

# Radio & Records

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## Lothery To Head CBS AM Efforts



Gene Lothery

Gene Lothery, WEEI/Boston Vice President/GM, will take over as corporate VP for the CBS AM stations on September 28, succeeding Gail Trell Barker, who was previously reassigned within the radio division. CBS Radio Division President Bob Hosking said of Lothery: "I am especially pleased to have someone of Gene's strong background in station management and experience in the news, information, and play-by-play sports format to which the CBS AM stations are dedicated."

Lothery's career at CBS spans 17 years, and includes rising from its mailroom through numerous sales and TV assignments to running WEEI for the past seven years.

"I'm very excited," Lothery commented to R&R, "although part of me will remain in Boston." Lothery is a firm believer in news, talk and sports programming for AM stations; his philosophy is that even if the FCC approves AM stereo, no one will be there to use it.

Furthermore, Lothery says radio doesn't need a lot of services, believing that the concentration will continue to be local programming and local sales efforts.

CBS AM stations other than WEEI/Boston are WCBS/New York, KNX/Los Angeles, WBBM/Chicago, WCAU/Philadelphia, KCBS/San Francisco, and KMOX/St. Louis.

## Davis Joins Capitol Broadcasting As VP/Programming

Don Davis, currently Operations Manager of WOW/Omaha, will become the new Vice President of Programming for Capitol Broadcasting's DC101 (WWDC-FM) & WWDC/Washington on September 28. Davis succeeds Denise Ollver, who left DC101 to become Program Director of the new ABC Rock Network (R&R 8-28). Davis, whose programming background includes AOR experience at WLAV/Grand Rapids as well as air work at WLUP & WDAI/Chicago, told R&R, "DC101

## WZGC Cancels Arbitron Contract

Facing a 40% rate increase from Arbitron, WZGC/Atlanta has refused to renew its contract with the ratings firm. WZGC VP/GM Bud Polacek told R&R, "Effective September 30, Z93 is no longer a subscriber to Arbitron. We will not buy their ratings and we will not sell advertising based on their ratings. Our Arbitron contract **\$10,000 REWARD OFFERED**

was up for renewal and we were being hit with a 40% increase. I found that to be just unconscionable."

Polacek, who has tangled with Arbitron before, most notably last fall when the Atlanta report was reissued after Polacek discovered discrepancies which adversely affected WZGC's totals, said his de-

cision to drop the service was purely economic. "No service is perfect, I realize that. The main reason we're dropping their services is that we vehemently disagree with their pricing procedures."

Commenting on Arbitron's policy of basing its rates on a station's highest open minute advertising rate, Polacek said, "I don't think my rates should be governed by how successfully I run and market the radio station. I'm not about to tell them how to run their business. I don't think I have a right to do that, but at the same time, I'm not about to sit

WZGC/See Page 22

## Vandals Topple WBBQ Tower

Shortly after 5am Tuesday morning (9-1), WBBQ/Augusta, GA's new 787-foot broadcasting tower fell to the ground with a resounding crash, awakening neighbors who immediately notified station Operations Manager Harley Drew. Damage to the custom-built tower, which was scheduled to become operational on September 15, was estimated at over \$200,000.

Drew told R&R that upon his arrival at the tower (located on Stephens Road in nearby Edgefield County, SC), he discovered that all three inch-thick steel coaxial cables running west from the tower had been severed. As a result, the tension from the cables on the opposite side of the tower pulled the upper part of the structure to the ground.

Finding tire tracks and footprints in the area, station officials summoned the Edgefield County Sheriff's Department. Despite the

cooperation of the State Law Enforcement Division and the FBI (although the latter organization soon backed out of the case due to lack of manpower), the culprits have not yet been detected.

In an effort to flush out the criminals, WBBQ's owners, the Savannah Valley Broadcasting Co., are offering a \$10,000 reward for information leading to the arrest and conviction of the person or persons responsible for the tower's destruction. Along with the considerable damages, Drew estimates that the CHR-formatted station will not be able to get the rebuilt tower into operation until January next year. "When it goes back up," Drew noted, "we'll have the best tower security in America."

"(The situation) is extremely disappointing," Drew continued. "I cannot imagine what kind of mind wouldn't want to see this tower in operation."

## Duncan R&R's Video GM; Parks New Country Editor

Jim Duncan, R&R Country Editor since 1974, has been appointed General Manager of R&R Entertainment's Video Division. Associate Editor Carolyn Parks, who joined R&R in 1979 after an extensive radio career and has specialized in the Country format for the past 10 months, will succeed Duncan as Country Editor.

Commenting on the promotions, R&R Editor/Publisher Bob Wilson stated, "Jim's dedication



Carolyn Parks



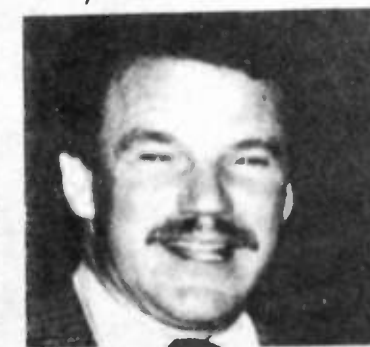
Jim Duncan

to Country radio has helped bring the format to the national prominence it enjoys today. He resigned a major market PD job seven years ago to supervise the Country section, and has reported, advised, and promoted Country radio with thoroughness and devotion. Both Jim and I feel our new Country Editor, Carolyn Parks, has exactly the same dedication and spirit, and look for even more exciting growth in the format and the section.

"In Jim's new position he will be involved in all of our network and cable video projects, as well as overseeing the production of record company promotional videos. We're extremely happy that despite the economic condi-

DUNCAN/See Page 18

## Moors Appointed VP/GM At WHN



Brian Moors

Brian Moors has been promoted to Vice President/General Manager at Mutual's WHN/New York. Moors, formerly Station Manager at the Country outlet, replaces Nick Verbitsky, who in addition to serving as a Mutual Sr. VP also supervised WHN. Verbitsky joined with WHN PD Ed Salamon and Mutual VP Frank Murphy to form the new United Stations network

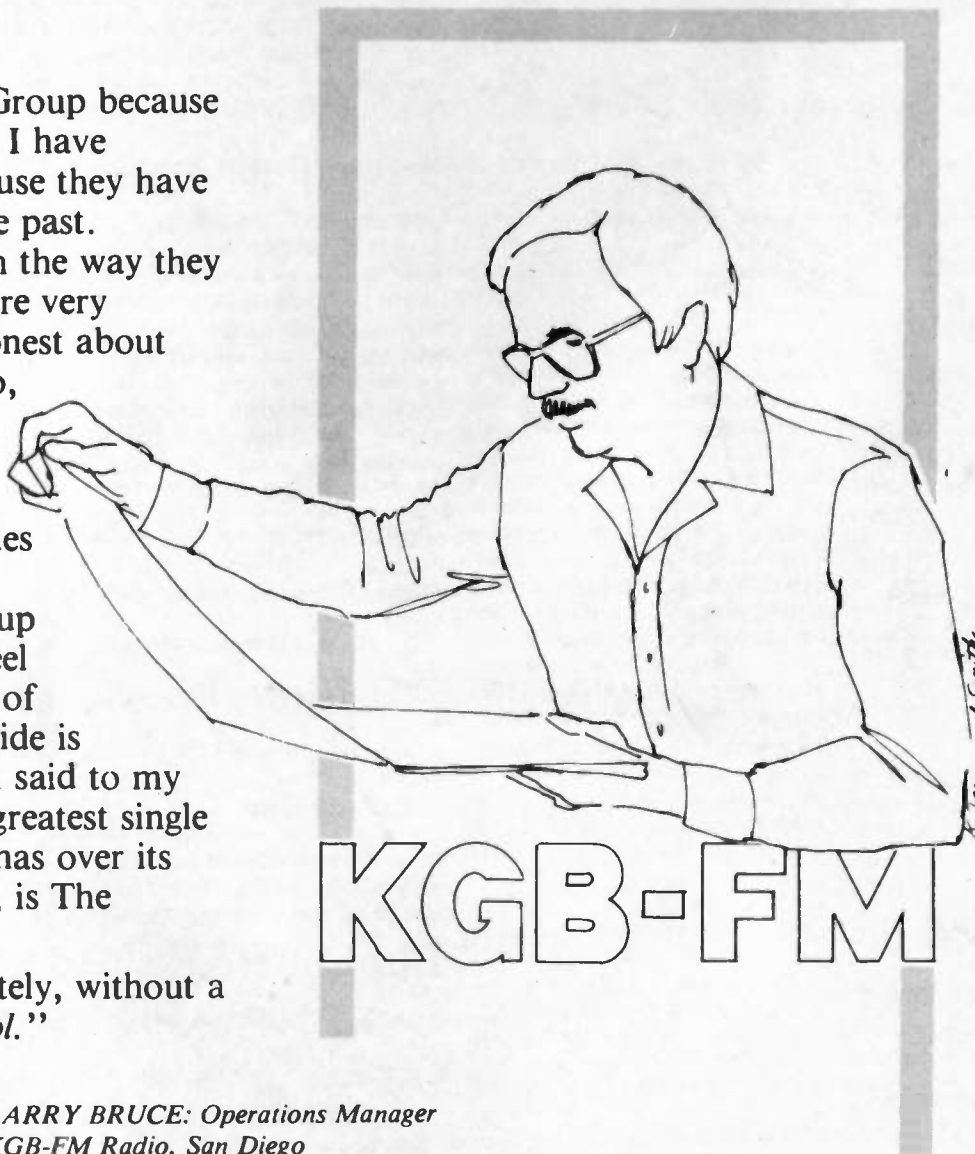
MOORS/See Page 18

“...an irreplaceable tool.”

“I chose The Research Group because I have confidence in them. I have confidence first of all because they have been effective for me in the past. Secondly, because I've seen the way they operate, and I think they are very straightforward; they're honest about what they can and can't do, and they deliver what they promise.”

“One of my first priorities when I came here was to affiliate The Research Group with KGB-FM because I feel very strongly that the type of information that they provide is absolutely unique, and as I said to my owner the other day, ‘the greatest single advantage that his station has over its competitors in this market, is The Research Group.’ ”

“I think they are absolutely, without a doubt, *an irreplaceable tool.*”



LARRY BRUCE: Operations Manager  
KGB-FM Radio, San Diego

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

# The Research Group

*Radio's Strategic Research Team*



## Doubleday Denver FM Debuts AOR Format

Doubleday officially changed its Denver FM's call letters from KHOW-FM to KPKE and debuted an AOR format last week, switching from tape to live Wednesday (9-9). As KHOW-FM, the station had an Adult Contemporary format. Using the slogan "Denver's Only Real Rock," KPKE's programming has been commercial-free to date.

Doubleday VP/Programming Bob Hatrik told R&R, "We're clearly stating that ultimately we will be playing commercials. We don't want to frontload it with no commercials and let expectations fall short." Commenting more generally on the change, he said, "We no longer needed to do combo sales with the AM, since we sold KHOW to Metromedia. Also, I felt, more strongly than a year ago when we looked at the market, that there was a real vulnerability and dissatisfaction with the present rock radio here, despite its share. All stations, particularly our main competitor, were way too broad, and I felt we could

DOUBLEDAY/See Page 22

## Rodriguez, Brack Promoted At Boardwalk

Ruben Rodriguez has been promoted from East Coast VP/Promotion to VP/National R&B Promotion & Marketing at Boardwalk Entertainment. At the same time, Steve Brack has been promoted to National Singles Promotion Director; he had been National Secondary Promotion Director.

In announcing the promotion of Rodriguez, Boardwalk President Irv Biegel commented, "The move to a national vice presidency is a natural extension of Ruben's work for Boardwalk. Having worked



Ruben Rodriguez

Steve Brack

with him at Casablanca as well, I know he's one of the most talented young executives I've met. His energy is phenomenal." Boardwalk Sr. VP Scott Kranzberg added, "Ruben is both imaginative and

BOARDWALK/See Page 22

## WIRE & WXTZ Name Hobbs VP/GM

Jack Hobbs has been appointed Vice President/General Manager of WIRE & WXTZ/Indianapolis. He was most recently General Sales Manager at Metromedia's WNEW/New York, having been GSM at the same chain's KNEW/San Francisco and VP/GM at WRKO/Boston previously. Hobbs replaces Ivan Braiker, who departed recently for the VP/GM position at the Satellite Music Network.

Mid America Media President Reva Small stated, "We are delighted to have a person with such

HOBBS/See Page 22

## EXITS SOURCE PD POSITION

## McGhan Heads New Rolling Stone Syndication Division

John McGhan, Director of Programs for NBC's Source network, has resigned that position to become Director of Rolling Stone Magazine Productions, a new division that will produce the company's existing syndicated radio shows as well as new radio, TV, and video syndication projects.

McGhan told R&R, "The Source has been the most productive two years of my entire life. It is in extremely capable hands. This change offered me a chance to widen my horizons in other formats and media. It's going to be a fun time. We're doing a series of things with TV; interview segments for the 'Solid Gold' TV shows." McGhan added that the current "Rolling Stone Rock Revue" will now be chan-

McGHAN/See Page 22

## AOR Now Stars On KSRR

KSRR ("KSTAR")/Houston changed its format from Contemporary Hit Radio to AOR Monday (9-7), segueing from a three-day history of rock & roll special to the Who's "Long Live Rock" to mark the change. The station's airstaff remains, with the exception of midday personality Mike Brady; PD Ted Carson exited a short time before the format change. KSRR will announce a new PD shortly.

Commenting on the switch away from the Country-flavored CHR format KSRR had featured for the past seven months, GM Jay Hoker told R&R, "When I came in a year ago, KILT-FM was AOR, and there was KLOL. We were kind of rocky, but more wimp rock. KRBE was rocky but not an AOR. At that time we felt there was a better opportunity as a kind of country-rock station. Since that time KILT-AM & FM and some others went Country, so we now have eight or nine Countries in the market. We felt the window was wide open for an AOR format done properly. I'm especially pleased because I have an AOR background, as a former WRIF/Detroit GM."

Hoker added that Jeff Pollack will consult the station.

## Campbell New VP/GM At The Research Group

Larry Campbell has been named Vice President/General Manager of the Research Group, the San Luis Obispo-based radio research company.

Campbell joins the company after more than 14 years with the King Broadcasting organization in various capacities, most recently as General Manager of KING/Seattle. Prior to joining KING in 1980, he served as GM of KGW/Portland. In his new position, Campbell replaces E. Karl, who was promoted to Sr. VP of the Research Group's parent company, Sunbelt Communications (R&R 7-24).



Larry Campbell

CAMPBELL/See Page 22

## Wheeling To Direct News, Programming At WTOP

John Wheeling will become Director/News & Programming at all-News WTOP/Washington, DC September 14. Wheeling was most recently Manager/News Operations at all-News WCBS/New York; he is the second news executive to be hired away from WCBS in the past two weeks, following News Director Lou Adler, who joined WOR/New York in a similar position (R&R 8-28).

WTOP VP/GM Michael Douglas commented, "His varied experience and training at the preeminent news operation in the country qualify John un-

WHEELING/See Page 22

## KGON Names Van Dyke As Program Director

Dave Van Dyke has been named Program Director of KGON/Portland, replacing Jerry Ostertag, who joined KZAM/Seattle as PD two weeks ago (R&R 8-28). Van Dyke had most recently been PD of KAZY/Denver, a post he exited a month ago. Prior to KAZY, Van Dyke programmed KFWD/Dallas (now KTXQ).

Van Dyke told R&R, "There's a bunch of good people there (KGON). I'm really excited about it. I love the outdoors, and although I've had some opportunities to move back East, I prefer the Portland area. I have a lot of friends there and the station itself was quite an attraction. There's also a certain challenge involved in taking over a number one station. I've listened to KGON and I think it has the potential to do even better than it has already."

KGON General Manager Craig McCoy said, "Dave's had a great track record at both KAZY and in Dallas at KFWD. It's also significant that he was an Abrams program director, since KGON is a Superstars affiliate."

In a related development KGON Music Director Gloria Johnson has been promoted from MD to Assistant PD at the station. Van Dyke will begin his new duties at KGON on September 14.

### NEW RATINGS: FASTER BUT MORE PROBLEMS?

Analyzing ascription and morning-evening confusion and their effects on the latest books.

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### DC CURRENT: HOTLINE FROM WASHINGTON

The latest communications news capsulized for easy reading.

Page 5

### WAMO POWER IN PITTSBURGH

The longtime Black outlet finally gains a sizable white audience.

Page 50

### KVI: DOUBLE STRENGTH THROUGH TALK

Golden West's Seattle station doubled its share last book concentrating on entertainment.

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### A/C'S ON AM FIGHT BACK

Evolving approaches to the format are working for WSB/Atlanta and WLW/Cincinnati.

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### CHR PROMOTION CHECKLIST

Names and numbers for the labels and promotion representatives the format needs to know.

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# MUTUAL BROADCASTING SYSTEMWORKS

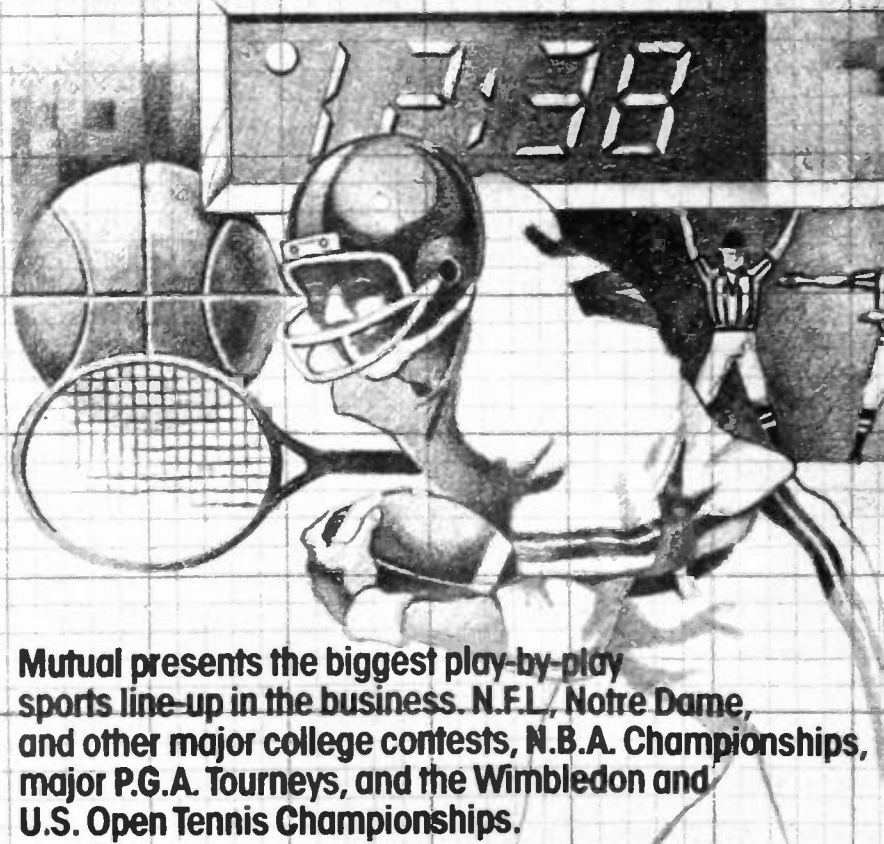
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# Washington Report

## D.C. Current

**Radio Road To White House . . .** Ex-Vice President Walter Mondale is close to deciding whether he'll launch a syndicated, daily radio commentary like the one that kept Ronald Reagan in the public eye while he was out of office. Mondale, who makes no secret of his presidential ambitions, has formed a corporation called the Progressive Perspective to test market the idea. Bob Torrecelli, Mondale's law associate and political advisor, reports "tremendous interests" among radio stations, which in some markets are reportedly fighting to win exclusive rights to the low-cost program. "I think the interest among radio people is in seeing a balance in the national debate — that having Mondale do this kind of thing might restore some kind of philosophical balance," Torrecelli told R&R.

**Meanwhile, Back From The Ranch . . .** Upon returning to Washington last weekend, President Reagan taped a brief radio Labor Day message in the Oval Office. The tape and transcript were made available "on request" to the White House press corps.

**AM-FM Combo Question May Emerge From Limbo . . .** It looks as though the FCC may finally settle the question of whether it will ban common ownership of AM and FM stations in the same community, as proposed two years ago by the National Black Media Coalition. "I think it's something the Commission will want to act on very soon — to have a definitive answer instead of continuing in limbo," Deputy Broadcast Bureau Chief Jeff Baumann told R&R. He says the Bureau is considering drawing up a discussion paper for the Commissioners, listing their options, in preparation for formal action of some kind. "When you continue to put conditions on sales and CP's for new stations without a definite policy, it's a troublesome situation, and we'd like to have it resolved," said Baumann.

**Financial Reports Endangered? . . .** Look for FCC action September 24 on a Further Notice of Proposed Rulemaking aimed at broadening the options for action on Form 324, the annual financial report. The original notice last year only considered making the reports more detailed. New options to be put out for public comment include abolishing or shortening the form. Although many stations dislike the paperwork involved, Form 324 has some staunch industry supporters who say the comprehensive market-by-market financial data is invaluable, especially when selling broadcast properties.

**Senate To Revive Deregulation . . .** Although, as reported here last week, the House Telecommunications Subcommittee is unlikely to consider radio deregulation this fall, it looks like the Senate has other ideas. An aide on the Senate Commerce Committee has told R&R that radio deregulation, which was dropped from the giant budget bill this summer, will "definitely be rejuvenated" this fall. Right now the staff is considering what form the bill will take.

**Movement On Crossownership . . .** The House Telecommunications Subcommittee will take testimony September 23 on Rep. Al Swift's year-and-a-half-old idea of making it illegal for the FCC, when considering a station's renewal, to take into account ownership of any other broadcast or newspaper properties.

**RAB Clinics Begin . . .** The first of the RAB's eighteen autumn "Super Sales Clinics" takes place next week (9-15) in Kansas City, MO. The schedule also includes Minneapolis (9-18), Atlanta (9-22), Cincinnati (9-24) and Pittsburgh (9-29). Each clinic will be broken into two sessions for new and advanced salespeople. RAB Senior VP Joe Vincent has announced that the clinics will be conducted by Pace Organization Chairman James Newman and Shamrock Broadcasting's Corporate Director of Sales Pam Lontos.

**Selling Against Newspapers . . .** Seminars sponsored by the New York State Broadcasters Association (NYSBA) will kick off late this month featuring Radio Information Center President Maurie Webster. The emphasis will be on the value of broadcast advertising to local clients in comparison to newspaper advertising.

**Group W Seeks Tax Relief on Boston Sale . . .** Westinghouse wants the FCC to grant a tax certificate, redeemable for a big capital gains tax break, on its sale of WMJX/Boston (WBZ-FM until recently) to Greater Boston Radio. The sale is eligible, Westinghouse claims, because it breaks up a grandfathered AM-FM-TV combination, furthering the Commission's diversity of ownership goals.

**No New FM For Phoenix . . .** The last available FM frequency in the Phoenix area has been assigned to nearby Glendale, under an FCC goal of providing two local FM's to any community that appears able to support them. A competing group tried to grab the channel for Phoenix on the grounds that Glendale is a mere "bedroom community" with "no distinct complexion of its own."

## 60 RADIO STATIONS HIT

### Black Coalition Seeks EEO Sanctions Against Suburban Stations

In a large-scale filing at the FCC last week, the National Black Media Coalition (NBMC) asked for sanctions against 60 radio stations and several television outlets for allegedly having no blacks on their staffs in communities with at least 5% black workforces.

The impetus for the filing appears to have been conversations between NBMC Chairman Pluria Marshall and FCC staffers: "I talked to a couple of people at the Commission and they said they had noticed there was a lot more laxity with suburban stations," Marshall noted. He added, "Many feel they simply don't have to address the black community's needs in programming or employment."

According to Marshall, NBMC is already actively negotiating with WMAR-FM-TV/Baltimore, one of the targeted stations, and the filings are beginning to spark angry calls from other licensees. The mass action was the third largest in NBMC's history, surpassed only by past filings against every sta-

tion in the states of Florida and Mississippi.

Petitions to deny license renewal were filed against stations in the Baltimore-Washington area. In Maryland, the stations were WAMD/Aberdeen, WYRE/Annapolis, WVOB/Bel Air, WJRO/Glen Burnie, WASA & WHDG-FM/Havre de Grace, WMAR-FM/Baltimore, WDON/Wheaton, WLMD/Laurel, WXTR AM & FM/La Plata, and WINX/Rockville. Targeted in Virginia were WPKX & WVKX-FM/Alexandria, WOHN/Herndon, and WPRW/Manassas.

Petitions to "prevent continuing violations of the Commission's EEO rules" were filed against KWOW/Pomona, CA; WNAB/Bridgeport, CT; WAMU/

Washington, DC; WKWF/Key West, FL; WGUL & WPSO-FM/New Port Richey, FL; WTMC/Ocala, FL; WWWQ & WPFM-FM/Panama City, FL; and Illinois stations WWMM/Arlington Heights; WIBV/Bellefonte; WIVS & WXR-D-FM/Crystal Lake; WDZ/Decatur and WFRL & WXXQ-FM/Freeport. Also hit were KLCL-AM & FM/Lake Charles, LA; WLLH & WSSH-FM/Lowell, MA; WJDA/Quincy, MA; WCRB/Waltham, MA; WPHM/Port Huron, MI; WNRS/Saline, MI; WBRW/Somerville, NJ; WVIP-AM & FM/Mount Kisco, NY; WFAH & WDJQ-FM/Alliance, OH; WVNO/Mansfield, OH; WPTW/Piqua, OH; KNOR/Norman, OK; KOCY & KXXY-FM/Oklahoma City, OK; KSEL/Lubbock, TX; KKKW/San Antonio; WOAI/San Antonio; KCCW/Terrell Hills, TX; WLRG/Roanoke, VA; WFMR/Milwaukee; and WRJN/Racine, WI.

## STEVE SEWELL SPEAKS

### Radio May Win More Freedom As Complaints Division Shrinks

Although he's the man who hands out fines and admonitions when FCC rules are broken, Steve Sewell prefers helping broadcasters stay out of trouble in the first place.

"Quite frankly, I take no glee in issuing fines and sanctions," says the Acting Chief of the Broadcast Bureau's Complaints and Compliance Division. "We would rather someone called us beforehand confessing ignorance and wanting to know what to do."



Steve Sewell

With his staff size down one-third from several years ago to 40 employees today, and with further slight cutbacks planned, Sewell looks to "unregulation" to keep the division's workload manageable. For instance, he questions why the FCC should care whether a station misrepresents survey data.

#### Fowler To Get Suggestions On Enforcement Changes

"One of my objectives is to provide a synopsis of every rule and policy we regularly administer, to give a thumbnail sketch of our experience with that rule, and our thoughts as to whether it should be

retained, modified, or eliminated altogether," says Sewell. He declines, however, to get into specifics on possible changes.

The bulk of broadcast complaints center on television programming and commercials, areas the FCC avoids. "I think the man in the street believes our role is to be a watchdog over program content," Sewell notes. "We try to explain that's not the case. Our role is not that of a censor." People with gripes about programming are advised to contact the station directly.

#### Lyrics, Contest Complaints Common

A common complaint about radio stations involves "suggestive" lyrics, which seldom concern the Commission. "If something is distasteful, that's not a basis for Commission action." He said the FCC would investigate language fitting the Supreme Court's narrow definition of indecency — "a verbal assault of four-letter words, constantly repeated in a short period, at a time when children might be present," in Sewell's words.

To avoid another frequent source of radio complaints, contest problems, Sewell advises broadcasters, "Plan it out. Sit down and think how this is going to work. Come up with rules and procedures and make sure your on-air announcers follow them. When you have a DJ who starts winging it, you're going to get into trouble."

Interestingly, the giant one-million dollar giveaways that have become popular with stations create few headaches for Sewell's staff. The reason, he believes, is

**"When you have a DJ who starts winging it, you're going to get into trouble."**

that they are "generally more carefully thought out," and are conducted by stations that can afford to consult legal counsel beforehand.

One trend Sewell points to in complaints against radio stations is a decline in fraudulent billing complaints from five or six years ago. "I hope that's a result of our enforcement program that resulted in a lot more hearings on this issue."

Sewell's statement that he dislikes handing out fines seems to be borne out by the numbers. Although thousands of complaints are filed each month, fewer than 60 fines are levied each year, and most of those are for technical violations discovered by investigators for the Field Operations Bureau.



## Computer Graphs Provide Visual Aid To Stations

"Fast-Grafs," a recently-developed technique for producing laser-printed computer graphic reports of a radio station's audience, finances, and other data, will soon be available from the New York City-based **Radio Information Center** firm.

The main advantage to "Fast-Grafs" is that they can be created directly from the computer that makes the calculations, instead of on plotting machines. Created as an extension to the firm's "Analyst" (Arbitron audience analysis) system, "Fast-Grafs" make it possible for radio station executives to view a set of several color line graphs detailing their station's programming, sales, or budgetary performance without having to first gather and analyze the data, then feed it into the plotting machine. Plus you have the benefit of looking at visual data, rather than raw numbers.

Initially, the "Fast-Grafs" will be available in three different sets — "Sales-Grafs," "Program-Grafs," and "Management-Grafs." Each consists of 10 or more visual charts, varying in price somewhat by market size. For further information contact **Jerry French** at the Radio Information Center at (212) 371-4828.

## UP 51% FROM 1970

# One In Seven U.S. Families Headed By Women

Families headed by women now represent 15 percent (nearly one in seven) of all American families, according to recently-released **U.S. Census Bureau** statistics. Although most American families are married couples, their share is dwindling — from 87 percent of all U.S. families in 1970 to 83 percent in 1979, the latest data available. In contrast, female-headed families have increased 51 percent since 1970.

A relaxed social climate (divorce and separation becoming increasingly common) and a changing labor force are seen as the reasons for the growth in female-headed families, two-thirds of which (5.3 million) include children

under the age of 18.

While almost half a million female-headed families have annual incomes over \$25,000 — about as many as have a college degree — and nearly one million females heading families work in either a professional or managerial capacity, most female-headed families are a far cry from affluence, reflected in the 57 percent of female-headed families living in public housing projects.

### Low Median Income Level

Median income for female-headed families during 1978 stood at 48 percent of the median income for U.S. families, \$8,500 versus \$17,600.

Even though the number of female family householders in professional or managerial professions has doubled since 1970 (the largest increase of any occupational group), this has not kept pace with the abovementioned 51 percent increase in the total number of female-headed families, likewise the largest increase in this respect.

Predictions are for the number of U.S. female-headed families to top 12 million (18 percent of the total) by the end of the decade. However, population experts project that the increasing number of women working full-time will improve the economic status of these families significantly in the future.

**"Let me see your 'eye-dee'"**

A near-perfect identification system currently in prototype really puts the "eye" in identification. Said to be more accurate than either fingerprints or voiceprints, the system uses an electronic camera to identify people by blood-vessel patterns in their eyes.

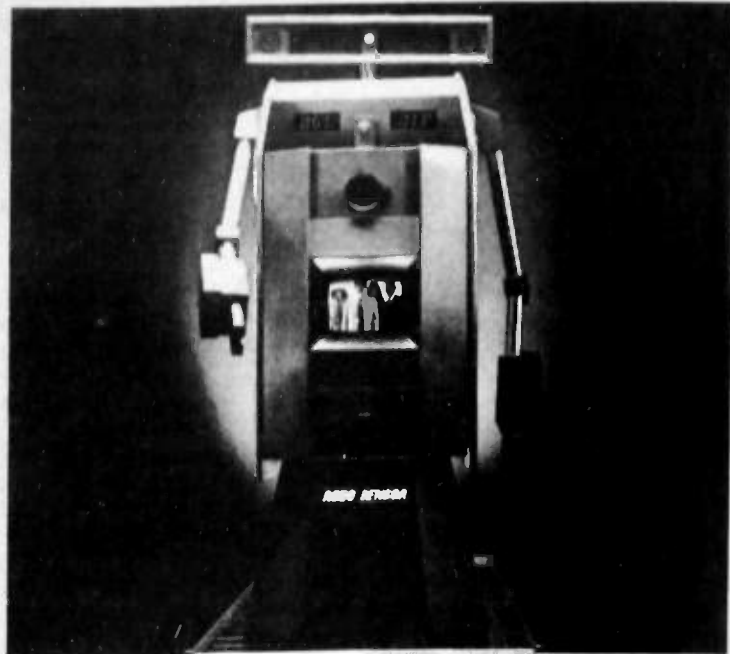
According to the **Computer Decisions** publication, so-called "eyeprints" are like fingerprints in that they are unique for each individual, but are (quite logically) less alterable than one's fingerprints or voice patterns.

## Matsushita's Robot Invites You To Shake Hands With Future

"Welcome. Let's shake hands. Wow! What a grip!" Scarcely stimulating conversation, except that the above comment came from the steely persona seen at right. Developed by the Japanese electronic giant **Matsushita Electric**, the 500-pound robot not only "talks" (via speech synthesis), but also sees, using a TV camera for eyes.

A series of sophisticated "Robo Sensors," capable of measuring everything from room or body temperature to gas leaks to the power of your handshake, serve as the unit's brain.

While the particular model pictured spends its time at exhibitions and industrial fairs as a dazzling sort of company spokesmachine, other Matsushita-developed robots perform such complex tasks as arc welding and manufacturing TV sets. Now, who says robots are incapable of feeling?



## Flush-Mounted Speakers Improve Mobile Music

These "Alphasonik D-3200 Flush Mount Car Speakers" are designed to accommodate those who like to combine high-quality music with mobility. Manufactured by Berkeley, CA-based **Visonik Of America**, the two-way system uses a critically-aligned one-inch, soft-domed, wide-dispersion tweeter and a long excursion four-inch woofer with a matched crossover. The "D-3200" also features a cast aluminum housing with a specially contoured aluminum grill.



Most importantly, each speaker requires only a three-inch diameter by one-inch deep hole for mounting on your vehicle's door, with the unit's design compensating for the tendency of a car interior to absorb high-frequency sound, resulting in an extremely dynamic, accurate car speaker. Price: \$150 per pair.

## Name Brand Value Fading

What's in a name (brand)? Less and less, according to a recent **Opinion Research Corporation** study conducted for the **Chain Store Age/General Merchandise** publication. The survey found that more and more consumers, particularly young and affluent ones, are placing price ahead of brand preference when it comes to purchasing goods.

Nearly half (48 percent) of the consumers surveyed said they are using more store or distributor brands than

they did two or three years ago. Similarly, another 49 percent claim to be using more generic (unbranded) products than ever before.

While the trend is viewed as a strong indicator of cost-cutting measures adopted in reaction to diminished buying power, it nevertheless points out that manufacturers must provide value along with their brand name, rather than simply rest on the laurels of familiarity.

## Motion Sickness Breakthrough

If you're one of the millions of Americans who suffers from occasional motion sickness, hold on to your seat. One side effect of the U.S. space shuttle program has been the discovery of a novel method to prevent the familiar nausea brought on by prolonged loss of equilibrium.

Briefly, a thin plastic disc about the size of a dime is worn behind the ear. The disc contains a drug that is released into the bloodstream over a period of three days. The prescription-required device, termed the "Transderm-V Scopolamine Therapeutic System," costs about \$2.25 per unit at your local pharmacy.

**5**  
YEARS AGO  
TODAY

**Radio & Records**

- ★ **E. ALVIN DAVIS NEW PD AT WSAI/CINCINNATI** — Formerly PD at WNOE/New Orleans.
- ★ **RICHARD PALMESE NAMED DIRECTOR OF NATIONAL PROMOTION FOR ARISTA.**
- ★ **JOHN LONG RESIGNS AS PD AT WAPE/JACKSONVILLE.**
- ★ **KPAS/EL PASO GOES AOR FROM GOSPEL.**
- ★ **NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" — Elton John & Kiki Dee (Rocket)**
- ★ **NUMBER ONE COUNTRY: "If You've Got The Money" — Willie Nelson (Columbia)**
- ★ **NUMBER ONE LP: "Spliffire" — Jefferson Starship (RCA/Grunt)**

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LOS ANGELES

NEW YORK

**KMJQ**  
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# ROCK QUIZ IS:

A brand new, 60-second program with a sure fire format designed to keep your listeners *listening!*

# ROCK QUIZ IS:

Guaranteed to provoke audience participation. We ask the questions. Your listeners call in their answers!

# ROCK QUIZ IS:

The show that gives you free prizes for winners of every show. And a chance to win a spectacular grand prize!

# ROCK QUIZ IS:

Guaranteed to give your station exclusivity in your market.

# ROCK QUIZ IS:

Hosted by Richard Neer from WNEW-FM.

# ROCK QUIZ IS: WHAT RADIO NEEDS NOW.

For more information  
about ROCK QUIZ call:  
Joshua Feigenbaum  
(212) 838-4450  
Or, return this coupon.

ROCK QUIZ is sponsored by NESTLES \$100,000 bar.



YES, I'm interested in ROCK QUIZ.

Please send me more information!

Just clip this coupon and mail it to:

MJ1 Broadcasting, Inc.  
231 East 51st Street  
New York, New York 10022  
At: Joshua Feigenbaum

Name \_\_\_\_\_

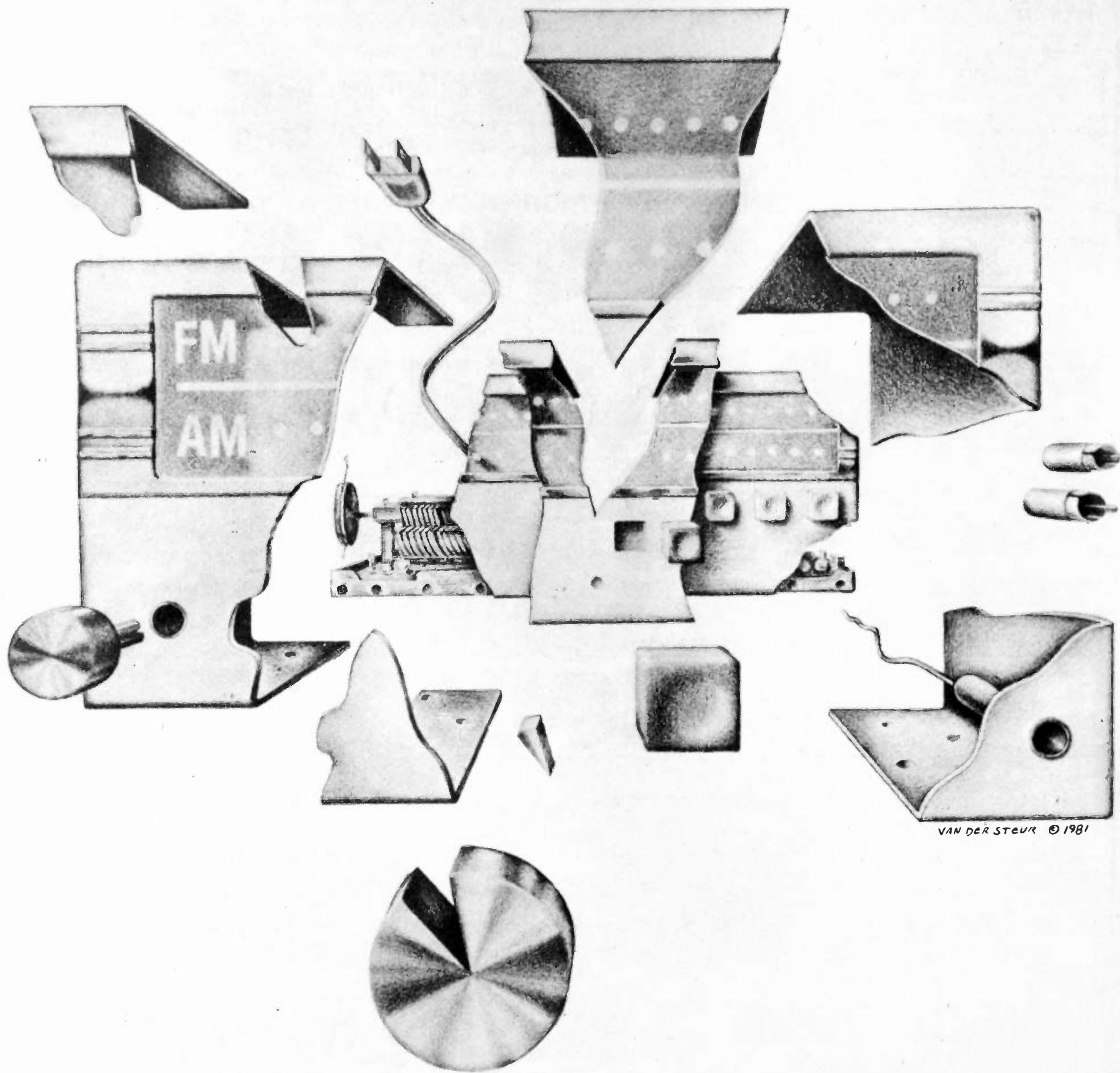
Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

# Radio today is fragmented.








VAN DER STEUR © 1981



# R&R puts it all together

Today's fragmented radio world demands knowledgeable leaders. You can't survive without understanding your environment . . . and today it's more competitive than ever. Competition comes at you from all directions. Other radio formats, local TV, cable, even specialized publications are after your audience and your advertisers.

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**We've got it all in one place...**  
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The Industry's Newspaper

# Networks/Program Suppliers

## Nine Sandusky Stations Join Transtar Network

Sandusky Radio has signed its entire chain of nine radio stations to an affiliation agreement with the **Transtar Radio Network**. Sandusky's stations are: **KBPI & KERE** (see story Page 3)/**Denver, KJZZ & KZAM/Seattle, KDJQ & KDKB/Phoenix, KWFM/Tucson, and KSLY & KUNA/San Luis Obispo.**

Commenting on the scope of the agreement, Sandusky President **Toney Brooks** told R&R, "Some of our stations in some of our markets will use Transtar's entertainment programming. If not 24-hours-a-day, then certainly a large portion of the day because we feel Transtar's programming is going to be very compatible with what some of our stations are currently doing."

"Now for our major market FM's," Brooks continued, "it's not going to be compatible, but we're interested not only in the entertainment programming on Transtar but the research and sales features and the lifestyle information that Transtar will be providing. It's all of these, plus the opportunities that Sandusky may have in contributing entertainment programming to Transtar, that form the nucleus of this arrangement."

Transtar President **Dwight Case** said, "It's a great way to start a network."

Also at Transtar, **Ron Ruth** has been named Director/Affiliate Relations. Ruth's radio experience includes stints as General Manager for **WXLO/New York, WGMS/Washington, DC; WQAM/Miami, KPOI/Honolulu, and KAFY/Bakersfield.**



GLOBAL SATELLITE NETWORK



**SHADY CHARACTERS** — Pictured posing behind their **Foster-Grants** at the conclusion of a recent "Rockline" program are (l-r) host **B. Mitchel Reed** and **Chrysalis** recording artist **Ian Hunter**.

Next week's (9-14) edition of "Rockline" will feature **Greg Kihn** and **Meat Loaf**.



Watermark

Upcoming guests for the firm's "Robert W. Morgan Special Of The Week" one-hour series for the month of September are: **Elton John** (5-6), **Bette Midler** (12-13), **Crystal Gayle** (19-20), and the **Jefferson Starship** (26-27).

**Bob Rogers & Associates**

The San Francisco-based **Zodiac News Service**, which provides a daily news dispatch to over 400 radio stations, has merged its operations with the **Pacific News Service/Radio**, also located in San Francisco. The latter publishes the daily radio news dispatch **Rip 'N' Read**.



**Stephan Ophuijsen** has been appointed Director/Network Sales for **Drake-Chenault Enterprises**.

Most recently, Ophuijsen was Director/Marketing Development-West for the **Katz Agency**.



Beginning October 3, the revamped **NBC-TV** series "Saturday Night Live" will be stereo-simulcast over the **Source** radio network. According to **Chicago Sun-Times** columnist **Gary Deeb**, the experiment will be kicked off by ad campaigns urging potential viewers to "watch 'Saturday Night Live' in your car," in hopes that the listeners will tune in on TV when they get home.



**Richard Kimball** becomes Director/Concert Programming for **Westwood One**. A 20-year veteran of the radio industry, Kimball's previous experience includes stints at **KMPX and KSAN/San Francisco** as well as **KWST and KMET/Los Angeles**.



