, KLTE, KMRJ, WSGW, WSTV, KOB. Heavy rotation: 97AIA, KMBZ, WRVA, WFTL, KLMS, WDIF. Medium rotation: WCCO-AM, KSL, KOY, WLTA, WELI, KRKK, KLO, KBAI, KRKO, KUGN, WDBO, WSLI, WIS, WDEF, WJBO, WSBA, WATR, WEIM, WNAB, WHBY, WXIC, WJON. Debuts at number 30 on A/C chart.

SHEENA EASTON "For Your Eyes Only" (EMI America) 54/16 add WSB, WBT, KFMB, WLW, WTMJ, WJBO, WCHV, WDEF, WNDB, KAAV, WLVA, WYMC, WHBC, KLMS, WSGW, KRMG. Heavy rotation: WLTA, 97AIA, KSL, WRVA, WFTL, WATR. Medium rotation: KING, KEX, WHEN, WELI, WEN, WCBM, WRIE, WSBA, WIS, WSLI, WMAZ, WORG, WDBO, KUGN, KBAI, KLO, WHBY, WACI, KFOR, WDIF, WJON. Debuts at number 28 on A/C chart.

PABLO CRUISE "Cool Love" (A&M) 62/2 add WTVN, WRVA. Heavy rotation: WBEN, WSM-FM, WLW, WTMJ, WABZ, WCHV, KMJJ, WACI, KLMS. Medium rotation: WIP, WHEN, WOAI-FM, KHOW, KOY, KEX, KNBR, WISN, WNAB, WEIM, WSFM, WLNH, WNEU, WSLI, KAAV, WMAZ, WORG, WFIR, KFQD, KRKO, KRKK, WOWO, WKHM, KWOS, WBOW, KAKZ, WHIZ. Moves 28-27 on A/C chart.

JAMES TAYLOR "Summer's Here" (Columbia) 50/14 add WELI, WSJS, WHIO, WTMJ, WATR, WNDB, WFTL, WORG, KLO, KRKK, WKIQ, WHBC, KFOR, KLMS. Heavy rotation: WCCO-AM, WRVA. Medium rotation: WLTA, WSB, WBT, 97AIA, WSM-FM, KOY, KEX, KFMB, KING, WNAB, WEIM, WDEF, WIS, WSLI, KOB, KFQD, KBAI, WHBY, KXIC, WDIF, KMRJ, WJON, WIBW, KRMG.

STACY LATTISAW "Love On A Two Way Street" (Cotillion) 50/7 add WRVR, WSJS, WTMJ, WNDB, WLVA, WTAR, KOLO. Heavy rotation: WLW, WHAG, WORG. Medium rotation: WIP, WGY, WOAI-FM, WGAR, WNAB, WEIM, WLNH, WNEU, WABZ, WIS, WSLI, WMAZ, WFIR, KFQD, KUGN, KRKK, WHBY, WKIQ, WDFD, WNL, KXIC, WKHM, KWOS, KFOR, WDIF, WJON, WSTV, WHIZ.

ANNE MURRAY "We Don't Have To Hold Out" (Capitol) 48/4 add WJBO, WNAB, WORG, WNFL. Heavy rotation: WSB, KSL, WTMJ, WCCO-AM, WSBA, WFTL, WRVA, KFOR, WQUA. Medium rotation: WELI, WLTA, WRVR, KOY, KEX, KFMB, WHIO, WEIM, WHAG, WDEF, WIS, WNDB, WTAR, KFQD, KUGN, KMBZ, KOLO, KOLO, KRKK, WHBY, WKIQ, WHBC, KXIC, KMRJ, WSGW, WJON, KRMG. Holds at number 29 on A/C chart.

ELTON JOHN "Chloe" (Geffen) 46/17 add WBEN, 97AIA, KFMB, WLW, WRIE, WHAG, WGIR, WJBO, WYMC, KUGN, KRKO, WHIZ, KLMS, KFOR, WACI, WHBC, WKIQ. Heavy rotation: WSM-FM, WDIF. Medium rotation: WBT, WRVR, WOAI-FM, WNAB, WATR, WCHV, WDEF, WMAZ, WORG, KOB, KFQD, KRKK, WJON, KRMG.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia) 46/7 add WRVR, WNAB, WFIR, WSTV, KRMG, WACI, WDIF. Heavy rotation: WCFR, WORG, WRVA, WKHM. Medium rotation: WBT, KEX, KNBR, WLW, WHIO, KRKK, KMJJ, KFQD, WDBO, WYMC, WMAZ, KAAV, WSLI, WIS, WCHV, WJBO, WABZ, WSBA, WHAG, WEIM, KGGF, KXIC, KFOR, WQUA, WHIZ.

BEACH BOYS "The Beach Boys Medley" (Capitol) 38/23 add WBZ-AM, WTAE, WBT, WHAS, WSJS, KNBR, KLOK, WLW, WGAR, WWWE, WNEU, WCHV, WNDB, WMAZ, WRVA, KBAI, KLO, KOLO, KRKK, WHBY, WDIF, KAKZ, WHIZ. Medium rotation: WSM-FM, KFMB, WNAB, WGIR, WSLI, WORG, WKHM, WSTV.

ENGELBERT HUMPERDINCK "Maybe This Time" (Epic) 34/8 add KGGF, KLMS, WDIF, WSTV, KFQD, WHAG, WKIQ, KXIC. Heavy rotation: WFTL. Medium rotation: WLTA, KEX, KSL, WCCO-AM, WNAB, WATR, WSBA, WDBO, WHBC, KFOR.

AL JARREAU "We're In This Love Together" (WB) 32/9 add WGY, WBT, WRVR, WEIM, WCHV, WIS, KFQD, KXIC, WHBY. Heavy rotation: WSM-FM, KLMS. Medium rotation: WDEF, WMAZ, WORG, WJON, KFOR, WKHM, WKIQ.

Radio & Records

NATIONAL AIRPLAY/30

August 7, 1981

Three Weeks	Two Weeks	Last Week		
3	1	1	①	KENNY ROGERS/I Don't Need You (Liberty)
2	2	2	2	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
10	7	5	③	CARPENTERS/Touch Me When We're Dancing (A&M)
8	5	4	④	JUICE NEWTON/Queen Of Hearts (Capitol)
15	10	7	⑤	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
6	6	6	⑥	MARTY BALIN/Hearts (EMI America)
26	16	11	⑦	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
12	9	8	⑧	POINTER SISTERS/Slow Hand (Planet)
1	3	3	9	AIR SUPPLY/The One That You Love (Arista)
11	11	10	⑩	ALAN PARSONS PROJECT/Time (Arista)
4	4	9	11	MANHATTAN TRANSFER/Boy From New York City (Atlantic)
27	23	18	⑫	ALABAMA/Feels So Right (RCA)
29	24	22	⑬	JOHN DENVER/Some Days Are Diamonds (RCA)
14	14	14	⑭	ROSANNE CASH/Seven Year Ache (Columbia)
20	17	16	⑮	STANLEY CLARKE/GEORGE DUKE/Sweet Baby (Epic)
22	22	17	⑯	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)
-	-	27	⑰	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
21	20	19	⑱	CARL WILSON/Heaven (Caribou)
13	15	15	⑲	OAK RIDGE BOYS/Eivira (MCA)
5	8	12	20	GEORGE HARRISON/All Those Years Ago (Dark Horse/WB)
-	27	26	⑳	COMMODORES/Lady (You Bring Me Up) (Motown)
-	-	30	㉑	MICKY GILLEY/You Don't Know Me (Epic)
7	13	21	23	LEE RITENOUR/Is It You (Elektra)
30	25	25	㉓	DIONNE WARWICK/Some Changes Are For Good (Arista)
-	-	→	㉔	EDDIE RABBITT/Step By Step (Elektra)
9	12	13	26	SHEENA EASTON/Modern Girl (EMI America)
-	-	28	㉖	PABLO CRUISE/Cool Love (A&M)
-	-	→	㉗	SHEENA EASTON/For Your Eyes Only (EMI America)
-	-	29	㉘	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
-	-	→	㉙	DON McLEAN/It's Just The Sun (Millennium)

This chart is based solely on airplay rotations compiled weekly from our A/C reporting stations. Black circled numbers indicate significant progress from at least 60% of our reporters.

MOST ADDED

- EDDIE RABBITT
Step By Step (Elektra)
- BEACH BOYS
The Beach Boys Medley (Capitol)
- ART GARFUNKEL
A Heart In New York (Columbia)
- DON McLEAN
It's Just The Sun (Millennium)
- ELTON JOHN
Chloe (Geffen)
- SHEENA EASTON
For Your Eyes Only (EMI America)

HOTTEST

- KENNY ROGERS
I Don't Need You (Liberty)
- JOEY SCARBURY
Theme From "Greatest..." (Elektra)
- DIANA ROSS & LIONEL RICHIE
Endless Love (Motown)
- POINTER SISTERS
Slow Hand (Planet)
- MANHATTAN TRANSFER
Boy From New York City (Atlantic)
- JUICE NEWTON
Queen Of Hearts (Capitol)

GARY WRIGHT "Really Wanna Know You" (WB) 32/6 add WIP, KHOW, KPPL, KOY, WRVA, WNAB. Heavy rotation: WSM-FM, WABZ. Medium rotation: WBT, WRVR, WOAI-FM, WLW, WHAG, WLNH, WCFR, WNEU, WCHV, WSLI, WMAZ, WORG, WFIR, KFQD, KRKK, WKIQ, WNFL, KWOS, WHIZ.

JOURNEY "Who's Crying Now" (Columbia) 31/10 add WBEN, WHEN, WFYR, WGAR, WTVN, WCHV, WIS, WORG, WOWO, WDIF. Heavy rotation: WSM-FM, WLW, WABZ. Medium rotation: WIP, WOAI-FM, KEX, WLNH, WNEU, WSLI, WMAZ, KFQD, KBAI, KRKK, KWOS, WHIZ.

YUTAKA "Love Light" (A&M) 31/1 add WSGW. Heavy rotation: 97AIA, WRVA, WQUA, KLMS. Medium rotation: WLTA, KOY, KEX, KSL, WCCO-AM, WEIM, WIS, WNDB, KRKK, WHBY, KXIC, WKHM, KFOR, KRMG.

HERB ALPERT "Magic Man" (A&M) 30/11 add WELI, WSM-FM, WATR, WNEU, WDEF, WSLI, WRVA, KUGN, KMBZ, KOLO, KLTE. Heavy rotation: WFTL. Medium rotation: WBT, KEX, KOB, WDIF, WJON.

STARS ON 45 "Medley II" (Radio/Atlantic) 30/3 add WHIO, KFQD, KOLO. Heavy rotation: WTMJ, KGGF. Medium rotation: KMBZ, WNAB, WEIM, WCHV, WIS, WSLI, WMAZ, WORG, WFIR, KOB, KRKO, KBAI, KRKK, WKIQ.

GINO VANNELLI "Nightwalker" (Arista) 27/3 add WNAB, WMAZ, WSTV. Heavy rotation: WYMC. Medium rotation: WSM-FM, KEX, WLW, WEIM, WHAG, WABZ, WCHV, WORG, KFQD, KRKK, WKHM, WDIF.

ART GARFUNKEL "A Heart In New York" (Columbia) 22/18 add WELI, WIP, WTAE, WLTA, 97AIA, KSL, KMBZ, WCCO-AM, WRIE, WATR, WABZ, WFTL, KUGN, KMBZ, KBAI, KLO, KOLO, WHBY. Medium rotation: WSM-FM.

LULU "I Could Never Miss You" (A&M) 22/15 add WBEN, WSB, KEX, WLW, WRIE, WLNH, WGIR, WNEU, WFTL, KUGN, KRKO, KRKK, WHBY, KLTE, WHIZ. Medium rotation: WLTA, WSLI, WJON.

GEORGE FISCHOFF "Foxy" (Heritage) 21/8 add WHAM, WEIM, WHAG, WSTV, KLMS, KGGF, WHBC, WHBY. Heavy rotation: KOB. Medium rotation: WSB, KSL, WDEF.

PURE PRAIRIE LEAGUE "You're Mine Tonight" (Casablanca/PolyGram) 21/6 add KHOW, KEX, KLO, WMAZ, WRIE, WHIZ. Medium rotation: WSB, WRVR, WSM-FM, WGIR, WATR, WDEF, KBAI, KGGF.

ELO "Hold On Tight" (Jet) 20/7 add WCBM, WHEN, WYR, WHAG, WCHV, WSLI, WOWO. Medium rotation: WIP, WLW, WABZ, WMAZ, WDIF.

Others Getting Significant Action

ROBBIE PATTON "Don't Give It Up" (Liberty) 19/3 add WGY, KMJJ, WKHM. Heavy rotation: WLW. Medium rotation: WBEN, WGR, WMAZ, WCHV, WABZ, WLNH, KXIC, KWOS, WHIZ.

