

# Radio & Records

ISSUE NUMBER 316

THE INDUSTRY'S NEWSPAPER

JANUARY 25, 1980

NRBA, RADIO & RECORDS TEAM EFFORT

## America's Largest Radio Convention Announced

Radio & Records and the National Radio Broadcasters Association (NRBA) jointly announced that they will combine their separate conventions to present the largest radio convention and equipment/facility exhibition in history. The event will take place at the Bonaventure Hotel in Los Angeles October 5-8, 1980. Details on the convention's program and registration arrangements will be forthcoming in future issues of R&R.

Sis Kaplan, NRBA President, commented, "We're extremely pleased to be able to announce this new arrangement with the industry's top publication, and delighted to be working with its highly creative staff. The joining of these two important radio-oriented organizations is a very exciting and positive move for radio in the 80's."

R&R Publisher Bob Wilson said, "Radio will be facing many new technological and competitive challenges during the decade to come.

It became clear that a good first step would be for all of us to pull a little closer together to assure that radio survives as a strong, viable medium. Our visions for this first unified convention and expo are quite elaborate. It became obvious that it would take

KIFM GETS SHORT-TERM

## WGNE Renewed In Close Call Commission Vote

After a day of oral arguments and a lengthy closed door meeting, the FCC renewed the license of WGNE/Panama City, FL Tuesday (1-22), sources close to the Commission reported. WGNE's owners Fred Lindholm and Don McCoy were under fire for rigging a contest and then deceiving the Commission. A majority of the Commissioners clearly felt it was not worth putting a broadcaster out of business for making a mistake

the efforts of both our organizations to bring such an ambitious plan to fruition."

Wilson also noted that the previously-planned R&R Travelling Conventions would be postponed "so that all our energies can be directed toward October, 1980."

and then trying to cover up, but apparently the vote was close.

But in the same meeting, FCC Commissioners unanimously voted against KIFM/San Diego and granted the station a short-term renewal. KIFM, which was KDIG at the time of its trouble in 1974, was under fire for failure to broadcast sufficient news and public affairs. But the real trouble came when the licensee in effect attempted to make up its own "composite week."

### How It Happened

In the summer of 1975, WGNE-AM broadcast a contest offering a grand prize of \$1000. When there were two winners back-to-back, former PD Jack Daniels panicked, afraid a third \$1000 winner would put the station over its contest budget, according to WGNE attorney Eric Bernthal of Washington law firm Arent, Fox, Kintner, Plotkin & Kahn. Because the owners were out of town, Daniels rigged the contest so there could be no more \$1000 winners, Bernthal told FCC Commissioners this week.

When the owners returned they immediately ordered an end to the rigging, but did not inform the FCC of any wrongdoing. In January, 1976, a disgruntled former employee blew the whistle and the FCC investigated.

Even when asked by FCC investigators, both owners denied knowledge of a rigged contest. Finally co-owner Lindholm ad-

WGNE/ See Page 22

CAPITOL PICKS UP DISC, ROYALTIES TO RED CROSS

## TM's "Voice Of Freedom" Stirs Texan Patriotism

In time of national crisis, Americans tend to exercise their senses of humor, as chronicled in previous R&R articles about Iran-related records. Another common reaction is to proudly proclaim their patriotism, and that pattern has spawned a record which threatens to eclipse all previous crisis records combined and rival 1974's Gordon Sinclair patriotic recitation "The Americans."

The record, "Voices Of Freedom," was conceived by three executives at TM Productions in Dallas, and is actually not directly related to Iran, being instead a general affirmation of America's positive values. It was written and produced by TM Creative Director Jim Kirk, who shares vocal honors with six-year-old Katie Beauchamp, singer Kay Henrikson, and the TM Singers.



VOICE OF FREEDOM  
B/SIDE STAR SPANGLED BANNER  
TM

The disc was sent to Dallas music stations, with TM explaining its idea and adding that royalties were to be donated to the Red Cross. Reaction was immediate. WBAP/Fort Worth MD Art Davis commented, "The phones are ringing off the walls since we started to play this record. People have been trying to buy it, and as yet only about 3000 copies have been available. It's an absolute smash here."

KNUS/Dallas PD Jim White told R&R, "Reaction has been unusual, sort of delayed. People would hear it and there wouldn't be instant phones lighting up. Generally, it would seem to register hours later. It's been steadily getting requests, but it's not the sort of thing that'll cause someone to run out and call up a radio station. I think it's more of a think piece; it sinks in and once it's assimilated, then they feel it's a real positive statement, and then they'll call." White said that media coverage has been heavy, and that he had been told that the record was selling as well as any single in the market. "It's probably a very good time for sentiments of that sort to be expressed," he concluded.

TM President Pat Shaughnessy, VP/GM Jerry Atchley, and Kirk came up with the idea after be-

TM/ See Page 22

## Mason Moves To KFMK As GM



Dan Mason has been appointed GM of KFMK/Houston, replacing Charles Giddens, who has relocated to Washington, D.C. as a VP of parent company First Media (R&R 1-11). Mason had been GM at KTSA-KTFM/San Antonio following a lengthy programming career including PD positions at First Media's Z93/Atlanta and WPGC/Washington, as well as the National PD post for the chain.

MASON/ See Page 22

KPLX MARKET'S 8TH COUNTRY STATION, TYLER TO KLIF

## Susquehanna Makes Move In Dallas

Susquehanna Broadcasting had an active week in Dallas, changing KPLX-FM's format from Pop/Adult to Country Friday (1-18) and assuming control of KLIF Wednesday (1-23) following completion of its purchase from Fairchild Broadcasting, bringing in Dean Tyler to program the station.

KPLX becomes the eighth Country-formatted station in the Dallas-

Fort Worth market. Herb Allen, PD of Susquehanna's WFMS-FM/Indianapolis (a Country station) and a consultant in KPLX's change-over, told R&R, "The response was overwhelming in favor of the move. It seemed like the right thing to do in this market, with 24% of the audience listeners of Country music stations." KSCS-FM and WBAP shared 15.8% of the Dallas

market in the October/November Arbitron survey, with four other stations dividing up a further 8.2%. KDNT-FM/Denton (north of Dallas) switched to Country last week, as reported in Jim Duncan's column. KPLX will be programmed by Ted Jones, with GM Wally Tucker staying on.

Tyler takes over the reins of long-SUSQUEHANNA/ See Page 22

## Advance Arbitron Results

### SEATTLE:

KOMO Up 3½, Almost Unseats KIRO

### MIAMI:

WQBA Bolsters Lead; Y100 Drops

### DENVER:

KOA's Massive Jump Takes Lead

### PROVIDENCE:

WLKW-FM Extends  
Double-Figure Dominance

### MILWAUKEE:

WLPX Strong; WOKY  
Leads WZUU-FM

### CINCINNATI:

Q102 Leads Market,  
WEBN Doubles Share

### KANSAS CITY:

KMBZ Cut In Half As KYYS,  
WDAF Take Over

Arbitron results for these markets, as well as Portland, OR; Norfolk; Columbus, OH; Rochester; and Nashville are detailed on

Page 24.

THE DARK HORSE

# P R E T E N D E R S

The Debut Single

## "Brass In Pocket (I'm Special)"



From their hot new debut album



Produced by: Chris Thomas

"Stop Your Sobbing" Produced by Nick Lowe



on Sire Records

Promoted and marketed by Warner Bros.



The #1 single  
and album in  
England.

## What Happened To Disco? The 3F Factor Did It In!

We recently received a letter from an extremely disappointed and somewhat discouraged Disco radio programmer. In his letter he asks, "What happened to disco and all the support?"

Disco, especially Disco radio as we experienced it, was a fad. Music about and for dancing has been around for years. It hit high points in the days of the big bands, then with the Twist, the Watusi, the Locomotion (twice), and a few years ago, the Hustle.

Throughout history, fads have sprung up, and opportunists can usually be found nearby to cash in on them. It's part of the American capitalistic system.

What was new this time around was that so many radio stations changed to a format exclusively playing this dance-type music. At the same time, record companies unleashed a vast amount of disco product — including high-priced, long-playing singles. Another new factor was today's more concentrated media coverage. Fads become overexposed and analyzed faster than ever — every major magazine and TV network covered disco extensively — and then rushed to declare its death at the first signs that upward movement had stalled.

Hindsight is always 20/20, and when we look back, we might wonder where the common sense of these radio programmers went. They were playing mostly unfamiliar music by mostly unfamiliar artists, and in the beginning, extremely long versions of songs. The true mass hits surfaced, as they would have anyway. Disco was always just rock music with a change of emphasis on the beat.

It seems clear now that Robert Stigwood was the person who found the greatest success in disco. He also knew when to get out. What we should all realize now is that fads don't work as radio formats any longer than Nehru jackets or paisley shirts stayed in style.

Had Top 40 and Black radio not fought disco in the beginning and played it for what it was — a popular, closely-related musical form of the day — there probably would never have been a need for a boutique-type radio format. By the way, the "3F Factor" simply means fads fade fast. And for an in-depth analysis of the latest fads read Richard Lutz's column on Page 17.

## Kendall Returns To AOR As WMMR PD

Charlie Kendall has returned to AOR radio as Program Director for WMMR/Philadelphia. Kendall, who assumed the station's programming duties Monday (1-21), most recently served as Operations Manager of Dancemusic-formatted WIKS/Indianapolis. Previously, he had been PD at WBCN/Boston as well as having held the MD post at KWST/Los Angeles.

"It's good to be back in the real world. I missed rock 'n' roll and AOR radio," Kendall told R&R, adding that the differences between programming free-form WBCN and tightly structured WMMR were minimal: "The methods were



Charlie Kendall

different but the results were the same — a great mix of new, old and hit music."

Kendall also noted that WMMR had a "great staff," saying, "I don't intend to go in and change anything. All I want to do is make everything smooth so that the

KENDALL/ See Page 22

## Braiker Exits Dallas GM Position

Ivan Braiker has exited as General Manager of AOR-formatted KZEW-FM and News/Talk outlet WFAA-AM/Dallas, positions which he had held for 3½ years and a year and a half, respectively. Hal Mayfield, formerly National Sales Manager, has been named as Braiker's replacement for the A.H. Belo-owned stations.

BRAIKER/ See Page 22

## Ferguson Fills KWST PD Slot

Ted Ferguson has been named Program Director at KWST/Los Angeles. Former Operations Manager Steve Downes had resigned that position a month ago, retaining his airshift, which he will continue. Ferguson formerly programmed WABX/Detroit for Century Broadcasting (which also

## "Captive" PD To End Voluntary Confinement

WOBL/Oberlin, OH PD Scott Miller, who had voluntarily confined himself to the station's studios for as long as the American hostages in Iran would be held captive (R&R 12-21), has decided to terminate his ordeal after 50 days (Monday 1-28). Miller chose the 50-day figure to tie in with the 50 hostages in Iran, among other factors, and told R&R that "inability to complete my work" was the main reason for his decision.

"I'm a wreck. It's been too much for me," Miller said. "Imagine what the hostages must be going through." The catalyst came during Miller's Monday morning (1-21) show when he punched a cart which wasn't properly cued, and then, he admits, covered up the miscue "unprofessionally" and proceeded to mangle a newscast intro. "Right then and there I decided I wasn't doing a service to anybody at that point."

Miller told R&R he feels he's now entering "phase 2" of his campaign to draw sympathy for the hostages. "I'm in a position to physically help now," he says. He has a number of speaking engagements lined up, following substantial national publicity on his gesture, and is hoping to arrange a meeting with President Carter to make a presentation of his activities. He has also just recorded a single called "Stand Up For The Flag Of America," and plans to donate the royalties to the hostages' families or the Red Cross.

## WDAF PD Cramer Takes WTVN PD Post

Ted Cramer has departed as PD of Taft-owned Country outlet WDAF/Kansas City, MO to assume the programming reins of Taft's Pop/Adult-formatted WTVN/Columbus. John Potter, WTVN PD for the past four years, will join the station's sales department, with a new PD for WDAF to be announced within the next two weeks.

Cramer, whose 28-year broadcasting career includes 12 years as PD of KCKN/Kansas City and three years as PD of WWOK/Miami, told R&R: "WTVN is going to be an excellent opportunity for me. It will be my job to keep an already successful station humming along; there are no major changes planned." Cramer added that he would continue to consult WDAF.

CRAMER/ See Page 22

owns KWST), exiting to help program 96X/Miami for a few months.

Ferguson, whose appointment is effective immediately, told R&R, "It was an opportunity to come back with Century and I didn't want to pass it up." Speaking in reference to KWST's compe-

FERGUSON/ See Page 22

### KSTP-FM: CHALLENGING A COLOSSUS

Minneapolis Might Have A Contender  
For WCCO's Longtime Crown.  
KSTP-FM Had A Great Book,  
And PD Chuck Knapp Explains How It Worked.  
Page 57

### KEEPING BEAUTIFUL MUSIC CONTEMPORARY

FM-100's Darrel Peters Discusses  
Some New Wrinkles In The Format.  
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## this week ...

### MINING GOLD IN LAUREL

Some highly useful tips on getting the most from  
examining your diaries at Arbitron HQ in Laurel, MD.  
Page 14

### PROMOTING ON A VERY TIGHT BUDGET

With everyone cutting costs, KSEL/Lubbock PD  
Jeff King's "no-cost promotions" should prove helpful  
to stations in all-sized markets.  
Page 20

### THE AOR PROMOTIONAL DIRECTORY

For better record service or promotional assistance,  
a handy phone guide to national AOR promotion people.  
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# Washington Report

## RADIO NOT A PROBLEM

### Congress Questions Media Concentration

From Small Business To Networks  
(Plus Cox/GE &  
Gannett/Combined Mergers)

Calling the future of small business participation in the media bleak, Rep. John LaFalce (D-NY), Chairman of the House Small Business General Oversight Subcommittee, held hearings Monday (1-21) to examine concentration of media ownership and its affect on small business. But while testimony, which came chiefly from government agencies, was in general agreement about the dwindling number of newspapers and book publishers, it was felt that concentration of radio holdings is not a serious problem.

#### "Most Radio Stations Are Small Businesses" Shibben Says

In his first-ever appearance as a Congressional witness, FCC

Broadcast Bureau Chief Dick Shibben told the subcommittee the public isn't complaining about recent media mergers. "It should be remembered that the great bulk of broadcast stations in this country are outside of major markets and represent, to a large extent, small business. There is constant activity in the purchase and sale of broadcast facilities — each year these number in the hundreds," Shibben told the subcommittee.

Shibben was asked if problems existed either with concentration at the network level or with larger media conglomerates, such as the already-approved \$370 million Gannett/Combined Communications merger or the pending \$500 million GE/Cox merger. He reiterated there was no apparent harm to small business, and subcommittee members dropped pursuit.

#### Rules Limit Concentration

Both Shibben and John Lyons, Program Manager for Broadcasting for the National Telecommunications and Information Administration (NTIA), pointed out in their testimony that the FCC has many rules restricting ownership concentration. These include prohibiting ownership of both a radio station and TV station in the same market, disallowing ownership of two or more stations in the same market, disallowing ownership of three stations if any two are within a hundred miles of the third, and the seven-station limitation.

"Although concentration is not a serious problem in the radio industry, NTIA has proposed several initiatives which would add hundreds of new radio stations, which would affirmatively benefit small business, including targeting new frequencies at small towns where daytime-only station can offer only limited service," said Lyons.

### The Week In Review

- FCC may be on its way to approving AM stereo.
- Panama City, FL station renewed after narrow FCC vote (see Page 1).
- KIFM gets short-term (see Page 1).
- Congress probes media concentration.
- Lottery fine reduced (see FCC: At A Glance).

— Jonathan Hall

## Washington Street Talk

President Carter at the National Association of Religious Broadcasters convention in Washington Monday night (1-21), talked more about religion than broadcasting. Concurrently, organized religion is continuing to flood the FCC with opposition to radio deregulation.

Meanwhile, meeting in Palm Springs this week, the full NAB Board discussed how to counter the religious assault.

Don Thurston, NAB's dedicated past Board Chairman, was named recipient of that association's highest honor: the Distinguished Service Award, to be presented at April's convention in Las Vegas.

Two of the more interesting races for seats on the NAB Board are Charlie Murdock of WLW/Cincinnati challenging incumbent Cullie Tarleton of WBT/Charlotte, and Dean Sorenson of KCCR/Pierre, SD challenging incumbent J.T. Whitlock of WLBN/Lebanon, KY.

## FCC: At A Glance

### Stations' Fines Reduced

WCIR-AM-FM/Beckley, WV was fined \$3200 on May 31, 1978 for letting an improperly licensed operator run the stations, failing to log transmitter inspections, failing to make EBS tests, and operating with excessive power. WCIR admitted the violations in part, saying the operator really had a license, but just forgot to renew it. The station added that the logging omissions were just an oversight.

WCIR's fine was reduced last week because it proved station inspections were made in 1977 or explanations logged. But the FCC emphasized the station could not be excused for failing to run EBS tests.

Saying it was no less guilty, but stressing its financial condition, the Commission reduced to \$350 WKYO-WIDL/Caro, MI's fine of \$1000 (July 1978) for broadcasting a lottery.

Two NY Stations Conditionally Renewed; One Goes Dark

WSAY/Rochester, NY and WNIA/Cheektowaga, NY received condi-

tional renewals for six months, and WNIA has ceased operations pending its sale. Both stations were owned by Gordon Brown. They had been cleared in an initial decision after being designated for

hearings, with the licensee's character as a central issue. Later, four community groups succeeded in reopening the case.

But because Brown died a year ago, the Commission now says his estate can operate WSAY for six months on the condition a qualified buyer is found for the stations. However, the estate indicated operating two stations was too much of a burden and got approval to let WNIA go silent.

### How Does Virginia Minister Spell Relief?

Reverend Levi Willis, sole owner of WPCE/Portsmouth, VA and WOWI/Norfolk, won't escape renewal hearings which were designated in 1977 on issues of false advertising, broadcasting a lottery,

failure to notify the Commission of a corporate name change, and failure to pay employees' withholding and unemployment tax. Willis, who is black, argued relief would be consistent with the FCC's policies of encouraging minority ownership. But the Commission said while the entry of minorities into broadcasting was one of its primary goals, minorities are not exempt from compliance with the rules.

### WDEN Renewed

Subject to periodic EEO reporting, the FCC reported this week it's renewing the license of WDEN/Macon, GA. The Commission last fall said WDEN did not employ enough blacks, but a recent report submitted by the station showed

Continued on Page 6

## BROADCASTERS PROD APPROVAL

### Will FCC Approve AM Stereo?

Manufacturers In Knock-Down, Drag-Out Battle

Strong rumors persist that the FCC's Broadcast Bureau favors AM stereo and is awaiting final engineering data before making a recommendation as to which of the five systems FCC commissioners should adopt. The five

proposed systems are Belar, Harris, Kahn/Hazeltine, Magnavox, and Motorola. FCC Chairman Charles Ferris has hinted at a spring-time decision.

Sensing the drama, system developers have been engaging in activity behind the scenes and at the FCC. On Monday (1-21) Motorola informed FCC Secretary Bill Tricarico, "We have discovered erroneous premises and conclusions in the Harris filing which are significant, and it is essential that Motorola be given the opportunity to call these matters to the Commission's attention."

Ignoring the FCC's August 3, 1979 deadline for reply comments, manufacturers continue to deliver mounds of paper to the Commission. Two weeks ago, Harris's attorney, Lou Frey (former House Communications Subcommittee member), asked the FCC to accept its over 50 pages of news comments and appendices and close the door on AM stereo comments.

#### Harris's Allegations

Harris maintains that:

- Motorola has applied for patents which it needs to compensate for its shortcomings, particularly distortion.

- The Kahn system generates excessive distortion, measured at KING/Seattle.

- It is "the most compatible system with existing monophonic receivers and Motorola's isn't."

- It is the only system compatible with 9 kHz.

- Its stereo separation is far superior to Kahn's, which can cause

distortion, as Harris further alleges happened in a test at WGN/Chicago.

Responding to Kahn's insistence last fall that Harris explain 11 seconds of mysterious recordings on test tape, Harris assured the Commission that its embarrassment is unrelated to accuracy of its field tests.

#### Kahn Responds

Meanwhile, an updated engineering report from Kahn-Hazeltine on tests of its independent sideband AM stereo system on WABC/New York has been submitted to the FCC. The tests were conducted April 2-June 25, 1979. WABC personnel reported "reception of AM stereo transmissions was excellent... very nearly equal to that of some FM systems. The Kahn system was transparent enough that quality differences between newer and older carts were evident.

"Music selections containing string instruments, fuzz boxes, and synthesizers were listened to with great attention since distortion could be more audible in those sections. Evidence of audible distortion was not apparent," according to WABC.

#### Radio Getting Active

A number of letters (ex parte contacts) written to individual commissioners during the past month have urged speedy approval of AM stereo. Here is a sample of what broadcasters are saying:

- Tim Grant, GM, KOLO/Reno, NV: This station is AM only; we have little chance to secure a companion FM station. It seems highly inequitable for us to have full capability of filling a public need for improved AM service, but not have the necessary FCC approval.

- Ron Kazda, Chief Engineer, WHBY/Appleton, WI: Looking at 9 kHz channel spacing and AM stereo, we feel action should be taken on AM stereo first. Several years of study and testing have gone into AM stereo, and a decision should be made.

- Jim Ranger, GM, KUHL/Santa Maria, CA: Entertainment sound today is stereo, and the general public is leaning very heavily in favor of stereo sound. It's time for AM to have that added "sizzle."

- Bob Schaffer, Chief Engineer, KFIZ/Fond du Lac, WI: I would hope that the Broadcast Bureau would complete their work quickly. Broadcasters want AM stereo now.

# MUSIC FOR WHEREVER YOU'RE AT

## THE BOOMTOWN RATS



**"I DON'T LIKE MONDAYS"**

WIFI on  
94Q on  
KJR add  
PRO-FM on  
WOW 29  
KQWB-FM 9-7  
CKGM 4-4  
WICC on  
WSKZ 24-17  
WRJZ add  
WVIC add  
KZ93 add  
WGUY 24-23  
WLBZ 23-18  
WFOX add  
WSPT add

## WILLIE NELSON



**"MY HEROES HAVE ALWAYS  
BEEN COWBOYS"**

### OUT OF THE BOX:

KNOW deb 33  
WBBQ on  
KFYR on

YOU'LL ALWAYS FIND HITS AT COLUMBIA RECORDS



## FCC: At A Glance

*an increase in the number of black employees in top job categories. WDEN must hire two more blacks by November 1981.*

**Two Licenses Set For Renewal Hearing**  
Tennessee Valley Broadcasting Corp. has been designated for a

hearing on its renewal application for WBRY/Woodbury, TN and the assignment of the license to First Summer, Inc. The issue is whether control of WBRY has already been partly turned over to First Summer without FCC approval, and if it has, whether el-

ther Tennessee Valley or First Summer is qualified to be a licensee.

In a similar case, the Commission also designated Radio WAVS, Inc. for a hearing. The issue is whether Radio WAVS, licensee for WAVS/Ft. Lauderdale, FL, prematurely transferred control of the station to Gore Broadcasting without FCC approval and then tried to cover up the illegal transfer.

### Commission Agrees, Gives KXIV A Sister

KXIV/Phoenix has won out over American International Development (AID) and Herbert Owens in competing applications for a new FM station. FCC Review Board Judge Walter Miller found Owens's application unacceptable, saying he "demonstrated such a detachment and indifference in preparing his application that he would not fulfill his obligation as a public trustee."

About AID, Miller said one of the principals, Julia Zozaya, who is legally blind, lied to the Commission when she claimed she signed a loan commitment letter included in her application. The only issue against KXIV, Inc., which owns KXIV/Phoenix, was whether the applicant exaggerated KXIV's rating for news and public affairs. Judge Miller said KXIV was ranked second in public affairs, not first as had been represented, but added the misrepresentation was an honest mistake.

In another ruling, Judge Miller approved the application of Bob Reverman for a new 500-watt daytimer on 1330 in Enumclaw, WA.

We don't do those things because the federal government tells us we must."

### Religious Broadcaster Lends Support

Although opposition to deregulation from religious groups is building substantially, Jim Goldring, GM, KANN/Ogden, UT, a religious station owned by Faith Communications, told the FCC the only restriction should be to police commercials for content decency.

Over 200 stations have filed comments in the last two weeks in favor of deregulation of ascertainment, logging requirements, commercials and non-entertainment program guidelines. The FCC's first deadline was to have been Friday (1-25), but has been extended to March 25.

## BROADCASTERS IN THE LION'S DEN?

# Radio vs. Religion

Radio broadcasters who've been following R&R's news account of mounting opposition to the FCC's radio deregulation proposals from organized religion, labor, and citizens' groups should take delight in knowing that some broadcasters are getting irked and taking a stance of "We're mad as hell and aren't going to take it any more."

Last week we carried bits of W.I.B./Lowell, MA Pres. Arnie Lerner's "Parody on the Gettysburg Address." This week we've got another creative filing to share.

From Roy Mapel, GM, KILM/Gillette, WY: "I've spent two days in a horse tank letting folks dunk me for a Dime-A-Thon, participated in Walk-A-Thons and Bike-A-Thons, chased greased pigs, ridden a baby buggy down Main Street, spent the night in jail, played donkey baseball, and dressed in women's clothes for a mock fashion show... with proceeds all going to charity."

Mr. Mapel continues: "I could go on and on" (indeed, he spent six times this much space in his filing doing so), "but I'm sure these same stories come from others... but have you listened?"

## Sales Talk

RAB adds color to its 18 spring "Sales Success Clinics," which kick off February 19 in Orlando and February 21 in Charlotte, by adding Sales Consultant Jason Jennings. Jennings, formerly of Jennings/McGlothlin Inc., appeared at last year's NAB convention. Highlighting the meetings will be veteran RAB workshop motivator Charles Reilly, Pres. of In-Person Communication, Inc. Sessions will be broken into basic and advanced sales classes, with Jennings and Reilly addressing both. Reilly will concentrate on interpersonal communications and Jennings on the "how to's."

### Blair Reorganizes

Blair Radio Pres. John Boden announced a major restructuring of operations in which five new divisions were created this week. George Wolfson becomes Exec. VP and heads up Spot Sales, along with taking over responsibility for all 13 sales offices. Other new divisions and new Sr. VP's are Creative Sales headed by Bob Lobdell, Specialized Sales headed by Gerald Gibson, Research and Media Planning headed by Bob Galen, and Marketing headed by David Klemm.

### Mutual Officially Takes Over WHN

FCC officially sanctioned take-over of WHN/New York by Mutual Broadcasting last Wednesday (1-16).

### Possibilities

Rock to religion? WIFE/Indianapolis on the block. Possible deal with religious broadcaster Don Crawford, who already owns five AM's and six FM's.

Also up for sale - KCEE/Tucson? If so, it would be last property to go belonging to the family of Carter campaign director Bob Strauss.

### Jock Buys NY Station

WASH/Washington afternoon personality Jerry Clark, WASH Business Manager John Bell, and two associates buy WWDK/Brockport, NY for \$160,000 from Canal Communications. Clark's partners are Barton Eckert, a Washington, D.C. TV reporter, and Tom Powers, a D.C. labor lawyer. Clark will continue to work at WASH.

### Journal Star Gets KRKE

The FCC has okayed sale of KRKE-AM-FM/Albuquerque for \$4.5 million to the Journal Star Stations, owners of eight other Midwest properties. The seller was Gaylord Broadcasting, which owns seven TV and three radio operations.

### Multimedia Buys WVEZ-FM

Multimedia has purchased WVEZ-FM/Louisville for \$1.5 million from Stoner Broadcasting of Des Moines. Multimedia will also exchange its two Knoxville stations, WBIR-AM-FM, as part of the deal. Multimedia already owns WAKY/Louisville, and WAKY VP/GM George R. Francis, Jr. will also manage WVEZ.

# Fraudulent Billing—A Refresher Course

Maintaining correct billing practices is vitally important for radio stations. Licenses have been lost over what the FCC considers fraudulent billing, and the Commission has carefully set down guidelines for acceptable procedures. Noted broadcast lawyer and R&R consultant Jason Shrinky outlines the FCC's standards and points out the pitfalls of double billing and other dangerous practices in the following article, a highly useful guide for radio licensees.

While Chairman Ferris and other members of the Federal Communications Commission have taken a less than enthusiastic regulatory approach to fraudulent billing practices, the United States District Court for the District of Columbia in a recent decision has admonished the Commission to "beef up" its enforcement of the fraudulent billing rules, including criminal prosecution of the individuals judged guilty. In light of the court's edict this appears to be an appropriate time for a refresher course on "double billing" and related practices.

The courts and the Commission have characterized fraudulent billing as "an extremely invidious and totally unacceptable practice" that raises serious questions as to a broadcast licensee's qualifications to hold a broadcast license. The court perceives "double billing" as a scheme to deceive manufacturers into paying a larger share of a local advertiser's cooperative advertising than provided for in advertising commitments with the manufacturer. Consequently, each broadcaster should take the time to read the following fraudulent billing rule:

"(a) No licensee of a standard, FM, or television broadcast station shall knowingly issue or knowingly cause to be issued to any local, regional or national advertiser, advertising agency, station representative, manufacturer,

distributor, jobber, or any other party, any bill, invoice, affidavit or other document which contains false information concerning the amount actually charged by the licensee for the broadcast advertising for which such bill, invoice, affidavit or other document is issued, or which misrepresents the nature of content of such advertising, or which misrepresents the quantity of advertising actually broadcast (number of length of advertising messages), or which substantially and/or materially misrepresents the time of day at which it was broadcast, or which misrepresents the date on which it was broadcast.

"(b) Where a licensee and any program supplier have entered into a contract or other agreement obligating the licensee to supply any document providing specified information concerning the broadcast of the program or program matter supplied, including non-commercial matter, the licensee shall not knowingly issue such a document containing information required by the contract or agreement that is false.

"(c) A licensee shall be deemed to have violated this section if it fails to exercise reasonable diligence to see

that its agents and employees do not issue documents containing the false information specified in (a) and (b) above."

### Don't Forget The Forms

In 1975, the FCC issued a further Public Notice reminding licensees of their responsibility to maintain the integrity of station billing practices - accuracy of station bills, affidavits, invoices, etc. The Public Notice also reminded all broadcast licensees that the only acceptable practice for billing was to use program logs rather than start-orders, advertising contracts, etc. Consequently, any station that is presently using advertising contracts, start-orders, and discrepancy sheets, and is not using program logs to generate bills might well be challenged by the FCC for using fraudulent documentation to determine with accuracy the time, duration, date, and content of the advertising broadcast.

For decades, many stations have cavalierly treated the completion of network forms and affidavits. The Commission has repeatedly reminded broadcasters that the fraudulent billing rule has been revised to prohibit the practice of stations supplying a network or program syndicator with documentation containing false information concerning the broadcast of programs, commercial announcements, public service announcements, and non-commercial broadcast matter. Moreover, broadcasters have been warned by the Commission that the traditional "I had no knowledge of the practice, it was my General Manager/Sales Manager employee that was involved, and the practice is contrary to station policy" excuse is no longer acceptable.

One of the questionable areas concerns year-end rebates, vacation packages, volume discounts to advertisers, and general merchandising bonus plans. In 1976, the Commission issued a Public Notice that painstakingly pointed out that sales incentive plans required appropriate disclosure on station billings, invoices, or affidavits. In order to remove any ambiguity as to its policy, the Commission pointed out the following examples:

1. An advertiser or advertising agency qualifies for a special vacation package by purchasing \$1000 worth of airtime.

2. Rather than a special vacation package, the advertiser is to receive a color television set or a new automobile.

The Commission insists that in each of the above examples, a specific mention must be included in each billing calling attention to the "bonus" or "special consideration" provided the advertiser. Possible "catch-all" notations might be:

1. This statement does not include discount or merchandising bonuses which the advertiser may be entitled to as a result of frequency purchases.

2. This statement is subject to a frequency discount if earned.

3. This statement is subject to a frequency discount, merchandising bonus, or special consideration bonus earned.

With the January and February special merchandising package season soon to be upon us, Radio & Records suggests that station executives check with counsel to insure the proper procedures for logging, billing and general handling of the traditional trips to Europe, Hawaii and the Orient.

Remember - "Preventives are far better than remedies."

# SHOES. IN THE PRESENT TENSE.



*"Every song on PRESENT TENSE is an unabashedly melodic mash note."  
Ken Emerson—NEW YORK TIMES*

**"I DON'T MISS YOU."** (E-46598)  
The new single from Shoes' PRESENT TENSE. (6E-244)



**On Elektra Records and Tapes**

©1980 Elektra/Asylum Records A Warner Communications Co.

# WHAT'S NEW

## Arista, Pickwick Pen Formal Indie Distribution Pact

Arista Records and Pickwick International have announced the signing of a two-year formal distribution pact, which will expire December 31, 1981. Under the terms of this agreement, Pickwick agrees to distribute Arista product in specific markets presently held in exchange for the label's promise to continue to provide Pickwick with its product for the duration of the pact. The contract is automatically renewable unless terminated by written notice from either party six months prior to expiration dates.

Arista noted that the Pickwick pact would not affect the remainder of its distributors, but added that it plans to institute similar agreements with each of them. For this reason, the move is viewed as likely to set a precedent for the future label-independent distributor relations.

**Whether it's the surf in L.A. or the price of grain in Chicago, Metromedia listeners always know what's up.**

**M1 METROMEDIA RADIO**  
Important stations in important places.

**Metromedia Radio Mounts Major Ad Effort**

Metromedia Radio, owners of 13 stations in nine major markets, will be conducting an ad campaign in the near future stressing its stations' involvement with the communities that they serve. The ads, the first of which is reproduced above, will appear in leading business, news, and trade publications such as *Time*, *Newsweek*, and *U.S. News & World Report*.



## California Milk Radio Ad Budget Up 11% For '80

The California Milk Advisory Board has announced a \$10 million-plus annual advertising budget for 1980. CMAB Advertising Director Cal Krandall cited inflation as the central factor behind the budgetary increase (the CMAB budget for 1974 was \$5.4 million) with radio scheduled for a 31 percent increase in advertising from 1979, most of which will come from extensive co-op tie-ins.

## Vintage Radio Shows Preserved

Nearly 400 "Screen Guild Theater" broadcasts, originally aired from 1939 to 1952 over major radio networks, were recently donated to the **UCLA Radio Archives** library by the **Motion Picture and Television Fund**. The **UCLA Radio Archives** currently house more than 10,000 programs on both tape and original transcription discs. For further information contact the **UCLA Theater Arts Dept.** at (213) 825-7357 (weekdays).

## Coast-To-Coast Interview Show Set To Air

**Coast-To-Coast**, a San Francisco-based, variety-interview radio broadcast, debuts in January at 7pm (Pacific Time). The series is the brainchild of the **Woodruff Organization** and will be hosted by veteran radio interviewer **Rick Forrester**, formerly of **KIRO/Seattle** and **KSDO/San Diego**.

The five-day-a-week, three-hour programs will feature discussions among newsmakers, political and business leaders, stage and screen stars, foreign dignitaries, and others, including a regularly-scheduled portion devoted to specialists in varied fields. For further information contact **Coast-To-Coast** at the **Woodruff Organization**, 453 Roosevelt Way, San Francisco, CA 94114, (415) 621-6035.

## Numark's Studio Mixer Needs No Pre-Amp

The "DM 1100" studio mixer, currently available from **Numark**, can be used in conjunction with any quality high powered amplifier without the use of an external pre-amp. The unit features facilities for four stereo program inputs as well as two microphone inputs, and connects easily to nearly any auxiliary input on pre-amps, integrated amps, or receivers. The "DM 1100" also includes a

built-in low noise pre-amp for magnetic phonographs and low impedance microphones, stereo slide controls, a headphone circuit to monitor each input, two-position LED output indicators with reference graph, and memory tabs for easy reference to level controls. For further information contact **Numark Electronics Corp.** at 503 Raritan Center, Edison, NJ 08817, (201) 225-3222.

## Polygram, Curbishley/Baird To Create Feature Films

**Polygram** has announced the signing of **Bill Curbishley** and **Roy Baird** to a long-term exclusive agreement with **Polytel Film Ltd.** for the development of feature films. This follows **Curbishley** and **Baird's** success as co-producers of the **Polygram-financed** film, "Quadruphenia," and is in association with **The Who Film Ltd.** The **Who**, however, will not necessarily

be involved with every project nor will every film be music-oriented.

Three projects are presently in the development stage, at least one of which will be shot in the U.S. **Curbishley Baird Enterprise Ltd.** is headed by **Curbishley**, **Baird**, and **Gideon Thomson** and will be based in London.

## Latest Developments In Headphone Design

Whereas ten years ago most headphones not only looked but also sounded very similar, today's headphones vary widely in their construction, appearance, and sound quality. For ex-

ample, enclosures (those parts of the headphone which surround or rest on the ear) are now either sealed, semi-sealed or open-air. Sealed enclosures, which fit snugly around the ear, pro-

vide the utmost in listening privacy and improved bass-frequency response. However, they produce an intensity of sound which can become tiring over a period of time. The semi-sealed models rest on the ear and may have slots or vents which "leak" sound to eliminate some of the claustrophobic feeling. An open-air design generally does not enclose the ear at all, allowing still more outside sound to infiltrate as well as escape. The main advantage of open-air phones is their lighter weight.

Perhaps the most important advance in headphone technology is the type of drivers (sound-producing elements) used. They are usually either moving-coil (magnetic) or electrostatic. Moving-coil types use a coil suspended in the field of a permanent magnet. Samarium-cobalt, a new type of material used by both **Sennheiser Electronic Corp.** and **Pickering**, now allows the construction of higher-strength, lighter-weight magnets. The **Technics "EAH-810," "820"** and "830" feature a linear drive technology, employing a flat, aluminum-coil pattern photo-etched on film positioned between flat magnets. An audio signal causes this coil and film to radiate sound uniformly through holes in the magnets. One disadvan-



tage of this process is a greater than necessary intensity of sound.

### Electrostatic Drivers Decrease Distortion

Electrostatic drivers tend to decrease this difficulty by using an extremely lightweight film or diaphragm, subsequently increasing its mobility and providing a more uniform, low-distortion sound. These electret diaphragms use fewer components, simplifying headphone design and de-

creasing costs. In addition, **Koss's "ESP/10"** and **Audio Technica's "ATH-7"** include adapters which connect to your amp terminals, thereby boosting voltage to the drivers.

Furthermore, wireless models now available from **Sennheiser** and **Beyer** provide the listener with increased mobility as well as allowing more background noise to penetrate. With these recent developments, stereo headphones are now as varied as the music that's enjoyed through them.

**SHOTGUN BLASTING THEIR WAY INTO THE '80's**

PRODUCTS AND ARRANGED BY WILLIAM TALLENT AND SHOTGUN

MCA RECORDS



# FLEETWOOD MAC

## Innerview

Get inside **TUSK** and more with various members of **FLEETWOOD MAC**, in a two part exclusive interview conducted by Jim

Ladd. Tune in your local Innerview Radio Network affiliate the week of January 21 and again the week of the 28th.



