

Radio & Records

ISSUE NUMBER 408

THE INDUSTRY'S NEWSPAPER

NOVEMBER 13, 1981

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Osborn New WYNY VP/GM

Frank Osborn has been named VP/GM of NBC's WYNY/New York, replacing Al Law, who was promoted to VP/Programming for NBC Radio last week (R&R 11-6). Osborn, who had been NBC Radio's VP/Administration since 1978, told R&R, "I'm really delighted to be given the chance to manage WYNY. The station is in such great shape that it will be quite a challenge to see how far we can continue the upward progress. Al Law has done an outstanding job, and I look forward to his con-

tinued input from his new corporate position."

Bob Sherman, Executive VP of NBC Radio, commented to R&R on Osborn's promotion: "I am delighted to have someone that I could promote from within to continue the great work that Al has begun at WYNY. Frank's extensive financial background and knowledge of the company makes him the perfect candidate."

Osborn, who begins his new duties immediately, will report directly to Sherman.

First Media Transfers Artigue To WEFM VP/GM

Chuck Artigue, VP/GM of First Media's KOPA-AM & FM/Phoenix, will become VP/GM of WEFM/Chicago when First Media formally takes over the station some time in the first quarter. First Media bought the station from General Cinema for \$9.2 million three months ago (R&R 8-7).

Artigue told R&R, "(First Media President) Glen Potter offered me the chance to take on this

new challenge, and all things considered, I've opted to take it. I'm not sure what the format will be. It might continue as a Schulke II operation. I've got to look at the market."

Discussing a replacement at KOPA, Artigue said, "I know of several people being examined for the position, but no one has been selected as yet. I don't plan on being in Chicago on a permanent basis until after the first of the year."

EXITES WWRL TO HOST "NIGHT TALK"

Law Joins National Black Network

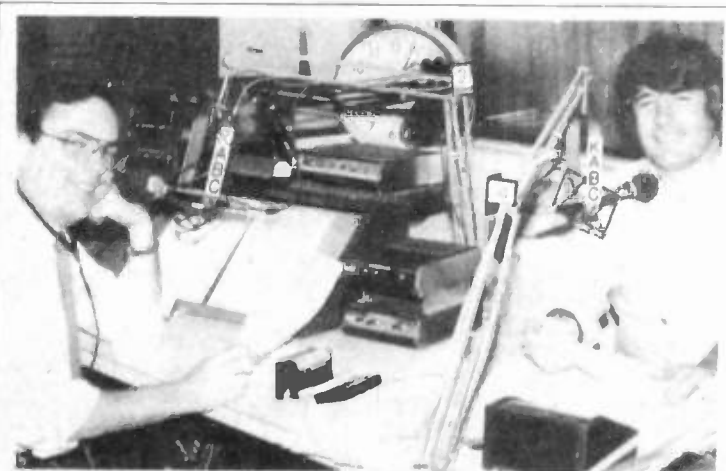
WWRL/New York Program Director Bob Law has announced his resignation from the station in order to join the National Black Network as the host of its previously announced national live talk show, "Night Talk." Law explained the concept of the show to R&R, "This will be the first coast-to-coast black talk show. That gives it some particular significance for me in that it is the first, and I like to be part of that. It will really be the first national forum where black people can exchange ideas on important topics. With this show we have the potential to tie the black communities together through an effective communications network. This will allow us to be in touch with each other on a daily basis, instantaneously once 'Night Talk' is on the air."

The show is scheduled to debut November 16 in 24 cities, and Law indicated that one of his early guests will be Rev. Jesse Jackson. Law said, "Networks have traditionally been systems that allow information to flow one way. You do what ever you're doing on your network and send it down the line. But what is significant about 'Night Talk' is that it is a two-way flow of information, and that is something that we need to have in the national black community."

No immediate replacement has been named for him at WWRL, but Law indicated he would remain with the station through the end of the month.



Bob Law



OKAY, WHERE ARE ALL THE RECORDS?

WABC/New York's Ross & Wilson flew into Los Angeles last Friday (11-6) to pay off a World Series bet they had lost to KABC's morning team of Ken & Bob. Giving up their CHR format in favor of KABC's News/Talk morning menu, Ross Brittain (left) and Brian Wilson (right) put their own special "pace" on the KABC format and probably left thousands of Ken & Bob's regular listeners wondering just what was happening. Ken & Bob likened Ross & Wilson's effort to that of Yankee Dave Winfield in the series — "No hits."

EDSON, CATALDO IN NEW STRUCTURE

Polygram Sets Kiernan As Sr. VP/Marketing & Sales



Jack Kiernan

Bob Edson

Bill Cataldo

Just two weeks after the appointment of Guenter Hensler as President of Polygram Records, the company has restructured its organization, with Jack Kiernan promoted to Sr. VP/Marketing & Sales. He had been VP/Sales at Polygram Distribution. In addition, former RSO Sr. VP/GM Bob Edson was named VP/Promotion and former VP/Pop Promotion Bill Cataldo, who left to do independent promotion, returns to Polygram as National Promotion Director.

Hensler commented, "Jack Kiernan and Bob Edson should take Polygram a long way in our drive to reach the top. They both exhibit the depth of knowledge, experience, creativity, and personal appeal so necessary to succeed in these complex times for our industry. And they represent the best the industry has to offer in their respective fields. We're delighted to have them." He concluded, "Our team is now in place, and considering the excitement one can feel here already, there's no question that Polygram is moving in the right direction."

Kiernan joined Polygram in

1978, previously working in sales and marketing at Decca, Kapp, Project 3, and RCA Records, where he was VP/Sales and later Division VP/Marketing. Edson was with RSO since the mid-70's, heading its East Coast operations as VP before becoming Sr. VP/GM. Before joining RSO he served

POLYGRAM/See Page 20

Pringle Named Operations Mgr. At WWWE



Norm "Oogie" Pringle

Norm "Oogie" Pringle has been named Operations Manager at WWWE/Cleveland after spending a year as Program Director at Country-formatted WDGY/Minneapolis. Pringle commented to R&R, "This feels great. I had talked with Tom Wilson, who had just become (WWWE's) President/General Manager, and told him I would be interested in moving to this area. My brother lives here and my family is close by. The station made me a super offer and when we all got together, it all seemed to click regarding philosophies and the direction the station should take."

Format Change Coming?

Addressing the rumors that WWWE might be changing formats from A/C to Country, Pringle told R&R, "There is a possibility that we may switch formats to Country. We're working with a research firm right now, but they have not finished their analysis of the station yet. Gannett (WWWE's owner) has invested a serious

PRINGLE/See Page 20

Sheena Easton

"You Could Have Been With Me"



From the Album **"You Could Have Been With Me"**

As shown on The Tonight Show 10/30

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with Kal Rudman

Produced by Christopher Neil.



Former News Director Purchases WCIN

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McDowell began his broadcasting career at WCIN in 1964, serving as News Director and Director of Minority Affairs. For the past eight years he has been an account executive at WLWT-TV/Cincinnati.

"This is an opportunity of a lifetime for me and I'm grateful to become a broadcast entrepreneur thanks to Ragan Henry," McDowell commented. McDowell told R&R he plans to shift WCIN away from its crossover targeting to a more strictly Black sound, with a goal of becoming "more than just a radio station, but a center for the minority community of Cincinnati."

Henry's BENI will maintain its presence in the Cincinnati market with WBLZ-FM/Hamilton, whose Urban Contemporary format is currently simulcast on WCIN.

BENI Radio Division President Chuck Schwartz told R&R this was an "opportune" time for the transaction for all parties involved, and he confirmed that BENI is still negotiating with General Cinema in hopes of purchasing WFI/Philadelphia.

SUPERVISES STATION WITH SALES MANAGER HILL

Simpson Upped To KSCS Operations Manager

R.T. Simpson has been promoted to Operations Manager at KSCS/Dallas-Ft. Worth, moving up from the PD position. As part of his new responsibilities, Simpson will share the duties of running the station along with Sales Manager Gary Hill, taking over the functions formerly carried out by Vern Ore, who was transferred by Capital Cities to the GM position at KZLA/Los Angeles. The company has not decided if the new structure, announced by WBAP & KSCS VP/GM Warren Potash, will be permanent.



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Simpson told R&R, "I hope I get lucky again. I went into the boss's office and asked him to comment on whether there'd be life after Vern Ore, and he said, 'By the way, I've been meaning to talk to you about that.' We're a very interesting company in that it's not run like most large companies. Everybody does his own thing, but the company makes money." Simpson concluded by joking, "Vern always said he couldn't be replaced!"

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PD Pat Evans told R&R, "Actually, this is the culmination of a campaign that began July 1, when new billboards went up all over town declaring us the 'Bay Area's Best Rock.' It's been a long evolution. When I got here the station was playing 'Sukiyaki,' KSFX/See Page 20

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George Dublnetz, GM at the Plough outlets, told R&R, "We both agreed there were differences in thinking: psychological, physiological, every kind is what made the difference. There were no hard feelings and no bitterness. We have not named a replacement yet."

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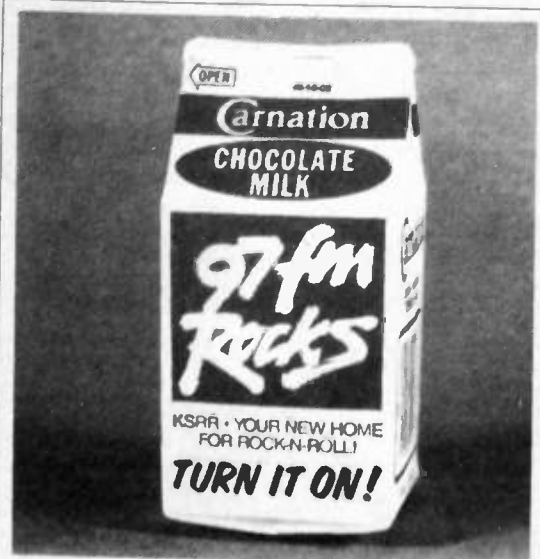
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"Issuing a warrant for an employer's arrest is a last resort," said Dick Ficks, spokesman for the Connecticut Department of Labor. But the step became necessary when Rasmussen failed to show up for two scheduled hearings on complaints that he owed ex-Enterprise employees back wages, sick time, vacation pay and overtime, according to Ficks.

In all, 79 employees filed wage claims totalling over \$250,000. Rasmussen faces 30 days in jail and a \$1000 fine on each count, bringing his maximum possible sentence to six-and-a-half years in jail, with a \$79,000 fine.

Labor Department officials in Connecticut were reportedly upset that Rasmussen, in addition to skipping their hearings, failed to communicate in any way on the charges, either directly or through an attorney, and made no effort to explain his absence.

After less than a year in operation, Rasmussen's sports satellite network folded on September 24 and dismissed its staff due to lack of financing.



KSRR Milks Carton Promotion

KSRR/Houston is making an impression — actually 9 million of them a month — in town by printing its logo and featured monthly promotion on Carnation milk cartons distributed to schools, supermarkets, and convenience stores. Currently the station offers a mail-in coupon for the "97FM Star Card," which provides discounts on various items of merchandise. Next up is a \$1 coupon good for a discount on "97FM Rocks" T-shirts. No word on whether the milk promotion can be selectively targeted for Arbitron dairy keepers, though. (For another example of milk carton promotions, see Page 46.)

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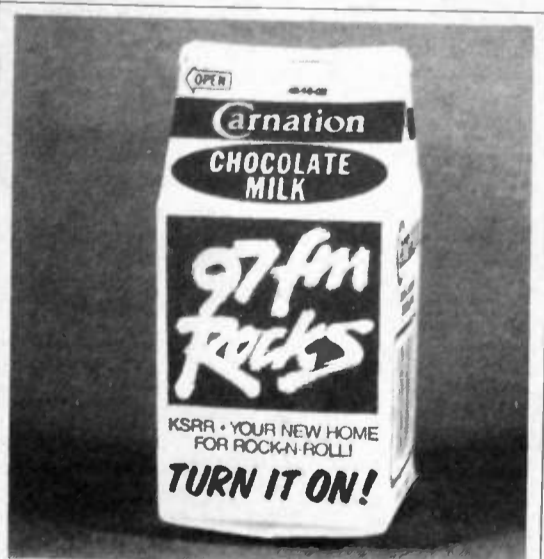
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Washington Report

FCC Zaps Radio Announcers With Fines For Power Violations

Two announcers at KNEM/Nevada, MO learned the hard way that it's the responsibility of the person operating a radio station to make sure authorized power is maintained within the 90-105% range permitted by the Commission. Steven Powell and Jim Rogers were fined \$100 each for logging meter readings that showed excessive power, but taking no corrective action. The two are among the first commercial operators in the country to be fined under authority the FCC was given several years ago by Congress, but which it has just started using this year. Abolition of the Third and First Class licenses has placed greater responsibility on station licensees for proper operation.

Since the FCC found that KNEM had taken adequate steps to train its operators, Powell and Rogers were held personally responsible for their violations.

Radio May Profit From Bank Scramble For New IRA Dollars

Radio may soon get another big chunk of extra advertising from the banking community, as a January 1 change in the tax law makes Individual Retirement Accounts (IRA's) extremely lucrative for both banks and consumers. Calling the revamped IRA's the "single best tax dodge for the average American," an aide to a House Banking Committee member predicted to R&R that competition among banks for new IRA customers will dwarf the recent ad war over All Savers Certificates that gave many radio stations a modest boost in bank dollars (R&R 10-23). Banks like IRA's because they represent stable, longterm savings. Consumers can put away up to \$2000 a year for retirement, earn handsome interest rates, and have the entire amount exempted from taxes until retirement, when their nonworking status will put them in far lower tax brackets.

Solicitation Begins For Public Radio Ad Experiment

Letters will go in the mail next week to 250 public radio stations inviting them to take part in the advertising experiment being conducted by Commissioner Jim Quello's Temporary Commission on Alternative Financing for Public Broadcasting. Although 25 to 30 stations had initially expressed interest, most have reportedly had second thoughts. However, interest is expected to pick up again now that the Commission has decided to give participants a great deal of leeway, instead of imposing strict rules and guidelines. Recently, both NAB and NRBA have opposed the experiment.

FCC Approves Rocket Radio Distress Sale

In a decision that saves Rocket Radio from losing its entire investment in WXKO/Fort Valley, GA, the FCC has agreed to allow a distress sale of the station to black-owned Valmedia for \$315,000. The case is unique because no improper conduct at WXKO was ever alleged. Instead, Rocket owner Paul Reehling was ruled unfit to be a licensee because of tactics he used to discredit and obstruct a competitor for a new FM. An FCC law judge ruled that Reehling, who was mayor of Fort Valley, submitted a false affidavit, improperly influenced the city building inspector to obstruct his opponent's plans, and used police officers to investigate his

Milestone EEO Case Upheld By U.S. Court Of Appeals

The FCC's handling of an important radio station EEO case has been affirmed by a federal appeals court, which upheld the one-year short term renewals handed in 1979 to the Rust Group's WHAM & WHFM-FM/Rochester, NY for poor EEO performance. The action was appealed by community groups who wanted the stations' renewals denied. It was a significant case because, for the first time, the Commission said a station could not escape punishment for a poor EEO record throughout its license term by showing improvement after its renewal had been designated for hearing on EEO questions.

FCC Edges Hesitantly Towards Lottery

Congress has ordered the FCC to devise an optional lottery scheme for awarding new facilities within the next few months, but as they voted out a Notice of Inquiry (NOI) on the matter last week, the Commissioners seemed cool to the whole idea. They're asking for comments on various aspects of a lottery, and decided tentatively to give a preference to blacks, Hispanics, women, American Indians, Alaska natives, Asians and Pacific Islanders, labor unions and community groups.

Commissioner Mimi Dawson advocated lotteries only as a "last resort" and stressed that applicants must be screened carefully before they're allowed to participate. Commissioner Joe Fogarty, citing what he called the old FCC adage that "new solutions create new problems," predicted that "the Commission may discover that traditional comparative proceedings are not quite as difficult as once imagined."

Postcard Renewal Form Gets First Workout

The new five-question postcard renewal form (303-S) will go in the mail to stations for the first time this week or next. The first radio stations receiving it in their renewal packets will be those in Arkansas, Louisiana, and Mississippi whose licenses expire in June 1982, and who must file by February. Although the FCC approved the short form in March, it's taken this long for the Office of Management and Budget (OMB) to give its okay. In the interim, stations have been using the old long form (303-R) with certain sections crossed off.



"We'll examine AM stereo by the end of the year."

— Mark Fowler, August 14, 1981

APPEAL STILL PENDING

Cincinnati Radio Host Wins Round On Obscenity Charge

WAIF/Cincinnati radio host John Zeh has won the latest skirmish in a local prosecutor's bid to bring him to trial on charges of disseminating material harmful to minors during a radio broadcast (R&R 2-27).

The trouble for Zeh began when he discussed sexual lubricants during his program, "Gaydreams," aimed at Cincinnati's gay community. Allegedly, four children inadvertently tuned in, prompting legal action against Zeh by Hamilton County Prosecutor Simon Leis, who rose to national prominence in the 1970's by prosecuting Hustler publisher Larry Flynt on obscenity charges.

Last summer a judge ruled that Zeh could be indicted only once for the broadcast, and not one time for each person listening. Then the judge threw out the charges, claiming that while the show was "filthy," a radio

broadcast did not fit the state law's requirement that a "specific presentation" be made to juveniles to warrant prosecution.

Last week a local appeals court upheld the ruling that only a single charge was in order. The prosecutor's appeal of the dismissal of the charges is still pending.

Varied Reaction

Zeh's attorney, Allen Brown, believes the case has attracted less attention than it should have in the broadcast community because many people have been "scared off by the gay angle." Moreover, he thinks the prosecutor's true motive was to intimidate the operators of Cincinnati's new cable system with a warning that sexually explicit programming might land them in court.

NAB First Amendment attorney Steve Nevas believes the prosecution of Zeh by local authorities under a state law was unwarranted. He says that by passing a specific federal broadcast obscenity and indecency law, Congress clearly intended to prohibit local authorities from taking action against broadcasters.

If the appeals court reinstates the charges and Zeh is convicted, Nevas said the NAB would consider joining a federal court appeal aimed at establishing once and for all that the federal obscenity law "preempts" local prosecutions.

FCC attorney Jeff Malickson, legal assistant to Broadcast Bureau Chief Dick Shiben, downplayed the importance on the Zeh case because the charges were thrown out and because only an Ohio statute is in question.

Malickson notes that the FCC, which almost never becomes involved in obscenity complaints, has asked Congress to authorize Commission involvement only after a federal prosecutor has obtained a conviction of a broadcaster under the federal statute.



NEW YORK LOBBIES IN HALLS OF CONGRESS — Members of the New York State Broadcasters Association travelled to Washington to lobby the state's Congressional delegation on issues including performance royalties (opposed by the NYSBA) and further broadcast deregulation (which it favors). The NYSBA group is pictured with New York Sen. Alphonse D'Amato (center).

A CONSULTING FIRST!

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For years, too many Program Consultants have adopted the irresponsible attitude of "take the money and run". Unfortunately, this has closed many Owners' and Managers' minds to ever even **considering** the fresh logic and objective input a good Consultant can provide.

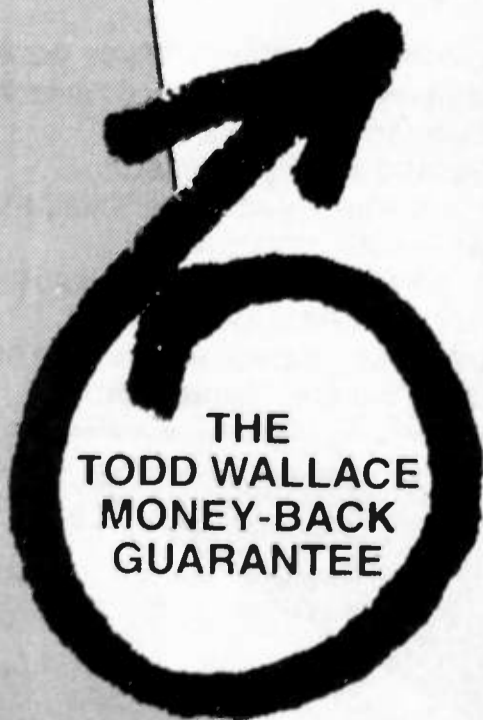
At Todd Wallace Associates, we think Programming is **TOO IMPORTANT A BUSINESS DECISION** for you not to have the same performance protection safeguards that you expect and demand in every other business dealing.

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First, we'll sit down together and determine a realistic rating improvement goal for your station. Then, we'll provide you with the logistical know-how, the proven systems, the computer capability, and the artistic flair to **ACHIEVE THAT OBJECTIVE**. If, for any reason, your rating goal is not reached, we'll refund a percentage of our fees.

In living up to our reputation of **IMMEDIATE IMPACT** and **WINNING WITH INTEGRITY**, Todd Wallace Associates wants to **GUARANTEE** that you receive **VALUE FOR MONEY**.

You've got my name on it!



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Nat'l Organization Of Women In Music To Hold November Meeting

The **National Organization Of Women In Music** will hold its monthly meeting on November 17 at the Museum Of Rock Art, 9427 Sunset Blvd., Hollywood, CA. The meeting begins at 7:30pm and will examine the A&R executive's role in a record company. The guest speakers will be **Geffen Records' Carol Childs** and **Warner Bros.' Michael Ostlin**. There is a \$3 charge for non-members.

Fixed-Record Digital Disc Player Demonstrated

A prototype of a fixed-record, digital audio player was recently demonstrated by the Salt Lake City-based **Digital Recording Corporation (DRC)**. The unit uses a low-power laser beam to scan a stationary filmlike "record." This laser beam, as modulated according to the digital code of the record, is then converted into electronic impulses and, finally, into an audio signal, which the company claims is far superior to any existing analog sound system.

DRC contends that using a fixed-record instead of the conventional spinning disc found in similar digital systems has allowed the firm to develop a sealed, tamper-proof scanning mechanism. DRC notes that, pending adequate financing or joint development arrangements, it plans to have the fixed-record, digital audio player available to the U.S. home market at prices competitive with traditional record players by 1983.

First Rural Test Of Fiber Optics Underway

On October 23, residents of the farming communities of Elie and St. Eustache, Manitoba (about 50 kilometers west of Winnipeg) became part of the world's first project testing the ability of fiber optics technology to deliver a full range of communications services in a rural environment.

The \$9.6 million field trial brings stereo FM radio, single-party digital telephone, cable TV, and Telidon services to 150 households via hair-thin strands of glass, which are used in place of conventional copper cables. Electronic signals are borne along the glass fibers in the form of pulses of light. Sophisticated electronic equipment converts the usual electric signals into light pulses on one end, and back to electric signals at the other end.

The project is the joint effort of the

Manitoba Telephone System, Telesat Canada, Infomart, Northern Telecom Canada Ltd., and the Canadian government. The test was launched in a rural area in hope of providing a future means of bringing multiple communications services to Canada's sparsely populated areas.

The Ultimate Mobile Home

Make your home on land, sea, or air with the "go-anywhere" mobile home recently patented by **Presley Barge**. According to the *New York Times*, the St. Louis resident has developed an unusual structure that's said to be self-propelled, with helicopter blades above to move it through the air and pontoons below to make its way across the water.



GROWING FASTER THAN METROS

America's Black Suburban Population Increasing

One out of every five black Americans now lives in the suburbs. According to data gleaned from the 1980 **U.S. Census**, the 1970's marked the first time that America's black population grew faster in the suburbs than in the central cities.

These figures show that, during the 70's, blacks joined the "white flight" from the cities to the suburbs that had its beginnings shortly after World War II. However, inner-city black populations are not declining. All but four major metros (Philadelphia, Cleveland, St. Louis, and Washington, DC) had more blacks living in their central cores in the 1970's than in the previous decade.

DC's Suburbs Now 16 Percent Black

Washington, DC saw the largest increase (8.7 percent) in its black suburban population, which now stands at over 220,000 or 16.6 percent of the total suburban population. Atlanta also registered an eight percent increase, with its black suburban population now topping 120,000 (14.2 percent of its total suburban population).

Additional significant increases were posted by Cleveland (up 3.7 percent to 7.1 percent of the total), Los Angeles (up 3.4 percent to 9.6 percent), and St. Louis (up 3.2 percent to 10.9 percent). New Orleans is the only other major metro with a black suburban population greater than 10 percent of the total — 12.6 percent.

12 Major Metros Affected

Although the black suburban populations of Houston and Dallas decreased 2.6 percent and .5 percent, respectively, the number of blacks living in these two metros' suburbs increased. New York City was the only major

metro to register a decrease in the actual number of blacks living in its suburbs.

Along with Washington, DC and Atlanta, cities with a black suburban population greater than 100,000 are Los Angeles (157,000) and Chicago (102,000). Rounding out the list of the 12 major metros which saw significant increases in their black suburban population were Detroit (up .9

percent), Philadelphia (up 1.5 percent), and Baltimore (up 2.1 percent).

Interestingly, this black suburban population flow dovetails with another current black migratory trend — the increased number of blacks moving from the North to the South. This latter number is said to now equal the number of blacks moving from the South to the North.

A&D Intros "Transdynamic" Tri-Band Processor



Audio & Design Recording Inc. recently unveiled its "Transdynamic" processor, developed for use in broadcasting, recording, disc-cutting or sound reinforcement. The "Transdynamic" functions by splitting the audio signal into three components: high, middle, and low frequencies. The unit then feeds these signals into three external signal processors (preferably ADR's own compressor/limiters).

These three processed sections are then returned to the "Transdynamic," and recombined, pass through a final broad-band limiter and an optional clipper. This tri-band processing simultaneously ensures that not only are there no apparent modulation effects but that there's also a substantial increase in the average level of the full bandwidth signal.

For further information, contact Audio & Design Recording Inc. at (206) 275-5009.