DON WILLIAMS "Miracles" (MCA) 16/2 add WHAG, WKHM. Heavy rotation: KSL, KRMG. Medium rotation: WSB, KOY, WCCO-AM, WIS, WNDB, KXIC, KGGF.

LARRY JOHN McNALLY "Just Like Paradise" (ARC/Columbia) 16/1 add WSM-FM. Heavy rotation: 97AIA, WLTA. Medium rotation: WHAG, WCFR, WATR, KFQD, KRKK, KXIC.

MAC DAVIS "Secrets" (Casablanca/PolyGram) 13/4 add WIS, WRVA, KXIC, WSTV. Heavy rotation: KLMS. Medium rotation: WSB, WMAZ, WJON.

JESSE WINCHESTER "Baby Blue" (Bearsville/WB) 12/11 add KEX, WEIM, WATR, WDEF, WORG, KUGN, KMBZ, WHBC, KGGF, WACI, WDIF.

GEORGE HARRISON "Teardrops" (Dark Horse/WB) 12/7 add WSM-FM, KMBZ, KUGN, WMAZ, WNDB, WATR, WEIM. Medium rotation: WNEU, KBAI.

BERNADETTE PETERS "Dedicated To The One I Love" (MCA) 11/7 add WIP, WTMJ, WRIE, WEIM, WNEU, WYMC, KMBZ. Medium rotation: KRMG.

SAMANTHA SANG "Let's Start Again" (Sutra) 11/3 add WELI, WKIQ, WSTV. Heavy rotation: WLTA. Medium rotation: KSL, WSBA, KXIC.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 10/4 add WGY, WYMC, KBAI, KRMG. Medium rotation: WCFR, WMAZ.

FRANKE & THE KNOCKOUTS "You're My Girl" (Millennium) 10/3 add WGAR, WCHV, KBAI. Heavy rotation: WLNH, WABZ. Medium rotation: WLW, WFIR.

CRYSTAL GAYLE "Too Many Lovers" (Columbia) 9/2 add KGGF, WSTV. Heavy rotation: KLO, WJON, KRNT, KRMG. Medium rotation: WSIX, KMBZ.

CANTINA BAND "Summer '81" (Millennium) 9/1 add KOY. Medium rotation: WBEN, WNEU, WABZ, WDEF.

BOBBY GOLDSBORO "Love Ain't Never Hurt Nobody" (Curb) 9/1 add KLO. Heavy rotation: WDEF, WLVA. Medium rotation: WSB, WNDB.

FLORENCE WARNER "Easy" (Mercury/PolyGram) 9/0. Heavy rotation: KHOW, WFTL. Medium rotation: WLTA, KSL, WDEF, KXIC.

MOODY BLUES "The Voice" (Threshold/PolyGram) 8/7 add WRVR, WSM-FM, KRKK, WORG, WCFR, WLNH, KWOS.

AFTERNOON DELIGHTS "General Hospital" (MCA) 7/4 add WBT, WOAI-FM, WYMC, KFQD. Medium rotation: WORG, WABZ.

SANTANA "The Sensitive Kind" (Columbia) 7/4 add WATR, WCHV, WYMC, KBAI. Medium rotation: WNEU.



**Walt
Love**

Black Radio

RELATIONSHIPS OF MUTUAL RESPECT

Promotion Perspectives On Programmers

A few weeks ago, I did an article, "Record Promotion: A PD's and MD's Perspectives," that dealt with interaction between program/music directors and record promotion representatives. At that time I stated I would follow up with an interview from the other perspective, with a VP/Promotion and a local promotion person telling us their views. This article is not a debate between Radio vs. Records, but a conversation yielding a wealth of information.

My two promotion persons are Edna Collison, VP/Marketing of Solar Records, who services the promotion and sales departments; and Walter B. Moorehead, an Atlantic Regional Director of Promotion. Ms. Collison is based in Los Angeles and Mr. Moorehead in New Orleans.

Walter Moorehead: The Key Is Respect

Moorehead has been with Atlantic for 13 years; in this industry, that's to be commended. He says, "I've done pop promotion, easy listening, country & western, and also rock or, as it's called now, AOR, in New Orleans; Shreveport; Mobile; Jackson, MS; Pensacola, FL; and Lafayette, LA. For a black to get the opportunity to prove what you can do at that time (1968) was unheard of. The pop promotion person went into the Navy for his two-week training and the company sent me to the pop stations in his place. I ended up doing it all for nine years."



"If you're honest with programmers, they will usually help you, but if you're sneaking around making empty promises, being slick, you'll lose all the way."

— Walter Moorehead

I asked Walter how he thought music directors and program directors should deal with promotion people. "By all means, with respect, because speaking professionally, to disrespect me is to irritate me. I will always give a PD/MD the respect due them because of their positions; I only want the same in return."

Setting Up Visits

When you must travel to another city to see a music director, how do you go about setting it up? "Normally a regional director has a local promotion manager, and in my case, I have an excellent local person, Henry Jefferson, based in Texas. I would contact him first, tell him who I wanted to visit, find out from him their schedules and let him make the call to those people to set the exact calling time. No matter the size of the market — large or small — program directors have a hard job and they stay busy; I know they often have prior commitments so I always call in advance to get an appointment. It all goes back to what I said at first — you've got to give a person respect."

Previously, I had asked the radio people about lunch or dinner with promotion people, so now I wanted to know how the promotion people felt about this custom. "I really let the MD's or the PD's let us know what they would like to do. If they want to sit in their offices to discuss product, that's fine, or if they would like to go out to a restaurant, that's OK, but I do not feel obligated to take them to lunch or dinner. When I do,

it's courtesy and sincerity on my part, because I never talk about my product over a meal. I think it is unprofessional and uncool to harass a person under those circumstances."

Artist Visits Policy

What happens when a program director asks, "Would you bring an act by our radio station first while they're in town on their promotional tour?" Walter replied, "That's unfair and unprofessional. Sometimes we have to go by the ratings when setting up interviews in a specific market for acts who only have so many hours to make it to all of the radio stations. When that happens I try desperately to move as fast as possible at each station. I think if you do things in a professional manner at the beginning of the project, you'll have no problems. If some of the younger promotion people would take the time to tell a program director what they're doing and why they're doing it, they might get more cooperation from some radio people. If you're honest and up front with the programmers, they will usually help you, but if you're sneaking around making empty promises, being slick, you'll lose all the way."

In conclusion, I asked Walter about his feelings when a radio person gives him criteria to meet, he meets the requirements set forth, and the programmer does not add the product. "That's happened to me before, and I consider it very disrespectful, plus very unprofessional on their part. I may have to go back and see this person after notifying our New York office of the situation, but I'll work a record to the bone no matter how the programmer disappoints me; I'll go on to the next priority record, but definitely will not get into a hostility bag!"

Edna Collison:

The Importance Of Professionalism

Our second record industry subject, Edna Collison, entered the record promotion business in 1964 with RCA Records, later working at GWP Records and Family Records, who featured Billy Joel for awhile; later she became National Director of Promotion for Sussex Records, then West Coast Regional for Motown, then VP/Promotions at Tentmakers Management in Los Angeles and finally to Dick Griffey Productions/Solar Records.

I started by inquiring how Ms. Collison felt programmers should deal with her promotion people. "All of our people know how to call on a music/program director if that's the person they need to see about their records. They know how to make an appointment and show up on time, and present the information that's needed for that record. The only thing I expect from music directors or program directors is that they be there on time themselves and show the same respect to my promo person as I expect my people to give to them."

How does she feel about radio people who require a number of trade magazine listings before discussing the product seriously? "I have no choice but to respect their requirements. I will make sure that the next time I call on them I have what I need to get my record played on that station. We would much rather people in the music authority positions tell us what they want so we are not spinning our wheels; this way I'm not wasting my time or theirs. Plus, if I show up with the required trades, this program director or music director will have to take my record more seriously or give me a reason why." I asked Edna if she thought that policy was fair. "Yes, I think it's very fair. Today's programmers know their markets, certainly better than I do. They've got their jobs on the line; unlike promotion people, PD's are only as good as their last books. We respect whatever decision they make because I can't tell them how to program their stations, and I certainly hope they don't tell me how to promote a record."

No Natural Adversaries

Is there a way for radio people to be more helpful

to a promotion person? "First, let me say that too many people in our industry, especially where radio and promotion are concerned, act as if they are natural adversaries, which isn't true. We're the right hand and radio is the left hand. Most people see us as promotion people who are constantly begging radio personnel who have the 'Big Yes Or No' concerning our records. We are not begging, we are working. There are so many good programmers out there now — we have the Barry Mayos (WRKS-FM/New York), Frankie Crockers (WBLS/New York) who have done all the research they possibly can do, so they're going to add your record when it deserves to go on, whether you're promoting them or not. What I don't like is a programmer who promises that your record will be added on his station, let's say Thursday, and when Thursday comes it's not added. That's not professional, fair, or morally right. We have a lot of things to do daily, and weekly, so we don't have time for someone to waste more time saying they're going to do something and not do it!"

I asked her what makes a good promotion person. "A person who knows the marketplace, knows all the PD's and MD's, a person who knows when to discuss the product and who also knows when to stop talking, an overall professional. Incidentally, one of the biggest problems about some promotion people was that they felt if the record was on the radio, that's all they had to do — WRONG. That's when the work begins. To me, driving that record up the charts, plus sales in the top 10 is the important part."

If one of your promo people takes a music director or program director out to lunch or dinner, do you expect them to discuss records at that time? "Well, if the



"Radio people and promotion people have a better relationship; they're not angry at each other anymore."

— Edna Collison

promotion person worked for me, I would hope at some point they would discuss our records or I would not expect to see the cost for this meal on their expense report. If this programmer is friendly with this promo person, the promo person should pay for it, not the record company."

Refereeing Personality Clashes

The ultimate question: how do you mediate between your people in the field and a programmer when there's an obvious personality clash? "Now that's a real hard thing to deal with; it's only happened to me once or twice where I had a promotion person absolutely demand that a record go on. I then look at myself and say, 'What did I do that made that promotion person feel so uptight about his job, that he would conduct himself in that manner?' I don't ever want to put that type of pressure on anyone who works for me. If you have a person who's so dedicated to the goal of getting a record played, you must let that promo person know — don't annoy anyone; I do appreciate the effort, but that's not the way to get your product played."

Summing up, Edna observed, "The credibility that you build up over the years makes promotion a whole lot easier. There are a lot of programmers who do you favors but they know you're not going to burn them, and if you say it's a record, it is. I think radio people and promotion people have gotten a better relationship; they're not angry at each other anymore. It's come down to some close friendships with a lot of warmth between each other, and it wasn't always that way. We've grown up, the business has grown up!"

Black Radio

HOTTEST

Following are listed in order of their airplay activity.

- EVELYN KING**
 "I'm In Love" (RCA)
- COMMODORES**
 "Lady (You Bring Me Up)" (Motown)
- LARRY GRAHAM**
 "Just Be My Lady" (WB)
- CARL CARLTON**
 "She's A Bad Mama Jama" (20th)
- TEENA MARIE**
 "Square Biz" (Gordy)
- STACY LATTISAW**
 "Love On A Two Way Street" (Cotillion)
- PHYLLIS HYMAN & MICHAEL HENDERSON**
 "Can't We Fall In Love Again" (Arista)
- DIANA ROSS & LIONEL RICHIE**
 "Endless Love" (Motown)
- BROTHERS JOHNSON**
 "The Real Thing" (A&M)
- RENE & ANGELA**
 "I Love You More" (Capitol)
- POINTER SISTERS**
 "Slow Hand" (Planet)
- MANHATTANS**
 "Just One Moment Away" (Columbia)
- CHERYL LYNN**
 "Shake It Up Tonight" (Columbia)
- AL JARREAU**
 "We're In This Love Together" (WB)

CLIMBERS

Following are listed in order of their airplay activity.

ATLANTIC STARR "Send For Me" (A&M) 62% reporting. Added at KMJQ. Medium at WPDQ, WATV, WTOY, WYLD-FM, WAIL, WBLX, KOKY, WOWI, WLOU, WDMT, WCIN, WWWS, WVON, KACE, KSOL, KJLH, KDIA. Hot at KDAY, KDKO, WTLC, WJLB, WKWM, WJMO, WDAO, WKXI, WANT, WEDR, WHRK, WVEE, WENN, WKND, WAMO.

