

# Radio & Records

SUE NUMBER 395

THE INDUSTRY'S NEWSPAPER

AUGUST 14, 1981

## INSIDE R&R:

**Chairman Fowler — The R&R Interview:** The FCC's new guiding force offers outspoken opinions on Commission rules and regulations, the Fairness Doctrine, SO, and the future of radio... 4, 6

**Sports Boom Invites Radio Support:** A special survey of Americans at play — spectator and participant sports — and what the facts and figures mean to radio... 13

**Good Morning America" salutes Radio:** A weeklong series of radio/TV simulcasts focuses on morning personalities from five stations... 3

**Broadcast Bureau's Gammann On The Record:** The new Deputy Chief for this important FCC division seems in agreement with the "regulation"-style Fowler philosophy... 4

**Look At The New Arbitron Diary:** The latest model 1981 diaries are here, and R&R makes the first consumer comparison with the old diaries... 14

**Mike Faherty New WSB PD:** Former Group W VP joins Fox's Atlanta institution... 3

**Just Sells Richmond Stations To Capitol:** WRNL and WRXL bought for \$4 million... 3

**AOR's Own Peyton Place:** In this week's episode, Peyton Mays leaves KZEL for Beautiful Music KEZX/Seattle, while "Country Paul" Payton exits WCCC/Hartford PD position... 3

**Interrante And Sisco Team For Program Supply Firm:** Former RKO VP/Programming Jo Interrante and ex-K101 PD Rob Sisco form IS, Inc. and pursue network clients... 3

**Birmingham, Springfield Gain New AOR's:** WM WAPI-FM in the Alabama City and Massachusetts CHR mainstay WAQY make the switch... 3

**KJOI On The Block For \$27 Million:** As Coca-Cola prepares to exit the radio business, the company sets the highest single-station price in radio history. Who will buy?... 20

### VP/GM AT WAWA & WLUM-FM

## KENR's Elliott Moves To Management In Milwaukee

Mike Elliott, Operations/Sports Director at Country-formatted KENR/Houston, has been named Executive VP/GM at Black-formatted WAWA and Urban Contemporary WLUM/Milwaukee. Elliott programmed in Milwaukee for seven years, including a term as PD of WTMJ, before joining KENR at year ago.

Willie Davis, President of Suburbanair Inc., which owns the two stations, told R&R, "I think it's a great opportunity for us, because he provides us with something we really need, a good background in programming."

### HEADS PROMOTION DEPT.

## Pellegrino Promoted To Polygram VP



Vince Pellegrino

Vince Pellegrino has been promoted to Vice President/Promotion at Polygram Records. Pellegrino, who joined the company in April this year as Director/National Promotion, fills the position vacated by Don Colberg, who has been on medical leave and rejoins the company in a part-time advisory/consultant role. VP/Pop Promotion Bill Cataldo, who was serving as acting head of the promotion department, has left the company.

Polygram Exec. VP/GM Bob Sherwood, to whom Pellegrino will report, commented, "About Vince, one need merely say 'he is a record man.' He has a very successful track record in sales and marketing as well as promotion. His goal is to build careers for our artists and our promotion staff. I'm confident he will do that."

Before joining Polygram, Pellegrino was National Promotion Director at Columbia, where he had worked for four years, starting in sales and marketing and moving over to promotion. He began his industry career at ABC Records.

Mike fits in exactly with what we want to do. His return to Milwaukee will bring us a great deal of stature and experience."

Elliott, who will join WAWA & WLUM later this month, commented to R&R about his KENR involvement and his new position: "I basically came to KENR to start a sports department and we did that; we now have the Astros baseball contract for the next three years and a top-rate department. When Willie Davis called me, I just couldn't turn it down. It was a long-range opportunity that I had to take. Willie has just filed for a station in Seattle and is looking at some other West Coast properties, and I will have input to them. It's a young company, and I can see I'll be able to grow with it in the next few years."

## Lane Exits KBEQ For WKQX PD Post

Randy Lane has resigned as PD at KBEQ/Kansas City to become the new Program Director of WKQX/Chicago. Lane replaces exiting WKQX PD Bill Stedman, who told R&R, "I'm really proud to have worked with such a fine staff that helped me build WKQX to its present level of success. I plan to continue my work with Andy Economos in the marketing of the RCS Music Selector System, which I helped to develop."

Lane, who will join WKQX August 17, commented to R&R, "This represents an excellent opportunity for me to utilize the tools available through NBC (WKQX's owner) and to be associated again with (WKQX VP/GM) Jim Smith and Jack Trout, who consults the station. The format will continue to be A/C aimed at the 25-34 LANE/See Page 2B

## Satellite Music Network Sets Personality Lineups

The first two formats of the Satellite Music Network will debut at 6am (EDT) August 31, the first satellite-fed live 24-hour-a-day complete format services to be offered. Bob Hall, Program Director of SMN's Adult/Contemporary format, announced his lineup of air personalities and their airshifts (all times are CDT): 5-9am Bob Leonard (from WEFM/Chicago); 9am-noon Bob Hall (CKGM/Montreal); 12-4pm Paul Trembley (WHAM/Rochester); 4-8pm Ron Britian (WCFL/Chicago); 8pm-midnight

### WSKS GETS NEW GM & PD, KBEQ NEW PD

## Rodriguez Promoted To VP/GM Of Mariner FM's

Gary Rodriguez, VP/GM of Mariner's KBEQ/Kansas City, has been promoted to Vice President/General Manager of Mariner's FM Operations. Explaining his new position, Rodriguez told R&R, "I will basically oversee the FM operations for the company. There will probably be a national FM PD named at sometime in the near future."

Rodriguez also announced the appointment of a new general manager at the company's WSKS/Hamilton (Cincinnati), as former Assistant GM Susan Bethel replaces exiting VP/GM Michael Gavin. A programming change

was also made at WSKS, with station MD Jan McKay promoted to PD, replacing Tomm Rivers.

With KBEQ PD Randy Lane moving to WKQX/Chicago (see story this page), Rodriguez has named Mia Britton as KBEQ's new Program Director. Britton comes to KBEQ from WKLS/Atlanta and had worked with Rodriguez previously at Y103/Jacksonville. KBEQ MD Mike Schmidt was promoted to Assistant PD. The WSKS appointments were effective immediately, and Britton will join KBEQ on August 31.

## Urso, Rosen New Promotion VP's At Warner Brothers



Howard Rosen



David Urso

David Urso and Howard Rosen have been named Vice President/Promotion at Warner Brothers Records. Both will be responsible for the company's national, regional, and local promotion efforts, directing the national field force.

Russ Thyret, recently promoted to Sr. VP/Marketing from the VP/Promotion position (R&R 8-7), commented, "The track record of the Warner Bros. promotion team has been incredibly strong, and the addition of these two talented executives should insure continued success. Needless to say,

we're thrilled that Howard and Dave have joined us."

Rosen was most recently VP/GM of Bearsville Records (distributed by Warners). Earlier, he was VP/Promotion at Casablanca and Private Stock, founded his own independent promotion firm, and worked in promotion at Elektra and Bell.

Urso returns to Warners after serving as VP/GM at Planet Records since its inception in September 1978. He joined Warner Bros. in 1971, working in promotion, marketing, and artist relations and eventually rising to the National Promotion Director position before joining Planet.

### THE GREATEST RADIO PROMOTIONS OF ALL TIME

Mailing with this week's R&R to coincide with the NAB Radio Programming Conference in Chicago is our latest special supplement, "The Greatest Radio Promotions Of All Time." It's an overview of some of the more colorful and productive promotions radio stations have used to attract attention, and we hope you find it entertaining and informative. And look for RPC facts and photos first in next week's R&R.

John Calhoun (WEFM/Chicago); 12-5am Susan Reynolds (WKBN & WKBN-TV/Youngstown).

Jon Anthony, Program Director of SMN's Country format, also announced the Country personality lineup: 5-9am Gary Semro (KREM/Spokane); 9am-noon Jon Anthony (WJJD & WJEZ/Chicago); 12-4pm Don Bishop (WCLR/Chicago); 4-8pm Jim Morgan (KCKN/Kansas City); 8pm-midnight Larry Watts (KLAK/Denver); 12-5am Barb Wunder (WJJD/Chicago).

“...literally millions...”

“By the time I took KBPI over, it had fallen to the sixth or seventh station in town. We brought The Research Group in at the very beginning. With The Research Group, and with the addition of Toney Brooks as General Manager . . . we brought that station to number one in two books, and I think it's been number one in three consecutive books now.

The Research Group,  
Toney Brooks, and the local crew  
share that success story.  
It's been quite a turnaround.

The Research Group has made  
the station, in a relatively short  
period of time, *literally millions* . . .  
and I use plural . . .  
millions of dollars in value.”



Dudley White  
Chairman of the Board  
Radio Division, Sandusky Newspapers Inc.

In almost every field there is a company that has **EARNED**  
a reputation as the leader . . .

# The Research Group

Radio's Strategic Research Team

## Rust Sells Richmond Stations For \$4 Million

Country-formatted WRNL and AOR-formatted WRXL-FM/Richmond have been sold to Capitol Broadcasting Co. of Raleigh, NC, pending FCC approval. Commenting on the acquisition, Capitol President Jim Goodman told R&R his company sees radio as the best investment in communications for the near future. He indicated that TV stations are overpriced.

Capitol paid \$4.6 million for KMAL & KISS-FM/San Antonio last year. In 1979, it acquired WHTN & WKEE-FM/Huntington, WV to add to WRAL-FM & TV/Raleigh. "We're looking for good technical facilities and good population and revenue growth potential in the top 50 markets," Goodman noted.

For Rust Communications Group President Bill Rust, the sale provides a chance to streamline his RUST/See Page 18

### WAPI-FM, WAQY CONVERT

## New AOR's Debut In Birmingham, Springfield

The AOR format gains two new converts later this month as automated Beautiful Music station WAPI-FM/Birmingham, AL and longtime CHR WAQY/Springfield, MA both announced plans this week to make the switch.

WAPI-FM (to be known as 95 Rock) will make the move August 24 with the Superstars format, heralding it with a substantial TV buy on all three area VHF's plus bus and billboards. GM Bernie Barker commented, "The business of radio is realizing music trends, and extensive research in our coverage area showed what was missing, what was needed. We feel 95 Rock will cover those bases." PD Steve Runner added to R&R, "Excitement is the key word here. It's a great experience getting the kind of staff together you know is going to make an impact NEW AOR'S/See Page 28

## Faherty Named WSB GM

Mike Faherty has been named General Manager of WSB-AM & FM/Atlanta, effective this week. Faherty, a Group VP who most recently managed WIND/Chicago, replaces WSB VP/GM Elmo Ellis, who is retiring at the end of the year. Until that time Ellis will continue as a VP for WSB's owner Cox Broadcasting.



Mike Faherty  
FAHERTY/See Page 28

Cox Exec. VP/Broadcasting Jim Wesley commented, "Since going on the air as the South's first radio station, WSB has

### PROGRAM MANAGER AT KEZX/SEATTLE

## Mays Moves From AOR To Beautiful Music

AOR veteran Peyton Mays, PD of KZEL/Eugene for the last six months and a KZEL staffer for four years, has been named Program Manager of KEZX/Seattle, a live-assist Beautiful Music station. Explaining his newly-created position, Mays told R&R, "My essential responsibilities will be the positioning and promoting of the station."

Mays continued, "I want to do something different. I think change is always positive. I'm challenged by the opportunity of working in a different format, and I think a 180-degree turn is good for refreshing your perspective. I'm trying to broaden my base."

Johnny Young, who does afternoons for KZEL, is serving as interim PD while the station interviews prospective new PD's.

## Air Strike Delaying Delivery?

Some of our readers may be experiencing late delivery of R&R owing to slower-moving mail as a result of the air controllers' strike. R&R regrets any problems of this sort, and we urge you to let us know of any continued delivery problems, so we can attempt to assist you.

### ABC-TV SHOW SIMULCASTS IN FIVE CITIES

## "Good Morning America" Salutes Radio

Monday morning (8-10) ABC-TV's "Good Morning America" spent five minutes simulcasting the Ross & Wilson show on WABC/New York coast-to-coast. The program's host, David Hartman, chatted with the morning duo about show preparation, taboo subjects and the general state of radio. Ross & Wilson were just the first of five morning radio shows visited by GMA during the week (Tuesday - Jack Bogut of KDKA/Pittsburgh; Wednesday - Carl Mayfield of WKDF/Nashville; Thursday - Wally Phillips, WGN/Chicago; Friday - Ken Minyard & Bob Arthur at KABC/Los Angeles).

GMA Producer Jack Reilly told R&R, "The whole idea really came up as something that might be interesting to our audience to see what radio people were doing while 'Good Morning America' was on the air. We do our show for between 12 and 15 million people and there are over 100 million morning radio listeners. Obviously there is something out there that really interests people about morning radio."

Associate Producer John Goodman said, "We thought it would be interesting for both the morning TV and radio audiences to hear a simulcast of what is going on. I think this helps radio and it certainly helps 'Good Morning America.'"

## Interrante & Sisco Form Production Company

Jo Interrante, former VP/Programming for the RKO Radio Networks, and Rob Sisco, most recently Program Director of K101/San Francisco, have formed a new radio production company called IS, Inc. According to Interrante, the new San Francisco-based firm will provide long and short-form programming for a variety of clients. "Our main thrust initially is to produce programming for networks from concept all the way through the finished product," Interrante told R&R. "We provide every aspect: ideas, writing, voicing, and production."

IS, Inc.'s first client is RKO. Set for airing in early September on RKO 2 will be a one-hour music/interview special on artist Don McLean. Sisco told R&R, "No network really has the people, studio and time capabilities to produce all the kinds of programming that networks now need to offer in order to be of full service to their affiliates. We will be developing a number of programming possibilities for the networks in the future."

## Spangler Promoted To Operations Manager For WJJD & WJEZ

John David Spangler, PD at WJJD/Chicago since December 1980, has been promoted to Operations Manager of WJJD and its FM sister WJEZ, as previewed last week in R&R. Both stations are Country-formatted. Spangler, who retains his programming responsibilities for WJJD, now also fills the gap left by former WJEZ PD Jon Anthony, recently named PD for the Satellite Music Network's Country format.

George Dubinetz, VP/GM for the stations, stated, "This move has been under consideration for quite some time, since there was an obvious need to make both stations more homogeneous." Commenting on Spangler's promotion and the appointments

SPANGLER/See Page 28

## Payton Exits As WCCC PD

Paul Payton has exited as PD of AOR-formatted WCCC/Hartford after a year and a half at the station. While WCCC interviews replacement prospects, Hal "Lich" Lichtenbaum has been appointed Music Director to handle music calls. Owner/GM Sy Dressner commented to R&R, "Paul was given three books to make the station move up in the ratings. It didn't work out."

Payton, a 19-year radio veteran well known in AOR circles as "Country Paul," told R&R, "I feel we did the best we could this book. I'm proud of the staff; they put out 110% at minimum at all times. I'm proud that in a book where the whole rock market got swamped by one station that we were able not only to maintain but inch ahead slightly. We held and I'm not ashamed of it. I think if I hadn't had to subdivide my time so much, I would have been a lot more successful." After a short "breather," Payton said he would pursue future prospects.



### LATEST ARBITRON ADVANCES

Ratings results from Albany, Birmingham, Louisville, Nashville, Portland, Rochester, and Salt Lake City.

Page 18

### JESSE BULLET ON CONSULTANCIES

Programmer-turned-consultant Bullet fires off opinions on the state of AOR and the reasons consultants are becoming omnipresent.

Page 38

### LOW-POWER FM PROPOSAL DRAWS MIXED REVIEWS

Broadcasters comment on plan for multitudes of new 10-watt FM's.

Page 4

### MIKE PHILLIPS ON MULTIPLE-STATION PROGRAMMING

NBC FM's VP/Programming details the demands of his complex position.

Page 54

### THREE-YEAR TRAFFICKING, FIRST PHONES IN THE NEWS

Commission studies rule on owners holding stations for three years before making a profitable sale, while engineers' group wants First Class License restored.

Page 4

### 195: THE HIGHWAY TO HIGH RATINGS

WINZ-FM changed from AOR to CHR and achieved immediate success in Miami, and PD Keith Isley relates how it was done.

Page 26

### DIANE RAYMOND TALKS ABOUT TALK

The WFAA/Dallas PD/Talk speaks out on programming philosophies and women's role in the format.

Page 23

### features

Washington Report	4	Videoscope	22
What's New	8	Brad Messer	24
Ratings & Research	14	Opportunities	61
Street Talk	20	Marketplace	62
TV News	22		

### formats

News/Talk	23	Country	49
Contemporary Hit Radio	26	Adult/Contemporary	54
AOR	38	Black Radio	57

## staff

Editor & Publisher: BOB WILSON  
Vice President, Sales & Marketing: DICK KRIZMAN

Executive Editors: KEN BARNES, JOHN LEADER  
Art Director: RICHARD ZUMWALT

Contemporary Hit Radio Editor: JOEL DENVER  
Country Editor: JIM DUNCAN  
Nashville Editor: BIFF COLLIE  
AOR Editor: JEFF GELB  
Black Music Editor: WALT LOVE  
Adult/Contemporary Editor: JEFF GREEN  
News/Talk Editor: GAIL MITCHELL  
Ratings & Research Editor: JHAN HIBER  
Easy Listening Editor: FRED SEIDEN  
Associate News Editor: DON WALLER  
Associate Editors: CHRISTINA ANTHONY, ELLEN BARNES, NINA GOMEZ, LINDA MOSHONTZ, CAROLYN PARKS, SYLVIA SALAZAR, CLAUDIA STEWART  
Research: JACK TOOTHMAN

Creative Consultant: MARK SHIPPER  
Associate Art Director: MARILYN FRANSEN  
Photography: ROGER ZUMWALT  
Production Director: RICHARD AGATA  
Typography: KENT THOMAS, ELIZABETH WESTON  
Graphics: GARY VAN DER STEUR, TODD PEARL

Washington Bureau: 1101 Connecticut Ave., NW, Suite 1004  
Washington, DC 20036, (202) 462-4960  
Bureau Chief: JONATHAN HALL  
National Sales Director: BARRY O'BRIEN  
Washington Editor: BRADLEY WOODWARD  
Office Manager: VIVIAN FURNY  
Legal Counsel: JASON SHIRINSKY

Vice President, Business Affairs: ROBERT KARDASHIAN  
Advertising Rep: RICK HAROLD  
Marketplace Coordinator: PAM BELLAMY  
Office Manager: NANCY HOFF  
Controller: MARGARET BECKWITH  
Assistant: CAROL TAYLOR  
Circulation: KRISANN AGLIO, JUDY LUCARELLI

Radio & Records is published every Friday by Radio & Records, Inc., 1930 Century Park West, L.A., CA 90067 (213) 553-4330. Subscriptions \$170 per year or \$50 per quarter. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, Beck Page, Braekers, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1981 Radio & Records, Inc. A division of Harte-Hanks Communications.

# Washington Report

## Washington Update

**Three-Year Trafficking Rule Under Study . . .** Policy and Rules Division has assigned an attorney and an economist to study, fulltime, the rule requiring an owner to hold a station for three years before selling at a profit. Look for a Notice of Inquiry or a Notice of Proposed Rulemaking in the "late fall or early winter," says outgoing Policy & Rules Chief Jeff Baumann.

**First Phone Action Under Fire . . .** The Society of Broadcast Engineers (SBE) wants the FCC to resurrect the First Class License, which died August 7. SBE claims the law requires the FCC to make sure transmitter operators and qualified, offers to help write a more meaningful exam, and says most transmitters need constant, skilled monitoring to work right. . . . Meanwhile, the NAB has asked for clarification to specify that the Chief Operator's duties can be spread among several stations staffers. The NAB also wonders whether AM directional stations which have used First Class operators must continue to use them.

**San Francisco 2, San Jose 0 . . .** The FCC has denied Sterling Recreation Organization's KXRK/San Jose the new call letters KSJO, upholding objections from KSFO/San Francisco, 40 miles away. Both stations "serve substantial areas in common" and the difference of a single letter "is not sufficient to dispel the likelihood of public confusion," the FCC ruled. KXRK has asked for reconsideration of the denial. . . . In a related case, KLIV/San Jose has withdrawn its request for the call letters KSAX, an idea that drew fire from both KXRK and Argonaut's KFAK/San Francisco. The change was no longer needed to accompany a format switch from AOR to Music Of Your Life, KLIV President & GM Robert Kieve told R&R: "People had gotten used to the idea that this funny little AM rock station had changed to the music of the 1940's."

**Utility Use Of FM Looks Like A Winner . . .** Overwhelmingly favorable comments poured in to the FCC last week on the idea of letting utilities rent FM subcarriers to manage electricity demand by turning appliances off, by radio signal, during peak periods. Many FM's would pick up new revenue from the rental. Utilities loved the idea, and the only concern came from reading services for the handicapped, which say they can't afford to compete with utilities for available subcarriers. Reply comments are due August 22.

**FCC At Full Strength . . .** For the first time since January there are seven Commissioners. Henry Rivera was sworn in Tuesday in Albuquerque by Chairman Mark Fowler and Jim Quello took the oath for his new three-year term last week in Detroit. Rivera is still looking for two staffers: a common carrier specialist and a broadcast expert.

**Sales Team Hits The Road . . .** The RAB is putting Pace Chairman James Newman and Shamrock Broadcasting Sales Director Pam Lontos on the road in September, October and November for 18 "Super Sales Clinics," starting September 15. Sessions will target beginning and advanced sales people. Information and reservations: (212) 599-6693.

**Dawson On Tour . . .** New Commissioner Mimi Dawson began a tour of the Broadcast Bureau early this week, and it wasn't a whirlwind tour. Reportedly she spent several hours making her way along a single corridor.

**How Many Stations Make A Rush? . . .** The National Citizens' Committee for Broadcasting (NCCB) complained to the FCC that "commercial radio stations have fallen over one another in the rush to eradicate news and public affairs programs from the schedules," referring to an article in its newsletter (*access*) as proof. But the "rush" detailed in the article consists of only four specific instances of dropped programming and a syndicator who received eight cancellations.

### R&R INTERVIEWS MARK FOWLER

## Conversation With "Mr. Chairman"

As soon as Mark Fowler begins to speak, you know he has been in radio. The deep voice and articulate announcer's delivery are dead giveaways. In fact, he is the first radio disc jockey to ever rise to the chairmanship of the FCC, with a ten-year career as a communications attorney along the way.

Late one recent afternoon, Fowler settled into his easy chair for a wide-ranging discussion with R&R about the future of radio and the direction he wants to take the Commission.

What comes through during an hour with Mark Fowler is the intensity of his zeal to cut red tape and his confidence, bordering on cockiness, that he can and will whip the FCC into shape.

It's almost as if Fowler wishes rules were people so he could personally mold them. "If you could talk to a policy or rule you would say, 'justify yourself,'" he explains.

In his interview with R&R, Fowler opens with an upbeat assessment of radio's future, especially if broadcasters are willing to use new technologies to their advantage.

### JEFF BAUMANN TALKS WITH R&R

## Broadcast Bureau's New Deputy In Step With Fowler's Unregulation Policy

Eleven-year FCC veteran Jeff Baumann, appointed Deputy Chief of the Broadcast Bureau this week, seems firmly committed to further deregulation and slashing paperwork. Baumann told R&R "forms and standards for new applications and renewals should be cut down to the barest necessity," putting him in step with Chairman Mark Fowler's unregulation ideas and Broadcast Bureau Chief Dick Shiben's crusade to speed up applications processing.

Baumann arrived at that view during the three years he spent as Chief of the Renewal Branch prior to taking over the Policy and Rules Division in 1979. "That experience convinced me that a lot of paperwork the Commission mandated was sort of like making a seal jump through hoops. If he missed a few hoops at renewal time, we made him jump through the ones he missed and he got renewed."

### Supports Public Interest Standard, Broadcaster Responsibility

In gaining a deregulation ally in the Broadcast Bureau's key policy-making slot, however, broadcasters have also landed a firm believer in the Commission's need to protect the public interest. Moreover, Baumann warned that "deregulation for deregulation's sake has its pitfalls." And he cautions that "it would not be proper to represent that everything we've done is wrong and should be changed."

Baumann is also unsympathetic to the complaints of some broadcasters that radio deregulation has created uncer-

tainty. The industry got what it asked for, Baumann believes, and should stop looking to the FCC for hard and fast guidelines.

"What the industry might view as a little degree of uncertainty, I think we view as giving the broadcaster an opportunity to experiment and have more flexibility," says Baumann, who adds that he is not surprised that broadcasters have been slow to experiment. "It will take time," he predicts.

As he takes over the post Frank Washington vacated in May to become a VP at Times Mirror Cable, Baumann promises an



Jeff Baumann

"open door policy" for broadcasters. He told R&R he plans on "not only permitting contact with broadcasters, but really insisting upon it. I've always felt it's virtually impossible to be an effective regulator without knowing the broadcaster's problems firsthand."

### SMALL STATIONS WORRY ABOUT COMPETITION

## Low-Power FM Proposal Draws Mixed Reviews

A Moody Bible Institute of Chicago proposal for a new system of low-power (10 watt) FM stations (R&R 7-24) drew mixed reactions in comments filed with the FCC last week. Here's a summary:

- Cascade Broadcasting sees new stations driving marginal small market stations out of business. "like bad money driving out good."
- KVIP-AM & FM/Redding, CA (operator of six translators)

believes the new stations could help service mountain areas.

• NRBA worries about "devastating" over-competition.

• NAB wants a master plan for allocations and believes the low profit potential of new stations would rule out local programming.

• Real Broadcasting System foresees thousands of "improperly maintained, inferior facilities" in the hands of community groups.

• National Citizens Committee for Broadcasting (NCCB) gives "cautious" support but frets that new stations could become mere "exit ramps for satellite signals" with no local commitment.

Translators are now limited primarily to filling service voids in existing FM signals, but the Moody concept would allow them to originate their own programming or pick up signals from satellites and other sources.

Moody's proposal has been placed on the FCC's rulemaking calendar, a process described tongue-in-cheek by one Commission official as "our patented aging process." However, according to another source, FCC Commissioners may have a chance to discuss the idea as early as this fall.

R&R: What do you see as the future of radio? Will it be able to survive the competition it faces today from new technologies and services?

MF: I think broadcasters ought to look ahead to the future with a great deal of anticipation and not fear. They ought to be moving forward and looking for the challenges. There is nothing new or glorious about these new technologies. Whether broadcasters are involved in AM radio, FM radio or television, their technology is as good as anybody else's. As a broadcaster myself I would bet that broadcasting is going to continue to be strong; stronger in some respects. However, I don't think they've found utopia because we are not proposing to insulate them from other forms of competition.

R&R: Can you be more specific  
FOWLER/See Page 6



**7/15/81:**

**25,000,000\***

**RADIO LISTENERS HEARD  
REO SPEEDWAGON**

**LIVE**



- **REO ALBUM SALES TRIPLED OVERNIGHT**
- **TOUR LIVE VIA SATELLITE**
- **STARFLEET DELIVERS IT LIVE**

For more information call Starfleet Blair (617) 262-0220; 535 Boylston Street, Boston, MA 02116.

Executive Producers Jim Slattery and Sam Kopper. Executive Director Harriet Bellush.

A Division of John Blair & Co. ■

\*Listener projections by Blair Radio research based on percentages from R. H. Bruskin "REO Speedwagon Live" Omnitell survey 7/81.

## R&amp;R INTERVIEW

## Conversation With "Mr. Chairman"

Continued from Page 4  
about how radio broadcasters will remain competitive?

MF: When new technologies come on board, it seems to me that broadcasters in their individual markets should go into joint ventures with high technology companies. While the Commission shouldn't favor one technology over another, we do have to strike down any barriers that preclude broadcasters from participating in new technologies if they choose. I've been speaking before several broadcaster groups, and when you put it to them on that basis, they really do like that challenge; they are ready to go.

R&R: Can you give an example of a broadcaster taking part in one of the so-called new technologies?

MF: If we were to strike down the barrier that now prohibits the owner of an AM/FM from owning an MDS (Multipoint Distribution System) in the same market, that might be something they may well want to become involved in. I see more commercial activity by getting the government out of the way, different business combinations. I think sometimes that people associated with broadcasters are too negative. They shape the perception of broadcasters that they have a great deal to fear about the future.

R&R: There are currently several proposed full-service radio networks. With rising costs and declining profits, does it worry you that, under deregulation, many stations will cut their overhead costs by simply becoming translators, or pipelines for this type of network programming?

MF: It doesn't disturb me. If they think that's what will sell in the market and it makes the most sense in serving the people's needs, then they ought to be free to do that. They might be right or wrong. Others may be more heavily oriented towards local programming and do very well, too. Who is to say what the magic mix is? Certainly not the government.

### Too Much Broadcaster Caution?

R&R: Since radio deregulation began in April many broad-



FCC Chairman Mark Fowler

guess my former brethren in the bar, but I believe what we've said, we mean. If their advice is predicated on the idea that the Court of Appeals might overturn what we've done, I can understand that.

R&R: Do you foresee any expansion of the multiple ownership rule that now limits groups to seven AM's, seven FM's and seven TV's?

MF: We want to look at that rule. One option would be to eliminate it. Another option might be to raise the number. Some might say you should reduce that number but I personally believe that would not be the way the Commission would be

over which rules; it's just too early. But we're going to focus on every one. It is important to keep in mind why we want to do this. Sure, it may be beneficial to the industries, but the bottom line is to promote greater diversity in consumer choice.

R&R: What about AM stereo and FM quad in relationship to

**"I think broadcasters ought to look ahead to the future with a great deal of anticipation and not fear. They ought to be moving forward and looking for the challenges."**

the free market concept? Shouldn't the public and the industry at least have the chance to see if they'll work?

MF: As a general proposition I agree with that philosophy. Let's take the AM stereo proceeding. We have had a real problem with only one or two engineers able to work on it. Some were diverted to the 9 vs. 10 kHz proceeding. We are really stretched thin from an engineering standpoint. It's embarrassing that this proceeding has been going on over four years now. Hopefully, we can do better but I don't hold out any promises of it being decided in the near

## EEO Commitment

R&R: Do you foresee any change in the Commission's strong EEO policies?

MF: Whether it be through the FCC or the EEOC, the Reagan administration generally is committed to equal employment opportunity programs. We are not going backwards on that commitment. As to whether the EEO structure we have here will be changed or modified, that is an

## Enlightened Management

R&R: What are you doing to correct that?

MF: You are hearing about Management By Objectives — enlightened management. It takes the best of the people in the agency and builds on them and uses the resources within the agency. It's tough-minded yet fair, and insists on performance.

R&R: How quickly will you be establishing the specific goals under your Management By Objectives program?

MF: It is going to take a while. It is not a magical program. It will take several months for the MBO program to be implemented and several more months for the effects to be fully felt. And it will take several years to be able to achieve the five objectives we've set. But it will happen and I am confident that people will be able to notice the difference — we will make it happen.

R&R: Regarding your col-

area we'll be looking at.

R&R: What about all the talk these days about full First Amendment rights for broadcasters and eliminating the Fairness Doctrine?

MF: We will want to ask whether or not a Fairness Doctrine is really needed in this day

**"The Reagan administration generally is committed to equal employment opportunity programs. We are not going backwards on that commitment."**

and age. And it is time to bring the Bill of Rights to the electronic media, particularly television, by the bicentennial of the Bill of Rights, which is December 1991. I don't see why the First Amendment ought not to apply to television equally as much as it does to newspapers, movies, and books.

Let's take the Washington, DC market. We have but one major newspaper, 39 radio stations, and seven television stations. I know there is no Fairness Doctrine that applies to the Washington Post. But assuming we did have such a law, if Congress repealed it tomorrow, I submit the Post would continue as before, and so would broadcasting. Any statute, FCC rule, or policy that touches on freedom of speech and the press and which is administered by the FCC is a prime candidate for examination by us and Congress.

leagues on the Commission, do you see a general philosophical agreement with respect to Reaganism or are we going to have seven independent thinkers?

MF: I think they are definitely independent thinkers. I think we are broadly compatible. We are attempting to work together as a team. They were kind enough to look at the five objectives we'd drawn up and they subscribe to them. It's not just the Chairman attempting to move things; together we'll accomplish our goals.

R&R: Many FCC staff members felt that Chairman Ferris was hostile to them. What about your relationship to the staff?

MF: I've got time each week built into my schedule where I'm going to be talking with people in the agency. I may not even say

**"When you're on the outside you have a tendency to rail against the bureaucrats and the civil servants who work in the agency. I now conclude the problem is really a lack of management and objectives."**

R&R: How has the reality of the chairmanship differed from your expectations?

MF: The main difference is that you have far too little time. You have to struggle to bring order to your life each day so you are running your schedule rather than events and circumstances running you.

Also, when you're on the outside you have a tendency to rail against the bureaucrats and the civil servants who work in the agency. The surprising part is I now conclude the problem is really a lack of management and objectives, of a system that provides the people of the agency with the proper tools and direction to carry out their functions.

where I'm going, but I may just go visiting for two or three hours. I may pop into a branch and just sit there for an hour and a half and find out what it is they do and what we do that helps or hurts them in getting their job done, so we can take corrective action. And that's one thing I've learned — that 95% of the people in the agency are ready to work and do their job well. It is just that we haven't expected very much. If you expect little, that is exactly what you will get. And, surprisingly, when you expect little, I believe morale goes way down. We have failed. Conversely, when much is expected, performance improves and morale goes up.

## Mark Fowler Tells R&amp;R . . .

- Radio will continue to be a strong medium, with the FCC encouraging radio broadcasters to participate in new technologies.
- Every FCC rule will be examined, including multiple ownership limits and the proposed break-up of AM/FM combinations.
- AM stereo may be born by year's end, but FM quad possibly not "before the 23rd century."
- Commission EEO rules will be scrutinized but there will be no backtracking on the commitment to equal employment opportunity.
- The Fairness Doctrine may be on the way out.
- Higher performance expectations, defined goals, and personal visits from the Chairman will be used to boost the morale and productivity of the FCC staff.

going. Maybe there would be a special category for networks, limiting the added number they could acquire. Maybe they would have a lesser number.

R&R: How about the proposed break-up of existing AM/FM

future. Perhaps towards the end of the year we can focus on that.

R&R: Does that make FM quad even more of an embarrassment?

MF: How many decades? We'll get to that before the 23rd century.

R&R: What do you propose to do about the problems of Cuban interference with American AM stations?

MF: That's a \$64 question. If they want a 500 kw station on a channel an American station uses, short of physical force, I don't know how one cures that problem if they don't want to negotiate it. But, it seems to me, short of that we ought to be able to work that out.

combinations at sale time?

MF: I would think that we would want to look at that one very early on. I have some very serious doubts personally as to whether that makes any sense. At this point I am not ready to say which rules will have priority

**"It is time to bring the Bill of Rights to the electronic media."**

casters have acted very cautiously, in part because their lawyers have warned them that it may be overturned in court. Have radio broadcasters been too cautious? Should they be taking deregulation to the limit?

MF: I wouldn't want to second-

Communication  
Graphics Inc

# stickers.

Ask how ours can be so much better at such a terrific price!

TOLL FREE 1-800-331-4438

WINDOW DECALS • BUMPERSTICKERS



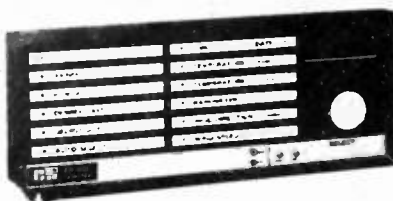
**YOU'RE  
GOING  
TO LOVE  
ABC'S NEW  
"DIRECTION"**

**ABC DIRECTION RADIO NETWORK  
STOP BY AND SEE US AT THE NAB.  
SUITE 3609-10, THE CHICAGO HYATT**



## Low-Cost Computerized Weather Station Available

Despite having to operate on a limited budget, small market radio stations can now provide listeners with computerized weather predictions through use of **Edmund Scientific's "Computerized Weather Station."** The unit contains a microprocessor and remote sensors to gather, store, and display 12 key weather factors.



Simply press a button and the device digitally displays wind-chill factor, rainfall, humidity, maximum and minimum temperatures for the day, time, date, degree-days, heating and

### Son of Drake-Chenault Talent Search Contest

Following the success of last year's "Top Five Talent Search," **Drake-Chenault Enterprises** has announced the "Top Five Talent Search II." As with the previous year's contest, air personalities are requested to mail a 10-minute air-check and brief resume to **Bobby Rich**, Director of Specialized Programming Consultation for the firm.

The five format categories in which the air talent will be judged are: 1) Adult/Contemporary & MOR, 2) Contemporary Hit Radio & Top 40, 3) AOR, 4) Country, and 5) an Open category which includes Black, News/Talk, Jazz, Oldies, etc.

The top five entrants in each format will be showcased on the "Drake-Chenault Talent Search II" record album, which will be available free to stations worldwide in early 1982. Entries should be mailed to Drake-Chenault, P.O. Box 1629, Canoga Park, CA 91304 before Oct. 19, 1981.

### Little Shaver



Smaller than a pack of cigarettes, **Mitsubishi Electric's "SM-600ST"** microshaver nevertheless contains a full-power electric motor. Designed with the traveler in mind, the little shaver uses 24 stainless steel inner blades and includes a recharger pack for its nickel-cadmium power cell. Price: about \$90.

cooling, barometric pressure, wind direction, and wind speed.

Readings are displayed in English or metric scales. Wind speed is given in either knots or miles per hour. The displays can be automatically sequenced as well, with the unit scanning through each reading at four-second intervals if so desired.

The "Computerized Weather Station" features a built-in memory that holds high and low displays for future use, allowing you to plot barometric pressure over a period of time, for example. This enables you to forecast weather fronts moving in and out of your service area. (A continual decline in barometric pressure means a front is moving in and it's time to break out the umbrellas.)

The control panel (pictured) mounts on any wall and is connected via cable to a roof-mounted mast that contains the wind, rainfall level, and temperature sensors. AC-powered, the system also contains a backup battery to prevent loss of data during a power outage.

Priced at \$995 (plus \$15 for handling), the unit is available from Edmund Scientific at 7082 Edscorp Bldg., Barrington, NJ 08007.

### Cox's 2nd Qtr. Net Up 22%

**Cox Broadcasting** reported that net income for the second quarter of 1981 soared 22 percent to \$16.4 million, up from \$13.5 million in the equivalent period of 1980. Second-quarter revenues for the firm jumped 28 percent to \$101.7 million, up from \$79.2 million in the year-previous period.

Cox's first-half net increased 18 percent to \$26.8 million, up from \$22.7 million during the first six months of 1980, while first-half revenues climbed 28 percent to \$184.2 million, up from 1980's \$144 million.

## Pocket-Size Cassette Decks Make Big Noise In Market

One reason for the rising popularity of cassettes is the increased fidelity offered by portable cassette players, particularly the pocket-sized variety. Since the U.S. introduction of Sony's "Walkman" (a play-only model) last year, a number of manufacturers have entered the pocket-sized cassette player market. These newer models not only sport playback capability, but several of them feature FM stereo radio reception as well as recording capability.

Two advances have made the pocket-sized cassette players practical. First, tape drive has been stabilized electronically with the aid of chip-type microcircuits rather than the bulky flywheels previously used for this purpose. Second and most importantly, you're listening through lightweight (approximately two ounces) earphones.

These earphones use a new kind of magnet capable of delivering more power per unit mass, enabling smaller magnets to control the moving parts. What's more, since the sound generated by these pocket-sized units has only to fill the tiny space between the earphones and your eardrums, it's easy to pump out enough pressure on your eardrums to create the illusion of concert-level sound. Overall frequency response for these tiny players ranges roughly from 14 to 14,000 Hz — nothing spectacular for home stereo gear, but good enough for portable equipment.

### Six Top Units Surveyed

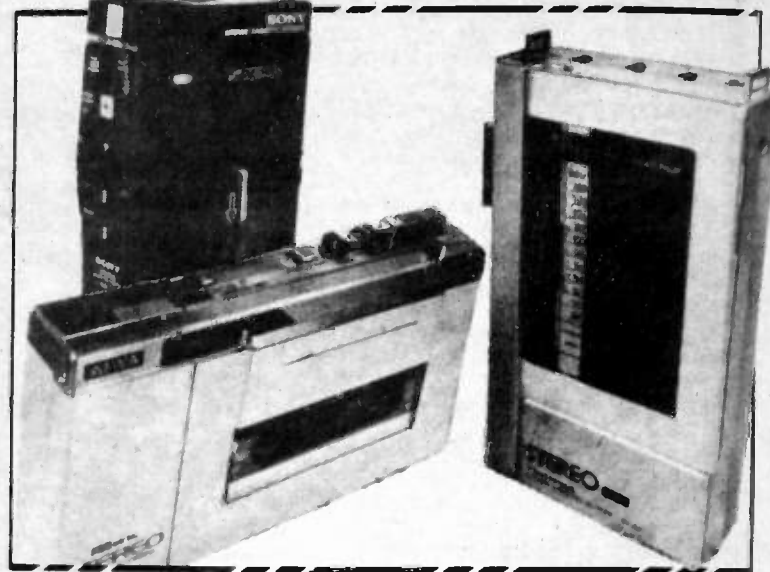
Following is a brief summary of several of the pocket-sized portable cassette units currently on the market:

The **Sony "TCS-300"** is capable of easy stereo recording by virtue of its two built-in (highly directional) microphones. Priced at about \$220, the unit is a bit larger than most, but includes a built-in monitor speaker so you can listen without the earphones. However, you're limited to mono only in this respect. Additional features include a continuously variable tone control and two separate earphone jacks so you can listen with a friend.

The **Alwa "S30"** is the smallest and lightest of the players (about the size of a pack of cigarettes). One reason is because its built-in microphone records in mono only. Nevertheless, an optional outboard stereo microphone is included and, since this means that vibrations from the tape drive motor (known as "rumble") are not recorded, it's an option you may want to consider. The "S30" is priced at \$220.

### Several Feature FM Stereo

The **Toshiba "KT-S2"** incorporates FM stereo through use of an FM tuner pack which slips into the audio cassette housing. A pair of contact points on the tuner pack provide



the necessary electrical connections. Reportedly, the FM radio works best on stations with a strong stereo signal, weaker stations come in better in mono. Another unusual feature of this \$200 Toshiba unit is the "talk line," which, when you press a button, allows people to converse with you through the earphones. A tone control designed to eliminate tape hiss and a playback equalization control for standard, chrome, and metal tapes are also included.

The **KLM "Solo"** likewise includes an FM tuner that fits into the cassette compartment. This tuner automatically switches the FM stereo to mono

when the signal drops below the noise-free reception level. The **KLH** is priced at \$199.

The **Panasonic "RX-2700,"** priced at \$280, is the largest of the units, containing an AM/FM radio as well as a monitor speaker for (mono only) playback. Using its headphone cord as an antenna, you can listen to either the tape or the FM radio in stereo, but you can only record in mono.

**Infinity's "Intimate Stereo"** incorporates the same idea of using the headphone cord as an antenna, plus features a built-in **Dolby** noise reduction system. The "Intimate Stereo" is priced at \$229.

## MCA Racks Up Record 2nd Qtr.

### Record Division's Performance Strong

Although **MCA Inc.** posted the largest second quarter sales in the firm's history, with second quarter profits also setting a company record, net profits for the firm declined 26 percent during the second quarter of 1981 as a result of extraordinary income added to the net profits in the second quarter of 1980.

MCA reported that second quarter profits for 1981 stood at \$30.9 million, down 26 percent from \$41.8 million in the equivalent period last year of which \$12.3 million was extraordinary income. Meanwhile, second quarter revenues for 1981 climbed 8 percent to \$329.6 million, up from \$304.5 million in the year-previous period.

One of the reasons for MCA's improved profitability was the continued strong performance of its record division, which saw its second quarter net increase 95 percent to \$4.3 million, up from \$2.2 million in the analogous period of 1980. Revenues for the record division, however, decreased five percent during the second quarter of 1981 to \$38.1 million from 1980's \$40.1 million.

5

YEARS AGO  
TODAY

## Radio & Records

- ★ CHARLIE MINOR APPOINTED VP/PROMOTION FOR ABC RECORDS.
- ★ ORANGE COUNTY RADIO MOBILIZES SEPARATE MEASUREMENT DRIVE.
- ★ NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" — Elton John & Kiki Dee (Rocket)
- ★ NUMBER ONE COUNTRY: "Say It Again" — Don Williams (ABC/Dot)
- ★ NUMBER ONE LP: "Splitfire" — Jefferson Starship (RCA/Grunt)

## WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs.

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

**NAB**

Radio Programming Conference IV

**WESTWOOD  
ONE**

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

AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS



**W  
A  
V  
E  
S  
A  
N  
D  
R  
O  
C  
K  
S!**

**ABC ROCK RADIO NETWORK**

**See for yourself at the NAB, Suite 3609-10, the Chicago Hyatt**

# Networks/Program Suppliers

## ABC Radio Enterprises

Dave Pollei has been appointed VP/Station Marketing for the newly-created division, overseeing the marketing of its new satellite music programming and participating in other projects. Pollei was most recently VP/Marketing at **Bonneville International**.

## RICHES and RUBINSTEIN PRODUCTIONS

"Heavy Metal — The Ultimate Illustrated Radio Special," a one-hour program created by the L.A.-based firm and featuring selections from the animated film's soundtrack along with interviews with the recording artists, filmmakers, and principals from **Heavy Metal** magazine, recently aired on 50 U.S. major market radio stations, plus 20 Canadian stations.

Targeted toward AOR outlets, the special coincided with the North American release of the film. A similar project is underway for the forthcoming **Steve Martin** film "Pennies From Heaven."

## Progressive Radio Network

"The Laugh Machine," a comedy feature consisting of 10 weekly programs ranging from 90 seconds to two minutes in length, will be available this fall from the New York-based firm. Designed for CHR, AOR or A/C-formatted stations, the shows will include name comedians, upcoming comics recorded live at comedy clubs across the country, thematic humor montages, takeoffs on commercials, and topical satire, much of which will be written and produced by the **Progressive Radio Network**. For further information, contact **Susan O'Connell** at (212) 585-2717.



## Mutual

**Connie Kiernan** and **Ron Werth** have been promoted to VP/Advertising & Promotion and VP/Research, respectively, for the net. Both previously served as directors of these departments.



## NBC

**WBAM-AM-FM/Montgomery, AL; KAIR/Tucson, AZ; and WMAJ/State College, PA** have announced their affiliation with the net.

## Two Manilow Specials Set To Air

Both **CBS** and **Mutual** are offering **Barry Manilow** specials in the near future. **CBS** will present a 20-part "Between The Lines" program, hosted by **Peter Bekker**, scheduled to air the weekend of August 22-23.

**Mutual's** three-hour special, entitled "Dick Clark Presents Barry Manilow," is slated for broadcast on Labor Day, September 7. Each special will contain music and interviews with Manilow, with the **Mutual** offering to feature three songs from Manilow's forthcoming LP.



## CBS RADIO

The net will kick off its pro football coverage with its third "NFL Preview," set to air in six 14-minute segments beginning August 31 and running through September 5. Former **NFL** coach **Hank Stram** and noted sportscaster **Jack Buck** will host the programs.

## WESTWOOD ONE

"Daybook," the 10-times-weekly news feature hosted by **Brad Messer**, will now be heard over **KOOL-FM/Phoenix, KTUC/Tucson, WSSJ/Camden, NJ; KQDJ/Jamestown, VA; and WEEW/Greenville, NC**, bringing the total number of stations carrying the 90-second program to over 100.