### Radio *Innerview* Network presents:

Alamogordo, NM	KINN FM	Farmville, NC	WRQR FM	Lobelville, TN	WPCT FM	Shreveport, LA	KMBO FM
Albuquerque, NM	KRKE FM	Fort Campbell	WABD-FM	Madison, WI	WMAD-FM	Skowhegan, ME	WTOS-FM
Amarillo, TX	KYTX FM	Fort Myers, FL	WLEQ FM	Manhattan, KS	WMKF FM	Springfield, IL	WDBR FM
Appleton, WI	WAPL FM	Fort Smith, AR	KISR-FM	Miami Ft. Lauderdale, FL	WSHE-FM	Springfield, MO	KICK FM
Austin, TX	KLBJ-FM	Fort Wayne, IN	WXKE FM	Minneapolis/St. Paul, MN	KDWB A F	St. Louis, MO	WWWK F KWK A
Baltimore, MD	WITH FM	Frederick, MD	WZYO FM	Missoula, MT	KYLT FM	Stillwater, OK	KVRD FM
Bakerfield, CA	KMGM-FM	Fresno, CA	KKDJ-FM	Morris, MN	KUMM FM	Stockton, CA	KSRT FM
Bellingham, WA	KISM FM	Gainesville, FL	WGLV FM	Nashville, TN	WKDF FM	Syracuse, NY	WAQX FM
Big Springs, TX	KFNE-FM	Garden City, KS	KRUF FM	New Haven, CT	WPLR-FM	Taylorville, IL	WEEE FM
Birmingham, AL	WRKK FM	Garrien City, NY	WBAU FM	New Orleans, LA	WRNO FM	Thibodeaux, LA	KXOR FM
Blairstown, NJ	WFMV FM	Grand Junction, CO	KQIX FM	New York, NY	WPIX FM	Toledo, OH	WIOT FM
Boise, ID	KIDO FM	Great Falls, MT	KAAX FM	Norfolk, VA	WNDR-FM	Trenton, NJ	WPST FM
Boston, MA	WBCN FM	Greensburg, KY	WGRK FM	N E Pennsylvania (Scranton)	WEZX FM	Tucson, AZ	KWFM FM
Bowling Green, KY	WLBJ FM	Greenville, TX	KGVL FM	Oklahoma City, OK	KXXY FM	Tullahoma, TN	WBGY FM
Buffalo, NY	WGRO-FM	Hagerstown, MD	WOCM FM	Omaha, NB	KOIL FM	Two Rivers, WI	WQTC FM
Caro, MI	WIDL FM	Hailey, ID	KSKI FM	Paducah, KY	WPAD-FM	Utica, Rome, NY	WOUR FM
Casper, WY	KAWY FM	Helena, MT	KJLS FM	Peoria, IL	WWCT-FM	Walla Walla, WA	KSXT FM
Calina, OH	WKKI FM	Honolulu, HI	KCAP FM	Philadelphia, PA	WYSP-FM	Washington, DC	WAVA FM
Champlain, IL	WPGU FM	Houston, TX	KQMO FM	Phoenix, AZ	KDKB FM	West Branch, MI	WBMI FM
Charleston, SC	WWWZ FM	Huntsville, AL	KLLOL FM	Port Arthur-Orange, TX	KZOM-FM	Wichita, KS	KEYN FM
Charleston, WV	WVAF-FM	Indianapolis, IN	WZYP FM	Portland, OR	KGON FM	Wilmar, MN	KQIC FM
Charlottesville, VA	WWWV FM	Jonestown, AR	KNAP-FM	Portland, ME	WIGY FM	Winona, MN	KSMR FM
Chicago, IL	WMET FM	Kankakee, IL	KBTM FM	Provo, UT	KEYY FM	Winchester, IN	WIUC FM
Chico, CA	KCSC-FM	Kansas City, MO	WBYG FM	Pullman, WA	KQQQ FM	Winston-Salem, NC	WAIR FM
Cincinnati, OH	WSKS FM	Knoxville, TN	KYYS FM	Raleigh, NC	WDBS FM	Yazoo City, MS	WZAF
Columbia, SC	WKWQ FM	Lafayette, LA	WBIR FM	Reno, NV	KOZZ FM		
Corvallis, OR	KFLY FM	Lansing, MI	KSMB FM	Rexburg, ID	KADO FM		
Cumberland, MD	WTBO-FM	Laredo, TX	WILS FM	Richmond, VA	WGOF-FM		
Dallas, TX	KT XO FM	La Crosse, WI	WZYP FM	Richmond, IN	WQLK FM		
Dallas, TX	KZEW-FM	Lawrenceville, NJ	KNAP-FM	Riverside, CA	KOLA FM		
Davenport, IA	WXLP FM	Lawton, OK	KBTM FM	Rochester, NY	WCMF-FM		
Dayton, OH	WVUD FM	Las Vegas, NV	KGLR FM	Rock Springs, WY	KRKK FM		
Dekalb, IL	WDEK FM	Lexington, KY	KLUC FM	Sacramento, CA	KXOA FM		
Denver, CO	KBPI FM	Lexington Park, MD	WKQQ FM	Salem, OR	KBZY FM		
Detroit, MI	WABX FM	Lincoln, ME	WMDM FM	San Angelo, TX	KIXY FM		
Dublin, GA	KQZY FM	Logan, UT	WLKN FM	San Diego, CA	KGFB FM		
El Paso, TX	WPAS FM	Los Angeles, CA	KBLW-FM	San Francisco, CA	KSAN FM		
Enterprise, AL	WLHQ FM	Los Banos, CA	KMET FM	Savannah, GA	WZAT FM		
Fallon, NV	KVLV FM	Louisville, KY	KLBS FM	Seattle, WA	KLAY FM		
Fargo, ND	KQWB-FM		WLRS FM				

Check local station for exact time and date.



Warner Bros.

# WHAT'S NEW

## Media Firms Tops In Profits

Media (broadcasting and publishing) was the leading U.S. industry group for profitability over the past five years, according to the annual study published by *Forbes* magazine. Between 1975-79, media firms' annual profits averaged 19.6 percent of equity — the amount invested by shareholders — compared to 17 percent for oil companies. During the same period, yearly profits for media corporations averaged 15.4 percent of their total capital — equity plus long-term debt — as opposed to the oil firms' 11.9 percent.

Furthermore, over the last 12 months of available statistics, media firms averaged a 20.2 percent return on equity, while oil firms registered 22.5 percent — tops for the time period. However, this gain was inflated by soaring profits generated by small, mostly domestic gas and oil firms, as the leading oil companies lagged behind the major media firms even for this period. As for return on total capital for this time period, the oil firms trailed the media industry 14.1 percent to 16.7 percent.

The following chart shows *Forbes*'s estimates of 1979

profitability for various oil and media companies. Results of non-oil and non-media activities of the firms are included in the figures:

Oil Companies	Return On Equity (%)	Return On Tot. Capital (%)
Standard of Calif	20.6	15.8
Exxon	18.7	14.1
Mobil	19.8	14.0
Standard of Indiana	19.6	13.8
Atlantic Richfield	19.0	12.3
Shell	16.0	12.1
Union	17.9	11.9
Texaco	15.6	11.1
Media Companies		
Dow Jones	32.1	29.7
Times Mirror	25.0	22.4
Gannett	22.5	22.3
Washington Post	27.0	21.7
American Broadcasting	25.0	20.3
McGraw-Hill	21.6	19.2
CBS	20.7	18.0
New York Times	14.4	12.9
RCA	18.5	12.2
Time Inc.	15.7	11.1

## BOGART ON BROADWAY

### Casablanca Forms StageWorks Subsidiary

Casablanca Record & FilmWorks has expanded into the theatrical field with the formation of **Casablanca StageWorks**. Projects currently under development by the newly-formed firm include co-production with **Joseph Kipness** of the million dollar-budgeted Broadway production of "Frankenstein" and an untitled musical to be conceived, staged, and choreographed by **Patricia Birch**.

**Craig Zadan** has been named Vice President of Theatre Production for StageWorks and will be based in Los Angeles. He will continue in his current post as a motion picture development and production executive for the parent firm.

**Neil Moron** has been appointed East Coast Coordinator for StageWorks with Casablanca East Coast Director of Creative Affairs **Kathie Van Brunt** assuming responsibility for theatre development as well.

## PRO:MOTIONS



Lou Cook

### Cook Named VP/Worldwide Business Affairs At MCA

Lou Cook has been named Vice President of Worldwide Business Affairs for MCA Records. In his new position, Cook, most recently Vice President of International for the label, will oversee foreign and domestic business affairs. He will continue to be responsible for MCA Records' international business as well.

### D-B Electronics Firm Formed

David Durst, Thomas Jones Jr., and Mary DeSimone have announced the formation of **D-B Electronics Inc.**, which will design, develop, and manufacture a complete line of audio products for the broadcast industry as well as industrial users. The firm's three principals all previously served at **Broadcast Electronics Inc.**, noted for its manufacture of the "Spotmaster" tape cartridge.

D-B Electronics is currently in the process of establishing U.S. distributorships and plans to make its products available to the international market as well. For more information contact D-B Electronics at 7851 Airport Dr., Airport Plaza, No. 201, Gaithersburg, MD 20760, (301) 977-7048.

### Midsong Int'l Restructures Staff

Midsong Records has announced the restructuring of the firm's staff, reassigning the following people to the following positions: **Paul Brown**, head of A&R as well as General Professional Manager for Midsong Music; **Sandy Rosen**, head of the label's International Administration Dept.; **Bernie Yudkofsky**, National Sales Manager; **Diane Marelli**, Chief Bookkeeper; and **William Borden**, CPA for the firm.

### Raphael Named VP/Mktg. For Holmes Line

Ronnie Raphael has been named VP/Marketing at the **Holmes Line of Records Inc.** Most recently Dallas Promotion Manager for **Infinity Records**, Raphael began his career as Music Director at **KNUS/Dallas**, following which he served as West Coast Regional Promotion Director for **Phonogram/Mercury Records** and Southwest Regional Promotion Director for **Private Stock Records**, prior to his association with **Infinity**.



Richard Smith

### Smith Upped To VP/Nat'l R&B Promo At Arista

Richard Smith has been promoted to Vice President of National R&B Promotion at **Arista Records**. Smith most recently served as Arista's National Director of R&B Field Promotion, prior to which he was National R&B Promotion Director for **Infinity Records**. Before joining **Infinity**, Smith spent four years as Arista's Midwest R&B Promotion Director.

### Ornato Named VP/Europe For RCA

**Giuseppe Ornato** has been named to the newly-created position of Vice President/Europe for **RCA Records International**. In his new post, Ornato will be responsible for all of RCA Records' European activities as well as serving as Vice Chairman and President of **RCA S.P.A.** in Italy.

Ornato, a 24-year veteran of the firm, joined **RCA (Italy)** as Managing Director in 1956, subsequently becoming Vice Chairman and later, President. Prior to his association with **RCA**, Ornato served as Managing Director of **ELFI S.R.L.** and headed the **Olivetti Synthesis** branch.

### TAR Announces Fresh Start

**TAR Productions Inc.** has announced the formation of a new promotion division, **Start**, which will specialize in crossing over black music to national pop airplay. Based in Los Angeles, **Start** will be headed by industry veterans **Lindy Goetz** and **Mel Turoff**. For further information contact **Start** at 12029 Ventura Blvd., Studio City, CA 91604, (213) 985-3560.

### Helfer Upped To Nat'l Sales Mgr. At WEA

**Marv Helfer** has been promoted to National Sales Manager for the **Warner/Elektra/Atlantic Corp.** Helfer, a 24-year veteran of the music industry, most recently served as National Special Projects Coordinator for **WEA**. He began his career in 1956 as Branch Manager for **King Records**, spending five years with **Roulette Records** before entering the independent record promotion field. Helfer also held the National Sales Manager post at **Chrysalis Records** and served as Vice President of Marketing for **ABC/Dunhill Records**, prior to his joining **WEA** in 1977 as a sales account executive.

### Pieretti Named Nat'l Promo Dir. At Bearsville

**Paul Pieretti** has been appointed National Promotion Director for **Bearsville Records**. Prior to his joining **Bearsville**, Pieretti served as Regional and West Coast Promotion Director at **Casablanca Records**, having also been a local promotion manager for **H.R. Basford Distributors** in San Francisco. He will be based at **Bearsville's** West Coast offices at **Warner Bros. Records** in Burbank.

### Deikel Named Chairman As Pickwick Restructures Top Brass

**Theodore Deikel** has been appointed Chairman and Chief Executive at **Pickwick International** as the firm restructured its top management in the wake of President **C. Charles Smith's** recent resignation. Under the restructuring, **George Port** will serve as General Counsel and VP/Corporate Relations, **Tom Worthen** as VP/Operations, and **David Monaghan** as VP/Finance.

In addition, **Scott Young**, **Dave Ehlen**, and **James Moran**, have been promoted to Executive Vice Presidents in charge of Retail, Wholesale, and Operations, respectively. Young most recently served as VP/GM of **Pickwick's** retail division, Ehlen as VP/Marketing, and Moran as Group VP/Operations and Administration for the **Fingerhut Corp.**, a subsidiary of **Pickwick's** parent firm, the **American Can Co.**

### Lifson Named Exec. Prod. For Weedeck

**Meredith Lifson** has been named Executive Producer for the **Weedeck Corporation**, the Los Angeles-based radio syndication firm. Prior to joining **Weedeck**, Lifson served as Research Director for **KTNQ/Los Angeles**, having previously spent six years with **RKO Radio** as Assistant to the National Music Coordinator and as Music Director for **KHJ/Los Angeles**. In her new post, Lifson will be responsible for interviewing artists for the various syndicated shows as well as overseeing the production of these programs.

In a related development, **Weedeck** has announced the opening of a New York sales office. Headed by **William Schutz Jr.**, the office is located at 515 Madison Ave., New York, NY 10022, (212) 751-3809.

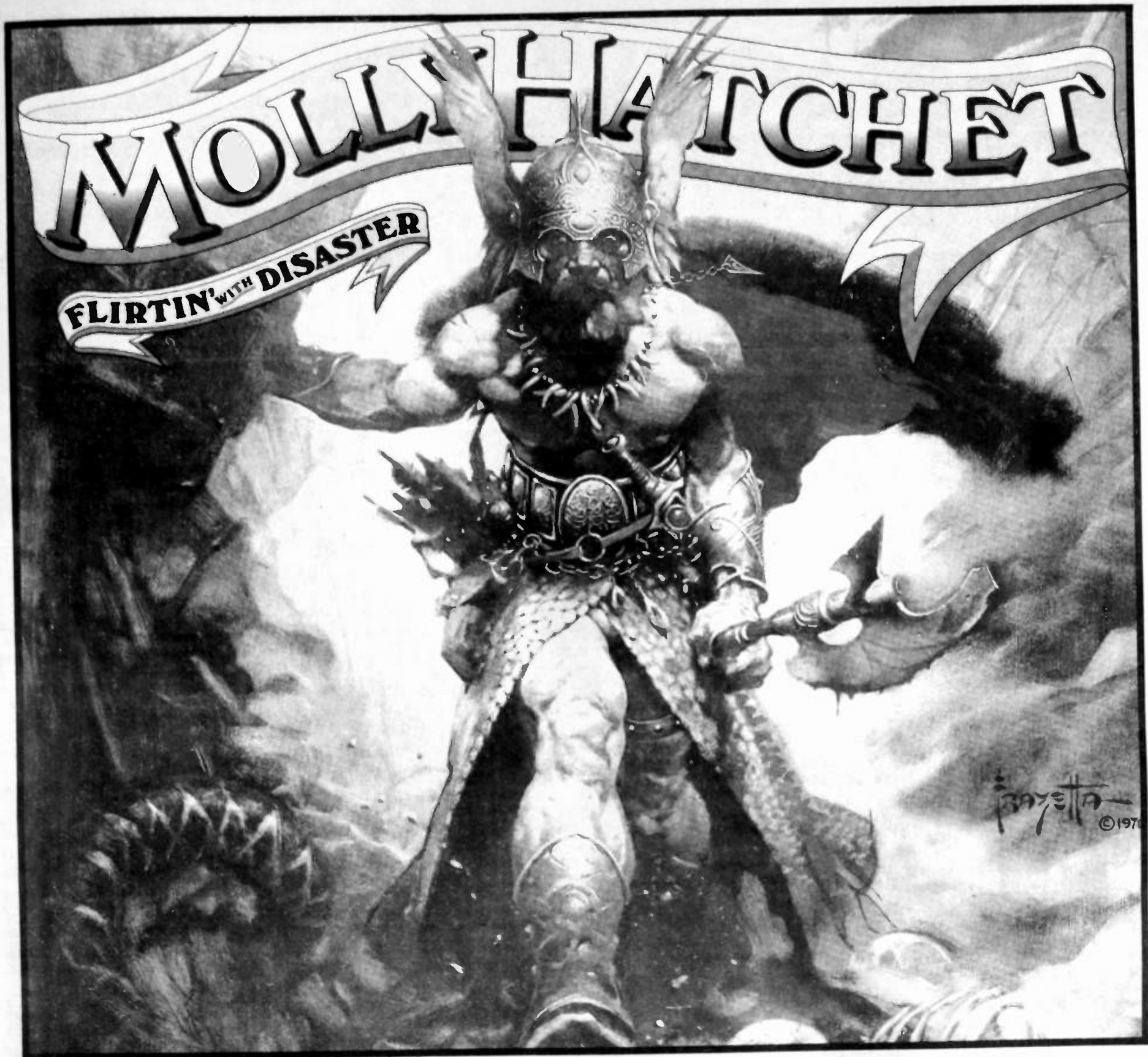


Nick Hunter

### Hunter, Adelman Join E/A-Nashville

As first reported in **R&R** (12-7-79), **Nick Hunter** has been named Nashville Director of Marketing for **Elektra/Asylum Records**. Hunter, who most recently headed his own independent promotion firm, the **Hunter Group**, previously led country promotion efforts for **MCA Records** from 1977 to 1979. He has also served as National Country Promotion Director for **Atlantic Records** as well as **Playboy Records**.

In a related appointment, **Bruce Adelman** has been named Nashville Promotion Coordinator for **E/A. Adelman**, who will act as liaison between the label and Country radio stations nationally, previously worked with **Hunter** in the **Hunter Group**.



WHEN YOU PLAY  
**MOLLY HATCHET**  
 YOU'RE FLIRTIN' WITH A HIT  
**FLIRTIN' WITH DISASTER**  
 THE SINGLE

WKBW on  
 WIFI deb 25  
 96KX 27  
 WPEZ add  
 Q105 on  
 KDWB 25-24  
 KBEQ add  
 WOKY add  
 KJR on  
 KIMN on

KOPA deb 30  
 KUPD 2-3  
 WTIC-FM on  
 WICC on  
 WPST 25-21  
 PRO-FM on  
 Q106 29-28  
 KNOW deb 36  
 WTIX add 39  
 KEEL add

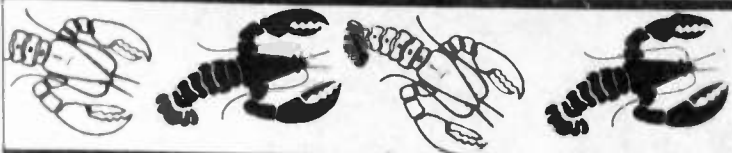
KXX106 add 30  
 Y95 add  
 Y103 30-24  
 WAPE deb 24  
 BJ105 on  
 95SGF add  
 WBBQ 26-18  
 92Q deb 26  
 WSKZ deb 30  
 WNOX 17-14

WRVQ deb 25  
 WVIC deb 39  
 WNAP add  
 92X on  
 Y94 on  
 KJRB on  
 KRSP 24-22  
 KRUX on  
 KRKE-FM add  
 WLBZ 32-26

WFBG 36-29  
 WXIL add  
 WAAY add  
 KX104 10-8  
 FM99 add  
 WKXY add  
 KKRC add 31  
 WSPT 17-10  
 KCBN deb 34  
 KRLC 15-8

PRODUCED BY TOM WERMAN MANAGEMENT AND DIRECTION PAT ARMSTRONG AND ASSOC. ON EPIC RECORDS





LIVE FROM NEW YORK,

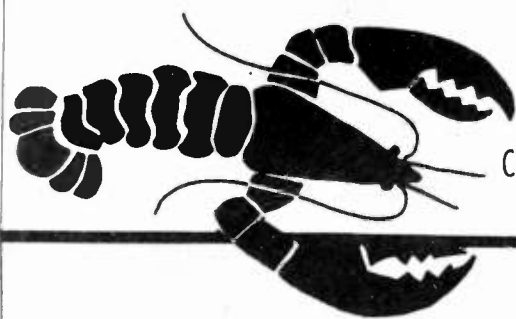
IT'S

the  
**B-52's**

SINGING

**"ROCK LOBSTER"**

ON NBC'S "SATURDAY NIGHT LIVE"\*



PRODUCED BY  
CHRIS BLACKWELL



\* SATURDAY NIGHT, JANUARY 26TH, 11:30 PM EST



ON WARNER BROS. RECORDS



# STREET TALK

Rumors are flying around South Florida where WSHE/Ft. Lauderdale is about to be signed as a "Superstars" affiliate. Names being mentioned for duty at WSHE are current WLRS/Louisville MD Drake Hall and former WYSP/Philadelphia PD Sonny Fox. Just what their exact involvement (if any) with the station will be is unclear, but more details should crop up by next week.

Atlantic's National Publicity Director Paul Cooper was recuperating at home after he fractured his knee during a high-level Hawaiian vacation (actually he crunched himself while playing water-polo in the hotel pool with Jerry Greenberg and Bob Greenberg), but now he's back in the L.A. office accepting lots of sympathy for having to be on crutches.

Tossing a curve into the Jan.-Feb. ARB for L.A., KFI/Los Angeles abruptly went "combo" (no more board engineers for the jocks) on January 19th. PD John Rook was given little or no advance warning, so the jocks had almost no time to "practice." Most of the KFI staff hadn't touched a board in years and the dead-air, miscued carts, and fluffs have been painfully obvious. Morning duo Lohman & Barkley retained their engineer as part of their pact with Cox Broadcasting, KFI's owners.

KMPC/Los Angeles reporter Alex Paen, who may have been among the last American reporters to leave Iran, had one final delivery to make to the U.S. Embassy in Tehran before he could board the plane back to the states. You might remember that Alex arranged to have all the Christmas cards delivered to our hostages, and his final delivery was a cassette of the play-by-play of Super Bowl XIV. The tape, sans commercials and half-time activities, was handed through the iron fence at the embassy to one of the students holding the Americans captive.

Actress Deborah Raffin has been written out and paid off for her role in "The Jazz Singer," the movie starring Neil Diamond. Reportedly the filming has not been going too well and now some replacement names for the Raffin role are being heard. They include such "singer-actresses" as Cher, Donna Summer, Lucie Arnaz, and Liza Minnelli.

## Is This A Political Statement?

Lots of media coverage on the Iowa caucuses this week, what with President Carter's career having been launched there four years ago, and naturally radio got into the act. KEMB, which is in Emmetsville, Iowa, wanted to do their own "straw poll" to see if they might be able to predict the eventual outcome of the party meetings. When the station discovered what kind of money they'd have to spend for extra people to make the phone calls, etc., they decided on a slightly different way to do their survey.

A station representative climbed the water-tower in Emmetsville while the jock on the air asked everyone that wanted Carter to flush their toilets. The KEMB staffer (on the water-tower) noted the water level drop. Again the jock at the studio asked all those would vote for Kennedy to flush their toilets. Their man on the water-tower noted another level drop.

Now if all this sounds just a shade hilarious, the laughter either gets louder or softer when you find out that KEMB's results were nearly identical to the actual tallies as reported by the three major networks.

Looks like the already-crowded Cincinnati AOR marketplace is about to pick up a third competitor. A station currently programming Beautiful Music is about to switch to AOR with some pretty well-known names at the programming controls.

Congratulations to B100/San Diego PD Glen McCartney and his wife Kim on the birth of their first child, a son, Troy Michael. Young Troy arrived on Monday (1-21).

Mike Chapman and Nicky Chinn, the songwriting and production team (Blondie, Knack, etc.) have formed their own label . . . Dreamland Records. RSO will distribute Dreamland here and Polydor will do the same overseas. Their first effort will be singer Lorna Luft, who can be heard doing back-up work on Blondie's current "Eat To The Beat" LP.



**GO FOR THE THROAT** — Jimi Fox, National Promotion/Phonogram (left), and Gregg Miller, PDI Sales (right), calmly discuss how best to rescue Alan Flaum, PDI Single Specialist, from the clutches of Jukes leader Southside Johnny. Apparently, the negotiations broke down just about the same time as Southside's grip and the quartet adjourned for some less physical therapy at a nearby establishment. The moral of this story seems to be . . . sometimes you have to stick your neck out for airplay.

## ELECTRIC WEENIE

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

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

**DON RYAN, KJRB** . . . "I pinned down our illustrious Morning Man Rick Shannon . . . who admitted his greatest and best source of material was the Electric Weenie . . . he said if I was going to subscribe to one service The Weenie should be it."

Jocks...write today for free samples.

Don't Just Say It!  
Play It!

**"I LIKE TO ROCK"**  
4828

WIFI add  
WEFM add  
KWK 6  
KUPD 15-4  
KRKE-FM add  
KDWB on

# APRIL WINE



The single American Radio demanded  
from April Wine – the band who has rocked  
AOR Radio **HARDER...FASTER**  
than it's ever been rocked before!

Produced by Myles Goodwyn & Nick Blagona  
Terry Flood Management Ltd



ST-12013 ICM AQUARIUS RECORDS Capitol RECORDS  
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*"Programmers will find that a diary review will produce a mother lode of useful information."*

## How To Strike Gold When You Visit Laurel

Last month we wrote about how vital it is that broadcasters visit the Laurel, Maryland headquarters of Arbitron after each survey. The purpose for such a visit is to review the diaries used in processing the local radio market report for your metro. This is the one way you can be sure if the numbers in your book are correct and not influenced by any Arbitron processing errors. Now that the books are coming out, it is timely to discuss what you can mine in the way of sales and programming nuggets when you get to look at the diaries for your market.

### Sales Payoffs

Because it will cost you some dollars to visit Laurel and to obtain a mechanical diary, it's important to the GM or sales department that a diary review session have some sales-oriented payoffs. Rest assured that there are many insights that will come from the diary review that will be helpful to your revenue effort. One major example is that you can glean verbatim diary respondent com-

perhaps you can find which zips (get at least a two-book trend) seem to be strongest for you in terms of returned diaries from your target demos. You can concentrate your sales effort on retailers in these key areas, and you make better use of your advertising/promotion budget if you zero in on specific geographic zip clusters.

### Programming Lode

Programmers will find that a diary review will produce a mother lode of useful information. Among the vital items you can pull out of the diaries are:

Audience Sharing (with which station do you share listening, and when)

Audience Flow (where do your listeners come from and where do they go when they tune out)

Daily Tune-in (in your target demos, what is the heaviest day for respondent tune-in, and does the listener stay with you for another day)

Specific Demographic Makeup (age-by-age breakdowns of the composition of your audience, rather than just the broad demo cell figures —

*"Contrary to the popular feeling of many air personalities, very few (less than 1% of respondents) write in DJ's names."*

ments from the diaries. Often these comments will focus on a particular personality or feature being aired by your station. Your sales staff may be able to put together a sales piece touting the show, using the diary quotes as a testimonial.

Another example is that you can note if your station is sharing audience with a station similarly formatted. You might be able to convince media buyers that they need to purchase your station because it does not share audience with the station they were going to buy.

Zip code information can be derived which can be helpful in marketing your station. If your station is at a signal disadvantage in the metro,

allow you to track movement from survey-to-survey within a particular cell — help you spot undesirable trends in demographic composition before they become serious)

Station Identifiers (you can note which slogan, if any, is recorded by respondents — also can spot aberrated sets of call letters, which may mean the audience is having a hard time with your calls)

An interesting note here. Contrary to the popular feeling of many air personalities, very few (less than 1% of respondents) write in DJ's names. Only **John Gambling** of WOR and **Dick Puritan** of CKLW have continued to show well in markets which I've examined.

## Q&A

**Bob Ferguson, Research Director of WLAC/Nashville, called with this question: "In going to Laurel for a diary review, what should I take to best prepare for the task?"**

*Be sure to have a mechanical diary ordered so that you can verify the diary entries. Also be sure to take copies of the pre-survey facility form paperwork you sent in to Arbitron, and any correspondence covering flip requests made prior to the start of the relevant survey. The forms and correspondence may help clear up any dispute about whether or not you supplied to Arbitron the proper information on which to base the editing decisions.*

*If, for example, your station carries Paul Harvey, but an entry to Paul Harvey is not credited to your station, show Penny Giddens the paperwork you sent in which shows that you carry Paul Harvey. Penny will see that the situation is noted and the appropriate steps taken to see that it doesn't recur. If the problem is a really serious one, ask Penny to introduce you to Lynn Christian of the Radio department, who may be able to discuss a remedy to the situation you discover.*

## Week In Review

### Maddy Schreiber Joins Arbitron

Maddy Schreiber, VP of Research for Torbet Radio Rep, will soon be joining Arbitron's Advertiser/Agency sales division. Ms. Schreiber will hold the title of Manager, Radio Representative/Network Sales, and will work out of the New York Arbitron office.

### Birch Report Expands, Adds Three Markets

Radio Marketing Research, the Miami-based firm headed by Tom Birch, tells R&R that the firm has now added Baltimore, Nashville, and Memphis to the list of markets served by the monthly audience measurement service. Birch Report is now received in a total of 12 markets. Birch tells R&R his service is used mainly for programming purposes, but is getting some limited agency usage.

### Ed Christian Named To Broadcast Rating Council

Ed Christian, VP/GM of WWKR/WNIC/Detroit, has been named to join the membership of the Radio Committee of the Broadcast Rating Council. Christian is currently the Chairman of Arbitron's Radio Advisory Council, and is the first Advisory Council member named to participate with the BRC, the organization which audits the procedures of Arbitron and other ratings firms.

### The Past Is Prologue

On the Archives Building in Washington, D.C. there is a motto which reads "The past is prologue, study the past." This saying really points up why stations need to make the trek to Laurel to wade through hundreds of diaries. The past — what took place in the recent Arbitron sweep in your market — may really be trying to tell you something with regard to the future health and success of your station.

The choice is yours. For a few dollars you can obtain all sorts of worthwhile sales and programming information, not to mention the in-depth reading of the market you get when you actually hold in your hands those diaries. Such data should not be ignored. Or you may believe differently and feel that the book is all that really matters, so who needs to go to Laurel? You may be okay for a while, but you may actually be flying blind and not know it until too late.

As they say on TV, you can pay now... or you can pay later!

Jhan Hiber, former Manager of Radio Market Reports for Arbitron, is R&R Research Editor. Contact Jhan with any research or ratings question you may have.



# HIT • HIT • HIT

## NEW & ACTIVE

PAT BENATAR "Heartbreaker" (Chrysalis) 94/19  
 Moves: Up 51, Same 22, Down 2, Adds 19, including KRBE, Z93, 94Q, JB105, WSGN, Y96, WAPE, WBBQ, KSTT, KIOA, KOFM, KMJC, KERN, Y94, KFXM, KX104



KRBE add  
 Z93 add 30  
 94Q add  
 JB105 add  
 WSGN add  
 Y95 add  
 WAPE add  
 WBBQ add  
 KSTT add  
 KIOA add  
 KOFM add  
 KMJC add 28  
 KERN add  
 Y94 add  
 KFXM add  
 KX104 add

FM99 add  
 KILE add  
 KKRC add 30  
 WKBW 27-21  
 KDWB 19-15  
 KWK 1-3  
 KSLQ 8-4  
 KFRC on  
 B100 deb 30  
 KJR 16-10  
 KOPA 12-5  
 KUPD 1-2  
 KEARTH on  
 WBEN-FM 30-16  
 WSPT 3-1

the single CHS 2395 the album CHR 1236

Produced by Mike Chapman and Peter Coleman. Management/Direction: Rick Newman.

## THE HARDEST PART

*Blondie*

KRBE 29-27  
 WGCL on  
 WTIC-FM on  
 WICC on  
 JB105 on  
 WHYN on  
 WKEE on  
 KNOW 35-26  
 KXX106 20-11  
 Y103 add  
 WSKZ add  
 WVIC on  
 WNAP 21-20



KRUX deb 39  
 WIGY 33-25  
 K104 36-32  
 WCIR add  
 WAAY 11-9  
 WANS-FM 37-34  
 CK101 28-23  
 KQWB-FM 28-26  
 WRKR deb 37  
 WSPT deb 24  
 KENI add  
 KNOE 1-1

the new single from the album  
**"Eat To The Beat"**

The single CHS 2408 The album CHE 1225  
 Produced by MIKE CHAPMAN Direction: ALIVE ENTERPRISES, INC.

## NEW & ACTIVE

BABYS "Back On My Feet Agin'" (Chrysalis) 87/33  
 Moves: Up 26, Same 28, Down 0, Adds 13, including 96KX, WPEZ, CHUM, WICY, KDWB, KFI, KOPA, WFBH, WICC, WHYN, WKIE, KXX106, 95SGI, WNCI, 92X, KERN, KRUX, KHD

**THE BABYS** ~~NO NEW FACES~~



Last year, The Babys knocked you over.  
 This year they're going to knock you out.  
 Featuring  
**"Back On My Feet Agin'"**  
 The first single from their album  
**"Union Jacks"**

Chrysalis

The single CHS 2398 • The album CHR 1267  
 Produced by Keith Olsen Management: CHIP RACHLIN RENAISSANCE MANAGEMENT

## NEW & ACTIVE

BABYS "Back On My Feet Agin'" (Chrysalis) 87/33  
 Moves: Up 26, Same 28, Down 0, Adds 13, including 96KX, WPEZ, CHUM, WICY, KDWB, KFI, KOPA, WFBH, WICC, WHYN, WKIE, KXX106, 95SGI, WNCI, 92X, KERN, KRUX, KHD

# SOMETHING SPECIAL IS HAPPENING...



**FLASH TO SOUTH EAST RADIO SEE .38 SPECIAL AT THE ANTI/MUSCOLO CONFERENCE IN NASHVILLE ON FEB. 1.**

**.38 SPECIAL is on the move... Station lists are growing and the single... "ROCKIN' INTO THE NIGHT" is this winter's Rock N' Roll Hit.**

- |          |         |         |
|----------|---------|---------|
| 94Q      | KJR     | KWK 2-1 |
| WHHY-FM  | KSLQ    | WAPE    |
| Y103 4-3 | KJRB    | KUPD    |
| WKZQ     | WICC    | KNOW    |
| WISE     | KRSP    | WIFC    |
| KYLT     | WLBZ    | V-97    |
| KOAQ     | WFOX    | WROM    |
| WQLT     | WRKR    | 98Q     |
| WBBQ     | WSPT    | KRKE-FM |
| WORD     | KRLC    | WROA    |
| WRJZ     | KALB    | KQDI    |
| WAUG     | KBOS    | WANS    |
| WDUN     | KOZE    | WGNI    |
| WALG     | WKHI    | WKSP    |
| WNUZ     | KJAS    | WSSC    |
| WKXX     | KJCK-FM | WOOW    |
| WIGY     | KDWB-FM | KFMN    |
| WHFM     | KOBO    | KCAP    |
| KYYA     | KRPL    | WHSB    |
| WZDQ     | WILQ    | WOVO    |
| WGLF     | 7Q      | KSDN    |
| KLEE     | KLWN-FM |         |

**.38 SPECIAL... "ROCKIN' INTO THE NIGHT"**  
From the album **ROCKIN' INTO THE NIGHT** SP-4782  
**ON A&M RECORDS AND TAPES**  
Produced by Rodney Mills  
Management: Mark Spector and David Passick  
©1980 A&M Records, Inc. All Rights Reserved

# Brad Messer



## BRAD'S TOP 25 NEWS POLL

MY NAME IS \_\_\_\_\_ AND I'M WORKING AS A \_\_\_\_\_  
HERE IN THE UNIQUE TOWN OF \_\_\_\_\_ I'M NOMINATING AS  
ONE OF THE TOP 25 NEWSPEOPLE A PERSON I WOULD LIKE TO:  
 GET OUT OF TOWN  GIVE RECOGNITION. I PERSONALLY FEEL  
MY NOMINEE IS  A FINE, GOOD PERSON  KIND OF A LOSER IN  
PERSON BUT KILLER ON THE AIR  POSSIBLY NEARLY PERFECT  
THIS PERSON IS  ME  NOT ME.

HERE IS A BIG DOT ON THE PART OF OUR GREAT NATION WHERE MY NOMINEE LIVES:

I THINK HIS/HER SALARY MAY BE

30,000+  
25,000  
20,000  
15,000  
10,000  
9,000  
135  
PAYS TO WORK

AGE OF NOMINEE

THE NEWSPERSON I'M VOTING FOR HAS WHAT I WOULD CALL A  
 VERY PRO SOUND  GOOD SOUND  INFORMAL ONE-TO-ONE STYLE  
 VEDDY SERIOUS  SOBER, HUMAN  OCCASIONALLY HUMOROUS  FUNNY  
ON A 1-TO-10 SCALE I RATE HIS/HER TALENTS THUS:

STREET REPORTS, AD-LIBBING	1 2 3 4 5 6 7 8 9 10
WRITING CONCISE & CLEAR	1 2 3 4 5 6 7 8 9 10
EDITING, NEWS PRODUCTION	1 2 3 4 5 6 7 8 9 10
JUDGMENT IN STORY CHOICE	1 2 3 4 5 6 7 8 9 10
WORKS HARD ALL THE TIME	1 2 3 4 5 6 7 8 9 10
FINDS AN ANGLE OR 'TWIST'	1 2 3 4 5 6 7 8 9 10

MY NOMINEE IS \_\_\_\_\_  
WHO WORKS AT STATION \_\_\_\_\_ IN \_\_\_\_\_  
IT IS  AOR  BLACK  BIG BAND  BEAUTIFUL  COUNTRY  CLASSICAL  JAZZ  
 NEWS-TALK  SPANISH  POP ADULT  ROCK

THE STATION IS IN A MARKET THIS SIZE

CHECK ONE

I BELIEVE MY CANDIDATE WOULD  NEVER LEAVE  
 TAKE A NEW JOB IF IT WAS GOOD  PACK NOW

IF I PERSONALLY OWNED A GIANT STATION AND HAD BUCKS OUT THE GAZOO, I THINK I WOULD HIRE THESE FIVE NEWSPEOPLE:

- 1 \_\_\_\_\_ FROM \_\_\_\_\_
- 2 \_\_\_\_\_ FROM \_\_\_\_\_
- 3 \_\_\_\_\_ FROM \_\_\_\_\_
- 4 \_\_\_\_\_ FROM \_\_\_\_\_
- 5 \_\_\_\_\_ FROM \_\_\_\_\_

DUPLICATE THIS FORM FOR OTHER PEOPLE. ADD YOUR OWN EXPLANATIONS OR HYPE SHEETS, EVEN SEND AIRCHEX IF YOU LIKE. THIS IS A BRAD PROJECT AND NOT AN OFFICIAL, AUTHORIZED, HUGE-DEAL, SANCTIONED R&R COMPETITION.

**BRAD**  
RADIO AND RECORDS  
1930 CENTURY PARK WEST  
LOS ANGELES CA. 90067

### Rip 'N' Read

- MONDAY JANUARY 28: The Santa Barbara oil spill began going up forty miles of beaches in 1969, closing the harbor within two weeks. Alan Alda 44.
- TUESDAY JANUARY 29: Germaine Greer 41, Claudine Longet 38.
- WEDNESDAY JANUARY 30: Stephen Stills 35, Vanessa Redgrave 43, Marty Balin 38, Gene Hackman 49.
- THURSDAY JANUARY 31: Full moon. Vietnam Tet offensive 1968. Suzanne Pleshette 43, Harry Wayne "K.C." Casey 29.
- FRIDAY FEBRUARY 1: No full moon this month, first time in any month since February 1961. Don Everly 43. Ray Sawyer of Dr. Hook 41.



# Media Marketing

## Big Band Aid?

A recent segment of the ABC news program "20/20" reported on the current revival of the big band sound. With disco on the wane, many clubs are apparently turning to the mellow rhythms of the 1930's and 40's to attract their dancing patrons. According to the report, the switch in clubs' formats has been a resounding success, with young people flocking into the clubs with almost as much gusto as that which accompanied the disco phenomenon. Many other disco clubs, of course, have been switching to a "danceable rock" music format with successful results.

The ABC report went on to say that in response to the renewed interest in the big band sound, many radio stations around the U.S. are converting their formats into Big Band. Whatever the accuracy of this supposition, the idea can serve as a valuable illustration and hypothetical example.

Let's say Big Band was thought to be the coming format. Maybe if it were called Disco II, the basic problem would be a little easier to bring into focus. It seems that some radio stations are still seeking the "Holy Grail" after all — searching for that ultimate format which will bring them the Big Numbers. Unfortunately, Big Band would no more be the answer to their search than was Disco.

To format a radio station Big Band is to fall into the trap which everyone in radio should have learned about from the Disco experience: *what plays in the club will not necessarily play on the radio.* Disco is not failing as a radio

undoubtedly carve out a small niche and remain profitable — just as some Disco stations are alive and well today. But most stations which are converting to Big Band now will need a big band aid by this time next year — there will simply not be enough demand for Big Band radio to sustain these stations at a profitable level.

### Clubs vs. Radio

The disco movement got people up out of their seats and back onto the dance floor, tapping into a latent need in U.S. society. Not since the early sixties did we have such a wealth of dance steps with names! (Do the Locomotion with me in my Mashed Potatoes!) Dancing once again caught the imagination of America's youth, and disco became a phenomenon.