RICK JAMES "Superfreak" (Gordy) 60% (+11) reporting. Added at WKND, WDMT, WCIN, KXAM. Medium at KSOL, WMBX, WVON, WWWS, WDCI, WEDR, WJJS, WANT, WVEE, KOKY, WBLX, WTOY, WPDQ, WILD, WDAS, WXYV. Hot at WHUR, WATV, WAIL, WAOK, WHRK, WOIC, WKXI, WJMI, KDKO, KDAY, KACE, KDIA.

BRICK "Sweat ('Til You Get Wet)" (Bang) 60% (+5) reporting. Added at WDIA, WYLD-FM. Medium at KSOL, WVON, WKWM, WCIN, WDCI, WDMT, WDAO, WLOU, WJJS, WOWI, WOIC, WHRK, WVEE, WGIV, WAOK, WENN, WBLX, WAIL, WTMP, WPDQ, WVOL, WJMI, WKXI, WILD, WHUR, WWIN. Hot at KMJQ, WATV, WBMX.

ROBERTA FLACK "You Stopped Loving Me" (MCA) 58% (+5) reporting. Added at WTOY, WJJS. Medium at WBMX, KAEZ, WTLC, WJLB, WKWM, WCIN, WDMT, WJMO, KSOL, KLIP, KACE, WVOL, WKXI, WLOU, WOWI, WHRK, WVEE, KOKY, WYLD-FM, WATV, WTMP, WPDQ, WEDR, WILD, WKND. Hot at WAMO, WXYV, WHUR, WAOK.

DENROY MORGAN "I'll Do Anything For You" (Becket) 57% (+10) reporting. Added at KDIA, KACE, KDAY, WTLC. Medium at WKND, WHUR, WTOY, WENN, WVEE, WOIC, WOWI, WKXI, WVOL, WDAO, WJMO, WDMT, WKWM, WJLB, KJLH. Hot at KDKO, WBMX, WVON, WDCI, WEDR, WHRK, WGIV, WWIN, WXYV, WDAS, WILD.

EBONEE WEBB "Anybody Wanna Dance" (Capitol) 57% reporting. Added at WBLX, WDAS. Medium at WKXI, WLOU, WHRK, WVEE, WGIV, WENN, WTOY, WATV, WTMP, WAMO, WWIN, WKND, WXYV, WILD, WDAO, WJMO, WDMT, WDCI, WJLB, WTLC, WWWS, KAEZ, WBMX, KSOL, KDIA. Hot at WKWM, WVOL, WAOK.

RAFAEL CAMERON "Funtown U.S.A." (Salsoul) 53% (+4) reporting. Added at WTOY, WOWI, KMJQ. Medium at WJMO, WDMT, WCIN, WKWM, WTLC, KDIA, KSOL, KACE, KXAM, KDAY, WLOU, WHRK, WVEE, WGIV, WDIA, WBLX, WTMP, WDAS, WXYV, WKND, WWIN, WAMO. Hot at WWWS, WOIC, WILD.

DYNASTY "Here I Am" (Solar) 51% reporting. Added at WTOY, WLOU, WAOK, KXAM, KACE, KDAY, KDIA, KSOL, WCIN, WDMT, WJJS, WOWI, WOIC, WHRK, WGIV, KOKY, WYLD-FM, WTMP, WPDQ, WILD, WHUR, WXYV, WAMO. Hot at WKND, WJMI, WDAO, WBMX.

DEBRA LAWS "Very Special" (Elektra) 51% reporting. Added at WAIL. Hot at WAMO, WTOY, WYLD-FM, WGIV, WOWI, WANT, WJJS, WLOU, WVOL, KMJQ, WJMO,

WDMT, WGCI, WKWM, WVON, KDIA, KLIP. Medium at KJLH, KXAM, KDAY, KDKO, WBMX, KAEZ, KOKY, WBLX, WPDQ.

B.B. & Q. BAND "On The Beat" (Capitol) 49% (+13) reporting. Added at WDMT, WJMI, WBLX, WAIL, WXYV. Medium at WKND, WILD, WTOY, WGIV, WHRK, WLOU, WKXI, WVOL, WDAO, WGCI, WCIN, WJLB, WWWS, KAEZ, WVON, WBMX, KXAM, KSOL. Hot at WTLC, WEDR, WDAS.

RICHARD "Dimples" FIELDS "She's Got Papers On Me" (Boardwalk) 49% (+6) reporting. Medium at WAMO, WILD, WPDQ, WATV, WBLX, KOKY, WHRK, WANT, WKXI, WJMO, WCIN, WWWS, WBMX, KDAY, KLIP, KDIA. Hot at KDKO, KMJM, WVON, WGCI, WDMT, WAOK, WAIL, WHUR, WWIN.

NATALIE COLE "You Were Right Girl" (Capitol) 49% (+4) reporting. Added at WCIN, WEDR, WVOL, WOIC, WHRK. Medium at WAMO, WWIN, WKND, WXYV, WWRL, WDAS, WILD, WTMP, WATV, WAIL, KOKY, WDIA, WLOU, WKXI, WJMI, WDAO, WTLC, WWWS, KAEZ, WBMX, KDKO.

RAY PARKER JR. & RAYDIO "That Old Song" (Arista) 49% (+2) reporting. Added at WBLX, WAOK, WBMX. Medium at WKND, WXYV, WDAS, WPDQ, WTMP, WENN, KOKY, WGIV, WVEE, WHRK, WOIC, WKXI, WEDR, WDAO, WDMT, WCIN, WJLB, KXAM, KSOL. Hot at KDAY, KACE, WDIA, WWRL.

S.O.S. BAND "Do It Now" (Tabu) 47% (+4) reporting. Added at KACE. Medium at WBMX, WVON, WKWM, WGCI, WDMT, WDAO, KDKO, KDAY, KSOL, KDIA, WWIN, WKND, WXYV, WTOY, WYLD-FM, WBLX, WENN, KOKY, WVEE, WHRK, WOIC, WJJS, WVOL. Hot at WTLC.

EMOTIONS "Turn It Out" (ARC/Columbia) 45% (+11) reporting. Added at WVEE, WKND, WJLB, WWWS, KSOL. Medium at WJMI, WKXI, WLOU, WJJS, WOIC, WHRK, WGIV, KOKY, WENN, WBLX, WYLD-FM, WTOY, WATV, WWRL, WDAO, WCIN, WTLC, KDKO, KDAY.

LaTOYA JACKSON "Stay The Night" (Polydor/PolyGram) 45% (+9) reporting. Added at KACE, WBMX, WVOL, WPDQ. Medium at WAMO, WKND, WXYV, WWRL, WTMP, WYLD-FM, WAIL, WENN, WHRK, WLOU, WKXI, WJMI, WDAO, WJMO, WJLB, WWWS, KDKO, KDAY, KSOL, KJLH.

CHAKA KHAN "We Can Work It Out" (WB) 45% (+7) reporting. Added at WJLB. Medium at KSOL, KACE, KDAY, KDKO, KAEZ, WTLC, WDMT, WDAO, WJJS, WHRK, WVEE, WGIV, KOKY, WAIL, WYLD-FM, WTOY, WATV, WTMP, WDAS, WXYV, WAMO. Hot at WPDQ.

CHANGE "Hold Tight" (RFC/Atlantic) 43% reporting. Medium at WAMO, WXYV, WDAS, WILD, WTMP, WYLD-FM, WENN, KOKY, WAOK, WGIV, WLOU, WJMI, WDMT, WGCI, WCIN, WJLB, WVON, KDKO, KACE, KSOL, KJLH. Hot at WBMX, WOIC.

DENIECE WILLIAMS "Silly" (ARC/Columbia) 42% (+12) reporting. Added at KDAY, WTLC, WDMT, WAOK, WBLX, WWRL. Medium at KACE, KAEZ, WJMI, WKXI, WJJS, WOIC, WHRK, WVEE, KOKY, WAIL, WATV, WTMP. Hot at WXYV, WWWS, KMJM, KJLH.

MIDNIGHT STAR "I've Been Watching You" (Solar) 40% reporting. Added at KJLH, WTOY, WKND. Medium at WWIN, WDAS, WILD, WTMP, WENN, WGIV, WANT, WJJS, WLOU, WJMI, WVOL, WJMO, WWWS, KAEZ, KSOL. Hot at WTLC, WCIN, WDAO.

SISTER SLEDGE "He's Just A Runaway" (Cotillion) 38% (+4) reporting. Added at KJLH, WDIA, WKND. Medium at WTMP, WYLD-FM, WAIL, WENN, WGIV, WHRK, WOIC, WJJS, WKXI, WCIN, WTLC, WWWS, KDKO, KSOL, WAMO, WXYV, WHUR.

EDDIE KENDRICKS "(Oh I) Need Your Lovin'" (Atlantic) 38% reporting. Added at WTOY. Medium at WAMO, WWIN, WXYV, WWRL, WDAS, WCIN, WKWM, WJLB, WBMX, KDKO, KLIP, WTMP, WYLD-FM, KOKY, WHRK, WJJS, WKXI, WVOL. Hot at WEDR.

LUTHER VANDROSS "Never Too Much" (Epic) 36% reporting. Debuts this week. Added at KSOL, WWWS, WKXI, WTMP, WWRL, WILD. Medium at WWIN, WHUR, WDAS, WPDQ, WAOK, WGIV, WOIC, WJMI, WEDR, WTLC, WVON, WBMX, KJLH.

FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 36% reporting. Debuts this week. Added at WHUR, WGIV, WVEE, WHRK, WOIC, WKXI, KAEZ, WEDR, WWWS, KMJM, WDAS, WILD, WTMP, WAIL, KOKY, WAOK, WDIA, KDAY. Medium at WBMX.

PEACHES & HERB "Freeway" (Polydor/PolyGram) 34% (+4) reporting. Added at WJLB, WWWS, WTMP, WXYV. Medium at WKND, WHUR, WDAS, WILD, WAIL, KOKY, WLOU, WEDR, WDAO, WCIN, KAEZ, WBMX, KDKO, KDAY.

EVASIONS "Wikka Wrap" (SAM) 34% reporting. Debuts this week. Added at WCIN, WKXI, WDIA. Medium at WAMO, WXYV, WILD, WGIV, WOIC, WEDR, WJLB, WKWM, WTLC, WWWS, KDKO, KSOL, KDIA. Hot at WJMI.

HERB ALPERT "Magic Man" (A&M) 34% reporting. Debuts this week. Added at WKND, WXYV, WGIV, WHRK, WKXI, WEDR, KJLH. Medium at WBMX, WVON, WWWS, WJLB, WGCI, WDIA, WAOK, KOKY, WAIL, WYLD-FM, WWRL.

GRAINGER'S "Shine Your Light" (CBS) 34% reporting. Debuts this week. Added at WDMT, WCIN, KACE, WLOU. Medium at WBMX, KAEZ, WTLC, WKWM, WEDR, WVOL, WTOY, WATV, WWIN, WXYV, WDAS, WILD. Hot at WKXI, WWWS.

TAVARES "Turn Out The Nightlight" (Capitol) 34% reporting. Debuts this week. Added at KDAY, KSOL, WTLC, WKXI, WBLX, WWRL. Medium at WKND, WXYV, WTOY, KOKY, WHRK, WOIC, WANT, WEDR, WDAO, WJMO, WCIN, WJLB.

AFTERBACH "It's You" (ARC/Columbia) 32% reporting. Added at WXYV, WTMP, KOKY, WDIA. Medium at KSOL, WBMX, WTLC, WCIN, WEDR, WVOL, WJJS, WVEE, WENN, WTOY, WATV, WDAS, WAMO.

NEW & ACTIVE

NOEL POINTER "Classy Lady" (Liberty) 30% (+2) reporting. Added at WLOU. Medium at KDAY, WBMX, WVON, WTLC, WJLB, WCIN, WEDR, WAOK, WYLD-FM, WPDQ, WILD, WDAS, WWRL, WKND, WAMO.

RANDY CRAWFORD "Secret Combination" (WB) 28% reporting. Debuts this week. Medium at WAMO, WILD, WTMP, WYLD-FM, WBLX, WENN, KMJQ, WGCI, WCIN, WVON, WBMX, KDKO, KJLH. Hot at KACE, WWRL.

BILL SUMMERS & SUMMERS HEAT "Summer Fun" (MCA) 28% reporting. Debuts this week. Added at KSOL, KAEZ, WCIN, WKND, WDAS. Medium at KDKO, WDAO, WAMO, WWIN, WPDQ, WTMP, WATV, WYLD-FM, WOIC, WJMI.