Upcoming guests on the firm's "Jamboree U.S.A." program will be **Ronnie McDowell** (August 28-30) and **Gene Watson** (September 4-6). Additional September guests will include **Jeannie C. Riley** (11-13), **Mayf Nutter** (18-20), and **Billy Walker** (25-27).

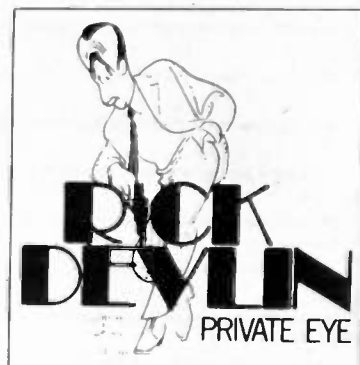


## RKO

Beginning September 14, the net will air an eight-part "SportSpecial" focusing on the upcoming Welterweight Championship fight between **Sugar Ray Leonard** and **Tommy (Hitman) Hearns**, scheduled to take place on September 18. The daily two-minute installments, to be broadcast September 14-17, will be anchored by **RKO Sports Manager Charley Steiner**.

## studio center

The Norfolk, VA-based company has unveiled two new humor programs for its fall line-up. The first, "Rick Devlin, Private Eye," set in the



1930's, is a parody of detective shows, with Devlin wrapping up a case weekly.

The second, "On (Or About) This Day In History" deals with a chronology of events that never took place. The firm's "Malice" parody of you-know-which-TV-show will also be available for a second year. For further information, contact **Patricia Walker** at (804) 822-2111.



## Watermark

**KALE/Tri-Cities, WA** and **KADS/Elk City, OK** have begun airing the firm's "Soundtrack Of The 60s" program, while **WBSG/Blackshear, GA** and **WAGQ/Athens, GA** have added the "American Top 40" show to their programming. In addition, **WJEM/Valdosta, GA** has signed up for **Watermark's** "American Country Countdown" show.



**BLACKFOOT HOOPS IT TO THE SOURCE** — **Ricky Medlocke**, lead vocalist/guitarist with **Atco** recording group **Blackfoot**, visited **Source** headquarters in New York for an interview recently. Seen at the scene are, from left: **Atco's Sean Coakley**, the **Source's Dan Formento**, and **Medlocke**.

# you say it, we play it.

Programming that really sells... That's where BPI's live-assist plan comes in. With 10 constantly updated-formats to choose from, select the preprogrammed, unannounced music that's right for your station. Live back up is provided by your on-air personalities. The result is a clean, consistent, professional sound. With BPI's help, you'll have the best of both worlds... The programming control and easy operation of automation and the spontaneity and community rapport of live radio. Better programming brings increased market shares. And, more production and sales time for your staff.

CALL TOLL FREE 1-800-426-9082

Call Collect (206) 676-1400  
P.O. Box 547  
Bellingham, WA 98227

music is **BPI**

## GLOBAL SATELLITE NETWORK

**KGON/Portland, OR; WDIZ/Orlando, 95FM (WNIF)/Tampa, 97X/Cincinnati, WGRQ/Buffalo, WWCK/Flint, MI; and 4MMM-FM/Brisbane, Australia** have become the latest stations to sign up for the firm's "Rockline" program.



## ABC FM

**Santana** will be featured on the "King Biscuit Flower Hour," airing Sunday, August 16.

## Reps



## Katz Radio

**Katz** reports that the 25-54 demographic was the most requested during the second quarter of 1981, paralleling earlier findings released by the **Blair, Major Market, and Torbet** rep firms (R&R 7-31). **Katz** noted that the 25-54 demo accounted for 27 percent of the rep's total requests (a seven percent increase over the equivalent period of 1980), while **Blair** put its 25-54 figures at 26.6 percent of its total requests. **Major Market** at 32.2 percent, and **Torbet** at 33.4 percent.

**Katz** claimed the 18-49 demo as its second most requested with 18 percent of the total requests, up seven percent from the analogous period last year. The 18-49 demo ranked as the second most requested for the

other three rep firms as well. **Katz's** placing the 18-34 demo as the third most requested with 18 percent of the total requests likewise dovetailed with the **Blair, Major Market, and Torbet** findings.



**WENS-FM/Indianapolis** has joined the firm's roster of client stations.



**KBEZ-FM/Tulsa** becomes a client station for the rep.



## Coors Country News

Look for our debut next week on over 150 country stations! Sponsored by our friends at Coors Beer.

Call **Pete Howard** (213) 399-4949  
131 Ocean Park Blvd. Santa Monica, CA. 90405

# A NEW DIMENSION FOR THE WALL STREET JOURNAL... RADIO!



Every weekday morning and continuing throughout the day, live by satellite from The Journal's newsroom — The Wall Street Journal Report brings you the most comprehensive and authoritative business news on radio.

With live, on-the-spot reports from 25 domestic and international financial centers . . . New York, London, Paris, Zurich, Bonn, Hong Kong

and Tokyo. Including interviews and commentary by the principal figures and participants in the day's most significant financial and business events.

For more information, call or write Robert Rush, Director of Broadcast Services, **WALL STREET JOURNAL**, 22 Cortlandt Street, New York, N.Y. 10007 (212) 285-5381.



Please join us in our Suite at the Hyatt Regency.



## AIRLINES TAKING ACTION

## Businessmen Queue Up For Discount Air Fares

If the current air traffic controllers strike wasn't enough, airlines are also worrying about the increasing use of discount fares by business travelers, whom the airlines expect to pay full prices. TWA claims that this trend could cost the firm \$21 million in revenue this year.

Similarly, American Airlines reports that 27 percent of its discount fares go to business travelers, up from 24 percent last year and from

14 percent in 1977, prior to deregulation causing a flood of reduced fare programs. TWA states that business and other nondiscretionary travelers account for 11 percent of the airline's super-saver fares, up from 6.2 percent in 1978.

Recently, TWA instituted a policy designed to place business travelers back on a full-fare basis, requiring discount-fare passengers to stay at their destinations at least seven days

and that a Saturday must be included. Currently, the passenger must stay overnight, on a Friday. TWA hopes the inconvenience will prevent business travelers from taking advantage of the reduced fares.

American Airlines also intends to launch a similar program — TWA's becomes effective September 16 — with other airlines expected to follow suit.

## Transactions

**KJAS/Jackson, MO and KJAF-FM/Gordonville, MO** have been sold by the **Rainbow Broadcasting Co. Inc.** to **Sikes & Associates Inc.** for a total of \$639,000, subject to FCC approval. **Richard A. Shaheen Inc.** brokered the transaction.

**WOXY/Oxford, OH** has been sold by the **Stone Broadcasting Co. Inc.** to **Balough Broadcasting Inc.** for \$375,000, subject to FCC approval, according to broker **Cecil L. Richards Inc.**

**WITY/Danville, IL** has been sold by the **Vermilion Broadcasting Corporation** to the **Bates Broadcasting Company** for \$630,000, subject to FCC approval, according to broker **Richard A. Shaheen Inc.**

**WTCL/Warren, OH** has been sold by **Stauffer Media Inc.** to **Gerl Taczak** for \$250,000, subject to FCC approval. The **Keith W. Horton Co.** brokered the transaction.

**WULA-WKQK-FM/Eufaula, AL** have been sold by **WULA Inc.** to

**McGowan Broadcasting Inc.** for \$300,000, subject to FCC approval. **Blackburn & Co. Inc.** brokered.

**WEMD-AM-FM/Easton, MD** have been sold by the **Easton Broadcasting Company** to **Clark Enterprises Inc.** for \$512,500, subject to FCC approval, according to broker **Blackburn & Company Inc.**

**WBEC-AM-FM/Pittsfield, MA** have been sold by **WBEC Inc.** to the **Citicom Radio Corporation** for an undisclosed amount.

**WDMV/Pocomoke City, MD** has been sold by **Mesta Communications Inc.** to **Robert Purcell** for \$300,000, subject to FCC approval. **Blackburn & Company Inc.** brokered.

**WMIV-FM/South Bristol Township, NY** has been sold by the **Christian Broadcasting Network Inc.** to the **Empire Media Corporation** for \$700,000, pending FCC approval, according to broker **Blackburn & Company Inc.**

**WAYZ-AM-FM/Waynesboro, PA** has been sold by **Richard Lewis Inc.** to **VerStandig Broadcasting Inc.** for \$550,000, subject to FCC approval. **Blackburn & Company Inc.** brokered.

## Digital Audio Disc System Demonstrated



An hour's worth of distortion-free music from a 4.7 inch record. It's possible with the **Sony/Philips Digital Audio Disc (DAD)** system, demonstrated in Chicago recently.

Using a player that fits in the palm of your hand, the laser-read DAD system converts prerecorded digital signals into conventional analog voltage without a trace of wow, flutter, or rumble.

In addition, the tiny discs (pictured above alongside a conventional LP for purposes of comparison) can also hold digital information such as the title, length, or lyrics of the song contained on the disc, all of which could be printed out on your TV screen as you play the record.

## Available In Fall '82

Although production models won't be available until the fall of 1982, the Sony/Philips players have already been standardized by the Digital Audio Disc Council so the incompatibility problems currently plaguing videodiscs and videocassettes won't be a factor. (The Sony prototype player is pictured above the Philips at right.)

Both Sony/CBS and the Polygram Group have expressed interest in manufacturing the necessary software — not surprisingly, as both firms are financially related to the companies producing the players. Price on the players is tentatively set for around \$500.

## Generic Books: The Title Tells All

"You can't judge fish by lookin' at the pond  
You can't judge right by lookin' at the wrong  
You can't judge one by lookin' at the other  
You can't judge a book by lookin' at the cover . . ."

The words of the sage philosopher quoted above (**Bo Diddley**) may be truer now than ever before. In keeping with the trend to generic products (beer, toothpaste, spaghetti sauce, etc.), **Publishers Weekly** reports the fall introduction of what has been termed no-frills literature.

According to **Rip 'N' Read**, a product of the San Francisco-based **Pacific News Service**, ads for the generic books promise "no title, no author, no reviews." The volumes will instead sport black-and-white covers identifying the contents solely as "Romance," "Science Fiction," "Mystery," or "Western" with readers guaranteed "a real story with at least four characters."

A "Romance," for example, will incorporate a man, a woman, a large house, one kiss, and one event by the sea. At the low, low price of \$1.50, whoever said you can't buy a thrill nowadays?

## Edwards, Hawkins, Mitchell &amp; Taft Join KKF

**Lloyd Edwards, John Hawkins, Steve Mitchell, and Sparky Taft** have joined the staff of **KKFX/Seattle** in the wake of the station's purchase by San Francisco-based **North Star Broadcasters Inc.** Edwards serves as President of North Star Broadcasters in addition to holding the presidency of **Golden Gate Radio**, which owns **KMPX/San Francisco**.

Hawkins will serve as VP/GM of **KKFX**, while Mitchell will assume the VP/PD responsibilities for the station. Taft becomes GM for **KKFX**, coming from his previous post as National Sales Manager/Marketing Director for **KXA** and **KYYX-FM/Seattle** and **KORL/Honolulu**.

## Vargo Named GM For WVUD-FM

**R. Geoffrey Vargo** has been appointed GM at **WVUD-FM/Dayton**. Vargo, most recently GM at **WDJX/Xenia, OH**, previously served as PD for **WVUD** from 1974-78.

## Carlson Named Chief Financial Officer At Polygram

**John Carlson** has been appointed Chief Financial Officer at **Polygram Records**. Most recently Carlson served as Chief Financial Officer and VP/Finance for **Viacom International**.

## Pro:Motions

## Smith Elevated To Station Mgr. For KARM-KFIG

**Dave Smith** has been promoted to Station Manager for **KARM-KFIG/Fresno**, coming from his previous post as GM at **KRRX-KSJO/San Jose**. Both the Fresno and the San Jose properties are owned by **Davis-Weaver Broadcasting**.

## Toomey Becomes GSM For WDRQ

**John Toomey** has been appointed GSM at **WDRQ/Detroit**, coming from his most recent post as Sales Manager for **WWJ-AM-FM/Detroit**. A 13-year veteran of the broadcasting industry, Toomey previously spent 10 years with **CBS Radio Spot Sales** as well as having worked at **WWWW, WDEE** and **WJBK** in the Motor City.

## Stone Named VP For Affiliated

**Brian Stone** has been elevated to VP for **Affiliated Broadcasting**. Stone will retain his present post as GM for **WHYN-AM-FM/Springfield, MA** as well as his duties as Special Projects Director for **Affiliated** in addition to his new responsibilities. A 12-year veteran of the broadcasting industry, Stone joined **Affiliated** as GM for **WSAI-FM/Cincinnati** in 1977.

## Tucker Becomes VP/GM At KLNK

**Wally Tucker** has been named VP/GM for **KLNK/Oklahoma City**. Most recently, Tucker held the GM position at **KRIG/Odesa-Midland, TX**.

## Deardorff Upped To GM At KRIG

**Mike Deardorff** has been elevated to General Manager at **KRIG/Odesa-Midland, TX**, coming from his previous post as GSM for the station. Prior to joining **KRIG**, Deardorff served as GSM for **KLIF** and **KPLX/Dallas**.

## Knapp Forms Musico Firm

**J.G. Knapp** has announced the formation of **Musico Inc.**, a multi-faceted company that will provide services ranging from radio and club promotion to A&R development. Knapp most recently served as Music Director for **WXLO/New York**. **Musico** is located at 21 West 58th Street, Suite 5E, New York, 10019. (212) 980-0097.

## ...ON THE ROAD TO NUMBER ONE



2500 Galen Drive, Champaign, Illinois 61820 (217) 351-4940

That's where our programming tools will put you. We are Penta Communications, offering you three programs we use every day with tremendous success:

- #1 Record of the Day
- Superstar "Mini" Concerts
- Oldies for Energy

We also have created a variety of 1-30 hour specials to further enhance radio programming. We're a unique blend of creative professionals

in the radio and advertising business. We know these programming tools work. They put us on the road to number one. Let us show you how they can put you on the road to number one, too.

**They Sound Good. Sell Good.**

For our brochure and demo tape, call Bob Murrell, collect, at (217) 351-4940.

Meet us at the NAB Radio Programming Conference IV, East Tower Avenue Suite, Hyatt Regency.

**NO MORE ARMCHAIR ATHLETES**

# Sports: Big Growth, Big Bucks & Big Radio Potential

Americans spent \$160 billion on leisure activity last year, according to figures released by the **Department of Commerce**. Of this \$160 billion, \$27 billion was spent on sporting equipment and services.

Recently, research showing the demographic characteristics of the audience for various participatory and spectator sports has become available. A comparison of these demos with your station's may prove eye-opening from both a programming and sales perspective, especially when the possibilities for local tie-ins are considered.

### Lots Of Local Ad Money Available

While only a few large firms (**Wilson and Spaulding**, for example) command the lion's share of their specialty markets, a multitude of small firms divide the considerable spoils.

Although this situation makes national ad buys for these products virtually nonexistent, there's a lot of money generated into local advertising (always a radio stronghold) by the smaller firms. Make no mistake, sports, both participatory and spec-

the past decade (attributed to the generous amount of publicity generated regarding the benefits of exercise), a recent **Lou Harris** poll found that *59 percent of adult Americans participate in some sport*.

"High actives" (over five hours per week) make up 15 percent of the participants, with "moderately actives" (3.5 hours weekly) accounting for another 16 percent, and "low actives" (less than two hours weekly) fleshing out the remaining 28 percent. The typical "high actives" are males, under 35 years of age, have middle incomes (\$7000-25,000 yearly), and reside in Eastern and Midwestern suburbs.

The "moderately actives" differ only in that they are slightly older (up to 50 years of age) and tend to live in Eastern suburbs. "Low actives" are equally divided between males and females, include a broader age span (up to 64 years old), boast upper-middle incomes, and live in the suburbs of the Midwest and West. "Non-actives" are mostly women over 50 and lower-income people

### Participatory

- **Swimming** — 50 million participants, equally male and female, almost all under 35, college-educated, white-collar, upper-income residents of Eastern and Western suburbs.
- **Running** — 25 million participants, similar characteristics as swimmers, except that more people 35-55 are likely to be runners.
- **Tennis** — 20 million participants, 45% female, college-educated, white-collar, \$25,000-plus incomes, residents of Eastern and Western suburbs.
- **Golf** — 14 million participants, 74% male.

### Spectator

- **Baseball** — 61% male, ages 25-34, 40% white-collar, 30% blue-collar, residents of Midwestern and Eastern suburbs, 39% earn over \$25,000 yearly with another 20% in the \$10-15,000 income bracket.
- **Football** — College (66% male) and pro (68% male), 60% of whom attended college, 67% white-collar workers earning over \$25,000 yearly, 35% residents of Southern suburbs.
- **Auto Racing** — Males under 34, blue-collar, high-school grads earning less than \$20,000 yearly, residents of Southern and Midwestern suburbs.
- **Horse Racing** — High-school grads earning \$25,000-plus yearly, residing in Eastern and Western suburbs.

*"The growth of women's participation in sports has doubled that of men's."*

Although the number of professional sports teams has swollen from 57 in 1965 to a current 200, and these teams bring a significant amount of money into their home cities, the real area for sports growth lies in "grass roots" events, ranging from locally-sponsored softball teams, citywide sports tournaments, running events, and the like. Sponsorship of these events is becoming a fertile ground for a variety of health and sports-related firms.

Not only can radio stations tie into these events and their existing ad campaigns, stations can also create and sponsor the events, possibly in conjunction with local advertisers. One note of caution — stations should take care when electing to sponsor an event (or when pitching potential advertisers) to make sure that the audience for the particular event or product parallels the station's own. An AOR station, for example, may benefit more by sponsoring a 10k run than an A/C station. Conversely, the A/C facility should do better tying into an amateur golf tournament.

### More Leisure Time

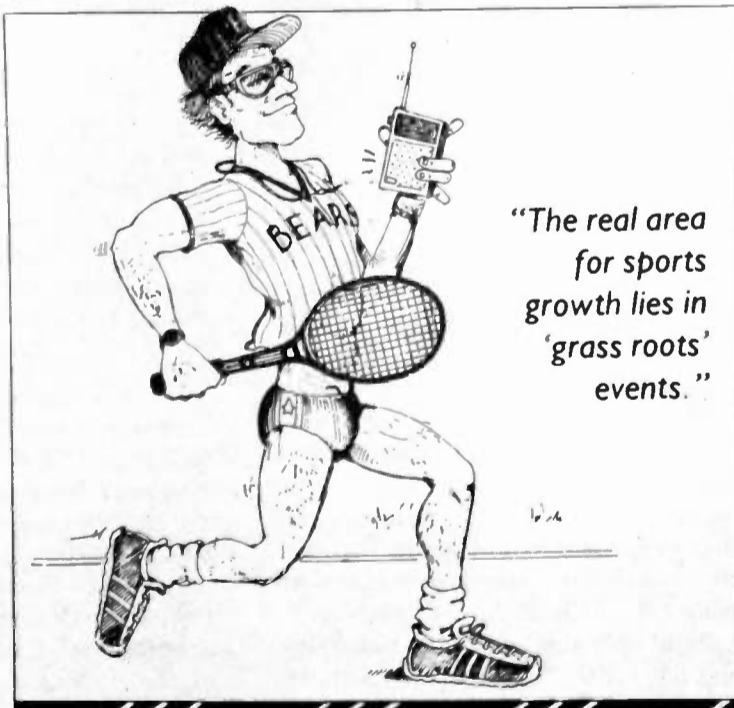
The aforementioned \$160 billion not only equals 16 percent of America's gross national product, but it's also three times the amount Americans spent on leisure in 1965. There are two major reasons for this upsurge — more disposable income and more leisure time. Taking into account holidays, vacations, and shorter working hours, the average American worker now has one-third of the year off.

Along with the money spent on sporting equipment and services, \$71 billion went to vacations and travel (foreign and domestic), including mobile homes, while purchases of second homes accounted for \$4 billion. The remaining \$58 billion was taken up with purchases of radios, TV sets, reading materials, tickets to sporting and cultural events and films, and personal consumption items such as camera equipment.

Recreational vehicles were the largest single purchase item (\$2.7 billion), trailed by boats (\$2.4 billion). Tennis gear led equipment sales with \$666 million, followed by golf (\$587 million), fishing (\$506 million), skiing (\$421 million), and camping equipment (\$386 million). And that's only for the equipment. Service charges ranging from court and greens fees to lift tickets for skiers add even more money to retailers' coffers.

tator, are big business and stir big interest.

What does this mean for radio? A recent article in **American Demographics** magazine profiled the audience for participatory and spectator sports, finding that the stereotype of the armchair athlete



must be laid to rest, as both participants and spectators alike tend to be young (under 35), well-educated (either attended or graduated from college), affluent (\$20,000-plus yearly incomes), male (but increasingly female), married (without children, however), and living in the suburbs of the Northeast and West.

### Two-Thirds Of Americans Play Weekly

Although these characteristics are most pronounced among those involved in participatory sports, which have seen tremendous growth over

from the cities and rural areas of the South and East.

### Different Sports, Different Demographics

As might be expected, there are substantial demographic differences between each sport. According to a recent **Nielsen** survey, 50 million Americans — almost one-third of the U.S. adult population — swim. However, nearly half of these people swim less than 10 days per year. Swimmers are equally divided between men and women, are almost exclusively under 35, and are college-

educated, white-collar, upper-income residents of suburbs in the East or West.

Nearly 25 million Americans label themselves runners. Their ranks have increased over 20 percent in the last several years. They share similar characteristics with those who swim except that older people (those 35-55) are more likely to be runners.

Tennis is the biggest sport that requires equipment, with 20 million players. Although growth has slowed somewhat in the past two years (it had quadrupled during the previous seven), at least five million Americans claim to play regularly — over 20 times per year. Females account for 45 percent of the tennis players, who also tend to be well-educated, white-collar workers from Eastern and Western suburbs with incomes of over \$25,000 yearly.

Golfers number about 14 million and are predominately male (74 percent). Interestingly, a **National Golf Association** survey notes that the number of golf courses in the nation has doubled to almost 12,000 since 1960. Those who golf tend to increase the frequency of their activity as they age as well. Look for golf to experience a boom in the next decade as the median age of Americans climbs upwards. Other sports predicted to grow in popularity during the 80's are: racquetball, soccer, skiing, fishing, camping, softball, jogging, and women's team sports.

### When They Don't Play, They Watch

And what do all these swimmers/runners/tennis players/golfers do when they're not out participating? They're spectators.

In terms of attendance, America's most popular sports are thoroughbred racing (51 million yearly), with auto racing a close runner-up at 50 million yearly. Baseball attracts 33 million Americans per year and college football pulls in 30 million more. Although horse and auto racing have the highest totals, not only do they stage more events, but also they tend to draw the same people over and over again. Speaking in terms of those Americans who occasionally attend sports events, auto racing and horse racing represent only five and four percent of the population, respectively. The proportionately most popular sports are baseball (16

percent), college football and pro football (eight percent each). Even ice hockey (four percent) attracts as many people as horse racing.

Baseball is truly America's national pastime, as its audience is one of the most universal. Baseball fans are generally male (61 percent), between 25-34 years old, high school and college graduates alike, and both white-collar (40 percent) and blue-collar (30 percent) workers, mostly from the Eastern and Midwestern suburbs. While family incomes are largely above \$25,000 yearly (39 percent), 20 percent of baseball's fans come from the \$10-15,000 income bracket.

College and pro football fans tend to be male (66 and 68 percent, respectively), have attended or graduated from college (60 percent), have white-collar jobs (67 percent), and earn over \$25,000 yearly. A disproportionate number (35 percent) live in the suburbs of the South.

Auto racing draws younger (under 34) males, usually high school graduates holding blue-collar jobs that pay less than \$20,000 yearly, and who live in Southern and Midwestern suburbs. Horse racing also appeals to the less-educated, but well-paid (\$25,000-plus yearly), who reside in the suburbs of the East and West.

### Future Growth Foreseen

Furthermore, interest in sports is likely to show even greater growth in the future. One major contributing factor is the rising interest of women, whose participation growth has doubled that of men's. The percentage of female runners has soared 73 percent since 1970, compared to a 53 percent increase among men. Similarly, the past decade has seen a 100 percent increase in the number of women fishing, golfing (58 percent), and playing tennis (51 percent).

A second major factor is the expanding young adult population. This most active group doubled its numbers over the past decade and will increase another 35 percent over the next.

In short, they're adults and they're active (especially when it comes to spending their substantial disposable income) and they're listening to *your* radio station.

# Ratings & Research

"The new diary you see here is the latest step in diary design evolution."

## First Look At Revised Arbitron Diary

What you see below, courtesy of Arbitron, is the new Arbitron diary that's being used effective with this summer's survey. The fact that the diary has been changed is not generally known, so I thought you'd appreciate a look at the instrument that decides so many fates in this business. So you can readily see how the diary is an evolving entity, I've shown an earlier version as well, and I'll compare the two. Finally, I'll break down the implications of the new diary for those of you concerned with Arbitron success (and I assume most of you are or you might be reading *Playboy* instead of this page).

### Diary Evolution

Ever since the mid-sixties, Arbitron has been using a personal diary instrument to obtain radio listening information. Prior to that time a multimedia diary was used, which tried to capture data on not only radio but also TV and print. The radio-only diary was the first major evolutionary step in improving the efficiency of capturing the habits of listeners, and the new diary you see here is the latest step in a constant process of diary design evolution.

Arbitron's research department is staffed by professionals whose mission is, among other things, to strive to improve the diary. While the reproduction you see on this page is the latest version, it is by no means the ultimate design that Arbitron will come up with. As challenges are posed to Arbitron — improve response rates, clear up AM-FM confusion, supply information on in-car patterns — the researchers will test numerous designs to see which are most effective in obtaining worthwhile listener cooperation while also being cost-efficient. As the diary changes, you need to be aware of the implications for your numbers.

### Why This Version?

What prompted Arbitron to go with the new version you see here? According to Arbitron spokesperson **Connie Anthes**, "We did a research test (using the new diary) and found that the revisions brought the respondents' error rate down significantly." What changes were made, and how are they supposed to cut down on diarykeeper or Arbitron problems? Compare the two versions on this page and you'll see the following differences . . .

1. *Redesigned AM-PM designations.*  
 2. *Bolder lines to distinguish the "station" section from the other major portions of the diary page.*  
 3. *Increased emphasis on call letter entries.*  
 4. *Relocated AM/FM boxes.*

### Summer, 1981

**THURSDAY**

TIME		STATION <small>FILL IN STATION "CALL LETTERS" IF YOU DON'T KNOW THEM. FILL IN PROGRAM NAME OR DIAL SETTING.</small>	PLACE	
<small>FROM (Indicate AM or PM)</small>	<small>TO</small>		<small>CHECK ONE ( )</small> AT HOME	<small>CHECK ONE ( )</small> AWAY FROM HOME (INCLUDING IN A CAR)

PLEASE CHECK HERE  IF YOU DID NOT LISTEN TO RADIO TODAY.

Each time you listen to the radio, please be sure to use a new line, and write in the station "call letters".

Even minor changes in diary layout can affect the public's cooperation rate and the ability to properly fill in the document, and you can see that over recent years Arbitron has made some notable revisions in the diary design. The changes have been made to clarify AM-PM (many diarykeepers get them confused and record entries out of time sequence, causing Arbitron editing problems); to make "FM" a suffix, as stations use it on-air (WXXX-FM) rather than a prefix as before; and to stress call letters in the minds of the respondents.

The emphasis on call letters is important. Arbitron considered, while I was at Beltsville, a diary that would only capture call letters. While this test version never saw use in an actual market report, you can see that if Arbitron had its way, all entries would be call letters only. Having to cope with the minority of entries that are for slogans, dial positions, personalities, etc. causes Arbitron much grief and slows down getting the numbers to you. It's likely that future diary renovations will feature additional ways of stressing that the respondent record call letters.

### Implications Of New Diary

It's hoped that more accurate numbers will be the key by-product of the new diary you see here. Specifically, here's how that might occur.

Although the diary used for the spring sweeps contained boxes for AM-PM, apparently Arbitron

## Week In Review

### Sharon Stanley Joins Dallas Arbitron Office

Sharon Stanley is joining the Dallas office of Arbitron in an Account Executive capacity. Ms. Stanley will service ad agencies and advertisers on behalf of Arbitron radio. Her previous experience has been with agencies in media buying and planning capacities.

### Brad Bradford Appointed CSR

Arbitron Radio has announced that Brad Bradford has been named Client Service Representative in the Midwest radio sales division of the firm. Bradford, who will be based in Chicago, has previous radio experience at WNBC/New York. Most recently, he was a researcher in the Department of Communications at the University of Michigan.

was not happy with the results of that redesign. The new AM-PM lineup looks, in my opinion, to be an improvement that will make it easier for the public to correctly record their tune-in times.

The additional stress that Arbitron is placing on call letters is the real key item here. 93% of all entries nationwide are to call letters, but it's likely that Arbitron will push to see that figure increase. As the diary is redesigned, those stations that insist on just giving their calls once per hour may find that they have to rethink their identifier approach. Since the public — the diarykeepers — are going to try and follow Arbitron's directions and record calls, stations may want to reduce their reliance on non-exclusive identifiers and begin to work call letters increasingly into their marketing plans and on-air sound. More call letter entries means fewer editing mistakes.

### Canadian Comparison

For a look at the design of another ratings company diary, I'll be offering here next week a look at a "ballot" from the Canadian service, the Bureau of Broadcast Measurement (BBM). I flew to Toronto last week (I've put in my request for hazard pay for the flight) to interview BBM officials and will share with you not only a look at their diary — perhaps provoking some thoughts about the Arbitron document — but a list of some of their procedures dealing with call letters, slogans, and time frame entries. The comparison to Arbitron's procedures may be of interest and may serve as food for thought for those of you interested in improving Arbitron's pamphlet.

**1978**

**THURSDAY**

TIME		STATION		PLACE
<small>(Indicate AM or PM)</small>		<small>CHECK ONE ( )</small>	<small>FILL IN STATION "CALL LETTERS" IF YOU DON'T KNOW THEM. FILL IN PROGRAM NAME OR DIAL SETTING.</small>	<small>CHECK ONE ( )</small>
<small>FROM —</small>	<small>TO —</small>	<small>AM</small> <small>PM</small>		<small>AT HOME</small> <small>AWAY FROM HOME (INCLUDING IN A CAR)</small>

PLEASE CHECK HERE  IF YOU DID NOT LISTEN TO RADIO TODAY.

**Jhan Hiber**



**ANNOUNCING  
A SOUND MOVE  
BY CBS.**

# RADIO

RADIORADIO is a new network service designed to fit the tone of your sound and to amplify and differentiate your station. Listen in on this conversation and you'll hear about some of the things we're doing.



**“HEY,** what’s that great new sound? Have you got a new station tuned in?”

*“No, it was one of my regulars...but now it’s my only one. What’s different is all the new things this station has to offer. It’s something called RADIORADIO.”*

**“RADIORADIO? What in the world is RADIORADIO?”**

*“It’s all the things I’ve been missing. Now I don’t have to keep twisting the dial to get ‘em. I can tune in and listen here all day.”*

**“Really? Things like what?”**

*“Like their news service. It’s news from CBS, and that’s the best. It gives me just enough of what’s happening all over the world. And I get it all in less than two minutes. It’s in a style I like too. You know, easy on the ears.”*

**RADIORADIO DELIVERS ITS NEWS SERVICE AT TWENTY MINUTES AFTER THE HOUR, AROUND THE CLOCK. THIS SERVICE PRESENTS TWO MINUTES OF WORLD NEWS IN AN UP-BEAT AND CONTEMPORARY FORMAT. OUR NEWS IS DESIGNED TO APPEAL TO YOUNG ADULTS. IT FITS THE TEXTURE AND TONE OF YOUR CURRENT PROGRAMMING FLOW.**

**“Definitely my kind of news. So what else does this RADIORADIO do for my ears?”**

*“Oh, now they’ve got fantastic music specials that nobody else has. Like concerts. I mean, they’ve got some of the hottest names around.”*

**RADIORADIO’S CONCERTS ARE EXCLUSIVE PERFORMANCES, AND THEY WILL BE AIRED THROUGHOUT THE YEAR. THESE ARE MAJOR MUSICAL EVENTS WITH GREAT LISTENER AND**



A SERVICE OF CBS RADIO

# RADIO



**ADVERTISER APPEAL, AND THE FORMAT IS DESIGNED TO PROVIDE MANY LOCAL SELLING OPPORTUNITIES.**

*"Alright! Love those concerts, love to know what's happening!"*

*"There are other music specials too, like programs that tell me more about my favorite recording artists. And RADIORADIO has other super features, too. They fill you in on all sorts of things and they do it all in a minute and a half."*

**RADIORADIO'S LIFESTYLE FEATURES ADDRESS THE SPECIFIC INTERESTS OF YOUNG ADULTS. PROGRAMS ARE 90 SECONDS LONG AND ARE CAREFULLY DESIGNED TO SUIT YOUR STATION'S SOUND. THEY ARE ALSO CONCISE AND TO THE POINT. ONE MORE REASON WHY YOUR AUDIENCE WILL WANT TO TUNE-IN AND KEEP LISTENING.**

*"Fantastic! No wonder the old station sounds better."*

*"Mm-hmm. That RADIORADIO really does make a difference. It's great music and a lot more. And that's my favorite kind of radio."*

**RADIORADIO IS A NEW CBS RADIO SERVICE. STATIONS CARRYING RADIORADIO CAN COUNT ON THE EXPERTISE, THE QUALITY, AND THE CREDIBILITY OF CBS ITSELF. AND RADIORADIO'S NEWS SERVICE IS PREPARED BY CBS NEWS, THE MOST RESPECTED BROADCAST JOURNALISM ORGANIZATION IN THE WORLD. RADIORADIO CAN GIVE YOUR STATION THE ADDED DIMENSIONS IT NEEDS.**

**RADIORADIO IS A NEW NETWORK SERVICE DESIGNED TO DIFFERENTIATE RADIO STATIONS. IT IS A REAL OPPORTUNITY TO POSITION YOUR STATION IN TODAY'S COMPETITIVE RADIO MARKETPLACE. IT CAN MAKE ALL THE DIFFERENCE FOR **YOU.**"**

# SAVOY BROWN

ST 7002



## "CONQUERING ROCK RADIO"

KZEW	KTXQ	KMOD	KATT	KYTX
KLBJ	KISS	KNCN	WRNO	KBIU
WLAV	WWCK	WILS	WIBZ	WPFR
WMMS	M-105	WKDD	WCMF	WOUR
WAAL	WSRD	WCPZ	WBRU	WERI
WECM	WHCN	WPLR	WQBK	WPDH
WBAB	WRCN	WRNW	WTPA	WHFS
WUVA	WHYH	WQDR	WKZL	WAIM
WIZD	WOVV	WGLV	KWFM	KMGN
KXFM	KTIM	KOZZ	KLRB	KFMF
KREM	KZEL	KRKN	KYLT	KTCL
KQDS	KBLE	KFMH	KKRL	KKRZ
KSHE	WBWB	WAER	WNEW	WKWF
KZOM	WYFE	WGIR	WWWV	KTYD
	KVRE	KSPN	KQWB-FM	

NOW ON TOUR WITH BLACKFOOT AND DANNY JOE BROWN



Available on TownHouse Records & Tapes.



Agency: DMA



Manufactured & Distributed by Accord Record Corporation.

Available in the United States Exclusively through Capitol 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-Dancemusic, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk.

### Portland, OR

#### KGON Slips But Still Leads; KGW Stable; KEX Down

KGON (A) remained the top station in the Portland metro although its 12+ share went 10.2-9.4. KGW (R) had a stable 9.1 showing for second place, while KEX (AC) slipped from its strong basketball-influenced fall numbers, 9.3-7.9.

Other Portland area stations that achieved the one share threshold included KCNR (AC) 2.5-3.2, KINK (A) 4.5-5.3, KKEY (T) 3.1-3.8, KKSJ (A) 1.6-1.5, KLLB (R) 3.0-5.0, KMJK (R) 4.5-3.7, KPAM (AC) 2-1.3, KQFM (O) 1.8-3.8, KUPL (BB) 3.1-2.9, KUPL-FM (BM) 6.7-6.9, KWJJ (C) 5.1-4.5, KJIB (C) 2.8-2.2, KXL (N/T) 5.5-3.2, KXL-FM (BM) 6.7-6.8, KYTE (C) 4.9-5.3, and KYXI (N) 4.9-5.1.

### Albany

#### WGY Dominant Again; WPYX Jumps To Double Digits

WGY (AC) had a stable 16.7-16.4 showing to remain the leading station in the Albany area. The new number two was WPYX (A), which bolted 6.2-10.7. WROW (AC) slipped 10.2-8.3, WROW-FM (BM) moved 10.0-7.4, while WTRY (R) had a level 8.4-8.3 score.

Other Albany metro stations with a one share or higher were WCSS (AC) 2.3-1.1, WFLY (R) 7.1-6.3, WGFM (R) 3.8-3.6, WGNA (C) 4.3-5.3, WKAJ (R) 8-1.1, WHRL (BM) 2.6-1.8, WOKO (C) 1.5-2.4, WPTR (AC) 3.1-3.6, WQBK (T) stable at 6.2, WQBK-FM (A) 2.4-2.8, WWOM (AC) 3.9-4.5, and WWWD (O) 4-1.0.

### Nashville

#### WKDF Jumps Into First; WSM-FM Up Three

WKDF (A) added almost five shares to move into first place with a 7.3-11.9 score. WSIX-FM (C) slipped 11.0-9.4, while WSM-FM (AC) rose into a tie for second with a 6.5-9.4 increase. WZEZ (BM) moved 11.5-8.2, tying with WWKX (R), which was stable, 8.3-8.2. WVOL (B) slipped 9.0-7.8.

Additional Nashville area stations with a one share or better included WAMB (BB) 2.8-2.9, WJRB (C) 2.5-1.9, WJYN (E) 5.0-2.0, WKDA (C) 1.6-1.5, WKOS (R) 1.2-1.4, WLAC (N/T) 4.5-5.6, WMAK (AC) 2.7-1.9, WBYQ (R) 3.7-5.1, WSIX (AC) 3.4-3.9, WSM (C) 8.5-6.3, and WWGM (RL) 1.2-1.1.

### Salt Lake City

#### KSL Solid Number One; KSFI Second; KALL, KRGO Up Two

KSL (AC) remained dominant in the Salt Lake City metro with a stable 11.1 performance. KSFI (BM) was up 8.9-9.2, KALL (AC) rose 4.5-6.8, and KRGO moved 3.6-6.8, KLLB (BM) was down 8.7-8.0, while KSOP-FM (C) climbed 5.9-6.6.

Other Salt Lake City stations with a one share or more were KALL-FM (AC) 4.3-2.0, KCPX (R) 8.1-6.4, KCPX-FM (A) stable at 6.3, KDAB (AC) 3.6-4.5, KISN (BM) 3.5-3.8, KJQN (R) 1.1-1.7, KPRQ (AC) 1.3-1.8, KRSP (AC) 1.9-1.7, KRSP-FM (R) 4.9-4.8, KSOP (C) 1.9-1.6, KSXX (N/T) 4.1-2.3, KWHO-FM (BB) 1.0-1.5, KWMS (N) 2.0-1.3, KZAN (C) 3.3-4.2, and KAYK (R) 2.0-3.3.

### Rochester, NY

#### WEZO Strongest Again; WHAM Moves To Second; WVOR Stable

WEZO (BM) scored the only double-digit share as it held the top spot with a 17.4-17.8 performance. WHAM (AC) moved into the runner-up slot with a 8.9-9.5 rise. WVOR (AC) showed little movement, 9.1-9.0.

Additional Rochester metro stations with at least a one share were WBBF (R) 8.1-6.5, WCGR (AC) 8-1.2, WCMF (A) 6.6-7.2, WDNV (AC) 5-1.4, WDKX (B) 3.5-4.6, WFLC (C) 2.1-1.4, WHFM (R) stable at 4.5, WMIV (RL) 7-1.0, WMJQ (A) 6.4-6.7, WNYR (C) 5.1-5.8, WPXN (T) 4.6-3.3, WPXY (R) 5.4-3.5, and WSAY (C) 2.8-4.3.

### Birmingham

#### WZZK Adds Six To Top Metro; WKXX Remains In Double Digits

There's a new number one in Birmingham as WZZK (C) took a 7.7-13.6 jump. Former leader WKXX (R) was also up, 11.1-12.3, to hold down the runner-up position. WENN-FM (B) slipped 11.1-9.1, and WSGN (R) fell 8.3-6.4.

Additional Birmingham stations that achieved the one share level were WAPI (AC) 3.4-4.1, WAPI-FM (BM) 6.1-4.7, WATV (B) 5.7-4.8, WBUL (B) 1.5-2.2, WCRT (AC) 1.2-2.0, WDJC (RL) 4.5-2.3, WENN (B) 2.4-3.8, WERC (R) 5.1-4.5, WJLD (B) 2.4-3.2, WQEZ (BM) 6.1-3.8, WRKK (A) 6.6-4.8, WVOK (C) 5.6-5.5, WWWB (AC) 1.2-1.5, and WYDE (C) 2.9-4.6.

### Louisville

#### WAMZ Slips But Holds First; WVEZ Close Second

WAMZ (C) lost one share 11.7-10.6, but retained the top spot in Louisville. WVEZ (BM) moved into double digits with a 9.9-10.4 improvement. WHAS (AC) rebounded with a 7.8-9.7 showing, WKJJ (R) slipped 10.5-8.7, WAVE (AC) rose 6.8-8.2, and WRKA (AC) almost doubled, 3.6-6.8. In the AOR battle WQMF jumped 3.9-6.1 to edge WLRS, which fell 8.5-6.0.

Other Louisville area stations with a one share or higher were WAKY (R), which dropped 9.5-5.0, WCII (C) 4.7-6.7, WFIA (RL) 1.1-1.3, WINN (C) 5.0-3.6, WLOU (B) 5.7-6.3, WTMT (C) 2.9-2.3, WXLN (RL) 1.1-1.2, and WXVW (E) 9-2.1.

### Rust

Continued from Page 3  
operation of 12 stations and to take advantage of new tax laws reducing the capital gains tax from 28 to 20 percent.

Discounting deregulation, Rust said filing paperwork for even 10 stations requires lots of effort. Rust also owns: WHAM & WHFM/Rochester, NY; WPTR & WFLY/Albany-Troy, NY; WAEB & WXXW/Allentown, PA; WNOW & WQXA/York, PA; and WSOM & WQXK/Salem, OH.

Capitol Broadcasting also owns the North Carolina News Network, the Tobacco Network, and TN Spot Sales.

Answers for  
AM today;  
Plans for AM  
tomorrow!!

**Cramer Communications**  
P.O. Box 120427 - Arlington, Texas 76012  
817-274-9892  
Specialists in Information - Oriented Programming and Promotion

# **"HARD TO SAY"**

*The Long-Awaited New Single By*

**DAN FOGELBERG**  
*Is Here*



*From The Forthcoming Album*

***"THE INNOCENT AGE"***

*On Full Moon/Epic Records*



Some experiences are unforgettable.  
First Love is one of them.



## FIRST LOVE

NB 7-11-115

The powerful, premier single from

## Roger Voudouris ON THE HEELS OF LOVE

NBI 33233

Roger Voudouris, who first turned heads with his national hit "Get Used To It," now debuts on the Boardwalk with an impeccable collection of contemporary music, arranged and produced by the acclaimed Charles Calello.



# STREET TALK

General Cinema has in fact sold WIFI/Philadelphia to Ragan Henry's BENI (Broadcast Entertainment National, Inc.), as previewed here in Street Talk two weeks ago. The purchase price was \$6.8 million.

Speaking of sales . . . word on the street in L.A. is that Coca-Cola has its two radio properties up for sale. KKUA/Honolulu's price tag is reportedly \$2½ million, but (and we respectfully request that you sit down before reading on) KJOI/Los Angeles can be yours for \$27 million! Now, *that's* the real thing!

According to what we hear ABC Radio has the inside track on signing a deal to broadcast the 1984 Olympics from Southern California.

Dick Ferry is the new VP/GM of Great Trails Broadcasting's WKJJ & WCII/Louisville. Dick comes from WKWK/Wheeling and he replaces exiting VP/GM Frank Seymour.

Jeff Pollack has been appointed Sandusky National Programming Consultant. The Sandusky stations include KZAM & KZAM-FM/Seattle, KDKB & KDJQ/Phoenix, and KBPI/Denver. The irony in this situation is that Sandusky's National PD was most recently Frank Cody, who left the company last month to join NBC's Source and to do his own consulting. One has to wonder why Sandusky didn't pick Frank as its consultant after he helped KBPI to a 9.9 in the recent Arbitron.

AFTRA has called a strike against WTFM/New York. The strike began August 1 and the issues involved are wages and the use of part-time employees. The station has remained on the air using management and supervisory personnel.

Scott Sherwood, formerly PD of Y103/Jacksonville, has been named PD at WKTM/Charleston, replacing Paul Sebastian (who had been Scott's competitor at WAPE/Jacksonville before that station switched formats to Country). Incidentally, Scott will be marrying Mindy Fixel, a former sales person at Y103, on August 22.

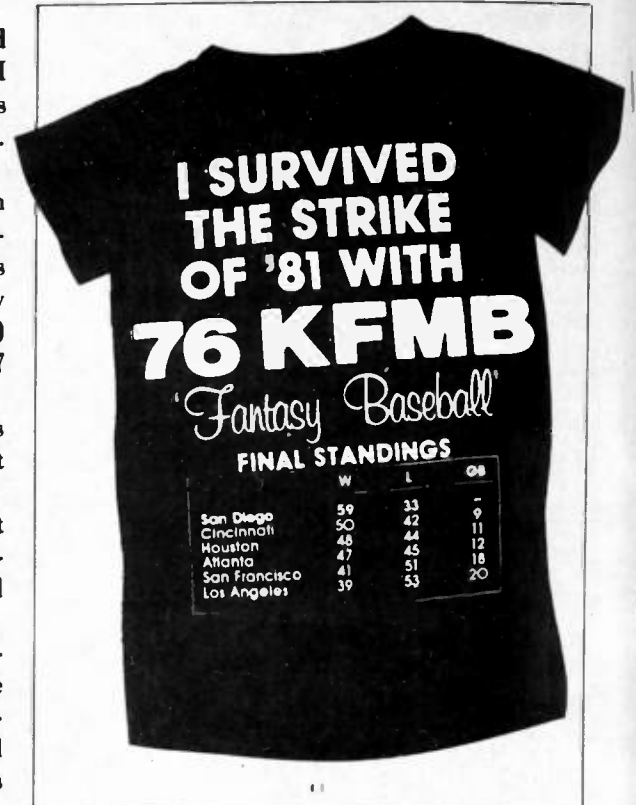
Heftel has signed on consultant E. Alvin Davis for its Cincinnati station YES-95.

To clarify an item that appeared in Street Talk a few weeks back, Jay Stone was not the PD at KUKQ/Phoenix. He was the afternoon man but he *has* exited the station. The Operations Manager for both KUPD & KUKQ, Ed Hamlin, reports that KUKQ has not changed formats. The station remains what Ed termed "rhythm and rock."

Mike Scott has left WNDE/Indianapolis and accepted the Program Director slot at WTVN/Columbus.

Radio Records (not to be confused with R&R) has moved into new offices in Ft. Lauderdale, complete with a new phone number: (305) 565-7700.

Ed McMann is the new MD at WCKX/Tampa, replacing Bob Logan, who has shifted to Metroplex's Y100/Miami for the all-night show.