**Don McLean** will kick off a weekly series of one-hour stereo music programs, entitled "Musicstar Weekend Specials," scheduled to debut on Saturday nights at 8pm over the **RKO Two** network. The combination music and interview programs, produced by San Francisco-based **IS Inc.**, will feature **McLean** on September 5, followed by the **Painter Sisters** (9-12), and **Rupert Holmes** (9-19).

## Radoradio

**Larry Cooper** becomes News Director for the newly-created **Radoradio** network, coming from his previous post as News Director at **KCBS/San Francisco**, where he was instrumental in the development of the first electronic broadcast newsroom. Prior to joining **KCBS** in 1971, Cooper served as News Director for **WIRE/Indianapolis** and **KSTT/Davenport, IA** as well as Program Director for the **Armed Forces Network** in Korea.



**Jay Adair** has been named West Coast Sales Manager for the **CBS Radio Network**, coming from his previous post as VP/West Coast Operations for **Meeker Television Inc.**, a position he had held for the past two years.

## SMN Debuts First 24-Hour Live Satellite Net

The **Satellite Music Network (SMN)** kicked off the nation's first 24-hour live satellite network at 6am EDT on Monday (8-31), beaming its Country format from the uplink studios in Chicago to **KBRJ/Bolton**. Since then, the SMN has added new affiliates almost daily to both the Country format and its Adult/Contemporary offering.

Network Manager **George Williams** said that other than a few expected minor technical problems in getting started, things were going well. "We're delighted with how things are going because until you actually do it, you don't know if the formats and the technology will marry, but it has exceeded our expectations. The early results are quite favorable."

The format did go off the air Friday (9-4) for 18 minutes when the computer backup for the uplink failed and the computer took the programming off the air. The problem was promptly identified and then solved, and was not regarded as serious.



**LIVE FROM NEW YORK, IT'S KELI/TULSA!** — **KELI/Tulsa** recently became an affiliate of the **CBS Radio Network**, and to celebrate the marriage, gave its listeners a chance to honeymoon in New York City as **KELI** morning drive personality "**Commander Ken**" **Rank** broadcast his show live from the net's New York studios on Monday (8-31) and Tuesday (9-1). Pictured here along with **Rank** (left) is **CBS News** correspondent **Dallas Townsend**, one of the many **CBS** newspeople, producers and execs who dropped by to extend their well-wishes to the latest addition to the **CBS** family.



Mutual

**Peggy Solomon** has been promoted to the newly-created position of Director/Broadcast Operations. An eight-year veteran of the firm, Solomon most recently held the Production Manager's post.



The **Blue Oyster Cult's** performance on September 20 at the Veterans' Memorial Coliseum in New Haven, CT will be broadcast live to AOR stations across the country by the Boston-based programming supplier.

## Reps



**KPKE-FM/Denver** has become the latest client for the rep, bringing the total number of stations reppped by the firm to 28.



**Dave Tolbert** has been elevated to Sales Manager for the rep's Dallas office, coming from his previous post as an account exec. Prior to joining **H-R/Stone**, Tolbert held sales positions with **Mutual Broadcasting** and **KBOX/Dallas**.

**KLIK-KJFF/Jefferson City, MO; WMYB-WJYR/Myrtle Beach, SC; and WBMX/Chicago** have signed on as client stations.



**KSD-AM&FM/St. Louis and KLMS-KFMQ/Lincoln, NB** have become clients of the rep.



MAJOR MARKET RADIO SALES

**Elaine Jenkins** has been promoted to Office Manager for the rep's Dallas branch. A 12-year veteran of the firm, she most recently served as an account exec.



Torbet Radio

**Mariann DeLuca** has been appointed Vice President/Research for the rep. Prior to joining **Torbet** two years ago, **DeLuca**, a 10-year veteran of the radio rep field, held positions with **WWDJ/New York, Blair Radio, McGavren Guild, and RKO Radio**.



The 10th annual **CBS Radio Spot Sales** seminar will be held in New York City at the **St. Regis Hotel** from September 14-16. Speakers for the three day event, which will be attended by the **GSM's** and national sales managers from the 19 stations reppped by **CBS Radio Spot Sales**, will include **Peter Dalley**, Chairman/CEO of **Dailey & Associates; John Lack**, Exec. VP for the **Warner Amex Satellite Entertainment Co.**; and **William Lilley III**, VP for **CBS/Washington**.

## MARS MEMO

MASS ACCEPTANCE RESPONSE STUDY

To: All Radio Programmers  
Re: The Purpose of "The MARS Memo"

Starting the first week in October, **RADIO INDEX** will begin a continuing series of Informative White Paper Reports about callout music research.

**MARS-Memo's** will be condensed in R&R the first week of each month, with the full text available free to anyone requesting a copy (a sort of "Crime-Stopper's Textbook" of research theory, if you will).

Because **INDEX** pioneered the callout concept many years ago and the **MARS/System** has been implemented by over 100 stations world-wide (in virtually every music format), we obviously have a few trial-proven methods, theories, and even a few **SECRETS** to share with good programmers who base their depth in logic.

Some of the first **MARS-Memo's** will deal with:

- The Balance Between "Art and "Science"
- Effective Hook-Feeding of Currents:
- "The MARS Hook-Line" Recorderphone Concept
- Effective Hook-Feeding of Oldies:
- "The MARS Music-Disk" Floppy Mail-Sheets
- Quantifying a HIT: "The MARS Five-Pattern"
- Precision Dayparting Control and Lifestyle Readouts
- Isolating the LONG-Span Listener ... and MORE!

Starting October 2, check PAGE 6 of R&R for the monthly "MARS-Memo". In the meantime, direct your comments and questions to me, toll free: (800) 528-6082.

**radio Index** **Todd Wallace**  
associates

## What comes in the mail and makes you laugh?

Check out Marketplace, page 55



# Recipe For A Perfect Playlist:

Add: **BILLY JOEL**  
**"Say Goodbye To Hollywood"**

Contents:

**THE BACK PAGE**  
**BREAKERS**

**BILLY JOEL**  
**Say Goodbye To Hollywood (Columbia)**  
58% of our reporters on it. National Summary: Up 8, Debuts 21, Same 31, Down 0, Adds 82 including Q102, KEZR, KJR, Q103, WTRY, K104, B97, WBBQ, K10A, WMEE, KIDD, FM103, 14WK, KILE, KFVR. See Parallels, charts at number 30.

Add: **ATLANTA RHYTHM SECTION**  
**"Alien"**

Contents: **NEW & ACTIVE**

**ATLANTA RHYTHM SECTION "Alien" (Columbia) 68/13**  
Moves: Up 15, Debuts 15, Same 25, Down 0, Adds 13, WKBW, WGCL, WZUU, KFI, KFMK, WFMF, KQ94, G100, Y103, WNOX, KZ93, WNAM, KZZP, 293 26-23, WKEE 38-30.

Add: **BLUE OYSTER CULT**  
**"Burnin' For You"**

Contents:

WBEN-FM add 35	KJ100 3-3	KSFX 17-16	WZOK on
G100 add	FM103 7-6	KIMN on	KKXX on
WBBQ add	KRLC 26-21	WPST 32-27	KERN 33-31
WSKZ add	WIFI 28	WKRZ-FM on	KNBQ on
Z104 add	96KX 24-20	WKEE deb 38	KYSN on
WCGQ add	KRBE 19-15	KHFI on	KCPX 32-30
KVOL add	WLS 20-18	KXX106 on 28	KLUC 24-22
Q107 17-14	WLS-FM 20-18	WAAY on	WJBQ 33-28
KBEQ 9-8	WDRQ 12	Y103 deb 39	WGUY deb 35
KIQQ 38-23	WGCL on	BJ105 on	95XIL 35-32
K104 7-4	KFRC on	KZ93 deb 18	WSPT 28
			KSLY on

Add: **SANTANA**  
**"Searchin'"**

Contents:

WIFI add	WLS-FM deb 39	KJ100 on
KRBE add	KEGL on	KERN on
WGCL add	KQ94 on	KYNO-FM deb 28
KSET-FM add	BJ105 on	
96KX 15	WGH on	

Blend together immediately for a music mix bound to please even the most discriminating appetites.

Columbia Means Music



## Arbitron Procedures' Effect On Spring Ratings

With regard to the Spring '81 Arbitron ratings data, I have good news and bad news. The good news is that Arbitron made dramatic strides to improve and quicken the delivery of your books to you. Production of the 253 markets' data was approximately one-third faster than in previous spring periods. Arbitron has plans to expedite the production of ratings even further, with a goal of a 50-day production period next spring.

The bad news is that while the books were released faster than ever, the numbers in some of them may be subject to some processing problems that seem to be magnified by steps taken to get the reports out more quickly. My firm has reviewed thousands of diaries in Laurel this sweep and seen more problems than in earlier surveys. You should be aware of them. The point here is not to embarrass Arbitron — which does a competent job in the overwhelming majority of instances — but to inform you that you had better be sure the problems I'm going to describe below didn't hurt (or unnecessarily help) your spring numbers. You need the best management decision-making information in order to properly evaluate the spring returns.

### Two Major Concerns

In looking through the diaries for dozens of markets, two major areas where processing problems have cropped up have been identified:

1. AM-PM confusion on the part of the key-entry operator at Beltsville.
2. The impact of the ascription technique, used to handle slogan conflict and call letter confusion.

Let me detail some of the instances we've seen (without mentioning specific stations or markets to protect the injured), then discuss what you can do to make sure you mitigate the impact of any handling problems that were encountered by Arbitron.

### Key-entry Errors

The key-entry operator at Beltsville is a "key" link in the process of generating your ratings. These operators sit at cathode ray tubes for hours, inputting edited diary data into the computer memory so that it may be compiled into a market's estimates. Even if the diary entries were edited correctly, the data may be misinterpreted by the key entry operator and thus end up included as incorrect data in your book.

Here's the most common example this spring. Perhaps due to the pressure to expedite report delivery, I've seen more 12-hour errors this sweep than in the past. This can occur when a respondent notes an entry such as "7am-9pm." In a small percentage of cases — but any is too many when it

hurts your station — the operators have given the station credit only until 9am, not pm. Thus, a station may lose credit for 48 quarter-hours due to such an occurrence. In almost every market my staff has looked at, we've seen this type of problem. Arbitron has been very frank about admitting that these were errors and will inform the appropriate key entry operators.

### Ascription Hassles

Ascription has been used increasingly by Arbitron lately to speed up handling of slogan conflicts (such as two "104's") or items involving call letter confusion (e.g., when there's a WXXX and there used to be a WXXX-FM in the same market). Rather than try callbacks to the diarykeepers involved — a time-consuming step which does not always end up crediting all the diaries — Arbitron uses a computer assignment to credit entries to one of the stations. No one actually looks at the diaries — their listening patterns, demos or ethnicity — to see what might make sense. Instead, the computer randomly assigns a number to each diary. The assigned number either falls into the range for station A or station B, and the entries in conflict in that diary are credited to the relevant station.

Here's how ascription dealt with instances in three major markets this spring. In case number one, there was formerly a WAAA-FM, which has since changed calls while the AM station has remained WAAA. Another station in the metro also uses calls similar to WAAA (we'll say WAAB). Whenever a respondent writes down WAAA-FM, the diary is thrown into the ascription pool for computer crediting decision. This sweep there were several diaries in which people wrote WAAA throughout the diary, but infrequently checked the FM box. That checking of the FM box was enough to throw the diaries into ascription, and the computer assigned the "FM" entries not to WAAA but to the other station with similar calls. In none of these diaries were there any entries to station WAAB, but it received cume and quarter-hour credit for 13 diaries due to the luck of the ascription draw.

How does the computer develop the numerical ranges used to credit? This survey had ascription ranges developed based on 1980 in-tab, on a county basis, for each of the stations involved in the conflict or confusion. Supposedly, a station with twice as many 1980 diaries in a county would get credited with diaries assigned in the 0-65 range, while the other station would get credit for those that were assigned numbers 66-99 by the computer. It doesn't always work that way, however.

One of our clients had an advantage over the

## Week In Review

### Milwaukee Book To Be Reissued

Due to an incorrect listing showing WZUU-AM & FM simulcast in PM drive, Arbitron will be reissuing the Milwaukee Spring '81 report. Arbitron says the stations did not inform the ratings firm that they had suspended simulcasting. No total lines should be shown for WZUU-AM & FM in the 3-7pm daypart.

other station in conflict. However, when we pored over the diaries, we saw that the other station had in fact been given the majority of credits. We asked how this could happen and were told by Arbitron officials that while normally a station with a diary count advantage in 1980 would get the bulk of credits under ascription, it was really a random number assignment and the luck of the draw was that the machine spit out more numbers in the 66-99 range than in the 0-65 bracket. Ouch!

### Slogan Conflicts

Besides the call letter confusion cases, slogan conflicts are now handled by ascription. In another major market, this caused grief. The stations in conflict are a Beautiful Music entity and a Black-targeted property. As luck would have it ascription gave entries in four younger black diaries to the Beautiful Music station and two older non-ethnic diaries to the Black station. C'est la vie. However, if an Arbitron staffer had reviewed the listening patterns in the diaries, rather than just relying on a random computer assignment, the data in the book might have been more reliable.

### Possible Remedies

There are several things that could be done to mitigate the impact of errors or procedures that might hurt your numbers. First, in order to see if your fate was affected by such vagaries, you need to have station personnel, your rep, or a firm that constantly reviews diaries look at your books.

If you discover that you were helped or hurt by Arbitron processing steps, note the impact of the situations. Only then can you look at the results of the spring book in true perspective. Of course, if the problem is serious enough, you may want to contact Arbitron about a reissue of the data. So far Seattle and St. Louis have been reissued for processing problems that led to incorrect credits.

If your station suffers from a call letter confusion problem or a slogan conflict, do everything in your power to eliminate the situation. Make Arbitron's job easier and you can have more confidence that your numbers won't be affected by Beltsville vagaries.

Finally, Arbitron might consider a remedy. If its staff in Laurel could just review the diaries in conflict or in a confusion situation — in essence verify the ascription numerical assignment to see if the computer's decision made sense given demos, listening patterns, etc., it might help. The downside is that the manual review of such diaries would take time. Are you broadcasters willing to wait a few days more for your books? It's a question you'll each have to decide.

## Q&A

A GM recently wanted to know, "Why is there no data for ADI (Area of Dominant Influence) in my book, yet there are ADI estimates in the local Arbitron TV ratings book?"

I believe that Arbitron only publishes ADI data for the top 50 radio markets. Since your metro is not ranked among the top 50 there will be no ADI figures — while there will always be ADI data in TV reports since the ADI geographic definition is based on TV penetration and is the major geography used in TV.

Jhan  
Hiber





WESTWOOD  
ONE  
PRESENTS

# The Rolling Stones

OFF THE RECORD  
with Mary Turner

No matter how you say it the name means "Rock & Roll". Mary Turner goes off the record with Mick, Keith, Woody & Bill in an exclusive two-part super special featuring the music and comments of the Rolling Stones. Airing the weeks of September 21st and 28th on these great radio stations . . .

- |  |  |   |  |  |  |  |  |   |   |   |  |  |
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| Akron, OH<br>Albany, GA<br>Albany, NY<br>Albany, OR<br>Albert Lea, MN<br>Albuquerque, NM<br>Alhambra, LA<br>Altoona, PA<br>Anahim, TX<br>Anchorage, AK<br>Appleton, WI<br>Asheville, NC<br>Atlanta, GA<br>Atlantic City, NJ<br>Augusta, GA<br>Augusta, ME<br>Bakersfield, CA<br>Baltimore, MD<br>Bangor, ME<br>Barnesville, MI<br>Beaumont, TX<br>Bellevue, MT<br>Binghamton, NY<br>Birmingham, AL<br>Boise, ID<br>Boston, MA<br>Bridgeport, CT<br>Buffalo, NY<br>Caguas, PR<br>Camden, MD | WVWM<br>WALG<br>WPYX<br>KQY<br>KCPY<br>KWEL<br>KDIO<br>WPRR<br>WYTX<br>KMET<br>KGOT<br>WKAU<br>WBMS<br>WKLS<br>WYSP<br>WYMX<br>WBML<br>KDKX<br>WYNY<br>WLVN<br>KZOM<br>WVUS<br>KQOK<br>WAAJ<br>WXXX<br>KLUZ<br>WCOZ<br>WPKI<br>WPHD<br>95X<br>WESP | Canton, OH<br>Cedar Rapids, IA<br>Cedar, OH<br>Champaign, IL<br>Charleston, SC<br>Charleston, WV<br>Charlotte, NC<br>Chattanooga, TN<br>Cheyenne, WY<br>Chicago, IL<br>Cincinnati, OH<br>Cleveland, OH<br>Colorado Springs, CO<br>Columbus, MS<br>Columbus, OH<br>Cumberland, MD<br>Dallas, TX<br>Dayton, OH<br>Daytona Beach, FL<br>Denver, CO<br>Des Moines, IA<br>Detroit, MI<br>Duluth, MN<br>Eau Claire, WI<br>El Paso, TX<br>Erie, PA<br>Eugene, OR<br>Evansville, KY | WVWM<br>KRRG<br>WKRI<br>WLRW<br>WSSX<br>WKLC<br>WBCY<br>WKXC<br>KKAZ<br>WMEI<br>WOKY<br>WVWM<br>KLO<br>WVOK<br>WVHW<br>WVLO<br>WVBO<br>KZEW<br>WVLP<br>WAZU<br>WDZ<br>KAZY<br>KMGK<br>WLLZ<br>KQOS<br>WOKL<br>KINT<br>WJET<br>KZEL<br>WKCC<br>WKCC | Fargo, ND<br>Frederick, MD<br>Fresno, CA<br>Ft. Lauderdale, FL<br>Ft. Myers, FL<br>Ft. Pierce, FL<br>Ft. Wayne, IN<br>Gary, IN<br>Grand Forks, ND<br>Grand Rapids, MI<br>Great Falls, MT<br>Green Bay, WI<br>Greensboro/W.S., NC<br>Greenville, NC<br>Greenville, SC<br>Harrisburg, PA<br>Hartford, CT<br>Honolulu, HI<br>Houston, TX<br>Huntington, WV<br>Indianapolis, IN<br>Jackson, MS<br>KMGK<br>WLLZ<br>KQOS<br>WOKL<br>KINT<br>WJET<br>KZEL<br>WKCC<br>WKCC | Lafayette, LA<br>Lafayette/W.M., FL<br>Lancaster, PA<br>Lansing, MI<br>Las Vegas, NV<br>Lexington, KY<br>Lincoln, NE<br>Little Rock, AR<br>Los Angeles, CA<br>Louisville, KY<br>Lubbock, TX<br>Lumberton, NC<br>Macon, GA<br>Manchester, KY<br>Manchester, NH<br>Metairie, LA<br>Memphis, TN<br>Meriden, CT<br>Miami, FL<br>Milwaukee, WI<br>Minneapolis, MN<br>Missouri, MO<br>Modesto, CA<br>Monroe, LA<br>N.E. Penn.<br>Nassau-Suffolk, NY<br>New Brunswick, NJ<br>New Haven, CT<br>New Orleans, LA | KOWB<br>WZYD<br>KBDS<br>WCKO<br>WINK<br>WQVY<br>WKEE<br>WMET<br>KYTN<br>WVAV<br>KODI<br>WKAU<br>WITN<br>WBCY<br>WANS<br>WZUE<br>WCCC<br>KLOK<br>KLOL<br>WAMA<br>WFO<br>WZOO<br>WVTV<br>WNEW-FM<br>WIMZ<br>WGLU<br>WLAU<br>WBEV<br>WIMZ<br>WXUS | Lafayette, LA<br>Lafayette/W.M., FL<br>Lancaster, PA<br>Lansing, MI<br>Las Vegas, NV<br>Lexington, KY<br>Lincoln, NE<br>Little Rock, AR<br>Los Angeles, CA<br>Louisville, KY<br>Lubbock, TX<br>Lumberton, NC<br>Macon, GA<br>Manchester, KY<br>Manchester, NH<br>Metairie, LA<br>Memphis, TN<br>Meriden, CT<br>Miami, FL<br>Milwaukee, WI<br>Minneapolis, MN<br>Missouri, MO<br>Modesto, CA<br>Monroe, LA<br>N.E. Penn.<br>Nassau-Suffolk, NY<br>New Brunswick, NJ<br>New Haven, CT<br>New Orleans, LA | KTDY<br>WOPD<br>WZUE<br>WVIC<br>WEND<br>WKOD<br>KFMO<br>KKYK<br>KMET<br>WLSR<br>KOEY<br>WGSJ<br>WVBN<br>WVXL<br>WCOZ<br>WJDR<br>WJDO<br>WCKO<br>WLPX<br>KDLB<br>KYL<br>WVTV<br>KNOE<br>WZEX<br>WNEW-FM<br>WNEW-FM<br>WCCO<br>WRNO | New York, NY<br>Norfolk, VA<br>Oklahoma City, OK<br>Omaha, NE<br>Orlando, FL<br>Orlando, FL<br>Philadelphia, PA<br>Phoenix, AZ<br>Pittsburgh, PA<br>Portland, ME<br>Portland, OR<br>Poughkeepsie, NY<br>Providence, RI<br>Provo, UT<br>Pueblo, CO<br>Raleigh/Durham, NC<br>Reading, PA<br>Reno, NV<br>Revere, CA<br>Rochester, NY<br>Rockford, IL<br>Sacramento, CA<br>Salem, OR<br>Salt Lake City, UT<br>San Antonio, TX<br>San Diego, CA<br>San Francisco, CA<br>San Jose, CA<br>San Juan, PR | WNEW-FM<br>WNEW-FM<br>KEXY<br>KEZO<br>WDIZ<br>KBBY<br>WYSP<br>KDKB<br>WVVE<br>WBML<br>KGDH<br>WPDH<br>WCOZ<br>KQAB<br>KILQ<br>WITN<br>WYSP<br>KOLA<br>WCMF<br>WYFE<br>KROY<br>KQON<br>KDAB<br>KISS<br>KBF-FM<br>KSFX<br>95X | Santa Fe, NM<br>Seattle, WA<br>Sioux Falls, SD<br>South Bend, IN<br>Springfield, MA<br>St. Cloud, MN<br>St. Louis, MO<br>Steubenville, OH<br>Stockton, CA<br>Stockton, CA<br>Syracuse, NY<br>Tallahassee, FL<br>Tampa, FL<br>Terre Haute, IN<br>Toledo, OH<br>Trenton, NJ<br>Tucson, AZ<br>Tyler, TX<br>Utica/Rome, NY<br>W. Palm Beach, FL<br>Washington DC<br>Washington, WV<br>Wichita, KS<br>Wilmington, DE<br>Wilmington, NC<br>Worcester, MA<br>Yakima, WA<br>York, PA<br>Youngstown, OH | KWXL<br>KZOK<br>KKRZ<br>WAOR<br>WCCC<br>KQWB<br>KSHE<br>WOMP<br>KSTN<br>WOUR<br>WYWF<br>WBDJ<br>WLOT<br>WYSP<br>KRFM<br>KDKO<br>WOUR<br>WVDC<br>WOMP<br>KICT<br>WSDV<br>WYSP<br>WVSL<br>WCOZ<br>KATS<br>WZUE<br>WSRO |
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## STREET TALK

Scotty Brink turned in his resignation as PD of KHOW/Denver late last week, but did not make any announcement about his immediate future plans. Apparently he will remain with the station until a suitable replacement can be hired.

WOAI-FM/San Antonio is the latest Country convert as the A/C station switched formats last Friday night (9-4). John Lund & Associates have signed on to consult the station but there is no PD at present.

### Agreement May Not Be Mutual

Don't expect Mutual to be an active participant in Nick Verbitsky's new United Stations 24-hour Country format. Originally Mutual, where Verbitsky had been Senior VP, was rumored to be interested in the project, but now that United Stations has signed with American Satellite for distribution of the service, the supposed link to Mutual appears to be gone.

Rumors are on the street that the RKO stations may soon have a new national program director, a post not filled since Paul Drew's tenure ended. Originally the new group PD was going to come from within the chain, but now look for the appointment to go to someone not currently within the RKO organization.

And speaking of Paul Drew, Street Talk hears that the programmer turned record executive will soon be a record executive turned radio programmer again.

It looks like a battle is shaping up between Beautiful Music syndicators Schulke and Bonneville over former Bonneville and current Schulke employee Jeff Miller. It seems that Miller, who helped program Marlin Taylor's Bonneville format, is being touted in a Schulke client memo as being largely responsible for Bonneville's success. Bonneville feels that is a bit of an overstatement and wants Schulke to retract the memo. Schulke says no. The next step may be toward the lawyers.

### Wind Is Gonna Blow

Is there trouble brewing at the Loop? We've heard that WLUP/Chicago may be undergoing future personnel changes that may affect PD Max Floyd, who's been with the embattled AOR for a year now.

Warner Amex's Steve Casey is about to rejoin his old partner John Sebastian as a member of John's consulting team. Steve is tendering his resignation at MTV now and will join John soon... and he'll even get name billing with the organization. Meanwhile, there is no truth to the rumor floating around Washington that Sebastian is going to consult WAVA.

The NBC Radio Network, which last week signed a letter of intent with Scientific Atlanta (R&R 9-4) for earth receiving stations, may be hedging its bet. Rumor has it that NBC may also have signed a letter of intent with Satcom. Since Satcom is owned by RCA, NBC's parent company, the rumor takes on a bit more meaning.

WIFI/Philadelphia has hired former WFIL morning man Don Cannon for morning drive. Don has been in Philly for several years, the last five at WFIL.

And while we're in the City of Brotherly Love... what Philadelphia programmer is rumored to be returning to the South in a super-big way very soon?

Doug Sorenson is the new PD at KQRS/Minneapolis from WTPA/Harrisburg. Replacing Doug at WTPA is that station's Jeff Kauffman.

More Chicago shakeups as three WVON staffers were handed "walking papers" last week. Jocks John Silver, Steve Gunn and Guy Broady all left the station, with Bobby O'Jay being named "acting PD."

Across the street at WBMX, GM Kernie Anderson appointed Lee Michaels Special Assistant to the GM for Programming, a title that apparently does *not* mean the same thing as PD.

### Business Bad? Be Creative!

It doesn't happen every day, but former KZOK/Seattle GM Norm Gregory has decided to vacate the business end for the creative side of radio. He's joined KJR/Seattle as Music Director and air personality.

Robert W. Walker has left WCKX/Tampa, where he had been PD and afternoon drive personality, to return to Y100/Miami. Scott Robbins remains at WCKX as Operations Director and former Y100 personality Ron Parker has apparently filled Walker's air slot in Tampa. This move reunites Metroplex VP Bill Tanner with his former PM-driver Walker.

John Denver has received RCA Records' first "Premier Artist Award." What the award means is that Denver is the first artist in RCA history to achieve worldwide sales of 10 million copies of an individual album. That impressive feat was accomplished by "John Denver's Greatest Hits."

It seems that WGAY-AM & FM/Washington recently had a diary review done on their behalf which turned up some notable errors in Arbitron's spring market report. WGAY GM Ted Dorf is mulling over his next move, but since rank changes are involved in key demos and dayparts, it appears that the Beautiful Music station will press Arbitron for some relief.

### Super Suits

Legal suits are flying between Motown recording artist Rick James and several concert promoters, with the money figures getting higher almost daily. James had all his band's equipment impounded by one of the offended parties in Dallas last month following his concert appearance. It may be quite a while before all this is settled.

Street Talk was sorry to hear that KLOS/Los Angeles personality B. Mitchel Reed had to be hospitalized Monday night (9-7) following a respiratory flare-up that hit him during "Rockline," the live satellite interview program he hosts. Independent record promoter Jon Scott quickly took over the broadcast while BMR was taken to Cedars Sinai hospital where he remained in intensive care at press time.

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# THE PICTURE PAGE

## Lattisaw Square Garden



Cotillion's Stacy Lattisaw played New York's Madison Square Garden on tour with the Jacksons, and was congratulated backstage on her MSG debut by Atlantic and Cotillion executives. Pictured (l-r) are manager Buddy Allen, Atlantic/Cotillion's Bill Curston, Atlantic Exec. VP/GM Dave Glew, Cotillion President Henry Allen, management's Steve Allen, and Atlantic VP Mark Schulman; In front, Jerry and Stacy Lattisaw.

## Chicago Honors Staples



Chicago Mayor Jane Byrne presented 20th Century-Fox's Staple Singers with plaques commemorating "Chicago Salutes The Staple Singers Day." Pictured (l-r) are Cleotha Staples, Byrne, Mavis, Pops, and Yvonne Staples, and 20th Century-Fox Records President Neil Portnow.

## Mercury Brings Briley To Record



Mercury/Polygram Records has signed Martin Briley, songwriter and former Ian Hunter Band member. Briley's first album will be released this month. Pictured (l-r, seated) are Mikes' Management President Mike Lembo, Polygram VP Chip Taylor, Briley, Polygram's Peter Lubin, label VP Eileen Garrish, and Exec. VP/GM Bob Sherwood; (l-r, standing) management's Fae Horowitz and Polygram Sr. VP Herry Losk.

## Scott-Heron Hearing In New York



Arista's Gil Scott-Heron played the Bottom Line in New York, and was joined backstage by a number of well-wishers from the label and the press. Pictured (l-r) are Arista's Milton Allen, Gerry Griffith, and Sherry Winston, Amsterdam News' Marie Moore, Scott-Heron, Arista's Linda Haynes, Arista VP Richard Smith, and Black Stars' Fred Murphy.

## Tubes Take Civic Break



Capitol's Tubes were feted following their Santa Monica Civic concert recently. Pictured at the party are (l-r, standing) Capitol's Bob Hart, group's Bill Spooner, Capitol VP Dennis White, label's Bruce Garfield, Capitol VP's Dan Davis, Rupert Perry, Bruce Wendell, and Walter Lee, and group's Roger Steen; (l-r, kneeling) Capitol Group President Don Zimmermann and group's Vince Welnick, Fee Waybill, and Prairie Prince; (l-r, seated front) group's Rick Anderson and Michael Cotten.

## Metal Meeting



Pictured after the Ziegfeld Theatre in New York's premiere of "Heavy Metal" are (l-r) Elektra/Asylum VP Bruce Lundvall, Buttermilk Sky Assoc. President Murray Deutch (music consultant to Columbia Pictures), Full Moon Records/Frontline Management President Irving Azoff, and Full Moon/Frontline VP Larry Solters.

## Motown Signs Feliciano



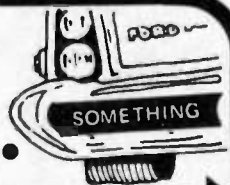
Jose Feliciano has signed with Motown Records, with a single due for imminent release, co-produced by label founder/Chairman Berry Gordy. Pictured at the signing are (l-r) manager Burt Hechtman, Feliciano (seated), Motown VP Lee Young Sr., and Motown President Jay Lasker.

## Denver In New Jersey



RCA's John Denver played the Brendan Byrne Arena in New Jersey, and label executives greeted him after the show. Pictured (l-r) are RCA VP Jack Craig, President Bob Summer, Denver, Spectrum Management President Harold Thau, and Management III President Sal Bonafede.

**A little something  
for your bumper . . .**



Stick to Marketplace, page 55



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## Sandusky Acquires KERE

Sandusky Newspapers' Radio Division has announced the purchase of KERE/Denver from Mission Broadcasting Co. for approximately \$2.4 million. Commenting on the acquisition, Sandusky Radio President Toney Brooks, told R&R, "KERE is one of the best AM signals in Denver. We think it is a fine addition to our group and a good complement to KPBI (Sandusky's Denver FM outlet)."

Sandusky currently owns and operates KJZZ & KZAM/Seattle, KDJQ & KDKB/Phoenix, KWFM/Tucson, KSLY & KUNA/San Luis Obispo, plus KPBI. Pending FCC approval, Sandusky should officially take over KERE around January 1, 1982.

## Davis

Continued from Page 1 his position (which is unique in most major markets) would include promotion and marketing, to maximize the stations' programming. Don was the candidate who, based on his background, was exactly who I was looking for."

No replacement was immediately named for Davis at WOW.

## Moors

Continued from Page 1 (R&R 8-28).

Mutual President Marty Rubenstein commented, "I'm proud that a manager with a proven track record at WHN will now take the helm. I'm pleased to welcome Brian Moors to the ranks of senior management."

Moors, who joined WHN in 1975 in retail sales and became General Sales Manager in 1979 and Station Manager in 1980, told R&R, "I've been here 6½ years, and during that time I've had a few important promotions within the organization, and I'm very pleased. I'm just settling in; I have to replace Ed Salamon, who's also been here 6½ years, and that's not an easy task."

## Steinberg Leaves Polygram Chairmanship

Irwin Steinberg, Chairman of Polygram Records, has left the company, according to a joint announcement last week from Steinberg and Polygram Records President David Braun. Steinberg praised the company and said he would pursue "recently offered opportunities in academia and other record-related areas."

Braun commented, "Irwin has rendered 36 years of valuable service to Polygram. We thank him for all his efforts during both the good and the difficult times. The company stands as a monument to his hard work. We wish him well."

Steinberg helped to found Mercury Records, currently a division of Polygram, in 1946, becoming its President in 1969. He was named Chairman of the Polygram Record Group on its formation in 1976, and was appointed Executive VP of Polygram Corp. in 1978. In 1980 he became Chairman of the newly-formed Polygram Record Operations organization, continuing in that position in a more advisory role when Polygram Records Inc. was created later that year.

## Duncan

Continued from Page 1 tions that prevail nationally, there is still growth potential at R&R."

Duncan commented, "It has been a pleasure to serve the radio and record industries through my weekly column and as a section editor at R&R. The last seven years have given me a lifetime of memories. As I move on to a new and exciting challenge in the world of video entertainment, I know my many experiences will serve as a guide to continued success."

Parks stated, "It's a real pleasure working for a company and people who encourage personal ambition by rewarding hard work. The past two years at R&R has been a period of constant growth for me, with an even bigger challenge lying ahead as R&R's Country Editor. I'm looking forward to it eagerly."

# BRAD MESSER



## Second Door On The Right?

The new person at work is fortunate to get more than a quick introduction to fellow workers, a checkout of the water fountain and bathroom, and a key to the door. At some stations that's the extent of indoctrination, and at others the new person simply spends the first few weeks as the Nameless Stranger until people can approach and make contact. Probably the exception is the dazzlingly attractive woman, whose name is known up and down the hallways within ten minutes, and who is approached by every male staffer within the first hour of her employment. (The force-fed introduction may also be standard when a stunningly handsome new male employee shows up, but I have never been a party to such a case, either second or first-hand.)

What reminded me of the varying plights of new employees was a letter from veteran Pacific Northwest journalist and News Director John Erickson, who moved to KING in Seattle a year ago from his longtime base in Portland.

John prepared a thick introductory memo for new staffers, explaining what his station's goals are, how they are to be accomplished, and who's out there listening. Station research is revealed with breakouts of demographics and rankings of listener interests. The packet contains explanations of everything from mundane daily newsroom procedures, to what happens when the bottom drops out and the newsroom adrenalin begins gushing.

In his stylebook, Erickson stresses the ideals his station endorses and the reasons for those standards. There are numerous examples of how to handle certain kinds of stories in the public interest, and the reasons for avoiding some kinds of stories.

A new employee there, in the first day or two, could get a good understanding of the sense of the station and its overall policies... instead of picking up the tempo and style of the operation through trial and error.

Many stations have stylebooks and his is a good example of quality. Some stations have no written explanations of why they do what. Heck, some stations don't even know what they do, for that matter.

However, in looking through the many pages of the KING news policy, I did not notice directions to the rest rooms. Is this an oversight, John, or do you encourage personal initiative in such matters?

## CALENDAR

### Henry Bliss Blitized

**MONDAY, SEPTEMBER 14:** Eighty-two years ago today an obituary was printed for Henry Bliss of New York City, who the day before had stepped from a streetcar into the path of a horseless carriage. He was the first person killed by an automobile.

President William McKinley died on this date in 1901, eight days after an assassin shot him in Buffalo, NY. He was succeeded by Vice President Theodore Roosevelt.

Joey Heatherton is 37.

### Blondie Boopadoop Is 51

**TUESDAY, SEPTEMBER 15:** Chic Young introduced the comic character Blondie 51 years ago (1930) as a single, dating flapper whose last name was Boopadoop. After a few years of dating the playboy son of multi-millionaire T. Bowling Bumstead, she married Dagwood and they settled down to raise their funnypaper family, which is now drawn by Chic's son Dean Young.

The swastika became Germany's national flag 46 years ago today as the 1935 Nuremberg laws became effective, depriving Jews of their human and civil rights.

Gaylord Perry is 43. Jackie Cooper is 59.

### Schick's "Dry Shaver"

**WEDNESDAY, SEPTEMBER 16:** Inventor and manufacturer Jacob Schick created a practical mechanical pencil sharpener sixty years ago and started making money. The man born on this date in 1877 went on to perfect the world's first successful electric razor (1924) which made him very rich. He called it the Schick Dry Shaver.

This is the day in 1620 the Pilgrims sailed from Plymouth, England in their ship "Mayflower." There were 149 people and a flock of chickens aboard. The Atlantic crossing took just over two months.

Rosemary Casale is 33. Peter Falk is 54. Riley B. King, known to us as B.B. King, is 56.

### Marriott's 5c Root Beer

**THURSDAY, SEPTEMBER 17:** Newlyweds John and Alice Marriott started their business lives with a nickel root beer shop in Washington, DC, in 1927. Winter froze everything including demand for cold drinks, so they borrowed recipes from the cook at the Mexican consulate, and opened the first Marriott Hot Shoppe. John Willard Marriott, who was born 81 years ago today, now heads the hotel, catering, restaurant, amusement park and steamship line that began with slow-selling 5c root beer.

Lt. William Selfridge became the first airplane fatality 73 years ago, when a plane piloted by Orville Wright crashed (1908).

Astronaut Tom Stafford is 51. Anne Bancroft is 50. George Blanda is 54.

### Tanks "Lolloping Along"

**FRIDAY, SEPTEMBER 18:** The first tanks were used in WWI on this date in 1916 in France. They were Renaults with aluminum pistons, twelve cylinders and just over 300 horsepower. A reporter wrote "when our soldiers first saw these strange creatures lolloping along the roads and over old battlefields, taking trenches along the way, they shouted and cheered wildly, and laughed for a day afterwards."

The New York Times went on sale 130 years ago (1851) at a penny per copy. CBS began with 16 stations in 1927. Patty Hearst was found by the FBI in 1975.

This is the final Friday of summer. Fall arrives next Tuesday.

Robert Blake is 43. Tomorrow Paul Williams will be 41.

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# KVI: Doubling Its Impact

In May of last year, KVI/Seattle completed its switch to News/Talk. That fall the station pulled a respectable 2.4. Now, a year later, the smoke has cleared from another ratings battle, leaving KVI with a 4.8 audience share.

What happened? Every baseball fan in Seattle knows the station broadcasts live play-by-play coverage of the Mariners. So the first thought that comes to mind is the ratings are a direct result of our favorite summer pastime, despite the strike. Certainly baseball influenced the ratings, but not to a strong degree, as VP/GM James A. Johnson explains. "I don't believe we can really say baseball had more than a fringe impact. The Mariners would have helped us in the evening/nighttime ratings. The fact of the matter is we doubled at least in every single daypart. And out of 90 days of the survey, we only had 12 afternoon drive ballgames." Instead, the 4 1/2-year station vet credits the tighter on-air sound and advertising as being the key factors in KVI's success.

## Marr Legacy

Today's cohesive programming dates back to a legacy left by former Operations Director-turned-consultant Bruce Marr. He was instrumental during the changeover and still offers advice to his alma mater. Program Director Joe Martelle carried on the tradition until his move to WJR/Detroit (R&R 8-28); Jack London now sits in the programming chair. Despite the PD changes and the fine-tuning that goes along with them, the original philosophy is still the same.

Part of that philosophy involves having fun on the air. Sometimes after a newscast, the station will use a contest of some kind as transition (i.e., what state has the youngest population?)\* Or on holidays, since per-

sonality Mark Savan is a history buff, there are quizzes with dinners given away if you stump the host. This is a departure from the usual hue and cry of "We're talk, we're news. Contests are for music stations." "The emphasis is on entertainment and having fun," adds Martelle. "It's all in the idea that radio is an entertainment medium; we can pass on information through the entertainment."

Johnson agrees. "It is very easy to be dry, heavy, boring, and endless with News/Talk. We really work at being the opposite and strive to make entertainment the key to our weekends." Two such features are the "KVI Radio Classifieds" and "Peter B. And The Loveline." The first show has listeners calling the talk lines and discussing with host Steve Agbaba what they want to buy, sell or trade. Well-known Seattle personality Peter B. emcees an audio matchmaking service, with listeners able to eavesdrop as two people meet and talk for the first time.

## Successful Blend

That isn't to say it's all fun and games at KVI. The station works hard at maintaining the right combination of information/entertainment. And that depends a lot upon air talent. KVI's includes: Jack Morton, mornings; Mark Savan, middays; Dr. Jennifer James, middays; J Michael Kenyon, afternoons; Joe Lyons, evenings; and Larry King, overnights. In regard to the current lineup, Johnson cites Bruce's "tremendous ability to spot talent in somebody who may not even be in the broadcasting business." Two such examples are Dr. James and J Michael. A cultural anthropologist, the doctor was an instructor at the University of Washington and had done a few TV guest shots. Five days a week she helps people cope with the pressures of everyday living. J Michael draws upon his past experience as an investigative

## News/Talk

Gail  
Mitchell



sportswriter for a local paper during his lively, humorous sports show.

This programming blend has paid off. According to then-PD Martelle, the station's ideal demo is 25-54 but in this book alone, KVI doubled in adults 18+, 18-34, 18-49, 25-49 and 25-54 as well as tripling in 25-54 men. Martelle felt the gains were partly attributable to the promos announcing upcoming shows/guests which were positioned in and around the ballgames. He concurs with Johnson's earlier assessment of baseball's influence. "It wasn't so much Mariners baseball increased our numbers . . . we concentrated specific promos into those games to hook people into coming back. We wanted to maximize the new cume that came to us through the Mariners. It leads us to believe that we successfully wedged into the consciousness of the people."

As far as outside advertising goes, the station primarily used TV and busboards spotlighting the Mari-

## News/Talk Personalities

**ON THE MOVE:** Ken Stahl has been named OM/News Director at KDWN/Las Vegas, replacing Jack London. In other station activity, talk host Craig Parsons exits for the Program Manager slot at neighboring KUDO . . . Several staff additions at KFVB/Los Angeles: Paul Gonzales, Andrew Reynolds, and Mitch Waldow have all joined the reporting staff from in-house

. . . WPLP/Pinellas Park, FL PD/talk personality Dave Scott has been upped to Operations Manager. His on-air skills won't be laid to rest; he plans to host several upcoming specials . . . Bunny Abraham was recently tapped as director of the "Bernard Meltzer Show," heard daily on WOR/New York . . . While visiting Mutual's affiliate WITH/Baltimore recently, Larry King sat on the other side of the table as guest of Mayor William Schaefer. The mayor presented him with a key to the city after making him an honorary citizen . . . Congratulations to Allen Botzer, who retires after a nearly 40-year tour of duty at KNX/Los Angeles. Most recently Manager of Building Services, Allen was an announcer for several CBS radio programs including "Suspense" and "Johnny Dollar."

**WANTED:** WXYZ/Detroit is looking for talent. Interested parties should send resumes and one hour of unedited tape to Michael Packer, OM c/o the station. Note: The station now offers toll-free telephone lines to listeners from over 40 cities in the metro area.



**WE'RE JUST HOMETOWN BOYS** — While back home for a co-headlining stint at the recent Chicagofest, singer/songwriters Steve Goodman and John Prine visited WIND's Eddie Schwartz. Fans, friends, and family jammed the phone lines to say hello and reminisce about old times, including Prine's early days as a mailman. Pictured (l-r) are Steve Goodman, Eddie Schwartz, and John Prine.