Black Radio

Hottest

August 7, 1981

EAST	SOUTH	MIDWEST	WEST
Evelyn King Commodores Teena Marie	Stacy Lattisaw Evelyn King Larry Graham Rosa/Richie	Evelyn King Teena Marie Commodores Carl Carlton	Evelyn King Teena Marie Cheryl Lynn

Regionalized Adds & Hots

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

EAST

WAMO
Pittsburgh, PA
J.C. Floyd

ADDED
None

HOTTEST
Debra Laws
Rene & Angela
Carl Carlton
Larry Graham
Evelyn King
Meze
Hoberta Fleck
Stacy Lattisaw
Atlantic Starr
Commodores

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Players Association
Ebonye Webb
Wanda Walden
Sequence
Bill Summers
Shock
Four Tops
Ronnie Laws

HOTTEST
Evelyn King
Stacy Lattisaw
Teena Marie
Larry Graham
Commodores
Cheryl Lynn
Rosa/Richie
B.B. & Q. Band
Denroy Morgan
Meze

WKND
Hartford, CT
Eddie Jordan

ADDED
Pointer Sisters
Rick James "Superfreak"
Bill Summers
Herb Alpert
Emotions
Midnight Star
Carl Westhaver
Ronnie Laws
Sister Sledge
Brendy Walls
Afternoon Delights
Eric Mercury

HOTTEST
Rick James "Give"
Teena Marie
Cheryl Lynn
Atlantic Starr
Brothers Johnson
Rene & Angela
Carl Carlton
Dynasty
Hymen/Henderson

WILD
Boston, MA
Steve Crumbley

ADDED
Sperque
West Street Mob
Temptations
Luther Vandross
Four Tops
Ronnie Laws
Parti Austin
Donald Byrd & 125th Street

WHUR
Washington, DC
Oscar Fields

ADDED
Ronnie Laws
Four Tops

HOTTEST
Richard "Dimples" Fields
Rick James "Superfreak"
Rick James "Fire"
Grace Jones "Use"
Rene & Angela
Evelyn King
Stacy Lattisaw
Teena Marie
Sylvester
Commodores

WXVY
Baltimore, MD
Tim Watts

ADDED
B.B. & Q. Band
Peaches & Herb
Herb Alpert
Nick Straker Band
Afterback
Tiera
Dazz Band

HOTTEST
Isley Brothers
Quincy Jones "Just"
Evelyn King
Denroy Morgan
Deniece Williams "Silly"
Brothers Johnson
Johnny Mathis
Roberta Fleck
Teena Marie
Pointer Sisters

WWIN
Baltimore, MD
Curds Anderson

ADDED
Ronnie Laws
Vaughn Mason
Roger Troutman
The Jonases
Linda Jones
T.F.O.

HOTTEST
West Street Mob
Denroy Morgan
Unlimited Touch
Evelyn King
Count Coolout
Richard "Dimples" Fields
Nick Straker Band
Yerbyough & Peoples
Sugarhill Gang

WWRL
New York, NY
Wanda Ramos

ADDED
Parti Austin
Deniece Williams "Silly"
Ronnie Laws
Tavares
Chuck Jackson
Luther Vandross

HOTTEST
Jean Carr
Randy Crawford
Manhattans
Shalamar
Rosa/Richie
Raydio
Al Jarreau
Commodores
Pointer Sisters
Patricia LaBelle

MIDWEST

WDAO
Dayton, OH
Turk Logan

ADDED
Gladys Knight & Pips
Clerks/Duke "I Just"
Side Effect
Donald Byrd & 125th St
Wanda Walden
Dazz Band
John Klemmer

HOTTEST
Shalamar
Evelyn King
Atlantic Starr
Teena Marie
Larry Graham
Dynasty
Rosa/Richie
Midnight Star
Commodores

WJMO
Cleveland, OH
Erik Stone

ADDED
Time
Johnny "Guitar" Watson
Grace Jones "Use"
Wracking Crew

HOTTEST
Debra Laws
Stacy Lattisaw
Billy Ocean
Rene & Angela
Atlantic Starr
Evelyn King
Shalamar
Commodores
Liza
Hymen/Henderson

WDMT
Cleveland, OH
Freddie James

ADDED
Rick James "Superfreak"
Deniece Williams "Silly"
Grainger's
Dazz Band
B.B. & Q. Band

HOTTEST
Debra Laws
Stacy Lattisaw
Evelyn King
Teena Marie
Pointer Sisters
Commodores
Larry Graham
Rosa/Richie
Richard "Dimples" Fields
Carl Carlton

WWWS
Saginaw, MI
Kernit Crockett

ADDED
Emotions
Luther Vandross
Four Tops
Keith & Darrell
Woods Empire
Peaches & Herb
Pieces Of A Dream

HOTTEST
Deniece Williams "Silly"
Teena Marie
Frankie Smith
Cameo "I Never"
Alicia Myers "Love Joy"
Teena Marie
L.J. Reynolds
Grainger's
Rafael Cameron
Evelyn King

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Stevie Wonder
Dayton
Deniece Williams "Silly"
Lakeland
Denroy Morgan
Tavares
Herbie Hancock
Revelation

HOTTEST
Rosa/Richie
Dazz Band
Atlantic Starr
Pointer Sisters
Larry Graham
S.O.S. Band
Mills Jackson
B.B. & Q. Band
Midnight Star
Teena Marie
Brick

WJLB
Detroit, MI
J. Michael McKay

ADDED
Quincy Jones "Just"
Clerks/Duke "I Just"
Chaka Khan "We"
Dazz Band
Peaches & Herb
Eric Mercury
Stylitics
Johnny Mathis
Emotions

HOTTEST
Cheryl Lynn
Evelyn King
Shalamar
Atlantic Starr
Stacy Lattisaw
Rene & Angela
Teena Marie
Larry Graham
Pointer Sisters
Brothers Johnson

WEST

KACE
Los Angeles, CA
Alonso Miller

ADDED
Woods Empire
Jean Carr
Larry Graham
Lee Oskar
Rosa/Richie
Strikers "Inch"
Rene & Angela
Johnny Mathis
Sue Ann
LaToya Jackson
S.O.S. Band
Dynasty
Grainger's
Denroy Morgan
Archie Bell
Bobby Broom

HOTTEST
Richard "Dimples" Fields
Rick James "Superfreak"
Teena Marie
Cheryl Lynn
Stephanie Mills "Night/Two"
Meze
Evelyn King
Cameo
Raydio
Richard "Dimples" Fields
Randy Crawford

KBOL
San Mateo, CA
Bernie Moody

ADDED
Bill Summers
Emotions
Al Jarreau
Herbie Hancock
Tavares
Luther Vandross
Time

HOTTEST
Richard "Dimples" Fields
Carl Carlton
Commodores
Hymen/Henderson
Rick James "Superfreak"
Evelyn King
Raydio
Rene & Angela
Rosa/Richie
Atlantic Starr
Teena Marie

KJAM
Phoenix, AZ
Rick Nuhn

ADDED
Rick James "Superfreak"
Dynasty

HOTTEST
Frankie Smith
Billy Ocean
Cheryl Lynn
Stacy Lattisaw
Teena Marie
Brothers Johnson
Evelyn King
Commodores
Rick James "Give"
Cameo

KLIP
Fresno, CA
Kevin Lynn

ADDED
None

KJLH
Los Angeles, CA
Lawrence Tarrar

ADDED
Herb Alpert
Sister Sledge
Midnight Star
Ronnie Laws

HOTTEST
Rene & Angela
Richard "Dimples" Fields
Kim Carnes
Kenny Rogers
Commodores
Teena Marie
Rick James "Give"
Carl Carlton
Rosa/Richie
Mills Davis
Deniece Williams "Silly"

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
Al Jarreau
Four Tops
Klique "Slow Dance"
Vogues
Ronnie Laws
Dave Valentin
Bill Summers
Parti Austin
Temptations
Rainbow Brown

HOTTEST
Meze
Klique
Evelyn King
Rene & Angela
Commodores
Stephanie Mills "Two"
Brothers Johnson
Side Effect
Cameo
Teena Marie

WVON
Chicago, IL
Ron King

ADDED
None

HOTTEST
Richard "Dimples" Fields
Carl Carlton
Aurea
Debra Laws
Rick James "Fire"
Denroy Morgan
Evelyn King
Rene & Angela
Heaven & Earth
Rosa/Richie

WBMX
Chicago, IL
Pam Wells

ADDED
LaToya Jackson
Sury O
Barry White/Webster Lewis
Rockie Robbins
Raydio
Sue Ann
Shock (12")

HOTTEST
Commodores
Evelyn King
Teena Marie
Denroy Morgan
Dynasty
Cheryl Lynn
Carl Carlton
Brick
Rene & Angela
Change

KMJJ
Houston, TX
Rose Holland

ADDED
Rafael Cameron
Carl Carlton
Atlantic Starr
Shalamar

HOTTEST
Frankie Smith
Grace Jones "Bumper"
Rick James "Give"
Teena Marie
Stacy Lattisaw
Debra Laws
Rosa/Richie
Brick
Meze
Blaze

WVVE
Atlanta, GA
Scotty Andrews

ADDED
Four Tops
Dayton
Grace Kennedy
Gladys Knight & Pips
Sury O
Emotions
West Street Mob
T.T.F.

HOTTEST
Carl Carlton
Stacy Lattisaw
Evelyn King
Rosa/Richie
Atlantic Starr
Aurea
Eddie Kendricks
Stacy Lattisaw
B.B. & Q. Band

WVWK
Jackson, MS
Tommy Marshall

ADDED
Tavares
Four Tops
Al Jarreau
Evasions
Herb Alpert
Four Tops
Luther Vandross

HOTTEST
Carl Carlton
Pointer Sisters
Rick James "Superfreak"
Rosa/Richie
Meze
Atlantic Starr
Grainger's
Cameo
Stacy Lattisaw
Commodores

WVMI
Jackson, MS
Carl Haynes

ADDED
Al Jarreau
Strikers "Inch"
B.B. & Q. Band

HOTTEST
Rick James "Superfreak"
Rosa/Richie
Carl Carlton
Pointers Sisters
Evasions
Alton McClain & Destiny
Larry Graham
Dynasty
Brothers Johnson
Rene & Angela

WVWR
Miami, FL
Leo Jackson

ADDED
Bits & Pieces
Revelation
Leon Bryant
Herb Alpert
Brendy Walls
Was (Not Was)
T.T.F.
Natalie Cole
Four Tops
Afternoon Delights

HOTTEST
Meze
Cheryl Lynn
Tinga Stewart
Denroy Morgan
Fatback
Atlantic Starr
Dayton
Eddie Kendricks
Stacy Lattisaw
B.B. & Q. Band

WVWA
Atlanta, GA
Scotty Andrews

ADDED
Afterback
Brick
Clark/Duke "I Just"
Count Coolout
Eric Mercury
Four Tops
Sister Sledge
Evasions

HOTTEST
Al Jarreau
Larry Graham
Richard "Dimples" Fields
Raydio
Cameo "Cool" LP
Shalamar
Rick James "Superfreak"
Teena Marie
Rosa/Richie

WVWD
Memphis, TN
Carl Connors

ADDED
Afterback
Brick
Clark/Duke "I Just"
Count Coolout
Eric Mercury
Four Tops
Sister Sledge
Evasions

HOTTEST
Stacy Lattisaw
Dayton
Commodores
Quincy Jones
Evelyn King
Cheryl Lynn
Shalamar
Carl Carlton
Strikers "Body"
Debra Laws

WVWV
Louisville, KY
Neal O'Ree

ADDED
Dynasty
Clay Hunt
Grainger's
Revelation
Larry Graham
Noel Pointer

HOTTEST
Stacy Lattisaw
Dayton
Commodores
Quincy Jones
Evelyn King
Cheryl Lynn
Shalamar
Carl Carlton
Strikers "Body"
Debra Laws

WVWY
New Orleans, LA
Barry Richards

ADDED
Four Tops
B.B. & Q. Band
Debra Laws
Afternoon Delights
Debbie Harry

HOTTEST
Richard "Dimples" Fields
Teena Marie
Stacy Lattisaw
Brothers Johnson
Kenny Rogers
Pointer Sisters
Rosa/Richie
Rick James "Superfreak"
Gap Band

WVYD-FM
New Orleans, LA
Paul Stephens

ADDED
Stylitics
Brick
Dayton
Smoke Robinson "Who's"
Quincy Jones "Just Dnce"

HOTTEST
Stacy Lattisaw
Meze
Commodores
Brothers Johnson
Manhattans
Pointer Sisters
One Way
Debra Laws
Walter Jackson
Larry Graham

WVWZ
Birmingham, AL
Gene Wise

ADDED
Herbie Hancock
Shalamar
Shamwell

HOTTEST
Cameo
Teena Marie
Rick James "Fire"
Carl Carlton
Billy Ocean
Atlantic Starr
Strikers
Stacy Lattisaw
Evelyn King
Teena Marie

WVWLX
Mobile, AL
Carmen Brown

ADDED
Raydio
Stevie Wonder
Tavares
Ebonye Webb
Deniece Williams "Silly"
Lee Ritanour "Count Down"
Hymen/Henderson
B.B. & Q. Band