**HAS STEVE GARVEY SEEN THIS?** — Street Talk received this imaginative piece of dry goods from KFMB/San Diego, apparently in celebration over the end of the baseball strike. KFMB's "Fantasy Baseball" promotion, wherein the Padres kept playing (and winning) during the strike, had the whole market talking. It was all very entertaining, but all dreams must come to an end (strikes too) and the "real" Padres are now back in action. However, for those who want to remember 1981 as the season that the Padres were a full 20 games ahead of the Los Angeles Dodgers, this T-shirt will be a true collector's item.

Steve Gallagher, formerly of Q106/York, has been named PD at KMAC/San Antonio.

There may be a combination answer record/cover/concept battle shaping up with two separate releases answering Richard "Dimples" Fields's "She's Got Papers On Me" cut. Jean Knight & Premium have put out "You Got The Papers (But I Got The Man)" on Cotillion. Meanwhile, Barbara Mason has released "She Got The Papera (But I Got The Man)" on WMOT. You can almost hear the lawyers' phones ringing now.

Speaking of lawyers . . . Joanne Cipolla, a part-time singer, songwriter, and bakery worker in Boston is being sued by the ABC Television Network over a song she wrote and recorded called "General Hospital." Nationally syndicated columnist Gary Deeb reported that ABC charged Joanne with "trademark infringement" and demanded \$500,000 in damages — plus interest. Don't confuse Joanne's "General Hospital" song with the current MCA release "General Hospi-tale" by the Afternoon Delights. The songs are completely different and, as if to underscore that statement, ABC has given its complete blessing to the Afternoon Delights song. But, when it comes to Joanne's affectionate musical send-up of her favorite "soap," ABC apparently means business. Cheer up Joanne, this could wind up as a great movie of the week script.

**ELECTRIC  
WEENIE**

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

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

SCOTT TAYLOR, KILE: "I was pm drive here when I began receiving the Weenie. I am now morning drive and PD. "I've used other services but none measure up to the Weenie."

Jocks...write today for free samples.



"START ME UP"<sup>00</sup> RS 21003



ROLLING STONES TATTOO YOU



PRODUCED BY  
THE GLIMMER TWINS

SEE BACK PAGE BREAKERS

THE NEW SINGLE FROM THE NEW  
ROLLING STONES STUDIO ALBUM,

"TATTOO YOU"<sup>00</sup> COC 16052

ON ROLLING STONES RECORDS AND TAPES



HERE'S WHAT  
AL JARREAU  
IS UP TO  
THIS WEEK:

<b>WCAO add</b>	<b>KIOY add 30</b>
<b>WXKS-FM deb 25</b>	<b>FM102 27-26</b>
<b>WPGC add</b>	<b>KJRB 28-26</b>
<b>KRLY add</b>	<b>KNBQ add</b>
<b>94Q on</b>	<b>KTAC deb 30</b>
<b>Y100 32-30</b>	<b>WJBQ add 19</b>
<b>WCKX 23-16</b>	<b>WLAM 24-20</b>
<b>KJR add 22</b>	<b>13FEA add</b>
<b>KPLZ 31-29</b>	<b>95SGF on</b>
<b>B104 add</b>	<b>WFOX on</b>
<b>WICC add</b>	<b>WFLB 31-27</b>
<b>KSET-FM 22-18</b>	<b>WXLK 27-21</b>
<b>KHFI 30-28</b>	<b>FM99 30-26</b>
<b>KLAZ 36-34</b>	<b>KVOL on</b>
<b>KXX106 23-20</b>	<b>KKLS on</b>
<b>WAXY add</b>	<b>KBOZ add</b>
<b>WBBQ add</b>	<b>KYYA on</b>
<b>WMAK-FM deb 30</b>	
<b>WOKI add</b>	
<b>WBCY 27-23</b>	
<b>KJ100 add</b>	
<b>WVLK on</b>	
<b>WVIC add</b>	
<b>WNOX deb 30</b>	
<b>WAKX on</b>	
<b>KYNO-FM add</b>	

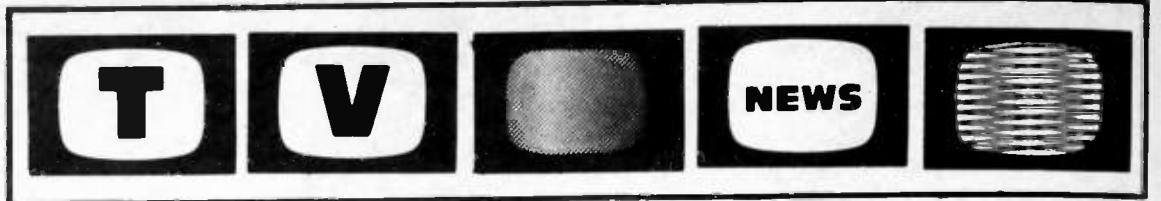


"WE'RE IN THIS  
LOVE TOGETHER"  
AL JARREAU

PRODUCED BY JAY GRAYDON  
DIRECTION: PATRICK RAINES & ASSOCIATES



ON WARNER BROS. RECORDS



### Race Tightens But CBS Wins 12th Straight

CBS was shut out of the top five shows in the Nielsen ratings for the week ending August 9, and as a result the three-network battle was much closer than it has been in recent CBS-triumphant weeks. But CBS held on to take its 12th consecutive win with a 14.0 average rating. NBC upset ABC to take second by the narrowest of margins, 13.4 to 13.3. Contributing to the NBC improvement were "Facts Of Life" 's best performance of the year, a number one finish, and the return of baseball in the form of the All-Star Game, the number two show of the week. Following are the standings:

7	1	Facts Of Life (NBC)	4	11	60 Minutes (CBS)
—	2	All-Star Game (NBC)	1	12	The Jeffersons (CBS)
5	3	Three's Company (ABC)	12	13	Lou Grant (CBS)
10	4	Diff'rent Strokes (NBC)	—	14	Dallas (CBS)
3	5	Hart To Hart (ABC)	—	15	Barney Miller (ABC)
19	6	Dukes Of Hazzard (CBS)	—	16	Happy Days (ABC)
6	7	Trapper John MD (CBS)	14	17	House Calls (CBS)
9	8	It's A Living (ABC)	—	18	Laverne & Shirley (ABC)
8	9	M*A*S*H (CBS)	—	19	Fantasy Island (ABC)
—	10	Quincy (NBC)	—	20	Love Boat (ABC)



**LONG LIVE SOUL TRAIN** — The Spinners recently appeared on "Soul Train" in promotion of their latest single "Long Live Soul Music." Pictured (l-r) are group's Henry Fambrough, Billy Henderson (obscured), John Edwards, Bobbie Smith, and Pervis Jackson, and host Don Cornelius.

#### Music On TV

A "classics" edition of "Solid Gold" in the week of August 14 features Peter Allen, Chuck Berry, Debby Boone, Natalie Cole, Rick Nelson, Smokey Robinson, and Tina Turner. Speaking of "Solid Gold," it's reliably reported that Andy Gibb will be replacing Dionne Warwick as host for the show in the fall season . . . Gladys Knight & The Pips are on "Americian Bandstand" August 15.

#### Pay TV News

The first multichannel (actually two channels) over-the-air pay TV service is scheduled to debut October 1 in the San Francisco-San Jose area, as Bay Area STV adds a second channel to its operation. Initially the two outlets (Channel 26 in San Francisco and Channel 48 in San Jose) will offer the same programming, but later in 1982 they will split, in anticipation of DBS (direct broadcast satellite) services which are planned to present up to five channels of programming . . . 20th Century-Fox is augmenting its film and commercial TV program supply efforts with a significant schedule of programming designed for pay TV, with original productions planned for next year. The anticipated demand for large amounts of original programming by pay TV outlets is seen as the reason for the move.

### VIDEOSCOPE:

"MAGICAL MYSTERY TOUR" COMES TO HOME VIDEO MARKET: The Beatles' 1967 TV special "Magical Mystery Tour" has been licensed to the Los Angeles-based Media Home Entertainment firm, which plans to market the special via videocassette and videodisc beginning in September. Originally shown on BBC television, the special contains eight Beatles songs . . . RCA TO ADD 25 VIDEODISC TITLES: RCA has announced it will expand its current catalog of videodiscs by 25 titles this fall. Among the films to be available will be such recent releases as David Lynch's "Elephant Man," Martin Scorsese's "Raging Bull," John Carpenter's "Friday the 13th," and Mel Brooks's "History Of The World, Pt. I". Classics, and we use the term loosely, will include John Ford's "Stagecoach," Charlie Chaplin's "City Lights," "The Odd Couple," "Mary Poppins," "From Russia With Love," "The Magnificent Seven," and the Jane Fonda topliner "Barbarella." The Elvis Presley vehicle "Fun In Acapulco," and a Fleetwood Mac offering top the music-related programming, with "Saturday Night Live, Vol. I" leading the TV-generated shows . . . THREE CABLE TV PENETRATION STUDIES DIFFER: We keep hearing that cable TV is expanding, but just how many Americans are watching? Three organizations recently released studies on the subject and all came to different conclusions. Arbitron placed U.S. cable TV penetration at 22 percent with 17.4 million homes, the A.C. Nielsen Co. claimed 26.5 percent (21.3 million) of America's households were wired, while the National Cable TV Association figured 25 percent or 19.1 million homes receive cable . . .

## Diane Raymond: A Programmer's Perspective

All of us remember ears pressed against transistors, listening to a favorite jock, and dreaming one day of being radio stars. Diane Raymond was no exception. Borrowing a familiar phrase, she's come a long way since her "I'm going to have a talk show" days. Beginning at WKAT/Miami, she moved on to WMCA/New York, WRNG/Atlanta, WAIT/Chicago, and KABC/Los Angeles, perfecting her craft along the way. She cut her programming teeth at KXRX/San Jose. And since January 7 of this year she has served as Program Director of Talk at WFAA/Dallas.

It wasn't too long ago that women air personalities were only heard late at night. That was the time slot best suited for their soft, sometimes sexy voices. Still, the glamour associated with being a music disc jockey and hanging out with the "stars" is very tempting. Why did Diane opt for News/Talk? "News/Talk was just becoming extremely popular," Diane explains. "I saw the advantage of going into News/Talk as opposed to music because (a) music burns you out so fast, (b) because women were given token overnight positions, pulling graveyard shifts most of the time, and (c) because the competition is going to be even greater in terms of trying to land a music job because music, within three to five years, is going to be on the FM band. I saw a greater field opening up with greater potential as a beginner on the AM band. News/Talk was new, I was new, we were all learning together."



Diane Raymond

### Beat The Clock

Diane shares programming duties with George Jennings, News Director. As she puts it, together he and she make up the PD. Programming talk may in itself sound easy, but it presents the same challenge as that of music programming. At times it is more difficult. Talk programmers more often than not must pull triple duty: monitoring the host, the guests, and the callers. Diane continues, "I have to listen to every word. You constantly have to listen to style, misinformation, little innuendos, personal attacks, any violations of the FCC rules."

As in music, there is a talk clock which must be followed closely. Breaks have to be taken "on the money," network commitments met, guests and callers catered to. It's a juggling act requiring skillful manipulation. "It's every bit as important as a music clock," Diane adds. "You can always play a record to get you from one break to another, fade it out and make your own time. You can't always do that when you are talking or when a guest says, 'I've got one major point to make.' This is why I'm here."

### I Lead, You Follow

Some of you are no doubt familiar with the "Me programmer, me leader. What I say goes" syndrome. But teamwork is definitely the name of the game at WFAA. Diane and her talk hosts regularly hold think tank sessions out of which flow ideas, performance critiques, talk techniques and shared experiences. This is what Diane likes most about her job. "I like being able to create with the talent I have. They work for me and with me; I work sometimes for them and with them. I enjoy being able to take the on-air experiences I've had and teach them when something will work and when it won't. Sometimes I'm even right," she laughs.

One important rule of thumb is to listen all you can about your audience, she feels. Just because something is in the news doesn't mean it will automatically go over well with the listeners. For an example, one of WFAA's talk hosts thought the ERA issue would be a sure hit on his show, especially since it was a hot news item. It bombed. "There are no hard and fast rules," Diane acknowledges. Certain areas will work or won't. You can really die by not going by your gut feeling but sometimes you do swim. You have to learn your area, the people you're talking to, what audience is out there and what audience you're shooting to get."

### 9 To 5

It's said that something isn't worth having if you don't work hard for it first. If that's the case, then Diane's hard work and positive beliefs should pay off. Her positiveness extends to the station's recent showing in the Arbitrons. WFAA lost a share point, but Diane attributes this to a turnaround in the talent lineup. In the

middle of the book, the air personalities walked out, forcing her to find replacements for all the daily shifts, Monday-Friday 9am to 4pm. "You are bound to lose some audience until your new talent or new format has its own chance to build," Diane replies. "I don't look at it as a down, but as a given. I totally expected it. In fact, I'm pleased it wasn't lower than it was."

But despite facing such a stumbling block just out of the starting gate, she plans to be at WFAA for a while and is aiming her sights toward seeing the station in the top 3. Further down the line, at least 5-10 years from now, she either wants to consult or go back on the air. Above all she doesn't want to limit herself.

The fact that Diane doesn't have to limit herself says something for the changing face of the traditionally male-dominated radio industry. Still, I had to ask the obvious question: has being a female been more of an advantage or disadvantage in her career? She adamantly rejected the idea of using her femininity as a crutch. "For me to think I have an advantage as a female puts me in a position of discriminating against myself or other women. In this business, whether it's music, News/Talk, management, or on-air, the most important thing you can do for yourself is not to think of yourself as part of a group or minority. You can think, I'm a

## News/Talk

Gail Mitchell



woman, I'm a minority, so I'll get the job. That's right, you can. But you'll never work at it, never be good at it because of why you think you got the job. I got a job because somebody believed in me as a talent. I believe in myself as a talent also. Not as a woman. From 9 to 5 I think of myself as a talk talent and a programmer. After 5pm I think of myself as a woman and it works out just fine."

## News/Talk Personalities

**ON THE MOVE:** Diane Kalas heads up the Contra Costa County news bureau opened recently by KCBS/San Francisco. The new Bureau Chief is an experienced anchor/reporter with former stints at KPNX and KTAR in Phoenix, KQV/Pittsburgh, and WBZ/Boston... KNX/Los Angeles welcomes reporter Luis Torres to its news department. Torres brings with him a varied L.A. radio background including Pacifica, KLOS, and KABC... Evening talk host Dick Pomerantz has expanded his horizons to include morning drive (9am-noon) as well at KSTP/St. Paul. Like the evening show, the morning program will be issue-oriented. Dick was also invited to the March of Dimes Birth Defects National Conference held every four years for executive directors across the country. At last week's confab in Phoenix, Dick used his talking skills to encourage the participation of some 800-900 staff members in fundraising discussions and media promotion/learning sessions. And if that weren't enough, Dick and his wife Bobbie just won first prize in the Minneapolis March of Dimes Celebrity Gourmet Cookoff for their champion Chinese cuisine... KVI/Seattle welcomes Peggy Bone as weekend anchor. Peggy hails from WOW/Omaha... Former basketball coach Dick Vitale moves over to WXYZ/Detroit's court as sports commentator of "Time Out For Sports"... Los Angeles City Board of Education President Roberta Weintraub joins local station KMPC as host of a Saturday talk show, 1-5pm. She takes over this time slot from Bill Pearl, who still retains his 1-6pm Sunday shift... Congratulations to John Hultman, News Director of WBBM/Chicago who succeeds Dick Westbrook as Regional Director in the recent Region 7 RTNDA elections... KMOX/St. Louis's David St. John and Anne Keefe were awarded top honors during the American Psychological Foundation's 1981 National Media Awards competition for their series, "Declaring Psychological Warfare on Cancer."

**PROGRAMMING HIGHLIGHTS:** KTRH/Houston has installed a 24-hour "Action Tuesday Access Line" in response to the growing positive reaction to its consumer assistance program. The show is heard each week once at 11am and again at 3pm, hosted by Ben Baldwin and Jim Tate respectively... No sooner is the baseball strike settled than it's time again to think about football. Gearing up for the '81 season is WBBM/Chicago, which is airing a six-part NFL preview series beginning August 31. The station is also set once again to broadcast complete coverage of the Chicago Bears games. Sports Director Brad Palmer will provide color commentary... KABC/Los Angeles is also jumping on the football bandwagon, carrying the entire 1981 schedule of USC football... Meanwhile, KCMO/Kansas City announces the signing of a one-year contract for all Kings basketball games, in addition to its current extensive sports coverage including Chiefs and Jayhawks football and the Indy 500... Over at KCBS/San Francisco, the 49ers are the talk of the town on the "Bill Walsh Show," also featuring Don Klein. In other station news, cooking authority James Beard is now heard daily... Down the coast at sister station KNX/Los Angeles, television critic Ron Hendren previews prime time programs three times a day on "TV Tonight"... WCAU/Philadelphia's Harry Cup show had an interesting guest

last week - Marilyn Marston, who, according to the station, believes she's the reincarnation of Marilyn Monroe... Crosstown competitor KYW recently aired a 10-part series called "Transit Technology: Stopping In Its Tracks." The special zeroed in on why American manufacturers are losing contracts to the Japanese and Europeans.

**MOVIEGOERS' ALLY:** WXYZ/Detroit's Lynn Waldsmith investigated movie pricing policies and discovered that local theater discount prices didn't apply to top summer releases like "Raiders Of The Lost Ark." When asked why, the theaters said it was due to "producers' objections." After contacting United Artists in New York and questioning its head, Waldsmith has succeeded in generally restoring the early evening and occasional nighttime discounts.

**I LEFT MY HEART - IN NEW JERSEY:** Once again, for the fourth time, WOR/New York salutes New Jersey. Beginning at 5am on August 25, the 17-hour live broadcast will originate from The Meadowlands. The WOR staff, including Arlene Francis, Peegen Fitzgerald, John A. and John R. Gambling, and Bernard Meltzer, will be on hand, plus special surprises and live entertainment.

**DIAMONDS ARE A STATION'S BEST FRIEND:** That was the case recently when WGN/Chicago awarded \$6000 worth of glittering gems to three area listeners. Each correctly identified the songs in a musical puzzle played during Wally Phillips's morning show. The three finalists were chosen randomly from all the correct entries submitted. This promotion was done in conjunction with 3-Diamonds, a canned food company which provided the diamond prizes.



**TALE OF TWO CITIES - WPLP/Pinellas Park, FL** was "On The Road" recently in London, conducting a two-way satellite live broadcast from there to its Florida listeners. Pictured during one of the 3 1/2-hour shows are (l-r) Dave Scott, WPLP PD/talk host, and Cedric Dickens, great-grandson of author Charles Dickens.

**RUN FOR THE HANDICAPPED:** Over 1500 runners registered for the KGO/San Francisco/Chevron "Labor of Love" Run-a-thon. The participants ran to the tune of \$7000 which was given to the Recreation Center for the Handicapped. Activities included a one-mile wheelchair race, a "short and sweet" five-mile run and a 12-mile "killer diller" contest.

**RTNDA NEWS:** The convention is set for September 10-12 in New Orleans with several program highlights announced. The "Broadcast And The Law" panel discussion will feature F. Lee Bailey, Racehorse Haynes, and David Brink, President-elect of the American Bar Association. Computer orientation periods are slated as well as a management training day on Saturday with a panel of station managers, followed by speakers Jerry Judd and Jim Topping. Keynote speakers include CBS's Ed Bradley and Walter Cronkite.

# CHECK INTO "GENERAL HOSPI-TALE"

MCA-51148

## BY THE AFTERNOON DELIGHTS AND CHECK OUT THE NUMBERS!

### # 1 PHONES AT POP STATIONS

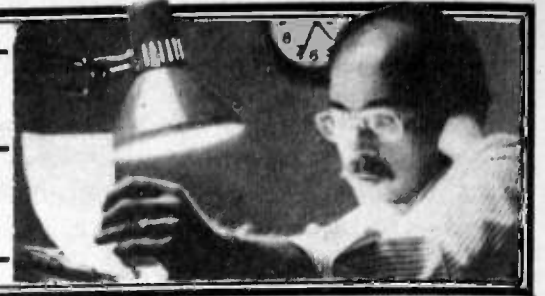
WIFI 25-14	BJ105 26-23	WFLB 30-25
WXKS-FM 18-17	CK101 32-26	KDZA deb 29
PRO-FM 13-10	WHBQ 13-12	KRLY
JB105 26-22	WMAK-FM 10-5	KYYX
CKGM add	WRJZ deb 26	WFBR
Y100 12-10	WAYS 13-7	WBBF
Q105 15-9	WVIC deb 40	KSET-FM
WCKX 22-12	WNAP add	WERC
F105 30-23	KERN deb 35	WSGN
KIQQ 22-20	KYNO-FM add	WOW
WHFM deb 31	KSPZ add	WDJX
WTRY deb 17	K96 17-14	KNBQ
KC101 24-22	KHYT 11-7	KZZX
WKRZ-FM 26-17	KTKT 26-23	WJBQ
WHYN 13-10	WGUY 22-12	WIGY
14Q deb 26	WACZ 26-21	95SGF
WKEE 40-36	WLAM deb 32	WANS-FM
KELP add 30	WTSN 23-21	KSEL
WJDX 29-18	14WK deb 24	KENI
KXX106 deb 17	WISE 36-34	KATI
Y103 add		KYYA

### TWO WEEKS IN A ROW 2nd MOST ADDED AT BLACK STATIONS

WRKS-FM	WCAU-FM	KATZ
WKYS-FM	V-103	WAIL-FM
WBMX-FM	WWIN	WYLD-FM
WGCI-FM	WDMT-FM	KUTE-FM
WJLB-FM	KDIA	KDAY
WJPC-FM	KMJM-FM	KGFJ
WEDR-FM	WCHB	

MCA RECORDS

# BRAD MESSER



## Talking Jargon To Newspeople

One of the toughest jobs a supervisor can tackle is trying to make a news department conform to his idea of perfection. The task is made harder when there is a communication gap caused by ignorance of the specialized jargon of News. Sometimes the best intentions backfire. I've seen news departments thrown into emotional chaos by a supervisor's unintentional miscommunication, to the point that it has taken literally weeks for the department to climb back up to the performance level it had attained prior to the counterproductive encounter.

Egos are always involved. Most of us are fairly handy at deciding how other people should do their jobs but can become explosive when we are on the other side being told how to improve our own act. We tend to be receptive if we respect the person instructing us, but rebellious if we think the supervisor knows less about our specialty than we know. A supervisor misusing jargon cannot effectively communicate, except perhaps to convey a sense of his own ignorance. It is similar to knowing what kind of art or music you appreciate, without being able to describe it. You know it when you see or hear it, but don't know exactly what it is you're seeing or hearing.

Frequently a news staff finds itself at the mercy of a well-meaning and enthusiastic novice who says he wants something as vague as "better news" or "more hard-hitting stores." He may ask for "more excitement" or "push" without understanding he really is after altered editorial priorities or increased pace with more inflection. So here are a few key news jargon terms and their usual meanings, dealing only with the sound of the news and not with its content.

**PACE** is how many words per minute (by actual count) and nothing else. Common pace for news is about 180 words per minute. 220 is not unusually fast for a newperson with good enunciation. Picking up the pace only means reading more words per minute.

**INTENSITY** involves the sense of urgency conveyed, from calm and detached, upward through energetic or excited or even frantic. A person can be as intense at 150 as at 220wpm.

**INFLECTION** is usually two different things: key-word emphasis, and vocal range involving both pitch and loudness. Dan Rather's use of inflection involves more key word emphasis and less voice range, while Paul Harvey's inflection utilizes both word emphasis and dramatic pitch and volume variations.

**FORMALITY** has to do with language use, from Best English across the scale to informal slang. Rather is quite formal, sometimes Harvey ain't. Formality doesn't often enter into discussions of news presentation.

**DELIVERY STYLE** is usually synonymous with speaking style, from the familiar one-on-one across a range to stentorian. The one-on-one way of talking assumes you here and another human three feet away, not you here and a room full of people out there, or a massive crowd in a stadium. The stentorian style does assume a mass audience, and is out of favor.

These terms can be effective replacements for the vague "more punch" and "straighter" exhortations too frequently used, and should produce predictable results rather than resentment and confusion.

A producer cannot get precise results by saying the music should sound better. He's gotta say "more guitar" or "down 2db on the tenor." A supervisor who says he wants "better news" must learn the newsroom jargon or be ineffective despite his wonderful intentions.

## CALENDAR

### Bishop's Lasting Lipstick

**MONDAY, AUGUST 17:** A woman born 75 years ago today created the world's first non-smear lipstick, after several years of experiments in her home laboratory. Gladys Hazel Bishop called her 1949 invention "lasting lipstick."

Davy Crockett was born 195 years ago today, and after a life of farming, hunting, and politics, volunteered to help fight the war for Texas independence. The 49-year-old Tennessean died one month after going to Texas, at the Battle of the Alamo.

Guillermo Vilas is 29. Maureen O'Hara is 60.

### Canned Milk Thought Useless

**TUESDAY, AUGUST 18:** When the first condensed milk process was patented on this date in 1856, it was publicly noted that canned milk probably had little commercial potential. It made millions.

Germany declared war against Russia on this date in 1914, and although Russia fared poorly in World War I, Germany was forced to surrender to the Allies after about four years.

Marshall Field, the first department store owner to have an in-store restaurant, was born 147 years ago today.

Rosalynn Carter is 54. Shelley Winters is 59. Roman Polanski is 48.

### World's Fastest On Water Skis

**WEDNESDAY, AUGUST 19:** The first water skis were used about sixty years ago. The first-ski jump was off a greased ramp at Lake Pepin, Minnesota, in 1925. And the world (unofficial) record for high-speed water skiing was established two years ago today at Long Beach, CA, when Craig Wendt went 128mph.

John Deacon of Queen is 30. Ginger Baker is 41. Jill St. John is 41.

### Champion Pistol Shooter

**THURSDAY, AUGUST 20:** Reagan became President, and our Iranian hostages were released, seven months ago today.

Ed McGivern established the record for the fastest and straightest pistol shooting 49 years ago today, by firing five shots into a one-inch target fifteen feet away, in less than one-half second. To prove it was no lucky accident, McGivern repeated the feat, again hitting five bullseyes in 0.45 second.

Isaac Hayes is 40. Craig Nettles is 37.

### Greased Woman Swims Sixty Miles

**FRIDAY, AUGUST 21:** Diana Nyad completed the first swim from the Bahamas to Florida two years ago today, paddling sixty miles in 27hrs 38mins.

On this date in 1876 a 16-foot boat beached in England after a solo Atlantic crossing. Alfred Johnson said he sailed alone in the tiny boat to show the world what Americans were capable of doing.

Kenny Rogers is 43. Wilt Chamberlain is 45. Archie Griffin is 27.

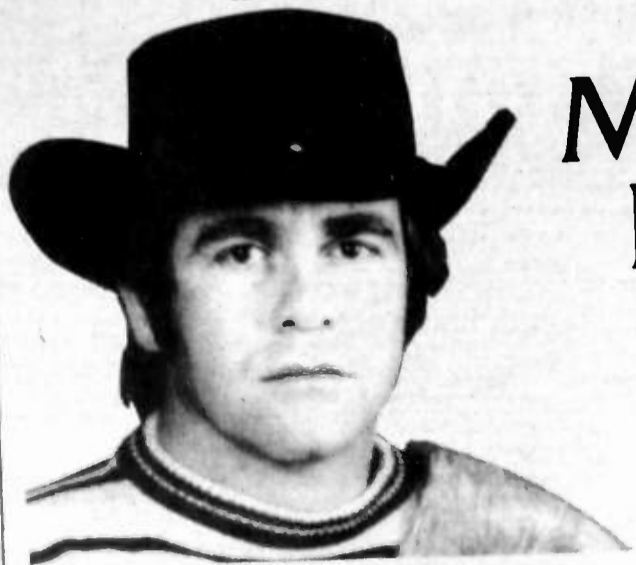
**BOB ROGERS & ASSOCIATES**  
MEDIA SERVICES  
436 Precita Ave. • San Francisco, CA 94110 • (415) 641-8426

REPRESENTING:

- ▶ PACIFIC NEWS SERVICE (PNS)  
PNS Audio  
Rip 'N' Read Daily News Dispatch  
Earshot
- ▶ TERRY MARSHALL'S DAILY INSIDER



Only Pete Rose  
Has  
More  
Hits.



**ELTON JOHN**

His Latest:

**“CHLOE”**

WBEN-FM 36-32  
WFIL on  
WIFI on  
WROR 26-20  
WNOX deb 23  
KPLZ 30-28  
KRBE on  
94Q 23-20  
FIO5 30-26  
WZZP on  
WGCL on  
WZUU add  
KEARTH deb 30  
WHHY add  
KYYX add  
JB105 24-23  
WFBR add  
WHFM deb 35  
WBLI on  
KC101 deb 29  
WICC 30-27  
WPST 30-27  
WAEB on  
Q106 on  
WKRZ-FM deb 27  
K104 31-27

WAQY 30-26  
WHYN 18-17  
14Q add 24  
WKEE 36-27  
WXKS-FM 20-19  
KNUS add 40  
KEGL on  
KINT add 38  
KHFI 23-18  
B97 on  
WFMF add  
KLAZ on  
KXX106 26-21  
WERC 28-23  
WSGN 23-19  
G100 26-25  
WAAY deb 29  
Y103 33-28  
WBBQ add  
FM100 17-11  
WHBQ 14  
KX104 add  
WOKI 34-31  
WRJZ 30-27  
WBCY on  
WSEZ 30-28

WGH on  
KJ100 deb 28  
WVLK 24-23  
WVIC 36-34  
KSTT add  
KOFM 29-27  
WISM add 28  
Z104 on  
WMEE deb 30  
WOW 21-17  
YES-95 34-28  
WAKX on  
KKXX 26-17  
KERN 23  
KYNO-FM add  
KIOY deb 27  
KJRB 29-27  
KNBQ add  
KTKT 30-28  
WJBQ 26-14  
WGUY 34-32  
WACZ 35-32  
WLAM 31-30  
WIGY on  
WTSN deb 25  
13FEA deb 27

14WK deb 29  
WCIR on  
95XIL 32-30  
WHEB deb 26  
KIQQ 37-36  
95SGF 29-24  
WFOX on  
WCGQ 28-21  
WISE deb 37  
WFLB 22-19  
FM99 25-23  
KQIZ-FM on  
KKXL on  
KFYR on  
KKLS on  
WEAQ 27-25  
WSPT 31-27  
WTRU 30-25  
KENI deb 39  
KSLY on  
KATI deb 26  
KQDI on  
KBOZ on  
KOOK on  
KRLC 19-17

Produced by Elton John & Clive Franks  
for Frank-N-Stein Productions



Manufactured & Distributed by Warner Bros. Records

After Only  
Two Weeks!



**CHRISTOPHER  
CROSS**

**“ARTHUR’S  
THEME  
(Best That You Can Do)”**

**THE BACK PAGE**

**BREAKERS**

**CHRISTOPHER CROSS**

**Arthur's Theme**

**(Best That You Can Do) (WB)**

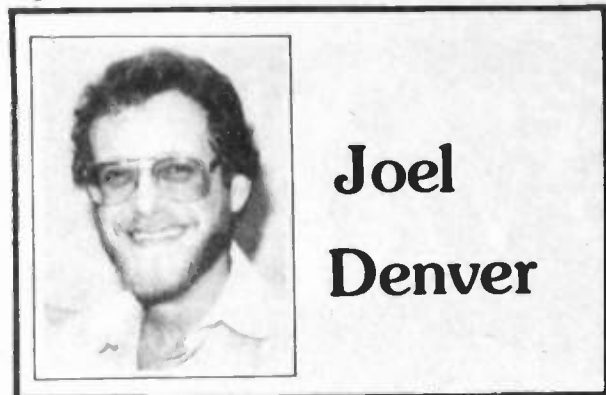
81% of our reporters on it. Moves: Up 6, Debuts 23, Same 23, Down 0, Adds 77 including WABC, WKBW, WIFI, WROR, PRO-FM, 94Q, WHB, KEZR, KJR, KYYX, KPLZ, KOPA, WBLI, FM100, KNBQ. See Parallels, charts at number 28.

Produced by Michael Omartian

Executive Producer: Stephen Paley



ON WARNER BROS. RECORDS



Joel Denver

PROFILE OF A NEW CHR IN MIAMI

# I95 Paves The Road To Ratings

For years, the perennial CHR winner in Miami has been Y100 (WHYI), piloted by PD Bill Tanner. In the Spring ARB Y100 is still the winner, but close on its heels is a new CHR station, I95(WINZ-FM)/Miami Beach, with the slogan "Bumper To Bumper Hits," programmed by Keith Isley.

Keith has been in the market for two years at WINZ-FM, when it was AOR and called itself Zeta 4, and was even the last AOR programmer at the station. Take a look at the latest ARB numbers in Miami-Fort Lauderdale, and read on about how Keith achieved such quick success for I95.

### Miami Is Not An AOR Market

"When I became the PD at Zeta 4, it was pretty obscure-sounding. I tightened it up as a prelude to going CHR. There were three AOR stations here, trying to split up five AQH's each book. AOR just doesn't do well here because of the audience composition," explained Keith.

What's the market like? "Dade and Broward Counties make up the bulk of the population centers. Dade, where we are located, is about 50% ethnic, with the majority of them being Hispanic, and a good number of blacks. The other 50% of the market is Anglo, but half of them are over the age of 50. In Broward County, the population is less ethnic, but there's still plenty of older folks. There is really a very small non-ethnic audience available . . . and there would be even less if we were AOR.

"The decision to go CHR was implemented about a month before we even knew that 96X(WMJX)/Miami was going to go off the air. We just felt that we could do a better job. There was very little chance of carrying over any audience from AOR to what we planned to do, so we decided to carve out our own niche in the market."

"The TV spot was put together by a local agency, and emphasized our new identity, 'I95 plays bumper-to-bumper hits.' I95 is the main interstate running right through the whole market, and to get anywhere, you've got to get on I95. We used the same philosophy for billboards. We made buys in areas that others didn't want. This allowed us to have 40 boards showing. It was a very effective campaign for a lot less money than Y100 spent," said Keith.

Y100 spent over \$250,000 in a major cash giveaway this past ARB. It garnered quite a bit of attention, and

*"It's going to be difficult to keep it up, but I know down the road there is continued growth ahead for I95. I don't intend for this to be a one-book flash."*



I95 airstaffers, (l-r) Sandy McBride, Kathy "Wild" West, Kid Curry, Dennis Reese, Johnny Dolan, Dave Ryder, and Earl The Pearl.

made the papers when a listener who claimed to have won the money got into a dispute with the station over the rules. What did I95 do? "We gave away \$50 bills, with three to six winners daily in a quarter-hour maintenance contest. Our total cash expenditure was under \$15,000.

"I95 is designed not to be a hype-sounding, over-contested radio station. We have energy and excitement, without a contest every few minutes. Sure, we hand out albums and concert tickets in weekend giveaways, but we don't overdo it. The audience has heard all of that before. We did real well because things have been stale in Miami for several years now."

### DJ Defections

Years ago, jocks constantly crossed the street in Chicago between WLS and WCFL. In Miami, there was quite a rash of people leaving Y100 and joining I95. Keith recalled, "Kid Curry, who had also worked at 96X years ago, was doing nights for Y100, and he decided he wanted to do mornings for us and before that, we acquired the services of Earl The Pearl to do afternoons. Recently we hired Simone Geoffrion as our Promotions Director. She had a similar job at Y100."

Keith also related, "Johnny Dolan, who does mid-days, stayed on from the Zeta 4 staff. Our early evening personality is Kathy 'Wild' West from Q105/Tampa. Late nights are done by Dennis Reese, who came in from WIZD/Ft. Pierce, and our all-night show is worked by Sandy McBride. My weekends are filled by Stuart Elliot from 96X, and Ron Gregor. Stuart also drives the station van during the week.

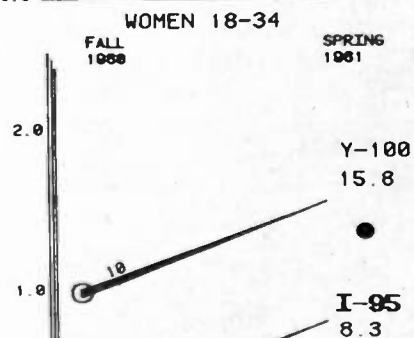
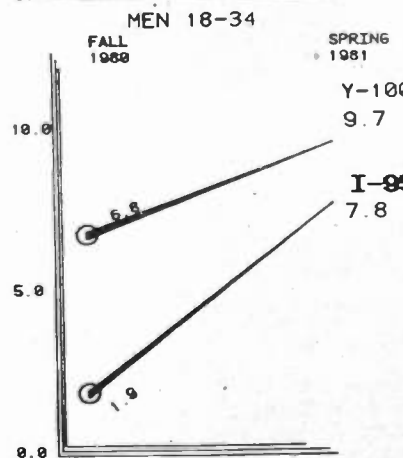
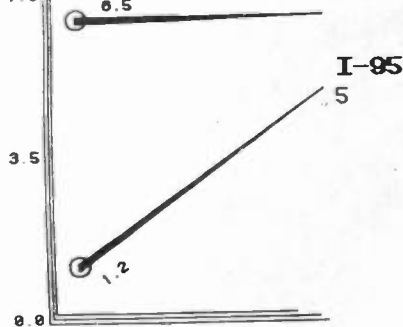
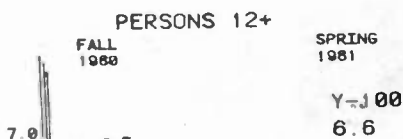
"We did however, lose someone to Y100. Her name is Stevie Knox, but she left after the survey period was over. I think they hired her to try and sting us back a bit. This has really been a very competitive situation here in Miami. For instance, in the Dade County Miami ARB we edged Y100 with a 6.4 to its 6.3, but in the Broward book, they were very dominant over us. Our signal is a bit limited in North Broward around Pompano Beach."

Continued on Page 28

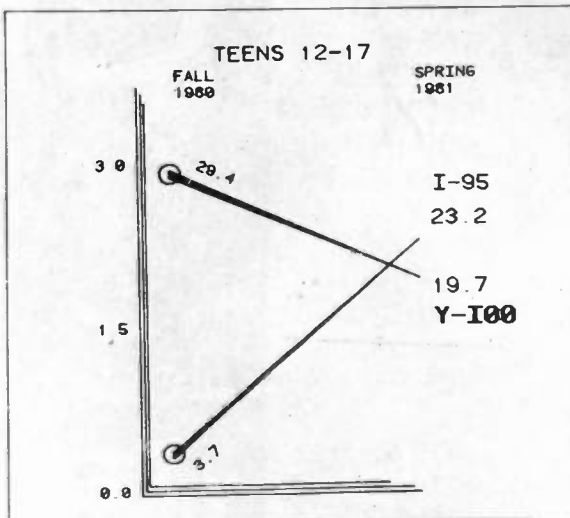
### MIAMI-FT. LAUDERDALE . . .

#### ONE REPORT LATER

MONDAY-SUNDAY/AVERAGE SHARE TREND ESTIMATES/6:00AM-MIDNIGHT



ARBITRON ESTIMATES, AUDIENCE ESTIMATES SUBJECT TO QUALIFICATIONS OF ORIGINAL RESEARCH. Copyright © MEDIA RESEARCH GRAPHICS, Inc.



Keith described I95 as "much broader-based than Y100. Our music selection is much wider. My philosophy is to play hit records, where Y100 tends to be more passive and callout-oriented. I95 is kind of old-fashioned, because we use retail sales, the phones, the trades, and our guts, without callouts. Our demos do overlap, but Y100 is now targeting for more of a 25+ audience.



Keith Isley

"I took advantage of some novelty records to get some talk about us started. We played Joe Dolce and Frankie Smith's records, while everyone else was shy to give them airplay. I also pulled out some obscure oldies, like Terry Jacks's 'Seasons In The Sun.' They started showing up real heavy in Y100's research."

### Cumes And Contests

One of the first things anyone needs to do when launching a new format is to make people come in, and then in theory the cume will stick around and turn to AQH's. "The music helped up a lot," noted Keith. "In one book the 12+ cume went from 149,700 to 355,100 . . . that's a lot of growth. TV sure helped."

While Y100 is known for spending lots of money, Keith said, "we (I95) had an impressive TV schedule by buying around the prime time periods. We saturated fringe times, like late night and late afternoon, with spots. This allowed us to gather lots of GRP's at a low cost.

She's written hits  
for a dazzling array of superstars.  
Now she's writing them  
for herself.



PHOTO: HARRY LANGDON

## C A R O L E B A Y E R S A G E R

### "Easy To Love Again"

The new single

(MCA 33237)

From the Boardwalk album

### Sometimes Late At Night

(MCA 33237)

Produced by Burt Bacharach & Brooks Arthur

Featuring

the lyrics of Carole Bayer Sager,  
the music of Burt Bacharach

and superb performances by  
Burt Bacharach, Lee Ritenour,  
Lee Sklar, Jeff Porcaro, Steve  
Lukather and David Foster.

Millions of fans have already  
seen Carole perform "Easy To  
Love Again" when she co-hosted  
the Mike Douglas Show and  
guested on The Merv Griffin  
Show and Sold Gold.





Continued from Page 26

## 195 Looks Down The Road

Anyone who has ever been involved with putting a station on the air and meeting with instant success realizes that the hardest part may still be ahead. Keith certainly does. "It's going to be difficult to keep it up, but I know down the road there is continued growth ahead for 195. I don't intend for this to be a one-book flash.

"To keep the programming exactly as I want it, I program each song on the radio myself. This insures our broad-based sound. The commercial load is very manageable. It's eight minutes or 10 units an hour. Our audience is used to the commercials since we have always had them on the air. At first we had only a few spots on the air, but as clients became aware of us, the business started rolling in," said Keith.

As in any market, there are lots of local events to get a station involved with, and "we plan to concentrate harder on getting out to more of these events. Thankfully I have some people on staff like Kid Curry who will go out for hours at a time, day after day and hang out at appearances. We are committed to winning in South Florida, and I can feel our growth on an almost daily basis," concluded a confident Keith Isley.

## Bits

Y100/Miami recently celebrated its eighth birthday with a free concert featuring ARC/Columbia recording artist Deniece Williams and local artists Timmy Thomas and Formula Six. It all took place at Tropical Park and included free Jet Ski rides and the awarding of a TV and stereo system.

KSET-FM/El Paso is getting behind the annual Muscular Dystrophy campaign for Jerry's kids by offering a special ticket price each Wednesday at a local amusement park. 50 cents of that ticket price goes to the charity.

WOHO/Toledo is holding the "Affair In The Square" every Friday during the summer from 4:30 to 7:30pm. Listeners can come by and listen to live rock music and enjoy free drinks and food in Levis Square in downtown Toledo.

WZUU/Milwaukee just completed a promotion with RCA and John Denver's album "Some Days Are Diamonds (Some Days Are Stone)." The station gave away 50 copies of the album and selected a grand prize winner from the album winners. Top prize included a trip for two to Denver, all expenses paid for three days and two nights, plus tickets and backstage passes to

John Denver's recent concert appearance. Second prize was a \$1500 diamond.

WZOK/Rockford gave away a helicopter ride to Chicago to see Jefferson Starship in concert. Winners qualified by winning albums, and the two lucky chopper ride winners were escorted to their front row seats by the station's morning personality.

## Motion

J.P. Hunter is the new MD at WSGF/Savannah, replacing Dave Carlisle . . . Bart Prater leaves WROV/Roanoke's afternoon drive show after 13 years to do PM drive across town at WXLK. Bart replaces Jon Barry, who becomes Operations Director at KMJK/Portland, filling John Shomby's shoes.

14WK/Wheeling welcomes Ed Coury as News Director from WJPA/Washington, PA . . . Jan McKay, MD at KISS96(WSKS)/Cincinnati, is promoted to PD, replacing Tom Rivers . . . Lisa Novak is the new night rocker at KEZR/San Jose, coming from across town at KSJO where she did middays . . . Steve Gallagher, not Steve York, has left the PD slot at Q106/York to become PD at KMAC/San Antonio . . . KENO/Las Vegas makes the switch to A/C, and PD Alan Mack is out, being replaced by Don Beecher, who is Operations Director and now handles AM programming duties as well.



THE EAGLE AND SILVER CONDOR FLY - EAGLE97 (KEGL)/Dallas helped to promote Columbia artists Silver Condor in concert at the Agora. Shown (l-r) are band members Claude Pepper, Joe Cerisano, Earl Slick, EAGLE97 air personality Jim White, and band members Bob Gianetti and John Corey.

## New AOR's

Continued from Page 3  
on the market. All the elements are there to make a very successful radio station, one that will be around a long time."

The new WAPI-FM staff includes Runner, who most recently programmed Superstars affiliate WLVQ/Columbus; MD Steve Keller (ex-MD of WZZQ/Jackson); News Director Melanie Ruffin from WLWI/Montgomery; and air personalities Brad Riegel (from WSYR/Syracuse), Joanne Peterson (former MD at WLSQ/Montgomery), Sean Scott (former PD at WMAD/Madison), and Ronnie Todd (from A/C-formatted sister station WAPI). When it debuts, WAPI-FM will face format competition from WRKK.

### Springfield Changes

At WAQY, a CHR station since 1972, PD Mike Adams remains but four fulltime personalities (Ken Gilbert, Gary Hamilton, Jim "The Big Tuna" Kaye, and Rick Martin) and all station part-timers exited. New personalities include Peter Delloro and Ross McDonald from WHCN/Hartford and Fred Norris from WCCC, also in Hartford.

Adams explained the reasoning for the change to R&R: "Springfield is a bona fide rock & roll town from the word go. That's the street feeling you get here. The AOR's from out of town, some distance away, combine for over a 12 share in this market. I'm sure we can cover this market better than they ever could." The changeover is set for August 31.

## Spangler

Continued from Page 3  
of WJEZ personality John Charleston and WJJD personality Jaybird to the Music Director positions at their respective stations, Dubinetz said, "I am pleased that we have people on our staff who are capable and well qualified to assume greater responsibilities. These new positions are very demanding, and I know everyone will give their 100% to make WJJD and WJEZ two of the best radio stations in Chicago."

## Faherty

Continued from Page 3  
been widely identified as an involved citizen of Atlanta, as well as recognized for its news excellence. Mike Faherty's philosophy and record over more than 20 years in radio give us confidence that under his leadership WSB will extend its position as an institution in Atlanta and the broadcasting industry."

Before joining Group W, Faherty was President of the RAR rep firm, where he was also VP and GSM. He also worked with the Robert E. Eastman Co. and at WINS/New York, WBZ/Boston, KYW/Philadelphia, and WPAC/Long Island.

## Lane

Continued from Page 1  
demographic."

Commenting on Lane's appointment, Smith said, "Randy and I worked together in Kansas City at KBEQ and developed one of those special relationships of friendship

and personal trust. I'm delighted he has agreed to join me here in Chicago. The situation here is different than in Kansas City, and Randy's job will be to maximize the growth already experienced by WKQX. I really respected the job that Bill Stedman did here and I wish him well."



BEAUTIFUL BIKINI BEAUTIES - WSGA-2102/Savannah held its annual bikini contest despite rain and lightning, at the conclusion of the stations' raft race. Shown (l-r) are PD Ray Williams and VP/IGM Jerry Rogers standing with two of the winners.



KRLA CHRISTMAS IN JULY - Santa Claus is prowling around Los Angeles on behalf of KRLA's Hit Man, handing out \$100 bills and other prizes. Shown (l-r) are Santa, a winner, and station personality John Newton.