5
YEARS AGO
TODAY

Radio & Records

- ★ NBC DROPS NIS — News & Information Service network to be phased out after attracting insufficient number of stations.
- ★ FCC COMMISSIONER BENJAMIN HOOKS RESIGNS — Takes NAACP Exec. Director post.
- ★ WMAQ/CHICAGO PD BOB PITTMAN ADDS FM PROGRAMMING DUTIES — Fred Winston joins station for afternoons.
- ★ WDFH/CHICAGO BECOMES WMET.
- ★ NUMBER ONE FIVE YEARS AGO: "Tonight's The Night" — Rod Stewart (WB)
- ★ NUMBER ONE COUNTRY: "Somebody Somewhere" — Loretta Lynn (MCA)
- ★ NUMBER ONE LP: "Songs In The Key Of Life" — Stevie Wonder (Tamla/Motown)

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See Page 5 for complete details about a **CONSULTING FIRST!**

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LOS ANGELES

NEW YORK



Detroit

The Beach Boys



“Come Go With Me”



Come Go With These Stations

KFI add
3WT 40-36
WICC deb 29
WTIX deb 40
KLAZ
WSGN deb 34
KHYT

WDOQ
WMAK-FM add
WSEZ



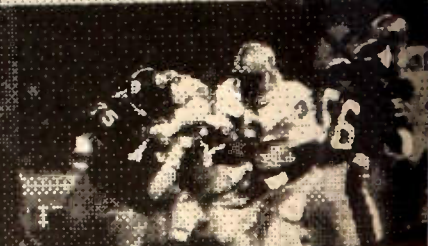
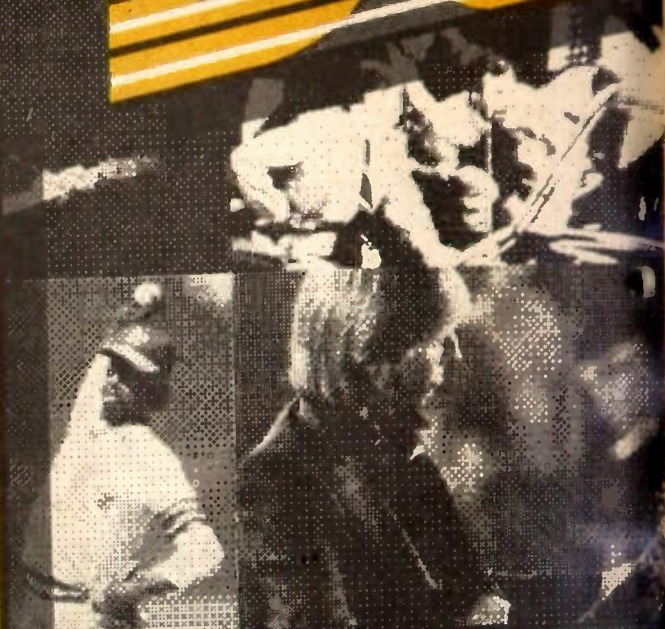
Caribou Records

WCSC
WFOX
WGLF
KSLY
KFYR
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INTRO

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AS ONLY ABC CAN.**

Now network rock radio comes of age. Here are the features, the news, the personalities to set your rock station apart from the rest... to give your station a lock on the young adult market.



ABC

ROCK

ABC



ABC builds your audience with a special kind of news and sports tailored to the young adult audience. Young, sometimes irreverent but always relevant. And they're from **ABC News and Sports**—the biggest, the quickest, the best. □ Then there's the "Steve Dahl Supper Klub" ... hours of weekly zaniness from radio's most charismatic comic personality... Steve will keep your audience coming back week after week. □ There'll also be features such as "Rock & Roll Legends," "Rock Notes" and a lifestyle feature, "Lifelines," plus music, movie and TV news features, and more. □ Most important of all, **Rock Radio Network** is your direct and exclusive line to AOR's biggest and best music program features. We've got the most listened-to program in rock history, "The King Biscuit Flower Hour," featuring its biggest star line-up ever. And we keep pouring it on with the hottest groups in concert on "Supergroups." Looking ahead, we'll also be bringing your station exciting simulcasts and **Satellite Concerts**, live from around-the-world. □ Every field has a leader. In radio it's **ABC Network Radio**. ABC has the know-how, the track record, and the commitment to special AOR programming to make your station the one that rocks radio best. Call Virginia Westphal, Denise Oliver or Tom Plant. (212) 887-7777.

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RADIO NETWORK

The new energy in young adult radio.



Networks/Program Suppliers

NPR Launches Aggressive Drive For Private Funding

Facing nearly a 50 percent cut in its federal funding over the next five years, **National Public Radio (NPR)** has launched a massive private fundraising campaign it hopes will bring in \$19 million a year by 1986.

"We share President **Reagan's** belief that corporations and foundations will help take up the slack caused by the decline in federal dollars, and we are ready to meet that challenge," NPR President **Frank Mankiewicz** told a Washington press conference Wednesday (11-11).



Frank Mankiewicz

Elements of the fund-raising drive include:

- An aggressive, nationwide pitch for corporate and foundation dollars, to be coordinated by the **Hannaford Company PR firm**.
- "Innovative uses of new technologies," including rental of NPR satellite time to commercial users.
- A major push to expand cassette sales of NPR music, news, public affairs, and educational programming.

Expressing optimism about NPR's "new, businesslike approach," NPR Board Chairman **Maurice Mitchell** said one goal is to allow more federal dollars to flow directly to individual member stations.

The NPR's current federal donation of \$36.4 million is slated to drop to \$30.8 million next year, and to a mere \$20.2 million by 1986. The network, which currently raises no more than \$3 million a year from private sources, hopes eventually to cut itself free from federal support altogether.

Clocking its new initiative in bipartisan support, NPR released laudatory statements from both Rep. **Tim Wirth (D-CO)** and **James Collins (R-TX)**, chairman and ranking minority member of the **House Telecommunications Subcommittee**.

WOLD COMMUNICATIONS

Wold has boosted its annual transponder inventory to over 46,000 hours annually by subleasing 17 hours daily of fully-protected service on the **RCA Satcom F-2** transponder held by **NBC**. **Wold** will lease eight hours back to **NBC** each Sunday until the 1981 football season ends.

Wold will be provided with 24-hour service when **RCA Satcom F-3R** comes on line early next year. Numerous television networks, TV stations, and news organizations are among the users of the four satellites on which **Wold** now has leases or subleases in the **RCA Satcom** and **Western Union Westar** systems.

Radloradio

The newly-created **CBS Radio** young adult-oriented network has announced the addition of four 90-second (with commercials) features: "Discoveries," centering around innovations; "South," a world overview; a news update; and "Celebration."

WESTWOOD ONE

The **Joseph Schiltz Brewing Company** has renewed its sponsorship of **Westwood One's** "Live From Gilley's," the firm's weekly, one-hour country music concert series. "Live From Gilley's" is presently heard via 400-plus radio stations across the U.S.

Psychic Tamara Rand Surfaces On "America Overnight"

Tamara Rand, the psychic involved in the President **Reagan** shooting hoax, surfaced on **RKO TWO's** "America Overnight" all-night interview/call-in program last Friday (11-6).

Eric Tracy, one of the program's hosts, told **R&R** that, after six months in hiding, **Rand** claims to have committed no crime as regards her participation in the bogus prediction of President **Reagan's** attempted assassination.

"If gullibility be a crime, then I plead guilty," **Rand** said. "But gullibility is no crime." **Rand** added that she has filed a \$10 million lawsuit against **Dick Maurice** and another lawsuit against **KTNV-TV/Las Vegas**, the TV station where the fraud was perpetrated.

"The response we got from our nationwide audience was overwhelming in support (of Ms. **Rand**)," **Tracy** said.

"America Overnight" has also recently added a guest list "hot line." Persons seeking updated guest information for the six-hour national talk show are instructed to call (214) 821-2694.

CBS RAD



CAGNEY'S COMEBACK — Marking a return to the silver screen after a 20-year hiatus, **James Cagney** (right) chats with **CBS Radio Network** film critic **Lee Jordan** during the 50-minute "The Return Of Cagney" special broadcast aired by the net on Friday (11-13). Among those luminaries taking part in the salute to the famed actor were President **Ronald Reagan**, actors **Pat O'Brien**, **Jack Lemmon**, **John Travolta** and **Fred Astaire**, and director **Milos Forman**, whose upcoming "Ragtime" film features **Cagney** in his first role since his self-imposed retirement in 1961.

Country News

"Country News," the twice-daily, seven-days-per-week three-minute news and interviews program, recently added its 191st affiliate. Among the artists to have been featured on the program thus far were **Waylon Jennings**, **Charlie Daniels**, **Temmy Wynette**, **Merle Haggard**, and **Charley Pride**.

In addition, the Santa Monica, CA-based program supplier is offering a one-hour monthly special with local avals free to stations carrying the daily "Country News" show. For further information, contact **Pete Howard** or **Jim Brown** at (213) 399-4949.

AP Associated Press

Frank Sesno has been appointed White House Correspondent for the **Associated Press Radio Network**, coming from his previous post as European Coordinator for **AP Radio**.

TRICOM INDUSTRIES, INC.

Tom O'Connell has been elected President of the Dallas-based communications company, coming from his previous position as manager of the **J. Walter Thompson** advertising agency's Dallas office.

Tricom recently created a Broadcast Division to service radio and TV stations with everything from 60-second audio and video commercials to station ID's and jingles. For further information, contact **Tricom** at (214) 258-1333.



Tom O'Connell

Drake-Chenault Talent Search II Extended

The deadline for entry in **Drake-Chenault Enterprises' "Talent Search II"** has been extended to December 18, 1981. "Talent Search II" represents an opportunity for air personalities nationwide to have a portion of their air checks featured on a special "Talent Search" album, available free to all stations.

Since their appearance on last year's "Talent Search" album, several air personalities have made successful career moves. Examples include **Jonathan Brandmeyer** (from **WOKY/Milwaukee** to **KZZP/Phoenix**), **Jonathan Doll** (from **WIZD/Ft. Pierce** to **KEGL/Dallas**), and **Spike O'Dell** (from **KSTT/Davenport** to **WBT/Charlotte**).

Applicants are requested to submit an aircheck to "Talent Search" c/o **Drake-Chenault**, 8399 Topanga Canyon Blvd., Canoga Park, CA 91304.



NBC Radio

Roger Mudd, Chief Washington Correspondent for the net, will anchor "Hear And Now," a news magazine program to be broadcast over the **NBC Radio Network**. The show will be fed to network affiliates every Sunday except for the second weekend in the month when **NBC Radio News'** documentary series, "Second Sunday," is offered.

ABC Direction

Eleven stations have become the charter affiliates for the newly-created **ABC Direction Radio Network**: **WPRO/Providence**, **WKBW/Buffalo**, **WROW/Albany**, **WCBM/Baltimore**, **WJW/Cleveland**, **WLLF/Mobile**, **WNOE/New Orleans**, **WUPE/Pittsfield, MA**; **WYNA/Raleigh, NC**; **WFBL/Syracuse**, and **WTLB/Utica**.

Reps

Klemm Pens

Consulting Pacts

David Klemm, former Sr. VP/Programming & Marketing at **Blair Radio**, has signed a long-term agreement with two other reps: **McGevren Guild Radio** and **Hillier, Newmark & Wechsler**. **Klemm** will be consulting clients in marketing, sales, and programming as well as conducting training seminars.



McGAVREN GUILD RADIO

WLLZ/Detroit, an AOR-formatted outlet, and **KDWB-AM & FM/Minneapolis**, both CHR formats, have joined the firm's roster of client stations. In addition, four **Fetzer**-owned Michigan facilities (**WKZO/Kalamazoo**, **WJFM/Grand Rapids**, and **WWAM & WKJF-FM/Cadillac**) will now be represented by **McGavren Guild**.



Katz Radio

Because the company is in the business of media representation and ownership, the **Katz Agency** will henceforth be called **Katz Communications**. President/CEO **James Greenwald** announced last week. The 94-year-old employee-owned firm generates over a half billion dollars in annual spot sales for radio and television clients, owns **K95-FM/Tulsa**, and is buying four Park City radio stations.



RKO Radio Sales

Stan Elgart, with 11 years in the Philadelphia market as an account exec at **WWSH**, has been named Regional Manager for Philadelphia, Baltimore and Washington, DC, and Sales Representative for **RKO Radio Sales** in New York.



Torbet Radio



BIRCH'S REP PRESENTATION — **Tom Birch** (right), who heads **Radio Marketing Research Inc.**, recently made the rounds of the New York rep firms, outlining his firm's new **Birch Report** Quarterly Summary radio ratings service. Pictured along with **Birch** at the **Torbet** presentation are (from left) account exec **Jeff Messerman** and **Torbet VP/Research Mariann DeLuca**.

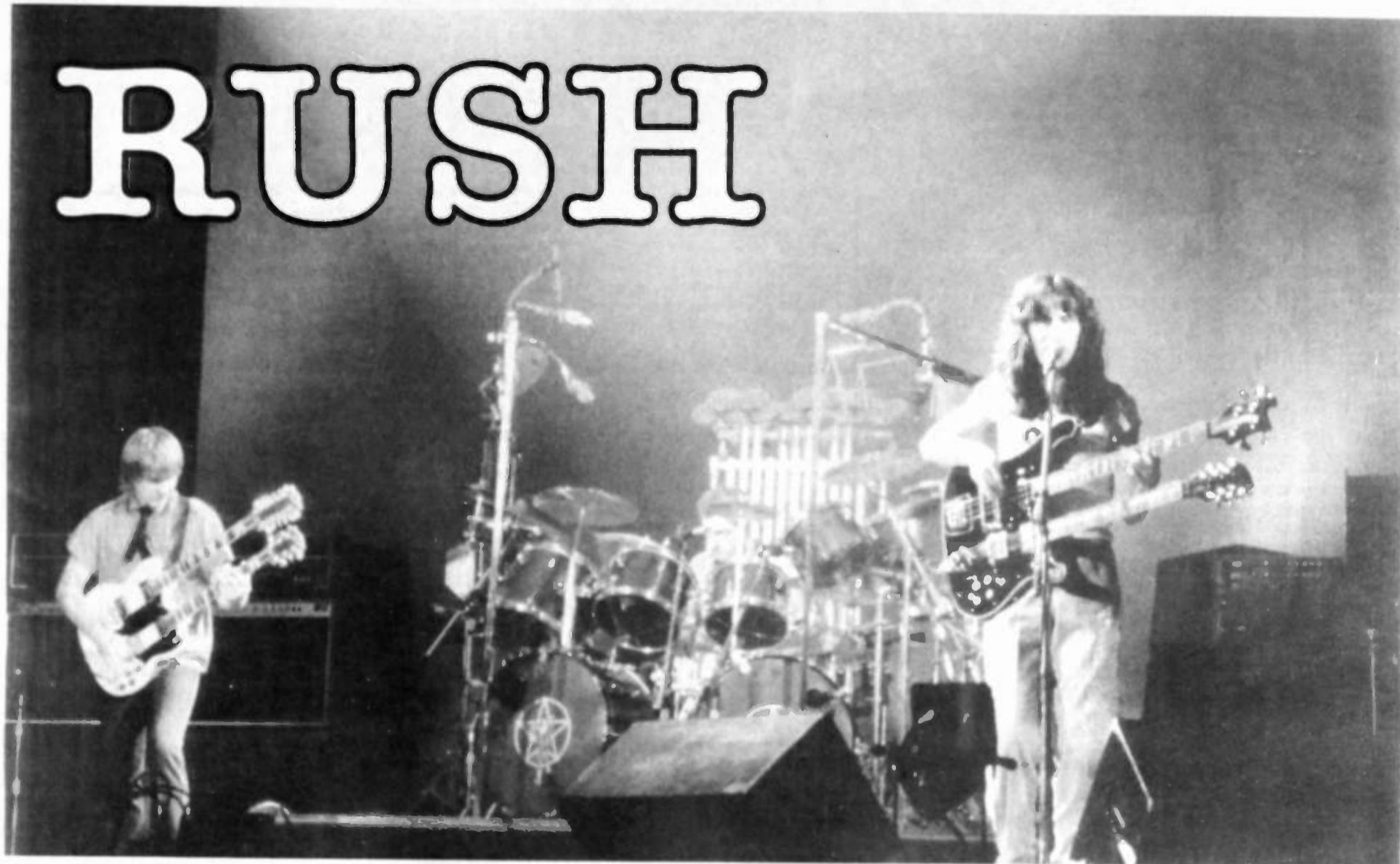


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(Mercury/PolyGram)
"Closer" "Spirit" "Tom" "Red"
89% of our reporters on it. Total
album reports: 110. A-80, M-12, H-8.
Album debuted this week at num-
ber 28.



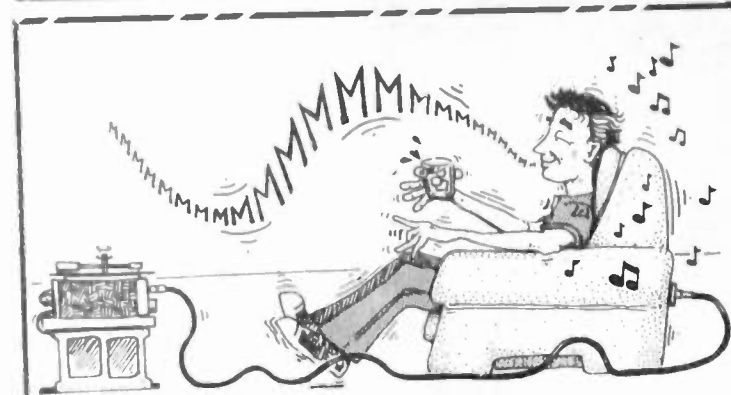
WLS-FM	KJAQ	KPDZ
B104	WDBR	WJCK-FM
KINT	KYYA	KGMO
WZYQ	WPST-FM	KLAR
KFMZ	WLAN-FM	KVIC
WSKS	KKXX	KTAM
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**Winner - Billboard's "1981
Box Office Attraction of the Year"**

Airplay — Sales — Box Office Don't Lie
Rush is One of the Biggest Groups in the World

 **ON MERCURY RECORDS**

Manufactured and Marketed by PolyGram Records



Musical Chair Puts You In The Seat Of The Beat

Those body music aficionados who really like to feel the funk are prime candidates for the latest model in electric chairs, developed by the Japanese firm, **Bodysonic Ltd.**

When connected with your stereo, the chair's circuitry picks up low tones from the music and sends vibrations pulsating into the occupant's pelvis (!). Prices for the sonic seats range from \$211 for the plain version to \$1678 for a leather or velvet model.

According to the **Wild World Of News** radio news service, the musical chairs are currently making their presence felt in Japanese coffee shops and jazz clubs, although one restaurant manager notes, "People don't like the chairs too strong while they're eating."

Kyoto Yamada, Bodysonic's founder, says he's also planning to introduce a line of vibrating jackets and shoes, and latter of which he claims will be ideal for dancing.

Records: Leisure Time Listening Levels Low

Americans devote approximately one-third of each day to leisure time activities such as reading, playing records, and watching TV. However, according to a recent telephone survey of more than 3000 people by a Chicago company, only four percent of this leisure time is spent listening to records.

In comparison, 41 percent of America's leisure time is spent watching TV and 18 percent spent reading. The survey's results, reported in the **Daily Insider** radio newsletter, also showed that younger people spent the most time playing records, with 16- to 19-year-olds estimating they devoted almost one-third of their leisure time to listening to records.

Not surprisingly, persons over 65 who partook in the survey claimed to listen the least (about four percent), preferring to watch TV instead.

Cassette Magazine Gives New Meaning To Aural Communication

Next month will see the British introduction of **S-F-X**, a 60-minute length cassette magazine. The publication will feature music, interviews, reviews, and news as well as almost 10 minutes of advertising. Priced at just under one dollar, **S-F-X** will be available at newspaper stands throughout the U.K.

The producers/publishers anticipate no immediate financial problems with the venture, claiming that 75 percent of Britain's households currently sport cassette players, a sizable enough market for the novel project.

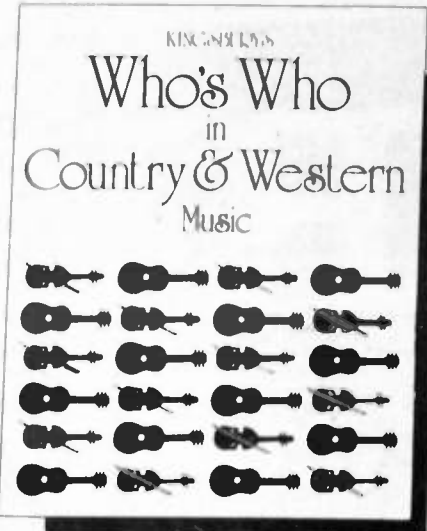
Who's Who In Country Music?

Kingsbury's Who's Who In Country & Western Music is a mammoth reference work, recently published by **Black Stallion Country Press**. The 300-page, hard-cover volume is the collected work of country historian **Gene Bear**, Country Music Disc Jockey Hall Of Fame member **Hugh Cherry**, noted musician **Harold Hensley**, songwriter **Buddy Mize**, and country impresario **Kenn Kingsbury**.

The book covers country music from a staggering variety of angles, with bios and pictures of more than 700 disc jockeys, recording artists, session musicians, songwriters, music publishers, record producers, booking agents and managers. In addition, **Kingsbury's Who's Who In Country & Western Music** lists the Top 10 country songs from 1949-1980, over 1800 Country-formatted radio stations, award-winning songs from ASCAP, BMI and SESAC, and country award-winners as chosen by the Country Music Association, Academy Of Country Music, and Grammy competitions.

Country music publications, a survey of country music on film and television, and a look at country music's international popularity are also featured. As **R&R's** Nashville Correspondent **Biff Collier** might say, "If you ain't included, you ain't Country!"

Kingsbury's Who's Who In Country & Western Music is available for \$24.95 from **Black Stallion Country Press** at P.O. Box 2250, Cuiver City, CA 90230. Add \$2 for shipping and handling.



Transactions

KYLT-AM & FM/Missoula, MT have been sold by **Gene Peterson** to the **Spectrum Communications Corporation** for \$1.5 million, subject to FCC approval. Petersen, the stations' present owner/GM, will retain his latter position in the wake of Spectrum's purchase.

Gleicher Named Assoc. Nat'l LP Promo Dir. At E/A

Marvin Gleicher has been elevated to Associate National Album Promotion Director for **Elektra/Asylum Records**. Gleicher most recently served as E/A's local promotion manager/Chicago, a position he had held for the past two years. He began his record industry career as **Mercury Records'** local promotion manager/Chicago in 1978.



Marvin Gleicher

Patchen Promoted To Station Mgr. At KFBC

Mike Patchen has been promoted to Station Manager at **KFBC/Cheyenne, WY**, coming from his previous post as Operations Director for the outlet. Concurrent with Patchen's promotion, **Bruce Koerwitz** has been named Sales Manager for the facility.

Jaffe Named Sr. VP/Creative At Intersong

Ira Jaffe has been named to the newly-created post of Sr. VP/Creative at **Intersong Music**. The move comes as part of the music publisher's reorganization of its creative areas, which will see the dominant portion of Intersong's activities to be based in Los Angeles.

Don Oriolo, current VP/GM of Intersong, will remain at the firm's New York office, while **Pat Rolfe** and **John Lombardo** will continue as VP of Intersong's Nashville division and as West Coast Creative Director, respectively.

Simon & Friedman Form Provocative 2 Indie Promo Firm

Marc Paul Simon and **Kenn Friedman** have announced the formation of **Provocative 2**, an independent, dance-oriented promotion firm to be based in Los Angeles. The move reunites Simon and Friedman, who formed the independent, dance-oriented **Provocative Promotions** firm in 1975. **Provocative Promotions** was later sold to **Casablanca Records**.

Provocative 2's offices will be located at 1200 North Sweetzer Ave., Los Angeles, CA 90069, (213) 650-4014.

Alby Forms Radio Personnel Placement Firm

Wynn Alby has announced the formation of the **National Broadcast Talent Coordinators** firm, to be based in Birmingham, AL. Formerly VP for **Columbia Pictures'** Radio Division, Alby described the new firm as offering sales and programming consultation, staff evaluation and, most importantly, radio personnel placement, including sales, management and air talent.

National Broadcast Talent Coordinators may be reached at (205) 822-9144.

Pro:Motions

Sussmann Named VP/Personnel & Office Services For Arista

Fred Sussmann has been upped to the newly-created post of VP/Personnel & Office Services for **Arista Records**. Most recently Director/Personnel & Office Services for the label, **Sussmann** joined **Arista** in 1978.

Velasquez Takes Nat'l Secondary Promo Post With Atlantic

Lisa Velasquez has been named to handle National Secondary Pop Promotion for **Atlantic Records**. Most recently secretary to label Sr. VP/Promotion **Vince Faraci**, **Velasquez** has been a member of the Atlantic promotion department for the past three years.



Lisa Velasquez

Collins Takes Director/Promotion Post At Tapestry

Jill Collins has been named Director/Promotion for **Bobby Vinton's Tapestry Records**. Collins is a 16-year veteran of the London-based **Active Management Group** personal management firm.



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THE SUCCESS STORY CONTINUES

LUTHER VANDROSS

“Never Too Much”



WABC 7
WIFI 20-18
B104 18-14
WXKS-FM 4-4
WPGC 18-15
Z93 18-15
94Q
Y100 30-24
Q105 21
WCKX 19
WDRQ 13
CKLW 19
KSLQ 24-22
WGCL 25
KEARTH 18-14
KRLA 14-13
KFI 28-22
KIIS-FM 7-6
KFRC 23-19
KYYX
WCAO 14-12
WFBR 27-21
WHFM add
WBLI
WTIC-FM 19-16
KC101 15-10
WICC 30-28

WKEE 34
KFMK 14-10
KSET-FM 1-1
KINT 13-12
WTIX 38-33
B97 19-15
KROK
KLAZ 10-6
WJDX 8
WZYP add
WAXY 26-22
BJ105 25-18
WDOQ 22-15
WBBQ deb 27
FM100 12-9
WHBQ 7-6
KX104 28-21
WOKI add



WANS-FM 27-20
WGH
WVIC deb 37
WMEE add
KGGI 3-2
KNBQ
KBBK
KCPX add
KHYT 31-24
WGUY 18
WLAM 30-27
WFBG
WOMP-FM
WCIR 26-23
Q104 33-30
Z102 18-12
95SGF 22-16
WFOX
WFLB 21-16
WGLF 25
KILE 35-28
Q101 30-25
KVOL deb 29
WRKR 17-15
99KG
KSLY 18-16
KDZA

BALANCE

“Falling In Love”



KYYX
WHFM add
92FLY
WICC add
WKRZ-FM
K104 deb 37
KHFI deb 30
WMAK-FM add
WGH add

WVIC add
WGUY
WOMP-FM
95XIL
WGLF 39
KILE 40-38
KENI add
KSLY add
KQDI deb 21
KYYA add



Ratings & Research

"Arbitron does not use generic slogans to credit entries."

Arbitron Update Time

From time to time it's important to keep you up to date on happenings at Arbitron that might affect your ratings and sales. Lately I've gotten a few questions on areas that should be addressed, and there are some recent Arbitron rules changes that ought to be brought to light. Allow me to deal with each of these items, discussing the rule update or broadcaster query, then looking at the ramifications of the Arbitron procedure.

Call Letters Dominant

Over the years there have been various rulings at Beltsville dealing with entries to call letters and some other identifier on the same diary line. When I was there the calls were often given credit for the entire entry, depending on the punctuation recorded by the diarykeeper. For example, if the respondent wrote down station A's calls, then put a comma and wrote the name of a personality who was aired on station B, the listening on that line in the diary would be split. However, if there was no comma, the entry would be credited entirely to station A due to the appearance of its calls.

Today there is a slightly different approach taken. You need to be aware that calls take precedence over slogans, personalities, or programs that might also be written on the same diary line. In other words, for those of you who've been asking if your personality mentions would get properly credited, the answer is *no* if those entries appear on the same line with the calls of another station.

The one major type of entry over which calls don't take automatic precedence has to do with dial positions. If a respondent records the exact frequency of one station and the calls of another, on the same diary line, the listening would be split between the two properties. The same is true if there are entries to rounded frequencies or "illegal" frequencies (such as 98.2). Assuming Arbitron can match these frequency entries to a legal station, the listening credit is now split between that station and the station whose calls were recorded on the same diary line.

