

Radio & Records

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AUGUST 28, 1981

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EXITS WCBS TO JOIN GAMBLING FOR MORNINGS

Adler Switches To WOR

Lou Adler, one of New York's best-known news personalities as part of the WCBS morning news team of Adler & Donnelly and News Director of the station, has joined WOR as News Director and morning newscaster on the John R. Gambling show.

WOR VP/GM Rick Devlin commented to R&R, "It's unbelievable. You're taking the number one personality in radio, John R. Gambling, and teaming him up with the number one newscaster. It should shake up the

entire market. Lou's an outstanding news director with a real feel for the city and what's going on. He's recognized as one of the top news professionals in America."

Devlin added that Adler will also serve as host for the morning show during Gambling's vacations, citing the station's need for someone of Adler's background and high recognition value for substitution purposes in an era of 48-week-a-year ratings sweeps. "We now have a tremendous team of talent," he concluded.

Maurer Group W's VP/AM Radio

Warren Maurer has been named Vice President/AM Radio Group for Group W Radio, replacing Bill Scott, recently named President of the Group W/ABC Video 24-hour news service, Satellite NewsChannels. Maurer had been VP/GM at Group's W's KYW/Philadelphia.

Group W Radio President Dick Harris commented, "Warren's long experience in Group W at WBZ, KDKA, WOWO, KYW, and RAR made him an outstanding choice for this assignment. Under his direction, KYW became the highest-rated all-News station in the country. Bill Scott made a significant contribution to the Radio Group, and I feel Warren is well qualified to maintain the momentum and tradition Bill has established."

Maurer joined Group W in 1957 at KDKA-TV/Pittsburgh, later moving to WBZ/Boston, Radio RICHARDS, WATTS

NAMED PD'S

Riley Promoted At WCAO & WXYV

Longtime WCAO & WXYV/Baltimore PD Ron Riley has been promoted to Operations Manager of the stations. WCAO MD Scott Richards moves up to PD at the AM CHR station, while WXYV morning man/MD Tim Watts becomes PD at the Black-formatted FM.

VP/GM Joe Cahill told R&R, "These guys are very deserving of their promotions, and I feel confident of their abilities to carry out their expanded duties. We are very excited about it."

Riley commented, "My duties have become widespread, since I have been in effect doing the operations job for about six months now. During that time, I've been grooming Scott and Tim to become PD's of their respective stations, and both will report to me. This move allows me to be a

RILEY/See Page 17



Warren Maurer

Advertising Representatives, KDKA/Pittsburgh, becoming General Sales Manager at the MAURER/See Page 17

LONDON SUCCEEDS

HIM AT KVI

Martelle New WJR PD

Joe Martelle, Program Director of KVI/Seattle for the past six months, has accepted the Operations Manager job at WJR/Detroit, filling a vacancy created when Dan Griffin left the station to become VP/Programming for the RKO Radio Networks (R&R 6-19). Martelle told R&R, "I feel very fortunate to be selected to go there. She's one of the grand ladies of radio. She is the full service radio station of Detroit and we intend to keep that, emphasizing the full service aspects while the other stations fragment."

WJR VP/GM Ron Pancratz commented, "We felt that Joe had the experience and the empathy with the market." Martelle had been Assistant PD at WXYZ/Detroit before joining KVI. Pancratz continued, "We know he can help WJR relate to Southern Michigan. No changes from our diverse programming are contemplated. If Joe studies the market and feels a change is warranted down the road, we'll talk about it, but I don't foresee any changes at this time."

Martelle, who'll join WJR on August 31, was immediately

MARTELLE/See Page 17

ABC Rock Picks Oliver For Network PD Position

Denise Oliver has been appointed Program Director for the new ABC Rock Network, scheduled for a January 1982 debut. She had been VP/Programming & Operations for Capitol Broadcasting, a position she took only seven months ago, accomplishing a strong ratings showing at Capitol's DC101/Washington, DC within that period.

Rock Network Director Virginia Westphal told R&R, "Denise was selected because she is widely recognized for her solid track record in programming AOR. Her diverse experience gives her a solid foundation for a venture of this type. She'll be sensitive to the needs of a wide range of stations. Most of all, she really complements the rest of the network team. We're very excited about having her on board."



Denise Oliver

Oliver commented, "You don't get a whole lot of offers to program a network. I think the future of the industry is going to be, to a great degree, national programming, with all the satellites and cables starting. Also, I'm very project-oriented, and I think we

OLIVER/See Page 17

Shomby Becomes PD At B97

Former KMJK/Portland PD John Shomby has been named Program Director at B97(WEZB)/New Orleans. Shomby, who achieved success programming WKXX/Birmingham before moving to Portland, told R&R, "The opportunity to work with (B97 GM) Bob Reich and (B97 National Programmer) Dan Vallie, who I think are two of the ultimate winners in the business, excites the hell out of me. The direction of the station will stay the same, and I plan on working with (B97 Assistant PD) John Volpe to extend the success of B97. I'm very excited about returning to the South."

Reich commented on Shomby's hiring to R&R, "We are obviously



John Shomby

super-excited about John Shomby coming to B97. We've been quietly looking for someone for about a month now. I'm familiar with John because we both worked for (WKXX owner) Mooney Broadcasting before, and Dan Vallie and I have kept an eye on him from a distance. We have John Volpe as the Assistant PD, who will be overseeing our expanded research program and who is definitely future PD material for our company. John Shomby will help to keep us on track and take us to newer heights of success. All music and format decisions will be made between John and Dan

SHOMBY/See Page 17

Parris Named UBC VP/Operations

Bill Parris has been promoted to Vice President/Operations for United Broadcasting; he had been National PD for the nine-station chain and had been in the United organization for ten years, as well as running his own consultancy, Bill Parris Programming, and serving as PD at WLPL/Baltimore among others.

UBC Chairman/President Gerald Hroblak commented, "Bill's contributions as our National Promotion Director coupled with his excellent working knowledge of all our company operations made this appointment not only logical but a pleasure to announce."

Parris stated, "We're structuring United to be a model of

PARRIS/See Page 17

R&R Closed On Labor Day

The Los Angeles and Washington offices of Radio & Records will be closed Monday September 7 in accordance with the Labor Day holiday. Reporters who usually call in on Mondays should make plans to call the preceding Friday, September 4. Thanks for your cooperation.

"TRYIN' TO LIVE
MY LIFE WITHOUT YOU"
THE NEW SINGLE BY

Bob Seger The Silver Bullet Band

FROM THE FORTHCOMING LIVE DOUBLE ALBUM

NINE TONIGHT

PRODUCED BY BOB SEGER & PUNCH



Capitol
RECORDS





NRBA

THE ONE IN '81

'81

CONVENTION AND EXPOSITION

DON'T MISS IT!:

THE ONLY ALL-INCLUSIVE, ALL-RADIO MEETING OF THE YEAR
National Radio Broadcasters Association Annual Convention and Exposition
September 13-16, 1981 • Fontainebleau Hilton • Miami Beach, Florida

HIGHLIGHTS OF THE 1981 NRBA CONVENTION AND EXPOSITION

SUNDAY, SEPTEMBER 13

- GALA OPENING RECEPTION TV Spot Producers Arena
- EXPOSITION OPENING Cable Satellite Roundtable
- SEMINAR PROGRAMS Programming Workshops for Every Format

MONDAY, SEPTEMBER 14

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL Large Market Sales: Rate Card Analyses
- ALL-DAY EXPOSITION HOURS Mini-Management Course
- SPOUSE ACTIVITIES Promotion: Market Dissection
- KEYNOTE ADDRESS Programming: 25-40 Audience Recruitment

CECIL HEFTEL

U.S. House of Representatives
 Owner, Heftel Broadcasting

LUNCHEON

Golden Radio Award Ceremony

Honoring:

GORDON McLENDON

- SEMINAR PROGRAMS Sales Motivation
- Financing Your First Acquisition
- Promotion Powerhouse
- Programming Critiques
- Engineering: Audio Processing
- FCC Engineering
- Small Market Sales: Personnel Solutions

- OPEN AFTERNOON
- HOSPITALITY SUITE GALA

TUESDAY, SEPTEMBER 15

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
- ALL-DAY EXPOSITION HOURS
- SPOUSE ACTIVITIES
- SEMINAR PROGRAMS Sales Theater: Video Role Playing
- Meet the New FCC
- Use My Medium for Promotion
- Lifestyles' Effect on Programming
- Engineering: Digital Audio
- Large Market Salesperson Solutions
- Finance . . . The Subject is Money!
- Promotion Superstars
- On-Air Personnel Solutions
- Engineering/Management Coexistence
- Promotion Circus
- Satellite Transmission and Distribution
- AM Stereo Update
- Sales Roundtables by Market Size
- Small Market Idea Exchange
- Programming Workshops for Every Format

LUNCHEON

Speaker:

MARK FOWLER

Chairman, FCC

James Gabbert
 Leadership Award Ceremony

Honoring:

ROBERT E. LEE

Former Chairman, FCC

Superstar Concert:

RONNIE MILSAP



- HOSPITALITY SUITE GALA

WEDNESDAY, SEPTEMBER 16

- IDEA EXCHANGE BREAKFAST
- SEMINAR PROGRAMS Future Engineering Trends
- Mini-Management Course
- Update on Cuban Interference and 9kHz
- POST-CONVENTION VACATION AT THE FONTAINEBLEAU HILTON OR IN THE BAHAMAS

CONVENTION REGISTRATION INFORMATION

September 13-16, 1981 • Fontainebleau Hilton • Miami Beach

(Please type or print)

NAME: _____
 TITLE: _____
 STATION/FIRM: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 WORK PHONE: () _____

• FEES

	Before August 2	After August 2
NRBA Members:	\$190	\$215
Non-Members	\$230	\$255
Spouses:	\$50	\$50

- PRE-REGISTRATION DEADLINE: Friday, September 4
 Please Note: After September 4, registration will be on-site only at the registration desk in the Fontainebleau Hilton. On-site registrants must pay all fees when registering. Sorry, no billing.
- CANCELLATION POLICY: Cancellation requests received by September 1 will be entitled to a full refund. After September 1, a \$30 administrative fee will be deducted from all refunds. Refund requests must be submitted in writing to NRBA no later than October 15, 1981.
- POST-CONVENTION ACTIVITIES:
 Please send me information on the NRBA post-Convention trip to the Bahamas
 Please send me information on the Fontainebleau's post-Convention vacation package
- RETURN THIS FORM ALONG WITH YOUR CHECK OR MONEY ORDER, PAYABLE TO NRBA FOR THE FULL AMOUNT OF YOUR REGISTRATION FEE, TO:

NATIONAL RADIO BROADCASTERS ASSOCIATION
 1705 DeSales Street, N.W., Suite 500, Washington, D.C. 20036
 (202) 466-2030 or (202) 466-5540



September 13-16, 1981
 Fontainebleau Hilton • Miami Beach

HOTEL RESERVATIONS

(Please type or print)

NAME: _____
 TITLE: _____
 STATION/FIRM: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 WORK PHONE: () _____

NAME(S) OF PERSONS SHARING ACCOMMODATIONS: _____

Arrival Date: _____ Departure Date: _____

Please use a separate form for each room requested.

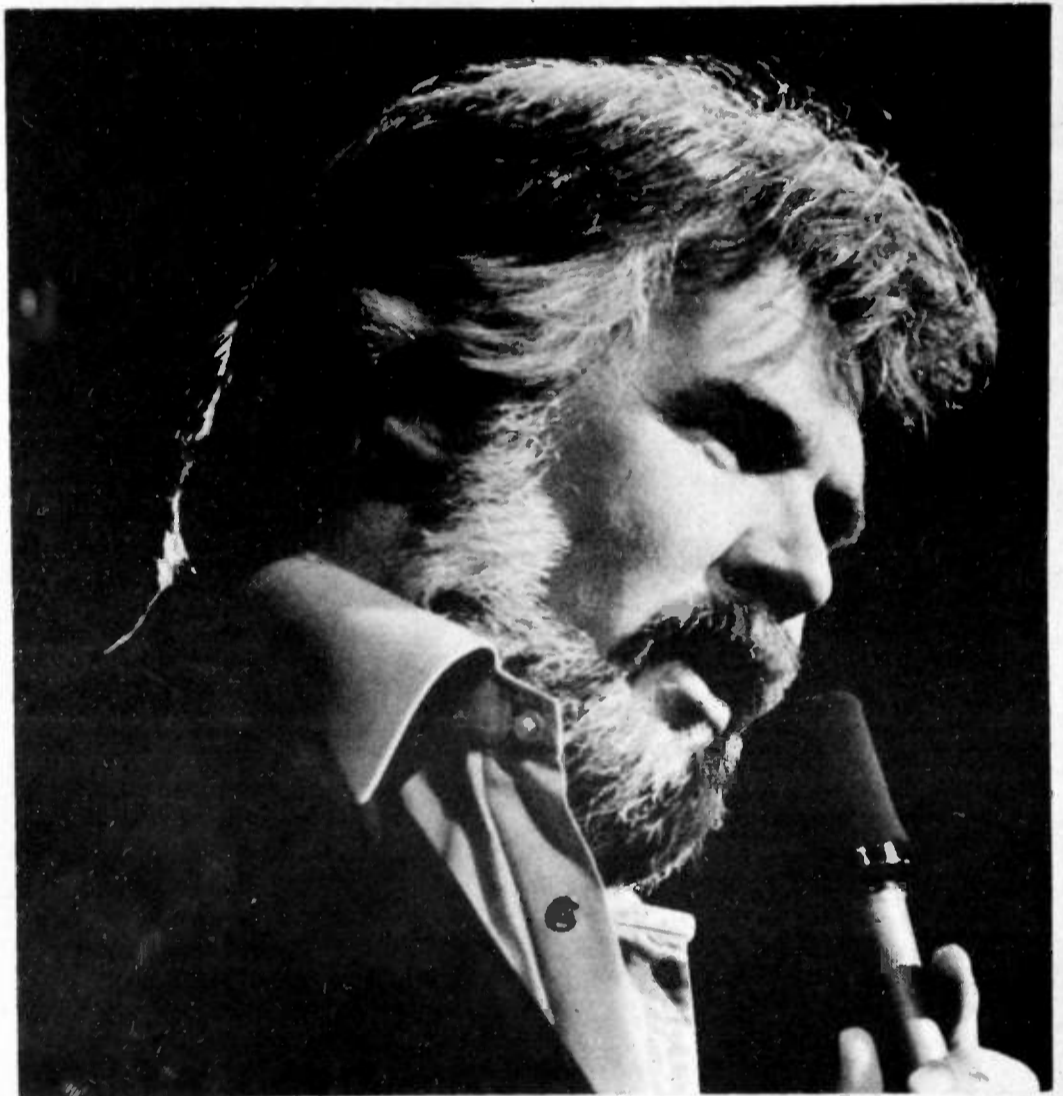
Please circle the accommodations you prefer. If the rate you request is not available, the nearest available rate will be assigned. The hotel will send confirmations directly to you. While every effort will be made to reserve accommodations at the Fontainebleau, NRBA reserves the right to arrange alternate accommodations at one of the following hotels once the Fontainebleau is filled: the Doral, the Eden Roc, or the Konover. Hotel confirmations should be inspected closely upon receipt for the name of the hotel booked.

RATES:	Standard	Medium	Deluxe
Single:	\$55	\$60	\$65
Double:	\$55	\$60	\$65

- Please note that single and double rates are identical. However, you must add \$15 per night for a third or fourth occupant.
- Reservations will be held until 6:00 PM on the scheduled date of arrival. To guarantee your reservation: (1) Submit one night's deposit directly to the hotel when you receive your reservation confirmation, or (2) Charge your reservation on your American Express, Carte Blanche, or Diners Club account by calling your hotel when you receive your reservation confirmation.
- To change or cancel your hotel reservation, contact your hotel's reservation department. NRBA can process your original reservation only.

Kenny

Rogers "Share Your Love With Me"



Produced by Lionel Richie
Management-Kragen & Company.

Lionel Richie Appears Courtesy of Commodores Entertainment Corp. & Motown Records.

© 1981 Liberty Records, A division of Capitol Records Inc.



MOST ADDED

NEW & ACTIVE

☑ KENNY ROGERS "Share Your Love" (Liberty) 94/92
Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 92 including WBEN, WFIL,
WIFI, WCAO, JB106, KRLY, Z93, WDRQ, WHB, KIIS-FM, KFRC, KJR,
KIMN, Q103, KOPA.



STOP, LOOK AND LISTEN

Charlie Dore has style. Both irresistible and unique, she combines a touch of romance and sincerity with a full blend of musical appeal.

Charlie is a singer-songwriter whose compelling music will make you stop and listen.

Her new album is filled with a stunning array of songs that will not only soothe you, but move you in style.

Look into "Listen."

Charlie Dore's debut album and first single on Chrysalis Records.

Listen!



Chrysalis
Records and Tapes

The single CHS 2536 The album CHR 1325
Produced by Stewart Levine for Outside Productions Inc.

Washington Report

D.C. Current

Group Seeks Airing Of Station/Citizen Agreements

... The American Legal Foundation (ALF) thinks more should be known about the deals stations strike with citizens' groups in return for the withdrawal of petitions to deny. (The National Black Media Coalition used the tactic recently to win minority concessions from Gulf United in the \$66 million SJR deal.) The ALF says stations should notify the FCC and describe the agreements in at least four drive-time announcements. Publicizing the pacts, the ALF argues, would encourage action by the general public, blunting the influence of what it calls "vociferous individuals," representing no one but themselves, who have used "pressure tactics to influence the licensee's determination of what constitutes the public interest."

U.S.-Cuba Slate Secret AM Talks

... A high level eight-member Cuban delegation will spend a full week in Washington discussing AM radio with State Department and FCC officials this week or next, but for security reasons the exact dates are being kept secret. It's too early to tell whether there'll be any real solutions to Cuban interference in the southeast, Wilson LaFollette, Chief of the FCC's International and Technical Branch told R&R.

NAB And Daytimers May Kiss And Make Up

... With the divisive 9 kHz issue laid to rest, the NAB's Executive Committee met Tuesday (8-25) with Greg Skall, counsel for the Daytime Broadcasters Association (DBA). DBA suggested seven ways to extend hours. "In principle we agreed with them all, as long as we aren't promoting something that could cause interference to non-daytime members," the NAB's Rory Wilcox reported. The NAB said it will ask Mexican and Canadian broadcasters to let the DBA take part in technical talks scheduled for Toronto in October. The DBA asked the NAB to put money into interference research.

No More Character Assassinations?

... The FCC recently okayed two sales despite potential "character" problems. Katy Industries bought WIVS/Crystal Lake, IL and WXR-D/FM/Woodstock, IL after the Commission said it was not interested in consent decrees in which two of Katy's top officers settled charges by the Securities & Exchange Commission that they made payoffs to Indonesian officials to win oil rights, defrauded stockholders and investors, and caused a bank to make illegal loans.

In the second case, Indian River Broadcasting was allowed to sell WIRA and WOVV/Ft. Pierce, FL

even though its principals had been found guilty of "strike conduct" - trying to drag out the start-up of a competitor to their Cullman, AL station (WKUL) by encouraging a group to file a competing or strike application. FCC General Counsel Steve Sharp denies any early policy shift. He says consent decrees are commonplace and inconclusive and, in the Ft. Pierce case, none of the sellers' licenses had ever been designated for hearing.

FCC Licensing Meets 20th Century

... Broadcast applications may get handled five to six weeks sooner after the License Division completes a changeover to computers on September 1. Computerization will save an estimated 15 minutes of staff time for each of the 30,000 applications, amendments and petitions the Broadcast Bureau gets each year. The system replaces the current method of having clerks hand-copy data from applications onto as many as five separate history cards before processing can begin.

Charter's WMIL May Come To Life

... An agreement is reportedly near to let Charter's WMIL/Waukesha, WI go on the air for the first time in two years, after increasing antenna height and moving the antenna to Milwaukee. The previous owner shut down the station after WXFH/Elmwood Park, IL filed a petition to deny the proposed changes. Charter plans to sell WMIL to Sunbelt Communications.

UCC On The March

... The United Church of Christ hopes to send EEO investigating teams to every station in the country, the NRBA reported this week. The organization reminded members to make their public files available and provide copies of materials within seven days, at the visitors' expense. However, the NRBA says stations do not have to grant interviews, provide lists of employees by sex or minority group, explain any lack of training programs, or furnish future EEO projections.

RCA Pulls Miami No-Show

... RCA has decided, reportedly for financial reasons, not to show its transmitter line next month at the NRBA convention in Miami. The company, which sent a crew of 30 for last year's NRBA exhibit, won't receive a refund for the 600 square feet it reserved, which would have made it one of the convention's largest exhibitors. Radio Computing Services has also cancelled, but NRBA officials are still predicting a "good show" with exhibit space and attendance at least equal to 1980.

FCC General Counsel Sharp Favors "Traffic Cop" Role

Expects No EEO Changes; Ownership, Form 324 Moves This Fall; Deregulation Abuse Could Lead To Heavy Fees

Steve Sharp, the FCC's new General Counsel, has a vision of the ideal Commission that would probably make media critics like the United Church of Christ's Dr. Everett Parker shudder. "This agency's function would basically be to facilitate private enterprise getting into business," Sharp told R&R. "Ultimately, if everything goes well, we can be a traffic cop."

When Chairman Fowler plucked Sharp from private communications law practice in May to become GC, he chose a former radio and TV newsman who has had two previous tours of duty in the GC's office and was legal assistant to former FCC Commissioner Margita White. At 33, Sharp is possibly the youngest GC in Commission history.

Sharp's staff of over 40 attorneys functions as the FCC's "in-house law firm," advising and defending, but Sharp, like his predecessors, plays a major policy-making role.

Early Focus On Character, Ownership, Annual Financial Reports

It was Sharp, for instance, who instigated the current attempt to clarify the FCC's murky policy of judging licensee character. "The Commission is perfectly capable of saying if you double-bill you're going to lose your license," he ex-

plains. "You don't have to find the guy to be of bad character because he double-billed. It's a wasted step."

Sharp told R&R to look for early action on two other items important to radio broadcasters - FCC media ownership policies and annual financial reports. But in the EEO area Sharp proposes no relief.

EEOC Uncertain?

"It is my view that it will be a long time before we make any significant move on EEO," Sharp predicts. "The Commission has made a public interest finding that broadcasters have EEO obligations and I don't see any reason to disturb that."

Besides, he points out, a previous attempt at granting EEO relief to broadcasters was overturned in court, and the agency to which the FCC might turn over its EEO functions, the Equal



Steve Sharp

"It's radio's competitive spirit and edge we think ought to be turned loose so they can provide good service to the public without the ever-mindful eye of the federal government peering down on them."

Employment Opportunity Commission, faces an uncertain future.

And, even though the trend is towards program cutbacks, Sharp foresees a stepped-up FCC effort to expand minority ownership - "finding the money to let these people play in the game," in Sharp's words.

Spectre Of Fees Raised

Sharp told R&R he doesn't expect any need for increased enforcement to make sure commercial radio stays honest under deregulation. "There's more deregulation out there that can take place, especially in television. If broadcasters abuse what they've got, they're not going to get any more."

Abuse of deregulation, he believes, would spark public pressure on Congress either to "reimpose all kinds of regulations" or, if radio puts profit ahead of service, impose heavy broadcaster fees. "I'm talking about big money," he warned.

But the Commission's top lawyer doesn't expect that to happen. "Radio competes. Stations are always innovating new formats, new ideas, new promotions, more and better news to attract listeners. It's radio's competitive spirit and edge we think ought to be turned loose so they can provide good service to the public without the ever-mindful eye of the federal government peering down on them."

Congressman Advocates Stronger Penalties For Record Counterfeiters

When Congress returns to work in September, Rep. Barney Frank (D-MA) hopes to spark action on his bill (HR 3530) that would vastly increase penalties for counterfeiting or pirating records, tapes, and films.

At a hearing in July, one witness estimated losses of \$600 million a year by the record industry alone, with illicit tapes and films pushing the total over the \$1 billion mark.

Pussyfooting Prosecutors?