HOTTEST
Stacy Lattisaw
Carl Carlton
Teena Marie
Grace Jones "Bumper"
Cameo
Shalamar
Rick James "Give"
Quincy Jones
Gap Band
Evelyn King

WVWY
Roanoke, VA
Dorinda Deane

ADDED
Al Jarreau
Dionne Warwick
Rafael Cameron
Midnight Star
Eddie Kendrick
Roberta Fleck
Peter Tosh
Yvette
Dynasty
Kurtis Blow
Millie Jackson
Dazz Band

HOTTEST
Meze
Teena Marie
Debra Laws
Stacy Lattisaw
Quincy Jones
Brothers Johnson
Commodores
Larry Graham
Evelyn King
Teena Marie

WVWV
Nashville, TN
Fred Harvey

ADDED
LaToya Jackson
Afternoon Delights
Natalie Cole

HOTTEST
Ebonye Webb
Sugarhill Gang
Debra Laws
Stacy Lattisaw
Rosa/Richie
Commodores
Pointer Sisters
Frankie Smith
Cameo
Larry Graham

WVWQ
Jacksonville, FL
Max St. Clair

ADDED
Rene & Angela
Time
West Street Mob
John Klemmer
LaToya Jackson
Clarence Carter
Leon Bryant

HOTTEST
Rick James "Give"
Frankie Smith
Grace Jones "Bumper"
Clark/Duke
Chaka Khan
One Way
Gap Band
Superhill Gang
Gino Soccio

WVWJ
Lynchburg, VA
Art Young

ADDED
Roberta Fleck
Dave Valentin
Strikers "Inch"
Carl Carlton
Temptations

HOTTEST
Stacy Lattisaw
Debra Laws
Teena Marie
Gardner
Maze
Larry Graham
Teena Marie
Billy Ocean
Count Coolout
Whispers
Rick James "Give"

WVWV
Birmingham, AL
Bill Glover

ADDED
None

HOTTEST
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Aurea
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Evelyn King
Debra Laws
Joe Simon
One Way
Donna Washington
Teena Marie
Atlantic Starr

WVWV
Richmond, VA
Ben Miles

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Evelyn King
Debra Laws
Joe Simon
One Way
Donna Washington
Teena Marie
Atlantic Starr

SOUTH

WAIL
New Orleans, LA
Barry Richards

ADDED
Four Tops
B.B. & Q. Band
Debra Laws
Afternoon Delights
Debbie Harry

HOTTEST
Richard "Dimples" Fields
Teena Marie
Maze
Stacy Lattisaw
Brothers Johnson
Kenny Rogers
Pointer Sisters
Rosa/Richie
Rick James "Superfreak"
Gap Band

WYLD-FM
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Larry Graham

WENN
Birmingham, AL
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Herbie Hancock
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Shamwell

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Opportunities

Openings

EAST

WKVX85AM/Praque Isle, ME needs morning man who likes small markets. Will work with newsmen. Call (207) 764-1960. EOE M/F (8-7)

Morning people here's your chance to show your stuff to Contemporary Country AM station. T&R to Neil Young, WPTR, Box 12279, Albany, NY 12212. EOE M/F (8-7)

AM A/C needs part-time announcer within commuting distance to us. T&R to Jeff Marley, WEIM, Box 727, Fitchburg, MA 01420. (8-7)

Connecticut's #1 Contemporary station looking for nighttime communicator. Send T&R to Curt Hansen, KC101, Box KC, New Haven, CT 06510. (8-7)

WBLI/Long Island now looking for experienced full-time newscaster. T&R to Bill Terry, WBLI, 31 W. Main St., Patchogue, NY 11772. (8-7)

WOKQ needs experienced news reporter/anchor. T&R to Roger Wood, Box 576, Dover, NH 03820. EOE M/F (8-7)

Jocks needed to appear on nationally distributed promotional aircheck album. Tapes to Talent Bank, Box 18283, Baltimore, MD 21213. (8-7)

Tired of time and temperature? Want a shot at really doing your own show? T&R to Cary Michaels, WQCM, 1250 Downsville Pike, Hagerstown, MD 21740. EOE M/F (8-7)

WGNV-WFMN/Newburgh, NY seeking newspaper- sons. 1-2 years experience. T&R to Hank Gross, Box 3591, Newburgh, NY 12550. EOE (8-7)

Major market needs morning personality with ability to write comedy and do different voices. Call Todd Chase, JB106, (401) 277-7001. (8-7)

WABK in beautiful Augusta, Maine needs Operations Manager/midday talent. Contact Mark Osborne, N.E. Communications, 63 Chestnut St., Springfield, MA 01103. EOE M/F (8-7)

WCCC-FM/Hartford looking for strong morning personality for AOR format. Must have proven record. Good salary. T&R: GM, 243 S. Whitney, Hartford, CT 06106. EOE M/F (8-7)

WTPM/Trenton has opening for future air talent full and part-time. T&R to Dave Shaw, 333 West State St., Trenton, NJ 08618. (609) 695-8515, no beginners. EOE M/F (8-7)

Conversational writer & anchor needed for afternoon news position. Send T&R to Anne Reynolds, WRNR, Box 709, Martinsburg, WV 25401. EOE M/F (8-7)

WCCC-FM/Hartford looking for PD for AOR format. Aggressive with proven record. T&R: GM, 243 S. Whitney, Hartford, CT 06106. EOE M/F (8-7)

WBSP/Springfield, MA needs Production Director. T&R: Mark Osborne, 63 Chestnut St., Springfield, MA 01103. EOE M/F (8-7)

Searching for a dynamic AOR morning man. First morning opening in 3 years. Serious inquiries only. Contact: Ed Levine, WAQX, Box 6142, Syracuse, NY 14072. EOE M/F (8-7)

Assembling an AOR staff in Buffalo. Rush tapes ASAP. Formatted experience a must. Ed Levine, WZIR, 2692 Staley Road, Grand Island, NY 14072. EOE M/F (8-7)

New England A/C 5 kw looking for full and part-time air personalities. You will be working live assist with an IGM Automation system. Good production skills required. Salary range \$700-9800 per month to start for full-time. Send T&R to Joe Corcoran, PD, WCAP, 243 Central St., Lowell, MA 01851. No phone calls please. EOE (8-14) •

Air Personalities for new major market A/C. Great opportunity with group broadcaster. Responses to Bill Perna, (301) 852-7707. EOE M/F (7-31)

WJRZ, Jersey Shore's top contemporary, has an immediate opening in news department. T&R & writing samples to Mr. Jefferson, Box 100, Menahawkin, NJ 08060. EOE M/F (7-31)

Accepting T&R for future morning personality. Send to Jack Armstrong, 14WK, 1201 Main St., Wheeling, WV 26003 or call (304) 232-2260. EOE M/F (7-31)

WMZQ/Washington, DC looking for Promotion Director. Should have experience in radio promotion, preferably Country. Salary negotiable. Contact Gil Rozzo, (202) 362-8330. EOE M/F (7-31)

Openings

Medium market AM needs morning, midday, afternoon talent. Format going Black/Rhythm. Production a must. T&R to J.P. Conner, Box 140, Salisbury, MD 21801. EOE M/F (7-31)

A/C WMGQ seeks warm, experienced personalities for possible ft/pt openings. Send T&R to Bob Dunphy, WMGQ, Box 100, New Brunswick, NJ 08903. EOE M/F (7-31)

Viacom Radio

Looking for qualified announcers, newscasters and sportscasters to fill positions in our 8 major market radio stations. Make your move now to this equal opportunity, fast-growing company. Send tapes (cassettes), resume & salary requirements to: Bill Figenshu, VP Programming, VIACOM INTERNATIONAL, 1211 6th Ave., New York, NY 10036

WBLI/Long Island accepting T&R for possible future full-time jock openings. Send T&R to Bill Terry, WBLI, 31 W. Main St., Patchogue, NY 11772. EOE M/F (7-31)

Z95/WZZO/Allentown/Bethlehem/Easton superstars AOR looking for experienced newscaster. T&R to Lyn Corey, PD, Suite 205, Westgate Mall, Bethlehem, PA 18017. EOE M/F (7-31)

Albany area A/C needs experienced part-time personalities. T&R to Dave Covey, WWSC, 217 Dix Ave., Glen Falls, NY 12801. EOE M/F (7-31)

62FLY/Albany looking for weekend talent. Also future full-time openings. You gotta be good! T&R to Kelly Stevens, Box 12279, Albany, NY 12212. EOE M/F (7-31)

Professional communicators needed by expanding people-oriented company. T&R plus salary needs to Kent Thurston, Box 159, Skowhegan, ME 04976. No calls please. (7-31)

KC101/Connecticut has immediate opening for personality with production. T&R to Curt Hansen, KC101-FM, 59 Quinpiac Ave., North Haven, CT 06473. No calls please. EOE M/F (7-31)

WCPA/Clearfield, PA seeking evening drive A/C personality. T&R to Bob Day, 110 Healy Ave., Clearfield, PA 16830. EOE M/F (7-31)

WVNH/Salem, NH seeking mature announcers for weekends/evning, MOR/Big Band format. T&R to Russ Mottle, Box 1110, Salem, NH 03079. (7-31)

SOUTH

WBT/Charlotte, NC accepting tapes and resumes for Production Director, late afternoon personality and for all night. Country show. Send to Andy Bickel, One Julian Price Place, Charlotte, NC 28208. (8-7)

WZXR/Memphis has opening for evening personality. Minimum 2 years AOR, preferably Superstars. The right attitude wins. T&R to Redbeard, 1385 Lamar, Memphis, TN 37104. No calls please. EOE (8-7)

Morning news/anchor needed. Joins established news staff. Minorities encouraged. Contact News Director, WBEU-WQLO, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (8-7)

Professional announcer for expanding live-assist modern Country station with top ratings. Promotion and production duties included. Sunbelt with clean, sandy beaches. Call Albert Cox, (512) 643-6504. (8-7)

Mornings can be yours at Knoxville's WNOX. Send T&R ASAP to John E. Douglas, PD, 4400 Whittle Springs Rd., Knoxville, TN 37917. No calls please. EOE M/F (8-7)

WGRI/Griffin, GA needs good Country morning man. Personality-oriented. Send T&R to Sears Hallett, WGRI, Box 156, Griffin, GA 30224 or call (404) 228-9474. EOE M/F (8-7)

If you are ambitious, have a background in radio, and desire a career opportunity with an established broadcast services company in the sunny Southwest, read on: TM Special Projects is seeking an ambitious in-house salesperson. TM has the product. If you have the sell, your income is limited only by your ability. Send resume to: Gerard Ferri, TM Special Projects, 1349 Regal Row, Dallas, TX 75247. (8-14) •

KAYC/KAYD-FM/Beaumont is looking for air personalities for Country and A/C formats. T&R to O.G. King, KAYC, Box 870, Beaumont, TX 77701. EOE M/F (8-7)

CK101-FM 100kw on the beach is looking for fun entertaining morning person. T&R to Ray St. James, PD, Box 520, Cocoa Beach, FL 32931. EOE M/F (8-7)

KDJW/KBY are looking for experienced Country DJ's. Salary negotiable. Send T&R to Chne Carpenter, Box 5844, Amarillo, TX or call (808) 372-6543. (8-7)

98FM/Montgomery, AL has opening for midday and afternoon drive. T&R to Joe Cook, Box 11411, Montgomery, AL 36198. EOE M/F (8-7)

Openings

AOR station in top 50 market in the South needs tapes from top announcers. Call (206) 870-9900. (8-7)

KAYC/KAYD full-time non-directional AM/FM looking for Chief Engineer. Experience in both transmitter and studio. Send resume and references to: Box 870, Beaumont, TX 77701; (713) 883-9421. (8-7)

News Director position available for CHR FM in New Orleans. Strong local news commitment. Call Mark Stephens, (504) 466-5604. EOE M/F (8-7)

Central Florida A/C needs production pro/midday DJ. Great company, good pay. No beginners. T&R to Merrill Craig, PD, 15Q, Box 1777, Deland, FL 32720. EOE M/F (7-31)

Sunbelt station in two-college market needs morning personality with good production. T&R to Box 430, Ruston, LA 71270 or call (318) 255-2530. EOE (7-31)

Send T&R now! One of the South's leading broadcast organizations seeks experienced mature personalities. Send to Steve Reed, Box 2209, Lufkin, TX 75901 or call (713) 639-4455. EOE M/F (7-31)

News anchor/reporter wanted. Experienced, good writing, delivery, sharp editing essential. T&R to Tyler Cox, WAVE, Box 32970, Louisville, KY 40232. EOE M/F (7-31)

Wanted: Ace reporter for #1 AM/FM combo. Shift includes afternoon anchor. Good bucks. T&R to Remy Thompson, WVMU, Box 4608-WBS, Biloxi, MS 39531. EOE M/F (7-31)

Major Market AOR

looking for communication pros to keep us on top. If you're a Production Director who can make our stop sets sound as hot as the music, a newscaster who digs and has News Director potential, or a unique air personality who can entertain, send T&R to Radio & Records, 1930 Century Park West, #252, Los Angeles, CA 90067.