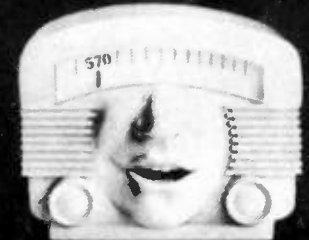
**WELCOME ABOARD:** Effective August 26, WLCY/Tampa-St. Petersburg became a member of the News/Talk fold. Under the new call ID of WNSI, the station will be known as NEWS-1 and broadcast a mixture of total news, sports and information.

**FEARLESS FLY:** According to sources at KMPC/Los Angeles, reporter Ken Beck was the first to break the news of the seemingly invincible medflies' invasion of Los Angeles County on the afternoon of August 25.

**RTNDA CONVENTION UPDATE:** At this week's (Sept. 10-12) RTNDA meeting in New Orleans, Senator Barry Goldwater and NBC election consultant Dick Scammon will chair the "Early Reporting of Election Results" panel. In other late developments, Larry King will be the Friday luncheon speaker and nine workshops have been added to Thursday afternoon's agenda. These workshops range from "Satellites" to "Editorials."

**HAPPY BIRTHDAY:** Last week, the KABC/Los Angeles Ombudsman Service celebrated 14 years of consumer aid. Nelkane Benton, Director of Community Relations and of the service, says they are "over 80 percent effective in resolving complaints." She heads a staff of two fulltime and 12 volunteers who have helped save area consumers more than \$5 million.

**PROGRAMMING HIGHLIGHTS:** WPBR/Palm Beach welcomes the "Tony Marvin Show" to its lineup. Featuring interviews and entertainment, the program is recorded before a live audience in the lounge of the Palm Beach Hilton. Tony Marvin's sidekick Claude Kelly and his quintet provide musical diversion. GM Everett Aspinwall adds, "We think they will provide an oasis of entertainment, information and fun" . . . News/Sports Director Pat Savage announces the debut of a Sunday night sportstalk show at KNET/Palestine, TX. He says the "program is really catching on" . . . "The Sunday Sunshine Boys" with White Sox owners Jerry Reinsdorf and Eddle Einhorn began August 30 on WBBM/Chicago for a six-week run. Moderated by Sue Castorino, the almost hour-long program fields listeners calls about baseball and sports. The station is also broadcasting "Play Ball With Piersall," a two-minute feature on how to play better ball hosted by White Sox sportscaster Jimmy Piersall . . . KYW/Philadelphia recently aired a 15-part series, "Railroad Roulette: SEPTA's High Stakes Gamble." Transportation reporter Steve Butler focused upon SEPTA's proposed acquisition of Conrail passenger operations.



## You never heard such talk!

KVI-570  
Seattle

ners and an animated radio. One interesting sidenote — the ad campaign was centered principally upon the two midday personalities. Why middays versus the important AM and PM drive times? "At the time, we weren't as satisfied with our progress in drive times as we were with middays," Johnson frankly noted. "I'm a firm believer that until you have your product where you want it, you don't want to burn the listeners by saying this is the best sound." For the next sweep, the station does plan to highlight its drive time programs because now "they are where we want them to be."

## Ratings After Baseball?

Despite such an impressive showing, one question remains. After all, the Mariners coverage had some effect on the ratings. So when the ump' hollers, "You're out!" for the last time until next year, does it mean KVI is out of the race as well when it comes to good ratings? Well, for one thing, the station is set to carry Notre Dame football plus the top PAC 10 game of the week. More significantly, KVI hopes to adopt those left stationless in the wake of rival KAYO's switch to Country. No matter, though. Johnson doesn't seem overly worried. "I would hope that we would do as well or better than we did with baseball because we're in a growth mode right now. Stations go through a series of modes where you change the format, start to attract listeners. That starts to snowball and you start to level out after awhile. I don't think we've quite hit that point yet."

\*By the way, if you haven't guessed, the state with the youngest population is Utah.



Joel  
Denver



SAVE THIS FOR REFERENCE

## CHR Record Promotion Checklist

How many times have you needed the name of a contact, phone number, and/or address of a record company? At least 150 times just last week you say? Well, hang on, here's the CHR list of record company contacts.

Please keep this list, and update it yourself as needed. It will eventually be repeated, about a year from now. I hope this comes in handy from time to time, and will serve to broaden communications between your station and the record companies.

**A&M**  
 Charlie Minor  
 1416 N. La Brea Ave.  
 Los Angeles, CA 90028  
 (213) 469-2411  
 Rick Stone  
 595 Madison Ave.  
 New York, NY 10022  
 (212) 826-0477

**ACCORD/TOWNHOUSE**  
 Doug King  
 141 E. 63rd St.  
 New York, NY 10021  
 (212) 838-6565

**ALFA**  
 Kevin Keogh  
 1015 N. Fairfax Ave.  
 Los Angeles, CA  
 (213) 654-1100

**ARISTA (inc. NOVUS,  
 GRP, BUDDAH, SAVOY)**  
 Richard Palmese, Glen Lajeski  
 6 W. 57th St.  
 New York, NY 10019  
 (212) 489-7400  
 Lana Dengrove  
 1888 Century Park E.  
 Los Angeles, CA 90067  
 (213) 553-1777

**ASSOCIATED (inc. BANG,  
 BLUE SKY, CARIBOU, JET,  
 KAT FAMILY, KIRSHNER,  
 NEMPEROR, PAVILLION,  
 PORTRAIT, PRECISION,  
 VIRGIN, etc.)**  
 Gordon Anderson  
 51 W. 52nd St.  
 New York, NY 10019  
 (212) 975-6700

**ATCO/COTILLION/  
 MODERN/SWAN SONG/  
 ROLLING STONES**  
 Reen Nall  
 75 Rockefeller Plaza  
 New York, NY 10019  
 (212) 484-6000

**ATLANTIC (inc. MIRAGE)**  
 Vince Faraci, Sam Kaiser  
 75 Rockefeller Plaza  
 New York, NY 10019  
 (212) 484-6000

**BESERKLEY**  
 Steve Beserkley  
 2054 University Ave., #400  
 Berkeley, CA 94704  
 (415) 848-6701

**BOARDWALK**  
 Scott Kranzberg  
 9884 Santa Monica Blvd.  
 Beverly Hills, CA 90212  
 (213) 550-6363

**CAPITOL (inc. HARVEST, CAPITOL/MSS)**  
 Bruce Wendell, Steve Meyer  
 1750 N. Vine St.  
 Hollywood, CA 90028  
 (213) 462-6252

**CHRYSALIS (inc. TAKOMA)**  
 Jack Forsythe, Janis Ross  
 9255 Sunset Blvd., 2nd Floor  
 Los Angeles, CA 90069  
 (213) 550-0171

**COLUMBIA**  
 Ed Hynes, Sheila Chlanda  
 51 W. 52nd St.  
 New York, NY 10019  
 (212) 975-4321  
 George Chaltas  
 1801 Century Park W.  
 Los Angeles, CA 90067  
 (213) 556-4895

**CREAM**  
 Jack Bratel  
 8025 Melrose Ave.  
 Los Angeles, CA 90046  
 (213) 655-0944

**DREAMLAND**  
 Bert Keane  
 8919 Sunset Blvd.  
 Los Angeles, CA 90069  
 (213) 657-8585

**EPIC/PORTRAIT/  
 ASSOCIATED**  
 Al Gurewitz, Frank DiLeo  
 51 W. 52nd St.  
 New York, NY 10019  
 (212) 975-4321  
 Michael Alhadeff  
 1801 Century Park W.  
 Los Angeles, CA 90067  
 (213) 556-4909

**EMI AMERICA/LIBERTY**  
 Dick Williams, Jack Satter  
 6920 Sunset Blvd.  
 Los Angeles, CA 90069  
 (213) 461-9141

**ELEKTRA/ASYLUM/  
 PLANET/SOLAR/  
 BESERKLEY**  
 Burt Stein, Bill Smith  
 962 N. La Cienega Blvd.  
 Los Angeles, CA 90069  
 (213) 655-8280

**FANTASY (inc. GALAXY,  
 MILESTONE, PRESTIGE)**  
 Quincy McCoy  
 10th & Parker Sts.  
 Berkeley, CA 94710  
 (415) 549-2500

**GEFFEN**  
 Johnny Barbis  
 9126 Sunset Blvd.  
 Los Angeles, CA 90069  
 (213) 278-9010

**HANDSHAKE**  
 Joel Newman  
 8304 Beverly Blvd.  
 Los Angeles, CA 90048  
 (213) 655-8635

**IRS**  
 Michael Plen  
 595 Madison Ave.  
 New York, NY 10022  
 (212) 826-0477

**KAT FAMILY**  
 Tommy Teague, Ann Frechette  
 5775 Peachtree-Dunwoody Rd.  
 NE  
 Suite B-170  
 Atlanta, GA 30342  
 (404) 252-5800

**KNOLL**  
 Mike Manocchio  
 405 Park Ave.  
 New York, NY 10022  
 (212) 888-6162

**LIFESONG**  
 Bruce Shindler  
 488 Madison Ave.  
 New York, NY 10022  
 (212) 752-3033

**MCA (inc. BACKSTREET,  
 LAX, ROCKET)**  
 Pat Pipolo, Sandy Lifson  
 70 Universal Plaza  
 Universal City, CA 91608  
 (213) 508-4598

**MILLENNIUM**  
 Don Jenner, Ken Franklin  
 65 E. 55th St.-Penthouse  
 New York, NY 10022  
 (212) 759-3901

**MIRAGE**  
 Bob Greenberg  
 9229 Sunset Blvd.  
 Los Angeles, CA 90028  
 (213) 468-3454

**MODERN**  
 Chris Nicks  
 10 E. 49th St.-3rd Floor  
 New York, NY 10017  
 (212) 355-3905

**MONTAGE**  
 Marshall Blonstein,  
 Dave Chackler  
 7250 Beverly Blvd.  
 Hollywood, CA 90036  
 (213) 933-7401

**MOTOWN (inc. GORDY, TAMLA)**  
 Don Wright  
 6255 Sunset Blvd.  
 Los Angeles, CA 90028  
 (213) 468-3454

**PASHA**  
 Ray Anderson  
 5615 Melrose Ave.  
 Los Angeles, CA 90038

**POLYGRAM (inc. CASABLANCA, DE-LITE,  
 MERCURY, POLYDOR,  
 RADAR, RIVA,  
 RSO, THRESHOLD, etc.)**  
 Vince Pellegrino,  
 Joe Grossman  
 810 7th Ave.  
 New York, NY 10019  
 (212) 399-7100

**PRELUDE**  
 Joe Bonner  
 200 W. 57th St.  
 New York, NY 10019  
 (212) 974-0360

**RADIO RECORDS**  
 John Schoenberger  
 P.O. Box 9524  
 Ft. Lauderdale, FL 33310  
 (305) 565-7700

**RCA (inc. GRUNT,  
 MILLENNIUM)**  
 John Betancourt, Mike Becce  
 1133 Avenue of Americas  
 New York, NY 10036  
 (212) 930-4000

**REGENCY**  
 Ron Farber  
 1116 N. Cory Ave.  
 Los Angeles, CA 90069  
 (213) 278-5131

**RFC**  
 Bert Coleman  
 101 W. 55th St.-Suite 8-D  
 New York, NY 10019  
 (212) 246-4352

**ROBOX**  
 Mark Cooper  
 2215 Perimeter Park, Suite 21  
 Atlanta, GA 30341  
 (404) 451-5997

**SALSOUL**  
 Billy Smith  
 240 Madison Ave.  
 New York, NY 10016  
 (212) 889-7340

**SCOTTI BROTHERS**  
 Nick Testa, Jeff Robbins  
 2114 Pico Blvd.  
 Santa Monica, CA 90405  
 (213) 450-3193

**SOLAR**  
 Tommy Zutaut  
 9044 Melrose Ave.-Suite 200  
 Los Angeles, CA 90069

**STIFF**  
 Roy Rosenberg  
 157 W. 57th St.  
 New York, NY 10019  
 (212) 765-3977

**SWAN SONG**  
 Lauren Siciliano  
 444 Madison Ave.  
 New York, NY 10022  
 (212) 838-3320

**THIRD COAST**  
 Frank Giuliano  
 1911 Ridge Ave.  
 Evanston, IL 60201  
 (312) 869-6290

**20TH CENTURY-FOX**  
 Neil Portnoy  
 8544 Sunset Blvd.  
 Los Angeles, CA 90069  
 (213) 657-8210

**UNICORN**  
 J.J. Jordan  
 8615 Santa Monica Blvd.  
 Los Angeles, CA 90069  
 (213) 652-2070

**WARNER BROTHERS**  
 (inc. BEARVILLE,  
 ISLAND, QWEST,  
 SIRE, etc.)  
 Dave Urso, Howard Rosen  
 3300 Warner Blvd.  
 Burbank, CA 91510  
 (213) 846-9090  
 Red Richards  
 c/o WEA  
 5000 Lincoln Dr.  
 Marlton, NJ 08053  
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**FRESH AIR SUPPLY ARRIVES AT Q102** — While in Cincinnati during a recent concert appearance, Arista recording artists Air Supply stopped by the Q102 studios for an on the air interview. Shown (l-r) are Air Supply's Graham Russell, PD Jim Fox, group's Russell Hitchcock, MD Tony Galluzzo, and label rep Pete Spasoff.



**FALLIN' IN LOVE IN CLEVELAND** — While on a promotional tour in support of his latest EMI America album, "North Coast," Michael Stanley stopped in at WGCL/Cleveland. Shown (l-r) are label rep Nell Lasher, Stanley, and WGCL Marketing Director Jon Anderson.

## Doubleday

Continued from Page 3

quickly pull the bottom end out of them and split the top end of their shares. They've since hardened up a bit."

Hattrik concluded, "I think KPKE will do very well very quickly; we may be looking at another WLLZ (Doubleday's Detroit AOR which debuted as the city's top AOR). We do have a lot of cume building to do yet, so it won't be overnight. Nonetheless, I think it'll happen pretty fast."

KPKE's staff includes former KAZY/Denver personalities Garth Kemp and Alan Baxter, with Chuck Geiger, from WKLC/St. Albans, WV, as Music Director and personality. Hattrik is looking for an on-air PD. He added that the station is starting a money giveaway with an unspecified amount up for grabs.

## Boardwalk

Continued from Page 3

conscientious, which is an unbeatable combination." Rodriguez, who will continue to be based in New York, adds the budgeting of R&B promotions, marketing campaigns, and trade and radio advertising to his promotion responsibilities.

Kranzberg commented on Brack's promotion, citing "the great feedback radio has given us about Steve. His bright enthusiastic style has been an asset for us. He knows how to make the most of the airplay he gets, and supports it well. His potential is tremendous."

## Hobbs

Continued from Page 3

an outstanding background join our organization." Hobbs told R&R, "I'm just getting accustomed to the market right now, since I've only been here one week. Indianapolis is a really nice city and the people are just wonderful. This city is like a breath of fresh air. Mid America Media has got to be one of the best companies in the country; they have an excellent reputation and they're really solid citizens."

In addition to supervising Country-formatted WIRE and Beautiful Music WXTZ, Hobbs will be responsible for the company's Network Indiana and Super Sign divisions.

## Campbell

Continued from Page 3

Campbell, reacting to his new appointment, told R&R, "What's exciting about the Research Group is that they are successful broadcasters in their own right and their work has earned them their position as the radio industry's leader in their field. This move provides me an opportunity to be integrally involved in working with many of the country's leading broadcasters in trying to solve some of the problems they face in the increasingly competitive environment of the 80's."

Research Group President Bill Moyes said, "We are delighted that Larry decided to join us. He's an extremely successful broadcaster, whom we've worked with for sometime. He understands strategic research for radio and he has been very successful with its implementation. His practical experience will be of tremendous benefit to our limited roster of exclusive clients."

Campbell's appointment is effective September 14.

## McGhan

Continued from Page 3

nelled through him, as well as the "Continuous History Of Rock & Roll," which debuts October 3. He will continue to work on noncompetitive outside projects, including voicing the Source's "Coping With" show.

Source VP/GM Ellen Ambrose told R&R, "John McGhan is one of the most unique and creative individuals in the industry. We have loved having him here and will certainly miss him. We're especially pleased that he will continue his association as the voice of 'Coping With.'" Ambrose added that she has not decided whether to replace McGhan directly. She stated that Director of Program Administration George Taylor Morris continues in charge of Source concerts and longform programming, while Dan Formento directs shortform entertainment features, and Source Affiliate Consultant Frank Cody "provides extensive creative input to us as well as our affiliates. The key to maintaining our leadership position is Frank's proven ability to target programming to the evolving trends of album-oriented rock." Ambrose added that the Source will maintain its creative consultation with Lee Abrams.



**RICK DEES "SIGNS ON" AT KIIS-FM** — Rick Dees recently returned to the air, doing mornings at KIIS-FM/Los Angeles. Promoting his return, Dees is shown in front of a mammoth billboard acting quite excited about the whole thing.

## WZGC

Continued from Page 1

here and swallow a 40% rate increase based upon an arbitrary, at best, method of pricing. They don't have a right to allow their business to make a profit based upon my success in marketing the radio station. That's just philosophically wrong. I don't know of any other business that does that." Polacek indicated that WZGC would subscribe to the Birch Report as an alternative to Arbitron.

Arbitron Radio VP/GM Mike Membrado, commenting on WZGC's decision, told R&R, "If that station was on an old five-

year contract and is now facing the new rates, the increase is not inconsistent. The previous contract was almost a sweetheart deal and the station is just now coming up to parity with what other subscribers have been paying for years."

**Lunch with  
Lola ...  
on the house?**

Check out Marketplace.

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## Wheeling

Continued from Page 3

questionably for his new duties. John's appointment should also reaffirm our commitment to making WTOP the best all-News station it can be."

Wheeling, a 16-year radio news veteran who worked at several New Jersey stations and CBS News before joining WCBS in 1976, told R&R, "I'm very excited to have the opportunity to make WTOP a primary source of news and information for the Washington, Maryland, and Virginia area. It know that can be done, and I look forward to the opportunity."

No replacement for Wheeling has been named at WCBS.

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AL 9552

**R&B-BB:19\*\*RW:20\*CB:20\***  
**POP-BB:58\*\*RW:66\*CB:60\***





**MIDWEST**  
**Most Added** Billy Joel  
**Hottest** Journey  
 Bob Seger  
 Kenny Rogers  
 Al Jarreau  
 Burton Cummings

**Ross & Richie**  
 Christopher Cross

# ADDS & HOTS

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

**WEST**  
**Most Added** Billy Joel  
**Hottest** Journey  
 Bob Seger  
 Marty Balin  
 Christopher Cross  
 Ross & Richie

## MIDWEST

### PARALLEL TWO

**92X/Columbus, OH**  
 Teri Nuttar

**DAN FOGELBERG**  
 KENNY ROGERS  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 4-3  
 SHEENA EASTON 19-8  
 ELO 12-9  
 CHRIS CROSS 20-12

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

**AIR SUPPLY**  
 BURTON CUMMINGS  
 BILLY JOEL  
 Hottest:  
 ROSS/RICHIE 1-1  
 FOREIGNER 3-2  
 STEVIE NICKS 10-4  
 JOURNEY 11-8  
 ELO 16-13

**KRAV/Tulsa, OK**  
 Gary Reynolds

**Hottest:**  
 ROSS/RICHIE 1-1  
 SHEENA EASTON 7-2  
 COMMODORES 3-3  
 CHRIS CROSS 5-5  
 MOODY BLUES 9-9

**KZ93/Peoria, IL**  
 Keith Edwards

**ARS**  
 FOREIGNER  
 BOB SEGER  
 Hottest:  
 STEVIE NICKS 2-1  
 ROLLING STONES 9-5  
 LRB 12-6  
 REO SPEEDWAGON 14-9  
 SQUEEZE 16-11

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

**BOB SEGER**  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 2-2  
 COMMODORES 7-3  
 STEVIE NICKS 9-4  
 EDDIE RABBITT 17-9

**WHOT/Youngstown, OH**  
 Dick Thompson

**KENNY ROGERS**  
 Hottest:  
 JOURNEY 1-1  
 ROSS/RICHIE 7-2  
 SHEENA EASTON 16-9  
 MOODY BLUES 15-10  
 CHRIS CROSS 17-11

**WMEE/Fort Wayne, IN**  
 John Curry

**BILLY JOEL**  
 FOUR TOPS  
 BALANCE  
 QUINCY JONES  
 AL JARREAU  
 AIR SUPPLY  
 Hottest:  
 JOURNEY 2-1  
 CHRIS CROSS 12-5  
 SHEENA EASTON 11-8  
 ROLLING STONES 17-12  
 LRB 26-15

**WNAP/Indianapolis, IN**  
 Chad Hunt

**AL JARREAU**  
 Hottest:  
 ROSS/RICHIE 2-1  
 EDDIE RABBITT 16-8  
 ROLLING STONES 15-9  
 CHRIS CROSS 23-15  
 SHEENA EASTON 29-23

**WOHO/Toledo, OH**  
 Beau Elliot

**APT GARFUNKEL**  
 BOB SEGER  
 AL JARREAU  
 Hottest:  
 ROSS/RICHIE 1-1  
 EDDIE RABBITT 4-2  
 CHRIS CROSS 6-4  
 RAYDIO 9-7  
 KENNY ROGERS 26-13

**WOW/Omaha, NB**  
 J.C. Conoran

**BILLY JOEL**  
 QUINCY JONES  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 3-2  
 RONNIE MILSAP 6-4  
 STEVIE NICKS 7-5  
 MOODY BLUES 8-6

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

**STACY LATTISAW**  
 MAPTY BALIN  
 CHILLIWACK  
 MEAT LOAF  
 VAN STEPHENSON  
 BILLY JOEL  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 3-2  
 SHEENA EASTON 4-3  
 LULU 15-7  
 CHRIS CROSS 20-14

**KSTT/Davenport, IA**  
 Bill Young

**AL JARREAU**  
 Hottest:  
 JOURNEY 2-1  
 EDDIE RABBITT 3-3  
 ELO 6-5  
 MOODY BLUES 10-7  
 GARY WRIGHT 9-8

**WISM/Madison, WI**  
 Barb Starr

**MIKE POST**  
 FOREIGNER  
 MARTY BALIN  
 STEVIE WOODS  
 NICKS & HENLFY (dp)  
 Hottest:  
 JOURNEY 1-1  
 STEVIE NICKS 2-2  
 CHRIS CROSS 14-10  
 HALL & GATES 25-14  
 KENNY ROGERS 29-20

**KEYN FM/Wichita, KN**  
 Terri Springs

**CARPENTERS**  
 DEVO  
 AIR SUPPLY  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 6-5  
 MOODY BLUES 14-11  
 CHRIS CROSS 21-14  
 DAN FOGELBERG 29-22

**WYFM/Youngstown, OH**  
 Jeff Tobin

**ROLLING STONES**  
 SHEENA EASTON  
 MOODY BLUES  
 CHRIS CROSS  
 Hottest:  
 ROSS/RICHIE 1-1  
 FOREIGNER 3-2  
 JOURNEY 8-4

**WAKX/Duluth, MN**  
 Jon Armstrong

**BURTON CUMMINGS**  
 BILLY JOEL  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 2-2  
 COMMODORES 3-3  
 POINTER SISTERS 4-4  
 EDDIE RABBITT 5-5

**WNAM/Appleton-Oshkosh, WI**  
 Jay Tyler

**ARS**  
 BURTON CUMMINGS  
 GO GO'S  
 Hottest:  
 JOURNEY 2-1  
 STEVIE NICKS 3-2  
 CHRIS CROSS 15-7  
 LULU 20-11  
 KIM CARNES 22-16

**WGBF/Evanston, IN**  
 Kevin Carpenter

**DAN FOGELBERG**  
 BOB SEGER  
 RICK SPRINGFIELD  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 2-2  
 SHEENA EASTON 11-3  
 ELO 13-6  
 CHRIS CROSS 15-7

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

**Hottest:**  
 JUICE NEWTON 1-1  
 ROSS/RICHIE 2-2  
 OAK RIDGE BOYS 3-3  
 MANHATTAN TRANSFER 4-4  
 JOURNEY 5-5

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

**BOB SEGER**  
 BILLY JOEL  
 FOREIGNER  
 Hottest:  
 JOURNEY 1-1  
 STEVIE NICKS D-2  
 MOODY BLUES 8-5  
 ROLLING STONES 10-6  
 REO SPEEDWAGON 15-13

**Z104/Madison, WI**  
 Little Hudson

**DIESEL**  
 KENNY ROGERS  
 HALL & GATES  
 BOC  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 4-2  
 MOODY BLUES 6-3  
 ELO 7-6  
 ROLLING STONES 10-9

**U83/South Bend, IN**  
 J.K. Deering

**ROLLING STONES**  
 HALL & GATES  
 DAN FOGELBERG  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 13-4  
 BEACH BOYS 15-5  
 ELO 26-11  
 CHRIS CROSS 30-23

**WDJX/Dayton, OH**  
 Butcher/Dawson

**BOB SEGER**  
 QUINCY JONES  
 SILVER CONDOR  
 BLACKFOOT  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 3-2  
 STEVIE NICKS 4-3  
 ELO 7-5  
 SHEENA EASTON 25-17

**WLOL-FM/St. Paul, MN**  
 Phil Houston

**KENNY ROGERS**  
 QUINCY JONES  
 VAN STEPHENSON  
 Hottest:  
 ROSS/RICHIE 1-1  
 JUICE NEWTON 2-2  
 COMMODORES 10-5  
 LULU 13-7  
 CHRIS CROSS 20-13

### PARALLEL THREE

**KFYR/Bismarck, ND**  
 Dan Brannan

**BILLY JOEL**  
 QUINCY JONES  
 RICK SPRINGFIELD  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 3-2  
 ELO 4-3  
 BEACH BOYS 6-5  
 SHEENA EASTON 14-8

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

**BILLY JOEL**  
 TIM GOODMAN  
 BLACKFOOT  
 BURTON CUMMINGS  
 RICK SPRINGFIELD  
 MARTY BALIN  
 Hottest:  
 GARY WRIGHT 1-1  
 EDDIE RABBITT 11-3  
 DAN FOGELBERG 23-21  
 ARS 27-24  
 DIESEL 31-28

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

**BOB SEGER**  
 BURTON CUMMINGS  
 AL JARREAU  
 Hottest:  
 ROSS/RICHIE 1-1  
 COMMODORES 5-2  
 STEVIE NICKS 7-4  
 JOURNEY 9-5  
 ROLLING STONES 19-12

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

**BALANCE**  
 Hottest:  
 JOURNEY 2-1  
 PABLO CRUISE 3-2  
 STEVIE NICKS 6-3  
 EDDIE RABBITT 4-4  
 COMMODORES 5-5

**WRKR/Racine, WI**  
 Steve Warren

**POINT BLANK**  
 DAN FOGELBERG  
 DENIECE WILLIAMS  
 BILLY SCUIER  
 POCO  
 DIESFL  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 17-10  
 RICK JAMES 19-14  
 GO GO'S 30-27  
 DEVO D-30

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

**BILLY JOEL**  
 RICK SPRINGFIELD  
 Hottest:  
 ROSS/RICHIE 1-1  
 ELO 8-8  
 ROLLING STONES 9-9  
 EDDIE RABBITT 14-14  
 BALANCE 18-18

**WTRU/Muskegon, MI**  
 Mike Stevens

**BILLY JOEL**  
 BILLY SCUIER  
 BURTON CUMMINGS  
 Hottest:  
 STEVIE NICKS 4-1  
 JOURNEY 2-2  
 ELO 8-5  
 SHEENA EASTON 12-7  
 CHRIS CROSS 17-10

**KDVT/Topeka, KS**  
 Tony Stewart

**BOB SEGER**  
 BILLY JOEL  
 RICK SPRINGFIELD  
 Hottest:  
 JOURNEY 1-1  
 CHRIS CROSS 6-3  
 MOODY BLUES 10-7  
 DON FELDER 18-12  
 DAN FOGELBERG 23-16

**KELO/Sioux Falls, SD**  
 Scott McGuire

**BEACH BOYS (RA)**  
 MICKEY GILLEY  
 DAN FOGELBERG  
 BOB SEGER  
 GRFG KINN  
 JOHN DENVER  
 DIESFL  
 RICK SPRINGFIELD (RA)  
 Hottest:  
 JOURNEY 1-1  
 EDDIE RABBITT 16-3  
 CHRIS CROSS 15-4  
 SHEENA EASTON 20-11  
 PABLO CRUISE 21-12

**KWLO/Waterloo, IA**  
 Drew Bentley

**MARTY BALIN**  
 Hottest:  
 STEVIE NICKS 1-1  
 BEACH BOYS 6-2  
 JOURNEY 8-3  
 MOODY BLUES 9-5  
 COMMODORES 16-6

## WEST

### PARALLEL TWO

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

**AIR SUPPLY**  
 JIM PHOTOGLO  
 STARS ON 45  
 MARTY BALIN  
 MICK FLEETWOOD  
 RICK JAMES  
 Hottest:  
 ROSS/RICHIE 1-1  
 KENNY ROGERS 25-16  
 MIKE POST 29-23  
 AL JARREAU D-25  
 BOB SEGER D-26

**KERN/Bakersfield, CA**  
 Steven Kaye

**BILLY JOEL**  
 DOLLY PARTON  
 COMMODORES  
 CARL CARLTON  
 Hottest:  
 JOURNEY 1-1  
 ALABAMA 12-7  
 SHEENA EASTON 22-11  
 CHRIS CROSS 26-19  
 DAN FOGELBERG 35-25

**KGW/Portland, OR**  
 Janis Wojniak

**DAN FOGELBERG**  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 6-4  
 SHEENA EASTON 15-10  
 MOODY BLUES 19-14  
 CHRIS CROSS 20-15

**KJRB/Spokane, WA**  
 Brian Gregory

**RICKIE LEE JONES**  
 BILLY SCUIER  
 Hottest:  
 ROSS/RICHIE 1-1  
 CHRIS CROSS 10-6  
 FOREIGNER 13-7  
 HALL & GATES 22-18  
 ROLLING STONES D-29

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

**DEVO**  
 RICK SPRINGFIELD  
 FOUR TOPS  
 Hottest:  
 JOURNEY 3-1  
 ELO 2-2  
 BALANCE 8-6  
 STEVIE NICKS 9-7  
 SHEENA EASTON 13-10

**Y94/Fresno, CA**  
 Ray Appleton

**DAN FOGELBERG**  
 KENNY ROGERS  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 8-4  
 MOODY BLUES 9-5  
 RONNIE MILSAP 13-9  
 KIM CARNES 14-11

**KLUC/Las Vegas, NV**  
 Randy Lunquist

**DIESEL**  
 TARNEY/SPENCER BD  
 HALL & GATES  
 Hottest:  
 JOURNEY 1-1  
 MOODY BLUES 12-7  
 CHRIS CROSS 16-10  
 LRB 23-18  
 FOREIGNER 27-21

**KIOY/Fresno, CA**  
 Tom Saville

**BILLY JOEL**  
 BURTON CUMMINGS  
 FOREIGNER  
 Hottest:  
 JOURNEY 2-1  
 EDDIE RABBITT 7-3  
 LULU 14-10  
 LRB 15-11  
 CHRIS CROSS 22-18

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

**MARTY BALIN**  
 MEAT LOAF  
 COMMODORES  
 RONNIE LAWS  
 RICK SPRINGFIELD  
 STEVIE NICKS  
 Hottest:  
 ROSS/RICHIE 1-1  
 RICK JAMES D-4  
 AFTERNOON DELIGHT 9-5  
 CARL CARLTON 17-10  
 ALABAMA 26-14

**KZZX/Albuquerque, NM**  
 Bruce Daniels

**BALANCE**  
 BOB SEGER  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 2-2  
 SHEENA EASTON 13-7  
 CHRIS CROSS 16-8  
 MOODY BLUES 21-12

**FM102/Sacramento, CA**  
 Mark Preston

**ROLLING STONES**  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 2-2  
 STEVIE NICKS 4-4  
 CHRIS CROSS 9-5  
 AFTERNOON DELIGHT D-20

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

**MOODY BLUES**  
 Hottest:  
 JOURNEY 4-1  
 EDDIE RABBITT 5-2  
 SHEENA EASTON 8-3  
 CHRIS CROSS 13-8  
 HALL & GATES 18-10

**KYSN/Colorado Springs, CO**  
 Dan Jackson

**DIESEL**  
 MARTY BALIN  
 Hottest:  
 JOURNEY 2-1  
 STEVIE NICKS 3-2  
 BURTON CUMMINGS 10-8  
 GARY WRIGHT 13-10  
 ROLLING STONES 17-14

**KZZP/Phoenix, AZ**  
 Dave Anthony

**RICK SPRINGFIELD**  
 ARS  
 TIM GOODMAN  
 Hottest:  
 JOURNEY 2-1  
 CHRIS CROSS 9-3  
 MOODY BLUES 15-10  
 DAN FOGELBERG 18-14  
 GO GO'S 19-15

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

**LUTHER VANDROSS**  
 BOB SEGER  
 RICK JAMES  
 CLARKE/DUKE  
 B.B. & Q. (RA)  
 AL JARREAU (RA)  
 RICKIE LEE JONES  
 RENE & ANGELA (RA)  
 Hottest:  
 ROSS/RICHIE 1-1  
 CARL CARLTON 5-3  
 CHRIS CROSS 10-6  
 DEBRA LAWS 9-7  
 BRICK 24-13

**KIDD/Monterey, CA**  
 Brown/Ryan

**ELTON JOHN**  
 BILLY JOEL  
 BOB SEGER  
 Hottest:  
 FOREIGNER 2-1  
 ROLLING STONES 7-5  
 SHEENA EASTON 16-10  
 RAYDIO 15-13  
 RICK JAMES 19-17

**KGGI/Riverside-San Bernardino, CA**  
 Bob West

**Hottest:**  
 RICK JAMES 1-1  
 JOURNEY 8-2  
 STEVIE NICKS 10-5  
 SHEENA EASTON 20-10  
 ELO 21-12

**KKXX/Bakersfield, CA**  
 Squires/DeRoo

**RICK SPRINGFIELD**  
 BILLY JOEL  
 DIESEL  
 ROLLING STONES (dp)  
 ZZ TOP (dp)  
 Hottest:  
 ROSS/RICHIE 1-1  
 CHRIS CROSS 13-4  
 ROLLING STONES 14-7  
 LRB 16-13  
 HALL & GATES 22-16

**KNBQ/Tacoma, WA**  
 Beau Roberts

**FOREIGNER**  
 COMMODORES  
 AIR SUPPLY  
 BILLY SCUIER  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 5-2  
 DON FELDER 14-8  
 ROLLING STONES 17-11  
 DEVO D-26

**K98/Provo, UT**  
 Jim Sumpter

**GO GO'S**  
 Hottest:  
 PABLO CRUISE 3-1  
 GARY WRIGHT 7-4  
 SHEENA EASTON 8-6  
 CHRIS CROSS 13-10  
 LULU 16-12

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

**BILLY JOEL**  
 RICK SPRINGFIELD  
 Hottest:  
 JOURNEY 1-1  
 MOODY BLUES 4-4  
 ROLLING STONES 10-5  
 DON FELDER 12-10

### PARALLEL THREE

**KBOZ/Bozeman, MT**  
 Greg Williams

**BILLY JOEL**  
 CARPENTERS  
 AIR SUPPLY  
 COMMODORES  
 RICKIE LEE JONES  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 3-3  
 ELTON JOHN 17-11  
 CHRIS CROSS 19-14  
 ART GARFUNKEL 20-16

**KCBN/Reno, NV**  
 Larry Irons

**BURTON CUMMINGS**  
 BILLY SCUIER  
 Hottest:  
 ROSS/RICHIE 1-1  
 CHRIS CROSS 17-9  
 ROLLING STONES 20-13  
 LRB 26-16  
 KENNY ROGERS 30-24

**KDZA/Pueblo, CO**  
 Rip Avine

**BILLY JOEL**  
 AIR SUPPLY  
 AL JARREAU  
 GO GO'S  
 MIKE POST  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 3-2  
 STEVIE NICKS 8-3  
 SHEENA EASTON 12-6  
 MOODY BLUES 18-8

**KFXD/Boise, ID**  
 Charlie Foxx

**AIR SUPPLY**  
 MIKE POST  
 AL JARREAU  
 BILLY JOEL  
 RICK SPRINGFIELD (dp)  
 Hottest:  
 ROSS/RICHIE 1-1  
 JOURNEY 4-2  
 STEVIE NICKS 9-5  
 EDDIE RABBITT 16-10  
 ELO 15-11

**KOOK/Billings, MT**  
 Dennis Nichols

**MIKE POST**  
 TIM GOODMAN  
 MARTY BALIN  
 Hottest:  
 JOURNEY 1-1  
 STEVIE NICKS 7-2  
 SHEENA EASTON 8-5  
 ELO 10-7  
 CHRIS CROSS 23-18

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

**AIR SUPPLY**  
 BOB SEGER  
 MARTY BALIN  
 KENNY ROGERS  
 CHILLIWACK  
 COMMODORES  
 RODNEY CROWELL  
 Hottest:  
 ROSS/RICHIE 1-1  
 STEVIE NICKS 2-2  
 DON FELDER 6-3  
 SHEENA EASTON 8-4  
 CHRIS CROSS 15-7

# PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

208 REPORTS  
207 LAST WEEK

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

Regional	100/25	44%	National Summary
Beach	E 33%		Up 51
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	88/0	43%	National Summary
Beach	E 44%		Up 44
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**EXAMPLE**

100/25 — 100 CHR reporting stations on it this week including 26 new adds

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

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

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

Debut 20 — Number of stations debuting the song this week

Same 25 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

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

Adds 25 — Total number of stations adding it this week

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

Regional	103/0	50%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	139/4	67%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	154/1	75%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**DEVO**  
Working In... (FM/Asylum)  
LP: Soundtrack Heavy Metal

Regional	71/15	34%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**ELO**  
Hold On Tight (Jet)  
LP: Time

Regional	174/0	84%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**AFTERNOON DELIGHTS**  
General Hosp. Tele (MCA)  
LP: Feels So Right

Regional	59/1	28%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**ATLANTA RHYTHM...**  
Allen (Columbia)  
LP: Quinella

Regional	68/13	33%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**VIOLIN**  
LP: Violin

Regional	139/4	67%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**COMODORES**  
Lady In You Pring... (Motown)  
LP: In The Pocket

Regional	154/1	75%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**DEVO**  
Working In... (FM/Asylum)  
LP: Soundtrack Heavy Metal

Regional	71/15	34%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**ELO**  
Hold On Tight (Jet)  
LP: Time

Regional	174/0	84%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	94/0	46%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**MARTY BALIN**  
Atlanta Lady... (EMI America)  
LP: Ballin

Regional	56/36	27%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**VIOLIN**  
LP: Violin

Regional	139/4	67%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**COMODORES**  
Lady In You Pring... (Motown)  
LP: In The Pocket

Regional	154/1	75%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**DEVO**  
Working In... (FM/Asylum)  
LP: Soundtrack Heavy Metal

Regional	71/15	34%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**ELO**  
Hold On Tight (Jet)  
LP: Time

Regional	174/0	84%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	94/0	46%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**MARTY BALIN**  
Atlanta Lady... (EMI America)  
LP: Ballin

Regional	56/36	27%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	138/1	67%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	183/4	94%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	181/3	88%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**DAN FOGELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional	178/17	85%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	94/0	46%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**MARTY BALIN**  
Atlanta Lady... (EMI America)  
LP: Ballin

Regional	56/36	27%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	138/1	67%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	183/4	94%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	181/3	88%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**DAN FOGELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional	178/17	85%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	94/0	46%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**MARTY BALIN**  
Atlanta Lady... (EMI America)  
LP: Ballin

Regional	56/36	27%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	138/1	67%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	183/4	94%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	181/3	88%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**DAN FOGELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional	178/17	85%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	94/0	46%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**MARTY BALIN**  
Atlanta Lady... (EMI America)  
LP: Ballin

Regional	56/36	27%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	138/1	67%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	183/4	94%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	181/3	88%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**DAN FOGELBERG**  
Hard To... (Full Moon/Epic)  
LP: The Innocent Age

Regional	178/17	85%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

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

Regional	94/0	46%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25

**MARTY BALIN**  
Atlanta Lady... (EMI America)  
LP: Ballin

Regional	56/36	27%	National Summary
Beach	E 44%		Up 14
R 35%			Debut
M 21%			Same 24
S 56%			Down 0
W 19%			Adds 25





**(Public Cruise continued)**

**RAY PARKER JR. & RAYDIO**  
That Old Song (Arista)  
LP: A Woman Needs Love

Regional: 137/0 67%  
National Summary: 16

Beach: 137/0  
D 578  
M 478  
W 728

**(Eddie Rabbit continued)**

**EDDIE RABBITT**  
Step By Step (Elektra)  
LP: Step By Step

Regional: 181/0 88%  
National Summary: 16

Beach: 181/0  
D 713  
M 613  
W 713

**KENNY ROGERS**  
Share Your Love... (Liberty)  
LP: Share Your Love

Regional: 156/14 76%  
National Summary: 24

Beach: 156/14  
D 713  
M 613  
W 713

**BOB SEGER**  
Tryin' To Live... (Capitol)  
LP: Nine Tonight

Regional: 141/35 68%  
National Summary: 28

Beach: 141/35  
D 713  
M 613  
W 713

**RICK SPRINGFIELD**  
I've Done... (RCA)  
LP: Working Class Dog

Regional: 128/24 62%  
National Summary: 28

Beach: 128/24  
D 713  
M 613  
W 713

**GARY WRIGHT**  
Really Wanna... (WB)  
LP: The Right Place

Regional: 148/0 72%  
National Summary: 13

Beach: 148/0  
D 713  
M 613  
W 713

**RAY PARKER JR. & RAYDIO**  
That Old Song (Arista)  
LP: A Woman Needs Love

Regional: 137/0 67%  
National Summary: 16

Beach: 137/0  
D 578  
M 478  
W 728

**REO SPEEDWAGON**  
In Your Letter (Epic)  
LP: Hi Infidelity

Regional: 147/2 71%  
National Summary: 19

Beach: 147/2  
D 578  
M 478  
W 728

**DIANA ROSS & LONEL RICHIÉ**  
Endless Love (Motown)  
LP: Soundtrack Endless Love

Regional: 188/0 91%  
National Summary: 1

Beach: 188/0  
D 713  
M 613  
W 713

**SILVER CONDO**  
You Could Take... (Columbia)  
LP: Silver Condo

Regional: 84/2 41%  
National Summary: N&A

Beach: 84/2  
D 713  
M 613  
W 713

**POINTERS SISTERS**  
Slow Hand (Planet)  
LP: Black & White

Regional: 107/0 52%  
National Summary: 18

Beach: 107/0  
D 578  
M 478  
W 728

**ROLLING STONES**  
Start Me Up (Rolling Stones)  
LP: Tattoo You

Regional: 158/3 77%  
National Summary: 12

Beach: 158/3  
D 713  
M 613  
W 713

**EDDIE RABBITT**  
Step By Step (Elektra)  
LP: Step By Step

Regional: 181/0 88%  
National Summary: 16

Beach: 181/0  
D 713  
M 613  
W 713

**RAY PARKER JR. & RAYDIO**  
That Old Song (Arista)  
LP: A Woman Needs Love

Regional: 137/0 67%  
National Summary: 16

Beach: 137/0  
D 578  
M 478  
W 728

**BOB SEGER**  
Tryin' To Live... (Capitol)  
LP: Nine Tonight

Regional: 141/35 68%  
National Summary: 28

Beach: 141/35  
D 713  
M 613  
W 713

**RICK SPRINGFIELD**  
I've Done... (RCA)  
LP: Working Class Dog

Regional: 128/24 62%  
National Summary: 28

Beach: 128/24  
D 713  
M 613  
W 713

**GARY WRIGHT**  
Really Wanna... (WB)  
LP: The Right Place

Regional: 148/0 72%  
National Summary: 13

Beach: 148/0  
D 713  
M 613  
W 713

**EDDIE RABBITT**  
Step By Step (Elektra)  
LP: Step By Step

Regional: 181/0 88%  
National Summary: 16

Beach: 181/0  
D 713  
M 613  
W 713

**RAY PARKER JR. & RAYDIO**  
That Old Song (Arista)  
LP: A Woman Needs Love

Regional: 137/0 67%  
National Summary: 16

Beach: 137/0  
D 578  
M 478  
W 728

**BOB SEGER**  
Tryin' To Live... (Capitol)  
LP: Nine Tonight

Regional: 141/35 68%  
National Summary: 28

Beach: 141/35  
D 713  
M 613  
W 713

**RICK SPRINGFIELD**  
I've Done... (RCA)  
LP: Working Class Dog

Regional: 128/24 62%  
National Summary: 28

Beach: 128/24  
D 713  
M 613  
W 713

**GARY WRIGHT**  
Really Wanna... (WB)  
LP: The Right Place

Regional: 148/0 72%  
National Summary: 13

Beach: 148/0  
D 713  
M 613  
W 713

**EDDIE RABBITT**  
Step By Step (Elektra)  
LP: Step By Step

Regional: 181/0 88%  
National Summary: 16

Beach: 181/0  
D 713  
M 613  
W 713

**RAY PARKER JR. & RAYDIO**  
That Old Song (Arista)  
LP: A Woman Needs Love

Regional: 137/0 67%  
National Summary: 16

Beach: 137/0  
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Regional: 128/24 62%  
National Summary: 28

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W 713

**GARY WRIGHT**  
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LP: The Right Place

Regional: 148/0 72%  
National Summary: 13

Beach: 148/0  
D 713  
M 613  
W 713

**EDDIE RABBITT**  
Step By Step (Elektra)  
LP: Step By Step

Regional: 181/0 88%  
National Summary: 16

Beach: 181/0  
D 713  
M 613  
W 713

**RAY PARKER JR. & RAYDIO**  
That Old Song (Arista)  
LP: A Woman Needs Love

Regional: 137/0 67%  
National Summary: 16

Beach: 137/0  
D 578  
M 478  
W 728

**BOB SEGER**  
Tryin' To Live... (Capitol)  
LP: Nine Tonight

Regional: 141/35 68%  
National Summary: 28

Beach: 141/35  
D 713  
M 613  
W 713

**RICK SPRINGFIELD**  
I've Done... (RCA)  
LP: Working Class Dog

Regional: 128/24 62%  
National Summary: 28

Beach: 128/24  
D 713  
M 613  
W 713

**GARY WRIGHT**  
Really Wanna... (WB)  
LP: The Right Place

Regional: 148/0 72%  
National Summary: 13

Beach: 148/0  
D 713  
M 613  
W 713

# Others Getting Significant Action

Continued from the Back Page

**MICKY GILLEY "You Don't Know Me" (Epic) 24/1**  
Moves: Up 11, Debuts 2, Same 9, Down 1, Adds 1, KELO, WROR 13-11, KFMM, KEEL 9-7, KQ94, on WNOX 6-5, WSCS, on WAKY 20-13, KERN 38-30, WTSN d-28, 14WK 22-18, WSGA 34-31, WROV 23-18, KFVR, on KBOZ 22-18.