BO DUKE IN BIRMINGHAM - Scotti Brothers recording artist John Schneider, alias Bo Duke from CBS's Dukes of Hazzard, has visited nearly every radio station in the U.S. in the last four weeks. Shown here at WERC/Birmingham saying "thanks for the spins" is John standing between PD Kevin McCarthy (left) and MD Al Karth.

Use a **TRAVELING BILLBOARD™**  
for the Best in **BUMPER STRIPS**  
and **WINDOW LABELS . . .**



Call Byron Crecellus Collect . . .  
**314-423-4411**  
1561 Fairview Ave. • St. Louis, MO 63132



101 1077000 . 714-3540

RCA RECORDS IS PROUD TO ANNOUNCE THE FIRST SINGLE FROM THE FORTHCOMING ALBUM BY  
DARYL HALL & JOHN OATES

# PRIVATE EYES

PB-12296



MANAGEMENT AND DIRECTION:  
TOMMY MOTTOLA



© 1981 LYNN GOLDSMITH

RCA Records











**MIDWEST**  
Most Added Hottest

Rolling Stones  
Christopher Cross  
Little River Band  
Ross & Richie  
Journey  
Juice Newton

# 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

Rolling Stones  
Little River Band  
Christopher Cross  
Ross & Richie  
Journey  
Foreigner

**MIDWEST**

**PARALLEL TWO**

**22X/Columbus, OH**  
Teri Nutter

EDDIE RABBITT  
RAYDIO  
ROLLING STONES  
ALLMAN BROS. BAN  
RICK SPRINGFIELD  
Hottest:  
ROSS/RICHIE 1-1  
PAT BENATAR 13-8  
JUICE NEWTON 15-10  
RONNIE MILSAP 19-14  
STEVIE NICKS 20-15

**KIOA/Des Moines, IA**  
A.W. Pantaja

STACY LATTISAW  
CHRIS CROSS  
SHEENA EASTON  
ALABAMA  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 26-13  
STEVIE NICKS 32-16  
ROBBIE PATTON 27-19  
GARY WRIGHT 28-23

**KOFM/Oklahoma City, OK**  
Chuck Morgan

MOODY BLUES  
REO SPEEDWAGON  
CHRIS CROSS  
Hottest:  
ROSS/RICHIE 6-1  
POINTERS SISTERS 5-5  
COMMODORES 10-6  
RICK SPRINGFIELD 11-7  
PABLO CRUISE 19-14

**KRAV/Tulsa, OK**  
Gary Reynolds

LRB  
QUINCY JONES  
Hottest:  
ROSS/RICHIE 1-1  
JUICE NEWTON 2-2  
RONNIE MILSAP 5-3  
SHEENA EASTON 21-16  
CHRIS CROSS D-21

**KZ93/Peoria, IL**  
Keith Edwards

ROLLING STONES  
LRB  
Hottest:  
FOREIGNER 3-1  
JOURNEY 5-3  
PAT BENATAR 6-4  
STEVIE NICKS 11-5  
MOODY BLUES 20-12

**WGRD/Grand Rapids, MI**  
Sean Stevens

EDDIE RABBITT  
MOODY BLUES  
Hottest:  
POINTERS SISTERS 4-1  
ROSS/RICHIE 5-2  
COMMODORES 20-15  
PABLO CRUISE 24-16  
STEVIE NICKS 25-20

**WHOT/Youngstown, OH**  
Dick Thompson

CHRIS CROSS  
ALABAMA  
Hottest:  
ROSS/RICHIE 2-1  
JOURNEY 19-9  
GARY WRIGHT 23-17  
STEVIE NICKS 24-20  
ELO 25-21

**WMEE/Fort Wayne, IN**  
Kenny Edwards

SHEENA EASTON  
ROLLING STONES  
CHRIS CROSS  
KIM CARNES  
Hottest:  
ROSS/RICHIE 2-1  
STEVIE NICKS 16-8  
PABLO CRUISE 15-9  
RONNIE MILSAP 20-10  
EDDIE RABBITT 26-16

**WNAP/Indianapolis, IN**  
Chad Hunt

ROLLING STONES  
DON FELDER  
AFTERNOON DELIGHT (dp)  
Hottest:  
MARTY BALIN 2-1  
ROSS/RICHIE 15-11  
RONNIE MILSAP 23-19  
STEVIE NICKS 24-21  
RAYDIO 30-25

**WOHO/Toledo, OH**  
Beau Elliot

CHRIS CROSS  
ROBBIE PATTON  
LRB  
Hottest:  
JOEY SCARBURY 3-1  
ROSS/RICHIE 4-2  
COMMODORES 17-10  
PABLO CRUISE 19-11  
EDDIE RABBITT 23-18

**WOW/Omaha, NE**  
J.C. Corcoran

CHRIS CROSS  
STACY LATTISAW  
REO SPEEDWAGON (dp)  
KIM CARNES (dp)  
Hottest:  
POINTERS SISTERS 3-1  
ROSS/RICHIE 4-2  
COMMODORES 7-5  
PABLO CRUISE 9-7  
BEACH BOYS 16-10

**WVIC/East Lansing, MI**  
Jim St. John

RICK SPRINGFIELD  
ARETHA FRANKLIN &  
FOUR TOPS  
GO GO'S  
RICK JAMES  
CHRIS CROSS  
ROLLING STONES  
AL JARREAU  
BILLY & THE BEATE  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 26-13  
STEVIE NICKS 32-16  
ROBBIE PATTON 27-19  
GARY WRIGHT 28-23

**WISM/Madison, WI**  
Barb Starr

LRB  
CHRIS CROSS  
REO SPEEDWAGON  
ELTON JOHN  
Hottest:  
COMMODORES 4-1  
GARY WRIGHT 12-5  
STEVIE NICKS 18-11  
ELO 22-13  
MOODY BLUES 30-23

**WYFM/Youngstown, OH**  
Jeff Tobin

COMMODORES  
JOURNEY  
Hottest:  
RICK SPRINGFIELD 1-1  
JUICE NEWTON 4-2  
PAT BENATAR 16-13  
STEVIE NICKS 18-16  
FOREIGNER 21-17

**WTWR/Detroit, MI**  
Kurt Kelly

FRANKE/KNOCKOUTS  
MOODY BLUES  
Hottest:  
ROSS/RICHIE 3-1  
MANHATTAN TRANSFE D-8  
PHIL COLLINS 10-10  
RONNIE MILSAP 17-11  
JOHN SCHNEIDER 25-14

**WYFM/Youngstown, OH**  
Jeff Tobin

COMMODORES  
JOURNEY  
Hottest:  
RICK SPRINGFIELD 1-1  
JUICE NEWTON 4-2  
PAT BENATAR 16-13  
STEVIE NICKS 18-16  
FOREIGNER 21-17

**WYFM/Youngstown, OH**  
Jeff Tobin

COMMODORES  
JOURNEY  
Hottest:  
RICK SPRINGFIELD 1-1  
JUICE NEWTON 4-2  
PAT BENATAR 16-13  
STEVIE NICKS 18-16  
FOREIGNER 21-17

**WYFM/Youngstown, OH**  
Jeff Tobin

COMMODORES  
JOURNEY  
Hottest:  
RICK SPRINGFIELD 1-1  
JUICE NEWTON 4-2  
PAT BENATAR 16-13  
STEVIE NICKS 18-16  
FOREIGNER 21-17

**WYFM/Youngstown, OH**  
Jeff Tobin

COMMODORES  
JOURNEY  
Hottest:  
RICK SPRINGFIELD 1-1  
JUICE NEWTON 4-2  
PAT BENATAR 16-13  
STEVIE NICKS 18-16  
FOREIGNER 21-17

**WYFM/Youngstown, OH**  
Jeff Tobin

COMMODORES  
JOURNEY  
Hottest:  
RICK SPRINGFIELD 1-1  
JUICE NEWTON 4-2  
PAT BENATAR 16-13  
STEVIE NICKS 18-16  
FOREIGNER 21-17

**WYFM/Youngstown, OH**  
Jeff Tobin

COMMODORES  
JOURNEY  
Hottest:  
RICK SPRINGFIELD 1-1  
JUICE NEWTON 4-2  
PAT BENATAR 16-13  
STEVIE NICKS 18-16  
FOREIGNER 21-17

**WYFM/Youngstown, OH**  
Jeff Tobin

**Z104/Madison, WI**  
Matt Hudson

ROLLING STONES  
LRB  
RICK JAMES  
LULU  
Hottest:  
JUICE NEWTON 1-1  
BILLY SQUIER 2-2  
FOREIGNER 5-3  
ROSS/RICHIE 17-7  
SHEENA EASTON 21-13

**WIKS/Indianapolis, IN**  
Mike Tinnas

CHRIS CROSS  
MOODY BLUES  
SHEENA EASTON  
SQUEEZE  
ROLLING STONES  
ROBBIE DUPREE  
Hottest:  
JOEY SCARBURY 1-1  
MANHATTAN TRANSFE 11-6  
COMMODORES 14-8  
POINTERS SISTERS 20-14  
JOURNEY 27-20

**U93/South Bend, IN**  
J.K. Dearing

FOREIGNER  
PABLO CRUISE  
RAYDIO  
Hottest:  
ROSS/RICHIE 14-1  
JUICE NEWTON 11-4  
PHIL COLLINS 13-5  
RONNIE MILSAP 27-11  
COMMODORES 22-13

**WDRX/Dayton, OH**  
Butcher Dawson

MOODY BLUES  
RICK SPRINGFIELD  
ROLLING STONES  
Hottest:  
ROSS/RICHIE 9-1  
PAT BENATAR 15-9  
JOURNEY 22-15  
RONNIE MILSAP 23-17  
ROBBIE PATTON 26-19

**WLOL-FM/St. Paul, MN**  
Bob Berglund

JOEY SCARBURY 1-1  
JUICE NEWTON 7-3  
JOURNEY 18-14  
COMMODORES 21-16  
EDDIE RABBITT 29-22

**YES-96/Cincinnati, OH**  
Barry James

JOEY SCARBURY 1-1  
ROSS/RICHIE 5-3  
RONNIE MILSAP 14-6  
PABLO CRUISE 18-12  
JOURNEY 20-13

**PARALLEL THREE**

**KFYR/Bismarck, ND**  
Dan Brannan

KIM CARNES  
CHRIS CROSS  
LRB  
GIBB & PRINCIPAL  
Hottest:  
JOEY SCARBURY 2-1  
RONNIE MILSAP 6-5  
ROSS/RICHIE 8-6  
GREG KINN 9-7  
ELO 16-10

**KKLS/Rapid City, SD**  
Mick Kjar

ROLLING STONES  
DON FELDER  
LRB  
CHRIS CROSS  
SILVER CONDOR  
Hottest:  
ALAN PARSONS 1-1  
PAT BENATAR 11-5  
COMMODORES 13-8  
ELO 22-19  
MOODY BLUES 31-27

**WRBR/South Bend, IN**  
Joe Lightner

COMMODORES  
STEVIE NICKS  
FRANKE/KNOCKOUTS  
LULU  
SHEENA EASTON  
Hottest:  
OAK RIDGE BOYS 1-1  
ROSS/RICHIE 9-4  
JOURNEY 23-18  
COMMODORES A-23  
STEVIE NICKS A-24

**WZOK/Rockford, IL**  
Mr. Ed

ROLLING STONES  
BLUE OYSTER CULT  
KIM CARNES  
Hottest:  
PHIL COLLINS 1-1  
FOREIGNER 4-3  
JOURNEY 11-8  
STEVIE NICKS 14-11  
GREG KINN 13-12

**KKRC/Sioux Falls, SD**  
Dan Kleley

ALLMAN BROS. BAN  
ROLLING STONES  
KIM CARNES  
SILVER CONDOR  
Hottest:  
POINTERS SISTERS 3-1  
JUICE NEWTON 4-2  
GARY WRIGHT 5-3  
FOREIGNER 8-5  
ROSS/RICHIE 11-6

**KKXL/Grand Forks, ND**  
Jeff Parker

LRB  
CHRIS CROSS  
HERB ALPERT  
Hottest:  
POINTERS SISTERS 1-1  
JUICE NEWTON 3-2  
ROSS/RICHIE 5-3  
JOURNEY 11-6  
PABLO CRUISE 15-9

**WEAQ/Eau Claire, WI**  
Rick Roberts

JOURNEY  
PABLO CRUISE  
Hottest:  
ROSANNE CASH 1-1  
STACY LATTISAW 4-2  
MANHATTAN TRANSFE 10-7  
JUICE NEWTON 14-8  
RONNIE MILSAP 15-10

**WRKR/Racine, WI**  
Steve Warren

JOURNEY (dp)  
COMMODORES  
Hottest:  
POINTERS SISTERS 1-1  
JOURNEY 17-7  
ROSS/RICHIE 20-14  
BILLY SQUIER 30-21  
MOODY BLUES 37-24

**WSPT/Stevens Point, WI**  
Brad Fuhr

BLUE OYSTER CULT  
ROLLING STONES  
ALLMAN BROS. BAN  
SILVER CONDOR  
Hottest:  
JUICE NEWTON 1-1  
ROSS/RICHIE 12-2  
STEVIE NICKS 17-9  
POINT BLANK 27-20  
ELO D-23

**KDVV/Topeka, KN**  
Tony Stewart

REO SPEEDWAGON  
CHRIS CROSS  
SHEENA EASTON  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 5-2  
PAT BENATAR 9-5  
BEACH BOYS 25-9  
EDDIE RABBITT D-20

**KELO/Sioux Falls, SD**  
Paul Wescott

EDDIE RABBITT  
Hottest:  
JUICE NEWTON 1-1  
ROSS/RICHIE 5-2  
POINTERS SISTERS 3-3  
RONNIE MILSAP 4-4  
JOURNEY 6-5

**KWLO/Waterloo, IA**  
Drew Bentley

LULU  
CHRIS CROSS  
LRB  
ROLLING STONES  
Hottest:  
KENNY ROGERS 1-1  
POINTERS SISTERS 9-2  
COMMODORES 14-4  
GREG KINN 15-6  
STEVIE NICKS 17-8

**WEST**

**PARALLEL TWO**

**KCPX/Salt Lake City, UT**  
Gary Waldron

REO SPEEDWAGON  
LRB  
MIKE POST  
DENIECE WILLIAMS  
TEMPTATIONS  
QUINCY JONES  
BILLY & THE BEATE  
Hottest:  
ROSS/RICHIE 4-1  
COMMODORES 5-3  
ALABAMA 12-7  
JOURNEY 14-9  
SHEENA EASTON 23-15

**KERN/Bakersfield, CA**  
Beau Reyes

LRB  
ROLLING STONES  
QUINCY JONES  
BALANCE  
MICHAEL STANLEY B  
KIM CARNES  
FOUR TOPS  
Hottest:  
POINTERS SISTERS 1-1  
ROSS/RICHIE 9-2  
FOREIGNER 12-6  
RONNIE MILSAP 18-9  
GREG KINN 14-12

**KGW/Portland, OR**  
Janis Wojniak

SHEENA EASTON  
Hottest:  
JOEY SCARBURY 1-1  
JUICE NEWTON 6-3  
ROSS/RICHIE 7-4  
PABLO CRUISE 12-9  
JOURNEY 15-11

**KJRB/Spokane, WA**  
Brian Gregory

LRB  
QUINCY JONES  
ROLLING STONES  
RICK SPRINGFIELD  
Hottest:  
ROSS/RICHIE 1-1  
BEACH BOYS 18-11  
MOODY BLUES 18-11  
STEVIE NICKS 22-17  
CHRIS CROSS D-25

**KRO/Tucson, AZ**  
Dave Van Stone

QUINCY JONES  
LULU  
Hottest:  
ROSS/RICHIE 5-1  
JUICE NEWTON 7-5  
ELO 17-10  
JOURNEY 21-12  
BALANCE 16-13

**KTAC/Tacoma, WA**  
Bruce Cannon

DEBBIE HARRY  
CHRIS CROSS  
BERNADETTE PETERS  
BALANCE  
Hottest:  
KENNY ROGERS 1-1  
POINTERS SISTERS 6-3  
ROSS/RICHIE 16-9  
JOURNEY 19-14  
STEVIE NICKS 22-18

**KIDD/Monterey, CA**  
Biddy Montery

ROLLING STONES  
CHRIS CROSS  
LULU  
ALLMAN BROS. BAN  
Hottest:  
RICK SPRINGFIELD 2-1  
POINTERS SISTERS 10-5  
ROSS/RICHIE 16-7  
COMMODORES 18-13  
STEVIE NICKS 25-20

**KKXX/Bakersfield, CA**  
Squires/DeRo

REO SPEEDWAGON  
LRB  
FOGHAT  
NIELSEN/PEARSON  
MANHATTAN TRANSFE  
BEACH BOYS  
CHRIS CROSS  
DEBBIE HARRY  
ROLLING STONES  
Hottest:  
FOREIGNER 3-1  
JOURNEY 8-4  
ROSS/RICHIE 14-6  
PABLO CRUISE 9-9  
STEVIE NICKS 22-12

**Y94/Fresno, CA**  
Ray Appleton

RONNIE MILSAP  
MOODY BLUES  
Hottest:  
COMMODORES 2-1  
PHIL COLLINS 8-2  
FOREIGNER 5-4  
GREG KINN 10-6  
JOURNEY 14-9

**KIOY/Fresno, CA**  
Tom Saville

LRB  
AL JARREAU  
NIELSEN/PEARSON  
RICK SPRINGFIELD  
Hottest:  
RONNIE MILSAP 4-1  
PABLO CRUISE 9-6  
JOURNEY 14-10  
ROSS/RICHIE 17-13  
BEACH BOYS 25-21

**KYNO-FM/Fresno, CA**  
Walker/Monson

AFTERNOON DELIGHT  
ELTON JOHN  
FOUR TOPS  
AL JARREAU  
SMOKEY ROBINSON  
QUINCY JONES  
Hottest:  
ROSS/RICHIE 4-1  
JOE DOLCE 5-4  
POINTERS SISTERS 7-5  
TEENA MARIE 8-6  
COMMODORES 9-7

**KZZX/Albuquerque, NM**  
Bruce Daniels

LULU  
REO SPEEDWAGON  
Hottest:  
ROSS/RICHIE 2-1  
JUICE NEWTON 3-2  
COMMODORES 10-5  
PABLO CRUISE 11-7  
JOURNEY 17-10

**FM102/Sacramento, CA**  
Manders/Preston

ELO  
RICK JAMES  
TEENA MARIE  
CHRIS CROSS  
STACY LATTISAW  
Hottest:  
POINTERS SISTERS 1-1  
ROSS/RICHIE 11-2  
JOURNEY 10-4  
COMMODORES 12-9  
SHEENA EASTON 22-15

**KSPZ/Colorado Springs, CO**  
Mike Daniels

CHRIS CROSS  
GIBB & PRINCIPAL  
AFTERNOON DELIGHT  
Hottest:  
ROSS/RICHIE 3-1  
JUICE NEWTON 6-3  
PABLO CRUISE 8-4  
COMMODORES 10-6  
EDDIE RABBITT 18-10

**KYSN/Colorado Springs, CO**  
Mark Murray

ROLLING STONES  
LRB  
RICK SPRINGFIELD  
ALLMAN BROS. BAN  
Hottest:  
POINTERS SISTERS 1-1  
COMMODORES 8-3  
ROSS/RICHIE 12-4  
FOREIGNER 7-6  
JOURNEY 10-7

**KZZP/Phoenix, AZ**  
Dave Anthony

MOODY BLUES  
CHRIS CROSS  
QUINCY JONES  
Hottest:  
ROSS/RICHIE 1-1  
PHIL COLLINS 6-4  
RONNIE MILSAP 9-5  
ROBBIE PATTON 13-10  
ELO 19-12

**KHYT/Tucson, AZ**  
Rich Brother Robbin

SHEENA EASTON  
DYNASTY  
JUICE NEWTON  
ROLLING STONES  
BRICK  
PARLIAMENT  
Hottest:  
RICK JAMES 8-1  
AFTERNOON DELIGHT 11-7  
SHALAMAR 12-9  
DEBRA LAWS 20-14  
RAYDIO 21-18

**KIDD/Monterey, CA**  
Biddy Montery

ROLLING STONES  
CHRIS CROSS  
LULU  
ALLMAN BROS. BAN  
Hottest:  
RICK SPRINGFIELD 2-1  
POINTERS SISTERS 10-5  
ROSS/RICHIE 16-7  
COMMODORES 18-13  
STEVIE NICKS 25-20

**KKXX/Bakersfield, CA**  
Squires/DeRo

REO SPEEDWAGON  
LRB  
FOGHAT  
NIELSEN/PEARSON  
MANHATTAN TRANSFE  
BEACH BOYS  
CHRIS CROSS  
DEBBIE HARRY  
ROLLING STONES  
Hottest:  
FOREIGNER 3-1  
JOURNEY 8-4  
ROSS/RICHIE 14-6  
PABLO CRUISE 9-9  
STEVIE NICKS 22-12

**KOOK/Billings, MT**  
Dennis Nichols

CHRIS CROSS  
DEBBIE HARRY  
LRB  
ROLLING STONES  
SILVER CONDOR  
Hottest:  
POINTERS SISTERS 2-1  
ROSS/RICHIE 17-2  
COMMODORES 15-3  
PABLO CRUISE 12-9  
GREG KINN 11-10

**KNBQ/Tacoma, WA**  
Gary Bryan

ROLLING STONES  
CHRIS CROSS  
LRB  
RICK SPRINGFIELD  
ELTON JOHN  
AL JARREAU  
Hottest:  
POINTERS SISTERS 2-1  
FOREIGNER 6-3  
ROSS/RICHIE 14-6  
STEVIE NICKS 17-7  
PAT BENATAR 13-8

**K96/Provo, UT**  
Jim Sumpter

MOODY BLUES  
CHRIS CROSS  
LULU  
Hottest:  
JUICE NEWTON 4-1  
JOURNEY 11-7  
PHIL COLLINS 14-10  
ROSS/RICHIE 20-12  
SHEENA EASTON 30-20

**FM103/Salt Lake City, UT**  
Lorraine Winnegar

ROLLING STONES  
Hottest:  
FOREIGNER 1-1  
PAT BENATAR 3-2  
JOURNEY 4-3  
ELO 12-5

**PARALLEL THREE**

**KBOZ/Bozeman, MT**  
Greg Williams

AL JARREAU  
LRB  
FOUR TOPS  
ROLLING STONES  
BALANCE  
JIM PHOTOGLO  
Hottest:  
POINTERS SISTERS 1-1  
PABLO CRUISE 4-2  
ROSS/RICHIE 10-5  
JOURNEY 16-8  
ELO 17-9

**KCBN/Reno, NV**  
Larry Irons

DEBBIE HARRY  
CHRIS CROSS  
LRB  
BALANCE  
Hottest:  
JOURNEY 6-1  
ROSS/RICHIE 10-3  
SHEENA EASTON 24-17  
BEACH BOYS 30-25  
MOODY BLUES 33-28

**KDZA/Pueblo, CO**  
Rip Avina

ROLLING STONES  
KIM CARNES  
CHRIS CROSS  
LRB  
SMITH/SWEET  
JOHN DENVER  
Hottest:  
JUICE NEWTON 2-1  
ROSS/RICHIE 5-2  
COMMODORES 6-3  
RONNIE MILSAP 10-6  
STACY LATTISAW 17-9

**KFXD/Boise, ID**  
Rod Couch

CHRIS CROSS  
ALABAMA  
LRB  
SHEENA EASTON  
SILVER CONDOR  
Hottest:  
ROSS/RICHIE 5-1  
FOREIGNER 3-3  
JUICE NEWTON 11-5  
CARPENTERS 13-7  
PHIL COLLINS 10-8

**KOOK/Billings, MT**  
Dennis Nichols

CHRIS CROSS  
DEBBIE HARRY  
LRB  
ROLLING STONES  
SILVER CONDOR  
Hottest:  
POINTERS SISTERS 2-1  
ROSS/RICHIE 17-2  
COMMODORES 15-3  
PABLO CRUISE 12-9  
GREG KINN 11-10

**KQDI/Great Falls, MT**  
Pat Richards

KIM CARNES  
RICK SPRINGFIELD  
ROLLING STONES  
LRB  
CHRIS CROSS  
BEACH BOYS  
Hottest:  
FOREIGNER 1-1  
ROSS/RICHIE 2-2  
FRANKE/KNOCKOUTS 16-11  
JOURNEY 18-12  
GREG KINN 30-22

**KRLC/Lewiston, ID**  
Steven Alan MacKelvie

LULU  
GO GO'S  
LRB  
REO SPEEDWAGON  
RICK SPRINGFIELD  
ROLLING STONES  
Hottest:  
JUICE NEWTON 1-1  
FOREIGNER 4-2  
PAT BENATAR 7-4  
ROSS/RICHIE 12-6  
JOURNEY 9-7

**KSLY/San Luis Obispo, CA**  
Don Potter

ROLLING STONES  
LRB  
CHRIS CROSS  
SQUEEZE  
SMITH/SWEET  
JOHN DENVER  
Hottest:  
ROSS/RICHIE 5-1  
COMMODORES 10-7

# PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

213 REPORTS  
219 LAST WEEK

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

Regional	100/25	44%	National
Reach	Up 51		Summary
E 33%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**EXAMPLE**

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

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

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

National Summary

Up 31 — Number of stations moving it up on the charts

Debut 20 — Number of stations debuting the song this week

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

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

Adds 25 — Total number of stations adding it this week

**PAT BENATAR**  
Fire And Ice  
LP: Precious Time

Regional	158/1	73%	National
Reach	Up 32		Summary
E 77%			Debut
M 66%			Same 22
S 79%			Down 3
W 7%			Adds 1

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

Regional	74/14	36%	National
Reach	Up 17		Summary
E 74%			Debut
M 74%			Same 29
S 48%			Down 0
W 24%			Adds 14

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

Regional	131/0	62%	National
Reach	Up 33		Summary
E 62%			Debut
M 70%			Same 33
S 62%			Down 0
W 6%			Adds 0

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

Regional	118/26	65%	National
Reach	Up 32		Summary
E 40%			Debut
M 74%			Same 34
S 65%			Down 0
W 6%			Adds 29

**AFTERNOON DELIGHTS**  
General Hospit-Tale (MCA)  
LP: Feels So Right

Regional	61/7	29%	National
Reach	Up 26		Summary
E 45%			Debut
M 32%			Same 18
S 48%			Down 0
W 30%			Adds 10

**BALANCE**  
Breaking Away (Portrait)  
LP: Balance

Regional	100/13	47%	National
Reach	Up 31		Summary
E 53%			Debut
M 26%			Same 10
S 57%			Down 1
W 5%			Adds 13

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

**BEACH BOYS**  
The Beach Boys... (Capitol)  
LP: The Beach Boys...

Regional	150/8	70%	National
Reach	Up 93		Summary
E 70%			Debut
M 84%			Same 28
S 74%			Down 0
W 8%			Adds 6

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

(Continued On Next Column)

(Continued On Next Column)

(Continued On Next Column)

**CARPENTERS**  
Touch Me When... (A&M)  
LP: Made In America

Regional	142/0	67%	National
Reach	Up 67		Summary
E 58%			Debut
M 70%			Same 43
S 64%			Down 0
W 7%			Adds 0

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

Regional	128/77	61%	National
Reach	Up 5		Summary
E 57%			Debut
M 78%			Same 23
S 60%			Down 0
W 70%			Adds 27

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

Regional	131/0	62%	National
Reach	Up 33		Summary
E 62%			Debut
M 70%			Same 33
S 62%			Down 0
W 6%			Adds 0

**JOHN DENVER**  
Some Days Are... (RCA)  
LP: Some Days Are Diamonds

Regional	63/10	25%	National
Reach	Up 19		Summary
E 19%			Debut
M 32%			Same 19
S 48%			Down 0
W 28%			Adds 10

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

Regional	118/26	65%	National
Reach	Up 32		Summary
E 40%			Debut
M 74%			Same 34
S 65%			Down 0
W 6%			Adds 29

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

(Continued On Next Column)

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

Regional	178/7	84%	National
Reach	Up 18		Summary
E 84%			Debut
M 91%			Same 21
S 85%			Down 0
W 81%			Adds 7

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

Regional	128/77	61%	National
Reach	Up 5		Summary
E 57%			Debut
M 78%			Same 23
S 60%			Down 0
W 70%			Adds 27

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

Regional	131/0	62%	National
Reach	Up 33		Summary
E 62%			Debut
M 70%			Same 33
S 62%			Down 0
W 6%			Adds 0

**JOHN DENVER**  
Some Days Are... (RCA)  
LP: Some Days Are Diamonds

Regional	63/10	25%	National
Reach	Up 19		Summary
E 19%			Debut
M 32%			Same 19
S 48%			Down 0
W 28%			Adds 10

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

Regional	118/26	65%	National
Reach	Up 32		Summary
E 40%			Debut
M 74%			Same 34
S 65%			Down 0
W 6%			Adds 29

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

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

Regional	111/20	62%	National
Reach	Up 58		Summary
E 49%			Debut
M 68%			Same 18
S 45%			Down 0
W 40%			Adds 20

(Foreigner continued)

(Elton John continued)

(Greg Kihn Band continued)

(Lulu continued)

N

P

**JUICE NEWTON**  
*Queen Of Hearts (Capitol)*  
LP: Juice  
Regional: 106/2 78% National Summary: 6

**PABLO CRUISE**  
*Cool Love (A&M)*  
LP: Reflector  
Regional: 108/8 82% National Summary: 9

**QUINCY JONES**  
*JAMES INGRAM*  
*Just Once (A&M)*  
LP: The Dude  
Regional: 58/37 26% National Summary: 1

**FRANK & KNOCKOUTS**  
*You're My... (Millennium)*  
LP: Frank & The Knockouts  
Regional: 163/2 72% National Summary: 25

**STACY LATTISAW**  
*Love On A... (Columbia)*  
LP: With You  
Regional: 102/8 48% National Summary: 1

**RONNIE MILSAP**  
*There's No Gettin'... (RCA)*  
LP: Out There Where The Bright...  
Regional: 180/2 85% National Summary: 8

**JOURNEY**  
*Who's Crying... (Columbia)*  
LP: Escape  
Regional: 106/5 83% National Summary: 3

**LITTLE RIVER BAND**  
*The Night Owls (Capitol)*  
LP: Time Exposure  
Regional: 91/80 43% National Summary: 1

**MOODY BLUES**  
*The Voice (Threshold/PG)*  
LP: Long Distance Voyager  
Regional: 178/22 83% National Summary: 24

**DEBBIE HARRY**  
*Backfire! (Chrysalis)*  
LP: KooKoo  
Regional: 75/23 36% National Summary: 1

**LITTLE RIVER BAND**  
*The Night Owls (Capitol)*  
LP: Time Exposure  
Regional: 91/80 43% National Summary: 1

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**DEBBIE HARRY**  
*Backfire! (Chrysalis)*  
LP: KooKoo  
Regional: 75/23 36% National Summary: 1

**LITTLE RIVER BAND**  
*The Night Owls (Capitol)*  
LP: Time Exposure  
Regional: 91/80 43% National Summary: 1

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**STEVE NICKS**  
*w/ TOM PETTY & The Heartbreakers*  
LP: Bella Donna  
Regional: 179/5 84% National Summary: 11

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ELTON JOHN**  
*Chloe (Geffen)*  
LP: The Fox  
Regional: 88/14 48% National Summary: 1

**ROBBIE PATTON**  
Don't Give It Up (Liberty)  
LP: Distant Shores

151/3 71%

Regional Summary  
Reach UP 110  
E 89A  
S 90A  
N 56A  
W 48A

DEBITS 11  
SALES 25  
DOWN 3  
ADDS 2

**EDDIE RABBITT**  
Step By Step (Elektra)  
LP: Step By Step

178/5 84%

Regional Summary  
Reach UP 148  
E 78A  
S 78A  
N 84A  
W 84A

DEBITS 14  
SALES 18  
DOWN 0  
ADDS 9

**KENNY ROGERS**  
I Don't Need You (Liberty)  
LP: Share Your Love

168/0 70%

Regional Summary  
Reach UP 0  
E 75A  
S 44A  
N 81A  
W 81A

DEBITS 0  
SALES 35  
DOWN 114  
ADDS 7

**JOEY SCARBURY**  
Greatest American Hero  
(Believe It Or Not) (Elektra)  
LP: Believe It Or Not

165/0 77%

Regional Summary  
Reach UP 18  
E 90A  
S 90A  
N 72A  
W 83A

DEBITS 10  
SALES 22  
DOWN 121  
ADDS 0

**ROLLING STONES**  
Start Me Up (Rolling Stones)  
LP: Tattoo You

111/110 62%

Regional Summary  
Reach UP 0  
E 55A  
S 55A  
N 55A  
W 55A

DEBITS 0  
SALES 110  
DOWN 0  
ADDS 110

**REO SPEEDWAGON**  
In Your Letter (Epic)  
LP: Hi Infidelity

117/37 56%

Regional Summary  
Reach UP 20  
E 44A  
S 44A  
N 44A  
W 44A

DEBITS 30  
SALES 30  
DOWN 0  
ADDS 37

**DIANA ROSS & LIONEL RICHIE**  
Endless Love (Motown)  
LP: Soundtrack Endless Love

200/1 94%

Regional Summary  
Reach UP 60  
E 94A  
S 94A  
N 94A  
W 94A

DEBITS 3  
SALES 6  
DOWN 0  
ADDS 1

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**GARY WRIGHT**  
Really Wanna... (WB)  
LP: The Right Place

176/2 82%

Regional Summary  
Reach UP 11  
E 88A  
S 88A  
N 88A  
W 88A

DEBITS 11  
SALES 19  
DOWN 9  
ADDS 7

**SQUEEZE**  
Tempted (A&M)  
LP: East Side Story

62/11 28%

Regional Summary  
Reach UP 10  
E 45A  
S 45A  
N 30A  
W 19A

DEBITS 10  
SALES 22  
DOWN 0  
ADDS 11

**SILVER CONDOR**  
You Could Take... (Columbia)  
LP: Silver Condor

94/11 44%

Regional Summary  
Reach UP 38  
E 34A  
S 34A  
N 34A  
W 34A

DEBITS 10  
SALES 11  
DOWN 0  
ADDS 11

**MICKEY GILLEY**  
"You Don't Know Me" (Epic) 23/1  
KISS "Alive" (Columbia) 23/1  
MICKY GILLEY "You Don't Know Me" (Epic) 23/1  
KISS "Alive" (Columbia) 23/1

**GEORGE HARRISON**  
"Dark Horse" (WB) 17/0  
ROBBIE DUPRE "Are You Ready For Love" (Elektra) 14/0  
BERNADETTE PETERS "Dedicated To The One I Love" (MCA) 13/5  
CHERYL LYNN "Shake It Up Tonight" (Columbia) 11/1  
MIKE POST featuring LARRY CARLTON "The Theme From Hill Street Blues" (Elektra) 10/10  
TEENA MARIE "Square Bt" (Gordy) 10/2  
DEBRA LAWS "Very Special" (Elektra) 10/0

**Others Getting Significant Action**  
Continued from Back Page

POINT BLANK "Nicola" (MCA) 29/5  
15.8. WLS-FM on, KIQQ on, KSTAR 4.3, KHF 5.8, WOKI 32.28, WGUY 30.23, KSEL 10.19, KRRC on, WSPY 27.20  
BLUE OYSTER CULT "Burnin' For You" (Columbia) 25/5  
Moves: Up 9, Debuts 2, Same 9, Down 0, Adds 5, KFLY, KXX106, WAAY, WZOK, WSPY, 98XK 34.32, KRBE on, WLS-FM d-38, KBEQ 20.18, KXFX on, K104 30.21, WAQY 28.23, KJ100 25.13, FM103 25.17, KENI 17.14  
MICKY GILLEY "You Don't Know Me" (Epic) 23/1  
Moves: Up 12, Debuts 1, Same 9, Down 0, Adds 1, KLAZ, WROR 27.22, KVIL on, KFI on, KIQQ on, KNUX 39.36, KINT 10.9, KEEL 25.19, BJ106 39.34, KOFM 27.25, WFBG 16.14, WFLB 17.16, KVOL 30.28, KFVR on, KBOZ on  
ART GARFUNKEL "A Heart In New York" (Columbia) 23/1  
Moves: Up 4, Debuts 4, Same 13, Down 1, Adds 1, WFLB, WFL on, WCAO 29.28, JB105 31.28, KEZR d-27, WFBR d-28, K104 d-36, WBCY 29.25, WAQY 29.24, KXXX on, 96XIL on, WFOJ on, WISE on, KBOZ on  
FOGHAT "Live Now, Pay Later" (Bearsville/WB) 20/7  
Moves: Up 2, Debuts 2, Same 9, Down 0, Adds 7, WAQY, KSTAR, KXXX, WJLK, KQIZ-FM, KVOL, KENI, Q107 d-24, KRBE on, WRVQ on, WVIC on, KERN on, WACZ 36.33, KSEL on, KRCC on  
DENICE WILLIAMS "Silly" (ARC/Columbia) 19/5  
Moves: Up 8, Debuts 1, Same 4, Down 1, Adds 6, WKXS-FM, KSET-FM, WMAK-FM, KCXP, WFLB, KRLY 10.8, Y100 6.4, Q106 14.10, KFMK 21.15, WJDX 18.12, WSGN 30.27, WCSC on, KYNO-FM 24.22, FM99 31.27  
ICEHOUSE "We Can Get Together" (Chrysalis) 18/1  
Moves: Up 4, Debuts 2, Same 11, Down 0, Adds 1, KXX106, KRBE 22.18, WAQY d-32, KINT 18.18, WBBO on, WOKI on, WRVQ on, KJ100 on, KSPZ on, KYSN on, WJBO 30.24, WISE on, KCBN d-38  
EVELYN KING "I'm In Love" (RCA) 17/4  
Moves: Up 6, Debuts 2, Same 5, Down 1, Adds 4, WIF, KEARTH, KHS-FM, WJDX, WCAO on, WKXS-FM 9.7, KRLY 11.10, Y100 on, KRLA d-22, KFI on, KFRC 31.23, KSET-FM 9.4, KYNO-FM 30.28, KCXP on, KVOL d-28  
GEORGE HARRISON "Dark Horse" (WB) 17/0  
Moves: Up 4, Debuts 3, Same 10, Down 0, Adds 0, WKXS-FM 28.28, KRBE on, KIQQ on, WPSY 33.30, WAQY d-30, WJDX on, KIOY on, KZZP d-22, WTSN d-27, 14WK on, WCGG on, WFLB 32.29, KATI on, KOOK on  
GO GO'S "Our Lips Are Sealed" (IRS) 18/7  
Moves: Up 4, Debuts 2, Same 2, Down 0, Adds 7, WHFM, WAQY, WAXY, WVIC, WGUY, KENI, KRCC, WKXS-FM d-27, KEARTH 17.13, KRLA 16.13, KHS-FM 14.4, KEZR on, WPSY 36.33, KXX106 on, WOKI on, KJ100 d-27, WGUY on, 14WK on, WISE 39.28, WRKR 22.20, KENI on  
JEFFERSON STARSHIP "Stranger" (RCA/Gordy) 15/0  
Moves: Up 8, Debuts 1, Same 8, Down 2, Adds 0, WLS-FM d-40, KIQQ 32.28, KJ100 18.18, KZ83 on, KERN on, FM103 on, KILE 30.27, KENI 36.38, KCBN 34.31  
ROBBIE DUPRE "Are You Ready For Love" (Elektra) 14/0  
Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 5, B104, WPSY, WAQY, WJLK, WIKS, 13FEA, 989CF, FM99, KILE, WRJZ on, 14WK on, WCHR on, WISE on, KRRC d-28  
BERNADETTE PETERS "Dedicated To The One I Love" (MCA) 13/5  
Moves: Up 1, Debuts 1, Same 6, Down 0, Adds 6, WHYNY, KJ100, KYAC, WJBO, 14WK, WFL on, WFI on, BJ105 on, WVIC on, KERN on, KYNO-FM 30.20, KCXP 37.38, KRCC on, SAD CAFE "La Di Da" (Swan Song) 13/0  
Moves: Up 4, Debuts 2, Same 7, Down 0, Adds 0, KRBE on, BQ 30.27, KEZR on, WAQY d-33, KQ24 35.33, KXX106 on, WOKI on, KJ100 d-27, WGUY on, 14WK on, WISE 39.28, WRKR 22.20, KENI on  
CHERYL LYNN "Shake It Up Tonight" (Columbia) 11/1  
Moves: Up 6, Debuts 1, Same 2, Down 2, Adds 1, WGUY, WKXS-FM on, KRLY 25.21, KRLA 11.11, KIQQ 28.18, KFRC 37.30, WHYNY d-25, KSET-FM 8.7, WJBO 25.22  
MIKE POST featuring LARRY CARLTON "The Theme From Hill Street Blues" (Elektra) 10/10  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WFL, WFL, KFI, KNUX, KINT, KBFM, KEEL, KCXP, WFBG, WFLB, KVOL  
TEENA MARIE "Square Bt" (Gordy) 10/2  
Moves: Up 8, Debuts 0, Same 0, Down 0, Adds 2, KFRC, FM102, KHTY 7.3, WKXS-FM 18.12, KRLY 15.9, KRLA 12.6, KIQQ 6.6, KSET-FM 3.1, KYNO-FM 6.4, WHTY 13.11  
DEBRA LAWS "Very Special" (Elektra) 10/0  
Moves: Up 3, Debuts 1, Same 4, Down 2, Adds 0, WKUJ on, KRLY 14.11, KIQQ 23.22, KLAZ on, WMAK-FM d-28, KNBO on, KHYY 20.14, WGUY on

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

**REX SMITH/RACHEL SWEET**  
Everlasting... (Columbia)

88/5 41%

Regional Summary  
Reach UP 38  
E 38A  
S 38A  
N 38A  
W 38A

DEBITS 7  
SALES 33  
DOWN 3  
ADDS 5

(Continued On Next Column)

(Continued On Next Column)

**THE BACK PAGE  
BREAKERS®**



*"draw of the cards"*

**SUMMER TOUR '81**

August 16-Wintergarden/Dallas, TX  
August 17-Tower Theatre/Houston, TX  
August 19-Tennessee Theatre/Nashville, TN  
August 20-Civic Center/Atlanta, GA  
August 22-Toad's Place/New Haven, CT  
August 23-Paradise/Boston, MA  
August 24 & 25-Savoy/New York, NY  
August 28-Park West/Chicago, IL  
August 29-Royal Oak/Detroit, MI  
September 3-Variety Arts Theatre/Los Angeles, CA

*Kim Carnes*



**PRODUCED & RECORDED BY VAL GARAY**  
Direction—Michael Brokaw/Kragen & Co.

© 1981 EMI America Records, a division of Capital Records, Inc.



Jeff Gelb



## AOR Consultant Profile: Jesse Bullet

What hath Lee Abrams wrought? It seems we have been writing almost weekly about successful AOR programmers who are leaving their posts to offer their programming secrets to other stations.

This week we spoke with Jesse Bullet, who has just exited his National PD post at SBI, Inc. (owners of KPRI/San Diego, among others) to start up his own consultancy. His comments provide a frank assessment of the state of AOR radio and AOR consultancies.

**R&R:** Bring us up-to-date on your programming background.

**JB:** I've been at it for 15 years. My roots are in formatted Top 40 under the direction of Bill Drake, Ron Jacobs, and Buzz Bennett. Principal AOR success stories include the formulative days of KPRI, and then everyone knows what happened in Chicago at WLUP. That's where I was able to implement the beginning stages of what I have to offer radio stations today, centering around research.

**R&R:** Why are you interested in entering the consultancy race?

**JB:** In the next decade, everyone will seek a consultant. It's not the way it should be, it's just the way it is. On one hand, it hinders the young, creative talents of our industry. But on the other hand, it offers a much larger forum for the rising stars that are announced from week to week as the saviors of our field. Such a team of spectrum creators can only help AOR to hold its quarter-hour balance. It's a double-edged sword.

I have assets that include not only talent for productive AOR, but also a sense of business reasoning. You need both to succeed. A high 12+ showing will get you a pat on the back and a mention in the agency newsletters. But will it collect the available advertising dollars for your market? When you choose a consultant and his format, his theories, his research, that's the bottom line. That's the question you, as an owner/operator, must answer. Positioning is the key to winning with AOR today. Each of us (consultants) have areas of expertise.

**R&R:** I understand your consultancy will use computers extensively. Without revealing trade secrets, what can you explain about how you'll incorporate computers into your consultancy?

**JB:** There's no secret to using computers; they store knowledge and permit instant retrieval of information in an infinite number of format applications. The hard part is the validity of the input and the application of the results. That's what will put distance between the winners and the losers.

Essentially, each client will have his own terminal capable of accessing my computers, which are located here in San Diego. When on-line, they will provide detailed age/sex cell information on music researched nationwide.

**R&R:** How expensive will this make your fees to stations?

**JB:** You have to pay for quality. But Henry Ford showed us how quantity made it realistic for everyone to obtain reliable, dependable transportation. In our case, it's information, and its cost per unit will be very competitive with my peers.

**R&R:** Why do you plan to concentrate on 25-plus, and how will you get them to listen?

**JB:** It's simple: by all methods of research, they are the highest common denominator. That's the first step in positioning. I can define the psychographic with music to the nth degree, but unless management supports it by moving come with external advertising and promotion, we will both be kidding ourselves.

**"The cheapest and longest-enduring element to success is the desire to win."**

My mother-in-law bought me a plaque the other day. It says, "Top 40 never dies; it just comes around again." Amazing; someone totally detached had the basic concept down. Gordon McLendon, Tod Storz, Bill Drake, any of our forefathers had it down. Rotate and research the music and promote.

It's happening again. There are four, five, six, how many AOR derivatives in any given market? You have to speak out to succeed and that's just another aspect of what we intend to get into with our consultancy.

Music is a vital function, but when you fail to promote, a terrible thing happens. My point here is that it will be a partnership: the client and myself. By the way, contrary to popular belief, you don't have to take out a second mortgage on the signal to do it. You'd be surprised at how many people claim not to be able to afford to win. Count the shares; borrow a potential competitor's rate card, and figure it out. The cheapest and longest-enduring element to success is the desire to win. You have to get past the ego-rush of a 12-plus number and realistically analyze your agency avail sheet for the preceding week.

Why am I going after 25-plus? It's simple: that's where the money is.

**R&R:** What are your feelings about AOR's future as a format?

**JB:** To survive as we once envisioned it would be — as the dominant radio format. Fragmentation is an ancient subject; it's happened already. Call your rep; he'll tell you. You have to keep your core yet broaden your upper ends, or you could be finding yourself out of business very quickly. Position yourself for the eighties. Jeff Pollack said it best in his interview, and if you need to look up the quote, you need my help! Personally, I cut it out and it's taped to the back of the nameplate on my desk.

**R&R:** Is there room for yet another consultant or will we see some dropouts?

**JB:** Of course there's room, or I wouldn't be doing this! I have to run my business just like anyone else would; determine what the market availability is, analyze your strengths, and proceed. I'm sure you will see a few dropouts. Every time you turn around there's a new one. There will be winners and losers; that's the way it is. I'm sure there are people out there holding scorecards and all our names are on them: Lee Abrams, John Sebastian, Jeff Pollack, Frank Felix, and the list goes on.

**R&R:** Having worked with consultants, what do you feel are the best and worst things about them?

**JB:** Over the length of my career, I've been associated with a few of them, and I've always tried to pick out their best points and apply them to my own philosophies. I would hope they have done the same in their workings with me. I know in certain instances I have been very helpful to Lee Abrams and the Superstars format: suggestions, methods of implementation, etc. He has probably contributed more to my professional career than anyone else, and I'm sure he has his own feelings about what's happening here.