Oddly, Top 40 radio seemingly forgot its basic dictum — "Play the Hits" — and ignored disco music to a large degree, giving rise to the emergence of the Disco format, a format too narrowly defined to be a viable long-run factor in most markets. About this time last year I predicted the demise of Disco radio on the basis of its lack of variety. Variety-seeking is a basic human activity, and the entertainment industry is inherently a variety supplier.

When someone goes to a disco club, variety is provided via many channels — not just by the music. There are many different dance steps, a variety of drinks, multi-colored lights, and of course, the fantastic array of the dancers themselves, their clothing, their faces, bodies, and scents (some would say odors). In short, the

tunity to provide even greater variety and entertainment to their respective audiences. Clubs that offer a "mix" of disco and big band music should find a receptive audience among their clientele, who simply like to dance. (Remember the good old days when rock bands would always mix in a few ballads so you could get up close and personal?)

### Implications For Radio

What does all this mean for radio? Well, what it *doesn't* mean is that Big Band is the Format of the Future. It may be the Fad for February, but don't expect it to be around for long. There is little reason to believe that the big band sound will fare any better as a radio format than Disco has. In fact, a more viable format possibility might be, as suggested by R&R's own section, Dancemusic Radio. Thus, a Disco station with sagging numbers might do well to mix in some big band music if that catches on in the local clubs. By broadening the playlist to include big band and disco, you would be positioning yourself more strongly as The Station That Plays The Music People Dance To (although I'm still not entirely convinced in the viability of a radio format based exclusively on dance music).

Top 40 stations should keep their collective ear to the ground in order to make sure that they don't repeat their disco mistake and ignore any big band tunes that become current hits. And don't say it can't happen — just check the sales numbers, or better yet, feast your ears, on Willie Nelson's "Stardust" album.

### A Word On Strategy

Now, you may ask, what is the real danger in switching to a Big Band format — after all, it does appear to be an emerging fad and may yield a couple of good books. The real dangers are twofold, one short-run and one long-run.

In the short-run, if you convert to Big Band and do manage to enjoy some short-run success, you probably won't get back out soon enough. You'll take a beating on at least one book before you realize that "Disco II" is over for your market. Can you afford that risk, when you know, almost as a certainty, that big band is not back to stay?

The more serious danger is the long-run one. As long as you are constantly switching formats in order to keep up with the latest fad, your station will not be building any consistent identity in the market or establishing a stable listening audience. This creates the potential for excessive fluctuation in your audience size and composition from book to book, all of which act together to make your station a very risky media buy for potential advertisers. When your audience is varying dramatically, both quantitatively and qualitatively, an advertiser's dollars may be wasted on your station. Therefore, from an overall station marketing perspective, it is much better to establish a well-defined position in the market with respect to the size and composition of the audience you can reach. This is best accomplished by deciding upon a basic format type and programming within that format in as sound a manner as is possible. Disco, Big Band, or other "fad" formats are not the long-run answer.

**"As long as you are constantly switching formats in order to keep up with the latest fad, your station will not be building any consistent identity in the market or establishing a stable listening audience. This creates the potential for excessive fluctuation in your audience size and composition from book to book, all of which act together to make your station a very risky medium buy for potential advertisers."**

format because of the rather odd hostility directed at disco music by various members of the music industry, but rather because the experience of going to a club to dance is dramatically different from the situations in which most people listen to the radio most of the time. One disco tune after another may work quite well in a club setting where people come to dance and strut their latest disco moves; the same may be true for big band music. But a steady diet of disco or big band on the radio is, in a word, boring for most listeners.

I believe that it is one of the responsibilities of contemporary radio to keep itself and its listeners up to date. To that extent, if big band should ever become what's happening, then it should be reflected to at least some degree in the station's playlist. But to convert to an exclusive reliance on the big band sound is an extremely risky move. Not that all Big Band-formatted stations will necessarily fail; some will

club offers a great deal of variety which serves to mask the lack of variety in the music itself. All of these other sources of variety are missing when one is sitting at home listening to Disco radio — thus, a radio must provide that variety itself.

Apparently the clientele of disco clubs has finally tired somewhat of disco even in the club setting, and is eagerly seeking the "variety" of a "new" form of music to which to dance. Did all these people suddenly decide to hate disco and fall in love with big band music? Or are there entirely new groups of people being attracted to big band clubs than had been frequenting disco clubs? While the answer to these two questions may be "yes" in part, I would wager that it is predominantly "no." The same people who were dancing to disco are now dancing to big bands (or "danceable rock") and to disco, if it's still available.

Thus, the re-emerging popularity of big band music offers both club owners and Dancemusic radio programmers a significant oppor-

Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



i learned my rock and roll by

*heart*



“even it up”

the new single from their  
forthcoming album

*bebe le strange*

produced by Mike Flicker, Connie and Howie  
management and Direction, Albatross Productions Inc.

watch for it this coming week!  
on Epic Records





The other day, while eschewing my memorabilia (without anyone looking on) I came across a book titled "The Lazlo Letters." On the second page was an inscription: "Dear Gary, as a fellow answerer to Gordon Sinclair's 'The Americans,' I have one request. How about playing, 'The Americans,' a 'European Speaks Up For The U.S.' and 'The Burbankians' one after another . . . Just what America needs . . . answers. Signed, Lazlo."

Initially, "The Burbankians" was a satire on my radio show that I recorded, paying homage to the wonderful people of Burbank and how during the floods on the Yangtze River they were the first people to come to the aid of the starving and ravaged victims by sending them boxes of soaky toys. (I also received several death threats from listeners who didn't understand the humor of the piece . . .)

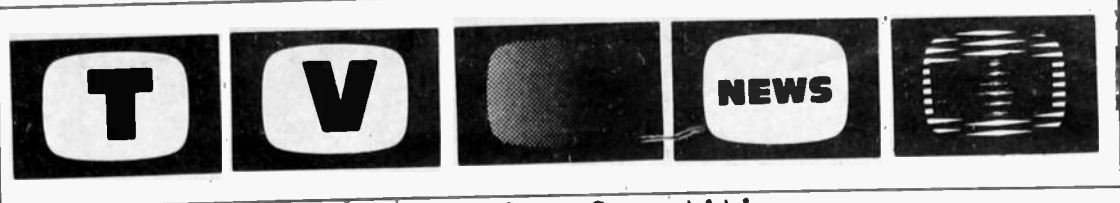
Lazlo Toth is the pseudonym for one of "Saturday Night Live"'s funniest folks, Don Novello. Don is perhaps better known as Father Guido Sarducci. His book was one of the greatest bits of whimsy since early S.J. Perelman. It contains scads of put-on letters and their replies. He sent a letter to the Personnel Director of J. Walter Thompson Advertising stating that he had been reading about their wonderful company in the newspapers and would like to apply for employment. "Although I have never worked in advertising I have many of the same traits (art is my business, tape recorder knowledge, etc.)." Lazlo told them he could work in any country where they needed him but not Yugoslavia, Turkey, India, or the Balkans. He

asked them, "Do you still do the advertising for Listerine?" and moving expenses, who pays?

He closes his put-on letter by saying "God Bless Richard M. Nixon (the best!) P.S. I have many ideas ready to go . . . Sincerely, Lazlo Toth."

Don received a polite reply from the folks at J. Walter, saying they unfortunately did not have a suitable opening at this time for him, but they would hold his resume in their file, and would get in touch with him as soon as the situation would change.

How many times have we received those kind of letters? (From people like Lazlo, that is . . .) There is something inherent in all people that makes them feel they can do anything: sing, dance, be a writer, a disc jockey, TV host, even though they have no credentials. Because I happen to be headquartered in Hollywood there isn't a week that zooms by without someone in that category wanting to break in . . . which is fine, but they usually want to do so by magic. Without proper training, and even though they are 57 years old and have been a plumber most of their life they feel they can do voices as good as Daws Butler or Mel Blanc.



### CBS Bowls Over Competition

There's nothing like a Super Bowl to add that extra ounce of ratings muscle, and CBS garnered the benefits to emerge victorious once again for the *Nielsen* week ending January 20. The Pittsburgh-Los Angeles showdown, which overlapped into prime time Sunday in most of the country, picked up a 46.3 rating, 13 points above the highest rated series ("60 Minutes"), and registered an 84% share in L.A. (admittedly a city with a stronger-than-usual interest in the outcome). The postgame show finished second for the week, and CBS, despite ABC's locking up half the top 20, won handsily with a 22.5 average rating. ABC had a 20.2, while NBC was a distant third with 16.2.

Following the two football programs, the top ten went in this order: 3) "60 Minutes" (CBS) 4) "Three's Company" (ABC) 5) "MASH" (CBS) 6) "Taxi" (ABC) 7) "Fantasy Island" (ABC) 8) "Dallas" (CBS) 9) "Love Boat" (ABC), and 10) "Dukes Of Hazzard" (CBS). The second ten: 11) "Hart To Hart" (ABC) 12) "Little House On The Prairie" (NBC) 13) "House Calls" (CBS), benefitting from its "MASH" lead-in, the old "WKRP" soft spot (while "WKRP" is having trouble making the top 20 in its new slot) 14) "Soap" (ABC) 15) a tie between two ABC shows, "Barney Miller" and "Eight Is Enough" 17) another tie between "Real People" (NBC) and "If Things Were Different" (CBS TV movie) 19) "Mork & Mindy" (ABC), and 20) "Benson" (ABC).

**MUSIC ON TV** — The Operation Prime Time "network," a link-up of over 100 independent TV stations which staged the successful presentation of "The Bastard" last year, is presenting a music special called "Solid Gold '79." The show, produced by Bob Banner Associates, salutes the top 50 hits of 1979 and is hosted by Glen Campbell and Dionne Warwick. Performers include Rod Stewart, Supertramp, Blondie, the Village People, the Commodores, Sister Sledge, John Stewart, Peaches & Herb, Maxine Nightingale, and George Benson, plus a few TV stars to boot . . . Toni Tennille, who substituted for Cher as cohost of the "American Music Awards" at the last minute, will get her on-and-off talk show over NBC's O&O stations in the fall of 1980. It's being produced in both 60 and 90-minute versions at this point . . . Johnny Paycheck and Mickey Gilley are on PBS's "Soundstage" February 5 . . . Mel Tillis has filmed a pilot for syndication by Osmond TV . . . And former KYA/San Francisco air personality Tom Campbell, now more well known on the West Coast for his omnipresent stereo commercials, will become well known nationally as host of a new Chuck Barris game show on CBS, "Camouflage."

### VIDEOSCOPE:

BASF OPENS U.S. LVR-PLANT; PLANS MID-YEAR MARKET INTRODUCTION: BASF recently completed ribbon-cutting ceremonies at its Fountain Valley, CA facility, which was built to manufacture LVR's (longitudinal video recorders) for the consumer market. Initial units are expected to be available by mid-1980, retailing for about the cost of a color TV set. If all goes according to BASF's plans, the LVR could play havoc with RCA's "SelectaVision" and MCA/IBM's "DiscoVision" as well as VCR home distributors. One reason is that LVR recording technology is more advanced than the helical-scan system employed by the Beta and VHS formats, enabling the LVR's to be built lighter and cheaper as well as reducing the price of prerecorded software (possibly as low as videodiscs). While Toshiba also has an LVR system in the works, it is thought to be trailing BASF in development . . .

**TOP TEN VIDEO PROGRAMS FOR JANUARY:** According to Videography magazine, the best-selling video programs for January were: 1) "M\*A\*S\*H" (20th Century-Fox/Magnetic Video), 2) "Saturday Night Fever" (Paramount/Paramount), 3) "Butch Cassidy" (20th/Mag. Vid), 4) "Debbie Does Dallas" (Gale Enterprises/VCX), 5) "The Poseidon Adventure" (20th/Mag. Vid.), 6) "The Sound Of Music" (20th/Mag. Vid.), 7) "The Towering Inferno" (20th/Mag. Vid.), 8) "Deep Throat" (Plymouth Distributors/Int'l Home Video Club), 9) "The Godfather" (Paramount/Paramount, and, somewhat surprisingly, 10) "The Best Of Mr. Bill" (Walter Williams/Video Tape Network). VHS tops Beta 76% to 24% in the format wars . . .

### ERR WAVES

BY BOBBY OCEAN



5 YEARS AGO TODAY

### Radio & Records

- ★ STEVE POPOVICH BECOMES VP/A&R AT EPIC — Exits Columbia VP/Promotion post.
- ★ LES GARLAND RESIGNS AS K100/LOS ANGELES PD — Eric Chase new PD.
- ★ JOHN SEBASTIAN SET AS NEW KDWB/MINNEAPOLIS PD
- ★ KFMB-FM/SAN DIEGO GOES TOP 40 — Bobby Rich appointed PD
- ★ WWWM BECOMES M105, GOES AOR — Eric Stevens, former WIXY programmer, named PD
- ★ NUMBER ONE FIVE YEARS AGO: "Mandy" — Barry Manilow (Bell/Arista)



# TOP-40

## John Leader

MAKING THE 80'S WORK

### The Budget Crunch

To say times are economically uncertain is to state the obvious. The record industry has collectively moved its belt to the tightest possible notch and we've chronicled the staff cuts, roster trimmings, and extinctions. But what about radio? Are times looking bad for broadcasters too?

Traditionally, we've been told that advertising revenue remains fairly strong during times of economic uncertainty because business must unload its bulging inventories. But we know for certain that the first quarter is without exception the "softest" time for radio revenues. Couple that fact with the continued inflationary pressures we're all facing in 1980 and you come up with a situation that may bring programming and sales departments closer together in radio stations all across America.

#### No-Cost Promotion

Jeff King is the Program Director of KSEL/Lubbock, TX. Lubbock is ranked 142 in metro population and has 13 radio stations with enough listeners to have their call letters listed in the annual Spring ARB. Jeff had planned to spend about \$40,000 in his spring promotional budget this year, but as the year-end 1979 sales figures were tallied at KSEL, that \$40,000 figure became increasingly difficult to justify. Finally, last week, Jeff's General Manager made the decision that KSEL, although enjoying very strong ratings, was not in a strong enough economic position to spend that kind of money just for promotion.

What did Jeff do? If you think he put all his proposals on paper in hopes that his logical presentation would change the GM's mind, you're wrong. Jeff knew that the GM wasn't chopping his programming/promotional budget as a quick way to save some cash. Jeff knew that the cutback was necessary. As he told me, "It may not be the best of all possible

*"Meeting the challenge meant getting together with our sales manager and trying to come up with promotional ideas that would not only give me something to promote on the air, but put some more dollars into our sagging sales coffers."*

situations to have your promotional budget pulled out from under you, but I'm the type of person that reacts to that as a real challenge. Meeting the challenge meant getting together with our sales manager and trying to come up with promotional ideas that would not only give me something to promote on the air, but put some more dollars into our sagging sales coffers.

"We borrowed an idea that I first heard about when it was done at KZEW/Dallas. They called it 'Zoo World' and it was simply a weekend event held in a large arena. The station's clients were sold packages of commercials and part of the package deal allowed them to set up product display booths at the station event. We designed the same thing for use here in Lubbock and sold clients 90-day schedules. The event, which we haven't named yet, will be scheduled in the middle of the second month of the time-buy and it will involve hundreds of booths and demonstrations. We have savings and loans coming to show people how to save money, stereo stores with sound booths and listening rooms, clothing shops with fashion shows; you name it, they've been contacted for involvement.

"This type of promotion gives me something to promote on the air that pertains to the listeners and, obviously, brings revenue into the station that might not have ordinarily been present during the first quarter. The ad dollars more than cover our participation in renting the arena and printing some posters, and the on-air promotion makes the thing happen. I think it's a great promotion for the station from both a sales and programming standpoint."

#### Meeting The Challenge

Jeff took a positive attitude to a potentially negative situation, and that is not always the easiest thing to do. Granted, Jeff's secondary market situation might not equate to what happens in a major market, but the secondary and smaller-sized markets may feel the revenue pinch first, as more and more national accounts pull back into the major markets when making 1980 buys.

Fred Holland, Program Director of WAAY/Huntsville, has continued a "no-cost promotion" that his station began three years ago. It's called the "All-Volunteer Christmas Parade" and the title tells the whole story. Each year the station throws its promotional weight behind the staging of an ever-growing Christmas parade through downtown. High school bands and cheerleaders donate their time, businesses create floats and loan other

*"I think a PD is a fool if he doesn't listen to the feedback his sales manager and salesmen can give him about what's going on out on the streets."*

vehicles. This year was the third annual parade, and over 30,000 people lined the streets for the event. As the event began, some of the volunteers helped the clown-faced WAAY staffers carry the banner (see photo). The crowd size is proof that the best radio promotions do not have to involve giving away giant amounts of cash and prizes.

Even the major markets are not immune to the first quarter doldrums, and in Los Angeles KRLA has designed a sales plan that involves the station's programming department. General Sales Manager Shayle Ray put it this way, "We are striving to save money for listeners as well as advertisers by encouraging advertisers to take advantage of favorable rates to which we are adding thousands of dollars in on-air promotion."

The KRLA plan involves clients willing to advertise legitimate sales with the radio station adding promos about name brand merchandise at substantial discounts. It's a good way to stimulate business for KRLA and, properly presented, it can make the listeners



**HUNTSVILLE'S CHRISTMAS PARADE, A NO-COST PROMOTION** — For the third straight year WAAY/Huntsville created and produced Huntsville's "All Volunteer Christmas Parade." The event, which costs the station almost nothing while producing an unmeasurable amount of goodwill, involves businesses and schools. 30,000 citizens lined the streets to witness this year's event, as some of the WAAY staff (in clown make-up) lead the banner down main street.

feel that the station is really looking out for them by trying to save them money.

#### The 1960 Rate Card

An alternative to cutting rates and giving spots away during the soft first quarter was pointed out by Jeff King in Lubbock. "Our general manager often looks to me and our FM operations guy for ideas on how to make the sales department more efficient. We've done package spot deals in the first quarter before, often going two or three for one, so I came up with a different approach to the same philosophy which we're going to start on February 1. It's called 'The 1960 Rate Card' and that's just what it is. We'll be selling time on KSEL using the 1960 rate card, which when you factor in inflation, comes to about 25% less than what we're getting now per spot. So, if we used to cut the rates by 50% to get clients on in February and March, this promotion, which does not involve any on-air involvement, can potentially increase our usual early year gross. The promotion lasts only until April 1, when business picks back up, and the clients get a nice break on the cost of advertising at a time when we have space for them to do so."

#### Give And Take

With 1980 upon us and the future of America's economy so much in question, it only makes sense that the sales and programming departments put their heads together, if only to increase their collective chances for survival. The natural animosity that can exist between these two separate functions of any sized radio station is counterproductive. If programming can be broadly thought of as the "creative" side in radio and sales can be generally tagged as the "revenue-producing" side, then it's obvious the two must coexist, if not literally join together.

As Jeff King can help his sales department become more creative and profitable, so can that same sales department help Jeff better program KSEL. Jeff told me, "I think a PD is a fool if he doesn't listen to the feedback his sales manager and salesmen can give him about what's going on out on the streets. Every single day the sales people are dealing with some of the very people I'm trying to get to listen to the station... the public! Jerry Clifton was right (R&R 12-21-79) when he said PD's should spend more time outside the radio station, but just because he was right doesn't make it possible for someone in my situation to do that. I try to stay in tune with my audience in many ways, but for me to be out of the building a lot just isn't reasonable. So, when the sales guys tell me things about the station, I listen. They are in closer day-to-day touch with our audience than I can be, so their input is not only welcome, it's valuable."

#### The Bottom Line

So, what is the bottom line? As always, it's "the bottom line." During economic uncertainty, radio can survive (make a profit) by offering its advertisers a cost-efficient way to reach their potential consumers. Radio can continue to be in the public eye (remain visible) without giving away trips to Hawaii or thousands of dollars in cash by using a little imagination.

Sales and programming should work together to create the kind of "no cost promotions" that have worked for years in markets both smaller and larger than Lubbock, Texas. When the Commerce Department predicts a 9% rise in radio revenue for 1980 (R&R 1-18), it doesn't take a genius to see that inflation will more than absorb that kind of increase. If the creative people of radio can apply their ideas to the potential problems facing our industry in the 80's and cooperate in implementing those ideas, then any possible economic troubles can be overcome.

#### Motion

Lou Patrick from Z96/Lafayette, IN is now Assistant PD and morning man at KZ93/Peoria. Jane Couri has been appointed Assistant Research Director for KZ93. And a familiar programming name is the new GM at K93: he's Hal Widsten, formerly of KIMN/Denver... Rick Stephens is the new Production Director at KEYY/Provo... Joe Kelly of Y95/Tampa got married over the Christmas holidays, with the ceremony taking place in Cincinnati (Joe used to work at Q102/Cincinnati). Attending the ceremony were Pat Barry (Y95's MD), Mark Elliott (Y95's PD), Jim Fox (Q102's PD), along with Q102 staffers Pat O'Brien, Chris O'Brien, and Mike Roberts... Jane Akre has been promoted to News Director for KZZK/Albuquerque, joining the staff from KRST-FM/Albuquerque... Chuck Hale has left KROY/Sacramento, with Bob Malik becoming KROY's new PD and Rick Shannon the new MD... Jerry Tyler has left WTRY/Troy to join KLAQ-FM/EI Paso for afternoon drive. Jerry's on-air replacement at WTRY is Gary Briggs, who moves to full-time from a part-time position... Steve Denton remains as Music Director at KX104/Nashville, but has been promoted to Assistant to PD Michael St. John... After a very successful tenure at K104/Fresno, PD John Lee Walker has been appointed Vice President, Programming for KYNO/Fresno. John will have direct responsibility for programming both KYNO and KYNO-FM. John (pictured) moved to KYNO-FM in June of 1979, being promoted to VP at Christmas.



John Lee Walker



**RADIO'S  
MOST WANTED  
VOICE.**

**THE BACK PAGE**

**BREAKERS**

**BARRY MANILOW**

**When I Wanted You (Arista)**

59% of our reporters on it. Moves: Up 71, Same 19, Down 1, Adds 17, including WPGC, WGCL, WBBF, FM100, KSTT, KWEN, KFXM, WJBQ, WFBG, KAAV, KSLY. See Parallels, debuts at number 30.

**"WHEN I WANTED YOU."<sup>AS0481</sup>  
THE NEWEST BARRY MANILOW CLASSIC.  
FROM ONE VOICE.<sup>AL 9505</sup>**

On Arista Records and Tapes.

**ARISTA**

## TM

Continued from Page 1

coming, according to Shaughnessy, "fed up with people taking cheap shots at our great country. We produced a record that we think echoes the sentiment of most Americans and serves as a singing telegram from America to the world." Commenting on the radio reaction, Shaughnessy told R&R, "We just got lucky and hit a bulls-eye."

Following reports of radio interest outside Dallas, Capitol Records arranged to distribute the record nationally to help supply sufficient copies of the record to satisfy customer demand.

## Susquehanna

Continued from Page 1

time Top 40 outlet KLIF after a notable career in Pop/Adult programming, most recently at WNEW-AM/New York and WIP/Philadelphia. He had no comment on reports of an imminent format change at KLIF.

## Kendall

Continued from Page 3

people can do their jobs on the radio. It's a great challenge to improve upon WMMR's current 6.9 ratings," Kendall acknowledged, "but somebody's gotta break double figures here. AOR radio has the potential to dominate every market it's in if we do it right."

WMMR General Manager Bruce Holberg, commenting upon Kendall's appointment, said, "I'm very excited about Charlie's decision to join us. He has the kind of depth and breadth of experience that will help us deal with a very competitive marketplace."

Departing WMMR PD Jeff Pollack, who will be forming his own consultancy firm, was equally enthusiastic: "I'm delighted that Charlie is taking over the reins of WMMR. He has a terrific amount of experience in Cleveland, Dallas, Los Angeles, Boston, and Indianapolis. He is the kind of person who will continue to make WMMR the dominant rock station in Philadelphia."

## Mason

Continued from Page 1

Mason told R&R, "Bernie Waterman (President of KTSA-KTFM owners Waterman Broadcasting) has given me my first shot at being a GM, something I wanted to do more than anything. I'll always appreciate that; he is a true gentleman." Commenting on his new position, he said, "I have a lot of years with First Media in the past, and I know the structure of the organization. It's a great company, and KFMR is an exciting challenge."

## Ferguson

Continued from Page 3

tion, he said, "We're going to go straight at 'em."

Vice President and Director of Operations for Century Shelley Grafman commented: "We're really happy that Ted, whom I've got a lot of respect for, has rejoined Century. His appointment here at KWST, we feel, is a very meaningful one. He's a dedicated, hard-working individual with a lot of expertise. He did an outstanding job in the overall picture in Detroit, bringing WABX up from what he inherited, which was a 2.0, to a 5.5 in a six-seven book situation. We haven't lost sight of that growth pattern."

## Braiker

Continued from Page 3

Braiker, who said he was looking into the possibilities of station ownership, told R&R: "My time spent there had its ups and downs. Most of the fun I had was with KZEW. We did some things there promotionally that I'm very proud of."

"We just basically couldn't agree on certain philosophies for the AM station in particular," Braiker continued, adding, "They wanted something I just wasn't capable of delivering. The station was in a growing mode and I visualized it as still needing a lot of nurturing."

## WGNE

Continued from Page 1

mitted the truth. In September, 1977, Administrative Law Judge Reuben Løzner issued an initial decision revoking WGNE's license. This week's action reversed the judge.

### Problem Started With Two Listeners

KIFM's problems arose at license renewal time in 1974 when two San Diego residents petitioned to deny on grounds the station broadcast virtually no news or public affairs. A former FCC law judge found the station lacking in non-entertainment programming, but granted a one-year renewal saying the station could be expected to do better in the future. Both the petitioners and the Broadcast Bureau appealed, seeking license revocation. The Commission upheld the judge.

## Cramer

Continued from Page 3

"Effective with this book," Cramer continued, "I am leaving WDAF with the highest Country shares in this market. I personally feel that we have accomplished everything we set out to do three years ago when WDAF made its format change. I am sorry to leave the station and country music, but I will stay in touch with both."

WTVN General Manager Perry Frey, commenting upon Cramer's appointment, said, "We are glad that our Program Director John Potter will lend his experience to the WTVN sales staff. Ted Cramer's experience within the company and with programming various formats makes him qualified to take over as our Program Director. There are absolutely no thoughts of making a format change."



**EUGENE'S "TREK" STARS** — KBDF/Eugene presented the local premiere of "Star Trek — The Motion Picture," giving away free tickets and soundtrack albums. Grand prize winners in the station's phone contest won dinner for two, tickets, and a chauffeur-driven limo. Pictured with their chauffeur are (l-r) KBDF PD Mike Anthony, the winners, KBDF's Brian Casey, and MD John Stone.



**TULSA TIME FOR RUPERT** — MCA's Rupert Holmes visited KRAV/Tulsa recently prior to his station-sponsored concert in town. Pictured (l-r) are FM96 Promotions Director Linda Lewis, Holmes, and MCA's Steve Jones; (l-r, kneeling) MD Gary Reynolds and PD Phil Hall.



**KRSP SALUTES DECADE'S LAST SALT LAKE BABY** — KRSP/Salt Lake City ran its annual "Last Baby Of The Year" contest, awarding prizes of groceries, clothes, home decor, and other items. This year it was the last baby of the decade, the lucky family is pictured with KRSP-AM PD Steve Carlson (left) and Sales Manager Ray Bingham (right).

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# “I Don’t Want To Talk About It”

## The Action Speaks For Itself:



WRKO deb 30  
WKBW deb 26  
WPEZ 27-24  
F105 add  
KRLA 27-26  
KIMN 25-22  
WICC add  
WKEE deb 36  
KNOW deb 39  
WNOE 39-30  
WFMF 21-19  
WJDX 27-21  
KXX106 2-2  
WSGN 31-27  
Y103 34-32  
WAPE 14-11  
BJ105 add 39  
WBBQ deb 30  
WLAC 25-20  
WSKZ 16-14  
WRJZ deb 31

WAKY add 30  
WNAP add  
WZZP add  
Y94 21-16  
KLUC 24-22  
KENO add  
KRUX 37-34  
KORL 29-27  
WHEB 29-25  
K104 31-23  
V100 deb 26  
WHHY 17-14  
WERC 15-13  
G100 28-24  
WCGQ 22-18  
WTMA 30-25  
WANS-FM 18-16  
CK101 23-21  
WKXY 12-9  
KQWB-FM 7-6  
WAKX 20-18

WTRU 29-26  
KDVV 25-22  
KENI 19-10  
KQDI deb 29  
KBOZ 28-25  
KRRC deb 26

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# Rod Stewart

## “I Don’t Want To Talk About It”

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Produced by Tom Dowd



on Warner Bros. Records

# Advance Arbitron Results

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

Advance figures supplied by subscribing stations and verified by Arbitron.

**A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.**

Note: A broken line dividing stations in a market signifies that the stations below are located outside the metro area. A solid dividing line signifies that stations below the line allegedly ran on-air survey announcements during the book.

## October/November '79

### Seattle-Tacoma Extended Measurement

Leader KIRO Loses Point, Edges High-Jumping KOMO; Top 40 KJR Slips Point, Remains Ahead; New AOR Number One KISW Picks Up Over Two; P/A KVI Suffers Fourth Consecutive Down Book

	Spring '79	Fall '79
KAYO (C)	1.6	1.1
KBIQ (RL)	1.7	1.0
KBRD (BM)	2.0	2.1
KEZX (BM)	3.3	4.4
KGDN (RL)	2.0	1.1
KING (R)	3.3	3.0
KING-FM (CL)	1.9	3.2
KIRO (N/T)	11.1	10.1
KISW (A)	3.1	5.7
KIXI (BM)	2.0	1.2
KIXI-FM (PA)	2.6	3.9
KJR (R)	7.0	6.0
KMPS (C)	2.8	2.0
KMPS-FM (C)	3.7	2.5
KNBQ (R)	2.0	1.2
KOMO (PA)	6.3	9.8
KPLZ (R) *	4.1	3.0
KSEA (BM)	7.4	6.2
KTAC (R)	3.1	2.9
KVI (PA)	5.6	4.4
KWYZ (C)	7	1.1
KYYX (R)	3.5	4.9
KZAM-FM (A)	2.8	3.0
KZOK (A)	6	1.1
KZOK-FM (A)	5.5	4.7

\* Formerly KVI-FM

### Miami

WQBA Regains Top, Spanish Competitors WCMQ-AM-FM Drop, WRHC Improves; WIOD Leads P/A Pack With Football; WNWS Shoots Upward; AOR WINZ-FM Makes Great Showing; Black WEDR Moves Up; WHYI Drops Two-Plus

	A/M '79	O/N '79
WALA (PA)	2.1	3.1
WCMQ (S)	9.0	3.2
WCMQ-FM (S)	6.5	3.4
WEDR (B)	4.7	5.3
WGBS (PA)	2.2	1.6
WINZ (N)	4.9	4.1
WINZ-FM (A)	1.9	4.6
WIOD (PA)	1.9	5.0
WKAT (T)	3.9	1.5
WLYF (BM)	5.3	4.6
WMBM (B)	1.0	1.2
WNLX (D)	3.0	2.3
WNWS (N)	9	3.2
WOCN (PA)	2.0	2.5
WQAM (R)	1.8	1.9
WQBA (S)	9.0	10.8
WQBA-FM (S)	2.1	3.9
WRHC (S)	4.0	7.5
WTMI (CL)	1.7	1.8
WVCG (BM)	2.7	3.5
WWOK (C)	2.8	1.7
WWWL (A)	2.5	2.8
WYOR (BM)	5.0	3.6
WAXY (R)	2.5	2.0
WHYI (R)	7.1	4.4
WKQS (BM)	1.5	1.9
WSHE (A)	7	2.4

### Ft. Lauderdale

WHYI Number One Metro Station, But Loses Over Two Shares; P/A WFTL Remains Stable; Non-metro WLYF Top Rated; AOR WWWL Gains

	A/M '79	O/N '79
WAXY (R)	4.0	3.5
WCKO (R)	1.0	2.1
WEXY (C)	1.3	1.4
WFTL (PA)	4.5	4.5
WHYI (R)	10.2	7.6
WPIT (BM)	1.4	1.9
WRHD (B)	4.0	3.0
WSDO (R)	9	1.1
WSHE (A)	3.6	1.8
WSRF (C)	—	1.9
WALA (PA)	7.5	6.2
WGBS (PA)	2.0	1.9
WINZ (N)	9.5	6.5
WINZ-FM (A)	1.5	2.4
WLYF (BM)	13.1	16.1
WNLX (D)	1.2	1.6
WNWS (N)	4.6	3.2
WQAM (R)	1.9	1.0
WTMI (CL)	1.9	1.6
WVCG (BM)	2.0	1.6
WWWL (A)	2.3	3.7
WYOR (BM)	2.6	3.5

### Miami-Ft. Lauderdale-Hollywood Special

Special Combination Report Shows Big Winners: BM WLYF, Spanish WQBA, WIOD (With Dolphins Football); Top 40 WHYI, Spanish WCMQ-AM-FM Drop Two Or More

	A/M '79	O/N '79
WALA (PA)	4.1	4.3
WAXY (R)	3.1	2.5
WCKO (R)	5	1.5
WCMQ (S)	5.6	2.1
WCMQ-FM (S)	4.1	2.1
WEDR (B)	3.0	3.3
WFTL (PA)	1.7	1.9
WGBS (PA)	2.1	1.7
WHYI (R)	8.2	5.7
WINZ (N)	6.6	5.1
WINZ-FM (A)	1.7	3.7
WIOD (PA)	2.9	4.9
WKAT (T)	3.3	1.4
WLYF (BM)	8.2	9.1
WNLX (D)	2.3	2.0
WNWS (N)	2.3	3.2
WOCN (PA)	1.3	1.5
WQAM (R)	1.8	1.6
WQBA (S)	5.7	6.6
WQBA-FM (S)	1.4	2.3
WRBD (B)	1.5	1.2
WRHC (S)	2.5	4.6
WSHE (A)	1.8	2.2
WTMI (CL)	1.8	1.7
WVCG (BM)	2.4	2.8
WWOK (C)	1.9	1.4
WWWL (A)	2.5	3.2
WYOR (BM)	4.2	3.5
WKQS (BM)	2.5	3.8

### Denver-Boulder

KOA's Usual Good Fall Book Boosts Back To Top; KHOW Drops More Than Two, Still Second; KOSI-FM Edges Out Perennial BM Leader KLIH; Country KLZ, KLAK Post Healthy Gains; Top 40 KIMN Remains Strong; AOR Leader KAZY Down

	A/M '79	O/N '79
KADE (A)	1.0	1.0
KADX (J)	2.3	1.7
KAZY (A)	7.3	6.1
KBCO (A)	1.5	1.3
KBPI (A)	4.6	4.9
KDEN (N)	1.8	1.7
KDKO (B)	1.4	1.6
KERE (C)	1.9	1.5
KHOW (PA)	9.9	7.7
KHOW-FM (BM)	1.5	2.0
KIMN (R)	6.5	6.8
KLAK (C)	1.9	2.6
KLDK (PA)	1.2	1.7
KLIH (BM)	7.8	6.5
KLZ (C)	3.9	5.4
KOA (PA)	6.4	9.9
KOAZ (R)	3.4	2.6
KOSI (BM)	3.4	2.1
KOSI-FM (BM)	6.7	6.9
KPPL (PA)	2.8	3.6
KTLK (D)	5.4	3.9
KOVD (CL)	3.2	4.1
KWBZ (T)	2.6	1.5
KYGO-FM (PA) *	3.0	3.1

\* Formerly KIMN-FM

### Providence

Beautiful Music Still Tops As WLKW-FM Strengthens Hold, WHJY Advances; P/A WPRO Drops More Than Two; Top 40 WPRO-FM Edges Upward; P/A WJAR Loses Almost 40%, Competitors WBSM, WMYS Show Improvement

	A/M '79	O/N '79
WALE (PA/T)	1.5	1.6
WBRU (A)	2.2	2.7
WBSM (PA)	2.7	3.3
WEAN (N)	5.4	4.9
WGNB (O)	1.6	1.6
WHDM (C)	3.6	3.0
WHJY (BM)	5.5	6.0
WJAR (PA)	5.8	3.9
WLKW (BM)	2.6	2.4
WLKW-FM (BM)	10.1	12.4
WMYS (PA)	2.3	3.1
WPJB (R)	7.2	7.2
WPRO (PA)	9.9	7.7
WPRO-FM (R)	8.3	8.6
WWON (PA/T)	8	1.2

WAAF (A)	1.8	2.0
WBCN (A)	9	1.4
WBZ (PA)	2.6	2.0
WCOZ (A)	6	1.8
WEEI-FM (A)	1.6	1.9
WPLM-FM (PA)	4	1.0
WROR (PA)	9	1.0
WXKS-FM (D)	1.1	1.4

### Milwaukee

Top Three Remain Strong — WTMJ Leads, Followed by WISN, WEZW; WEZW Drops Two; AOR WLPX Moves Up; Top 40 WOKY Passes WZUU-FM; Country WBCS Records Good Advance

	A/M '79	O/N '79
WBCS (C)	1.5	2.0
WBCS-FM (C)	6.1	7.1
WBKV-FM (PA)	1.4	1.2
WEMP (C)	2.1	1.5
WEZW (BM)	12.5	10.3
WFMR (CL)	2.8	2.3
WISN (PA)	10.7	10.7
WKTT (R)	1.9	3.8
WLPX (A)	7.1	8.1
WLUM (B)	1.6	1.8
WNOV (B)	1.2	1.2
WOKY (R)	6.6	7.2
WQFM (A)	3.6	4.4
WTMJ (PA)	15.9	15.3
WXJY (BM)	—	2.3
WZZU (R)	1.6	1.9
WZUU-FM (R)	7.2	5.1

### Cincinnati

Top 40 WKRC New Number One; WLW Dropped Almost Six Without Reds Baseball; AOR WEBN More Than Doubles 12+; P/A's WKRC, WKY Advance

	A/M '79	O/N '79
WCIN (B)	2.7	3.2
WCKY (PA)	10.8	11.1
WEBN (A)	4.3	9.1
WKRC (PA)	8.3	9.6
WKRC (R)	12.1	11.8
WLQA (BM)	5.0	5.0
WLW (PA)	15.6	9.9
WNOP (J)	1.0	1.3
WSAI (C)	3.1	3.0
WSAI-FM (A)	6.0	4.4
WUBE (C)	1.9	1.6
WUBE-FM (C)	5.1	5.4
WWEZ (BM)	7.1	7.6

WLWS (R) *	3.1	2.2
WOKV (D)	2.6	2.2
WLTV (BM)	1.3	1.8

\* New WKRS

### Kansas City

KMBZ (Without Baseball) Drops Almost 50%; AOR KYYS Now Number One; Country WDAF Rebounds Strongly, Now Number Two; Rockers KCMO, WHB Enjoy Good Books As Top 40 Battle Tightens; Black KPRS Posts Good Showing

	A/M '79	O/N '79
KBEA (BM)	8	1.9
KBBQ (R)	7.9	6.5
KCCV (RL)	9	1.0
KCEZ (BM)	7.9	7.8
KCKN (C)	1.8	2.6
KCKN-FM (C)	3.5	3.6
KCMO (R)	4.6	6.2
KJLA (D)	3.4	3.6
KMBR (BM)	9.4	9.3
KMBZ (PA)	16.8	8.9
KPRS (B)	4.3	5.8
KPRT (B)	2.4	1.3
KUDL (A)	3.2	3.5
KCTR (CL)	1.4	1.3
KYYS (A)	10.3	12.7
WDAF (C)	8.8	11.9
WHB (R)	4.8	6.0

### Columbus, Ohio

New Number One: P/A WTVN Up Two; Biggest Winner AOR WLTV, Adds Five; WBSN-FM Remains Strong; Former Leader WNCI Drops Almost Four

	A/M '79	O/N '79
WBBY (J)	1.7	1.2
WBNS (PA)	7.1	8.0
WBNS-FM (BM)	12.5	12.2
WCOL (PA)	6.1	4.7
WHOK (PA)	1.1	1.2
WHOK-FM (C)	2.4	3.7
WLVQ (A)	7.8	12.7
WMTI (C)	7.0	6.1
WNCI (R)	13.9	10.1
WRFD (PA)	1.4	2.7
WRMZ (D)	2.9	1.8
WTVN (PA)	12.1	14.1
WVVO (B)	2.3	5.5
WVVO-FM (B)	2.7	2.7
WXGT (R)	8.0	7.3