**EVERLY KING "I'm In Love" (RCA) 24/0**  
Moves: Up 9, Debuts 1, Same 11, Down 3, Adds 0, Q105 21-19, KEARTH 21-18, KRLA 14-12, KIQQ 24-15, WVIC-FM 25-25, KELP 18-16, KEEL, on BJ106 d-38, WBBQ, on WVIC, on KYNO-FM 20-11, KG01 7-7, KCPC 34-31, KENI, on KSLY, on.

**COMMODORES "Oh No" (Motown) 22/20**  
Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 20 including WKKB-FM, Z93, Q105, KRAL, KYXX, WAEB, KINT, WBBQ, WMAK-FM, KNBQ, WLAM, WSGA, 96SGF, KBDZ, KRLC.

**TIM GOODMAN "New Romeo" (Columbia) 21/5**  
Moves: Up 2, Debuts 2, Same 12, Down 0, Adds 6, KRBE, KBFM, KZZP, KKLS, KOOK, KEZR 11-8, KYXX, on KXX106, on Z104 30-27, WNAM, on KYSN, on WCIR, on WISE, on KVOL, on KENI, on.

**MEAT LOAF "I'm Gonna Love Her For Both Of Us" (Epic/Cleveland International) 18/4**  
Moves: Up 1, Debuts 2, Same 11, Down 0, Adds 4, KJ100, WVIC, KYNO-FM, WGUU, WIFJ, on WGL, on WICC, on WPST 33-29, WKZR-FM, on K104 d-38, WKEE d-40, WFOU, on KENI, on KDOU, on KRLC, on.

**ART GARFUNKEL "A Heart In New York" (Columbia) 17/1**  
Moves: Up 9, Debuts 0, Same 7, Down 0, Adds 1, WIOD, 96XX, on WCAO 17-15, KPLZ, on WFRB 24-22, K104 21-19, WNOX 30-20, WVLK 26-21, KHON, on 96X11 31-27, WFOX, on KBOZ 20-18.

**STARS DN 45 "More Stars On 45" (Radio/Atlantic) 16/18**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16, WIFJ, KFI, KYXX, KC101, WICC, KERP, KINT, KBFM, KEEL, BJ106, CK101, WBBQ, WMAK-FM, WSCS, KCPX, WFLB.

**STEVIE WOODS "Steel The Night Away" (Columbia) 16/7**  
Moves: Up 1, Debuts 3, Same 5, Down 0, Adds 7, KPLZ, WVLK, WISM, WTSN, WHEB, WHHY-FM, WISE, KJR d-24, WAAY, on WOKI, on WSCS, on KJRB 28-28, 96X11 d-13, KENI, on KOOK, on.

**CARPENTERS "Went Your Way Back In My Life Again" (A&M) 15/5**  
Moves: Up 3, Debuts 1, Same 6, Down 0, Adds 5, KJRB, BJ106, KEYN-FM, 14WK, KBOZ, WCAO, on WFRB, on WHYN 28-19, KINT, on KHFI, on WVLK, on K104, on KIDY 30-29, WJBO d-32, WFLB 35-30.

**BILLY IDOL "Mony Mony" (Chrysalis) 14/9**  
Moves: Up 1, Debuts 0, Same 4, Down 0, Adds 9, WIFJ, KIQQ, WKZR-FM, KSET-FM, KXX106, BJ106, KX104, WMAK-FM, WJBO, WGH, on KCPC 39-37, 13FEA, on KSLY, on KRLC, on.

**VAN STEPHENSON "You've Got A Good Love Coming" (Handshake) 14/5**  
Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 6, KJR, WHYN, KEEL, WVIC, WLOL-FM, WIFJ, on WMAK-FM, on WDKI, on WJBO d-38, WIGY, on WFBQ, on WFLB 27-26, KVOL, on KRLC, on.

**TARNEY/SPENCER BAND "No Time To Lose" (A&M) 14/4**  
Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 4, KSFZ, K104, KLUC, KYVA, 96XX, on WLS, on WLS-FM, on KJR, on KHFI, on CK101, on WCIR, on WKRR d-32, WSPST, on.

**SANTANA "Searchin'" (Columbia) 13/4**  
Moves: Up 0, Debuts 2, Same 6, Down 1, Adds 4, WIFJ, KRBE, WGL, KSET-FM, WLS-FM d-38, KEGL, on KQ94, on BJ106, on WGH, on KJ100, on KERN, on KYNO-FM d-28.

**FOGHAT "Live Now, Pay Later" (Bearsville/WB) 13/1**  
Moves: Up 6, Debuts 0, Same 6, Down 1, Adds 1, CHUM, KRBE 29-23, KTSB, on KHFI, on WJBO 18-18, WACZ 24-21, KILE 36-34, KEEL, on KQZ-FM, on WSPST, on KENI, on KRLC 21-18.

**POINT BLANK "Nicole" (MCA) 12/1**  
Moves: Up 4, Debuts 0, Same 4, Down 2, Adds 1, WKRR, WLS 23-18, WLS-FM 23-18, KIQQ 36-35, KSFZ, on WRVO 24-29, WOV, on KRCR, on WSPST 10-10.

**RONNIE LAWS "Stay Awake" (Liberty) 12/1**  
Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 1, KYNO-FM, WIFJ, on WKKB-FM, on KRLY, on KIQQ d-39, KSET-FM 29-28, KQ94, on BJ106, on WGH, on WVIC, on KCPC, on 13FEA, on.

**TEENA MARIE "Square Biz" (Gordy) 12/0**  
Moves: Up 6, Debuts 0, Same 2, Down 4, Adds 0, WKTU 3-3, KFRC 19-17, KERP 23-21, FM102 17-14, KGGI 5-4, KCPC 40-38, KMYT 3-2.

**MICHAEL STANLEY BAND "Falling In Love" (EMI America) 12/0**  
Moves: Up 9, Debuts 0, Same 3, Down 0, Adds 0, 96XX 10-7, KBEQ 13-11, WZZP, on WGLL 4-4, B104, on K104 27-21, WDJX 18-14, 14WK 14-14, 96X11 13-8, WFLB 25-22, KENI 37-35, KRLC 28-24.

**ZZ TOP "Lella" (WB) 11/5**  
Moves: Up 0, Debuts 3, Same 3, Down 0, Adds 5, KFI, KTSB, KQ94, KVOL, KAT, WPSB d-34, WKZR-FM, on KXX106, on WCR d-27, KQZ-FM d-28.

**DAVID GATES "Take Me Now" (Arista) 11/5**  
Moves: Up 0, Debuts 2, Same 4, Down 0, Adds 6, WGH, WVLK, WJBO, WIGY, WKXY, K104 d-38, KEEL, on WVIC, on WACZ, on WFBQ, on KBOZ d-28.

**EXILE "Heart & Soul" (WB) 11/3**  
Moves: Up 0, Debuts 3, Same 5, Down 0, Adds 3, KRBE, KIQQ, KYXX, WVLK, on Z104 d-28, KYNO-FM d-30, KNBQ, on 14WK, on KENI, on KATI d-34, KYZZ, on.

**TEMPATIONS "Aiming At Your Heart" (Gordy) 10/1**  
Moves: Up 3, Debuts 1, Same 5, Down 0, Adds 1, KFRC, KRLY, on WFRB 20-18, KSET-FM d-28, KERP 30-24, KYNO-FM, on KCPC 37-35, KVOL, on.





**EAST**  
Most Added® Hottest

Burton Cummings    Ross & Richie  
Air Supply            Christopher Cross  
Diesel                    Journey

# ADDS & HOTS

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

**SOUTH**  
Most Added® Hottest

Billy Joel                Christopher Cross  
Air Supply                Ross & Richie  
Marty Balin                Journey

**EAST**

**PARALLEL TWO**

**14Q/Worcester, MA**

Gary Nolan

**FOUR TOPS**

Hottest:  
ROSS/RICHIE 1-1  
EDDIE RABBITT 5-3  
RAYDIO 10-7  
CHRIS CROSS 15-12  
SHEENA EASTON 18-14

**WBBF/Rochester, NY**

Jay Stevens

**STACY LATTISAW**

Hottest:  
ROSS/RICHIE 1-1  
EDDIE RABBITT 7-3  
SHEENA EASTON 16-7  
BEACH BOYS 12-8  
CHRIS CROSS 20-15

**WICC/Bridgeport, CT**

Bob Mitchell

**STARS ON 45**

DAN HARTMAN  
BURTON CUMMINGS  
GO GO'S  
DIESEL  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 3-2  
STEVIE NICKS 4-3  
ELO 9-6  
MOODY BLUES 17-12

**WKEE/Huntington, WV**

Gary Miller

**BILLY JOEL**

MARTY BALIN  
AIR SUPPLY  
DIESEL  
BURTON CUMMINGS  
RILLY SCUIER  
MIKE POST  
HOTT POST  
GO GO'S  
Hottest:  
ELO 3-1  
CHRIS CROSS 12-6  
REO SPEEDWAGON 17-10  
ROLLING STONES 23-14  
KENNY ROGERS 37-26

**WPST/Fronton, NJ**

Tom Taylor

**CHILLIWACK**

Hottest:  
JOURNEY 1-1  
STEVIE NICKS 2-2  
MOODY BLUES 6-3  
ELO 10-6  
ROLLING STONES 25-14

**WTRY/Albany, NY**

Bill Cahill

**AIR SUPPLY**

BILLY JOEL  
MARTY BALIN  
Hottest:  
ROSS/RICHIE 1-1  
CHRIS CROSS 20-13  
ROLLING STONES 24-14  
RICK SPRINGFIELD 26-17  
HALL & OATES 20-19

**WAEB/Allentown, PA**

Jefferson Ward

**RODNEY CROWELL**

BURTON CUMMINGS  
COMMODORES  
BOB SEGER  
Hottest:  
ROSS/RICHIE 1-1  
STEVIE NICKS 6-4  
CHRIS CROSS 12-8  
MOODY BLUES 17-11  
DAN FOGELBERG 19-14

**WHY/Springfield, MA**

Mary Ferraro

**BURTON CUMMINGS**

VAN STEPHENSON  
DENIECE WILLIAMS  
DAN HARTMAN  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 6-7  
EDDIE RABBITT 7-3  
LULU 11-8  
CHRIS CROSS 18-9

**KC101/New Haven, CT**

Danny Lyons

**AIR SUPPLY**

STARS ON 45  
DAN HARTMAN  
BILLY JOEL  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 5-5  
CHRIS CROSS 10-10  
AFTERNOON DELIGHT 15-11  
DAN FOGELBERG 22-22

**WFBR/Baltimore, MD**

Andy Szulinski

**RICK SPRINGFIELD**

AIR SUPPLY  
BOB SEGER  
ROYAL PHILHARMONY  
Hottest:  
JOURNEY 2-1  
MOODY BLUES 7-4  
SHEENA EASTON 15-8  
CHRIS CROSS 21-10  
QUINCY JONES 23-14

**WBLI/Long Island, NY**

Bill Terry

**BILLY JOEL**

AL JARREAU  
Hottest:  
ROSS/RICHIE 1-1  
COMMODORES 4-2  
STEVIE NICKS 7-3  
JUICE NEWTON 5-4  
SHEENA EASTON 14-10

**WTIC-FM/Hartford, CT**

Rick Donahue

**CARL CARLTON**

BILLY JOEL  
Hottest:  
ROSS/RICHIE 1-1  
PHEENA EASTON 11-3  
ROLLING STONES 9-5  
CHRIS CROSS 15-9  
EDDIE RABBITT 17-11

**Q108/York, PA**

Dan Steele

**AIR SUPPLY**

RICK JAMES  
Hottest:  
ROSS/RICHIE 1-1  
BEACH BOYS 2-2  
COMMODORES 3-3  
RONNIE MILSAP 4-4  
PABLO CRUISE 5-5

**WHFM/Rochester, NY**

Almea Peck

**DEVO**

BURTON CUMMINGS  
DAN HARTMAN  
MARTY BALIN  
Hottest:  
JOURNEY 5-1  
SHEENA EASTON 10-5  
CHRIS CROSS 28-12  
MOODY BLUES 23-15  
DAN FOGELBERG 34-22

**K104/Erie, PA**

Bill Shannon

**TARNEY & SPENCER RD**

BILLY JOEL  
CHRIS CROSS  
MIKE POST  
SILVER CONDOR  
Hottest:  
ROSS/RICHIE 1-1  
BOC 7-4  
MOODY BLUES 16-7  
REO SPEEDWAGON 13-8  
COMMODORES D-11

**V100/Charleston, WV**

Jay Jarvis

**HOTTTEST**

JOURNEY 3-1  
EDDIE RABBITT 5-2  
CHRIS CROSS 7-4  
SHEENA EASTON 8-6  
RAYDIO 9-7

**B104/Baltimore, MD**

Jan Jeffries

**JOURNEY 1-1**

SCUZZE 2-2  
STEVIE NICKS 3-3  
MOODY BLUES 5-5  
AL JARREAU 11-11

**WKRZ-FM/Wilkes-Barre, PA**

Jim Rising

**GO GO'S**

NICOLETTE LARSON  
BURTON CUMMINGS  
BILLY JOEL  
DON FELDER (RA)  
Hottest:  
JOURNEY 1-1  
STEVIE NICKS 2-2  
MOODY BLUES 7-4  
DIESEL 18-11  
RAYDIO 22-13

**92FLY/Albany, NY**

Jack Lawrence

**KENNY ROGERS**

AL JARREAU  
DIESEL  
DAN HARTMAN  
Hottest:  
ROSS/RICHIE 1-1  
EDDIE RABBITT 11-6  
CHRIS CROSS 14-7  
MOODY BLUES 12-9  
SHEENA EASTON 20-17

**PARALLEL THREE**

**13FEA/Manchester, NH**

Keth Lemire

**BURTON CUMMINGS**

DIESEL  
AIR SUPPLY  
MIKE POST  
RICK SPRINGFIELD  
TEDDY BAKER  
Hottest:  
ROSS/RICHIE 1-1  
EDDIE RABBITT 7-4  
SHEENA EASTON 8-5  
LULU 13-8  
REO SPEEDWAGON 14-11

**14WK/Wheeling, WV**

Jack Armstrong

**BILLY JOEL**

AIR SUPPLY  
CARPENTERS  
MANHATTAN TRANSFER  
Hottest:  
ROSS/RICHIE 1-1  
BEACH BOYS 10-6  
ELO 14-9  
CHRIS CROSS 21-12  
ROLLING STONES D-24

**WCIR/Beckley, WV**

Jim Martin

**MARTY BALIN**

DIESEL  
FRANKLIN & BENSON  
GO GO'S  
Hottest:  
ELO 1-1  
EDDIE RABBITT 5-2  
DEBBIE HARRY 9-3  
ROLLING STONES 20-9  
KIM CARNES 18-10

**WFBO/Altoona, PA**

Tony Booth

**AIR SUPPLY**

MARTY BALIN  
BURTON CUMMINGS  
BILLY JOEL  
CHILLIWACK  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 2-2  
STEVIE NICKS 4-3  
EDDIE RABBITT 8-4  
ELO 14-5

**WQUY/Bangor, ME**

Jim Randall

**BOB SEGER**

MIKE POST  
DIESEL  
AL JARREAU  
BURTON CUMMINGS  
MEAT LOAF  
Hottest:  
ROSS/RICHIE 1-1  
ROLLING STONES 14-9  
ELO 20-10  
MOODY BLUES 27-13  
RICK SPRINGFIELD 21-15

**WHEB/Portsmouth, NH**

Rick Bean

**FOUR TOPS**

QUINCY JONES  
BURTON CUMMINGS  
STEVIE WOODS  
Hottest:  
ROSS/RICHIE 1-1  
SHEENA EASTON 3-2  
CHRIS CROSS 9-3  
MOODY BLUES 4-4  
PABLO CRUISE 11-8

**WJBO/Portland, ME**

Dave Cole

**TRUMPH**

BURTON CUMMINGS  
DAVID GATES  
VOGUE  
RODNEY CROWELL  
BILLY JOEL  
TEDDY BAKER  
Hottest:  
JOURNEY 1-1  
DIESEL 19-10  
BALANCE 39-23  
GO GO'S 40-25  
TRIUMPH A-34

**WTSN/Dover, NH**

Jim Sebastian

**SHEENA EASTON**

STEVIE WOODS  
AIR SUPPLY  
CANNON & BELMONT'S  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 2-2  
ALABAMA 5-3  
PABLO CRUISE 7-5  
EDDIE RABBITT 10-6

**WIGY/Beth, ME**

Willie Mitchell

**BURTON CUMMINGS**

DAVID GATES  
FRANKLIN & BENSON  
Hottest:  
JOURNEY 1-1  
STEVIE NICKS 2-2  
MOODY BLUES 7-4  
DIESEL 18-11  
RAYDIO 22-13

**WLAN/Lewiston, ME**

Chris Layne

**AIR SUPPLY**

COMMODORES  
BURTON CUMMINGS  
FRANKLIN & BENSON  
QUINCY JONES  
BOB SEGER  
Hottest:  
ROSS/RICHIE 1-1  
EDDIE RABBITT 5-2  
CHRIS CROSS 19-8  
FOUR TOPS D-16  
MOODY BLUES 20-17

**96XIU/Parkersburg, WV**

Terry Lee Collins

**BILLY JOEL**

DEVO  
MIKE POST  
COMMODORES  
Hottest:  
ROSS/RICHIE 3-1  
COMMODORES 5-2  
MICHAEL STANLEY B 13-8  
STEVIE WOODS D-13  
BOB SEGER D-31

**WACZ/Bangor, ME**

Michael O'Hara

**FOUR TOPS**

BOB SEGER  
BILLY SCUIER  
TUBES  
DIESEL  
Hottest:  
ROSS/RICHIE 1-1  
SHEENA EASTON 3-3  
STEVIE NICKS 12-10  
RAYDIO 18-15  
EDDIE RABBITT 25-22

**SOUTH**

**PARALLEL TWO**

**BJ106/Orlando, FL**

Tom West

**BILLY JOEL**

CARL CARLTON  
COMMODORES  
STARS ON 45  
BILLY JOEL  
BLACKPLOT  
CARPENTERS  
Hottest:  
ROSS/RICHIE 1-1  
COMMODORES 2-2  
JOURNEY 9-5  
GARY WRIGHT 19-15  
MOODY BLUES 28-21

**KEEU/Breveport, LA**

Kevin Davis

**RICK SPRINGFIELD**

MARTY BALIN  
REO SPEEDWAGON  
STARS ON 45  
Hottest:  
STEVIE NICKS 1-1  
JOURNEY 2-2  
PABLO CRUISE 3-3  
GARY WRIGHT 4-4  
ELO 5-5

**WTIS/New Orleans, LA**

Gary Franklin

**RICK JAMES**

DAN FOGELBERG  
BOB SEGER  
AIR SUPPLY  
BILLY JOEL  
RICK SPRINGFIELD  
ZZ TOP  
Hottest:  
ROSS/RICHIE 1-1  
BEACH BOYS 10-7  
JOURNEY 13-10  
CHRIS CROSS 23-14  
REO SPEEDWAGON 26-21  
BILL WPA 22-17

**KXX106/Birmingham, AL**

Chris Trane

**BILLY & THE BEATE**

BILLY JOEL  
AIR SUPPLY  
Hottest:  
ELO 5-1  
EDDIE RABBITT 9-5  
SHEENA EASTON 13-7  
ROLLING STONES 16-8  
CHRIS CROSS 15-9

**WAKY/Louisville, KY**

Liz Curtis

**BOB SEGER**

BILLY JOEL  
MIKE POST  
DIESEL  
Hottest:  
SHEENA EASTON 1-1  
CHRIS CROSS 4-2  
LULU 3-3  
EDDIE RABBITT 4-4  
ELO 8-5

**WAKY/Ft. Lauderdale, FL**

Rick Shaw

**HOTTTEST**

ROSS/RICHIE 1-1  
JOURNEY 2-2  
SHEENA EASTON 3-3  
STACY LATTISAW 4-4  
KENNY ROGERS 5-5

**WB8Q/Augusta, GA**

Bruce Stevens

**BILLY JOEL**

AIR SUPPLY  
MARTY BALIN  
BOC  
COMMODORES  
Hottest:  
STEVIE NICKS 2-1  
EDDIE RABBITT 13-8  
CHRIS CROSS 16-10  
ROLLING STONES 18-13  
LRL 22-14

**WFMB/Baton Rouge, LA**

Randy Rice

**AL JARREAU**

ROSS/RICHIE  
ARS  
DIESEL  
DEVO  
Hottest:  
JOURNEY 3-1  
CHRIS CROSS 14-10  
CARL CARLTON 24-14  
QUINCY JONES 20-15  
HALL & OATES 29-21

**WGH/Norfolk, VA**

Bob Canada

**COMMODORES**

DAVID GATES  
TEDDY BAKER  
GENE COTTON  
ANNE MURRAY  
Hottest:  
CHRIS CROSS 3-1  
KENNY ROGERS 18-5  
LULU 12-6  
FOUR TOPS 15-11  
REO SPEEDWAGON D-22

**WHBQ/Memphis, TN**

Mike Scialzi

**HALL & OATES**

STARS ON 45  
BILLY JOEL  
Hottest:  
ROSS/RICHIE 1-1  
JOURNEY 2-2  
SHEENA EASTON 6-3  
CHRIS CROSS 8-4  
FOUR TOPS 11-8

**WJDK/Jackson, MS**

Bill Crews

**AIR SUPPLY**

BOB SEGER  
NANCY  
DEBBIE HARRY  
MOODY BLUES  
FORGIGNER  
RICK SPRINGFIELD  
Hottest:  
ROSS/RICHIE 1-1  
DENIECE WILLIAMS 2-2  
ELO 6-4  
AL JARREAU 10-9  
FOUR TOPS 18-12

**WRJZ/Knoxville, TN**

Tim Edwards

**HOTTTEST**

ROSS/RICHIE 1-1  
SHEENA EASTON 2-2  
BPACH ROYS 3-3  
EDDIE RABBITT 4-4  
RONNIE MILSAP 5-5

**WSON/Birmingham, AL**

Sandra Newby

**HOTTTEST**

STEVIE NICKS 1-1  
JOURNEY 2-2  
PABLO CRUISE 3-3  
GARY WRIGHT 4-4  
ELO 5-5

**WTIS/New Orleans, LA**

Gary Franklin

**RICK JAMES**

DAN FOGELBERG  
BOB SEGER  
AIR SUPPLY  
BILLY JOEL  
BURTON CUMMINGS  
Hottest:  
STEVIE NICKS 2-1  
CHRIS CROSS 23-6  
ELO 13-7  
ROLLING STONES 19-9  
BILL WPA 22-17

**Y103/Jacksonville, FL**

Dave Scott

**BILLY JOEL**

ARS  
RICK JAMES  
Hottest:  
ROSS/RICHIE 2-1  
JOURNEY 1-2  
SHEENA EASTON 3-3  
MOODY BLUES 9-6  
EDDIE RABBITT 11-8

**WRVQ/Richmond, VA**

Bill Thomas

**BILLY JOEL**

Hottest:  
ROSS/RICHIE 10-1  
JIM STEINMAN 3-2  
CHRIS CROSS 12-8  
SHEENA EASTON 11-9  
ROLLING STONES 19-13

**KELPEI Paso, TX**

Raymond Mesa

**LARRY CRANAM**

STARS ON 45  
Hottest:  
RICK JAMES 3-1  
AFTERNOON DELIGHT 11-5  
CARL CARLTON 15-12  
LULU 21-17  
SHEENA EASTON 22-20

**FM100/Memphis, TN**

Tom Prestigiacomo

**HOTTTEST**

ELTON JOHN 1-1  
ALABAMA 5-5  
ELO 6-6  
EDDIE RABBITT 11-11  
BALANCE 30-23

**WNOX/Knoxville, TN**

Bill Evans





Jeff Gelb

AOR

PART TWO

## AOR Success Stories: The PD's Speak

Here's a heartening piece of factual information; with all of the top fifty Arbitron-rated markets' spring results compiled, AOR is the market-dominant music format in 11 of those top 50 markets, making it by far this book's dominant music format.

This week we continue our series of AOR winners' stories, with the PD's themselves attempting to explain why AOR stations have emerged as the dominant music outlets in so many markets this book. Read on for comments from Larry Moffitt of KGGO/Des Moines (8.8-13.0), Bruce Wheeler from KFMQ/Lincoln (11.8-16.9), and Steve Runner, then PD at WLVQ/Columbus (14.0-15.9).

### KGGO/Des Moines PD Larry Moffitt

"Since my arrival in March 1980, the success of KGGO has been a long and rigorous challenge, one I'm sure is far from over.

"I came to a station that was seventh in the market, playing around 1500 songs and not participating in any community activities. It was very far to the left as far as AOR radio goes these days.

"The first things I did when I got here was to tighten the playlist, throwing out about 600 records that no one would really miss, while maintaining an AOR image.

AGE	KGGO :
12-17	18.5%
18-24	59.3%
25-34	20.4%
35-44	1.9%
45-54	0.0%
55+	0.0%
12+	TOTAL 5,400

**"The bottom line to radio success is playing the hits; it's that simple."** — Larry Moffitt

"We worked hard to become the official concert station for Des Moines. Now, nine out of every ten concerts in the city are presented by FM 95.

"We began a series of features that deal heavily with albums. One, at midnight, is called 'The Entire Album,' featuring a different artist weekly and their five best LP's. Every Saturday night we have the 'Saturday Night Six-Pack,' where we feature four real good classic albums and two new ones. We have features Monday through Friday called 'Block Parties,' between 6-7 and 9-10, playing three songs by the same artist back-to-back, uninterrupted.

"We became heavily involved with the community. We're in a conservative market, and people 25+ probably equated our image at the time of my arrival with drugs and partying. I got us involved in benefits for Easter Seals, Muscular Dystrophy, Cystic Fibrosis, and so on. We started a campaign to help save the city's zoo. Finally people's attitudes about the station's image, started to change; our community interest paid off well. Promotions also played an important role in the station's success, particularly geared to 25-34's. The music is still pointed toward the 18-24 core, but the promotions are very much aimed 25+. One's an ongoing weekly promotion called 'Night On The Town,' including limousine transportation to one of the city's best restaurants. To gain women, we honor a Des

Moines businesswoman daily in the noon hour. Her name is sent in by a co-worker; we pick one daily, announce her name, and send a bouquet of flowers.

"Another thing that helped us is that the air talents have worked at localizing their shows. They'll talk about things going on in the city. As far as raps go, they don't beat their gums. My philosophy is, if they can't say it in under 20 seconds, don't say it. Otherwise, they're bound to back themselves into a corner.

"Being local, talking about the city and things that affect everyone's life; these things are, to me, much more effective than getting on the air with a syndicated show that talks about what the B-52's next album will sound like, or whatever. Who really cares? Let's spend our time talking about something everyone can relate to.

"I started some local music research. I realized, after working with Bob Hattrik at KWK in St. Louis, that this plays a major role in the success of a radio station. The bottom line to radio success is playing the hits; it's that simple. The hits are determined not by high-paid promotion execs in New York or Los Angeles, but by the listeners. The only way we can determine their interests is by researching music locally."

### KFMQ/Lincoln PD Bruce Wheeler

"Some of the elements of our success were staffing, positioning, promoting and engineering

"A lot of programmers pay lip service to their air staffs. I truly believe that to have a first-class radio station you have to have a first class staff. That's where you start. Our programming air-staff is made up of a bunch of real professionals: Bob Rosel is our morning man, Tom Barker is MD and does afternoon drive, Bob Allen does 7-midnight, Dale Richards does overnights, and I do middays. We're also lucky to have such a capable crew of part-timers, including Marty Ryan, Steve Mark, Mike Zangari, and Dave Landis. All of these people have a minimum of two years with the Q, so they have an understanding of what we're doing at the station, and are behind it 100%. They all know Lincoln; most are from here or from somewhere close by. We're also lucky to have an outstanding writer and producer in Dick Terhune. The staff gives their all regardless of whether we're in a ratings period.

"In terms of positioning, in Lincoln, as with more and more markets, many stations are beginning to go after the same demographic. We've been doing AOR for ten years; we were the first station in Lincoln (and in Nebraska, for that matter) to do AOR. Our main competition for the 18-34 year-old rock audience is represented by a couple of good stations: KFRX here in Lincoln, and KEZO (792) in Omaha, who put a class A signal into the market. Musically, we position ourselves right between the two. It did not take a lot of adjusting when they both started doing AOR; it was pretty much where we were. We managed to keep our core audience and, at the same time, we've attracted people who also spend some time listening to one or the other of our competitors. Further, we have an almost even makeup of men and women. With Tom's help, we've managed to stay in step with what I believe to be a very musically fickle audience. Our slogan is simple: 'Lincoln's Best Rock,' and our consistent ratings and loyal listeners support that.

"We listen to our audience. That may sound cliched, but it's very important to hear both their positive and negative opinions. We do this through our studio lines, at KFMQ promotions, and through ongoing attitude and behavior research (we have our own research department).

"As with most other AOR's, 90% of our programming is music. I believe that other 10% is

also extremely important; it can make or break a station. We carefully surround the music with an announcing presentation both natural and adult; the best feature programming we can get our hands on; promotions that fit our listeners' lifestyle; and good commercials that sound right and work for our clients at the same time.

AGE	KFMQ :
12-17	29.8%
18-24	40.4%
25-34	21.3%
35-44	6.4%
45-54	0.0%
55+	2.1%
12+	TOTAL 4,700

**"We listen to our audience... it's very important to hear both their positive and negative opinions."** — Bruce Wheeler

"KFMQ has taken an aggressive promotional stance over the last couple of years; not a big budget blitz of outside advertising or TV, but rather a string of station promotions that involve our listeners and keep our profile high. We've done everything from a homegrown album to an annual run that's become one of the biggest and most successful in Nebraska. We regularly stage KFMQ parties, or rock nights, at local clubs. We publish a monthly 'street sheet,' a listing of station features, concert schedules, and events of interest to our listeners in the eastern Nebraska area. You're bound to see our window stickers from the rear window of a neighboring car. The display of these stickers, along with the visibility of our T-shirts, hats, and other merchandise and materials, are some of the best resources we could hope to have. People see our call letters all over and, in turn, talk about our station.

"Another aspect that can't be overlooked is engineering. We have a great engineer in Bob Weidlich, who has kept the station sounding good. We also get a lot of engineering equipment support from our management, Woodward Communications. They know the right equipment is important both to the air sound and to the staff morale."

### WLVQ/Columbus Then-PD Steve Runner

(Now With WAPI-FM/Birmingham)

"The question was, 'Is there life after a 14?' Everybody at the station was wondering if it were possible to top the 14 in our fall book. Before the book started, we lost the services of the station's best-known personality, John Fisher, who went to WMET/Chicago, to work with Tom Teuber. Tom had done a fine job of taking WLVQ to the number one position in the market. It was my job as incoming PD to take WLVQ to its next step.

"That started in the fall with an increasing emphasis on jock visibility in the community, and jock personality on the air. The DJ's didn't just play or talk about rock and roll, they lived it. I encouraged the staff to talk about their partying lifestyles on the air, because they reflected the city of Columbus. This idea can only work, however, when the staff is stable and has been in the market a long time. They understood the role of the radio station as a simultaneous leader and follower, leading the listeners but only in the direction they

Continued on Page 32



# Jeff Gelb

## AOR Success Stories:

Continued from Page 31

really want to go anyway.

"A successful radio station has to be an integral part of its community. We cosponsored a March of Dimes walkathon; we produced our second hometown album and set up a series of live broadcasts at local clubs with the finalists; and all the time kept our finger on the pulse of Columbus. I set up a van schedule and had the staff out almost everyday during the book, just cruising different parts of the metro, giving out albums, T-shirts, bumper stickers, passes, and other things. All the while, we were meeting people face-to-face, getting their feedback. This contact was real important in maintaining our image as the number one station in Columbus.

AGE	WLVO :
12-17	17.0%
18-24	52.9%
25-34	24.7%
35-44	4.0%
45-54	0.9%
55+	0.4%
12+ TOTAL	22,300

**"We promoted the idea that if you weren't listening to QFM96, you were missing something."**

— Steve Runner

"We handed out almost 100,000 bumper stickers. TV spots were well-placed, aiming at our demographic (18-34). We had lots of busboards, though we did not go with billboards or print. The merchandising of QFM96 T-shirts and caps also helped create visibility in the marketplace. This was important, but for a station as well-known as we already were in the marketplace, the real emphasis for an increase had to come from on-air excitement.

"Every weekend during the book was a different and special one, from all-requests to rock wars to all-live. There was always something different going on. There was a promotion in progress of one kind or another every day of the book. Some included: magic bus trips that sent listeners to Cleveland and Cincinnati for concerts; a listener party that sent lots of listeners to the grand opening of a new roller coaster at King's Island; a week for two in London plus 96 pounds spending money and tickets to see Bruce Springsteen in Wembley Stadium; we gave away money, either \$96 or \$960 just for listening and then calling to tell us what we'd played. We gave away more than \$5000 in less than three weeks that way. That was followed by a three-week promotion wherein we gave away a \$500 car stereo and a year's supply of gasoline to three people.

"The smaller promotions were exciting as well: a messiest room contest, where the winner got his room cleaned up, won a party thrown to mess it up, and cleaning it up again. We had a chainsaw giveaway in conjunction with a Krokus concert appearance, tied in with our move to new studios. We demolished our old studios live on the air with the help of the group and the chainsaw. We had fun with that.

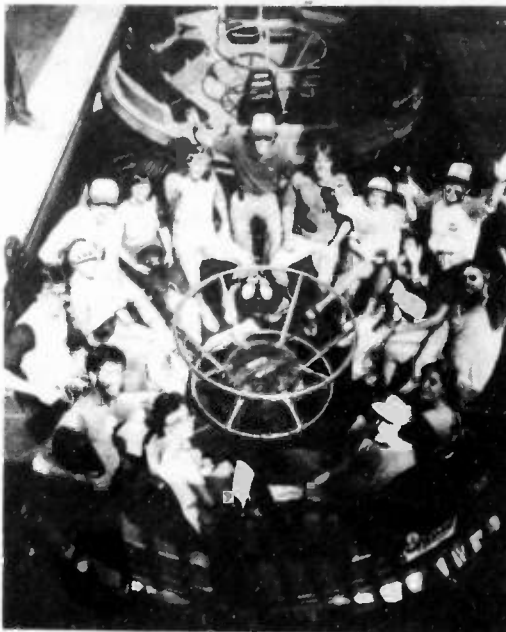
"This excitement that was generated on the air by the jocks and the various promotions we did was really the essential element in taking the number one station and increasing our lead, becoming even more successful. We promoted the idea that if you weren't listening to QFM96, you were missing something.

"It was a real challenge to take over that number one station and increase its share and lead in the market. Now I'm looking forward to an even more exciting challenge down here, putting together WAPI-FM from scratch."

### UPDATE

The Sir Douglas Quintet and Tazmanian Devils played for \$1.01 at a recent KVRE/Santa Rosa listener appreciation party... WLPX/Milwaukee cosponsored a free outdoor concert with three local bands that attracted 5000... WPLR/New Haven, along with Elektra and the Joe Vitale "Plantation Harbour" album, threw a listening party on a boat. Listeners heard the album while they drank and cruised... WDHA/North Jersey's latest listener party, held on a lakefront with local bands and free motorboat rides, drew 2500 and lasted from 2pm to 6am... KIL0/Colorado Springs, in conjunction with the latest Rolling Stones release, had a "Tattoo You" party, with a local tattoo artist applying removable tattoos while listeners heard the entire Stones album on the club's sound system... 8000 spectators viewed WMJQ/Rochester's seventh annual raft race; two local jazz bands played after the competition... WXUS/Lafayette sponsored a "slide into bed" benefit for MDA utilizing the world's largest waterbed (2000 square feet). Contestants took a running start and slid across a greased waterbed surface, with the longest slides winning a \$500 waterbed system... Y95/Rockford Asst. PD Dick Bascom stood in line with listeners waiting for tickets to go on sale for an area REO Speedwagon concert. He reported back to the station live periodically. After buying two prime seats, the station gave them away, along with dinner, limousine service, and backstage passes... GIRFM/Manchester held a Kinks album/video party, providing free pizzas and soft drinks as well as 25 copies of the album as door prizes... Congrats to newlyweds Bob and Gail Bittens; Bob is MD at WHCN/Hartford... A KOLL/Gillette radiothon for MDA raised over \$10,000 in 12 hours... KFMQ/Lincoln held a free outdoor concert featuring Shooting Star and two local support acts that drew over 10,000 rock fans... KSMB/Lafayette has moved. You'll find them at 202 Gilbert Rd., Lexington, LA 70506. The station's phone number remains the same... WLRS/Louisville still seeks record company rock video for its cable TV station. Contact Steve Barger at (502) 585-5178 for more information... KYTX/Amarillo are scouting city poolsides for people listening to the station, who are instantly awarded gifts including albums, T-shirts, and beverages.

**COMING NEXT WEEK:** In our concluding segment of AOR Success Stories, the following PD's speak of their victories during the spring Arbitron sweep: Dave Logan of WLAV/Grand Rapids (13.1-14.1), and Gary Dickson of WKQQ/Lexington (AOR's largest ever 12+ figure, from last book's 12.8 to this book's 21.2).



**SMILES ALL AROUND:** WKDF air personalities Carl P. Mayfield and Mike Beck, along with WKDF account exec Steve Komisar (all wearing caps) chaperoned the winning team from the WKDF/Opryland Great Grizzly River Rampage Raft Race. WKDF and Opryland cosponsored the race promotion to kick off the new theme park attraction. The winning team won \$500 and all rafters received copies of Bruce Springsteen's "The River" album.

### EVOLUTION

KFMQ/Lincoln PD Bruce Wheeler has exited for the Asst. PD post at KAZY/Denver. His PD successor at KFMQ is former MD Tom Barker. Gregg Gillisple has exited as KAZY's MD and has been replaced with former KIL0/Colorado Springs Asst. PD Doug Clifton... KSMB/Lafayette PD Jay Walker has resigned and, at month's end, will exit to become station manager for KEUN/Eunice, LA... Russ Bradley has been upped to Asst. PD from MD at WQMF/Louisville. Duke Meyers has been named MD for WQMF... Joe Folger has been upped to MD at KBPI/Denver... Former WCOZ/Boston MD Rob Lipshutz has joined WHJY/Providence as MD... Lisa Richards has exited as MD at WYSP/Philadelphia, and has announced plans to marry competing PD Charlie Kendall from WMMR! Exiting mornings at WMMR for the same at WYSP is Michael Picozzi... Craig Klein has exited the MD post at WBWB/Bloomington for a college teaching position. His MD successor at WBWB is John Hyman... Tom Marshall has been named MD at KFMG/Albuquerque... John Carter has been named MD for WAAL/Binghamton... Greg St. James has been upped to MD at WABX/Detroit... Dave Michaels has joined WRNO/New Orleans as MD from neighboring WEZB. Doctor Dan has joined WRNO as Production Director from neighboring WNOE-FM... Michael Bright has joined WLLZ/Detroit for nights from WJYL/Louisville... Ron Garrett has joined the airstaff of KGB-FM/San Diego from competing 91X... Jim Raldolph has switched from KATT-AM/Oklahoma City to KATT-FM for nights... Mark Caesar has exited KATT-FM for news at KLBJ/Austin... Nick Owens has joined KFMG/Albuquerque for nights from competing KWXL... Susan Austin has joined WLRS/Louisville for middays from neighboring WZZX... Jeff Alpert has joined WAAF/Worcester as Asst. Promotion Director... Don Cohen, former MD for WEEI-FM/Boston, has joined the Directors Company, producers of customized TV spots for radio... Bob Osborne has joined the Capitol AOR promotion team from a similar position at MCA.



**BATTLE OF THE AOR STARS:** Jefferson Starship guitarist Craig Chaquico (left) wrestled KROY-FM/Sacramento PD Dennis Newhall (right) into playing the group's latest RCA/Grunt album release, "Modern Times."

### CONCERTS & CONVERSATIONS

**PRESENTATIONS:** KFMQ/Lincoln presented Shooting Star for free.

**BROADCASTS:** Romeo Void on KTIM/San Rafael... Whitford/St. Holmes on KLOL/Houston... Pretenders on KPRI/San Diego... Pretenders, Greg Kihn Band on WTUE/Dayton.

**CONVERSATIONS:** Little River Band on WDHA/North Jersey... Pat Benatar on WLRS/Louisville... Go-Go's on WPLR/New Haven... Christopher Cross on WKQQ/Lexington... Novo Combo on KEZY/Anaheim... Bill Wyman on WMMR/Philadelphia... Marshall Tucker on WZZO/Allentown... New England on KOLL/Gillette... Rickie Lee Jones, Mickey Thomas on KTIM/San Rafael... Doug Gray (Marshall Tucker Band), Don Schlitz on WKZL/Winston-Salem... Ozzy Osbourne on WFBQ/Indianapolis.





rock 'n' roll  
that blows you  
sky-high

**Stations  
RIOTING:**

- WLUP
- WNEW-FM
- WCOZ
- KOME
- KMET KLOS
- KZEW
- KLOL
- WEBN
- WYFE
- WQ-FM
- WKLS
- KDWB-FM
- WLIR
- WMJQ
- KYYS
- KSMB
- KENO
- KLPX
- KTXQ
- WYSP
- & MORE!