Rep. Frank believes federal prosecutors have been reluctant to act because counterfeiting is only a misdemeanor, punishable by a maximum fine of \$10,000 and a year in jail. Frank's bill would raise the crime to a felony and, depending on the number of items involved, would authorize fines as high as \$250,000 and jail terms up to five years.

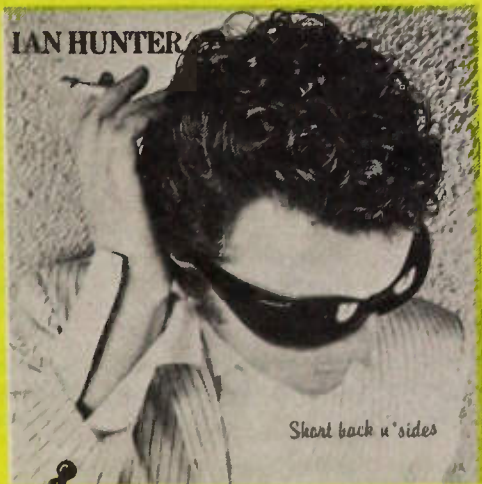
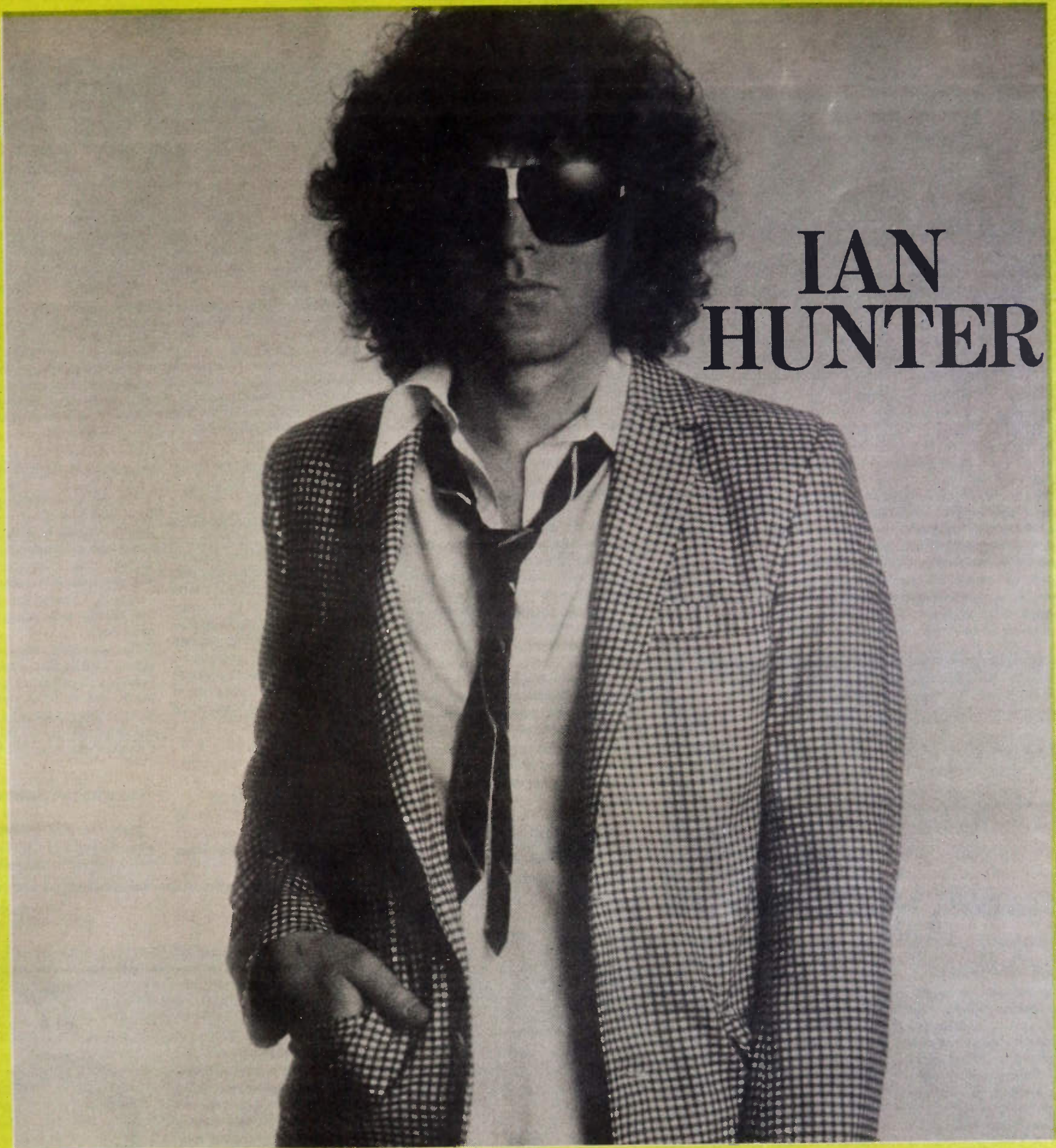
Frank would also close a loophole that now makes it difficult to prosecute someone for



Barney Frank

possession of counterfeit labels, before they've been affixed to records or tapes.

Counterfeiting is defined as making an illicit recording that looks like the original. In pirating there is no pretense of trying to make the phony product look like the real thing.



“I Need Your Love”

the first single
from the album

Short back n' sides

Watch for Ian Hunter on tour.



Chrysalis
Records and Tapes

The single CHS 2542 The album CHR 1326
Produced by Mick Ronson & Mick Jones
Management: The Cleveland Entertainment Company



Newsletter For Radio News Directors Debuts

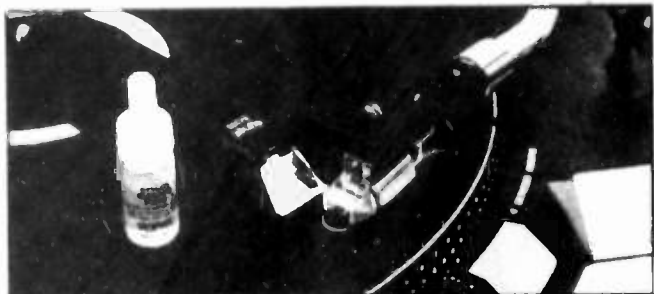
Earshot, a newsletter targeted toward radio news directors and reporters, is the latest offering from the San Francisco-based **Pacific News Service**, which also publishes the daily radio news dispatch **Rip 'N' Read**.

The new publication will contain contrasting opinions from radio newsmen on two radio news topics of interest per issue as well as listing current job opportunities and news programming information, such as what shows are available on which terms.

Earshot will also feature a report from Washington, describing what's going on in the nation's capitol and what's to come. For further information, contact the Pacific News Service at (415) 986-8783.

Electronic Stylus Cleaner Vibrates Dirt Away

Certainly one of the most unusual record cleaning methods to come along is this electronic stylus cleaner developed by the **Signet** firm. Simply place your stylus on the pad and press a button. Within a few seconds, the



stylus is clean — dust and accumulated residue having been shaken away by the pad's high frequency vibrations. Priced at \$30, the unit is available from Signet at 4701 Hudson Drive, Stow, OH 44224.

Vacation Policies Surveyed

How does your company's vacation policy stack up against your competition's? The **Bureau of National Affairs** recently surveyed 195 U.S. firms, finding that most companies grant 10 paid holidays per year. Half the firms surveyed require employees to work the day before and the day after a holiday to be eligible for the holiday pay.

Almost 50 percent of those responding allow unused vacation time to be

carried over to the next year, while one-third let employees take vacation pay instead of time off for part of their vacations. Only six percent dispense vacation supplements or bonuses in addition to vacation pay.

Employees who work on holidays receive 2½ times their regular pay at 42 percent of the companies with 16 percent of the firms paying double time for such duties.

Three Mile Island Dressing Gives Your Salads A Bang

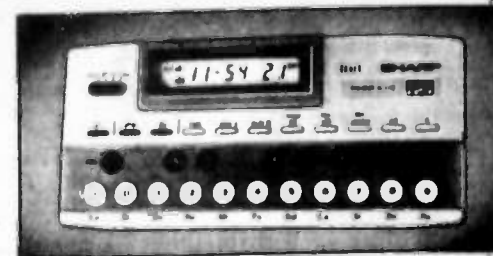
"Three Mile Island" dressing "melts down on your salad with explosive taste," or so the manufacturer's ad copy claims. Actually, the stuff is mushroom-flavored (what else?) and purportedly the first mushroom-flavored dressing to be nationally distributed. Lest comments concerning bad taste rise immediately to the tip of one's tongue, be advised that all proceeds from "Three Mile Island" dressing benefit the independent non-sectarian secondary school that the children of the dressing's creator (**Tony Husch**) attend.

"Three Mile Island" comes as a powdered mix (add 1/3 cup wine vinegar, one cup water, 3/4 cup salad oil to two teaspoons mix) and is available by mail order for \$1 per one-ounce sample. A 10 oz. can costs \$6.95, plus 50 cents for postage and handling.



While we can't vouch for the taste, "Three Mile Island" dressing is certainly the first item to herald the booming possibilities in product marketing for fund-raising purposes. For further information, contact the **Catalyst Co.** at P.O. Box 4875, St. Louis, MO 63108.

They Laughed When I Sat Down At The Calculator...



Calculators just keep adding functions and the **Sharp "EL-670"** is one model that really puts the emphasis on fun. The compact unit combines a calculator, clock and piano-like keyboard, which enables consumers to either program their favorite melodies or compose their own tunes. The device also incorporates a memory feature that allows you to store the song you've just written for playback.

The "EL-670" includes sharps and flats, covering a two-and-a-half octave range (wider than most human voices). The unit also sports two built-in alarms, one programmed to play "On The Bridge Of Avignon" and the other programmable up to 64 steps. The "EL-670" 's clock indicates hour, minute, and seconds in addition to an hourly chime function.

Priced at \$69.95, the "EL-670" is available from Sharp at 10 Keystone Place, Paramus, NJ 07652.

Body-Build New Factor In Height/Weight Health Equation

For years dieticians and weigh-yourself-for-a-penny scales have relied upon height/weight tables to determine proper weight. People whose weight listed at seven to 10 percent below average for their sex and height were considered to be undernourished. Those whose weight was 15 to 20 percent above average were said to have a weight problem.

However, recent research has cast much suspicion on this method, as it fails to take into account the individual's body build (the wide variety in proportions of bone to muscle to fat among us humans). Doctors now say a better way to determine if a person has too much fat is to pick up a fold of skin over the abdominal region and flatten it out between the thumb and fingers. Ideally, this fold should be less than one-half inch thick.

Nevertheless, height/weight tables are useful in providing people with a general idea of what their weight

should be. Here's the **American Medical Association's** latest chart:

Height (without shoes)	Desirable Weight (without clothing)		
	Low	Average	High
MEN			
5'3"	118 lb.	129 lb.	141 lb.
5'8"	130 lb.	142 lb.	155 lb.
5'9"	143 lb.	155 lb.	170 lb.
6'0"	154 lb.	167 lb.	183 lb.
6'3"	165 lb.	178 lb.	195 lb.
WOMEN			
5'0"	100 lb.	109 lb.	118 lb.
5'3"	110 lb.	118 lb.	128 lb.
5'8"	120 lb.	129 lb.	139 lb.
5'9"	130 lb.	140 lb.	151 lb.
6'0"	141 lb.	152 lb.	166 lb.

Musical Instrument Sales: Sound On The Rebound

Sales of musical instruments are up 27 percent so far this year, rebounding from a nine percent decline in 1980, notes the **American Music Conference**. Although sales have generally slipped over the past few years, the organization expects 1981's turnaround to continue, mostly because the proportion of Americans who play a musical instrument has swelled to 30 percent of the population, up from 18 percent five years ago.

Two areas not singing such a sweet song of sales success are organs and band instruments. Organ sales are flat due to high prices and financing costs, while sales of band instruments have been affected by public schools cutting back their extracurricular activities. The **Selmer Company** squeaks that sales of clarinets — the best-selling band instrument — have plummeted 25 percent over the past six years.

Another reason for the previous soft sales pattern is that amateur musicians have been purchasing their instruments from pawn shops and friends, instead of from retail stores.

Numark Unveils "DM500" Compact Mixer/Preamp

Numark Electronics recently introduced the "DM500," a compact stereo mixer/preamplifier designed for either professional or home use. The unit features two stereo phono/line inputs, one microphone input, slide controls for fading and cueing, and a talk switch that cuts the phono/line volume 14dB to make voiceovers possible without touching the volume settings.

The "DM500" also includes a headphone output so the operator can hear what he or she is doing. In addition, the unit's built-in preamplifier is capable of handling any signal source including magnetic phono cartridges and low impedance microphones. Price for the "DM500" is \$149. For further information contact **Robert Kotovsky** at Numark at (201) 225-3222.



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WINDOW DECALS • BUMPERSTICKERS



5 YEARS AGO TODAY

- ★ **PORTRAIT SELECTED AS NAME FOR NEW CBS LABEL.**
- ★ **PAUL FUHR PROMOTED TO WMMR/PHILADELPHIA PD — T. Morgan steps down, remains as air personality.**
- ★ **JAY STONE NAMED PD AT KUPD/PHOENIX — Comes across street from KRIZ, as Allan McLaughlin succeeds him.**
- ★ **NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" — Elton John & Kiki Dee (Rocket)**
- ★ **NUMBER ONE COUNTRY: "(I'm A) Stand By My Woman Man" — Ronnie Milsap (RCA)**
- ★ **NUMBER ONE LP: "Splitfire" — Jefferson Starship (RCA/Grunt)**

NRBA

THE ONE IN '81

CONVENTION AND EXPOSITION

DON'T MISS IT!:

THE ONLY ALL-INCLUSIVE, ALL-RADIO MEETING OF THE YEAR
National Radio Broadcasters Association Annual Convention and Exposition
September 13-16, 1981 • Fontainebleau Hilton • Miami Beach, Florida

HIGHLIGHTS OF THE 1981 NRBA CONVENTION AND EXPOSITION

SUNDAY, SEPTEMBER 13

- GALA OPENING RECEPTION TV Spot Producers Arena
- EXPOSITION OPENING Cable Satellite Roundtable
- SEMINAR PROGRAMS
Programming Workshops for Every Format

MONDAY, SEPTEMBER 14

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
- ALL-DAY EXPOSITION HOURS
- SPOUSE ACTIVITIES
- KEYNOTE ADDRESS
Speaker:
CECIL HEFTEL
U.S. House of Representatives
Owner, Heftel Broadcasting
- SEMINAR PROGRAMS
Sales Motivation
Financing Your First Acquisition
Promotion Powerhouse
Programming Critiques
Engineering: Audio Processing
FCC Engineering
Small Market Sales:
Personnel Solutions
- LUNCHEON
Golden Radio Award Ceremony
Honoring:
GORDON McLENDON
- OPEN AFTERNOON
- HOSPITALITY SUITE GALA

TUESDAY, SEPTEMBER 15

- OPTIONAL BREAKFAST AT THE EXPOSITION HALL
- ALL-DAY EXPOSITION HOURS
- SPOUSE ACTIVITIES
- SEMINAR PROGRAMS
Sales Theater: Video Role Playing
Meet the New FCC
Use My Medium for Promotion
Lifestyles' Effect on Programming
Engineering: Digital Audio
Large Market Salesperson Solutions
Finance . . . The Subject is Money!
Promotion Superstars
On-Air Personnel Solutions
Engineering/Management Coexistence
Promotion Circus
Satellite Transmission and Distribution
AM Stereo Update
Sales Roundtables by Market Size
Small Market Idea Exchange
Programming Workshops for Every Format
- LUNCHEON
Speaker:
MARK FOWLER
Chairman, FCC
James Gabbert
Leadership Award Ceremony
Honoring:
ROBERT E. LEE
Former Chairman, FCC
- Superstar Concert:
RONNIE MILSAP



• HOSPITALITY SUITE GALA

WEDNESDAY, SEPTEMBER 16

- IDEA EXCHANGE BREAKFAST
- SEMINAR PROGRAMS
Future Engineering Trends
Mini-Management Course
Update on Cuban Interference and 9kHz
- POST-CONVENTION VACATION AT THE FONTAINEBLEAU HILTON OR IN THE BAHAMAS

CONVENTION REGISTRATION INFORMATION

September 13-16, 1981 • Fontainebleau Hilton • Miami Beach

(Please type or print)

NAME: _____
 TITLE: _____
 STATION/FIRM: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 WORK PHONE: () _____

	Before August 2	After August 2
NRBA Members:	\$190	\$215
Non-Members:	\$230	\$255
Spouses:	\$50	\$50

- PRE-REGISTRATION DEADLINE: Friday, September 4
Please Note: After September 4, registration will be on-site only at the registration desk in the Fontainebleau Hilton. On-site registrants must pay all fees when registering. Sorry, no billing.
- CANCELLATION POLICY: Cancellation requests received by September 1 will be entitled to a full refund. After September 1, a \$30 administrative fee will be deducted from all refunds. Refund requests must be submitted in writing to NRBA no later than October 16, 1981.
- POST-CONVENTION ACTIVITIES:
Please send me information on the NRBA post-convention trip to the Bahamas
Please send me information on the Fontainebleau's post-convention vacation package
- RETURN THIS FORM ALONG WITH YOUR CHECK OR MONEY ORDER, PAYABLE TO NRBA FOR THE FULL AMOUNT OF YOUR REGISTRATION FEE, TO:
NATIONAL RADIO BROADCASTERS ASSOCIATION
1705 DeSales Street, N.W., Suite 500, Washington, D.C. 20036
(202) 466-2030 or (202) 466-5540

YOU CAN REGISTER TODAY
REGISTRATION LINE
HOTEL RESERVATIONS
NRBA ASSOCIATION
202-466-2030



September 13-16, 1981
 Fontainebleau Hilton • Miami Beach

(Please type or print)

NAME: _____
 TITLE: _____
 STATION/FIRM: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 WORK PHONE: () _____
 NAME(S) OF PERSONS SHARING ACCOMMODATIONS: _____

Arrival Date: _____ Departure Date: _____

Please use a separate form for each room requested.

Please circle the accommodations you prefer. If the rate you request is not available, the nearest available rate will be assigned. The hotel will send confirmations directly to you.
 While an attempt will be made to reserve accommodations at the Fontainebleau, NRBA reserves the right to assign you to accommodations at one of the following hotels once the Fontainebleau is filled: the Doral, the Eden Roc, or the Konover. Hotel confirmations should be inspected closely upon receipt for the name of the hotel booked.

RATES:	Standard	Medium	Deluxe
Single:	\$65	\$80	\$85
Double:	\$55	\$60	\$65

- Please note that single and double rates are identical. However, you must add \$15 per night for a third or fourth occupant.
- Reservations will be held until 6:00 PM on the scheduled date of arrival. To guarantee your reservation: (1) Submit one night's deposit directly to the hotel when you receive your reservation confirmation, or (2) Charge your reservation on your American Express, Carte Blanche, or Diners Club account by calling your hotel when you receive your reservation confirmation.
- To change or cancel your hotel reservation, contact your hotel's reservation department. NRBA can process your original reservation only.

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 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 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.’**



Transactions

KIVM/Lihue, HI has been sold by **Urbatek Systems Inc.** to the **Kauai**

International Rock & Roll Hall Of Fame Planned

The **International Rock & Roll Hall Of Fame**, a non-profit organization headed by **John Mark Ernberger**, is planning to build a 25,000-square foot Hall of Fame museum, to be located in Charlotte, NC.

This "Rock 'N' Roll Hall Of Fame," covering 100 acres, will consist of private exhibits of artists and groups, funded by their worldwide fans. Along with exhibits of the rock stars' clothing, instruments, rare photographs, films, records, and memorabilia, the Hall Of Fame will include an indoor theatre for viewing concert films and a 5000-seat outdoor amphitheatre for live concerts.

Funds for the ambitious project are being solicited in several ways: by membership (send in \$5 and your name will be written on the display of the artist or group of your choice), by donations, by sponsors, by benefit concerts, and by commemorative merchandise (T-shirts, coins, etc.). There are two other membership plans — send in \$25 and you get everything the \$5 membership entitles you, plus a Silver Certificate of Appreciation, or send in \$100 and you get all this and a T-shirt too.

For further information contact the International Rock & Roll Hall Of Fame at Suite 107, 5800 Executive Center Drive, Charlotte, NC 28211, (704) 536-4492.

Broadcasting Company Inc. for \$282,500, subject to FCC approval. **KIVM** operates full-time on 1350 kHz. **Blackburn & Company** brokered.

KWPC and **KFMH-FM/Muscatine, IA** have been sold by **Muscatine Broadcasting Inc.** to **Flambo Broadcasting Inc.** for \$1.35 million, pending FCC approval. **KWPC**, a daytimer, operates on 250 watts at 860 kHz, while **KFMH** is a 50,000 watt, full-time facility located at 99.7 mHz. The broker was **Blackburn & Company**.

WBey-FM/Grasonville, MD has been acquired by the newly-formed **Bay Broadcasting Corp.**, headed by **Syd Abel**.

KSPO/Spokane, WA has been sold by **Wishard Brown, Justus J. Cramer, Norwin Yoffie, Barbara Liebert, and John, Justus T., and Janine Cramer** to **World Pacific Radio** for \$400,000, subject to FCC approval. **KSPO** operates at 1230 kHz with 1kw days and 250 watts nights. **William A. Exline Inc.** brokered.

KEXO/Grand Junction, CO has been sold by the **Century Broadcasting Company** to the **Donrey Media Group** for an undisclosed sum. **KEXO** is located at 1230 kHz.

KWUN/Concord, CA has been sold by **Art and Joanne Youngberg** to the **Burgundy Broadcasting Corp.** for \$1 million, subject to FCC approval. **KWUN** is located at 1480 kHz and operates at 500 watts full-time. **William A. Exline Inc.** brokered.

KLBS/Los Banos, CA has been sold by **KLBS-FM Inc.** to the **Sunshine Valley Broadcasting Company** for \$695,000, subject to FCC approval, according to broker **William Exline**.

LP'S UP, SINGLES DOWN AGAIN

1980 NARM Survey Shows Record Sales Rise

The total volume of U.S. record sales rose to \$3.68 billion last year, according to the 1980 annual report from the **National Association of Recording Merchandisers (NARM)**. The recently-released statistics, compiled by the **Recording Industry Association of America (RIAA)**, showed 1980 total volume up just slightly over 1979's total volume of \$3.67 billion.

Sales of albums likewise increased slightly during 1980, up 7 percent to \$2.2 billion from \$2.05 billion in 1979. Albums now comprise 60.7 percent of the disc market. Single sales declined to \$250 million in 1980, down from \$353 million (or 10 percent of the market in the year-previous). This decrease was partially attributable to the virtual disappearance of the disco singles market. Disco, as a category, dropped to one percent of the 1980 total record market from 9.2 percent in 1979.

Cassettes Now 60% Of Tape Sales

Prerecorded tapes also exhibited a slight sales slide, down 3 percent to \$1.225 billion in 1980 from \$1.264 billion in 1979. Tapes currently account for 39 percent of the total prerecorded music market, up 20 percent from last year and 24 percent from 1978. During this three-year period, the percentage of cassette sales vs. eight-track sales has completely reversed itself. Cassettes now hold 60

First American Intros Jazz Man Subsidiary Label

The Seattle-based **First American Records** firm has announced plans to create a subsidiary label, **Jazz Man Records**, with releases scheduled to start in September. **David Hubert**, formerly VP/International Division for **A&M Records**, originated the concept and secured the rights to the 40-year-old **Jazz Man Records** name.

First American President Jerry Demmon and **Hubert** have not set a release schedule as yet, but claim they will issue 50 LP's per year by mainstream jazz artists such as **Charlie Mingus, Count Basie, Dizzy Gillespie, Dexter Gordon**, and others. All recordings will have been previously unavailable in the U.S., culled from studio sessions or live performances. **Jazz Man** will be distributed in the U.S. and Canada only.

percent of the tape market with 1980 sales topping \$705 million. 1980 eight-track sales dipped to \$527 million.

For the first year, **NARM** broke out sales of midline product, which stood at 7.2 percent of the total dollar volume. Cutouts and budget line product comprised 10.4 percent of the total, while imports rose dramatically to 1.2 percent, up from 0.3 percent in 1979.