WCGQ/Columbus, GA looking for an experienced Music Director/morning air talent. T&R to Joe McClure, Box 1537, Columbus, GA 31994. EOE M/F (7-31)

WYDE-Country/Birmingham is looking for adult communicators with a personable approach. Females encouraged. T&R to Jim Powell, Box 3328-A, Birmingham, AL 35255. (7-31)

New station in East Texas needs help! News and jocks. Full positions open. Call Dan, (214) 883-2258. EOE M/F (7-31)

WANS-FM looking for copy writer/Production Director plus part time air talents. T&R: Bill McCown, Box 211, Anderson, SC 29622 or call (803) 224-3424. EOE M/F (7-31)

Wanted: Aggressive night person who wants to be part of a winning team. Minorities preferred. Contact K.C. Jones, WOLO, 3040 Boundary St., Beaufort, SC 29902. EOE M/F (7-31)

Award-winning news department needs top-notch reporter/anchor. Call Diane Kapley, WCMS-AM/FM, (804) 424-1050 or rush T&R to 900 Commonwealth Place, Virginia Beach, VA 23464. EOE M/F (7-31)

WWBA is looking for Beautiful Music announcer with excellent voice. Call (813) 578-6868. (7-31)

MIDWEST

Creative copywriter needed immediately. Radio, TV, newspaper, brochures, news releases, letters. Pay negotiable. Contact Target Marketing, 113 W. 11th, Hays, KS 67801. (913) 825-2558. (8-7)

KSAL/Salina, KS has opening for News Director. Call Orv Koch, (402) 475-4204. EOE M/F (8-7)

KOFM/Oklahoma City has opening for news reporter with aggressive attitude, strong delivery. T&R to Ron Williams, KOFM, Box 14806, Oklahoma City, OK 73113. (405) 478-0444. EOE (8-7)

Experienced AOR announcer sought to replace our afternoon drive announcer who desires to go into sales. Must have excellent production skills! Top facility and equipment! Excellent staff! \$13,000-\$15,600 depending on talent. T&R to GM, KQDS, Box 6167, Duluth, MN 55806. (8-14) •

Morning man needed for top FMer in Red River Valley. Mature personality. T&R to J.J. Bouley, KYTN-FM, Box 1638, Grand Forks, ND 58201. (701) 772-7197. (8-7)

50,000 watt KXEL in search of talk show host with down-home sound. Great pay and benefits. T&R to Jeff Christenson, KXEL, Box 1540, Waterloo, IA 50704. EOE M/F (8-7)

WOW/Omaha has a part-time weekend opening. T&R to Don Davis, WOW, 11128 John Galt Blvd., Omaha, NB 68137. No calls please. EOE M/F (8-7)

WXKE needs creative AOR personality. 2 years experience for prime time slot. T&R to Rick West, 4740 Coldwater Road, Ft. Wayne, IN 46826. EOE (8-7)

Openings

KQKQ-FM/Omaha CHR seeking News Director to join morning team. Warmth and creativity a must. Material to Mark Evans, PD, Box 31777, Omaha, NB 68131. EOE M/F (8-7)

Wanted: a pro at production, PM drive airshift with emphasis on business information. T&R to Box 10, Minot, ND 58701. EOE M/F (8-7)

50,000 watt News/Talk KCMO has immediate opening for Program Producer. No beginners; solid news/talk background essential. The person we want has super-creativity, re-defines the term "self-starter," and has a sense of humor in the outer stratosphere! Is this for you? Ready to work yesterday? If so, rush resume and cover letter to: Tom Tradup, Acting Operations Manager, KCMO, 4500 Johnson Drive, Fairway, KS 66205. No calls! EOE M/F. (8-7) •

D-102 needs an experienced communicator for morning drive. Team players only. T&R to Keith Mason, WDNL, 1501 N. Washington, Danville, IL 61832. EOE M/F (8-7)

WXKE has immediate opening for newscaster with talk show capabilities. Minimum 2 years experience. T&R to Rick West, 4740 Coldwater Rd., Ft. Wayne, IN 46826. EOE M/F (8-7)

Superstar station in 2nd largest Illinois city needs jock. Excellent production a must. T&R to Les Cook, 1901 Redfarm Rd., Rockford, IL 61111. (8-7)

Z97-FM/Grand Forks, ND has immediate and future openings for Contemporary communicators. Females encouraged to apply. Call John Roberts or Tom Collins, (218) 281-8820. EOE M/F (8-7)

The 24th rated rock station in the nation wants a person who wants to win and isn't afraid of automation. Q-102, Des Moines needs an Operations Director for its 100,000 watt stereo facility. This person should be well versed in production and not be intimidated by automation. The job includes all facets of production and the day-to-day operation of the automation system. T&R to Scott Huskey, PD, KRNO, Box 1350, Des Moines, IA 50305. EOE M/F (8-7) •

Experienced newscaster/anchor/reporter. Award-winning radio station KWMP/KKEZ. T&R to Jerry Sheeder, Box 578, Ft. Dodge, IA 50501. EOE M/F (8-7)

Chicago metro A/C FM looking for quality air talent. No beginners! Call Jim Holly, (219) 738-1730 or (219) 769-7041. EOE M/F (8-7)

Wanted: pro at production, midday airshift with agriculture background and interest. T&R to Box 10, Minot, ND 58701. EOE M/F (8-7)

Air talent needed for CHR station. Send photos, tapes & resumes to Lenny Harmon, WTCY, Rt. 640, Balfontaine, OH 43311. No calls. EOE M/F (7-31)

Screamer needed for high energy Top 40. (Terra Haute market.) Send T&R to Richard Kaufman, WBDJ, Box 400, Brazil, IN 47834 or call (812) 448-2317. EOE M/F (7-31)

Local Music Correspondent desired for weekly national radio program. Audition tape required. Call Bachelor Lane Productions, (313) 439-8376. (7-31)

WBCS looking for the best air talent in America for future openings. Send T&R to Pat Martin, WBCS, Milwaukee, WI 53208. EOE M/F (7-31)

KZ93, Midwest CHR accepting applications for future opening. T&R to Lou Patrick, PD, 3131 N. University, Peoria, IL 61604. EOE M/F (7-31)

Midwest major R&R giant needs state-of-art inventive production. No airshift. T&R to Alan Young, KQRS, 917 N. Lilac Dr., Minneapolis, MN 55422. EOE M/F (7-31)

WTRX/Flint, MI has immediate opening. Evening talk show host. Area's top rated A/C information station has rare opportunity with up-scale pay. Bob Meadows, (313) 743-1150. (7-31)

WKSW/Cleveland is looking for Contemporary personality who can communicate with people. John Olson, WKSW, 1 Playhouse Square, Cleveland, OH 44115. No calls. EOE M/F (7-31)

KKXL-AM-FM, brand new CHR, has immediate air talent openings. All shifts considered. Rush T&R to Don Nordine, 505 University Ave., Grand Forks, ND 58201. (7-31)

Hilliard Radio Group looking for aggressive talent for new stations. Positions in news, announcing, agriculture and sales are available. Call Al Jamieson, (308) 636-1320. (7-31)

KLZR prides itself on its variety of music and vitality. We have a rare opening. T&R to John Conrad, Box 3007, Lawrence, KS 66044. EOE M/F (7-31)

Aggressive News Director wanted for WTCJ/Tell City, IN. T&R to Ron Phillips, WTCJ, Box 260, Tell City, IN 47586. EOE M/F (7-31)

Stuart Broadcasting has openings for Country and also CHR air talent. Call Orv Koch, (402) 475-4204. EOE (7-31)

Opportunities

Openings

WEST

KOLO/Reno is looking for an experienced evening air personality. Send T&R to Dave Finley, Box 821, Reno, NV 89504. EOE M/F (8-7)

KLIX/Twin Falls, ID looking for top notch newperson to join Southern Idaho's #1 radio news staff. T&R: Annette Jenkins, Box 1269, Twin Falls, ID 83301. (8-7)

KIFM/San Diego looking for professional air talent. Full-time/part-time. Minorities encouraged to apply. T&R to Art Good, KIFM, 7807 Convo Court, San Diego, CA 92111. EOE M/F (8-7)

Sacramento A/C Oldies station looking for afternoon communicator. Five years experience. T&R: Bob Malik, 14K, Box 1877, Sacramento, CA 95814. No calls please. EOE M/F (8-7)

Entertainment News Service needs brief, well-written items about music, film & TV. Make a call, make \$10.00. Terry Marshall, (415) 931-8930. (8-7)

KTKT/Tucson accepting T&R for air personality. T&R to Bobby Rivers, OP, KTKT, 2020 West Grant Rd., Tucson, AZ 85703. EOE M/F (8-7)

KLUC/Las Vegas needs experienced personality, a killer morning man/production. T&R to Randy Lundquist, Box 14806, Las Vegas, NV 89114. No calls please. EOE M/F (8-7)

KKAL Country on the California coast needs morning pro. Good pay, security 100,000+ market. T&R to Bill Penney, Box 220, Arroyo Grande, CA 93420. EOE M/F (8-7)

KKAZ/Cheyenne, WY 100,000 watt CHR needs overnight communicator. Paid life, health, dental & profit-sharing. T&R: John Ramsey, Box 926, Cheyenne, WY 82001. (8-7)

Challenging position opening soon in beautiful Rocky Mountains. T&R to Chuck Bailey, 1808 Riverside, Ft. Collins, CO 80524. (8-7)

K-83 FM/Santa Rosa, California rocker, needs experienced production/copy writer with automation experience. Solid company, advancement, benefits. Tapes: Box 309, Heraldsburg, CA 95448. (8-7)

Openings

KHJ/Los Angeles, seeks a newperson with the right credentials. Call Charlie Cook, (213) 482-2133. (8-7)

PD's & air talent! If you sizzle, send a presentation to David Ganano, John Sebastian & Assoc., 5213 N. 24th St. #208, Phoenix, AZ 85016. (602) 957-2452. EOE M/F (8-7)

The best experienced A/C PD that \$1,500 a month will buy. T&R to Gary Katz, KFMI/KATA, P.O. Box 3718, Eureka, CA 95501. EOE M/F (8-14) *

Major Talent Search

Major broadcast group in top ten markets with great, stable work environments is looking for experienced air personalities that are clever, entertaining, or funny. Females and minorities are encouraged to apply. Send a telescoped cassette aircheck and resume to: TALENT SEARCH, Box 7350, San Francisco, CA 94120

58/KLZ, Colorado country needs part-time air personality to start ASAP. T&R to Bill Bradley, PD, KLZ, 2149 S. Holly St., Denver, CO 80222. EOE M/F (7-31)

Experienced 6-midnight jock needed now at KEXO. T&R to Mike Connors, Suite 1016, Valley Federal Plaza, Grand Junction, CO 81520. EOE M/F (7-31)

KXFM/Santa Maria finally has an opening. Production skills and a knowledge of AOR programming end research a must. Contact Ed Ryba, (805) 922-2158 after 2pm. EOE M/F (7-31)

Air talent for top A/C in Bend, OR. Minimum 3 years experience for future drive spot. T&R to Chip Lewis, KBND, Box 5037, Bend, OR 97708. EOE M/F (7-31)

6-10pm slot open at KGEO. Will also watch automation and do public service. T&R: Mike Evans, Box 260, Bakersfield, CA 93302. EOE M/F (7-31)

Openings

Immediate opening for experienced morning personality. Adult MOR station. No beginners please. T&R, picture: Larry Crawford, OM, KLYD, Box 1499, Bakersfield, CA 93302. EOE M/F (7-31)

Looking for experienced newperson for AM/FM contemporary 100,000 watt country. Station in small college town. KOJM/QZ92, Box K, Hever, MT 59601. (7-31)

Positions Sought

Hot AOR format in development stages. 25+ demo sim. Hit oriented. Call Joe Costanzo at (213) 248-6992 (mornings) or Box 8027, La Crescenta, CA 91214. (7-31)

Versatile production pro with 4 1/2 years in CHR and A/C. seeks Midwest location with good dollars appropriate for creativity and capabilities. Call RANDY, (618) 842-9829. (8-7)

MARK WAINWRIGHT still drawing unemployment! Help stop this waste of taxpayers' dollars! Veteran A/C and CHR personality. Available immediately. Call (309) 692-8667. (8-7)