# FIRE DOWN UNDER RIOT

**September RIOTS at:**

- |                        |                         |
|------------------------|-------------------------|
| Son Antonio, Tx. 9/11  | Wichito Falls, Az. 9/23 |
| Normon, Ok. 9/12       | Beaumont, Tx. 9/24      |
| Lubbock, Tx. 9/13      | Austin, Tx. 9/25        |
| Long Island, NY. 9/15  | Dollos, Tx. 9/26        |
| Odesso, Tx. 9/17       | Houston, Tx. 9/27       |
| Albuquerque, N.M. 9/18 | Son Antonio, Tx. 9/28   |
| El Paso, N.M. 9/19     | Houston, Tx. 9/29       |
| Phoenix, Az. 9/20      | Dollos, Tx. 9/30        |
| Tulso, Ok. 9/22        |                         |

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

## September 11, 1981

### 152 REPORTERS

Album cuts are listed in order of airplay preference.

8/27	8/28	9/4	9/11	Artist	Album	8/27	9/4	8/28	8/21	8/14
3	3	2	1	STEVIE NICKS	Bella Donna (Modern/Atco)					
-	9	8	2	ROLLING STONES	Tattoo You (Rolling Stones)					
2	1	3	3	JOURNEY	Escape (Columbia)					
1	2	1	4	FOREIGNER	4 (Atlantic)					
4	4	4	5	PAT BENATAR	Precious Time (Chrysalis)					
6	5	5	6	HEAVY METAL	Various Artists (Full Moon/Asylum)					
8	8	7	7	ZZ TOP	El Loco (WB)					
5	6	6	8	MOODY BLUES	Long Distance... (Threshold/PG)					
12	11	10	9	ALLMAN BROTHERS BAND	Brothers Of The Road (Arista)					
7	7	9	10	BLUE OYSTER CULT	Fire Of Unknown Origin (Columbia)					
16	12	11	11	ELO	Time (Jet)					
-	-	21	12	KINKS	Give The People... (Arista)					
9	10	12	13	BILLY SQUIER	Don't Say No (Capitol)					
13	13	13	14	MICHAEL STANLEY BAND	North Coast (EMI America)					
-	-	15	15	BOB SEGER & SILVER...	Nine Tonight (Capitol)					
21	17	15	16	DEF LEPPARD	High 'N' Dry (Polydor/PolyGram)					
27	25	19	17	RED RIDER	As Far As Siam (Capitol)					
-	-	25	18	LITTLE RIVER BAND	Time Exposure (Capitol)					
22	19	18	19	PRETENDERS	Pretenders II (Sire)					
-	-	33	20	TRIUMPH	Allied Forces (RCA)					
11	15	16	21	BLACKFOOT	Marauder (Atco)					
23	23	22	22	DIESEL	Watts In A Tank (Regency)					
14	16	14	23	FOGHAT	Girls To Chat... (Bearsville/WB)					
36	30	20	24	DIRT BAND	Jealousy (Liberty)					
10	14	17	25	TOM PETTY & HEARTBREAKERS	Hard Promises (Backstreet/MCA)					
37	32	30	26	SHOOTING STAR	Hang For Your Life (Virgin/Epic)					
-	-	27	27	DAN FOGELBERG	The Innocent Age (Full Moon/Epic)					
30	31	34	28	BALANCE	Balance (Portrait)					
24	24	27	29	POINT BLANK	American Excess (MCA)					
29	28	31	30	RICKIE LEE JONES	Pirates (WB)					
10	21	23	31	ICEHOUSE	Icehouse (Chrysalis)					
31	33	29	32	LITTLE FEAT	Hoy-Hoy! (WB)					
-	36	35	33	JON & VANGELIS	Friends Of Mr. Cairo (Polydor/PG)					
-	-	39	34	RICK SPRINGFIELD	Working Class Dog (RCA)					
-	-	35	35	ALTANTA RHYTHM SECTION	Quinella (Columbia)					
18	18	26	36	SQUEEZE	East Side Story (A&M)					
17	20	28	37	GREG KIHN BAND	Rockinroll (Beserkley)					
-	-	38	38	RIOT	Fire Down Under (Elektra)					
-	37	37	39	IAN HUNTER	Short Back N' Sides (Chrysalis)					
-	-	40	40	MEAT LOAF	Dead Ringer (Epic/Cleveland Int'l.)					

NICKS zipped past all competitors in total reports to claim the top airplay spot for this week. STONES jumped to second place as odds converted. JOURNEY and ZZ held rock steady as ALLMANS inched up. ELO maintained. KINKS climbed high as odds converted to upper rotations. SEGER debuted with strong add. RIDER and LRB had a good week of increased airplay interest. TRIUMPH jumped nicely combining new adds and strong mediums. DIESEL held their own as STAR climbed. FOGELBERG debuted with strong adds. BALANCE resurged in mediums. RICKIE LEE held steady as JON inched up. ARS, RIOT and MEAT debuted. The Significant Action listings came closest to charting this week.

The AOR National Airplay/40 chart represents add, medium and hot rotation activity in all musical configurations. Artists' chart numbers are displayed over a four week period. The artists in *italics* registered the most rapid gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in *bold italic* type are also current singles.

## MOST ADDED

Artist	9/11	9/4	8/28	8/21	8/14
1 BOB SEGER & SILVER... Nine Tonight (Capitol) "Tryin' To Live"	98/82	0/0	0/0	0/0	0/0
2 DAN FOGELBERG The Innocent... (FM/Epic) "Hard To Say"	91/81	11/10	0/0	0/0	0/0
3 ATLANTA RHYTHM... Quinella (Columbia) "Alien"	84/47	23/16	9/7	1/1	0/0
4 MEAT LOAF Dead... (Epic/Cleve. Int'l.) "Peel Out"	49/42	14/12	12/12	0/0	0/0
4 DONNIE IRIS King Cool (MCA) "Sweet Marbles"	44/42	0/0	0/0	0/0	0/0
6 KINKS Give The People... (Arista) "Destroyer"	114/39	97/33	0/0	0/0	0/0
7 NILS LOFGREN Night... (Backstreet/MCA) Title	42/38	5/5	0/0	0/0	0/0
8 D. HALL & J. OATES Private Eyes (RCA) Title	48/37	0/0	0/0	0/0	0/0
9 LITTLE RIVER BAND Time Exposure (Capitol) "The Night Owls"	78/33	62/48	0/0	0/0	0/0
10 TRIUMPH Allied Forces (RCA) "Fight"	79/31	71/68	0/0	0/0	0/0
11 SURVIVOR Premonition (Scotti Bros.) "Summer's Nights"	22/19	4/3	0/0	0/0	0/0
11 GRATEFUL DEAD Dead Set (Arista) "Samson & Delilah"	19/19	0/0	0/0	0/0	0/0
13 KINGS Amazon Beach (Elektra) "All The Way"	15/15	0/0	0/0	0/0	0/0
14 BRIAN JOHNSON B. Johnson/Geordi (MCA) Various Cuts	13/12	1/1	0/0	0/0	0/0
15 CHILLWACK Wanna Be... (Millennium) "My Girl"	45/11	50/24	40/40	0/0	0/0
15 MICKEY THOMAS Alive Alone (Elektra) Title	11/11	0/0	0/0	0/0	0/0

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

## MEDIUM

Artist	9/11	9/4	8/28	8/21	8/14
1 ALLMAN BROTHERS... Brothers Of The... (Arista) "Straight From The Heart"	117/67	127/68	120/65	114/58	108/11
1 DEF LEPPARD High 'N' Dry (Polydor/PG) "Let It Go"	90/67	83/54	77/55	80/50	67/39
3 RED RIDER As Far As Siam (Capitol) "Lunatic Fringe"	88/66	80/53	67/49	63/44	51/30
4 MICHAEL STANLEY... North Coast (EMI America) "Heartland"	94/63	106/64	101/65	107/71	105/68
5 DIRT BAND Jealousy (Liberty) Title	71/58	80/57	64/35	67/3	3/0
8 FOGHAT Girls... (Bearsville/WB) "Live Now - Pay Later"	68/53	89/66	84/53	97/73	100/75
7 BLACKFOOT Marauder (Atco) "Searchin'"	68/52	81/59	97/63	106/58	112/55
8 BLUE OYSTER CULT Fire Of... (Columbia) "Burnin' For You"	107/48	125/49	128/50	129/45	132/48
9 DIESEL Watts In A Tank (Regency) "Sausalito"	68/47	68/51	71/53	73/53	70/48
10 BALANCE Balance (Portrait) "Breaking Away"	63/43	48/30	62/41	64/43	58/43
10 LITTLE FEAT Hoy-Hoy! (WB) "Easy To Slip"	69/43	62/38	55/29	65/21	43/0
12 TRIUMPH Allied Forces (RCA) "Fight"	79/40	71/0	0/0	0/0	0/0
12 SHOOTING STAR Hang On... (Virgin/Epic) "Flesh & Blood"	66/40	52/36	48/32	42/20	35/9
13 KINKS Give The People... (Arista) "Destroyer"	114/39	97/4	0/0	0/0	0/0

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

## THE HOTTEST

Artist	9/11	9/4	8/28	8/21	8/14
1 STEVIE NICKS Bella... (Modern/Atco) "Stop Draggin' My Heart"	150/139	156/140	154/133	150/134	146/125
1 ROLLING STONES Tattoo You (Rolling Stones) "Start Me Up"	145/139	165/148	148/110	0/0	0/0
3 JOURNEY Escape (Columbia) "Who's Crying Now"	142/134	162/141	151/138	150/135	150/133
4 FOREIGNER 4 (Atlantic) "Juke Box Hero"	145/133	163/144	149/138	162/138	151/136
5 PAT BENATAR Precious Time (Chrysalis) "Fire & Ice"	138/122	147/135	146/136	141/130	145/131
6 HEAVY METAL Various Artists (FM/Asylum) Title - "Ride"	134/104	140/106	141/94	144/90	138/88
7 MOODY BLUES Long... (Threshold/PG) "The Voice"	115/87	134/107	136/126	143/127	
8 ZZ TOP El Loco (WB) "Tube Snake"	123/83	128/85	130/80	130/77	126/71
9 ELO Time (Jet) "Hold On Tight"	108/66	112/70	114/64	99/45	103/6
10 BLUE OYSTER CULT Fire Of... (Columbia) "Burnin' For You"	107/59	125/75	128/78	129/84	132/83
11 BILLY SQUIER Don't Say No (Capitol) "In The Dark"	84/55	95/67	106/73	110/80	115/87
12 ALLMAN BROTHERS... Brothers Of The... (Arista) "Straight From The Heart"	117/49	127/54	120/48	114/40	108/3
13 KINKS Give The People... (Arista) "Destroyer"	114/36	97/0	0/0	0/0	0/0
13 PRETENDERS Pretenders II (Sire) "The Adultress"	73/36	79/37	78/31	78/25	74/0
15 TOM PETTY... Hard... (Backstreet/MCA) "Woman In Love"	63/35	76/52	83/45	101/76	121/36

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



# Never Equalled. Never Greater.

Brothers Of The Road: The Album

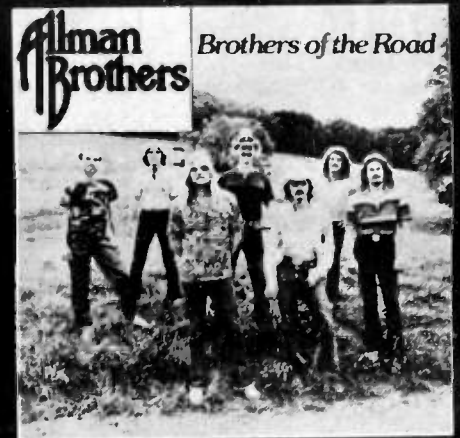
R&R: 9\*/BB:45\*/RW:73\*/CB:62\*/  
Album Network: 11\*/Hard/FMBQ:12\*

"Straight From The Heart": The Single

BB:42\*/RW:42\*/CB:40\*

A new peak for the band that blazed the trail.

# The Allman Brothers — Band



Bringing Back The Glory On

**ARISTA**

Produced By John Ryan for Chicago Kid Productions.  
Management: John Scher.

# AOR BREAKERS

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

**BOB SEGER & THE SILVER BULLET BAND**  
Nine Tonight (Capitol)  
"Tryin'" "R&R" Title "Strut" 64% of our reporters on it. Total album reports: 98. A-82, M-8, H-10. Debuted this week at number 15.

**DAN FOGELBERG**  
The Innocent Age (Full Moon/Epic)  
"Hard" "Sun" "Moments" Titles. 60% of our reporters on it. Total album reports: 91. A-81, M-3, H-7. Debuted this week at number 27.

**TRIUMPH**  
Allied Forces (RCA)  
"Fight" "Power" Titles. 62% of our reporters on it. Total album reports: 79. A-31, M-40, H-8. Charted this week at number 20.

**LITTLE RIVER BAND**  
Time Exposure (Capitol)  
"Owlis" "Easy" "Say" "Suicide." 51% of our reporters on it. Total album reports: 78. A-33, M-20, H-25. Charted this week at number 18.

# Significant Action

- D. HALL & J. OATES** ..... Private Eyes (RCA)  
Title "Can't Go" ..... Total 48. A-37, M-8, H-3
- CHILLIWACK** ..... Wanna Be A Star (Millennium)  
"Giri" "Mr. Rock" ..... Total 45. A-11, M-25, H-9
- DONNIE IRIS** ..... King Cool (MCA)  
"Merilee" ..... Total 44. A-42, M-2, H-0
- BOB DYLAN** ..... Shot Of Love (Columbia)  
Title "Trouble" ..... Total 42. A-3, M-28, H-11
- NILS LOFGREN** ..... Night Fades Away (Backstreet/MCA)  
Title "Money" ..... Total 42. A-38, M-3, H-1
- TUBES** ..... The Completion Backward Principle (Capitol)  
"Talk" "Welt" ..... Total 34. A-1, M-23, H-10
- WHITFORD/ST. HOLMES** ..... Whitford/St. Holmes (Columbia)  
"Sharpshooter" "Women" ..... Total 34. A-4, M-28, H-2
- POCO** ..... Blue & Gray (MCA)  
"Widowmaker" "Streets" ..... Total 33. A-1, M-26, H-6
- BILLY THORPE** ..... Stimulation (Pasha)  
"Just" "Rules" ..... Total 33. A-9, M-23, H-1
- GARY WRIGHT** ..... The Right Place (WB)  
"Know" "Heartbeat" ..... Total 30. A-1, M-19, 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

- Last This Week
- 3 1 **YELLOWJACKETS** ..... Yellowjackets (WB)  
"Priscilla" "Rush" "Hornet" "Idol"
  - 2 2 **SPYRO GYRA** ..... Freestyle (MCA)  
Title "Telluride" "Strut" "Dream"
  - 1 3 **AL JARREAU** ..... Breakin' Away (WB)  
"Love" "Closer" "Easy" Title
  - 6 4 **PASSPORT** ..... Blue Tattoo (Atlantic)  
"Cloud" "Ragtag"
  - 4 5 **P. METHENYL MAYB** As Felle Wichita, So... (ECM)  
"Ozark" "You"
  - 8 6 **JOHN NEPTUNE** ..... Shogun (Inner City)  
"Windows" "Magic"
  - 10 7 **TOM SCOTT** ..... Apple Juice (Columbia)  
Title "Together" "White"
  - 7 8 **SADAO WATANABE** ..... My Dear Life (Inner City)  
Title
  - 6 9 **MILES DAVIS** ..... The Man With The Horn (Columbia)  
"Shout" "Time"
  - 9 10 **BRIAN AUGER** ..... Search Party (Headfirst)  
"Earth" "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

- DAN FOGELBERG**  
The Innocent... (FM/Epic) 18/17
- MEAT LOAF**  
Dead... (Epic/Cleve. Int'l) 20/15
- BOB SEGER & THE SILVER BULLET BAND**  
Nine Tonight (Capitol) 14/14
- NILS LOFGREN**  
Night... (Backstreet/MCA) 15/12
- DARYL HALL & JOHN OATES**  
Private Eyes (RCA) 14/12

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

- DEF LEPPARD**  
High 'N' Dry (Polydor/PG) 20/16
- RED RIDER**  
As Fes As Slam (Capitol) 19/13
- ALLMAN BROTHERS BAND**  
Brothers Of The... (Arista) 25/12
- TRIUMPH**  
Allied Forces (RCA) 20/12
- BLUE OYSTER CULT**  
Fire Of... (Columbia) 25/11
- BILLY SCQUIER**  
Don't Say No (Capitol) 18/11

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

### THE HOTTEST

- FOREIGNER**  
4 (Atlantic) 32/32
- ROLLING STONES**  
Tattoo You (Rolling Stones) 31/30
- STEVIE NICKS**  
Belle... (Modern/Atco) 31/29
- JOURNEY**  
Escape (Columbia) 31/28

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

**103.5 Albany**  
518-785-9800

**TRUMPH (RCA)**  
"Fight" Title  
"Power" Title  
"Hard" "Sun" "Moments" Titles  
"Tryin'" "R&R" Title "Strut" 64% of our reporters on it. Total album reports: 98. A-82, M-8, H-10. Debuted this week at number 15.

**DAN FOGELBERG (Full Moon/Epic)**  
"Hard" "Sun" "Moments" Titles. 60% of our reporters on it. Total album reports: 91. A-81, M-3, H-7. Debuted this week at number 27.

**TRIUMPH (RCA)**  
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**LITTLE RIVER BAND (Capitol)**  
"Owlis" "Easy" "Say" "Suicide." 51% of our reporters on it. Total album reports: 78. A-33, M-20, H-25. Charted this week at number 18.

**WZZO Allentown**  
215-894-0511

**TRUMPH (RCA)**  
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**98Rock my**  
Baltimore  
301-889-0098

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"Hard" "Sun" "Moments" Titles  
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**i-95fm**  
Bridgeport  
203-578-9995

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"Hard" "Sun" "Moments" Titles  
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"Fight" "Power" Titles. 62% of our reporters on it. Total album reports: 79. A-31, M-40, H-8. Charted this week at number 20.

**LITTLE RIVER BAND (Capitol)**  
"Owlis" "Easy" "Say" "Suicide." 51% of our reporters on it. Total album reports: 78. A-33, M-20, H-25. Charted this week at number 18.

**97Rock**  
Buffalo  
716-881-4555

**TRUMPH (RCA)**  
"Fight" Title  
"Power" Title  
"Hard" "Sun" "Moments" Titles  
"Tryin'" "R&R" Title "Strut" 64% of our reporters on it. Total album reports: 98. A-82, M-8, H-10. Debuted this week at number 15.

**DAN FOGELBERG (Full Moon/Epic)**  
"Hard" "Sun" "Moments" Titles. 60% of our reporters on it. Total album reports: 91. A-81, M-3, H-7. Debuted this week at number 27.

**TRIUMPH (RCA)**  
"Fight" "Power" Titles. 62% of our reporters on it. Total album reports: 79. A-31, M-40, H-8. Charted this week at number 20.

**LITTLE RIVER BAND (Capitol)**  
"Owlis" "Easy" "Say" "Suicide." 51% of our reporters on it. Total album reports: 78. A-33, M-20, H-25. Charted this week at number 18.

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1717 NORTH HIGHLAND AVE., #620  
HOLLYWOOD, CA 90028







# OUTH

**ky99**  
the album station  
Amarillo  
806-359-8561

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Amarillo, TX 79101  
Phone: 806-359-8561

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Amarillo, TX 79101  
Phone: 806-359-8561

**WAPI**  
Birmingham  
208-933-9274

PD: STEVE HANSEN  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Birmingham, AL 35203  
Phone: 208-933-9274

PD: STEVE HANSEN  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Birmingham, AL 35203  
Phone: 208-933-9274

**6rock**  
Atlanta  
404-325-0960

PD: ALAN WOOD  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Atlanta, GA 30309  
Phone: 404-325-0960

PD: ALAN WOOD  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Atlanta, GA 30309  
Phone: 404-325-0960

**WROZ**  
Charlotte  
704-392-8191

PD: JIM BALLARD  
ASST. PD: JIM BALLARD

Address: 1000 N. 10th St.  
City: Charlotte, NC 28202  
Phone: 704-392-8191

PD: JIM BALLARD  
ASST. PD: JIM BALLARD

Address: 1000 N. 10th St.  
City: Charlotte, NC 28202  
Phone: 704-392-8191

**WUXX**  
Augusta  
404-722-1302

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Augusta, GA 30901  
Phone: 404-722-1302

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Augusta, GA 30901  
Phone: 404-722-1302

**Corpus Christi**  
512-855-4641

PD: BOB FRAZIER

Address: 1000 N. 10th St.  
City: Corpus Christi, TX 78401  
Phone: 512-855-4641

PD: BOB FRAZIER

Address: 1000 N. 10th St.  
City: Corpus Christi, TX 78401  
Phone: 512-855-4641

**WUXX**  
Austin  
512-474-6543

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Austin, TX 78701  
Phone: 512-474-6543

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Austin, TX 78701  
Phone: 512-474-6543

**KTXQ**  
Dallas-Ft. Worth  
214-528-5500

PD: TOM GRAY  
ASST. PD: TOM GRAY

Address: 1000 N. 10th St.  
City: Dallas-Ft. Worth, TX 75201  
Phone: 214-528-5500

PD: TOM GRAY  
ASST. PD: TOM GRAY

Address: 1000 N. 10th St.  
City: Dallas-Ft. Worth, TX 75201  
Phone: 214-528-5500

**TEXAS ROCK**  
Beaumont  
713-727-0229

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Beaumont, TX 77701  
Phone: 713-727-0229

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Beaumont, TX 77701  
Phone: 713-727-0229

**The Q**  
El Paso  
915-544-8864

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: El Paso, TX 79901  
Phone: 915-544-8864

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: El Paso, TX 79901  
Phone: 915-544-8864

**Birmingham**  
205-870-9900

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Birmingham, AL 35203  
Phone: 205-870-9900

PD: GARY WILSON  
ASST. PD: JIMMY GIBSON

Address: 1000 N. 10th St.  
City: Birmingham, AL 35203  
Phone: 205-870-9900

**96 Magic**  
Ft. Pierce  
305-464-1401

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Ft. Pierce, FL 34941  
Phone: 305-464-1401

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Ft. Pierce, FL 34941  
Phone: 305-464-1401

**MOST ADDED**  
DAN FOGELBERG  
The Innocent... (FM/Epic) 26/23  
BOB SEGER & THE SILVER BULLET BAND  
Nine Tonight (Capitol) 31/20  
ATLANTA RHYTHM SECTION  
Quinta (Columbia) 18/12  
KINKS  
Give The People... (Arista) 26/9  
TRIUMPH  
Allied Forces (RCA) 22/9

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.

**MEDIUM**  
MICHAEL STANLEY BAND  
North Coast (EMI America) 25/19  
DIRTY BAND  
Jealousy (Liberty) 23/19  
DEF LEPPARD  
High 'N' Dry (Polydor/PQ) 22/19  
RED RIDER  
As Far As Slom (Capitol) 22/19  
ALLMAN BROTHERS BAND  
Brothers Of The... (Arista) 31/14

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 who reported it in medium rotation this week.

**THE HOTTEST**  
STEVIE NICKS  
Bella... (Modern/Atco) 36/34  
JOURNEY  
Escape (Columbia) 32/32  
ROLLING STONES  
Tattoo You (Rolling Stones) 32/32  
PAT BENATAR  
Precious Time (Chrysalis) 32/29  
FOREIGNER  
4 (Atlantic) 33/28

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 who reported it in hot rotation this week.

**ROCK 105**  
Jacksonville  
904-642-1055

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Jacksonville, FL 32201  
Phone: 904-642-1055

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Jacksonville, FL 32201  
Phone: 904-642-1055

**WJHE**  
Miami  
305-581-1580

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Miami, FL 33101  
Phone: 305-581-1580

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Miami, FL 33101  
Phone: 305-581-1580

**TKO**  
Pensacola  
904-438-7543

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Pensacola, FL 32501  
Phone: 904-438-7543

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Pensacola, FL 32501  
Phone: 904-438-7543

**KM4 KSMB**  
Lafayette  
318-232-1311

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Lafayette, LA 70501  
Phone: 318-232-1311

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Lafayette, LA 70501  
Phone: 318-232-1311

**Love 4**  
Miami  
305-672-2500

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Miami, FL 33101  
Phone: 305-672-2500

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Miami, FL 33101  
Phone: 305-672-2500

**WQDR**  
Raleigh  
919-832-8311

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Raleigh, NC 27601  
Phone: 919-832-8311

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Raleigh, NC 27601  
Phone: 919-832-8311

**WQXP**  
Lexington  
606-252-6694

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Lexington, KY 40501  
Phone: 606-252-6694

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Lexington, KY 40501  
Phone: 606-252-6694

**WRNO**  
New Orleans  
504-889-2424

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: New Orleans, LA 70101  
Phone: 504-889-2424

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: New Orleans, LA 70101  
Phone: 504-889-2424

**XL102**  
Richmond  
804-282-9731

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Richmond, VA 23201  
Phone: 804-282-9731

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Richmond, VA 23201  
Phone: 804-282-9731

**LRS 102**  
Louisville  
502-585-5178

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Louisville, KY 40201  
Phone: 502-585-5178

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Louisville, KY 40201  
Phone: 502-585-5178

**Zoot 104**  
Norfolk  
804-611-1194

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Norfolk, VA 23501  
Phone: 804-611-1194

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Norfolk, VA 23501  
Phone: 804-611-1194

**WALD 103**  
Roanoke  
703-387-0234

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Roanoke, VA 24001  
Phone: 703-387-0234

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Roanoke, VA 24001  
Phone: 703-387-0234

**LMF**  
Louisville  
502-589-4400

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Louisville, KY 40201  
Phone: 502-589-4400

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Louisville, KY 40201  
Phone: 502-589-4400

**WVIR 99**  
Norfolk  
804-623-9667

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Norfolk, VA 23501  
Phone: 804-623-9667

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Norfolk, VA 23501  
Phone: 804-623-9667

**99.5 KISS**  
San Antonio  
512-223-8211

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: San Antonio, TX 78201  
Phone: 512-223-8211

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: San Antonio, TX 78201  
Phone: 512-223-8211

**FMY**  
Lubbock  
806-747-1224

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Lubbock, TX 79401  
Phone: 806-747-1224

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Lubbock, TX 79401  
Phone: 806-747-1224

**WDIZ**  
Orlando  
305-645-1802

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Orlando, FL 32801  
Phone: 305-645-1802

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: Orlando, FL 32801  
Phone: 305-645-1802

**96.5 KISS**  
San Antonio  
512-223-8211

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: San Antonio, TX 78201  
Phone: 512-223-8211

PD: BOB WALKER  
ASST. PD: BOB WALKER

Address: 1000 N. 10th St.  
City: San Antonio, TX 78201  
Phone: 512-223-8211





**MIDWEST**  
WIBC  
**101-FM**  
Lansing  
517-393-1320

Address: 101 W. Grand Ave., Lansing, MI 48906  
Phone: (517) 393-1320

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**WIBA-FM** Madison  
608-274-6450

Address: 101 W. Grand Ave., Madison, WI 53703  
Phone: (608) 274-6450

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**WLPX 97.1m** Milwaukee  
414-342-1111

Address: 101 W. Grand Ave., Milwaukee, WI 53203  
Phone: (414) 342-1111

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**72.9** Omaha  
402-592-5300

Address: 101 W. Grand Ave., Omaha, NE 68102  
Phone: (402) 592-5300

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**Sioux Falls**  
605-335-6700

Address: 101 W. Grand Ave., Sioux Falls, SD 57105  
Phone: (605) 335-6700

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**WXUS** Lafayette  
317-446-1556

Address: 101 W. Grand Ave., Lafayette, IN 47904  
Phone: (317) 446-1556

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**Madison**  
608-248-9277

Address: 101 W. Grand Ave., Madison, WI 53703  
Phone: (608) 248-9277

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**WLPX 97.1m** Milwaukee  
414-342-1111

Address: 101 W. Grand Ave., Milwaukee, WI 53203  
Phone: (414) 342-1111

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**106.1** Peoria  
309-674-2000

Address: 101 W. Grand Ave., Peoria, IL 61602  
Phone: (309) 674-2000

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**PFR fm 103** Terre Haute  
812-236-2657

Address: 101 W. Grand Ave., Terre Haute, IN 47601  
Phone: (812) 236-2657

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**FM 102** Lincoln  
402-476-8565

Address: 101 W. Grand Ave., Lincoln, NE 68502  
Phone: (402) 476-8565

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KKQ 92** Minneapolis  
612-545-5601

Address: 101 W. Grand Ave., Minneapolis, MN 55402  
Phone: (612) 545-5601

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**FM 100** Oklahoma City  
405-631-8881

Address: 101 W. Grand Ave., Oklahoma City, OK 73102  
Phone: (405) 631-8881

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**99.5** Rockford  
815-877-3075

Address: 101 W. Grand Ave., Rockford, IL 61102  
Phone: (815) 877-3075

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**92 CITI FM** Winnipeg  
204-775-0371

Address: 101 W. Grand Ave., Winnipeg, MB R2S 1S1  
Phone: (204) 775-0371

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**FM 102** Lincoln  
402-476-8565

Address: 101 W. Grand Ave., Lincoln, NE 68502  
Phone: (402) 476-8565

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**93QFM** Milwaukee  
414-276-2040

Address: 101 W. Grand Ave., Milwaukee, WI 53203  
Phone: (414) 276-2040

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**FM 100** Oklahoma City  
405-631-8881

Address: 101 W. Grand Ave., Oklahoma City, OK 73102  
Phone: (405) 631-8881

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**99.5** Rockford  
815-877-3075

Address: 101 W. Grand Ave., Rockford, IL 61102  
Phone: (815) 877-3075

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**92 CITI FM** Winnipeg  
204-775-0371

Address: 101 W. Grand Ave., Winnipeg, MB R2S 1S1  
Phone: (204) 775-0371

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KFMG** Albuquerque  
505-265-6611

Address: 101 W. Grand Ave., Albuquerque, NM 87102  
Phone: (505) 265-6611

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KRKN** Anchorage  
907-277-2655

Address: 101 W. Grand Ave., Anchorage, AK 99501  
Phone: (907) 277-2655

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**98 FM** Bakersfield  
805-632-1410

Address: 101 W. Grand Ave., Bakersfield, CA 93301  
Phone: (805) 632-1410

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**94.1** Colorado Springs  
303-634-4896

Address: 101 W. Grand Ave., Colorado Springs, CO 80902  
Phone: (303) 634-4896

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KAZY** Denver  
303-759-5800

Address: 101 W. Grand Ave., Denver, CO 80202  
Phone: (303) 759-5800

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**94ROCK** Albuquerque  
505-765-5400

Address: 101 W. Grand Ave., Albuquerque, NM 87102  
Phone: (505) 765-5400

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KSPN** Aspen  
303-925-5776

Address: 101 W. Grand Ave., Aspen, CO 81601  
Phone: (303) 925-5776

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**98 FM** Bakersfield  
805-632-1410

Address: 101 W. Grand Ave., Bakersfield, CA 93301  
Phone: (805) 632-1410

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**94.1** Colorado Springs  
303-634-4896

Address: 101 W. Grand Ave., Colorado Springs, CO 80902  
Phone: (303) 634-4896

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**K97** Edmonton  
403-428-6597

Address: 101 W. Grand Ave., Edmonton, AB T6C 1S1  
Phone: (403) 428-6597

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KEZY** Anaheim  
714-776-3698

Address: 101 W. Grand Ave., Anaheim, CA 92701  
Phone: (714) 776-3698

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KSPN** Aspen  
303-925-5776

Address: 101 W. Grand Ave., Aspen, CO 81601  
Phone: (303) 925-5776

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**98 FM** Bakersfield  
805-632-1410

Address: 101 W. Grand Ave., Bakersfield, CA 93301  
Phone: (805) 632-1410

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**94.1** Colorado Springs  
303-634-4896

Address: 101 W. Grand Ave., Colorado Springs, CO 80902  
Phone: (303) 634-4896

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**K97** Edmonton  
403-428-6597

Address: 101 W. Grand Ave., Edmonton, AB T6C 1S1  
Phone: (403) 428-6597

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**MOST ADDED**

BOB SEGER & SILVER  
BULLET BAND  
Nine Tonight (Capitol) 30/26

DAN FOGELBERG  
The Innocent... (FM/Epic) 21/16

LITTLE RIVER BAND  
Time Exposure (Capitol) 22/12

DONNIE IRIS  
King Coal (MCA) 12/12

**MEDIUM**

ALLMAN BROTHERS BAND  
Bros Of The... (Arista) 33/24

DEF LEPPARD  
High 'N' Dry (Polydor/PG) 28/19

RED RIDER  
As Far As Slam (Capitol) 24/19

POGHAT  
Girls... (Bearsville/WB) 20/19

BLUE OYSTER CULT  
Fire Of... (Columbia) 36/18

**THE HOTTEST**

ROLLING STONES  
Tattoo You (Rolling Stones) 43/41

STEVIE NICKS  
Babe... (Modern/Atco) 45/40

FOREIGNER  
4 (Atlantic) 44/39

JOURNEY  
Escape (Columbia) 39/38

**98 FM** Bakersfield  
805-632-1410

Address: 101 W. Grand Ave., Bakersfield, CA 93301  
Phone: (805) 632-1410

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**94.1** Colorado Springs  
303-634-4896

Address: 101 W. Grand Ave., Colorado Springs, CO 80902  
Phone: (303) 634-4896

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**KAZY** Denver  
303-759-5800

Address: 101 W. Grand Ave., Denver, CO 80202  
Phone: (303) 759-5800

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**98 FM** Bakersfield  
805-632-1410

Address: 101 W. Grand Ave., Bakersfield, CA 93301  
Phone: (805) 632-1410

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**94.1** Colorado Springs  
303-634-4896

Address: 101 W. Grand Ave., Colorado Springs, CO 80902  
Phone: (303) 634-4896

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani

**K97** Edmonton  
403-428-6597

Address: 101 W. Grand Ave., Edmonton, AB T6C 1S1  
Phone: (403) 428-6597

Personnel:  
Host: Bob Seger & Silver  
DJ: Tom Mariani



WES

Fort Collins 303-571-1232. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Fresno 209-228-5991. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Gillette 307-882-5101. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

89 Rock Honolulu 808-524-7100. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KENO Las Vegas 702-876-1480. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Los Angeles 213-683-3311. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Los Angeles 213-464-5638. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Missoula 406-728-5000. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Pasadena 213-578-0830. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Phoenix 802-833-8888. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Portland 503-855-9181. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Portland 503-228-5000. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Reno 702-329-9281. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

KROY Sacramento 916-446-7548. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Sacramento 916-925-3700. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Salt Lake City 801-972-3030. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

San Bernardino 714-825-5020. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

San Diego 714-292-1380. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

San Diego 714-565-6006. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

San Jose 408-288-5400. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

San Rafael 415-458-1510. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Santa Barbara 805-983-1975. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Santa Barbara 805-963-1801. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Santa Maria 805-922-2158. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

San Francisco 415-391-9400. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Santa Rosa 707-544-5873. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Seattle 206-824-4305. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Seattle 206-454-1540. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Seattle 206-223-3911. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Tucson 802-822-8711. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.

Vancouver 804-884-7221. Station logo and list of artists including The Jitters, The Jitters, The Jitters, etc.





**Jim  
Duncan**

## SO WHAT'S NEWS WITH ME?

### Read The Book!!

After eight years of much tongue-in-cheek reporting in my "News Notes" column, I realized all I had to show for it was pudgy cheeks and a sore tongue.

First, an apology for this semi-humorous column. If I try to write this last column as Country Editor of R&R with much sentimentality, I might begin to cry and the print will run into a blob of wet ink. Please know my tears would be not only from the sadness of leaving you in this spot on a regular basis, but also of happiness for the new venture I am about to pursue.

Now you're probably at this point saying to yourself, "What the hell is he trying to say?" (Don't think I haven't asked myself the same question.) So just in case you didn't see the front page story (which with my luck they probably buried on the 38th page), I am moving up in the Radio & Records organization. I have been asked to head up the R&R Entertainment Video Division.

Let me make it clear right now that I will also be a part of the Radio & Records newspaper. Every now and then I will be doing a feature story or column in R&R. I'll still be listed in the masthead as a "Senior Editor" and will continue to contribute to the paper as time permits. I will still be here to talk to my many radio, record, and industry friends. But we at R&R decided we could better serve your needs with a person dedicated to 100% of this section every day of every week. After much consideration, we have decided my replacement will be a lady who has as much concern about your continued growth as I have had for all of these years; a person who will be as sensitive to the needs of the little guy as well as the major companies; someone who cares enough to be involved with this fast-growing industry, to contribute as well as listen and learn. In the past year you no doubt read her many fine articles in this and other sections of R&R. Ladies and gentlemen, please welcome the new R&R Country Editor: Carolyn Parks. (Fade up crowd applause. Hit the spotlight.)

Now they tell me Carolyn will do her first column next week. (So shut off that damn light and turn off that crowd noise!)

Just wanted to let you know that besides an occasional guest appearance as a columnist, I will still be very much involved in the industry through participation in the Country Music Association, the Country Radio Seminar, FICAP, etc. As a matter of fact I will be heading a Country Radio discussion group at the NRBA convention in Miami Tuesday, September 15. Also, I would fly around the world to hear Ronnie Milsap play. He's the entertainment guest at the NRBA. I will also be at the Country Music Convention in Nashville the week of October 12-17. As you know, I'll be producing and directing again the third annual CMA Post-Awards Radio Show on the NBC Radio Network. The live 90-minute show is hosted by Bill Anderson and Ralph Emery, and features all of the CMA award winners and many of the talented nominees. I will continue to produce and host the "Live From Gilley's" show for Westwood One. Can't let those 20 million listeners and 400 radio stations down. So as you can see, I will be just as involved in the radio and record industry as I always have been. Only now I will be taking on a new challenge.

Now comes the really hard part - trying to remember all of the names of the people I need to thank for helping to make me the success I am. First, my wife Judy and my two sons, Jason and Casey, for understanding all of the times I couldn't be at home. Then Dick Krizman, R&R's VP of Marketing, for teaching me the guts of the record industry. Our Executive Editors, Ken Barnes and John Leader - Kenny for helping to make my copy read somewhat normally on a week-to-week basis and John for putting up with my madness for the past couple of years. Richard Zumwalt and his staff of professional artists for making this section look so great over the years. My Mom and Dad for their love and encouragement. The Rose and Dr. Gonzo for helping me to remember the words of Waylon: you must stay "crazy to keep from going insane." Of course, you as my many readers. And most important of all, I want to thank the

man who believed in me when no one in the world cared (except for my family and they had to), Bob Wilson, R&R's Publisher. With this change in my career direction, I finally get to realize an eight-year dream. And once again, Bob has made that dream come true.

Last, and certainly not least, I must say there would not be enough space in this publication to list all of the names I need to thank for helping me make it to the top. I have a thousand pictures and memories. So that's why I say: Read the book!!!

## NAB WRAP-UP

### Country Session Capsulization

This year's NAB Radio Programming Conference, held in Chicago August 16-19, was a well-attended affair. Due to space limitations the past two weeks, we were unable to capsulize the events of the Country session until now. However, some interesting topics were brought up and discussed, making even this late report relevant to those of you unable to attend.

Panelists for the Country session included WHN PD Ed Salamon, WWWW PD Dene Hallam, and Bobby Denton, PD of WIVK-AM & FM/Knoxville. After some brief opening remarks by the panelists, who outlined the current status of their stations in their respective markets, the floor was opened for discussion.

One of the first topics discussed was the difference in programming an AM station as opposed to an FM facility. Although most tend to think of an FM as being more "progressive," while the AM's retain more of that "traditional" flavor, it was noted that the particular market you're programming to has the most to do with the ultimate sound of your station, whether it's on the AM or FM band. For instance, WWWW leans toward a more contemporary sound primarily because of competitor WCXI's long-standing traditional format, a move which gives the country listener in the Detroit market a definite choice. However, had the situation been reversed, Dene stressed that he would have had no qualms about putting a traditional format on the FM, something that Bobby Denton does on a regular basis both during simulcasting and when the stations are separate entities in AM and PM drive times.

#### Rapping On Research

WSUN's Bill Gamble wondered if any stations were following the AOR and Top 40 lead by using focus groups, callout, or other types of research in their markets, and whether they found these methods more effective than relying primarily on the trades.

The consensus was that research can be a very valuable tool to the Country programmer when used in conjunction with other sources of information, such as requests, sales and, most of all, a "gut" feeling for your own particular market. Some programmers rely too heavily on trade information, which is based on national activity, and should be relied on primarily as a "starting point" in record researching. Once a record is added to your playlist, it shouldn't necessarily be dropped just because it's fallen off nationally...you have to determine airplay by what your market dictates.

It was also mentioned that research can offer a valuable service in detecting the "burnout" factor of particular records in your market. This is particularly helpful to Country stations which go on crossover records early only to find that the other CHR or A/C stations in town are also playing the same tunes, increasing the burnout for your station's core audience.

Jim Tice of WCOS/Columbia, SC offered that even smaller-market stations on limited budgets can start research programs on a smaller scale by utilizing college interns to man it once it has been set up properly.

#### "How Country Should Country Be?"

In view of the current influx of Country crossover product, the question of "How Country should Country be?" was brought up. Some stations have come up with their own hybrid formats to fit specifically in their markets; for instance, WOW107/Pensacola's "Cross-Country Contemporary," which mixes approximately 2/3 modern country (Kenny Rogers, Crystal Gayle, Razy Bailey, Rosanne Cash, etc.) with about 1/3 mellow rock (Neil Diamond, Poco, Firefall, Loggins & Messina, et al). The station has found that by not putting a label

on itself (it doesn't say it's Country on the air), it can be a little more flexible and thereby expose more people to country music.

Another station customizes its TM syndication package by including popular local crossover records on a limited basis. In short, depending upon the type of competition you have in your market, a station could program anything from old-line traditional to a pop/country mix and still consider itself a "Country" station.

Ed Salamon mentioned the fine line his station must walk to be a full-service station in a market the size of New York City. By loading up too heavily on services (news, weather, sports, etc.), you could alienate those listeners using the station as a music outlet; conversely, relying exclusively on music will force other listeners to change the dial in search of the information they need to have. Although no solution to this problem was found, it was noted that most Country outlets do try to be as full-service to their listeners as possible and involve themselves deeply in the community.

#### Balancing Male & Female Listeners

The final, and perhaps most intriguing, topic brought up at the Country session was how to achieve a balanced mix of male and female listeners. It was felt that the two main factors that determine the male vs. female ratio are the type of music you play and the kinds of contests you run. Females traditionally react more favorably to love songs than to drinking songs; by the same token they also tend to be more involved in contests than their male counterparts.



The NAB Radio Programming Conference moderators for the Country Session were (l-r) WHN PD Ed Salamon, WWWW PD Dene Hallam and WIVK PD Bobby Denton.

Bobby Denton explained some of the small promotions his stations use to attract women, including weekend trips to Atlanta, sending out flowers on Secretaries Day and Mother's Day, and having his jocks hand-deliver coffee and biscuits to local offices for the "Biscuit Break" promotion.

While a programmer cannot control the type of music that is currently popular, he can control the overall sound of his station and attract the type of listener he wants. For instance, Ed Salamon pointed out that since most Country stations tend to play a good amount of oldies or non-current music, a lot of the imbalance of males vs. females can be solved by the type of oldies you program. If you're only playing extremely current music, you may find yourself at the mercy of whatever is out currently.