Rock/Pop & Country Sales Climb

As for types of music sold, "Rock/Pop" continued to dominate America's record market with 51.2 percent of the total dollar volume, up from 1979's 48.7 percent. "Country" music racked up 14.3 percent of the 1980 market, likewise up from 11.9 percent in 1979. "Soul" also increased slightly

to 10.6 percent from 10.2 percent. "Middle Of The Road" increased about one percent to 6.2 percent of the total with "Children's" music (at 5.7 percent) rounding out the top five categories.

"Jazz" (4.2 percent), "Classical" (4 percent), "Comedy" (1.3 percent), "Disco" (one percent) and "Other" (1.6 percent) made up the remainder.

Among other statistics of significance found in the **NARM** report for 1980 were that **VHS** (69.3 percent) bested **Beta** (30.7 percent) in the battle for videocassette dollar volume, that 39 percent of **NARM's** members do less than \$3 million in volume business with 17 percent under \$1 million in 1980 dollar volume, and that 84.6 percent of 1980's retail sales were cash purchases.

"All About Elvis" Paperback Jam-Packed With Facts

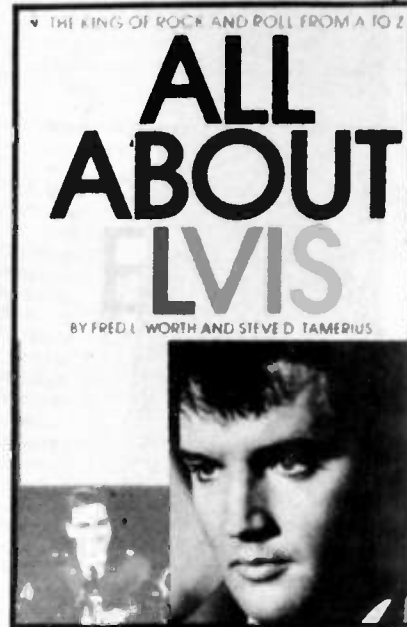
Two trivia experts, **Fred Worth** and **Steve Tamerius**, have culled their collective files of **Elvis** ephemera to create yet another **Elvis Presley** book, "All About Elvis."

At 448 pages, the paperback is distinguished from its predecessors by two things. It's a handy, well-organized reference volume, providing a complete **Elvis** discography (including bootlegs) and filmography, as well as a list of concert tour schedules, TV appearances and books about **Presley**, all in alphabetical order. Plus, it's fun.

Awash in a sea of little-known facts, the authors surface with a raft of tangential references that are often the most interesting moments. For example, did you know that **Chuck Berry** has had 14 different songs covered by **Elvis**, the **Beatles**, and the **Rolling Stones**? Or that **Elvis's** favorite flavor of ice cream was vanilla? Which makes the book great for settling barroom bets or restroom reading.

Simply because of the mountainous range of facts (from the name of the **Elvis** film that the **President's** daughter, **Maureen Reagan**, appeared in to the symbolism of the lightning bolt inscribed into the "Memphis Mafia" 's "TCB" bracelets to the date of **Elvis's** facelift to the report of exactly which depressant drugs were found in **Presley's** corpse), the book avoids being a mere trivialized look at the **Presley** tale. The sum of the parts might very well be the whole story here.

"All About Elvis" is available from **Bantam Books**, 666 Fifth Ave., New York, NY 10103. Price: \$3.95.



Sparago Named VP/Sales For Alfa

Bernie Sparago has been appointed to the

Vice President/Sales position at **Alfa Records**. A 25-year veteran of the record industry, **Sparago** most recently served as **National Sales Director** for **Casablanca Records**, having previously held national sales positions at **Buddah** and **United Artists Records**.



Bernie Sparago

Cole Takes AFRTS Director Position

Col. David Cole becomes **Director** of the **American Forces Radio & Television Service-Programming Center**, located in Hollywood, CA. A 22-year veteran of the U.S. Air Force, **Cole** most recently served as **Chief of Public Affairs** for all U.S. and Allied Air Forces in Europe.

Landis Forms Mgt. & Record Production Firms

Richard Landis has announced the formation of **Stage Right Ltd**, a personal management company, and **Outlandis Productions**, an independent production firm. **Landis** most recently spent five years as a staff producer with **Capitol Records**. Both of the newly-created firms may be reached at (213) 876-3820.

Pro:Motions

Edmonds Becomes A&R Director At EMIA/Liberty

Ben Edmonds has been elevated to **Director/Talent Acquisition** at **EMI America/Liberty Records**, coming from his previous post as **A&R Manager** for the label. **Edmonds** formerly served as **Senior A&R Manager** for **EMIA/Liberty-U.K.** as well as **A&R Director** at **Arista-U.K.**, having begun his industry career as **Director/Talent Acquisition** with **Capitol Records** in 1977.

Risdon Takes WTWR Manager Post

Russell Risdon has been named **Sales Manager** for **WTWR-FM/Detroit**, coming from a similar position with **WCZY** in the same city. Prior to **WCZY**, **Risdon** held an account exec post with **WOMC/Detroit**.

Diamond Named Group PD For Bay & Atlantic Broadcasting

Jack Diamond has been elevated to **Group Program Director** for the **Bay Broadcasting Corp.** (owners of **WBey-FM/Grasonville, MD**) and the **Atlantic Broadcasting Corp.** (owners of **WYRE/Annapolis, MD**). **Diamond's** previous radio experience includes stints with **WRKO/Boston**, **WPRO/Providence**, and **Drake-Chenault**.

O'Neill Named Sales Mgr. For WJYW

John O'Neill becomes **Sales Manager** at **WJYW/Tampa**. A seven-year veteran of Florida radio, **O'Neill** most recently held an account exec position with **WLCY/St. Petersburg**.

Roberts Named Exec. VP/General Counsel For Griffey Group

Virgil Roberts has been appointed **Exec. VP/General Counsel** for the **Dick Griffey** group of companies, which includes **Solar Records**, the **Spectrum VII** and **Hip Trip** music publishing firms, **Griff-Co Management**, **Griff-Ways Films**, and the **Dick Griffey Productions** concert division.



Virgil Roberts

A nine-year veteran of the entertainment law field, **Roberts** will be responsible for coordinating and supervising the daily functions of the **Griffey** group, with the exception of **Solar's** marketing and promotion. He will be based at **Solar's** Los Angeles offices.



THE BACK PAGE

BREAKERS

SEGER!



PRODUCED BY BOB SEGER & PUNCH

FEATURING THE NEW SMASH SINGLE
"TRYIN' TO LIVE MY LIFE WITHOUT YOU"



If You're Concentrating On Hit Tracks, You'll Find These Artists Single-Minded



BILLY JOEL

"Say Goodbye To Hollywood"

WABC add 23	KSFX add	Q106 add	Z104 add	Z102 add 30
96KX add	KYYX add	14Q add 26	WNAM add	WSGA add 31
WCAO add	KIMN add	KEGL add	92X add	WFOX add
JB105 add 35	KOPA add	KSTAR add	KSPZ add	WFLB add
Q107 add	B104 add	KXX106 add	KYSN add	FM99 add
WPGC add	WFBR add	WSGN add	KLUC add	WKXY add
KRBE add	WHFM add	WAXY add	KZZP add	KKRC add
Z93 add	92FLY add 29	FM100 add	KRQ add	KSLY add
94Q add	KC101 add 30	KX104 add	WJBQ add	KCBN add
Q105 add 24	WICC deb 25	WBCY add	WLAM add	KYYA add
KBEQ add 26	WPST add	KRAV add	WHEB on	KOOK add
KIIS-FM add	WAEB add	KZ93 add	WCIR add	KRLC add



SANTANA

"Searchin'"

OUT OF THE BOX ACTION!

KSTAR add	KERN add	WGH on
KQ94 add	KYNO-FM add	WVIC on
BJ105 add	KEGL on	



ATLANTA RHYTHM SECTION

"Alien"

NEW & ACTIVE

ATLANTA RHYTHM SECTION "Alien" (Columbia) 60/16
 Moves: Up 5, Debuts 10, Same 29, Down 0, Adds 16, WIFI, KPLZ, KXX106, WAXY, WMAK-FM, WIKS, WNCI, KTAC, 13FEA, FM99, KILE, KQIZ-FM, WSPT, WTRU, KATI, KFXD.

WITH THESE ADDS

WIFI add	13FEA add
KPLZ add	FM99 add
KXX106 add	KILE add
WAXY add	KQIZ-FM add
WMAK-FM add	WSPT add
WIKS add	WTRU add
WNCI add	KATI add 34
KTAC add	KFXD add



O N C O L U M B I



SILVER CONDOR

"You Could Take My Heart Away"

KBEQ add 24	Q107 24-21	WKEE 25-22	WGH deb 22	WFLB 10-9
WKRZ-FM add	KRBE 4-4	KEGL 6-6	KJ100 26-22	KILE 8-6
WHYN add	Q105 28-26	KSTAR 11-8	WVLK 24-21	KKLS deb 32
G100 add 28	KIIS-FM 30-28	WTIX 28-24	KSTT deb 25	KCBN deb 40
WRVQ add	KIQQ 37-34	KQ94 deb 32	KYSN 18-16	KDZA deb 29
WIKS add	KYYX 24-22	WERC 25-20	KCPX 21-20	KATI 26-19
KHYT add	KPLZ 29-26	WGSN 10-6	KLUC 15-13	
WCGQ add	KOPA 30-27	Y103 25-22	WFBG deb 32	
WTRU add	92FLY 30-27	FM100 21-17	Z102 22-19	
WKBW 25-20	WPST 23-19	WBCY 30-28	WISE 27-23	

100/9



BLUE OYSTER CULT

"Burnin' For You"

WGCL add	KRBE 20-19	KXX106 on	KNBQ on
KFRC add	WDRQ 17-12	WAAY on	KCPX 35-32
WKEE add	KBEQ 11-9	Y103 on	FM103 9-7
KSTAR add 23	KIQQ deb 38	BJ105 on	KLUC 28-24
WIKS add	KSFY 18-17	WRVQ on	WJBQ 40-33
KYSN add	KIMN on	KJ100 6-3	WGUY on
KSLY add	WHFM deb 35	KZ93 on	95XIL 37-35
WIFI deb 28	WPST deb 32	WZOK on	WXLK deb 30
96KX 28-24	K104 11-7	KKXX on	WSPT deb 28
Q107 8-17	KHFI on	KERN 37-33	KRLC deb 26



DENIECE WILLIAMS

"Silly"

WKTU add	KRLY 10-10	WMAK-FM 16-11
WAAY add	94Q on	WCSC deb 28
WFBG add	WDRQ 21-17	WVIC on
WSGA add 33	KIQQ 32-29	KCPX 39-36
95SGF add	KSET-FM 19-15	KHYT 31-27
WIFI on	KELP 26-24	WFOX on
WXKS-FM 30-27	KINT deb 29	WFLB 27-23
	WJDX 3-2	FM99 22-18
	BJ105 on	KVOL on



TIM GOODMAN

"New Romeo"

KYYX add	KVOL add	WGUY on
WGH add	KATI add	WISE on
WVIC add	KEZR 13-11	WXLK on
WNAM add	KXX106 on	KENI on
WCIR add	Z104 deb 30	KDZA on
	KYSN on	KRLC on



AL JARREAU AND CHR GO "TOGETHER":

WBEN-FM add 17
WFIL add
WCAO deb 29
WXKS-FM 24-22
WPGC deb 27
KRLY on
Z93 deb 25
94Q 29-26
Y100 22
Q105 add 25
WCKX 13-12
CKLW 22
KIQQ deb 26
KJR 20-18
KYYX on
KPLZ 27-24
B104 22-14
WFBR 30-27
KC101 deb 30
WHYN add
WKEE deb 40
WICC on
KFMK add
KSET-FM 16-14
KELP add 37
KHFI 23-18
KQ94 add
KLAZ 33-29
WJDX 21-17
KXX106 16-14
WERC add
WSGN add
G100 31-26
WAAY on
WAXY 28-22
BJ105 on
WBBQ on

FM100 add
WHBQ add
WMAK-FM 26-23
WOKI deb 34
WNOX 21-18
WBCY 23-16
WAYS deb 28
WVLK 27-25
WVIC deb 38
WAKX on
KIOA add
WIKS on
KYNO-FM 25-20
KIOY 27-24
FM102 24
KJRB 23-21
KNBQ on
KTAC 30-27
WJBQ 9-6
WLAM 18-14
WHEB add
13FEA deb 29
WCIR on
95SGF deb 30
WFOX add
WCGQ add
WFLB 22-19
WXLK 17-15
FM99 21-17
KVOL deb 30
KKXL add
KKLS on
WTRU add
KENI on
KBOZ deb 27
KYYA deb 30
KRLC deb 30



"WE'RE IN THIS LOVE TOGETHER"

AL JARREAU

Produced by Jay Graydon
Direction: Patrick Raines & Associates

ON WARNER BROS. RECORDS



STREET TALK

It looks as if three key Mutual execs are striking out on their own with a satellite-delivered 24-hour-a-day Country music format. Mutual Senior VP Nick Verbitsky, VP Frank Murphy, and WHN PD Ed Salamon, in partnership with Dick Clark, have formed a company to be called United Stations. Word on the street is that the new firm is currently negotiating with Mutual for possible satellite use. Rumors are also circulating that Mutual would like the trio to continue "consulting" the network after they get their new company up and running. We should have complete details on this venture next week.

It appears that the Spring '81 St. Louis Arbitron book may be reissued. Doubleday's **KWK & WWK** (now **KWK-FM**) are asking for the recall based on crediting errors involving the stations. Reportedly, entries to **KWK-FM** (which didn't exist during the sweep) were assigned to **KWK-AM** rather than **WWK**, causing the AM to get a fatter share than deserved. More than 80 diaries are involved in the mix-up, and the results of the correction will evidently slip **WWK** past Century's **KSHE** into the number two spot in the metro. Century has supposedly convinced Arbitron to hold on the reissue until a Century representative can go to Laurel and review the actual diaries in question.

Joe McCoy has been named Program Director at **WCBS-FM/New York** in a move that actually took place a few weeks ago but was made "officially public" recently. Joe, who had been Operations Manager at **WNVR/Waterbury**, had also been doing weekend work at **WCBS-FM**. Joe told Street Talk, "We will stay on target as a solid gold station but we plan to be a lot more active promotionally than before."

Meanwhile on the AM side... as a follow-up to this week's Page 1 story on Lou Adler's moving from **WCBS's** morning news team to **WOR**, **Rick Devlin** (**WOR PD/GM**) told Street Talk he was conducting talks with the other half of the **WCBS** team, **Jim Donnelly**.

Larry James is out as PD of **KNUS/Dallas** along with Sales Manager **Pete Northway**. The interim PD is afternoon man **Joe Town**, with **Elliot Fisch** promoted to fill Northway's slot. Why all the movement? **KNUS** is abandoning **CHR** for Adult Contemporary, with the station already billing itself on the air as "Love 99." **KNUS** has applied for the new call letters **KLVU**.

Changes at **KOB/Albuquerque** include **Larry Ahrens** stepping down as PD and **Paul Douglas** relinquishing his MD slot. While both will remain with the station in on-air capacities, neither programming position had been immediately filled.

Boardwalk Records has signed **Ringo Starr** and will release his "Stop And Smell The Roses" LP in October. The album features tracks individually written and produced by **Paul McCartney**, **George Harrison**, **Ron Wood**, **Harry Nilsson**, and **Stephen Stills**. **Nilsson** acted as executive producer for the entire LP project.

It's A Gas!

It was a close call for some 16,000 residents of the Embarcadero Center area in downtown San Francisco Tuesday afternoon (8-25) when a 16-inch natural gas main ruptured, filling the area with the noxious odor of rotten eggs. Not wanting to take any chances, San Francisco's finest evacuated a six-square block area, including the offices of the **Gavin Report** and the studios of both **KCBS** and **KCBS-FM**. Both stations were "off the air" for a few hours at the insistence of the fire department, and thousands of workers in the affected area crowded the streets waiting for the "okay" to return to the gas-filled buildings. The entire episode lasted about four hours in the height of afternoon drive, but, as inconvenient as it may have been for all the businesses involved, no one was injured in what could have been a major disaster.

The Atlanta Rhythm Section recently won a court case that had been brought upon the group by their former label, **Polydor Records**. In an attempt to enjoin **Columbia** (**ARS's** new label) from releasing the group's latest LP, **Polydor** took **ARS** to court. A New York Federal judge, realizing that a lengthy court battle could have major career-slowing consequences, brought the case to an immediate trial, which **ARS** won. In what has to be one of the speediest examples of justice ever in a case of this nature, the entire matter was settled in just over three weeks!

KHJ/Los Angeles morning man **Lee Sherwood** suffered extensive injuries in an auto accident when he was ejected through his sunroof on impact. He broke both his shoulders, several ribs, and damaged both his legs. Needless to say he's in a massive cast, but mending slowly and due to come home soon. **KHJ GM Neil Rockoff** told Street Talk that the station will wire **Sherwood's** home so **Lee** can get back on the air from his bedside in about two more weeks. We wish **Lee** a speedy recovery.

Rick Swig, formerly VP/Promotion at **Dreamland Records** and now working with the **Fairmont Hotel** chain in San Francisco, has put together an unusual benefit concert. In what has to be a first for the San Francisco **Fairmont's** Grand Ballroom, **Jefferson Starship** will perform a September 26 benefit show for the "Save The Cable Cars" campaign. 1500 seats will be sold for the **Starship** appearance at \$50 each. **Rick** says he just couldn't step away from the music business totally.

In this week's social notes... congratulations to **R&R's** own **Dr. Richard Lutz** and his new bride, **Rachel**, on the occasion of their August 1 wedding in Iowa... also tying the knot on August 1 were **Steve & Mary Resnik**. The **A&M National Promo Director** and his new wife just returned from a Hawaiian honeymoon.

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

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

KEN NOBLE, KHTZ... "I thank you sincerely for providing me with, by far, the most creative service in the Biz."

Jocks... write today for free samples.

AOR GOES CRAZY!

"LUNATIC FRINGE"

70-47-31-24!

8/28 FMQB ALBUM REPORT SONG INDEX

THE SMASH TRACK BY

Red Rider

FROM THE ALBUM

AS FAR AS SIAM



AOR NATIONAL AIRPLAY/40 25-19!

Produced by Richard Landis,
except two selections by Michael James Jackson.



MUTUAL BROADCASTING SYSTEMWORKS

Mutual is the only radio network headquartered in Washington, with more reporters in the news capital than any other radio network.

Mutual brings you the best in music entertainment, from the Beach Boys and Elton John concerts, to award-winning music specials like our "Johnny Cash Silver Anniversary Special" and "Country Music Countdown."

Mutual presents the biggest play-by-play sports line-up in the business. N.F.L., Notre Dame, and other major college contests, N.B.A. Championships, major P.G.A. Tourneys, and the Wimbledon and U.S. Open Tennis Championships.

At Mutual, we're the radio experts, committed to bringing you the best news, sports, and entertainment. That's why the system works.

Mutual's radio satellite offers new dimensions in sound quality and enhanced programming capabilities.

Mutual has resident correspondents in every major world capital. Mutual affiliates receive 66 newscasts every broadcast day.

Mutual delivers all radio pros. Jack Anderson's "Inside Washington"; Larry King's all-night talk show; and Dick Clark's weekly "National Music Survey" and holiday specials.



MUTUAL BROADCASTING SYSTEM

Radio is our only business.

**RSO RECORDS IS PROUD TO ANNOUNCE THE LONG AWAITED
RELEASE OF THE NEW SINGLE BY THE LEGENDARY**

BEE GEES



“ H E ’ S A L I A R ” SR 1986
**THE FIRST SINGLE FROM
THEIR FORTHCOMING ALBUM
“ L I V I N G E Y E S ”** MX-4-3898

**PRODUCED BY THE BEE GEES,
KARL RICHARDSON AND ALBHY GALUTEN**

by Barry Gibb Productions, The Inc., Bobby Inc., and Karibby Productions.



Manufactured and Marketed by PolyGram Records



KTSA CHAMPAGNE BREAKFAST — Celebrating their number one morning ratings, this picture captures the KTSA/San Antonio morning team raising a toast in celebration. Shown (l-r) news commentator Logan Stewart, morning man Bruce Hathaway, feature reporter Donna Parker, and traffic-copter reporter Captain K.



Q105 HOOKS 'EM — Q105/Tampa recently had over 15,000 on hand for a concert featuring Casablanca recording artists, Dr. Hook. Shown surrounded by the group is Dr. Hook (Ray Sawyer, with patch) and next to him is Q105 Promotion Director Voncie Anderson.



A VISIT WITH OLD FRIENDS — Casablanca recording artists Captain & Tennille stopped into KIIS-FM/Los Angeles recently to visit with MD Danny Lemos. Shown (l-r) are Toni Tennille, Danny, and the Captain.

BRAD MESSER



The Cub Downtown

Being assigned for the first time to do some outside reporting was a thrill. It meant my in-house newsroom training had accomplished something and now I was trusted to go out, observe, and feed important stuff down the pipe to the newsroom unsupervised. The ego inflation and depth of pride was almost overwhelming as I drove down to the police station to find the press room.

There were several men in it, looking at me with no great measure of friendliness. In fact they were totally unimpressed and went into some detail in their explanations of who owned what desk and who could use which phones. It was like they owned the place and wouldn't even let me have access to the press room facilities which were theoretically there for everyone to share.

I would wait until they were all somewhere else to sneak in and call my reports in. For two reasons. They intimidated me, being from big hotshot stations and being pretty well known, with me only a beginner. Second, they wrote stories in a way I didn't understand, and they all did a much better job than me. It was funny. Funny odd, not at all funny haha. We would all cover the same shooting or robbery, would all talk with the investigators at the same time, would all have access to precisely the same information... and then they would write these clear, understandable stories and call 'em into their newsroom quickly in deep professional voices, while my reports lacked the briskness and factuality they took for granted. Problem was, I didn't know what I was doing as well as they knew what they were doing, and it intimidated me to call in a report when they could hear me.

There were other unpleasant aspects of a cub's first outside assignment among the competitors. I had an old battered car and they were driving the big ones like Chevies. They called in reports live, but mine had to be taped and even sometimes edited before airing. I saw only a single murder while they put that one with similar ones and reported crime waves. Jeez. They sounded great and I sounded terrible.

It wasn't so great being a cub at the cop shop, but I made it through a few months and finally escaped to a beat I thought would be more pleasant, City Hall. It wasn't. It was worse. Those reporters all knew every council member and the mayor and the mayor before him and longtime city issues and... oh, my. It was way over my head. Again my reports would be almost totally different and the veteran competitors all sounded infinitely better than me. It was humiliating to have to call in my miserable stories in front of them, knowing how inferior my writing and understanding of the issues sounded to them.

Time passed. Finally another station sent a green cub to City Hall and I wasn't the low man on the pole. His reports were truly amateurish. Heck, even mine sounded better than his, and by then mine also sounded at least as good as some of the oldtimers.

I told the new man the desks in the press room were all assigned and that there was no desk for him. Not even a phone. He would have to go down the hall and use the pay phone. He believed me.

City Hall was beginning to be a more pleasant place to work. I kicked back at my personal desk and began daydreaming about the day when I, too, might go out and plop down the bucks for one of those big Chevies.

CALENDAR

Edison's Magic Box

MONDAY, AUGUST 31: The first kind of motion pictures came from a box created by Thomas Edison, who patented his "Kinetoscope" 94 years ago, and chose subjects including contortionists and boxing matches to furnish a nickel's worth of entertainment.

General Motors demonstrated a solar-powered electric car 26 years ago today, finding little demand for it in the era of cheap gasoline.

California became the most populous state — overtaking New York — according to a Census Bureau announcement 17 years ago today in 1964.

James Coburn is 53. Buddy Hackett is 57. Arthur Godfrey is 78.

Men Phone Operators Replaced

TUESDAY, SEPTEMBER 1: When the first telephone system drew customer complaints about rude operators, the boss in Boston decided to phase out his men and replace them with courteous women. The first female phone operator, Miss Emma Nutt, was hired today in 1878. After men were phased out, they didn't return as operators until the early 1970s.