### Rochester

Top Three Stations Remain Ahead, BM WEZO Up More Than Six; WHAM, WMJQ Score More Modest Gains; WHFM Passes WBBF In Top 40 Battle

	A/M '79	O/N '79
WBBF (R)	7.5	6.2
WCMF (A)	2.5	3.7
WDKX (B)	2.8	1.1
WEZO (BM)	16.8	22.6
WHAM (PA)	14.4	15.0
WHFM (R)	5.6	6.8
WMJQ (A)	11.5	11.8
WNYR (C)	3.2	3.7
WPXN (N) *	4.3	4.2
WPXY (BM)	2.6	1.6
WSAY (C)	9	1.3
WVOR (PA)	8.3	9.0

\* Formerly WROC

### Norfolk

Leaders WTAR, WMYK Lose More Than Three Each; New Number One Country WCMS-FM Up Three; WCMS Also Posts Good Increase; Other Winners Include Black WOWI, Dancemusic WRAP, P/A WWDE-FM

	A/M '79	O/N '79
WBCI (PA)	1.4	1.7
WCMS (C)	1.9	4.5
WCMS-FM (C)	7.7	10.9
WCPK (BM)	9	1.5
WFOG-FM (BM)	7.8	9.1
WGH (R)	5.9	5.8
WGII-FM (CL)	2.7	3.3
WKEZ (BM)	7.5	6.6
WMYK (A)	8.7	5.3
WNIS (N/T)	7	1.7
WNOR (R)	1.8	1.2
WNOR-FM (A)	7.4	7.6
WOWI (B)	6.1	6.8
WPCE (RL)	4.6	3.6
WQRK (R)	4.1	5.2
WRAP (D)	5.7	6.2
WTAR (PA)	9.3	6.0
WTJZ (J)	4	1.2
WVAB (O)	1.3	1.7
WWDE-FM (PA)	2.7	4.1
WXRI (RL)	7	1.1
WYVA (C)	1.2	1.4
WZAM (A)	1.7	1.7

### Portland, Oregon

Top 40 KGW Drops Share, Remains Number One; KEX Gains Nearly Four For Solid Second; AOR's KGON, KINK Make Healthy Gains; Top 40 KMJK Almost Doubles; KKEY Up Over Two; BM KUPL-FM Up, Still Strong

	A/M '79	O/N '79
KEX (PA)	5.5	9.1
KGON (A)	7.7	8.5
KGW (R)	13.0	11.9
KINK (A)	3.9	5.9
KJIB (BM)	3.8	3.1
KKEY (T)	3.3	5.5
KLKB (R)	2.9	2.6
KMJK (R)	2.9	5.5
KPAM-FM (R)	7.1	3.9
KPDQ-FM (RL)	1.2	1.0
KQFM (A)	1.0	1.9
KUPL (BM)	2.7	2.0
KUPL-FM (BM)	6.7	7.2
KWJJ (C)	7.3	5.5
KXL (BM)	7.6	4.9
KXL-FM (BM)	4.6	5.3
KYTE (C)	4.4	3.3
KYXI (N/T)	3.6	3.3

### Nashville

WZEZ's BM Sound Still Most Popular; WSM Rebounds To Second; Top 40 WLAC, WBKQ Decrease; Competitor WWKX Gains; AOR WKDF Loses Almost Four, As WKQB More Than Doubles To Surpass; Black WVOL Climbs

	A/M '79	O/N '79
WAMB (BB)	3.3	5.5
WBKQ (R)	6.5	4.9
WDKN (C)	—	1.6
WIZO (C)	—	1.0
WKDA (C)	3.0	1.9
WKDF (A)	8.5	4.6
WLAC (R)	2.8	5.9
WKQB (A)	9.5	7.9
WMAK (D)	5.0	4.6
WSIX (PA)	3.4	5.1
WSIX-FM (C)	8.7	6.9
WSM (C)	7.9	10.4
WSM-FM (PA)	8.1	5.8
WVGL (B)	4.6	6.3
WVGM (RL)	1.1	1.0
WWK		



**WKBW 30-20-10-4**  
**WYSL HB-17-4**

**GEORGE  
BURNS**

**I WISH  
I WAS  
EIGHTEEN  
AGAIN**

Just In!  
WOKY-WJBQ-WIGY  
WTSN-WFBG  
WTRU 30-22



MANUFACTURED AND MARKETING BY PHONOGRAM INC.  
A POLYGRAM COMPANY

EAST

Most Added Hottest

Linda Ronstadt Queen
Babys Dan Fogelberg
Andy Gibb Michael Jackson
Tommy James

ADS & HOTS

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

SOUTH

Most Added Hottest

Linda Ronstadt Queen
Kool & The Gang Dan Fogelberg
Rupert Holmes Teri DeSario w/KC

EAST

PARALLEL ONE

96KX/Pittsburgh, PA Jay Stone
NEIL DIAMOND
BABYS
LINDA RONSTADT
PLEETWOOD MAC 4-3
RUPERT HOLMES 10-7
QUEEN 18-9
ALAN PARSONS 20-14

WXLO/New York, NY Don Kelly
CHUCK MANGIONE
WHISPERS
DIRT BAND
PINK FLOYD
MICHAEAL JACKSON 1-1
DONNA SUMMER 8-4
BENNY ROGERS 5-5
SPINNERS 12-8
TERI DESARIO 16-11

CHUM/Toronto, CAN. Brad Jones
BABYS
LINDA RONSTADT
LED ZEPPELIN 1-1
PLEETWOOD MAC 4-3
RUPERT HOLMES 10-7
QUEEN 18-9
ALAN PARSONS 20-14

CKGM/Montreal, CN Jim Connel
LINDA RONSTADT
NEIL DIAMOND
TOM PETTY
PRINCE 1-1
ISAAC HAYES 21-18
DONNA SUMMER 20-22
SPINNERS 30-23

WABC/New York, NY Sonja Jones
LINDA RONSTADT
WHISPERS
KENNY LOGGINS
TERI DESARIO
MICHAEAL JACKSON 1-1
KENNY ROGERS 6-3
SMOKEY ROBINSON 12-6
DONNA SUMMER 19-11
KOOL & THE GANG 25-16

WCAO/Baltimore, MD Ron Riley
KOOL & THE GANG
DONNA SUMMER
RAY, GOODMAN & B
HOTTEST
PRINCE 2-1
QUEEN 10-3
SPINNERS 16-8
DAN FOGELBERG 15-5
STEVE FORBERT 18-13

WFIL/Philadelphia, PA Gerry DeFrancisco
TOTO
NICOLETTE LARSON
BARBRA STREISAND
DONNA SUMMER
MICHAEAL JACKSON 1-1
DIONNE WARWICK 10-7
SPINNERS 17-12
QUEEN 20-13
PLEETWOOD MAC 23-16

WFI/Philadelphia, PA Liz Kiley
DOMNA SUMMER
TOTO
PINK FLOYD
JOHN MURRAY
APRIL WINE
HOTTEST
KENNY LOGGINS 1-1
TERI DESARIO 16-5
QUEEN 17-13
DAN FOGELBERG 15-14
ROBERT PALMER 27-17

WKBW/Buffalo, NY Jon Summers
BILLY PRESTON & S
ANDY GIBB
PEACHES & HERB
TARNAY/SPENCER
HOTTEST
MICHAEAL JACKSON 1-1
GEORGE BURNS 10-4
DAN FOGELBERG 18-8
QUEEN 15-10
STYX 20-15

WNBC/New York, NY Rox Frank
SHALAMAR
HOTTEST
CAPT. & TENNILLE 3-1
CONGOLONGS 13-10
CLIFF RICHARD 14-11
MICHAEAL JACKSON 18-15
LBD 15-16

WPEZ/Pittsburgh, PA Mark Fritzsche
G'JAYS
HOTTEST
MOLLY HATCHET
EAGLES 3-1
PLEETWOOD MAC 6-3
MICHAEAL JACKSON 11-5
TERI DESARIO 20-12
DAN FOGELBERG 22-16

WPGC/Washington, DC Jim Elliott
LINDA RONSTADT
RUPERT HOLMES
BARRY MANILOW
HOTTEST
QUEEN 1-1
TERI DESARIO 12-5
BILLY PRESTON & S 21-14
DAN FOGELBERG 25-15
SHALAMAR 28-23

WTKO/Boston, MA Harry Nelson
LINDA RONSTADT
MICHAEAL JACKSON
CHUCK MANGIONE
HOTTEST
KENNY ROGERS 1-1
CLIFF RICHARD 3-2
ISAAC HAYES 17-11
ANNE MURRAY 17-11
TERI DESARIO 21-16

F105/Boston, MA Tom Connelly
NOD STANANT
NEIL DIAMOND
ANDY GIBB
HOTTEST
BENNY ROGERS 2-1
QUEEN 7-3
MICHAEAL JACKSON 8-4
CLIFF RICHARD 16-5
DONNA SUMMER 14-6

WAEW/Allentown, PA Jeff Frank
STEVE FORBERT
NEIL DIAMOND
RUPERT HOLMES
HOTTEST
CAPT. & TENNILLE 1-1
EAGLES 7-3
FOGHAT 14-7
TERI DESARIO 17-9
QUEEN 21-11

WXXI/Springfield, MA Ken Capurso
BABYS
KOOL & THE GANG
BETTE MIDLER
CHUCK MANGIONE
PINK FLOYD
HOTTEST
MICHAEAL JACKSON 1-1
QUEEN 12-5
TERI DESARIO 16-12
DONNA SUMMER 23-18
AEROSMITH 36-31

KC101/New Haven, CT Curt Hansen
SHALAMAR
TOM JOHNSTON
BARBRA STREISAND
SISTER SIEGHE
HOTTEST
MICHAEAL JACKSON 1-1
QUEEN 3-1
PLEETWOOD MAC 4-2
SPINNERS 12-5
NEIL DIAMOND 20-16
DONNA SUMMER 24-18

14Q/Worcester, MA Steve York
LINDA RONSTADT
J. GEILS BAND
RUPERT HOLMES
TOMMY JAMES
BABYS
DAVID GATES
SPINNERS
HOTTEST
KENNY ROGERS 1-1
STEVE FORBERT 13-7
AEROSMITH 29-13
PINK FLOYD 2-3
NEIL DIAMOND 31-28

JB105/Providence, RI Todd Chase
J. GEILS BAND
PAT BENATAR
SCOTT BROG
LINDA RONSTADT
HOTTEST
KENNY ROGERS 2-1
QUEEN 17-5
TERI DESARIO 15-10
SPINNERS 20-15
DONNA SUMMER 26-17

PRO-FM/Providence, RI O'Brien/Giovanni
KOOL & THE GANG
TOM PETTY
BONNIE POINTNER
DIONNE WARWICK
HOTTEST
CLIFF RICHARD 2-1
EAGLES 7-4
TERI DESARIO 14-8
STYX 16-9
QUEEN 22-15

WBBF/Rochester, NY Dave Mason
SPINNERS
BARRY MANILOW
ANDY GIBB
HOTTEST
MICHAEAL JACKSON 1-1
TERI DESARIO 12-5
QUEEN 17-12
STEVE FORBERT 17-7
DIONNE WARWICK 13-8
TOM PETTY 18-12

WICC/Bridgeport, CT Bob Mitchell
BABYS
PINK FLOYD
TAVANUS
ROD STEWART
TOMMY JAMES
LINDA RONSTADT
BILLY PRESTON & S
BRUCE SPRINGSTEEN
HOTTEST
EAGLES 1-1
DAN FOGELBERG 15-1
QUEEN 17-12
DIRT BAND 24-15
DONNA SUMMER 36-21

WKBO/Harrisburg, PA Jim Buchanan
RUPERT HOLMES
BABYS
KOOL & THE GANG
HOTTEST
MICHAEAL JACKSON 2-1
QUEEN 14-5
STEVE FORBERT 17-6
STYX 23-10

WKEE/Huntington, WV Gary Miller
KOOL & THE GANG
TOM PETTY
PINK FLOYD
BABYS
ZZ TOP
PEACHES & HERB
GAMMA
TURLEY RICHARDS
HOTTEST
SMOKEY ROBINSON 2-1
PLEETWOOD MAC 7-3
TERI DESARIO 11-4
QUEEN 21-5
DAN FOGELBERG 32-11

WPSI/Trenton, NJ Tom Taylor
LINDA RONSTADT
SPINNERS
BABYS
TOMMY JAMES
HOTTEST
TOM PETTY 1-1
QUEEN 11-5
PAT BENATAR 21-13
TOM PETTY 23-17
TOTO 24-20

WTHY/Troy, NY Don Perry
ANDY GIBB
TOM PETTY
PINK FLOYD
HOTTEST
MICHAEAL JACKSON 2-1
SMOKEY ROBINSON 10-5
DAN FOGELBERG 20-9
STEVE FORBERT 15-11
ANNE MURRAY 25-22

WEEU/Waynesboro, PA Bill McMichael
TOMMY JAMES
LILLY PRESTON & S
CHUCK MANGIONE
JOHN STUART
HOTTEST
PLEETWOOD MAC 3-1
QUEEN 5-3
DAN FOGELBERG 16-9
STYX 15-15
KLO 25-17

WBYN/Springfield, MA Ken Capurso
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BETTE MIDLER
CHUCK MANGIONE
PINK FLOYD
HOTTEST
MICHAEAL JACKSON 1-1
QUEEN 12-5
TERI DESARIO 16-12
DONNA SUMMER 23-18
AEROSMITH 36-31

WBYN/Springfield, MA Ken Capurso
BABYS
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PINK FLOYD
HOTTEST
MICHAEAL JACKSON 1-1
QUEEN 12-5
TERI DESARIO 16-12
DONNA SUMMER 23-18
AEROSMITH 36-31

SOUTH

PARALLEL ONE

KHBE/Houston, TX Clay Gish
DIONNE WARWICK
DAN FOGELBERG
LINDA RONSTADT
TOM PETTY
PAT BENATAR
HOTTEST
CAPT. & TENNILLE 1-1
SAGREY WILKINSON 11-2
QUEEN 12-3
TERI DESARIO 10-6
TOTO 26-10

KVIL/Dallas, TX Mike Roy
MICHAEAL JACKSON 5-1
LBD 9-7
KOOL & THE GANG 10-8
SMOKEY ROBINSON 15-12
ISAAC HAYES 16-14

Q105/Tampa, FL Pat McKay
DONNA SUMMER
MICHAEAL JACKSON
HOTTEST
TERI DESARIO 3-1
SMOKEY ROBINSON 16-8
DAN FOGELBERG 17-11
SPINNERS 23-17
PAT BENATAR 26-18

WVLY/Tampa, FL Beau Richards
BABYS
MICHAEAL JACKSON
LINDA RONSTADT
J. GEILS BAND
HOTTEST
SMOKEY ROBINSON 5-1
DIONNE WARWICK 10-6
JIMMY BUFFETT 13-5
PLEETWOOD MAC 23-10
CAPT. & TENNILLE 26-1

Y100/Miami, FL Robert Muzzy
DAN FOGELBERG
PATRICIA RUSHEN
HOTTEST
DONNA SUMMER 1-1
CAPT. & TENNILLE 10-6
DIONNE WARWICK 13-10
TOM PETTY 18-12
ISAAC HAYES 26-16

Z93/Atlanta, GA Dale O'Brien
PAT BENATAR
RUPERT HOLMES
PINK FLOYD
BILLY PRESTON & S
HOTTEST
DAN FOGELBERG 1-1
QUEEN 6-2
DONNA SUMMER 14-5
TERI DESARIO 10-16
LED ZEPPELIN 21-16
JOURNEY 25-18

Z97/Fort Worth, TX Gary Mack
TOM PETTY
FOGHAT
HOTTEST
PINK FLOYD 5-1
QUEEN 17-8
KENNY ROGERS 14-5
JEFF STARSHIP 15-14
JOURNEY 25-18

94Q/Atlanta, GA Jeff McCarty
KENNY LOGGINS
LINDA RONSTADT
CHRISTOPHER CROSS
BILLY PRESTON & S
PAT BENATAR (dp)
JOHN COUGAR (dp)
ALAN PARSONS (dp)
HOTTEST
DAN FOGELBERG 1-1
QUEEN 16-4
STEVE FORBERT 15-2
TOTO 15-10
PINK FLOYD 27-16

WBBQ/Augusta, GA Bruce Stevens
LINDA RONSTADT
ANDY GIBB
DONNA SUMMER
J. GEILS BAND (dp)
PLEETWOOD MAC 7-1
DAN FOGELBERG 20-12
LED ZEPPELIN 23-18
DIRT BAND 25-20

WFMF/Baton Rouge, LA Randy Rice
LINDA RONSTADT
ANDY GIBB
DONNA SUMMER
J. GEILS BAND (dp)
PLEETWOOD MAC 7-1
DAN FOGELBERG 20-12
LED ZEPPELIN 23-18
DIRT BAND 25-20

WBBQ/Augusta, GA Bruce Stevens
LINDA RONSTADT
ANDY GIBB
DONNA SUMMER
J. GEILS BAND (dp)
PLEETWOOD MAC 7-1
DAN FOGELBERG 20-12
LED ZEPPELIN 23-18
DIRT BAND 25-20

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J. GEILS BAND (dp)
PLEETWOOD MAC 7-1
DAN FOGELBERG 20-12
LED ZEPPELIN 23-18
DIRT BAND 25-20

KNOW/Austin, TX Lenny White
FELIX CAVALIERE
LINDA RONSTADT
J. GEILS BAND
MCGUINN & HILLMAN
BETTE MIDLER
MI SEB
JEFF COMANAY
INMATES
JOHN COUGAR
HOTTEST
STEVE FORBERT 1-1
TOTO 14-6
DAN FOGELBERG 17-7
BLONDIE 35-22
BABYS 40-32

KXXI06/Birmingham, AL Steve Davis
MOLLY HATCHET
ANNE MURRAY
BABYS
LINDA RONSTADT
CHRISTOPHER CROSS
HOTTEST
EAGLES 10-4
DAN FOGELBERG 12-5
TOTO 13-6
ROBERT JOHN 14-10
BLONDIE 20-11

WAKY/Louisville, KY Mike McVay
QUEEN
ANDY GIBB
RUPERT HOLMES
DANN ROGERS
HOTTEST
EAGLES 2-1
DAN FOGELBERG 15-5
DIONNE WARWICK 10-7
ALAN PARSONS 13-10
TERI DESARIO 17-13

WAKY/Louisville, KY Mike McVay
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EAGLES 2-1
DAN FOGELBERG 15-5
DIONNE WARWICK 10-7
ALAN PARSONS 13-10
TERI DESARIO 17-13

**MIDWEST**  
Most Added Hottest

Linda Ronstadt  
Andy Gibb  
Rupert Holmes  
Tommy James

Dan Fogelberg  
Queen  
Fleetwood Mac

# ADDS & HOTS

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

**WEST**  
Most Added Hottest

Linda Ronstadt  
Rupert Holmes  
Babys

Queen  
Dan Fogelberg  
Fleetwood Mac

**MIDWEST**  
PARALLEL ONE

**CKLW/Detroit, MI**  
Rosalie Trombley

TOTO  
YELLOW MUSIC ORCH  
Hottest  
MICHAEL JACKSON 2-1  
SPINNERS 16-7  
DAN FOGELBERG 20-13  
DONNA SUMMER 26-16  
ANNE MURRAY 23-18

**KBEQ/Kansas City, MO**  
Kathy Roths

LINDA RONSTADT  
MOLLY HATCHET  
22 TOP  
Hottest  
MICHAEL JACKSON 2-1  
QUEEN 14-7  
DAN FOGELBERG 17-5  
STEVE FORBERT 24-16  
DIRT BAND 23-15

**KDWB/Minneapolis, MN**  
Dave Hamilton

DAN FOGELBERG  
DIONNE WARWICK  
BABYS  
ROBERT PALMER  
TOMMY JAMES  
Hottest  
LBB 3-1  
TOTG 7-3  
FOREIGNER 16-10  
STYX 22-10  
TERI DESARIO 28-15

**KSJQ/St. Louis, MO**  
Phil Irons

ROBERT PALMER (RA)  
STEVE FORBERT (RA)  
LINDA RONSTADT  
RUSH  
RUPERT HOLMES  
ANDY GIBB  
38 SPECIAL  
Hottest  
MICHAEL JACKSON 1-1  
PAT BENATAR 8-4  
QUEEN 14-5  
DIONNE WARWICK 15-5  
DAN FOGELBERG 23-11

**Q102/Cincinnati, OH**  
Pat O'Brien

DIRT BAND  
SPINNERS  
LED ZEPPELIN  
PINK FLOYD  
LINDA RONSTADT  
Hottest  
JEFF STARSHIP 7-1  
EAGLES 3-2  
FLEETWOOD MAC 10-6  
DAN FOGELBERG 13-5  
STEVE FORBERT 26-17

**WGCL/Cleveland, OH**  
Bob Travis

STEVE FORBERT  
SMOKEY ROBINSON  
INMATES  
UNCLE VIC  
BARRY MANILOW  
KENNY HOLAN  
22 TOP  
TOM PETTY  
Hottest  
RUPERT HOLMES 1-1  
MICHAEL JACKSON 3-2  
KENNY LOGGINS 8-5  
DONNA SUMMER 18-5  
DAN FOGELBERG 17-11

**WLS/Chicago, IL**  
Steve Casey

KENNY LOGGINS  
TERI DESARIO  
Hottest  
RUPERT HOLMES 1-1  
MICHAEL JACKSON 5-3  
CAPT. & TENNILLE 12-8  
KENNY LOGGINS 16-8  
FLEETWOOD MAC 36-17

**WOKY/Milwaukee, WI**  
Jim Brown

TOMMY JAMES  
LINDA RONSTADT  
RUPERT HOLMES  
MOLLY HATCHET (dp)  
J. GEILS BAND (dp)  
Hottest  
KENNY ROGERS 1-1  
MICHAEL JACKSON 2-5  
DIONNE WARWICK 14-5  
QUEEN 17-12  
KENNY LOGGINS 15-13

**KKWK/St. Louis, MO**  
Bob Hatrick

DAN FOGELBERG  
Hottest  
36 SPECIAL 2-1  
BABYS 8-2  
GAMMA 18-13  
NICOLETTE 15-15  
STYX 24-16

**PARALLEL TWO**

**92X/Columbus, OH**  
Buddy Scott

BABYS  
PINK FLOYD  
Hottest  
EAGLES 4-1  
STEVE FORBERT 12-7  
STYX 14-8  
DIONNE WARWICK 15-11  
DAN FOGELBERG 17-12

**K10A/Des Moines, IA**  
A.W. Pantoja

QUEEN  
ANDY GIBB  
TOTO  
BARBARA HENDRELL  
PAT BENATAR  
Hottest  
KOOL & THE GANG 3-1  
MICHAEL JACKSON 5-3  
STEVE FORBERT 15-5  
TERI DESARIO 22-12  
QUEEN A 26

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

JOHN STEWART  
PAT BENATAR  
LINDA RONSTADT  
SUZI QUATRO  
Hottest  
BUCCLES 1-1  
FLEETWOOD MAC 11-7  
TERI DESARIO 18-8  
QUEEN 23-13  
DAN FOGELBERG 27-17

**KRAV/Tulsa, OK**  
Gary Reynolds

DAVID GATES  
Hottest  
ISAAC HAYES 1-1  
DAN FOGELBERG 6-2  
TERI DESARIO 4-3  
SPINNERS 16-7  
SILVE FORBERT 20-16

**KZSU/Peoria, IL**  
Keith Edwards

GARRY MANILOW  
J. GEILS BAND  
JOHN STEWART  
LINDA RONSTADT  
BOOMTOWN RATS  
Hottest  
EAGLES 1-1  
FLEETWOOD MAC 5-4  
QUEEN 14-6  
STEVE FORBERT 11-7  
DIRT BAND 15-12

**WRGD/Grand Rapids, MI**  
Ron White

PRINCE  
DAN FOGELBERG  
TERI DESARIO  
Hottest  
MICHAEL JACKSON 2-1  
RUPERT HOLMES  
CAPT. & TENNILLE 6-5  
STEVE FORBERT 5-6  
TOM PETTY 13-5

**WHB/Kansas City, MO**  
Rick Brown

LINDA RONSTADT  
RUPERT HOLMES  
KOOL & THE GANG  
Hottest  
QUEEN 5-1  
TERI DESARIO 8-3  
STEVE FORBERT 15-8  
SPINNERS 17-13  
CHEAP TRICK 22-17

**WHOT/Youngstown, OH**  
Dick Thompson

ANDY GIBB  
Hottest  
TERI DESARIO 4-1  
DAN FOGELBERG 6-2  
QUEEN 12-4  
PRINCE 17-5  
NEIL DIAMOND 24-18

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

ANDY GIBB  
NICOLETTE LARSON  
LINDA RONSTADT  
Hottest  
FLEETWOOD MAC 1-1  
QUEEN 3-2  
DAN FOGELBERG 8-5  
PRINCE 14-11  
DIRT BAND 21-14

**WNAP/Indianapolis, IN**  
Diane Shannon

NOO STEWART  
MOLLY HATCHET  
22 TOP  
Hottest  
TOM PETTY 4-1  
STYX 13-5  
MICHAEL JACKSON 14-7  
DAN FOGELBERG 16-8  
DIRT BAND 15-14

**WNCL/Columbus, OH**  
Steve Edwards

NEIL DIAMOND  
TOM PETTY  
BABYS  
Hottest  
MICHAEL JACKSON 1-1  
CAPT. & TENNILLE 3-2  
DAN FOGELBERG 10-7  
FLEETWOOD MAC 11-8  
STYX 20-14

**WOHO/Toledo, OH**  
Beau Elliott

SPINNERS  
TOTO  
RUPERT HOLMES  
Hottest  
MICHAEL JACKSON 2-1  
FLEETWOOD MAC 5-2  
CRYSTAL GAYLE 4-3  
ABBA 5-7  
QUEEN 12-5

**WOW/Omaha, NE**  
Erik Fox

GARY NUMAN  
SPINNERS  
J. GEILS BAND  
KOOL & THE GANG  
TOTO (dp)  
LINDA RONSTADT (dp)  
22 TOP (dp)  
Hottest  
KENNY ROGERS 1-1  
DAN FOGELBERG 7-3  
FOGHAT 13-9  
ISAAC HAYES 18-11  
QUEEN 17-12

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

BETTE MIDLER  
22 TOP  
DONNA SUMMER  
ROMANTICS  
BOOMTOWN RATS  
ROCKETS  
RUSH  
GAMMA (RA)  
Hottest  
EAGLES 2-1  
FOGHAT 5-3  
QUEEN 14-8  
LED ZEPPELIN 16-11  
PRINCE 24-21

**KSTT/Davenport, IA**  
Mike Kennally

ANDY GIBB  
BARRY MANILOW  
DONNA SUMMER  
ELO  
JOHN STEWART  
PAT BENATAR  
PRINCE  
Hottest  
MICHAEL JACKSON 1-1  
QUEEN 24-8  
TOM PETTY 16-10  
FLEETWOOD MAC 18-11  
DAN FOGELBERG 28-23

**WISM/Madison, WI**  
Samantha Jones

SEARCHERS  
MICHAEL JACKSON  
BILLY PRESTON & S  
LINDA RONSTADT  
Hottest  
FLEETWOOD MAC 4-1  
QUEEN 5-6  
STEVE FORBERT 12-9  
PRINCE 18-11  
STYX 20-14

**KEYN-FM/Wichita, KS**  
Jeff Alan

NEIL DIAMOND  
ANNE MURRAY  
Hottest  
MICHAEL JACKSON 1-1  
CAPT. & TENNILLE 4-2  
FLEETWOOD MAC 15-12  
TERI DESARIO 20-15  
QUEEN 22-17

**WZZP/Cleveland, OH**  
Cleveland Reynolds

DAVID GATES  
TOMMY JAMES  
RUPERT HOLMES  
ROD STEWART  
Hottest  
FLEETWOOD MAC 2-1  
TERI DESARIO 13-5  
DAN FOGELBERG 20-13  
SMOKEY ROBINSON 27-16  
NEIL DIAMOND 26-17

**KWEN/Tulsa, OK**  
Dave Michaels

BARRY MANILOW  
22 TOP  
TOMMY JAMES  
DONNA SUMMER  
Hottest  
EAGLES 1-1  
DIONNE WARWICK 14-7  
STEVE FORBERT 15-10  
DIRT BAND 25-13  
QUEEN 20-15

**KLEO/Wichita, KS**  
Kirk Russell

ANDY GIBB  
Hottest  
MICHAEL JACKSON 2-1  
EAGLES 8-4  
FLEETWOOD MAC 12-5  
DAN FOGELBERG 18-6  
TERI DESARIO 21-11

**WYFM/Youngstown, OH**  
Jeff Tobin

22 TOP  
TOMMY JAMES  
TOTO  
TOMMY JAMES (dp)  
DONNA SUMMER (dp)  
Hottest  
SUGAR HILL GANG 1-1  
FLEETWOOD MAC 5-2  
DAN FOGELBERG 18-8  
BETTE MIDLER 15-5  
QUEEN 22-12

**PARALLEL THREE**

**KFYR/Bismarck, ND**  
Dan Brannan

Hottest  
KENNY ROGERS 6-1  
EAGLES 4-3  
STEVE FORBERT 14-5  
NEIL DIAMOND 15-12  
DAN FOGELBERG 15-13

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

RUPERT HOLMES  
TOMMY JAMES  
ANNE MURRAY  
AIR SUPPLY  
KOOL & THE GANG  
Hottest  
JEFF STARSHIP 2-1  
EAGLES 5-2  
FLEETWOOD MAC 13-9  
STEVE FORBERT 16-10  
SMOKEY ROBINSON 20-13

**KKRC/Sioux Falls, SD**  
Brian Phoenix

ANDY GIBB  
KENNY LOGGINS  
PAT BENATAR  
MOLLY HATCHET  
TOM PETTY  
Hottest  
LBB 2-1  
EAGLES 11-2  
DAN FOGELBERG 13-3  
STYX 14-4  
HALL & GATES 19-8

**KKXL/Grand Forks, ND**  
Jack Lundy

RUPERT HOLMES  
BARBARA STREISAND  
Hottest  
DAN FOGELBERG 2-1  
NEIL DIAMOND 12-6  
HALL & GATES 10-10  
DIRT BAND 18-11  
QUEEN 21-14

**WAKX/Duluth, MN**  
Bruce McGregor

RUPERT HOLMES  
TOM PETTY  
BABYS  
LINDA RONSTADT  
CHUCK MANGIONE  
AIR SUPPLY  
Hottest  
DAN FOGELBERG 1-1  
TOM JOHNSTON 11-8  
DIRT BAND 13-10  
STYX 16-11  
DIONNE WARWICK 22-13

**WEAQ/Eau Claire, WI**  
Bob Daniels

KENNY LOGGINS  
Hottest  
CLIFF RICHARD 3-1  
PABLO CRUISE 10-4  
TERI DESARIO 14-7  
DR. HOOR 15-8  
BRENDA RUSSELL 17-9

**WNAM/Neenah, WI**  
Jay Tyler

ANDY GIBB  
GYPSY (dp)  
Hottest  
EAGLES 3-1  
TOM PETTY 6-2  
DIRT BAND 5-4  
DAN FOGELBERG 15-8  
TERI DESARIO 17-12

**WRKR/Racine, WI**  
Mark Rivers

LINDA RONSTADT  
22 TOP  
J. GEILS BAND  
TOMMY JAMES  
Hottest  
EAGLES 6-1  
CAPT. & TENNILLE 7-2  
TOM PETTY 5-5  
STEVE FORBERT 19-10  
GARY NUMAN 23-15

**WROK/Rockford, IL**  
Tom Hunter

ANDY GIBB  
RUPERT HOLMES  
Hottest  
TOM PETTY 1-1  
DAN FOGELBERG 8-3  
STEVE FORBERT 17-4  
FLEETWOOD MAC 5-5  
TOM JOHNSTON 26-18

**WSPT/Stevens Point, WI**  
Pat Martin

22 TOP  
LINDA RONSTADT  
ANDY GIBB  
BABYS  
KENNY HOLAN  
BOOMTOWN RATS  
J. GEILS BAND  
Hottest  
PAT BENATAR 3-1  
QUEEN 11-3  
STYX 12-6  
DAN FOGELBERG 15-9  
MOLLY HATCHET 17-10

**WTRU/Muskegon, MI**  
Bill Andrews

PRINCE  
ANDY GIBB  
SPINNERS  
Hottest  
MICHAEL JACKSON 2-1  
EAGLES 8-4  
FLEETWOOD MAC 12-5  
DAN FOGELBERG 18-6  
TERI DESARIO 21-11

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

22 TOP  
TOTO  
TOMMY JAMES  
TOMMY JAMES (dp)  
DONNA SUMMER (dp)  
Hottest  
SUGAR HILL GANG 1-1  
FLEETWOOD MAC 5-2  
DAN FOGELBERG 18-8  
BETTE MIDLER 15-5  
QUEEN 22-12

**KDVV/Topeka, KS**  
Paul Blair

LINDA RONSTADT  
ANNE MURRAY  
ANDY GIBB  
PINK FLOYD  
Hottest  
EAGLES 1-1  
QUEEN 8-3  
STYX 12-5  
DIRT BAND 22-15  
SPINNERS 27-23

**KQWB-FM/Fargo, ND**  
Bill Richards

FOREIGNER  
PINK FLOYD  
JEFF STARSHIP  
TOMMY JAMES  
Hottest  
TOM PETTY 2-1  
FLEETWOOD MAC 6-2  
STYX 14-11  
TOTG 17-13  
LED ZEPPELIN 23-17

**WEST**  
PARALLEL ONE

**B100/San Diego, CA**  
Glen McCartney

Hottest  
MICHAEL JACKSON 1-1  
DIONNE WARWICK 11-5  
QUEEN 18-6  
TERI DESARIO 13-10  
LED ZEPPELIN 16-12

**KEARTH/Los Angeles, CA**  
Bob Hamilton

Hottest  
QUEEN 5-1  
ISAAC HAYES 7-5  
DAN FOGELBERG 18-13  
SHALAMAR 23-15  
SPINNERS 24-20

**KFI/Los Angeles, CA**  
Roger Collins

BABYS  
SHALAMAR  
JOHN STEWART  
Hottest  
DONNA SUMMER 5-1  
QUEEN 15-12  
DAN FOGELBERG 15-16  
ANDY GIBB 26-15  
SUGAR HILL GANG 25-20

**KFRG/San Francisco, CA**  
Garland/Sholin

SHALAMAR  
TOTO  
J. GEILS BAND  
Hottest  
MICHAEL JACKSON 1-1  
DONNA SUMMER 8-4  
QUEEN 10-6  
TERI DESARIO 15-10  
DAN FOGELBERG 21-14

**KIMN/Denver, CO**  
Doug Erikson

Hottest  
EAGLES 2-1  
DAN FOGELBERG 4-3  
NEIL DIAMOND 7-4  
STEVE FORBERT 13-6  
QUEEN 18-13

**KJR/Seattle, WA**  
Tracy Mitchell

BOOMTOWN RATS  
ROCKETS  
J. GEILS BAND  
38 SPECIAL  
RUPERT HOLMES  
LINDA RONSTADT  
Hottest  
FLEETWOOD MAC 5-1  
QUEEN 5-4  
DAN FOGELBERG 12-7  
HOTT 13-8  
PAT BENATAR 16-10

**KOPA/Phoenix, AZ**  
John Volpe

TOTO  
TOMMY JAMES  
BABYS  
ROBERT JOHN  
RUFUS & CHAKA  
LINDA RONSTADT  
Hottest  
KENNY ROGERS 1-1  
MICHAEL JACKSON 2-2  
PAT BENATAR 12-5  
DAN FOGELBERG 15-6  
TERI DESARIO 21-15

**KUPD/Phoenix, AZ**  
John Sebastian

AEROSHITH  
38 SPECIAL  
22 TOP  
Hottest  
TOM PETTY 3-1  
APRIL WINE 15-4  
BREATHLESS 13-10  
PINK FLOYD 27-11  
FLEETWOOD MAC 23-20

**KRLA/Los Angeles, CA**  
Rick Mancato

KOOL & THE GANG  
SISTER SLEDGE  
SCOTT ALLAN  
RAY, GOODMAN & B  
Hottest  
MICHAEL JACKSON 1-1  
QUEEN 14-3  
O'JAYS 6-4  
PEACHES & HERB 18-15  
SPINNERS 26-15

**KROQ/Tucson, AZ**  
Dan McCoy

ANDY GIBB  
RUPERT HOLMES  
BABYS  
LINDA RONSTADT  
Hottest  
ELO 1-1  
FLEETWOOD MAC 4-2  
STYX 6-3  
DAN FOGELBERG 10-7  
FOGHAT 14-10

**KRSP/Salt Lake City, UT**  
Lorraine Winegar

22 TOP  
RUPERT HOLMES  
LINDA RONSTADT  
Hottest  
EAGLES 1-1  
DAN FOGELBERG 8-4  
LED ZEPPELIN 13-5  
QUEEN 14-6  
PAT BENATAR 20-15

**KRUX/Phoenix, AZ**  
Bobby Rivers

BABYS  
JIMMY COOK  
Hottest  
TOM PETTY 1-1  
EAGLES 5-3  
FLEETWOOD MAC 12-5  
TERI DESARIO 11-6  
STEVE FORBERT 13-7

**KTAC/Tacoma, WA**  
Sean Carter

LINDA RONSTADT  
DONNA SUMMER  
TOM PETTY  
SPINNERS  
Hottest  
MICHAEL JACKSON 1-1  
FLEETWOOD MAC 11-6  
ALAN PARSONS 12-8  
FOREIGNER 14-10  
TERI DESARIO 21-15

**PARALLEL TWO**

**KENO/Las Vegas, NV**  
Bill Alexander

NEIL DIAMOND  
ROD STEWART  
SHALAMAR  
Hottest  
FLEETWOOD MAC 2-1  
HALL & GATES 5-2  
DAN FOGELBERG 14-5  
STYX 15-11  
TOTO 20-13

**KERN/Bakersfield, CA**  
Kris Mitchell

ANDY GIBB  
LINDA RONSTADT  
RUPERT HOLMES  
BABYS  
PAT BENATAR  
AIRPLAY (dp)  
Hottest  
SUGAR HILL GANG 1-1  
MICHAEL JACKSON 4-2  
TOM PETTY 10-6  
TERI DESARIO 13-8  
DAN FOGELBERG 15-11

**KFXM/San Bernardino, CA**  
Craig Powers

SPINNERS  
BARRY MANILOW  
ROBERT JOHN  
RUPERT HOLMES  
TOM PETTY  
ANDY GIBB  
PAT BENATAR  
Hottest  
FLEETWOOD MAC 1-1  
SMOKEY ROBINSON 5-5  
TERI DESARIO 14-7  
STYX 15-14  
QUEEN 28-20

**KGW/Portland, OR**  
Richard Harker

PINK FLOYD  
LINDA RONSTADT  
ANDY GIBB  
RUPERT HOLMES  
NICOLETTE LARSON  
Hottest  
MICHAEL JACKSON 1-1  
EAGLES 7-2  
TERI DESARIO 11-6  
FLEETWOOD MAC 14-7  
DAN FOGELBERG 25-15

**KJRB/Spokane, WA**  
Brian Gregory

BABYS  
DIRT BAND  
LINDA RONSTADT  
JEFF STARSHIP (dp)  
38 SPECIAL (dp)  
Hottest  
KOOL & THE GANG 6-1  
SMOKEY ROBINSON 5-2  
TERI DESARIO 11-8  
QUEEN 14-12  
DAN FOGELBERG 17-13

**KMJC/San Diego, CA**  
A.J. Roberts

ANDY GIBB  
SPINNERS  
TOTO  
LED ZEPPELIN  
TOM PETTY  
PAT BENATAR  
Hottest  
KENNY ROGERS 6-1  
TOM PETTY 10-7  
TERI DESARIO 14-10  
NEIL DIAMOND 15-11  
DAN FOGELBERG 17-13

**KROY/Sacramento, CA**  
Rick Shannon

RUPERT HOLMES  
LINDA RONSTADT  
TOTO  
BABYS  
Hottest  
TOM PETTY 1-1  
EAGLES 10-2  
QUEEN 15-6  
FLEETWOOD MAC 16-5  
ELO 23-12