**R&R:** Can we expect any similarities between your philosophies as a consultant and Lee's?

**JB:** Of course; how could we not share philosophies after spending the last six years together, and being involved in the Loop's initial success? It would have to be that way. On the other hand, I have a way to capitalize on his weaknesses, and I wouldn't tell my wife what those are.

We both have an incredible personal and professional respect for each other. That will always be.

**R&R:** What is AOR's greatest challenge for the immediate future?

**JB:** Every format has its product life cycle, and we have seen the highpoint in this one. We must take the foundation and improve upon it if we want to retain our marketing ability during the eighties. Psychographic evolution has eclipsed

**"In the next decade, everyone will seek a consultant. It's not the way it should be, it's just the way it is."**

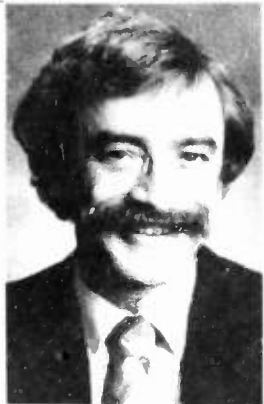
ed several formats in our lifetime, and we need to prepare for the financial impact of the word fragmentation.

The sixties was the decade of the sales manager; the seventies allowed the programmer to move into his own. And now the eighties, and the age of positioning. We offer it lip service, but who among us will be able to capitalize on it? He or she will be the person you write about in 1984.

R&R is in the process of reevaluating its AOR reporting station list, according to the Spring ARB listings. Over the next several weeks we'll be making adjustments, adding and subtracting stations as necessary to continue representing AOR's winning radio stations.

If you are not presently an R&R AOR reporter, wish to be, and have good numbers in your market, now's the best time to send us a "care package" including playlist, station bio, and a cassette aircheck of all dayparts, telescoped. Send to: AOR Dept., R&R, 1930 Century Park West, Los Angeles, CA 90067.

**COMING NEXT WEEK:** We continue our series on the Spring AOR ARB winners (and there have been a lot of them) with a profile of WKLS/Atlanta, including our unique graphic ratings displays of all rated dayparts and an incisive interview with PD Alan Sneed about the importance of marketing, and some interesting comments about consultants.



**BOB  
DYLAN**  
**"SHOT OF LOVE"**



# Jeff Gelb

## EVOLUTION

WXLP/Davenport has appointed William Adams at GM... Gordon Weingarh has exited as PD and Eddie Wazoo as MD at WPLR/New Haven. Chris Kampmeier has joined as PD from WHLY/Orlando, and reports there will be no format change... WHMD/Hammood, LA has switched from A/C to AOR. The live, 3000 watt outlet covers Baton Rouge and New Orleans; Cat Stone is PD... Alan Young has exited as PD at KQRS/Minneapolis... Meantime, WGVL/Gainesville has switched from AOR to CHR; to date, the staff has stayed on... KMGH/Bakersfield PD Dick Shepard has exited to be PD of KZOZ/San Luis Obispo. Katy Manor has been upped to PD from MD of KMGH... Exiting as co-MD's of KZOK/Seattle were Brad Hoffman and Michael Knight, while Craig Martin has joined as MD from his MD post at KFMG/Albuquerque. Bob Lilley has moved to full-time overnights from part-time for KZOK... Paul Woods, Jr. has been upped to Asst. PD from nights at WRKK/Birmingham (he retains his airshift)... Jim Pemberton has joined WFBQ/Indianapolis from WILS-FM/Lansing for airwork. Carey Carlson has also joined WFBQ from WILS, as evening air talent and promotion director... Anita Black has left her airshift at WDEK/DeKalb... Strawberry Jan has exited her airshift at KEZY-AM/Anaheim... Cinda Holt has switched from MD at WZZO/Allentown to traffic; Bruce Bond has been named MD... Bill Walden has exited WBYQ/Kankakee for airwork at WJZZ/Detroit... Doug Burton has been upped to Asst. PD at WKLC/St. Albans... Michael Keating has exited the MD post at WIZD/W. Palm Beach... KRSP/Salt Lake City has signed on with Noble Broadcast Consultants' Frank Felix for his "Album Oriented Hits" format... Lisa Novak has joined KEZR/San Jose from neighboring KSJO... Becky Souter has joined KZEW/Dallas as News Director from neighboring WFAA-AM... Tom McKay has been named News Director at KNX-FM/Los Angeles; Brent Seltzer will continue as a KNX-FM news staffer... Peter Cole has exited as assistant to the PD at WCCC/Hartford.

Let's start with some great ARB figures: KENO-FM/Las Vegas's doubling (3.6-7.3); KGGO/Des Moines's 8.8-13.0, making it the #1 FM and #2 overall station in town; WTPA/Harrisburg's 7.3-10.7 jump; KREM-FM/Spokane's #1 12.9 (from a 10.9); WLAV/Grand Rapids's rapid rise 13.3-14.1; KLAQ/EI Paso's amazing leap from 4.0 to 14.1 (#1 in the market); KDUK/Honolulu's jump of 6.4-11.5, making it #2 overall, and the biggest FM numbers ever for the Hawaiian island. Keep 'em coming!... Some additions to our AOR Promo Reps chart: Add, for Arista, Randy Hock as Associate Director Album Promotion (212-489-7400 x. 480) and Robin Kravitz as National Album Coordinator (212-489-7400 x. 538)... Condolences to WLPX/Milwaukee MD Bobbin Beam, whose mother passed away last week... Three hours of programming originating in Woodstock and over WDST will be heard in Japan over FM Tokyo, a flagship station for an 11-station network with a reported 99 million listeners (!). Station reps spent three days in Woodstock and at WDST taping programs and interviews for FM Tokyo... KFMH/Muscate's Steve Bridges auditioned listeners on his morning show to cover the recent royal wedding. Due to budget limitations, the winner was placed not in a jet to England, but in a phone booth in Davenport, with a portable TV, where he phoned the station every twenty minutes throughout the ceremony. For his troubles, he received a gift certificate... WOUR/Utica helped raise over \$5000 in a benefit concert of local acts for a performing arts theatre... Honey Bruce commemorated the 15th anniversary of the passing of husband Lenny Bruce on the air at KTIM/San Rafael... KZAP/Sacramento treated 100 listeners to brunch with members of the Doobie Bros., Santana, Gamma, and Rick Springfield's band before a concert featuring all four acts... WCKO/Ft. Lauderdale is registering listeners in a drawing for the "Ultimate Escape," in conjunction with Columbia and the latest Journey album. The winning listeners will fly to Cape Hatteras... KQRS/Minneapolis cosponsored a coordinated fireworks display and music simulcast that gathered over 100,000 onlookers... Geffen Records has donated a pair of foxes to the Scranton Zoo, and WEZX has tied in with a "Name The Foxes" contest... KLOS/Los Angeles is giving away a staggering 9500 Bruce Springsteen concert T-shirts to listeners who

write in with proof of concert ticket purchases... WQXM/Tampa raised several thousand dollars for a children's hospital fund in a "98 Rockathon," with fifty couples dancing and guest appearances by Playboy bunnies... Chuck Kirr has been on the air at WRNO/New Orleans continuously for over 100 hours, raising money for MD. To date, he's amassed over \$15,000 in pledges... KYLT/Missoula's sponsoring a "love thy neighbor" party, which will send a hot tub to the winning listener's house for a weekend, along with champagne and snacks... Participants in WMMR/Philadelphia's recent blood drive were able to register to win an expenses-paid trip to England to see AC/DC... KENO/Las Vegas has rented the Aladdin Theatre for a battle of the bands. Concertgoers will pay \$5 to see 15 bands, each performing for 15 minutes, in a contest to win \$1000, recording time, and a 45 pressed for free... 96 ROCK/Atlanta donated over \$22,000 to the Georgia Special Olympics from the sales of its homegrown-type album... KPKE/Denver still seeks talent for its forthcoming AOR operation. Send all tapes to Bob Hattrik, Doubleday Broadcasting, 2360 Hampton Ave., St. Louis, MO 63139... AOR consultant Jeff Pollack has moved. You can reach him at 984 Monument St.-Ste. 204, Pacific Palisades, CA 90272. His new phone number is (213) 459-2783... WKLC/West Virginia has started a jazz show and needs service. Contact Asst. PD Doug Burton at (304) 722-3308... KROY-FM/Sacramento has moved. Contact the station at 620 Bercut, Sacramento, CA 95814, or (916) 446-7548.



**TV LIBERATION:** KROQ/Pasadena sponsored a contest wherein the winner's TV set was personally pummeled by Plasmatix' singer Wendy O. Williams. The set was then replaced by a brand new one, courtesy KROQ, Kenny Ryback/Promotion, and Stiff Records. Pictured at the explosive ceremony is KROQ announcer Jad The Fish, Williams, and unnamed Plasmatix fan.

## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WSYR/Syracuse presented Rods for 94c.

**BROADCASTS:** Rods on WSYR/Syracuse, Silver Condor on M105/Cleveland.

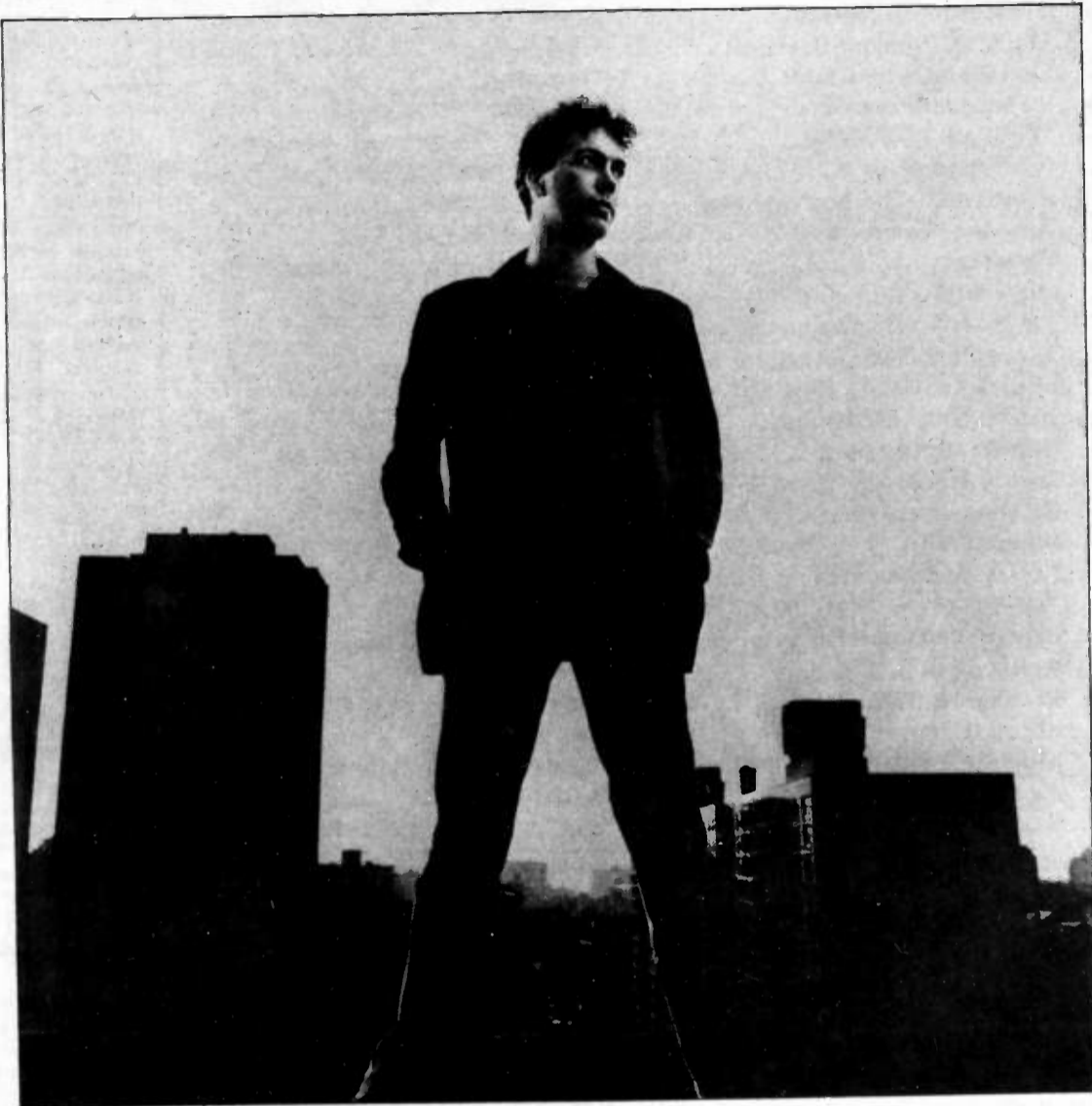
**CONVERSATIONS:** Franke & Knockouts, Greg Kihn on WNEW-FM/New York... Johnny Van Zant on WSYR/Syracuse... Tubes on WDHA/North Jersey... Marty Ballin, Tim Curry on WHKC/Evansville... Split Enz, Rockets, BOC, Loverboy on CITI-FM/Winnipeg... Iron Maiden, Billy Squier on WMMR/Philadelphia... Surf Punks on KROQ/Pasadena... Stevie Nicks, Marshall Tucker Band, Robert Fripp on WNEW-FM/New York... Foghat, New England on WPDH/Poughkeepsie... Blackfoot, Savoy Brown, Cold Chisel on WQDR/Raleigh... Savoy Brown, L.A., Carolyn Mas on WKZL/Winston-Salem... Charlie Daniels, Greg Kihn, Edgar Winter on WEZX/Scranton... Pretenders on WOVV/Ft. Pierce... Bill Nelson, Neville Bros. on KTIM/San Rafael... Def Leppard on WQBK/Albany... Ozzy Osbourne on WPYX/Albany... Johnny Rivers, Christine McVie, Weird Al Yankovic on KGB-FM/San Diego.



**KROKUS BRINGS THE HOUSE DOWN:** Arista's Krokus helped WLWQ/Columbus staffers demolish their old studios in preparation for the station's move to new quarters. The band was in town to promote its latest album release.



TIM CURRY  
THE COMPLEXITY OF SIMPLICITY



THERE IS NO ARTIST  
IN ROCK AND ROLL  
TODAY WITH THE  
VERSATILITY OF  
TIM CURRY.

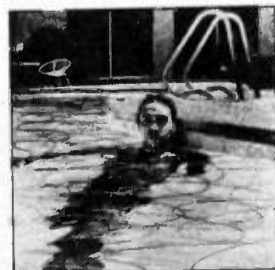
FROM HIS TONY AWARD  
NOMINATED ROLE AS  
MOZART IN BROAD-  
WAY'S "AMADEUS"  
TO HIS APPEARANCES  
IN THE CLASSIC  
"ROCKY HORROR  
PICTURE SHOW" AND  
THE UPCOMING FILM  
VERSION OF "ANNIE"  
HE IS A COMPLEX  
AND WONDERFULLY  
TALENTED ARTIST.

INCLUDES THE SINGLE  
"WORKING ON MY TAN"

AM 2353

PRODUCED BY MICHAEL KAMEN FOR  
MOTHER FORTUNE PRODUCTIONS  
MANAGEMENT: CLODAGH WALLACE  
FOR CAMERON MUSIC, INC.

WBRN	KTCL	WWCK	KZEL
WCCC	KILO	WLAV	WRAS
WERI	KSPN	KBLE	WYMX
WECM	KMTN	KFMH	WRKK
WRBK	KWFM	KKRL	WUOG
WNEW	WXRT	KQDS	WHSL
WLIR	WPEK	WXLN	KGON
WBAB	WXTQ	KEZY	KYTX
WPDH	WHKC	KROQ	KNCN
WMMR	WBWB	KNAC	KKKX
WTPA	WMMJ	KMGN	KLZR
KFML	M105	KTYD	WTAO
KBCO	WSRD	KKSN	



SIMPLICITY. 194870  
A COMPLEX ALBUM FROM A NOT TOO SIMPLE MAN.  
TIM CURRY.  
ON AM RECORDS AND TAPES. ©1981 AM RECORDS, INC. ALL RIGHTS RESERVED

# Radio & Records AOR NATIONAL AIRPLAY/40

# Chart Summary

## August 14, 1981

155 REPORTERS

Album cuts are listed in order of airplay preference.

7/24	7/31	8/7	8/14	Artist	Album	Label	Notes
1	1	2	1	FOREIGNER	4 (Atlantic)	Atlantic	"Urgent" "Hero" "Waiting"
7	8	1	2	JOURNEY	Escape (Columbia)	Columbia	"Crying" "Stone" "Don't" Title
3	3	3	3	PAT BENATAR	Precious Time (Chrysalis)	Chrysalis	"Fire" "Just" "Dark" "Helter"
-	13	11	4	STEVIE NICKS	Bella Donna (Modern/Atco)	Modern/Atco	"Stop" "Edge" "Leather" "Think"
2	2	4	5	MOODY BLUES	Long Distance... (Threshold/PG)	Threshold/PG	"Voice" "Meanwhile" "Gemin"
6	5	5	6	BLUE OYSTER CULT	Fire Of Unknown Origin (Columbia)	Columbia	"Burnin'" "Joan" Title
-	17	8	7	HEAVY METAL	Various Artists (Full Moon/Asylum)	Full Moon/Asylum	Tide - "Ride" "Mob" "Lamp"
4	4	6	8	TOM PETTY & HEARTBREAKERS	Hard Promises (Backstreet/MCA)	Backstreet/MCA	"Woman" "Waiting" "Night"
5	6	7	9	BILLY SQUIER	Don't Say No (Capitol)	Capitol	"Dark" "Stroke" "Lonely" "Lover"
-	21	9	10	ZZ TOP	El Loco (WB)	WB	"Tube" "Pearl" "Party" "Pole"
10	7	10	11	BLACKFOOT	Marauder (Atco)	Atco	"Fly" "Searchin'" "Rattlesnake"
30	20	17	12	MICHAEL STANLEY BAND	North Coast (EMI America)	EMI America	"Heartland" "Falling" "Victim"
15	15	12	13	FOGHAT	Girls To Chat... (Bearsville/WB)	Bearsville/WB	"Live" "Wide" "Close"
12	10	16	14	GREG KINN BAND	Rockinroll (Beserkley)	Beserkley	"Breakup Song" "Hurtin'"
11	9	13	15	TUBES	The C. B. Principle (Capitol)	Capitol	"Talk" "Sushi" "Amnesia" "Don't"
16	14	15	16	SQUEEZE	East Side Story (A&M)	A&M	"Tempted"
21	19	19	17	ICEHOUSE	Icehouse (Chrysalis)	Chrysalis	Title "Get" "Walls"
17	16	18	18	GARY WRIGHT	The Right Place (WB)	WB	"Really" "Heartbeat" "Rose"
8	11	14	19	VAN HALEN	Fair Warning (WB)	WB	"Mean" "So" "Unchained" "Dirty"
-	-	-	20	ALLMAN BROTHERS BAND	Brothers Of The Road (Arista)	Arista	"Straight" Title "Rights"
35	29	23	21	POINT BLANK	American Excess (MCA)	MCA	"Nicole" "Broke"
-	-	33	22	ELO	Time (Jet)	Jet	"Hold" "Twilight" "News"
-	-	34	23	DEF LEPPARD	High 'N' Dry (Polydor/PolyGram)	Polydor/PolyGram	"Let" "Heartbreak" Title
40	33	26	24	DIESEL	Watts In A Tank (Regency)	Regency	"Sausalito"
9	12	20	25	JOE WALSH	There Goes The... (Asylum)	Asylum	"Rivers" "Life"
25	25	24	26	MICK FLEETWOOD	The Visitor (RCA)	RCA	"Rattlesnake" "Fade"
-	32	27	27	POCO	Blue & Gray (MCA)	MCA	"Widowmaker" Title
22	27	28	28	OZZY OSBOURNE	Blizzard Of Ozz (Jet)	Jet	"Crazy" "Know" "Crowley"
18	18	21	29	DANNY JOE BROWN	Danny Joe Brown Band (Epic)	Epic	"Edge" "Sundance"
-	-	38	30	BALANCE	Balance (Portrait)	Portrait	"Breaking" "Dream"
-	-	35	31	RICKIE LEE JONES	Pirates (WB)	WB	Title "Woody" "Living" "Belong"
19	22	25	32	PHIL COLLINS	Face Value (Atlantic)	Atlantic	"Air" "Lines" "Missed"
28	26	29	33	JOE PERRY PROJECT	I've Got The R 'N' R... (Columbia)	Columbia	"East" "Buzz"
20	24	31	34	SANTANA	Zebop! (Columbia)	Columbia	"Searchin'" "Winning" "Sensitive"
-	37	-	35	PABLO CRUISE	Reflector (A&M)	A&M	"Cool" "Time"
-	-	-	36	PRETENDERS	Pretenders II (Sire)	Sire	"Adultrass" "Pack" "Rose" "Louie"
33	35	32	37	IRON MAIDEN	Killers (Harvest)	Harvest	"Wrathchild"
24	30	39	38	JEFFERSON STARSHIP	Modern Times (RCA/Grunt)	RCA/Grunt	"Stranger" Title "Alien"
-	-	-	39	RED RIDER	As Far As Siam (Capitol)	Capitol	"Lunatic" "Ships" "Caught"
13	23	30	40	PETER FRAMPTON	Breaking All The Rules (A&M)	A&M	"Dig" "Don't" "Kill" Title

FOREIGNER reclaimed the top airplay spot this week, garnering three more hits and one more total report than JOURNEY, who were a very close second. PAT held rock steady at No. 3 as STEVIE jumped up with significant conversions to heavy. METAL inched up in upper rotations. M88 jumped in conversions to upper rotations. KINN resurged as ICEHOUSE slip up. WRIGHT held his own. ALLMANS debuted as an album with a solid add showing (look for a big jump next week as adds convert to upper rotations). BLANK continued its steady climb. ELO and DEF made major airplay gains. DIESEL barreled up as POCO and OZZY held rock steady. BALANCE climbed in mediums. RICKIE LEE climbed as PABLO cruised back on the chart. PRETENDERS debuted with strong adds. STARSHIP inched up as RIDER debuted. The Significant Action artists came closest to charting this week.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in bold italic type are also current singles.

New Entry

## MOST ADDED

Rank	Artist	Album	8/14	8/7	7/31	7/24	7/17
1	ALLMAN BROTHERS...	Brothers Of The... (Arista)	100/94	0/0	0/0	0/0	0/0
2	ELO	Time (Jet)	103/91	12/71	0/0	0/0	0/0
3	PRETENDERS	Pretenders II (Sire)	74/74	0/0	0/0	0/0	0/0
4	LITTLE FEAT	Hoy-Hoy! (WB)	43/43	0/0	0/0	0/0	0/0
5	WHITFORD/ST. HOLMES	Whitford/St... (Columbia)	34/30	9/9	0/0	0/0	0/0
6	IAN HUNTER	Short Back... (Chrysalis)	30/30	0/0	0/0	0/0	0/0
7	SHOOTING STAR	Hang On For... (Virgin)	35/23	16/16	0/0	0/0	0/0
8	ANY TROUBLE	Wheels In... (Stiff America)	19/18	0/0	0/0	0/0	0/0
9	DEF LEPPARD	High 'N' Dry (Polydor/PG)	67/77	73/66	25/25	0/0	0/0
10	RED RIDER	As Far As Siam (Capitol)	61/77	60/62	3/3	2/2	0/0
11	TIM CURRY	Simplicity (A&M)	31/14	27/25	0/0	0/0	0/0
12	RACHEL SWEET	And Then He... (Columbia)	16/13	6/6	0/0	0/0	0/0
13	TIM GOODMAN	Footsteps (Columbia)	16/12	8/7	0/0	0/0	0/0
14	DEBBIE HARRY	KooKoo (Chrysalis)	10/10	0/0	0/0	0/0	0/0

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

## MEDIUM

Rank	Artist	Album	8/14	8/7	7/31	7/24	7/17
1	FOGHAT	Girls... (Bearsville/WB)	100/75	113/82	104/84	109/86	96/64
2	MICHAEL STANLEY...	North Coast (EMI America)	105/68	102/62	92/54	98/2	0/0
3	ICEHOUSE	Icehouse (Chrysalis)	87/65	95/73	93/72	84/66	84/67
4	HEAVY METAL	Various Artists (F.M./Asylum)	138/64	130/60	126/7	3/0	0/0
5	MICK FLEETWOOD	The Visitor (RCA)	68/56	75/56	80/52	76/55	75/44
6	BLACKFOOT	Marauder (Atco)	112/55	123/65	131/67	130/67	131/61
7	ZZ TOP	El Loco (WB)	126/49	129/41	129/3	6/1	0/0
8	BLUE OYSTER CULT	Fire Of... (Columbia)	132/48	140/49	142/67	143/64	142/68
9	DIESEL	Watts In A Tank (Regency)	70/48	72/46	62/39	56/36	60/35
10	POCO	Blue & Gray (MCA)	68/48	74/49	64/41	55/32	65/25
11	DANNY JOE BROWN	Danny Joe Brown... (Epic)	56/45	76/60	92/66	102/74	108/74
12	TUBES	The C.B. Principle (Capitol)	88/43	106/52	116/60	124/63	126/64
13	BALANCE	Balance (Portrait)	58/43	58/37	47/27	42/24	37/9
14	SQUEEZE	East Side Story (A&M)	62/41	97/52	96/49	98/58	96/58
15	DEF LEPPARD	High 'N' Dry (Polydor/PG)	67/39	73/14	25/0	0/0	0/0

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

Rank	Artist	Album	8/14	8/7	7/31	7/24	7/17
1	FOREIGNER	4 (Atlantic)	151/136	153/138	157/140	160/137	161/34
2	JOURNEY	Escape (Columbia)	150/133	158/129	150/33	26/7	0/0
3	PAT BENATAR	Precious Time (Chrysalis)	145/131	151/140	150/135	153/130	152/14
4	MOODY BLUES	Long... (Threshold/PG)	143/127	149/136	158/137	156/136	162/141
5	STEVIE NICKS	Bella Donna (Modern/Atco)	148/126	153/28	37/7	0/0	0/0
6	TOM PETTY...	Hard... (Backstreet/MCA)	121/96	131/108	144/120	139/121	154/133
7	BILLY SQUIER	Don't Say No (Capitol)	115/87	123/100	125/100	133/108	141/116
8	BLUE OYSTER CULT	Fire Of... (Columbia)	132/83	140/91	142/85	143/75	142/67
9	ZZ TOP	El Loco (WB)	126/71	129/73	129/3	6/0	0/0
10	HEAVY METAL	Various Artists (F.M./Asylum)	138/66	130/63	126/2	3/0	0/0
11	BLACKFOOT	Marauder (Atco)	112/56	123/58	131/64	130/60	131/60
12	GREG KINN BAND	Rockinroll (Beserkley)	81/53	84/53	99/60	96/57	105/63
13	TUBES	The C.B. Principle (Capitol)	88/45	108/54	116/56	124/61	126/60
14	GARY WRIGHT	The Right Place (WB)	79/46	94/40	101/44	108/35	117/37
15	SQUEEZE	East Side Story (A&M)	62/41	97/44	96/46	98/39	96/37

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.

## ALLMAN BROTHERS BAND

Brothers Of The Road (Arista)  
"Straight" Title "Rights" "Judgment"  
70% of our reporters on it. Total album reports: 102. A-94, M-11, H-3. Album debuted this week at number 29.



## ELO

Time (Jet)

"Hold" "Twilight" "News" "Ticket"  
68% of our reporters on it. Total album reports: 103. A-91, M-4, H-4. Album charted this week at number 22.

# Significant Action

ROCKETS	Back Talk (Elektra)	Total: 44. A-8, M-34, H-4
"Satisfied" Title		
JON & VANGELIS	Friends Of Mr. Cairo (Polydor/PG)	Total: 43. A-9, M-32, H-2
Title "Independence"		
LITTLE FEAT	Hoy-Hoy! (WB)	Total: 43. A-43, M-0, H-0
"Gringo" "Teenage"		
A'S	A Woman's Got The Power (Arista)	Total: 39. A-0, M-30, H-9
Title		
SHOOTING STAR	Hang On For Your Life (Virgin)	Total: 35. A-23, M-9, H-3
Title "Flesh"		
WHITFORD/ST. HOLMES	Whitford/St. Holmes (Columbia)	Total: 34. A-30, M-4, H-0
"Need" "Sharpshooter"		
DEBBIE HARRY	KooKoo (Chrysalis)	Total EP, single mentions: 34
"Backfired" "Chrome"		
REO SPEEDWAGON	Hi Infidelity (Epic)	Total: 31. A-0, M-14, H-17
"Letter" "Don't"		
KIM CARNES & HATE...	Mistaken Identity (EMI America)	Total: 31. A-0, M-15, H-16
"Draw" Title		
TIM CURRY	Simplicity (A&M)	Total: 31. A-14, M-12, H-5
"Ten" "Roll"		

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

# JAZZ ON AOR

Last This Week

1	1	P. METHENY/L. MAYS	As Falls Wichita... (ECM)	"Ozark" "You"
4	2	MILES DAVIS	The Man With The Horn (Columbia)	"Fat" "Shout"
2	3	YELLOWJACKETS	Yellowjackets (WB)	"Hornet" "Rush"
6	4	TOM SCOTT	Apple Juice (Columbia)	"White"
3	5	BRIAN AUGER	Search Party (Headfirst)	"Sea" "Voyager"
7	6	SADAO WATANABE	My Dear Life (Inner City)	"Hunting" Title
6	7	PASSPORT	Blue Tattoo (Atlantic)	"Ragtag" "Tattoo"
8	8	AL JARREAU	Breakin' Away (WB)	"Love" "Roof" "Teach"
9	9	JOHN NEPTUNE	Shogun (Inner City)	Various Cuts
9	10	JOHN KLEMMER	Hush (Elektra)	Title "Magic"

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 bold italics. Artists' names are in bold italics if they registered significant airplay gains this week.

# REGIONAL AOR ACTIVITY

## EAST

**104 WQBA FM**  
Albany  
516-462-5555

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**98 Rock**  
Baltimore  
301-889-0098

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

## MOST ADDED

ALLMAN BROTHERS BAND	Brothers Of The Road (Arista)	27/24
PRETENDERS	Pretenders II (Sire)	24/24
ELO	Time (Jet)	23/20
LITTLE FEAT	Hoy-Hoy! (WB)	17/17
SHOOTING STAR	Hang On For Your Life (Virgin)	11/10

## MEDIUM

TUBES	The C.B. Principle (Capitol)	27/16
MICHAEL STANLEY BAND	North Coast (EMI America)	24/15
ICEHOUSE	Icehouse (Chrysalis)	18/15
HEAVY METAL	Var. Artists (Full Moon/Asylum)	13/14
FOGHAT	Foghat (Bearsville/WB)	23/14
MICK FLEETWOOD	The Visitor (RCA)	18/14

## THE HOTTEST

FOREIGNER	4 (Atlantic)	35/34
JOURNEY	Escape (Columbia)	34/29
MOODY BLUES	Long... (Threshold/PG)	34/29
PAT BENATAR	Precious Time (Chrysalis)	33/29
STEVIE NICKS	Bella Donna (Modern/A&M)	32/28

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

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**WJML**  
Binghamton  
607-772-8850

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**104 FM WBCN**  
Boston  
617-266-1111

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**97 Rock**  
Buffalo  
716-881-4555

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**WJML**  
Harrisburg  
717-238-1402

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**WZZO**  
Allentown  
215-694-0511

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**WJML**  
Boston  
617-262-5900

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**i-95fm**  
Bridgeport  
203-579-9995

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**WECM**  
Claremont  
603-542-7735

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)

**WCCC AM/FM**  
Hartford  
203-549-3456

Added:  
ALBANY BROTHERS... (Arista)  
LITTLE FEAT (WB)  
Hoy-Hoy! (WB)  
"Gringo" "Teenage"  
A'S (Arista)  
A Woman's Got The Power (Arista)  
SHOOTING STAR (Virgin)  
Hang On For Your Life (Virgin)  
WHITFORD/ST. HOLMES (Columbia)  
Whitford/St. Holmes (Columbia)  
DEBBIE HARRY (Chrysalis)  
KooKoo (Chrysalis)  
REO SPEEDWAGON (Epic)  
Hi Infidelity (Epic)  
KIM CARNES & HATE... (EMI America)  
Mistaken Identity (EMI America)  
TIM CURRY (A&M)  
Simplicity (A&M)



SOUTH

Beaumont 713-727-0229. TEXAS ROCK. PD: BILL GRIFFIN, PD: PAUL GRIFFIN. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

Birmingham 205-870-9900. PD: DAN BRENNAN. Add: IAN HUNTER (Chrysalis), RICKIE LEE JONES (MCA), etc.

Corpus Christi 512-855-4641. PD: BOB FALZO, PD: CHARLIE PALMER. Add: ALBANY BROTHERS... (Arizate), RACHEL SWEET (Capitol), etc.

Dallas-Ft. Worth 214-528-5500. PD: TOM OWENS, PD: GRAND HALL. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

Dallas 214-748-9808. PD: TOM OWENS, PD: JAMES DOLAN. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

Lexington 808-252-8894. PD: GARY DIXON, PD: LAYNE HULSEWALD. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

The Q KLAO 95.5 fm El Paso 915-544-8884. PD: MICK RICHARDS, PD: BOB ROMAN. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

K102 Ft. Lauderdale 305-731-4800. PD: BUDDY HOLLIS. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

96 Magic Ft. Pierce 305-484-1401. PD: CHRIS RIVERS, PD: SCHULTER. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

Houston 713-528-4591. PD: CHRIS MILLER, PD: MICHELE ROBINSON. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

Jacksonville 904-842-1055. PD: BOB HESSLER, PD: CHARLIE LOGAN. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

Rock 103 PD: GARY DIXON, PD: LAYNE HULSEWALD. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

Louisville 502-585-5178. PD: KATY JAMES. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

FMX 94.1 ROCK PD: BO JAGGER, PD: DOMINO RIPPY. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

WZXR rock105 PD: REEBARD. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

wshe PD: SORRY FOX. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

Love 4 PD: RICK PETERS, PD: ROSS BLOCK. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

95 Rock Montgomery 205-832-4295. PD: NEAL MCHALE, PD: JOHANN PETERSON. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

WNO New Orleans 504-889-2424. PD: MIRE COCCIELLO. Add: ALBANY BROTHERS... (Arizate), RED RIDER (Capitol), etc.

Zany 94.9 PD: JOHN HEINER, PD: BILL SHIELDS. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

whe PD: SORRY FOX. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

WDIZ rock100 PD: BOB CHURCH, PD: MIRE LYONS. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

TKOI Pensacola 904-438-7543. PD: MARK SAWYER. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

WQDR Raleigh 919-832-8311. PD: DANIEL BRUNTE, PD: BOB WALTON. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

99.5 KISS San Antonio 512-223-8211. PD: TIM SPELBER, PD: TEMPLE LINDSEY. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

98 Rock Tampa 813-224-0742. PD: MARK STEVENS, PD: MORT. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

95FM Tampa 813-876-0455. PD: AL PETERSON, PD: RICK VAN CLEVE. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

KMOD Tulsa 918-664-2810. PD: BILL BRUM, PD: CHARLIE WEST. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

99.1ZD West Palm Beach 305-481-0099. PD: SCOTT FISHER, PD: MICHAEL KEATING. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.

WKZL Winston-Salem 919-725-0556. PD: DOUG PAUL, PD: SWANSON PAUL. Add: RED RIDER (Capitol), BILLY SQUIER (Capitol), etc.



# MIDWEST

**KPHL** Muscatine 319-283-2512

PO: 875 W. BRIDGE  
ED: LISA CRIVELLO

Address: 875 W. BRIDGE  
MUSCATINE, IOWA 52639

Station: 100.1 FM  
Frequency: 100.1  
Class: Class B  
Power: 1000  
RDS: Yes

Format: Country  
Website: www.kphl.com

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Oklahoma City** 405-828-8543

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
OKLAHOMA CITY, OK 73102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Rockford** 815-877-3075

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ROCKFORD, IL 61102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Sloux Falls** 605-335-8700

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
SLOUX FALLS, SD 57201

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**FM 104** Toledo 419-248-3377

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
TOLEDO, OH 43604

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Omaha** 402-592-5300

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
OMAHA, NE 68102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**St. Louis** 314-842-1111

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ST. LOUIS, MO 63101

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Terre Haute** 812-238-2557

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
TERRE HAUTE, IN 47787

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**T-95** Wichita 316-722-8123

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
WICHITA, KS 67201

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Oklahoma City** 405-631-6661

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
OKLAHOMA CITY, OK 73102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Peoria** 309-674-2000

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
PEORIA, IL 61602

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**St. Louis** 314-644-1380

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ST. LOUIS, MO 63101

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Winnipeg** 204-775-0371

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
WINNIPEG, MB R3S 1V6

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Winnipeg** 204-775-0371

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
WINNIPEG, MB R3S 1V6

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

# WEST

**Anaheim** 714-776-3698

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ANAHEIM, CA 92801

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Albuquerque** 505-265-8811

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ALBUQUERQUE, NM 87102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**MOST ADDED**

ELO *Time Jet* 31/28

ALLMAN BROTHERS BAND *Brothers Of The Last Aria* 29/26

PRETENDERS *Pretenders II (Sire)* 22/22

LITTLE FEAT *Hoy-Hoy! (WB)* 10/10

WHITFORD/ST. HOLMES *Whitford/St. Holmes (Columbia)* 9/7

**MEDIUM**

ICEHOUSE *Icehouse (Chrysalis)* 29/21

HEAVY METAL *Var. Artists (Full Moon/Asylum)* 28/20

POCA *Blue & Gray (MCA)* 29/18

MICHAEL STANLEY BAND *North Coast (EMI America)* 28/18

MICK FLEETWOOD *The Visitor (RCA)* 23/16

FOGHAT *Girls To Chat (Mercury/WB)* 23/16

SOULS *Best Side Story (A&M)* 23/16

**THE HOTTEST**

STEVE NICKS *Bella Donna (Modern/Atco)* 46/40

FOREIGNER *4 (Atlantic)* 46/38

JOURNEY *Escape (Columbia)* 45/38

TOM PETTY & THE HEARTBREAKERS *Hard... (Backstreet/MCA)* 41/37

PAT BENATAR *Precious Time (Chrysalis)* 41/36

MOODY BLUES *Long... (Threshold/PG)* 41/36

**Anchorage** 907-277-2655

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ANCHORAGE, AK 99501

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Boise** 206-344-6363

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
BOISE, ID 83702

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Chico** 916-343-6461

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
CHICO, CA 95926

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Denver** 303-759-5600

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
DENVER, CO 80202

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Fort Collins** 303-571-1232

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
FORT COLLINS, CO 80501

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Boulder** 303-444-5600

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
BOULDER, CO 80501

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Colorado Springs** 303-634-4896

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
COLORADO SPRINGS, CO 80901

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Denver** 303-936-2313

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
DENVER, CO 80202

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Eugene** 503-484-4304

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
EUGENE, OR 97401

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Fresno** 209-228-5991

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
FRESNO, CA 93701

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Albuquerque** 505-765-5400

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ALBUQUERQUE, NM 87102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Albuquerque** 505-265-8811

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ALBUQUERQUE, NM 87102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Albuquerque** 505-265-8811

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ALBUQUERQUE, NM 87102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Albuquerque** 505-265-8811

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ALBUQUERQUE, NM 87102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]

**Albuquerque** 505-265-8811

PO: 1000 N. UNIVERSITY  
ED: [Name]

Address: 1000 N. UNIVERSITY  
ALBUQUERQUE, NM 87102

Station: [Name]  
Frequency: [Name]  
Class: [Name]  
Power: [Name]  
RDS: [Name]

Format: [Name]  
Website: [Name]

Staff:  
General Manager: [Name]  
Sales: [Name]  
Promotions: [Name]  
DJ: [Name]







**Jim  
Duncan**

# Country

## CONTESTS, CONCERTS & CONVERSATIONS

### High Country Radio Remote



As the famous beer commercial goes: "Welcome to the High Country." Seems appropriate for the pictures sent in by WMUS-AM&FM/Muskegon, MI. The event was the grand opening of a new western wear store in the area. The broadcast required air per-



sonality Mike Murphy to do his show from a wagon about 50 feet in the air. The other person who had to be lifted into the unusual broadcast site was the salesperson who came up with the idea, Randy Crow. Another good example of how programming and sales can get together... WQYK-FM (K-99)/Tampa-St. Petersburg morning man Dave Banks and his wife Janet recently took 100 listeners on their vacation to Hawaii. During Dave's time off, PD Pete Porter reports to R&R that civic leaders, television personalities, newspaper columnists, and recording artist Rex Allen, Jr. were brought in to do the morning show... KEEN/San Jose had a booth at the recent "Gilroy Garlic Festival." In case you didn't know it, Gilroy, CA is the "Garlic Capital of the World."... Kenny Rogers and KTTS/Springfield, MO PR Director



Countdown" slated for broadcast on New Year's Day. The annual show is based on the Country charts of

## News Notes

Going to be taking a week off for a quick vacation - if you need anything while I'm gone, please check with Associate Country Editor Carolyn Parks... Check Page 1 for details of KENR/Houston OD Mike Elliot leaving the station for a VP/GM job in Milwaukee. No replacement at KENR yet... Mark Lindow has been promoted to OD at WILQ/Williamsport, PA. Paul Cavanaugh will handle the music... As was reported here last week, John David Spangler is the new OM at WJJD & WJEZ/Chicago. I did forget to mention that WJJD afternoon personality "Jaybird" Marvin is now MD for WJJD and WJEZ afternooner John Charleston will do the same for his station... Jason Drake, OM of KFJH & KBRA/Wichita, has appointed Chuck Robson as PD for KFJH. Robson does the afternoon drive show for the station... Jim Kramer is the new PD of WTAC/Flint, MI, a new Country station in the market. Ed Brown will take care of the MD chores... WKIX/Raleigh has just decided to become a Country station. Change will happen in the next week, with former KENR PD Joe Wade Formicola as PD, Ed Weiss as GM and Ron McKay MD... WJFR-FM/Jackson, MS is now Country from an all-religion format. New calls are WXLY-FM. Brock Boulette is PD... Scott Miller is the new all-nighter on 50,000 watt WWVA/Wheeling, replacing longtime personality Buddy Ray. Ray's plans have not been announced at this report. You may recall Miller as the guy who was tied up and kept isolated in a newsroom for three hours a day for a 50-day period as a self-imposed vigil dramatizing the plight of the 50 American hostages in Iran. He was at WOBL/Oberlin at the time... After 32 years at KSD/St. Louis, staff meteorologist and former newperson Howard Demere is retiring... When we announced Sandy Beach as the new PD at WBAP/Fort Worth, it was not known what former PD Hal Jay would be doing. He will remain at WBAP to do an on-air shift... Al Wyntor from PD at KBUF/Garden City, KS to evenings at WDAF/Kansas City. David Lawrence takes over the morning drive now that Jim Tyler is at WMAQ... After six years on the all-night show at WBT/Charlotte, Larry James moves on to WDAK/Columbus, GA to be morning man and PD... Dan Cowen has been upped to MD at KSSS/Colorado Springs... WMAQ/Chicago PD Ted Cramer was recently in Nashville; his publicist Kathy Gangwisch tells us he did an excellent job announcing the available tables for the customers at Spat's Restaurant. Elektra's Nick Hunter, who was also with them, said he did an "OK job." Next thing you know, Ted's going to want an air shift on WMAQ... So what's news with you?



Rick Albin are pictured here. Rogers joined forty other Country music stars who have put their handprints in cement for the KTTS "Handprints Of The Stars" feature at the station... More than 50,000 persons took part in the fifth annual "Jamboree In The Hills" sponsored by WWVA/Wheeling and the Jamboree U.S.A. During the event WEEP/Pittsburgh and Warner Bros. Records jointly purchased a banner that flew from an airplane. The banner said: "T.G. Sheppard - Party Time - Love Warner Bros. & WEEP Radio." It was flown during Sheppard's performance at the festival... Another radio and records co-venture was recently very successful in Dallas. To promote the Johnny Cash album, "The Baron," and the Cash appearance at Billy Bob's Texas nightclub, Columbia Records and area radio stations KBOX, KIX 106, KLIF, and KXOL put on a search for each station's "Baron." A couple of stations determined their winner via a pool tournament, the others by special drawings. Each finalist competed in the pool tournament finals. A pool table was the grand prize, but each station had albums, T-shirts, posters, and other merchandising materials to give away. Hats off to CBS executives Danny Yarbrough and Jay Jenson for coordinating this very successful cross-merchandising promotion... WHN/New York PD Ed Salamon is seen here with Elektra recording artist Eddie Rabbitt during an interview for Mutual Broadcasting's "Country Music



Radio & Records and was aired on over 800 radio stations this year... The third "almost" annual KKYX/San Antonio Chili Cookoff featured 12 hours of entertainment including Barbara Fairchild and many local favorites. The money raised was given to the MS Society... KLAC/Los Angeles held its third annual country talent search with area theme park Magic Mountain. The winner of last weekend's event will be able to cut a record that will be pressed and distributed by Handshake Records... Merle Haggard and Leroy Van Dyke will headline the first annual KGA & KDRK-FM/Spokane Country Hoe-Down and Barbeque. The event takes place Sunday (8-18)... More than 45,000 persons took part in the seventh WIRE/Indianapolis Free Picnic. Barbara Mandrell, Steve Wariner, and Ernest Tubb entertained. All it took was a WIRE window sticker to get in to the Marion County Fairgrounds... WSM/Nashville air personality Chuck Morgan is pictured with Maggie Cavender, President of the Nashville Songwriters Association International. Morgan received an award from the NSAI for



his many contributions to the organization. Recent guests on Morgan's radio show have been Hoyt Axton and Dotty... WMBH/Joplin, MO cosponsored the 1981 Country Sunshine Pageant. The winner was given \$1450 cash. (Come on you guys, how about a picture?) Speaking of pictures, we at R&R are always happy to print yours, plus any news or promotion items you might have. Send them direct to: R&R Country, 1930 Century Park West, L.A. 90067. Feel free to call in any major news stories about your market: (213) 553-4330. Thanks...



# BREAKERS

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

**BILLY SWAN**

**I'm Into Lovin' You (Epic)**

On 68% of reporting stations. National Summary: Up 30, Same 14, Down 0, Debuts 23, Adds 9. R&R Chart: 48-41.

**RAY PRICE**

**It Don't Hurt Me Half As Bad (Dimension)**

On 65% of reporting stations. National Summary: Up 45, Same 8, Down 0, Debuts 10, Adds 9. R&R Chart: 47-42.

**CHARLEY PRIDE**

**Never Been So Loved (In All My Life) (RCA)**

On 64% of reporting stations. National Summary: Up 0, Same 2, Down 0, Debuts 4, Adds 65. A "Most Added" record. R&R Chart: Debut 43.

**WILLIE NELSON**

**I'm Gonna Sit Right Down... (Columbia)**

On 62% of reporting stations. National Summary: Up 35, Same 16, Down 0, Debuts 12, Adds 6. R&R Chart: 49-44.