Chop suey was first created, not in China, but in San Francisco on this date in 1896.

Early Americans favored a dish called pigeon pie, to the point that millions of passenger pigeons were consumed by early settlers and pioneers. The last surviving passenger pigeon died 67 years ago today in the Cincinnati zoo.

Barry Gibb is 35. Lily Tomlin is 45. Conway Twitty is 48.

The Big Stick

WEDNESDAY, SEPTEMBER 2: On this date in 1901 at the Minnesota State Fair, Vice President Theodore Roosevelt said in a speech, "There is a homely adage which runs 'Speak softly and carry a big stick. You will go far.'" The "big stick" became his foreign policy trademark in years that followed.

Formal papers ending World War II were signed by Japan today in 1945, aboard the U.S. battleship "Missouri" in Tokyo Bay.

The first direct Paris-New York airplane flight was completed in 1930, and Charles Lindbergh — who had soloed the opposite direction three years earlier — was on hand to greet the two French fliers.

Jimmy Connors is 29.

World Record Hailstone

THURSDAY, SEPTEMBER 3: A late-summer storm in Kansas 11 years ago today produced the world record hailstone, a 1½-pound chunk of ice 7½ inches across and 17½ inches in diameter. No one in Coffeyville was hurt but there was property damage.

On this date in 1923 a major earthquake in Japan killed approximately 320,000 people and knocked down buildings in several cities including Tokyo.

Valerie Perrine is 38. Al Jardine is 39. He and the other Beach Boys had their first big hit "Surfin' Safari" in 1962.

\$250,000,000 Ford Flop

FRIDAY, SEPTEMBER 4: During the recession of 1957, when a funny little beetle-shaped car was just being imported from Germany, Ford Motor Company introduced its chrome-loaded gas-guzzling Edsel. The car that premiered 24 years ago today was produced for two years, sold a miserable 110,000 units, and cost Ford a quarter-billion dollars before it was discontinued.

The first Labor Day parade was 99 years ago tomorrow in New York City. The cornerstone for the Statue of Liberty was set 97 years ago tomorrow.

Paul Harvey is 63. Mitzi Gaynor is 50. LABOR DAY WEEKEND.

Hit Us With Your Best Shot

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

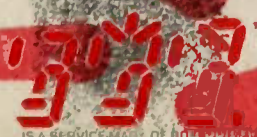
EVERY LITTLE THING
SHE DOES IS *Magic**



THE **POLICE**

THE NEW SINGLE AM 2371

THE FIRST THING
YOU CAN HEAR FROM
THE FORTHCOMING ALBUM



GHOST IN THE MACHINE

PRODUCED BY THE POLICE AND HUGH HADDHAM
MANAGED BY FINSTARS LTD. MIKE COPELAND/KIM TURNER
AGENCY: R.B.I. IAN COPELAND



SP3730

IS A SERVICE-MARK OF ROYAL CANADIAN MOUNTED POLICE

ATLANTA RHYTHM SECTION

Quinella Puts On The Big Move!

AOR BREAKERS

ATLANTA RHYTHM SECTION

Quinella (Columbia)

"Homesick" "Alien" "Girl" "Higher." 50% of our reporters on it. Total album reports: 78. A-20, M-40, H-18. Charted this week at number 23.

— — 35 | 23 ATLANTA RHYTHM...

..... Quinella (Columbia) "Homesick" "Alien" "Pretty"



Featuring the hit single "ALIEN"

WBEN-FM add 38
CFTR add
KYYX add
KIMN add
KC101 add
WICC add
WKRZ-FM add
WHYN add
V100 add
KEGL add
WGBF add 30
WJBO add
WXLK add

WKXY add
KDZA add
WKBW deb 25
KRBE deb 29
Z93 23-21
94Q 29-27
KBEQ 18-16
WZUU deb 25
KIQQ deb 34
KEZR 16-13
KPLZ deb 30
WKEE 30-28
KHFI 21-15

WFMF deb 30
KQ94 deb 33
KLAZ 34-31
G100 29-24
WAAY 24-23
Y103 40-35
WOKI 31-27
WRJZ deb 29
WNOX deb 24
WBCY deb 30
WSEZ deb 31
WCSC 24-21
WVLK 28-24

WISM 25-18
WNCI 28-24
KIOY 20-17
KLUC 23-20
KZZP 30-28
WACZ 30-25
WTSN 24-19
13FEA 28-24
14WK deb 29
95SGF 30-27
WFOX deb 30
WCGQ 28-24
WFLB 33-30

WANS-FM deb 29
FM99 deb 28
KILE 39-35
KQIZ-FM 28-23
KKLS 24-21
WSPT deb 30
KENI 38-32
KSly 24-20
KCBN 40-34
KATI 32-28
KBOZ 27-26
KYYA 29-23
KRLC 28-24

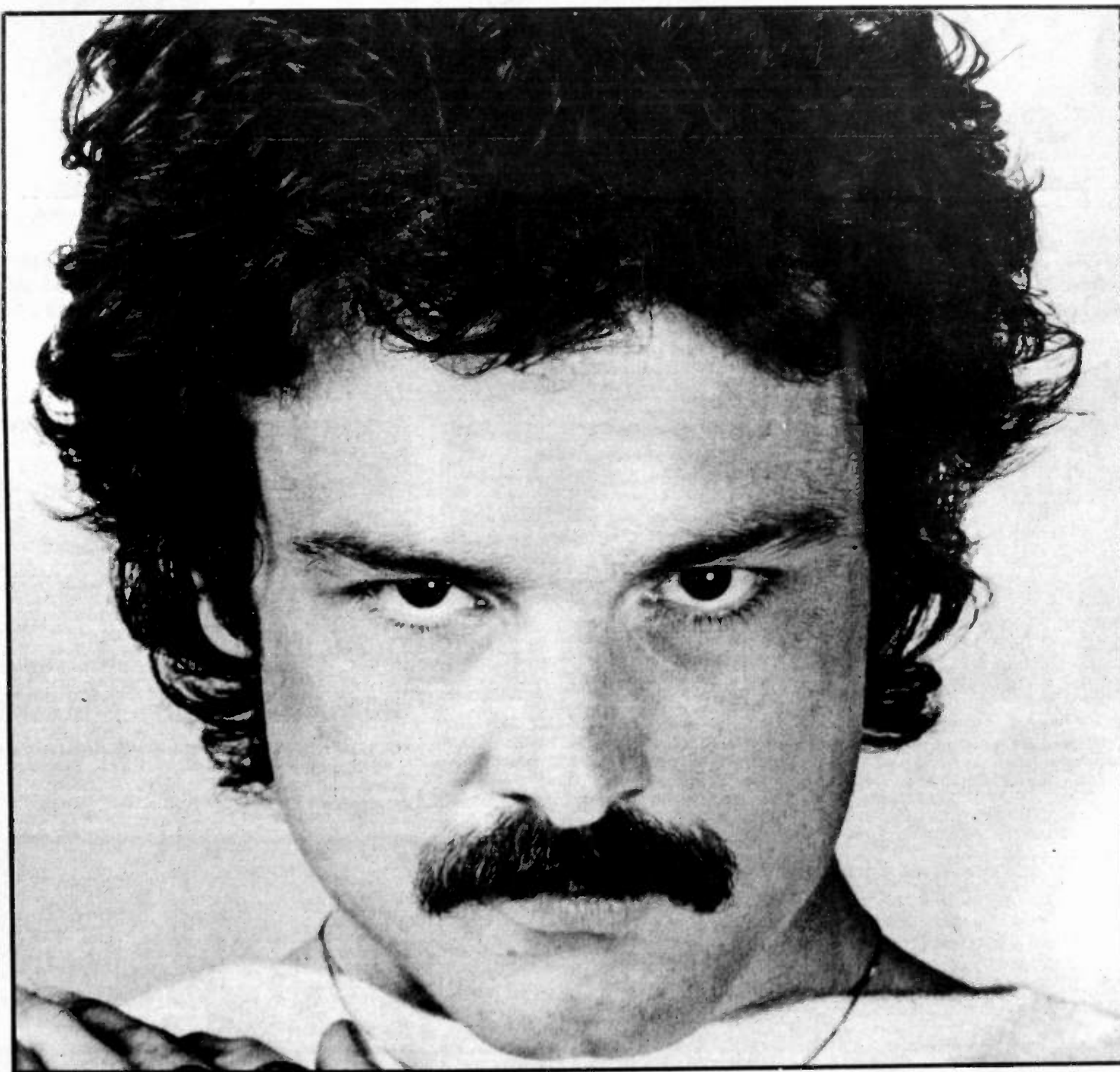


AVERAGE MOVE: +3

ON COLUMBIA RECORDS

Invest your airtime in the new
BURTON CUMMINGS
“YOU SAVED MY SOUL” (ALF 7008)

Produced by B. Cummings and B. Robb.



The mass appeal single with a higher rate of interest.

From Alfa.™

The company that keeps its promises by breaking them.





WKRP AT WGCL? — On a recent promotional tour for the "Kool Jazz Festival," WKRP TV star Tim Reid, aka Venus Flytrap, stopped in to visit at WGCL/Cleveland. Shown (l-r) are PD Bob Travis, Miss 98FM (Maryanne Jawall), and Venus.



NICKS AT PIX — Modern artist Stevie Nicks recently made the rounds at New York radio stations with the release of her album "Bella Donna" and stopped in to say hi to the folks at WPIX/New York. Pictured (l-r) are PD Chuck Morgan, WPIX's Linda Lancaster and Alfredo, Nicks, Atco's Paul Yaskel, Atlantic's Denny Buch, and Modern Records co-owner Paul Fishkin.



KSEL STRIKES PLATINUM — REO Speedwagon's LP "Hi Infidelity" went platinum, and awards were handed out for those that helped early on in the effort. Shown getting his award for an early "pick" (l-r) is KSEL/Lubbock MD/Assistant PD Stan Castles and Charlie Strobell from Epic.



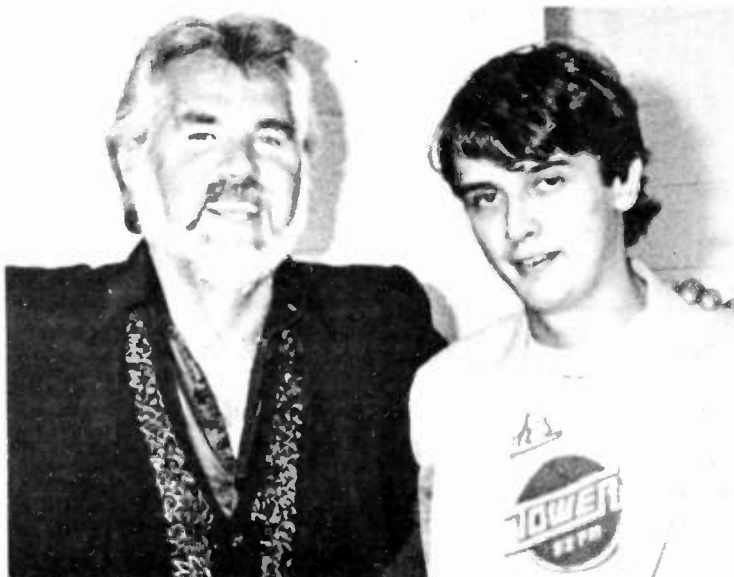
KFRC AT SEA — In what you could really call a remote broadcast, as KFRC/San Francisco beamed its signal from the flight deck of the USS Coral Sea recently. Shown here is the KFRC mobile studio in which personalities Dr. Don Rosa, Rick Shaw, and Mike Novak did their shows.



RIDIN' FOR RUNAWAYS — WPST-FM/Trenton cosponsored a marathon bike-riding event to benefit the Anchor House, which helps children who are abused and have runaway from home. Shown (l-r) is station personality Dave Heoffel, Trenton City Councilman Joe Yuhas, and "Trenton Times" photographer Mitch Toll, who rode 500 miles from Trenton to Ontario, Canada, returning to Trenton in seven days. The cycling trio has raised well over \$6500 so far in pledges. (Photo courtesy "Trenton Times")



SOME DAYS ARE DIAMONDS, SOME DAYS ARE DENVER — After a recent concert at the Meadowlands, RCA recording artist John Denver visited with KC101 (WKCI)/New Haven personality Chris Evans. Shown (l-r) are Evans, Denver, and RCA's Jack Hopke.



KENNY & KURT — No, this is not a picture of the new Tower 92/Detroit morning team of Kenny & Kurt, but Liberty recording star Kenny Rogers and Tower 92 MD Kurt Kelly backstage at a recent concert appearance.



Q101 BEACH BASH — Summertime and the living is easy with the recent "Beach Bash" held by Q101(WJDQ-FM)/Meridian. Well, maybe it's not so easy, as listeners engaged in a tug of war with the station jocks. Who won? Everyone, because after the contest everyone went for a splash in Lake Oketibbee.

SHOPPING FOR HITS?

CHECK OUT THESE QUALITY PERFORMANCES
ON COLUMBIA RECORDS



Silver Condor "You Could Take My Heart Away"

NEW & ACTIVE

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 100/9. Moves: Up 43, Debuts 7, Same 41, Down 0, Adds 9. WXKS-FM, Q105, WAEB, KTSA, WMAK-FM, KSTT, K96, KTKT, KFYP, KRBE 5-4, WHFM 30-26, KEGL 8-6, WSGN 13-10, WSEZ 20-16, KILE 10-8.



Atlanta Rhythm Section "Alien"

Thank you,
Out of the Box
Early Believers

KRBE	KEZR	KSTAR	WBBQ	WBCY	KIOA	KIOY	14WK	WCGQ	KKLS	KQDI
Z93	KJR	KHFI	WSKZ	WSEZ	WZOK	KLUC	WCIR	WISE	KENI	KBOZ
94Q	WHYN	KLAZ	WOKI	WCSC	WISM	WACZ	95SGF	WFLB	KSLY	KOOK
KBEQ	WKEE	WAAY	WRJZ	WVLK	Z104	WTSN	WFOX	WANS-FM	KCBN	KRLC KYA



Deniece Williams "Silly"



WFIL add	KINT add	Y100 2-11	KIQQ 35-32	WJDX 5-3	KCPX deb 39	KVOL on
WIFI add	BJ105 add	Q105 15	KFMK 16	WMAK-FM 22-16	WFOX on	KYYA on
94Q add	WXKS-FM deb 30	WCKX 11	KSET-FM 26-19	WVIC on	WFLB 35-27	
KELP add 26	KRLY 10	WDRQ deb 21	KLAZ on	KYNO-FM 23	FM99 23-22	



Blue Oyster Cult "Burnin' For You"

WLS add 23	96KX 31-28	KBEQ 14-11	KXX106 on	KJ100 11-6	KNBQ on	WGUY on	KRLC on
KIMN add	Q107 17-8	KSFX deb 18	WAAY on	KZ93 on	KCPX 39-35	95XIL 39-37	
WHFM add	KRBE deb 20	92FLY on	Y103 on	WZOK on	FM103 14-9	WXLK on	
WPST add	WLS-FM 33-23	K104 16-11	BJ105 on	KKXX on	KLUC deb 28	WSPT on	
WIFI on	WDRQ 20-17	KHFI on	WRVQ on	KERN deb 37	WJBQ deb 40	KENI 17-17	



Tim Goodman "New Romeo"



KEZR 18-13	Z104 on	WGUY on	WXLK add	KDZA on
KXX106 add	KYSN add	WISE add	KENI on	KRLC add



COLUMBIA RECORDS

FOUR TOPS When She... (Casablanca/PG) LP: Tonight! 88/23 41% National Summary

AL JARREAU We're In This Love... (WB) LP: Breakin' Away 73/17 34% National Summary

JOURNEY Who's Crying... (Columbia) LP: Escape 203/2 84% National Summary

MOODY BLUES The Voice (Threshold/PG) LP: Long Distance Voyager 181/5 88% National Summary

STEVIE NICKS w/TOM PETTY & STOP... (Modern/Atco) LP: Bella Donna 182/1 85% National Summary

Regional charts for FOUR TOPS, including P1, P2, P3, and N&A categories.

Regional charts for AL JARREAU, including P1, P2, P3, and N&A categories.

Regional charts for JOURNEY, including P1, P2, P3, and N&A categories.

Regional charts for MOODY BLUES, including P1, P2, P3, and N&A categories.

Regional charts for STEVIE NICKS, including P1, P2, P3, and N&A categories.

H

HALL & OATES Private Eyes (RCA) LP: Private Eyes 148/85 89% National Summary

ELTON JOHN Chloe (Geffen) LP: The Fox 133/14 62% National Summary

Regional charts for HALL & OATES, including P1, P2, P3, and N&A categories.

Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

Regional charts for HALL & OATES, including P1, P2, P3, and N&A categories.

Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

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Regional charts for HALL & OATES, including P1, P2, P3, and N&A categories.

Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

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Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

Regional charts for ELTON JOHN, including P1, P2, P3, and N&A categories.

DEBBIE HARRY Backfired (Chrysalis) LP: Koolhaa 86/10 44% National Summary

QUINCY JONES/JAMES INGRAM Just Once (A&M) LP: The Dude 81/20 42% National Summary

Regional charts for DEBBIE HARRY, including P1, P2, P3, and N&A categories.

Regional charts for QUINCY JONES, including P1, P2, P3, and N&A categories.

Regional charts for QUINCY JONES, including P1, P2, P3, and N&A categories.

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Regional charts for DEBBIE HARRY, including P1, P2, P3, and N&A categories.

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Regional charts for QUINCY JONES, including P1, P2, P3, and N&A categories.

Regional charts for QUINCY JONES, including P1, P2, P3, and N&A categories.

LITTLE RIVER BAND The Night Owls (Capitol) LP: Time Exposure 173/26 80% National Summary

Regional charts for LITTLE RIVER BAND, including P1, P2, P3, and N&A categories.

Regional charts for LITTLE RIVER BAND, including P1, P2, P3, and N&A categories.

Regional charts for LITTLE RIVER BAND, including P1, P2, P3, and N&A categories.

"Falling In Love Again"

MICHAEL STANLEY BAND



Produced by MSB & Eddie Kramer

© 1981 EMI America Records, A Division of Capitol Records Inc.



WIFI on
96KX 17-12
94Q on
KBEQ 16-14
WZZP add
WGCL 13-9
KSFY on

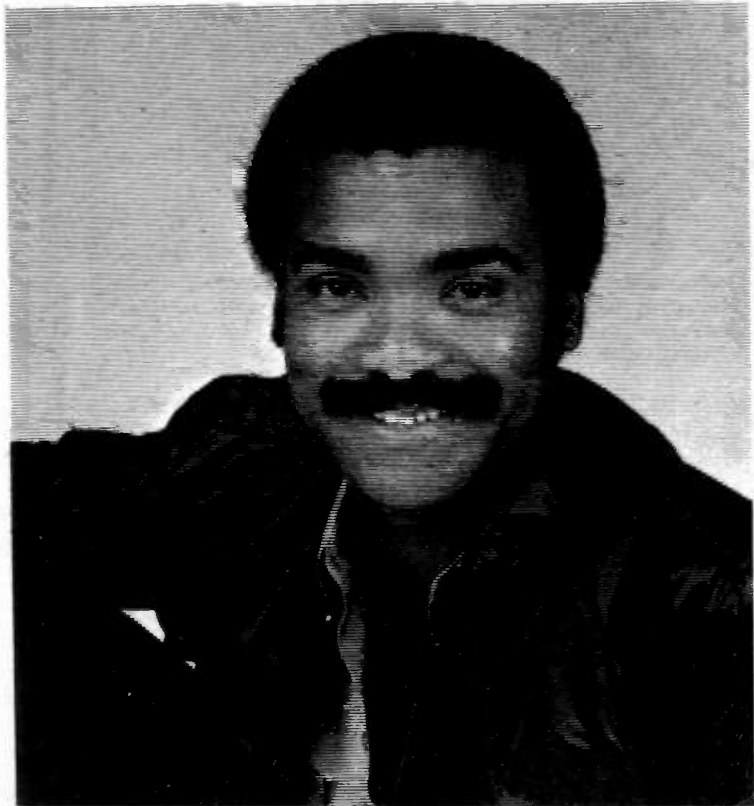
B104 on
WHFM on
92FLY 22-21
WPST 37-33
WAEB on
WKRZ-FM add

K104 39-34
WKEE on
KEEL on
KQ94 deb 33
KXX106 on
WAAY on

WBBQ on
WSKZ 30-29
WOKI on
WAKY 20-16
KJ100 28-27
WNCI 30-27

WDJX 20-18
KCPX 31-29
WJBQ on
WIGY on
14WK deb 28
WCIR on

95XIL 27-19
WFOX on
WFLB deb 31
KKLS 28-27
KENI deb 38
KOOK on
KRLC on



"Stay Awake"

RONNIE LAWS

Produced by Ronnie Laws

© 1981 Liberty Records, A Division of Capitol Records Inc.



WXKS-FM
KRLY
KIQQ
KSET-FM
KINT
KQ94
BJ105
WGH
13FEA
WFLB

THE PICTURE PAGE

Ringo Starr's On Boardwalk



Boardwalk Entertainment Co. has signed Ringo Starr to a longterm recording contract. The former Beatle's first album for the label, "Stop And Smell The Roses," is scheduled for October release. Pictured (l-r) are Boardwalk attorney Arthur Indursky, label Exec. VP Irv Biegel, Starr's attorneys Gary Stamler and Bruce Grakal, Hilary Gerrard, Barbara (Bach) Starkey, Ringo Starr, and Boardwalk President Neil Bogart.

Starship Celebration



The Jefferson Starship played in Los Angeles at the Greek Theatre for four nights, and were guests of honor at a party staged by RCA. Pictured (l-r) are group's Aynsley Dunbar, RCA's Barry Gross, group's Paul Kantner and Peter Sears, RCA's Don Wardell, RCA VP Jack Craig, and group's Mickey Thomas; in front (l-r), group's David Freiburg and Craig Chaquico.

Collins Contracts With E/A



Judy Collins has re-signed with Elektra/Asylum (she has recorded for Elektra since 1961). While in Los Angeles for the signing, the singer also played the Country Club in town. Pictured after the show (l-r) are E/A Exec. VP Vic Faraci, WEA Sr. VP Russ Bach, Collins, E/A Sr. VP Jack Reinstein, label Vice Chairman Mel Posner, and E/A VP's Lou Maglia and Burt Stein.

Sneed Honored By WB



L.C. Sneed from Warner Brothers' Atlanta Branch was presented with the "WB Black Music Promotion Person of the Year" award at the recent WEA meetings in Chicago. Pictured (l-r) are WB VP Tom Draper, Sneed, WB's Maryann Badaeux, WEA President Henry Droz, WB's Cortez Thompson, Carol Bennett, and Eddie Gilreath, WEA's Dava Benjamin, and WB Sr. VP Russ Thyret.

Tops In Vegas



Casablanca's Four Tops recently played at the Silver Blvd Hotel in Las Vegas, and were joined by Polygram executives celebrating the release of their single and album debuts for the label. Pictured (l-r) are Polygram VP Emil Petrone, group's Levi Stubbs and Duke Fakir, Polygram West Coast VP/GM Russ Regan, group's Lawrence Payton and Obba Babatundun, and manager Ron Strasner.

Cummings Coming To Alfa



Burton Cummings has been signed by Alfa Records, with an album forthcoming. Pictured celebrating the signing are (l-r) Alfa President Bob Feed, Cummings, and Alfa VP Lorne Salfer.

20/20 Portrait In New York



Portrait artists 20/20 played New York's Ritz recently, and met with label executives backstage after the show. Pictured (l-r) are E/PIA VP Al DeMarino, group's Steve Allen, Chris Silyagi, and Joel Turrisi, Portrait VP/GM Lennie Petze, and group's Ron Flynt.