**KRMZ/Broseman, MT**  
Donnie Nichols

TOM PETTY  
PINK FLOYD  
AMERICA  
TOMMY JAMES  
BABYS  
Hottest  
KENNY ROGERS 2-1  
HALL & GATES 15-11  
FOGHAT 10-13  
STEVE FORBERT 21-15  
JOHN STEWART 20-16

**KCBN/Reno, NV**  
Palmer Stewart

BABYS  
PINK FLOYD  
RUPERT HOLMES  
WAYNE NEWTON  
LINDA RONSTADT  
TAVANES  
Hottest  
EAGLES 1-1  
QUEEN 13-7  
DIRT BAND 14-11  
DAN FOGELBERG 15-14  
ANNE MURRAY 23-19

**KTKT/Tucson, AZ**  
Ed Alexander

SPINNERS  
LINDA RONSTADT  
KOOL & THE GANG  
Hottest  
DAN FOGELBERG 5-1  
STEVE FORBERT 3-2  
QUEEN 12-6  
BARRY MANILOW 17-12  
HALL & GATES 22-16

**Y94/Fresno, CA**  
Ray Appleton

PAT BENATAR  
TOM PETTY  
RUPERT HOLMES  
ANDY GIBB  
Hottest  
FLEETWOOD MAC 2-1  
QUEEN 6-3  
DAN FOGELBERG 11-7  
CHEAP TRICK 12-8  
KENNY ROGERS 15-12

**KORL/Honolulu, HI**  
Kimo Akane

# PARALLEL ONE PLAYLISTS

## EAST



- 96 KX Pittsburgh**
- 1 LRB/Cool Change
  - 2 SPINNERS/Workin' My Way...
  - 3 EAGLES/In The City
  - 4 TOM PETTY/Don't Do Me Like That
  - 5 STYX/Babe
  - 6 FOREIGNER/Head Games
  - 7 EAGLES/The Long Run
  - 8 FLEETWOOD MAC/Sara
  - 9 ROBERT PALMER/When I Wanted You
  - 10 FOREIGNER/Head Games
  - 11 SHERMAN'S/Second Time Around
  - 12 SHERMAN'S/Second Time Around
  - 13 SHERMAN'S/Second Time Around
  - 14 SHERMAN'S/Second Time Around
  - 15 SHERMAN'S/Second Time Around
  - 16 SHERMAN'S/Second Time Around
  - 17 SHERMAN'S/Second Time Around
  - 18 SHERMAN'S/Second Time Around
  - 19 SHERMAN'S/Second Time Around
  - 20 SHERMAN'S/Second Time Around



- WABC MusicRadio 77 New York**
- 1 MICHAEL JACKSON/Rock With You
  - 2 CAPT. & TENNILLE/Do That To Me...
  - 3 KENNY ROGERS/Coward Of The County
  - 4 RUPERT HOLMES/Escapes
  - 5 CLIFF RICHARD/We Don't Talk Anymore
  - 6 SMOKEY ROBINSON/Cruisin'
  - 7 STYX/Babe
  - 8 PRINCE/When I Wanna Be Your Lover
  - 9 KC & THE GANG/Please Don't Go
  - 10 SHALAMAR/Second Time Around
  - 11 DONNA SUMNER/On The Radio
  - 12 LRB/Cool Change
  - 13 SPINNERS/Workin' My Way...
  - 14 DIONNE WARWICK/Deja Vu
  - 15 WHISPERS/And The Beat Goes On
  - 16 KOD & THE GANG/Ladies' Night
  - 17 SPINNERS/Still
  - 18 KENNY LOGGINS/This Is It
  - 19 EAGLES/The Long Run
  - 20 QUEEN/Crazy Little Thing Ca
  - 21 TERI DESARIO/Yes I'm Ready



- WPGC Washington D.C.**
- 1 QUEEN/Crazy Little Thing Ca
  - 2 MICHAEL JACKSON/Rock With You
  - 3 FLEETWOOD MAC/Sara
  - 4 SMOKEY ROBINSON/Cruisin'
  - 5 TERI DESARIO/Yes I'm Ready
  - 6 PRINCE/When I Wanna Be Your Lover
  - 7 KENNY LOGGINS/This Is It
  - 8 CAPT. & TENNILLE/Do That To Me...
  - 9 JEFF. STARSHIP/Jane
  - 10 DONNA SUMNER/On The Radio
  - 11 SUGAR HILL GANG/Rapper's Delight
  - 12 TOM PETTY/Don't Do Me Like That
  - 13 LRB/Cool Change
  - 14 BILLY PRESTON & S/With You I'm Born...
  - 15 DAN FOGELBERG/Longer
  - 16 DR. HOOR/Better Love Next Time
  - 17 STEVE FORBERT/Romeo's Tune
  - 18 DIONNE WARWICK/Deja Vu
  - 19 EAGLES/The Long Run
  - 20 HALL & OATES/Wait For Me
  - 21 KOD & THE GANG/Ladies' Night
  - 22 SISTER SLEDGE/Got To Love Somebody
  - 23 SHALAMAR/Second Time Around
  - 24 ANDY GIBB/Desire
  - 25 NEIL DIAMOND/September Morn
  - 26 FOGHAT/Third Time Lucky
  - 27 RAY GOODMAN & B/Special Lady
  - 28 STYX/Babe
  - 29 CLIFF RICHARD/We Don't Talk Anymore
  - 30 ANNE MURRAY/Daydream Believer



- WPEZ Pittsburgh**
- 1 EAGLES/The Long Run
  - 2 CLIFF RICHARD/We Don't Talk Anymore
  - 3 FLEETWOOD MAC/Sara
  - 4 RUPERT HOLMES/Escapes
  - 5 MICHAEL JACKSON/Rock With You
  - 6 STEVE FORBERT/Romeo's Tune
  - 7 JEFF. STARSHIP/Jane
  - 8 KENNY LOGGINS/This Is It
  - 9 CHEAP TRICK/Voices
  - 10 LRB/Cool Change
  - 11 TOM PETTY/Don't Do Me Like That
  - 12 TERI DESARIO/Yes I'm Ready
  - 13 J.D. SOUTHER/You're Only Lonely
  - 14 QUEEN/Crazy Little Thing Ca
  - 15 SHERMAN'S/Second Time Around
  - 16 DAN FOGELBERG/Longer
  - 17 STEVE WONDER/Send One Your Love
  - 18 SPINNERS/Workin' My Way...
  - 19 STYX/Why Me
  - 20 HALL & OATES/Wait For Me
  - 21 FOREIGNER/Head Games
  - 22 RUPERT HOLMES/Escapes
  - 23 KC & THE GANG/Please Don't Go
  - 24 DR. STEWART/Talk About It
  - 25 TOMMY JAMES/Three Times In Love
  - 26 DIRTY BAND/An American Dream
  - 27 DONNA SUMNER/On The Radio
  - 28 BETTE MIDLER/When A Man Loves...
  - 29 TOTO/99
  - 30 PAT BENATAR/Hearbreaker

## Philadelphia

- 1 MICHAEL JACKSON/Rock With You
- 2 RUPERT HOLMES/Escapes
- 3 CAPT. & TENNILLE/Do That To Me...
- 4 SMOKEY ROBINSON/Cruisin'
- 5 STYX/Babe
- 6 KENNY LOGGINS/This Is It
- 7 DIONNE WARWICK/Deja Vu
- 8 CLIFF RICHARD/We Don't Talk Anymore
- 9 KENNY ROGERS/Coward Of The County
- 10 COMMODORES/Still
- 11 TERI DESARIO/Yes I'm Ready
- 12 SPINNERS/Workin' My Way...
- 13 QUEEN/Crazy Little Thing Ca
- 14 KC & THE GANG/Please Don't Go
- 15 DR. HOOR/Better Love Next Time
- 16 FLEETWOOD MAC/Sara
- 17 STEVE FORBERT/Romeo's Tune
- 18 J.D. SOUTHER/You're Only Lonely
- 19 O'JAYS/Forever Mine
- 20 NEIL DIAMOND/September Morn
- 21 ANNE MURRAY/Daydream Believer
- 22 DONNA SUMNER/On The Radio
- 23 EAGLES/In The City
- 24 RITA COOLIDGE/Just Like Leave...
- 25 DIRTY BAND/An American Dream
- 26 CRYSTAL GAYLE/Half The Way
- 27 BARRY MANILOW/When I Wanted You
- 28 ANDY GIBB/Desire

## Baltimore

- 1 PRINCE/When I Wanna Be Your Lover
- 2 CAPT. & TENNILLE/Do That To Me...
- 3 QUEEN/Crazy Little Thing Ca
- 4 BOONTOWN RATS/I Don't Like Mondays
- 5 MICHAEL JACKSON/Rock With You
- 6 RUFUS & CHARA/Do You Love What...
- 7 EAGLES/The Long Run
- 8 SPINNERS/Workin' My Way...
- 9 DIRTY BAND/An American Dream
- 10 DAN FOGELBERG/Longer
- 11 J.D. SOUTHER/You're Only Lonely
- 12 JEFF. STARSHIP/Jane
- 13 FOGHAT/Third Time Lucky
- 14 STEVE FORBERT/Romeo's Tune
- 15 DIRTY BAND/An American Dream
- 16 FLEETWOOD MAC/Sara
- 17 KOD & THE GANG/Ladies' Night
- 18 TERI DESARIO/Yes I'm Ready
- 19 J.D. SOUTHER/You're Only Lonely
- 20 KC & THE GANG/Please Don't Go
- 21 STYX/Why Me
- 22 DIRTY BAND/An American Dream
- 23 BARRY MANILOW/When I Wanted You
- 24 BILLY PRESTON & S/With You I'm Born...
- 25 HALL & OATES/Wait For Me
- 26 ANDY GIBB/Desire
- 27 RUPERT HOLMES/Escapes
- 28 BARRY MANILOW/When I Wanted You
- 29 RAY GOODMAN & B/Special Lady
- 30 CLIFF RICHARD/We Don't Talk Anymore

## Philadelphia

- 1 KENNY LOGGINS/This Is It
- 2 TOM PETTY/Don't Do Me Like That
- 3 EAGLES/The Long Run
- 4 FLEETWOOD MAC/Sara
- 5 STEVE FORBERT/Romeo's Tune
- 6 LRB/Cool Change
- 7 SANTANA/You Know That I Love
- 8 PAT BENATAR/Hearbreaker
- 9 TERI DESARIO/Yes I'm Ready
- 10 KC & THE GANG/Please Don't Go
- 11 SMOKEY ROBINSON/Cruisin'
- 12 RUPERT HOLMES/Escapes
- 13 QUEEN/Crazy Little Thing Ca
- 14 DAN FOGELBERG/Longer
- 15 FOGHAT/Third Time Lucky
- 16 RAINBOW/Since You've Been...
- 17 ROBERT PALMER/When I Wanted You
- 18 TOM PETTY/Refugee
- 19 CLIFF RICHARD/We Don't Talk Anymore
- 20 CHEAP TRICK/Voices
- 21 DIRTY BAND/An American Dream
- 22 AEROSMITH/Remember...
- 23 STYX/Why Me
- 24 DIONNE WARWICK/Deja Vu
- 25 HOLLY MATCHETT/Filipino With...
- 26 GAMMA/I'm Alive
- 27 DONNA SUMNER/On The Radio
- 28 JEFF. STARSHIP/Jane
- 29 TOTO/99
- 30 PINK FLOYD/Another Brick In The



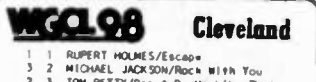
- WRKO Boston**
- 1 KENNY ROGERS/Coward Of The County
  - 2 CLIFF RICHARD/We Don't Talk Anymore
  - 3 MICHAEL JACKSON/Rock With You
  - 4 EAGLES/The Long Run
  - 5 QUEEN/Crazy Little Thing Ca
  - 6 CAPT. & TENNILLE/Do That To Me...
  - 7 ISAAC HAYES/Don't Let Go
  - 8 FLEETWOOD MAC/Sara
  - 9 RUPERT HOLMES/Escapes
  - 10 SMOKEY ROBINSON/Cruisin'
  - 11 ANNE MURRAY/Daydream Believer
  - 12 PRINCE/When I Wanna Be Your Lover
  - 13 DIONNE WARWICK/Deja Vu
  - 14 BARRY MANILOW/When I Wanted You
  - 15 KOD & THE GANG/Ladies' Night
  - 16 TERI DESARIO/Yes I'm Ready
  - 17 SPINNERS/Workin' My Way...
  - 18 FOGHAT/Third Time Lucky
  - 19 DIRTY BAND/An American Dream
  - 20 KENNY LOGGINS/This Is It
  - 21 TAVARES/Bad Times
  - 22 HALL & OATES/Wait For Me
  - 23 STEVE FORBERT/Romeo's Tune
  - 24 DONNA SUMNER/On The Radio
  - 25 NEIL DIAMOND/September Morn
  - 26 DAN FOGELBERG/Longer
  - 27 ANDY GIBB/Desire
  - 28 SHALAMAR/Second Time Around
  - 29 TOTO/99
  - 30 ROD STEWART/Talk About It



- VGN Montreal**
- 1 B-52/S'Planz Claire
  - 2 SUGAR HILL GANG/Rapper's Delight
  - 3 JEFF. STARSHIP/Jane
  - 4 BOONTOWN RATS/I Don't Like Mondays
  - 5 KENNY LOGGINS/This Is It
  - 6 QUEEN/Crazy Little Thing Ca
  - 7 PRINCE/When I Wanna Be Your Lover
  - 8 TERI DESARIO/Yes I'm Ready
  - 9 EAGLES/The Long Run
  - 10 STEVE FORBERT/Romeo's Tune
  - 11 KOD & THE GANG/Ladies' Night
  - 12 FLEETWOOD MAC/Sara
  - 13 KC & THE GANG/Please Don't Go
  - 14 DIRTY BAND/An American Dream
  - 15 CAPT. & TENNILLE/Do That To Me...
  - 16 STYX/Why Me
  - 17 BAD/No More(Enough Is...)
  - 18 ISAAC HAYES/Don't Let Go
  - 19 TOM PETTY/Don't Do Me Like That
  - 20 FOGHAT/Third Time Lucky
  - 21 MICHAEL JACKSON/Rock With You
  - 22 DONNA SUMNER/On The Radio
  - 23 SPINNERS/Workin' My Way...
  - 24 POLICE/Message In A Bottle
  - 25 JOHN STEWART/Lost Her In The Sun
  - 26 STYX/Babe
  - 27 ISAAC HAYES/Don't Let Go
  - 28 CHEAP TRICK/Voices
  - 29 TOTO/99
  - 30 STONEBOLT/Don't You Hide It



- CKOW Radio Detroit**
- 1 MICHAEL JACKSON/Rock With You
  - 2 CAPT. & TENNILLE/Do That To Me...
  - 3 QUEEN/Crazy Little Thing Ca
  - 4 KENNY ROGERS/Coward Of The County
  - 5 TERI DESARIO/Yes I'm Ready
  - 6 STYX/Babe
  - 7 SPINNERS/Workin' My Way...
  - 8 RUPERT HOLMES/Escapes
  - 9 KENNY LOGGINS/This Is It
  - 10 EAGLES/The Long Run
  - 11 KC & THE GANG/Please Don't Go
  - 12 ISAAC HAYES/Don't Let Go
  - 13 DAN FOGELBERG/Longer
  - 14 FLEETWOOD MAC/Sara
  - 15 DIRTY BAND/An American Dream
  - 16 DONNA SUMNER/On The Radio
  - 17 BILLY PRESTON & S/With You I'm Born...
  - 18 ANNE MURRAY/Daydream Believer
  - 19 NEIL DIAMOND/September Morn
  - 20 STEVE FORBERT/Romeo's Tune
  - 21 LRB/Cool Change
  - 22 BARRY MANILOW/When I Wanted You
  - 23 RUPERT HOLMES/Escapes
  - 24 SMOKEY ROBINSON/Cruisin'
  - 25 A YELLOW MUSIC ORCH/Computer Game
  - 26 BAD/No More(Enough Is...)
  - 27 ANDY GIBB/Desire
  - 28 RUPERT HOLMES/Escapes
  - 29 STYX/Why Me
  - 30 KOD & THE GANG/Too Hot



- WGLO 98 Cleveland**
- 1 RUPERT HOLMES/Escapes
  - 2 MICHAEL JACKSON/Rock With You
  - 3 TOM PETTY/Don't Do Me Like That
  - 4 KENNY ROGERS/Coward Of The County
  - 5 KENNY LOGGINS/This Is It
  - 6 EAGLES/The Long Run
  - 7 CAPT. & TENNILLE/Do That To Me...
  - 8 HALL & OATES/Wait For Me
  - 9 SMOKEY ROBINSON/Cruisin'
  - 10 ISAAC HAYES/Don't Let Go
  - 11 DAN FOGELBERG/Longer
  - 12 PRINCE/When I Wanna Be Your Lover
  - 13 FLEETWOOD MAC/Sara
  - 14 QUEEN/Crazy Little Thing Ca
  - 15 ELI/Last Train To London
  - 16 LED ZEPPELIN/Fool In The Rain
  - 17 DIONNE WARWICK/Deja Vu
  - 18 STYX/Why Me
  - 19 PINK FLOYD/Another Brick In The
  - 20 STEVE FORBERT/Romeo's Tune
  - 21 ANDY GIBB/Desire
  - 22 SPINNERS/Workin' My Way...
  - 23 SMOKEY ROBINSON/Cruisin'
  - 24 DIRTY BAND/An American Dream
  - 25 TERI DESARIO/Yes I'm Ready
  - 26 PAT BENATAR/Hearbreaker
  - 27 ANNE MURRAY/Daydream Believer
  - 28 ROBERT JOHN/Lonely Eyes
  - 29 KOD & THE GANG/Too Hot
  - 30 NEIL DIAMOND/September Morn



- 1050 chum Toronto**
- 1 LED ZEPPELIN/Fool In The Rain
  - 2 CLIFF RICHARD/We Don't Talk Anymore
  - 3 FLEETWOOD MAC/Sara
  - 4 TOM PETTY/Don't Do Me Like That
  - 5 JEFF. STARSHIP/Jane
  - 6 FOGHAT/Third Time Lucky
  - 7 RUPERT HOLMES/Escapes
  - 8 QUEEN/Crazy Little Thing Ca
  - 9 STEVE FORBERT/Romeo's Tune
  - 10 KENNY LOGGINS/This Is It
  - 11 FLYING LIZARDS/Money
  - 12 STYX/Why Me
  - 13 AEROSMITH/Remember...
  - 14 ALAN PARSONS/Damned If I Do
  - 15 STEWART/Paradise Skies
  - 16 HALL & OATES/Wait For Me
  - 17 LRB/Cool Change
  - 18 TOTO/99
  - 19 APRIL WINE/Say Hello
  - 20 FOREIGNER/Head Games
  - 21 MICHAEL JACKSON/Rock With You
  - 22 STYX/Babe
  - 23 CHEAP TRICK/Voices
  - 24 MAX WEBSTER/Paradise Skies
  - 25 PINK FLOYD/Another Brick In The
  - 26 RUSH/Spirit Of The Radio
  - 27 POLICE/Message In A Bottle
  - 28 XTC/Making Plans For Nige
  - 29 KENNY ROGERS/Coward Of The County
  - 30 SUGAR HILL GANG/Rapper's Delight



- woky Milwaukee**
- 1 KENNY ROGERS/Coward Of The County
  - 2 KOD & THE GANG/Ladies' Night
  - 3 TERI DESARIO/Yes I'm Ready
  - 4 TOM PETTY/Don't Do Me Like That
  - 5 MICHAEL JACKSON/Rock With You
  - 6 RUPERT HOLMES/Escapes
  - 7 CLIFF RICHARD/We Don't Talk Anymore
  - 8 FLEETWOOD MAC/Sara
  - 9 DIONNE WARWICK/Deja Vu
  - 10 PRINCE/When I Wanna Be Your Lover
  - 11 JEFF. STARSHIP/Jane
  - 12 QUEEN/Crazy Little Thing Ca
  - 13 KENNY LOGGINS/This Is It
  - 14 SMOKEY ROBINSON/Cruisin'
  - 15 FOGHAT/Third Time Lucky
  - 16 COMMODORES/Still
  - 17 EAGLES/The Long Run
  - 18 CAPT. & TENNILLE/Do That To Me...
  - 19 PAT BENATAR/Hearbreaker
  - 20 DIRTY BAND/An American Dream
  - 21 STEVE FORBERT/Romeo's Tune
  - 22 DAN FOGELBERG/Longer
  - 23 DONNA SUMNER/On The Radio
  - 24 STYX/Why Me
  - 25 ROBERT JOHN/Lonely Eyes
  - 26 DAN FOGELBERG/Longer
  - 27 O'JAYS/Forever Mine
  - 28 ANNE MURRAY/Daydream Believer
  - 29 ANDY GIBB/Desire
  - 30 MIKE PINERA/Godsgift My Love



- MIDWEST Q102 Cincinnati**
- 1 JEFF. STARSHIP/Jane
  - 2 EAGLES/The Long Run
  - 3 TOM PETTY/Don't Do Me Like That
  - 4 MICHAEL JACKSON/Rock With You
  - 5 CAPT. & TENNILLE/Do That To Me...
  - 6 FLEETWOOD MAC/Sara
  - 7 KENNY LOGGINS/This Is It
  - 8 FOREIGNER/Head Games
  - 9 DAN FOGELBERG/Longer
  - 10 CLIFF RICHARD/We Don't Talk Anymore
  - 11 RUPERT HOLMES/Escapes
  - 12 DR. HOOR/Better Love Next Time
  - 13 FOGHAT/Third Time Lucky
  - 14 SMOKEY ROBINSON/Cruisin'
  - 15 KOD & THE GANG/Ladies' Night
  - 16 CHEAP TRICK/Voices
  - 17 STEVE FORBERT/Romeo's Tune
  - 18 QUEEN/Crazy Little Thing Ca
  - 19 STYX/Why Me
  - 20 LRB/Cool Change
  - 21 ALAN PARSONS/Damned If I Do
  - 22 ANDY GIBB/Desire
  - 23 STEVE WONDER/Send One Your Love
  - 24 SUPERTRAMP/Take The Long Way...
  - 25 STYX/Babe
  - 26 DIRTY BAND/An American Dream
  - 27 SPINNERS/Workin' My Way...
  - 28 LED ZEPPELIN/Fool In The Rain
  - 29 PINK FLOYD/Another Brick In The
  - 30 LINDA RONSTADT/How Do I Make You



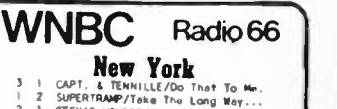
- WKBU Buffalo**
- 1 MICHAEL JACKSON/Rock With You
  - 2 KENNY ROGERS/Coward Of The County
  - 3 KENNY LOGGINS/This Is It
  - 4 GEORGE BURNS/Wish I Was 18 Again
  - 5 FLEETWOOD MAC/Sara
  - 6 EAGLES/The Long Run
  - 7 DIONNE WARWICK/Deja Vu
  - 8 DAN FOGELBERG/Longer
  - 9 SPINNERS/Workin' My Way...
  - 10 QUEEN/Crazy Little Thing Ca
  - 11 TOM PETTY/Don't Do Me Like That
  - 12 ANNE MURRAY/Daydream Believer
  - 13 CHEAP TRICK/Voices
  - 14 STEVE FORBERT/Romeo's Tune
  - 15 STYX/Why Me
  - 16 BARRY MANILOW/When I Wanted You
  - 17 JEFF. STARSHIP/Jane
  - 18 TERI DESARIO/Yes I'm Ready
  - 19 BAD/No More(Enough Is...)
  - 20 BETTE MIDLER/When A Man Loves...
  - 21 PAT BENATAR/Hearbreaker
  - 22 CAPT. & TENNILLE/Do That To Me...
  - 23 DIRTY BAND/An American Dream
  - 24 FOREIGNER/Head Games
  - 25 RUPERT HOLMES/Escapes
  - 26 ROD STEWART/Talk About It
  - 27 FOGHAT/Third Time Lucky
  - 28 ANDY GIBB/Desire
  - 29 JENNIFER WARNES/Don't Make Me Over
  - 30 TOTO/99



- FM 99 WXLO New York**
- 1 MICHAEL JACKSON/Rock With You
  - 2 CAPT. & TENNILLE/Do That To Me...
  - 3 PRINCE/When I Wanna Be Your Lover
  - 4 DONNA SUMNER/On The Radio
  - 5 KENNY ROGERS/Coward Of The County
  - 6 STYX/Babe
  - 7 CLIFF RICHARD/We Don't Talk Anymore
  - 8 SPINNERS/Workin' My Way...
  - 9 D. JAYS/Forever Mine
  - 10 KC & THE GANG/Please Don't Go
  - 11 TERI DESARIO/Yes I'm Ready
  - 12 RUPERT HOLMES/Escapes
  - 13 ISAAC HAYES/Don't Let Go
  - 14 DIONNE WARWICK/Deja Vu
  - 15 LRB/Cool Change
  - 16 SMOKEY ROBINSON/Cruisin'
  - 17 KOD & THE GANG/Ladies' Night
  - 18 KENNY LOGGINS/This Is It
  - 19 EAGLES/The Long Run
  - 20 FLEETWOOD MAC/Sara
  - 21 DR. HOOR/Better Love Next Time
  - 22 SHALAMAR/Second Time Around
  - 23 QUEEN/Crazy Little Thing Ca
  - 24 BARRY MANILOW/When I Wanted You
  - 25 RUFUS & CHARA/Do You Love What...
  - 26 STEVE FORBERT/Romeo's Tune
  - 27 ANDY GIBB/Desire
  - 28 TOTO/99
  - 29 NEIL DIAMOND/September Morn
  - 30 ANNE MURRAY/Daydream Believer



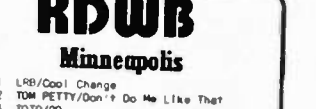
- F-105 Boston**
- 1 KENNY ROGERS/Coward Of The County
  - 2 CAPT. & TENNILLE/Do That To Me...
  - 3 QUEEN/Crazy Little Thing Ca
  - 4 MICHAEL JACKSON/Rock With You
  - 5 CLIFF RICHARD/We Don't Talk Anymore
  - 6 DONNA SUMNER/On The Radio
  - 7 DR. HOOR/Better Love Next Time
  - 8 KC & THE GANG/Please Don't Go
  - 9 RUPERT HOLMES/Escapes
  - 10 EAGLES/The Long Run
  - 11 LRB/Cool Change
  - 12 TOM PETTY/Don't Do Me Like That
  - 13 KOD & THE GANG/Ladies' Night
  - 14 ISAAC HAYES/Don't Let Go
  - 15 PRINCE/When I Wanna Be Your Lover
  - 16 STYX/Babe
  - 17 SMOKEY ROBINSON/Cruisin'
  - 18 HALL & OATES/Wait For Me
  - 19 FLEETWOOD MAC/Sara
  - 20 FOGHAT/Third Time Lucky
  - 21 STEVE FORBERT/Romeo's Tune
  - 22 ANNE MURRAY/Daydream Believer
  - 23 DIONNE WARWICK/Deja Vu
  - 24 TERI DESARIO/Yes I'm Ready
  - 25 CHEAP TRICK/Voices
  - 26 KENNY LOGGINS/This Is It
  - 27 DIRTY BAND/An American Dream
  - 28 SUPERTRAMP/Take The Long Way...
  - 29 DAN FOGELBERG/Longer
  - 30 JEFF. STARSHIP/Jane



- WNBC Radio 66 New York**
- 1 CAPT. & TENNILLE/Do That To Me...
  - 2 SUPERTRAMP/Take The Long Way...
  - 3 STEVE WONDER/Send One Your Love
  - 4 DONNA SUMNER/On The Radio
  - 5 RUPERT HOLMES/Escapes
  - 6 STYX/Babe
  - 7 CRYSTAL GAYLE/Half The Way
  - 8 EAGLES/The Long Run
  - 9 LED ZEPPELIN/All My Love
  - 10 COMMODORES/Still
  - 11 CLIFF RICHARD/We Don't Talk Anymore
  - 12 FOREIGNER/Head Games
  - 13 KENNY ROGERS/You Decorated My Life
  - 14 SPINNERS/Workin' My Way...
  - 15 MICHAEL JACKSON/Rock With You
  - 16 BARRY MANILOW/When I Wanted You
  - 17 BAD/No More(Enough Is...)
  - 18 SMOKEY ROBINSON/Cruisin'
  - 19 KENNY LOGGINS/This Is It
  - 20 DIONNE WARWICK/Deja Vu
  - 21 M/Pop Mix
  - 22 STEVE FORBERT/Romeo's Tune
  - 23 FLEETWOOD MAC/Sara
  - 24 ANNE MURRAY/Daydream Believer
  - 25 TERI DESARIO/Yes I'm Ready
  - 26 BARRY MANILOW/When I Wanted You
  - 27 DIONNE WARWICK/Deja Vu
  - 28 KC & THE GANG/Please Don't Go
  - 29 O'JAYS/Forever Mine
  - 30 SHALAMAR/Second Time Around



- KWK STEREO WK St. Louis**
- 1 SPECIAL/Rockin' Into The Nigh
  - 2 BABY'S/Back On My Feet Again
  - 3 PAT BENATAR/Hearbreaker
  - 4 TRUMP/Hey I'm On The Line
  - 5 FLEETWOOD MAC/Sara
  - 6 APRIL WINE/I Like To Rock
  - 7 HEALDOGS/The Shape Of Things...
  - 8 TOM PETTY/Refugee
  - 9 EAGLES/In The City
  - 10 STYX/Lights
  - 11 BLISS BAND/Doctor
  - 12 BREATHERLESS/Tain't It Back
  - 13 STYX/I'm Alive
  - 14 RICK DERRINGER/Goodbye
  - 15 RICHIE FURAY/I Still Have Dreams
  - 16 STYX/Love Into Midnight
  - 17 RUSH/Spirit Of The Radio
  - 18 FLEETWOOD MAC/Think About Me
  - 19 ROBERT PALMER/When I Still Be...
  - 20 TREVOR RABIN/Now
  - 21 JOURNEY/Too Late
  - 22 RED SPEEDWAGON/Back On The Road...
  - 23 DAN FOGELBERG/Longer



- KDWB Minneapolis**
- 1 LRB/Cool Change
  - 2 TOM PETTY/Don't Do Me Like That
  - 3 TOTO/99
  - 4 TOM PETTY/Refugee
  - 5 HALL & OATES/Wait For Me
  - 6 KENNY LOGGINS/This Is It
  - 7 STEVE FORBERT/Romeo's Tune
  - 8 EAGLES/Those Shoes
  - 9 DAN FOGELBERG/Longer
  - 10 FOREIGNER/If I Got Even...
  - 11 FLEETWOOD MAC/Sara
  - 12 STYX/Why Me
  - 13 EAGLES/The Long Run
  - 14 DAN FOGELBERG/Longer
  - 15 PAT BENATAR/Hearbreaker
  - 16 JEFF. STARSHIP/Jane
  - 17 BREATHERLESS/Tain't It Back
  - 18 STYX/When I Got My Feet
  - 19 TERI DESARIO/Yes I'm Ready
  - 20 TRUMP/Hey I'm On The Line
  - 21 GAMMA/I'm Alive
  - 22 STYX/Babe
  - 23 PINK FLOYD/Another Brick In The
  - 24 HOLLY MATCHETT/Filipino With...
  - 25 DONNA SUMNER/On The Radio
  - 26 DIONNE WARWICK/Deja Vu
  - 27 JOURNEY/Too Late
  - 28 BABY'S/Back On My Feet Again
  - 29 ROBERT PALMER/When I Still Be...
  - 30 JEFF. STARSHIP/Freeform At Point Zero



**98 KSLQ STEREO**

**St. Louis**

- MICHAEL JACKSON/Rock With You
- FLEETWOOD MAC/Sara
- STYX/Why Me
- PAT BENATAR/Hearbreaker
- QUEEN/Crazy Little Thing Ca
- LEWIS/Coolest Change
- PRINCE/I Wanna Be Your Lover
- CHEAP TRICK/Voces
- DIONNE WARWICK/Deja Vu
- CAPT. & TENNILLE/Do That To Me...
- DAN FOEGLBERG/Longer
- DONNA SUMMER/On The Radio
- TERI DESARIO/Yes I'm Ready
- ROBERT PALMER/Can We Still Be...
- ANNE MURRAY/Daydream Believer
- TOTO/99
- EAGLES/The Long Run
- STEVE FORBERT/Romero's Tune
- KENNY ROGERS/Coward Of The County
- ISAAC HAYES/Don't Let Go
- NEIL DIAMOND/September Morn
- TOM PETTY/Refugee
- LED ZEPPELIN/Fool In The Rain
- FOGHAT/Third Time Lucky
- TOM PETTY/Don't Do Me Like That
- O'JAYS/Forever Mine
- PINK FLOYD/Another Brick In The
- SPINNERS/Workin' My Way...
- LINDA RONSTADT/How Do I Make You
- BABYS/Back On My Feet Again
- KOOL & THE GANG/Ladies' Night
- CLIFF RICHARD/We Don't Talk Anymore
- RUSH/Spirit Of The Radio
- RUPERT HOLMES/Him
- ANDY GIBB/Desire
- JEFF. STARSHIP/Jane
- KENNY LOGGINS/This Is It
- SPECIAL/Rockin' Into The High

ADDS 14, 18, 29, 33, 34, 35, 38

ON STYX/Lights



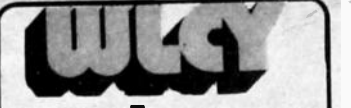
**94-G Atlanta**

- DAN FOEGLBERG/Longer
- FLEETWOOD MAC/Sara
- EAGLES/The Long Run
- QUEEN/Crazy Little Thing Ca
- DIRT BAND/An American Dream
- SANTANA/You Know That I Love
- CLIFF RICHARD/We Don't Talk Anymore
- STEVE FORBERT/Romero's Tune
- JEFF. STARSHIP/Jane
- TOTO/99
- HALL & OATES/Wait For Me
- FOREIGNER/Head Games
- TURLEY RICHARDS/You Might Need ...
- STEVE WONDERS/Send One Your Love
- RUPERT HOLMES/Escape
- PINK FLOYD/Another Brick In The
- TOM PETTY/Don't Do Me Like That
- RUPERT HOLMES/Him
- FOGHAT/Third Time Lucky
- TOM PETTY/Refugee
- JIMMY BUFFETT/Volcano
- CHUCK MANGIONE/Give It All You Got
- TOMMY JAMES/Three Times In Love
- LED ZEPPELIN/Fool In The Rain
- RICHIE FURRAY/I Still Have Dreams
- BONNIE RAITT/You're Gonna Get ...
- KENNY LOGGINS/Keep The Way...
- LINDA RONSTADT/How Do I Make You
- CHRISTOPHER CROSS/Ride Like The Wind
- BILLY PRESTON & S/With You I'm Born...

ADDS 27, 28, 29, 30

PAT BENATAR/Hearbreaker  
JOHN COUGAR/Small Paradise  
ALAN PARSONS/You Won't Be There

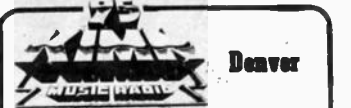
ON ZZ TOP/I Thank You  
SPECIAL/Rockin' Into The High  
BOOMTOWN RATS/I Don't Like Mondays



**Tampa**

- SMOKEY ROBINSON/Cruisin'
- KOOL & THE GANG/Ladies' Night
- TERI DESARIO/Yes I'm Ready
- MICHAEL JACKSON/Rock With You
- KENNY ROGERS/Coward Of The County
- DIONNE WARWICK/Deja Vu
- DR. HOOK/Better Love Next Time
- TOM PETTY/Don't Do Me Like That
- HALL & OATES/Wait For Me
- JIMMY BUFFETT/Volcano
- FLEETWOOD MAC/Sara
- CAPT. & TENNILLE/Do That To Me...
- PRINCE/I Wanna Be Your Lover
- EAGLES/The Long Run
- KENNY LOGGINS/This Is It
- FOGHAT/Third Time Lucky
- DAN FOEGLBERG/Longer
- O'JAYS/Forever Mine
- ROBERT JOHN/Lonely Eyes
- QUEEN/Crazy Little Thing Ca
- BUGGLES/Video Killed The...
- JEFF. STARSHIP/Jane
- PABLO CRUISE/I Want You Tonight
- LED ZEPPELIN/Fool In The Rain
- BARRBA STRISAND/Kiss Me In The Rain
- PAT BENATAR/Hearbreaker
- ANNE MURRAY/Daydream Believer
- DIRT BAND/An American Dream
- LED ZEPPELIN/Fool In The Rain
- SMOKEY ROBINSON/Cruisin'
- SPINNERS/Workin' My Way...
- INMATES/Dirty Water
- NEIL DIAMOND/September Morn
- ANDY GIBB/Desire
- TOTO/99
- BARRY MANILOW/When I Wanted You
- BABYS/Back On My Feet Again
- MICHAEL JACKSON/Off The Wall
- LINDA RONSTADT/How Do I Make You
- J. GEILS BAND/Come Back
- DIRT BAND/An American Dream
- PINK FLOYD/Another Brick In The
- RUPERT HOLMES/Him
- TOM PETTY/Refugee
- PAT BENATAR/Hearbreaker
- ANNE MURRAY/Daydream Believer

ON



**Denver**

- EAGLES/The Long Run
- FLEETWOOD MAC/Sara
- DAN FOEGLBERG/Longer
- NEIL DIAMOND/September Morn
- KENNY ROGERS/Coward Of The County
- STEVE FORBERT/Romero's Tune
- CLIFF RICHARD/We Don't Talk Anymore
- CAPT. & TENNILLE/Do That To Me...
- STYX/Why Me
- MICHAEL JACKSON/Rock With You
- JEFF. STARSHIP/Jane
- TOM PETTY/Don't Do Me Like That
- QUEEN/Crazy Little Thing Ca
- KENNY LOGGINS/This Is It
- PINK FLOYD/Another Brick In The
- HALL & OATES/Wait For Me
- CHEAP TRICK/Voces
- DIONNE WARWICK/Deja Vu
- LED ZEPPELIN/Fool In The Rain
- BARRBA STRISAND/Kiss Me In The Rain
- PAT BENATAR/Hearbreaker
- ANNE MURRAY/Daydream Believer
- DIRT BAND/An American Dream
- BARRY MANILOW/When I Wanted You
- SMOKEY ROBINSON/Cruisin'
- SPINNERS/Workin' My Way...
- SANTANA/You Know That I Love
- RUPERT HOLMES/Him
- PRINCE/I Wanna Be Your Lover
- SPINNERS/Workin' My Way...