Black male DJ, broadcasting school grad, with 2 years experience in radio and TV seeking opportunity in Midwest/East. DEWAN WARBINGTON, (219) 232-1821. (8-7)

Will relocate to a medium market CHR, AOR, A/C station. Good communicator for afternoon or evening. Good production. Call KEVIN AIMS, (915) 846-6712. (8-7)

PAUL "Lobster" WELLS, AOR personality and programmer. Seeking new major music or programming duties. Call (408) 293-8030. (8-7)

4 year AOR jock currently testing CHR and getting heartburn. Ex-MD available for medium/large market, CA or Cleveland. All calls will be answered. (714) 761-4409. (8-7)

If you're looking for outrageous telephone talk, with or without music look no further. Call (212) 888-0794 today! (8-7)

The ARB's have made it and the ex ain't far behind. To get me out of this grid call (913) 722-5988, ask for HINSONI (8-7)

Positions Sought

Major market morning show to go. Tone of creative from popular duo. Alive and experienced major market station with right offer call now, (303) 344-2483. (8-7)

Production Engineer 3 years experience seeks full-time. Available Sept. '81. T&R available upon request. DAVID GARTIN, 2148 Earl Ave., Long Beach, CA 90808. (8-7)

R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

Frequency Rates *

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

* Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

Marketplace



**GREAT JINGLES
STATION ID'S**

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CONTINENTAL RECORDINGS

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Finest quality imprinted
*'T'-shirts &
Bumper Stickers*
Will Trade
Unique Inks (301) 263-4413

R&R MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch)

1 Time	\$30.00
13 Insertions	\$25.00
26 Insertions	\$20.00

Volume Rates Available

Additional \$10.00 per week charge for Blind Box ads. Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable. Submit to **Marketplace**
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330



**WESTERN STYLE LEATHER
COVERED BELT BUCKLE—
YOUR STATION'S LOGO
EMBOSSSED IN COLOR.**

ALSO: LICENSED MANUFACTURER FOR WILLIE NELSON, MICKEY GILLEY AND JOHNNY LEE LEATHER PRODUCTS.

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4232 WICHITA ST.
FT. WORTH, TX 76119
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We do it all, by the piece or by the kit, complete and ON TIME. From your art & copy, or we'll develop it all for you. FREE DETAILS—call or write now!

**ACTION
ADECAL**
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Action Decal, 320 E. 21st St., Chicago, IL 60616 (312) 842-4280

**Contemporary
COMEDY**

Hundreds renewed again!
Free sample!
Write on station letterhead to:
Contemporary Comedy
5804-D Twining
Dallas, TX 75227

pro 't' call
MANAGERS & PD'S

The book is out! Are you planning to make some changes? Pro't'call has the talent you need to make you #1. All formats, news and sports. Inquiries are CONFIDENTIAL and our service is FREE to you. **Call (504) 392-3665**
Pro't'call, 3700 Rue Delphine,
New Orleans, LA 70114



JIM BRADLEY'S LIVING RADIO SHOW
Featuring 40 years of music is now in L.A. Available for limited time for private parties, etc.
Call now (213) 854-6039
Portfolio available upon request.

TV PROMOTION

Award-winning animated television commercial "Space Dancer" now available most markets. Quality animation customized for your station and budget. Free demo available on videotape.
SYNDISTAR, INC. (504) 482-4133

Opportunities

Positions Sought

CHIP MOSLEY, creator of the KLIK all time #50 survey is out. Looking for Midwest PD or MD position. Call (314) 636-5791, or (314) 636-3410. (8-7)

JE ROPPE is now available. 8½ years experience. Call (612) 822-6392. (8-7)

Woman to handle rock/automation. Control 16 Harris experience. Music and airshift. **STEVE CASSIDY & COTT MURRY**, (707) 526-3600 or (707) 523-3677. (8-7)

1½ years experience: A/C, CHR, looking for position in small market. Good work habits. Will consider all offers. Call **RICK**, (302) 629-7226. (8-7)

BILL (B.J.) JOHNSON looking for morning show in major or medium market in state of FL. Call (301) 37-7300. (8-7)

RAD CURTIS is available now! (517) 882-8220. (8-7)

Effective sales vet: 9 years at WMMS. Wants new market opportunity for sales management or top list. Reasoned pro. **JOEL FRENSDORF**, (216) 821-0310. (8-7)

Radio pro seeking challenge. Currently Program Director, former Production Director, top rated announcer. Looking for opportunity in Los Angeles area. Sales and promotion offers welcomed. Call (213) 852-2046. (8-14) •

Excellent news, sports writer, announcer, solid interviewing, production skills, various work experiences. Small stations, San Francisco. Mature, intelligent, hard-working. **Masters**. **NEIL**, (415) 282-9319. (8-7)

Announcer 15 years experience, first ticket. Have worked CEW and other formats. Prefer FL or would consider employment in another state in Southwest. SA or AL. **BILL SMITHSON**, (305) 448-1260. (8-7)

CHR, A/C FL night jock. 4 years experience. Wants FL East Coast. Available through August. All offers considered. (305) 721-0582. (8-7)

Operations Manager/announcer, 10 solid years CHR, AOR, and Easy Listening. Williamspoint to Los Angeles. Stable organizations with strong financial base & MBO. Call (717) 266-7200. (8-7)

Dreaded format change forced 8 year medium market air personality to join ranks of growing professional group — unemployed. Now I'm making great money. **T&R, RUSTY RODGERS**, (502) 499-8990. (8-7)

RON FOLKS looking for Program, Production/Music Directorship. Current Program Ass't. Tight board, good production. 8-15 Briargate Apt., Cole, SC 29210, (803) 798-5584 after 9pm. (8-7)

Positions Sought

Dynamic lady DJ seeks full-time position. Sharp skills, will travel. Prefer CA, but all offers considered. **VALERIE LYNN**, (212) 284-6290. (8-7)

The JIM BRADLEY show, 40 years of music, is now in L.A. after competing a successful 10 month engagement at Cecil's/Palm Springs. Available for work and parties, etc. Call now (213) 854-6039. (8-7) •

News Intern with KOKA/Pittsburgh. 1 year experience as reporter/anchor in Top 50 market. College degree. Call **JIM PARSONS**, (412) 287-8896. (8-7)

Good Morning Mouth! Outrageous bits, characters & phones. Major market pro. Formerly WGST, WSPD, still working. Prefer Midwest & Northeast larger markets. D.A.D. (803) 246-4656. (8-7)

Bright young rocker now weekends WSHO/New Orleans seeks high-energy teen slot. Powerful production, voices, phones, involvement. **DAN MCKAY**, (504) 895-8112. (8-7)

Young, dedicated, hard-working newsmen seeks full-time reporter opening at small-medium market station. College degree. 2½ years commercial experience. Will relocate. **GARY BAKER**, (302) 368-4350. (8-7)

Out of radio for 2 years. Sportscaster/AOR jock seeks opportunity to get back in. Broadcast journalism degree. Will work anywhere. **DAVE**, (616) 866-5906. (8-7)

Mr. Rabbett's Morning Mess, now at KQM/QHonolulu is on the block. Need a three-ring morning experience? Serious inquiries/bids taken at (808) 261-7181. (8-7)

Experienced morning man with 1st. Contemporary, straight-forward, clean-cut. Jon Vaught type. Good industry references. Thrives under pressure. Long hours. **JIM**, (201) 968-0242 evenings. (8-7)

RON WALKER currently working but looking for better opportunity. Experience in A/C, Country & CHR. Call anytime, (215) 481-1072. (7-31)

Experienced Sportscaster seeks hockey play-by-play position. Will do other sports including reporting. Will relocate anywhere. Call **MARC** afternoons, (218) 749-4983. (7-31)

Changes

RADIO

Sue Barnes joins the sales staff at K-EARTH/Los Angeles, CA as Account Executive.

Changes

Lois Weiss has been named Sales Manager New Business Development at KRLA/Pasadena, CA.

Kimberly Gobrecht appointed Account Executive at WTAR/Norfolk, VA.

Matthew Wong has been added to the sales staff at KCBS/San Francisco, CA.

Bob Cooper joins KWEN/Tulsa, OK from WHIS/Bluefield, WV to do mornings.

Bob Ryan doing mornings at KWEN/Tulsa, OK, from WDXI/Jackson, TN.

Paul Langston, formerly with KFIM/EI Paso, TX, moves to afternoon drive at KWEN/Tulsa, OK.

Lee West joins KWEN/Tulsa, OK, afternoon drive, from KTFX/Tulsa, OK.

RECORDS

Ann Frechette joins Kat Family Records as Head of National Secondary Promotion.

Tom Neuman has been promoted Manager of Technical Marketing Services Lab for Capitol Records.

John Kraus has been elevated to Senior Technical Liaison Engineer for Capitol Records.

Charles Comelli stepped to Hollywood studio Recording Manager at Capitol Records.

Carol Ann McVeigh appointed Media Specialist for WEA Chicago Branch.

Dwight Jones named Field Merchandiser for WEA Chicago Branch.

INDUSTRY

Marilyn Ford named Director of Special Projects at ATI Equities.

Miscellaneous

Record repel AOR in Louisville ADI, blazing new trails! We believe in good product. Call **Thom Robinson**, K105-FM, (502) 351-1188. (7-31)

Miscellaneous

New FM needs 46/LP CHR and A/C record service. New/oldies needed. KCCU-FM, Box 108, Columbus, KS 66725. (8-7)

WANTED: Airchecks of CHR, AOR, A/C, and P/A stations in Top 50 markets. Will trade for airchecks of Chicago radio. Send to "Windy City" Airchecks, P.O. Box 125, Lansing, IL 60438. (8-21) •

Radio & Records
SUBSCRIPTION SERVICE

ONE YEAR — \$170
Mailed First Class

Please enclose payment with order

Overseas subscribers new subscription
\$300 per year renewal
U.S. funds please payment enclosed

Initial here _____

TELEPHONE: (213) 553-4330

**CHANGE OF ADDRESS
AND RENEWAL:**

Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

city _____ address _____
state _____ zip code _____
company _____
Mr. Mrs. Ms _____ (please print)

MAIL TO: RADIO & RECORDS
1930 Century Park West, L.A., CA 90067

Marketplace

You Need Promotions That Work!

Now, get them fresh every month in Promotions That Work, the Broadcasters' Promotion Digest. For free sample issue, send request on station letterhead to:

Promotions That Work
625-B E. Terrace Ave. or call
Fresno, CA 93704 (209) 226-5400

O'Liners

FREE SAMPLE ISSUE of radio's most popular humor service!
For sample, write on station letterhead to: **O'Liners**
1448-R, West San Bruno Ave., Fresno, CA 93711
or phone (209) 431-1502

WE PAY CASH FOR RECORDS

Guaranteed top \$\$\$ paid for LP's, pic discs, limited editions, radio station libraries, etc.

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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1970

Dr. Don Rose, KFRC. "I depend on it more than any other." *Gary Owens, KMPC. "Aids the creative, helps the beginner."*

FOR FREE SAMPLES WRITE
The Electric Weenie, P.O. Box 25-866
Honolulu, Hawaii 96825 (808) 395-9600

FREE ISSUE OF **Galaxy**

Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead:
ALL AIRSHIFT READY!
Box 20093R, Long Beach, CA 90801 (213) 595-9588

lola's lunch

The most talked about Comedy Service in the industry.

Complimentary snack: **"LOLA'S LUNCH"**
Call (313) 434-6142
Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

RADIO JOB OPENINGS

From Vegas comes the American Network to the Openings. By missing us you probably missed over 3,000 additional job openings last year. 100 to 200 weekly. Disc Jockeys, Engineers, News Production, Programming, and Sales. Receive this computed list \$6.00 for one week. SPECIAL — receive 4 consecutive weeks for \$12.50; you save \$11.50!!

American Radio Job Market
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Telephone 212-691-0001

Increase Sales Results

The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.

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for more information.

"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

pro 't' call—**TALENT**

The book is out and stations are making changes! We have the jobs and we'll help you get them. We need news, Country/Western, and CHR talent today! Call today! (504) 392-3665

Pro't call Invest in your career.
3700 Rue Delphine
New Orleans, LA 70114

Visa
Mastercharge

BREAKERS

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

MOODY BLUES

The Voice (Threshold/PolyGram)

74% of our reporters on it. Moves: Up 16, Debuts 46, Same 35, Down 0, Adds 64 including WKBW, WIFI, WCAO, F105, JB105, CFTR, Z93, WDRQ, WZZP, WGCL, Q102, WZUU, WOKY, KIIS-FM, KOPA. See Parallels, charts at number 28.

LULU

I Could Never Miss You (More Than I Do) (Alfa)

64% of our reporters on it. Moves: Up 17, Debuts 19, Same 57, Down 0, Adds 47 including WKBW, F105, JB105, Z93, KS95-FM, WZZP, 13K, KIMN, KOPA, B104, KHFI, Y103, KOFM, KYNO-FM, KMJK. See Parallels, charts at number 29.