What does this mean? If a respondent jots down "Don Imus WABC" in his diary, WNBC gets not one quarter-hour for that entry — WABC would reap the entire time frame of the listening. Better check your diaries after each sweep to see if this kind of credit procedure might nibble into your numbers.

Illegal Frequency Rule

What, you might wonder, is an illegal frequency? In Arbitron's lexicon this term refers to FM entries that are recorded to dial positions that couldn't exist because the FCC doesn't grant such channels (ending in even numbers, such as 98.2).

Because of a hassle in Miami several sweeps ago, Arbitron closely examined how to handle such entries. There is a new rule to cope with these instances.

If a diarykeeper lists an entry to "98.2," Arbitron will utilize its new procedure in an attempt to credit the listening. The new procedure involves a search — going up one point and down one point on the dial (97.2-99.2 in this case). If in this two-point range there is a station with a legal frequency, such as 98.1, Arbitron will try to match the entry to the station with the legal frequency closest to the recorded illegal channel. According to Arbitron officials, if there is more than one station on a legal frequency within the two-point range the listening entries will be ascribed between the stations, depending on the 1980 (or whatever is the relevant previous year) in-tab ratio between the stations involved.

If your station is just one-tenth of a point off from the incorrect or illegal frequency recorded by the diarykeeper, and no other station is close on the dial, all is well for you. However, if, as in most markets, there is more than one station located on the two-point channel range used by Arbitron, ascription's random crediting would take effect. Theoretically, a Beautiful Music station could get credit for diaries that more logically could be credited to an AOR, since the ascription process does not involve manual inspection or judgment regarding the demos or listening pattern in the diary.

The good news about the illegal frequency situation is that it is a relatively rare occurrence. Nevertheless it wouldn't hurt for you to note from time to time the identifiers people are recording in your diaries. If there's any sign of a frequency being recorded incorrectly, take steps to either reinforce your frequency, or go back to basics and rely on your call letters.

Generic Slogans

Many stations hope to garner diary credit by submitting to Arbitron slogans that are generic. Unfortunately for the stations involved, Arbitron does not use generic slogans to credit entries, the theory being that the terms are usually so vague or broad that the slogan entry may refer to several stations, not just the one which was "crafty" enough to submit "East Moosebreath's Best Music" as a slogan.

What kind of generic slogans would most likely lead to your station not getting diary credit? Here are some examples compiled by Carol Mayberry of Katz and supplied to me by Jerry Rogers of WSGA/Savannah . . .

Week In Review

Ridgeway Returns

Rip Ridgeway, long time Arbitron Radio executive who left the firm recently, has returned to his former post. Ridgeway left to join Strategy Research Corporation in hopes of heading up a Hispanic-oriented radio ratings service. When there was little broadcaster support, he sought and was granted the opportunity to return to his position as Vice President of Radio Sales Development for Arbitron. Under the recent executive realignment at Arbitron, Ridgeway will report to Vice President of Sales/Marketing Bill Livek.

Balon Opens Advertising Consultancy

Rob Balon, President of Robert Balon & Associates of Austin, has announced the formation of a division dealing with advertising and promotional aspects of radio station marketing. As Balon described it, "stations all too often mispromote themselves given the ratings environment. We want to offer creative and media-buying advice to a station, its promotional staff, or its outside agency on how to market the station in a way consistent with its programming image." Balon tells R&R that KFMB/San Diego has already signed on for this service.

All Day Music . . . The One on the FM dial . . . The Album Station . . . Classic Rock . . . Relaxing Music . . . Beautiful Music . . . Florida's Best Rock . . . Information/Talk/Sports Station . . .

If any entries were recorded to these phrases, no station would receive credit (unless it was the only station in the market), not even the property that submitted one of these slogans on its facility form sent to Arbitron. This may be news to some of you — it's nothing new to me since this was the policy even when I was there several years ago — but if it hits home you may want to rethink your slogan submission prior to the next survey in your market.

Here are some other slogans that might appear vague and which Arbitron may or may not give you credit for. Instances of these slogans might show as . . .

East Podunk's Best Rocker . . . Snowville's FM Country . . . Gotham's News Station . . . Guam's Album Rocker.

The bottom line on the slogan situation is to keep your slogans distinctive and specific (they're not doing you any good if they are vague) so that Arbitron will not consider them generic. If you get hit with a bad case of the generics you may find your next slogan will be "If only I'd known . . ."

Tummy Turners

While I can assure you there is no truth to the rumor that Arbitron owns stock in the Maalox company, I'm sure that what I've written this week will cause some of you mild upset. Hey, nobody ever said showbiz was going to be easy. Seriously, the best way to find out if these situations are a problem for you — and the best way to keep Arbitron accountable — is to delve into your diaries after the next sweep in your area. Many of you have called for advice on that chore, and if I can be of assistance to anyone planning to look at their fall books please let me hear from you. Perhaps the only thing worse for your tummy than worrying about the survey is going to Laurel to look at your diaries. Take your own Maalox.

Q&A

Neil McGinley, PD of WKBW/Buffalo, asked last week, "When does the new Differential Survey Technique begin?"

Arbitron's new way of handling black respondents — no more Telephone Retrieval; blacks will now get diaries in metros where there is a significant black population — starts in January for those markets that have winter sweeps. For those areas where the next sweep isn't until March, DST will be introduced at that time.

**Jhan
Hiber**



Double Your Listeners' Pleasure

ELO

"Twilight"



CHR BREAKERS

ELO
Twilight (Jet/CBS)

56% of our reporters on it. Moves: Up 60, Debuts 12, Same 32, Down 1, Adds 18, WXKS-FM, JB105, KRLA, KIIS-FM, KTSA, WTIK, WAAY, BJ105, WBBQ, KX104, WGH, WVIC, WJXQ, KKXX, WTSN, KKLS. See Parallels, charts at number 30.



SURVIVOR

"Poor Man's Son"



WIFI 24	KINT 20	KJRB
96KX	KBFM add	KCPX deb 40
Q107 add	KROK	KRQ
WLS 34-26	KQ94	WJBQ 16-15
WLS-FM 34-26	KXX106	WFBG
KBEQ	WZYP	WOMP-FM 27-23
WGCL deb 30	BJ105	WZYQ
WKTI	WSSX	Q104
KFI	WRVQ	WGLF
KFRC 40	KJ100 deb 30	KILE
WPHD	WJXQ 20-18	KSEL-FM
WRCK	KLIK add 35	KVOL
3WT 34-26	KZ93	WSPT
WPST 38-34	WZok add	WTRU
WKRZ-FM add	WNAM add	KRNA
K104 39-35	WIKS 19-15	99KG 40-38
WKEE	WNCI 28-26	KFMZ
		KENI
		KQDI


Scotti Brothers

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ONE
PRESENTS

Heart

"IN CONCERT"

Airing the weekend of November 20th, on these great radio stations.

AKRON, OH	WVWM	COLUMBUS, MS	WCBI	LOS ANGELES, CA	KMET	ROANOKE, VA	WUEZ
ALBANY, GA	WALG	DALLAS, TX	KTXQ	LUFKIN, TX	KDEY	ROCHESTER, NY	WCMF
ALBANY, NY	WPYX	DAVENPORT, IA	WXLP	LOUISVILLE, KY	WOMF	SAGINAW, MI	WWCK-FM
ALBANY, OR	KIOY	DAYTON, OH	WAZU	MACON, GA	WRBN-FM	SALEM, OR	KGON
ALBUQUERQUE, NM	KWXL	DAYTONA BEACH, FL	WDIZ	MADISON, WI	WZEE	SAN ANTONIO, TX	KISS
ALTOONA, PA	WPRR	DENVER, CO	KPKE	MANCHESTER, KY	WWXL	SAN DIEGO, CA	KGB-FM
AMARILLO, TX	KYTX	DES MOINES, IA	KGGO	MANCHESTER, NH	WAAF	SAN FRANCISCO, CA	KSFX
ANAHEIM, CA	KMET	DETROIT, MI	WLLZ	MELBOURNE, FL	WDIZ-FM	SAN JOSE, CA	KWXL
ANCHORAGE, AK	KRKN	DULUTH, MD	KODS	MERIDIAN, MS	WJDO	SANTA FE, NM	WZAT
ANN ARBOR, MI	WLLZ	EAU CLAIRE, WI	WOKL	MIAMI, FL	WCKO	SAVANNAH, GA	KISW
APPLETON, WI	WKAU	EL PASO, TX	KLAQ	MILWAUKEE, WI	KDWB-FM	SEATTLE, WA	KKRZ
ASHEVILLE, NC	WBMS	EUGENE, OR	KSND	MINNEAPOLIS, MN	KYLT	SIoux FALLS, SD	WAOR
ATLANTA, GA	WKLS	EVANSVILLE, KY	WHKC	MISSOULA, MT	WABB	SOUTH BEND, IN	WCCC
ATLANTIC CITY, NJ	WMMR	FLINT, MI	KKDJ	MOBILE, AL	KHOP-FM	SPRINGFIELD, MA	KRFG
AUGUSTA, GA	WYMX	FRESNO, CA	WCKO	MODESTO, CA	WLSO	SPRINGFIELD, MO	WZU
AUGUSTA, ME	WBLM	FT LAUDERDALE, FL	WOVV	MONTGOMERY, AL	WNEW-FM	SPRINGFIELD, OH	WJSY
BAKERSFIELD, CA	KMET	FT PIERCE, FL	WXKE	MORRISTOWN, NJ	WKOS-FM	STAUNTON, VA	WOMP
BALTIMORE, MD	WIYY	FT WAYNE, IN	WLAV-FM	NASHVILLE, TN	WAAF	STUEBENVILLE, OH	KSTN
BANGOR, ME	WLKN	GRAND RAPIDS, MI	WKAU	NEW BEDFORD, MA	WCCC	STOCKTON, CA	KDWB-FM
BATTLE CREEK, MI	KZOM	GREEN BAY, WI	WITN	NEW HAVEN, CT	WRNO-FM	ST CLOUD, MN	KSHE
BEAUMONT, TX	WOAY	GREENSBORO, NC	WVBR	NEW ORLEANS, LA	WNEW-FM	ST LOUIS, MO	WSYR
BECKLEY, WV	WABB	GREENVILLE, NC	WIMZ	NEW YORK, NY	WMYK WZAM	SYRACUSE, NY	WOWD
BILOXI, MS	WAAL	GREENVILLE, SC	WPRT	NORFOLK, VA	KATT	TALLAHASSEE, FL	WYNF
BINGHAMTON, NY	WKXX	HARTFORD, CT	WOEN	OKLAHOMA CITY, OK	KEZO	TAMPA, FL	WBDJ
BIRMINGHAM, AL	WVCT	HONOLULU, HI	WFBO	ORLANDO, FL	WDIZ-FM	TERRE HAUTE, IN	WIOT
BLOOMINGTON, IL	KUUZ	HOUSTON, TX	WVBR	OXNARD, CA	KBBY	TOLEDO, OH	KYYS
BOISE, ID	WAAF	HUNTINGTON, WV	WIMZ	PANAMA CITY, FL	WPFM	TOPEKA, KS	WMMR
BOSTON, MA	WPHD-FM	HUNTSVILLE, AL	WVBR	PARKERSBERG, WV	WIBZ	TRENTON, NJ	KIOK
BUFFALO, NY	WESP	INDIANAPOLIS, IN	WVBR	PEORIA, ILL	WWCT	TRI-CITIES, WA	KLPX
CAMBRIDGE, MD	WKKI	ITHACA, NY	WVBR	PHILADELPHIA, PA	WMMR	TUCSON, AZ	WSYR
CELINA, OH	WLRW	JOHNSON CITY, TN	WVBR	PHOENIX, AZ	KUPD	UTICA, NY	WVDC-FM
CHAMPAIGN, IL	WKLC	KALAMAZOO, MI	WVBR	PORTLAND, ME	WBLM	WASHINGTON, D.C.	WOTT
CHARLESTON, WV	WTWF	KANSAS CITY, MO	WVBR	PORTLAND, OR	KGON	WASHINGTON, NY	WOMP-FM
CHARLESTON, SC	WROO	KEY WEST, FL	WVBR	POUGHKEEPSIE, NY	WPDH	WATERGATE, NY	KKOV
CHARLOTTE, NC	WKXC	KNOXVILLE, TN	WVBR	PROVIDENCE, RI	WAAF	WHEELING, WV	KICT-FM
CHATTANOOGA, TN	KKAZ	LAFAYETTE, IN	WVBR	PUEBLO, CO	KILO	WICHITA, KS	WEZX
CHEYENNE, WY	WMET	LAFAYETTE, LA	WVBR	RALEIGH-DURHAM, NC	WITN	WICHITA, KS	WMMR
CHICAGO, IL	WEBN-FM	LAKELAND, FL	WVBR	REDDING, CA	KRDG	WILKES-BARRE, PA	WHSL
CINCINNATI, OH	WWWV	LAS VEGAS, NV	WVBR	RENO, NV	KCBN	WILMINGTON, DE	WAAF
CLEVELAND, OH	KILO	LEXINGTON, KY	WVBR	RICHMOND, IN	WRIA	WILMINGTON, NC	WCKO
COLORADO SPRINGS, CO	WNOK	LINCOLN, NE	WVBR	RIVERSIDE, CA	KOLA	WORCESTER, MA	WCKO
COLUMBIA, SC	WCGO					W PALM BEACH, FL	KATS
COLUMBUS, GA						YAKIMA, WA	



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EDDIE RABBIT
IS CAPTURING RADIO
Step By Step

Featuring the new hit single, "Someone Could Lose A Heart Tonight" E-47239

Produced by David Malloy
Personal Management: Stan Moress / Scotti Brothers Artists Management

From the Gold Album 5E-532

© 1981 Elektra/Asylum Records • A Division of Warner Communications

STREET TALK

Michael Abramson has exited as National Album Promotion Director of Chrysalis, and no immediate replacement was named. Michael tells Street Talk that he's going to set up shop for himself as an independent, taking on promotion and marketing projects. He can be reached at (212) 243-2972.

Donald McGannon has announced his intention to retire as Chairman of the Board, Group W (Westinghouse Broadcasting Company) on December 1. McGannon will remain on the Board of Directors for Group W and continue to serve as a consultant to the company.

Too Much Joy In Detroit?

While the Motor City's outlook has been a bit on the gloomy side lately, apparently two Detroit stations will be bringing "joy" to the city in the form of their new call letters. CKLW-FM has switched calls to CKJY, and anticipating a format shift from Country to Big Band, is calling itself "Joy." Meanwhile, WWJ-FM has been granted the new calls WJOI, and the Beautiful Music outlet is using the on-air identity of, you guessed it, "Joy." Should present a joyous problem for those editing Arbitron diaries, eh?

Tim Montgomery has been named acting GM at WYYS/Cincinnati. Tim is currently National Sales Manager & Director of Research for Heftel's WXKS-AM & FM/Boston. He will continue to handle national sales for both Boston and Cincinnati while the search for a permanent WYYS GM goes on.

Jim Del Balzo has left his West Coast Department of Rock promotion position with Polygram for the Columbia local job in New York City.

Merry November?

Hey, we love to get Christmas cards and holiday greetings just like you do, but before Halloween? That's right... Street Talk received its first Christmas card of the season mailed just before Halloween from WSKZ/Chattanooga's David Carroll. We didn't know what to think until we read the poem inside, which we have reprinted below. It explains everything.

A Tribute To The 20c Stamp

*Although it's not the Christmas season,
This card is early for a reason;
It seems the Postal Rate Commission
Raised their price without permission.
We thought 18 cents was plenty,
They disagreed, so now it's 20.
"We're losing money," was their sad tale,
We yelled back, "And you're losing our mail!"
But the actual reason for my rhyming,
Is their unfortunate sense of timing.
With the Christmas mailing season upon us,
We're contributing to their bonus.
So let them have their price increase.
I, in turn, can relax in peace,
Knowing that I have beaten the rap...
By refusing to wait for their 20c stamp.*

Say What?

KHIS/Los Angeles President/GM J. Ray Padden was on the air once an hour last Thursday (11-5) apologizing to "anyone who may have been offended by remarks Rick Dees made." Later that day a series of ten-second TV spots appeared on local L.A. channels with a similar message. What did the morning personality say? Did he in fact say anything offensive? Who knows... but the whole town was talking about the "incident" for a couple of days, which may prove that the best offense is a good offense.

WKHX/Atlanta, formerly WBIE, put its new Country sound on the air November 6. The format is similar to the other Capital Cities Country stations KSCS/Ft. Worth and KZLA/Los Angeles. Norm Schruett, who was at KZLA, is GM, and Ted Stecker, last at WPKX & WVKX/Washington, is PD.

Arista Records is looking for a General Manager to handle its Country music division's new Nashville offices.

For the first time in about 30 years WCCO/Minneapolis is not the top-ranked station in the Twin Cities... at least not in the recent Mediatrend. Chuck Knapp's KSTP-FM scored a 12+ share of 19.2 to WCCO's 16.1.

Jim St. John has been promoted to Operations Director of WVIC & WVG0/Lansing. Jim has been with the stations for 14 years, the last eight as PD. Congratulations to him on a well-deserved promotion.

XTRA/Tijuana, which booms into Southern California as "The Mighty 690," has upped Jeff Hunter to PD and Jim Richards to MD. Both came from within the current air staff. Jeff replaces Ted Wayne, who has joined 13K (KGB)/San Diego as an air personality.



IT KEEPS YOU RUNNIN' - When more than 15,000 runners lined up for the start of the 1981 New York City Marathon, Atlantic West Coast Regional Pop Promotion Director John Tope was among them. John did himself proud, breaking the three-hour milestone, doing the 26 miles in 2:52:21. Out of the 13,000 finishers, John placed 983rd. Our congratulations to John for experiencing both the thrill of running and the agony of de feet (sorry).

Why shouldn't you get the same performance guarantee from a Program Consultant that you demand from any other business dealing?

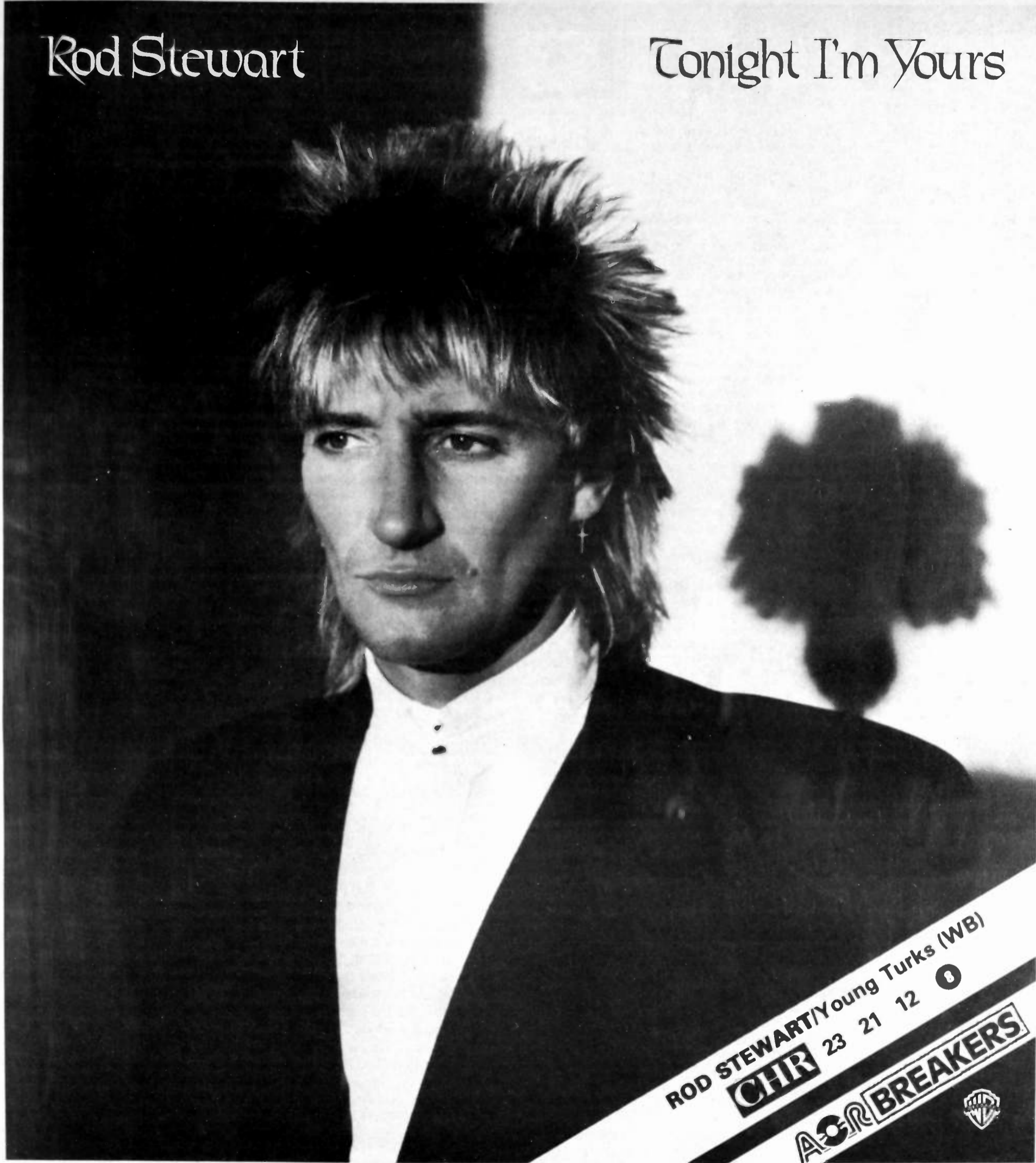
See Page 5 for complete details about a **CONSULTING FIRST!**

index research **Todd Wallace**
associates

- | | | | |
|--------------|-------------|-------------|----------------|
| Q107 add | KJ100 add | 99KG add | WAKY 23-18 |
| CFTR add 36 | KIHK add | KSLY add | KRAV deb 19 |
| KEGL add | KIOA add | KCBN add | WKDQ deb 30 |
| Q105 add 32 | Z104 add | 96KX on | KKXX deb 30 |
| KEZR add | WMEE add | B104 deb 30 | KLUC deb 28 |
| KIMN add | WNCI add | Z93 on | Q104 deb 32 |
| KZZP add | KJRB add | 94Q deb 29 | 95SGF on |
| WCAO add | K96 add | KBEQ 31-25 | WISE deb 40 |
| WHFM add | KSKD add | KYYX on | WFLB deb 34 |
| WDRC-FM add | WACZ add | KOPA on | KILE 39-36 |
| KFMK add | WOMP-FM add | WKEE deb 40 | KQIZ-FM deb 30 |
| WGSN add | WCIR add | KHFI on | KFYR on |
| G100 add 29 | WZYQ add | WFMF deb 27 | KKLS deb 27 |
| WHHY-FM add | WFOX add | KLAZ on | WAZY-FM deb 27 |
| WDOQ add | WCGQ add | WAAY on | WCIL-FM deb 34 |
| CK101 add 38 | WGLF add | WZYP on | KDZA on |
| WHBQ add | KKXL add | WBBQ on | KATI deb 32 |
| WMAK-FM add | KKRC add | WOKI deb 28 | KQDI on |
| WBCY add | WSPT add | WNOX deb 26 | KYYA on |
| WSEZ add | WTRU add | WCSC deb 28 | KOZE on |
| WANS-FM add | | | |

Rod Stewart

Tonight I'm Yours



Featuring the single, "Young Turks" WBS 49843

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NOVEMBER 81-FEBRUARY 82

"Worth leaving home for!"

Nov. 11 Greensboro NC
Nov. 12 Columbia SC
Nov. 14 Memphis TN
Nov. 15 Baton Rouge LA
Nov. 16 Jackson MS
Nov. 18 St. Petersburg FL
Nov. 19 Miami FL
Nov. 21 Jacksonville FL

Nov. 22 Atlanta GA
Nov. 23 Nashville TN
Nov. 25 Largo MD
Nov. 27 New York NY
Nov. 30 Denver CO
Dec. 02 Edmonton
Dec. 06 Vancouver

Dec. 09-10 San Francisco CA
Dec. 13 San Diego CA
Dec. 14-15 Los Angeles CA
Jan. 11 Madison WI
Jan. 12 Chicago IL
Jan. 14 Dallas TX
Jan. 17 Houston TX

Jan. 20 Cleveland OH
Jan. 22 Lexington KY
Jan. 24 Detroit MI
Jan. 26 Pittsburgh PA
Jan. 28 Cincinnati OH
Jan. 30 Kansas City MO
Jan. 31 St. Louis MO

Feb. 01 Indianapolis IN
Feb. 03 Boston MA
Feb. 05 Providence RI
Feb. 06 Philadelphia PA
Feb. 08 Meadowlands NJ
Feb. 09 Hartford CT
Feb. 11 Toronto
Feb. 14 Montreal

Produced by Rod Stewart & Jim Cregan.
On Warner Bros. Records & Tapes. (BSK 3602)

Polygram

Continued from Page 1
at Capitol in promotion, attaining the position of National Promotion Director.

New Polygram Chain Of Command

Lines of reporting established in conjunction with the new Polygram appointments are as follows.

Reporting To Guenter Hensler (Pres.)
Jack Kiernan, Sr. VP/Marketing & Sales
Eileen Garrish, VP/Business Affairs
Chip Taylor, VP/A&R
Burt Franzblau, VP/Operations
Jack Carlson, VP/Finance
Russ Regan, VP/GM West Coast
Artie Fisher, VP/Special Projects
Dan Young, Director/International
Gianfranco Rebullia, President/Classics

Reporting To Jack Kiernan
Harry Losk, Sr. VP/Marketing
Bill Haywood, VP/Black Music
Jerry Jaffe, VP/Rock
Shelly Rudin, VP/Sales
Bob Edson, VP/Promotion

Reporting To Harry Losk
Bill Levy, VP/Creative Services
Jim Lewis, VP/Marketing
Rick Bleiweiss, VP/Marketing & Product Development
Emiel Petrone, VP/West Coast Marketing
Len Eband, VP/Press & Artist Relations

Pringle

Continued from Page 1
amount of money into this research because they want to make sure that if we do make the change, it's the right one. We'll definitely decide before the end of the year, but not before this book is over."

Commenting on Pringle's appointment, Wilson told R&R, "When we looked at candidates for the programming job, our biggest criterion was a successful track record. The success that Norm has had in Minneapolis and Milwaukee (Pringle also programmed WISN/Milwaukee) proved that he is not only capable of quoting programming philosophy, but also delivering real results on a daily basis."