ADDS 27, 28, 29, 30

ON TOTO/99  
TOM PETTY/Refugee  
TOMMY JAMES/Three Times In Love  
LAUREN WOOD/Hollywood  
MOLLY HATCHET/Firin' With ...  
ROBERT JOHN/Lonely Eyes  
JOURNEY/Too Late  
JENNIFER HARNES/Don't Make Me Over  
NICOLETTE LARSON/Let Me Go, Love



**610 KFRG San Francisco**

- MICHAEL JACKSON/Rock With You
- TOM PETTY/Don't Do Me Like That
- CAPT. & TENNILLE/Do That To Me...
- DONNA SUMMER/On The Radio
- KENNY ROGERS/Coward Of The County
- QUEEN/Crazy Little Thing Ca
- STYX/Babe
- PRINCE/I Wanna Be Your Lover
- JEFF. STARSHIP/Jane
- TERI DESARIO/Yes I'm Ready
- FLEETWOOD MAC/Sara
- RUPERT HOLMES/Escape
- DIONNE WARWICK/Deja Vu
- DAN FOEGLBERG/Longer
- SMOKEY ROBINSON/Cruisin'
- EAGLES/The Long Run
- PINK FLOYD/Another Brick In The
- FOGHAT/Third Time Lucky
- TOM PETTY/Refugee
- CLIFF RICHARD/We Don't Talk Anymore
- KOOL & THE GANG/Ladies' Night
- KC & BAND/Please Don't Go
- STYX/Why Me
- KENNY LOGGINS/This Is It
- LED ZEPPELIN/Fool In The Rain
- BAD/No More(Enough Is ...)
- O'JAYS/Forever Mine
- SHALAMAR/Second Time Around
- NEIL DIAMOND/September Morn
- ANDY GIBB/Desire

ADDS 28

TOTO/99  
J. GEILS BAND/Come Back

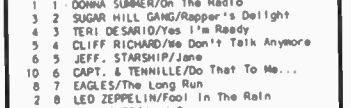
ON LINDA RONSTADT/How Do I Make You  
BABYS/Back On My Feet Again  
STEVE FORBERT/Romero's Tune  
PAT BENATAR/Hearbreaker  
MICHAEL JACKSON/Off The Wall  
KOOL & THE GANG/Too Hot  
DIRT BAND/An American Dream  
RUPERT HOLMES/Him  
AC/DC/Touch Too Much



**KBEQ Kansas City**

- MICHAEL JACKSON/Rock With You
- KENNY ROGERS/Coward Of The County
- KOOL & THE GANG/Ladies' Night
- TOM PETTY/Don't Do Me Like That
- JEFF. STARSHIP/Jane
- TERI DESARIO/Yes I'm Ready
- QUEEN/Crazy Little Thing Ca
- EAGLES/The Long Run
- DAN FOEGLBERG/Longer
- KENNY LOGGINS/This Is It
- SMOKEY ROBINSON/Cruisin'
- RUPERT HOLMES/Escape
- DIONNE WARWICK/Deja Vu
- CAPT. & TENNILLE/Do That To Me...
- PRINCE/I Wanna Be Your Lover
- STEVE FORBERT/Romero's Tune
- FLEETWOOD MAC/Sara
- COMMODORES/Still
- DIRT BAND/An American Dream
- FOGHAT/Third Time Lucky
- ALAN PARSONS/Damned If I Do
- KC & BAND/Please Don't Go
- STYX/Why Me
- PAT BENATAR/Hearbreaker
- SANTANA/You Know That I Love
- FOREIGNER/Head Games
- CHEAP TRICK/Voces
- TOTO/99
- ANNE MURRAY/Daydream Believer
- DONNA SUMMER/On The Radio
- NEIL DIAMOND/September Morn
- STEVE WONDERS/Send One Your Love
- APRIL WINE/Say Hello
- PABLO CRUISE/I Want You Tonight
- HALL & OATES/Wait For Me
- SPINNERS/Workin' My Way...
- LED ZEPPELIN/Fool In The Rain
- BARRY MANILOW/When I Wanted You
- ELD/Last Train To London
- CHUCK MANGIONE/Give It All You Got
- LINDA RONSTADT/How Do I Make You
- MOLLY HATCHET/Firin' With ...
- ZZ TOP/I Thank You
- ANDY GIBB/Desire
- RUFUS & CHAKA/Do You Love What...
- RUPERT HOLMES/Him
- PINK FLOYD/Another Brick In The
- AEROSMITH/Remember...
- TOM PETTY/Refugee

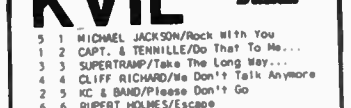
ON



**MIAMI**

- DONNA SUMMER/On The Radio
- SUGAR HILL GANG/Rapper's Delight
- TERI DESARIO/Yes I'm Ready
- CLIFF RICHARD/We Don't Talk Anymore
- JEFF. STARSHIP/Jane
- CAPT. & TENNILLE/Do That To Me...
- EAGLES/The Long Run
- LED ZEPPELIN/Fool In The Rain
- FOREIGNER/Head Games
- LRB/Cool Change
- TOM PETTY/Don't Do Me Like That
- RUFUS & CHAKA/Do You Love What...
- PRINCE/I Wanna Be Your Lover
- FLEETWOOD MAC/Sara
- ISAAC HAYES/Don't Let Go
- MIKE PINERA/Goodnight My Love
- BONNIE POINTER/I Can't Help Myself
- STEVE FORBERT/Romero's Tune
- LEIF GARRETT/Memorize Your Number
- FOGHAT/Third Time Lucky
- KC & BAND/Let's Go Rock & Roll
- KENNY LOGGINS/This Is It
- QUEEN/Crazy Little Thing Ca
- STYX/Why Me
- MICHAEL JACKSON/Rock With You
- PLEASURE/Glide
- BABYS/Back On My Feet Again
- ANDY GIBB/Desire
- FLYING LIZARDS/Money
- TOTO/99
- MICHAEL JACKSON/Off The Wall
- DAN FOEGLBERG/Longer
- PATRICE RUSHEN/Haven't You Heard

ADDS 33, 34



**KRVL Dallas**

- MICHAEL JACKSON/Rock With You
- CAPT. & TENNILLE/Do That To Me...
- SUPERTRAMP/Take The Long Way...
- CLIFF RICHARD/We Don't Talk Anymore
- KC & BAND/Please Don't Go
- RUPERT HOLMES/Escape
- LRB/Cool Change
- KOOL & THE GANG/Ladies' Night
- STYX/Why Me
- SMOKEY ROBINSON/Cruisin'
- KENNY ROGERS/Coward Of The County
- STEVE WONDERS/Send One Your Love
- ISAAC HAYES/Don't Let Go
- DONNA SUMMER/On The Radio
- NEIL DIAMOND/September Morn
- DAN FOEGLBERG/Longer
- FLEETWOOD MAC/Sara
- TERI DESARIO/Yes I'm Ready
- COMMODORES/Still
- STEVE FORBERT/Romero's Tune
- STEVE FORBERT/Romero's Tune
- ANNE MURRAY/Daydream Believer
- DIRT BAND/An American Dream
- HALL & OATES/Wait For Me
- BARRY MANILOW/When I Wanted You
- FOGHAT/Third Time Lucky
- BAABYS/Back On My Feet Again
- CARS/Dangerous Type
- ZZ TOP/I Thank You
- FOREIGNER/Head Games
- J. GEILS BAND/Come Back
- PNEVENDERS/The Walt
- RUSH/Spirit Of The Radio
- FOREIGNER/Head Games
- LINDA RONSTADT/How Do I Make You
- QUEEN/Crazy Little Thing Ca

ADDS 24, 25, 29

ON

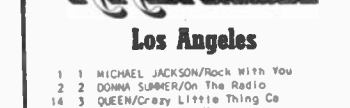


**KOPD ALL ROCK FM 98 Phoenix**

- TOM PETTY/Refugee
- PAT BENATAR/Hearbreaker
- MOLLY HATCHET/Firin' With ...
- APRIL WINE/Say Hello
- JEFF. STARSHIP/Jane
- RED SPEEDWAGON/Back On The Road...
- JOURNEY/Too Late
- AC/DC/Touch Too Much
- SANTANA/If I Wanted
- BREATHLESS/Takin' It Back
- PINK FLOYD/Another Brick In The
- TRIUMPH/Lay It On The Line
- RED SPEEDWAGON/Only The Strong ...
- RAINBOW/Since You've Been...
- TOM PETTY/Don't Do Me Like That
- CHEAP TRICK/Voces
- EAGLES/The Long Run
- COMMODORES/Still
- STYX/Why Me
- FLEETWOOD MAC/Sara
- ALAN PARSONS/Damned If I Do
- LED ZEPPELIN/Fool In The Rain
- FOGHAT/Somebody's Been...
- AEROSMITH/Remember...
- SPECIAL/Rockin' Into The High
- BAABYS/Back On My Feet Again
- LED ZEPPELIN/All My Love
- CARS/Dangerous Type
- ZZ TOP/I Thank You
- FOREIGNER/Head Games
- J. GEILS BAND/Come Back
- PNEVENDERS/The Walt
- RUSH/Spirit Of The Radio
- FOREIGNER/Head Games
- LINDA RONSTADT/How Do I Make You
- QUEEN/Crazy Little Thing Ca

ADDS 24, 25, 29

ON



**KRLA HD Radio 11 Los Angeles**

- MICHAEL JACKSON/Rock With You
- DONNA SUMMER/On The Radio
- QUEEN/Crazy Little Thing Ca
- O'JAYS/Forever Mine
- CLIFF RICHARD/We Don't Talk Anymore
- SHALAMAR/Second Time Around
- TERI DESARIO/Yes I'm Ready
- CAPT. & TENNILLE/Do That To Me...
- EAGLES/The Long Run
- DONNA SUMMER/On The Radio
- ISAAC HAYES/Don't Let Go
- ELD/Last Train To London
- RUPERT HOLMES/Escape
- DR. HOOK/Better Love Next Time
- PEACHES & HERB/I Pledge My Love
- BONNIE POINTER/I Can't Help Myself
- SMOKEY ROBINSON/Cruisin'
- KOOL & THE GANG/Ladies' Night
- BARRY MANILOW/When I Wanted You
- A21 KOOL & THE GANG/Too Hot
- NEIL DIAMOND/September Morn
- RUPERT HOLMES/Him
- DIRT BAND/An American Dream
- ANNE MURRAY/Daydream Believer
- ROD STEWART/Talk About It
- STEVE FORBERT/Romero's Tune
- ANDY GIBB/Desire

ADDS 21

SISTER SLEDGE/Got To Love Somebody  
SCOTT ALLAN/I Think We're Alone...  
RAY,GOODMAN & B/Special Lady

ON TOMMY JAMES/Three Times In Love

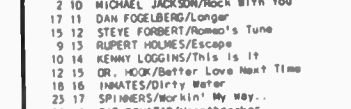


**WLS Chicago**

- RUPERT HOLMES/Escape
- KENNY ROGERS/Coward Of The County
- MICHAEL JACKSON/Rock With You
- KC & BAND/Please Don't Go
- CLIFF RICHARD/We Don't Talk Anymore
- STYX/Babe
- JEFF. STARSHIP/Jane
- CAPT. & TENNILLE/Do That To Me...
- TOM PETTY/Don't Do Me Like That
- COMMODORES/Still
- EAGLES/The Long Run
- DIONNE WARWICK/Deja Vu
- KENNY LOGGINS/This Is It
- FLEETWOOD MAC/Sara
- J.D. SOUTHER/You're Only Lonely
- STYX/Why Me
- JOURNEY/Lovin' Touchin'...
- TERI DESARIO/Yes I'm Ready
- FOREIGNER/Head Games
- SUPERTRAMP/Take The Long Way...
- QUEEN/Crazy Little Thing Ca
- EAGLES/Hearstache Tonight
- CHEAP TRICK/Dream Police
- SNOKEY ROBINSON/Cruisin'
- HERB ALPERT/Rise
- FLEETWOOD MAC/Tusk
- DAN FOEGLBERG/Longer

ADDS 16, 24

ON CHEAP TRICK/Voces  
KENNY ROGERS/You Decorated My Life

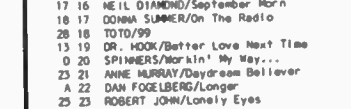


**105 TAMPA**

- TERI DESARIO/Yes I'm Ready
- KENNY ROGERS/Coward Of The County
- PRINCE/I Wanna Be Your Lover
- CAPT. & TENNILLE/Do That To Me...
- TOM PETTY/Don't Do Me Like That
- DIONNE WARWICK/Deja Vu
- FLEETWOOD MAC/Sara
- SNOKEY ROBINSON/Cruisin'
- QUEEN/Crazy Little Thing Ca
- MICHAEL JACKSON/Rock With You
- DAN FOEGLBERG/Longer
- STEVE FORBERT/Romero's Tune
- RUPERT HOLMES/Escape
- KENNY LOGGINS/This Is It
- DR. HOOK/Better Love Next Time
- INMATES/Dirty Water
- SPINNERS/Workin' My Way...
- PAT BENATAR/Hearbreaker
- JEFF. STARSHIP/Jane
- STYX/Why Me
- EAGLES/The Long Run
- KOOL & THE GANG/Ladies' Night
- PINK FLOYD/Another Brick In The
- JIMMY BUFFETT/Volcano
- CHEAP TRICK/Voces
- ANDY GIBB/Desire
- DONNA SUMMER/On The Radio
- TOM PETTY/Refugee
- MICHAEL JACKSON/Off The Wall
- RUPERT HOLMES/Him

ADDS 27, 29

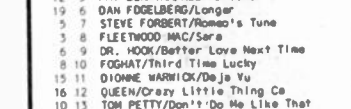
ON NEIL DIAMOND/September Morn  
TOTO/99  
BABYS/Back On My Feet Again  
DIRT BAND/An American Dream  
AEROSMITH/Remember...  
LED ZEPPELIN/Fool In The Rain  
MOLLY HATCHET/Firin' With ...  
BRUCE SPRINGSTEEN/Devil Medley  
STYX/Haven't You Heard



**104 KRBE HOUSTON'S SUPER ROCK Houston**

- CAPT. & TENNILLE/Do That To Me...
- SNOKEY ROBINSON/Cruisin'
- QUEEN/Crazy Little Thing Ca
- KENNY ROGERS/Coward Of The County
- MICHAEL JACKSON/Rock With You
- TERI DESARIO/Yes I'm Ready
- DIONNE WARWICK/Deja Vu
- RUPERT HOLMES/Escape
- FLEETWOOD MAC/Sara
- CLIFF RICHARD/We Don't Talk Anymore
- EAGLES/The Long Run
- STEVE FORBERT/Romero's Tune
- SANTANA/You Know That I Love
- HOUNDS/Under My Thumb
- LTO/Stranger
- NEIL DIAMOND/September Morn
- DONNA SUMMER/On The Radio
- TOTO/99
- DR. HOOK/Better Love Next Time
- SPINNERS/Workin' My Way...
- ANNE MURRAY/Daydream Believer
- DAN FOEGLBERG/Longer
- ROBERT JOHN/Lonely Eyes
- CHEAP TRICK/Voces
- TOM PETTY/Don't Do Me Like That
- RUFUS & CHAKA/Do You Love What...
- BLOOMIE/The Hardest Part
- PINK FLOYD/Another Brick In The
- LED ZEPPELIN/Fool In The Rain
- STYX/Babe
- ZZ TOP/99
- LINDA RONSTADT/How Do I Make You
- TOM PETTY/Refugee
- PAT BENATAR/Hearbreaker
- DIRT BAND/An American Dream
- ANDY GIBB/Desire
- AEROSMITH/Remember...
- ZZ TOP/Cheap Sunglasses

ON

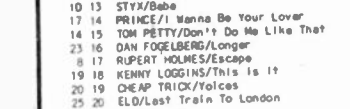


**NOPA FM 100 Phoenix**

- KENNY ROGERS/Coward Of The County
- MICHAEL JACKSON/Rock With You
- LRB/Cool Change
- PRINCE/I Wanna Be Your Lover
- PAT BENATAR/Hearbreaker
- DAN FOEGLBERG/Longer
- STEVE FORBERT/Romero's Tune
- FLEETWOOD MAC/Sara
- DR. HOOK/Better Love Next Time
- FOGHAT/Third Time Lucky
- DIONNE WARWICK/Deja Vu
- QUEEN/Crazy Little Thing Ca
- TOM PETTY/Don't Do Me Like That
- CHEAP TRICK/Voces
- STYX/Why Me
- TERI DESARIO/Yes I'm Ready
- CAPT. & TENNILLE/Do That To Me...
- NEIL DIAMOND/September Morn
- KOOL & THE GANG/Ladies' Night
- ISAAC HAYES/Don't Let Go
- TOM PETTY/Refugee
- SANTANA/You Know That I Love
- ANNE MURRAY/Daydream Believer
- PINK FLOYD/Another Brick In The
- HALL & OATES/Wait For Me
- BAD/No More(Enough Is ...)
- NICOLETTE LARSON/Let Me Go, Love
- DONNA SUMMER/On The Radio
- ANDY GIBB/Desire
- MOLLY HATCHET/Firin' With ...

ADDS 27, 29

ON TOTO/99  
TOM PETTY/Refugee  
BABYS/Back On My Feet Again  
ROBERT JOHN/Lonely Eyes  
RUFUS & CHAKA/Do You Love What...  
LINDA RONSTADT/How Do I Make You  
SPINNERS/Workin' My Way...  
KOOL & THE GANG/Too Hot



**B100 FM San Diego**

- MICHAEL JACKSON/Rock With You
- EAGLES/The Long Run
- FLEETWOOD MAC/Sara
- CAPT. & TENNILLE/Do That To Me...
- DIONNE WARWICK/Deja Vu
- QUEEN/Crazy Little Thing Ca
- KOOL & THE GANG/Ladies' Night
- KENNY ROGERS/Coward Of The County
- SNOKEY ROBINSON/Cruisin'
- TERI DESARIO/Yes I'm Ready
- COMMODORES/Still
- LED ZEPPELIN/Fool In The Rain
- STYX/Babe
- PRINCE/I Wanna Be Your Lover
- TOM PETTY/Don't Do Me Like That
- DAN FOEGLBERG/Longer
- RUPERT HOLMES/Escape
- KENNY LOGGINS/This Is It
- CHEAP TRICK/Voces
- ELD/Last Train To London
- STYX/Why Me
- JEFF. STARSHIP/Jane
- BREATHLESS/Takin' It Back
- DONNA SUMMER/On The Radio
- STEVE FORBERT/Romero's Tune
- ISAAC HAYES/Don't Let Go
- TOM PETTY/Refugee
- SANTANA/You Know That I Love
- RUPERT HOLMES/Him
- PAT BENATAR/Hearbreaker

ADDS NONE

ON PINK FLOYD/Another Brick In The  
DIRT BAND/An American Dream  
TOTO/99

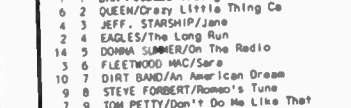


**SOUTH**

**7-97 Ft. Worth/Dallas**

- PINK FLOYD/Another Brick In The
- EAGLES/The Long Run
- ZZ TOP/I Thank You
- KENNY LOGGINS/This Is It
- FLEETWOOD MAC/Sara
- J.D. SOUTHER/You're Only Lonely
- TOM PETTY/Refugee
- QUEEN/Crazy Little Thing Ca
- KENNY ROGERS/Coward Of The County
- RED SPEEDWAGON/Only The Strong ...
- CARS/It's All I Can Do
- ALAN PARSONS/Damned If I Do
- STYX/Babe
- JEFF. STARSHIP/Jane
- BLOOMIE/Dreaming
- PAKASAS/Reason To Be
- TOM PETTY/Don't Do Me Like That
- JOURNEY/Too Late
- MICHAEL JACKSON/Rock With You
- CLIFF RICHARD/We Don't Talk Anymore
- TRIUMPH/Lay It On The Line
- ELD/Constitution
- AEROSMITH/Remember...
- FOREIGNER/Head Games
- FOGHAT/Third Time Lucky

ADDS 17, 25



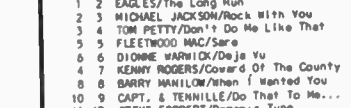
**Z-93 Atlanta**

- DAN FOEGLBERG/Longer
- EAGLES/The Long Run
- JEFF. STARSHIP/Jane
- EAGLES/The Long Run
- DONNA SUMMER/On The Radio
- FLEETWOOD MAC/Sara
- DIRT BAND/An American Dream
- STEVE FORBERT/Romero's Tune
- TOM PETTY/Don't Do Me Like That
- TERI DESARIO/Yes I'm Ready
- MICHAEL JACKSON/Rock With You
- KENNY ROGERS/Coward Of The County
- CAPT. & TENNILLE/Do That To Me...
- DIONNE WARWICK/Deja Vu
- PRINCE/I Wanna Be Your Lover
- LED ZEPPELIN/Fool In The Rain
- FOREIGNER/Head Games
- RUFUS & CHAKA/Do You Love What...
- HALL & OATES/Wait For Me
- STYX/Why Me
- TOM PETTY/Refugee
- ANDY GIBB/Desire
- ISAAC HAYES/Don't Let Go
- ANNE MURRAY/Daydream Believer
- PRINCE/I Wanna Be Your Lover
- ROBERT JOHN/Lonely Eyes
- TERI DESARIO/Yes I'm Ready
- NEIL DIAMOND/September Morn
- RUPERT HOLMES/Escape
- BABYS/Back On My Feet Again
- SHALAMAR/Second Time Around
- JOHN STEWART/Lost Her In The Sun
- LINDA RONSTADT/How Do I Make You
- CDB/Country Boys
- DIRT BAND/An American Dream
- JOYCE COBB/Dig The Gold
- PATRICE RUSHEN/Haven't You Heard

ADDS 30

RUPERT HOLMES/Him  
PINK FLOYD/Another Brick In The  
BILLY PRESTON & S/With You I'm Born...

ON

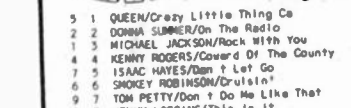


**64 KEI RADIO Los Angeles**

- DONNA SUMMER/On The Radio
- EAGLES/The Long Run
- MICHAEL JACKSON/Rock With You
- TOM PETTY/Don't Do Me Like That
- FLEETWOOD MAC/Sara
- DIONNE WARWICK/Deja Vu
- KENNY ROGERS/Coward Of The County
- BARRY MANILOW/When I Wanted You
- CAPT. & TENNILLE/Do That To Me...
- STEVE FORBERT/Romero's Tune
- KOOL & THE GANG/Ladies' Night
- QUEEN/Crazy Little Thing Ca
- O'JAYS/Forever Mine
- FOGHAT/Third Time Lucky
- KENNY LOGGINS/This Is It
- DAN FOEGLBERG/Longer
- ELD/Last Train To London
- SPINNERS/Workin' My Way...
- ANDY GIBB/Desire
- SUGAR HILL GANG/Rapper's Delight
- STYX/Why Me
- CLIFF RICHARD/We Don't Talk Anymore
- MICHAEL JACKSON/Off The Wall
- ISAAC HAYES/Don't Let Go
- ANNE MURRAY/Daydream Believer
- PRINCE/I Wanna Be Your Lover
- ROBERT JOHN/Lonely Eyes
- TERI DESARIO/Yes I'm Ready
- NEIL DIAMOND/September Morn
- RUPERT HOLMES/Escape
- BABYS/Back On My Feet Again
- SHALAMAR/Second Time Around
- JOHN STEWART/Lost Her In The Sun
- LINDA RONSTADT/How Do I Make You
- CDB/Country Boys
- DIRT BAND/An American Dream
- JOYCE COBB/Dig The Gold
- PATRICE RUSHEN/Haven't You Heard

ADDS NONE

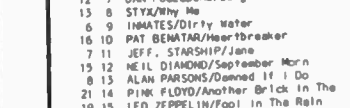
ON TOM PETTY/Refugee  
LINDA RONSTADT/How Do I Make You  
PAT BENATAR/Hearbreaker



**KEARIB 101 FM Los Angeles**

- QUEEN/Crazy Little Thing Ca
- DONNA SUMMER/On The Radio
- MICHAEL JACKSON/Rock With You
- KENNY ROGERS/Coward Of The County
- ISAAC HAYES/Don't Let Go
- SNOKEY ROBINSON/Cruisin'
- TOM PETTY/Don't Do Me Like That
- KENNY LOGGINS/This Is It
- TERI DESARIO/Yes I'm Ready
- PRINCE/I Wanna Be Your Lover
- RUPERT HOLMES/Escape
- FLEETWOOD MAC/Sara
- DAN FOEGLBERG/Longer
- DIONNE WARWICK/Deja Vu
- EAGLES/The Long Run
- LED ZEPPELIN/Fool In The Rain
- NEIL DIAMOND/September Morn
- ELD/Last Train To London
- SHALAMAR/Second Time Around
- SPINNERS/Workin' My Way...
- STYX/Why Me
- MICHAEL JACKSON/Off The Wall
- HALL & OATES/Wait For Me
- DIRT BAND/An American Dream
- STEVE FORBERT/Romero's Tune
- KOOL & THE GANG/Too Hot
- ANNE MURRAY/Daydream Believer
- BARRY MANILOW/When I Wanted You
- RUPERT HOLMES/Him
- TOTO/99
- ADDS NONE

ON TOM PETTY/Refugee  
LINDA RONSTADT/How Do I Make You  
PAT BENATAR/Hearbreaker



**KJR 950 Seattle**

- FLEETWOOD MAC/Sara
- STEVE FORBERT/Romero's Tune
- FOREIGNER/Head Games
- QUEEN/Crazy Little Thing Ca
- TOM PETTY/Don't Do Me Like That
- EAGLES/The Long Run
- DAN FOEGLBERG/Longer
- STYX/Why Me
- INMATES/Dirty Water
- PAT BENATAR/Hearbreaker
- JEFF. STARSHIP/Jane
- NEIL DIAMOND/September Morn
- ALAN PARSONS/Damned If I Do
- PINK FLOYD/Another Brick In The
- LED ZEPPELIN/Fool In The Rain
- JOHN COUGAR/I Head

# PARALLELS.

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS.

183 REPORTS

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

Regional	100/25	65%	National	Summary
Reach	100/25	65%	Up	51
E	33%		Same	24
M	21%		Down	0
S	56%		Adds	25
W	19%			

**EXAMPLE**

100/25 — 100 R&R reporting stations on it this week, 25 of those 100 added it this week

65% — Percentage of this week's reporting stations playing it

Regional Reach — Percentages of this week's reporting stations playing the song within the four tracking regions.

National Summary Up 51 — Number of stations moving it UP on their charts

Same 24 — Number of stations holding it STATIONARY on their charts (to be added to on 31-31, etc.)

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

Adds 25 — Again number of stations ADDING it this week

**BABYS**  
Back On My... (Chrysalis)  
LP: Union Jacks

Regional	87/33	48%	National	Summary
Reach	87/33	48%	Up	13
E	28%		Same	26
M	41%		Down	0
S	54%		Adds	32
W	5%			

**PAT BENATAR**  
Heartbreaker (Chrysalis)  
LP: In The Heart Of The Night

Regional	94/19	51%	National	Summary
Reach	94/19	51%	Up	51
E	36%		Same	22
M	54%		Down	3
S	52%		Adds	15
W	6%			

**NEIL DIAMOND**  
September Morn (Columbia)  
LP: September Morn

Regional	145/15	78%	National	Summary
Reach	145/15	78%	Up	11
E	24%		Same	11
M	75%		Down	1
S	6%		Adds	13
W	76%			

**CHEAP TRICK**  
Voices (Epic)  
LP: Dream Police

Regional	120/11	66%	National	Summary
Reach	120/11	66%	Up	7
E	33%		Same	27
M	61%		Down	16
S	6%		Adds	1
W	6%			

**TERI DESARIO**  
Yes, I'm Ready (Casablanca)  
LP: Moonlight Madness

Regional	160/3	87%	National	Summary
Reach	160/3	87%	Up	13
E	54%		Same	10
M	6%		Down	0
S	76%		Adds	3
W	76%			

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

Regional	100/25	65%	National	Summary
Reach	100/25	65%	Up	51
E	33%		Same	24
M	21%		Down	0
S	56%		Adds	25
W	19%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**NEIL DIAMOND**  
September Morn (Columbia)  
LP: September Morn

Regional	145/15	78%	National	Summary
Reach	145/15	78%	Up	11
E	24%		Same	11
M	75%		Down	1
S	6%		Adds	13
W	76%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**ELO**  
Last Train To London (J&R)  
LP: Discovery

Regional	102/2	56%	National	Summary
Reach	102/2	56%	Up	15
E	43%		Same	15
M	5%		Down	10
S	52%		Adds	2
W	52%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DAN FOGLBERG**  
Longer (Full Moon/Epic)  
LP: Phoenix

Regional	175/7	96%	National	Summary
Reach	175/7	96%	Up	11
E	8%		Same	11
M	0%		Down	0
S	100%		Adds	0
W	0%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**FLEETWOOD MAC**  
Sara (WB)  
LP: Tusk

Regional	178/0	97%	National	Summary
Reach	178/0	97%	Up	13
E	10%		Same	25
M	1%		Down	6
S	88%		Adds	2
W	1%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			

**DIRT BAND**  
An American Dream (UA)  
LP: An American Dream

Regional	160/9	82%	National	Summary
Reach	160/9	82%	Up	10
E	30%		Same	17
M	6%		Down	6
S	57%		Adds	9
W	6%			



**QUEEN**  
*Crazy Little Thing... (Elektra)*  
LP: Queen  
176/3 86%

**BANTANA**  
*You Know That I... (Columbia)*  
LP: Meridian  
82/0 48%

**SPINNERS**  
*Workin' My Way... (Atlantic)*  
143/18 78%

**DONNA SUMMER**  
*On The Radio (Casablanca)*  
LP: On The Radio  
108/18 80%

**DIONNE WARWICK**  
*Deja Vu (Arista)*  
LP: Dionne  
143/3 78%

**ZZ TOP**  
*I Thank You (WB)*  
LP: Dequette  
82/10 29%

**JOHN STEWART**  
*Lost Her In The Sun (RSO)*  
LP: Bomba A Dream Babies  
57/7 31%

**LINDA RONSTADT**  
*How Do I Make You (Asylum)*  
LP: Mad Love  
84/77 48%

**ROD STEWART**  
*I Don't Want To Talk... (WB)*  
LP: Greatest Hits  
68/7 37%

**STYX**  
*Why Me (A&M)*  
LP: Cornerstone  
144/2 78%

**TOTO**  
*99 (Columbia)*  
LP: Hyde  
148/15 81%

**ROBERT PALMER**  
*Can We Still Be Friends? (Island) 22/2*  
Move: Up 12, Same 7, Down 1. Adds 2, KOWB, KSLQ, WFI 17-17, 98KX 11.8, WNOE 31.28, WSKZ 30-27, WANS FM 32.29.

**38 SPECIAL**  
*"Rockin' Into The Night" (A&M) 18/7*  
Move: Up 6, Same 7, Down 0, Adds 7, KSLQ, KJR, KUPD, KJRB, WLZB, WFOK, KRCL, KWK 2.1, KNOW 31-27, Y103 4-3.

**RAY, GOODMAN & BROWN**  
*"Special Lady" (Polydor) 17/14*  
Move: Up 3, Same 0, Down 0, Adds 14, including WCAO, KRLA, WFBR, WNOE, WBBQ, WRVQ, WXIL, WSEZ.

**MICHAEL JACKSON**  
*"Off The Wall" (Epic) 17/9*  
Move: Up 6, Same 2, Down 0, Adds 8, WRKO, Q105, WLZY, WSGN, WRJZ, WRVQ, WISM, KX104, KBDF.

**BOOMTOWN RATS**  
*"I Don't Like Mondays" (Columbia) 16/8*  
Move: Up 4, Same 6, Down 0, Adds 6, KJR, WRJZ, WVIC, K233, WFOK, WSPF, CKQM 4-4, WSKZ 24-17.

**JOURNEY**  
*"Too Late" (Columbia) 18/1*  
Move: Up 8, Same 6, Down 2, Adds 1, WIGY, Z87 25-18, KOWB 23-28, WNAF 4-28, KRSP 23-21, KQWB FM 19-15.

**SISTER SLEDGE**  
*"Got To Love Somebody" (Cotillion) 14/3*  
Move: Up 4, Same 7, Down 0, Adds 3, KRLA, KC101, WKIX, KXX105 27-22, Y103 33-28, WYRE 25-24.

**JOHN COUGAR**  
*"Small Paradise" (Riva) 12/4*  
Move: Up 1, Same 7, Down 0, Adds 4, KQ, KNOW, KRUX, CK101, WNAF 22-18.

**DOLLAR**  
*"Shooting Star" (Carrera/Atco) 12/2*  
Move: Up 15, Same 4, Down 1, Adds 2, KRCL, KBIM, WFBG 20-18, WANS FM 38-38, KSLY 21-15.

**BONNIE POINTER**  
*"I Can't Help Myself" (Motown) 11/1*  
Move: Up 8, Same 2, Down 0, Adds 1, PRO-FM, Y100 21-18, KRLA 18-18, KEEL 35-30, WCIR 27-19, WTMA 14-8.

**KENNY NOLAN**  
*"Us And Love, We Go Together" (Casablanca) 10/8*  
Move: Up 1, Same 1, Down 0, Adds 8, WGCL, WLAC, WNOX, WHEB, WCIR, WXIL, FM98, WSPF.

**TURLEY RICHARDS**  
*"You Might Need Somebody" (Atlantic) 10/4*  
Move: Up 4, Same 2, Down 0, Adds 4, WKEE, WTKX, Y100, WTMA, KQ 18-12, KXX105 28-24.

**PEACHES & HERB**  
*"I Pledge My Love" (Polydor) 10/3*  
Move: Up 6, Same 2, Down 0, Adds 3, KBWB, WKEE, WTSN, KRLA 18-18, J8105 34-28, WXIL 19-13.

**TAVARES**  
*"Bad Times" (Capitol) 10/3*  
Move: Up 4, Same 3, Down 0, Adds 3, WICC, WNOE, KCBN, WRKO 30-21, PRO-FM 24-21, WIGY 32-30.

**REPORTING STATIONS:**  
EAST: WKTV/New York, NY, Paul Zarcone, WCAU/Philadelphia, PA, Roy Perry, WZZD/Philadelphia, PA, Mark Serpas, WKYS/Washington, DC, Donnie Simpson.  
SOUTH: KSET/E Paso, TX, Chuck Kelly, WPEG/Charlotte, NC, Lynn Van Poole, WOKF/Tampa, FL, Scott Robbins.  
MIDWEST: WDMT/Cleveland, OH, Richie Palstra, WDAU/Chicago, IL, Mary Klug, KJLA/Kansas City, MO, Mark Galder.  
WEST: KTLK/Denver, CO, Bruce Blason, KXTC/Phoenix, AZ, Alice Torres, KMYT/Tucson, AZ, Rich Brother Robin, KSFX/San Francisco, CA, Jim Smith, KIS-FM/Los Angeles, CA, Mike Wagner.

**Others Getting Significant Action**  
Continued from the Back Page

**W**

**Z**

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**U**

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EAST: WKTV/New York, NY, Paul Zarcone, WCAU/Philadelphia, PA, Roy Perry, WZZD/Philadelphia, PA, Mark Serpas, WKYS/Washington, DC, Donnie Simpson.  
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**DANCEMUSIC RADIO**

- HOTTEST**
- RUFUS & CHAKA "Do You Love What You Feel" (MCA)
  - PRINCE "I Wanna Be Your Lover" (WB)
  - MICHAEL JACKSON "Rock With You" (Epic)
  - SHALAMAR "Second Time Around" (Solar/RCA)
  - PATRICE RUSHEN "Haven't You Heard" (Elektra)
- NEW & ACTIVE**
- DAN HARTMAN "Reight My Fire" (Blue Sky)
  - SLAVE "Just A Touch Of Love" (Cotillion)
  - KOOL & THE GANG "Too Hot" (De-Lite)
  - NARADA MICHAEL WALDEN "I Shoulda Loved Ya" (Atlantic)
  - WHISPERS "And The Beat Goes On" (Solar/RCA)
  - SISTER SLEDGE "Got To Love Somebody" (Cotillion)
  - INNER LIFE "I'm Caught Up" (Prelude)
  - FESTIVAL "Don't Cry For Me Argentina - Evita" (RSO)
  - ANDY GIBB "Desire" (RSO)
  - LA FLAVOUR "Mandolay" (Sweet City)



# TOP QUALITY FOR TOP-40 FROM ZZ TOP



CHUM on  
Z97 3-3  
94Q on  
KBEQ add  
WGCL add  
KJR deb 24  
KUPD add 29  
WICC on  
WPST on  
WKEE add

WHBQ 23-21  
KAUM 21-18  
KNOW 37-34  
KEEL deb 35  
WFMF on  
YIO3 on  
95SGF add  
WLAC add  
WSKZ on  
WRJZ deb 30  
WNOX deb 29

WKIX add  
WVIC add  
KWEN add  
WNAP add  
WMEE on  
WOW add  
KJRB on  
KRSP add  
KRUX on  
KTKT on  
KRKE-FM deb 23

WFBG 38-34  
WEEQ on  
WCIR on  
WXIL deb 30  
WAAY on  
GIOO on  
KX104 on  
WFOX 26-20  
WSEZ deb 31  
WANS-FM add  
WROV on

KILE on  
KSEL deb 27  
KQWB-FM 33-32  
WRKR add  
WSPT add 25  
WRBR add  
KDZA add  
KQDI add  
KFXD on  
KRLC 30-27

# “I THANK YOU” ZZ TOP

PRODUCED BY  BILL HAM  
On Warner Bros. Records

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# THE PICTURE PAGES

## Jackson Glitters As Solo Artist



Prior to their performance at L.A.'s Forum, Epic recording artists the Jacksons gather round to congratulate Michael on his double platinum solo LP, "Off The Wall." Joining in the presentation are (l-r) Marlon, Tito, Michael and Jackie Jackson; Epic/Portrait VP Frank Rand; E/PIA's Jeff Siroty, Michael Alhadeff, Larry Stessel, and John Vana; and "Off The Wall"'s producer Quincy Jones.

## Jimmy Buffeted By Dolphins



MCA recording artist Jimmy Buffett takes some playful kidding from members of the Miami Dolphins football team after his Miami Jal Lai performance. Seated (l-r) are linbacker Kim Bokamper, Buffett, linbacker Rusty Chambers and safety Glen Blackwood. Standing (l-r) are quarterback Guy Benjamin, MCA's Roman Marcinkiewicz and wide receiver Jimmy Cefalo.

## Blondie Previews Album Video In L.A.



The first full-length album video by Chrysalis recording artists Blondie, was recently shown to the L.A. radio community. Pictured (l-r) are Pat Olivas, FM 100's Miranda Frederick, Chrysalis's Linda Steiner, KLOS PD Damion, Carol Snyder, KLOS Asst. PD Cayce Butler, KMET Asst. PD Jack Snyder, Chrysalis's Toby Lubov, and (kneeling) KROQ MD Larry Groves and Chrysalis's Billy Taylor and Scott Kranzberg.

## Houston Has RCA's Ear



RCA Records recently announced the signing of Thelma Houston to a long-term worldwide contract. Her first RCA album, "Breakwater Cat," is to be released later this month. Pictured above are (l-r) RCA Records' VP Eddie DeJoy, Thelma Houston, RCA Records-U.S.A. VP Bob Faad, and Sandy Gellin of White Diamond Production Company.

## Whisky Welcomes Bullens Back



Casablanca's Cindy Bullens recently performed in L.A.'s Whisky-A-Go-Go after returning from an Eastern tour to promote her debut Casablanca LP, "Steal The Night." A number of Casablanca staffers are shown congratulating the 1980 Grammy nominee. Shown are (l-r) VP David Shein, manager Connie Pappas, VP Pete Jones, Kevin Keogh, VP Don Wasley, Cindy Bullens, President Nail Bogart, label's Larry Tollin, VP Roberta Skopp, and Chairman of the Board Peter Guber.

## Orlando Takes The IRTS Higher



Tony Orlando performed at the International Radio & Television Society's most successful Christmas benefit at New York's Waldorf-Astoria. Pictured (l-r) are McGavren Guild Radio President (and IRTS Entertainment Co-Chairman) Ralph Guild, Orlando, and ABC Radio VP (and the other Entertainment Co-Chairman) Rick Sklar.

# THE PICTURE PAGES

## Columbia Promotion Poses For Portrait



At the conclusion of their recent meetings, members of the Columbia Records national and field promotion team posed for a group portrait. Seen on the scene along with the team are (far left, bottom) Columbia VP Ed Hynes, who chaired the meetings, (far right, bottom) CBS Records Division President Bruce Lundvall, and (center) Columbia VP Joe Mansfield.

## Grammy Time Again



Nominations for the 22nd Annual Grammy Awards, to be presented on February 27, were announced by former award winners Lou Rawls, Dobby Boone, and (seated right) 96-year-old show business veteran, Eubie Blake, who fittingly announced the Best New Artist nominations. National President of The Recording Academy (NARAS), Jay S. Lowy, is also pictured.

## Country Comes To The City



In a recent appearance on the West Coast, Gene Watson performed several numbers from his latest Capitol LP, "Should I Come Home," at the Landmark in Glendale, CA. Shown congratulating him after the show are Capitol execs (l-r) Larry Hathaway, VP Keith Harding, President Dave Evans, Susan Scharf, VP Rupert Perry, Watson, VP Bob Young, VP Walter Lee, VP Dan Davis, and Renny Martini.

## E/A Execs Thank Hank



Following his recent performance at the Lone Star Cafe in New York City, Elektra/Asylum's Hank Williams Jr. (second from left) was congratulated backstage by several label execs, including, from left: VP/IGM of Nashville operations Jimmy Bowen and label's Nancy Goldstein, Mark Hammerman, and Ralph Ebler.