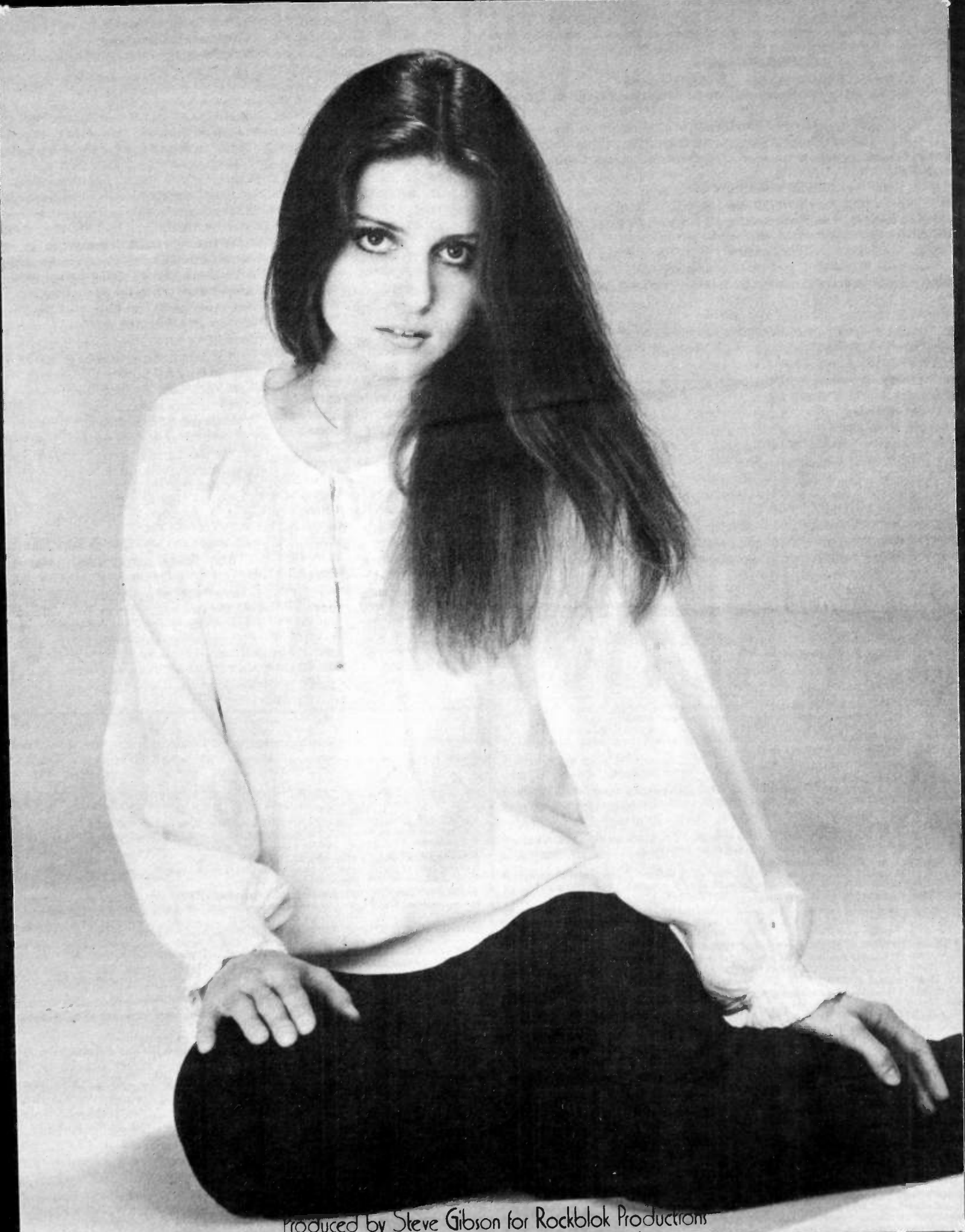
It was also noted that there is a distinct need for a publication that will break out the demographic appeal of country product such as already exists in the pop field.

The session was concluded with the comment that while there are many various elements to any radio station and many different ways to go, a programmer must primarily know his market and cover all his bases, whether it be music, information, promotions, outside advertising or whatever, to be successful.

— Carolyn Parks



IT'S NO WONDER RADIO LOVES HER!  
DEBORAH ALLEN



Produced by Steve Gibson for Rockblok Productions

"YOU (MAKE ME WONDER WHY)"

R&R BB CB RW  
48 31 42 36

Capitol  
RECORDS



# BREAKERS

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

### HANK WILLIAMS JR.

#### All My Rowdy Friends (Have Settled Down) (Elektra/Curb)

On 74% of reporting stations. National Summary: Up 18, Same 25, Down 0, Debuts 21, Adds 19. A Most Added record. R&R Chart: Debut 40.

### DEBORAH ALLEN

#### You (Make Me Wonder Why) (Capitol)

On 70% of reporting stations. National Summary: Up 48, Same 18, Down 0, Debuts 7, Adds 9. R&R Chart: 48-41.

### JOHN CONLEE

#### Miss Emily's Picture (MCA)

On 69% of reporting stations. National Summary: Up 30, Same 18, Down 0, Debuts 14, Adds 17. R&R Chart: Debut 44.

### TAMMY WYNETTE

#### Crying In The Rain (Epic)

On 68% of reporting stations. National Summary: Up 22, Same 19, Down 0, Debuts 14, Adds 21. A Most Added record. R&R Chart: Debut 45.

### ZELLA LEHR

#### Feedin' The Fire (Columbia)

On 64% of reporting stations. National Summary: Up 37, Same 23, Down 0, Debuts 10, Adds 3. R&R Chart: 47-48.

### KENNY ROGERS

#### Share Your Love With Me (EMI/Liberty)

On 63% of reporting stations. National Summary: Up 10, Same 20, Down 0, Debuts 14, Adds 28. A Most Added record. R&R Chart: Debut 47.

#### Most Added:

##### MERLE HAGGARD

My Favorite Memory (Epic)

##### EMMYLOU HARRIS & DON WILLIAMS

If I Needed You (WB)

##### KENNY ROGERS

Share Your Love With Me (EMI/Liberty)

##### TOMPALL & THE GLASER BROTHERS

Just One Time (Elektra)

##### TAMMY WYNETTE

Crying In The Rain (Epic)

##### GEORGE STRAIT

Down And Out (MCA)

##### SYLVIA

Heart On The Mend (RCA)

#### Hottest:

##### EDDIE RABBITT

Step By Step (Elektra)

##### CONWAY TWITTY

Tight-Fittin' Jeans (MCA)

##### T.G. SHEPPARD

Party Time (WB/Curb)

##### RONNIE McDOWELL

Older Women (Epic)

##### MICKEY GILLEY

You Don't Know Me (Epic)

##### CHARLEY PRIDE

Never Been So Loved (In All My Life) (RCA)

# MOST ACTIVE

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

### MEL TILLIS "One-Night Faver" (Elektra) 67/16

National Summary: Up 17, Same 25, Down 0, Debuts 9, Adds 18 including KOKE-FM, WSOC-FM, WBAM, WUBE-FM, WFMS-FM, WDOY, KBYM, KVEG, KLAC, WSEN, KKYX 47-38, KFEQ 47-38, KCKC 27-19, WGNA-FM 43-33, WIXL-FM 36-21. R&R Chart: Debut 50.

### SYLVIA "Heart On The Mend" (RCA) 58/21

National Summary: Up 1, Same 28, Down 0, Debuts 9, Adds 21 including KKAL, KUZZ, KMPS-AM-FM, KCUB, WBGW-FM, WWVA, KOKE-FM, WCOS-FM, WDKK, WNRS, WKMF, KWMT, WXCL, KVOO, KCKC 36-21.

### SONNY CURTIS "Married Women" (Elektra) 56/8

National Summary: Up 28, Same 19, Down 1, Debuts 3, Adds 8, WSLR, WIRE, WXCL, WKCO-FM, KFH, KRYS, KSON-AM-FM, KOKE-FM, WIL-AM-FM 29-22, KUZZ 34-29, WNYR 27-23, WGTO 41-33, KNOE 46-38, KYXX 39-30.

### RANDY PARTON "Shot Full Of Love" (RCA) 55/2

National Summary: Up 34, Same 13, Down 2, Debuts 4, Adds 2, KLZ, WMUS-AM-FM, KWJJ 31-28, KSON-AM-FM 38-27, WBGW-FM 41-32, WCAW 21-19, WIXY 27-21, KOKE-FM 25-18, KLVI 12-10, WGTO 47-43, KYXX 27-14, WHK 4-35, WIL-AM-FM 30-24, KVOO 48-38.

### SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 53/3

National Summary: Up 30, Same 18, Down 0, Debuts 4, Adds 3, WCOS-FM, WBAM, KSON-AM-FM, WOKK 38-24, WSIX-FM 10-9, WTQR-FM 22-18, WUDE-FM 32-25, KUZZ 18-14, KLAC 48-41, KMPS-AM-FM 17-12, KGA 23-18, WVAM 20-18.

### DIANA "He's The Fire" (Sunbird) 50/2

National Summary: Up 35, Same 8, Down 1, Debuts 4, Adds 2, WXCL, WKCO-FM, KWMT 36-30, KVOO 45-35, KRDR 40-33, WBGW-FM 45-38, WYDE 40-34, WKSJ-FM 15-11, WLWI-FM 23-17, KYXX 25-19.

### CON HUNLEY "She's Steppin' Out" (WB) 49/16

National Summary: Up 12, Same 15, Down 0, Debuts 8, Adds 16 including KKAL, KMAK, WCAW, WWCS-FM, KOKE-FM, WSOC-FM, WBAM, WIRK-FM, WSLR, WCXI, WIXY 22-19, WYDE 34-27, WSIX-FM 18-8, KRMD-AM-FM 41-31, WIRE 4-30.

### BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 49/8

National Summary: Up 17, Same 15, Down 0, Debuts 9, Adds 8, WCXI, WFMS-FM, WDOY, WHBF, KFH, KWJJ, KMPS-AM-FM, WKLM, WBLR 25-21, WIL-AM-FM 4-30, KGA 40-33, KIXZ 48-41, KVET 43-38, WLWI-FM 35-28.

### DAVE ROWLAND & SUGAR "The Pleasure's All Mine" (Elektra) 47/8

National Summary: Up 17, Same 17, Down 0, Debuts 5, Adds 8, KKAL, KWJJ, KIXZ, KOKE-FM, WCOS-FM, WSM, WMNI, WKCO-FM, KSOP 38-31, WBGW-FM 35-28, WIXL-FM 28-14, WBAM 38-30, WIRK-FM 4-30, KFGO 29-21.

### TENNESSEE EXPRESS "Big Like A River" (RCA) 48/8

National Summary: Up 24, Same 13, Down 0, Debuts 4, Adds 8, WDAF, WXCL, KFDI-AM, WKYG, WYDE, WIRK-FM, KVOO 43-34, KSOP 39-30, KGA 34-28, WCAW 34-29, WWVA 35-28, WGTO 30-25, KYXX 37-28.

### ANNE MURRAY "It's All I Can Do" (Capitol) 45/16

National Summary: Up 4, Same 20, Down 0, Debuts 5, Adds 18 including KLAC, KSOP, KGA, KCUB, WYDE, WSM, KYXX, WCXI, KWMT, KFDI-AM, KCKC 30-24, WIXY 4-30, WSIX-FM 30-18, KFGO 40-33.

### MERLE HAGGARD "My Favorite Memory" (Epic) 44/44

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 44 including KVET, WYDE, WGTO, WMC-AM, WSIX-FM, WIRK-FM, WMAQ, WFMS-FM, KEBC-FM, WIL-AM-FM, KNIX-FM, KEEN, KMPS-AM-FM, WSEN, WPOC-FM, WNYR.

### RICKY SKAGGS "You May See Me Walkin'" (Epic) 44/16

National Summary: Up 1, Same 24, Down 0, Debuts 3, Adds 18 including WVAM, WSEN, KOKE-FM, KNOE, WNRS, WMAQ, WKMF, KICD-FM, WTHI, KKAL, KYTE, KSOP.

### EMMYLOU HARRIS & DON WILLIAMS "If I Needed You" (WB) 40/39

National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 39 including WHN, WEEP, WMZO-FM, WGTO, KIKK-FM, WSIX-FM, WIRK-FM, WMAQ, WCXI, WDAF, KEBC-FM, KLZ, KMAK, KNIX-FM, KGA.

### KIN VASSY "Sneakin' Around" (EMI/Liberty) 38/3

National Summary: Up 14, Same 14, Down 0, Debuts 7, Adds 3, KWJJ, KIDN, WKXA, KUZZ 33-28, KTOM 4-37, WYDE 22-19, WLWI-FM 34-27, KYXX 35-25, KBMR 44-39, KVOO 47-37, KFDI-AM 44-39.

### GEORGE STRAIT "Down And Out" (MCA) 37/21

## Radio & Records

# NATIONAL AIRPLAY/50

## September 11, 1981

THREE TWO LAST  
WEEKS WEEKS WEEK

8	6	4	1	T.G. SHEPPARD/Party Time (WB/Curb)
4	3	1	2	MICKEY GILLEY/You Don't Know Me (Epic)
15	7	7	3	EDDIE RABBITT/Step By Step (Elektra)
7	4	3	4	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
3	2	2	5	DON WILLIAMS/Miracles (MCA)
19	14	8	0	LACY J. DALTON/Takin' It Easy (Columbia)
5	5	5	7	RONNIE McDOWELL/Older Women (Epic)
21	16	11	0	RAZZY BAILEY/Midnight Hauler (RCA)
22	18	9	0	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
24	19	10	0	LEON EVERETTE/Hurricane (RCA)
1	1	6	11	RONNIE MILSAP/There's No Gettin' Over Me (RCA)
25	22	12	12	ED BRUCE/Everything's A Waltz (MCA)
23	21	13	13	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
28	23	14	14	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
39	34	22	11	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
35	32	24	11	BILLY SWAN/I'm Into Lovin' You (Epic)
34	30	23	17	RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)
33	28	21	11	MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia)
16	12	17	19	JOHN DENVER/Some Days Are Diamonds... (RCA)
20	17	15	20	DOTTIE WEST/I'm Gonna Put You Back On The... (EMI/Liberty)
40	35	30	21	GLEN CAMPBELL/I Love My Truck (Mirage)
13	11	16	22	BILLY "CRASH" CRADDOCK/I Just Need You For Tonight (Capitol)
38	33	29	22	JOHN ANDERSON/I Love You A Thousand Ways (WB)
50	38	33	24	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)
37	31	27	23	WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)
10	10	19	26	KIERAN KANE/You're The Best (Elektra)
45	43	35	27	GAIL DAVIES/Grandma's Song (WB)
44	36	34	23	TOM JONES/What In The World's... (Mercury/PolyGram)
29	26	25	29	BOBBY GOLDSBORO/Love Ain't Never Hurt Nobody (Curb/CBS)
46	40	37	31	B.J. THOMAS/I Recall A Gypsy Woman (MCA)
-	44	36	31	BURRITO BROTHERS/She Belongs To Everyone But Me (Curb)
-	45	40	32	KENDALLS/Teach Me To Cheat (Mercury/PolyGram)
-	46	41	33	ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
-	47	46	34	JOHNNY RODRIGUEZ/Trying Not To Love You (Epic)
14	13	20	35	ANNE MURRAY/We Don't Have To Hold Out (Capitol)
6	8	18	36	STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)
-	50	42	37	OAK RIDGE BOYS/Fancy Free (MCA)
-	49	49	38	BOBBY BARE/Take Me As I Am (Or Let Me Go) (Columbia)
-	-	43	39	BARBARA MANDELL/Wish You Were Here (MCA)
-	-	43	40	HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
-	-	48	41	DEBORAH ALLEN/You (Make Me Wonder Why) (Capitol)
-	48	44	42	FRED KNOBLOCK/Memphis (Scotti Bros.)
-	-	45	43	DOLLY PARTON/The House Of The Rising Sun (RCA)
-	-	45	44	JOHN CONLEE/Miss Emily's Picture (MCA)
-	-	45	45	TAMMY WYNETTE/Crying In The Rain (Epic)
-	-	47	46	ZELLA LEHR/Faedin' The Fire (Columbia)
-	-	47	47	KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
27	25	31	48	MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elektra)
2	9	26	49	KENNY ROGERS/I Don't Need You (EMI/Liberty)
-	-	49	50	MEL TILLIS/One-Night Faver (Elektra)

New Entry

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

National Summary: Up 0, Same 13, Down 0, Debuts 3, Adds 21 including KOKE-FM, WGTO, WSM, WTQR-FM, WSAI, WKMF, WTOS, KFDI-AM, KTRB, KEEN, KGA, WWCS-FM, WWVA.

## Others Getting Significant Action

- SUSIE ALLANSON "Love Is Knockin' At My Door" (Capitol) 29/8**  
National Summary: Up 1, Same 15, Down 0, Debuts 5, Adds 8, WSOC-FM, KHEY, KLRA, WOKK, WKSJ-FM, WBAM, WIRK-FM, WWVA, KRMD-AM-FM 48-44, KICD-FM 4-38.
- DAVID FRIZZELL "Lefty" (WB) 29/5**  
National Summary: Up 8, Same 12, Down 0, Debuts 4, Adds 5, WWCS-FM, WWVA, KWKH, KYTE, KGA, WKSJ-FM 37-33, KKYX 48-44, KWMT 43-39, KFDI-AM 46-37, KKAL 37-34.
- TERRY GREGORY "Cinderella" (Handshake) 27/7**  
National Summary: Up 10, Same 8, Down 0, Debuts 2, Adds 7, WYDE, WGTO, KHEY, KNOE, KYXX, WQYK-FM, WITL-FM, WBGW-FM 47-39, KKYX 40-35, KSOP 42-38.
- TOMPALL & THE GLASER BROTHERS "Just One Time" (Elektra) 26/25**  
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 25 including KEEN, KMPS-AM-FM, KCUB, WGNA-FM, WIXL-FM, KVET, WIRK-FM, WMAQ, WCXI, WDAF, KEBC-FM.
- RANDY BARLOW "Try Me" (Paid) 26/13**  
National Summary: Up 0, Same 13, Down 0, Debuts 0, Adds 13, KRRV, KOKE-FM, WSOC-FM, WCOS-FM, WGTO, KKYX, KWKH, WSLR, WSAI, WITL-FM, KEBC-FM, KMPS-AM-FM, WIXL-FM.
- DON KING "The Closer You Get" (Epic) 26/11**  
National Summary: Up 1, Same 12, Down 0, Debuts 2, Adds 11, WGTO, WMC-AM, KNOE, WLWI-FM, KYXX, WIRK-FM, WKLM, WSLR, WMAQ, KYTE, KSOP, WIXL-FM 46-32.
- CORBIN-HANNER BAND "Livin' The Good Life" (A&A) 26/1**  
National Summary: Up 15, Same 8, Down 0, Debuts 2, Adds 1, WHOO, KHEY 47-43, KRMD-AM-FM 38-32, WMNI 37-32, KVOO 48-40, KTRB 30-28, WVAM 42-38, WWCS-FM 4-29, WEEP 19-14.
- DEL REEVES "Slow Hand" (Koala) 18/3**  
National Summary: Up 6, Same 9, Down 0, Debuts 0, Adds 3, WSAI, KLRA, WBAM, KWMT 49-43, KEBC-FM 34-28, KRRV 31-25. On: WYDE, WGTO, WIRK-FM.
- FREDDIE HART "You Were There" (Sunbird) 16/4**  
National Summary: Up 2, Same 9, Down 0, Debuts 1, Adds 4, KMPS-AM-FM, KLRA, WKKN, KICD-FM, WIXL-FM 38-28. On: KGA, WGTO, WQYK-FM, WIRK-FM, WNRS.
- CINDY HURT "Dreams Come In Handy" (Churchill) 14/9**  
National Summary: Up 2, Same 3, Down 0, Debuts 0, Adds 9, WYDE, WSOC-FM, WGTO, KHEY, KLRA, KNOE, KKYX, WIRK-FM, WAXX, KFDI-AM 38-31.
- SAMMY JOHNS "Common Man" (Elektra) 14/6**  
National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 8, KFGO, WXCL, KVOO, WWCS-FM, WGTO, WLWI-FM. On: WNRS, WBAM, KRMD-AM-FM.
- DOTTSY "Let The Little Bird Fly" (Tanglewood) 13/9**  
National Summary: Up 1, Same 3, Down 0, Debuts 0, Adds 9, KRRV, KVET, WKSJ-FM, WIRK-FM, WAXX, KFEQ, KVOO, KTOM, WIXL-FM, KYXX 33-27.
- TERRI GIBBS "I Wanna Be Around" (MCA) 11/11**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 11, WMZO-FM, WLWI-FM, WSIX-FM, KRMD-AM-FM, KEBC-FM, WXCL, WKKN, KRDR, KTOM, KEEN, KMPS-AM-FM.
- HELEN CORNELIUS "Where Did Our Love Go" (Elektra) 11/9**  
National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 9, KLRA, WBAM, WLWI-FM, WKLM, KFGO, KRDR, KTOM, WVAM, WWVA.
- ANDY BADALE "Nashville Beer Garden" (Sunbird) 11/3**  
National Summary: Up 2, Same 8, Down 0, Debuts 0, Adds 3, KBMR, WBCS-FM, WWCS-FM, WIXY 32-28, WIXL-FM 42-40. On: WGEE, WSUN.



## Country

## Pictures



**HANK & WILLIE TALK TO D-C** — Drake-Chenault's Tom Thacker has been gadding about Nashville lately interviewing various country celebrities for D-C's "History of Country Music" program. Tom (right) is shown with two of the first interviewees, Hank Cochran and Willie Nelson.



**THE OTHER MICKEY VISITS ALBANY** — Recently, WOKO/Albany, NY spent nine hours broadcasting live from the Altamont Fair for Children's Day. In keeping with the spirit of the event, Mickey Mouse joined station PD Bill Cranney and midday personality Sue Snyder at the remote booth.



**KKAL FAIRS WELL** — The County Fair season is upon us, and KKAL/Arroyo Grande, CA has been doing its fair share of live remotes, first from the Santa Barbara County Fair and, most recently, from the San Luis Obispo County Mid-State Fair in Paso Robles. During the latter, Handsake artist Terry Gregory joined station PD Bill Penney (right) and staffer Doug Vincent for some on-air chitchat.



**MAMAS, DON'T LET YOUR DJ'S GROW UP TO BE COWBOYS** — WKSX/Cleveland jocks found out that not everyone grew up to be a cowboy at the recent WKSX night at the Northern Ohio Championship Rodeo. Photo at left shows morning personality Kevin Coan "learning the ropes" prior to the start of the calf-roping competition; right photo has PD Jon Olson demonstrating the technique that earned him the championship in the two-man competition.



Biff Collie

## Inside Nashville

**NITTY GRITTY DIRT:** Jerry Lee Lewis is home from Methodist Hospital in Memphis after his 61-day brush with death . . . Johnny Cash out of the Mayo Clinic (he was an outpatient) and home to Hendersonville to rest his ulcers . . . Crystal Gayle closed at the MGM Grand in Las Vegas . . . The Oak Ridge Boys and Ronnie Milsap guested on the 30th anniversary of Dick Clark's "American Bandstand" to air Saturday, September 12 . . . Harold "Spook" Stream filed suit for divorce from Lynn Anderson and asked custody of their two children? . . . Two of my predictions are coming true: they're moving Fan Fair '82 to the Tennessee State Fairgrounds and will have a Midway, like I envisioned when we first discussed it in 1971; and Dick Clark Productions will tape a Fan Fair TV special next June . . . Associated Press's Jim Hood (from New York City) spent the week here scouting people and places for a new network daily radio feed from here . . . Both Don Williams and Merle Haggard have a "Biff" in their bands (Biff Adam with Hag, Biff Watson with Don) . . . "He Stopped Loving Her Today," for the second year in a row, a final nominee as CMA "Song Of The Year." If Curly and Bobby's song wins again, it'll be the second time it's happened. The first time was Freddie Hart's "Easy Lovin'" in 1971-72 . . . Roy Clark Celebrity Golf Classic this weekend (September 11-12) in Tulsa reads like a "What's What" in American entertainment: Bob Hope, Jimmy Dean, Doc Severinsen, Norm Crosby, Woody Herman (he ain't "Country") . . . Hank Williams Jr. came to do the Opry for a very special reason; so they could tape his segment for use on the Roy Acuff "50-Year" TV special (Acuff discovered his dad) . . . Loretta Lynn's first TV special, to be taped in Nashville and Hurricane Mills, TN October 19-22 and airing November 16, will include guest Sissy Spacek.

**CLOSEUP:** Waylon Jennings booked to guest on the "new" "Maverick" TV series, with James Garner and Ed Bruce . . . Rachel Parton (Dolly's little sister) will play Dora Lee Rhodes in the "9 to 5" TV series when it debuts this fall . . . Juice Newton was on Tom Snyder's "Tomorrow" show the other night . . . 72-year-old Grand Ole Opry fiddler Hubert Gregory sued the Nashville Police Department for shooting him in the leg last year while pursuing a couple of neighborhood hoods . . . Willie Nelson's management just signed a Caesars Palace two-year, multi-million dollar deal. (First time Willie was in Vegas, at the Circus Maximus, in 1979, was the first time they ever sold out of beer!) . . . Ray Griff, off record too long, just signed with Canadian-based Vision Records. He's one of our best stage performers . . . Charlie Daniels, performing at the Saratoga Performing Arts Center in Saratoga Springs, NY, donated his earnings from his Friday concert there to the Vietnam Veterans of America.

**SCRATCH PAD:** Get a release date on the Willie Nelson-Webb Pierce album; get a release date on the Webb Pierce-Mel Tillis duet album . . . Verify that the Ernest Tubbs Record Shop is No. 8 among the nation's Top 20 record shops, as rated by Oul magazine . . . Go by the new Charlie Walker Magic Mill Center in Hendersonville to pick up some fresh-baked breads, sandwiches and health foods (his wife

Virginia is operating it. She's an authority on baking) . . . Is the Oak Ridge Boys' "Fancy Free" album their first platinum LP? . . . Tell Sears the check's in the mail . . . Check on the "Gatlin Rags," the new line of threads created and approved by Larry, Steve and Rudy Gatlin . . . Was Dolly really forced to cancel shows again at the Riviera Hotel in Vegas because of her recurring throat problems? . . . Willie Nelson sure looks "funny" with his hair cut above his ears and a clean shave, all at once! (They did it in the hospital, before they knew who he was!)

**"AND THE WINNER IS . . .":** George Jones, Alabama, and the Oak Ridge Boys are the most-nominated names in the run for the roses in CMA's 15th annual awards on TV October 12. Each act is involved in five categories. Each year we take our shot at the nominees and see how close we come to being right. Here we go: Nominees for "Entertainer Of The Year": Alabama, George Jones, Barbara Mandrell, Oak Ridge Boys, Kenny Rogers. (Barbara Mandrell-again); "Single Of The Year": "Elvira," "I Believe In You," "I Was Country (When Country Wasn't Cool)," "Old Flame," "Somebody's Knockin'" ("Elvira" has got to win this one); "Album Of The Year": "Feels So Right," "I Am What I Am," "Out Where The Bright Lights Are Glowing," "I Believe In You," and "9 To 5" ("9 To 5"); "Song Of The Year": "Elvira," "He Stopped Loving Her Today," "I Believe In You," "I Was Country (When Country Wasn't Cool)," "I'm Just An Old Chunk Of Coal" ("Elvira" is a walkaway with this one); "Female Vocalist": Terri Gibbs, Emmylou Harris, Loretta Lynn, Barbara Mandrell, Anne Murray (Barbara Mandrell should win this one, with Terri Gibbs a dark horse); "Male Vocalist": George Jones, Ronnie Milsap, Willie Nelson, Don Williams, Kenny Rogers (toss-up between Willie & George); "Vocal Group": Alabama, Bellamy Bros., Gatlin Bros., Oak Ridge Boys, Statler Bros. (Alabama's hot, but watch the Oaks and the Statlers); "Vocal Duo": Moe & Joe, David & Shelly, Waylon & Jessi, George & Tammy, Conway & Loretta (David & Shelly have gotten more attention; this should be theirs); "Instrumental Group": Charlie Daniels Band, Larry Gatlin & the Gatlin Bros., Oak Ridge Band, Don Williams Band (I don't see how Alabama can keep from winning this one); "Instrumentalist": Chet, Floyd, Gimble, McCoy, "Pig" Robbins. (Take your "pick." Who's time is it? They've all won it but Floyd Cramer. Maybe it's his); "Horizon Award": This new award honors a young act who's never won a CMA award before; Rosanne Cash, David Frizzell and Shelly West, Terri Gibbs, T.G. Sheppard, Box Car Willie (T.G.'s the most prolific hitmaker to date, but Terri's hit crossed over strongly, and Box Car Willie's confused everybody already, so don't be surprised on this one . . . Terri Gibbs).



## Coors Country News

THIS WEEK'S GUESTS  
THE BELLAMY BROTHERS  
&  
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Jeff  
Green

# Adult/Contemporary

## POSITIONING FOR THE 80'S

# The Evolution Of A/C Music On AM

While studying the Spring Arbitron results, you will find significant fragmentation of AM A/C ratings by all-music FM stations in many markets. Cume loss is not the serious problem in most cases — it's quarter-hour erosion. What can an A/C station on AM do to preserve long listening patterns? Can AM A/C stations compete musically with FM counterparts?

To find answers to these questions, I talked with Greg Picciano from WLW/Cincinnati and Mary Catherine Sneed from WSB/Atlanta. Both recently-appointed Music Directors at highly successful major market full service AM outlets, Greg and Mary Catherine shared many thoughts about this critical programming trend that confronts their own stations.

### Improvement Variable #1: Oldies

Mary Catherine started by discussing some of the adjustments she's made to modernize WSB and to battle FM penetration. "The biggest changes I've made since coming to WSB have been in the area of oldies," she said. "We're fine-tuning them right now. We're not just concentrating on Kenny Rogers, Barbra Streisand, and Neil Diamond more, but also on some great oldies that you don't ever hear anymore, at least not from the traditional MOR mold. We've added songs by Gordon Lightfoot, Seals & Crofts, and England Dan & John Ford Coley, to name a few. You never hear the great records by artists such as these very much, even though they were big hits. So we're playing them.



Mary Catherine Sneed

"We play some of the older artists like Frank Sinatra and Johnny Mathis some of the time, but not often. They really aren't as viable as they used to be because they don't carry the popularity they once did. Still, we keep the best of them in our oldies rotation."

Mary Catherine pointed out that the presentation of the older standards is vital to their success as modern programming elements. Because the dated sound doesn't fit with the usual flow and balance of today's music, she recommended, "The important thing when you play one of these classics is to isolate the song and talk about it. Don't just throw it in the middle of a set with Kenny Rogers and Anne Murray. Say something to highlight the record. Get the listeners interested and excited about hearing a great song they haven't enjoyed for a long time. At least make them think they're excited. You can do it."

Suggesting another angle to vintage oldie placement, Greg remarked, "Trying to simply sprinkle in 50's records between the Commodores and Moody Blues is a mistake. You've got to blend your technical music sound mix to provide a smoother flow between currents and oldies. Block-programming those special oldies at special times works for us. Otherwise, we're changing with the times by keeping a more current-sounding blend."

Emphasizing that oldies changes should be qualitative, not quantitative, Mary Catherine continued, "We aren't adding or deleting a certain number of oldies. We're just changing the ones we do play. It's a constant updating process. You can't revamp the oldies and then leave them like that for five years just because you spent a long time doing it! It requires attention on a regular basis, continuously improving the product."

Greg added some coinciding thoughts about oldies maintenance in today's more competitive environment. "We don't play certain 'dated' artists and oldies just

because they're of the same age as our listeners. Many don't deserve it. We program the music that has transcended time, audience and style, and was recorded technically so that it would last for years and years. That's the kind of oldie that stays on this station.

"In general terms, we've updated our oldies to bring a more contemporary feel to our sound. We don't go back as far except in the block programming shows. Our oldest oldies have moved up from 1954 to 1961. Also, the mainstay of our oldies group is now from the last ten years."

### Improvement Variable #2: Variety

Greg finds that variety is a key factor to fresh, competitive AM A/C music programming. "The evolution of A/C on AM is away from the MOR presentation of a limited group of adult artists to a wider variety of music. The evolutionary A/C station is positioning itself on a

**"The evolution of A/C on AM is away from the MOR presentation of a limited group of adult artists to a wider variety of music."**

mass level — to program its music aggressively to a mass 25-49 audience, which really covers an 18-54 spread. That's what mass appeal for A/C means today.

"Regarding new music, we try to grab the best of all worlds by spreading the wide demographics through a variety of formats. We daypart harder image material, add country crossovers by established crossover artists, and also look seriously for strong black crossovers — about 40 currents in all, many more than the conventional MOR, which averages around 20. Most A/C stations also program 50-60% oldies — we play a 2-1 currents-to-oldies ratio."

Summarizing his points, Greg stated, "I feel the road AM A/C radio has to take to remain identifiable with the younger adult



Greg Picciano

demographics is to play a wider variety of music and neither be labeled as an old-line station by the listeners nor be confused with one that is."

### Fighting Quarter-Hour Erosion From FM Competition

Both Mary Catherine and Greg argue that too many AM A/C stations are needlessly intimidated by their FM competitors. Mary Catherine said, "A lot of AM A/C stations overreact to what the FM's are doing, especially in the vulnerable middays, where quarter-hour erosion is a common experience. They overreact by going all music in that daypart. You can't fight quarter-hour decay just with music. Constant community involvement and promotion is essential. During middays we still keep the features and information — not just as an alternative, but as a better alternative."

Greg agreed. "We're trying to define ourselves from our FM competition even more than we have in the past — that's the key. We don't try to compete against them musically alone.

"This total-entertainment format has a proven, consistent ratings performance as it is. I believe a lot of stations have switched to Country or News/Talk purely out of panic. There's been this snow job for several years from FM stations that AM radio is dead! Many AM managers have convinced themselves, 'God, they're right. I think we'd better do something to react to this trend.' So, they've been changing formats, often without success. It's unfortunate that they've fallen for it hook, line and sinker. The successful stations in this format on AM are consistent leaders, not followers of trends that may or may not be real."

Concluding his views about A/C's musical position on AM, Greg observed, "Since CHR is exiting the AM dial, A/C is becoming the only variety format available on the band. In Cincinnati, there is no CHR station on AM left — they've all switched to other formats. What is happening around the country is that the A/C stations are carrying on the tradition of offering a nice blend of oldies mixed in with current music on AM."

Mary Catherine maintains that the music and service combined keeps AM A/C stations competitive. "We can't compete on a musical level only. The way we stay even with the FM's is by offering the full services they don't, and by doing them right. Now we see FM stations reacting to our strong position by trying to offer the best of what we have. Whoever presents it best will win."

## Progress

Chuck Finney, former PD at WCII/Louisville, is the new Program Director at WTRX/Flint... Jim King has returned to KOB/Albuquerque as Program Director, replacing Larry Ahrens, who is now free to concentrate on his airshift. Jim spent the 2½ years between PD stints in and out of area radio... Walter Fritz is the new Music Director at WGY/Schenectady. He steps up from an in-house producer position... Susie Barbour, overnight talent at WTAE/Pittsburgh, is returning across the street to 96KX to handle the 10pm-2am shift... Ken Bringenberg and Sara G. Bancroft have joined the WSB/Atlanta news staff. Most recently, Ken was News Director at WCFR/Springfield, VT and Sara worked at WROM/Rome, GA... Craig Wheeler is the new Music Director at KXIC/Iowa City, IA. He continues as afternoon drive personality... Al Lerner has joined WCFL/Chicago's daily news team lineup. He is the current sports anchor/reporter on WLS-TV... WEEL/Fairfax, VA has signed Washington Redskin Dave Butz as a regular reporter for this year's NFL season... Wynn Bradley takes morning drive at KIIQ/Colorado Springs; he was formerly PD at KIDD/Monterey, CA... Charlie Greer is the new morning personality at WHAM/Rochester; he's most recently from WAKR/Akron... Joe

Zanger joins WASH-FM/Washington, DC as sports reporter, from morning news anchor/Sports Director at WFMD/Frederick, MD... Gina Tuttle has been named reporter/anchor for KOMO/Seattle, from a KKSNA-AM/Portland, OR coanchor post... Steve Cochran has left his afternoon drive slot at WTKO/Ithaca, NY for the same shift at WENY/Elmira, NY... Sean O'Brien is the new afternoon drive personality at KMED/Medford, OR, moving across the street from his morning show at KHUG/Medford... Denise LaTulippe is the new overnight personality at WCOU/Lewiston, ME. She comes from college... Jessica Ann Berman and Bob Gotkin join WEEL/Fairfax, VA as news anchors/reporters.

Previously, Jessica was a reporter with WLEE/Richmond and Bob held assignments at Mutual, AP and several area stations... WMOB/Mobile, AL announces its new lineup: Gordon Hull (PD) 6-10, Alice Scott 10-2, Wells Farnell 2-Signoff... Current lineup at KVAA/Volga, SD: Scott Jeffrey 5:30-10, Randy McDaniel 10-3, Adam North (MD) 3-8, Jeff Buchannon 8-2, Lyn Welseman, Elaine, and Keith Nelson on weekends. This station just signed on in May and needs service. (605) 627-9125.

# A/C

## BREAKERS

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

### JOURNEY

#### Who's Crying Now (Columbia)

81% of our reporters on it. Rotations: Heavy 29/0, Medium 32/3, Light 7/3, Extra Adds 1, Total Adds 7, WTAE, WASH, WLTA, WHBY, KOB, KLO, KLMS. Heavy: WBEN, WIP, KDKA, WFYR, WLW, WGAR, KHOW, KPPL, KNBR, and 20 more. Moves 21-17 on A/C chart.

### QUINCY JONES featuring JAMES INGRAM

#### Just Once (A&M)

59% of our reporters on it. Rotations: Heavy 6/0, Medium 44/4, Light 17/4, Extra Adds 0, Total Adds 8, WCBM, WFYR, WTMJ, KNBR, KLOK, KING, WNEU, KLMS. Heavy: WLTA, WMAZ, KOB, KSL, KXIC, KMED. Medium: WBEN, WASH, WSB 97AIA, WLW, WISN, KEX, KFMB, and 32 more. Moves 28-25 on A/C chart.

# NEW & ACTIVE

Recent releases with airplay reported by at least 20 of our reporting stations are listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week.  Indicates one of this week's Most Added new songs.

### MOODY BLUES "The Voice" (Threshold/PolyGram) 58/4

Rotations: Heavy 16/0, Medium 34/2, Light 8/2, Extra Adds 0, Total Adds 4, WASH, KHOW, KOGO, WLVA. Heavy: WFYR, WLW, WGAR, KNBR, WNAB, WHEN, WRVR, WSM-FM, WOWO, KAKZ, KRKO, WLNH, WABZ, WCHV, WYMC, KBAI. Holds at number 28 on A/C chart.

### DAVID GATES "Take Me Now" (Arista) 56/13

Rotations: Heavy 0/0, Medium 29/7, Light 27/5, Extra Adds 0, Total Adds 13, WISN, WHAM, WDEF, WPTF, WHBC, WFDF, KAKZ, KRKO, KLO, WHAG, WGIR, WLVA, KOLO. Debuts at number 29 on A/C chart.

### ANDY GIBB & VICTORIA PRINCIPAL "All I Have To Do Is Dream" (RSO) 43/3

Rotations: Heavy 2/0, Medium 28/1, Light 14/1, Extra Adds 1, Total Adds 3, WTMJ, WACI, KRKK. Heavy: WRVA, WJON. Medium: WBEN, WLW, KMBZ, WCCO-AM, KEX, WNAB, WGY, WDEF, WIS, WNDB, WFTL, WMAZ, WTAR, WAKR, WHBY, WHIO, KLTE, KSL, WEIM, WFIR, WDF, KMRJ, WHIZ, KFQD, KMED.

### GARY WRIGHT "Really Wanna Know You" (WB) 42/2

Rotations: Heavy 19/0, Medium 21/1, Light 2/1, Extra Adds 0, Total Adds 2, WHEN, WLVA. Heavy: WIP, WLW, WGAR, WCCO-FM, WGY, WBT, WSLI, WSM-FM, WOWO, KMJJ, WEIM, WHAG, WLNH, WCFR, WORG, WFIR, KWOS, WBOU, WHIZ. Debuts at number 28 on A/C chart.

### HERB ALPERT "Magic Man" (A&M) 42/1

Rotations: Heavy 4/0, Medium 28/0, Light 12/1, Extra Adds 0, Total Adds 1, WRVR. Heavy: WBT, WDEF, WRVA, WSTV. Medium: WLW, WTMJ, KOY, KEX, WNAB, WELI, WBSA, WNDB, WFTL, KAAV, WDBO, WHBY, WFDF, KLTE, KOB, KUGN, KLO, KSL, WEIM, WATR, WLVA, WKIQ, KGGF, WDF, KMED, KRKK.

### FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 39/7

Rotations: Heavy 2/0, Medium 23/8, Light 14/1, Extra Adds 0, Total Adds 7, WCBM, WASH, WGAR, WTMJ, WHEN, KSL, WGIR. Heavy: WBEN, WRVA. Medium: WIP, WTAE, WLW, KEX, WELI, WBT, WSLI, WRVR, WHBY, WHBC, KAKZ, KRKO, WABZ, WORG, WJON, WHIZ, KFQD.

### MICHAEL JOHNSON "You're Not Easy To Forget" (EMI America) 39/5

Rotations: Heavy 1/0, Medium 17/0, Light 20/4, Extra Adds 1, Total Adds 5, WRVR, WHBY, WLVA, KWOS, WHIZ. Heavy: WCCO-AM. Medium: WLTA, WSB, 97AIA, WTMJ, WDEF, WIS, WHBC, WEIM, WATR, WORG, KXIC, WKHM, KLMS, WDFI, WJON, KRKK.

### REO SPEEDWAGON "In Your Letter" (Epic) 33/2

Rotations: Heavy 8/0, Medium 20/0, Light 5/2, Extra Adds 0, Total Adds 2, KDKA, WLVA. Heavy: WLW, WHEN, WBT, WHAG, WCFR, WABZ, WCHV, WKHM. Medium: WCBM, WBEN, WIP, WASH, WGAR, WSLI, WMAZ, WHBC, WOWO, KRKO, WEIM, WLNH, WNEU, WORG, WFIR, KWOS, WBOU, WHIZ, KFQD, KRKK.

### ELECTRIC LIGHT ORCHESTRA "Hold On Tight" (Jet) 31/0

Rotations: Heavy 9/0, Medium 18/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WIP, WTAE, WLW, WHEN, WOWO, WLNH, WABZ, WCHV, WHIZ. Medium: WCBM, WBS, KDKA, WGAR, WJBO, WBT, WSLI, WMAZ, KRKO, KMJJ, WEIM, WHAG, WNEU, WORG, KLMS, WBOU, KFQD, KBAI, KRKK.

### MIKE POST featuring LARRY CARLTON "Theme From 'Hill Street Blues'" (Elektra) 30/6

Rotations: Heavy 1/0, Medium 12/2, Light 18/3, Extra Adds 1, Total Adds 6, WCBM, 97AIA, KOGO, WGY, WQUA, KRKO. Heavy: WLTA. Medium: WSB, KHOW, WBT, WDEF, WFTL, WMAZ, WSM-FM, WDFI, WSTV, KBAI.

### ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 29/3

Rotations: Heavy 0/0, Medium 9/0, Light 18/1, Extra Adds 2, Total Adds 3, WIP, WPRO, KMED. Medium: WLW, WNAB, WHEN, WDEF, WMAZ, WHAG, WATR, WORG, KLMS.

### LITTLE RIVER BAND "The Night Owls" (Capitol) 28/3

Rotations: Heavy 1/0, Medium 17/1, Light 10/2, Extra Adds 0, Total Adds 3, WTMJ, WHAG, WLVA. Medium: WLW, KEX, KNBR, WHEN, WSLI, WSM-FM, WHBC, WEIM, WLNH, WCHV, WFIR, WBOU, WHIZ, KBAI, KOLO, KRKK.

### NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 27/3

Rotations: Heavy 2/0, Medium 13/2, Light 12/1, Extra Adds 0, Total Adds 3, WRVR, WHBY, KSL. Heavy: WRVA, WKHM. Medium: WASH, WLW, WGY, WBT, WIS, WSM-FM, WDBO, WBSJ, WGIR, WATR, KLMS.

### ANNE MURRAY "It's All I Can Do" (Capitol) 26/4

Rotations: Heavy 1/0, Medium 11/0, Light 13/3, Extra Adds 1, Total Adds 4, WHBC, KUGN, WKIQ, WSGW. Heavy: KLOK. Medium: KOB, WDEF, WFTL, WSLI, WMAZ, WOI-FM, WHBY, KSL, KXIC, WKHM, WJON.

### GEORGE FISCHOFF "Foxy" (Heritage) 26/2

Rotations: Heavy 1/0, Medium 14/1, Light 11/1, Extra Adds 0, Total Adds 2, KHOW, WFTL. Heavy: WDEF. Medium: WELI, WBSA, WHBC, KRNT, KLO, KSL, WFIR, WKIQ, WKHM, KLMS, KMRJ, WSTV, KMED.