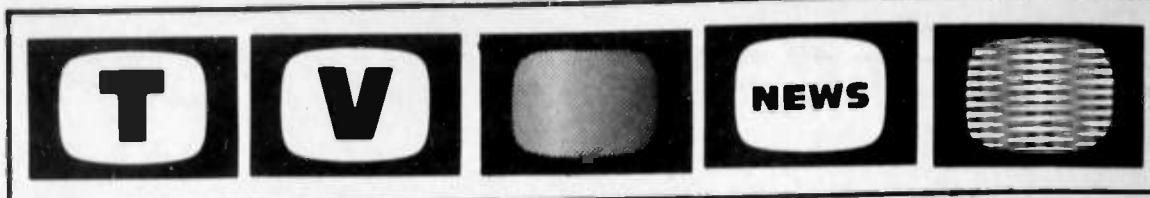
Ray Marshall, who served as acting Program Director prior to Pringle's appointment, will continue to be involved in WWWE's programming, according to Wilson.

Spangler

Continued from Page 3
Spangler explained, "We are leaving on good terms. I put in a year's work for them and I know they're happy with it. I'm happy that at the end of my year the ratings were at their highest point. Sometimes we just can't reach a compromise between one philosophy and another."

"I have nothing but good things to say about the company, because they treated me very fairly. George and I never had a harsh word and it seemed like we were closer at the end than we ever were. It's one of the hardest decisions I've ever had to make to resign in a major market, a city I've always wanted to live in. But I think it would have caused me more harm in the long run than making this move, which some will look at as foolhardy." Spangler added that he wants to stay in Chicago and is looking in that area.

explaining the reasons behind the conversion. "KMEL's the only rocker in town, and they're very tight, leaning 25+ and softer. We decided there was room for a familiar-based rock station, and decided to make that commitment." Evans added that Pollack Communication Inc. will consult, saying, "I'm very excited to have the opportunity to work with Jeff." She said the staff will remain as it is.



Baseball Over But ABC Keeps Winning

ABC's Nielsen victories in the two previous weeks received a strong boost from the World Series, but for the week ending November 8, ABC did it unassisted, making it three in a row with a 19.2 average rating compared to CBS's 18.4 and NBC's 16.1. Applying a little "Grease" certainly didn't hurt, as the movie was second for the week behind "Dallas." CBS had three of the top four shows, but only four more in the top 20, as ABC racked up nine. NBC had only four shows in the top 20, but one of them was the new Tony Randall series "Love Sidney." The top 20:

5	1	Dallas (CBS)	9	11	Too Close For Comfort (ABC)
—	2	Grease (ABC Sunday Movie)	—	12	Archle Bunker's Place (CBS)
2	3	60 Minutes (CBS)	—	13	Born To Be Sold (NBC Sunday Movie)
17	4	Dukes Of Hazzard (CBS)	—	14	Benson (ABC)
6	5	Three's Company (ABC)	—	15	Love Sidney (NBC)
—	6	Facts Of Life (NBC)	—	16	One Day At A Time (CBS)
15	7	Love Boat (ABC)	—	17	Real People (NBC)
20	8	Magnum, P.I. (CBS)	—	18	Fantasy Island (ABC)
4	9	M*A*S*H (CBS)	18	19	Happy Days (ABC)
10	10	Monday Night Football (ABC)	—	20	Mork & Mindy (ABC)

Snyder Quits "Tomorrow"; 3D Comes To TV

Tom Snyder has resigned as host of "Tomorrow Coast To Coast" effective January 28 after NBC announced it would run a David Letterman talk and variety series in "Tomorrow" 's customary time slot at 12:30 following the "Tonight" show starting February 1. Plans for the new "Tomorrow" structure will be announced later.

MCA-TV is syndicating a 1955 three-dimensional horror film called "Revenge Of The Creature." The event will mark the first time commercial TV has attempted to show a 3D film. MCA is hoping that advertisers will defray the cost of the 3D glasses viewers will need, perhaps imprinting their logos on the glasses and using them as promotional gimmicks. 3D films have been shown on subscription TV in the past.

Music On TV

Garland Jeffreys appears on "Fridays" November 13 . . . A "Solid Gold Classic" edition of the syndicated show during the week of November 13 features Blondie, Crystal Gayle, Little River Band, Billy Preston, Sister Sledge, the Spinners, and Rod Stewart . . . Doble Gray guests on the national cable show "Atlantic City Live" November 15 . . . The Big Blue Wrecking Crew, the quartet of Dodgers who sing like Reggie Jackson fields pop flies, are on "Merv Griffin" November 20 . . . Johnny Lee shows up on "Dance Fever" November 21 . . . Frank Sinatra's special "Sinatra — The Man And His Music" is on NBC November 22. As always, consult your local listings for time of broadcast in your area.

VIDEOSCOPE:

MCA EXPANDS ATTACK ON UNAUTHORIZED VIDEOTAPING: MCA Inc. has stepped up its action on unauthorized videotaping of copyrighted television shows by suing every known maker and distributor of videotape recorders in the U.S. market. This new lawsuit is basically the same as the five-year earlier action filed by MCA and Walt Disney Productions against the Sony Corporation, its U.S. distributor, and four Los Angeles area retailers. Last month, a federal appeals court ruled that the use of home videotape recorders to tape copyrighted programs violates federal law and that the machines' makers and distributors are liable for damages. Although the later suit names almost 40 defendants, including national advertising agencies, it excludes naming any home users, as its aim is to extract royalty payments to producers of copyrighted programming from the manufacturers of VCR's . . . VIDEO HOME ENTERTAINMENT CATALOG AVAILABLE: The Video Tape & Disc Guide To Home Entertainment, published by the National Video Clearinghouse, lists the more than 4000 films and programs presently available on videocassette and videodisc as well as names and addresses of videotape and videodisc distributors. To obtain copies of the guide, write the New American Library at 1633 Broadway, New York, NY 10019 . . . SEEBURG PLANS SATELLITE-DELIVERED "SOFT-ROCK" SERVICE: Seeburg Music, a Raleigh, NC-based firm, recently announced plans to launch a second satellite-delivered "soft-rock" audio service. Last February, the company introduced its "Lifestyle" music service, now carried by 24 cable systems and serving over 300,000 homes. No start-up date for the new service was given.

KSFX

Continued from Page 3

Grover Washington, and Yarbrough & Peoples, but at the same time was playing Rush, REO, and Styx. There was a lot of hard rock and a lot of R&B. We just kept putting in more rock and less R&B.

"We felt there was a real hole in the market," Evans continued,

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THE PICTURE PAGES

ELO Jets Into Forum



Jet recording artists ELO played the Los Angeles Forum recently, with a large turnout of Jet and Epic personnel. Pictured after the show are (l-r) Jet VP's Pat Siciliano and David Arden, E/P/A's Dan Beck, Mike Alhadeff, group's Bev Bevan and Jeff Lynne, E/P/A's Larry Stessel, group's Richard Tandy (front), E/P/A VP Larry Douglas, and CBS Sr. VP/GM Myron Roth.

Precious Platinum For Pat



Pat Benatar and her band received platinum awards for the "Precious Time" album from Chrysalis executives recently. Pictured (l-r) are label President Sal Licata, Chrysalis's Roger Watson, co-Chairman Terry Ellis, Benatar, group's Scott Sheets, Dianne Sheets, group's Neil Geraldo, manager Rick Newman, Chrysalis VP Jeff Aldrich, and group's Myron Grombacher.

Sherman Roasted For Rossi Fund



Motown VP Dick Sherman was the guest of honor at a roast staged to benefit the Rossi Fund, a charitable organization dedicated to providing care and information for children with terminal illnesses and their families. Pictured (l-r) are N&K Investment's (and former Casablanca VP) Al DiNoble, Sherman, Rossi Fund President Betsy Whorf, Billboard's Tom Noonan, A&M's Rob Gold, and CBS International's Mauri Lathower.

Knack Attack At Greek



Capitol's Knack played the Greek Theatre in Los Angeles to coincide with their third album's release. Pictured after the show are (l-r, standing) Capitol VP's Bobby Colomby, Helmut Fest, Dennis White, Walter Lee, Dan Davis, and Rupert Perry, and manager Bobby Roberts; (l-r, seated) Capitol President Don Zimmerman, label's Ray Tusken, group's Prescott Niles, Doug Fieger, and Bruce Gary, label's Bruce Ravid, and group's Berton Averre.

Rush Renews Relationship With PolyGram



Rush has been re-signed by Mercury/Polygram, coincidental with the group's newly-released double live album "Exit Stage Left." Pictured (l-r, seated) are Polygram's Jim Sotet, manager Ray Daniels, Polygram President Guenter Hensler, and label VP's Eileen Garrish and Chip Taylor; (l-r, standing) Polygram VP Jerry Jaffe, label's Dan Young, and VP Harry Losk.

Shannon Plugs Into Network



Del Shannon's just-released "Drop Down & Get Me" album was the first release on Network Records. Pictured at Shannon's signing are (l-r) manager/publisher Dan Bourgoise, Shannon, and Network President Al Coury.

Carrasco Makes A Point To Sign With MCA



MCA Records has signed Joe "King" Carrasco & the Crowns, whose leader made this crowning achievement memorable by pointedly signing his contract upside down. Pictured (l-r) are MCA attorney Bonnie Greenberg, label VP Denny Rosencrantz, group's Kris Cummings, Brad Kizer, Carrasco, and Dick Ross, MCA President Bob Siner, and manager Joe Nick Patoski.

Pasha Gets Appice Action



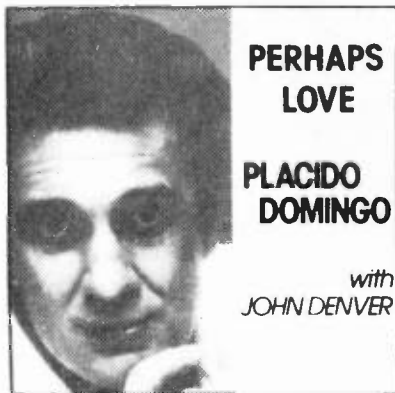
Pasha Records has signed Carmine Appice, former drummer for Rod Stewart and Vanilla Fudge. Appice's first solo album is due out in January. Pictured (l-r) are Pasha VP/GM Ray Anderson, manager Alan Miller, Appice, label's Larry Brown, and Pasha President Spencer Proffer.

The Todd Wallace Money-Back Guarantee:
"Your ratings **MUST** achieve a set goal or we pay you back."

See Page 5 for complete details about a **CONSULTING FIRST!**

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LOVE
PLACIDO
DOMINGO
with
JOHN DENVER

FM 37243

This Song Creates **ON AIR** Magic

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| 97AIA | WHBQ |
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| KYXY | WIBA |
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| WNAB | KBOI |
| WELI | KSL |
| WSBA | WJBC |
| WGAC | WSGW |
| WMAZ | KBOZ |
| WRVR | KMED |
| WHBC | KOLO |



COLUMBIA RECORDS

BRAD MESSER



The Personal Success Gap

Our town had a newsman who went away to a network, stayed about a year and then bailed out of the Bigtime to return to his roots, saying the net and big city weren't what they had been cracked up to be. He wanted to return to life as he had known and enjoyed it in his hometown. The return just didn't work. Some people ignored his stated reasons for coming back, preferring to believe he had lacked the skills necessary to sustain success Up There. They suspected he had returned a failure. Others thought he must feel he was hot stuff — better than the rest of us Average Joe newspeople — so they didn't want to pal around with him out of a feeling of inferiority. Poor guy. He tried to make things as they had been, but learned the hourly lesson about never being able to return home. From the moment of his original departure he had become a man separated by circumstance from his old professional acquaintances, and there was nothing he or they could do to really put things back together again.

A similar gap develops when a pal becomes financially successful, leaving others behind to worry about checks bouncing before payday. He may still be the same person, and the left-behind friend may have changed not at all either, but a Success Gap opens separating them.

Accross the years we find ourselves distributed haphazardly at various points on the scale from penniless to fabulously wealthy, figuratively and perhaps literally looking down or up at old pals, trying but only sometimes succeeding in maintaining personal relationships across the gap. The big city jock suddenly becomes the small market washout. Today's weird Operations Manager becomes tomorrow's major market GM, and down the timeline a ways the positions again get scrambled. Money talks. What it seems to be saying to some people is that financial success is mysteriously bestowed by God on his secret favorites, and that financial distress is the opposite.

My feeling is that radio is the very bottom rung of the showbiz success ladder (just below "starlet") and that some of us might look farther up that ladder to see how the real showbiz bigshots handle the difficult problem of maintaining personal relationships through good times and bad. Some seem to regard financial success or professional acclaim like lightning: you don't know when it's coming, where it will hit, or how long it's going to last. It is a random act of nature and doesn't reflect a bit on personal human worth. Sometimes you're up, sometimes you're down, but you're always you. Good theory, but not applied sometimes in real life. The jock from the little station visits the old friend in the big market and cannot shake a feeling of personal failure because he's not there himself. Or the big city jock visits his old small market station and his pride translates to smugness. You've seen it. If you figure out how to overcome it I'd surely like to know.

CALENDAR

The Phoenix Flies Again

MONDAY, NOVEMBER 16: In legend the phoenix was a magic bird which, consumed by fire, could reform from its own ashes and live again. The phoenix is the symbol of Atlanta, Georgia, because 117 years ago today General William Sherman's troops left the ashes of Atlanta and began the March to the Sea. The military action was one of the final decisive moves that ended the Civil War.

In 1933 the U.S. opened diplomatic relations with the Soviet Union. Twelve years ago the story of the My Lai village massacre in Vietnam broke. Eight years ago today President Nixon authorized the construction of the Alaska Pipeline. Pro footballer Harvey Martin is 31. Pro basketballer Jojo White is 35.

First View From The Sky

TUESDAY, NOVEMBER 17: Until men took the first hot-air balloon ride, no one had seen anything from the air except from tall ship masts and mountaintops. The first balloon ascent was 198 years ago this week over Paris, France, by Jean Pilatre and Marquis Francois Laurent in 1783.

Two years ago today Ayatollah Khomeini ordered the release of 13 black and female American hostages, keeping the others. The Suez Canal opened 112 years ago today in 1869.

Rock Hudson is 56. Gordon Lightfoot is 43. Martin Scorsese is 39. Tom Seaver turns 37 and Elvin Hayes is 36.

No Work For Mickey Since '53

WEDNESDAY, NOVEMBER 18: Walt Disney's wife suggested the name Mickey for the cartoon mouse first drawn by him 53 years ago today in 1928. Mickey Mouse has starred in two feature-length movies and 118 short cartoons, but hasn't appeared in anything new since 1953, according to Joe Aguirre of Disneyland.

Archer William Tell is said to have shot an apple from his son's head on this date in the year 1307, using a relatively new kind of weapon called the crossbow.

Alan Shepard, America's first man in space, is 58.

The Log Cabin Presidents

THURSDAY, NOVEMBER 19: President Abe Lincoln helped dedicate the national cemetery at Gettysburg Battlefield with a two-minute speech 118 years ago today in 1863. The brief Gettysburg Address is one of the best-known speeches in our language.

150 years ago today the last President to be born in a log cabin came into the world near Orange, OH. Not Lincoln: James Garfield.

Roy Campanella is 60. Dick Cavett is 45. Ted Turner is 43.

The Clock That Remembers

FRIDAY, NOVEMBER 20: A clock tells time, but a time clock remembers what time you get to work and go home. The first was patented on this date 93 years ago in 1888.

On this day in 1953 Hugh Roy Cullen, ecstatic over the University of Houston's football team defeating Baylor University, donated \$2.25 million to the U-of-H.

Designer Emilio Pucci is 67. Comedian Dick Smothers is 42. Duane Allman would have been 35, and Joe Walsh is 34.

The Flip Side of the News

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CHR

28 23 18 **12** JOURNEY/Don't Stop Believin' (Columbia)

NEIL DIAMOND "Yesterday's Songs"

CHR

- - 29 **23** NEIL DIAMOND/Yesterday's Songs (Columbia)

BARBRA STREISAND "Comin' In And Out Of Your Life"

CHR NEW & ACTIVE

A/C BREAKERS

BARBRA STREISAND "Comin' In And Out Of Your Life"
(Columbia) 102/44 Moves: Up 13, Debuts 29, Same 16, Down 0,
Adds 44 including WNBC, PRO-FM, 94Q, KS95-FM, KFI, KJR, KIMN,
WLAN-FM, WDOQ, KSTT, WKDQ, KBBK, WZYQ, KWLO, KDZA.

BARBRA STREISAND
Comin' In And Out Of Your Life (Columbia)
83% of our reporters on it. Rotations: Heavy 8/3, Medium 50/17, Light 37/24, Extra Adds 7, Total Adds 51 including WTFM, KVIL, 97AIA, WISN, KEX, KNBR, and 45 more. Debuts at number 17 on A/C chart.

EARTH, WIND AND FIRE "Let's Groove"

NEW & ACTIVE 112/9 52%

WZZP add	13FEA add	WPGC 14-8	CKLW 8-3	KYYX 23-18	KROK 14-9	KJRB deb 27	KPUR 13-8	
KOPA add	Z102 add 34	Z93 10-7	KSLQ 22-19	WCAO deb 25	WJDX 24-18	KCPX 20-17	Q101 17-13	
WFMF add 29	WBEN-FM 4-2	94Q 13-9	KEARTH 10-5	WBLI deb 30	WSGN 30-21	KHYT 6-1	WAZY-FM 24-20	AVERAGE MOVE +3
WAAY add	WIFI 21-14	Y100 23-19	KRLA 3-1	WTIC-FM 1-1	KX104 21-11	WCIR 5-3	99KG 32-27	
Z104 add	B104 20-15	I95 12-10	KFI 21-13	WDRC-FM 11-7	WANS-FM 16-11	95SGF 23-17	KSLY deb 23	
K96 add	WXKS-FM 8-6	Q105 23-16	KIIS-FM 5-3	KC101 21-16	KYNO-FM 2-1	WFOX 20-15	KATI 11-8	
WACZ add	JB105 17-10	WDRQ 6-5	KFRC 2-1	KZFM 17-13	KIDD 11-5	WXLK 7-5	KOZE 26-20	
			13K 13-6	KSET-FM 6-5	KGGI 13-4	KILE 22-17		

LOVERBOY "Working For The Weekend"

KBEQ add	WKRZ-FM add	WSEZ add	WMEE add	WISE add
KZZP add	K104 add	WSSX add	KLUC add	WXLK add
WPHD add 29	WKEE add	WGH add	KRQ add	KENI add
Q106 add	WZYP add	WIKS add	WFBG add	

BILLY JOEL "She's Got A Way"

KBEQ add 30	WICC add	KSET-FM add	WBCY add	WVIC add	WGUY add	WGLF add
WGCL add	WPST add	KHFI add	WCSC add	WJXQ add	13FEA add	KFYR add
KFI add	WAEB on	KLAZ add	WGH add 22	KOFM add	Q104 add	KENI on
WCAO add	K104 add	WAAY add	WRVQ add	KNBQ add	WFOX on	
WBLI add	WKEE add	WZYP add	KJ100 add	WJBQ add	WCGQ add	

GOTCHA!



On Columbia Records



Joel
Denver

E. KARL DISCUSSES HIS PHILOSOPHY

Researching Your Station As A Product

If you've ever wondered why products on the shelf of a food store sell so well year after year, chances are that the products are positioned correctly within the marketplace. This has become a new way of thinking in terms of radio... positioning the station as a product within the marketplace.

None of these national products have reached and achieved success without some research and direction. One person who is noted for his knowledge in these areas is E. Karl, Senior Programming/VP for Sunbelt Broadcasting. His duties include responsibility for KQEO & KZZX/Albuquerque, KVOR & KSPZ/Colorado Springs, KFYE/Fresno, KLNK/Oklahoma City, WOKY & WMIL/Milwaukee (pending FCC approval), and the 25-34 format on the Transtar Radio Network, with uplink in Colorado Springs.

Before joining Sunbelt, he worked as VP/GM of the Research Group (a subsidiary of Sunbelt), with responsibility for the planning and implementation of research projects for over 50 client stations. E. has also been National PD for Scripps-Howard Broadcasting and Nationwide Communications.

R&R: The term "positioning" is overused today. Exactly what is it?

EK: I agree that positioning is overused, and moreover is misused. A programmer who says, "Our positioning is 18-34 and we're a rocker" is wrong. Positioning is what the listeners think of your station and where they see it within the marketplace. When you suc-

"Positioning is what the listeners think of your station and where they see it within the marketplace."

ceed at a radio station, it's because it's positioned properly, and when you fail, that is one of the common reasons for the failure.

R&R: How do you determine the positioning of a radio station?

EK: A radio station is like any product in the food store. When you walk down the aisle you are bombarded with different items. The thing that makes you keep coming back to the same product over and over is that you are familiar with the product and what it does.

The best way to find out the position of a station is to talk to the users of the product. A research project designed to find out this information and similar information about your competitors conducted by a research company is the best way to determine positioning. Many stations think of themselves differently than the audience does.

Once the research project is complete, and you have an understanding of your positioning, it becomes necessary to evaluate from a financial viewpoint if the position you have is the one you really want. If your positioning is correct, the next step is to let the people know what it is by an advertising blitz.

R&R: What if the research tells you the positioning in your marketplace isn't viable for continued growth?

EK: Again, a research project designed to find your station's strengths and weaknesses, and those of your competitors, will help you evaluate what steps are needed to change your position. The project will indicate what "hole" in the marketplace exists, and again high-

profile advertising is necessary to reinforce the new image or position. Advertising should tell the people what and who you are. If this is done in a pleasing and professional manner for long enough, the public will recognize you for what you say you are.

R&R: In this case, advertising is being used to establish a "brand identity" for the radio station. How do you know if the advertising campaign you've planned is correct?

EK: To do a major advertising campaign means spending lots of money, and investing lots of time. Companies like Procter & Gamble never put advertising campaigns on the air without prior testing.

Much like these companies, I would like to see radio stations use proven methods of testing before investing thousands of dollars on advertising campaigns that we

think are cute, but don't make positive impacts with the public.

R&R: What about slogans in an advertising campaign?

EK: The message that is being presented should be clear, and should tell you something about the radio station. The statement "XXXX Plays Your Music" doesn't really say anything more than the station plays music. If it was changed to say "XXXX Plays Your Favorite Rock Music," the slogan has been qualified and defined to the consumer/listener.

Our AM station KQEO/Albuquerque even uses our slogan in the call letters. On the air and in advertising we refer to it as KQE-Oldies. Another example of

Continued on Page 26

CHR Reporter Profiles

Part Two



KKQV/Wichita Falls

OD: Mike Edwards (Operations Director for one year since changeover to current format; previously across town at KNIN as morning man/MD)

MD: Greg King (joined station in March and just promoted to MD; previously worked as air talent at KADX/Denver)

Phone: (817) 723-6688

Facility: 103.3 MHz; 100kw horizontal & vertical



Mike Edwards

Description Of Sound: We are a rock 'n' roll oriented CHR station that tends to lean away from the black and country crossover records until we are forced to play them. The station has only been on the air about a year and we are kind of a new sound for the market. We look at ourselves as a trendsetter for the city and the audience looks to us for lots of music and entertainment. Because of the market size we have a great impact here. We call ourselves the "Station Of The '80s" and people have taken to us quickly in the first year.

We program album cuts, but are very selective in what we play beyond hit singles... all cuts are album length. Our promotions are fast-paced and fun and try to involve the audience in some kind of participation with the air talent as much as possible.

Winning Promotional Idea: One area we try and concentrate on is to get TV exposure whenever possible. We take the "QV103 Viking," which is our mascot. We decided to use a Viking because it was the winning entry in a contest we had to find a mascot. We send him everywhere. We plan to hand out toys again at Children's Hospital for kids laid up over the holiday. Many ideas have never been tried in this town before, so there are always lots of things to do.



Greg King

Recently, we did a promotion called "Summerfest '81" which benefitted battered women. For \$5 you got all the chicken, beer, and soft drinks you wanted, plus live music. The charity, "First Step," realized several thousand dollars from the effort. We also held a "Homegrown Heroes Superjam" which highlighted 13 local bands in a live concert at a local speedway. It was a big success. Both of these will be repeated next year, and we hope to put an album out of the local acts.



WCIL-FM/Carbondale

PD-MD: Tony Waitekus (five years at the station working his way up as MD and then to PD; previously air talent at WJPF/Herrin, IL, now known as WHPI)

Phone: (618) 457-8114

Facility: 101.5 MHz; 50kw horizontal & vertical

Description Of Sound: This station sounds like a real down the middle CHR station. I play whatever the hits are, not leaning A/C or rock, or black. There is a pretty large college population here but we gear ourselves more to Southern Illinois. For that reason we do as well as the local AOR station. My on-air people are personality-oriented. In fact, my afternoon man is known as The Polack. He is Polish, and has become the most popular personality in the area. Very few complaints ever have been filed over his name.

Winning Promotional Idea: Every year just before Christmas we do a "Feed The Hungry Campaign."

We start collecting non-perishable foods and also solicit the names and addresses of those needy families in the area. We work with the fire departments in Southern Illinois for distribution. We send out the jocks with the food and it becomes a big event. Each year the United Mine Workers contribute heavily to the project and they aid us in distribution. This gets us the most attention and goodwill of anything we do all year long. It's good for us and for the people too.



Tony Waitekus

SHAKE IT UP WITH THE CARS!



THE
CARS

NEW ALBUM

SHAKE IT UP

IS PRODUCED BY
ROY THOMAS BAKER

MANAGEMENT: ELLIOT ROBERTS

© 1981 ELECTRA/ASYLUM RECORDS
A WARNER COMMUNICATIONS CO.



Researching Your Station

Continued from Page 24

building things into the name would be the product "Spray & Wipe." It tells you exactly what the product does.

R&R: How does the term "lifestyle" fit in with positioning?

EK: I call them "lifegroups." Everyone belongs to one or more of these. This term is used to categorize similarities in people's living and working habits within the same demographic cells. It's looked at in the broad terms of pro-establishment and anti-establishment lifegroups, and subdivided from there as to music preferences.

A radio station must know basically what type of lifegroup it's appealing to. This is all part of defining the target for the station.

R&R: When you take all of these areas into account and test for public acceptance of the advertising campaign, what are the critical areas?

EK: The promotional efficiency testing of a campaign takes into account the types of medium, TV

"Advertising should tell the people what and who you are. If this is done in a pleasing and professional manner for long enough, the public will recognize you for what you say you are."

billboards, etc., and of course the simplicity of the message or slogan. Colors are also tested for the type of desired target. In general, it's best to have working examples, or storyboards on the proposed campaign. All comments are studied and evaluated carefully and are used in making any modifications before the campaign airs.

To go to the effort and expense of testing for your market position and for your competitive weaknesses, and not find out if your advertising is compatible with your position, is wasting money.

R&R: What about the new PD who comes into a successful operation and just needs to fine-tune it a bit?

EK: From time to time, a research project designed to stay on top of the station's position is helpful. The marketplace is always changing as people react to what you have done and what other radio stations are doing to counterprogram your moves. Any PD should always bear in mind that the station should be giving the target audience what they want.

This holds true not only for the music, but the presentation of the air personalities, the news, feature programs, and promotions. All of this research is designed to tell a radio station what the target wants. It is up to each station to interpret the research or to get suggestions from the organization that did the study. When the project is done by an outside firm, it is usually more accurate and a better representative sample of the people that use radio.