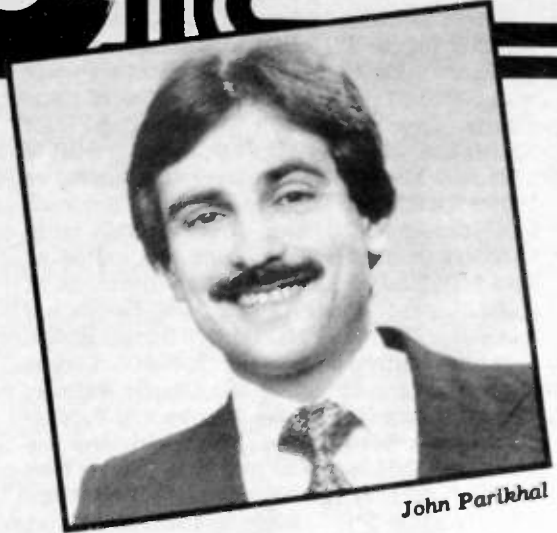
Woods Comes To Cotillion



Singer Stevie Woods has been signed to Cotillion Records, with a single just released. Pictured at the signing are (l-r) Atlantic President Doug Morris, Atlantic's Paul Cooper, Woods, attorney Milt Olin, and producer Jack White.



Jeff Gelb



John Parikhhal

Parikhhal's Prognostications

Joint Communications Corporation is a media consulting firm located in Toronto which does a great deal of lifestyle research for radio, much of which is for the Burkhart-Abrams organization.

In these research-oriented times for AOR radio, I thought it would be interesting to ask JCC's John Parikhhal to detail some of his organization's recent research findings and explain their implications for the future growth and survival of AOR radio. His intriguing predictions appear below.

Shifting Musical Tastes

"We've done a study of how people's musical tastes are formed. Our preliminary data indicates that during teen years, peer pressure is extremely strong, because of the concentrated nature of the high school experience. That's why teens are so easy to influence: once the peer group leaders start to move from one station to another, there's an immediate response from the rest of the school's peer group. You know how it is at school; if you're not in one group you have to be in another or you're nowhere.

"Radio is very important to teens; they're not totally trained to TV at that age. A lot of radio stations are in the process of blowing off their teen listeners. In doing so they'll have to either increase ad budgets or have some kind of promotion or promotional items to attract an older group of people (who don't normally talk about radio with their friends).

"To a certain extent habit sets in with musical tastes. However, when you decide to change your musical tastes, usually after high school, there's no peer group that's going to help shape your tastes. So you're extremely volatile. This happens somewhere between 22 and 30 with most people. People reset their tastes and then habit again becomes a factor. That becomes the hardest thing to break or move and that's one reason stations going after 25-34 (and particularly 35+) have a great deal of difficulty attracting new audiences - lack of peer group."

Maintaining Upper Demographics

"The word 'rock' is used very widely. While older listeners may be negative about the word 'rock,' they are seldom negative about the words 'rock and roll.' They still perceive it as 50's and 60's music, and that's their music. 'Rock' they

perceive as the hard rock of the 70's, and that's the music of teenagers. The very song that will hold a teen's interest is the same song that will blow off a 30-year-old. For a short time, oldies will help bridge that gap, because so many teens are interested in music from the late 60's and early 70's.

"People are not willing to deal with too much unfamiliarity in this music or in their lives right now, because it's such an unstable world. As people get the feeling that things are stabilizing, I think you'll see a burst of new music.

"The commercial-free idea may be radio taking its own hemlock and not realizing it."

"Every kind of station is going after 25-34's, because they're pivotal in the swing of 18-34 or 25-44, or 25-49. As a result, 25-34's will be the most over-researched and fragmented group you can find. We're already seeing the end result: the teen-dominated stations will control 18-34, while the 25+ stations will dominate the 25-34 cell. Some stations that had 11's will have to learn to be happy with 6's."

Fragmentation

"The most recent ratings period has already shown markets where increased AOR competition has split stations' figures in half. Nobody emerges the clear winner. The winner will be the radio programmer who can avoid the 'fragmentation trap,' which happens when all radio stations start to sound the same. The only way to avoid that trap is to sound fresh by playing the right music mix, but it also means having the right features. Consolidating feature and music programming into a comfortable mix will keep the station sounding fresh."

Commercial-Free Pitfalls

"A lot of radio stations have tried commercial-free programming, or very long music sweeps with little jock talk or feature programming to hook an audience. It's an idea with pros and cons. On the plus side is the fact that the commercial-free image stays with listeners a long time. The negative is that once you start adding commercials back in, listeners readopt their old listening patterns almost immediately, so you gain image benefit but no quarter-hour maintenance.

"In the long run, commercial-free music

trains people to turn off their radios and turn on their record players, cassette decks, and tape recorders. They're so accustomed to hearing no commercials, they lose interest in radio. Transistors are giving way to small cassettes with ear-phones in many major cities. Sales of tape machines are up in cars... the commercial-free idea may be radio taking its own hemlock and not realizing it."

Research And Focus Groups

"Focus groups are the new research rage, the new radio drug. Unfortunately, most of the people doing them are not qualified to do so. Because focus groups are cheaper than callouts, and because their results are immediate and convenient, they've become very popular. But it's all too easy to attach significance to focus group numbers that don't necessarily mean anything. For one thing, the samples are way too small to percentage. Also, they're often not generated randomly, which they should be.

"Abuse of focus groups is a real problem, and one that will cause a lot of people a lot of trouble in the next year. They're going to make a lot of mistakes based on what they think they learned from focus groups.

"For example, the single statement that comes up over and over again in focus groups is that listeners want more variety. But if you rushed out and started playing 2000 distinct tracks a week, your station would go down the tubes. You have to be able to interpret your results correctly.

"Focus groups are the new research rage... unfortunately, most of the people doing them are not qualified to do so."

They might, for instance, want to hear the same material, but in longer rotations.

"Then there's the 'please the GM' syndrome. The GM or PD doesn't want to believe what they might hear from research results, so they hire a researcher who will tell them what they want to hear. It's one of the biggest weaknesses in radio today. These guys will ask hundreds of questions and maybe get one response to each question, and from that they draw all kinds of wild conclusions as to what needs to be done in the marketplace.

"Remember two rules of thumb: understand what you're getting from your research, and be willing to change your mind.

"You can also cause problems by over-researching. I think of research as a diagnostic tool, and a researcher or consultant as a doctor who decides what diagnostic tools are needed to correct the problem. It's not always obvious what the problem is when the station's ailing. You have to prescribe the right kind of research to diagnose the ailment. That kind of scientific approach to research is often not followed through.

"I think there will be a trend toward more research. Unfortunately, with the growth of the microcomputer, research is in for some rough times when it's done by people ill-equipped to do it. In many cases, the baby might get thrown out with the bath water."



BOSTON ICEHOUSE MELTDOWN: Chrysalis's Icehouse was greeted by Boston AOR reps after the group's local performance. Pictured (l-r, kneeling) are group's Anthony Smith, Chrysalis's Al Twanmo and national promotion director Michael Abramson, WBCN MD Mark Miller; (l-r, 2nd row) WBCN GM Tony Berardin, group's John Lloyd, WBCN's Judy Imber, BBC producer Keith McGregor, Chrysalis's Steven Shmerler, group's Iva Davies, (l-r, back row) Malverne Distributors' Joe Bernard, BBC producer Bruce Macomber, WCOZ MD Ted Edwards, Icehouse manager Ray Hearn, (obscured) group's Keith Welsh.

Jeff Bell

EVOLUTION

Brad Hoffman has exited his KZOK/Seattle MD post for the PD job at KZEL/Eugene... Bill Bruun is resigning as PD after almost six years with KMOD/Tulsa. He'll announce future plans shortly. Meanwhile, Charlie West is Acting PD for KMOD-FM, while the AM switches from AOR to CHR next Monday... Pam Abresch is leaving as MD of KDWB-FM/Minneapolis... Jim Robinson has joined KSJO/San Jose as MD from KGON/Portland... Clark Ryan has exited as KATT/Oklahoma City's MD for mornings at KLBJ/Austin. Former KATT PD Jeff Freund has taken over the KATT MD reins... Budget limitations have claimed the jobs of three KNCN/Corpus Christi staffers, including MD Charlie Palmer, along with overnighter Joe Aguirre and Production Director Bobby Reyes... Jerry Kristafer has joined WCCC/Hartford for mornings... Doug Burton, Asst. PD at WKLC/St. Albans, is also the station's Acting PD... New to the airstaff at WZIR/Buffalo is Tony Florentino, from neighboring WPHD, for middays; Dean Matela, from neighboring WYSL, for afternoon drive; and Bob Kramerik, from competing WGRQ, for nights... Sandusky's KWFM/Tucson has been added to the list of client stations for consultants Pollack Communications Inc... Noble Broadcast consultant Frank Felix adds WIQB/Ann Arbor to his client list on September 1st... Keith Royer has joined KTYD/Santa Barbara for mornings... WCMF/Rochester News Director Jim Hooley has exited for a TV news post in town; no replacement has yet been named... Mike Koste has joined KPRI/San Diego as Production Director from WABX/Detroit... Buff Lange has joined KWXL/Albuquerque from competing KFMG for mornings... Jim Quimby has switched from KUHL/Santa Maria to sister FM KXFM for nights... KXXY/Oklahoma City has hired Laurie DeSpain as Promotion Director... Paul Sansone has joined 91X/San Diego as Promotion Director from competing KGB, where he held a similar post... Bob Catania has been named the National Album Manager for RCA, reporting to Bill McGathy. Bob has worked RCA local promotion in Philly since 1977.

COMING NEXT WEEK: We'll return to our series of columns on the many AOR success stories of the Spring ARB. Next week, the programmers themselves tell their station's own stories as we hear from WDVE/Pittsburgh's Dave Lange, KLAQ/El Paso's Arin Michaels, and KDUK/Honolulu's Bill Mims.



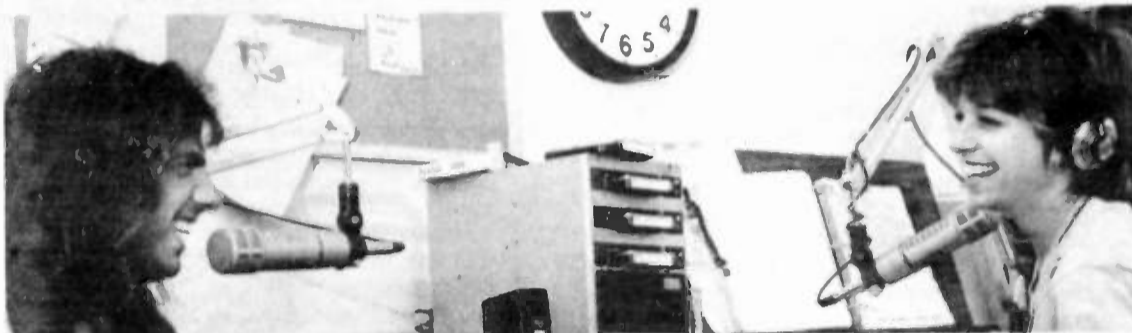
COLD CHISELING: WQFM/Milwaukee, in conjunction with Elektra's Cold Chisel, gave away 40 albums on the air, which made the winners eligible to win an ice block filled with gold coins, or certificates for albums, T-shirts and concert tickets. Pictured are two winners chipping off the old blocks.



BOXED IN WITH WABX: WBA World Welterweight Champion Thomas Hearns was a special guest in a recent WABX benefit softball match against Detroit area boxers. Pictured (l-r) are Michigan welterweight champion Milton McCrory, WABX Promotion Director Larry Crane, Hearns, WABX MD Steve Kostan, and fifth-ranked WBA Middleweight Irish Mickey Goodwin.



BEASTLY ENCOUNTER: Capitol's April Wine were greeted backstage by KGON/Portland PD Jerry Ostertag after the group's recent concert performance. In conjunction with the release of "Nature Of The Beast." Pictured (l-r) are Ostertag, Capitol's Roy Tusken, group's Brian Greenway, Gary Moffet and Jerry Mercer, Capitol's Steve Forman.



AS FALLS WICHITA, SO FALLS SAN RAFAEL?: ECM's Pat Metheny (left) took time from his recent concert touring for an on-air interview with KTIM/San Rafael air personality Trish Robbins (right).

UPDATE

Donnis Iris world-premiered his new MCA album on the air last week at WMMS/Cleveland... What's up in L.A.? The latest Mediatrend results show an AOR flip-flop, with KMET down to a 4.9 and KLOS dominant with a 6.3. Meanwhile, KMET has purchased the parking for all six nights of Bruce Springsteen's L.A. concert dates... A highlight of WPDH/Poughkeepsie's recent 60's weekend was a giveaway of 100 original three-day Woodstock Music Festival passes... Coke adds life to AOR radio: Coke has pacted with some AOR's for summertime promotions. WLPX/Milwaukee is doing a "Coke cookout," wherein weekly drawing winners throughout August will get a grill, cooler, food for 25, and a WLPX jock as the chef for a party. KZAP/Sacramento and Coke are giving away by drawing an 18-foot ski boat in a "rock the boat" promotion... The latest in a continuing series of phony radio commercials created by WMMR/Philadelphia is one for the "Fly-by Night School of Air Traffic Control." The spots were produced by Production Director Steve Lushbaugh and morning man Steve Sutton... KZAM/Seattle midday air personality Dave Scott played a background character in an upcoming ABC TV movie, "Divorce Wars," which filmed in Seattle... New AOR WHJY/Providence needs record service. Contact PD Jim Murphy at (401) 438-6110... WMYK & WZAM/Norfolk seek rock videos for specialized TV programming. Contact MD Bill Simmons at (804) 461-1194... Waterhouse Records has moved to 526 Nicollett Mall, Minneapolis, MN 55402. The phone number remains the same... WVBR/Ithaca held a drawing from 2000 entries for a record run. In 93.5 seconds, the winner grabbed \$278 worth of albums... WTUE/Dayton cosponsored the state's frisbee championships. 2500 fans paid \$1 admission to the championships which paid cash prizes to winners and raised donation money for the kidney fund... KGB-FM/San Diego plans a KGB-FM Stage at the upcoming Jerry Lewis Telethon, where comedy and music acts will receive San Diego TV exposure. The station is searching for talent for the show; contact coordinator Judy McNutt at (714) 292-1360... Y95/Rockford, in conjunction with Chrysalis and Pat Benatar's "Precious Time" album, gave away a \$300 quartz digital watch, along with a 95-second record run in a series of time-oriented promo-

tions... WZIR/Buffalo needs record service. Contact MD Dean Matela at (315) 773-0098... Jesse Bullet Inc. has set up shop at 4425 Cass St.-Suite I, San Diego, CA 92109.



BENATAR'S PRECIOUS TIME AT KBPI: Chrysalis's Pat Benatar joined Chrysalis rep Robert Nesbitt (left) for a visit with KBPI PD Phil Stryder (right) during the singer's ongoing concert tour. To make her feel at home, Stryder presented the songstress with her own KBPI tour jacket.

CONCERTS & CONVERSATIONS

BROADCASTS: Cold Chisel on WOUR/Utica... Tazmanian Devils on KTIM/San Rafael... Go-Go's on WBCN/Boston.

GUEST DJ'S: Whitford-St. Holmes on WDHA/North Jersey.

CONVERSATIONS: Billy Squier on Q107/Toronto... Mike Love on WDHA/North Jersey... REO Speedwagon, Danny Joe Brown, Foghat, Greg Kihn on WIOT/Toledo... Billy Thorpe on WZZO/Allentown... Tim Goodman on WHKC/Evanaville... Styx, Robert Fripp on WNEW-FM/New York... Journey, REO Speedwagon on CHEZ-FM/Ottawa... John Neptune on WBWB/Bloomington... Charlie Daniels, Dirt Band on KDKB/Phoenix... Silver Condor, Cold Chisel on WOUR/Utica... Tim Goodman, Thunder, Rossington-Collins Band, Don Felder on WKZL/Winston-Salem... Rick Springfield on KOLL/Gillette... Ramones on KROQ/Pasadena... Ramones, Icehouse on KTIM/San Rafael... Billy Squier, Go-Go's, Wendy O. Williams on WBCN/Boston... Balance on WRKI/Bridgeport.



August 28, 1981

157 REPORTERS

Album cuts are listed in order of airplay preference.

Chart movement table with columns 8/7, 8/14, 8/21, 8/28 and row numbers 1-40.

Main chart listing artists, album titles, and airplay data for 40 positions.

In the seesaw battle for the top airplay position, JOURNEY was this week's winner...

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations...

MOST ADDED

Table listing newly added albums with columns for dates and report counts.

MEDIUM

Table listing medium rotation albums with columns for dates and report counts.

THE HOTTEST

Table listing the hottest albums with columns for dates and report counts.

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.

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.

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.

AOR BREAKERS

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

No albums or singles qualified for AOR Breaker status this week.

Significant Action

BOB DYLAN	Shot Of Love (Columbia)	Total 48. A-48, M-2, H-1
MICK FLEETWOOD	The Visitor (RCA)	Total 40. A-0, M-38, H-4
CHILLWACK	Wanna Be A Star (Millennium)	Total 40. A-42, M-4, H-0
DAN FOGELBERG	Hard To Say (Full Moon/Epic)	Total 39
HALL & OATES	Private Eyes (RCA)	Total 39
WHITFORD/ST. HOLMES	Whitford/St. Holmes (Columbia)	Total 33. A-7, M-24, H-2
DVC	DVC (Alfa)	Total 32. A-8, M-20, H-3
TIM CURRY	Simplicity (A&M)	Total 31. A-3, M-21, H-7
DANNY JOE BROWN	Danny Joe Brown Band (Epic)	Total 30. A-0, M-23, H-7
JOE WALSH	There Goes The Neighborhood (Asylum)	Total 30. A-0, M-20, H-10

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

2 1	YELLOWJACKETS	Yellowjackets (WB)	"Idol" "Rush"
3 2	AL JARREAU	Breakin' Away (WB)	"Love" "Easy" "Roof" "Blue"
4 3	P. METHENY/L. MAYS	As Falls Wichita, So... (ECM)	"Ozark"
1 4	SPYRO GYRA	Freetime (MCA)	"Strut" "Talkin' "
5 5	PASSPORT	Blue Tattoo (Atlantic)	"Reggae" "Tattoo"
6 6	MILES DAVIS	The Man With The Horn (Columbia)	"Shout"
7 7	TOM SCOTT	Apple Juice (Columbia)	"White"
10 8	JOHN NEPTUNE	Shogun (Inner City)	Title "Magic"
9 9	SADAO WATANABE	My Dear Life (Inner City)	Title "Hunting"
8 10	BRIAN AUGER	Search Party (Headfirst)	"Gone"

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

MOST ADDED

BOB DYLAN	Shot Of Love (Columbia)	14/13
ROLLING STONES	Tattoo You (Rolling Stones)	13/11
CHILLWACK	Wanna Be... (Millennium)	10/10
BILLY THORPE	Stimulation (Pasha)	8/8
MEAT LOAF	Dead... (Epic/Cleves. Int'l)	8/8

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

MEDIUM

ALLMAN BROTHERS BAND	Brothers Of The... (Arista)	31/17
DIESEL	Watts In A Tank (Regency)	21/14
ICEHOUSE	Icehouse (Chrysalis)	18/14
DEF LEPPARD	High 'N' Dry (Polydor/PG)	17/14

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

THE HOTTEST

FOREIGNER	4 (Atlantic)	34/33
PAT BENATAR	Precious Time (Chrysalis)	33/30
STEVIE NICKS	Bella... (Modern/Atco)	36/29
JOURNEY	Escape (Columbia)	34/29
MOODY BLUES	Long... (Threshold/PG)	33/27

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

Q104 WQBK FM
Albany 518-462-5555

Hot: ROLLING STONES (Rolling Stones), FLEETWOOD (Fleetwood), MICK FLEETWOOD (Fleetwood), CHILLWACK (Millennium), ELECTRIC LIGHT ORCHESTRA (Capitol), U2 (Capitol), THE CLASH (Capitol), THE POLYGRAMS (Polygram), THE CLASH (Capitol), THE POLYGRAMS (Polygram), THE CLASH (Capitol), THE POLYGRAMS (Polygram).

WAAA
Binghamton 607-772-8850

Hot: ROLLING STONES (Rolling Stones), FLEETWOOD (Fleetwood), MICK FLEETWOOD (Fleetwood), CHILLWACK (Millennium), ELECTRIC LIGHT ORCHESTRA (Capitol), U2 (Capitol), THE CLASH (Capitol), THE POLYGRAMS (Polygram), THE CLASH (Capitol), THE POLYGRAMS (Polygram).

WOZ
Boston 617-267-9090

Hot: BOB DYLAN (Shot Of Love), ROLLING STONES (Tattoo You), CHILLWACK (Wanna Be...), BILLY THORPE (Stimulation), MEAT LOAF (Dead...).

WECM
Claremont 603-542-7735

Hot: ALLMAN BROTHERS BAND (Brothers Of The...), DIESEL (Watts In A Tank), ICEHOUSE (Icehouse), DEF LEPPARD (High 'N' Dry).

WHCN
Hartford 203-247-1060

Hot: FOREIGNER (4), PAT BENATAR (Precious Time), STEVIE NICKS (Bella...), JOURNEY (Escape), MOODY BLUES (Long...).

Pix 106
Albany 518-785-9800

Hot: BOB DYLAN (Shot Of Love), ROLLING STONES (Tattoo You), CHILLWACK (Wanna Be...), BILLY THORPE (Stimulation), MEAT LOAF (Dead...).

SOFT ROCK
Boston 617-262-5900

Hot: BOB DYLAN (Shot Of Love), ROLLING STONES (Tattoo You), CHILLWACK (Wanna Be...), BILLY THORPE (Stimulation), MEAT LOAF (Dead...).

i-95fm
Bridgeport 203-579-9995

Hot: BOB DYLAN (Shot Of Love), ROLLING STONES (Tattoo You), CHILLWACK (Wanna Be...), BILLY THORPE (Stimulation), MEAT LOAF (Dead...).

Milk Rocks
Harrisburg 717-238-1402

Hot: ALLMAN BROTHERS BAND (Brothers Of The...), DIESEL (Watts In A Tank), ICEHOUSE (Icehouse), DEF LEPPARD (High 'N' Dry).

WBLM
Lewiston-Portland 207-783-2065

Hot: FOREIGNER (4), PAT BENATAR (Precious Time), STEVIE NICKS (Bella...), JOURNEY (Escape), MOODY BLUES (Long...).

WZZO
Allentown 215-694-0511

Hot: BOB DYLAN (Shot Of Love), ROLLING STONES (Tattoo You), CHILLWACK (Wanna Be...), BILLY THORPE (Stimulation), MEAT LOAF (Dead...).

104.7 WBCN
Boston 617-266-1111

Hot: BOB DYLAN (Shot Of Love), ROLLING STONES (Tattoo You), CHILLWACK (Wanna Be...), BILLY THORPE (Stimulation), MEAT LOAF (Dead...).

97Rock
Buffalo 716-881-4555

Hot: BOB DYLAN (Shot Of Love), ROLLING STONES (Tattoo You), CHILLWACK (Wanna Be...), BILLY THORPE (Stimulation), MEAT LOAF (Dead...).

WCCC AM/FM
Hartford 203-549-3456

Hot: FOREIGNER (4), PAT BENATAR (Precious Time), STEVIE NICKS (Bella...), JOURNEY (Escape), MOODY BLUES (Long...).

WBLM
Lewiston-Portland 207-783-2065

Hot: FOREIGNER (4), PAT BENATAR (Precious Time), STEVIE NICKS (Bella...), JOURNEY (Escape), MOODY BLUES (Long...).

EAST

WLIW 33 FM 92.5 Long Island 516-485-9200

WYNY 107.5 FM 107.5 Long Island 516-485-9200

WABC 77.7 FM 77.7 New York 212-986-7000

WPLJ 95.5 FM 95.5 New York 212-887-7777

105.5 FM WJHA North Jersey 201-328-1055

102.9 FM WAVE Pittsburgh 412-582-5900

WIOQ Philadelphia 215-667-8100

WMMR Philadelphia 215-561-0933

WYSP 94 ROCK Philadelphia 215-688-9400

102.9 FM WAVE Pittsburgh 412-582-5900

WPMF 96 LONG LIVE ROCK! Rochester 716-288-3200

WYSP 94 ROCK Philadelphia 215-688-9400

92.9 FM WYSP Philadelphia 215-688-9400

107 FM 107 Scranton 717-961-1842

95X FM 95X Syracuse 315-882-9538

Q107 FM 107 Toronto 416-967-3445

WOUR Utica-Syracuse 315-797-0803

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

DC 101 AM FM Washington, D.C. 202-828-9932

FM105 West Virginia 304-722-3308

SOUTH

ky99 Amarillo 806-359-8561

96rock Atlanta 404-325-0900

MOST ADDED

MEDIUM

THE HOTTEST

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

MIDWEST Muscatine 319-263-212 KFMH...