### SILVER CONDOR "You Could Take My Heart Away" (Columbia) 26/0

Rotations: Heavy 2/0, Medium 12/0, Light 12/0, Extra Adds 0, Total Adds 0, Heavy: KLO, WCFR. Medium: WIP, 97AIA, WLW, WGY, WSLI, WMAZ, WABZ, WFIR, WACI, KWOS, WHIZ, KFQD.

### ATLANTA RHYTHM SECTION "Amen" (Columbia) 24/5

Rotations: Heavy 0/0, Medium 9/0, Light 13/3, Extra Adds 2, Total Adds 5, WIP, WGAR, WHAG, WHIZ, KOLO. Medium: WLW, WSLI, WMAZ, WHBY, WHBC, KRKO, WORG, WJON, KRKK.

### ARLO GUTHRIE "If I Could Only Touch Your Life" (WB) 24/3

Rotations: Heavy 1/0, Medium 10/0, Light 13/3, Extra Adds 0, Total Adds 3, WABZ, KOLO, KRKK. Heavy: WLTA. Medium: KOY, WNAB, WDEF, WRVA, WHBC, WLNH, WGIR, WACI, KLMS, WDFI.

### DON WILLIAMS "Miracles" (MCA) 22/1

Rotations: Heavy 4/0, Medium 14/0, Light 3/0, Extra Adds 1, Total Adds 1, WJON. Heavy: WLTA, KMBZ, WRVA, KSL. Medium: WCCO-AM, WNDB, WRVR, WOI-FM, WBSJ, KRNT, KLTE, KRMG, KLO, WHAG, KGGF, KLMS, WSTV, KMED.

### CHARLY McCLAIN "Sleepin' With The Radio On" (Epic) 22/0

Rotations: Heavy 2/0, Medium 10/0, Light 10/0, Extra Adds 0, Total Adds 0, Heavy: WDEF, KOB. Medium: WCCO-AM, WNAB, WFTL, WMAZ, WHBC, WHIO, KLO, KGGF, KXIC, WDFI.

### JIM PHOTOGLIO "More To Love" (20th) 22/0

Rotations: Heavy 2/0, Medium 14/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WDEF, KLO. Medium: WLTA, WSB, 97AIA, KMBZ, KEX, WIS, WFTL, WHBY, WHIO, WATR, WKIQ, KFQD, KMED, KRKK.

### CARPENTERS "Want You Back In My Life Again" (A&M) 21/10

Rotations: Heavy 0/0, Medium 12/3, Light 8/4, Extra Adds 3, Total Adds 10, WIP, WBT, KOB, KUGN, KLO, KSL, WORG, KXIC, WJON, KBAI. Medium: WBEN, WLTA, WSB, WLW, WDEF, WFTL, WDBO, WRVA, WDFI.

## Radio & Records

# NATIONAL AIRPLAY/30

## September 11, 1981

Three Weeks Two Weeks Last Week

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	1	1	1																										
8	3	3	2																										
2	2	2	3																										
23	12	4	1																										
10	7	5	0																										
12	10	6	0																										
22	16	7	0																										
19	17	11	0																										
9	9	9	0																										
	27	18	0																										
14	14	14	0																										
6	6	8	12																										
5	8	12	13																										
16	13	13	14																										
4	5	10	15																										
30	26	23	11																										
	25	21	17																										
3	4	15	18																										
13	15	16	19																										
20	19	19	20																										
		25	21																										
25	22	22	22																										
21	20	20	23																										
18	18	17	24																										
		28	24																										
	30	25	24																										
7	11	24	27																										
11	21	27	30																										

New Entry



This chart is based solely on airplay rotations compiled weekly from our A/C reporting stations. Black circled numbers indicate significant progress from at least 60% of our reporters.

### MOST ADDED

- DAVID GATES "Take Me Now" (Arista)
- AIR SUPPLY "Here I Am" (Arista)
- CARPENTERS "Want You Back In My Life..." (A&M)
- KENNY ROGERS "Share Your Love With Me" (Liberty)

### HOTTEST

- D. ROSS & L. RICHIE "Endless Love" (Motown)
- CHRISTOPHER CROSS "Arthur's Theme..." (WB)
- EDDIE RABBITT "Step By Step" (Elektra)
- RONNIE MILSAP "There's No Gettin' Over Me" (RCA)

## Others Getting Significant Action

- FRED KNOBLOCK "Memphis" (Scotti Bros.) 19/3  
Rotations: Heavy 2/0, Medium 6/0, Light 9/1, Extra Adds 2, Total Adds 3, KLO, WKHM, WJON. Heavy: WDEF, WQUA. Medium: KOY, WBT, WNDB, WHBY, WHBC, WDFI.
- DARYL HALL & JOHN OATES "Private Eyes" (RCA) 17/2  
Rotations: Heavy 1/0, Medium 11/0, Light 5/2, Extra Adds 0, Total Adds 2, WWWE, KRKK. Heavy: WRVR. Medium: WLW, WHEN, WSLI, WSM-FM, WHAG, WLNH, WABZ, WCHV, WORG, WHIZ, KBAI.
- TEMPTATIONS "Aiming At Your Heart" (Gordy) 17/2  
Rotations: Heavy 0/0, Medium 5/0, Light 11/1, Extra Adds 1, Total Adds 2, WHAG, KMED. Medium: WQUA, WLVA, WKHM, KFQD, KRKK.
- ROBBIE DUPREE "Are You Ready For Love" (Elektra) 17/1  
Rotations: Heavy 1/0, Medium 8/0, Light 7/0, Extra Adds 1, Total Adds 1, KOB. Heavy: WLTA. Medium: WSB, WIS, WSM-FM, KLO, WKHM, KLMS, WJON, KRKK.
- OAK RIDGE BOYS "Fancy Free" (MCA) 16/3  
Rotations: Heavy 3/0, Medium 2/0, Light 10/2, Extra Adds 1, Total Adds 3, KLO, WKIQ, KFQD. Heavy: WLTA, KOB, KSL. Medium: WDEF, KXIC.
- RITA COOLIDGE "The Closer You Get" (A&M) 15/3  
Rotations: Heavy 0/0, Medium 7/1, Light 8/2, Extra Adds 0, Total Adds 3, KEX, WHBC, KXIC. Medium: WSB, WLW, WMAZ, KSL, WKHM, WJON.
- DOLLY PARTON "House Of The Rising Sun" (RCA) 15/2  
Rotations: Heavy 1/0, Medium 7/0, Light 8/1, Extra Adds 1, Total Adds 2, KLOK, WKHM. Heavy: WLTA. Medium: KMBZ, WCCO-AM, WBT, WIS, WRVA, WHBC, WDFI.
- AIR SUPPLY "Here I Am" (Arista) 13/10  
Rotations: Heavy 0/0, Medium 9/5, Light 3/3, Extra Adds 2, Total Adds 10, WBEN, WSB, WISN, WRVR, KLO, KSL, WHAG, WKIQ, WACI, WSGW. Medium: WLW, WJBO, WSLI.
- STEVIE WOODS "Steel The Night Away" (Cotillon) 13/5  
Rotations: Heavy 0/0, Medium 3/0, Light 9/4, Extra Adds 1, Total Adds 5, WHBY, WHBC, KLO, WKIQ, WKHM. Medium: WSB, WDFI, WJON.
- VIC ASHER "What Am I Gonna Do" (Vels) 13/4  
Rotations: Heavy 0/0, Medium 2/0, Light 9/2, Extra Adds 2, Total Adds 4, KOB, WACI, KXIC, KWOS. Medium: WDEF, WKIQ.
- DAN HARTMAN "All I Need" (Blue Sky) 12/8  
Rotations: Heavy 0/0, Medium 1/1, Light 8/2, Extra Adds 5, Total Adds 8, WDEF, WHBC, WKIQ, KGGF, WACI, WJON, WHIZ, KF



# Regionalized Adds & Hots

## EAST

**WCBM/Baltimore**  
Mal Martin  
FCUP TOPS  
DAN FOGELBERG  
QUINCY JONES  
MIKE POST  
BALANCE  
Hottest:  
CHRIS CROSS  
RONNIE MILSAP  
ROSS/RICHIE  
SHEENA EASTON  
FDDIE RABBITT

**WTAE/Pittsburgh**  
Don Berna  
JOURNEY  
BOB SEGER  
SHEENA EASTON  
Hottest:  
ROSS/RICHIE  
COMMODORES  
ELO  
CHRIS CROSS

**KDKA/Pittsburgh**  
Jim Harrington  
REO SPEEDWAGON  
ELTON JOHN  
Hottest:  
STEVIE NICKS  
JOURNEY  
PABLO CRUISE  
SHEENA EASTON  
JOHN DENVER

**3-W-S/Pittsburgh**  
Herb Crowe  
KENNY ROCPFS  
DAN FOGELBERG  
Hottest:  
KENNY ROCPFS  
JUICE NEWTON  
ROSS/RICHIE  
COMMODORES  
ELO

**WGAP/Portland**  
Cary Pahlgen  
DAVID GATES  
DAN HARTMAN  
ANNIE MURRAY  
RITA COOLIDGE  
STEVIE NICKS  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
SHEENA EASTON  
FDDIE RABBITT  
ART CARPINKEL

**WYFR/Chicago**  
John Wetherbee  
QUINCY JONES  
Hottest:  
ROSS/RICHIE  
JOURNEY  
MOODY BLUES  
CHRIS CROSS  
DAN FOGELBERG

**WVON/Indianapolis**  
Gary Berkowitz  
FRANKLIN & BENSON  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
SHEENA EASTON  
FDDIE RABBITT  
ART CARPINKEL

**WHAM/Rochester**  
Dave Laird  
DAVID GATES  
Hottest:  
SHEENA EASTON  
RAYDIO  
RONNIE MILSAP  
EDDIE RABBITT  
CHRIS CROSS

**WQY/Schenectady**  
Walter Fritz  
KENNY ROGERS  
MIKE POST  
LARRY GRAHAM  
Hottest:  
ROSS/RICHIE  
FDDIE RABBITT  
KENNY ROCPFS  
MCCOY BLUES

**WHEN/Syracuse**  
Debbie Stoughtenger  
FOUR TOPS  
GARY WRIGHT  
Hottest:  
POINTER SISTERS  
JUICE NEWTON  
RONNIE MILSAP  
ROSS/RICHIE  
PABLO CRUISE

**WASH/Washington D.C.**  
Bob Duckman  
FOUR TOPS  
AL JARREAU  
MOODY BLUES  
JOURNEY  
Hottest:  
JUICE NEWTON  
EDDIE RABBITT  
SHEENA EASTON  
PABLO CRUISE  
CHRIS CROSS

**WATR/Waterbury, CT**  
O'Conner O'Reilly  
DENNIS YOST  
OAR RIDGE BOYS  
CAROL B. SAGER  
DAN HARTMAN  
Hottest:  
ROSS/RICHIE  
ALABAMA  
COMMODORES  
RAYDIO  
RONNIE MILSAP

**WNEU/Wheeling**  
Amos Fox  
KENNY ROCPFS  
QUINCY JONES  
AL JARREAU  
Hottest:  
ART CARPINKEL  
JOURNEY  
ROSS/RICHIE  
RONNIE MILSAP  
EDDIE RABBITT  
CHRIS CROSS  
BEACH BOYS

**WBBA/York**  
Jim Horn  
none  
Hottest:  
ROSS/RICHIE  
JOHN SCHWEIDER  
EDDIE RABBITT  
BEACH BOYS

**WPPH/Philadelphia**  
Bob Russo  
CARPENTERS  
ARS  
FRANKLIN & BENSON  
Hottest:  
GARY WRIGHT  
CHRIS CROSS  
KENNY ROCPFS  
DAN FOGELBERG  
REO SPEEDWAGON

## MIDWEST

**WARR/Akron**  
Bill Hart  
none  
Hottest:  
POINTER SISTERS  
RONNIE MILSAP  
ROSS/RICHIE  
CAB PENTERS  
SHEENA EASTON

**WHBY/Appleton**  
Jeff Clark  
MICHAEL JOHNSON  
NIELSEN/PEARSON  
STEVIE WOODS  
JOURNEY  
Hottest:  
ROSS/RICHIE  
RAYDIO  
ART CARPINKEL  
FDDIE RABBITT  
CHRIS CROSS

**WKIQ/Bowling Green**  
John Swain  
AIR SUPPLY  
ANNIE MURRAY  
DAN HARTMAN  
KAMAHATTAN TRANSFF  
STEVE WOODS  
OAR RIDGE BOYS  
Hottest:  
ROSS/RICHIE  
EDDIE RABBITT  
RONNIE MILSAP  
RAYDIO  
CHRIS CROSS

**WHBC/Canton**  
Mike Dam  
DAVID GATES  
DAN HARTMAN  
ANNIE MURRAY  
RITA COOLIDGE  
STEVIE WOODS  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
SHEENA EASTON  
FDDIE RABBITT  
ART CARPINKEL

**WFYR/Chicago**  
John Wetherbee  
QUINCY JONES  
Hottest:  
ROSS/RICHIE  
JOURNEY  
MOODY BLUES  
CHRIS CROSS  
DAN FOGELBERG

**WVON/Indianapolis**  
Gary Berkowitz  
FRANKLIN & BENSON  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
SHEENA EASTON  
FDDIE RABBITT  
ART CARPINKEL

**WHAM/Rochester**  
Dave Laird  
DAVID GATES  
Hottest:  
SHEENA EASTON  
RAYDIO  
RONNIE MILSAP  
EDDIE RABBITT  
CHRIS CROSS

**WQY/Schenectady**  
Walter Fritz  
KENNY ROGERS  
MIKE POST  
LARRY GRAHAM  
Hottest:  
ROSS/RICHIE  
FDDIE RABBITT  
KENNY ROCPFS  
MCCOY BLUES

**WHEN/Syracuse**  
Debbie Stoughtenger  
FOUR TOPS  
GARY WRIGHT  
Hottest:  
POINTER SISTERS  
JUICE NEWTON  
RONNIE MILSAP  
ROSS/RICHIE  
PABLO CRUISE

## WEST

**KOB/Albuquerque**  
Paul Douglas  
JOURNEY  
CARPENTERS  
MARTY BALIN  
ANNIE MURRAY  
RICKIE LEF JONES  
Hottest:  
CHRIS CROSS  
SHEENA EASTON  
MOODY BLUES  
MIKE POST  
FLO

**KRKO/Everett**  
Bruce Butterfield  
DAVID GATES  
COMMODORES  
MIKE POST  
AFTERNOON DELIGHT  
Hottest:  
ROSS/RICHIE  
RAYDIO  
ALABAMA  
EDDIE RABBITT  
JOURNEY

**KMJJ/Las Vegas**  
Kevin O'Brien  
none  
Hottest:  
SHEENA EASTON  
CHRIS CROSS  
ROSS/RICHIE

**KMED/Medford**  
Charles Kirk  
TIM WISBRFC  
MANHATTAN TRANSFF  
FRANKLIN & BENSON  
Hottest:  
ROSS/RICHIE  
RAYDIO  
DAN FOGELBERG  
QUINCY JONES  
CHRIS CROSS

**WOOD/Grand Rapids**  
Bill Struyk  
SHEENA EASTON  
Hottest:  
none

**WNFL/Green Bay**  
Liz Charlton  
none  
Hottest:  
RONNIE MILSAP  
POINTER SISTERS  
RBBIE PATTON

**WXIA/Columbus**  
Denny Nugent  
none  
Hottest:  
COMMODORES  
SHEENA EASTON  
JOURNEY  
EDDIE RABBITT  
ROSS/RICHIE

**WHIO/Dayton**  
Peggy Powell  
none  
Hottest:  
none

**WVON/Indianapolis**  
Gary Berkowitz  
FRANKLIN & BENSON  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
SHEENA EASTON  
FDDIE RABBITT  
ART CARPINKEL

**WHAM/Rochester**  
Dave Laird  
DAVID GATES  
Hottest:  
SHEENA EASTON  
RAYDIO  
RONNIE MILSAP  
EDDIE RABBITT  
CHRIS CROSS

**WQY/Schenectady**  
Walter Fritz  
KENNY ROGERS  
MIKE POST  
LARRY GRAHAM  
Hottest:  
ROSS/RICHIE  
FDDIE RABBITT  
KENNY ROCPFS  
MCCOY BLUES

**WHEN/Syracuse**  
Debbie Stoughtenger  
FOUR TOPS  
GARY WRIGHT  
Hottest:  
POINTER SISTERS  
JUICE NEWTON  
RONNIE MILSAP  
ROSS/RICHIE  
PABLO CRUISE

**KUON/Eugene**  
Brian James  
CARPENTERS  
MARTY BALIN  
ANNIE MURRAY  
RICKIE LEF JONES  
Hottest:  
CHRIS CROSS  
SHEENA EASTON  
MOODY BLUES  
MIKE POST  
FLO

**KRKO/Everett**  
Bruce Butterfield  
DAVID GATES  
COMMODORES  
MIKE POST  
AFTERNOON DELIGHT  
Hottest:  
ROSS/RICHIE  
RAYDIO  
ALABAMA  
EDDIE RABBITT  
JOURNEY

**KMJJ/Las Vegas**  
Kevin O'Brien  
none  
Hottest:  
SHEENA EASTON  
CHRIS CROSS  
ROSS/RICHIE

**KMED/Medford**  
Charles Kirk  
TIM WISBRFC  
MANHATTAN TRANSFF  
FRANKLIN & BENSON  
Hottest:  
ROSS/RICHIE  
RAYDIO  
DAN FOGELBERG  
QUINCY JONES  
CHRIS CROSS

## SOUTH

**WABZ/Albama**  
Mark Robinson  
BALANCE  
KENNY ROCPFS  
ARLO CUTHRIE  
RODNEY CROWELL  
BILLY JOEL  
Hottest:  
CHRIS CROSS  
EDDIE RABBITT  
MOODY BLUES  
SHEENA EASTON  
PAUL ANKA

**WJON/SL Cloud**  
Tom Scott  
FRID KNOBLOCK  
DAN HARTMAN  
DON WILLIAMS  
CARPENTERS  
Hottest:  
JUICE NEWTON  
ROSS/RICHIE  
SHEENA EASTON  
EDDIE RABBITT  
BEACH BOYS

**WSTV/Staunville**  
Greg McCullough  
none  
Hottest:  
ROSS/RICHIE  
LULU  
CHRIS CROSS  
ART CARPINKEL  
MICKY GILLEY

**WBO/Terre Haute**  
Larry Joseph  
none  
Hottest:  
ROSS/RICHIE  
FDDIE RABBITT  
SHEENA EASTON  
RAYDIO  
CHRIS CROSS

**WIBW/Topeka**  
Lee O'Day  
KENNY ROCPFS  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
ALABAMA  
MICKY GILLEY  
FDDIE RABBITT

**KRMQ/Tulsa**  
Don Bishop  
none  
Hottest:  
ROSS/RICHIE  
RAYDIO  
CHRIS CROSS  
REO SPEEDWAGON  
FOUR TOPS  
MIKE POST

**WCHV/Charlotteville**  
Thomas H. Twine  
none  
Hottest:  
ELO  
ROSS/RICHIE  
COMMODORES  
RAYDIO  
PABLO CRUISE

**WDEF/Chattanooga**  
Stanley Hall  
ARLAN DAY  
ALBERT HAMMOND  
TERRY CIBBE  
DAN HARTMAN  
HEB ALPERT  
Hottest:  
HARRIS & WILLIAMS  
EDDIE RABBITT  
SHEENA EASTON  
CHRIS CROSS  
LULU  
HALL & GATES

**WIS/Columbia**  
Bob Davis  
none  
Hottest:  
RONNIE MILSAP  
SHEENA EASTON  
MICKY GILLEY  
CHRIS CROSS  
ROBBIE DUPRE

**WNSB/Daytona Beach**  
Mark D'Angelo  
none  
Hottest:  
ROSS/RICHIE  
RAYDIO  
EDDIE RABBITT  
SHEENA EASTON  
CHRIS CROSS

**WISX/Nashville**  
Dave Nichols  
CHRIS CROSS  
DAN FOGELBERG  
ART CARPINKEL  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
RAYDIO  
MICKY GILLEY  
LULU

**KOBI/Morro Bay**  
Donna St. John  
CARPENTERS  
MARTY BALIN  
ANNIE MURRAY  
RICKIE LEF JONES  
Hottest:  
CHRIS CROSS  
SHEENA EASTON  
MOODY BLUES  
MIKE POST  
FLO

**KLO/Ogden**  
Barbara M. Richardson  
AIR SUPPLY  
CARPENTERS  
DAVID GATES  
AL JARREAU  
JOURNEY  
Hottest:  
FRED KNOBLOCK  
OAR RIDGE BOYS  
STEVIE WOODS  
Hottest:  
SHEENA EASTON  
ART CARPINKEL  
COMMODORES  
MICKY GILLEY  
PURE PRAIRIE LPAC

**KOY/Phoenix**  
Armstrong/Stevens  
none  
Hottest:  
SHEENA EASTON  
CHRIS CROSS  
JOHN DENVER  
CANTINA BAKE  
MICKY GILLEY  
CHRIS CROSS  
DON MCLAREN

**KEX/Portland**  
Bob Swanson  
RITA COOLIDGE  
MARTY BALIN  
TIM WISBRFC  
OAR RIDGE BOYS  
Hottest:  
CARPENTERS  
ALABAMA  
JOHN DENVER  
SHEENA EASTON  
RAYDIO

**WFTL/Lauderdale**  
Don Williams  
GEORGE FISCHOFF  
CAROL B. SAGER  
BENNY HESTER  
Hottest:  
ROSS/RICHIE  
JOHNNY MATHIS  
DON MCLAREN  
SHEENA EASTON  
PAUL ANKA

**WBLU/Jackson**  
Walt Grayson  
none  
Hottest:  
none

**KAAY/Little Rock**  
Steve Kelly  
none  
Hottest:  
ROSS/RICHIE  
PABLO CRUISE  
ALABAMA  
SHEENA EASTON  
CHRIS CROSS

**WHAS/Louisville**  
Jerry Meloy  
none  
Hottest:  
RAYDIO  
DAN FOGELBERG  
CHRIS CROSS

**WLVA/Lynchburg**  
Lynn Cricun  
REO SPEEDWAGON  
MOODY BLUES  
LRL  
GARY WRIGHT  
DAVID GATES  
MICHAEL JOHNSON  
Hottest:  
ROSS/RICHIE  
ALABAMA  
COMMODORES  
PABLO CRUISE

**WMAZ/Macon**  
Steve Murphy  
none  
Hottest:  
COMMODORES  
BEACH BOYS  
CHRIS CROSS  
QUINCY JONES  
ELTON JOHN

**WYMC/Nashville**  
Mike Brophy  
none  
Hottest:  
ROSS/RICHIE  
FLABAMA  
SMITH/SWEET  
ELTON JOHN  
AFTERNOON DELIGHT

**WRYR/Memphis**  
Steve Butler  
BILLY JOEL  
AIR SUPPLY  
NIELSEN/PEARSON  
ZZ TOP  
MICHAEL JOHNSON  
TEDDY BAKER  
HEB ALPERT  
Hottest:  
EDDIE RABBITT  
SHEENA EASTON  
CHRIS CROSS  
LULU  
HALL & GATES

**97.1A/Miami**  
Yolanda Paraper  
MIKE POST  
CHARLIE DORF  
MARTY BALIN  
Hottest:  
CHRIS CROSS  
DAN FOGELBERG  
LARRY J. MCNALLY  
KENNY ROCPFS  
ROSS/RICHIE

**WJON/SL Cloud**  
Tom Scott  
FRID KNOBLOCK  
DAN HARTMAN  
DON WILLIAMS  
CARPENTERS  
Hottest:  
JUICE NEWTON  
ROSS/RICHIE  
SHEENA EASTON  
EDDIE RABBITT  
BEACH BOYS

**WSTV/Staunville**  
Greg McCullough  
none  
Hottest:  
ROSS/RICHIE  
LULU  
CHRIS CROSS  
ART CARPINKEL  
MICKY GILLEY

**WBO/Terre Haute**  
Larry Joseph  
none  
Hottest:  
ROSS/RICHIE  
FDDIE RABBITT  
SHEENA EASTON  
RAYDIO  
CHRIS CROSS

**WIBW/Topeka**  
Lee O'Day  
KENNY ROCPFS  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
ALABAMA  
MICKY GILLEY  
FDDIE RABBITT

**KRMQ/Tulsa**  
Don Bishop  
none  
Hottest:  
ROSS/RICHIE  
RAYDIO  
CHRIS CROSS  
REO SPEEDWAGON  
FOUR TOPS  
MIKE POST

**WCHV/Charlotteville**  
Thomas H. Twine  
none  
Hottest:  
ELO  
ROSS/RICHIE  
COMMODORES  
RAYDIO  
PABLO CRUISE

**WDEF/Chattanooga**  
Stanley Hall  
ARLAN DAY  
ALBERT HAMMOND  
TERRY CIBBE  
DAN HARTMAN  
HEB ALPERT  
Hottest:  
HARRIS & WILLIAMS  
EDDIE RABBITT  
SHEENA EASTON  
CHRIS CROSS  
LULU  
HALL & GATES

**WIS/Columbia**  
Bob Davis  
none  
Hottest:  
RONNIE MILSAP  
SHEENA EASTON  
MICKY GILLEY  
CHRIS CROSS  
ROBBIE DUPRE

**WNSB/Daytona Beach**  
Mark D'Angelo  
none  
Hottest:  
ROSS/RICHIE  
RAYDIO  
EDDIE RABBITT  
SHEENA EASTON  
CHRIS CROSS

**WISX/Nashville**  
Dave Nichols  
CHRIS CROSS  
DAN FOGELBERG  
ART CARPINKEL  
Hottest:  
RONNIE MILSAP  
ROSS/RICHIE  
RAYDIO  
MICKY GILLEY  
LULU

**ALL STATIONS REPORTED THIS WEEK**

**114 REPORTERS**

**114 LAST WEEK**

**Editor's Note:** Due to Labor Day reporting, about 40% of our reporters froze their lists for the week. WOAI-FM/San Antonio is switching formats and will discontinue reporting.



**Walt  
Love**

# Black Radio

## Pittsburgh's WAMO "Crosses Over"

If you grew up in Pittsburgh, PA, as I did, you'd know that Center Ave., Wiley Ave., and 5th Ave. are well-known streets located in the infamous "Hill District," translated in universal language as "The Ghetto." In the middle of this unforgiving section of town is, and always has been, WAMO — "The Black Radio Station." With the latest Arbitron results (3.7 to 5.8), WAMO has become not only the Black Radio Station but a station to be reckoned with in Pittsburgh. Familiar with the history of WAMO, I realized that this is truly a success story.

Collectively, the driving force behind the total modernization of WAMO includes J.C. Floyd, Program Director, and Ray R. Gusky, National Sales Manager for Sheridan Broadcasting.

Before programming WAMO, Dr. J.C. Floyd (as he likes to be called) programmed WIGO/Atlanta. He spent some time with WPEZ/Pittsburgh (a general market station), in addition to working for the Charter Corporation in Miami and Detroit. I asked J.C. what he did to turn WAMO around.

"First I realized that some stations here in Pittsburgh were not taking advantage of all the angles; there seemed to be an opening that's been here for quite a long time. Since I've had a lot of CHR experience, I've always felt the only difference between a Black station and a CHR or an Adult Contemporary should be the music. We all know the reasons why people listen to the radio, and the things they're looking for are universal. Sure, my public affairs must have emphasis on the black community, but all the other professional things that apply to other formats should be the same for Black stations."

### Mellowing The Music

"When I got here, I found that the station was not really playing that much music. They were running about ten albums, forty singles, plus ten hitbounds and some extras. My first move with the music was to daypart; I also did not allow any rap records to be played before 5pm. Right away I tried to take the 'Bump-de-bump' off the air — I didn't want the disco or the so-called dancemusic to be played so often. We curtailed that type of music for the most part and put it into specific hours. My logic for this: (1) people don't want to hear the same music in the mornings that they heard last night when they were going to bed; (2) living in Pittsburgh you find that over half the population is over 45. Your most prosperous demographic here in Pittsburgh is 25-34; next is 35-49, and then in third place 18-34. So I felt to be successful here we had to slow the music down. What we had to do was to play more things like Deniece Williams's 'Silly,' mellow Ray Parker Jr. & Raydio, and bring some George Benson, who happens to be from Pittsburgh, back. We also brought in a format where we used some light jazz in the mornings and middays."

With so many well-known jazz artists born and raised in the city, did that have anything to do with your decision to add jazz to WAMO's approach? "The thing about it is (and this is truth), no Jazz station has ever succeeded in Pittsburgh, so basically you need that light flavoring but you can't be too extensive. But this knowledge of the city did play a part in my decision. A classic example is the song called 'Valdez In The Country' by Donnie Hathaway. You don't hear that very often, but here at WAMO we get requests for it all the time; we play it once

or twice every two months or so. When people hear it they're caught by surprise, and that's a positive. We try to incorporate songs like that into our format every now and then."

What else did you do musically? "We went to an album list of 25, then I also had ten or eleven singles that were our powers that you could count on hearing; they were our focal point of the whole format, the base. I also firmly believe you cannot wait for songs to become No. 1 or hits in the top ten before you put them in your heaviest rotation because if you do, they've been heard so much that the record is almost played-out. I believe that if you expose some new music and it's good and people like it, it gets familiar right away and you can continue to play it, and it doesn't wear too heavy by the time the song makes it to the top of the national charts. This way, you capitalize at the beginning, in the middle, and at the end."

My final question to J.C. was, do you think you really have the white listenership WAMO has always needed to be a continuous factor in Pittsburgh? "Yes, because Arbitron says 47% of our audience is white, that's a big thing to us. I really tried to make the station appealing to whites as well as blacks so we could have a book that would reflect the type of numbers I knew we could obtain with the proper things happening on and off the air. I'm really looking for a good fall book."

### Selling The Station

Sheridan National Sales Manager Ray Gusky is a veteran of radio sales in the Western Pennsylvania area. Ray, previously an air personality, was also an account executive at WTAE/Pittsburgh under Ted Atkins. Talking with Ray Gusky was quite enlightening.

I asked Ray to tell me some of the important reasons why WAMO earned good ratings during this ARB. "Because we're one of the best-sounding radio stations in the country right now, and that includes some of the biggies like WBLS. I seriously think that J.C. has captured something that may be the format of the 80's."

"With any good format the important thing for us to realize is if people don't know about it, you might as well pull the plug. Along with an excellent format you must have the proper advertising and promotion. You must have two goals when you think about promotion and advertising: (1) whatever audience you have listening, you want to keep them listening; you want to give them reasons to continue listening. (2) equally as important,

*"We've known for four years that WAMO has had a 'closet' white audience. What we've done is to advertise and promote the fact. We have finally told blacks and whites we're your radio station."*

— Ray Gusky, National Sales Manager

you want to draw as many new people to the station as you can. Being the only Black station in Pittsburgh we have a natural base. But, you want to keep the class of the music and the style at an absolute maximum, so that you're not losing a single black listener. Realistically, we don't have to worry about losing to another Black station, but we do have to be concerned with an A/C station who may play 20-30% Black music on its survey. We've known for four years that WAMO has had a 'closet' white audience. What we've done is to advertise and promote the fact: 'Folks, now you can listen to us, we are the station that entertains you, gives you concerts featuring acts like Kool & the Gang, Earth, Wind & Fire, etc.' We have finally told blacks and whites we're your radio station. Every listener we have can now be proud to identify with WAMO."

How much money did you spend on TV and on the whole advertising campaign? "Let me say this first: we created a TV spot here in Pittsburgh. The jingle was created to be partially R&B and partially crossover. The jingle is a very excellent meld and we've been running it on the air since New Year's Day '81. We spent about \$50,000 on television, plus we used every major network (NBC, CBS, and ABC affiliates); we even used the two UHF stations, which meant that our commercial was on five TV stations locally with staggered schedules. Our target audience was 18-49, so we bought shows like 'Solid Gold,' 'Midnight Special,' 'Fridays,' 'The Muppet Show,' and 'Sha Na Na.' We also bought a lot of movies and sports agency things.

"The spot was very interesting and unique; we wanted a concept that would be entertaining and sell the radio station so our job was to find an R&B group that would satisfy a number of things for us: (1) a group that was easily recognizable; (2) a group appealing to an older demographic, 25-49; (3) a group with tremendous crossover appeal and universal acceptance. There might be several groups who could fit the bill, but I think we made the right choice in the Temptations. A contract was put together, the Tempts came to Pittsburgh, and we



Ray R. Gusky

*"I've always felt the only difference between a Black station and a CHR or an Adult Contemporary should be the music."*

— J.C. Floyd, Program Director

created a recording session in a real studio, with each of the Tempts wearing a WAMO T-shirt complete with mikes and earphones — exactly as if they were recording a record. They sang our jingle, and for the hook, three-quarters of the way through the jingle, Melvin Franklin (with his marvelous bass voice) looks at the camera and says, 'The sound of WAMO is the ultimate temptation.' We then took the words 'Our music is the ultimate temptation' and backed up the TV stations with 85 billboards, and out of 1000 buses in Pittsburgh we had 250. The total advertising expenditure to cover everything was in the neighborhood of \$125,000."

Finally, I asked, why have you, J.C. Floyd, and all of your other co-workers just now reached a goal in '81 that WAMO could have reached 10 years ago with the right combination of innovations and financial support? Ray replied, "Well, I think you hit on an interesting point — I think some of our Black stations who have the power to compete in the marketplace with the 'Big Boys' didn't; instead they held back. There are only a few Black stations in major markets that have stuck their necks out and said, 'We're a radio station and we're going to try and get any listeners we can.' That's the essence of the whole thing. If you have a good product to offer the public, you've got to believe in yourself. It's like love — you've got to love yourself before you can love somebody else. I think it's a sense of self-pride and self-determination. When you know your own station is in order, functioning properly, thinking the right way, you can sell yourself and be as good as anyone else!"

WAMO hopes its 5.8 share will get larger with time. To see and hear the improvement first hand makes me proud and happy to know that the people of Pittsburgh are getting another positive contribution from the "Hill District."





# Black Radio

## Hottest

### September 11, 1981

EAST	SOUTH	MIDWEST	WEST
B.B. & Q. Band Carl Carlton Al Jarreau Rosa/Richie	Rosa/Richie Brick Carl Carlton Rick James "Super" Evelyn King	Carl Carlton Rosa/Richie Denroy Morgan	Carl Carlton Rosa/Richie Luther Vandross Al Jarreau Rick James "Super"

# Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

### EAST

**WAMO** Pittsburgh, PA  
J.C. Floyd

**ADDED**  
Dynasty  
Roger "Ruff"  
Luther Vandross  
Afternoon Delights  
Vaughn Mason  
Hot Cusine  
Melba Moore

**HOTTEST**  
Denroy Morgan  
Larry Graham  
Al Jarreau  
Rene & Angela  
Carl Carlton  
Rosa/Richie  
Donald Byrd  
Cheryl Lynn  
Franklin/Benson  
Maze

**WXYV** Baltimore, MD  
Tim Watts

**ADDED**  
Richard Fields "I've"  
Sequence  
Stephanie Mills  
Brothers Johnson "Dancin"  
Bob James

**HOTTEST**  
Hymn/Henderson  
Franklin/Benson  
Donald Byrd  
Temptations  
Deniece Williams  
Al Jarreau  
First Class  
B.B. & Q. Band  
Luther Vandross  
Clarke/Duke

**WHUR** Washington, D.C.  
Oscar Fields

**ADDED**  
Bob Marley  
Maze

**HOTTEST**  
Al Jarreau  
Rick James "Super"  
Bobby Broom  
Atlantic Starr  
Evasions  
Donald Byrd  
Teddy Pendergrass  
Nick Straker Band  
Whispers  
Brick

**WWIN** Baltimore, MD  
Curtis Anderson

**ADDED**  
Tyronne Davis  
Melba Moore  
Maze  
Slave  
Keni Burke  
Rene & Angela "Wall"  
Stacy Lattisaw "IT"  
High Energy  
Crusaders  
Ashford & Simpson  
Trouble Funk

**HOTTEST**  
Carl Carlton  
Rosa/Richie  
Ebonye Webb  
Luther Vandross  
Nick Straker Band  
Denroy Morgan  
West Street Mob  
Patt Austin  
B.B. & Q. Band  
Four Tops

**WKND** Hartford, CT  
Eddie Jordan

**ADDED**  
One Way  
Richard Fields "I've"  
Melba Moore  
Brothers Johnson "Dancin"  
Stephanie Mills  
Robert Winters & Fall  
Ashford & Simpson

**HOTTEST**  
Rosa/Richie  
Carl Carlton  
Teena Marie  
Pointer Sisters  
B.B. & Q. Band  
Hymn/Henderson  
Rick James "Super"  
S.O.S. Band  
Larry Graham  
Franklin/Benson

**WILD** Boston, MA  
Steve Crumbly

**ADDED**  
Tom Grant  
Whispers  
Ashford & Simpson  
Jean Carn  
Slave  
Blanche Carter  
Shock  
Curtis Mayfield  
Bobby Womack

**HOTTEST**  
Rosa/Richie  
Carl Carlton  
Larry Graham  
B.B. & Q. Band  
Denroy Morgan  
Rick James "Super"  
Vaughn Mason  
Luther Vandross  
Teena Marie  
Carl Carlton  
B.B. & Q. Band  
Denroy Morgan  
Al Jarreau  
Hymn/Henderson

**WWRL** New York, NY  
Wanda Ramos

**ADDED**  
Ashford & Simpson  
Rockie Robbins  
Temptations  
Debra Laws "Meant"  
Slave  
Tyronne Davis  
High Energy  
Hot Cusine  
One Way

**HOTTEST**  
Franklin/Benson  
Teddy Pendergrass  
Donald Byrd  
Dynasty  
Gledys Knight  
Stephanie Mills  
Hot Cusine  
Patt Austin  
Luther Vandross

**WDAS** Philadelphia, PA  
Joe Tamburo

**ADDED**  
Fatback  
Express  
Mighty Fire  
Spunk  
Slave

**HOTTEST**  
Rosa/Richie  
Carl Carlton  
Larry Graham  
B.B. & Q. Band  
Denroy Morgan  
Rick James "Super"  
West Street Mob  
Pointer Sisters  
Al Jarreau  
Four Tops

### MIDWEST

**WDAO** Dayton, OH  
Turk Logan

**ADDED**  
Brothers Johnson "Dancin"  
Debra Laws "Meant"  
Slave  
Tyronne Davis  
High Energy  
Hot Cusine  
One Way

**HOTTEST**  
West Street Mob  
Four Tops  
Afterbach  
Gledys Knight  
Donald Byrd  
Shadow  
Nick Straker Band  
Sister Sledge  
Luther Vandross  
Roger

**WJMO** Cleveland, OH  
Erik Stone

**ADDED**  
Superior Movement  
Slave  
Rockie Robbins  
Temptations  
Clarke/Duke

**HOTTEST**  
Carl Carlton  
Rosa/Richie  
Luther Vandross  
Roger  
Evelyn King  
Rick James "Super"  
Afternoon Delights  
Pointer Sisters  
Four Tops  
Alicia Myers

**WOMT** Cleveland, OH  
Freddie James

**ADDED**  
Meze  
Temptations  
West Street Mob  
Bits & Pieces

**HOTTEST**  
Four Tops  
Evasions  
Brick  
Deniece Williams  
Al Jarreau  
Denroy Morgan  
Rick James "Super"  
Carl Carlton  
Commodores  
Pointer Sisters

**WGCI** Chicago, IL  
Steve Harris

**ADDED**  
Superior Movement  
Slave  
Rockie Robbins  
Temptations  
Clarke/Duke

**HOTTEST**  
Carl Carlton  
Rosa/Richie  
Luther Vandross  
Roger  
Evelyn King  
Rick James "Super"  
Afternoon Delights  
Pointer Sisters  
Four Tops  
Alicia Myers

**WJLB** Detroit, MI  
J. Michael McKay

**ADDED**  
Spunk  
Stacy Lattisaw "IT"  
K.I.D.  
Richard "Dimples" Fields  
"I've"  
Krefwerk "Computer"

**HOTTEST**  
Denroy Morgan  
Rosa/Richie  
B.B. & Q. Band  
Hymn/Henderson  
Al Jarreau  
Manhattan  
LaToya Jackson  
Carl Carlton  
Jerry Carr  
Evasions

**KAEZ** Oklahoma City, OK  
Lee Simpson

**ADDED**  
Lenny Williams  
Crusaders  
Dells  
Aurra "Keep"  
Ashford & Simpson  
Debra Laws "Meant"  
Quick  
Jose Feliciano

**HOTTEST**  
Evelyn King  
Commodores  
Stacy Lattisaw  
Rene & Angela  
Shalamar  
Teena Marie  
Rosa/Richie  
Richard "Dimples" Fields  
Larry Graham  
Carl Carlton

**WTLC** Indianapolis, IN  
Jay Johnson

**ADDED**  
None

**HOTTEST**  
Roger  
Rosa/Richie  
Luther Vandross  
Denroy Morgan  
Evasions  
Al Jarreau  
Brick  
Jacksons  
One Way

**KMJM** St. Louis, MO  
Dick Edwards

**ADDED**  
Brick  
Franklin/Benson

**HOTTEST**  
Rosa/Richie  
Pointer Sisters  
Commodores  
Carl Carlton  
Rick James "Super"  
Teena Marie  
Frankie Smith  
Evelyn King  
Four Tops  
Shalamar

**WBMX** Chicago, IL  
Pam Walls

**ADDED**  
Whispers  
Stacy Singers  
Superior Movement  
Jean Carn  
Bobby Wright "Goodbye"  
Slave  
Patt Austin  
Bits & Pieces

**HOTTEST**  
B.B. & Q. Band  
Dazz Band  
Rosa/Richie  
Johnny "Guitar" Watson  
Rene & Angela  
S.O.S. Band  
Maze  
Luther Vandross  
Nick Straker Band  
Denroy Morgan

### SOUTH

**WATV** Birmingham, AL  
Stan Granger

**ADDED**  
Stanley Turrentine  
Debra Laws "Meant"  
Rick James "Got"  
Quincy Jones  
Rockie Robbins  
Sheree Brown  
L.J. Reynolds  
B.B. & Q. Band  
Frankie Smith "Auction"  
Gloria Gaynor  
Rahmlee

**HOTTEST**  
Rosa/Richie  
Carl Carlton  
Teena Marie  
Larry Graham  
Commodores  
Rick James "Super"  
Pointer Sisters  
Evelyn King  
Hymn/Henderson  
Stacy Lattisaw

**WAOK** Atlanta, GA  
Larry Thelley

**ADDED**  
Isaac Hayes  
One Way  
Slave  
Vaughn Mason  
Whispers  
Curtis Mayfield  
Billy Ocean

**HOTTEST**  
Larry Graham  
Teena Marie  
Brick  
Luther Vandross  
Al Jarreau  
Patt Austin  
Four Tops  
Temptations  
Ronnie Laws  
B.B. & Q. Band

**WTMP** Tampa, FL  
Debbie Parker

**ADDED**  
None

**HOTTEST**  
Rick James "Super"  
Rosa/Richie  
Carl Carlton  
Smokely Robinson "If You Want"  
Richard Fields  
Evelyn King  
Shalamar  
Sugarhill Gang "Showdown"  
Al Jarreau  
Teena Marie

**WPDQ** Jacksonville, FL  
Maxx St. Clair

**ADDED**  
L.J. Reynolds "Key"  
Maze  
Sadeo Watson "Orange"

**HOTTEST**  
Rick James "Super"  
Evelyn King  
Carl Carlton  
Denroy Morgan  
Richard Fields  
Rosa/Richie  
Luther Vandross  
West Street Mob  
Cheryl Lynn  
Debra Laws

**WJMI** Jackson, MS  
Carl Haynes

**ADDED**  
Preston/Syretts  
Roger  
Hot Cusine

**HOTTEST**  
Luther Vandross  
B.B. & Q. Band  
Cameo  
Al Jarreau  
Strikers  
Smokely Robinson  
Suzi Q  
Deniece Williams  
Maze