## Polydor Pacts NYC's 3-D



Polydor Records has pacted New York-based rock group 3-D, whose self-titled debut album, produced by Ken Scott, will be released in January. Seen at the signing are (bottom row, l-r) Polydor VP Rick Stevens, group's Ted Wender and Nick Stevens, 3-D manager John Doumanlan, Polydor Exec. VP Dick Kline, label's Stu Fine, and Jerry Voisin; (top row, l-r) group's Keiv Ginsberg, Mike Fink, and Rick Zivic, road manager Andy Justin, and Polydor President Fred Haayen.

## Stoner Rocks On MCA



Rob Stoner, former musical director for Bob Dylan and musician/vocalist/songwriter, has signed an exclusive recording agreement with MCA Records. His debut LP is currently in production. Shown at signing ceremonies are (l-r) VP/IGM MCA Records Ray D'Ariano, Stoner and MCA Records President Bob Siner.

# **“Let Me Go”**

## **Continues to grow:**

WFIL add  
WGCL on  
KIMN on  
KOPA 30-27  
WICC deb 30  
WHYN 37-33  
WKEE on  
KNOW 16-14  
WTIX 39-34  
WNOE 38-29  
Y103 31-25  
BJ105 39-32  
95SGF on  
WSKZ 29-26  
WRJZ 27-25  
WNOX deb 28  
WKIX on  
WAYS 33-32  
WVIC 38-35  
WISM on  
WNAP deb 27  
WMEE add  
WOW on  
WZZP deb 29  
Y94 26-21  
KJRB deb 31  
KGW add  
KRUX on



WJBQ add  
WGUY on  
WLBZ 31-28  
WIGY 25-19  
WHEB add  
13FEA deb 29  
WEEO deb 30  
WCIR on  
WXIL on  
WAAY 29-18  
WHYH 23-18  
WERC deb 22  
WFOX deb 28  
WSEZ 39-35  
WTMA deb 26  
WROV 23-18  
FM99 on  
WKXY add  
KKXL 24-22  
WRKR 34-31  
KSLY on  
KDZA on  
KBDF 23-17  
KQDI on  
KBOZ deb 26  
KFXD on  
KRLC on  
KBIM add

# **Nicolette Larson**

## **“Let Me Go, Love”**

Produced by Ted Templeman



on Warner Bros. Records



# Black Radio

## Bill Speed

### Keith Adams: An Audio Magazine For Programmers

Keith Adams recently left one of the most important programming posts in Black radio: VP/Programming of the powerful BENI (Broadcast Enterprises National, Inc.) chain. He had worked at KATZ/St. Louis and KDIA/Oakland before joining BENI, and once there established a number of modernized music and research systems. Since he resigned speculation has run high about his future plans. Now R&R brings you the first report on this talented programmer's new conception for the 80's — an "audio magazine" for programmers called Concept One. It's certainly one of the most interesting ideas I've heard in a while. Read on.



Keith Adams

**R&R:** Most recently, Keith, you resigned from your position in programming with BENI. What happened?

**KA:** The President of the company asked for my resignation, and I gave it to him.

**R&R:** What do you think prompted your resignation?

**KA:** Well, I think the company was at a point where it needed a new direction, and he basically made some administrative shifts on the executive level, and did what, I think, he thought was best.

**R&R:** Well, how is this going to affect your career?

**KA:** It affects me in a fantastic way, believe it or not. I had sort of made up in my mind that I was going to have to do something else anyway, and luckily I had been working on the other thing that I wanted to do, so when he asked for my resignation it didn't come as a crippling blow to me.

**R&R:** What are these things you will be doing?

**KA:** Well, naturally I'll be doing programming consultancy. I've picked up a client in St. Louis. I'll be doing the FM of KATZ, but my main emphasis will be on a project called "Concept One."

**R&R:** What's that?

**KA:** Basically what it is is an audio magazine, consisting of radio airchecks, interviews with prominent programmers and entertainment execs, people that shape direction. I'll be interviewing a Ragan Henry, for example, Jerry Boulding, Jim Maddox, and so on.

**R&R:** Is this strictly for the industry?

**KA:** Basically it's designed for programmers. I think there is a great need for communication among programmers. I don't knock magazines; they do a very admirable job of it; but radio people are usually audio people, they aren't really print people. You have three kinds of people, audio people, visual people, and touch people; and radio people tend to be audio people. I want to have the type of mechanism that will perpetuate dialogue among programmers, and I think that the Concept One radio airchecks are the best mechanisms that I've seen.

*"I think there is a need for programmers in Chicago to hear what programmers in New York radio sound like and vice versa. We can listen to a Jerry Boulding or Jim Maddox theory, but unless you hear how it's applied you don't learn how to use it."*

**R&R:** Will these be available to buy like a motivational course?

**KA:** These will be absolutely free. I'm going to send them to every Black radio station in the country, absolutely free.

**R&R:** How do you plan to make money?

**KA:** I'm going to sell spots to the record companies, because the biggest complaint that record companies have is that PD's don't listen to their product. Well, I'm going to make available four spots on the tape, because I don't want to prostitute the tape, and I don't want to wear on the tolerance of the programmers that will be listening to it. It will be two spots on each side that will contain records that labels would like them to hear.

**R&R:** Isn't that selling records in a way?

**KA:** The way I look at it is this: I think there is a need for programmers in Chicago to hear what programmers in New York radio sound like and vice versa.

**R&R:** What is the ultimate goal of Concept One?

**KA:** The ultimate goal of Concept One is to give programmers a tool by which they can learn more about their trade, by listening to other people put theory to practical use. In other words, we can listen to a Jerry Boulding or Jim Maddox theory, but unless you hear how it's applied you don't learn how to use it. So what I want to do is create a forum or an avenue so programmers across the country will be able to hear some of the best-sounding radio stations. I have to put the records on there because that's the only way I can circulate the tapes, but even at the same time there's information value with the records, because I'll be as selective as I've been my entire career about who I'm to accept advertising from on what product. I'm going to accept advertising, so I view that as an information vehicle also.

**R&R:** Is there anything else you would like to say?

**KA:** I could use all the support from the program directors in terms of Concept One. I'll be sending letters to them explaining exactly how the thing works. I'll be sending self-addressed stamped cards for them to reply, and I'd like to get as much feedback as possible.



**HYMAN SAYS HELLO** — While on a recent visit to the West Coast, Arista recording artist Phyllis Hyman stopped by the studios of KKGQ/Los Angeles. Pictured along with Phyllis (center) are station air personality Bob Cole and Arista's Jim Blevins.

### What's News At WBLS

Inner City Broadcasting's National Director of News and Public Affairs, David Lampel, has initiated a "city desk method of operating," and a "new, highly professional news team is already at work on the 24-hour schedule," according to Lampel.

WBLS-FM/New York, Inner City's flagship station, has taken a bold step and is increasing and strengthening its unique coverage of the news. "We are going around the clock, with on-hand news coverage, local, national, and international, with special emphasis on Third World events, commentary, and special features," adds Lampel.

The new lineup features Mark Riley, Managing Editor, Beverly Poppell (formerly Editorial Director at WCBS/New York), and Carl Ferguson (recently from OK-100/Washington, D.C.) co-anchor with Poppell emphasizing local news coverage. Reporting the news in depth via telephone interviews and back-up research, is Steve Post (formerly General Manager of WBAI/New York). Wayne Gilman is now assigned as a city reporter and Curt Clemons does personality interviews, relevant to local news. Pat Atwell and Roxanne Robertson back up the team, Atwell as Morning Editor, Roxanne serving as Midday Editor. Clemons will handle Caribbean issues as well, while sports duties will be handled by Claude Tate, and Lampel will continue his hourly editorials.

### People

Don Brooks, Program Director of WWIN/Baltimore for the past five years, has moved to neighboring WEBB as the new General Manager. Curtis Anderson of "the singing DJ" fame, has been named as his replacement at the station . . . Further south, Program Director Doug Harris of WAOK/Atlanta emphatically denies the current rumor that he is leaving. . . Get well wishes go to Brother Theo. Wade who is recuperating at St. Joseph Hospital in Memphis. Greetings can be sent to him care of WDIA where he has been a member of the airstaff for thirty years — a rare feat these days in radio . . . Air personality Harriet Williams who held down the 11am-3pm shift at WJJS/Lynchburg, VA has left and can be reached at 804-235-8684 . . . What better way to celebrate the New Year and the start of a new decade than with a new family addition. Congratulations to Steve Woods, Program Director of KDAY/Los Angeles, and his wife Paula on the birth last week of baby Marcus . . . Please be sure to send me all of your station's pictures, promotional materials, news, etc. Remember, you don't have to be a reporter to participate. Address to: Bill Speed, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067 . . .

### Places

**SPORTS FEVER:** The natural competitive rivalry between radio stations continues to branch out to other fields, most notably playing fields. For example, last week air personality Louise Foster of KJLH/Los Angeles called WAMO/Pittsburgh to discuss their feelings regarding Super Bowl XIV. According to Louise, the WAMO's support for the Steelers was very strong with members of the air staff coming to work on Friday wearing black and gold . . . Moving from the gridiron to the diamond, the WWIN/Baltimore jocks took on the Orioles in a recent softball game. All proceeds were donated to the United Way of Central Maryland and local Providence Hospital . . .

### Things

**OLDIES BUT GOODIES:** WKXI/Jackson has taken that familiar phrase and incorporated it into a "Best Of The Oldies" program heard every afternoon. During these five-minute segments, music from 1950 to 1965 is highlighted. Jerry Mason, Music Director, reports, "Response has been tremendous with some listeners even calling up to request their favorite oldies." . . . Meanwhile in the Motor City, WJLB/Detroit is presenting its "Secret City" promotion wherein listeners call in and correctly identify the particular city in question to win \$1000 cash . . .

# THE BROTHERS JOHNSON

## WANT YOU TO PUT YOUR FOOT DOWN!

They got the Funk Out of Your Face  
and now they're going to STOMP  
it into the ground. STOMP is the  
new single from THE BROTHERS  
JOHNSON and it will walk all over  
the competition.



**STOMP** AM 2216 THE NEW SINGLE FROM THE BROTHERS JOHNSON

from their forthcoming album LIGHT UP THE NIGHT SP 3716



Produced by Quincy Jones for Quincy Jones Productions

Direction: Fitzgerald-Hartley Co.

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**ON A&M RECORDS AND TAPES**

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- NARADA MICHAEL WALDEN**  
"I Shoulda Loved Ya" (Atlantic)
- RAY, GOODMAN & BROWN**  
"Special Lady" (Polydor)
- LENNY WHITE**  
"Peanut Butter" (Elektra)
- TAVARES**  
"Bad Times" (Capitol)
- GAP BAND**  
"Steppin' (Out)" (Mercury)
- SISTER SLEDGE**  
"Got To Love Somebody" (Cotillion)
- KOOL & THE GANG**  
"Too Hot" (De-Lite)
- SLAVE**  
"Just A Touch Of Love" (Cotillion)
- NATALIE COLE & PEABO BRYSON**  
"Gimme Some Time" (Capitol)
- PATRICE RUSHEN**  
"Haven't You Heard" (Elektra)
- WHISPERS**  
"And The Beat Goes On" (Solar/RCA)

## CLIMBERS

Following are listed in order of their airplay activity.

- NORMA JEAN** "High Society" (Bearsville) 46% reporting activity. Medium in the East at WXYV, WDAS and WWRL. Added in the South at WJJS and medium at WNOO, WHRK, WVEE, WKXI and WDIA. New at WLOU in the Midwest; medium airplay at WVKO, WJLB, WJMO and KPRS while hot at WDAO. Added at KSOL in the West and hot at KDAY.
- VAUGHN MASON & CREW** "Bounce, Rock, Shake, Roll" (Brunswick) 41% reporting activity. In the West it is new at KDAY. New in the Midwest at WCIN, WJMO, KPRS, KATZ and WTLC; medium at WKWM and hot at WDAO. In the South it is added at WGIV, WAOK, and WYLD while medium at WJMI, KOKY and WOIC. Medium airplay at WILD in the East.
- ROBERTA FLACK & DONNY HATHAWAY** "You Are My Heaven" (Atlantic) 41% of our reporters are on it. In the South it is medium at KOKY, KMJQ, WKXI, WDIA and WYLD. The East reflects it medium at WDAS. Added at WJLB, WJMO, KPRS and WLOU in the Midwest; climbing at WVKO, WKWM, WDAO and WTLC. Added in the West at KLIP.
- INNER LIFE** "I'm Caught Up" (Prelude) 38% reporting activity. Medium in the East at WDAS, WILD and WAMO; hot at WXYV. Medium airplay at WLOK, WDIA and KOKY in the South while hot at WVEE and WHRK. Added in the Midwest at WVKO and climbing at WVKO and WJMO. New at KSOL in the West with a climber at KDIA.
- LOU RAWLS** "Sit Down And Talk To Me" (Philadelphia International) 38% reporting action. In the East it is medium at WDAS. Added at WAOK and WGIV in the South; medium at WLOK, WYLD, WJMI and KOKY. The Midwest shows it new at WCIN; climbing at WJLB, WJMO, KPRS and KAEZ and hot at WDAO and KATZ.
- ANGELA BOFILL** "What I Wouldn't Do" (GRP/Arista) 38% reporting action. In the East it is hot at WDAS and WWRL. New at KSOL in the West. Climbing at WJLB, WJMO, KPRS and WTLC in the Midwest and hot at WVKO. In the South it is medium at WLOK, WDIA, WKXI, WOIC and WNOO; hot at KOKY.
- TEDDY PENDERGRASS** "Shout And Scream" (Philadelphia International) 35% of our reporters are on it. Medium at KSOL and KDIA in the West while hot at KDAY.

### Album Airplay

Following are listed in order of their airplay activity.

- PRINCE** "Prince" (WB) "Sexy Dancer" "I Wanna Be Your Lover"\*
- RUFUS & CHAKA** "Masterjam" (MCA) "Do You Love What You Feel"\*
- TEDDY PENDERGRASS** "Live" (Philadelphia International) "Shout And Scream" Various Cuts
- GAP BAND** "Gap Band II" (Mercury) "Steppin' (Out)"\*
- NATALIE COLE & PEABO BRYSON** "We're The Best Of Friends" (Capitol) "Gimme Some Time"\*
- BAR-KAYS** "Injoy" (Mercury) "Move Your Boogie Body"\*
- PARLIAMENT** "Gloryhallastoopid" (Casablanca) "Theme From The Black Hole" "Party People" "The Big Bang Theory"
- MICHAEL JACKSON** "Off The Wall" (Epic) "Rock With You" "Don't Stop" "Off The Wall"\*
- WHISPERS** "The Whispers" (Solar/RCA) "And The Beat Goes On" "Lady"
- ANGELA BOFILL** "Angel Of The Night" (GRP/Arista) "What I Wouldn't Do" "I Try"

\*Asterisk denotes that cut has been released as a single.

Medium in the South at WDIA and WANT. Medium airplay at WVKO, WJLB, WJMO and KPRS in the Midwest; hot at KATZ, WDAO, WTLC and WLOU.

**COMMODORES** "Wonderland" (Motown) 35% reporting airplay. In the South it is new at WYLD; climbing at WJMI and WLOK and hot at WOIC. Hot at WWRL in the East. Climbing at WLOU, WTLC and WKWM in the Midwest while hot at WJMO and WDAO. Medium at KSOL in the West and hot at KDIA.

**ROY AYERS** "Don't Stop The Feeling" (Polydor) 35% reporting activity. Added at KLIP in the West and climbing at KDIA and KSOL. New in the Midwest at WCIN, medium at WLOU and WJMO and hot at WBMX and WDAO. It is new at WAOK and WGIV in the South and hot at KOKY. Medium in the East at WAMO and WILD.

**JEAN CARN** "My Love Don't Come Easy" (Philadelphia International) 32% reporting airplay. The West reflects an add at KDAY. In the Midwest it is new at WDAO and WLOU; climbing at WKWM, KATZ, KPRS and WJLB. Climbing at WYLD, WLOK and WDIA in the South. Medium at WILD and WWRL in the East.

**RONNIE LAWS** "Every Generation" (UA) 32% reporting activity. In the Midwest it is new at the following stations: WCIN, WJLB, WBMX, WDAO, WTLC and WLOU. New in the South at WGIV, WAOK, WDIA and KOKY. Climbing at WDAO and WWRL in the East.

**SHALAMAR** "Second Time Around" (Solar/RCA) 32% of our reporters are on it. Hot in the East at WXYV. Hot at WHRK, WVEE, WOIC, KMJQ, WJJS, WYLD and WLOK in the South. New at WBMX in the Midwest; climbing at WJMO and hot at KPRS and WJLB.

**HAROLD MELVIN AND THE BLUENOTES** "Prayin'" (Source/MCA) 32% reporting action. Added in the Midwest at WVKO, climbing at WBMX, and hot at WKWM and WLOU. New at KYAC in the West. Climbing at WDAO, WYLD, WWRL and WAMO in the East. Medium at WNOO in the South as well as WOIC and WYLD.

**VERNON BURCH** "Get Up" (Chocolate City) 30% reporting activity. Added at WWRL in the East; medium at WXYV. New at WYLD and WOIC in the South; climbing at WVEE and WHRK. New in the Midwest at WJLB and climbing at WLOU. New at KYAC in the West; medium at KSOL and KDKO.

## NEW & ACTIVE

**BELL & JAMES** "Only Make Believe" (A&M) 27% reporting activity. Added in the East at WXYV; climbing at WWRL. New at WHRK and WVEE in the South while climbing at WDIA and WNOO. Medium at WLOU and WJLB in the Midwest and hot at KAEZ and WDAO.

**CHUCK CISSEL** "Cisselin' Hot" (Arista) 27% reporting airplay. New in the West at KSOL and KLIP. Added in the Midwest at WJMO; climbing at WLOU and KATZ while hot at WJLB. Medium in the South at WLOK, WYLD and WKXI. Climbing at WWRL in the East.

**PARLIAMENT** "Theme From The Black Hole" (Casablanca) 27% of our reporters are on it. Added at WCIN, WVKO, WJMO, WKWM, KPRS and WLOU in the Midwest. New at WAOK and WGIV in the South; climbing at WJMI and hot at WANT.

**CHERYL LYNN** "I've Got Faith In You" (Columbia) 27% reporting activity. In the Midwest it is new at WCIN and WKWM; medium at WDAO and WTLC. New at WAOK and WGIV in the South and climbing at WLOK, KOKY and WNOO. Climbing in the East at WWRL.

**CHUCK MANGIONE** "Give It All You Got" (A&M) 27% reporting airplay. Added in the East at WWRL, WDAO and WILD. New at KOKY, WAOK and WGIV in the South. Debuting at WTLC, WDAO, WJLB and WCIN in the Midwest.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- BOB JAMES/EARL KLUGH** ..... One On One (Tappan Zeel/Columbia)
- TOM SCOTT** ..... Various Cuts
- PAT METHENY** ..... Street Beat (Columbia)
- MANHATTAN TRANSFER** ..... Various Cuts
- SONNY ROLLINS** ..... American Garage (ECM)
- DONALD BYRD** ..... Various Cuts
- DEXTER GORDON** ..... Extensions (Atlantic)
- FRIENDSHIP** ..... Various Cuts
- CHARLES LLOYD** ..... Don't Ask (Milestone)
- BOB JAMES/EARL KLUGH** ..... Various Cuts
- TOM SCOTT** ..... 125th Street NYC (Elektra)
- PAT METHENY** ..... Various Cuts
- MANHATTAN TRANSFER** ..... Great Encounters (Columbia)
- SONNY ROLLINS** ..... Various Cuts
- DONALD BYRD** ..... Friendship (Elektra)
- DEXTER GORDON** ..... Various Cuts
- FRIENDSHIP** ..... Big Sur Tapestry (Pacific Arts)
- CHARLES LLOYD** ..... Various Cuts

### NEW & ACTIVE

No Records Qualified For New & Active

EAST: WRVR/New York, NY, Herschel/Prescott; WHUR/Washington, D.C., Jesse Fax; WEA/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Eric Strauss. SOUTH: WCKL/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Rol Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Paster. WEST: KAOZ/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Monica Riorden; KJLH/Los Angeles, CA, Lawrence Tenter.



Pop / Rhythms  
Hottest  
January 25, 1980

EAST	SOUTH	MIDWEST	WEST
Lenny White Rufus & Chaka	Rufus & Chaka Shelamer Lenny White	O' Jays Gap Band Lenny White Ray, Goodman & Brown	O' Jays

# Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

### EAST

**WXTV**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Whispers  
Bell & James  
Sister Sledge

**HOTTEST**  
Steve  
Rufus & Chaka  
Inner Life  
Shelamer  
Lenny White  
Sergio Mendes

**WDAS**  
Philadelphia, PA  
Joe Tambore

**ADDED**  
Captain & Tennille  
Chuck Mangione  
Tarl DeBarlo

**HOTTEST**  
Lenny White  
Michael Jackson  
Patrice Rushen  
Whispers  
Narada Michael Walden  
Prince  
Rufus & Chaka  
Phyllis Hyman  
Slave  
Angela Bofill

**WAMO**  
Pittsburgh, PA  
Ken Aden

**ADDED**  
Solaris  
Tavara  
Six Hooper  
Tarl DeBarlo  
Maze  
Stargard  
Kenny Loggins  
Creme D'Cooco  
Loose Change  
Fat Larry's Band

**HOTTEST**  
Bar-Keys  
Michael Jackson  
Lenny White  
Pleasure  
Gap Band  
Mary Wilson  
Rufus & Chaka  
Patrice Rushen  
Isaac Hayes  
Diana Ross

**WILD**  
Boston, MA  
Steve Crumblay

**ADDED**  
Chuck Mangione  
Gap Band "I Don't"  
Brenda Russell  
Bar-Keys "Today"  
Yellow Magic Orchestra  
Brothers By Choice  
Nicolette Larson  
Dramatics

**HOTTEST**  
Lenny White  
Michael Jackson  
Phyllis Hyman  
Rufus & Chaka  
Atlantic Starr  
O' Jays  
Ray, Goodman & Brown  
Prince  
Tyronne Davis  
Bar-Keys

**WWR1**  
New York, NY  
Bob Law/Linda Haymes

**ADDED**  
Creme D'Cooco  
Vernon Burch  
Fatback Band  
Chuck Mangione

**HOTTEST**  
Commodores  
Tavara  
EWBF  
Narada Michael Walden  
Ray, Goodman & Brown  
Angela Bofill  
Janice McClain  
Whispers  
Patrice Rushen  
Lenny White

**WWN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Not Available

**HOTTEST**  
Angela Bofill "Try"  
Ray, Goodman & Brown  
Shelamer  
Vaughn Mason  
Lenny White  
Prince "Sexy"  
Sequence  
Lou Rawls  
Softones

### MIDWEST

**KAEZ**  
Oklahoma City, OK  
Steve Scott

**ADDED**  
None

**HOTTEST**  
Slave  
Bonnie Pointer  
O' Jays  
Gap Band  
Narada Michael Walden  
Diana Ross  
Debbie Jacobs  
Bertie Wright  
T-Connection  
Prince "Sexy"  
Bell & James

**WBMD**  
Chicago, IL  
James Alexander

**ADDED**  
Kenny Loggins  
Shelamer "Second"  
Whispers  
Janice McClain  
EWBF  
Ronnie Laws  
Dramatics

**HOTTEST**  
Sequence  
Trussel  
Michael Jackson  
Ray, Goodman & Brown  
Narada Michael Walden  
Sergio Mendes  
M  
Roy Ayers  
Cameo

**WICWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Parliament  
Cheryl Lynn  
Tarl DeBarlo  
Spinners  
Mighty Five  
Triple S Connection  
Invisible Man's Band

**HOTTEST**  
O' Jays  
Cameo  
Prince  
Yellow Magic Orchestra  
Rufus & Chaka  
Lenny White  
Gap Band  
Harold Melvin  
Ray, Goodman & Brown  
Natalie Cole/Peebo Bryson

**WDLA**  
Memphis, TN  
Ron King

**ADDED**  
Spinners  
L.V. Johnson  
Rick James "Come"  
Ronnie Laws  
Andrae Crouch  
Triple S Connection

**HOTTEST**  
Captain & Tennille  
Patrice Rushen  
Johnnie Taylor  
Ray, Goodman & Brown  
Lenny White  
Cameo  
Diana Ross  
Ardeha Franklin  
Kool & The Gang "Too"

**WLOU**  
Louisville, KY  
Bill Price

**ADDED**  
Bress Construction  
Parliament  
Jean Carn  
Stargard  
Alton McClain & Johnny Bristol  
Roberta Flack/Donny Hathaway  
Ronnie Laws  
Norma Jean  
Wilbert Longmire

**HOTTEST**  
Narada Michael Walden  
Diana Ross  
Gap Band  
Teddy Pendergrass  
Dionne Warwick  
Phyllis Hyman  
Funkadelic  
Harold Melvin  
NYC

**WTLA**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Brenda Russell  
Chuck Mangione  
Ave Cherry  
L.A. Boppers  
Vaughn Mason  
Ronnie Laws  
Controllers  
Mixed Movement  
Mandrill  
Tavara

**HOTTEST**  
Brides Of Funkenstein  
Yellow Magic Orchestra  
Parliament "Big"  
Gap Band  
Bar-Keys  
Kool & The Gang "Too"  
Teddy Pendergrass  
Ray, Goodman & Brown  
Joe Bataan  
Manhattan Transfer

**KATZ**  
St. Louis, MO  
Gary Starr

**ADDED**  
L.A. Boppers  
Vaughn Mason  
Kool & The Gang "Too"  
Yellow Magic Orchestra

**HOTTEST**  
Stevie Wonder  
Lenny White  
Prince  
O' Jays  
Dexter Wansel  
Rufus & Chaka  
Phyllis Hyman  
Lou Rawls  
Teddy Pendergrass  
McFadden & Whitehead

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Donna Summer  
Debbie Jacobs  
Jean Carn  
Fatback Band  
Ronnie Laws  
Six Hooper  
Chuck Mangione  
Yellow Magic Orchestra

**HOTTEST**  
Teddy Pendergrass  
Lou Rawls  
Tavara  
Ray, Goodman & Brown  
Bell & James  
Commodores  
Teena Marie  
Sister Sledge  
Jones Girls  
Norma Jean

**KPRB**  
Kansas City, MO  
Dell Rice

**ADDED**  
Vaughn Mason  
L.V. Johnson  
L.A. Boppers  
Mandrill  
Donna Summer  
Roberta Flack/Donny Hathaway

**HOTTEST**  
Parliament  
G.H. Scott-Heron  
Jimmy Bo Horne  
Controllers  
Billy Paul  
Sharon Paige

**HOTTEST**  
Prince  
Bar-Keys  
Sugar Hill Gang  
Shelamer  
Dionne Warwick  
Rufus & Chaka  
Stevie Wonder  
Patrice Rushen  
Lenny White  
O' Jays

**WVVO**  
Columbus, OH  
Kirk Bishop

**ADDED**  
Wilbert Longmire  
Rick James  
Harold Melvin  
T-Connection  
Inner Life  
Fat Larry's Band  
L.V. Johnson

**HOTTEST**  
O' Jays  
Narada Michael Walden  
B-H-Y  
Dionne Warwick  
Gap Band  
Angela Bofill  
Natalie Cole/Peebo Bryson  
Sister Sledge  
Diana Ross  
Sequence

**WJMO**  
Cleveland, OH  
Bernie Moody

**ADDED**  
Donna Summer  
Rick James  
Roberta Flack/Donny Hathaway  
Parliament  
Chuck Clisel  
Vaughn Mason

**HOTTEST**  
O' Jays  
Natalie Cole/Peebo Bryson  
Lenny White  
Michael Jackson  
Cameo  
Slave  
Stevie Wonder  
Commodores  
Gap Band  
Chic

**WJLB**  
Detroit, MI  
J. Michael McLeary

**ADDED**  
Gloria Gaynor  
Roberta Flack/Donny Hathaway  
L.A. Boppers  
Vernon Burch  
Ronnie Laws  
South Road Connection  
Chuck Mangione

**HOTTEST**  
Patrice Rushen  
Shelamer  
Lenny White  
Chuck Clisel  
Yellow Magic Orchestra  
Slave  
O' Jays  
Ray, Goodman & Brown  
Bobby Bland  
Herb Alpert

**WCIN**  
Cincinnati, OH  
Bob Long

**ADDED**  
Kool & The Gang "Too"  
Vaughn Mason  
Whispers  
Parliament  
James Brown  
Lou Rawls  
Cheryl Lynn  
Chuck Mangione  
Ronnie Laws  
Roy Ayers  
Billy Paul  
Tavara  
George Duke  
Beverly Johnson  
Millie Jackson/Isaac Hayes

**HOTTEST**  
Not Available

### SOUTH

**WHEK**  
Memphis, TN  
Ren Olson

**ADDED**  
Whispers  
Bell & James  
Sister Sledge

**HOTTEST**  
Slave  
Rufus & Chaka  
Inner Life  
Shelamer  
Lenny White  
Sergio Mendes

**WJBB**  
Jackson, MS  
Carl Haynes

**ADDED**  
None

**HOTTEST**  
Sequence  
Pleasure  
Mandre  
Diana Ross  
Narada Michael Walden  
Lakeland  
Sugar Hill Gang  
Fatback Band  
Kool & The Gang "Too"  
Lafimore

**KOKY**  
Little Rock, AR  
Larry O'Jays/Jimmy Smith

**ADDED**  
Ronnie Laws  
Andy Gibb  
Chuck Mangione  
G.H. Scott-Heron

**HOTTEST**  
Rufus & Chaka  
Angela Bofill  
Narada Michael Walden  
Switch  
Patrice Rushen  
Spinners  
Ray, Goodman & Brown  
Kool & The Gang "Too"  
Roy Ayers

**WANT**  
Richmond, VA  
Ben Miller

**ADDED**  
Not Available

**HOTTEST**  
Slave  
Ray, Goodman & Brown  
Bress Construction  
Parliament  
Angela Bofill "Try"  
Narada Michael Walden  
Positive Force  
Whispers

**WVEE**  
Atlanta, GA  
Beatty Andrews

**ADDED**  
Whispers  
Bell & James  
Sister Sledge

**HOTTEST**  
Slave  
Rufus & Chaka  
Inner Life  
Shelamer  
Lenny White  
Sergio Mendes

**WQIC**  
Columbia, SC  
Bob Walters

**ADDED**  
Vernon Burch

**HOTTEST**  
Michael Jackson  
Johnny Nash  
Rufus & Chaka  
Commodores  
Shelamer  
Herb Alpert  
EWBF  
LTD  
Wilson Pickett

**WVOC**  
Charlottesville, VA  
Tommy Marshall

**ADDED**  
Stargard  
Instant Funk "Body"  
Dynasty  
Viola Mills  
Spinners  
Solaris

**HOTTEST**  
Lenny White  
Michael Jackson  
Diana Ross  
Lakeland  
Bar-Keys  
Phyllis Hyman  
Johnnie Taylor  
Ray, Goodman & Brown  
Kool & The Gang "Too"  
McFadden & Whitehead  
L.V. Johnson  
David Oliver

**WJLB**  
Lynchburg, VA  
Robert Goins

**ADDED**  
Donna Summer  
Norma Jean

**HOTTEST**  
Michael Jackson  
Rufus & Chaka  
Stevie Wonder  
Lenny White  
Bar-Keys  
Natalie Cole/Peebo Bryson  
O' Jays  
Prince  
Shelamer  
Slave

**WACK**  
Atlanta, GA  
Doug Harris

**ADDED**  
Kool & The Gang "Too"  
Vaughn Mason  
Whispers  
Parliament  
James Brown  
Lou Rawls  
Cheryl Lynn  
Millie Jackson/Isaac Hayes  
Chuck Mangione  
Ronnie Laws  
Roy Ayers  
Billy Paul  
Tavara  
George Duke  
Wilbert Longmire  
Beverly Johnson

**HOTTEST**  
Not Available

**WLOK**  
Memphis, TN  
Malvin Jones

**ADDED**  
Bress Construction  
Millie Jackson

**HOTTEST**  
O' Jays  
Shelamer  
Lenny White  
Lakeland  
Cameo  
Rufus & Chaka  
Ray, Goodman & Brown  
Johnnie Taylor  
Tyronne Davis  
McFadden & Whitehead

**WYLD**  
New Orleans, LA  
Willie Jay Johnson

**ADDED**  
Commodores  
Brides Of Funkenstein  
Vernon Burch  
Kenny Loggins  
Sharon Paige  
Vaughn Mason

**HOTTEST**  
Shelamer  
Cameo  
Phyllis Hyman  
Lenny White  
Patrice Rushen  
Sequence  
Ray, Goodman & Brown  
Narada Michael Walden  
O' Jays  
Lakeland

**WVOC**  
Charlottesville, VA  
Tommy Marshall

**ADDED**  
Stargard  
Instant Funk "Body"  
Dynasty  
Viola Mills  
Spinners  
Solaris

**HOTTEST**  
Lenny White  
Michael Jackson  
Diana Ross  
Lakeland  
Bar-Keys  
Phyllis Hyman  
Johnnie Taylor  
Ray, Goodman & Brown  
Kool & The Gang "Too"  
McFadden & Whitehead  
L.V. Johnson  
David Oliver

**WJLB**  
Lynchburg, VA  
Robert Goins

**ADDED**  
Donna Summer  
Norma Jean

**HOTTEST**  
Michael Jackson  
Rufus & Chaka  
Stevie Wonder  
Lenny White  
Bar-Keys  
Natalie Cole/Peebo Bryson  
O' Jays  
Prince  
Shelamer  
Slave

**WDLA**  
Memphis, TN  
Ron King

**ADDED**  
Spinners  
L.V. Johnson  
Rick James "Come"  
Ronnie Laws  
Andrae Crouch  
Triple S Connection

**HOTTEST**  
Captain & Tennille  
Patrice Rushen  
Johnnie Taylor  
Ray, Goodman & Brown  
Lenny White  
Cameo  
Diana Ross  
Ardeha Franklin  
Kool & The Gang "Too"

### WEST

**KDAY**  
Los Angeles, CA  
Steve Woods

**ADDED**  
Donna Summer  
Janice McClain  
Vaughn Mason  
Rick James  
Jean Carn

**HOTTEST**  
Kool & The Gang "Too"  
Narada Michael Walden  
Gap Band  
O' Jays  
Norma Jean  
Phyllis Hyman  
George Duke  
Teddy Pendergrass  
Ray, Goodman & Brown  
Whispers

**KDIA**  
Oakland, CA  
Jerry Boulding

**ADDED**  
Not Available

**HOTTEST**  
Michael Jackson  
Phyllis Hyman  
O' Jays  
Bar-Keys  
Lenny White  
Rufus & Chaka  
Patrice Rushen  
Ray, Goodman & Brown  
Commodores  
LTD

**KDKO**  
Denver, CO  
Derrick Clements

**ADDED**  
Six Hooper  
Alton McClain & Johnny Bristol  
Triple S Connection  
Donna Summer  
Nicolette Larson  
Peter Brown

**HOTTEST**  
Switch  
Rufus & Chaka  
Bar-Keys  
Lakeland  
Sugar Hill Gang  
Slave  
Stevie Wonder  
Dionne Warwick  
Lenny White  
Michael Jackson

**KBOL**  
San Mateo, CA  
J.J. Jeffries

**ADDED**  
Angela Bofill  
Norma Jean  
Chuck Clisel  
Inner Life

**HOTTEST**  
Michael Jackson  
Lenny White  
O' Jays  
Patrice Rushen  
Natalie Cole/Peebo Bryson  
Narada Michael Walden  
Ray, Goodman & Brown  
Cameo  
Gap Band  
Slave

**KYAC**  
Seattle, WA  
Robert L. Scott

**ADDED**  
Vernon Burch  
Harold Melvin  
Spinners  
Dramatics

**HOTTEST**  
Not Available

**KLIP**  
Fresno, CA  
Mike Anthony

**ADDED**  
Nancy Wilson  
Maze  
Millie Jackson  
Dynasty  
Slave  
Whispers  
Roberta Flack/Donny Hathaway  
Roy Ayers  
Lafimore

**HOTTEST**  
Gap Band  
Al Hudson  
Creme D'Cooco  
Topica  
O' Jays  
Cameo  
Chuck Clisel  
David Simmons  
Narada Michael Walden  
Prince "Sexy"



# Jeff Gelb AOR

## AOR Promotion People

A year ago we published a list of national album promotion representatives from major record labels. Since then, several of those companies have merged with others or gone to that great cutout bin in the sky, while promotion people have played musical chairs.

Time, then, to update that listing. If your station needs better album service, or wants to set up artist interviews or promotions, these people can either help you or put you in touch with people who can be of service to you.

A&M (IRS)	Lenny Bronstein J.B. Brenner	(213)-469-2411
Alligator	Ira Selkowitz	(312)-973-7736
Arista (Ze, Buddah)	Mike Bone	(212)-489-7400
Arista Jazz (GRP, Novus, Savoy, Versatile)	Bob Gooding	(212)-489-7400
Associated (Bang, Blue Sky, Caribou, Jet, Kirshner, Nemperor, Pavilion)	Gordon Anderson	(212)-975-6700
Asylum/Elektra	Burt Stein	(213)-655-8280
Atco (Rolling Stones, Swan Song, Emerald City, Pacific)	Sean Coakley	(212)-484-6961
Atlantic	Tunc Erim Judy Libow Alan Wolmark	(212)-484-8176 (212)-484-6062 (212)-484-6017
Capitol (Harvest)	Ray Tusken	(213)-462-6252
Casablanca	Bobby Applegate	(213)-650-8300
Chrysalis	Mike Abramson	(212)-935-8750
Columbia	Fred Humphrey	(212)-975-5277
Cream	Don Graham	(213)-655-0944
ECM	Nils Von Veh	(212)-888-1122
EMI-America/UA	Ken Benson	(213)-461-9141
Epic	Bob Feineigle	(212)-975-5283
Fantasy (Galaxy, Prestige Milestone)	Quincy McCoy Larry Sholin	(415)-549-2500
Flying Fish	Bill Kubeczke	(312)-528-5455

International Artists	Tom Mazzetta	(213)-981-0466
Jem (Passport)	Arnie Handwerker	(201)-753-6100
London	Roger Raymond	(212)-675-6060
MCA (Backstreet, LAX, Rocket)	Beth Rosengard	(213)-508-2268
Mercury (DJM, Village, Riva, Zappa)	Jim Sotet	(312)-645-6300
Motown	Richard Sanders	(213)-468-3580
Ovation	Frank Juliano	(800)-323-4398
Pacific Arts	David Bean	(408)-624-4704
Planet	Carol Peters	(213)-275-4710
Polydor	Jerry Jaffe Bill McGathy	(212)-399-7075 (800)-223-7781x7813
Portrait	Larry Douglas	(213)-556-4809
Radio Records	John Schoenberger	(305)-462-7407
RCA	Chuck Reichenbach	(212)-598-5256
Rounder	Marian Leighton	(617)-354-0700
RSO	Michael Dundas	(213)-650-1234
Sire	Richard Sargent	(213)-846-9090
Swan Song	Mitchell Fox Sam Azier	(212)-838-3320
Takoma	Jon Monday	(213)-550-0171
Tomato	Cynthia Lane	(212)-753-8050
Twentieth	Dave Parks	(213)-657-8210
Vanguard	John Boulos	(212)-255-7732
Virgin	Phil Page	(212)-243-6200
Warner Bros. (Bearsville, Island)	George Gerrity Bonnie Simmons Mary Perkins	(213)-841-2400
Warner Bros. (Jazz product)	Ricky Schultz	(213)-841-2400

R&amp;R

## The WLPX Rock Stores

WLPX/Milwaukee listeners didn't have a hard time finding Christmas gifts for their friends this holiday season. The city's five 1812 Overture record stores were recruited as "WLPX Rock Stores," selling station merchandise. In less than a month, the station has sold a thousand personalized T-shirts, 150 silk tour-type jackets, and assorted wallets, backpacks, gym bags and ski caps.

### Walking Billboards

Coordinating the campaign is the station's Promotions Director Bernie Lucas, who joined the station at its inception two years ago. "It's the biggest promotion of any type we've ever done," he commented. "We were looking for increased visibility, so we thought first of T-shirts; they're like walking billboards, and no other station in town had been doing them." The idea grew from there into a full line of WLPX accessories that could be marketed through local retail outlets, and thus the "WLPX Rock Stores" were born.