Z-92 Omaha 402-592-5300...

95 Rockford 815-877-3075...

Sloux Falls 605-335-8700...

PER 103 Terre Haute 812-238-2557...

Oklahoma City 405-528-5543...

Peoria 309-674-2000 106.6...

St. Louis 314-842-1111 KCIE 95...

Toledo 419-248-3377 FM 104...

Winnipeg 204-775-0371 92 Citi FM...

MOST ADDED CHILLWACK, ROLLING STONES, BOB DYLAN, DIRT BAND, KAZY, etc.

Albuquerque 505-265-8811 KFMG...

Bakersfield 805-832-1410 Magic 98 FM...

Denver 303-759-5800 KAZY...

Eugene 503-484-4304 KZZ...

Gillette 307-682-5101 KOLL...

Albuquerque 505-765-5400 94 ROCK...

Boise 208-344-6363 Q 104...

Denver 303-936-2313 TO6 KPBI...

Fort Collins 303-571-1232 KROL...

Las Vegas 702-876-1460 KENO...

Anaheim 714-776-3696 KEZY...

Chico 916-343-8461 KFM...

Edmonton 403-428-8597 K97...

Fresno 209-228-5991 KFDU...

Los Angeles 213-663-3311 KLOS 95.5...

Anchorage 907-277-2655 KRKN...

Colorado Springs 303-634-8986 K110.9...

WEST

KMET 94.7 Los Angeles 213-484-5838

KLAX FM Los Angeles 213-489-1212

Kult FM 406-728-5000

KROQ Pasadena 213-578-0830

KROQ FM 106.7

KDKB Phoenix 802-833-8888

KOME San Jose 408-248-8811

HISTORY OF S.F. PART ONE - Mel Brooks (right) visited KMET/San Francisco to discuss his latest film, "History of the World Part One" with morning show host Alex Bennett (left).

Phoenix 802-838-3082

Portland 503-855-9181

Portland 503-226-5000

Reno 702-329-9281

Sacramento 916-446-4965

Sacramento 916-925-3700

Sacramento 916-925-3700

KROY 97FM 240AM Sacramento 916-446-7548

Salt Lake City 801-972-3030

KCAL 96.7 San Bernardino 714-825-5020

KGB-FM 101.5 San Diego 714-292-1360

FM 106 San Diego 714-565-6006

91X FM San Diego 714-236-9872

San Francisco 415-391-9400

San Jose 408-268-5400

San Rafael 415-458-1510

KTMS-FM 97.7 Santa Barbara 805-963-9175

Santa Barbara 805-963-1601

Santa Barbara 805-963-1601

Santa Maria 805-922-2158

99 KXFM

Santa Rosa 707-544-5873

Seattle 206-624-4305

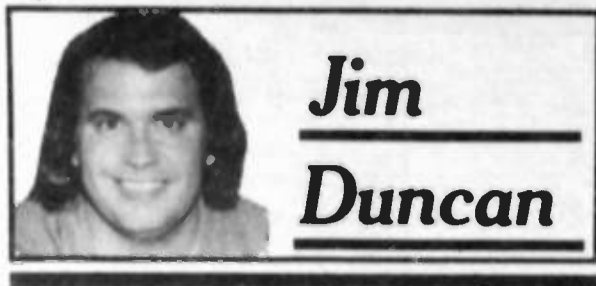
Seattle 206-454-1540

Seattle 206-223-3911

Tucson 802-624-5588

Vancouver 604-684-7221

Vancouver 604-684-7221



STATION SCORES AN 8.6 IN FIRST BOOK

KILT-FM Debuts With Country Coup Of Houston

A new FM Country station was born in Houston at 5pm, Monday, February 16, 1981. Although KILT-FM's emergence into the world of country music was accomplished with minimal fanfare, the "babe" has grown to such an extent that the station's first full book (Spring 1981 Arbitron) rated it second in the market 12+ with an 8.6 share (from a previous 2.9), bettering rival KIKK-FM by over two points. The #1 Country station in a Country-dominated market like Houston (with six Country outlets at last count) must be doing something right. To find out we spoke with KILT-AM's former "Captain Jack" (in its rock and roll days), current FM PD Rick Candea.

"Our timing was right on the button because we kicked off two weeks before the Houston Livestock and Rodeo Show, which is real big down here. We were playing music to go to the rodeo by. We didn't do any promotions and didn't place any TV or newspaper ads until the Spring book. The news got around by word of mouth, and you can't beat that kind of publicity."



Rick Candea

Unlike most Country stations, KILT-FM is not aiming specifically for the 25-54 demographic. Rick explains, "We're going after anybody with two ears. We're definitely a music station, but I would say that the roles our disc jockeys play are more of music hosts. Our philosophy is to highlight the music and respect the artist, although there's a lot of personality that comes out, whether it be three, four, five words or whatever." This approach has resulted in the station evening out its demographics somewhat from the previous book (see breakout below), with the

When we started off, we played 3-4 records in a row, and that coincides with the way we label our station. We're not a country music station...we're a continuous country music station.

"Back in the mid-70's, when the progressive thing started happening, all of a sudden it seemed like music started to be produced better. People like Billy Sherrill and Jim Ed Norman have really made country sound

"We're going after anybody with two ears."

better than I've ever heard it; and with FM playing this better-sounding music, it just sounds better on the air. It's about time. After being in rock and roll for ten years, I and a lot of the other jocks working here are falling in love with music again."

Rick feels his rock background has served him well for the type of programming he plans to do at KILT. "Mechanically, I think I can now look at things with an open mind, like eliminating the usual clutter and bullshit that's on the radio and shouldn't be. You hear that kind of stuff no matter what the format. I think the one thing that really helped me was all the appearances I made in this market as 'Captain Jack.' Nobody in town was going one-on-one with those people four years ago, talking to parents, teachers, kids. You really get into what they're into. Then you can go on the radio and relate to them with your rap or through the music, and you know who you're talking to.

"If we were a store, we'd be Neiman-Marcus. The product we offer, the product we put on our shelves, is the best product that anybody would want to buy."

"It's paid off since a lot of those people I met and talked to have followed me over to the FM, although I don't use that name on the air anymore. As a matter of fact, I don't use any name. I just go on the radio and do my shtick because I felt that my voice was already familiar to a lot of people. Instead of trying to confuse them, I felt that their recall would be a hell of a lot better on Conway Twitty than on Rick Candea. After ten years in radio, I finally put the ego aside and said, 'Yes, it's show business, but it's also business.'"

Rick has developed quite a team at KILT, losing only two jocks during the changeover. He credits his on-air staff, Chief Engineer Dan Woodard and "team



leader" GM Dickie Rosenfeld, with a spirit that has really helped the station win. "Teamwork is definitely what it's all about. It's the execution, the discipline, the commitment. All those elements you find in sports can be applied to radio. You do have to build a team...I don't care what anybody says.

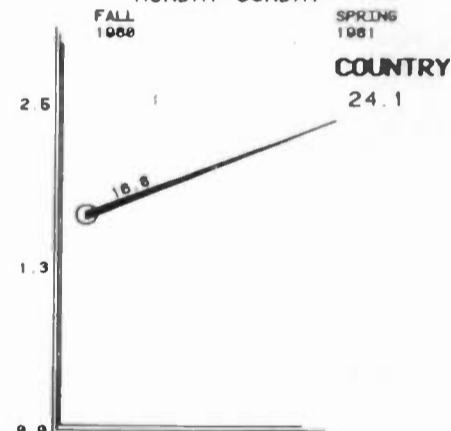
"I think the best way to appreciate our radio station is to drive out to the country, going 60-65 mph, top down, and radio blaring. We've got that groove of the way the city moves, that rhythm of the road. Houston has been moving at 70 mph, and our station is definitely going at the same pace. If we were a store, we'd be Neiman-Marcus. The product we offer, the product we put on our shelves, is the best product that anybody would want to buy."

COUNTRY SHARES

HOUSTON-SALVESTON METRO · PERSONS 12+

MONDAY-SUNDAY/8:00AM-MIDNIGHT

MONDAY-SUNDAY



The folks in Houston certainly seem to be "buying" the new sound of KILT-FM, and, in fact, country music in general, as evidenced by a 7.3 increase in Country listenership in the market (see accompanying chart). It looks as if the popularity of country music in Houston will continue as long as Houston continues to grow, and, as Rick notes, "There's nothing stopping Houston's growth except the Gulf of Mexico and San Antonio!"

— Carolyn Parks

Next Week: We'll take a look at another big ratings winner "out of the box" — WWWW in Detroit.

AGE WINTER '81 : KILT-FM

12-17	11.6%
18-24	25.0%
25-34	45.5%
35-44	6.3%
45-54	3.6%
55+	8.0%
12+ TOTAL	11,200

AGE SPRING '81 : KILT-FM

12-17	13.7%
18-24	31.4%
25-34	24.4%
35-44	23.0%
45-54	6.2%
55+	1.4%
12+ TOTAL	35,700

"middle-aged" audience it lost being replaced by both young and older listeners.

In this day of fragmentation, can a radio station reasonably expect to appeal to all segments of an audience? Rick feels it can be done depending on the type of music and sound you have to offer. "Music goes in cycles, and it's going back to where it was before...back to country music. People like Larry Gatlin, Willie Nelson, and Conway Twitty are all mainstream artists. I don't want to say we're all getting old, but we are; and we don't need that manic rock and roll. We're playing mainstream rock and roll...the new mass appeal music. Everything has been researched and it's all proven music. This kind of music will live on when John Travolta's denim hat fades.

"There are times when we sound like rock and roll, there are times when we sound like Beautiful Music, and there are times when we sound like honky tonk.



The staff (past and present) of KILT-FM. (Back row, l-r) Midday man Carl Williams, afternoon driver Gene Austin, newsmen Brian Hill, and Doc Morgan (now with KEGU/Dallas); (front row) R.W. "Catfish" Crouch (now with KSRR-FM), 10pm-1am jock Jose Flores, MD Debbie Piple, all-nighter Less Smith, midday and production pro Eric Chase, and 6-10pm personality Cathy Cason. PD and morning man Rick Candea is kneeling.

Country Pictures



MORNING MOVIE — WWQM-AM-FM/Madison got together with a couple of local sponsors to put on a morning screening of the newly-released movie "Superman II." Besides 1900 tickets, the station gave away soundtrack albums. Looks like things at the new Q-106 are really "flying."



SEATTLE SESSION — MCA recording artist Don Williams recently headlined the Seattle Center Arena and was greeted backstage by KMPS MD Atti McKay and afternoon DJ Jim Williams. KMPS promoted the show with Starr Productions. Pictured (l-r) are Terry Cline of the Jim Halsey Co., MCA's Freddy Zaehelr, Don Williams, Atti, Jim Williams, and promoter Michael Gaines.



TEXAS STICK-UP — WACO/Waco, TX shows off its new window sticker featuring its own mascot. According to a station spokesman: "You can be as wise as an owl if you only give a hoot." (Now you know why he didn't identify himself.)



KENDALLS DUET FOR POLYGRAM — Father-daughter singing duo The Kendalls, Jeannie and Royce, recently signed an exclusive long-term recording contract with Polygram Records. Their first Polygram/Mercury album will be released in mid-August. Here at the signing ceremonies are, left to right, Jerry Kennedy, VP/A&R, Country; Bob Sherwood, Executive VP and GM Polygram Records; President David Braun; and Charlie Fach of Musiverse. The Kendalls are seated.



Biff Collie Inside Nashville

HOTLINE: Kris Kristofferson will fight that paternity suit filed in Nashville by Peggy Hanson, who says her 11-year-old son Carl Evans Hanson was fathered by Kris... George Jones "on leave" from his hideout in Ft. Worth. Among other things, he missed a legal appointment here to change managers... Charly McClain will be a subject on

Ridge Boys guest on "Kidsworld," a syndicated Saturday morning-type kid show for TV, and their first appearance on PBS's "Sound Stage" airs August 28... Coors Beer asked dismissal of the \$1.5 million lawsuit filed by the estate of Lester Flatt for using his picture in its beer ads... David Jackson (son of steel guitar star and manufacturer Shot Jackson) is completing the customization of Burt Reynolds's mobile dressing room at his Music City Manufacturers here. He'll use it on movie location (and call it "Smokey").

HOW'S YOUR MAMMA'N THEM? When he first heard Terri Gibbs sing, Sam Phillips, the Presley discoverer said: "That's the female I searched for for 17 years and never found."... Tanya Tucker (22) quipped about Glen Campbell (45): "I guess I just got too old for him."... K.L.A.C.'s Corky Mayberry reminds that Friedman and Cody working in L.A.; Chris Lane is with Big Horn Productions in L.A. (that's who Cristy Lane was named after)... Bea McMurtry asked if Carl Smith retired from singing. Carl says "No! I'm too young, and too poor to retire!" (He raises and trains quarterhorses on his picture-perfect Carl Smith Ranch down the road from Tom T. Hall's "Fox Hollow" Farm in nearby Franklin, TN... Pam Tillis says it's natural that she grew up wanting to be a singer (she can flat sing, too). I wonder why... Hank Williams, Jr. says he knew there was something special about his dad when people like Sam Phillips and Al Hirt used to visit and talk about his daddy... Mrs. Margaret Everly is finishing her book on the Everly family (Ike, Merle Travis's mentor; herself, Don & Phil)... Randy and Gary Scruggs say music dominated their lives from the start by the very nature of their environment. Their dad Earl "just seemed to make music available to us"... Willie Nelson got his first guitar when he was six from his Grandad, who taught him some chords. Willie wrote poems and bounced them off his Grandmother (they raised him and Bobbie), who wrote gospel songs and became his sounding board. No wonder his first notable song was "Family Bible."

NEWSLINES: CMA's new Horizon Award will be presented for the first time this October 12, honoring the new artist who hasn't been honored before... Loretta Lynn's TV special (now on for November 16) will be taped October 19-22 from the Ryman Auditorium here, and at the Lynns' Hurricane Mills, TN ranch-town home... Floyd Cramer (the piano man) will host a Celebrity Golf tournament here October 24 & 25. Invitations have been sent to Burt Reynolds, Robert Urich, Sylvester Stallone, Chevy Chase, Mickey Mantle, Bill Murray, Don Meredith, Merle Haggard, Jerry Reed, Roy Clark and a few other "unknowns"... The fall schedule on NBC will have the Mandrells on Saturday, followed by the new "Nashville Palace" (a two-hour country TV block). We used to get excited when there were two 30-minute local country TV shows; now we've got back-to-back network country shows. Does that tell you something about "country" music "coming to town?????"... In 1954, David Houston made his first record, paid for by Slim Whitman. Slim used to produce his own records in Shreveport (at the KWKH studios). He'd get this kid David Houston to go into the studio to sing while Slim listened in the control room. When everything was right, Slim would go into the studio and sing it for a "take." PS: David's new "Bandera Waltz" was one of those songs on which David acted as Slim's "stand-in"... The Oak

"XCJ's": Are you an "XCJ?" (XCJ stands for "Ex-or former Country Radio D.J."). If you are, no matter what business or phase of the business you are now active in, please send me this information before you forget it. Also, if you know somebody who is an "XCJ," please ask him or her to send it too. ASAP: name, stations (airtime), cities, years in each place to: Biff, Box 213, Brentwood, TN 37027. Though many of us who formerly played records on the radio on a daily basis are now involved in other businesses and other facets of the business, there's a common interest factor. Please help me gather as many people as possible. I am compiling a file on former Country radio air personalities. Thanks!



Coors Country News

This Week's Guests:
Alabama & Rosanne Cash

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



Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Gail Davies (WB) Barbara Mandrell (MCA) Oak Ridge Boys (MCA)	Ronnie Milzap (RCA) Eddie Rabbitt (Elektra)	Barbara Mandrell (MCA) Oak Ridge Boys (MCA)	Ronnie Milzap (RCA) Eddie Rabbitt (Elektra)	Oak Ridge Boys (MCA) Barbara Mandrell (MCA) Mark Williams Jr. (Elektra/Curb)	Ronnie Milzap (RCA) Eddie Rabbitt (Elektra) T.G. Sheppard (WB/Curb)	Oak Ridge Boys (MCA) Barbara Mandrell (MCA)	Eddie Rabbitt (Elektra) Ronnie Milzap (RCA) Conway Twitty (MCA)

EAST

WOLN-FM Albany, NY	WKY East Longmeadow, MA	WNYF Rochester, NY
WKYC Canton, OH	WYZZ-FM Hagerstown, MD	WDCB-FM Washington, DC
WVAM Allentown, PA	WVBC-FM Wheaton, MD	WVVA Wheaton, MD
WVBN Baltimore, MD	WVAX Williamsport, PA	WVOW York, PA
WVPC-FM Baltimore, MD	WVBA Cincinnati, OH	WVCK Cleveland, OH
WVQB-FM Bangor, ME	WVWA Wheaton, MD	WVYD York, PA
WVXA Brunswick, ME	WVYD York, PA	WVYD York, PA

MIDWEST

WBLR Akron, OH	WVMI Columbus, OH	KWMT Fl. Dodge, IA	WDAF Kansas City, MO	KOPX Pierre, SD	KFEQ St. Joseph, MO
WVBC-FM Blomberg, MD	KBO Des Moines, IA	KBYF Garden City, KS	WTBO Madison, WI	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD
WVMAO Chicago, IL	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD
WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD	WVBC-FM Blomberg, MD

SOUTH

KERV Alexandria, LA	WYDE Birmingham, AL	KLAA Little Rock, AR	WVBC-FM Blomberg, MD
KVET Aurora, TX	KVBC-FM Blomberg, MD	KVBC-FM Blomberg, MD	KVBC-FM Blomberg, MD
KVBC-FM Blomberg, MD	KVBC-FM Blomberg, MD	KVBC-FM Blomberg, MD	KVBC-FM Blomberg, MD
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Hottest Tracks:

"Blaze Of Glory" - KENNY ROGERS (EMI/Liberty)	"I Wouldn't Have Missed It For The World" - RONNIE MILSAP (RCA)	"Tennessee Stud" - HANK WILLIAMS JR. (Elektra/Curb)
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COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - Feels So Right - (RCA) "Women Back Home"	BOBBY BARE - As Is - (Columbia) "New Cut Road"	JOHNNY CASH - The Baron - (Columbia) "Chattanooga City Limit Sign"	LACY J. DALTON - Takin' It Easy - (Columbia) "Wild Turkey"	JOHN DENVER - Some Days Are Diamonds - (RCA) "Sleepin' Alone"
MICKEY GILLEY - You Don't Know Me - (Epic) "Lonely Nights" "My Affection"	MERLE HAGGARD - Rainbow Stew/Live At Anaheim Stadium - (MCA) "Sing Me Back Home"	RONNIE MILSAP - There's No Gettin' Over Me - (RCA) "I Wouldn't Have Missed It For The World" "It's All I Can Do" "Too Big For Words" "Jesus Is Your Ticket To Heaven"	WILLIE NELSON - The Minstrel Man - (RCA) "Minstrel Man" "Will You Remember?"	OAK RIDGE BOYS - Fancy Free - (MCA) "When Love Calls You" "Somewhere In The Night" "She's Gone To L.A. Again"
EDDIE RABBITT - Step By Step - (Elektra) "Early In The Morning" "Nobody Loves Me Like My Baby" "My Only Wish" "Bring Back The Sunshine"	KENNY ROGERS - Share Your Love - (EMI/Liberty) "Blaze Of Glory" "Gray Beard" "Through The Years" "Goin' Back To Alabama"	TANYA TUCKER - Should I Do It - (MCA) "Rodeo Girls"	CONWAY TWITTY - Mr. T. - (MCA) "Red Neckin' Love Makin' Night" "Over Thirty (Not Over The Hill)"	DON WILLIAMS - Especially For You - (MCA) "I've Got You To Thank For That" "Years From Now" "Now And Then"
HANK WILLIAMS JR. - The Pressure Is On - (Elektra/Curb) "Tennessee Stud" "A Country Boy Can Survive" "The Coalition To Ban Coalitions"	Most Requested:	RONNIE MILSAP "There's No Gettin' Over..." (RCA)	CONWAY TWITTY "Tight-Fittin' Jeans" (MCA)	RONNIE McDOWELL "Older Women" (Epic)
EDDIE RABBITT "Step By Step" (Elektra)				



Jeff
Green

Adult/Contemporary

THE READERS REPLY

Who's On First (With FM Full-Service)?

Following my recent column on WKQX/Chicago, I received letters from two prominent A/C executives: Jim Barker, Vice President/General Manager, WFYR-FM/Chicago; and Bob Hughes, Program Director, WASH-FM/Washington, DC.

Their views focus particularly on the statement by the former PD Bill Stedman that "WKQX's approach of grown-up music targeting 25-44 with strong news on FM had not been tried anywhere before they committed to it three years ago."

Dear R&R:

I read with interest your August 7 column on WKQX/Chicago and the statements made by Program Director Bill Stedman, who recently left the station.

I would like to set the record straight! Bill's comments on the lack of full-service FM radio in Chicago three years ago were erroneous, misleading, and completely fallacious.

On April 1, 1977, WFYR, the RKO outlet, pioneered full-service radio on the FM band in Chicago two years before WKQX initiated its format. In fact, at the time we started, WKQX was an AOR station. WFYR converted from a completely automated format to an A/C station by hiring "live" personalities, including a full-time morning news anchor, a weather meteorologist, a sports director, and a news director with six full-time street reporters. In fact, WFYR maintains the largest FM news department in the market. In addition, we have two full-time people in public affairs, including an editorial director.

In addition to our music, we program news on the hour 24 hours daily and on the half-hour during morning drive. This is more total news content than any other FM station in the market.

For Bill to state this format had not been tried anywhere before they did it is to ignore reality... For Bill to comment that there were no role models anywhere for this format shows a complete lack of awareness... I would strongly suggest that you check and document remarks made by your contributing editors before they are printed in your publication.

Jim Barker
VP/GM, WFYR/Chicago

Dear R&R:

I want to react to a statement made by Bill Stedman in the excellent piece you recently presented on Chicago's Q101 (WKQX).

Bill stated that he believed WKQX was the first full-service MOR on FM, using adult-appeal

music and strong news.

I don't think anyone disputes that America's very first music and news station was WNEW/New York. And as far as I know, the very first music and news FM in the same vein was another Metromedia station, WASH-FM/Washington, D.C.

Metromedia acquired WASH-FM in 1968 and immediately instituted a music/news/personality format under General Manager Bill Dalton. I signed on as News Director in 1971 and supervised construction of a brand new news room facility and a dramatic expansion of staff.

By 1974, WASH-FM was winning national recognition for news programming, capturing the Ohio State Award for a documentary on teenage drunks and a Major Armstrong Award for our coverage of a cellblock takeover here in Washington.

In 1977, we significantly expanded our information services by adding Accu-Weather, and by employing Walt Starling as WASH-FM's airborne traffic advisor.

In 1980, we affiliated with the RKO Radio Network and originated the concept of station "columnists" on diverse topics, such as health and medicine, real estate, movies, and celebrities. In that same year, we were honored by the Ches-

apeake AP Radio Broadcasters as the "Best Local News Operation," surpassing two network O&O's and the local all-News station.

My purpose is not to argue with Bill Stedman over who was first to do this format. I know he was not, and perhaps, indeed, we were not. What is significant about both stations is that they arise from opportunities in the marketplace — they are creations, not imitations.

Thanks for letting me brag a bit about WASH — I am intensely proud of the station and the people here who make it happen. Thanks most of all for presenting Stedman's textbook study on how to go about creating a radio station that works. Simply put, there is no substitute for knowing and serving your market.

Bob Hughes

Program Director, WASH-FM/Washington, D.C.