SHEENA EASTON

For Your Eyes Only (Liberty)

61% of our reporters on it. Moves: Up 54, Debuts 31, Same 16, Down 1, Adds 32 including JB105, WPGC, CKGM, KS95-FM, WZZP, WGCL, KEARTH, WFBR, WTRY, WOKI, KSTT, WOW, WHOT, Y94, KZZX. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record up on their charts, the number of new chart debuts, how many stations held it the same (on to on, add to on, 31-31), moved it down on their charts or added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels. indicates one of this week's "most added" new songs.

ALABAMA "Feels So Right" (RCA) 98/13

Moves: Up 46, Debuts 8, Same 26, Down 5, Adds 13, PRO-FM, KRLA, KEZR, KLAZ, WJDX, WAXY, KSTT, YES-95, WACZ, WHEB, WSGA, KKXL, WTRU, KFMK 16-9.

STACY LATTISAW "Love On A Two-Way Street" (Cotillion) 98/8

Moves: Up 55, Debuts 7, Same 22, Down 6, Adds 8, WBEN-FM, KVIL, WZZP, 13K, KSTT, WGBF, 13FEA, KDVV, WABC 5.3, WCKX 15-10, KEARTH 16-11, WBLI 12-10, WAXY 12-9, KYNO-FM 4-1, KILE 5-1.

KIM CARNES "Draw Of The Cards" (EMI America) 94/42

Moves: Up 8, Debuts 15, Same 29, Down 0, Adds 42 including WIFI, WXKS-FM, KRLY, 94Q, KRLA, KIQQ, KOPA, WPST, B97, KQ94, KZ93, KLUC, WACZ, WANS-FM, KILE.

REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia) 89/16

Moves: Up 37, Debuts 5, Same 30, Down 1, Adds 16, KPLZ, KBFM, WTVR, WAKX, KSTT, KOFM, WIKS, WOHQ, KIDD, KMJK, WFBG, WISE, WKXY, KQIZ-FM, KQDI, KRLC.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 89/13

Moves: Up 25, Debuts 10, Same 41, Down 0, Adds 13, WKBW, WFIL, F105, WHFM, WICC, KXX106, WERC, WVLK, WNAM, KXXX, Z102, WFOX, KCBN.

GINO VANNELLI "Nightwalker" (Arista) 89/2

Moves: Up 41, Debuts 10, Same 33, Down 3, Adds 2, WHYN, WNOX, WKBW d-13, CFTR 38-35, 94Q 23-22, Y100 33-30, KEARTH 26-24, WHFM 35-32, KINT 33-24, WERC 28-26, KMJK 30-27, WXLK 6-6, KKXL 17-15.

BALANCE "Breaking Away" (Portrait) 87/17

Moves: Up 29, Debuts 11, Same 30, Down 0, Adds 17 including WKBW, F105, Q107, KEARTH, KSET-FM, CK101, WOKI, WBCY, WGRD, KIOA, Z104, WNAM, WCIR, KQIZ-FM, KWLO.

ELTON JOHN "Chloe" (Geffen) 87/14

Moves: Up 29, Debuts 17, Same 27, Down 0, Adds 14, WROR, KRBE, WZZP, WHFM, WBLI, B97, KLAZ, YES-95, KIOY, 13FEA, WCIR, KKXL, KKLS, KSLY, 94Q 27-23.

REO SPEEDWAGON "In Your Letter" (Epic) 81/44

Moves: Up 3, Debuts 14, Same 20, Down 0, Adds 44 including WFIL, WXKS-FM, KRBE, KPLZ, B104, Q106, KXX106, WRJZ, WNAM, FM103, 14WK, KFYZ, KSLY, KATI.

TUBES "Don't Want To Wait Anymore" (Capitol) 77/0

Moves: Up 39, Debuts 2, Same 30, Down 6, Adds 0, JB105 9-7, KBEQ 3-2, WGCL 16-14, 13K on, WHFM 31-27, WAQY 4-2, KNUS 38-31, KINT 14-12, KQ94 32-28, Y103 19-16, WMAK-FM 21-19, KNBQ 14-12, WCIR 19-12, KVOL 13-10.

ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 81/11

Moves: Up 6, Debuts 11, Same 33, Down 0, Adds 11, KPLZ, WAXY, WNAM, WOW, WNCI, KMJK, WJBQ, WGUY, WCIR, 95SGF, WKXY, 96KX on, Z93 on, KEZR 26-23.

AFTERNOON DELIGHTS "General Hospital" (MCA) 59/10

Moves: Up 21, Debuts 6, Same 22, Down 0, Adds 10, KYYX, WBBF, WHFM, WTRY, WHOT, KNBQ, WJBQ, WLAM, KATI, WXKS-FM 23-18, PRO-FM 22-13, Y100 22-12, KIQQ 38-22, WMAK-FM 20-10.

NATIONAL AIRPLAY/30

August 7, 1981

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

5	4	1	1	1	POINTER SISTERS/Slow Hand (Planet)
21	10	5	2	2	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
2	1	2	3	3	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
3	3	3	4	4	KENNY ROGERS/I Don't Need You (Liberty)
11	8	7	5	5	JUICE NEWTON/Queen Of Hearts (Capitol)
19	14	9	6	6	COMMODORES/Lady (You Bring Me Up) (Motown)
1	2	4	7	7	AIR SUPPLY/The One That You Love (Arista)
15	12	10	8	8	RONNIE MILSAP/There's No Gettin' Over Me (RCA)
28	22	17	9	9	JOURNEY/Who's Crying Now (Columbia)
4	5	6	10	10	MARTY BALIN/Hearts (EMI America)
24	20	15	11	11	PABLO CRUISE/Cool Love (A&M)
23	17	16	12	12	FOREIGNER/Urgent (Atlantic)
14	11	11	13	13	PHIL COLLINS/In The Air Tonight (Atlantic)
17	15	14	14	14	CARPENTERS/Touch Me When We're Dancing (A&M)
8	7	8	15	15	ALAN PARSONS PROJECT/Time (Arista)
-	26	22	16	16	S. NICKS w/TOM PETTY.../Stop Draggin'... (Modern/Atco)
29	25	20	17	17	GARY WRIGHT/Really Wanna Know You (WB)
25	21	19	18	18	GREG KIHN BAND/Breakup Song (They...) (Beserkley)
27	24	21	19	19	PAT BENATAR/Fire And Ice (Chrysalis)
9	9	13	20	20	MANHATTAN TRANSFER/Boy From New York City (Atlantic)
7	6	12	21	21	MOODY BLUES/Gemini Dream (Threshold/PolyGram)
-	28	26	22	22	ELO/Hold On Tight (Jet)
30	27	25	23	23	ROBBIE PATTON/Don't Give It Up (Liberty)
-	30	28	24	24	EDDIE RABBITT/Step By Step (Elektra)
-	-	29	25	25	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
-	29	27	26	26	FRANKE & THE KNOCKOUTS/You're My Girl (Millennium)
-	-	30	27	27	BEACH BOYS/The Beach Boys Medley (Capitol)
-	-	-	28	28	MOODY BLUES/The Voice (Threshold/PolyGram)
-	-	-	29	29	LULU/I Could Never Miss You (More Than I Do) (Alfa)
-	-	-	30	30	SHEENA EASTON/For Your Eyes Only (Liberty)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

MOODY BLUES "The Voice" (Threshold/PolyGram)
CHRISTOPHER CROSS "Arthur's Theme" (WB)
DEBBIE HARRY "Backfired" (Chrysalis)
LULU "I Could Never Miss You (More Than...)" (Alfa)
REO SPEEDWAGON "In Your Letter" (Epic)

Complete Regionalized Listings on Pages 26 and 27

HOTTEST

ROSS & RICHIE "Endless Love" (Motown)
POINTER SISTERS "Slow Hand" (Planet)
JOURNEY "Who's Crying Now" (Columbia)
COMMODORES "Lady (You Bring...)" (Motown)
FOREIGNER "Urgent" (Atlantic)

Parallel Listings Begin on Page 28

DON FELDER "Heavy Metal (Takin' A Ride)" (Full Moon/Asylum) 59/7

Moves: Up 13, Debuts 7, Same 32, Down 0, Adds 7, WTIX, WDJX, KRO, WJBO, KVOL, WSPT, KSLY, 96KX 32-30, WPGC on, KSFX on, WPST 32-28, KMJK 34-22, WGUY 34-29, WACZ 36-32, KRLC 24-18.

STYX "Nothing Ever Goes As Planned" (A&M) 57/2

Moves: Up 22, Debuts 3, Same 22, Down 8, Adds 2, K104, 95XIL, WPGC 29-27, CHUM 20-16, KRBE 19-15, B104 16-12, WKEE 20-18, KINT 12-11, KQ94 17-15, Y103 29-26, KZ93 19-14, WDJX 23-20, WYFM d-19, WHHY 25-23.

CHRISTOPHER CROSS "Arthur's Theme (Best That You Can Do)" (WB) 54/53

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 53 including WNBC, WFIL, WCAO, Z93, Y100, CKLW, KEARTH, KFI, KIIS-FM, KIQQ, 92FLY, V100, KXX 106, KRAV, KRO.

DEBBIE HARRY "Backfired" (Chrysalis) 53/53

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 53 including WIFI, WXKS-FM, WPGC, KRBE, 94Q, KFRC, KYYX, WPST, WKEE, G100, Z104, KNBQ, WFBG, 95SGF, KSLY.

BLACKFOOT "Fly Away" (Atco) 52/0

Moves: Up 27, Debuts 0, Same 23, Down 2, Adds 0, Q107 21-19, Z93 14-11, KEZR 18-16, K104 22-19, WAQY 11-8, KQ94 25-21, WBCY 12-10, KIOA 27-24, WIKS 33-29, WDJX 16-14, 95XIL 20-18, 95SGF 24-22, KPUR 8-8, KKLS 23-20, KWLO 26-16.

SQUEEZE "Tempted" (A&M) 51/7

Moves: Up 13, Debuts 8, Same 22, Down 1, Adds 7, 94Q, KTSA, KINT, WVIC, KZ93, 14WK, WANS-FM, Q107 20-16, KRBE d-29, KBEQ 12-9, B104 12-6, WICC 29-25, KNBQ 30-28, WJBQ 38-35, WRKR 37-34.

Others Getting Significant Action

JOHN DENVER "Some Days Are Diamonds (Some Days Are Stone)" (RCA) 44/10

Moves: Up 9, Debuts 11, Same 14, Down 0, Adds 10, WFIL, 13K, KYYX, KQ94, WBBQ, WAKX, WOHQ, KERN, KSPZ, WISE, WHB 21-18, WFBR 28-25, WERC 21-12, WLOL-FM 27-23, KBOZ 24-19.

SANTANA "The Sensitive Kind" (Columbia) 42/9

Moves: Up 11, Debuts 1, Same 20, Down 1, Adds 9, KRLA, WHYN, KINT, WSKZ, KCPX, WGUY, KVOL, WRKR, KDZA, WIFI on, PRO-FM 23-16, KFRC on, WAQY 22-19, KSET-FM 25-21, KERN on.

MICHAEL STANLEY BAND "Falling In Love" (EMI America) 37/15

Moves: Up 3, Debuts 4, Same 15, Down 0, Adds 15, 94Q, WHFM, WAQY, KNUS, KQ94, KXX106, WBBQ, WSKZ, WAKY, WDJX, KIOY, 14WK, WFLB, KQDI.

NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 34/17

Moves: Up 0, Debuts 6, Same 11, Down 0, Adds 17 including KC101, WICC, WKRZ-FM, KBFM, WAAY, WRJZ, KRAV, KNBQ, KCPX, WGUY, 13FEA, WHHY, KVOL, WTRU, KCBN.

POINT BLANK "Nicole" (MCA) 34/2

Moves: Up 11, Debuts 3, Same 15, Down 3, Adds 2, WLS-FM, KIQQ, Q107 16-15, 92FLY 30-27, K104 11-10, KSTAR 4-4, KHFI 6-6, WVIC 23-21, KERN on, WGUY 35-30, WACZ 10-10, WIGY 29-26, WROV d-4, KILE 15-13, KSEL 12-10.

RICK JAMES "Super Freak" (Gordy) 29/7

Moves: Up 7, Debuts 6, Same 9, Down 0, Adds 7, KRLY, Q105, WFME, WSEZ, KIDD, Z102, WKXY, WXKS-FM d-27, Y100 d-22, KEARTH 19-8, KRLA 5-2, KIIS-FM 17-13, KFRC 21-15, KYNO-FM 22-14, WSGA 30-21.