They take into account the areas I mentioned before like lifegroups, age, sex, anti- or pro-establishment tendencies, plus determinations of whether the sample base is an AM or FM daily user, depending on your station. The most important thing to do with a tuneup study is to learn what small weaknesses you can shore up.

If you find weaknesses in your competition that you can easily take advantage of, it might pay to incorporate some emphasis on these areas in your advertising. For example, if you are in an area where weather is critical, you may find through the study that your main competition is weak in this area. You might do well to promote the fact that you're strong on weather the minute it changes and with long-range forecasts, etc.

R&R: What about over-researching?

EK: Research is to be used only as a guideline. As I pointed out, it's all subject to interpretation. This information should be used as a roadmap to plan strategy. Research like this will not tell you how long to make your news or where to place it in the hour, or what records to play.

A programmer who's so bound by every research fact that he's afraid to make a move without facts or figures is not really a programmer. Today's programmer is more like a product manager than ever before — the product being the air sound, and the job being to get as many people to use it as possible.

R&R: Briefly explain some good basics to be aware of for any contemporary format.

EK: Keep in mind that within any demo, there are those listeners that like to rock and those that like softer music. Don't be too quick to make a blanket determination about who likes what just by age cells. Determine what is best for your market and for your target as to the hardness or softness of your music selections.

When it comes to your music rotation, make sure that not only does it rotate into different days, especially the oldies, but that songs also show up each time in a different daypart and different quarter hour too. This is using vertical and horizontal music flow, which takes into account how people listen to the radio. This helps to avoid records burning out too soon, in habit listening patterns, and extends your rotations farther, with less titles.

This level of enthusiasm should be consistent with the music and target you are looking for. Don't be afraid

"Research is to be used only as a guideline. As I pointed out, it's all subject to interpretation. This information should be used as a roadmap to plan strategy."

of teens listening. Remember that teens live in households with parents that are in those desirable 25+ demos.

All too often stations don't give the call letters enough. They should be driven into the ground in your mind and used whenever possible. They just can't be said too often. Keep in mind that all facets of your programming become part of the whole... your product. That's the only thing your audience cares about, how you sound and if your station gives them what they want. You can't be all things to all people, but with the people you are going after you've got to be their favorite. People only vote for their favorite choice, and an Arbitron diary is just like an election. Program to win the vote.

Bits

Eagle 97 (KEGL)/Ft. Worth-Dallas has sent afternoon drive personality Doc Morgan on the road with the Rolling Stones. Doc did his show via the telephone from October 17 through the Stones appearance in Dallas at the Metroplex on October 31. The tour has taken Doc from San Francisco to Orlando, Houston, and back home to Dallas to a welcoming party (10-30) where a pair of tickets to the Stones' Cotton Bowl show were given away.

U93 (WNDU-FM)/South Bend is having listeners participate in the "Winning Combination" contest. A single digit is given out in each show, and at the end of each day, a caller is asked to put together the winning combination of numbers for valuable prizes.

WTIC-FM/Hartford is running a spinoff on "Hi-Lo"... they call it "The \$1000 Number" game. Callers guess at the number and if they hit it on the head, they win \$1000. So far the station has awarded \$11,000 in prizes.

WAYS/Charlotte is getting ready for Thanksgiving by soliciting entries for the "WAYS Golden Turkey Top 40." Listeners send in their three votes for what they think are the worst records of all time.

Q106/York is running the "Secret Sound" contest. Hourly guesses give listeners a shot at winning \$106 for a correct identification. PD Dan Steele reports lots of good response from the contest, and has structured it for a recap of the clues on the morning show to recycle the audience around.

WOW/Omaha and a local theater group co-sponsored a week-long production of "Grease." At the end of the run, the station gave away "Greased Lightning," the car in the play, in reality a 1957 Chevy.

Motion

WOW/Omaha welcomes new morning man Joe Palka from WRIE/Erie... WNOX/Knoxville adds some new air talent: morning man Phil Williams from WMYU/Knoxville, midday personality Gary Beach from WFLY/Chattanooga, Jim Donovan from across town at WGN doing afternoons, and Jay Harker coming in from WKOR/Starkesville, MS as afternoon news anchor.

WDMS/Greenville PD Todd Martin leaves to join 95SGF/Savannah. Replacing him is Allen Reynolds, who's promoted to PD from Production Director... Barb Richards joins WNDU-AM/Indianapolis from KLO/Ogden.

KOFM/Oklahoma City adds a bunch of new people: Lindy Cole from across town at KLNK to do middays; John David Wells moves across town from KLTE to do evenings; all-nights are now being handled by Jim Wood who comes over from KJYO/Oklahoma City, as well as Linda Powell for weekend work; Charlie Stone joins from across town at KJYO to do weekends; and KOCY/Oklahoma City loses newsmen James Banzer... what a raid on the whole city!

KZZP/Phoenix has moved into its new studio and business offices located at 727 S. Extension, Mesa, AZ 85202. The new phone number is (602) 964-4000, and PD Dave Anthony reports the facility is a showplace... Congrats to former KRBE/Houston PD Clay Gish and wife Nancy on the birth of their first child, Dawn Victoria on November 1. Clay is now VP/GM of Houston-based Metro News, as well as producing independent video projects.



KIIS MY FREEZE FRAME — On the day of release of EMI-America's J. Geils Band's LP, "Freeze Frame," a special delivery entourage made their way around Los Angeles radio stations. Shown (l-r) is EMI-America/Liberty National Promotion Director Jack Satter, Playboy Playmates Tera and Piper (flanking KIIS-FM PD Don Benson), and the label's regional AOR Promotion Manager John Hey.



MAYS STILL PICKS OUT THE HITS — The legendary hit maker Willie Mays stopped in at WDRC-FM/Hartford for a visit recently and showed the staff he could still "pick the hits." Shown (l-r) are afternoon drive Steve Skipp and Mays.



WAKX SKATES ON PRETTY ICE — WAKX/Duluth helped the town celebrate the 1981 world premiere of the Ice Capades. The station handed out free Dr. Pepper and station mugs to all who attended. Shown backstage (l-r) is an unidentified Ice Capader, afternoon drive personality Karen Thomas, MD Jon Armstrong, world champion skater Charlie Tickner, and another unidentified Ice Capader.

A CONSULTING FIRST!

See Page 5 for complete details about "The Todd Wallace Money-Back Guarantee."

**index
research**

**Todd Wallace
associates**



KOOL & THE GANG

"Take My Heart"

CONTINUES THE CELEBRATION WITH

PRO-FM add
KSLQ add 30
WBLI add
WOKI add
WGH add
WKDQ add
KIDD add
FM102 add 30
KGGI add 19
KJRB add
KCPX add
Z102 add 35

WFOX add
WRKR add
99KG add
WIFI on
WXKS-FM 5-5
JB105 31-28
WPGC on
Z93 deb 30
Y100 11
Q105 25-23
WCKX 24-23
CKLW 18-16

WGCL 21-19
WKTI on
KEARTH 22-19
KRLA 26-18
KFI deb 29
KIIS-FM 22-18
KIQQ 18-14
KFRC 11-9
KJR 15-14
KYYX 32-28
WTIC-FM 15-13
KC101 25-20

WKEE 39-33
KZFM deb 28
KSET-FM 19-15
KHFI deb 27
WTIX 32-29
B97 28-24
KROK 26-19
WFMF 21-15
WJDX 18-14
KXX106 30-26
G100 26-21
Y103 28-25

BJ105 37-34
WDOQ 26-22
WBBQ 29-17
FM100 23-16
WHBQ 12-5
KX104 deb 29
WMAK-FM 24-19
WSEZ 25-23
WANS-FM deb 26
KYNO-FM 8-4
KNBQ 23-18
KHYT 2-2

WACZ deb 30
WTSN deb 33
WFLB 27-19
KILE 28-20
KPUR deb 26
Q101 deb 29
KWLO deb 24
KYVA deb 27

...Plus Many More

SOMETHING SPECIAL

KOOL & THE GANG



FROM THE GOLD ALBUM

DeLuxe RECORDS

Manufactured and Distributed by
PolyGram Records

Q102
Cincinnati
PD: Jim Fox
MD: Tony Galuzzo

1 1 HALL & GATES/Private Eyes
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
9 9 DAN FOGELBERG/Here To Stay
10 10 DAN FOGELBERG/Here To Stay
11 11 DAN FOGELBERG/Here To Stay
12 12 DAN FOGELBERG/Here To Stay
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14 14 DAN FOGELBERG/Here To Stay
15 15 DAN FOGELBERG/Here To Stay
16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS 35, 34, 35

800/CKLW
Rock 'n' Talk
Detroit
PD: Pat Holiday
MD: Rosalie Trombley

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
9 9 DAN FOGELBERG/Here To Stay
10 10 DAN FOGELBERG/Here To Stay
11 11 DAN FOGELBERG/Here To Stay
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16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS 26, 27
GEORGE BENSON/Turn Your Love Around
JAMES STRAIN/Goin' In And Out Of
BARBARA STREISAND/Come In And Out Of

WOLK
Milwaukee
PD: Jim Brown
MD: Rick Brown

1 1 SHEENA EASTON/Your Eyes Only
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
9 9 DAN FOGELBERG/Here To Stay
10 10 DAN FOGELBERG/Here To Stay
11 11 DAN FOGELBERG/Here To Stay
12 12 DAN FOGELBERG/Here To Stay
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16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS 26, 27
GEORGE BENSON/Turn Your Love Around
JAMES STRAIN/Goin' In And Out Of
BARBARA STREISAND/Come In And Out Of

98 WSLQ
STEREO
St. Louis
PD: Rick Torcaso
MD: Johnny King

1 1 CHRIS CROSS/Arthur's Theme (Best Of My Love)
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
9 9 DAN FOGELBERG/Here To Stay
10 10 DAN FOGELBERG/Here To Stay
11 11 DAN FOGELBERG/Here To Stay
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16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS 30
BARBARA STREISAND/Come In And Out Of
HALL & GATES/Can't Go For That
ROYAL PHILHARMONIC/Beethoven's 9th

WZLW
AND YOU
Milwaukee
PD: John Driscoll
MD: Bill Shannon

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
9 9 DAN FOGELBERG/Here To Stay
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11 11 DAN FOGELBERG/Here To Stay
12 12 DAN FOGELBERG/Here To Stay
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16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS 25, 26
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

ADDS 25, 26
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

WYLL 106.7 FM
Cleveland
PD: Bob McKay

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
9 9 DAN FOGELBERG/Here To Stay
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16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS
EAT/Flat's Groove
ROYAL PHILHARMONIC/Beethoven's 9th

WKTI 94 FM
Milwaukee
PD: B.J. Hunter
MD: Donna Walker

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
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15 15 DAN FOGELBERG/Here To Stay
16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS 26
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

ADDS 26
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

KLAA 100 FM
Los Angeles
PD: Paula Matthews
MD: Robert Moorhead

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
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18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

WTKR 95.0
METRO MEDIA RADIO
Seattle
PD: Tracy Mitchell
MD: Norm Gregory

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
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17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

610 KFRC
San Francisco
PD: Gerry Cagle
MD: Sandy Louie

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
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16 16 DAN FOGELBERG/Here To Stay
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18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

102.7 KISFM
Los Angeles
PD: Don Benson
MD: Danny Lemos

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
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17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

13 WK
San Diego
PD: Jeff Lucifer
MD: Rick Gijlette

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
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16 16 DAN FOGELBERG/Here To Stay
17 17 DAN FOGELBERG/Here To Stay
18 18 DAN FOGELBERG/Here To Stay
19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

101 FM
Los Angeles
PD: Bob Hamilton
MD: David Grossman

1 1 FORE LOVER/Waiting For A Girl
2 2 DAN FOGELBERG/Here To Stay
3 3 DAN FOGELBERG/Here To Stay
4 4 DAN FOGELBERG/Here To Stay
5 5 DAN FOGELBERG/Here To Stay
6 6 DAN FOGELBERG/Here To Stay
7 7 DAN FOGELBERG/Here To Stay
8 8 DAN FOGELBERG/Here To Stay
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19 19 DAN FOGELBERG/Here To Stay
20 20 DAN FOGELBERG/Here To Stay

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

ADDS
PAUL DAVIS/Cool Night
GEORGE BENSON/Turn Your Love Around

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

(Dan Fogelberg continued)

GENESIS No Reply At All (Atlantic) LP: A&M 156/77 74% National Summary

FOREIGNER Waiting For A... (Atlantic) LP: Foreigner 4 2130 86% National Summary

P1 SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P2 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P3 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P4 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P5 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

G J. GEILS BAND Centerfold (EMI America) LP: Freeze Frame 136/9 83% National Summary

H HALL & OATES I Can't Go For That... (RCA) LP: Private Eyes 164/90 76% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

(J. Geils Band continued)

HALL & OATES Private Eyes (RCA) LP: Private Eyes 177/0 82% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P2 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P3 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P4 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P5 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

H QUINCY JONES JAMES INGRAM Just Once (ABM) LP: The Dude 128/1 80% National Summary

H HALL & OATES I Can't Go For That... (RCA) LP: Private Eyes 164/90 76% National Summary

H JOURNEY Don't Stop... (Columbia) LP: Escape 176/6 81% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

(Hall & Oates continued)

JOURNEY Don't Stop... (Columbia) LP: Escape 176/6 81% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P2 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P3 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P4 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P5 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

J LITTLE RIVER BAND The Night Owls (Capitol) LP: Time Exposure 141/1 86% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P2 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P3 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

(Journey continued)

K KOOL & THE GANG Take My Heart (De-Lite/Pg) LP: Something Special 87/15 40% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P2 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P3 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P4 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P5 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P6 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P7 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P8 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P9 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

(Journey continued)

M BARRY MANILOW The Old Songs (Arista) LP: I Should Love Again 167/4 76% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P2 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P3 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P4 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P5 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P6 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P7 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P8 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P9 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

(Ronnie Milsap continued)

N MOODY BLUES Talking Out... (Threshold/Pg) Long Distance Voyager 56/13 26% National Summary

P1 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P2 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P3 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P4 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P5 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P6 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P7 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P8 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

P9 WEST SOUTH WEST NORTH EAST LP: A&M 156/77 74% National Summary

THE PICTURE PAGES

EMI Envelops Easton In Gold



While Sheena Easton was in Los Angeles for interviews, EMI America held a reception for her and awarded her with a gold plaque. Pictured (l-r) are EMIA/Liberty VP Dick Williams, Capitol VP Walter Lee, EMIA/Liberty VP Mark Levinson, Easton, manager Deke Arlon, and EMIA/Liberty VP's Don Grierson and Joe Petrone.

Schwartz Signs To Atco



Songwriter/performer Eddie Schwartz has been signed by Atco Records, with an album, "No Refuge," just out. Pictured (l-r) are ATV Music VP Val Azzoli (in banquet position with apple), Atlantic President Doug Morris, manager Ron Chapman, Schwartz, Atco VP Reen Nalli, and ATV Music President Bernie Soloman.

Iron City In L.A.



MCA's Iron City Houserockers made their Los Angeles debut at the Roxy, with label executives in attendance. Pictured backstage (l-r) are MCA Distributing VP John Burns, MCA Distributing President Al Bergamo, MCA Records President Bob Siner, group's Eddie Britt and Joe Grushecky, producer Steve Cropper, and MCA VP's Denny Rosencrantz and Vince Cosgrave.

Lone Star Party



Alfa's Corbin-Hanner Band and Michael Murphey co-headlined New York's Lone Star Cafe recently. Pictured backstage are (l-r) club co-owner Bill Dick, producer Tommy West, Murphey, manager (for both acts) Bob Burwell, Dave Hanner, club co-owner Mort Cooperman, and Bob Corbin.

How Do You Call Your Loverboy? Platinum



Columbia's Loverboy were presented with platinum plaques for their first album following a performance at New York's Nassau Coliseum. Pictured (l-r, standing) are Columbia VP Mickey Eichner, Sr. VP/GM Al Teller, manager Lou Blair, label's Paul Atkinson, group's Scott Smith, manager Bruce Allen, group's Doug Johnson, and Columbia VP's Arma Andon and Ed Hynes; (l-r, front) group's Paul Dean, Matt Frenette, and Mike Reno.

PolyGram Salutes Pop Of The Tops



The Four Tops played New York's Radio City Music Hall, and were congratulated backstage by label executives. Pictured (l-r, top) are group's Lawrence Payton, Polygram VP's Chip Taylor and Bill Haywood, group's Obie Benson, Polygram President Guenter Hensler, and label's Mike Kidd; (l-r, bottom) Entertainment Company Chief Charles Koppleman, Polygram VP Tommy Young, and group's Abdul "Duke" Fakir.

RCA Team Signs Player To Contract



RCA has signed Player, with an album called "Spies of Life" out in November. Pictured are (l-r, standing) management's Paul Palmer, RCA VP Marty Olinick, producer Dennis Lambert, RCA's Barry Gross, RCA VP Barry Oslander, and group's John Friesen; (seated) group's Peter Beckett.

Gang's Back To Handshake



Handshake Records has signed Gang's Back and picked up their independently-recorded "Hot Fun" single. Pictured (l-r, seated) are manager Joe Isgro of I.C.E. Productions and group's Richard Cruz and Richard Gonzalez; (l-r, standing) group's Joe Cruz, Handshake President Ron Alexenburg, and group's Fresno Cruz, Arturo Aladana, and Robert Ramirez.



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Jeff Gelb

AOR

AOR Interview: WSHE/Miami PD Sonny Fox

Sonny Fox is one of AOR radio's best-known air personalities and programmers. When Arbitron announced recently that it would be combining the Miami-Ft. Lauderdale markets into one market (which will make the metro number eleven next spring), the first person I wanted to call for a reaction was Sonny, now programming WSHE/Miami. At the same time, it was a great opportunity to catch up with this uniquely talented AOR vet.

Lost Time

AOR radio lost track of Sonny for nearly two years between his exiting WYSP/Philadelphia's PD post and his joining WSHE. Sonny filled me in on how he spent the time in between: "I've always been interested in video, and was doing videotapes even while I was PD at WYSP. That's one of the reasons I had a falling out with management there; they wanted a more full-time, on-the-premises programmer. So when I parted company with WYSP I started Superstars Productions as a full-time venture. One of the projects I filmed was Yes (with Jon Anderson) in concert, a production which may soon be sold to cable TV.

"After about two years, though, I really felt the bug to return to radio and to rock and roll. Video can be rock and roll, but only the end product. The rest is crews, equipment package rentals, transportation, front money, editing time, etc. It can be a real pain!

"John Tenaglia, President of TK Communications which owns WSHE, had been running WFI/Indianapolis when I was in Philadelphia. He knew of my programming and jock skills, and called to ask if I would be interested in getting back into radio. I joined just for mornings, but later, when Neal Mirsky was upped to Operations Director, I was named PD."

A Return To Music Radio

Sonny noted that both he and AOR radio had changed a lot in the two years between WYSP and WSHE. "Personally," he reported, "while I don't want to discount the fun of backstage action and dinners with the stars, I've really had it with that aspect of the business. I think I shook everyone's hands while I was in Philadelphia. I now spend a lot less time seeing artists, going to dinners or going backstage, and am much more interested in running the radio station credibly and contemporarily, trying to do things that are brand new, not just what's tried and true."

He observed, "I see a trend toward background rock and roll radio. It's going back to music radio. Music has always been paramount in the eyes and ears of our audience; it's as important as the time it takes up in a hour. We've just dropped all our syndicated programs. We carry live concerts by monster artists and certain specials, but we're returning to very hit-oriented album radio. We don't want to stop the music flow. Instead of features and interviews, our specials are now things like mini-sets, artist week-ends, or an hourlong 'best-of' nightly at 11."

How does he keep WSHE's all-music format from sounding like a perpetual jukebox to listeners? "The responsibility falls on the jocks and what they say between music sets, and on the music released by the record companies," he answered. "Instead of being the station that comes on between records and talks up this special or that interview, our jocks are required once an hour to mention something about an artist during his backsell. There are stacks of magazines and other source material in the studio to choose from. Say the jock has just played some Van Halen song, and comes out of it with a report

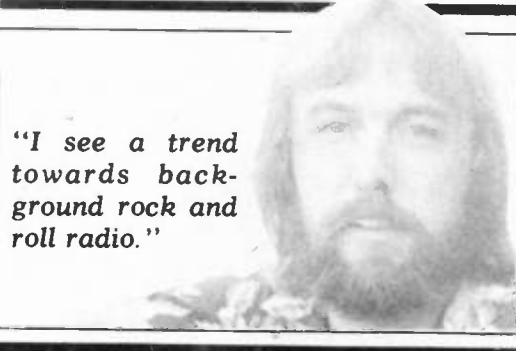
about what the group did in a recent concert. That may not sound exciting to other radio people, but to Van Halen fans, it's a story they'll pass on to their friends and remember WSHE for. So much jock talk is gibberish; when my jocks open their mouths I want them to say something of direct impact to our audience."

He continued, "As for the music, when all the albums that come in are clones of someone else, not only is radio in trouble, so is the music community in general. I believe very strongly in playing new music, and when we decide to break a new album, we lean very heavily on it."

What's the role of news in a format stressing music? Sonny reported, "It's gone except for mornings, where it's very important. We do news twice an hour, and then we have a little speeded-up cartoony character called 'George Gump' who makes a shambles of the last story in each newsbreak. He's become the station's most popular character. Other than mornings, though, news is gone, because it's just another interruption from the music."

Miami Audience Make-Up

How does WSHE's all-music policy go over with Miami's population? Sonny noted, "While a population poll would show that Miami has a lot of elderly people, we're only dealing with people who listen to the radio. It's actually a very competitive radio market for the 18-34 year-old listener; I have at least five direct competitors for that demo."



"I see a trend towards background rock and roll radio."

"Our logo is 'SHE's only rock and roll.' Actually, we were getting some negative focus group results from kids who recalled the slogan but noted we also played Steely Dan and Billy Joel. We do play those artists, but generally we steer away from stuff that isn't rock and roll."

"I have one benefit here," he continued: "history. WSHE has been programming one form or another of rock and roll for 11 years now. We find a tremendous amount of people who are my age (35) who were raised listening to nothing but album radio. They're not ready to turn to Barbra Streisand or Neil Diamond, yet they can't stand a steady dose of Van Halen, Ted Nugent or AC/DC. So we combine that kind of hard rock with what was considered hard rock when those people were growing up: Hendrix, Doors, Zeppelin, plus we do things like 'Psychedelic Sunday,' which plays rock oldies from the late sixties. We haven't dropped those oldies, and we find that even young listeners like them, so long as they're credible rockers. At the same time, we can't quit playing Van Halen or AC/DC, because they're today's heavy rockers."

"We're programming not to an age, but to a lifestyle. If we programmed to an age group, putting in a little Dan Fogelberg or lightening up on the AC/DC, we'd lose it. We're finding an audience that still wants to rock, and we're capitalizing on it."

Fox was happy to hear that Miami and Ft. Lauderdale have been combined into one metro for the next major ratings period, but said it

wouldn't affect WSHE's programming. "In selling WSHE, we've always combined the two areas; that's our community. It was just a logical step to take; TV has been rated that way for years."

Nor is he concerned about trying to capture a significant portion of the city's heavy Latin population (over 40%). "We have to ignore them almost totally," he said. "We get as many Latinos that want to rock as we do women. But several other stations here make a conscious effort to get the streetwise, shoulder-radio people to stay with them by playing a mixture of disco, AM oldies, and crossover AOR stuff. Then, too, there are strictly Latin stations that do very well."

Supporting Cast

WSHE is a Superstars client station, which is a familiar situation for Sonny: he programmed the first Superstars station, WRNO/New Orleans, in 1973. He has worked with Lee Abrams on and off ever since, and said the experience has always been rewarding: "Some consultants love to say, 'This is going on all my stations.' Lee has never done that. He has had plenty of opportunities to make power plays, but has chosen to reflect his opinions of records only when the programmers ask him. That speaks very highly for him."

"My contribution is the presentation of the radio station: in overall attitude, jock personalities, and production. I strive to combine the magic and flavor of Top 40 radio with great music and credible DJ's."

Also playing a key background role in WSHE's overall positioning is Neal Mirsky, currently the station's Operations Director. "Neal helps the GM and sales people almost as much as he helps me when it comes to organizing all our promotions, following through on an idea to its reality. He's also on my music calls with Lee, because I value his market experience and musical knowledge. I welcome his input."

With Neal's help, WSHE is very visible promotionally in the Miami-Ft. Lauderdale metro area. Sonny stated, "We saturated the market to whatever degree we can, and not just with TV commercials. We just did a major Halloween party, plus we broadcast live at the baseball stadium over their PA system, and we enjoy a great rapport with the local concert promoters. We give out tickets constantly. Right now we're doing a bingo promotion on the morning show; we've distributed two million bingo cards through 7-11's, and George Gump reads off bingo numbers in the morning to win resort trips and other lifestyle things."

Video Won't Kill Radio Stars

As a person with an abiding interest in video, I thought I'd close my discussion with Sonny Fox by asking his views on the relationship of video to radio. He offered, "The magic to music is that you hear it differently every time because of the circumstances you're in. When you add a picture to music, then you've seen it. If it's a particularly impressive picture, you might want to see it a few times. But pictures with music is not the same as music; it's scored television, and TV will never replace music. It may enjoy a certain active following, but it's no threat to radio."

"Forgetting that services like MTV can't build up a library the way radio can because video hasn't been around that long, I still can't see pictures having the same mesmerizing effect that music alone has. Video music is not mobile, nor does it underscore your scene; it creates its own. It becomes boring, like going to the same place over and over."

"Music," he concluded, "has a magic all its own. It's the picture to your trip, your mood."

re·ac·tor



neil young cra·zy horse

Produced by David Briggs, Tim Mulligan & Neil Young with Jerry Napier.



On Reprise Records & Tapes
Direction: Elliot Roberts

ACR BREAKERS

Jeff Gelb

EVOLUTION

Greg Solk has been appointed Assistant PD for WLUP/Chicago. Chip Hobart has joined the Loop for middays... Wayne Webster has been named MD for CHUM-FM/Toronto... Chuck Holloway has been upped to MD for WKZL/Winston-Salem. Rod Davis has been upped to the station's Research Director post while "Kiti" has been named Information Director... Rick Williams has returned to KZOZ/San Luis Obispo as music assistant and for airwork... Peter Cole has been upped to full-time nights at WAQY/Springfield... New to overnights at WNOR/Norfolk is Carol Taylor from WXLG/Waukegan... Michael Knight has rejoined KTIM/San Rafael for weekends... Mary Galyean has joined Keny Hazlett's morning show on KSMB/Lafayette. Mike King has joined KSMB for overnights from KTDY/Lafayette... Perry Donofrio (Harry Stone) has joined WBAB/Long Island for afternoon drive from WTFM/New York... T.J. Kilgorin has exited nights at KFMG/Albuquerque for airwork at KFMU/Steamboat Springs... WAAL/Binghamton has picked Ray Ross as its new PD... WMAD/Madison has upped Debbie Dalton to PD and Dale Wolter to MD.