**Most Added:**

- CHARLEY PRIDE  
Never Been So Loved (In All...) (RCA)
- CHARLY McCLAIN  
Sleepin' With The Radio On (Epic)
- GAIL DAVIES  
Grandma's Song (WB)
- KENDALLS  
Teach Me To Cheat (Ovation)

**Hottest:**

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

- GLEN CAMPBELL "I Love My Truck" (Mirage) 61/15**  
National Summary: Up 9, Same 19, Down 0, Debuts 18, Adds 16 including KLZ, KEEN, WKYG, WNYR, WESC-AM-FM, WLWI-FM, WKLM, WSLR, WFMS-FM, KUZZ 43-34, KCKC 33-21, WGTO 40-36, WSUN 4-28, WHK 37-29, WKMF 4-38. R&R Chart: Debut 45.
- B.J. THOMAS "I Recall A Gypsy Woman" (MCA) 58/20**  
National Summary: Up 10, Same 18, Down 0, Debuts 10, Adds 20 including WMAQ, WHK, WDAF, KSSS, WSEN, WWVA, WYDE, WQYK-FM, WFMS-FM 4-34, KNIX-FM 4-36, KLVJ 50-43, WGTO 46-39, WSIX-FM 23-14. R&R Chart: Debut 47.
- TOM JONES "What In The World's Come Over You" (Mercury/PolyGram) 56/20**  
National Summary: Up 12, Same 14, Down 0, Debuts 10, Adds 20 including WOKQ, WHN, WPLO, WBAP, WSUN, KBMR, WMNI, WAXX, WBCS-FM, KWJJ, KEEN, KLVJ 49-39, WCOB-FM 29-20, WMC-AM 24-18, WSIX-FM 19-11, WHK 32-25. R&R Chart: Debut 48.
- GAIL DAVIES "Grandma's Song" (WB) 53/35**  
National Summary: Up 2, Same 13, Down 0, Debuts 3, Adds 35 including WPLO, KENR, WWOD, WSM, WIRK-FM, WSLR, WUBE-FM, WCXI, WIRE, WIL-AM-FM, KNIX-FM, KYTE, KSOP.
- BURRITO BROTHERS "She Belongs To Everyone But Me" (Curb) 52/19**  
National Summary: Up 6, Same 13, Down 0, Debuts 14, Adds 19 including KLZ, KRDR, KTRB, WWVA, WPLO, KVET, WQIK-FM, WUBE-FM, KWMT, WGEE, WDAF, KEEN 4-34, WBAM 4-33, WXCL 36-27.
- JOHNNY RODRIGUEZ "Trying Not To Love You" (Epic) 51/17**  
National Summary: Up 8, Same 16, Down 0, Debuts 10, Adds 17 including WPLO, KOKE-FM, WSOC-FM, WCOB-FM, WSAI, WFMS-FM, KICD-FM, KVEG, KRSY, KHEY 45-38, WSIX-FM 38-28, WQYK-FM 33-27.
- CHARLY McCLAIN "Sleepin' With The Radio On" (Epic) 49/48**  
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 48 including WSAI, WFMS-FM, WIRE, KEBC-FM, KFEO, KLAC, KNIX-FM, KMPB-AM-FM, WNYR, WMZO-FM, WPLO, WBAP, KIKK-FM, WLWI-FM, WIRK-FM.
- RANDY PARTON "Shot Full Of Love" (RCA) 48/8**  
National Summary: Up 11, Same 21, Down 0, Debuts 8, Adds 8. WGTO, WQYK-FM, WIRK-FM, KWMT, WTHI, KKAL, KMAK, KVEG, KLVJ 38-30, KRMD-AM-FM 38-30, WNRB 38-34, K888 50-45, KEED 48-38, KSOP 48-43, WCAW 46-37.
- DEBORAH ALLEN "You (Make Me Wonder Why)" (Capitol) 46/18**  
National Summary: Up 5, Same 17, Down 0, Debuts 5, Adds 18 including KUZZ, KTOM, WGNA-FM, WBGW-FM, KVET, WGTO, WQIK-FM, WQYK-FM, WCXI, KBUF, KVOO, K888 48-38, WIXY 4-30, KRMD-AM-FM 47-39, WTOS 43-35.

# Radio & Records NATIONAL AIRPLAY/50

August 14, 1981

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

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.

- MAC DAVIS "Secrets" (Casablanca/PolyGram) 44/3**  
National Summary: Up 19, Same 13, Down 0, Debuts 8, Adds 3, WPLO, WTHI, WCAW, KNOE 41-33, WBAM 22-17, KYXX 12-11, WHOO 4-27, WTOS 42-37, WBCS-FM 4-27, KVOO 46-35, KKAL 43-33, KBOP 34-30, KCKC 31-28, WNYR 28-17.
- BOBBY BARE "Take Me As I Am (Or Let Me Go)" (Columbia) 43/9**  
National Summary: Up 11, Same 15, Down 0, Debuts 8, Adds 9, WSAI, WKMF, WGEE, WDAF, KICD-FM, KLAC, KCUB, WNYR, WLWI-FM, KVOO 48-38, KEED 49-40, WSEN 42-38, KVET 49-40, WGTO 50-43, KRMD-AM-FM 46-42.
- KENDALLS "Teach Me To Cheat" (Ovation) 41/29**  
National Summary: Up 0, Same 9, Down 0, Debuts 3, Adds 28 including WMZO-FM, KOKE-FM, KLVJ, KENR, WBAM, WLWI-FM, WIRK-FM, WSAI, KFGO, WKMF, KEBC-FM, KFEO, KRDR, KEEN, KMPB-AM-FM.
- ZELLA LEHR "Feedin' The Fire" (Columbia) 38/16**  
National Summary: Up 3, Same 14, Down 0, Debuts 6, Adds 18 including KOKE-FM, KHEY, WQIK-FM, KKYX, WNRB, WCXI, WIRE, WBCS-FM, KBMY, KVEG, KEEN, WSIX-FM 37-27, WFMS-FM 4-32, K888 4-31, KSOP 41-35.
- SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 37/8**  
National Summary: Up 7, Same 17, Down 0, Debuts 4, Adds 9, KBMR, KWMT, WXCL, KICD-FM, KRDR, WWCS-FM, KIXZ, KOKE-FM, KHEY, WTOS 46-40, KUZZ 34-29, WGNA-FM 44-40, WVAM 50-43, WSIX-FM 28-18, WTQR-FM 4-37.
- DIANA "He's The Fire" (Sunbird) 36/15**  
National Summary: Up 3, Same 13, Down 0, Debuts 6, Adds 16, K888, KEED, KRDR, KTRB, KRSY, KEEN, KMPB-AM-FM, KIXZ, KOKE-FM, WQIK-FM, KYXX, WNRB, KWMT, WXCL, WKKN.

## Others Getting Significant Action

- WAYNE KEMP "Just Got Back From No Man's Land" (Mercury/PolyGram) 32/4**  
National Summary: Up 14, Same 11, Down 0, Debuts 3, Adds 4, KLRA, WIRK-FM, WXCL, KWJJ, KIXZ 50-40, KOKE-FM 43-36, KVET 38-30, WBAM 36-30, WFMS-FM 23-19, KMPB-AM-FM 4-26.
- FRED KNOBLOCK "Memphis" (Scotti Bros.) 31/17**  
National Summary: Up 3, Same 10, Down 0, Debuts 1, Adds 17 including WSM, WIRK-FM, WTQR-FM, WNRB, WSAI, WIRE, WTHI, KYTE, WCAW, KCKC 28-17, WIXY 29-23.
- SONNY CURTIS "Married Women" (Elektra) 30/14**  
National Summary: Up 3, Same 10, Down 0, Debuts 3, Adds 14 including KLAC, KNIX-FM, KSOP, WWCS-FM, KVET, WGTO, KENR, WBAM, KCKC 32-25, WQAM 32-27.
- GUY CLARK "The Partner Nobody Chose" (WB) 29/3**  
National Summary: Up 11, Same 12, Down 0, Debuts 3, Adds 3, WCXI, KMAK, WSOC-FM, WHK 4-38, KVOO 50-38, KSSS 48-39, KEED 50-48, KVET 38-28, WGTO 47-40, WESC-AM-FM 4-38.
- TENNESSEE EXPRESS "Big Like A River" (RCA) 27/9**  
National Summary: Up 1, Same 13, Down 0, Debuts 4, Adds 9, KIXZ, WWOD, WLWI-FM, WSM, KYXX, KKYX, KEBC-FM, WCAW, WWCS-FM, KFGO 4-38.
- KIN VASSY "Sneakin' Around" (EMI/Liberty) 25/15**  
National Summary: Up 0, Same 8, Down 0, Debuts 2, Adds 15 including KSSS, KMPB-AM-FM, WSEN, WESC-AM-FM, KENR, KLRA, WIRK-FM, KFGO, WKKN, KVOO.
- BRENDA LEE "Enough For You" (MCA) 22/5**  
National Summary: Up 3, Same 10, Down 0, Debuts 4, Adds 5, KNOE, WKKN, KICD-FM, KEEN, WWCS-FM, WGTO 48-41, WSIX-FM 40-32, KRMD-AM-FM 49-35. On: WPLO, WSM.
- CORBIN-HANNER BAND "Livin' The Good Life" (A&A) 18/7**

- National Summary: Up 1, Same 7, Down 0, Debuts 3, Adds 7, WCAW, WWCS-FM, WWVA, KOKE-FM, KVET, WIRK-FM, KRDR, WEEP 4-35, WBAM 4-35.
- SLIM WHITMAN "Can't Help Falling In Love With You" (Epic/Cleveland International) 17/8**  
National Summary: Up 2, Same 5, Down 0, Debuts 2, Adds 8, WESC-AM-FM, WLWI-FM, WQYK-FM, WSLR, KVOO, K888, KEED, KTOM, WSIX-FM 4-39, KCKC 21-18.
- BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 16/5**  
National Summary: Up 1, Same 8, Down 0, Debuts 2, Adds 5, KVET, KLRA, WBAM, KICD-FM, WIL-AM-FM. On: WYDE, WMC-AM, KRMD-AM-FM, KEBC-FM.
- VALENTINO "She Took The Place Of You" (RCA) 16/3**  
National Summary: Up 3, Same 7, Down 0, Debuts 3, Adds 3, KIXZ, KLVJ, WSOC-FM, WSIX-FM 18-13, KKYX 47-44, KEED 48-44.
- TRICIA JOHNS "Cathy's Clown" (Elektra) 16/3**  
National Summary: Up 1, Same 9, Down 0, Debuts 3, Adds 3, WSAI, KEED, WLWI-FM, KT78-AM-FM 48-45. On: KEBC-FM, WXCL, KWJJ, WWVA.
- DAVE ROWLAND & SUGAR "The Pleasure's All Mine" (Elektra) 15/15**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 15 including KMAK, KEEN, WGNA-FM, KVET, WYDE, WBAM, WCXI, KEBC-FM, KFEO.
- ROSANNE CASH "My Baby Thinks He's A Train" (Columbia) 15/14**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 14 including WBAP, KIKK-FM, WBAM, WSM, KBMR, WSAI, WKMF, WIRE, WTOS, KMPB-AM-FM.
- SUPER GRIT COWBOY BAND "If You Don't Know Me By Now" (BMI) 11/2**  
National Summary: Up 0, Same 5, Down 0, Debuts 4, Adds 2, WXCL, WKKN, WTQR-FM 4-40. On: WVAM, KVET, WESC-AM-FM, KNOE.

# CHARLY McCLAIN

## *Sleepin' With The Radio On*

14-02421



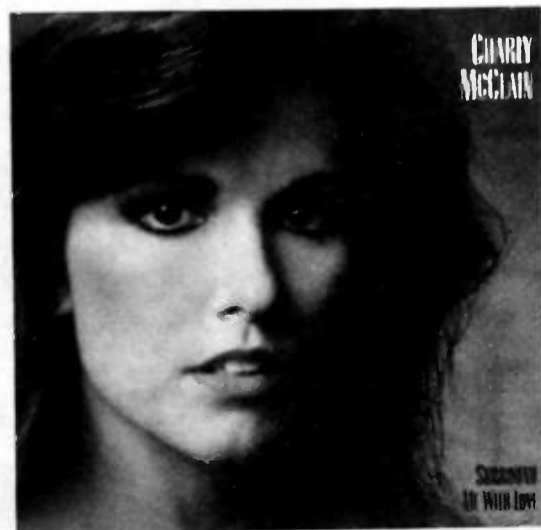
**W**ith two bonafide hits "Who's Cheatin' Who" and "Surround Me With Love" already chalked up this year, Charly's music is reaching more people everyday. She is touring constantly, playing before enthusiastic audiences and garnering new fans with each show. And now Ms. McClain has delivered "Sleepin' With The Radio On", her most explosive single to date, that is already stirring up the airwaves all across the country.

**From the album Surround Me With Love**

**On Epic Records  
Produced by Norro Wilson**

Representation: Top/Billing, Inc. • 4301 Hillboro Road • Nashville, Tennessee 37212 • 615/383-8553

\*Epic, Epic are trademarks of CBS, Inc. © 1981 CBS, Inc.



FE 37108



# Country Pictures



**A REAL KICK** — KHJ/Los Angeles and actors from the popular daytime soap "General Hospital" took part in a soccer match at L.A.'s Coliseum. The game was played between halves of the Aztecs professional soccer contest. Even though the promotional game ended in a tie, KHJ midday personality Terry Moss summed up the competition this way, "I think we won a point for sportsmanship because they cheated first." Players for 93KHJ included Sales Director David Forter (third from left, bottom row), air personality Danny Martinez (fourth from left, bottom row), RCA's Carson Schreiber (first from left, second row), Program Director Charlie Cook (second from left, second row), and Terry Moss (first from left, third row).



**TULSA GOOD TIME** — Columbia's Lacy J. Dalton is seen visiting with staffers of the newest Country station in Tulsa, K95FM. Pictured (l-r) are MD Rob Ryan, Lacy, morning personality Bob Cooper, advertising consultant Jim Ross and K95FM's GM Bob Backman.



**HOYT'S HAPPENING** — Jeremiah recording artist Hoyt Axton has been on a promotional tour. He is seen here on various stops, including (top picture) with "13-Country" KGVO/Missoula, MT air personalities Heidi, Margo, and "Murphy In The Morning." Axton took part in an autograph party at a local record store. Seen in the lower left picture is Hoyt with KWJJ & KJIB/Portland morning man Mike Stone. In the lower right photo we see Hoyt with Scott Aber, MD of KIIIX/Fort Collins, CO.



Biff Collie

## Inside Nashville

**TAG, YOU'RE "IT":** Waylon Jennings and Willie Nelson in the studio again to make another album? They're still making money on the last time they sessioned together... Chet Atkins says he'll record some, produce some, open a "Mr. Guitar" museum on music row maybe, and do "whatever turns me on." Chet says he never really enjoyed the administrative responsibilities as an RCA VP... Jerry Lee Lewis continues to improve in his long comeback from that brush with death... Jimmy Dean, Buck Owens, Junior Samples, Porter Wagoner, Ernest Tubbs, and the late Jim Reeves birthdays on either side of this week... Jeannie Seely's shot at playing the distaff lead in "The Man Who Owed Everyone," the next scheduled Willie Nelson movie, could change the whole complexion of her career and life... What well-known girl star has gone to her doctor to get patched up again after domestic wars at home?... Hank Williams Jr. signed to concert at the legendary Carnegie Hall in New York November 4. Did ya hear? Hank Jr. just gave Merle

album (he's going the Slim Whitman/Box Car Willie success route), "Chocolate Cowboy," does not refer to his ethnic origin but to the title tune's story line, which is about a little girl who has a chocolate candy cowboy... (Who said O.B. has been offered, as a result of TV exposure on the album, a new series which was turned down by Charley Pride?)... "NBC Magazine"'s Betsy Aaron was here to complete the Slim Whitman segment, taping at Billy Deaton's office and at Pete Drake's office... Is a superstar divorce imminent?... That gymnasium Kenny Rogers built adjoining his Beverly Hills mansion cost \$1.3 million. (That'll keep him in shape, working to pay for it).

**MORE & MORE:** In his heyday, Webb Pierce racked up more No. 1 country hits than almost anybody in Music City (before it was Music City). Now Mr. Hitmaker has another winner in the works; with the unique piece of nostalgia and memorabilia just cooked at Willie Nelson's Austin studio, we'll have a new birth of such classic hits as "Wondering," "Back Street Affair," "More & More," "In The Jailhouse Now." Webb says Willie has always been a fan of his, and Willie proved it.

**AIRLINES:** In August 1977, the Oak Ridge Boys announced they were abdicating their throne as gospel champs to "make it" in country... Barbara Mandrell's show, with no supporting acts, drew 30,000 at WIRE Radio's annual outing in Indianapolis right after she played to a \$173,000 house at Cheyenne's Frontier Days Celebration... Bill Anderson getting set to host another TV game show? (Your Po' Folks food is great, Bill!)... Ed "Mama, Don't Let Your Babies Grow Up To Be Cowboys" Bruce wins the co-starring role of "Sheriff Guthrie" in the new James Garner-starring "Brett Maverick" TV series... Dolly Parton says "The Best Little Whorehouse In Texas" movie will start shooting September 28 and be done by Christmas. We'll see it in the movie houses next August... Pete Axthelm came to town to do a special piece on Tom T. Hall for Esquire magazine's December issue.

**AND THEN I WROTE:** Eddie Rabbitt's postponed headlining at the MGM Grand in Las Vegas reset for the last two weeks in October... The Contemporary Music Committee of the Nashville Music Association is looking for unrecorded local talent to sponsor in a continuing series of showcases to be rotated in Nashville clubs. This is the most important thing that's happened around here to give a professional showcase to the aspiring talent. (Great!)

**REALLY?** A movie on the life of George Jones called "Life's Ragged Edge?"

Kilgore a custom-made Martin guitar as a thanks for being his opening act for the past 16 years. Checking the Country Music Foundation Library, it seems the 16 years is a record for being the longest-running opening act in the history of country music. Hank and Merle are seen here... Mel Tillis will host "A Country Galaxy Of Stars," a television special featuring the best of the Music City News Awards. It is being produced by Jim Owens Entertainment and will be syndicated for airing sometime in September. The look at the 15-year span of the awards will feature Loretta Lynn, Oak Ridge Boys, Statler Brothers, the Gatlins, Mickey Gilley, Johnny Lee, Conway Twitty, Tammy Wynette and many more... The fifth Conway Twitty-Barbara Mandrell celebrity softball game for the Sumner Humane Society is set for Thursday, August 27 in Hendersonville, TN... Moe Bandy and Joe Stampley will open their second "Moe & Joe's Honky Tonk" in Bossier City, LA. Their first club was opened last year in Houston. The Texas Senate just passed an official resolution recognizing Moe as the "King Of Honky Tonk Music." He'll be heard later this month on the "Live From Gilley's" radio concert series... Bill Monroe, the "Father of Bluegrass," just donated his favorite mandolin and hat to the Country Music Hall of Fame... O.B. McClinton says his TV

# COUNTRY USA

IN COUNTRY MUSIC EVERY SONG TELLS A STORY.  
IN COUNTRY USA EVERY SONG IS A STORY.

For a free demo on the ultimate in  
programming flexibility and production techniques.  
call us collect: 213 821-8087

RAGAMUFFIN PRODUCTIONS, INC.

4676 Admiralty Way Suite 206 Marina Del Rey, CA 90291



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MOST ADDED, MIDWEST, HOTTEST, MOST ADDED, SOUTH, HOTTEST, MOST ADDED, WEST, HOTTEST. Lists artists and record labels for various regions.

EAST

Table listing radio stations in the East region (e.g., WQNA-FM Albany, NY; WFLX East Longmeadow, MA) and their programming details.

MIDWEST

Table listing radio stations in the Midwest region (e.g., WLSR Akron, OH; WUEB-FM Cincinnati, OH; KFCO Fargo, ND).

SOUTH

Table listing radio stations in the South region (e.g., WKRN Rockford, IL; WIL-AM/FM St. Louis, MO; WTHM Terre Haute, IN).

WEST

Table listing radio stations in the West region (e.g., KRNL Arroyo Grande, CA; KSSS Colorado Springs, CO; KBAK Fresno, CA).

NUMBER OF REPORTING STATIONS THIS WEEK: 111

WEST

Table listing radio stations in the West region (e.g., WKXA Brunswick, ME; KRNL Arroyo Grande, CA; KSSS Colorado Springs, CO).

Table listing radio stations in the West region (e.g., KBAK Fresno, CA; KLAC Los Angeles, CA; KRMX-FM Phoenix, AZ).

Table listing radio stations in the West region (e.g., KIDH Pueblo, CO; KTON Salinas, CA; KEEN San Jose, CA).

Table listing radio stations in the West region (e.g., KBAK Fresno, CA; KLAC Los Angeles, CA; KRMX-FM Phoenix, AZ).

Hottest Tracks: "Grey Beard" KENNY ROGERS (EMI/Liberty), "Oh Adena" EMMYLOU HARRIS, "Good Time Lovin' Man" RONNIE McDOWELL, "Minstrel Man" WILLIE NELSON, "Fancy Free" OAK RIDGE BOYS, "Step By Step" EDDIE RABBITT, "Heart On The Mend" SYLVIA, "Should I Do It" TANYA TUCKER, "Mr. T." CONWAY TWITTY, "Love Salvation" DON WILLIAMS.



**Jeff  
Green**

# Adult/Contemporary

**MIKE PHILLIPS, VP/PROGRAMMING, NBC FM GROUP**

## Profile Of A Programming Executive

The responsibilities of a major market A/C programmer are as demanding as any job in radio. However, a small handful of professionals have earned the prominence of coordinating the programming for several stations.

One such individual is Mike Phillips, who oversees the different programming operations of four successful major market FM stations, and shoulders duties as a major corporate executive as well.

During this interview with Mike, he shared an inside look at what his position involves. In addition, he offered very encouraging corporate NBC attitudes towards rising radio talent, research methodology, and some valuable advice to young programmers.



**Mike Phillips**

### Working Your Way Up

Like most broadcasting executives, Mike knows what paying dues is all about. He began as a DJ at KISN/Portland, OR in 1960. He spent three years as midday host on KJR/Seattle and then left for KNBR/San Francisco. Mike became the morning man at KFRC/San Francisco in 1966 as one of the original Bill Drake jocks. He then joined WWDJ/Hackensack as Assistant PD in 1971. In 1973, Mike took the morning shift at 99X/New York, and the next year, moved back to Portland to be PD at KGW from 1974 to 1979. During that time, he was responsible for programming KGW to its highest 12+ book ever, a 15.1. In 1979, Mike came to San Francisco to take the PD reins at KYUU-FM. Last year he was named National PD for the NBC-owned FM stations, and this January, Mike was promoted to VP/Programming for the NBC FM Group.

### Diversity Of Responsibility

Mike began by describing exactly what his duties are. "My main function is to provide an objective programming overview for the four stations in our group: WYNY-FM/New York, WKQX-FM/Chicago, WKYS-FM/Washington, DC, and KYUU-FM/San Francisco. I spend a lot of time in these markets listening to our stations and competitors. Then I pass along recommendations to our program directors and general managers. My position serves as a resource or consultant for our GM's and PD's, rather than as the final authority."

Mike also takes on the role as a talent scout on behalf of his stations. "For example," he said, "if a station in Philadelphia scores a 9 share, one of our GM's or PD's may call and ask what's going on there. I'll get on the plane, go listen to the station and report back to them. I try to make around two visits a month to markets other than our own to search for program directors and jock talents. I do this so that when one of our people is promoted, we have a good file of available candidates."

Being in a national position doesn't stop Mike from rolling up his sleeves and getting involved directly. "Just recently, Dick Penn, the General Manager for our Chicago station, was promoted to VP/NBC Radio Network. Until his replacement was named, I filled in as acting GM there. I also work a great deal at translating radio programming for Jack Trout, our consultant. He advises our stations on positioning and outside advertising. He was the author of the book 'Positioning The Battle For Your Mind.'"

Although Mike is the immediate supervisor for the NBC FM Group, each of the PD's participate in helping the other stations. "Our PD's get together for regular meetings every four months in one of our markets to evaluate the programming of our station in that city. We listen to the station and the competition, exchange ideas,

and talk about ways to improve the product. Then we report our findings to that general manager."

Discussing how much influence he exerts over each individual station, Mike said, "I've been responsible for establishing and refining the music research system and music programming computers at our three A/C stations. I oversee the music on all of our stations. I discuss rotations, adds and deletions with the program directors. However, in the final analysis, I let them decide what music is best for their stations. I approve all air talent before they're hired and I work closely with the PD's to make sure that every element in our stations has broad listening appeal."

### Research Methodology

Research is a major part of determining the NBC FM Group stations' airplay selections, as Mike relates. "For music in New York, Chicago and San Francisco, we use passive callout research utilizing a random sample of A/C listeners and playing hooks of records down the phone. We use the same system at all three stations — however, the interpretation is different depending on each market."

**"NBC Radio knows how important stars are to its success."**

"The sample size is from 150-200 people per week. We resurvey the same people for three weeks, and we figure after three they become experts, so we move on to a new group of people. We use random digit dialing and telephone listings to find participants. In other words, we try to duplicate as much as possible the methodology used by Arbitron. Regarding other types of research: in order to determine what we should be asking our listeners, we need more in-depth research such as the focus groups we use at all our stations at least twice per year. These participants are also selected by a random process. To set it up we usually use an outside service, such as Rob Balon and John Parikh. We're very happy with both of them. The focus groups offer us attitudinal insight and station perception. We then follow up that research with in-person interviews or telephone surveys. Combined, this input gives us ideas, but we don't put a lot of stock in what we learn in focus groups by themselves. We use them mainly to give us ideas on how to develop a questionnaire, and other similar information."

Regarding his personal programming philosophy, Mike stated, "In terms of A/C music, I'm a real believer in Rick Sklar's theory that 'you don't get hurt by what you don't play.' I've had great success with short playlists and I've usually gotten into trouble when they became 'too loose,' a term which is always a matter of perspective. We basically let the research control essentially what gets added. I'd say 90% research, 10% gut feel."

### Corporate Support For The Stars

Mike offered some very encouraging words to developing air talent and ambitious programmers. "I work for a tremendous boss, Walter Sabo Jr., who is the Executive VP for the NBC FM Group. He believes in hiring and developing stars. As you know, we have the luxury of working for NBC, the company that employs Johnny Carson. *NBC Radio knows how important stars are to its success.* That's why, for instance, if KYUU wants to hire a star like Don Bleu, KYUU gets overwhelming support from New York. The NBC FM Group likes jocks who are smart and effective at entertaining their audiences. I think NBC provides a comfortable climate and has the kind of management that really allows a performer to achieve his full potential. We definitely encourage personality."

### The Objective Perspective

Mike finds that the objective perspective he gains as a result of his national overview is the most unique part

of his job. "I probably have the best job in the country. Walter Sabo told me to design the job in whatever way I felt was best. As a result, I have the freedom to look at radio from an entirely different perspective than I did when I was programming a station on a day-to-day basis. When you spend a lot of time on the road listening to many stations in other markets, you can hear the strengths and weaknesses of your own stations a lot more clearly because you're not caught up worrying about the daily details of local programming. That's the most unique part of my job."

### Benefits Of Working With A Network

Mike said, "The major advantage is that a big company like NBC has enormous resources. If there's a great air talent that we want, we really have the funding to hire him or her. We believe in *finding out* about what listeners want from radio, rather than guessing. The NBC Radio research department is, I feel, the best in the country. They provide us with state-of-the-art qualitative and quantitative data for both sales and programming."

"Because of the size of the company, we have to be much more aware of legal matters and public image because we are much more visible. Because so many people watch us, our mistakes are much more apparent than they would be in a smaller company. Still, the advantages far outweigh all disadvantages. Dick Verne, President of the NBC Radio Division, has provided a very supportive atmosphere. He's given each station the tools it needs. What I feel is particularly important is that he's overhauled many of the antiquated systems that in the past prevented managers from getting things done quickly."

### Advice To Young Programmers

Through 21 years in the industry, Mike has experienced radio as few have. Here are some of his words to younger program directors: "First of all, don't stay at one station too long. Learn what you can and move on. Learn about as many different formats as possible. Think big — don't settle for a narrow target demographic, if at all possible."

**"I think NBC provides a comfortable climate and has the kind of management that really allows a performer to achieve his full potential. We definitely encourage personality."**

"I really believe that if you can't do the job from 9 to 5, there's something wrong. It usually means you're not doing a proper job of delegating. Think ahead — don't view yourself as a PD for the rest of your life. Take as many management courses as your company will allow. I feel our industry needs more programmers who think of themselves as business people, rather than wizards with hot bags of tricks. If you're serious about becoming a general manager, wear a suit and tie. Let your company know you're serious — show them some evidence."

"Be friendly with your jocks but don't become buddies. Remember that you are their boss and will have a much better working relationship with them if you're not palling around with them. Get out of the radio station and find out what's going on in the market, rather than getting caught up in designing new hot clocks every week."

"If you're fortunate enough to have a music director, let that person deal with the record promotion people. You'll be more objective about a person's record if you don't have a personal relationship with him or her. Learn to differentiate problems from crises. Have fun, don't take radio or yourself too seriously, and buy a house!"

# A/C

## BREAKERS

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

### MICKEY GILLEY

#### You Don't Know Me (Epic)

64% of our reporters on it, 10 adds, WGR, WELI, WHEN, WSIX, KFMB, KNBR, KSTP, WCHV, KMRJ, WSGW. Heavy rotation: 97AIA, KOY, KSL, WCCO-AM, WTMJ, KOB, WTAR, WDEF, KXIC, WIBW, KRMG. Medium rotation: WLTA, WSB, WRVR, KEX, KLOK, WHIO, KMBZ and 32 more. Moves 22-18 on A/C chart.

### COMMODORES

#### Lady (You Bring Me Up) (Motown)

61% of our reporters on it, 7 adds, 3WS, KOB, WTAR, WFDF, KXIC, WQUA, WIBW. Heavy rotation: WBEN, WIP, WTAE, WHEN, KNBR, WLW, WTMJ, WNAB, WRIE, WEIM, WCFR, WNEU, WABZ, WJBO, WCHV, WSLI, WYMC, WORG, WFIR, KRKO, KRKK, WOWO, WKHM, KWOS, KFOR, KLMS, WSTV, WBOW, WHIZ. Moves 21-16 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.

**DON McLEAN** "It's Just The Sun" (Millennium) 65/7 add WRVR, WPTF, WFIR, WCHV, WGIR, WAKR, KAKZ. Heavy rotation: WLTA, 97AIA, KSL, WCCO-FM, WTMJ, WDBO, WRVA, KMED, KLMS, WDF. Medium rotation: WBEN, WELI, WSB, KOY, KEX, KMBZ, WISN, WCCO-AM, WNAB, WEIM, WATR, WSBA, WJBO, WDEF, WIS, WFTL, WSLI, WLVA, WORG, KOB, KFQD, KUGN, KRKO, KBAI, KLO, KRKK, WHBY, WHBC, WFDF, KXIC, KMRJ, WQUA, WJON, WSTV, WIBW. Moves 30-23 on A/C chart.

**SHEENA EASTON** "For Your Eyes Only" (EMI America) 62/7 add WGAR, WNAB, WTAR, KOLO, WAKR, KGGF, WHIZ. Heavy rotation: WLTA, 97AIA, KSL, WTMJ, WRIE, WATR, WCHV, WMAZ, WORG, WDBO, WRVA, KLMS. Medium rotation: WCBM, WBEN, WELI, WIP, WHEN, WSB, WBT, KEX, KING, KMBZ, KLO, KBAI, KRKO, KUGN, WSLI, WFTL, WNDL, WIS, WDEF, WJBO, WABZ, WSBA, WAKR, WHBY, WHBC, WACI, WKHM, WDF, WSGW, WJON, KRMG. Moves 28-22 on A/C chart.

**PABLO CRUISE** "Cool Love" (A&M) 59/7 add WHAM, WSJS, WHIO, WYMC, WDF, WSGW, WIBW. Heavy rotation: WBEN, WTMJ, WLW, KNBR, WSM-FM, WHEN, KLMS, WACI, KMJJ, WMAZ, WCHV, WABZ, WJBO, WSLI, WYMC, WTAR, WPTF, WOI-FM, KHOW, KOY, KEX, KFMB, WISN, WNAB, WEIM, WHAG, WSM-FM, WLNH, WNEU, WJBO, WSLI, KAAY, WORG, WRVA, WFIR, KFQD, KRKO, KOLO, KRKK, WAKR, WOWO, WKHM, KWOS, KFOR, WDF, WBOW, KAKZ, WHIZ. Moves 27-21 on A/C chart.

**BEACH BOYS** "The Beach Boys Medley" (Capitol) 56/14 add WIP, KDKA, WHEN, KEX, WHAG, WATR, WABZ, WDBO, WFIR, KUGN, WJON, WSGW, KMRJ, WNFL. Heavy rotation: WSM-FM, WNAB, WKHM, KGGF. Medium rotation: WBZ-AM, WBT, WHAS, KFMB, KNBR, WLW, WYWE, WGIR, WCFR, WNEU, WSLI, WMAZ, WORG, KMJJ, KBAI, KWOS, WSTV, KRMG, WHIZ. Debuts at number 29 on A/C chart.

**ELTON JOHN** "Chloe" (Geffen) 55/10 add WELI, WIP, KHOW, KNBR, WHIO, WTAR, WNDL, WHBY, WAKR, WKHM. Heavy rotation: 97AIA, WSM-FM, KOB, KLMS, WDF. Medium rotation: WBEN, WBT, WRVR, WOI-FM, KFMB, WLW, KRKK, KMED, KFQD, WORG, WMAZ, WIS, WDEF, WCHV, WJBO, WABZ, WATR, WGIR, WEIM, WNAB, WHBC, KXIC, KMRJ, WJON, KRMG. Debuts at number 30 on A/C chart.

**DIONNE WARWICK** "Some Changes Are For Good" (Arista) 55/1 add KFQD. Heavy rotation: 97AIA, KSL, WTMJ, KOLO, KMED, WRVA, WDBO, WLVA, WFTL, WIS, WSBA, WHAG, WNAB, WHBY, WDF, KXIC, KLMS. Medium rotation: WTIC, WELI, WPRO, WHAM, WSB, WBT, WRVR, KFMB, WHIO, WISN, WGIR, WDEF, WYMC, WTAR, WPTF, WFIR, KUGN, KRKO, KRKK, WKIQ, WACI, KFOR, WDF, KLTE, KMRJ, WSGW, WJON, WIBW. Holds at number 24 on A/C chart.

**ART GARFUNKEL** "A Heart In New York" (Columbia) 52/29 add WGY, WSB, KFMB, WLW, WNAB, WLNH, WGIR, WCFR, WCHV, WIS, WNDL, WMAZ, WTAR, WRVA, KFQD, KRKK, WAKR, WKIQ, WHBC, WACI, KXIC, WDF, KMRJ, WJON, WSTV, WBOW, WIBW, KRMG, WHAG. Heavy rotation: 97AIA. Medium rotation: WELI, WLTA, WSM-FM, KSL, WFTL, WHBY.

**JAMES TAYLOR** "Summer's Here" (Columbia) 52/6 add WBSA, WTAR, WFIR, WDF, WKHM, KMRJ. Heavy rotation: 97AIA, WTMJ, WRVA, KXIC, KLMS. Medium rotation: WELI, WLTA, WBT, WSM-FM, KOY, KEX, KFMB, WNAB, WEIM, WJBO, WDEF, WIS, WNDL, WFTL, WSLI, KOB, KFQD, KBAI, WHBY, WKIQ, WHBC, WDF, WJON, WIBW, KRMG, WHIZ.

**ANNE MURRAY** "We Don't Have To Hold Out" (Capitol) 51/4 add WHAM, 97AIA, WDBO, WDF. Heavy rotation: WSB, KOY, KSL, KFMB, WTMJ, WCCO-AM, WSBA, WFTL, KOLO, WHBC, KXIC, WQUA. Medium rotation: WELI, WLTA, WRVR, KEX, WHIO, KMBZ, WNAB, WEIM, WHAG, WJBO, WDEF, WIS, WNDL, WTAR, WRVA, KFQD, KUGN, KMED, KLO, KRKK, WHBY, WKIQ, KFOR, KMRJ, WSGW, WJON, WIBW, KRMG, WHIZ. Moves 28-26 on A/C chart.

**STACY LATTISAW** "Love On A Two-Way Street" (Cotillion) 51/2 add KRKO, WRVA. Heavy rotation: WLW, WGAR, WTMJ, WHAG, WIS, WTAR, WORG. Medium rotation: WIP, WGY, WRVR, WOI-FM, WNAB, WEIM, WLNH, WNEU, WABZ, WSLI, WMAZ, WFIR, KFQD, KUGN, KRKK, WAKR, WHBY, WKIQ, WDF, WACI, WNFL, KXIC, KWOS, WDF, KMRJ, WSGW, WJON, WSTV, WBOW, WHIZ.

**LULU** "I Could Never Miss You (More Than I Do)" (Alfa) 49/24 add WIP, WASH, WSM-FM, WSJS, KHOW, KPPL, KSL, KFMB, WGAR, WHIO, WSM-FM, WABZ, WJBO, WLVA, WYMC, WFIR, KFQD, KBAI, WHBC, WACI, WKHM, KMRJ, WQUA, WBOW. Heavy rotation: WLTA. Medium rotation: WBEN, WSB, KEX, WLW, KRKK, WORG, WMAZ, WSLI, WFTL, WGIR, WEIM, WJON.

**REX SMITH/RACHEL SWEET** "Everlasting Love" (Columbia) 43/1 add WIBW. Heavy rotation: 97AIA, KMJJ, WORG. Medium rotation: WHAM, WBT, KEX, KNBR, WLW, WHIO, WNAB, WEIM, WHAG, WCFR, WSBA, WABZ, WJBO, WIS, WSLI, KAAY, WMAZ, WYMC, WRVA, WFIR, KFQD, KUGN, KMED, KRKK, KGGF, KXIC, WKHM, WDF, KMRJ, WQUA, WHIZ.

**JOURNEY** "Who's Crying Now" (Columbia) 37/5 add KDKA, KHOW, KUGN, WACI, WJON. Heavy rotation: WBEN, WSM-FM, WLW, WNEU, WABZ. Medium rotation: WIP, WHEN, WOI-FM, KEX, WFYR, WGAR, WEIM, WLNH, WCFR, WCHV, WIS, WSLI, WMAZ, WORG, KFQD, KRKO, KBAI, KRKK, WOWO, WKHM, KWOS, WBOW, WHIZ.

**HERB ALPERT** "Magic Man" (A&M) 36/9 add KOY, KSL, WHAG, WNDL, WLVA, KFQD, WKIQ, WHBC, WSGW. Heavy rotation: WRVA. Medium rotation: WELI, WBT, KEX, WATR, WDEF, WFTL, WTAR, KOB, WDF.

**GARY WRIGHT** "Really Wanna Know You" (WB) 36/4 add WGY, KNBR, WAKR, KXIC. Heavy rotation: WSM-FM, WLW, WABZ, WORG. Medium rotation: WIP, WBT, WRVR, WOI-FM, KOY, WYWE, WNAB, WEIM, WHAG, WCFR, WNEU, WCHV, WSLI, WMAZ, WFIR, KFQD, KRKO, KRKK, WKIQ, WFL, KWOS, WBOW, WHIZ.

**ENGELBERT HUMPERDINCK** "Maybe This Time" (Epic) 36/4 add WDEF, WKHM, KMRJ, WJON. Heavy rotation: WLTA, KLMS. Medium rotation: WSB, KEX, KSL, WCCO-AM, WNAB, WATR, WSBA, WFTL, KFQD, WHBC, KXIC, WQUA, WHIZ.

**AL JARREAU** "We're In This Love Together" (WB) 34/7 add KSL, WHIO, WATR, WHBC, KMRJ, WSTV, KGGF. Heavy rotation: WSM-FM, WDEF, KLMS. Medium rotation: WGY, WBT, KRKO, KFQD, WORG, WIS, WJBO, WABZ, WKIQ, WJON.

**GEORGE FISCHOFF** "Foxy" (Heritage) 32/10 add WELI, WFIR, WORG, WYMC, WIS, WSBA, WNEU, WCFR, WNAB, KMRJ. Heavy rotation: KOB, KLMS. Medium rotation: WSB, KSL, WLW, WDF, WHBC, WSTV.

**STARS ON 45** "Medley II" (Radio/Atlantic) 28/2 add WJBO, WJON. Heavy rotation: WSJS, WTMJ, KGGF. Medium rotation: KMBZ, KRKK, KBAI, KOB, WFIR, WSLI, WIS, WEIM, WKIQ, KMRJ.

**YUTAKA** "Love Light" (Alfa) 27/1 add WSB. Heavy rotation: 97AIA, WRVA, KLMS, WQUA. Medium rotation: KOY, KEX, KSL, WCCO-AM, WEIM, WHAG, WIS, WNDL, WLVA, KFQD, KUGN, KRKO, KRKK, WHBY, KXIC.

# Radio & Records NATIONAL AIRPLAY/30

## August 14, 1981

Three Two Last Weeks Weeks Week

1	1	1	1	KENNY ROGERS/I Don't Need You (Liberty)	
2	2	2	2	JOEY SCARBURY/Theme From "Greatest..." (Elektra)	
7	5	3	①	CARPENTERS/Touch Me When We're Dancing (A&M)	
5	4	4	①	JUICE NEWTON/Queen Of Hearts (Capitol)	
10	7	5	①	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)	
18	11	7	①	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)	
9	8	8	①	POINTER SISTERS/Slow Hand (Planet)	
6	6	6	8	MARTY BALIN/Hearts (EMI America)	
3	3	9	9	AIR SUPPLY/The One That You Love (Arista)	
11	10	10	10	ALAN PARSONS PROJECT/Time (Arista)	
4	9	11	11	MANHATTAN TRANSFER/Boy From New York City (Atlantic)	
23	18	12	②	ALABAMA/Feels So Right (RCA)	
24	22	13	③	JOHN DENVER/Some Days Are Diamonds (RCA)	
—	27	17	④	RAY PARKER JR. & RAYDIO/That Old Song (Arista)	
22	17	16	⑤	JOHN SCHNEIDER/It's Now Or Never (Scotti Bros.)	
27	26	21	⑥	COMMODORES/Lady (You Bring Me Up) (Motown)	
—	—	25	⑦	EDDIE RABBITT/Step By Step (Elektra)	
—	30	22	⑧	MICKEY GILLEY/You Don't Know Me (Epic)	
17	16	15	19	STANLEY CLARKE/GEORGE DUKE/Sweet Baby (Epic)	New Entry
20	19	18	20	CARL WILSON/Heaven (Caribou)	
—	28	27	⑨	PABLO CRUISE/Cool Love (A&M)	
—	—	28	⑩	SHEENA EASTON/For Your Eyes Only (EMI America)	
—	—	30	⑪	DON McLEAN/It's Just The Sun (Millennium)	
25	25	24	24	DIONNE WARWICK/Some Changes Are For Good (Arista)	
15	15	19	25	OAK RIDGE BOYS/Elvira (MCA)	
—	29	29	⑫	ANNE MURRAY/We Don't Have To Hold Out (Capitol)	
8	12	20	27	GEORGE HARRISON/All Those Years Ago (Dark Horse/WB)	
14	14	14	28	ROSANNE CASH/Seven Year Ache (Columbia)	
—	—	—	⑬	BEACH BOYS/The Beach Boys Medley (Capitol)	
—	—	—	⑭	ELTON JOHN/Chloe (Geffen)	

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

- ART GARFUNKEL  
A Heart In New York (Columbia)
- LULU  
I Could Never Miss You (More...) (Alfa)
- CHRISTOPHER CROSS  
Arthur's Theme (The Best...) (WB)
- EDDIE RABBITT  
Step By Step (Elektra)
- BEACH BOYS  
The Beach Boys Medley (Capitol)

### HOTTEST

- KENNY ROGERS  
I Don't Need You (Liberty)
- JOEY SCARBURY  
Theme From "Greatest..." (Elektra)
- DIANA ROSS & LIONEL RICHIE  
Endless Love (Motown)
- CARPENTERS  
Touch Me When We're Dancing (A&M)
- POINTER SISTERS  
Slow Hand (Planet)

**ROBBIE PATTON** "Don't Give It Up" (Liberty) 26/7 add KDKA, KNBR, WGIR, WIS, WKIQ, KGGF, WNFL. Heavy rotation: WLW, WABZ. Medium rotation: WBEN, WGR, WIP, WGY, WYWE, WLNH, WCHV, WMAZ, KMJJ, WACI, KXIC, WKHM, KWOS, WHIZ.

**PURE PRAIRIE LEAGUE** "You're Mine Tonight" (Casablanca/PolyGram) 25/5 add WLW, KOB, KFQD, KXIC, WKIQ. Heavy rotation: WYMC. Medium rotation: WSB, WRVR, KEX, KBAI, WDEF, WATR, WFIR, KGGF.

**MOODY BLUES** "The Voice" (Threshold/PolyGram) 21/11 add WTAE, WSM-FM, WNEU, WABZ, WJBO, WCHV, WYMC, KRKO, KBAI, KGGF, WBOW. Heavy rotation: KLMS. Medium rotation: WRVR, KRKK.

**ELO** "Hold Tight" (J&R) 21/2 add KRKO, KLMS. Heavy rotation: WABZ, WMAZ. Medium rotation: WIP, WTAE, WHEN, WLW, WCHV, WDF.

**GINO VANNELLI** "Nightwalker" (Arista) 21/1 add WHIZ. Heavy rotation: WYMC. Medium rotation: KEX, WLW, WNAB, WEIM, WHAG, WSB, WORG, KFQD, KRKK, WKHM, WDF.

**CHRISTOPHER CROSS** "Arthur's Theme (The Best That You Can Do)" (WB) 20/20 add WSM-FM, KSL, WLW, KMBZ, WEIM, WCFR, WDEF, WFTL, WMAZ, KUGN, KRKO, KBAI, KLO, KRKK, WHBY, KWOS, KMRJ, WSTV, KRMG, WHIZ.

## Others Getting Significant Action

**LARRY JOHN McNALLY** "Just Like Paradise" (ARC/Columbia) 18/4 add WRVR, KMBZ, WDEF, WKHM. Heavy rotation: WLTA, 97AIA. Medium rotation: WEIM, WHAG, WCFR, WATR, WORG, KFQD, KRKK, KXIC.

**BERNADETTE PETERS** "Dedicated To The One I Love" (MCA) 15/5 add WBEN, WLW, WATR, WDEF, KGGF. Heavy rotation: WTMJ. Heavy rotation: KRMG.

**JESSE WINCHESTER** "Baby Blue" (Bearsville/WB) 15/5 add 97AIA, WYMC, KLO, KRKK, KXIC. Medium rotation: KEX, WDEF, KGGF.

**DON WILLIAMS** "Miracles" (MCA) 14/1 add KLMS. Heavy rotation: KSL, KRMG. Medium rotation: WSB, KOY, KMBZ, WCCO-AM, WNDL, KXIC.

**SILVER CONDOR** "You Could Take My Heart Away" (Columbia) 13/5 add WSM-FM, KEX, WLW, KFQD, WHIZ. Medium rotation: WGY, WMAZ, WCFR.

**ANDY GIBB & VICTORIA PRINCIPAL** "All I Have To Do Is Dream" (RSO) 12/12 add WLW, KMBZ, WIS, WFTL, WMAZ, WYMC, WORG, KUGN, KMED, WHBY, KWOS, WSGW.

**MAC DAVIS** "Secrets" (Casablanca/PolyGram) 12/1 add KFQD. Heavy rotation: KLMS. Medium rotation: WSB, WJON.

**DENICE WILLIAMS** "Silly" (ARC/Columbia) 11/6 add WRVR, WHAG, WATR, WLVA, WRVA, KUGN. Heavy rotation: 97AIA. Medium rotation: WLTA, WDEF, WQUA.