**WVOL** Nashville, TN  
Fred Harvey

**ADDED**  
Donald Byrd  
Superior Movement  
Patt Austin  
Rockie Robbins

**HOTTEST**  
Rick James "Super"  
Deniece Williams  
Carl Carlton  
West Street Mob  
Rosa/Richie  
Afternoon Delights  
Teena Marie  
Brick  
Evelyn King  
Evasions

**KMJQ** Houston, TX  
Rode Holland

**ADDED**  
B.B. & Q. Band  
Luther Vandross

**HOTTEST**  
Rosa/Richie  
Rick James "Super"  
Carl Carlton  
Teena Marie  
Pointer Sisters  
Larry Graham  
Evelyn King  
Frankie Smith "Double"  
Debra Laws  
Cheryl Lynn

**WBLX** Mobile, AL  
Michael Jay Alexander

**ADDED**  
Lonnie Love  
Quincy Jones  
Jean Carn  
Luther Vandross  
Whispers  
Richard Fields "I've"  
Maze Klucn  
Miles Davis  
David Sanborn  
Donald Byrd  
Roger "Ruff"

**HOTTEST**  
Evelyn King  
Debra Laws  
Brick  
Rick James "Super"  
Larry Graham  
Commodores  
Stacy Lattisaw  
Strikers "Body"  
Carl Carlton  
Rafael Cameron

**WAIL** New Orleans, LA  
Barry Richards

**ADDED**  
Ronnie Laws  
Al Jarreau  
Bob Seger  
Donald Byrd  
Evasions  
Herbie Hancock  
Dne Way  
Lulu

**HOTTEST**  
Rick James "Super"  
Rosa/Richie  
Carl Carlton  
Evelyn King  
Deniece Williams  
Four Tops  
West Street Mob  
Debra Laws  
Teena Marie  
Teddy Pendergrass

**WGV** Charlotte, NC  
Jo Ann Graham

**ADDED**  
Pieces Of A Dream  
Bohannon  
fatback  
Gloria Sagwell  
Ashford & Simpson  
Jean Carn  
Nick Straker Robbins  
Billy Ocean  
Strikers  
Wracking Crew

**HOTTEST**  
Four Tops  
Brick  
Roger  
Maze  
West Street Mob  
Gledys Knight  
Luther Vandross  
Rosa/Richie  
Donald Byrd  
Tavarez

**WOIC** Columbia, SC  
Mickey Arnold

**ADDED**  
Barbara Mason  
Patt Austin  
Ebonye Webb "Anybody"  
Dionne Warwick  
Joe Simon  
Ashford & Simpson  
B.B. & Q. Band  
Mighty Fire

**HOTTEST**  
Rick James "Super"  
Deniece Williams  
Pointer Sisters  
Cameo  
Maze  
Denroy Morgan  
Four Tops  
Brick  
Evasions  
Carl Weathers

**WDIA** Memphis, TN  
Carl Connors

**ADDED**  
Ashford & Simpson  
Cameo  
Gledys Knight & The Pips  
Ronnie Laws

**HOTTEST**  
Denroy Morgan  
Four Tops  
Maze  
Cameo "Don't Be"  
Franklin/Benson  
Evasions  
Al Jarreau  
Brick  
Rosa/Richie  
Rick James "Super"

**WJJS** Lynchburg, VA  
Art Young

**ADDED**  
Wild Super  
Klugue  
Frankie Smith "Auction"  
Esther Williams  
Shock  
K.I.D.  
Spunk  
Bob Marley  
Ashford & Simpson

**HOTTEST**  
Evelyn King  
Denroy Morgan  
Dayton  
Brick  
Carl Carlton  
B.B. & Q. Band  
Vin Zee  
Eddie Kendrick  
Brothers Johnson  
Evasions

### WEST

**KACE** Los Angeles, CA  
Alonzo Miller

**ADDED**  
Patt LaBelle  
Rockie Robbins  
Michael Henderson  
Whispers  
Temptations  
Curtis Mayfield  
Slave  
Pieces Of A Dream  
Dynasty  
Stanley Turrentine

**HOTTEST**  
Rick James "Super"  
Teena Marie  
Evelyn King  
Stephanie Mills  
Richard "Dimples" Fields  
"I've"  
Atlantic Starr  
Aurra "Nasty"  
Carl Carlton  
Cheryl Lynn  
Cameo

**KDIA** Oakland, CA  
Keith Edwards

**ADDED**  
Roger "Heard" "Something"  
Ebonye Webb "Something"  
Jermaine Jackson

**HOTTEST**  
Teena Marie  
Rosa/Richie  
Carl Carlton  
Rick James "Super"  
Cheryl Lynn  
Tina  
Franklin/Benson  
Al Jarreau  
Brick  
S.O.S. Band

**KLIP** Fresno, CA  
Kevin Lynn

**ADDED**  
Whispers  
Stacy Woods

**HOTTEST**  
Evelyn King  
Teena Marie  
Carl Carlton  
Stacy Lattisaw  
Larry Graham  
Rosa/Richie  
Commodores  
Frankie Smith  
Pointer Sisters  
Debra Laws

**KJLH** Los Angeles, CA  
Lawrence Tarter

**ADDED**  
Curtis Mayfield  
Bob Marley  
Richard "Dimples" Fields  
"I've"  
Dream Machine  
Emotions  
Gill Scott Heron

**HOTTEST**  
Denroy Morgan  
Ronnie Laws  
Patt Austin  
Miles Davis  
Commodores  
Luther Vandross  
Rene & Angela  
Evelyn King "Love" & "Went"  
Bobby Womack  
Al Jarreau

**ADDED**  
B.B. & Q. Band  
Franklin/Benson  
Brothers Johnson "Dancin"  
Donald Byrd

**HOTTEST**  
Al Jarreau  
Rick James "Super"  
Carl Carlton  
Luther Vandross  
Deniece Williams  
Rosa/Richie  
Nick Straker Band  
S.O.S. Band  
Brick

# JAZZ RADIO

**MILES DAVIS**  
The Man With The Horn  
(Columbia)

**FREDDIE HUBBARD**  
Minstral (Liberty)

**AL JARREAU**  
Breakin' Away (WB)

**JOE BONNER**  
Impressions Of  
Copenhagen (Theresa)

**SPYRO GYRA**  
Freetime (MCA)

**JACO PASTORIUS**  
Word Of Mouth (WB)

**DAVID SANBORN**  
Voyeur (WB)

**BOB JAMES**  
Sign Of The Times  
(Tappan Zee/Columbia)

**BOBBY BROOM**  
Clean Sweep (Arista/GRP)

**MANHATTAN TRANSFER**  
Mecca For Moderns (Atco)

**DAVE VALENTIN**  
Pied Piper (Arista/GRP)

**TOM SCOTT**  
Apple Juice (Columbia)

EAST: WYBC/New Haven, CT, Tom Strassguth. SOUTH: WTJZ/Newport News, VA, Larry Hollowell. MIDWEST: WBBY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, John Hill. WEST: KADK/Denver, CO, John Razabek.



# Opportunities

## Openings

### EAST

**WHFM-99/Rochester's** only live CHR-FM, seeks experienced evening personality. T&R/photo to Kelly McCann, 344 East Ave., Rochester, NY 14604. EOE M/F (9-11)

**WRCN/Long Island** needs top notch morning person. Good money, resort living. Call Barry Grant, (516) 727-1570 or send T&R to Box 666, Riverhead, NY 11901. EOE M/F (9-11)

**WSPR/Springfield, MA** looking for AM drive personality. Warm communicator for A/C station. T&R & salary requirements: Tom Kelly, Box 58, Springfield, MA 01101. EOE M/F (9-11)

**Experienced newspaperman** wanted to gather, write & deliver. T&R & writing samples to Greg Lance, WRTA, Box 272, Altoona, PA 16603. EOE M/F (9-11)

**WNNJ, searching** for small/medium market DJ/MD ready to move to PD slot. T&R & salary requirements: GM, WNNJ, Box 40, Newton, NJ 07860. EOE M/F (9-11)

**Production pro** to manage new facilities in market's #1 station. Experience, enthusiasm & talent necessary. T&R Gary Bruce, PD, WLAM/WWAV, Lewiston, ME 04240. EOE M/F (9-11)

**Main small market AM** going Country, needs 2 announcers. Must do creative production. Call Dean Williams, (207) 324-7271 early afternoons. (9-11)

**WKZX (95AM)/Presque Isle, ME** has immediate opening. Small market, serves 100,000. We're promotionally-minded & need CREATIVE talent. Call Fred Martin, (207) 764-1950. EOE M/F (9-11)

**Z103 accepting tapes** for midday, evening & overnight shifts. T&R to Randall Blise, WIEZ, Oneonta, NY 13820. No calls. EOE M/F (9-11)

**Company seeking announcers** to appear on nationally distributed air-check album. Tapes to Talent Bank, Box 19263, Baltimore, MD 21213. (9-11)

**Progressive Radio Network** looking for New York based producer for comedy program. T&R to Tom Powell, Box 172, Bronx, NY 10451. (9-11)

**Consultant** looking for on-air PD for Country station in the east. T&R to Ron White, Box 1426, Grand Rapids, MI 49501. (9-11)

**Music Of Your Life announcer** wanted for WAVZ/New Haven, morning drive slot with production. Curtis Hansen, Operations Manager, 59 Quinittic Ave., New Haven, CT 06473. EOE M/F (9-4)



### Not Looking?

read further. 50KW A/C FM in N.E. is looking for quality air talent for drivetime. Must have great voice, do great production, and be committed to two things: QUALITY & WINNING. Tape, including production samples, to Radio & Records, 1930 Century Park West, #260, Los Angeles, CA 90067.

**WGNT-AM** seeking newspaper/talk show host. Two years experience a must. Salary DOE. T&R to News Director, Box 1539, Huntington, WV 25718. EOE M/F (9-4)

**Rochester's AOR leader** seeks top-notch street-wise News Director. Send T&R ASAP to News c/o Trip Reeb, 129 Leighton Ave., Rochester, NY 14609. (9-4)

### "Morning Man For Major Market"

You've paid your dues, worked up a great morning show "act" and you've got a proven track record in a medium sized market. Now you're ready to tackle the job in a top ten market with a fast-moving promotion-minded Country station. Rush tape to Radio & Records, 1930 Century Park West, #266, Los Angeles, CA 90067.

**WRCN** looking for top-notch AOR morning personality. Good money, resort living. Call Barry Grant, (516) 727-1570. T&R to Box 666, Riverhead, NY 11901. (9-4)

**WHCN** seeks nighttime announcer. T&R to Daniel Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE M/F (9-4)

**WAMQ** needs tight, creative CHR jocks and "lifestyle" newscaster. T&R to Ed Sherlock, Box 103, Loretto, PA 15940. Local people preferred. EOE M/F (9-4)

### SOUTH

**Florida personality A/C** looking for future talent. Growing station in exciting university town. T&R: Joe McKay, WKGR, 6408 Southwest 13th St., Gainesville, FL 42808. EOE M/F (9-11)

**Full-time opening** at 6 KW modern Country KKYN. T&R: Scott Wilson, Box 147, Plainview, TX 79072. EOE M/F (9-11)

**The Lund Consultants** has immediate opening for Country and A/C programmers. Rush T&R to Brian Scott, 4000 N.E. 199th St. #107, N. Miami Beach, FL 33162. (9-11)

## Openings

**WZKX-FM/Gulf Port-Biloxi** is looking for experienced 7-12mid jock. Must have strong production skills. T&R to Ralph Fish, Box 2639, Gulf Port, MS 39503. EOE M/F (9-11)

**Opening for WKXY** air talent. Send T&R to Tony Williams, WKXY, Box 2500, Sarasota, FL 33578. No calls please. EOE M/F (9-11)

**Growing 100KW-FM 1KW-AM** needs dedicated staff engineering announcers, news, copy, good production. Rush T&R to R.L. Burns, Box 938, N. Wilkesboro, North Carolina 28659. Call (919) 687-2221. EOE M/F (9-11)

**KPLE-FM** immediate opening in Country AM drive. Top production skills a must. Rush T&R: Lynn Woolley, Box 1230, Temple, TX 76503. EOE M/F (9-11)

**We want a hard-working, creative** Production Director for growing A/C station in Southeast TX. Includes airshift. Call Dave Graichen and Gary Tenney at (713) 789-2475. (9-11)

### METROPLEX COMMUNICATIONS

Y-100/Miami and 96-KX/Tampa would like to have your tape on file for possible future openings. Tape and resume to Bill Tanner, Y-100, Miami, FL 33138.

equal opportunity employer

**KBOX/Dallas** must have excellent sound and writing skills to match. Be street wise. Send T&R to Dave O'Brien, KBOX 9900 McCree, Dallas, TX 75238. EOE M/F (9-11)

**Z16/Waco, TX** has opening for talented Production Director/jock. Good bucks for right person. T&R: Cley Steele, Box 8093, Waco, TX 76714. EOE M/F (9-11)

**News Director wanted.** 2 years experience. Good pay, company car for the right person. T&R to Steve Weelin, Box 2078, Hattiesburg, MS 39401. EOE M/F (9-11)

**Wanted:** 10-2 and Music Director. Good bucks for the right person. T&R to Bob Stout, KKAM, Box 12030, Lubbock, TX 79452. EOE M/F (9-11)

**\$1,100 cash bonus.** Best PD morning personality to move 100,000 watt WZLQ. Send T&R to Gerry Brophy, Box 410, Tupelo, MS 38801. EOE M/F (9-11)

**QV103 North Texas, #1 CHR** looking for entertaining 7pm-Mid personality. Excellent production skills. T&R to Mike Edwards, KKQV-FM, Box 4327, Wichita Falls, TX 76308. EOE M/F (9-11)

**#1 Country in Virginia Beach, VA** looking for personality jock with good production. Experienced pro preferred. Send air-check and resume to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. Affirmative Action EOE (9-11) •

**News anchor/News Director in Virginia Beach, VA.** Top-rated combo. UPI's best news operation in VA last two years. Conversational, one-to-one style. T&R to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. Affirmative Action, EOE (9-11) •

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### MIDWEST

**Station of the Year '79-'80.** PD leaving due to family illness. Send confidential T&R: G. Scotland, WDFI, Box 10,000, Marion, OH 43302-1330. EOE (9-11)

**Need live morning drive person** for automated Country station. Call Orv Koch, Stuart Stations, (402) 475-4204. EOE (9-11)

**Reporter/anchor** with minimum 2 years experience. Good salary/benefits. T&R, samples, references to Lee Kelso, WQHK/WWME, Box 6000, Ft. Wayne, IN 46896. EOE M/F (9-11)

**Wanted now!** Motivated midday person who can produce results for very aggressive A/C station. T&R to Tom Evans, KRSS, 224 S. Main, Sioux Falls, SD 57102. EOE M/F (9-11)

**WPTH/Ft. Wayne** seeking CHR tapes for possible future openings. T&R to Mark Elliott, WPTH, 2290 Lake Ave., Suite 230, Ft. Wayne, IN 46805. EOE M/F (9-11)

**KKRC/Sioux Falls** needs full and part time people for a good learning situation. T&R to Dan Kleley, KKRC, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (9-11)

**KFOR/Lincoln, NB** needs experienced A/C midday announcer. Call Rick Alloway at (402) 475-6606. EOE (9-11)

**WRBR/South Bend, IN** looking for 10pm-2am jock for A/C format. Minimum 4 years. T&R to R.C. Rogers, 100 Center, Box 644, Mishawaka, IN 46544. EOE M/F (9-11)

**Music correspondence** needed from major markets in U.S. for national radio program. AOR experience helpful. Bechelder Lane Productions, (313) 439-8376. M/F (9-11)

## Openings

**WWTC/Minneapolis** Oldies station has part time weekend openings. Send T&R to WWTC, Mike Ryan, 123 Grand St. E., Minneapolis, MN 55403 or call (612) 871-0360. (9-11)

**WVAL-WHMH/St. Cloud, MN** needs competitive, professional, experienced personalities now! Great opportunity. T&R to Joe Benson, Box 255, Sauk Rapids, MN 56379. EOE M/F (9-11)

**KMMJ** looking for air talent. Mature voice and good production. T&R to Dan Arrasmith, Box 1847, Grand Island, NB 68802. EOE M/F (9-11)

**KFMQ/Lincoln #1 rated AOR** in country to date. Seeks T&R for possible future opening. T&R to KFMQ, Terminal Building, Lincoln, NB 68508. EOE M/F (9-11)

**WXYZ/Detroit** looking for talent. Send resume, one hour unedited tape: Michael Packer, OM, Box 789, 20777 W. Ten Mile Road, Southfield, MI 48037. (9-11)

**WOHO/Toledo** is searching for News Director who can write, deliver and motivate. Great bucks for great talent. T&R: Broadcast House, Toledo, OH 43618. EOE M/F (9-11)

**KKLS-KKHJ/Rapid City** is looking for outstanding PD to work in great facility. Approved track record a must. Contact Al Malmberg, Corporate PD, (507) 286-1010. EOE M/F (9-11)

**Chicago's leading A/C** has immediate opening for polished air personality. Multi-track production helpful. T&R to Jack Kelly, WCLR, 116 East Superior, Chicago, IL 60611. EOE M/F (9-4)

**KIXL-AM/Grand Forks** needs mature experienced communicator. Needed now for afternoons. T&R to Don Nordine, P.O. Box 997, Grand Forks, ND 58201. EOE M/F (9-4)

**WIBC** now accepting T&R for newspaper opening. Send to Jim Casey, PD, 1001 E. 9th St., Duluth, MN 55805. EOE M/F (9-4)

**Ohio Country music leader** seeks an "Up" afternoon drive jock. T&R to Jerry Lee, WHMQ-FM, 101 1/2 W. Sandusky St., Findlay, OH 45840. EOE M/F (9-4)

**Needed: afternoon drive** for Burkhardt/Abrams Contemporary Country. Rush T&R to Paul Sebastian, FM 94, Box 1185, Kansas City, KS 66117. EOE M/F (9-4)

**KIOQ** is looking for a good greedy salesperson to make good money. Call Jon Levin, (714) 873-5861 or Box 1388, Bishop, CA 93514. (9-11)

**Need morning drive newspaper** yesterday. T&R to KBND, Box 5037, Bend, OR 97708. EOE M/F (9-11)

**KGEN/Tulare** has opening for experienced Big Band oldies personality. Strong production. T&R to Carl Soares, Box 444, Tulare, CA 93275. EOE M/F (9-11)

### Dynamic Growth Opportunity

for right people. A growing group has room for a News Director that is aggressive on-air and street. A Program Director that can excite a staff and build audience. A morning personality who can relate to the community and be entertaining. Send T&R to Radio & Records, 1930 Century Park West, #265, Los Angeles, CA 90067.

### WEST

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## Openings

**North San Diego A/C** looking for adult midday communicator. Minorities encouraged. No calls. T&R: Rick Rooms, KKOS, Box 949, Carlsbad, CA 92008. (9-11)

**FM100/Colorado Springs-Pueblo** accepting tapes for pro air talent. T&R to Scott Hutchinson, KYNR-FM, 5th & Main, Pueblo, CO 81003. EOE M/F (9-11)

**Expanding news staff, needed one** newspaperman, 2-5 years experience. T&R to J. David Stone, KCOK, 717 N. Mooney Blvd., Tulare, CA 93274. (9-11)

**Wyoming's Country KUUY/Cheyenne** has immediate opening for morning drive. T&R to Richard Lee, Box 926, Cheyenne, WY 82001 or (307) 632-0561. EOE M/F (9-11)

**News anchor/reporter** immediate opening. Journalism degree and/or radio experience required. Patricia Bingham, KOLO, Box 821, Reno, NV 89504. No calls. EOE M/F (9-11)

**KZLU/Eugene** is looking for experienced AOR announcers. T&R to Brad Hoffman, Box 70128, Eugene, OR 97401. (503) 484-4304. EOE M/F (9-11)

**KWEST/Los Angeles, accepting T&R's** for future news openings. Contact Rick Jager, 6430 Sunset Blvd., Hollywood, CA 90028. No calls. EOE M/F (9-4)

**Looking for news anchor/reporter** to work both AM and FM. T&R to Box 228, Yuma, AZ 85364. (602) 782-4321, 6am-2pm. EOE (9-4)

**KYNO-FM** is searching for hot young adult personalities and weekenders. Good money, great company. T&R to John Lee Walker, Box 8029, Fresno, CA 93703. (9-4)

### Positions Sought

11 years in radio 1st phone. Looking for situation in Rocky Mountains or Southwest. Prefer sports; currently Sports Director. Call (208) 624-3678. (9-11)

**DONOVAN BLUE** formerly PD/Production Director at K93-FM. 12 years experience all formats. Live and automated. All offers considered. (707) 433-8617. (9-11)

**Energetic CHR night jock.** 4 years experience. Prefer Florida or East Coast. Available now. Call (305) 721-0582. (9-11)

**87 voice** Top 25 market. Production Director looking to fulfill someone's creative needs. After hours. (414) 962-5897. (9-11)

**JACK RANDALL, formerly WZUU, WZEE, and WDUZ,** is through hibernating. Veteran CHR, A/C, AOR communicator looking for PD/announcing position. (805) 348-2710. (9-11)

**Help! I'm spending half of anything I earn** on anti-perspirants here in the desert. CHARLIE MORRIS, AOR, too cool for small markets. (802) 298-2386. (9-11)

### Offbeat, Dirty Two-Man

morning show. Nice numbers in Top 30 market. AOR, harder leaning CHR stations looking to stun market and competition, send for aircheck. New ratings: in the 7's; men in the 10 range. Reply to Radio & Records, 1930 Century Park West, #264, Los Angeles, CA 90067.

**Excellent news, sportswriter, announcer.** Solid interviewing, production skills, various work experience, small stations, San Francisco. I'm mature, intelligent, hard-working. Masters. NEIL, (415) 282-9319. (9-11)

**FRANK SCHUBERT** is in Boston and available to put 8 years of major experience on your weekends. Communicator in Country. MOR, A/C. Call (617) 782-2057. (9-11)

# FEMALE DISC JOCKEY ASSIGNMENT — JAPAN

Osaka FM Broadcasting Co. is seeking skilled American female applicants for a position in Japan starting March 1, 1982 for one year. West Coast applicants preferred.

Place of work: Osaka City

Working hours: M-F, 40 hrs per week.

Salary: \$25,000 U.S. a year (paid in yen) plus round trip airfare and furnished apartment.

Qualifications: Minimum of 5 years broadcasting experience. Knowledge of modern and pop music of U.S. and Europe.

Knowledge of Japanese not necessary.

Applicants requested to send demo tape of on-air performance with resume and picture. (Tapes cannot be returned). Successful candidates will be informed of personal interviews to be held in Los Angeles. For more information call

**Ms. Johnson**  
**(213) 659-7020**

One Inch Video Productions, Inc.  
2925 La Cienega Blvd., Suite 122  
Beverly Hills, CA 90211

# Opportunities

## Positions Sought

Great young personality seeking new full-time position in the N.W. (503) 679-4648 or P.O. Box 1016, Winston, OR 97496. (9-11)

5 year man wants small community involved A/C or Country PD/MD position. OH, IN, KY, PA, MI or WV. (513) 631-4657. (9-11)

Experienced communicator, versatile personality and AOR soft rock jock. Looking for small market position. Will relocate. T&R available. BRUCE, (216) 824-4830, after 7:30pm. (9-11)

Funny A/C personality who talks to, not at the listener. Reliable, one-to-one delivery. Community-minded, promotion conscious and experienced. (316) 478-5329. (9-11)

### 20 Years Broadcast

experience middays and PM drive for McLendon, Bartell & Southern! Nationally respected! Presently employed! Let's talk! Reply to Radio & Records, 1930 Century Park West, #262, Los Angeles, CA 90067.

MIKE McKAY, 3 years CHR experience, looking for Midwest or West medium market. Call (612) 459-5323. (9-11)

CC McCartney formerly of 8100-KFMB/San Diego, KTLK and 96KX/Denver, KUPD/Phoenix, and KLIF/Dallas seeking programming position. Call (303) 364-4917. (9-11)

## Positions Sought

WBT, WHAM, WNDE. Pop personality, professional and gentleman. T&R - TOM McMURRAY, (319) 372-8169. (9-11)

7 year pro with PD, MD and sports experience. At home in any production room. Seeks medium market Country gig immediately. Call BART, (601) 862-5089. (9-11)

Experienced announcer looking to re-enter career minded. Available immediately. Call JJ, (415) 798-8364. (9-11)

Worked with the nation's best programmers, now ready to become one. FRANK HANEL of KJRB and 96KS/Pittsburgh. Experienced MD, natural delivery. (412) 373-3994. (9-11)

CAROLYN LAZANO, Superstar trained, 4 years San Jose market. Currently at recently automated KLIV. Need to stay in San Francisco Bay area. (408) 293-8030. (9-11)

DAVE SHAKES seeks production, airshift challenge. KEED, KSNF-KASH, KFRC intern. Automation experience. Guts and brains. Collect (503) 345-4397. (9-11)

LEE ROBERTS looking to break loose for winning AOR or Superstars station. Helped push 96 Rock/Tucson to #1, let me help you. (918) 834-5184, anytime. (9-11)

Top 50 market PD's. Do yourself and me a favor. Call me first. 10 years medium and major markets. BILL BROPHY, (216) 823-4624. Real personality plus. (9-11)

## Positions Sought

"Bubbly" enthusiastic female jock, 2 years experience, seeks air shift at A/C or CHR. West Coast preferred. SYLVIA, (209) 582-0361. (9-11)

Announcer, 15 years experience, 1st ticket. Have worked C&W and other formats. Prefer Florida or another state in Southeast. Georgia or Alabama. BILL SMITHSON, (306) 448-1260. (9-11)

CHRIS BARRY seeking air personality/MD position. Formerly Public Affairs Director, radio and TV host, MD. Call (804) 239-6781 or write 711 Mill Stream Lane, Lynchburg, VA 24502. (9-11)

News: 2 years experience, college degree, excellent references, conversational, understandable writing, will relocate. JEFF HERTRICK, 6 Terrace Dr., Pittsburgh, PA 15205. (412) 921-6872. (9-11)

Major market experience looking for work in Michigan only. Programming and jock work, great combo for mid market. From 9am to 9pm, (313) 368-2615. (9-11)

Two man powerhouse morning team looking for work. Medium or major. Humorous, with a touch of class. (616) 454-5960. (9-11)

Major market air talent available. JEFF YOUNG, KFI, WDRO, KRIZ. All shifts considered. West Coast. No revolving doors. Family to support. (805) 258-3673. (9-11)

Female DJ, 2 years on-air experience. Recently with KSFN/Sacramento, seeks West Coast on-air or voice work. Call JUDY, (916) 927-2548. (9-11)

## Positions Sought

### R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

#### Frequency Rates \*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

\* Must run consecutive weeks.

#### Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

# Marketplace

**FREE ISSUE OF Galaxy**

Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on ALL AIRSHIFT READY! station letterhead: Box 20093R, Long Beach, CA 90801 (213) 595-9588

**Promotions that WORK!**

**NOW 50% MORE INFORMATION!**

- ★ Monthly newsletter filled with the latest broadcast promotion and contest ideas
- ★ Up-to-date listing of new sources of prizes and promotional items
- ★ Regular tips on planning ahead for seasonal promotions

PROMOTIONS THAT WORK gives you an important edge bringing dozens of exciting new promotion ideas to your mailbox each month. SEE FOR YOURSELF! Write (on station letterhead, please) or call with no obligation ... for a free current issue of PROMOTIONS THAT WORK!

**Promotions That Work!**  
625 EAST TERRACE • FRESNO CA 93704 • 209 226-5400

**CHUCK BUELL'S SUPER GOLD**

A weekly three-hour program of America's favorite past hits. "Listeners of all ages love it. Fits contemporary radio to a T!" Steve Keeney, GM, KIMN/Denver, Co. For rate availability in your market call (303) 756-9091

**TIMBERLINE PRODUCTIONS**  
Box 9541 So. Station, Denver, CO 80209

**Contemporary COMEDY**

Hundreds renewed again! **Free sample!** Write on station letterhead to: Contemporary Comedy, 5804-D Twining, Dallas, TX 75227

**THE PROGRAMMING EVENT OF 1981!**

**OPUS 87** Top 100 Special of the Year **FREE DEMO**

Toby Arnold & Associates  
4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335

**MORE RADIO JOBS!**

By missing us you probably missed over 3,000 additional job openings last year, up to 200 weekly. Disc Jockeys, News, Engineers, Programming and Sales. This national computer list is \$6.00 for one week.

**SPECIAL!** Receive 5 consecutive weeks for only \$12.95 ... you save **\$17.00!!**

**American Radio Job Market**  
6215 Don Gaspar, Las Vegas, NV 89103

**"LAUGH-O-GRAM!"**

Funniest, timeliest humor service ever!  
**Free Sample ...**

**LAUGH-O-GRAM**, 105-8 Cooper Lake Road  
Bastrop, Louisiana 71220

**Hunting for a promotion?**

**WITL**  
BEST IN THE COUNTRY

Belt buckle promotions and premiums are proven performers. Your logo or custom design has the look and feel of quality when it is cast in metal. And customer castings for belt buckles, plaques or money clips make great awards, gifts, premiums and promotions. Contact our custom department for your full color catalog of premium ideas.

**IMC INDIANA METAL CRAFT**  
P.O. BOX 1207  
BLOOMINGTON IN 47402  
812-336-2362

**R&R MARKETPLACE ADVERTISING**

Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

1 Time	Per Insertion	\$30.00
13 Insertions		\$25.00
26 Insertions		\$20.00

**Volume Rates Available**

Additional \$10.00 per week charge for Blind Box ads. Will include logo or other line art on ads of two inches or more. If camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

Submit to **Marketplace**  
**RADIO & RECORDS** 1930 Century Park West  
Los Angeles, Calif. 90067 (213) 553-4330

**SMALL MARKET JOCKS**

Learn your basic radio at home, practice on your show, then move to a bigger market. For more information write:

**BASIC RADIO**  
5900 Kinkead, Suite 471 - Fort Smith, Arkansas 72901

**lola's lunch**

The most talked about **Comedy Service** in the industry. Complimentary snack: **"LOLA'S LUNCH"** Call (313) 434-6142 Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

**KRAZY KOMMERCIALS**

FUNNY HOROSCOPES, KRAZY KOMMERCIALS, SILLY SOAP OPERAS, RIDICULOUS TV REVIEWS AND MORE - 25 PAGES DELIVERED TO YOUR MOUTH EVERY MONTH. FOR FREEBEE WRITE:

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# THE BACK PAGE

## BREAKERS

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

### RICK SPRINGFIELD

#### I've Done Everything For You (RCA)

82% of our reporters on it. National Summary: Up 49, Debuts 21, Same 34, Down 0, Adds 24 including CKGM, 94Q, WFBR, KTSA, WJDX, WAAY, WGBF, KKXX, KYNO-FM, KZZP, KRQ, 13FEA, WFOX, WSPT, KATI. See Parallels, charts at number 29.

### BILLY JOEL

#### Say Goodbye To Hollywood (Columbia)

59% of our reporters on it. National Summary: Up 8, Debuts 21, Same 31, Down 0, Adds 62 including Q102, KEZR, KJR, Q103, WTRY, K104, B97, WBBQ, KIOA, WMEE, KIDD, FM103, 14WK, KILE, KFYZ. See Parallels, charts at number 30.

## NEW & ACTIVE

Recent releases reported by at least 50 of our CHR stations are listed in order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" indicate how many stations moved the record up on their charts, the number of new chart debuts, how many stations held it the same (on to on, add to on, 31-31), moved it down on their charts or added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels.  indicates one of this week's "most added" new songs.

### QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 117/12.

Moves: Up 59, Debuts 13, Same 33, Down 0, Adds 12, WKBW, WROR, CKGM, KFMK, WLWL-FM, WMEE, WOW, WDJX, WLAM, WHEB, WHHY-FM, KFRY, Q105 14-10, WFBR 23-14, KYNO-FM 30-24.

### AL JARREAU "We're In This Love Together" (WB) 114/24

Moves: Up 50, Debuts 19, Same 21, Down 0, Adds 24 including JB105, KS95-FM, KRLA, KOPA, 92FLY, WBLI, WFMF, KX104, WSKZ, KSTT, WMEE, WGUY, WISE, KKRC, KDZA.

### FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 114/11.

Moves: Up 52, Debuts 19, Same 32, Down 0, Adds 11, CFTR, CKGM, KRLY, 14Q, KINT, WMEE, KRQ, WACZ, WHEB, WKXY, KQIZ-FM, 94Q 30-26, KJR 16-12, WERC 15-11, WISM 19-13.

### ALABAMA "Feels So Right" (RCA) 94/0

Moves: Up 39, Debuts 3, Same 30, Down 22, Adds 0, F105 10-10, Z93 5-2, 94Q 3-3, FM100 5-5, WOKI 10-7, KRAV 10-10, KIOY 4-4, WTSN 5-3, WSGA 9-8, KYYZ 27-20.

### ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 88/0.

Moves: Up 44, Debuts 5, Same 39, Down 0, Adds 0, 96KX 21-18, Q107 20-18, Z93 21-18, KFI on, WPST 21-19, WKEE 24-18, FM100 9-9, WOKI 20-18, Z104 16-14, K96 24-22, WJBQ 2-2, WISE 27-24, KQIZ-FM 20-17, KKRC 23-19, KATI 28-26.

### SILVER CONDOR "You Could Take My Heart Away" (Columbia) 84/2.

Moves: Up 36, Debuts 6, Same 35, Down 5, Adds 2, K104, WDJX, Q107 21-19, KRBE 4-4, KYYX 22-19, Q103 on, WPST 19-17, KEGL 6-4, WSGN 6-6, KJ100 22-20, KSTT 25-23, KLUC 13-11, WISE 23-20, WFLB 9-6, KENI 36-31.

### DEBBIE HARRY "Backfired" (Chrysalis) 75/1

Moves: Up 41, Debuts 1, Same 28, Down 4, Adds 1, WJDX, KRLA on, KIQQ 26-24, KFRC 22-20, WKEE 21-16, KINT 9-8, BJ105 29-25, WMAK-FM 27-23, WNAP 26-24, KNBQ 26-17, WCIR 9-3, KDVV 31-26, KATI 14-11.

### DEVO "Working In The Coal Mine" (Full Moon/Asylum) 71/15.

Moves: Up 19, Debuts 12, Same 25, Down 0, Adds 15, KBEQ, KPLZ, Q103, WHFM, KSET-FM, KBFM, WFMF, KX104, KEYN-FM, KRQ, 95XIL, WCGQ, WKXY, KQIZ-FM, KSLY.

### ATLANTA RHYTHM SECTION "Alien" (Columbia) 68/13

Moves: Up 15, Debuts 15, Same 25, Down 0, Adds 13, WKBW, WGCL, WZUU, KFI, KFMK, WFMF, KQ94, G100, Y103, WNOX, KZ93, WNAM, KZZP, Z93 26-23, WKEE 38-30.

### DIESEL "Sausalito Summer Nights" (Regency) 62/29

Moves: Up 7, Debuts 7, Same 19, Down 0, Adds 29 including WBEN-FM, WCAO, CKGM, Z93, Q105, WICC, WKEE, WAAY, WAKY, KJ100, Z104, KKXX, KLUC, WRKR, KENI.

### AFTERNOON DELIGHTS "General Hospitale" (MCA) 59/1

Moves: Up 23, Debuts 1, Same 25, Down 9, Adds 1, KEARTH, WXXS-FM 8-8, PRO-FM 3-3, WCKX 8-8, KRLA 22-16, KFRC 15-10, WTRY 2-2, WTIC-FM 23-16, KINT 14-10, Y103 23-20, Z104 21-16, WGUY 6-45, WIGY 16-13, WFLB 15-8, KDZA 13-10.

### MARTY BALIN "Atlanta Lady (Something About Your Love)" (EMI America) 58/36.

Moves: Up 3, Debuts 5, Same 12, Down 0, Adds 36 including WIFI, 96KX, WCAO, Z93, KIQQ, KFRC, KYYX, Q103, KOPA, WHFM, KLAZ, KYSN, KWLO.

### RICK JAMES "Super Freak" (Gordy) 55/4

Moves: Up 24, Debuts 7, Same 17, Down 3, Adds 4, Q106, WTIK, Y103, KCPX, WBEN-FM 8-7, WIFI 17-13, KRLY 4-2, Z93 30-25, WCKX 5-5, KIIS-FM 2-2, 13K 2-2, KSET-FM 1-1, B97 1-1, KX104 1-1, FM102 12-6.

## Radio & Records

# NATIONAL AIRPLAY/30

September 11, 1981

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
1	1	1	1	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
2	2	2	2	JOURNEY/Who's Crying Now (Columbia)
8	4	3	3	S. NICKS w/T. PETTY.../Stop Draggin'... (Modern/Atco)
13	8	5	4	EDDIE RABBITT/Step By Step (Elektra)
24	17	9	5	CHRISTOPHER CROSS/Arthur's Theme (Best That...) (WB)
17	13	8	6	SHEENA EASTON/For Your Eyes Only (Liberty)
12	9	6	7	ELECTRIC LIGHT ORCHESTRA/Hold On Tight (Jet)
18	14	10	8	MOODY BLUES/The Voice (Threshold/PolyGram)
4	3	4	9	COMMODORES/Lady (You Bring Me Up) (Motown)
5	5	7	10	PABLO CRUISE/Cool Love (A&M)
9	10	11	11	FOREIGNER/Urgent (Atlantic)
28	22	19	12	ROLLING STONES/Start Me Up (Rolling Stones)
11	11	12	13	GARY WRIGHT/Really Wanna Know You (WB)
6	7	13	14	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
23	21	18	15	LULU/I Could Never Miss You (More Than I Do) (Alfa)
16	15	15	16	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
29	26	22	17	LITTLE RIVER BAND/The Night Owls (Capitol)
3	6	14	18	POINTER SISTERS/Slow Hand (Planet)
27	23	21	19	REO SPEEDWAGON/In Your Letter (Epic)
-	28	24	20	DARYL HALL & JOHN OATES/Private Eyes (RCA)
7	12	16	21	JUICE NEWTON/Queen Of Hearts (Capitol)
-	29	27	22	DAN FOGELBERG/Hard To Say (Full Moon/Epic)
26	25	23	23	KIM CARNES/Draw Of The Cards (EMI America)
-	-	30	24	KENNY ROGERS/Share Your Love With Me (Liberty)
-	30	26	25	BALANCE/Breaking Away (Portrait)
30	27	25	26	ELTON JOHN/Chloe (Geffen)
14	16	17	27	PAT BENATAR/Fire And Ice (Chrysalis)
-	-	→	28	BOB SEGER/Trying To Live My Life Without... (Capitol)
-	-	→	29	RICK SPRINGFIELD/I've Done Everything For You (RCA)
-	-	→	30	BILLY JOEL/Say Goodbye To Hollywood (Columbia)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

### MOST ADDED

BILLY JOEL "Say Goodbye To..." (Columbia)  
 AIR SUPPLY "Here I Am" (Arista)  
 MARTY BALIN "Atlanta Lady..." (EMI America)  
 BOB SEGER "Trying To Live..." (Capitol)  
 DIESEL "Sausalito Summer Nights" (Regency)

Complete Regionalized Listings on Pages 26 and 27.

### HOTTEST

ROSS & RICHIE "Endless Love" (Motown)  
 CHRISTOPHER CROSS "Arthur's Theme..." (WB)  
 JOURNEY "Who's Crying Now" (Columbia)  
 SHEENA EASTON "For Your Eyes Only" (Liberty)  
 S. NICKS w/T. PETTY... "Stop..." (Modern/Atco)

Parallel Listings Begin on Page 28.

### STACY LATTISAW "Love On A Two-Way Street" (Cotillion) 50/2

Moves: Up 8, Debuts 2, Same 15, Down 23, Adds 2, WBBF, WVIC, WZZP on, KIQQ 9-9, KFRC 9-7, KTSA 6-5, KINT 6-6, WAXY 4-4, WSKZ on, KIOA d-28, WNAP 25-22, WHOT 30-28, WIGY on, WKXY on, KDVV 13-11.

## Others Getting Significant Action

### MIKE POST featuring LARRY CARLTON "Theme From 'Hill Street Blues'" (Elektra) 49/14

Moves: Up 14, Debuts 8, Same 13, Down 0, Adds 14, K104, WKEE, KQ94, WAKY, WISM, WGUY, 13FEA, 95XIL, WFOX, WANS-FM, KENI, KDZA, KOOK, KFXD.

### AIR SUPPLY "Here I Am" (Arista) 48/43

Moves: Up 0, Debuts 3, Same 2, Down 0, Adds 43 including WCAO, Z93, 94Q, KJR, KYYX, WFBR, Q106, KFMK, WAAY, WQRK, KIOA, KNBQ, WTSN, WISE, KFXD.

### BURTON CUMMINGS "You Saved My Soul" (Alfa) 48/28

Moves: Up 1, Debuts 4, Same 15, Down 0, Adds 28 including KFI, KIQQ, KOPA, WICC, WKRZ-FM, WHYN, WVLK, KIOA, WNAM, KIOY, WJBQ, WIGY, WCGQ, KKLS, KCBN.

### BLUE OYSTER CULT "Burnin' For You" (Columbia) 46/7

Moves: Up 17, Debuts 4, Same 18, Down 0, Adds 7, WBEN-FM, G100, WBBQ, WSKZ, Z104, WCGQ, KVOL, 96KX 24-20, KRBE 19-15, KBEQ 9-8, KIQQ 38-23, K104 7-4, FM103 7-6, WJBQ 33-28, KRLC 26-21.

### CARL CARLTON "She's A Bad Mama Jama" (20th) 41/9

Moves: Up 16, Debuts 4, Same 12, Down 0, Adds 9, WPGC, Q105, WGCL, KEARTH, KYYX, WTIC-FM, BJ105, KERN, KSLY, WKTU 10-4, KRLY 6-3, KIQQ 13-8, KFRC 20-16, KSET-FM 3-2, WFMF 24-14.

### GO GO'S "Our Lips Are Sealed" (IRS) 40/9

Moves: Up 8, Debuts 7, Same 16, Down 0, Adds 9, WIFI, WICC, WKRZ-FM, WKEE, WBCY, WNAM, K96, WCIR, KDZA, WXXS-FM 7-7, Q105 28-26, KEARTH 4-3, KIIS-FM 6-6, KKXX 10-10, WJBQ 40-25.

### ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 38/7

Moves: Up 5, Debuts 10, Same 16, Down 0, Adds 7, G100, WLAM, WIGY, WCIR, WFOX, WANS-FM, KSLY, WROR d-22, KRLY 18-15, KFI on, WKEE 40-34, KSET-FM 21-18, KQ94 on, WMAK-FM on, 95SGF d-28.

### BILLY SQUIER "In The Dark" (Capitol) 33/13

Moves: Up 6, Debuts 3, Same 11, Down 0, Adds 13, WIFI, WLS, WGCL, WKEE, KHFI, KJRB, KNBQ, WACZ, WISE, WRKR, WTRU, KCBN, KYA, CHUM 19-13, KRBE 30-25, KJ100 21-15.

### FOREIGNER "Waiting For A Girl Like You" (Atlantic) 28/7

Moves: Up 10, Debuts 0, Same 11, Down 0, Adds 7, KZ93, WZOK, WISM, KIOY, KNBQ, WHHY-FM, KILE, Q107 on, KRBE 21-19, B104 on, KEGL on, CK101 39-35, WBCY 30-26, FM102 25-22.

### DENIECE WILLIAMS "Silly" (ARC/Columbia) 28/2

Moves: Up 10, Debuts 1, Same 13, Down 2, Adds 2, WHYN, WRKR, WKTU on, WIFI on, 94Q on, KIQQ 29-22, KSET-FM 15-9, KINT 29-15, KLAZ d-24, WJDX 2-2, WMAK-FM 11-7, WCSC 28-25, KCPX 36-32, WFBG on, WFLB 23-19.

### SQUEEZE "Tempted" (A&M) 27/0

Moves: Up 7, Debuts 0, Same 14, Down 6, Adds 0, Q107 10-10, B104 2-2, K104 29-25, KHFI 26-22, G100 on, WMAK-FM on-dp, WRJZ on, KZ93 16-11, KJRB 16-14, WGUY 29-19, WIGY on, 95XIL 36-29, 95SGF on, WCGQ on, KKLS 16-14.

Continued on Page 30