In response to the above letters, it should be noted that Bill Stedman is not a contributing editor to Radio & Records. R&R did not say that WKQX was the first to attempt its current format presentation — again, it was a statement made by the programmer. Since such a view is a matter of personal perspective, it is not our position in our interviews to alter his perceptions as he states them. I thank these gentlemen for their input, as correspondence is always encouraged.

Progress

Bob Raleigh is the new Program Director at WRCG/Columbus, GA, moving over from the AM drive/MD post at sister station WCGQ. The current WRCG lineup is 6-9am Bob Raleigh, 9-2pm Charlotte, 2-7pm Jack Kent, 7-midnight David Lea, and Larry King overnights... John Kosian is the new Music Director for WBOS/Boston... Dick Sainte has been chosen as new afternoon drive personality for KEX/Portland, out of 180 audition tapes submitted to PD Bob Miller. Sainte's 18-year career covers radio/TV/theatre in numerous major markets... Former Washington Redskins quarterback Sonny Jurgensen joins WMAL/Washington's Redskins broadcast team... Lee O'Day has been appointed Music Director for WIBW/Topeka; he was formerly MD at KSKX across town... Gary R. Truitt is the new Program Director at WITY/Danville, IL. Gary moves up from the midday personality position...

Keith Humphries is the new Program Director at KWCO/Chickasha, OK, from KOKC/Guthrie, OK, where he served as GM. Keith Michaels joins KWCO as midday personality, moving from the midday slot at KISR/Ft. Smith, AR... M.J. Ray has left KENO/Las Vegas as 6-10-m talent for the overnight post at KOGO/San Diego... Dan Lundy is the new 7pm-1am personality at WORG/Orangeburg, SC. He is the former PD/PM drive man at KLO/Ogden, UT. George Davis has taken the midday position at WORG. He comes from the PM drive spot at WDDT/Greenville, MS... Kim Scott has left as air talent and Promotion Director at WAKY/Louisville to become the new Assistant Operations Manager at WWWE/Cleveland... Mark Lipsky has been appointed to the new position of Promotion Manager at WPEN-WMGK/Philadelphia. He is the former Associate Director of Creative Services... WTAR/Norfolk has again been named the best radio station in Virginia for "Outstanding Year-Round Sports Coverage," by both the Associated Press and United Press International. Congratulations to award-winning Sports Director Bob Rathbun, who has led WTAR to its tenth AP award in 11 years and second straight UPI title... Lynn Cricun is the new Music Director at WLVA/Lynchburg, VA. Dave Temple is the midday host at WLVA, joining from WLGW across town... Rich Abram's Regional Media Services is now consulting KNOR/Norman, OK... Rick Robinson has joined WRVR/Memphis from Z96/Greenwood, SC as new mid-

day personality. WRVR's new 7-midnight air talent is Maxine Todd, formerly with WHBQ across the street. New to the WRVR news department are Kimberly Van Scoy and Jim Corbett, both from WLVS/Memphis... Jim Alexander is the new Program Director at KCOW/Alliance, NB, formerly of KPRO-AM/Riverside, CA. It's Jim's first PD post... John Irwin is the new Assistant Program Manager at WOWO/Fort Wayne, IN. John comes to WOWO from WLBC-AM&FM/Muncie, where he hosted a sports program... Bob Miller, Director of Agricultural Activities for WLW/Cincinnati during the past 30 years, has retired, but not before being inducted into the Ohio Agricultural Hall of Fame, the state's highest honor for an agriculturist... Byron D. Nelson is the new Music Director at KACI/The Dalles, OR, moving from the PD post at KWRO/Coquille, OR... Congratulations to KMJJ/Las Vegas Program Manager Kevin O'Brien and his wife Mari, who just gave birth to Bridget Colleen on August 8!



WYOMING WINNER — KTWO/Casper has been selected as the Wyoming Radio Station of the Year by the Wyoming Association of Broadcasters. KTWO was also awarded plaques for Best Community Service, Best Program, Best Editorial, and Radio Station of the Year. The station also received awards for best commercial, best sports and sales achievement. Pictured are PD Terry Gross and Station Manager Dave Allen.



JUST A THOUSAND POUNDS OF CAKE — WRAL/Raleigh, NC helped celebrate the city's July 4th festivities with T-shirts, music, balloons, sun visors, and this monster cake provided by a local supermarket chain. The red, white, and blue confection had to be assembled by a forklift, as the bottom layer alone weighed in at 400 pounds!

DAN HARTMAN
is giving you all you need



“ALL I NEED”

The new single from

DAN HARTMAN

ON BLUE SKY RECORDS



Distributed by CBS Records

Regionalized Adds & Hots



EAST

WCBM/Baltimore
Mel Martin
NEO SPEEDWAGON
MOODY BLUES
AL JARREAU
Notteat:
SHEENA EASTON
LULU

WEL/New Haven
Walt Pinto
KENNY ROGERS
LULU
COMMODORES
Notteat:
RAYDIO
JOHN DENVER
DON MCLAN
RONNIE MILESAP
ROSS/RICHIE

WASH/Washington D.C.
Bob Duckman
QUINCY JONES
Hotteat:
ROSS/RICHIE
PABLO CRUISE
SHEENA EASTON
COMMODORES
CHRIS CROSS

WATR/Waterbury, CT
O'Connor/Reilly
ARLO GUTHRIE
ARL
NEIL SEDAKA
VIC ASHER
FRANKLIN & BENSON
NATALIE COLE
SAMI SMITH
Hotteat:
ROSS/RICHIE
CARY WRIGHT
LULU
MOODY BLUES
KDKA/Pittsburgh
Jim Harrington
BEACH BOYS
SHEENA EASTON
JOHN DENVER
Hotteat:
RONNIE MILESAP
COMMODORES
STEVE NICKS
JOURNEY

WBAE/Bridgeport
Russ Garret
HARRY CHAPIN
MOODY BLUES
CHRIS CROSS
GIBB & PRINCIPAL
QUINCY JONES
TEMPTATIONS
DAVID GATES
Hotteat:
none

WGB/Buffalo
Jerry Rao
LULU
PABLO CRUISE
ELO
Hotteat:
ROSS/RICHIE
RONNIE MILESAP
POINTERS SISTERS
EDDIE RABBITT
KENNY ROGERS

WBBN/Buffalo
Roger Christian
KENNY ROGERS
DAN FOGELBERG
Hotteat:
ROSS/RICHIE
JOURNEY
COMMODORES
EDDIE RABBITT
SHEENA EASTON

WNE/Erie
Ted Abbott
DAN FOGELBERG
KENNY ROGERS
JOURNEY
Hotteat:
ROSS/RICHIE
STACY LATTISAM
JUICE NEWTON
SHEENA EASTON
JOEY SCARBURY

WENF/Fitchburg
Chuck Morgan
DAN FOGELBERG
QUINCY JONES
NIELSEN/PEARSON
KENNY ROGERS
CANNON & BELMONT
Hotteat:
ROSS/RICHIE
COMMODORES
EDDIE RABBITT
PABLO CRUISE

WHAQ/Hagerstown
B.J. Baumgardner
ARLO GUTHRIE
FRED KNOBLOCK
CHRIS CROSS
STEVE NICKS
BERNADETTE PETERE
PURE PRAIRIE LEAG
NIELSEN/PEARSON
Hotteat:
CARPENTERS
ROSS/RICHIE
RONNIE MILESAP
SMITH/SWEET
YUTAKA

WFMH/Harrisburg
Bob Patre
DAN FOGELBERG
KENNY ROGERS
QUINCY JONES
MICHAEL JOHNSON
SHEENA EASTON
Hotteat:
ROSS/RICHIE
ALABAMA
JOHN DENVER
EDDIE RABBITT

WTIC/Hartford
Ginny Jaszonka
none
Hotteat:
KENNY ROGERS
CARPENTERS
MARTY BALIN
JOEY SCARBURY
JUICE NEWTON

WLNH/Leicester
Gary Stevens
ARLO GUTHRIE
DAN FOGELBERG
HALL & GATES
GEORGE FISCHOFF
QUINCY JONES
AL JARREAU
PICK SPRINGFIELD
BOC
HEATLOAF
QUEZET
FOGHAT
BALANCE
DEVO
Hotteat:
ALABAMA
ROSS/RICHIE
EDDIE RABBITT
RONNIE MILESAP
COMMODORES

WQDR/Leicester
Karen Anderson
NIELSEN/PEARSON
SHEENA EASTON
Hotteat:
RONNIE MILESAP
CARPENTERS
ROSS/RICHIE
EDDIE RABBITT
POINTERS SISTERS

MIDWEST

WAKR/Akron
Bill Hart
GIBB & PRINCIPAL
Hotteat:
POINTERS SISTERS
RONNIE MILESAP
ROSS/RICHIE
ALABAMA
ROSS/RICHIE
RONNIE MILESAP
EDDIE RABBITT

WHBY/Appleton
Jeff Clark
KENNY ROGERS
ROBBIE DUPRE
DAVID GATES
ANNE MURRAY
FOUR TOPS
Hotteat:
CARPENTERS
RONNIE MILESAP
KENNY ROGERS
JOEY SCARBURY
MICKEY GILLEY
RAYDIO

WKIO/Bowling Green
John Swan
BEACH BOYS
DAVID GATES
TEMPTATIONS
DAN FOGELBERG
Hotteat:
ROSS/RICHIE
POINTERS SISTERS
STEVE NICKS
EDDIE RABBITT
BEACH BOYS

WQAR/Cleveland
Chuck Collier
AL JARREAU
Hotteat:
ROSS/RICHIE
POINTERS SISTERS
BEACH BOYS
EDDIE RABBITT
ROSS/RICHIE
COMMODORES

WQAE/Pittsburgh
Don Barns
none
Hotteat:
ROSS/RICHIE
JOURNEY
COMMODORES
EDDIE RABBITT
SHEENA EASTON

WQAM/Portland
Gary Pahigan
none
Hotteat:
MANNHATTAN TRANSFE
JOEY SCARBURY
MARTY BALIN
KENNY ROGERS
AIR SUPPLY

WQAN/Portland
Gary Bertakovic
SHEENA EASTON
LULU
CHRIS CROSS
Hotteat:
KENNY ROGERS
POINTERS SISTERS
JOEY SCARBURY
ALAN PARSONS
CLARKE/DUKE

WQAT/Rochester
Lulu
AL JARREAU
QUINCY JONES
Hotteat:
ROSS/RICHIE
RONNIE MILESAP
POINTERS SISTERS
PURE PRAIRIE LEAG
ALABAMA
SHEENA EASTON

WQBY/Schenectady
Bill Bucher
PABLO CRUISE
MOODY BLUES
DON MCLAN
Hotteat:
RONNIE MILESAP
ROSS/RICHIE
KENNY ROGERS
JOEY SCARBURY
POINTERS SISTERS

WQCR/Springfield
Jeff Taylor
DENISE WILLIAMS
DOLLY PARTON
DAVID GATES
Hotteat:
ROSS/RICHIE
SILVER COMBO
NEO SPEEDWAGON
DAN FOGELBERG
CHRIS CROSS

WQEN/Syracuse
Debbie Stoughtenger
none
Hotteat:
JOEY SCARBURY
KENNY ROGERS
POINTERS SISTERS
ALAN PARSONS
CARPENTERS

WQJ/Leicester
Kevin O'Brien
SHEENA EASTON
ROBBIE PATTON
CHRIS CROSS
DAN FOGELBERG
GARY WRIGHT
Hotteat:
CLARKE/DUKE
JUICE NEWTON

WQK/Leicester
Michael Bennett
DAN FOGELBERG
MOODY BLUES
CHRIS CROSS
Hotteat:
RONNIE MILESAP
ROSS/RICHIE
ALABAMA
JOURNEY
MICKEY GILLEY

WQO/Ogden
Barbara M. Richardson
DAN FOGELBERG
FRANKLIN & BENSON
ARLO GUTHRIE
ELTON JOHN
QUINCY JONES
Hotteat:
RONNIE MILESAP
CRYSTAL GAYLE
SHEENA EASTON
DON MCLAN
PURE PRAIRIE LEAG

WQPH/Phoenis
Armstrong/Stevens
none
Hotteat:
JOEY SCARBURY
POINTERS SISTERS
CANTINA BAND
FRED KNOBLOCK
LACY J. DALTON

WQPI/Portland
Bob Swanson
QUINCY JONES
DAVID GATES
ARS
Hotteat:
JUICE NEWTON
COMMODORES
JAMES TAYLOR
EDDIE RABBITT
ART GARFUNKEL

WQRE/Portland
Bruce Butterfield
JIM PROTOGLO
ARS
FOUR TOPS
KENNY ROGERS
Hotteat:
ROSS/RICHIE
COMMODORES
RAYDIO
EDDIE RABBITT
SHEENA EASTON

WQSF/San Jose
Bill Weaser
CHRIS CROSS
JOHN DENVER
AL JARREAU
Hotteat:
RONNIE MILESAP
COMMODORES
ROSS/RICHIE
RAYDIO
EDDIE RABBITT

WQSG/San Jose
Bill Weaser
CHRIS CROSS
ART GARFUNKEL
RENADETTE PETERE
EDDIE RABBITT
Hotteat:
KENNY ROGERS
AL JARREAU
DAVID GATES
GEORGE FISCHOFF
Hotteat:
ROSS/RICHIE
PABLO CRUISE
ROBBIE PATTON
JOURNEY
EDDIE RABBITT

SOUTH

WAFB/Albany
Mark Robinson
none
Hotteat:
JOURNEY
ROSS/RICHIE
BEACH BOYS
SHEENA EASTON

WFSB/Albany
Mary Catherine Sneed
ANNE MURRAY
DAVID GATES
DIONNE WARWICK
KENNY ROGERS
RITA COOLIDGE
Hotteat:
ROSS/RICHIE
JOEY SCARBURY
EDDIE RABBITT
LULU
CHRIS CROSS

WFLA/Tallahassee
Sam Armato
ART GARFUNKEL
DON MCLAN
Hotteat:
MICKEY GILLEY
KENNY ROGERS
ANNE MURRAY
ROSS/RICHIE
ALABAMA

WFLX/Tallahassee
Dennis Long
CHARLEY FIFTE
MICK POST
OAK RIDGE BOYS
ELTON JOHN
CAROL R. SAGER
DOLLY PARTON
ARS
KENNY ROGERS
ANNE MURRAY
ARLO GUTHRIE
Hotteat:
none

WFLX/Tallahassee
Curt Lundgren
none
Hotteat:
ROSS/RICHIE
JUICE NEWTON
COMMODORES

WFLX/Tallahassee
John Williams
DAN FOGELBERG
ANNE MURRAY
FRED KNOBLOCK
QUINCY JONES
ROBBIE PATTON
Hotteat:
CARPENTERS
JOHN DENVER
KENNY ROGERS
ROSS/RICHIE
LULU

WFLX/Tallahassee
Lonnie Swonger
EDDIE RABBITT
QUINCY JONES
NEIL SEDAKA
JOURNEY
NIELSEN/PEARSON
Hotteat:
ROSS/RICHIE
RONNIE MILESAP
JOHN DENVER
RAYDIO
SHEENA EASTON

WFLX/Tallahassee
Jack McKay
none
Hotteat:
ENGELBERT HUMPERD
CARPENTERS
ROSS/RICHIE
EDDIE RABBITT
RONNIE MILESAP

WFLX/Tallahassee
Rick Becker
DAN FOGELBERG
ROBBIE PATTON
DAVID GATES
Hotteat:
ROSS/RICHIE
JUICE NEWTON
KENNY ROGERS
RONNIE MILESAP
POINTERS SISTERS

WFLX/Tallahassee
Tom Scott
STEVE WOODS
KENNY ROGERS
PITA COOLIDGE
ANNE MURRAY
ROYAL PHILHARMONY
Hotteat:
MANNHATTAN TRANSFE
JOEY SCARBURY
JUICE NEWTON
ROSS/RICHIE
SHEENA EASTON

WFLX/Tallahassee
Don Williams
KENNY ROGERS
ANNE MURRAY
MICK POST
KENNY ROGERS
CARPENTERS
RITA COOLIDGE
Hotteat:
ROSS/RICHIE
PABLO CRUISE
ALABAMA
COMMODORES

WFLX/Tallahassee
Lynn Crisc
COMMODORES
ROBBIE DUPRE
GIBB & PRINCIPAL
BEACH BOYS
Hotteat:
ROSS/RICHIE
AL JARREAU
CHRIS CROSS
COMMODORES

WFLX/Tallahassee
Bickel/Rose
none
Hotteat:
ALABAMA
ROSS/RICHIE
COMMODORES
JAMES TAYLOR
RAYDIO

WFLX/Tallahassee
Thomas H. Twine
DAN FOGELBERG
ANNE MURRAY
FRED KNOBLOCK
QUINCY JONES
ROBBIE PATTON
Hotteat:
CARPENTERS
JOHN DENVER
KENNY ROGERS
ROSS/RICHIE
LULU

WFLX/Tallahassee
Stanley Hall
MICK POST
NEIL SEDAKA
DIONNE WARWICK
GIBB & PRINCIPAL
ANNE MURRAY
KENNY ROGERS
GINO VANBELL
ROSS/RICHIE
SMITH/SWEET
AFTERNOON DELIGHT

WFLX/Tallahassee
Steve Butler
DAN FOGELBERG
ART GARFUNKEL
QUINCY JONES
DON WILLIAMS
ROBBIE DUPRE
FOUR TOPS
KENNY ROGERS
Hotteat:
EDDIE RABBITT
RAYDIO
SHEENA EASTON
PABLO CRUISE
CHRIS CROSS

WFLX/Tallahassee
Yolande Parsper
LULU
MOODY BLUES
Hotteat:
EDDIE RABBITT
ROBBIE PATTON
POINTERS SISTERS
DAVID GATES
JOHN DENVER

WFLX/Tallahassee
Dove Nichols
LULU
ROBBIE PATTON
Hotteat:
RONNIE MILESAP
ROSS/RICHIE
MICKEY GILLEY
EDDIE RABBITT
JOHN DENVER

ALL STATIONS REPORTED THIS WEEK

114 REPORTERS

114 LAST WEEK



Walt Love

Black Radio

Tom Joyner And WJPC — Moving Up

The Chicago radio scene is rapidly becoming one of the "all-time locations" for a modern radio war among Black stations. There hasn't been a battle like this for years. The participants: WVON on AM, WGCI and WBMX on FM, and WJPC on AM. There are other Black-formatted stations in Chicago and surrounding areas, but the aforementioned are the prime candidates vying for black listeners. Anyone familiar with Chicago radio — Black or general market — knows that it's not easy to get the folks in the Midwest to change their dials just because a station is offering something new or different. My own experiences in Chi-Town taught me to first conform to the Chicago attitude, and then exercise as much creativity as possible.

With that in mind, it gives me great pleasure to do this story about WJPC/Chicago and its talented Program Director, Tom Joyner. Tom was once my morning personality at WVON, and his risqué approach to morning radio stirred some controversy at the time. So it's personally satisfying to see this pro and his radio station doing the so-called "impossible" on AM.

Tom Joyner started in radio in 1970 down in Montgomery, AL doing news at WRMA for two years. His next job was in Memphis at WLOK as an air personality, then on to St. Louis for two months. His big break came in Dallas at KKDA, where he stayed for five years. Then Tom got the "real deal," the chance to do radio in Chicago at WVON (1977) and then WJPC.



Tom Joyner

The Personal Approach

I asked Tom to tell me just how he took a daytime radio station (which finally received 24-hour approval) from the bottom to number two in overall black standing in the ratings. "To put it simply, we recognized

there was a void here to be filled. Black radio in Chicago had been built around personality radio, and had gradually started moving away from it. I'm talking about the days when Rodney and Herb (E. Rodney Jones & Herb Kent) were on WVON, these days weren't here anymore. So when Mr. Johnson lured me to WJPC, my job was to take the .6 share we had at that time, and make the station be something, even as a daytimer!"

I asked Tom what he did to accomplish this goal. "I began by doing some research, mostly by phone, asking people at random who they felt were the top radio personalities in this city. The first person I got was LaDonna Tittle, who at that time was at WBMX; I also tried to get Ray Cooper, who was doing afternoons at WBMX. I had decided to disassemble WBMX by taking their hottest people and doing real personality radio

"When I say personality radio I don't mean lip service. We get out in the streets and kiss babies, shake hands, just like a political campaign except we never stop campaigning."

here at WJPC. Understand when I say personality radio I don't mean lip service, I mean we take the work personal, we get very personal with people. We get out in the streets and kiss babies, shake hands, just like a political campaign except we never stop campaigning." How would you explain the station's success as a daytimer? "First I should explain that we had the 'Big Promise' that we would soon become a 24-hour station. Well, that 'soon' grew longer and longer until 11 months ago when we actually went full-time. During the time from 1978 until August 1980 we were still trying to beat FM stations on AM as a daytimer and we held our own. We never beat anybody, but we did beat some people in important categories, like 18-34."

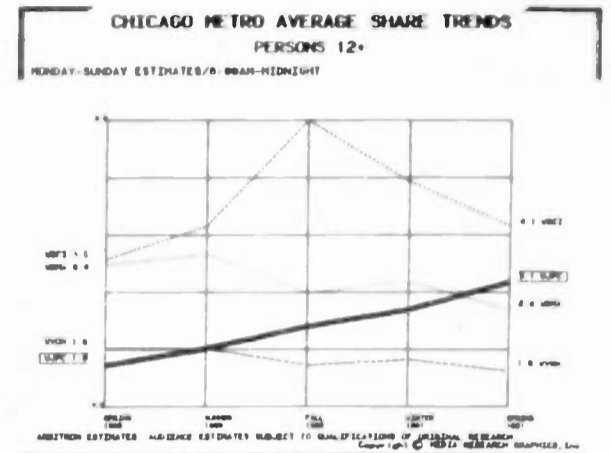
Taking It To The Streets

It's obvious that personality radio at WJPC is important, so I convinced Tom to tell me what other ingredient was necessary to make his formula a success. "The only thing we needed was 24 hours and community involvement. Our format is like most others, but you get a lot of personality. Where we really bust out is when we 'Take It To The Streets'; we do that the best!! For example, one of the first things we started doing two years ago was sponsoring after-work parties at local clubs. We've taken over some of the hottest clubs in Chicago, plus we've opened the doors to these clubs free to the listening public. We do this kind of thing three or four times a week, and we also have our air person there to party with the public. We do other promotions that are much bigger about twice a month."

Do you ever spend big dollars on television advertising? "No, not really. What we do is this, we take the money and figure out a way to forego the house giveaways, the car giveaways, those expensive promotions. Instead we do things that will affect a large

"We're like Kentucky Fried Chicken; we don't do but one thing, but we do that right!"

amount of people, so the promotion comes off as a community project where our radio station is involved. We had a gigantic picnic that was free, with entertainment; we had acts like Cheryl Lynn, Michael Henderson, LaToya Jackson, Sun, the ADC Band, Roy Ayers, Larry Graham, Sadane, Captain Sky, and Walter Jackson. People would have been happy to pay \$15 a



ticket to see these acts, but we gave it to them free. We also had a Bar-B-Que Rib-Cooking Contest at the picnic. We had 100 listeners, whom we chose over the radio, bring their grills, charcoal, lighter fluid, matches, and of course their secret sauces. We provided 100 slabs of ribs, and the people loved it. The people out there in the streets love us; but we give them a lot of reasons. Our secret, if there is a secret to success, is consistency — we do what we do all the time. We're like Kentucky Fried Chicken; we don't do but one thing, but we do that right!"