CENTERFOLD FANS — So this is how a hard-working PD and Operations Director spend their time! EMIA's Michael Harris (far right) is pictured with an unidentified Bunny, who helped deliver the J. Geils "Centerfold" single to WSHE Operations Director Neal Mirsky (far left) and PD Sonny Fox (second from right).



FLYING HIGH WITH WQXM — WQXM/Tampa auctioned off a flight in a blimp to benefit a children's hospital. Pictured (l-r) are WQXM PD Mark Stevens, the winner and his wife, and a hospital administrator.



SCREAMATHON — KROQ/Pasadena, in conjunction with Universal Pictures and "Halloween II," held a scream-off, with the prize-winner getting \$250, a Universal Studios tour, and the use of a limo for a day. Pictured at the contest (l-r) are finalist, KROQ jocks Raymond Banister, April Whitney and Frank Bennett, fronted by the winner and another finalist.

COLOR

HALLOWEEN ILLUX: AOR was active last month, providing lots of things for listeners to do on Halloween. An incredible 20,000 attempted to attend WDHA/North Jersey's Halloween party,



WDHA air personality Kathy Miler describes McDonald's french fries costume during WDHA Halloween Ball.

with over 5000 getting in (a move to larger quarters is expected next year). Capitol's Elektrics provided music while EMIA's John Hall was the costume contest MC; the winner received an expenses-paid trip to the Loch Ness. KBCO/Boulder also sent its costume contest winners on a trip, this one to Mexico. Riot headlined WMJQ/Rochester's Halloween party for \$1.92 admission. KFMQ/Lincoln awarded \$300 in stereo gear and over \$600 in total prizes to its Halloween masquerade winners. DC101/Washington thought big, by having its party simultaneously at 20 different locations. Awarded to costume-wearers were trips to a Dallas Cowboys game. KPRI/San Diego's Ball benefitted Special Olympics, which netted \$15,000 that evening, while those modeling prize-winning costumes won everything from color TV's to a Toyota Corolla. KGB-FM/San Diego held a Halloween blood drive, gathering 183 pints in one day (a San Diego record for a radio station) in return for albums and restaurant certificates. KOLL/Gillette screened "American Werewolf In London" on Halloween as a benefit for MDA.

STONES STUFF: The Rolling Stones concert tour juggernaut continues: WAQY/Springfield awarded tickets to people who called the station when they heard "Satisfaction" being played. WAAF/Worcester was asked by the group to sell 1000 tickets specifically to residents of North Brookfield, where the group practiced before beginning its American tour. WTUE/Dayton used a trivia quiz to send six winners to see the group. WGRQ/Buffalo gave away a pair of Stones tickets to the listener who correctly listed the number and titles of the Stones songs the station played in a designated 39-hour period.

THE ROCK AND ROLL 500: WFYV/Jacksonville polled listeners for their ten favorite songs, combining the results into a list of 500 that were played throughout a weekend. Given away in a random drawing from the postcard entries were a \$500 stereo system, \$105 in clothing and a 105-second record run.

COLLEGE OF ROCK KNOWLEDGE: Two AOR's turned rock trivia quizzes into prize-winning vacations for listeners. KROY-FM/Sacramento sent two to Hawaii for a week while KGON/Portland awarded diamonds and a grand prize trip to London to a 44-year-old winning listener.

BANNERS UP: WOAY/Oak Hill, WV held a banner contest welcoming A&M's Pablo Cruise to town. Winners received a \$94 record stash, a portable FM receiver and headphones, Pablo Cruise catalogues and concert tickets. The group was so pleased with the promotion it kept two of the banners as souvenirs.

UPDATE

One of AOR's best promotional ideas in a long time is the concert hall seating guide, which has seating charts for all local concert and sports arena venues. KMEL/San Francisco just released its Guide, complete with a Bill Graham interview feature, along with color photos of artists including Bruce Springsteen and Pat Benatar. It's a thoroughly professional production... WXRT/Chicago's publicizing its switch to a new transmitter tower and improved reception with a batch of busboards that read "WXRT-Listen! You'll be ecstatic!"... Yes, that was DC101 morning man Howard Stern mentioned on satellite TV series "Entertainment Tonight" last week. The show's "Whatever Happened To..." feature spotlight was on Eddie Haskell, and Howard was mentioned in reference to a daily spoof he does on "Leave It To Beaver"... Speaking of "the Beaver," Jerry Mathers was a special guest on a recent Billy Hergonson "Breakfast Club" on KGB-FM/San Diego, where he graciously accepted the "Beaver Cleaver" role one more time for a takeoff. And, incredibly, KEZY/Anaheim has actually hired Mathers for a week's worth of morning shows plus future specials!... WCOZ/Boston's Jane Norris won an award of merit in the 1981 Hatch Awards for creative excellence in advertising for her TV campaign created around the theme of "Artists in Rock and Roll." The spot used a series of clips of artists like Led Zeppelin, Who, Jimi Hendrix, and the Rolling Stones... WTUE/Dayton just opened a "Ticket Window," a daily feature that gives away tickets to local events, from sports and films to rock concerts... New AOR WMDM/Lexington Park, MD needs album service. Contact Lee Dravis at (301) 475-8383... Congratulations to newlyweds Lee and Cindy Duncan. Lee programs KSPN/Aspen... WLLZ/Detroit has moved. They're now at 31555 14 Mile Rd., Suite 102, Farmington Hills, MI 48018. The station's new phone number is (313) 855-5100.



STANLEY STRIKES BACK: EMIA's Michael Stanley Band stopped by KSHE/St. Louis after his recent area concert performance. Pictured (l-r) are Belkin/Maduri rap (and former James Gang drummer) Jim Fox, EMIA's Jean Hobell and Howard Lasnick, KSHE's Mrs. Emily Grafman, Stanley, and Century VP Shelley Grafman.

CONCERTS & CONVERSATIONS

BROADCASTS: Swamp Dogg, Bruce Cockburn on KTIM/San Rafael... Novo Combo on WEBN/Cincinnati.

GUEST DJ'S: Jefferson Starship, Greg Kihn on Y95/Rockford.

CONVERSATIONS: Bob Weir on WLIR/Long Island... Lindsey Buckingham, Atlanta Rhythm Section, Tubes on WDHA/North Jersey... Molly Hatchet, Nazareth on WXKE/FL Wayne... Bruce Cockburn on KVRE/Santa Rosa... Spencer Davis, Henry Paul, Valerie Bertinelli on WDIZ/Orlando... Don McLean, Karla DeVito on WNEW-FM/New York... Jan Hammer on WOUR/Utica... Loverboy on CITH-FM/Winnipeg... King Crimson on WYSP/Philadelphia... Marty Ballin on KYTD/Santa Barbara... Billy Squier on WEBN/Cincinnati, WHKC/Evansville... Hall & Oates on WABB/Mobile, WXRT/Chicago... Tom Coster, Mal & Val on KFMH/Muscataine... Nazareth, Grand Funk on WTUE/Dayton... Def Leppard on KZOK/Seattle... Joe "King" Carrasco, Fireign Theatre, Bruce Cockburn on KTIM/San Rafael... Frank Zappa on WQBK/Albany... Diesel, Triumph on WGRQ/Buffalo... Billy Squier on WLLZ, WRIF/Detroit.



Radio & Records AOR NATIONAL AIRPLAY/40 Chart Summary

November 13, 1981 169 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (10/23, 10/30, 11/6, 11/13) and album titles (e.g., ROLLING STONES, FOREIGNER, GENESIS).

New artists continued to make their mark on this week's chart, while AOR's top-played artists held rock steady.

MOST ADDED

Table for Most Added section with columns for week numbers (11/13, 11/6, 10/30, 10/23, 10/16) and album titles (e.g., NEIL YOUNG & CRAZY, ROD STEWART).

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.

MEDIUM

Table for MEDIUM section with columns for week numbers (11/13, 11/6, 10/30, 10/23, 10/16) and album titles (e.g., GREG LAKE, JOHN ENTWISTLE).

The Medium reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week.

THE HOTTEST

Table for THE HOTTEST section with columns for week numbers (11/13, 11/6, 10/30, 10/23, 10/16) and album titles (e.g., ROLLING STONES, POLICE).

The Hottest reports of charting artists are displayed over a five-week period. They are listed in order of total reports within the specific rotation for the week.

AOR BREAKERS

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

ROD STEWART Tonight I'm Yours (WB)

"Tonight I'm Yours" "Lonely" 89% of our reporters on 8 Total album reports: 112 A-22, M-18, H-8. Album debuted this week at number 27.



RUSH Exit... Stage Left (Mercury/PolyGram)

"Exit... Stage Left" "The Spirit" "Tom Sawyer" 67% of our reporters on 8 Total album reports: 118 A-26, M-12, H-8. Album debuted this week at number 28.



NEIL YOUNG & CRAZY HORSE Re-Ac-Tor (WB/Reprise)

"Pacific" "Joe" "Star" "Notas" 67% of our reporters on 8 Total album reports: 105 A-18, M-9, H-8. Album debuted this week at number 28.



Significant Action

WHO	Hooligans (MCA)	Total: 42 A-18, M-17, H-10
NILS LOFGREN	Night Faces Away (Backstreet/MCA)	Total: 41 A-2, M-24, H-6
DEVO	New Traditionalists (WB)	Total: 38 A-2, M-28, H-10
AL STEWART	Indian Summer (Arista)	Total: 38 A-18, M-17, H-6
SNEAKER	Sneaker (Handshake/CBS)	Total: 38 A-18, M-12, H-6
ZZ TOP	El Loco (WB)	Total: 38 A-9, M-20, H-16
DIEBEL	Watts In A Tank (Regency/A&C)	Total: 34 A-1, M-18, H-16
ELO	Time (J&V/CBS)	Total: 34 A-9, M-18, H-16
TOMMY TUTONE	Tommy Tutone 2 (Columbia)	Total: 34 A-8, M-28, H-11
N. SCHON/J. HAMMERN. Schon & J. Hammer (Columbia)	"Westing" "Talking"	Total: 34 A-11, M-18, H-1, J-3

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

JAZZ ON AOR

2 1	CRUSADERS	Standing Tall (MCA) Title "Sunshine"
1 2	AL JARREAU	Breakin' Away (WB) Title "Love"
6 3	TIM WEISBERG	Travelin' Light (MCA) Title
3 4	BRYRO GYRA	Freedom (MCA) Title "Telluride"
7 5	TOM COSTER	TC (Fantasy) "Moment" "Angels"
4 8	BOB JAMES	Sign Of The Times (Tappan Zee/Col.) "Enchanted" "Steamin'" "Unicorn"
6 7	GIL SCOTT-HERON	Reflections (Arista) "Movie" "Storm"
8 8	PASSPORT	Blue Tattoo (Atlantic) "Radiation" "Rambling"
9 8	EARL KLUGH	Oream Come True (UA) Various Cuts
10 10	DAVID GRISMAN	Mondo Mando (WB) "Hill"

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 over the week.

REGIONAL AOR ACTIVITY

EAST

Q104 Albany
518-462-5555

ROCK 104 Albany
518-785-9800

WZZO Allentown
215-894-0511

MOST ADDED

NEIL YOUNG & CRAZY HORSE
Re-Ac-Tor (WB/Reprise) **29/29**

RUSH
Exit... (Mercury/PolyGram) **33/25**

OZZY OSBOURNE
Dyari Of A... (Jed/CBS) **31/26**

ROD STEWART
Tonight I'm Yours (WB) **22/20**

LOVERBOY
Get Lucky (Columbia) **33/8**

MEDIUM

GREG LAKE
Grag Lake (Chrysalis) **27/22**

JOHN ENTWISTLE
Too Late The Hero (Atco) **27/22**

ROSSINGTON-COLLINS BAND
This Is The Way (MCA) **25/17**

SURVIVOR
Promotion (Scotti Bros/CBS) **21/17**

LOVERBOY
Get Lucky (Columbia) **33/16**

THE HOTTEST

ROLLING STONES
Tattoo... (Rolling Stones/Atco) **38/37**

GENESIS
Abacab (Atlantic) **39/38**

POLICE
Ghost In The... (A&M) **38/24**

FOREIGNER
4 (Atlantic) **37/33**

JOURNEY
Escape (Columbia) **29/26**

Q104 Albany
518-785-9800

ROCK 104 Albany
518-785-9800

WZZO Allentown
215-894-0511

98Rock Baltimore
301-889-0098

104FM WBCH Boston
617-266-1111

WCOZ Boston
617-267-9090

WCOZ Boston
617-262-5900

97Rock Buffalo
716-885-9700

WHON LOFT Hartford
203-247-1066

1-95fm Bridgeport
203-579-9995

WBAB Long Island
516-587-1023

WJLB Long Island
516-468-9200

WBAB Long Island
516-587-1023

WJLB Long Island
516-468-9200

WBAB Long Island
516-587-1023

WJLB Long Island
516-468-9200

WBAB Long Island
516-587-1023

WJLB Long Island
516-468-9200

WBAB Long Island
516-587-1023

WJLB Long Island
516-468-9200

GRISMAN **YELLOWJACKETS**

DAVID GRISMAN *Mondo Mando*
Includes: Maracas, Accordion, Conga, Tambourine

YELLOWJACKETS
Includes: Maracas and Tambourine

WB JAZZ

Watch For The New WB Jazz Sampler "Appetizer" Coming Next Week.

MAINIERI

MIKE MAINIERI *Wanderlust*
Includes: Crooked Wines, Flying Colours, South Touch, Blue Train

PATTI AUSTIN

PATTI AUSTIN *Every Home Should Have One*
Includes: Do You Love Me?, The Game, Love Me To Death, Baby, Come To Me

MIDWEST

MOST ADDED

MEDIUM

THE HOTTEST

Appleton
414-734-9226

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Cincinnati
513-871-8500

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Fargo
218-236-7900

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Lansing
517-393-1320

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

93QFM Milwaukee
414-276-2040

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Bloomington
812-332-9292

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Columbus
614-224-1271

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Flint
313-744-1570

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Lafayette
317-448-1566

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Muscatine
319-263-2512

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Chicago
312-828-9191

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Dayton
513-224-1501

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Ft. Wayne
219-484-0580

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Lincoln
402-478-6565

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Oklahoma City
405-831-8861

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Chicago
312-777-1700

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

DeKalb
815-756-9250

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Grand Rapids
616-456-5463

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Madison
608-249-9277

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Oklahoma City
405-528-5543

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Cleveland
216-391-1260

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Detroit
313-855-5100

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Kankakee
815-939-4541

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Minneapolis
612-545-6601

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Omaha
402-592-5300

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Cleveland
216-781-9667

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Detroit
313-827-9505

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Kansas City
816-753-4587

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Milwaukee
414-342-1111

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Peoria
309-674-2000

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Evansville
812-422-5258

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Evansville
812-422-5258

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Evansville
812-422-5258

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Evansville
812-422-5258

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

Evansville
812-422-5258

PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)
PA: BOB WISNER (Full)

MIDWEST

95 Rockford 815-877-3075. List of artists and album titles including 'The Rock' and 'Rock On'.

Sioux Falls 605-335-8700. List of artists and album titles including 'The Rock' and 'Rock On'.

St. Louis 314-844-1380. List of artists and album titles including 'The Rock' and 'Rock On'.

Terre Haute 812-238-2557. List of artists and album titles including 'The Rock' and 'Rock On'.

FM 104 Toledo 419-248-3377. List of artists and album titles including 'The Rock' and 'Rock On'.

WEST

95 Rockford 815-877-3075. List of artists and album titles including 'The Rock' and 'Rock On'.

St. Louis 314-844-1380. List of artists and album titles including 'The Rock' and 'Rock On'.

Tulsa 918-684-2810. List of artists and album titles including 'The Rock' and 'Rock On'.

Winnipeg 204-775-0371. List of artists and album titles including 'The Rock' and 'Rock On'.

Winnipeg 204-775-0371. List of artists and album titles including 'The Rock' and 'Rock On'.

MOST ADDED and MEDIUM. Lists of artists and album titles with station rotation counts.

THE HOTTEST. Lists of artists and album titles with station rotation counts.

94ROCK Albuquerque 505-765-5400. List of artists and album titles including 'The Rock' and 'Rock On'.

Bakersfield 805-832-1410. List of artists and album titles including 'The Rock' and 'Rock On'.

Denver 303-936-2313. List of artists and album titles including 'The Rock' and 'Rock On'.

Fort Collins 303-571-1232. List of artists and album titles including 'The Rock' and 'Rock On'.

Honolulu 808-524-7100. List of artists and album titles including 'The Rock' and 'Rock On'.

Anchororage 907-277-2655. List of artists and album titles including 'The Rock' and 'Rock On'.

Boulder 303-444-5600. List of artists and album titles including 'The Rock' and 'Rock On'.

Denver 303-759-5800. List of artists and album titles including 'The Rock' and 'Rock On'.

Fresno 209-226-5991. List of artists and album titles including 'The Rock' and 'Rock On'.

Las Vegas 702-876-1480. List of artists and album titles including 'The Rock' and 'Rock On'.

Aspen 303-925-5776. List of artists and album titles including 'The Rock' and 'Rock On'.

Chico 918-343-8481. List of artists and album titles including 'The Rock' and 'Rock On'.

Denver 303-694-1080. List of artists and album titles including 'The Rock' and 'Rock On'.

Gillette 307-682-5101. List of artists and album titles including 'The Rock' and 'Rock On'.

Los Angeles 213-557-7250. List of artists and album titles including 'The Rock' and 'Rock On'.

Albuquerque 505-285-8811. List of artists and album titles including 'The Rock' and 'Rock On'.

Colorado Springs 303-634-4898. List of artists and album titles including 'The Rock' and 'Rock On'.

Edmonton 403-428-8597. List of artists and album titles including 'The Rock' and 'Rock On'.

Fresno 209-226-5991. List of artists and album titles including 'The Rock' and 'Rock On'.

Los Angeles 213-464-5638. List of artists and album titles including 'The Rock' and 'Rock On'.

WEST

Los Angeles 213-469-1212

KLAA
 PD: BOB HAYES
 AD: BOB HAYES

KLOS
 PD: BOB HAYES
 AD: BOB HAYES

KLTW
 PD: BOB HAYES
 AD: BOB HAYES

KLVB
 PD: BOB HAYES
 AD: BOB HAYES

Missoula 406-728-5000

KZLZ
 PD: BOB HAYES
 AD: BOB HAYES

KZLZ
 PD: BOB HAYES
 AD: BOB HAYES

Pasadena 213-578-0830

KROQ FM 104.7
 PD: BOB HAYES
 AD: BOB HAYES

KROQ
 PD: BOB HAYES
 AD: BOB HAYES

Phoenix 602-833-8888

KDKB 93.1 FM ROCKS ARIZONA
 PD: BOB HAYES
 AD: BOB HAYES

KDKB
 PD: BOB HAYES
 AD: BOB HAYES

Phoenix 602-838-3082

KUPD FM 98
 PD: BOB HAYES
 AD: BOB HAYES

KUPD
 PD: BOB HAYES
 AD: BOB HAYES

Portland 503-655-9181

KGON 92.1 FM
 PD: BOB HAYES
 AD: BOB HAYES

KGON
 PD: BOB HAYES
 AD: BOB HAYES

Portland 503-228-5000

KLAT
 PD: BOB HAYES
 AD: BOB HAYES

KLAT
 PD: BOB HAYES
 AD: BOB HAYES

Reno 702-329-9261

KZLZ
 PD: BOB HAYES
 AD: BOB HAYES

KZLZ
 PD: BOB HAYES
 AD: BOB HAYES

Sacramento 916-446-4965

KIO3
 PD: BOB HAYES
 AD: BOB HAYES

KIO3
 PD: BOB HAYES
 AD: BOB HAYES

Sacramento 916-446-7546

KROY 97.1 FM
 PD: BOB HAYES
 AD: BOB HAYES

KROY
 PD: BOB HAYES
 AD: BOB HAYES

Sacramento 916-925-3700

KOME
 PD: BOB HAYES
 AD: BOB HAYES

KOME
 PD: BOB HAYES
 AD: BOB HAYES

Salt Lake City 801-972-3030

KSLV 99
 PD: BOB HAYES
 AD: BOB HAYES

KSLV
 PD: BOB HAYES
 AD: BOB HAYES

San Bernardino 714-825-5020

KCAL 96.7
 PD: BOB HAYES
 AD: BOB HAYES

KCAL
 PD: BOB HAYES
 AD: BOB HAYES

San Diego 714-292-1360

KGB-FM 101.5
 PD: BOB HAYES
 AD: BOB HAYES

KGB
 PD: BOB HAYES
 AD: BOB HAYES

San Diego 714-565-6006

106
 PD: BOB HAYES
 AD: BOB HAYES

106
 PD: BOB HAYES
 AD: BOB HAYES

San Diego 714-236-9872

91X FM
 PD: BOB HAYES
 AD: BOB HAYES

91X
 PD: BOB HAYES
 AD: BOB HAYES

San Francisco 415-391-9400

KSFX
 PD: BOB HAYES
 AD: BOB HAYES

KSFX
 PD: BOB HAYES
 AD: BOB HAYES

San Francisco 415-928-0104

KSFX
 PD: BOB HAYES
 AD: BOB HAYES

KSFX
 PD: BOB HAYES
 AD: BOB HAYES

San Jose 408-248-6811

KOME
 PD: BOB HAYES
 AD: BOB HAYES

KOME
 PD: BOB HAYES
 AD: BOB HAYES

San Rafael 415-456-1510

KTIM
 PD: BOB HAYES
 AD: BOB HAYES

KTIM
 PD: BOB HAYES
 AD: BOB HAYES

San Bernardino 714-825-5020

KCAL 96.7
 PD: BOB HAYES
 AD: BOB HAYES

KCAL
 PD: BOB HAYES
 AD: BOB HAYES

San Jose 408-288-5400

KJIO
 PD: BOB HAYES
 AD: BOB HAYES

KJIO
 PD: BOB HAYES
 AD: BOB HAYES

San Luis Obispo 805-544-5093

103 The Music FM
 PD: BOB HAYES
 AD: BOB HAYES

103
 PD: BOB HAYES
 AD: BOB HAYES

Santa Barbara 805-963-1975

KTMS-FM Rock 97
 PD: BOB HAYES
 AD: BOB HAYES

KTMS
 PD: BOB HAYES
 AD: BOB HAYES

Santa Barbara 805-963-1601

KTVD
 PD: BOB HAYES
 AD: BOB HAYES

KTVD
 PD: BOB HAYES
 AD: BOB HAYES

Santa Maria 805-922-2158

99 KXFM
 PD: BOB HAYES
 AD: BOB HAYES

99
 PD: BOB HAYES
 AD: BOB HAYES

Santa Rosa 707-544-5873

KSLV 99
 PD: BOB HAYES
 AD: BOB HAYES

KSLV
 PD: BOB HAYES
 AD: BOB HAYES

San Bernardino 714-825-5020

KCAL 96.7
 PD: BOB HAYES
 AD: BOB HAYES

KCAL
 PD: BOB HAYES
 AD: BOB HAYES

Seattle 206-824-4305

Rock
 PD: BOB HAYES
 AD: BOB HAYES

Rock
 PD: BOB HAYES
 AD: BOB HAYES

Seattle 206-454-1540

KAZM
 PD: BOB HAYES
 AD: BOB HAYES

KAZM
 PD: BOB HAYES
 AD: BOB HAYES

Seattle 206-223-3911

KZOK
 PD: BOB HAYES
 AD: BOB HAYES

KZOK
 PD: BOB HAYES
 AD: BOB HAYES

Spokane 509-448-2000

92.9 KREM-FM
 PD: BOB HAYES
 AD: BOB HAYES

92.9
 PD: BOB HAYES
 AD: BOB HAYES

Tucson 602-624-5588

KWFM
 PD: BOB HAYES
 AD: BOB HAYES

KWFM
 PD: BOB HAYES
 AD: BOB HAYES

Tucson 602-622-8711

KLFX
 PD: BOB HAYES
 AD: BOB HAYES

KLFX
 PD: BOB HAYES
 AD: BOB HAYES

Vancouver 604-684-7221

CFAX
 PD: BOB HAYES
 AD: BOB HAYES

CFAX
 PD: BOB HAYES
 AD: BOB HAYES



Carolyn Parks

Country Happenings

Now that CMA week is history for another year, our thoughts and attention will be turning towards other concerns... ratings, promotions, the holidays, etc. However, before we move along, I thought it would be interesting to highlight some of the promotions and activities various stations conducted in conjunction with Country Music Month.

Several stations, of course, carried the CMA Awards and Post Awards Show, including WIL/St. Louis and WVAM/Altoona. Album giveaways were popular, with many stations such as KSON/San Diego featuring a different country artist each day. KBMR/Bismarck's album giveaway required listeners to match artists' real names with their stage names, while WWOD/Lynchburg distributed LP's to callers who could answer various Country-related trivia questions.

A good number of stations bought the rights to the Haas Hudgins "Country Calendar" promotion, which linked stations' sales and programming departments. Sponsoring advertisers distributed the numbered calendars through their establishments, and each day winning numbers were called out on the air, with the winner receiving the selected album of the day. The contest wrapped up with a grand prize of a trip to Billy Bob's in Ft. Worth. KIDN/Pueblo varied their grand prize, instead awarding the winner 31 albums (a copy of all the featured albums of the month) plus \$200 worth of western clothing.

WBCS/Milwaukee, WCXI/Detroit, and WKMF/Flint all sponsored trips to Nashville during CMA week. WKMF also ran their own telephone poll before the



WSM/Nashville and KOKE/Austin were just two of the stations that broadcast live from Nashville's Opryland Hotel during the week. Photo on top pictures radio Hall of Famer Grant Turner and RCA artists Valentino and Charley Pride joining WSM's Chuck Morgan for a live interview; proving that turnabout is fair play, the bottom shot shows KOKE's Bob Cole interviewing WSM's Ralph Emery during Bob's morning show.

awards show, asking listeners for their choices. Surprisingly, Kenny Rogers, who was not a winner this year in Nashville, did very well in Flint, taking several categories. The station later presented him with a plaque commemorating the event. WHN/New York also conducted its own listener choice awards, although the results of that poll are still being tabulated.

WAXX/Eau Claire combined the station's 15th anniversary celebration with Country Music Month by ask-

Continued on Page 50

CMA Gains Membership And Board Members

One press release which I received recently gave me great pleasure, and I'd like to pass the information along. For the first time in the CMA's 23-year history, its membership total has surpassed the 6000 mark, making the organization the music industry's largest professional trade association.

Several membership categories showed marked increases, including Disc Jockeys, up 59.5%; Radio/TV, up 26.4%; and Record Merchandisers, up 6.78% over last year's figures. Of this membership total, nearly 5600 are individual members who obviously feel that \$25 per year is not too high a price to pay for representation in their industry.

Those of you who attended CMA Week this year no doubt noticed that the stress was on enrolling new members, with particular emphasis on current CMA members taking a more active role in recruitment. As CMA Associate Executive Director Ed Benson noted, "Nothing sells CMA better than our members who perceive the need for and realize the progress achieved by having a strong and active trade organization."