**GEORGE HARRISON** "Teardrops" (Dark Horse/WB) 11/3 add WJBO, WIS, KMRJ. Medium rotation: WNEU, WNDL.

**CANTINA BAND** "Summer '81" (Millennium) 10/1 add WKIQ. Heavy rotation: WBEN. Medium rotation: KOY, WNEU, WABZ, WDEF.

**SAMANTHA SANG** "Let's Start Again" (Sutra) 10/0. Medium rotation: WELI, WLTA, KSL, WSBA, WKIQ, KXIC.

**KEO SPEEDWAGON** "In Your Letter" (Epic) 9/7 add WBEN, WHAG, WABZ, WMAZ, KRKO, KBAI, KWOS. Heavy rotation: WCHV, KRKO, WOWO. Heavy rotation: WSM-FM. Medium rotation: WNEU.

**FRANKE & THE KNOCKOUTS** "You're My Girl" (Millennium) 9/1 add WNFL. Heavy rotation: WLNH, WABZ. Medium rotation: WLW, WFIR.

**CRYSTAL GAYLE** "Too Many Lovers" (Columbia) 9/1 add WMAZ. Heavy rotation: KRNT, WJON, KLO. Medium rotation: WSIX, KMBZ, KRMG.

**FLORENCE WARNER** "Easy" (Mercury/PolyGram) 9/1 add WHBC. Heavy rotation: KHOW, WFTL. Medium rotation: WLTA, KSL, WDEF, WJON.

**NIELSEN/PEARSON** "The Sun Ain't Gonna Shine Anymore" (Capitol) 8/7 add WBEN, WSB, WSM-FM, WATR, WABZ, WORG, WDBO.

**RAZZY BAILEY** "Scratch My Back" (RCA) 7/2 add WATR, KFQD. Medium rotation: WDEF.

**AFTERNOON DELIGHTS** "General Hospitable" (MCA) 7/1 add WHAG. Medium rotation: WBT, WOI-FM, WORG, WABZ, KFQD.

# Regionalized Adds & Hots

## EAST

**KDIA/Pittsburgh**  
Jim Harrington

**WBSA/York**  
Jim Harb

Journey  
Robbie Patton  
Alabama  
Herb Alpert  
HOTTEST  
Joey Scarbury  
Rick Springfield  
Moody Blues  
(Gemini)  
Commodores  
Phil Collins

**WPRO/Providence**  
Gary Berkowitz

None  
HOTTEST  
Joey Scarbury  
Marty Balin  
Kenny Rogers  
Pointer Sisters  
Juice Newton

**WASH/Washington D.C.**  
Bob Ductman

Lulu  
Eddie Rabbitt  
HOTTEST  
Rosanne Cash  
Joey Scarbury  
Ronnie Milsap  
Ross & Richie  
Juice Newton

**WBZ/Boston**  
Wendy Furige

Ross & Richie  
HOTTEST  
Joey Scarbury  
Oak Ridge Boys  
Juice Newton  
Marty Balin

**WHNS/Syracuse**  
Debbie Staughtinger

John Schneider  
Mickey Gilley  
Beach Boys  
HOTTEST  
Air Supply  
Manhattan Transfer  
Kenny Rogers  
Pointer Sisters  
Alan Parsons

**WIP/Philadelphia**  
Bob Russo

Lulu  
Elton John  
Beach Boys  
HOTTEST  
Carpenters  
Commodores  
Gary Wright  
Sheena Easton  
(Eyes)  
Ross & Richie

**WNAB/Ridgelyport**  
Lisa Garrett

George Fischeff  
Sheena Easton  
(Eyes)  
Art Garfunkel  
Harry Chapin  
HOTTEST  
Kenny Rogers  
Marty Balin  
Ross & Richie  
Carpenters  
Pointer Sisters

**WLNH/Laconia**  
Gary Stevens

Art Garfunkel  
HOTTEST  
Rosanne Cash  
Kenny Rogers  
Joey Scarbury  
Manhattan Transfer  
Rick Springfield

**WHEW/Wheeling**  
Amos Fos

Debbie Harry  
Moody Blues  
(Voice)  
George Fischeff  
HOTTEST  
Pointer Sisters  
Moody Blues  
(Gemini)  
Alabama  
Ross & Richie  
Journey

**WQIR/Manchester**  
Karen Anderson

Art Garfunkel  
Robbie Patton  
Don McLean  
HOTTEST  
Ronnie Milsap  
Carpenters  
Joey Scarbury  
Manhattan Transfer  
Marty Balin

**WTIC/Hartford**  
Gimny Jaskolski

Alabama  
Raydio  
HOTTEST  
Kenny Rogers  
Joey Scarbury  
Marty Balin  
Carpenters  
Juice Newton

**WQAR/Buffalo**  
Jerry Reo

Mickey Gilley  
HOTTEST  
Ross & Richie  
Pointer Sisters  
Ronnie Milsap  
Carpenters  
Kenny Rogers

**WRIE/Erie**  
Ted Abbott

Harry Chapin  
HOTTEST  
Ross & Richie  
Air Supply  
Joey Scarbury  
Juice Newton  
Manhattan Transfer

**WCFR/Springfield**  
Jeff Taylor

Art Garfunkel  
Christopher Cross  
George Fischeff  
HOTTEST  
Juice Newton  
Pointer Sisters  
Ross & Richie  
Carpenters  
Beach Boys

## MIDWEST

**WLQ/Bowling Green**  
John Dean

Robbie Patton  
Cantina Band  
HOTTEST  
Herb Alpert  
Art Garfunkel  
Pure Prairie League  
HOTTEST  
Air Supply  
Kenny Rogers  
Juice Newton

**WQV/Schenectady**  
Bill Buchner

Alabama  
Gary Wright  
Art Garfunkel  
HOTTEST  
Air Supply  
Marty Balin  
Joey Scarbury  
Oak Ridge Boys  
Kenny Rogers

**WATR/Waterbury, CT**  
O'Conner O'Reilly

Bernadette Peters  
Al Jarreau  
Don Williams  
Jim Photoglo  
Razzy Bailey  
Beach Boys  
Nielsen/Pearson  
HOTTEST  
Joey Scarbury  
Anne Murray  
Ronnie Milsap  
Alabama  
Carpenters

**WTM/Milwaukee**  
Sam Armato

None  
HOTTEST  
John Schneider  
Don McLean  
Neil Diamond  
Pablo Cruise  
Mickey Gilley

**WFR/Chicago**  
John Wetherbee

None  
HOTTEST  
Juice Newton  
Pointer Sisters  
Juice Newton  
Commodores  
Ross & Richie

**WOWF/Laurens**  
Sam DeVincent

Jim Steinman  
Pat Benatar  
Stevie Nicks  
HOTTEST  
Rick Springfield  
Moody Blues  
(Gemini)  
Kenny Rogers  
Juice Newton  
Air Supply

**WNBC/Canton**  
Mike Dam

Willie Nelson  
Herb Alpert  
Al Jarreau  
Lulu  
Fred Knoblock  
Florence Warner  
Art Garfunkel  
HOTTEST  
Kenny Rogers  
Alabama  
Carpenters  
Anne Murray  
Johnny Lee

**WKHM/Jackson**  
Jerry Barnhart

James Taylor  
Eddie Rabbitt  
Lulu  
Elton John  
Engelbert Humperdinck  
Larry John McNally  
HOTTEST  
Commodores  
Ronnie Milsap  
Kenny Rogers  
Gary Wright  
Ross & Richie

**WQAN/Portland**  
Cary Phigian

None  
HOTTEST  
Kenny Rogers  
Manhattan Transfer  
Joey Scarbury  
Marty Balin

**WEL/New Haven**  
Walt Pinto

Elton John  
Mickey Gilley  
Eddie Rabbitt  
George Fischeff  
HOTTEST  
John Schneider  
Juice Newton  
Marty Balin  
Ross & Richie  
Kenny Rogers

**WCBM/Baltimore**  
Neil Martin

None  
HOTTEST  
3-W-S/Pittsburgh  
Herb Crowe

Raydio  
Commodores  
HOTTEST  
Air Supply  
Manhattan Transfer  
Joey Scarbury  
Pointer Sisters  
Ross & Richie

**WQEN/Buffalo**  
Roger Christian

Alabama  
RED Speedwagon  
(Letter)  
Bernadette Peters  
Nielsen/Pearson  
HOTTEST  
Ross & Richie  
Commodores  
Journey

**WHAQ/Hagerstown**  
B.J. Baumgardner

Squeeze  
Deniece Williams  
REO Speedwagon  
(Letter)  
Herb Alpert  
Art Garfunkel  
Afternoon Delight  
Sad Cafe  
Beach Boys

Alan Parsons  
Kenny Rogers  
Carpenters  
Pointer Sisters  
Ronnie Milsap

**WPPL/Denver**  
Mike Shannon

Lulu

**WQGO/San Diego**  
Sandi Banister

Ross & Richie  
Alabama  
HOTTEST  
Neil Diamond  
Air Supply  
Joey Scarbury  
Rosanne Cash  
Manhattan Transfer

**WLW/Cincinnati**  
Greg Picciano

Pure Prairie League  
Silver Condor  
Christopher Cross  
Gibb & Principal  
Bernadette Peters  
Art Garfunkel  
HOTTEST  
Koss & Richie  
Joey Scarbury  
Commodores  
Carpenters  
Pablo Cruise

**WJON/Bl. Cloud**  
Tom Scott

Eddie Rabbitt  
Art Garfunkel  
Engelbert Humperdinck  
Stars On 45  
(Medley II)  
Beach Boys  
Journey  
Chuck Mangione  
HOTTEST  
Oak Ridge Boys  
Air Supply  
Manhattan Transfer  
Joey Scarbury  
Juice Newton

**WDF/Marion**  
Doug Triplett

Pablo Cruise  
Art Garfunkel  
HOTTEST  
Clarke/Duke  
Ross & Richie  
Kenny Rogers  
Carl Wilson  
Elton John

**WVZ/Lanesville**  
Dave Crist

Sheena Easton  
(Eyes)  
Gino Vannelli  
(Nightwalker)  
Balance  
Silver Condor  
Christopher Cross  
HOTTEST  
Joey Scarbury  
Pointer Sisters  
Commodores  
Carpenters  
Eddie Rabbitt

**KRMB/Tulsa**  
Don Bishop

Charly McClain  
Art Garfunkel  
Kim Carnes  
(Cards)  
Brian Champion  
Christopher Cross  
HOTTEST  
Alan Parsons  
Ronnie Milsap  
Mickey Gilley  
Carpenters  
Joey Scarbury

**WVWC/Cleveland**  
Mike McVay

Alabama  
Raydio  
Tom Jones  
HOTTEST  
Kenny Rogers  
Joey Scarbury  
Manhattan Transfer  
Air Supply  
Marty Balin

**WACU/Freepport**  
Larry Lance

Lulu  
Eddie Rabbitt  
Journey  
Art Garfunkel  
HOTTEST  
Joey Scarbury  
Kenny Rogers  
Ross & Richie  
Pablo Cruise  
Pointer Sisters

**KOLR/Reno**  
Michael Bennett

Sheena Easton  
(Eyes)  
HOTTEST  
Marty Balin  
Kenny Rogers  
Ross & Richie  
Meco  
Journey

**KSLS/Salt Lake City**  
George Lamich

Christopher Cross  
Lulu  
Al Jarreau  
Chuck Mangione  
Herb Alpert  
HOTTEST  
Ross & Richie  
Joey Scarbury  
Carpenters  
Air Supply  
Kenny Rogers

**KEK/Portland**  
Bob Swanson

Silver Condor  
Beach Boys  
Robbie Patton  
HOTTEST  
Kenny Rogers  
Joey Scarbury  
Ronnie Milsap  
Pointer Sisters  
Alan Parsons

**KOB/Albuquerque**  
Paul Douglas

Pure Prairie League  
Commodores  
HOTTEST  
Manhattan Transfer  
Kenny Rogers  
Ronnie Milsap  
Carpenters  
George Fischeff

**KFMB/San Diego**  
Larson/Anthony

Lulu  
John Schneider  
John Denver  
Mickey Gilley  
Art Garfunkel  
HOTTEST  
Joey Scarbury  
Carpenters  
Alan Parsons  
Joey Scarbury  
Kenny Rogers  
Florence Warner

**KMJ/Las Vegas**  
Kevin O'Brien

Raydio  
HOTTEST  
Juice Newton  
Smith/Sweet  
Neil Diamond  
Air Supply  
Joey Scarbury  
Rosanne Cash  
Manhattan Transfer

**KMR/Pittsburgh**  
Lonnie Swonger

Art Garfunkel  
James Taylor  
George Harrison  
(Teardrops)  
Al Jarreau  
Engelbert Humperdinck  
Beach Boys  
George Fischeff  
Christopher Cross  
Lulu  
Mickey Gilley  
HOTTEST  
Joey Scarbury  
Carpenters  
John Denver  
Raydio  
Don McLean

**KMBZ/Kansas City**  
Steve Bell

Christopher Cross  
Larry John McNally  
Harry Chapin  
Jim Photoglo  
Gibb & Principal  
HOTTEST  
Kenny Rogers  
Ross & Richie  
Pointer Sisters  
Johnny Lee  
Ronnie Milsap

**KLMS/Lincoln**  
Gary Collins

Arlo Guthrie  
Don Williams  
ELO

**WTVN/Columbus**  
Denny Nugent

Alabama  
Raydio  
HOTTEST  
Ronnie Milsap  
Juice Newton  
Pointer Sisters  
Ross & Richie  
Joey Scarbury

**KSTP/Minneapolis**  
Don Michaels

Raydio  
Mickey Gilley  
HOTTEST  
Joey Scarbury  
Juice Newton  
Carpenters  
Ronnie Milsap  
Ross & Richie

**WQW/Raginaw**  
Rick Secher

Mickey Gilley  
Herb Alpert  
Beach Boys  
Pablo Cruise  
Gibb & Principal  
HOTTEST  
Joey Scarbury  
Kenny Rogers  
Ross & Richie  
Alan Parsons  
Manhattan Transfer

**WQAR/Cleveland**  
Chuck Collier

Stevie Nicks  
Eddie Rabbitt  
Sheena Easton  
(Eyes)  
Lulu  
HOTTEST  
Joey Scarbury  
Kenny Rogers  
Air Supply  
Ross & Richie  
Stevie Nicks

**WHO/Dayton**  
Peggy Powell

Al Jarreau  
Pablo Cruise  
Lulu  
Muppets  
Elton John  
HOTTEST  
Carpenters  
Ronnie Milsap  
Ross & Richie

**WFO/Anchorage**  
Mark Lewis

Dionne Warwick  
Herb Alpert  
Van Stephenson  
Mac Davis  
Silver Condor  
Pure Prairie League  
Art Garfunkel  
Kazzy Bailey  
HOTTEST  
Alan Parsons  
Ronnie Milsap  
Manhattan Transfer  
Pointer Sisters  
Carpenters

**RLO/Ogden**  
Barbara M. Richardson

Harry Chapin  
Christopher Cross  
Lacy J. Dutton  
Jesse Winchester  
Robbie Dupree  
HOTTEST  
Kenny Rogers  
Crystal Gayle  
Carpenters  
Roberta Fleck  
Ross & Richie

**KBAI/Morro Bay**  
Donna St. John

Moody Blues  
(Voice)  
Christopher Cross  
Lulu  
Allman Brothers  
REO Speedwagon  
(Letter)  
HOTTEST  
Ross & Richie  
Pointer Sisters  
Alan Parsons  
Joey Scarbury  
Commodores

**KJRO/Evanston**  
Bruce Butler/Field

Moody Blues  
(Voice)  
Christopher Cross  
ELO  
Stevie Nicks  
Stacy Lattisav  
REO Speedwagon  
(Letter)  
HOTTEST  
Kenny Rogers  
Air Supply  
Pointer Sisters  
Alan Parsons  
Ross & Richie

**RQGF/Coffeyville**  
McCard

Bernadette Peters  
Oak Ridge Boys  
(Somewhere)  
Amy Wooly  
Spyro Gyra  
Vic Asher  
Chuck Mangione  
Al Jarreau  
Joe Dolce  
(UFO)  
Van Stephenson  
Moody Blues  
(Voice)  
Michael Johnson  
Sheena Easton  
(Eyes)  
Robbie Patton  
HOTTEST  
Oak Ridge Boys  
(Elvira)  
Manhattan Transfer  
Neil Diamond  
Beach Boys  
Willie Nelson

**WARR/Akron**  
Bill Hart

Don McLean  
Eddie Rabbitt  
Sheena Easton  
(Eyes)  
Gary Wright  
Elton John  
Art Garfunkel  
HOTTEST  
Kenny Rogers  
Carpenters  
Joey Scarbury  
Juice Newton  
Pointer Sisters

**WBYV/Appleton**  
Jeff Clark

Elton John  
Christopher Cross  
Gibb & Principal  
HOTTEST  
Juice Newton  
Alabama  
Carpenters  
Ronnie Milsap  
Ross & Richie

**KWOB/Jefferson City**  
Steve Morse

Christopher Cross  
Gibb & Principal  
Kublie Dupree  
David Guthrie  
REO Speedwagon  
(Letter)  
HOTTEST  
Kenny Rogers  
Pointer Sisters  
Ross & Richie  
Juice Newton

**WIBW/Topeka**  
TBA

Pablo Cruise  
Smith/Sweet  
Art Garfunkel  
Commodores  
S.J. Thomas  
HOTTEST  
Kenny Rogers  
John Denver  
Ronnie Milsap  
Carpenters  
Pointer Sisters

**KMCA/Chico City**  
Gary Olson

Commodores  
Jesse Winchester  
Art Garfunkel  
Gary Wright  
Pure Prairie League  
HOTTEST  
Ross & Richie  
Ronnie Milsap  
James Taylor  
Larry John McNally  
Robbie Patton

**WVFL/Green Bay**  
Liz Charbon

Beach Boys  
Gary O  
Robbie Patton  
Frankie & Knockouts  
HOTTEST  
Dottie West  
Air Supply  
Alan Parsons  
Pure Prairie League  
Juice Newton

**WBOV/Terre Haute**  
Larry Joseph

Lulu  
Art Garfunkel  
Moody Blues  
(Voice)  
HOTTEST  
Pointer Sisters  
Juice Newton  
Ross & Richie  
Ronnie Milsap  
Carpenters

## SOUTH

**WMAZ/Macon**  
Steve Murphy

Gibb & Principal  
Christopher Cross  
Art Garfunkel  
REO Speedwagon  
(Letter)  
Crystal Gayle  
HOTTEST  
Pointer Sisters  
Ross & Richie  
Sheena Easton  
(Eyes)  
Kenny Rogers  
Alan Parsons

**WCHV/Charlotteville**  
Thomas H. Terine

Moody Blues  
(Voice)  
Art Garfunkel  
Stevie Nicks  
John Denver  
Mickey Gilley  
Commodores  
Carpenters  
Ross & Richie  
Juice Newton

**WBL/Jackson**  
Walt Grayson

None  
HOTTEST  
Juice Newton  
Pointer Sisters  
Carpenters  
Ronnie Milsap  
Commodores

**WBM-FM/Nashville**  
Donna Brab

Kim Carnes  
(Cards)  
Christopher Cross  
Nielsen/Pearson  
Lulu  
Van Stephenson  
Silver Condor  
HOTTEST  
Squeeze  
Phil Collins  
Gary Wright  
Elton John  
Stevie Nicks

**WFTL/F. Lauderdale**  
Don Williams

Tom Jones  
Christopher Cross  
Gibb & Principal  
HOTTEST  
John Denver  
Anne Murray  
Ross & Richie  
Joey Scarbury  
Kenny Rogers

**WDAZ/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WABL/Ouaville**  
Jerry Malley

John Schneider  
Eddie Rabbitt  
HOTTEST  
Joey Scarbury  
Carpenters  
Alan Parsons  
Ross & Richie  
Beach Boys

**WTR/Atlanta**  
Mary Catherine Sneed

Marty Balin  
Yule  
Art Garfunkel  
Nielsen/Pearson  
HOTTEST  
John Schneider  
Joey Scarbury  
Ross & Richie  
Bill Wray

**WIS/Columbia**  
Bob Davis

George Harrison  
(Teardrops)  
George Fischeff  
Art Garfunkel  
Gibb & Principal  
Robbie Patton  
HOTTEST  
Kenny Rogers  
Pointer Sisters  
Carpenters  
Ross & Richie  
Raydio

**WBA/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WTA/Atlanta**  
Alan Saunders

Steve McCorvey  
Michael Johnson  
Tom Jones  
HOTTEST  
Sheena Easton  
(Eyes)  
Ronnie Milsap  
Larry John McNally  
Kool & Gang  
Pointer Sisters  
WDEF/Chattanooga  
Stanley Hall

**WDAZ/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WBA/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WBA/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WBA/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WBA/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WBA/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

**WBA/Daytona Beach**  
Mark D'Angio

Herb Alpert  
Art Garfunkel  
Elton John  
Temptations  
HOTTEST  
Kenny Rogers  
Juice Newton  
Pointer Sisters  
Marty Balin  
Carpenters

## WEST

**KRKK/Rock Springs**  
Chuck Martin

Art Garfunkel  
Christopher Cross  
Jesse Winchester  
HOTTEST  
Pointer Sisters  
Juice Newton  
Marty Balin  
Carpenters  
Commodores  
Ross & Richie

**KNSL/Salt Lake City**  
George Lamich

Christopher Cross  
Lulu  
Al Jarreau  
Chuck Mangione  
Herb Alpert  
HOTTEST  
Ross & Richie  
Joey Scarbury  
Carpenters  
Air Supply  
Kenny Rogers

**KEK/Portland**  
Bob Swanson

Silver Condor  
Beach Boys  
Robbie Patton  
HOTTEST  
Kenny Rogers  
Joey Scarbury  
Ronnie Milsap  
Pointer Sisters  
Alan Parsons

**KOB/Albuquerque**  
Paul Douglas

Pure Prairie League  
Commodores  
HOTTEST  
Manhattan Transfer  
Kenny Rogers  
Ronnie Milsap  
Carpenters  
George Fischeff

**KFMB/San Diego**  
Larson/Anthony

Lulu  
John Schneider  
John Denver  
Mickey Gilley  
Art Garfunkel  
HOTTEST  
Joey Scarbury  
Carpenters  
Alan Parsons  
Joey Scarbury  
Kenny Rogers  
Florence Warner

**KMJ/Las Vegas**  
Kevin O'Brien

Raydio  
HOTTEST  
Juice Newton  
Smith/Sweet  
Neil Diamond  
Air Supply  
Joey Scarbury  
Rosanne Cash  
Manhattan Transfer

ALL STATIONS REPORTED THIS WEEK

115 REPORTERS 115 LAST WEEK





**Walt  
Love**

# Black Radio

## Black Radio Photo Showcase

Since I arrived here we've been getting some good response from radio stations and record companies sending us photos, and this week we're highlighting some of the activity around the country pictorially. Be sure to keep sending pictures of your station's activities or your label artists' visits to radio stations, and remember, you don't have to be an R&R reporter to participate in our picture pages — everybody's welcome.



**KACE GREET'S MOUZON:** It's all smiles as KACE/Los Angeles Music Director Alonzo Miller (left) greets Alphonse Mouzon (center), and Ted Higashioka of California Record Distributors as they visit KACE-FM to say thanks for the airplay.



**CLARKE/DUKE AT GREEK** — Epic recording artists Stanley Clarke & George Duke recently played the Greek Theatre in Los Angeles. Pictured backstage (l-r) are George Duke, EPIA's Maurice Warfield and Myra Weston, KDAY PD J.J. Johnson, Stanley Clarke, and EPIA's Lorr Holder.



**GINO VANNELLI AT KJLH:** Gino Vannelli recently visited KJLH/Los Angeles and did an on-air interview. Pictured (l-r) are Arista's Louis Harper and Tami Kingi, Gino, KJLH PD Lawrence Tanter, and Joe Vannelli, Gino's brother and co-producer of the "Nightwalker" album.



**NEVILLE BROTHERS AT WYLD-FM:** The Neville Brothers visited one of their hometown radio stations recently to drop off their new A&M album. Pictured (l-r) are WYLD News Director Gus Lewis, Art Neville, Asst. PD Anthony Wilson, PD Brute Bailey, Tim Robinson of the Wild Tchoupitoulas, Cyril Neville, WYLD MD Paul Stephens, and Aaron Neville.



**STARR KNIGHT AT WAOX:** WAOX/Atlanta opened its doors to say hello to A&M artists Jerry Knight and Atlantic Starr. Standing (l-r): WAOX GM Henry Bruen, A&M VP Jheryl Busby, station's Rick Roberts, former PD Carl Connors, and A&M's Keith Frye; seated (l-r) Sharron Bryant of Atlantic Starr, Knight, and Atlantic Starr's Wyenne Lewis.



**WDAO GETS MORE GOLD:** Atlantic presented Slave's hometown station WDAO with a gold record plaque for the album "Stone Jam." Pictured (l-r): Atlantic's Robert Wilson, WDAO MD Langford Stephens, PD Turk Logen, and Atlantic's Richard Nash.



**KDKO HOSTS UNCF RADIOTHON:** Pictured from left to right at the kickoff of KDKO/Denver's UNCF Radiothon are Asst. PD Carlos Lando, Program Director Byron Pitts, artists Marlana Shaw and Lou Rawls, KDKO air personality Danny Harris, and (kneeling) air personality Steve Elliott and promoter C.L. Woods.

# Black Radio

## HOTTEST

Following are listed in order of their airplay activity.

- EVELYN KING**  
"I'm In Love" (RCA)
- CARL CARLTON**  
"She's A Bad Mama Jama" (20th)
- DIANA ROSS & LIONEL RICHIE**  
"Endless Love" (Motown)
- LARRY GRAHAM**  
"Just Be My Lady" (WB)
- PHYLLIS HYMAN & MICHAEL HENDERSON**  
"Can't We Fall In Love Again" (Arista)
- TEENA MARIE**  
"Square Biz" (Gordy)
- STACY LATTISAW**  
"Love On A Two Way Street" (Cotillion)
- RENE & ANGELA**  
"I Love You More" (Capitol)
- COMMODORES**  
"Lady (You Bring Me Up)" (Motown)
- MANHATTANS**  
"Just One Moment Away" (Columbia)
- CHERYL LYNN**  
"Shake It Up Tonight" (Columbia)
- BROTHERS JOHNSON**  
"The Real Thing" (A&M)
- POINTER SISTERS**  
"Slow Hand" (Planet)
- BRICK**  
"Sweat ('Til You Get Wet)" (Bang)
- RICK JAMES**  
"Super Freak" (Gordy)

## CLIMBERS

Following are listed in order of their airplay activity.

- ☑ **B.B. & Q. BAND** "On The Beat" (Capitol) 58% (+9) reporting. Added at KOKY, WOWI, KDKO, KDIA, WTOY. Medium at WXYV, WHUR, WILD, WKND, WAIL, WBLX, WGIV, WHRK, WLOU, WVOL, KMJQ, WKXI, WDAO, WDMT, WJLB, KAEZ, WVON, WGCI, WWWS, WBMX, WCIN, KXAM, KSOL. Hot at WDAS, WEDR, WTLC.
- AL JARREAU** "We're In This Love Together" (WB) 58% reporting. Added at WANT, WVOL. Medium at WXYV, WDAS, WPDQ, WTOY, WATV, WYLD-FM, WENN, WAOK, WHRK, WJMI, WJMO, WDMT, WJLB, WTLC, KAEZ, WVON, WBMX, KMJM, KDKO, KDAY, KSOL, KDIA. Hot at WAMO, WWRL, KOKY, WGIV, WKXI, WDIA, KJLH.
- ☑ **RAY PARKER JR. & RAYDIO** "That Old Song" (Arista) 57% (+8) reporting. Added at KDKO, WJMO. Medium at WDAS, WKND, WPDQ, WTMP, WBLX, WENN, KOKY, WGIV, WAOK, WHRK, WVEE, KMJQ, WKXI, WXYV, WOIC, WEDR, WDAO, WDMT, WKWM, WJLB, WBMX, WCIN, KXAM, KACE, KSOL. Hot at KDAY, WDIA, WWRL.
- RAFAEL CAMERON** "Funtown U.S.A." (Salsoul) 57% (+4) reporting. Added at WANT. Medium at KSOL, KLIP, KACE, KDAY, KXAM, WCIN, WWWS, KAEZ, WDMT, WJMO, WDIA, KMJQ, WJMI, WVEE, WHRK, WOWI, WTMP, WBLX, WTOY, WWIN, WKND, WDAS, WXYV, WAMO. Hot at WILD, WLOU, WOIC, WKWM, KDIA.
- DENROY MORGAN** "I'll Do Anything For You" (Becket) 55% reporting. Added at WLOU, WTOY. Medium at WKND, WATV, WENN, WOWI, WHRK, WVEE, WVOL, WOIC, WJMO, WDMT, WKWM, WJLB, WTLC, KDAY. Hot at KJLH, KDKO, WBMX, WGCI, WVON, WEDR, WGCI, WGIV, WPDQ, WWIN, WDAS, WILD, WXYV.
- RICHARD "Dimples" FIELDS** "She's Got Papers On Me" (Boardwalk) 53% (+4) reporting. Added at KMJQ, WTLC. Hot at WDIA, WKXI, WANT, WAIL, WHUR, WWIN, WJMO, WDMT, WVON, WGCI, WWWS, KMJM, KDKO, KDAY, KACE. Medium at KDIA, WCIN, WBMX, KAEZ, WHRK, WOWI, KOKY, WBLX, WPDQ, WILD, WAMO.
- ☑ **FOUR TOPS** "When She Was My Girl" (Casablanca/PolyGram) 51% (+15) reporting. Added at KLIP, WGCI, WVON, WKWM, WDMT, WDAO, WJMI, WANT,

WYLD-FM, WATV, WPDQ, WWIN. Medium at WHUR, WAIL, WTMP, KOKY, WGIV, WAOK, WHRK, WKXI, WOIC, WDIA, WEDR, WWWS, WBMX, KMJM, KDAY.

**DYNASTY** "Here I Am" (Solar) 51% reporting. Added at WAMO, WWRL, WEDR, WGCI. Medium at WXYV, WPDQ, WTOY, WYLD-FM, WTMP, KOKY, WGIV, WAOK, WHRK, WJJS, WLOU, WJMI, WOIC, WDMT, WWWS, WCIN, KXAM, KDAY, KSOL, KDIA. Hot at WBMX, WDAO, WKND.

**DENIECE WILLIAMS** "Silly" (ARC/Columbia) 49% (+7) reporting. Medium at KAEZ, WTIC, WJLB, WDMT, KJLH, KACE, KDAY, WOIC, WJMI, WHRK, WAOK, KOKY, WBLX, WTMP, WAIL, WWRL, WILD. Hot at WXYV, WHUR, WENN, WVEE, WVOL, KMJQ, WKXI, WWWS, KMJM.

**S.O.S. BAND** "Do It Now" (Tabu) 47% reporting. Added at KXAM, WTOY. Medium at WHRK, WVEE, WJMI, WVOL, WOIC, KOKY, WYLD-FM, WATV, WXYV, WKND, WWIN, WDAO, WDMT, WKWM, WJLB, WVON, WGCI, WBMX, KDIA, KSOL, KDKO. Hot at KDAY, WTLC.

**NATALIE COLE** "You Were Right Girl" (Capitol) 47% reporting. Medium at KDKO, WCIN, WBMX, WWWS, KAEZ, WTLC, WJLB, WDAO, WEDR, WDIA, WOIC, WKXI, WVOL, WLOU, WHRK, KOKY, WTMP, WATV, WWIN, WKND, WDAS, WILD, WWRL, WXYV, WAMO.

**LaTOYA JACKSON** "Stay The Night" (Polydor/PolyGram) 43% reporting. Added at WTLC, KOKY. Medium at WATV, WYLD-FM, WAIL, WTMP, WHRK, WVEE, WLOU, WVOL, WKXI, WDAO, WJMO, WJLB, WWWS, WBMX, WAMO, WXYV, WILD, WKND, KJLH, KSOL. Hot at KDAY.

**LUTHER VANDROSS** "Never Too Much" (Epic) 42% reporting. Added at WENN, WKWM, WJLB, WGCI, KACE. Medium at KSOL, KJLH, WXYV, WHUR, WDAS, WWIN, WPDQ, WATV, WTMP, WGIV, WAOK, WJMI, WKXI, WOIC, WEDR, WBMX. Hot at WTLC.

**CHANGE** "Hold Tight" (RFC/Atlantic) 42% reporting. Medium at WJMO, WDMT, WJLB, KAEZ, WVON, WGCI, WCIN, WTOY, WYLD-FM, WENN, WTMP, KOKY, WAOK, WLOU, WDAS, WILD, WXYV, WAMO, KSOL, KACE, KDKO. Hot at WBMX.

**EVASIONS** "Wikka Wrap" (SAM) 40% (+6) reporting. Added at WANT, WAOK, WDMT. Medium at WAMO, WXYV, WHUR, WJMI, WKXI, WOIC, WDIA, WEDR, WKWM, WJLB, WTLC, WWWS, WCIN, KDKO, KSOL. Hot at KDIA, WGIV, WILD.

**TAVARES** "Turn Out The Nightlight" (Capitol) 40% (+6) reporting. Added at WPDQ, WTOY, WBMX, WGIV, WLOU. Medium at KDAY, KSOL, WEDR, WOIC, WKXI, WHRK, KOKY, WATV, WKND, WILD, WWRL, WXYV, WJMO, WJLB, WTLC, WCIN.

**SISTER SLEDGE** "He's Just A Runaway" (Cotillion) 40% (+2) reporting. Added at KOKY, WDAO. Medium at WAMO, WXYV, WHUR, WDAS, WKND, WATV, WYLD-FM, WTMP, WENN, WGIV, WHRK, WJMI, WOIC, WDIA, WTLC, WCIN, KDKO, KJLH, KSOL.

**CHAKA KHAN** "We Can Work It Out" (WB) 40% reporting. Added at WJMO. Medium at WYLD-FM, WTMP, KOKY, WGIV, WATV, WHRK, WJJS, WVEE, WTOY, WOIC, KAEZ, WTLC, WJLB, WDMT, KDAY, KACE, KSOL, WDAS, WXYV, WAMO.

**GRAINGERS** "Shine Your Light" (BC) 38% (+4) reporting. Added at WJMO, WGIV, WENN, WKND. Medium at WCIN, WBMX, WWWS, WTLC, WKWM, WDMT, WEDR, WVOL, WLOU, WVEE, WATV, WTOY, WXYV, WILD, WDAS, WWIN.

**EMOTIONS** "Turn It Out" (Columbia) 38% reporting. Added at WDMT, WTOY, WVOL. Medium at KDAY, KSOL, WTLC, WCIN, WDAO, WOIC, WKXI, WLOU, WVEE, WHRK, KOKY, WBLX, WENN, WYLD-FM, WWRL, WKND. Hot at WJMI.

**NOEL POINTER** "Classy Lady" (Liberty) 34% (+4) reporting. Added at WKWM. Medium at WPDQ, WATV, WYLD-FM, WAOK, WLOU, WEDR, WJLB, WTLC, WBMX, WCIN, KDAY, WXYV, WHUR, WWRL, WILD, WDAS, WKND.

**RONNIE LAWS** "Stay Awake" (Liberty) 34% reporting. Debuts this week. Added at KJLH, KDAY, WWWS, WGCI, WVON, WJLB, WYLD-FM, WBLX, KOKY, WGIV, WHRK, WJJS, WEDR, WXYV. Medium at WHUR, WKND, WWIN, KAEZ.

**PEACHES & HERB** "Freeway" (Polydor/PolyGram) 32% reporting. Added at WTLC, WGIV. Medium at WATV, WAIL, WTMP, KOKY, WLOU, WEDR, WDAO, WBMX, WCIN, KDKO, KDAY, KXAM, WXYV, WHUR, WKND.

**MIDNIGHT STAR** "I've Been Watching You" (Solar) 32% reporting. Medium at KXAM, WJMO, KAEZ, WWWS, WTMP, WANT, WOWI, WJJS, WLOU, WJMI, WVOL, WILD, WDAS, WKND, WWIN. Hot at WDAO, WCIN.

**AFTERBACH** "It's You" (ARC/Columbia) 32% reporting. Added at WTOY, WDAO, WJMO. Medium at KSOL, WCIN, WBMX, WEDR, WDIA, WVOL, WJJS, KOKY, WTMP, WENN, WATV, WAMO, WDAS. Hot at WTLC.

**ARETHA FRANKLIN & GEORGE BENSON** "Love All The Hurt Away" (Arista) 32% reporting. Debuts this week. Added at KSOL, KLIP, WVON, WJLB, WDMT, WEDR, WOIC, WHRK, WOWI, WAOK, WGIV, WWIN, WILD, WWRL, WHUR, WXYV. Medium at WYLD-FM.

## NEW & ACTIVE

**AFTERNOON DELIGHTS** "General Hospitale" (MCA) 30% reporting. Debuts this week. Added at KXAM. Medium at KDIA, KMJM, WBMX, WVON, WEDR, WVOL, WAOK, WGIV, KOKY, WTMP, WENN, WAIL, WWIN, WKND. Hot at WGCI.

**PATTI AUSTIN** "Do You Love Me?" (Qwest/WB) 30% reporting. Debuts this week. Added at WKWM, WJJS, WENN, KDIA. Medium at WLIP, WCIN, WEDR, WDIA, WHRK, WAOK, WGIV, KOKY, WTMP, WWIN, WDAS, WWRL.

**TEMPTATIONS** "Aiming At Your Heart" (Gordy) 28% reporting. Debuts this week. Added at WWIN, WTOY, WOWI, WTLC, KJLH, KLIP. Medium at KSOL, KDKO, KAEZ, WDIA, WAOK, WGIV, WAIL, WDAS, WXYV.

**RANDY CRAWFORD** "Secret Combination" (WB) 26% reporting. Added at WJMO. Medium at KJLH, WCIN, WBMX, WGCI, KMJQ, WTMP, WBLX, WENN, WYLD-FM, WAMO, WILD. Hot at WWRL, KACE.

**BY** "I'M IN LOVE" PB 12243  
**EVELYN KING**  
**IS AT THE TOP**

**R&R #1 BRE #1**  
**RW #1 BB #1**  
**JACK THE RAPPER #1**  
**MICKEY TURNTABLE #1**

**SHE GAVE US  
"SHAME", "I DON'T  
KNOW IF IT'S RIGHT",  
AND NOW "I'M IN LOVE".**

**SHE'S 21 - NUMBER 1,  
AND ALREADY HAS  
FOUR GOLD RECORDS**

**CHECK INTO THIS ALBUM  
IT'S DYNAMITE!!**

**FROM THE ONLY WOMAN  
BORN TO BE KING!  
EVELYN KING**



AFL 1-3962

**RCA**  
Records and Tapes

# Black Radio

## Hottest

### August 14, 1981

EAST	SOUTH	MIDWEST	WEST
Evelyn King Larry Graham Rosa/Richie	Stacy Lattisaw Larry Graham Carl Carlton Rosa/Richie	Evelyn King Carl Carlton Rosa/Richie Commodores Rene & Angela	Evelyn King Rosa/Richie Cheryl Lynn Commodores Rick James "Super Freak"

# 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**  
Stevie Wonder  
Carl Weathers  
Denzel  
Dazz Band

**HOTTEST**  
Evelyn King  
Rene & Angela  
Larry Graham  
Carl Carlton  
Roberta Flack  
Debra Laws  
Atlantic Starr  
Commodores  
Al Jarreau  
Mezz "Awey"

**WWRL**  
New York, NY  
Wanda Ramos

**ADDED**  
Franklin/Benson  
Hot Cute  
Amil Stewart  
Bill Summers  
Dynasty  
Stevie Wonder

**HOTTEST**  
Janet Carr  
Randy Crawford  
Herb Alpert  
Rosa/Richie  
Raydio  
Al Jarreau  
Commodores  
Clarke/Duke "Just"  
Patsy LaBelle  
Larry Graham

**WXYV**  
Baltimore, MD  
Tim Watts

**ADDED**  
Ronnie Laws  
Dayton  
Bill Summers  
Donald Byrd & 126th Street  
Franklin/Benson

**HOTTEST**  
Myman/Henderson  
Quincy Jones "Razz"  
Evelyn King  
Denroy Morgan  
Denise Williams "Silly"  
First Class  
Brothers Johnson  
Roberta Flack  
Teena Marie  
Pointer Sisters

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Greingers

**HOTTEST**  
Evelyn King  
Rick James "Give"  
Teena Marie  
Cheryl Lynn  
Atlantic Starr  
Brothers Johnson  
Rene & Angela  
Carl Carlton  
Dynasty  
Myman/Henderson

**WHUR**  
Washington, DC  
Oscar Fields

**ADDED**  
Franklin/Benson

**HOTTEST**  
Richard "Dimples" Fields  
Rick James "Fire"  
Teena Marie  
Quincy Jones "Razz"  
Stacy Lattisaw  
Mezz  
Denise Williams "Silly"  
Rene & Angela  
Bits & Pieces  
Donald Byrd & 126th Street

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Four Tops  
Temptations  
Smokey Robinson "Who's"  
Franklin/Benson  
Strikers "Inch"  
Sandra Fave "Just"  
Chuck Jackson  
Jan Wells  
Silver Platinum

**HOTTEST**  
West Street Mob  
Denroy Morgan  
Unlimited Touch  
Evelyn King  
Count Coolout  
Richard "Dimples" Fields  
Larry Graham  
Nick Straker Band  
Yarborough & Peoples  
Sugarhill Gang

**WILD**  
Boston, MA  
Steve Crumley

**ADDED**  
Quincy Jones "Once"  
Hot Cute  
Stephanie Mills "Night"  
Mezz "Before"  
Franklin/Benson  
Bill Summers  
Shadow  
Clarence Carter  
Barbara Mason

**HOTTEST**  
Denroy Morgan  
Teena Marie  
Carl Carlton  
Stacy Lattisaw  
Rafael Cameron  
Shelamar  
Evelyn King  
Rosa/Richie

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
None

**HOTTEST**  
Evelyn King  
Stacy Lattisaw  
Rosa/Richie  
Larry Graham  
Commodores  
Cheryl Lynn  
S.S. & Q. Band  
Denroy Morgan  
Myman/Henderson  
Jacksons

### MIDWEST

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Dabble Harry  
Ronnie Laws  
Franklin/Benson  
Time  
Donald Byrd & 126th Street  
Pieces Of A Dream  
Luther Vandross

**HOTTEST**  
Cheryl Lynn  
Evelyn King  
Shelamar  
Teena Marie  
Rene & Angela  
Larry Graham  
Yutaka  
Commodores  
Pointer Sisters  
Brothers Johnson

**KAEZ**  
Oklahoma City, OK  
Lee Simpson

**ADDED**  
Quincy Jones "Once"  
Walter Jackson "What If"  
Stephanie Mills "Night"  
Smokey Robinson "Who's"  
Logg  
Side Effect "I Can't Play"  
Pieces Of A Dream  
Stanley Turrentine

**HOTTEST**  
Brothers Johnson  
Evelyn King  
Commodores  
Rene & Angela  
Cameo  
Teena Marie  
Stacy Lattisaw  
Stephanie Mills "Two Hearts"  
Larry Graham  
Shelamar

**WCIN**  
Cincinnati, OH  
Everett Cork

**ADDED**  
None

**HOTTEST**  
Carl Carlton  
Teena Marie  
Cheryl Lynn  
Larry Graham  
Stacy Lattisaw  
Evelyn King  
Midnight Star  
Myman/Henderson  
Pointer Sisters

**WVON**  
Chicago, IL  
Ron King

**ADDED**  
Teddy Pendergrass  
Roger  
Franklin/Benson  
Mezz "Before"  
Four Tops  
Smokey Robinson "Who's"  
Ronnie Laws  
West Street Mob  
Staple Singers

**HOTTEST**  
Richard "Dimples" Fields  
Carl Carlton  
Aurea  
Debra Laws  
Rick James "Fire"  
Denroy Morgan  
Evelyn King  
Rene & Angela  
Rick James "Superfreak"  
Rosa/Richie

**WGCI**  
Chicago, IL  
Steve Harris

**ADDED**  
Four Tops  
Roger  
Luther Vandross  
Manhattans  
Dazz Band  
DeBarge  
Ronnie Laws  
T.T.F.  
Linda Jones  
Dynasty

**HOTTEST**  
Carl Carlton  
Evelyn King  
Rosa/Richie  
Denroy Morgan  
Richard "Dimples" Fields  
Afternoon Delights  
Cheryl Lynn  
Cameo "Cool"  
Brick

**WVWS**  
Saginaw, MI  
Kermit Crockett

**ADDED**  
Stylysta  
Patsy LaBelle  
Roger  
Ronnie Laws  
Fatback "Kool Whip"

**HOTTEST**  
Teena Marie  
Denise Williams "Silly"  
Teena Gardner  
Frankie Smith  
Evelyn King  
Cameo  
Alicia Myers  
L.J. Reynolds  
Carl Carlton  
Richard "Dimples" Fields

### SOUTH

**KMJQ**  
Houston, TX  
Rosa Holland

**ADDED**  
Richard "Dimples" Fields

**HOTTEST**  
Rosa/Richie  
Frankie Smith  
Gracie Jones "Bumper"  
Debra Laws  
Teena Marie  
Stacy Lattisaw  
Brick  
Shelamar  
Carl Carlton  
Denise Williams

**WKXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
Edwin Starr  
Truth  
Freedom Express  
R.J.'s Latest Arrival  
Herbie Hancock  
Smokey Robinson "Who's"  
Win-Zee

**HOTTEST**  
Carl Carlton  
Denise Williams "Silly"  
Pointer Sisters  
Rick James "Superfreak"  
Richard "Dimples" Fields  
Rosa/Richie  
Atlantic Starr  
Brick  
Larry Graham  
Teena Marie

**WOC**  
Columbia, SC  
Bob Walters

**ADDED**  
Wild Super  
Roger  
Franklin/Benson  
Bohannon

**HOTTEST**  
Rosa/Richie  
Carl Carlton  
Evelyn King  
Teena Marie  
Larry Graham  
Rick James "Superfreak"  
Commodores  
Rafael Cameron  
Pointer Sisters  
Gap Band

**WAIL-FM**  
New Orleans, LA  
Barry Richards

**ADDED**  
Preston/Syretta  
Roger  
Myman/Henderson  
Smokey Robinson "Who's"  
Time  
Bury D  
Quincy Jones "Just Once"  
Rolling Stones "Start"

**HOTTEST**  
Teena Marie  
Rick James "Superfreak"  
Brothers Johnson  
Stacy Lattisaw  
Richard "Dimples" Fields  
Rosa/Richie  
Pointer Sisters  
Mezz  
Evelyn King  
Carl Carlton

**WDIA**  
Memphis, TN  
Carl Connors

**ADDED**  
None

**HOTTEST**  
Al Jarreau  
Larry Graham  
Richard "Dimples" Fields  
Raydio  
Cameo "Cool"  
Shelamar  
Rick James "Superfreak"  
Teena Marie  
Rosa/Richie

**WLOU**  
Louisville, KY  
Neal O'Ree

**ADDED**  
Rene & Angela  
West Street Mob  
Denroy Morgan  
Truth  
Tavares

**HOTTEST**  
Evelyn King  
Carl Carlton  
Ebonye Webb  
Rafael Cameron  
Stacy Lattisaw  
Reddings  
Bernard Wright  
Dayton  
Commodores  
Quincy Jones "Razz"