I asked Tom to talk about the WJPC trip to Washington, D.C. "When Stevie Wonder started his march on Washington to request that the present administration make Dr. Martin Luther King's birthday a national holiday, we organized a trip with 20 Greyhound buses to take people there to show our support for this cause. We only charged people \$25, which only covered maybe one-third of the expense — WJPC underwrote the rest. It's nothing for a station in a city the size of Chicago to blow that kind of money on a ma-

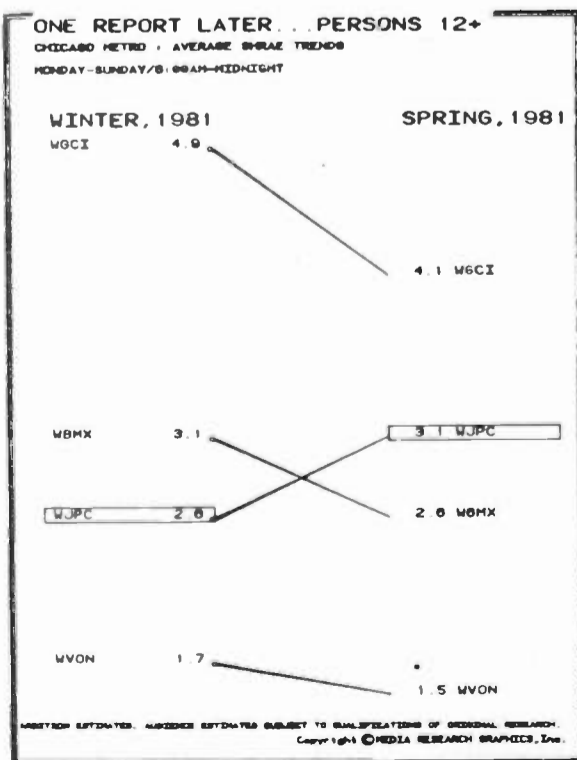


WJPC/CHICAGO PICNIC: Tom Joyner talks to his listeners while they enjoy the WJPC picnic and show. The Chicago Police Department estimated the crowd between 200,000 and 250,000 persons.

job promotion during a book. So, for us, we take the promotional budget and give it back to the people in a form of something they can hold on to, something that will make them say, 'Damn, that sure was nice of them to do that.' That's what separates us from every other station in Chicago."

Why does Tom think WJPC has a chance to become the No. 1 Black station in Chicago? "We are already No. 1 Black on AM," he says. What about beating the FM's too? Why does he think he can accomplish this? "Because I'm just a bad (expletive deleted)."

The current Chicago ARB was revised for WJPC from a 3.6 share to a 3.1 share, because Arbitron mistakenly continued to compute WJPC as a daytimer and not as a 24-hour operation. Even with the revision, WJPC has knocked off one FM and is sticking close to the other. As always with the Chicago battle, it will be worth looking at as time goes on.



Black Radio

HOTTEST

Following are listed in order of their airplay activity.

- CARL CARLTON**
"She's A Bad Mama Jama" (20th)
DIANA ROSS & LIONEL RICHIE
"Endless Love" (Motown)
EVELYN KING
"I'm In Love" (RCA)
AL JARREAU
"We're In This Love Together" (WB)
TEENA MARIE
"Square Biz" (Gordy)
LARRY GRAHAM
"Just Be My Lady" (WB)
RICK JAMES
"Super Freak" (Gordy)
BRICK
"Sweat ('Til You Get Wet)" (Bang)
PHYLLIS HYMAN & MICHAEL HENDERSON
"Can't We Fall In Love Again" (Arista)
FOUR TOPS
"When She Was My Girl" (Casablanca/PolyGram)
RENE & ANGELA
"I Love You More" (Capitol)
B.B. & Q. BAND
"On The Beat" (Capitol)
POINTER SISTERS
"Slow Hand" (Planet)
MANHATTANS
"Just One Moment Away" (Columbia)
ARETHA FRANKLIN & GEORGE BENSON
"Love All The Hurt Away" (Arista)
COMMODORES
"Lady (You Bring Me Up)" (Motown)

CLIMBERS

Following are listed in order of their airplay activity.

- ☑ **LUTHER VANDROSS** "Never Too Much" (Epic) 62% (+13) reporting. Added at WDIA, WHRK, WDMT, KDKO. Medium at WDAS, WILD, WAOK, WYLD-FM, WEDR, WCIN, WJLB, WVON, KSOL, WWRL, WPDQ, WENN, WKXI, WJMI, WOIC, KOKY, WTOY, WDAO, WKWM, KACE. Hot at WXYV, WWIN, WHUR, WBMX, WGCI, KDAY, WGIV, WTLC, KJLH.
- DENIECE WILLIAMS** "Silly" (ARC/Columbia) 60% (+7) reporting. Added at KSOL, KDKO, WTOY, WKWM. Medium at WWIN, WILD, WAOK, WHRK, WYLD-FM, WDMT, WJLB, KMJM, WJJS, KOKY, WBLX, WDAO, WTLC, KJLH. Hot at WXYV, KMJQ, WVEE, WDIA, WAIL, KDAY, WPDQ, WVOL, WENN, WKXI, WJMI, WOIC, WWWW, KAEZ.
- DENROY MORGAN** "I'll Do Anything For You" (Becket) 60% (+3) reporting. Added at WAOK, WDIA, WANT. Medium at WHRK, WDMT, WBMX, KDAY, KXAM, WPDQ, WVOL, WOIC, WLOU, WTOY, WTLC, WKWM, KLIP. Hot at WAMO, WDAS, WXYV, WWIN, WILD, WVEE, WEDR, WJMO, WJLB, WVON, WGCI, KDKO, WGIV, WOWI, WENN, KJLH.
- CHERYL LYNN** "Shake It Up Tonight" (Columbia) 57% reporting. Medium at KMJQ, WDIA, WAIL, WJMO, WVON, WBMX, WGCI, KDAY, KDKO, WPDQ, WGIV, WOWI, WKXI, WBLX, WWWW, KAEZ, KJLH, KLIP. Hot at WAMO, WDAS, WVEE, WYLD-FM, WDMT, KSOL, KXAM, WKND, WATV, KOKY, KACE, KDIA.
- S.O.S. BAND** "Do It Now" (Tabu) 53% (+8) reporting. Added at WAMO, WLOU. Medium at WXYV, WAOK, WVEE, WHRK, WDMT, WJLB, WVON, WGCI, KSOL, KXAM, KDKO, WKND, WWRL, WTMP, WGIV, WVOL, WJJS, WENN, KOKY, WKWM, KACE, KDIA. Hot at WDIA, WBMX, KDAY, WOIC.
- EVASIONS** "Wikka Wrap" (SAM) 53% (+8) reporting. Added at WENN. Medium at WAMO, WXYV, WAOK, WVEE, WEDR, WDMT, WJLB, WBMX, KSOL, KDKO, WPDQ, WTMP, WANT, WATV, WKXI, WBLX, WTOY, WTLC. Hot at WILD, WHUR, WDIA, WGIV, WJMI, WOIC, WKWM, WWWW, KDIA.
- ☑ **TEDDY PENDERGRASS** "I Can't Live Without Your Love" (Phil. Int'l) 51% (+13) reporting. Added at WDIA, WAIL, WJLB, KDKO, WKND, WTMP, WBLX, WDAO. Medium at WDAS, WXYV, WWIN, WHUR, WAOK, WHRK, WEDR, WCIN, WVON, KSOL, WGIV, WJJS, WATV, WKXI, WOIC, KOKY, WTLC, WKWM, KDIA.
- ☑ **TEMPTATIONS** "Aiming At Your Heart" (Gordy) 51% (+13) reporting. Added at WVEE, WDIA, WHRK, WJMO, WENN, KOKY, WLOU, WDAO, KDIA. Medium at WDAS, WXYV, WILD, WHUR, WAOK, WAIL, WEDR, WCIN, KSOL, KDKO, WGIV, WJJS, WKXI, WTOY, WTLC, KAEZ, KJLH, KLIP.
- STACY LATTISAW** "Love On A Two Way Street" (Cotillion) 51% reporting. Hot at WVEE, WYLD-FM, WAIL, WEDR, WJMO, KXAM, WPDQ, WTMP, WJJS, WANT,

WOWI, WATV, WBLX, KAEZ, KLIP. Medium at WWIN, KMJQ, WAOK, WBMX, KMJM, KDKO, WKND, WENN, WKXI, WKWM, WWWW, KACE.

DYNASTY "Here I Am" (Solar) 49% reporting. Added at KMJQ, WJLB, WENN, WBLX. Medium at WDAS, WXYV, WILD, WAOK, WDIA, WHRK, WYLD-FM, WCIN, WDMT, WBMX, WGCI, KDAY, KXAM, WWRL, WOWI, KOKY, WLOU, WWWW, KDIA. Hot at KSOL, WJJS, WTOY.

MAZE "Before I Let You Go" (Capitol) 49% reporting. Debuts this week. Added at WYLD-FM, KDAY, KDKO, WKND, WVOL, WJMI, WDAO, KAEZ. Medium at WAMO, WDAS, WILD, WDIA, WCIN, WJLB, WVON, WGIV, WJJS, WKXI, WTOY, WTLC, WKWM, WWWW, KJLH, KACE, KDIA. Hot at WENN.

☑ **RONNIE LAWS** "Stay Awake" (Liberty) 47% (+15) reporting. Added at WLOU, WTOY, WDAO, WTLC, WKWM. Medium at WDAS, WXYV, WWIN, WILD, WAOK, WHRK, WYLD-FM, WCIN, WDMT, KDAY, KDKO, WKND, WWRL, WJJS, WKXI, KOKY, WBLX, WWWW. Hot at WGCI, KJLH.

RAFAEL CAMERON "Funtown U.S.A." (Salsoul) 47% reporting. Medium at WAMO, WDAS, WXYV, KMJQ, WVEE, WCIN, WJMO, WDMT, KDAY, KXAM, WTMP, WANT, WOIC, WBLX, WTOY, WWWW, KAEZ, KACE, KLIP. Hot at WDIA, WKND, WOWI, WLOU, WKWM, KDIA.

NICK STRAKER BAND "A Little Bit Of Jazz" (Prelude) 45% (+11) reporting. Added at WAMO, WHRK, WJLB, WENN, WJMI. Medium at WXYV, WILD, WAOK, WAIL, WCIN, WJMO, WVON, WBMX, WGCI, WTMP, WTOY, WDAO, WTLC, WKWM. Hot at WWIN, WHUR, KDAY, WWRL, KJLH.

RICHARD "Dimples" FIELDS "She's Got Papers On Me" (Boardwalk) 45% reporting. Hot at WHUR, WAIL, WJMO, WDMT, WVON, KMJM, KDAY, KDKO, WPDQ, WTMP, WENN, WKXI, WTLC, WWWW, KAEZ, KACE. Medium at WAMO, WWIN, WILD, WCIN, WGCI, WANT, KOKY, WBLX.

EMOTIONS "Turn It Out" (Columbia) 43% (+1) reporting. Medium at WXYV, WWIN, KMJQ, WHRK, WYLD-FM, WCIN, WJMO, WDMT, KDAY, KSOL, WKND, WVOL, WJJS, WOWI, WATV, WENN, WKXI, WOIC, KOKY, WLOU, WBLX, WTOY. Hot at WDAO.

RAY PARKER JR. & RAYDIO "That Old Song" (Arista) 43% reporting. Added at KMJM. Medium at WHUR, WAOK, WVEE, WDIA, WHRK, WCIN, WJMO, WJLB, KXAM, WKND, WGIV, WENN, KOKY, WTOY, WKWM, KACE, KLIP. Hot at WXYV, WDMT, KDAY, KSOL, KDKO.

☑ **NOEL POINTER** "Classy Lady" (Liberty) 42% (+14) reporting. Added at WDAO. Medium at WAMO, WDAS, WXYV, WILD, WHUR, WAOK, WYLD-FM, WEDR, WCIN, WJLB, KDAY, WKND, WWRL, WPDQ, WJJS, WLOU, WBLX, WTOY, WTLC, WKWM, WWWW.

PATTI AUSTIN "Do You Love Me?" (Qwest/WB) 42% (+12) reporting. Added at WAMO, KSOL, WLOU, WBLX, KJLH. Medium at WDAS, WILD, WAOK, WVEE, WDIA, WHRK, WYLD-FM, WCIN, WWRL, WGIV, WJJS, KOKY, WDAO, WTLC, WKWM. Hot at WXYV, WWIN.

STEPHANIE MILLS "Night Games" (20th) 42% reporting. Debuts this week. Added at WVEE, WDMT, KDAY, WWRL, WVOL, WENN, WTOY. Medium at WDAS, WWIN, WYLD-FM, WVON, KSOL, KDKO, WKND, WGIV, KOKY, WDAO, WKWM, KAEZ, KJLH, KLIP. Hot at KACE.

DONALD BYRD & 125TH STREET, N.Y.C. "Love Has Come Around" (Elektra) 40% (+8) reporting. Added at KMJQ, WAOK, KSOL, WKND, WANT. Medium at WAMO, WDAS, WWIN, WILD, WHUR, WCIN, WJLB, WBMX, KDKO, WWRL, WGIV, WOIC, WTOY, WDAO, WTLC, KACE.

SISTER SLEDGE "He's Just A Runaway" (Cotillion) 40% reporting. Added at WBLX. Medium at WAMO, WDAS, WXYV, WDIA, WHRK, WYLD-FM, WCIN, WDMT, KDAY, KSOL, KDKO, WKND, WGIV, WENN, KOKY, WTOY, WDAO, WTLC, KLIP. Hot at KJLH.

AFTERNOON DELIGHTS "General Hospitale" (MCA) 38% (+4) reporting. Added at WAMO, WKND. Medium at WWIN, WAOK, WDIA, WHRK, WAIL, KMJM, KDAY, KXAM, WTMP, WATV, WENN, KOKY, KAEZ, KDIA. Hot at WVON, WGCI, WGIV, WVOL.

WEST STREET MOB "Let's Dance (Make Your Body Move)" (Sugar Hill) 38% (+4) reporting. Added at WGCI. Medium at WILD, WAOK, WVEE, WAIL, WJMO, KDKO, WKND, WPDQ, WTMP, WGIV, WLOU, WBLX, WKWM. Hot at WDAS, WWIN, WVOL, WANT, WDAO, WTLC.

GRAINGERS "Shine Your Light" (BC) 38% (+4) reporting. Added at WAOK, WKND. Medium at WAMO, WDAS, WXYV, WEDR, WCIN, WJMO, WDMT, WJLB, WBMX, WGIV, WVOL, WATV, WENN, WLOU, WWWW, KAEZ. Hot at WTOY, WKWM.

CAMEO "I Like It" (Chocolate City/PolyGram) 38% reporting. Debuts this week. Added at WVEE, WEDR, WJMO, WVON, WKND, WLOU. Medium at WWIN, WAOK, WHRK, KSOL, KDKO, WGIV, WJJS, WENN, WKXI, WJMI, WBLX, WDAO, WKWM. Hot at KACE.

ROGER "I Heard It Through The Grapevine" (WB) 36% (+6) reporting. Added at WAOK, WDMT, KMJM, KDKO, WVOL, WENN, KAEZ. Medium at WHRK, WAIL, WEDR, WCIN, WVON, WGCI, KSOL, WGIV, WOIC, WDAO, WTLC, WWWW.

AFTERBACH "It's You" (ARC/Columbia) 36% (+2) reporting. Medium at WAMO, WDAS, WXYV, WDIA, WHRK, WEDR, WCIN, WJMO, WBMX, KDAY, KSOL, WKND, WVOL, WJJS, WATV, KOKY, WTOY, WDAO. Hot at WENN.

HERB ALPERT "Magic Man" (A&M) 36% reporting. Added at KDKO. Medium at WAMO, WWIN, WAOK, WDIA, WHRK, WYLD-FM, WAIL, WCIN, WJLB, WBMX, KDAY, WKND, WWRL, WPDQ, WGIV, WKXI, WWWW, KAEZ.

NEW & ACTIVE

GLADYS KNIGHT & THE PIPS "If That'll Make You Happy" (Columbia) 34% (+4) reporting. Added at WEDR, WGCI, WJJS. Medium at WDAS, WXYV, WHUR, WAOK, WVEE, WHRK, WYLD-FM, WVON, KDKO, WKND, WGIV, WVOL, WTOY, WDAO. Hot at WWRL.

PEACHES & HERB "Freeway" (Polydor/PolyGram) 32% reporting. Added at WJMO. Medium at WXYV, WHUR, WAOK, WAIL, WEDR, WCIN, KDAY, KXAM, KDKO, WKND, WGIV, KOKY, WLOU, WDAO, WTLC, WKWM.

TAVARES "Turn Out The Nightlight" (Capitol) 32% reporting. Added at WENN, KJLH. Medium at WXYV, WWIN, WILD, WAOK, WJMO, WDMT, KDAY, KSOL, WWRL, WGIV, WANT, KOKY, WBLX, WTLC. Hot at WJLB.

BILL SUMMERS & SUMMERS HEAT "Summer Fun" (MCA) 30% reporting. Added at WLOU. Medium at WDAS, WWIN, WAOK, WEDR, WCIN, WJMO, KSOL, WKND, WWRL, WGIV, WVOL, WATV, WENN, WKXI, WJMI.

STANLEY CLARKE/GEORGE DUKE "I Just Want To Love You" (Epic) 30% reporting. Debuts this week. Added at WJJS, WOIC, KOKY, WBLX, WTOY. Medium at KMJQ, WDIA, WHRK, WJLB, KDAY, KSOL, KDKO, WJMI, WDAO, WTLC.

Opportunities

Openings

Sportscaster to do P-B-P and able to handle A/C board shift. (503) 882-2551 or T&R; Box 1150, Klamath Falls, OR 97601. EOE M/F (8-28)

Accepting T&R for future full-time openings. Send to Doc Phillips, Box 818, Laramie, WY 82070. EOE M/F (8-28)


KERN/Bakersfield CHR seeks pistol for night slot and hot production. T&R to Steven Kaye, PD, Box 2700, Bakersfield, CA 93303. EOE M/F (8-28)

Listening for awesome CHR jocks. Tight, hip, killer instinct. Hot on promos. T&R to Mark Dracoll Group, Box 220, Arroyo Grande, CA 93420. EOE M/F (8-28)

Champion Broadcasting is building a recruitment file for our stations. Programming, sales, management or engineering applications. Ric Hansen, Box 20388, Seattle, WA 98102. EOE M/F (8-28)

Immediate openings for news professional anchor position. Must fill by mid-September. T&R to Don Martin, KIMN, 5350 West 20th, Denver, CO 80214. EOE M/F (8-28)

Looking for mature, warm, friendly morning personality. Communication is the key. T&R to Terrell Methery, KUUY, Box 926, Cheyenne, WY 82001. EOE M/F (8-21)



Leading Sunbelt A/C Station
seeking strong personality. Must relate to adult audience 25-49. Minimum 8-10 years experience. Station already has strong numbers. Send tape and resume to Radio & Records, 1930 Century Park West, #256, Los Angeles, CA 90067. EOE M/F

KKBC/Carson City needs experienced handyman. Emphasis on production/automation. Copywriting & news experience a plus. T&R: Stacey Giorn, 1837 N. Carson, Carson City, NV 89701. EOE M/F (8-21)

KOBO/Yuba City has immediate opening for PM drive air personality/strong production. Excellent small market. T&R to Box 1066, Yuba City, CA 95991. (918) 673-7877. EOE M/F (8-21)

Openings

Rock in the Rockies. CHR KIIQ needs future talent. T&R to John Larson, Box 431, Manitou Springs, CO 80828. EOE M/F (8-21)

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) •

Positions Sought

10 year veteran broadcaster seeks Operations Manager/air-production; or news, air, sales in Southern CA markets. (213) 277-7769, 622-3444. (Mr. Walker's office.) BILL HARGREAVES. (8-28)

8 months in L.A. knocking on doors hasn't worked. STAN MAIN up for grabs, got a job? I have the talent. On-air programming. (714) 631-5636. (8-28)

Looking for full-time position in small or medium market. A/C and CHR experience. Hard work for good bucks. Call RICK at (302) 629-7228. (8-28)

Morning communicator. Relevant approach utilizing basics, phones, community involvement and humor (geared to your market). Major market experience. Currently employed and succeeding. (609) 397-8318. (8-28)

Looking for unique programming or music position with air shift. Formerly WLIR, WPLJ, WSHE. Call MICHAEL ROSS, (306) 748-2243. (8-28)

PA/Maryland ladykiller with 7 years experience seeks position with AOR or A/C, smooth production. BOB MORGAN, (717) 284-9892. (8-28)

KEITH ALLAN is seeking an air talent position with a quality station. He has a good attitude, is hard working and experienced. Call (414) 789-6966. (8-28)

Award-winning newsmen wants a challenge. Anchor and reporter experience. Investigations. College degree. 5 years experience. Single. Prefers East. Call DAVE, (914) 947-3231. (8-28)

I have no tapes! What will it take to convince you that I can do the funniest telephone talk show in America. (518) 732-1703. (8-28)

Positions Sought

DONOVAN BLUE formerly PD/Production Director K93-FM. 12 years experience, all formats, live and automated. All offers considered. (707) 433-8017. (8-28)

15 year radio vet looking to relocate. A/C or CHR preferred. Now working Hartford. Went warm climate, challenge and security. BOB, (203) 674-3181. (8-28)

Central Florida's favorite jock ready to move. I pull huge numbers and can prove it. 556 S. Dixie Hwy., Box 3, Palm Bay, FL 32906. (8-28)

Diamond in the rough. Dynamite producer and comedy writer for New York jocks and talk hosts, wants to be front man. (212) 832-2231, evenings/weekends. (8-28)

Baucy experienced female jock back in CA to stay. If your station is in a competitive market, call CHRIS LUCKY, (213) 399-5552. (8-28)

10 year news veteran, small and medium markets. Prefer mornings. Available now. Bi-lingual (Spanish). Good sense of humor. Call (602) 265-2658. (8-28)

Aggressive yet personable female personality seeks AOR or A/C. Available now. WABX, WFBC, WDIZ. Good numbers. YVONNE SIMS, (303) 858-3587. (8-28)

ALAN BAXTER, Assistant PD/morning drive for KAZY/Denver, also KBPI, WPHD. Creative air and production. Experienced professional and available now. (303) 759-5508. (8-28)

Talented news and sports reporter. 8 years experience. Excellent P-B-P, sports talk and general reporting. Ready immediately. Any market. Call JIM, (614) 436-6133. (8-28)

A/C personality seeking conscientious, community-involved operations. Excellent references. Experienced, funny and awaiting your call. (315) 478-5329. (8-28)

KEN BURKE experienced PD/AM drive, available now for CHR, AOR, A/C. Call (714) 758-4898. (8-28)

Good morning mouth! Outrageous bits, characters and phones. Major market pro. Formerly WGST, WSPD, still working. Prefer Midwest and Northeast larger markets. D.A.D., (803) 248-4856. (8-28)

Positions Sought

11 year pro BA degree, AOR, A/C, CHR seeks jock or programming position on East Coast. Available immediately. DAVE HALE, (804) 467-7826. (8-28)

If you've got a stable operation, good town for family man. I have PD, MD, P-B-P. Interested in all facets. Call (217) 443-4188. (8-28)

Country music personality and MD with 7 years experience, looking for station that lives and loves Country music. BRUCE, (716) 664-2682. (8-28)

Major market pro seeking programming on-air position in BM format. Great numbers and references. Not a floater. Call BOB, (313) 647-6362. (8-28)

Top-rated news executive/commentator seeking challenging new position. Call J. Paul Huddleston, (414) 771-9910. (8-28)

Above average female personality with 2 1/2 years experience wants to relocate to medium market in Midwest. Call (612) 920-7590, ask for CAROLYN. (8-28)

CHARLIE PALMER, former MD C101/Corpus Christi, 8 year radio vet available for AOR PD or MD post. (512) 888-6344. (8-28)

Young, eager, aggressive jock wants work anywhere. 4 years experience. Call JIM HANNING, (303) 756-4764. (8-28)

4 years experience AOR, CHR and A/C. Good production. Looking to grow with professional operation. Call BRIAN, (314) 481-6001. (8-28)

Versatile air personality. Country, A/C, CHR and Rock. 5 years experience. Production and news work too. For T&R call Paul Minds, (717) 455-2356. (8-28)

Ready to fly! Jock, 4 years experience, BA, versatile voice, looking for a break. Prefer medium market on East Coast. A/C or CHR. Call J.D., (703) 638-3112. (8-28)


I'm ready for something bigger and better! Female jock, 2 years experience, seeks air shift at CHR or A/C, small/medium market. Prefer West Coast. Let's go! Call SYLVIA, (209) 682-0361. (8-28)

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