I urge all of you who are considering membership to take the time right now to send in your check and thus become an active rather than a passive participant in the country music industry. And I urge the balance of you nonmembers to reread Ed Benson's words and to give some additional thought towards joining an organization whose prime concern is the increased growth of country music and Country-formatted radio. When you consider that Country is practically the only major music format to have an organization working for us towards our common goals, how can we help but be the format of the 80's!

New Board Members Named

On a related note, the following have been elected to the CMA Board for two-year terms, each representing a different faction of country music.

Ad Agency: Janice Ericson of Eric Ericson & Associates; Artist/Musician: Brenda Lee; Composer: Larry Gatlin; Disc Jockey: Bob Cole of KOKE/Austin; International: Jeffrey Kruger; Radio/TV: E.W. Wendell of WSM/Nashville; Record Company: Jerry Bradley of RCA/Nashville; Publication: Lee Zhito of

Billboard; Record Merchandiser: Sam Marmaduke of Western Merchandisers; Talent Buyer/Promoter: Wayne McCary of Eastern States Expo; At Large Representatives: Ken Kragen (talent manager), Charles Scully (Society of European Stage Authors & Composers), and Glenn Snoddy (Woodland Sound Studios).

Our congratulations to all of the new board members. Let's give them our support in every way possible... after all, we elected them as our representatives.



Q106—On Cartons And In The Clouds

WWQM-FM(Q106)/Madison, WI is one station which believes in visibility. In fact, you might see its call letters and jocks almost anywhere in the city, as evidenced by the accompanying visuals. To promote Barbara Mandrell's appearance at the Wisconsin State Fair, host station Q106 arranged to have the show advertised on some 60,000 milk cartons, which were distributed in Stop-N-Go convenience stores throughout the area.

A later promotion found morning man Scotty Moore (pictured) airing (literally) his show from atop his "ego" board overlooking Madison's busy Beltline Highway. He not only broadcast his daily show from there but lived in the clouds for a full week, giving on-air updates from his perch throughout the day. Scotty survived the week in a tent equipped with heater, barbeque grill and winter clothing, as well as through donations from sympathetic fans, including one who provided a catered lobster dinner. However, the best part of the week came on Friday at 4:30pm when two fur-clad bathing beauties escorted "our hero" back down to earth. Before descending Scotty spent a day with "PM Magazine," taping a segment for the program. All in all, not a bad way to spend a week and definitely a good way to create interest in your station!

Country



Trick Or Treat?

Halloween always seems to bring out the latent ghosts and goblins in the best of us, especially since it offers a chance to get dressed up in any outfit that strikes our fancy without suffering the curious stares that might come our way the rest of the year (except in Los Angeles, where it's sometimes difficult to tell the costumed trick or treaters from the "normal" pedestrian!).

Radio stations have historically used Halloween as a springboard for some of the more unusual promotions, and this year was no exception. The favorite, of course, is the classic "Haunted House," usually run in conjunction with a local service organization. KEED/Eugene tied in with the Boys & Girls Aid Society of Oregon to sponsor a haunted house, from which it broadcast live Halloween night, and even interviewed several "monsters" on the air. WEEP/Pittsburgh consolidated its efforts with the JayCees, charging admission and raising over \$25,000 during the 13 days the promotion ran. The station also gave away \$100 worth of merchandise each night to anyone lucky enough to get the correct key which would open the WEEP Treasure Chest.

J.D. Cannon, WFMS/Indianapolis's Music Director, got into the act himself by dressing up and passing out candy to area children who visited the Children's Museum cosponsored Haunted House, while WWOD/Lynchburg turned the tables by holding an open house at the station for all interested listeners. Guess they felt their jocks were scary enough without costumes!



J.D. Cannon

St. Louis was treated to an entire day of monster hits from the past decade from WIL-AM, which also aired "spooky" songs throughout the day. KSON/San Diego conducted a "Halloween Spooky Story" contest during the week prior to the holiday. Listeners submitted their original spooky stories, which were produced in play form and broadcast over the air on Halloween night by the KSON "Not-Ready-For-Drive-Time-Players."

Continued on Page 50

a n n o u n c i n g

THE WEEKLY COUNTRY MUSIC COUNTDOWN

An exciting
weekly program
brought to you
by The United
Stations Country
Music Network.

Produced by
Ed Salamon.



Ed Salamon with Johnny Cash

Ed Salamon and Country Music Proven Success

The Weekly Country Music Countdown is produced by Ed Salamon. During his six years as Program Director at WHN, New York, the station received *Billboard Magazine's* Country Station of the Year Award three times (1976, 1978 and 1980).

■ Produced for the Mutual Broadcasting System, the "Johnny Cash Silver Anniversary Special", the current winner of *Billboard Magazine's* achievement award as Syndicated or Network Special of the Year.

■ Produced for the Mutual Broadcasting System the record-breaking "Country Music Countdown—1980", co-hosted by Anne Murray and heard on more than 700 radio stations.

■ Producer of the Mutual Broadcasting System radio special, "Triple", hosted by three of today's hottest country stars—Barbara Mandrell, Charlie Daniels, and Larry Gatlin.



Producer Ed Salamon with the Gatlin Brothers

■ Personally has interviewed virtually every major star of country music, including Dolly Parton, John Denver, and Kenny Rogers.

■ Again this year named Country Radio Program Director of the Year by *Billboard Magazine* for his work at WHN.

The United Stations



Ed Salamon with Olivia Newton-John

Exclusive Features!

The stories behind the songs told by the hit-makers themselves, sneak previews of new releases and classic music from our extensive library.

Radio & Records

Each week, *Radio & Records*, compiles a list of the most programmed songs on radio stations all over the country, producing credible statistics with computerized accuracy—brought to you by The Weekly Country Music Countdown!

For further information on how your station can broadcast The Weekly Country Music Countdown call today!

800/368-3033 or 703/556-9870
(Except in Virginia)

Coming Soon! Announcement of
The United Stations Country Music
Network 1982 Holiday Specials!

On The Flip Side



Waylon Jennings

"Shine"

PB 12367

BB 62★ CB 45★ RW 48★

John Denver

"The Cowboy & The Lady"

PB 12345

BB 71★ CB 71★ RW 73★

Louise Mandrell & R C Bannon

"Where There's Smoke There's Fire"

PB 12359

Just Shipping



Country Pictures



HALL FILLS THE HALL: WTOD/Toledo presented Tom T. Hall for two shows at the recent Lucas County (Ohio) Fair. Pictured "backstage" are (l-r) station staffers Chuck Schrader and Harvey J. Steele, Tom T., and WTOD's Gary Shores.



BOSS VISITS WHTN: Sorrell Booke (aka Boss Hogg in "The Dukes Of Hazzard") recently spent some time with WHTN/Huntington, WV midday announcer Crls Robins, as both are shown in the studio prior to taking listeners' calls.



WAWV PULLS 'EM IN — WAWV/Vero Beach, FL recently "pulled" in a tractorload of listeners when they broadcast live from the site of the St. Lucie County Civitans "Truck & Tractor Pull." Pictured above (l-r) are PD/morning man Marty Rowland, former evening jock Rick Ramsey, and MD/afternoon personality Billy West, plus one of the entries.

Country Happenings

Continued from Page 46

ing listeners to pick their favorite country hits of all time, while WY11/Williamsport dug into the past with a "Country Flashback" game. Listeners who answered the first question correctly could either take their prizes or continue on to the next, more difficult question (which, naturally, had a bigger and better prize).

WPOR/Portland's big promotion for the month was its "October Bonanza Shopping Spree," during which the grand prize winner had five minutes in a local supermarket to grab all the goodies they could lay their hands on. The station broadcast the event live. However, our hat's off to WKLM/Wilmington for its October promotion, a prize an hour for the entire month! What were the prizes? You guessed it... \$5000 worth of cowboy hats!

Trick Or Treat?

Continued from Page 46

The three winning entries received a cassette of the broadcast as well as additional prizes.

WQYK/Tampa-St. Petersburg got people off the streets and into the Florida State Fairgrounds this Halloween by presenting a free concert, featuring George Strait, Kippi Brannon, Lee Greenwood, and Roy Head. Although KILT/Houston (in conjunction with Budweiser) charged \$12.50 per person admission to its "Hobgoblin Hoedown," all proceeds went to benefit the Fort Bend County Emergency Medical Services, and attendees got to enjoy a barbecue dinner, dance to the music of Isaac Payton Sweat, see a musical revue, visit the spook house, bob for apples, and view the crowning of the 1981 Halloween king and queen. Not a bad bargain.

KJJY/Des Moines's Halloween message was safety, which it emphasized by distributing free fluorescent pumpkins to pin on trick or treaters' costumes so they could be seen at night.

Just goes to prove once again that radio's tricks can be a treat for the audience. Hope you all survived!



Biff Collie

Inside Nashville

OH YEAH? Buddy Killen, head of Tree Music in Nashville, building Music City's first independent production complex with his acquisition and appointment of studio production geniuses Larry Butler and Eddie Kilroy as Vice Presidents at Tree. Both have signal accomplishments, and are well-known in the industry for their super-production prowess. Joining Killen, who counts many #1 hits in his producer credits, Kilroy and Butler combine to make the first super-production outfit in town... A Faron Young-Willie Nelson duet album?? Willie's already done it with Ray Price, Webb Pierce, Roger Miller and Waylon Jennings recently. I understand Willie will release all these projects on his soon-to-be-reactivated Lone Star record label... Bill Anderson will play a two-month engagement nightly at Nashville's Radisson Plaza Hotel's



Bill & Biff

Reflections Lounge, six nights per week, from New Year's Eve through February... Mickey Gilley and Johnny Lee sang a drinkin' song (for Schlitz) together... "Today Show" 's Willard Scott was in town to help change the call letters from WSM-TV to WSMV-TV last week when George Gillette took over operation of Nashville's first television station. Station was sold to Gillette for \$42 million!... When George Gillette told NBC "Today" show weatherman Willard Scott how glad he was to have him, Scott said, "I'll remember that if I ever get canned!"... Ronnie Milsap did it with Johnny Carson one night last week... "They All Laughed," Peter Bogdanovich's new movie, is world-premiered in Nashville (11-18) to benefit the Country Music Foundation. Though the film, starring Audrey Hepburn, Ben Gazzara and John Ritter, is set entirely in New York, it's a series of "urban love stories," according to CMF Director Bill Ivey. "Every time the radio comes on in the picture, there's Waylon or somebody singing a country song," Ivey said. Among others, Ritter and Bogdanovich will be here for the premiere.

introducing a "how-to/where-to" Music City USA map; will specialize in marketing album product. Shuey is reviewing product currently; Shuey Marketing, 516 Ellen Dr., Goodlettsville, TN 37072. It may be a new sales avenue, especially for independent labels... Jimmy C. Newman's Cajun Country showgroup debuted to a full house at Gilley's and were taped by Huell Howser for the nationally-syndicated "Entertainment Tonight"... Tom T. Hall amidst a 20-day Australian tour... Charly McClain's guesting on TV's "Hart To Hart" show December 1... Next time you're in town, you may want to check Cal Smith's new "Bumpkin-Burger" in nearby Hendersonville. He and Darlene's new country restaurant opened last week.

WINNERS: T.G. Sheppard's narrow escape at the gas pump netted no injuries, but was frightening enough. As he was pulling out of a gas station (we don't call them "service stations" anymore, because most of them don't), a pump hose got hung on a tire, ripping the gas pump out and exploding it... Buck Owens went to San Diego to tape the "Dean Martin At Sea World" Christmas TV special... Archie Campbell writing a feature for the Knoxville Journal called "Archie Campbell Sez"... Cedar Creek (one of the largest current groups at eight pieces) partied, celebrating the charting of their record and/or "opening of a pack of cigarettes"... Dolores Smiley's Nashville-based SRO Talent group celebrates its first anniversary of operation. She's a pioneer in Nashville music... Nashville Music Association, the youngest trade organization here, already boasting a membership of over 600, moved to larger quarters at 14 Music Circle East, Nashville 37203... Leroy Van Dyke makes his 21st auctioneering job at the famous "National Western Livestock" show in Denver come January... "Nashville Palace" picked up points on its second and third airing and is looking better for a six to thirteen week contractual expansion... Congratulations to my old friend Lee Shannon, new PD at WQIK-FM in Jacksonville, FL... Slim Whitman's fans are screaming at NBC for airing comments of Times-Union critic Fred Lebrun, who on the "Magazine" show said, "Slim is old-fashioned, out of date, singing to old-fashioned, out of date people." (Wonder if Johnny Carson would agree with that...)

ACROSS MY DESK: Jerry Lee Lewis will do his first Nashville concert at the Opry House December 3... Sheb Wooley, never before known as an undercover man, is a key cog in one of the most active/successful new studios in Music City (Music Mill), where he's working on a record package of love songs sung by the original writers which will be marketed soon on TV. Harold Shedd, head of the Music Mill operation, is a driving force in the phenomenal career success of Alabama... Guitar magician Phil Baugh invented a pedal which raises and lowers the pitch of each string on a guitar while the instrument is being played... Anne Murray taping her first TV special with guest list including Kris Kristofferson... Kenny Rogers signing with CBS Records... Roy Rogers and Dale Evans will serve as Grand Marshals of the annual Hollywood Christmas Parade Nov. 29. It's Rogers's 50th year performing... Dick Shuey's new marketing group

AIRLINES/TRAFFIC TIPS: "One foot on the brake is better than two feet in the grave!"... "It's better to be a butterfly on a grave... than a stern name underneath..." "Too many women drive cars with their husbands behind the wheel"... "Faron Young learned to drive in only four-and-a-half cars!"



Coors Country News

This Week's Guests:
**CMA Award Winners
FRIZZELL & WEST**

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



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MOST ADDED, MIDWEST, HOTTEST, MOST ADDED, SOUTH, HOTTEST, MOST ADDED, WEST, HOTTEST. Lists artists and record labels for each region.

EAST table listing radio stations (e.g., WQAA-FM Albany, NY) and associated artists (e.g., Eddie Rabbitt, Johnny Lee).

MIDWEST table listing radio stations (e.g., WSLR Akron, OH) and associated artists (e.g., Wayne Jennings, Don Williams).

SOUTH table listing radio stations (e.g., KRIV Alexandria, LA) and associated artists (e.g., Don Williams, Hank Williams Jr.).

WEST table listing radio stations (e.g., KRZY Albuquerque, NM) and associated artists (e.g., Don Williams, Merle Haggard).

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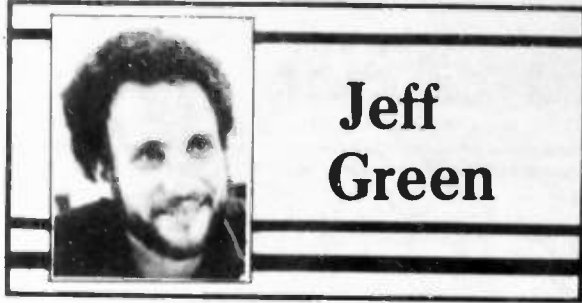
WEST table listing radio stations (e.g., KRZY Albuquerque, NM) and associated artists (e.g., Don Williams, Merle Haggard).

Hottest Tracks: List of top tracks including "Highways Run On Forever" by Johnny Lee and "A Country Boy Can Survive" by Hank Williams Jr.

Country Albums section featuring "Cuts in bold type are receiving the heaviest airplay." Lists albums by John Anderson, Earl Thomas Conley, Lacy J. Dalton, and Janie Fricke.

NUMBER OF REPORTING STATIONS THIS WEEK: 111

Most Requested: List of popular songs including "All My Rowdy... (Elektra/Curb)" by Hank Williams Jr. and "Love In The First Degree" by Alabama.



Jeff Green

Adult/Contemporary

A/C Tunes Into Sports

Recreation, sports, and physical fitness are major aspects of most Adult/Contemporary lifestyles, and A/C radio is responding! Whether it's spectating or participating, sports promotion is always worthwhile. Here's a look at what several stations around the country have on their sports rosters.

Fashion On 'FYR

WFYR/Chicago just concluded its "Fashion Fantasy '81" at the Chicago Ski Show. The showcase presented the latest in sports fashions, modeled to a special music production. WFYR also passed out information cards about the station's direct line for ski conditions, the WFYR 'Sno-Fone.'

Calling The Winning Signals

S.U. Football...
Play • by • Play with
DOUG LOGAN

Broadcast Schedule
WSYR radio 57

WSYR/Syracuse is running this ad in the Syracuse University football and basketball programs. The station has exclusive play-by-play rights to the two sports at SU. Interesting note is that the models in the ad are WSYR's sports sponsors. Word is that they really got a kick out of starring in the ad and came away feeling as part of the station. WSYR also printed 100,000 schedule cards and hundreds of "Superfan" spotter buttons which, when seen by a station staffer, win gift certificates and game tickets.

The Whole 99.7 Yards

KYUU/San Francisco scheduled a Columbus Day "Fun Run." The race offered free registration, free commemorative T-shirts for the first 500 entrants, and department store gift certificates for winners. Also featured was a 99.7-yard dash for children five and under, hosted by KYUU air personalities.

On The Road With Y-106

Y-106/Orlando selected forty listeners for a party bus trip to see the Tampa Bay Buccaneers defeat the Detroit Lions. Winners were treated to box lunches/drinks and, of course, box seats.

The station also held its Invitational Golf Classic, giving away a weekend resort vacation to the winner. Four beer carts circulated the course, saving players from dehydration.

Helping
Buffalo
Put On
The
Whammy



In cooperation with a local supermarket, Buffalo Bills' flagship WBEN/Buffalo has distributed more than 250,000 "Whammys." This two-sided buffalo symbol possesses "supernatural powers, used to cheer on the home team with one side, and doom the opposition to defeat with the other." The "Talking Proud" campaign is a creation of the local Chamber of Commerce and extends to all media in the city. It's all part of Buffalo's high spirits over the Bills' successful season.

Morning In Motion

WSB/Atlanta cosponsored the third annual "Bicycle Morning," which featured top national riders competing for over \$3000 over a short closed course. Part of the event included a "Family Fun Ride," with free WSB T-shirts to all finishers.

Rambling Gridiron Game

GRIDIRON GAME
Retain this copy in order to see how well you did!

BEST CARD WINS \$25.00

NEXT 10 BEST DINNER FOR TWO

SHDNEY'S GRIDIRON/WORG Games of September 19, 1981

Indicate the team you think will win in each of these games

<input type="checkbox"/> Univ. of S.C. vs.	Duke <input type="checkbox"/>
<input type="checkbox"/> Michigan vs.	Notre Dame <input type="checkbox"/>
<input type="checkbox"/> Minnesota vs.	Purdue <input type="checkbox"/>
<input type="checkbox"/> Nebraska vs.	Florida State <input type="checkbox"/>
<input type="checkbox"/> Univ. of N.C. vs.	Miami of Ohio <input type="checkbox"/>
<input type="checkbox"/> N.C. State vs.	East Carolina <input type="checkbox"/>
<input type="checkbox"/> Ohio State vs.	Michigan State <input type="checkbox"/>
<input type="checkbox"/> S.C. State vs.	N.C.A.T. <input type="checkbox"/>

TIE BREAKER
Indicate the SCORE of this game only

CLEMSON VS. GEORGIA

SHONEY'S **WORG**
FM 104 & AM 1580

WORG/Orangeburg, SC sends out its college football pick-'em card all over town as part of its Clemson season promotion. This version concentrates on Southern college teams, offering cash and dinners at a cosponsoring restaurant.

A Day At The Races

KING/Seattle cosponsored the Autumn Classic 10-kilometer run and picnic in late September. The best costumes were awarded prizes as well as the fastest runners. For those joggers just getting into shape, the course included shorter "fun runs." Following the race, a chicken picnic with KING personalities rejuvenated the hungry athletes.

Riding The Airwaves

WASH/Washington, DC gave away 400 tickets to the "Stetson's World's Toughest Rodeo" recently. WASH also provided discount coupons to the rodeo, which involved 260 cowboys/cowgirls battling for \$60,000 prize money.

One great thing about sports promotions is that they're conveniently timeless. Anytime is the right time, and if staged on a large scale, a sports promotion often attracts multi-media coverage. In a small market, it may well be the big community event during a particular weekend.

Progress

Air Personalities

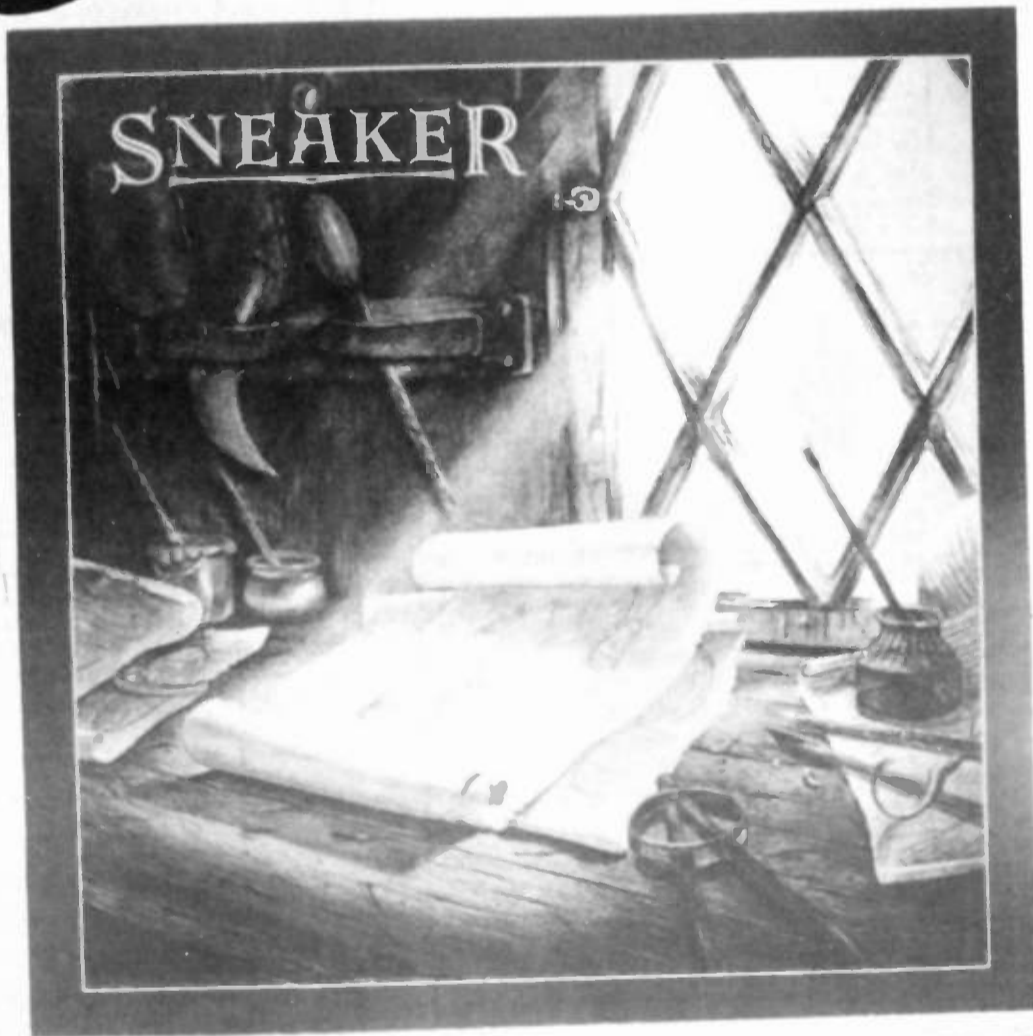
Dave Hilton comes to WCLR/Chicago as midday personality, formerly of WMJC/Detroit, where he also was midday host... WPEN/Philadelphia has added Marge Weiting, known as "Philly's first female," to anchor the Saturday midday show. She was the host for the original "Street Of Dreams" show in the 1950's... Sister station WMGK/Philadelphia is starting a Saturday night oldies show from 7-midnight, with Mike St. John at the turntables. Mike formerly ran the same show on WPEN for five years. It's all part of WMGK's "Magic & Million Dollar Weekend"... David Arneson is the moderator for KING/Seattle's new "Sunday Nighttalk" public affairs show. Prior to joining KING, David was the Editorial Director for KIRO, Inc... Ron Robin, former PD at WBOS/Boston, is the new afternoon drive personality on WBZ/Boston... Bobby Irwin has left KIMN/Denver for the evening show at KPPL across town... WVCG/Miami-Ft. Lauderdale's new lineup: 6-10 Ned Powers, 10-2 Ken Collier, 2-6 Roby Yonge, 6-11 Gene Bridges, overnights Gary West... Marv Kamin is the new afternoon drive talent at WLPA/Lancaster, PA, formerly swing-jock at WSYR/Syracuse... Pam Finn, former midday host at WKWK/Wheeling, WV is the new afternoon drive at KLTE/Oklahoma City... Tom Smith, formerly of WTWR/Detroit, is the new evening personality at WFMK/Lansing, MI... Jeff Moreau, formerly of WNOR-FM/Norfolk, has been hired to handle overnights at WWDE (2WD)/Hampton... Joe Miller is now doing middays on KWAV/Monterey... KTAC/Tacoma lineup: 6-10 Robert E. Lee Hardwick, 10-3 Dan Moore, 3-7 Bruce Cannon (PD), 6-10 Paul Thompson, 10-2 Nick Blackburn, 2-6 Scott Norman. News lineup: Chuck Bolland, Lisa Travis, Phyllis Okeneske. Weekenders: Mike Hays, Larry Mondello... WWYZ/Hartford lineup: 6-10 Jack Kratoville, 10-2 Glenn Colligan, 2-7 Jack Becker, 7-midnight Glenn O'Brien, overnights Gene Edwards... KWIZ/Santa Ana, CA lineup: 7-noon Stan Unruh, noon-5 Bill Reitter, 5-10 Doug Ray, 10-3 Brian Graham, 3-7 Dave Narz... WWSA/Savannah lineup: 5:30-10 Jim McLendon, 10-2:30 Dave Miller, 2:30-7 Lee Walker, 7-midnight Dave Kay... WSAY/Rochester lineup: 5:30-10 Jack Slattery/George Haeffner, 10-2 Chet Walker (PD) 2-6 Nelson Guyette, 6-10 Jay Levine, 10-midnight Toby Gold, midnight-5:30 Larry King, weekends Brad Smith (MD), Bob Lindquist, Burt Hineline, Ralph Roeger... John Swan has left WKIQ/Bowling Green, OH for KXUL/Brownwood, TX's night shift... Michael "Rafferty" Colgan has joined WMYS/New Bedford, MA as afternoon personality, most recently of WNBH across town... WLGM/Lynchburg, VA lineup: 6-10:30 Tony Bonzini, 10:30-3 Carmen James, 3-6:45 Mary Tinsley... KFMJ/Grants Pass, OR lineup: Gene Davis Christianson (PD) morning drive, middays Tony Rich, nights Steve Douglas Rostrom, overnights Mike Chesler.