**WYLD-FM**  
New Orleans, LA  
James Alexander

**ADDED**  
Walter Jackson "What If"  
Four Tops  
Donald Byrd & 126th Street  
Ronnie Laws  
Herbie Hancock  
Pieces Of A Dream

**HOTTEST**  
Stacy Lattisaw  
Commodores  
Brothers Johnson  
Pointer Sisters  
Debra Laws  
Larry Graham  
Mezz  
Teena Marie  
Myman/Henderson  
Rosa/Richie

**WENN**  
Birmingham, AL  
Gene Wise

**ADDED**  
Greingers  
Joe Tex "Fat"  
Mezz "Before"  
Patsy Austin  
T.T.F.  
Luther Vandross  
Bits & Pieces

**HOTTEST**  
Rick James "Fire"  
Rick James "Superfreak"  
Carl Carlton  
Teena Gardner  
Stacy Lattisaw  
True Image  
Denise Williams  
Teena Marie  
Billy Ocean

**WATV**  
Birmingham, AL  
Bill Glover

**ADDED**  
Stanley Turrentine  
Ronnie Laws  
Tavares  
Stry  
Cameo "Like It"  
Lee Ritanour "Countdown"  
Gary Wright  
Starbirth "Jammin"  
Clarke/Duke "Winner"

**HOTTEST**  
Stacy Lattisaw  
Carl Carlton  
Teena Gardner  
Cameo  
Quincy Jones "Razz"  
Gracie Jones "Bumper"  
Gap Band  
Evelyn King  
Shelamar  
Rick James "Superfreak"

### WEST

**KMJM**  
St. Louis, MO  
Dick Edwards

**ADDED**  
None

**HOTTEST**  
Frankie Smith  
Richard "Dimples" Fields  
Kim Carnes  
Kenny Rogers  
Commodores  
Teena Gardner  
Rick James "Give"  
Carl Carlton  
Rosa/Richie  
Denise Williams "Silly"

**WDMT**  
Cleveland, OH  
Freddie James

**ADDED**  
Franklin/Benson  
Four Tops  
Evelyn King  
Emotions

**HOTTEST**  
Evelyn King  
Teena Marie  
Pointer Sisters  
Commodores  
Larry Graham  
Rosa/Richie  
Richard "Dimples" Fields  
Carl Carlton  
Myman/Henderson  
Cheryl Lynn

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
West Street Mob  
Gladys Knight  
Woods Empire  
Four Tops

**HOTTEST**  
Rick James "Superfreak"  
Rosa/Richie  
Teena Marie  
Stacy Lattisaw  
Larry Graham  
Carl Carlton  
Emotions  
Denise Williams "Silly"  
Betty Wright  
Kleer

**WEDR**  
Miami, FL  
Leo Jackson

**ADDED**  
Denzel  
Dynasty  
Ronnie Laws  
Vaughan Mason  
Jimmy Ross  
Sparrows  
Franklin/Benson  
Roger  
Rosa/Richie  
Stephanie Mills "Night"  
Barbara Mason

**HOTTEST**  
Mezz "Awey"  
Cheryl Lynn  
Tinga Stewart  
Denroy Morgan  
Fatback  
Atlantic Starr  
Dayton  
Eddie Kendricks  
Stacy Lattisaw  
S.S. & Q. Band

**KOKY**  
Little Rock, AR  
Ronda Curtis

**ADDED**  
Pablo Cruise  
Ronnie Laws  
Stacy Lattisaw  
B.B. & Q. Band  
LaToya Jackson  
Stylysta  
Gladys Knight

**HOTTEST**  
Commodores  
Larry Graham  
Cheryl Lynn  
Evelyn King  
Rosa/Richie  
Shelamar  
Carl Carlton  
Myman/Henderson  
Al Jarreau  
Teena Marie

**WTOY**  
Roanoke, VA  
Donnie Deane

**ADDED**  
Quincy Jones "Just"  
Temptations  
Donald Byrd & 126th Street  
Wracking Crew  
S.O.S. Band  
Tavares  
Emotions  
Peter Tooh  
Shelamar  
Denroy Morgan  
S.S. & Q. Band

**HOTTEST**  
Oebra Laws  
Stacy Lattisaw  
Brothers Johnson  
Commodores  
Quincy Jones "Razz"  
Larry Graham  
Teena Marie  
Evelyn King  
Atlantic Starr  
Billy Ocean

**WVAK**  
Atlanta, GA  
Larry Tinsley

**ADDED**  
Tierra  
Evelyn King  
Cameo "Like"  
Dazz Band  
Franklin/Benson

**ADDED**  
Mezz "Awey"  
Yarborough & Peoples  
Brothers Johnson  
Roberta Flack  
Commodores  
Evelyn King  
Ebonye Webb  
Rene & Angela  
Manhattans

**WVVE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
None

**HOTTEST**  
Carl Carlton  
Rosa/Richie  
Evelyn King  
Atlantic Starr  
Aurea  
Stacy Lattisaw  
Larry Graham  
Denise Williams "Silly"  
Cheryl Lynn  
Brick

**WVOL**  
Nashville, TN  
Fred Harvey

**ADDED**  
Al Jarreau  
Ritz

**HOTTEST**  
Rosa/Richie  
Ebonye Webb  
Sugarhill Gang  
Debra Laws  
Carl Carlton  
Commodores  
Pointer Sisters  
Mezz  
Brothers Johnson  
Rene & Angela  
Stacy Lattisaw

### JAZZ

**MANHATTAN TRANSFER**  
Mecca For Moderns (Atco)

**PAT METHENY & LYLE MAYS**  
As Falls Wichita (ECM)

**TERUMASA HINO**  
Day Dream (Inner City)

**WOODY SHAW**  
United (Columbia)

**MILES DAVIS**  
The Man With The Horn (Columbia)

**HEATH BROTHERS**  
Expressions Of Life (Columbia)

**DAVE SANBORN**  
Voyeur (WB)

**JAY HOGGARD**  
Rain Forest (Contemporary)

**DAVE VALENTIN**  
Pled Piper (Arista/GRP)

**KDAY**  
Los Angeles, CA  
Los Angeles, CA  
Keith Adams

**ADDED**  
None

**HOTTEST**  
Frankie Smith  
Richard "Dimples" Fields  
Kim Carnes  
Kenny Rogers  
Commodores  
Teena Gardner  
Rick James "Give"  
Carl Carlton  
Rosa/Richie  
Denise Williams "Silly"

**ADDED**  
Eric Mercury  
Preston/Syretta  
Manhattans  
Dave Valentin  
Luther Vandross  
Brick  
Herbie Hancock  
Nick Straker Band  
Full Force

**HOTTEST**  
Rick James "Superfreak"  
Teena Marie  
Evelyn King  
Cheryl Lynn  
Cameo  
Stephanie Mills "Night"  
Mezz "Awey"  
Richard "Dimples" Fields  
Atlantic Starr  
Randy Crawford

**KACE**  
Los Angeles, CA  
Alonzo Miller

**ADDED**  
Eric Mercury  
Preston/Syretta  
Manhattans  
Dave Valentin  
Luther Vandross  
Brick  
Herbie Hancock  
Nick Straker Band  
Full Force

**HOTTEST**  
Rick James "Superfreak"  
Teena Marie  
Evelyn King  
Cheryl Lynn  
Cameo  
Stephanie Mills "Night"  
Mezz "Awey"  
Richard "Dimples" Fields  
Atlantic Starr  
Randy Crawford

**KDIA**  
Oakland, CA  
Keith Adams

**ADDED**  
None

**HOTTEST**  
Frankie Smith  
Richard "Dimples" Fields  
Kim Carnes  
Kenny Rogers  
Commodores  
Teena Gardner  
Rick James "Give"  
Carl Carlton  
Rosa/Richie  
Denise Williams "Silly"

**ADDED**  
Eric Mercury  
Preston/Syretta  
Manhattans  
Dave Valentin  
Luther Vandross  
Brick  
Herbie Hancock  
Nick Straker Band  
Full Force

**HOTTEST**  
Rick James "Superfreak"  
Teena Marie  
Evelyn King  
Cheryl Lynn  
Cameo  
Stephanie Mills "Night"  
Mezz "Awey"  
Richard "Dimples" Fields  
Atlantic Starr  
Randy Crawford

**KLIP**  
Fresno, CA  
Kevin Lynn

**ADDED**  
Stephanie Mills "Night"  
Four Tops  
Temptations  
Franklin/Benson

**HOTTEST**  
Teena Marie  
Frankie Smith  
Al Hudson  
Rick James "Superfreak"  
Carl Carlton  
Stacy Lattisaw  
Aurea  
Mass Production  
Keno  
Gang's Back

**KOKO**  
Denver, CO  
Byron Pitts

**ADDED**  
Stephanie Mills "Night"  
B.B. & Q. Band  
Dabble Harry  
Raydio  
Sequence  
Barry White  
Redding  
Herbie Hancock  
Sherae Brown  
Pieces Of A Dream  
Rene & Angela

**HOTTEST**  
Teena Marie  
Evelyn King  
Larry Graham  
Richard "Dimples" Fields  
Cheryl Lynn  
Denroy Morgan  
Rick James "Superfreak"  
Pointer Sisters  
Stacy Lattisaw  
Commodores

**KXAM**  
Phoenix, AZ  
Rick Nuhn

**ADDED**  
S.O.S. Band  
Brick  
Afternoon Delights

**HOTTEST**  
Stacy Lattisaw  
Cheryl Lynn  
Teena Marie  
Frankie Smith  
Evelyn King  
Billy Ocean  
Brothers Johnson  
Commodores  
Rosa/Richie  
Debra Laws

Small text at the bottom of the page, likely a copyright notice or publication information.

# Opportunities

## Openings

### EAST

74RNR needs people-oriented afternoon-drive jock who's looking for a place to call home. T&R to Bob Masters, 74RNR, Box 709, Martinsburg, WV 26401. EOE M/F (8-14)

WCAO/Baltimore looking for morning entertainer. Big bucks and great benefits. T&R immediately to Ron Ray, WCAO, Baltimore, MD 21208. No calls please. EOE M/F (8-14)

WRCO/Johnstown near Pittsburgh looking for News Director. Small news operation at CHR station. T&R: Mike Farrow, 606 Main St., Johnstown, PA 15901. (8-14)

Morning drive Country air talent WIXY/Springfield, MA wants you! T&R to Marc Sinclair, Box 3110, Springfield, MA 01101. (8-14)

Conversational newswriter/anchor needed for afternoon news position at 74RNR. T&R to Ann Reynolds, 74RNR, Box 709, Martinsburg, WV 26401. EOE M/F (8-14)

WSNE/Providence looking for part-time/weekend talent. Possible future full-time or production. T&R to Peter Mokover, WSNE, 111 Dorrance St., Providence, RI 02903. EOE M/F (8-14)

Central New York's 60,000 watt stereo rocker has immediate opening. Call Art Levy, WRCK, (WTLB-FM), Utica. (315) 797-1330. EOE M/F (8-14)

Very professional, fun-loving small market A/C AM/FM needs right personality now. T&R to Chip Morgan, Box 657, Lewistown, PA 17044. EOE M/F (8-14)

Central NY Colgate A/C looking for PD/AM drive jock. Creative production a must! T&R to Box 10, Ithaca, NY 14850. (8-14)

Need a pro with an act. 3 years experience for future openings. T&R to Bill Anthony, WKAP, Box 246, Whitehall, PA 18052. EOE M/F (8-14)

WAGM-TV looking for announcer with good pipes/strong production. TV production department. Production sample & resume. Scott Noyes, WAGM-TV, Box 1149, Presque Isle, ME 04769. EOE M/F (8-14)

WJMD/Washington has immediate morning news anchor position open. Must be experienced and creative. Send resume and current tape to R.G. Willis, News Director, WJMD, 5530 Wisconsin Avenue, Washington, D.C. 20015. (8-14)

### NEWS DIRECTOR

Immediate opening at **WNLK/Q96-FM/Norwalk, CT**. We're looking for an individual with broad interests, strong organizational abilities, solid writing and reporting skills, excellent on-air sound. T&R, salary requirements to **Mike Hanson, WNLK/Q96-FM, P.O. Box 1350, Norwalk, CT. 06852. EOE**

WKVX95AM/Presque Isle, ME needs morning man who likes small markets. Will work with newsmen. Call (207) 764-1950. 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 12278, 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)

WBLU/Long Island now looking for experienced full-time newswriter. T&R to Bill Terry, WBLU, 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 19263, 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)

WQNY-WFMM/Newburgh, NY seeking newswriters. 1-2 years experience. T&R to Hank Gross, Box 3591, Newburgh, NY 12550. EOE (8-7)

## Openings

Major market needs morning personality with ability to write comedy and do different voices. Call Todd Chase, JB108, (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 06108. EOE M/F (8-7)

WTTM/Trenton has opening for future air talent full and part-time. T&R to Dave Shaw, 333 West State St., Trenton, NJ 08618, (609) 695-6616, 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 26401. 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 06108. EOE M/F (8-7)

WBPR/Springfield, MA needs Production Director. T&R: Mark Osborne, 63 Chestnut St., Springfield, MA 01103. 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-\$800 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) \*

### SOUTH

WLCS/Baton Rouge is looking for smooth, versatile jock with production skills. T&R to Gene Nelson, 1 American Place, Suite 2420, Baton Rouge, LA 70826. EOE M/F (8-14)

Need News Director AM-FM in medium college city. T&R to Manager, KRUS, Box 430, Ruston, LA 71270. EOE M/F (8-14)

WHMD/New Orleans/Baton Rouge area seeks AOR airstaff. New facilities, great company. T&R to Cat Stone, 200 E. Thomas, Hammond, LA 70404. (8-14)

Brownsville CHR moving to new facilities. Need a personality. Minimum 1 year experience. T&R to Gordon Mercy, KBOR, Box 3407, Brownsville, TX 78520. EOE M/F (8-14)

WJYO-FM/Orlando needs MOR announcer - all night. Good salary and benefits. T&R: David Sousa, 2001 Mercy Drive, Orlando, FL 32808, or call (305) 298-5610. EOE M/F (8-14)

KHOO (FM100)/Waco, TX is now accepting applications for PM drive position. T&R to Mike Wright, Box 7912, Waco, TX 76710. EOE M/F (8-14)

Magic-102 FM has immediate openings for announcers. Send T&R to Bill Travis, Magic-102 FM, Box 22900, Houston, TX 77027. (8-14)

Looking for announcer - heavy production. Send T&R to Scott Owens, PD, WJAD-FM, Box 706, Benbridge, GA 31717. No calls. EOE M/F (8-14)

WGH/Norfolk has immediate opening for air personality with production talent. T&R, personality air check to Bob Canada, 2302 W. Mercury Blvd., Hampton, VA 23666. (8-14)

News block host. Cross between newsmen and jock at all News/Talk station. Rick McGee, KARN, Box 4189, Little Rock, AR 72214. EOE M/F (8-14)

KTSA/KTFM needs morning newswriter. T&R to Anne Schiller, Box 18128, San Antonio, TX 78218. EOE M/F (8-14)

We're expanding. If you can gather and write news, write us! Tommy Oliver, Box WDXI, Jackson, TN 38301. No calls please. EOE M/F (8-14)

98FM/Montgomery, AL has opening for midday and afternoon drive. T&R to Joe Cook, Box 11411, Montgomery, AL 36198. EOE M/F (8-14)

Radio news anchor/reporter wanted. 3 years experience mandatory. Strong writing/reporting ability. T&R and writing samples to News Director, Box 6877, Jacksonville, FL 32236. EOE M/F (8-14)

We want a hard-working, creative Production Director for growing A/C station in Southeast. TX. Includes airstaff. Call Dave Graichen and Gary Teaney at (713) 789-2475. (8-14)

WRFS-AM/FM looking for PD/AM drive for CHR format. JW Whately, P.O. Box 72, Alexander City, AL 35010, or call (205) 234-2586. (8-14)

WJJS/Lynchburg looking for midday communicator for 22.2 share slot. Must have excellent production skills. T&R: Robert Gains, Eighth & Church St., Lynchburg, VA 24504. EOE M/F (8-14)

## Openings

Unpeck and buy on time at 16Q. Need experienced CHR jock, good production. Near beaches in beautiful Central Florida. T&R: Merrill Craig, Box 1777, Deland, FL 32720. EOE (8-14)

Newsperson with journalism expertise more desirable than radio experience for AM & FM. T&R to Dun Clark, Box 2029, Cocoa, FL 32922. EOE M/F (8-14)

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-WOLO, 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)

WGRV/Griffin, GA needs good Country morning man. Personality-oriented. Send T&R to Sears Hallett, WGRV, Box 189, 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 Fern, TM Special Projects, 1349 Regal Row, Dallas, TX 75247. (8-14) \*

### MIDWEST

KWLO looking for future air talent. T&R to Drew Bentley, Box 1330, Waterloo, IA 50704. EOE M/F (8-14)

"Music Of Your Life" In Sunbelt offers good opportunity for top flight production pro. Editing, copy and desire to make bucks essential. Call Dick McKee, KOCY/Oklahoma City, (405) 528-5543. (8-14)

WBAM/Beginsaw, MI has future part-time openings. Some experience necessary. T&R to Bob Berry, WSAM, Box 1778, Saginaw, MI 48605. EOE M/F (8-14)

Screamer needed for high energy CHR. (Terre Haute market.) Send T&R to Richard Kaufman, WBDJ, Box 400, Brazil, IN 47834, or call (812) 446-2317. EOE M/F (8-14)

Friendly, skilled, informative personality wanted for our mornings. T&R to Mike Cass, WHUT, Box 151, Anderson, IN 46015, or call (317) 644-1256. EOE M/F (8-14)

Looking for air personality. Adult communicator. T&R to Mike Metzger, Box 1240, Wichita, KS 67201. EOE M/F (8-14)

WIBW-FM/Topeka has PM drive opening. 3 years experience, automation experience helpful. T&R to Doug Gillan, Box 119, Topeka, KS 66601. EOE M/F (8-14)

Jocks and newswriters. Accepting T&R for top-rated AM Country-FM Adult. Immediate openings. No calls. Jay Allan, PD, WTHI, 918 Ohio, Terre Haute, IN 47808. EOE M/F (8-14)

Midwest group looking for 1-2 personalities with heavy production experience for Country station. Good bucks and benefits. T&R to Sid Wood, WMAV, Box 460, Springfield, IL 62705. EOE (8-14)

T-95/Wichita, Superstars AOR needs dynamic, self-starting jock for 7-midnight shift. T&R to Bob Lawrence, 14700 W. Kellogg, Wichita, KS 67236. EOE M/F (8-14)

WXCL/Peoria looking for night entertainer. Strong production, minimum 3 years experience. T&R to Paul Jackson, 3641 Meadowbrook Rd., Peoria, IL 61604. (308) 685-5975. EOE M/F (8-14)

Immediate opening for morning drive A/C air personality with sense of humor and good production. T&R to WYAN, Box 334, Upper Sandusky, OH 43351. (8-14)

Fort Wayne area Beautiful Music station needs mature-sounding male voice. Experience necessary. Call Bill Runbold, (219) 248-2555. (8-14)

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. (8-14)

Now accepting tapes. Great situation to learn. T&R to Bill Richards, 293, 1704 S. Cleveland, Sioux Falls, SD 57103. (8-14)

## Openings

Wanted: Program Director. Experienced, with good Country music background. Excellent position. Norm Engstrom, OM, WDAY, Box 2466, Fargo, ND 58108. EOE M/F (8-14)

WIKB/Indianapolis needs a complete news staff yesterday. Pros only. We pay big bucks. T&R to Jay Michaels, 1649 West Main St., Greenfield, IN 46140. EOE M/F (8-14)

WWQM/Madison has opening for morning drive personality. AM-FM Pop/Country simulcast. Good pay. T&R to Mark Winston, 5024 Lacy Rd., Madison, WI 53711 or call (608) 271-6611. EOE M/F (8-14)

Music correspondence needed from major markets in U.S. for national radio program. AOR experience helpful. Bachelder Lane Productions, (313) 439-8378. M/F (8-14)

### Morning Drive/Program Director

for adult music/talk format. Midwest market 1,000 watt 24-hour AM station. Current events awareness/community involvement along with strong knowledge of adult music. Reply with tape, salary history and resume showing minimum 2 years experience to Radio & Records, 1930 Century Park West, #254, Los Angeles, CA 90067

Creative copywriter needed immediately. Radio, TV, newspaper, brochures, news releases, letters. Pay negotiable. Contact Target Marketing, 113 W. 11th, Hays, KS 67801. (913) 626-2556. (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) \*

### WEST

Morning drive opportunity. Strong, personable, experienced announcer for rapidly growing San Diego Big Band/Oldies station. T&R: Mick Ryan, KMLO, Box 1000, Vista, CA 92083. EOE M/F (8-14)

Chief Engineer needed, some automation experience AM & FM. Salary open. Contact Robert N. Ordonez, KCBN/KRNO, Box 10830, Reno, NV 89510, or call (702) 626-1356. (8-14)

AOR News/PA Director. Northern California live rocker, one person operation. Females encouraged. T&R to Jeff Anderson, KFMF, Box 266, Chico, CA 95927. (8-14)

### SECRETARY

EPIC Records has an immediate opening for an experienced R & B secretary. 50-65 wpm typing, good telephone personality. Western region market experience preferred.

### CBS PLACEMENT OFFICE

Applications accepted 9-11 am Mon.-Thurs.  
7800 Beverly Blvd., Los Angeles, CA 90036  
Men and women from all races desired.

KBOS/Tulare-Fresno needs evening drive AOR personality. Contact Joe Collins, KBOS, Box 1101, Tulare, CA 93275. (8-14)

New 25-49 ARB #1 has opening for adult entertainer/communicator. T&R to Robin Mitchell, KB101, 2040 S.W. First, Portland, OR 97201. No calls. EOE M/F (8-14)

KO83 (KOBO-FM) accepting T&R for future opening. CHR format. Send to Greg Ausham, 2121 Lacey, Suite #1, Modesto, CA 95365. EOE M/F (8-14)

Quick 95-FM/Vacaville-Fairfield, A/C is looking for PD. Airstaff & production involved. T&R to Bob Breck, 419 Mason St. #203, Vacaville, CA 95688. (8-14)

KGEM accepting applications for News Director. Journalistic & administrative abilities important. Good benefits. T&R: Ron Dennington, KGEM, Box 5278, Boise, ID 83705. EOE M/F (8-14)

Immediate openings, several days parts for professional CHR jocks. Work with the best in town. T&R to Steven Kaye, KERN, Box 2700, Bakersfield, CA 93303. EOE M/F (8-14)

10am-2:30pm shift open in small market. Great beginners station. Production skills & basics needed. T&R: John Wardham, KRNS, Box 271, Burns, OR 97720. (8-14)

KTRB/Modesto, CA, 10K Country, now taking T&R's for AM drive personality. Send to Tim St. Martin, Box 3839, Modesto, CA 95352. Calls O.K. on your nickel, (209) 526-8600. EOE (8-28) \*

# Opportunities

## Openings

KAFY immediate opening PM drive. Mature voice familiar with gold format. Production skills a must. Rush tape: Joseph King, Box 6128, Bakersfield, CA 93386. EOE M/F (8-14)

MJM Research and Programming is looking for a top-notch morning talent. Good pay. T&R to MJM Research, 1174 Salem St., Aurora, CO 80011. (8-14)

### 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

#### 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.

## Openings

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)

### 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.

KIFM/San Diego looking for professional air talent. Full-time/part-time. Minorities encouraged to apply. T&R to Art Good, KIFM, 7807 Convoy Court, San Diego, CA 92111. 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)

## Positions Sought

Country music PD/MD/air talent available today. PO KIKX/Tucson, 3 1/2 years at same. Formerly KCUB, KJJJ. BOB JONES, (602) 889-6296. (8-14)

Hot CHR teen jock. 4 years experience. Welcomes all markets, prefer Florida and East Coast. (305) 721-0582. (8-14)

1st year air talent looking for Country or CHR in Western U.S. Call STEVE DUBEAU, (213) 888-1707, 3519 Arbor Rd., Lakewood, CA 90712. (8-14)

Pennsylvania-Maryland ladykiller with 7 years experience seeks position with MOR or A/C. Smooth production. BOB MORGAN, (717) 264-9692. (8-14)

A/C personality seeking conscientious community involved operation. Clever, experienced, and a great guy too. Excellent references. Call (315) 478-5329. (8-14)

## Positions Sought

10 year AOR/CHR large market, morning/afternoon pro. Miami-Phoenix, Ft. Lauderdale. Production is my natural cup of tea. Call (306) 842-7628. (8-14)

AOR morning team seeks new challenge. Currently winning big in top market. Bizarre, controversial and sometimes funny. Majors only. Call the "RADIO GUYS", (213) 482-1353. (8-14)

Habeus PHOBOS LOVECRAFT, genius maximus chameleon. 10 years experience, all areas. Automation to ziptronic. Award-winner, 2nd phone. References. (901) 789-5199. (8-14)

DICK O'DAY formerly with WRBR-FM is ready for an airshift on your station. 6 years of CHR and A/C experience plus production. (219) 282-1032. (8-14)

Announcer, 16 years experience, 1st ticket. Experience includes C&W plus other formats. Prefer Florida or another state in Southeast, Georgia or Alabama. BILL SMITHSON, (305) 448-1260. (8-14)

Appleton newsmaker for hire. AOR, Jazz, Contemporary, Talk, Country experience. Production writing too. (414) 233-8371. SAINT, 2020 Mt. Vernon, Oshkosh, WI 54901. (8-14)

Announcer with 2 years experience desires work in Rocky Mountain upper Midwest regions. Call DON, (216) 633-2268, after 2pm. (8-14)

Craving excitement as MD/PD on floundering medium market rocker. 12 years experience, 2nd phone. Currently production/jock on Memphis rocker. BRETT, (901) 789-5199. (8-14)

GRANT MARTIN, 6 year veteran/award-winning Journalist seeking News Director/news reporter position. Major/medium market. Good pipes. Willing to relocate. T&R upon request. (209) 252-4943. (8-14)

#1 WCOZ, former MD ROB LIPSHUTZ seeks PD/MD/research/air work at AOR/rock-pop station. Talented, hard-working, knowledgeable music programmer. (617) 739-1901. (8-14)

Why waste words? I'm currently major market weekends, former Production Director, MD, promotions and TV work. The talent's here. Can you shape it? (904) 249-3639. (8-14)

## Positions Sought

Major market News Director experienced in all formats. All offers considered. Will bring home a winner. (703) 241-7507. (8-14)

7 year pro seeking medium market air position in AOR or CHR. Great delivery, super production and programming experience. CHRIS, (501) 862-5089. (8-14)

CRAIG McILVEEN, KNAC/Long Beach Intern looking for small market. Prefer AOR. Call for T&R. (714) 521-3631. (8-14)

JONATHAN KEYES, presently PD at WKGN/Knoxville, former PD of K102/Ft. Lauderdale looking to program CHR or AOR. Call (615) 691-2801 or (615) 521-6220. (8-14)

Attention Superstars in West and Southwest. LEE ROBERTS of 98Rock Superstars Tucson, looking to join winning Superstars AOR team. (602) 748-0186. (8-14)

Announcer with 2 years commercial experience, seeks to relocate in PA, New York area. Available immediately. Call JEFF, (717) 242-2186. (8-14)

TOM RIVERS, formerly PD at WSKB/Cincinnati is looking for a station in need of a professional programmer. Call (513) 874-4362. (8-14)

Seasoned performer, interesting style, experienced for P-B-P, former nightclub MC. Recently trained for news and DJ staff position. Call JORDAN, (212) 371-2358. (8-14)

DAVE LYONS recently PD at WHVL is looking for programming position with medium market CHR operation. 6 years experience. (704) 684-6310. (8-14)

Air personality 3 1/2 years experience, looking for medium market Midwest. Call DAVE, (507) 354-4424. (8-14)

If you're a small/medium market station west of the Mississippi looking for an experienced OM/MD/personality, call BILL REED, (316) 227-7151 or (316) 225-4343. (8-14)

6 year black pro dedicated hard worker seeking position in medium or large market. NYC trained. Call LANCE at (212) 993-0276 or (212) 733-2583. (8-14)

# Marketplace

**"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.

**RADIO JOB FINDER**  
Want to relocate in a larger market? We have the JOBS. We have listings in all phases of radio operation. Don't be out of work again. Listing (1 time) \$5, (4 times) \$15.  
Make check or money order payable to:  
RADIO JOB FINDER, 8499 Sunset Blvd., Hollywood, CA 90069

**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 EMBOSSED IN COLOR.**  
ALSO: LICENSED MANUFACTURER FOR WILLIE NELSON, MICKEY GILLEY AND JOHNNY LEE LEATHER PRODUCTS.  
Mallory  
MALLORY WESTERN and LEATHER SUPPLY, INC.  
4232 WICHITA ST.  
FT. WORTH, TX 76119  
817-531-2302

**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., Fresno, CA 93704 (209) 226-5400

**KRAZY KOMMERCIALS**  
FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE — 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE:  
HYPE, INK BOX 69581, L.A., CA 90069

**Tote Bags T-shirts**  
CANVAS INDUSTRIES, INC.  
136 West 21st Street, N.Y., N.Y. 10011  
Telephone 212.691.0001

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 MasterCard

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

# Opportunities

## Positions Sought

Seasoned AOR veteran with 8 years #1 ratings. West Coast major market, seeks new challenge as PD/MD in medium to small market. (408) 886-8570. (8-14)

**JAMES MAURICE** black overnight jock, 5 years WNOX/Knoxville, looking for larger market. (615) 637-9900. (8-14)

Major market pro with programming experience seeks stable position as Program Director or major market personality. Call DOUG, (207) 883-5088. Available now! (8-14)

All Richmond-Berkeley Athletic League (RBAL) and ex-KDON/Salinas, all night jock feeling fine and rarin' to go! Call FRANK BUTERA, (415) 223-1534. (8-14)

Part-timer at Seattle's #1 station, KISW needs full-time work to support my wife's expensive habit of eating. 10 year vet. Formerly KZOK. RICK EVANS, (206) 367-5205. (8-14)

J.J. McKAY, experienced PD/MD looking for major market airshift or medium market PD. Former Operations Director of WKTK/Baltimore. Call (301) 488-7921. (8-14)

Wanted beautiful women, will settle for announcing job. Have background in all phases of radio. 2 years experience. 1st class license. Call WALLY, (515) 834-2483. (8-14)

Experienced jock returning to first love — radio. CHR or A/C. JOE BARTOSCH, 4701 N. Ozanam, Chicago, IL 60656, (312) 458-4219. (8-14)

AM drive. Intelligent/community involved communicator. Incorporating Basics. Phones and humor geared to your market. Major market experience. Currently employed and succeeding. Call (609) 397-8318. (8-14)

Experienced traffic pilot. 9 years radio background. MIKE NOLAN, formerly KSJO, KRRX/San Jose, available now. (408) 268-7480 or (408) 258-7480. (8-14)

MICHAEL KNIGHT. PD/MD/air talent abilities. Seeks West Coast AOR opening. (206) 284-7010. (8-14)

Paul "LOBSTER" Wells, AOR personality and programmer. Seeking new major market challenge. Over 10 years experience. Will apply 110% to air talent, music or programming duties. Call KLIV/San Jose, (408) 293-8030. (8-14)

The JIM BRADLEY show, 40 years of music, is now in L.A. after completing a successful 10 month engagement at Cecil's/Palm Springs. Available for work and parties, etc. Call now (213) 854-6039. (8-14) •

## Positions Sought

MARK WAINWRIGHT still drawing unemployment! Help stop this waste of taxpayers' dollars! Veteran A/C and CHR personality. Available immediately. Call (309) 682-8567. (8-7)

Black male DJ, broadcasting school grad, with 2 years experience in radio and TV seeking opportunity in Midwest/East. DEWAN WARINGTON, (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) 646-8712. (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) 781-4409. (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) •

Major market morning show to go. Tons 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)

BRAD 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. Seasoned pro. JOEL FRENDSORF, (216) 921-0310. (8-7)

CHIP MOSLEY, creator of the KLIK all time 950 survey is out. Looking for Midwest PD or MD position. Call (314) 636-5791, or (314) 636-3410. (8-7)

JOE ROPPE is now available. 6 1/2 years experience. Call (812) 822-8392. (8-7)

Team to handle rock/automation. Control 16 Harris 90 experience. Music and airshift. STEVE CASSIDY & SCOTT MURRY, (707) 528-3600 or (707) 523-3677. (8-7)

2 1/2 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)

## Positions Sought

### Changes

#### RADIO

Richard Blaustein named Account Executive at KFRC/San Francisco.

Al Wyntor, former PD KBUF/Garden City, KS, joins WDAF/Kansas City as evening personality.

Carolyn Barnes (Whiting), formerly KKFM/Colorado Springs, joins KSKG/Salina, KS as Production Director.

Charles E. Gross appointed to position of Co-Op Coordinator, WINS/New York.

Alfred J. Russo appointed to position of Controller of WOR-AM, WRKS-FM & WOR-TV.

Don Yamate named to newly created post of Retail Sales Manager, KNBR/San Francisco.

Hank Menn named Sales Manager at 93FM/Seattle, WA.

Winston Brown now in charge of all commercial spot sales at KMAX-FM/Pasadena, CA.

#### RECORDS

Travis Smith appointed Regional Promotion Marketing Manager, Black Music and Jazz Promotion, Columbia Records.

Jill Tayrien named West Coast Tour Publicist, A&M Records.

#### INDUSTRY

Carla Kanter-Cohan named as Vice President of The Gibson Group Public Relations, Inc.

Jim Golden appointed to Vice President of Management III's Management Division.

John P. Ahrens named General Sales Manager of Creative Factor's new Video Marketing Division.

Jody Williams named Professional Manager, Screen Gems/Colgems-EMI Music, Inc.

#### Miscellaneous

Wanted: Radio/TV bumperstickers for a station display. Send to Randy Rundla, WZOE-AM/FM, Princeton, IL 61356. (8-14)

KSET-AM/El Paso, TX is in need of Oldies. All labels. Send to KSET-AM, 4180 N. Mesa, El Paso, TX 79912. (8-14)

## Miscellaneous

KWPC needs Country music service from all labels. Send all service to: Tim Scott, KWPC, Box 116, Muscatine, IA 52781. (8-14)

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 126, 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.

**MAIL TO: RADIO & RECORDS**  
1930 Century Park West, L.A., CA 90067

# Marketplace

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

**CHUCK BUELL'S**  
**SUPER GOLD**  
A weekly three-hour program of America's favorite past hits. "I think it's terrific and our audience does too!" Bob Hank, PD, WPQZ/Clarksburg, WV. For rate and availability in your market call (303) 756-9091.  
**TIMBERLINE PRODUCTIONS**  
Box 9541 So. Station, Denver, CO 80209

**Contemporary COMEDY**  
Hundreds renewed again!  
**Free sample!**  
Write on station letterhead to:  
Contemporary Comedy  
5804 O Twining  
Dallas, TX 75227

**ELECTRIC WEENIE**  
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

**GREAT JINGLES  
STATION ID'S**  
Call or write for a free demo  
**CONTINENTAL RECORDINGS**  
210 SOUTH STREET, BOSTON, MA 02111 617-426-3131

**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 computerized list \$6.00 for one week. SPECIAL — receive 4 consecutive weeks for \$12.50, you save \$11.50!!  
American Radio Job Market  
6215 Don Gaspar, Las Vegas, Nevada 89103

**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

**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

**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

**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.  
Just call PAM at (213) 553-4330 for more information.

# THE BACK PAGE

## BREAKERS

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

### CHRISTOPHER CROSS

#### Arthur's Theme

(Best That You Can Do) (WB)

61% of our reporters on it. Moves: Up 6, Debuts 23, Same 23, Down 0, Adds 77 including WABC, WKBW, WIFI, WROR, PRO-FM, 94Q, WHB, KEZR, KJR, KYYX, KPLZ, KOPA, WBLI, FM100, KNBQ. See Parallels, charts at number 28.

### KIM CARNES

Draw Of The Cards (EMI America)

55% of our reporters on it. Moves: Up 32, Debuts 27, Same 34, Down 0, Adds 25 including WKBW, WBEN-FM, WFIL, WGCL, KIIS-FM, KPLZ, KIMN, WAEB, WAQY, WBBQ, WZOK, KENR, KQIZ-FM, KFJR. See Parallels, charts at number 29.

### REO SPEEDWAGON

In Your Letter (Epic)

55% of our reporters on it. Moves: Up 20, Debuts 30, Same 30, Down 0, Adds 37 including WKBW, WBEN-FM, WIFI, CFTR, CHUM, CKGM, WGCL, KRLA, KIIS-FM, KIMN, WKRZ-FM, V100, B97, WISM, KZZX. See Parallels, charts at number 30.

### ROLLING STONES

Start Me Up (Rolling Stones)

52% of our reporting on it. Moves: Up 0, Debuts 0, Same 1, Adds 110 including 96KX, WCAO, JB105, Q107, WPGC, KRBE, Z93, 94Q, WLS-FM, KBEQ, Q102, KEARTH, KFRC, KJR, KIMN. See Parallels, will debut on chart next week.

## 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) 111/20

Moves: Up 56, Debuts 11, Same 18, Down 6, Adds 20 including WKBW, CKGM, WZUU, KOPA, WBBF, KBFM, Y103, KEYN-FM, WHOT, KTKT, WJBQ, WLAM, Z102, KENI, KFXD.

### STACY LATTISAW "Love On A Two-Way Street" (Cotillion)

102/8. Moves: Up 55, Debuts 4, Same 21, Down 14, Adds 8, Z93, WZUU, WBBF, KINT, G100, KIOA, WOW, FM102, WIFI 14-10, KSLQ 13-11, KEARTH 11-9, KPLZ 22-19, B97 13-8, WBBQ 29-17, WSEZ 12-9.

### BALANCE "Breaking Away" (Portrait) 100/13

Moves: Up 39, Debuts 13, Same 34, Down 1, Adds 13, KVIL, Q102, KRLA, KEZR, KPLZ, B104, WAEB, Y103, KERN, KTAC, 95SGF, KCBN, KBOZ, 96KX 10-6, KYSN 23-16.

### ELTON JOHN "Chloe" (Geffen) 99/14

Moves: Up 43, Debuts 14, Same 27, Down 1, Adds 14, WZUU, KYYX, WFBR, 14Q, KINT, WFMF, WBBQ, KX104, KSTT, WISM, KYNO-FM, KNBQ, WHHY, FM100 17-11.

### SILVER CONDOR "You Could Take My Heart Away" (Columbia) 94/11

Moves: Up 38, Debuts 13, Same 32, Down 0, Adds 11, WZUU, KIIS-FM, 13K, FM100, WRJZ, 13FEA, KKRC, KKLS, WSPT, KOOK, KFXD, WBEN-FM 38-29, KRBE 8-6, KYSN 30-25.

### LITTLE RIVER BAND "The Night Owls" (Capitol) 91/90

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 90 including WBEN-FM, WIFI, WXKS-FM, JB105, Z93, Q105, KSLQ, KBEQ, KFI, KIQQ, KSFX, KEZR, KYYX, KOPA, KC101, KEGL, Z104, KNBQ.

### REX SMITH/RACHEL SWEET "Everlasting Love" (Columbia)

88/5. Moves: Up 38, Debuts 7, Same 31, Down 7, Adds 5, KRLA, WFBR, KX104, KSLY, KDZA, WFIL 29-27, Y100 31-29, WDRQ 14-12, Q103 17-15.

### DEBBIE HARRY "Backfired" (Chrysalis) 75/23

Moves: Up 2, Debuts 28, Same 22, Down 0, Adds 23 including JB105, KRLY, Y100, WCKX, KIQQ, KC101, Q106, V100, KERP, KX104, WRJZ, WBCY, KXXX, KTAC.

### ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 74/14

Moves: Up 17, Debuts 14, Same 29, Down 0, Adds 14, WBEN-FM, KEARTH, KFI, WKRZ-FM, KEEL, KLAZ, WRVQ, 92X, KIDD, YONN, FM99, KKRC, WSPT, KENI.

### DON FELDER "Heavy Metal (Tak'n' A Ride)" (Full Moon/Asylum) 65/6

Moves: Up 19, Debuts 12, Same 28, Down 0, Adds 6, K104, KQ94, G100, WSKZ, WNAF, KKLS, Q107 d-21, KBEQ 15-12, KEGL 30-25.

## Radio & Records

# NATIONAL AIRPLAY/30

August 14, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
10	5	2	1	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
4	1	1	2	POINTER SISTERS/Slow Hand (Planet)
22	17	9	3	JOURNEY/Who's Crying Now (Columbia)
14	9	6	4	COMMODORES/Lady (You Bring Me Up) (Motown)
1	2	3	5	JOEY SCARBURY/Theme From "Greatest..." (Elektra)
8	7	5	6	JUICE NEWTON/Queen Of Hearts (Capitol)
3	3	4	7	KENNY ROGERS/I Don't Need You (Liberty)
12	10	8	8	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
20	15	11	9	PABLO CRUISE/Cool Love (A&M)
17	16	12	10	FOREIGNER/Urgent (Atlantic)
26	22	16	11	S. NICKS w/TOM PETTY.../Stop Draggin'... (Modern/Atco)
25	20	17	12	GARY WRIGHT/Really Wanna Know You (WB)
2	4	7	13	AIR SUPPLY/The One That You Love (Arista)
24	21	19	14	PAT BENATAR/Fire And Ice (Chrysalis)
15	14	14	15	CARPENTERS/Touch Me When We're Dancing (A&M)
28	26	22	16	ELO/Hold On Tight (Jet)
11	11	13	17	PHIL COLLINS/In The Air Tonight (Atlantic)
30	28	24	18	EDDIE RABBITT/Step By Step (Elektra)
5	6	10	19	MARTY BALIN/Hearts (EMI America)
-	29	25	20	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
21	19	18	21	GREG KIHN BAND/Breakup Song (They...) (Beserkley)
27	25	23	22	ROBBIE PATTON/Don't Give It Up (Liberty)
-	-	30	23	SHEENA EASTON/For Your Eyes Only (Liberty)
-	-	28	24	MOODY BLUES/The Voice (Threshold/PolyGram)
29	27	26	25	FRANKE & THE KNOCKOUTS/You're My Girl (Millennium)
-	30	27	26	BEACH BOYS/The Beach Boys Medley (Capitol)
-	-	29	27	LULU/I Could Never Miss You (More Than I Do) (Alfa)
-	-	→	28	CHRISTOPHER CROSS/Arthur's Theme (Best That...) (WB)
-	-	→	29	KIM CARNES/Draw Of The Cards (EMI America)
-	-	→	30	REO SPEEDWAGON/In Your Letter (Epic)

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

ROLLING STONES "Start Me..." (Rolling Stones)  
LITTLE RIVER BAND "The Night Owls" (Capitol)  
CHRISTOPHER CROSS "Arthur's Theme" (WB)  
REO SPEEDWAGON "In Your Letter" (Epic)  
QUINCY JONES/JAMES INGRAM "Just..." (A&M)

Complete Regionalized Listings on Pages 32 and 33

### HOTTEST

ROSS & RICHIE "Endless Love" (Motown)  
JOURNEY "Who's Crying Now" (Columbia)  
COMMODORES "Lady (You Bring...)" (Motown)  
FOREIGNER "Urgent" (Atlantic)  
S. NICKS w/T. PETTY... "Stop..." (Modern/Atco)

Parallel Listings Begin on Page 34

### SQUEEZE "Tempted" (A&M) 62/11

Moves: Up 19, Debuts 10, Same 22, Down 0, Adds 11, KC101, WTIX, KXX106, G100, WBBQ, WOKI, WIKS, WTSN, WFBG, KVOL, KSLY, WCAO 14-7, KBEQ 9-8.

### AFTERNOON DELIGHTS "General Hospital" (MCA) 61/7

Moves: Up 26, Debuts 10, Same 18, Down 0, Adds 7, CKGM, KERP, Y103, WNAF, KYNO-FM, KSPZ, KYVA, WIFI 25-14, PRO-FM 13-10, Y100 12-10, Q105 15-9.

### QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 56/37

Moves: Up 1, Debuts 7, Same 11, Down 0, Adds 37 including WFIL, WCAO, WXKS-FM, Z93, 94Q, KIQQ, KJR, KPLZ, KOPA, WBLI, KNUS, WSGN, WRJZ, WAYS, KRAV, KYNO-FM, KZZP.

### JOHN DENVER "Some Days Are Diamonds (Some Days Are Stone)" (RCA) 53/10

Moves: Up 19, Debuts 4, Same 19, Down 1, Adds 10, WICC, WTIX, KLAZ, WMAK-FM, WRJZ, WJBQ, WTSN, WFLB, KSLY, KDZA, KPLZ 27-24, WERC 12-10.

## Others Getting Significant Action

### SANTANA "The Sensitive Kind" (Columbia) 44/5

Moves: Up 11, Debuts 4, Same 24, Down 0, Adds 5, KIQQ, KEZR, KERP, G100, 14WK, WIFI on, JB105 30-28, KRLA on, 92FLY 20-17, WHYD d-24, KSET-FM 21-19, KJ100 30-24, WZOK on, KERN on, WJBQ 31-28.

### AL JARREAU "We're In This Love Together" (WB) 41/17

Moves: Up 14, Debuts 3, Same 7, Down 0, Adds 17 including WCAO, WPGC, KRLY, KJR, B104, WICC, WAXY, WBBQ, WOKI, KJ100, WVIC, KIOY, KNBQ, WJBQ, KBOZ.

### MICHAEL STANLEY BAND "Falling In Love" (EMI America) 41/6

Moves: Up 8, Debuts 4, Same 23, Down 0, Adds 6, WIFI, WPST, WKEE, KERN, WCIR, KENI, 96KX 32-24, 94Q on, WGCL 20-16, KEZR d-28, 92FLY 28-24, WAQY d-31, KINT 34-30, KCPX 35-33, 95XIL 39-35.

### NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 42/10

Moves: Up 6, Debuts 3, Same 23, Down 0, Adds 10, WFIL, WROR, KPLZ, WHYD, WKEE, KEEL, WOKI, KXXX, KIOY, FM99, KEZR on, KC101 on, KINT 38-36, WCSG 30-25, KCPX d-29, WFLB 34-28.

### RICK JAMES "Super Freak" (Gordy) 37/7

Moves: Up 15, Debuts 8, Same 7, Down 0, Adds 7, PRO-FM, 13K, KC101, KERP, WVIC, Z104, FM102, WXKS-FM 27-11, Y100 22-16, Q105 25-19, KEARTH 8-4, KIIS-FM 3-2, KIQQ 40-14, B97 25-14, KYNO-FM 14-10, KHYT 8-1, WSGA 21-16.

### ANDY GIBB & VICTORIA PRINCIPAL "All I Have To Do Is Dream" (RSO) 35/11

Moves: Up 1, Debuts 2, Same 21, Down 0, Adds 11, WIFI, WBBF, WKEE, KERP, KBFM, KEEL, WERC, WVLK, KSPZ, KFJR, KENI, KIQQ on, KINT 37-31, KERN on, KILE d-40.

### RICK SPRINGFIELD "I've Done Everything For You" (RCA) 35/34

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 34 including WBEN-FM, Q107, KRBE, WCKX, KIQQ, KSFX, KYYX, B104, WKRZ-FM, KXX106, 92X, KJRB, WACZ, KILE, KRLC.

### FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 33/23

Moves: Up 0, Debuts 3, Same 7, Down 0, Adds 23 including 96KX, WDRQ, KRLA, KJR, KYYX, WICC, Q106, KLAZ, WAAY, WRJZ, WVIC, KYNO-FM, WTSN, WCGQ, KBOZ.

Continued on Page 36