Dave Hilton

**REMEMBER WHEN YOU LISTENED
OVER AND OVER AND WISHED
THE MUSIC WOULD NEVER END?**

Sneaker



“MORE THAN JUST THE TWO OF US”

A/C

WJMD	WCTC	Y106	WLEQ
WLTA	WELI	WHBY	KSEL
WSB	WHYN	WHBC	WLVA
KULF	WGAC	WQUA	WORG
WARM98	KCSW	KKRD	WWSA
KMBZ	WDEF	KAFY	WDAY
WCCO	WIS	KUGN	WJON
KEX	WSLI	KKUA	KFOD
KFMB	WVLK	KSL	KBOZ
KING	WMAZ	KCEE	KMED
KPLZ	WSM-FM	WKZE	KRKK
WWYZ	WQUE	WCHV	

CHR

WIFI add	KILE add	WKRZ-FM	KCPX
WZUU add	KVOL add	KQ94	WJBQ
WTIX add	KRNA add	BJ105	WFBG
KXX106 add	KQDI deb 19	WMAK-FM	WFOX
WRVQ add	WOMP-FM 31	WGH	WISE
WVIC add	WAAY 27	KJ100	KSEL-FM
KIOA add	B104	WJXQ	WRKR
WGUY add	KEGL	KOFM	KENI
WIGY add	KFI	KGGI	KSLY
WFLB add	KIQQ	KNBQ	

AOR

WQBK	WPDH	WQDR	KMOD
WPYX	KYTX	WSLQ	KRKN
WEEI	KLBJ	KISS	KSPN
WBAB	WRKK	WLVO	KBCO
WLIR	KTXQ	WWCK	KNX-FM
WGIR	KZEW	KFMH	KINK
WNEW-FM	KLAQ	KATT	KCPX
WIOQ	KSMB	WWCT	KPRI
WYSP	WRNO	WPFR	KTMS
			KXFM

TRIPLE FORMAT MUSIC

After Only 3 Weeks

PRODUCED BY JEFF BAXTER

PERSONAL MANAGEMENT: SHELLY WEISS

JORDACHE ATHLETIC WEAR HAS THE LOOK



HANDSHAKE HAS THE MUSIC



HANDSHAKE RECORDS, INC., 25 WEST 56 STREET NEW YORK, NEW YORK 10019. DISTRIBUTED BY C. B. S. RECORDS.



Walt Love

Black Radio

Black Radio's Only Hope — Sales

Talking with different radio personnel each week, I hear all sorts of things, from the same old traditional gossip, to concerns about what the future may hold for all of us. Some of the more popular concerns I've noticed are: Can Black radio survive the 80's? Can a black salesperson ever become a sales manager? Why can't Black stations get the general market sales buys with good ratings? In an attempt to seek solutions, I decided to approach an individual who is black but has had the opportunity to learn and work within the general market management system.

Frank Haye, former account executive, General Sales Manager, General Manager, and now consultant, has climbed the ladder of success in the broadcasting business, specializing in Marketing/Sales. Mr. Haye obtained a Bachelor's degree in Business Administration from Pace University/New York, with a major in Marketing; later he obtained a MBA from St. John's University, with special concentration in Executive Management. Frank's professional background was built on a solid foundation, starting at CBS Radio Spot Sales, WOR-FM sales, Cap Cities' WPAT/New York, then to Inner City's WBLS & WLIB/New York, followed by a General Managership at Inner City's KBLX & KRE/Berkeley. His most recent position before starting his consultancy was as General Sales Manager of Viacom's KDIA/Oakland.



Frank Haye

I began by asking Mr. Haye how he as a black man was so fortunate to be able to start in the radio business in sales? "I think I can best answer that by going back to the onset of my career. I was fortunate to break into radio when some of the major broadcasting companies spent time training their sales people. They trained us in every facet of sales, including marketing aspects, correct presentations, and research, as well as the elementary and fundamental aspects of sales. Fortunately I was trained properly and throughout my career I was given the opportunity to grow because I worked with people who exposed me to the total spectrum of sales. A beginning salesperson must have the proper balance not only from the standpoint of 'selling time' or 'selling spots' to potential advertisers but knowing the full complementary services that are also included: things like merchandising, promotion, understanding the client's needs, and addressing yourself from the sales advantage to how your product can help the client's product."

Black Radio Suffering

During these depressed economic times, what is the impact on Black radio sales? "It's absolutely devastating! As you know, in times of economic distress, the fringe elements of our society are the persons that feel the maximum impact. The situation is no different today as it has been in the past, with blacks definitely suffering from the deprivation in this country right now. These hard times filter right back down to your local retailer, so consequently you have local advertisers that do not have the dollars, expenditures, or the budgets to sustain this economic disruption. In my opinion, right now it is the local retailers that are suffering the most, and in the black communities it is very difficult to sustain any level of continuity in advertising because of this. Black people just do not have the extra funds."

Would you say that most Black radio stations' sales are geared towards the local retailer? "I think that's true. National advertisers are usually very consistent with their buys to the point that you can count on them

more, year after year, in terms of the designated black dollars. The national advertisers' products primarily are geared towards the black consumer, and they already know that these products have a high usage in the black community, so their consistency is almost a commonplace occurrence. However, Black radio must always create some type of new revenue, and it must gain that revenue from a local effort. Presently, with the economic climate being very poor, the retail sale is made much more difficult, and the reason for this is often times sales managers and general managers are not as sensitive to the needs of the black retailer as they should be. I think that it's very important for managers not only to be sensitive to the retailers' needs but to do everything within their power to make sure that they have done the utmost, not just acquiring the client's X number of spots per week, but making sure that the station has been positioned to maximize the retailer's response. If the consumer does not respond to the retailer's advertisement, we all suffer as a community."

Offering Creativity To Retailers

How can managers accomplish correct positioning to maximize a client's opportunity to sell his product? "Due to the very competitive nature of sales today and many other variables that have affected our overall Gross National Product, I think it's imperative — at a local level — that every GM and Sales Manager offer advertisers the maximum they possibly can within the station. That means creativity in commercials, creativity in the production of sold commercials, that means believability in the station, and believability stems from consistency. Most retailers who operate in the black community know which Black radio station the black community believes in — so that's why I think it's important for the Black radio station to offer things such as promotions to help maximize the client's potential to sell their product."

Does the continued success of Black radio as we know it depend on the black retailers? "Absolutely. If the black communities are to survive, they must survive through support of black businesses within the area. If blacks do not have the income to support their local establishments, then I think it will ultimately produce a devastating effect in years to come. As you know, traditionally the black consumer is one of your most loyal customers, and I've often felt that national advertisers take that for granted. We've been taken for granted because there have been times when we, as black consumers, have said in essence, 'Mr. Advertiser, if you

advertise to us we will support your product.' The same should carry over to the local black entrepreneur. We must do everything we possibly can to get the major advertisers to distribute their products via the black entrepreneurs, who must then expose these products to the black community by advertising on the most effective means of reaching our people — Black radio."

What is required of a general manager and a sales manager to be successful in their positions? "The key is what I call 'Efficiency & Proficiency' in management. Set yourself a formula for success: carefully analyze your market, your station's ability to deliver that audience, and then get the story told. To do this you must have an efficient operation from sales to programming. Today the margin for error is very slim, so it's very important for a general manager to be able to predict and calculate events relating to his/her bottom-line profitability before it happens. The same must hold true for sales managers — they must be able to predict the sales plus the economic climate and how it will affect their markets and ultimately their sales."

The Urban Contemporary Issue

All of us in the radio business continue to hear the argument that the so-called Urban radio stations are not Black, and don't want to be called Black because of the potential loss of general market advertising dollars. "Unfortunately, part of that statement is true. The fact that the radio stations are often penalized if their format is classified as ethnic is a bit harsh, but the truth of the matter is, I have a problem in determining and understanding what the term ethnic is. Should not ethnic cross over to include Asian, Hispanic and perhaps other segments within the general market community?"

"The second part of that is a station that tries to position itself to appear to a general market audience through Black programming is ultimately taking traditional ethnic dollars from the traditional ethnic stations, and I think the advertiser, in effect, is getting cheated. In 1981 I think the buying community is sophisticated enough to factor in how much of an audience is ethnic, and if it is ethnic, 50% or less, and it's a partial ethnic audience then that weighting should be factored into their decision-making process. Also, if a buy is strictly an ethnic buy, then it should be factored in if a station is positioning itself as ethnic or non-ethnic. That's the best way to clear it up without offending anyone."

It's been a pleasure talking with Mr. Haye about Black radio sales. If you would like to contact him, here's the address: Frank Haye & Associates, 2150 Shattuck Ave., Suite 817, Berkeley, CA 94704.

Action

• Here's something for all you Black radio stations to pick up on, an idea that's good for any time. In 1976 when I was Operations Manager of WVON & WGCI/Chicago, we did a contest called the "Battle of the Choirs," featuring a number of local church choirs. In 1981 it's been brought to my attention that WJPC/Chicago, along with Joy Art, Ltd.; General Mills; Needham, Harper & Steers/Chicago; and Dancer Fitzgerald Sample/New York have put together a commercial marketing plan for Chicago aimed at the city's 40-45% black population. The marketing plan ties a General Mills-sponsored "Choir Contest" on WJPC to product advertising for Lucky Charms, Gold Medal flour, Bisquick, and Betty Crocker cake mix. The first two are represented by Dancer Fitzgerald Sample; the latter two by Needham, Harper & Steers. The contest is open to any Chicago-area choir with 20 or more members. General Manager and President of WJPC, Charles Mootry, obviously gets the credit for this one, because he was the person who created the contest the first time. R&R hat's off to you for showing General Mills what can happen in the black community dollarwise, when modern forms of advertising are utilized.

WJPC 95
CHOIR CONTEST

Gold Medal FLOUR
Bisquick
Betty Crocker

Have the time of your life
24 HOURS A DAY

PATTI LA BELLE
 The Spirit's In It (FZ-37380)



THE JONES GIRLS
 Get As Much Love As You Can (FZ-37627)
 (I Found) That Man Of Mine (ZS5-02618)



THE STYLISTICS
 Closer Than Close (FZ-37458)
 Mine All Mine (ZS5-02588)



JEAN CARN
 Sweet And Wonderful (FZ-36775)
 Love Don't Love Nobody (ZS5-02501)

TEDDY PENDERGRASS
 It's Time For Love
 (TZ-37491)
 You're My Latest
 My Greatest Inspiration
 (ZS5-02619)



The Celebration Continues With
 Philadelphia International Records
 "The Sound Of Philadelphia"
 Making Music History — Tenth Anniversary Year

Opportunities

Openings

"New Owner, new GM, new studios... now, need new PD and News Director at KITN/Olympia, WA. T&R: Tom Carnes, Box 48, Olympia, WA 98507. EOE M/F (11-13)

Openings

Morning man going to larger market. A/C entertainers. Send T&R to Personnel Director, KEXO, Suite 1018, Valley Federal Plaza, Grand Junction, CO 81501. EOE (11-13)

Openings

Searching for Assistant PD-air talent for Spokane's #1 radio station. T&R: Rick Scott, KREM-AM/FM, 4103 S. Regal, Spokane, WA 99203. EOE M/F (11-13)

Late-night communicator/production wiz, 2 years experience. 24 hour FM A/C in beautiful vacation land. Needed yesterday. T&R: PD, KIOQ-FM, Box 1388, Bishop, CA 93514. EOE (11-13)

KNTB/Bakersfield looking for hard-working news reporter/anchor for News/Talk station. Minorities encouraged. T&R: Kevin Keeshan, Box 1499, Bakersfield, CA 93302. EOE (11-13)

Santa Rosa stereo rocker needs production pro. Automation experience helpful. Send production/copy samples to Scott Landers, K93-FM, Box 309, Healdsburg, CA 96448. EOE M/F (11-8)

Southern Oregon's #1 CHR, building talent library for future openings - part and full-time. T&R to Rick St. Clair, KBOY, Box 4310, Medford, OR 97501. EOE (11-8)

Mature voice for news/production at CHR FM 90 miles from L.A. Tape required but phone calls welcome. Call Brad Orchard at KVVQ, (714) 243-4836. EOE (11-8)

KVEG-KFM/Las Vegas has future opening for newperson. Must have experience. No calls please. Send T&R to Dick Shayne, KVEG, 1555 E. Flamingo Rd., Las Vegas, NV 89114. EOE (11-8)

Positions Sought

Higher profits and increased ratings for small to medium market with this 8 year proven PD. Box 18104, Cincinnati, OH 45218, (513) 826-7739. (11-13)

Currently stifled, comedic personality seeking more creative format. Seasoned pro with good references and ratings. Calls accepted at (207) 933-4962. No collect calls. (11-13)

Husband/wife team. He 17 years experience all phases radio. Programming, production, music, air. She top producing salesperson at present station. (304) 233-6378. (11-13)

WBT WHAM WNDE
POP PERSONALITY
Professional, creative, good citizen and gentleman. For tape and resume call **TOM McMURRAY** (319) 372-8169

Management position wanted. Programming/sales pro. Major market veteran. Street sales utilizing creativity plus spec production. Intelligent, perceptive professional. Call between 6-8pm EST. (304) 233-6378. (11-13)

AOR jock looking to move West. Former Production Director and midday. KFMX/Lubbock. Call **BOBBY TREBOR**, (806) 792-4830 or (806) 745-3129. (11-13)

Seeking OM/PD position. Hard worker who can produce and experienced in all levels. Seeking Midwest, others considered. Can start immediately. Call **TERRY**, (417) 882-1286. (11-13)

Informative, funny morning drive personality seeking position in medium or major market. D.W. (805) 543-6230. (11-13)

Small market News Director looking for broadcast reporter position in medium or large market. Call **DAVE** at (209) 291-3498. (11-13)

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Wants To Know About You!!!

We operate great radio stations in great cities. If you are a:

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2. Newscaster
3. Programmer
4. Promoter

We would like to know about you for future openings. Send tapes, resumes, and other materials to:

Radio & Records

1930 Century Park West, #287, Los Angeles, CA 90067

Positions Sought

Experienced, productive, versatile AOR soft rock jock looking for small market. Will relocate. T&R available. **BRUCE**, (215) 824-4830 after 7:30pm. (11-13)

GARY DIXON, KXIC, KLWW, KQWB is looking for PD/MD or jock position. (319) 393-9595. (11-13)

22 years experience, heavy Country. Big voice, programming, production. Call **BOB** anytime. (313) 229-4022. (11-13)

Marketplace



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delivers the **punch** of Rock & Roll


Hit your audience every week:

- Major AOR Recording Artist Interviews
- "Earsnews" A Weekly Wrap-up, Rock Newscast
- "Concert Line" On Floor Reactions from Fans Across the Country
- "New Artist Spotlight" An Inside glimpse at hot talent.
- "Whatever Happened To..." Notable Bands of the Past

Make one hour of special programming count

Stick It In Yer Ear
THE MUSIC MAGAZINE ON RADIO

Contact: **MIGHTY MINUTE PROGRAMS**
840 Battery Street
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Designed With The Country D.J. In Mind

Current Artist Bios, Monthly Calendar, Country Trivia
WE DO THE RESEARCH! YOU SOUND INFORMED!

Send for **FREE** sample

INSIDE COUNTRY

6000 Fulton Ave. Suite 12 Van Nuys, CA 91401

[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

lola's lunch

The fastest-growing Comedy Service in the industry.

Complimentary snack: **"LOLA'S LUNCH"**

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Or write 1390 Arroyo Dr., Ypsilanti, MI 48197

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Pro'tcall has the top salaries and exclusive listings on some of the premier jobs in the country for News/Talk, Program Directors, News Directors and Modern Country talent. CALL US TODAY FOR DETAILS. (504) 392-3665.

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13 Insertions	\$30.00
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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

Now, get them *fresh* every month in **Promotions That Work**, the Broadcasters' Promotion Digest. For free sample issue, send request on station letterhead to:

625-B E. Terrace Avenue
Fresno, CA 93704

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Hundreds renewed again!

Free sample!

Writes on station letterhead to:
Contemporary Comedy

5804-D Twining
Dallas, TX 75227

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Radio's most complete personality biweekly. Current artist Bios & update, record facts, daily calendar/almanac, trivia, etc. Send for sample on station letterhead:

ALL AIRSHIFT READY!

Box 20093R, Long Beach, CA 90801 (213) 595-9588

Opportunities

Positions Sought

Major market air talent with Country experience. Looking for PD position. Serious inquiries call BO. Will relocate anywhere if money is right. (408) 422-5900. (11-13)

NATHAN HAZE, 11 year pro, proven track record, all formats. Recently with KLIF/Dallas, WKY/Oklahoma City and KWKH/Shreveport. Mostly drive time. (817) 274-1984. (11-13)

Quit effective May 1, 1982. ED WOLKENHEIM, News Director, WEZW, 735 West Wisconsin Ave., Milwaukee, WI 53233. No calls at this time. (11-13)

Whether it's Russians in Afghanistan or the Reds in St. Louis, I know it. Good sound, writing, B.A., automation experience. Will relocate. JOEL (516) 869-8078. (11-13)

PD/OM for AOR, A/C or CHR station. I offer experience, maturity, community involvement, 1st ticket, and more. Call RICK PANTALEO, (412) 539-0649 or (412) 375-3682. (11-13)

Seeking sports P-B-P and/or AOR position. Broadcast Journalism degree, knowledgeable and enthusiastic. Will work anywhere. We both lose unless you call. DAVE, (615) 865-5900. (11-13)

Positions Sought

Crazy CHR personality looking to relocate back East. Excellent references. Contact GLENN DAVID, (701) 772-4737. (11-13)

Recent college grad (RTV) with 2 1/2 years college radio experience seeks producer/announcer position in Central FL or Central CA. DAVE ROGERS, (305) 282-4851. (11-13)

A giver, not a taker. Disc jockey, news, production. FCC 1st. NYC trained, small market experience. Hard-working, references back. Prefer Northeast. MICHAEL, (201) 748-4021. (11-13)

Attn. Sacramento stations: Traffic/operations pro with experience in IBM and conventional traffic systems is available now! PEGGY TRACY, (916) 726-3877. (11-13)

Sports Director, award winner. 15 years experience, hard-worker, employed, but looking. Call ROGER, (419) 298-3356. (11-13)

3 1/2 years part-time at KMGK/Des Moines, IA. Looking for full-time. Graduated OCBQ, Anaheim, CA. Prefer Midwest or West. CRAIG, (615) 284-1259 after 4pm. (11-13)

Experienced Country or A/C personality. Dependable, hard-working presently employed. Prefers Sunbelt or West Coast. Call JOHN, (214) 729-8310. (11-13)

Positions Sought

DANIEL BRUNTY, 13 years experience, primarily AOR/CHR. Former WQDR/Rehoboth, PD. Available now for PD or jock in medium/major market. (919) 834-2073. (11-8)

Young adult thoroughbred. Pedigree: WTVN, KIOA morning drive. Class shtick! BRAD K. (305) 276-2945. (11-13)

DAVE MANN, formerly PD of WDOQ/Daytone Beach, and air talent at WOKY, Q106 and Y103, is looking for an air shift in FL. Call (904) 252-2858. (11-6)

Major market air talent seeks either programming or air shift. For T&R phone (505) 484-3750 after 5pm and ask for CHRIS. (11-6)

BILL (BJ) JOHNSON, morning pro, looking for major or medium market in Southeast. (301) 790-2935. (11-6)

PD's slender throat forced me to walk. CHR, AOR, Oldies. 5 years medium market experience. DAVE ST. GERMAIN, (414) 233-8371. Call yesterday. (11-6)

DWAYNE BONDS, formerly of Q106, WAPE, WCIR, WROD, etc., is available for programming position or exceptional airshift. Call (813) 971-4270 or (813) 977-4571. (11-6)

Positions Sought

Disc jockey, presently working Country format, willing to relocate. KEVIN McATEER, 110 Whitford St., Warwick, RI 02886, or (401) 739-5625. (11-6)

Country stations or CHR stations in the Northeast. Former Providence personality BOB CHASE is looking. (401) 943-4003. (11-6)

Talented sports reporter, 6 years experience, excellent P-B-P and sports talk. Ready immediately any market. Call JIM, (614) 436-6133. (11-6)

13 years experience, desires sales/announcing position with major market station. Prefer West or South. TONY REEDER, (304) 484-4538. (11-6)

WTSV would like to receive any and all Country music from all labels. Send to Ken Silva, MD, 221 Washington St., Claremont, NH 03743 or (603) 542-7735. (11-6)

WANTED: Various Comedy Material, in the forms of tapes/records, for production of weekly comedy show. Andy Jay, WCSM, Box 492, Celina, OH 45822. (11-6)

The National Vietnam Veterans Review is now in operation as the only Nem Yet Newspaper. If you have veterans news, write: NVVR, P.O. Box 35812, Fayetteville, NC 28303. (11-6)

Miscellaneous

Marketplace

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- Low licensing rates.

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- Tom Adams, Electric Weenie

DJ A PROFESSIONAL COMEDY SERVICE
3530 TIMMONS LANE, SUITE 301D
HOUSTON TEXAS 77027

WESTERN STYLE LEATHER COVERED BELT BUCKLE—

YOUR STATION'S LOGO EMBOSSED IN COLOR.

ALSO: LICENSED MANUFACTURER FOR WILLIE NELSON, MICKEY GILLEY AND JOHNNY LEE LEATHER PRODUCTS.

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Just call PAM at (213) 553-4330
for more information.

**THIS WEEK,
THE BACK PAGE
BELONGS TO BENSON**



“TURN YOUR LOVE AROUND”

CHR BREAKERS

GEORGE BENSON

Turn Your Love Around (WB)

59% of our reporters on it. Moves: Up 58, Debuts 17, Same 19, Down 0, Adds 32 including WKBW, WIFI, CKLW, WGCL, WOKY, KFI, Q103, V100, KHFI, KX104, KIOA, KKXX, WHEB, KRNA, KYVA. See Parallels, charts at number 27.

A/C BREAKERS

GEORGE BENSON

Turn Your Love Around (WB)

85% of our reporters on it. Rotations: Heavy 8/0, Medium 49/7, Light 23/8, Extra Adds 0, Total Adds 15 including WCBM, 3WS, WPRO, WSB, KULF, WARM98, WGAR, and 8 more. Moves 27-24 on A/C chart.

PRODUCED BY: JAY GRAYDON



ON WARNER BROS. RECORDS

Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and their chart positions.

Table with 3 columns: Three Weeks, Two Weeks, Last Week. Lists songs and their chart positions.

HALL & OATES "I Can't" (90)
CARS (59)
PAUL DAVIS (52)

EDDIE RABBITT (44)
BARBRA STREISAND (44)
GEORGE BENSON (32)

MOST ADDED

BARBRA STREISAND (51)
PAUL DAVIS (28)
S. NICKS & D. HENLEY (24)

EDDIE RABBITT (24)
BEACH BOYS (21)

FOREIGNER (155)
OLIVIA NEWTON-JOHN (113)
POLICE (71)

COMMODORES (70)
ROD STEWART (61)
AIR SUPPLY (55)

HOTTEST

BARRY MANILOW (69)
AIR SUPPLY (65)
COMMODORES (60)

FOREIGNER (53)
DIANA ROSS (43)

BREAKERS

DARYL HALL & JOHN OATES

Can't Go For That (No Can Do) (RCA)

78% of our reporters on it. Moves: Up 12, Debuts 43, Same 19, Down 0, Adds 90 including WNBC, WIFI, PRO-FM, JB105, CFTR, KEGL, Y100, Q105, WCKX, KS95-FM, Q102, KRLA, KFI, KJR, KIMN. See Parallels, charts at number 28.

GEORGE BENSON

Turn Your Love Around (WB)

59% of our reporters on it. Moves: Up 58, Debuts 17, Same 19, Down 0, Adds 32 including WKBW, WIFI, CKLW, WGCL, WOKY, KFI, Q103, V100, KHFI, KX104, KIOA, KKXX, WHEB, KRNA, KYA. See Parallels, charts at number 27.

GO-GO'S

Our Lips Are Sealed (IRS/A&M)

58% of our reporters on it. Moves: Up 46, Debuts 17, Same 33, Down 8, Adds 20 including KEZR, KIMN, Q106, KXX106, WHHY-FM, WMAK-FM, WNOX, WSEZ, WRVQ, WIKS, Y94, 13FEA, 95SGF, WFLB, KATI. See Parallels, charts at number 28.

PAUL DAVIS

Cool Night (Arista)

57% of our reporters on it. Moves: Up 20, Debuts 30, Same 21, Down 0, Adds 52 including WKBW, JB105, WPGC, CFTR, KBEQ, WZZP, WZUU, WOKY, KFI, KIQQ, KYXX, KIMN, Q103, KZZP, WAKY. See Parallels, charts at number 29.

ELO

Twilight (Jet/CBS)

56% of our reporters on it. Moves: Up 60, Debuts 12, Same 32, Down 1, Adds 16, WXKS-FM, JB105, KRLA, KIIS-FM, KTSA, WTIK, WAAY, BJ105, WBBQ, KX104, WGH, WVIC, WJXQ, KKXX, WTSN, KKLS. See Parallels, charts at number 30.

BARBRA STREISAND

Comin' In And Out Of Your Life (Columbia)

83% of our reporters on it. Rotations: Heavy 8/3, Medium 50/17, Light 37/24, Extra Adds 7, Total Adds 51 including WTFM, KVIL, 97AIA, WISN, KEX, KNBR, and 45 more. Debuts at number 17 on A/C chart.

PAUL DAVIS

Cool Night (Arista)

67% of our reporters on it. Rotations: Heavy 5/1, Medium 46/9, Light 28/14, Extra Adds 4, Total Adds 28 including WCBM, 97AIA, KMBZ, KPPL, KYXY, KIXI, and 22 more. Debuts at number 23 on A/C chart.

GEORGE BENSON

Turn Your Love Around (WB)

65% of our reporters on it. Rotations: Heavy 8/0, Medium 49/7, Light 23/8, Extra Adds 0, Total Adds 15 including WCBM, 3WS, WPRO, WSB, KULF, WARM98, WGAR, and 8 more. Moves 27-24 on A/C chart.

STEVIE NICKS & DON HENLEY

Leather & Lace (Modern/Atco)

57% of our reporters on it. Rotations: Heavy 9/0, Medium 36/7, Light 20/12, Extra Adds 5, Total Adds 24 including WBEN, WASH, WSB, KVIL, WCLR, KIXI, and 18 more. Debuts at number 28 on A/C chart.

NEW & ACTIVE

25-49

- ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 57/13
LINDSEY BUCKINGHAM "Trouble" (Asylum) 51/8
SNEAKER "More Than Just The Two Of Us" (Handshake/CBS) 47/17
OLIVIA NEWTON-JOHN "Physical" (MCA) 43/3
BENNY HESTER "Nobody Knows Me Like You" (Myrrh) 38/5
EDDIE RABBITT "Someone Could Lose A Heart Tonight" (Elektra) 33/24

12-34

NEW & ACTIVE

- EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 112/9
QUEEN & DAVID BOWIE "Under Pressure" (Elektra) 110/24
BARBRA STREISAND "Comin' In And Out Of Your Life" (Columbia) 102/44

INSIDE BACK PAGE