The stores are actually retail displays of the merchandise available and the prices for same. The prices reflect a slight mark-up to include a 97-cent figure (the station is at 97 on the dial). Profits are divided between the record stores, which receive a small percentage, with the rest headed back to the station's promotional budget, making it a self-perpetuating promotion.

### Let Your Fingers Do The Walking . . .

Like most radio station promotion directors, Lucas had no prior experience at merchandising. Where does a fledgling promotion director turn to find outlets for specialized printing and other manufacturing? To the phone book, first of all. "There are an abundance of premium companies here in Milwaukee," commented Lucas. "I just checked the phone book under premiums and advertising specialties. And as soon as you talk to one of these companies, the others seem to find out about you. Word spread and people started calling us."

### A No-Risk Promotion

Lucas is enthusiastic about the idea of station merchandise. "For starters," he stated, "it sets an important precedent with local retail outlets for future promotions with other stores. If they see that we've done well with 1812 Overture on this promotion, they're going to line up for the next one."

He continued, "A lot of stations don't have a lot of money for promotions. This is an excellent sort of promotion for those sorts of stations because sooner or later, if you plan right, you make your money back and then some. Your money's on the line for six months to a year, but there's really no risk so long as you've correctly gauged your audience's demand for the product. If you're hot in the market, this is a great way to get even hotter."



WLPX Rock Store Display



# ROCK AND ROLL FOR THE HERE AND NOW!

## 3D



### "3-D"

The debut LP from 5 street-wise New York Rockers. 3-D deliver a pure rock sound that's comfortable in any American setting. More programming bounce to the ounce! Produced by Ken Scott.

TRY: "IT'S NO FUN", "X-RAY EYES", "ALL-NIGHT TELEVISION"

## THE JAM



### "SETTING SONS"

The fourth album from the head of the class. Already the British standard bearer of the 80s. Debut on U.K. charts at No. 3 in November and still going strong. They were **there** before all of us!

TRY: "ETON RIFLES," "PRIVATE HELL," "HEATWAVE"

## 999



### "THE BIGGEST PRIZE IN SPORT"

They captured the airwaves with "Homicide" and they're back (on Polydor!!) with twelve brand new foot-stomping, infectious, powerhouse pop songs produced by Vic Maile of Inmates fame. On tour in March and into your hearts.

TRY: "HOLLYWOOD," "INSIDE-OUT," "BOYS IN THE GANG"

SPANNING TWO DECADES ON YOUR TURNTABLES:  
**INMATES, ROY SUNDHOLM, A.R.S. LIVE**



COMING LATE FEBRUARY— **THE PAT TRAVERS BAND "CRASH AND BURN"**

# Jeff Gelb

## EVOLUTION

Lisa Richards has been upped to PD from Asst. PD at WKQB/Nashville (a new R&R AOR reporter) . . . Michael O'Connor has exited as PD at WXRJ/Crystal Lake to take the PD post at KGRC/Quincy, IL . . . Ed Demicelli is the new MD of WQFM/Milwaukee . . . Seth Golby has exited as MD at WXLN/Savannah. The sta-

tion has a new GM: Butch Guest . . . Steve Keller has been named MD at WZZQ/Jackson . . . Don Fisher has joined KKDJ/Fresno from KNAC/Long Beach for middays . . . KLOL/Houston's new Director of Promotions is Beth Bragg . . . Don Cohen has joined WEEI-FM/Boston from WCAS/Cambridge for weekends . . . Wendy Rice is the new Asst. MD at WWCT/Peoria . . . Lisa Novak has joined KSJO/San Jose from KWST/Los Angeles for afternoons. Also exiting KWST is News Di-

rector Marshall Phillips. The station's new ND is Boyd R. Britton from neighboring Ten-Q. Joining KWST is Frank DeSantis from KMET/Los Angeles for weekends . . . Bill Todd has exited KMET . . . Jack Quigley has been named MD from the airstaff of WRHY/York . . . Peter Jay has exited as PD of K102/Laramie to join KAWY/Casper for nights . . . Dave Mack has joined KNAC/Long Beach for overnights . . . KZEW/Dallas's new News Director is Sally Francis . . . Bob Osborn has been appointed Associate National Album Promotion Director for MCA, based in L.A. . . . Former Sire Album Promotion Director Josh Blardo has resurfaced at Golden Lion Enterprises doing independent album promotion . . . Bill Bartlett has joined Capitol from Ariola for Southeast regional AOR promotion.

### PROMOTION OF THE WEEK



# ZAPPA FOR MS. AMERICA



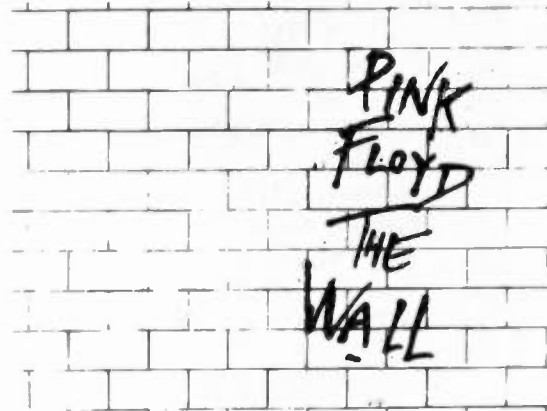
When Bert Parks was let go as M.C. of the Miss America Pageant, KFMH/Muscataine came up with an unusual replacement: Frank Zappa. The station printed bumperstickers (to be distributed free) and \$5 T-shirts in support of their campaign to get Zappa on the job. So far Zappa's management has expressed interest in the

idea, while representatives at the pageant merely hung on the station.

Every week the AOR section will spotlight a significant station promotion. If your station has produced an interesting piece of merchandise (a homegrown record album, piece of clothing, coffee mug, calendar, etc.), send a sample along with pertinent explanatory information about the promotion to AOR Department, R&R, 1930 Century Park West, Los Angeles, CA 90067.

### COLOR

**WALL-SIZED CONTESTS:** Several AOR's have turned the "secret message" on the "Empty Spaces" track of Pink Floyd's "Wall" album into giant-sized promotions. In conjunction with Columbia, WHCN/Hartford is asking listeners to decipher the message (which congratulates the listener on finding the message and includes a British address) and send it on a postcard entry.



A winner will be pulled at random and will have a 6'x4' wall built in the location of his choice. KBPI/Denver is building a wall from postcard entries to its "Wall" contest. On January 31 a station jock will be blindfolded and asked to toss darts at the wall, with the three pinned cards netting their senders expenses-paid trips to the group's concert appearance in Los Angeles. Runners-up get copies of the album courtesy Columbia.

### UPDATE

WKDF/Nashville hosted its sixth annual Volunteer Jam on January 12, which aired on six AOR stations nationwide (with help from WZXR/Memphis's Red Beard and Tony Yokun, and WLIR/Long Island's Denis McNamara). Charlie Daniels anchored a nine-hour concert broadcast which costarred a mammoth list of guest musicians, including Ted Nugent, Allman Bros., Willie Nelson, Crystal Gayle, Marshall Tucker Band, Elvin Bishop, and Wet Willie. Over 10,000 attended . . . KRST/Albuquerque PD Sam Cornish reported his station's solution to the problem of programming albums in their entirety: he programs key new albums cut by cut, one per hour, over an



**SOURCE RAIDED BY POLICE** - NBC Source Network Director of Programming John McGhan (left) is pictured with Sting (right) of A&M recording group Police. The two discussed plans for a Police concert to be taped and broadcast over Source affiliate stations in February.

evening . . . Doors management is searching for radio interviews. If you have any tapes, contact Bill Siddons at (213) 462-6156 . . . KIOK/Tri-Cities has set up a free ski school for listeners to promote a new ski resort in the area . . . Congrats to WMMS/Cleveland, which was named the country's top radio station in a recent Rolling Stone readers' poll . . . KY102/Kansas City has begun three new on-air features: a Saturday morning talk show hosted by Jay Cooper and Dick Lawrence; "Nooner," a 15-minute block of informational feature programming; and "Backstage," a TV simulcast concert broadcast of local and signed talent taped locally . . . WCCC/Hartford is conducting a "Free Paul McCartney" campaign following the artist's Japanese marijuana arrest. PD Bill Nosal and Al Anderson of NRBQ cut a song called "Don't Clip His Wings" which the station has aired to great response. They're also soliciting listeners' signatures on a letter of protest to the Japanese government . . . WRIF/Detroit's new "Proving Ground" program asks listeners to vote for their favorite songs from several pieces of new music tested on the weekly show . . . WDHA/North Jersey's 19th birthday party February 15 is centered around the theme of "America." The station is asking listeners to design T-shirts around that theme, with winners getting a trip for two anywhere in the U.S. for up to three weeks with unlimited gas mileage. GM Bob Linder is also looking for guest musicians who can appear at the bash. Contact Bob at (201) 328-1055 . . . Cable AOR KEGR signs on in April, servicing suburban San Francisco listeners. The station requests record service. Contact owner/PD Steve O'Brien at (415) 682-1399.

**COMING NEXT WEEK:** Our interview with AOR consultant Lee Abrams, delayed one week to gather additional material, will present candid opinions on the state of AOR radio, AOR consultancies, and a look into the burgeoning career of one of the most powerful forces in AOR radio.



**LOCAL BOY MAKES GOOD** - Onetime Rockford resident Rick Nielsen (left) of Epic recording group Cheap Trick joined Y-95/Rockford PD Brent Alberts (right) for a recent on-air interview.

### CONCERTS & CONVERSATIONS

**PRESENTATIONS:** WMJQ/Rochester presented Tantrum for \$3.00 . . . WLPX/Milwaukee presented Ron Wood for \$2.00.

**RADIO CONCERTS:** Steve Forbert on WROQ/Charlotte . . . April Wine on KAZY/Denver . . . Ruby Starr on KFMH/Muscataine.

**GUEST DJ'S:** Peter Wolf on WMMS/Cleveland.

**CONVERSATIONS:** Foreigner on KOME/San Jose . . . Utopia, Billy Joel, Dave Marsh on WLIR/Long Island . . . Foreigner on KEZY/Anaheim . . . Cliff Richard on WNEW-FM/New York . . . Foreigner on KSAN/San Francisco . . . April Wine on KAZY/Denver . . . Blend on WGIR/Manchester . . . Stanley Turrentine, Dexter Wansel on WRVR/New York.



# Album Airplay/40

# Chart Summary

## January 25, 1980

149 REPORTERS

Album cuts are listed in order of airplay preference.

1/11	1/18	1/25	Artist	Album	Label	Album Cuts
3	1	1	TOM PETTY & HEARTBREAKERS	Damn The...	(Backstreet/MCA)	"Refugee" "Girl" "Don't" "Losers"
4	3	2	PINK FLOYD	The Wall	(Columbia)	"Brick 2" "Hell" "Numb" "Hey"
1	2	3	EAGLES	The Long Run	(Asylum)	Title "Shoes" "King" "Tell"
2	4	4	JEFFERSON STARSHIP	Freedom At Point...	(RCA/Grunt)	"Jane" Title "Music" "Things"
5	5	5	DAN FOGELBERG	Phoenix	(Full Moon/Epic)	"Fire" Title "Longer" "Wishing"
6	6	6	NO NUKES	Various Artists	(Asylum)	"Devil" "Stay" "Streets"
7	7	7	FLEETWOOD MAC	Tusk	(WB)	"Sara" "Think" "Angel" "Sisters"
9	10	8	ZZ TOP	Deguello	(WB)	"Sunglasses" "Thank" "Band" "Hifi"
8	8	9	STYX	Cornerstone	(A&M)	"Why" "Never" "Borrowed" "Babe"
11	9	10	AEROSMITH	Night In The Ruts	(Columbia)	"Remember" "3 Mile" "Mia"
10	11	11	NEIL YOUNG & CRAZY HORSE	Live Rust	(WB/Reprise)	"Dance" "Cinnamon" "Hey"
12	12	12	LITTLE FEAT	Down On The Farm	(WB)	Title "Heart" "Kokomo"
13	13	13	LED ZEPPELIN	In Through The Out...	(Swan Song)	"Fool" "Dog" "Carouselambra"
14	14	14	STEVE FORBERT	"Jackrabbit Slim"	(Nemperor)	"Romeo's" "Goodbye"
—	27	15	TODD RUNDGREN	Adventures...	(Bearsville/WB)	"Caravan" "Utopia" "Last" "Crazy"
29	18	16	BABYS	Union Jacks	(Chrysalis)	"Foot" "Rendezvous" "Love" "Eyes"
15	15	17	TOTO	Hydra	(Columbia)	"99" "Boys" "Sister" Title
18	20	18	PAT BENATAR	In The Heat Of The...	(Chrysalis)	"Heartbreaker" "Don't" "X" Title
—	19	19	RUSH	Permanent Waves	(Mercury)	"Radio" "Entre Nous" "Freewill"
32	24	20	UFO	No Place To Run	(Chrysalis)	"Lettin'" "Train" Title "Money"
16	16	21	INMATES	First Offence	(Polydor)	"Water" "Walk" "Loser"
—	22	22	ROCKETS	No Ballads	(RSO)	"Desire" "Sally" "Hold On" "Back"
24	19	23	BOOMTOWN RATS	Fine Art Of Surfacing	(Columbia)	"Mondays" "Night" "Looking"
17	17	24	FOREIGNER	Head Games	(Atlantic)	"Women" "Even" Title "Modern"
21	26	25	APRIL WINE	Harder...Faster	(Capitol)	"Rock" "Hello" "Schizoid"
—	35	26	ROMANTICS	The Romantics	(Nemperor)	"Eyes" "Carrie" "Like" "Touch"
23	23	27	POLICE	Reggatta de Blanc	(A&M)	"Bottle" "Moon" "Deathwish"
35	28	28	IAN McLAGAN	Troublemaker	(Mercury)	Title "La" "Hold"
22	22	29	MOLLY HATCHET	Flirtin' With Disaster	(Epic)	Title "Boogie" "It's All Over"
19	21	30	JOE JACKSON	I'm The Man	(A&M)	"Different" Title "Radio"
28	29	31	KENNY LOGGINS	Keep The Fire	(Columbia)	"This" "Love" Title
26	32	32	CHEAP TRICK	Dream Police	(Epic)	"Voices" "Hell" Title
20	25	33	FOGHAT	Boogie Motel	(Bearsville/WB)	"Lucky" "Bad" Title
—	34	34	PRETENDERS	Pretenders	(Sire)	"Sobbing" "Kid" "Brass" "Neck"
34	33	35	38-SPECIAL	Rockin' Into The...	(A&M)	Title "Believer" "Money"
25	30	36	SANTANA	Marathon	(Columbia)	"Love" "Wanted" "Hard"
27	31	37	BLONDIE	Eat To The Beat	(Chrysalis)	"Hardest" "Dreaming"
30	34	38	BOB WELCH	The Other One	(Capitol)	"Rebel" "Games" "Hideaway"
—	39	39	GARY NUMAN	Pleasure Principle	(Atco)	"Cars" "Complex" "Airlane" "Films"
—	40	40	J. GEILS BAND	Love Stinks	(EMI-America)	Title "Wait" "Think" "Come Back"

Our reporters kept PETTY on top with strong hits, while FLOYD inched up to number two with increased hits. Watch them battle for number one next week. EAGLES and STARSHIP were nearly tied with EAGLES a small lead in key markets. FOGELBERG, NUKES and MAC all maintained. TOP continued its upward climb while YOUNG, FEAT, ZEP, and FORBERT all held rock steady. RUNDGREN jumped way up with increases in airplay rotations. BABYS and BENATAR bounced up. RUSH was this week's highest debuting album as well as the week's most added LP, with excellent add response. UFO had a good week while ROCKETS debuted with strong adds. WINE inched up as ROMANTICS continued its climb. McLAGAN and TRICK maintained. PRETENDERS debuted with a potent combination of reports in all rotations. NUMAN and GEILS both debuted straight out of the box. METHENY came close to charting this week.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

New Entry →

## MOST ADDED

Rank	Artist	1/25	1/18	1/11
1	RUSH Perm. Waves (Mercury)	167/88	22	0/0
2	ROCKETS No Ballads (RSO)	84/86	20/20	0/0
3	GARY NUMAN Pleasure Principle (Atco)	57/53	11/10	0/0
4	J. GEILS BAND Love Stinks (EMI-America)	62/62	0/0	0/0
5	R. McQUEEN & C. HILLMAN City (Capitol)	42/29	0/0	0/0
6	TODD RUNDGREN Adventures... (Bearsville/WB)	104/38	88/81	11/11
7	ROMANTICS The Romantics (Nemperor)	63/21	62/44	18/12
8	STEVE WALSH Schemer... (Kirchner)	27/27	8/0	0/0
9	PRETENDERS Pretenders (Sire)	47/23	30/28	4/4
10	CLASH London Calling (Epic)	28/22	0/0	0/0
11	BABYS Union Jacks (Chrysalis)	83/19	86/78	44/39
11	OFF BROADWAY On (Atlantic)	20/19	2/2	0/0
12	BRUCE WOOLLEY & ... Bruce Woolley & ... (Col)	24/18	13/13	1/1
13	UFO No Place To Run (Chrysalis)	70/17	75/67	34/30
13	CHERIE & MARIE CURRIE Messin' With... (Capitol)	20/17	5/5	0/0
13	STEVE HOWE The Steve Howe Album (A&M)	19/17	5/4	0/0

## MEDIUM

Rank	Artist	1/25	1/18	1/11
1	BABYS Union Jacks (Chrysalis)	83/60	86/20	44/3
2	TOTO Hydra (Columbia)	85/48	87/48	58/32
3	LITTLE FEAT Down On The Farm (WB)	97/47	101/46	68/38
4	INMATES First Offence (Polydor)	85/48	78/53	49/30
5	NO NUKES Various Artists (Asylum)	131/44	121/40	76/22
7	AEROSMITH Night In The Ruts (Col)	112/42	106/32	64/28
8	TODD RUNDGREN Adventures... (Bearsville/WB)	104/41	88/4	11/0
8	NEIL YOUNG & C. HORSE Live Rust (WB/Reprise)	87/40	88/42	63/27
8	BOOMTOWN RATS Fine Art Of Surfacing (Col)	58/40	60/29	36/22
8	APRIL WINE Harder...Faster (Capitol)	60/40	58/40	41/29
10	STEVE FORBERT "Jackrabbit Slim" (Nemperor)	75/39	79/45	57/33
10	IAN McLAGAN Troublemaker (Mercury)	83/39	51/30	27/9
11	38-SPECIAL Rockin' Into The... (A&M)	46/38	49/41	26/23
12	DAN FOGELBERG Phoenix (Full Moon/Epic)	132/33	127/29	77/21

## THE HOTTEST

Rank	Artist	1/25	1/18	1/11
1	TOM PETTY... Damn... (Backstreet/MCA)	140/133	127/125	75/72
2	PINK FLOYD The Wall (Columbia)	134/128	126/117	72/64
3	EAGLES The Long Run (Asylum)	131/117	127/114	77/73
3	JEFFERSON STARSHIP Freedom At... (RCA/Grunt)	134/117	126/112	75/67
4	DAN FOGELBERG Phoenix (Full Moon/Epic)	132/99	127/95	77/65
5	FLEETWOOD MAC Tusk (WB)	119/95	119/99	70/61
6	NO NUKES Various Artists (Asylum)	131/87	121/78	75/60
6	ZZ TOP Deguello (WB)	118/87	105/82	68/48
7	STYX Cornerstone (A&M)	105/88	104/83	65/62
8	AEROSMITH Night In The Ruts (Col)	112/89	106/72	64/38
9	LED ZEPPELIN In Through... (Swan Song)	83/88	90/72	65/44
10	NEIL YOUNG & C. HORSE Live Rust (WB/Reprise)	97/67	88/64	63/36
11	LITTLE FEAT Down On The Farm (WB)	87/60	101/68	68/31
12	STEVE FORBERT "Jackrabbit Slim" (Nemperor)	75/38	79/32	67/23
12	TOTO Hydra (Columbia)	85/38	87/41	58/24

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

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

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





# SOUTH

# MOST ADDED

# MEDIUM

# THE HOTTEST

**KY99** Amarillo  
806 359-8561

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)  
LITTLE FEAT (Epic)  
STEVE FORBERT (Mercury)  
QUEEN (Elektra)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)  
MICK NAILOR (Columbia)  
BARTS (Chrysalis)

**WROO** Charlotte  
704-392-8191

Added:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)  
LITTLE FEAT (Epic)  
STEVE FORBERT (Mercury)  
QUEEN (Elektra)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)  
MICK NAILOR (Columbia)  
BARTS (Chrysalis)

**ROCKETS** No Ballads (RSO) 26/26

**RUSH** Permanent... (Mercury) 26/25

**TODD RUNDGREN** Adventures... (Brsville/WB) 24/12

**GARY NUMAN** Pleasure... (Atco) 12/12

**ROMANTICS** The Romantics (Nemperor) 12/10

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

**AEROSMITH** Night In... (Columbia) 31/19

**TOTO** Hydra (Columbia) 28/17

**LITTLE FEAT** Down On The Farm (WB) 28/12

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

**T. PETTY & HEARTBREAKERS** Dam... (Backstreet/MCA) 38/33

**PINK FLOYD** The Wall (Columbia) 36/33

**EAGLES** The Long Run (Asylum) 37/33

**JEFFERSON STARSHIP** Freedom... (RCA/Grun) 37/33

**DAN FOGLBERG** Phoenix (Full Moon/Epic) 38/31

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

**KRock** Atlanta  
404-325-0960

Added:  
TODD RUNDGREN (Brsville/WB)  
HOLLY HATCHET (Epic)  
MICK NAILOR (Columbia)  
J. GEIL'S BAND (EMI/America)  
RUSH (Mercury)  
GARY NUMAN (Atco)  
BARTS (Chrysalis)  
ROY SUNDHORN (Polygram)

Medium:  
DAN FOGLBERG (Full Moon/Epic)  
30-SPECIAL (AMM)  
STEVE FORBERT (Mercury)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)  
MICK NAILOR (Columbia)  
BARTS (Chrysalis)

**WZLQ 96** Columbia  
803-796-8896

Added:  
TODD RUNDGREN (Brsville/WB)  
J. GEIL'S BAND (EMI/America)  
BARTS (Chrysalis)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)  
LITTLE FEAT (Epic)  
STEVE FORBERT (Mercury)

Medium:  
APRIL WINE (Capitol)  
MICK NAILOR (Columbia)  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**ZZQ 92** Jackson  
801-982-1062

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**KLPQ** Little Rock  
501-664-6866

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WKQB** Nashville  
605-748-8153

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**KLBJ FM** Austin  
512-474-6543

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

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

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WJXX** Jacksonville  
904-633-2785

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

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

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WNO** New Orleans  
504-529-1212

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

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

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**KZEW** Dallas  
214-748-9898

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WQUT** Johnson City  
615-477-3127

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WZXR** Memphis  
901-726-0060

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WNO** New Orleans  
504-889-2424

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

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

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**KZEW** Dallas  
214-748-9898

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WQUT** Johnson City  
615-477-3127

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WZXR** Memphis  
901-726-0060

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WNO** New Orleans  
504-889-2424

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

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

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**KZEW** Dallas  
214-748-9898

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WQUT** Johnson City  
615-477-3127

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WZXR** Memphis  
901-726-0060

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WNO** New Orleans  
504-889-2424

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WBCY-108** Charlotte  
704-374-3772

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**KZEW** Dallas  
214-748-9898

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WQUT** Johnson City  
615-477-3127

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WZXR** Memphis  
901-726-0060

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WNO** New Orleans  
504-889-2424

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WBCY-108** Charlotte  
704-374-3772

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**KZEW** Dallas  
214-748-9898

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WQUT** Johnson City  
615-477-3127

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WZXR** Memphis  
901-726-0060

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)

**WNO** New Orleans  
504-889-2424

Added:  
ROCKETS (RSO)  
RUSH (Mercury)  
ROMANTICS (Nemperor)

Medium:  
PAT BENATAR (Chrysalis)  
BOOTHBY RATS (Columbia)  
PAT METHENY GROUP (Epic)  
JAY WALKER (Mercury)  
GARY NUMAN (Atco)  
DAN FOGLBERG (Full Moon/Epic)

Hotlist:  
TOM PETTY & THE HEARTBREAKERS (Mercury/MCA)



### SOUTH

#### Oklahoma City

405-831-8881

100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### XL 102 Richmond

804-282-9731

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### RADIO 97 Savannah

912-233-9211

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881



**YOU'RE NEVER ALONE WITH KLEIN** — After completing a tour in support of his latest Chrysalis album, Ian Hunter (right) set down with Robert Klein (left) for an interview for Klein's DIR-syndicated radio show.

### WQDR Raleigh

919-832-8311

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WSMU-FM Starkville

601-323-1230

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### 98 ROCK Tampa

813-224-0742

Address: 100%  
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 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### KMOD Tulsa

918-664-2810

Address: 100%  
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 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### West Palm Beach

305-659-1230

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

# MIDWEST

### WAP Appleton

414-734-9226

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WMET Chicago

312-628-9191

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### MOST ADDED

RUSH  
 Permanent... (Mercury) 30/29

ROCKETS  
 No Ballads (RSO) 27/22

J. GEILS BAND  
 Love... (EMI/America) 18/18

STEVE WALSH  
 Schmeer... (Kirshner) 13/13

GARY NUMAN  
 Pleasure... (Atco) 12/12

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

### MEDIUM

BABYS  
 Union Jacks (Chrysalis) 27/18

LITTLE FEAT  
 Down On The Farm (WB) 24/16

TODD RUNDGREN  
 Adventures... (Brsvile/WB) 31/14

TOTO  
 Hydra (Columbia) 20/14

IAN MCLAGAN  
 Troublemaker (Mercury) 19/14

APRIL WINE  
 Harder... Faster (Capitol) 17/14

BOOMTOWN RATS  
 Fine Art... (Columbia) 17/14

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

### THE HOTTEST

T. PETTY & HEARTBREAKERS  
 Damn... (Backstreet/MCA) 35/34

PINK FLOYD  
 The Wall (Columbia) 33/33

JEFFERSON STARSHIP  
 Freedom... (RCA/Grunt) 32/30

ZZ TOP  
 Deguillo (WB) 33/29

EAGLES  
 The Long Run (Asylum) 28/24

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

### Loop Chicago

312-440-5270

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WEPN Cincinnati

513-671-8500

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### Q-FM-96 Columbus

614-224-1271

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WVUD Dayton

513-229-4247

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WRIF 101 Detroit

313-444-1010

Address: 100%  
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 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WARI Chicago

312-777-1700

Address: 100%  
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 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### 94.1 'SAI-FM Cincinnati

513-921-0594

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### 97X Davenport

319-326-2541

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### KGGO Des Moines

515-265-6181

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WA Detroit

313-259-4323

Address: 100%  
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 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WUMS Cleveland

216-781-9667

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WVUE Dayton

513-224-1501

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
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### WVUE Dayton

513-224-1501

Address: 100%  
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Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### WVUE Dayton

513-224-1501

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

### 94.3 Elgin

312-741-7700

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881

Address: 100%  
 OKLAHOMA CITY  
 405-831-8881





# Country



**Jim Duncan**

## News Notes



Ted Cramer, the man voted last year as "Country Music's Number One Ugly" (shown here after a recent attempted face transplant), is leaving WDAF/Kansas City after two years at the programming helm. Cramer, who has been involved with Country Radio since 1952, will join the Taft-owned WTVN/Columbus, OH. WTVN is formatted Pop/Adult. Ted will be PD for the station, but promises to "keep his fingers in Country as a consultant for Taft's WDAF." Ted Cramer may not have the prettiest face, but he will be leaving Country radio in style. According to the just-released Arbitron for Kansas City listed in this issue of R&R, WDAF jumped from a 8.8 to an 11.9 for its best book ever. Congratulations and our best wishes

for a good friend and excellent programmer. (More details on Page 3 of this week's R&R.) . . . The company that owns WFMS-FM/Indianapolis, Susquehanna Broadcasting, just switched its station in Fort Worth, KPLX-FM, from P/A to Country. Herb Allen, who is PD with WFMS-FM, has been at KPLX-FM for the past couple weeks to help kick off the new format. That took place last Friday (18) at 6pm. Allen told R&R, "After our GM Wally Tucker made an announcement about the change, I did the first hours starting with Willie Nelson's "Whiskey River." Ted Jones will be PD for the station. (More details on Page 1) . . . While you are checking around R&R, Brad Messer's column this week features an interesting news poll you might want to take part in. By the way, Messer is a featured panelist on "Programming For The 80's" at the Country Radio Seminar in Nashville, March 14 and 15. An update on that excellent conference next week . . . WSUN/St. Petersburg was knocked off the air last Tuesday night through Wednesday morning when a construction crew went over its phone lines to the transmitter. The station had to broadcast from the transmitter site while repairs were made . . . Chris Lane, currently an on-air personality at KLAC/Los Angeles and formerly with KGBS/KHTZ/Los Angeles, KAYO/Seattle, WPLO/Atlanta, WJJD/Chicago, and WIL/St. Louis, is doing a syndicated 2 1/2-minute interview feature for Weedeck Corporation. It runs twice a day on KLAC. For more information and a demo, contact Ron Martin at (213) 462-5922 . . . David Lee, MD of WIL/St. Louis is now doing a syndicated air show for Broadcast Programming International. He joins the aforementioned Chris Lane and Corky Mayberry for the syndicated shows. Talk with Jane Kendred at 800-426-9082 if you are interested . . . Doc Holliday, formerly of KBBQ/Ventura, CA is the new all-nighter at KSON-AM/San Diego, according to PD Rod Hunter . . . Doug Walker has been MD of WUNI/Mobile as Reggie Davis joins the station sales department. Walker will move from the evening show to Davis's old slot in middays . . . Scott Roberts is the new MD of WOKQ/Dover, NH. Roberta Conway is exiting the station and moving to Denver . . . Dan O'Brien returns to afternoon drive at KIDN/Pueblo, CO. He had been doing news . . . A case of Coors beer and some Knott's Berry Farm jams are on their way to WEEP/Pittsburgh morning team Jonathan and Terry Rhodes (yes, they are married) from KLAC's afternoon air personality Harry Newman. The Rhodeses and Newman made a bet on the recent Super Bowl between the Pittsburgh Steelers and the Los Angeles Rams . . . See you next week . . . You can bet on that . . .



**FOR THE BIRDS** — WGTO/Cypress Gardens, FL PD and air personality Terry Slane is shown with friend C.W. McCaw, a star performer at the Cypress Gardens bird show. Slane told R&R, "Every now and then C.W. stops by the station to request some favorite songs by Dolly Partidge, Crow Bandy, and Eddy Raven."



**W3-D**  
**BIG LAKE COUNTRY CLUB**

No. 0002  
 This card entitles

JIM DUNCAN  
CENTURY CITY, CALIFORNIA

to all the rights and privileges as a member of W3-D's BIG LAKE COUNTRY CLUB including up-to-the-minute News Coverage, Weather Watch, Sports Coverage, 24 hours a day of country music, participation in W3-D's many promotional activities and discounts from area merchants.

WDDD Country 107 Marion, Ill.

**A COUPLE OF REAL CARDS** — Bob Lima, PD of WVMI/Biloxi sent along one of the official WVMI "supercards," a key element in the station's current promotion. Listeners will be offered prizes and discounts on a regular basis. The plastic credit card-type cards are printed in white on blue . . . The other card pictured here is from WDDD/Marion, IL and is used in its "Country Club" promotion. As with the WVMI card, members of the W3-D Club are entitled to many discounts and on-air special prizes. The WDDD card is yellow with green printing. (R&R is still wondering: If Jim Duncan got card number 0002, who received 0001? And what about 007? Besides that, Jim Duncan is wondering: "Where's my prize? Did I win?" Answers to these questions and much less in the next exciting episode of "Who Cares??")

## Making Some Noise

**PROMOTION PATTERN:** It was bound to happen. Radio stations and/or certain personalities have been getting behind a campaign to have "Miss America" MC Bert Parks reinstated. Most formats have reported at least one or more stations getting behind the idea. The first Country station we heard of was in Green River, Wyoming, of all places. KUGR reports getting more than 800 signatures on a petition to bring Parks's "pearly whites" back to the pageant. (Let us see those sunburned teeth, Bert!) . . . For the fourth year, WIRE/Indianapolis held their annual "WIRE Greater Indianapolis Garage Sale." More than 30,000 people visited this year's two-day event. The station reserves space at the Indianapolis Convention Center, rents out booths to the public and some private dealers for the huge sale . . . A "good as gold" promotion is underway this month at WJRB/Nashville. The station will give away an ounce of gold to the person who correctly guesses the price of gold on the New York market on February 1. Hourly prizes, such as "gold" watches, will be given to a correct caller when a specific "gold" oldie is aired. Listeners can also qualify for the contest by entering at participating sponsors. A weekly "golden" wedding anniversary couple will be given a cake and portrait session . . . On the recent anniversary of Elvis Presley's birthday, WHN/New York aired an exclusive 3-hour broadcast of Presley in concert. The show, "New York Remembers Elvis On His Birthday" was produced by WHN with PD Ed Salamon as executive producer . . . WWVA/Wheeling has set March 1 for its second annual free breakfast. Last year more than 5500 took part . . . WHK/Cleveland tells us of its "WHK Pays Your Way" contest. One caller per show, between 6am and 7pm, will win a month's free rent or house payment, car, utility, and food bills . . . KGFX/Pierre, SD is beginning its "Sunshine" giveaway. Hourly qualifiers try to guess the five "South Dakota things on our mind while on the beach at Mazatlan." The person guessing the five items wins a trip for two to the famous Mexico beach . . .

**CONCERTS:** WKCQ/Saginaw is bringing Larry Gatlin, the Bellamy Brothers and the Kendalls to town on January 26. As a pre-promotion they are giving away albums from each . . . For its twelfth birthday, KMAK/Fresno presented a concert with Kenny Rogers on January 18 . . . Two days later Rogers and Dottie West broke a 1974 attendance record in San Bernardino when KCKC presented two Sunday concerts. The record holder was Elvis Presley back in 1974 . . . The annual Charlie Daniels "Volunteer Jam" Saturday (12) was broadcast on WKDA-FM/Nashville. Both the AM and FM promoted the six-hour live show . . . WLWI-FM/Montgomery presents Johnny Cash for its "Country Jam II" on January 30. It's the station's second anniversary . . . KLAC/Los Angeles brings the Cash "Silver Jubilee Celebration" to town February 22 . . . Cash and company are set for January 27 in Sarasota, FL. WYND is bringing the show in, as it did with Hank Williams Jr. earlier this month. Tammy Wynette is scheduled for a WYND show on February 17 . . . WINN/Louisville presented the Oak Ridge Boys, Johnny Rodriguez, Charly McClain, and Joe Sun in concert last Sunday (20). Jim Ed Brown and Helen Cornelius are in town this weekend (25), with a Conway Twitty, John Conlee, and Ronnie McDowell show set for February 2 . . . The Conway, Conlee, and Ronnie show did a concert for WOOT/Savannah, GA on January 12 . . . So what's "news" with you? R&R Country, 1930 Century Park West, Los Angeles, CA 90067 . . .

# NOW THIS IS MUSIC!

## RAY STEVENS "Shriner's Convention"

PB 11911

**JUST RELEASED!**

## DANNY DAVIS and WILLIE NELSON with the Nashville Brass

### "Night Life"

PB 11893

BB  
82\*

CB  
84\*

RW  
89\*

## ZELLA LEHR "Love Has Taken Its Time"

PB 11754

BB  
28\*

CB  
38\*

RW  
38\*

ON RCA RECORDS

**RCA** 

# Country

## BREAKERS

### ROY CLARK

#### Chain Gang Of Love (MCA)

60% of reporters on this record. Charts: 43-25 WCMS, 25-16 KMPS, 18-12 KFTN, 28-21 KLZ, 18-14 WJJD, 37-27 WKDA, 33-28 WHBF, 21-17 KCUB. Adds this week: WCXI, WSAI, WHK, WINN, KRMD, WEEP, WMZQ and others. R&R Chart 39-27.

### JOHNNY PAYCHECK

#### Drinkin' And Drivin' (Epic)

On 58% of reporting stations. Charts: 33-21 KKYX, 15-11 KHEY, 31-26 WWVA, 39-18 WAXX, 30-24 KEEN, 26-20 WSLR, 7-6 WLWI-FM, 28-20 KMPS, 38-27 KZIP, 24-18 KSO, 37-27 KEED. Adds include WEEP, WMAQ, WIXY. R&R Chart 37-31.

### RONNIE MILSAP

#### Why Don't You Spend The Night (RCA)

On 58% of reporting stations. This week's adds include WFMS-FM, WBAX, WCMS, KRAM, WHBF, KTYN, KFEQ, WVMI. Charts: 34-27 KRZY, 35-25 KRMD, 30-15 KZIP, 31-25 WQQT, 38-28 KCUB, 45-25 KHEY, 37-26 WSAI, debut 22 WAXX, 38-24 WKKN, 38-27 WBAM, 38-24 WKDA, 34-24 WJJD, 9-5 KCKC. R&R Chart 40-32.

## NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**MEL TILLIS** "Lying Time Again" (Elektra) 76/20, WJJD, KSO, WINN, KOKE, WKDA, WBAX, WCMS, WNVY, WGTO, WVOJ, WCUZ, KWMT, WWJO, KGFX, WTHI, WMUS, KIDN, KKAL, KUGR, KMAK. Charts: Debut 17 WHOO, 23-18 WDGY, 15-9 KCKC, 30-24 WEEP, 28-22 WDAF, 25-18 WUNI. R&R Chart: Debut 35.

**STATLER BROTHERS** "I'll Even Love You Better Than..." (Mercury) 75/15, KNEW, KMPS, KLAKE, WINN, KOKE, WUNI, WCMS, WGTO, WNVY, WITL, KWMT, WTHI, KGFX, WHBF, KIDN. Charts: 35-30 KFGO, 25-21 WMZQ-FM, 40-26 WKDA, 28-15 KCKC, debut 25 WMC, debut 19 WHOO, 25-21 WSEN. R&R Chart 38-36.

**CHARLY McCLAIN** "Men" (Epic) 65/13, KLAKE, KNIX, WLWI, WGTO, WINN, KLVI, WHOO, WUNI, WKXA, KTYN, KWMT, KUGR. Charts: 28-24 WDGY, 30-24 KFTN, 27-23 KSOP, 39-21 KIKK, 34-27 WVOJ, 26-22 WSEN, 33-21 KRZY.

**ZELLA LEHR** "Love Has Taken Its Time" (RCA) 57/6, KSON, WINN, KLVI, WSAI, KWMT, WADR. Charts: 27-23 KRMD, 28-21 WBAM, 23-17 KHAK, 38-29 KKYX, 37-27 KFEQ, 32-28 KGFX.

**JACKY WARD** "I'd Do Anything For You" (Mercury) 55/9, KLAKE, KLZ, WSAI, WJJD, WKDA, WCMS, KIDN, WITL, WYTL. Charts: 35-26 WBAM, 33-28 WKKN, 26-21 WQQT, 31-27 CKLW-FM, 33-20 KZIP, debut 24 WMC, 23-19 WMZQ-FM.

**HOYT AXTON** "Wild Bull Rider" (Jeremiah) 51/10, WINN, KOKE, WQQT, WBAM, KLVI, WTHI, WVOJ, KWMT, KMAK, KBET. Charts: 36-29 KEEN, 37-29 KVOC (Hlp), 27-22 WOKQ, 28-24 WFMS-FM, 24-17 WUNI.

**CONWAY TWITTY** "I'd Love To Lay You Down" (MCA) 47/42. The "Most Added" record this week. Some new adds include KEEN, KMPS, KNEW, KEED, KNIX, KIKX, KCKC, KSOP, KLAKE, WFMS-FM, WXCL, KFGO, WCXI, WSAI, KHAK, CKLW-FM, WNRS, WDGY, WIRK-FM, WUNI, WHOO, KRMD, WLWI-FM, KKYX, WQQT, WMC, WKDA, WWVA, WMZQ-FM, 36-29 WVOJ.

**JOHNNY DUNCAN** "Play Another Slow Song" (Columbia) 46/15, CKLW-FM, WSLR, KGFX, KSO, WJJD, WITL, WNVY, WEAT, KLVI, WQQT, KZIP, WUNI, KOKE, KVET, WBAX. Charts: 22-16 WMC, 28-22 WVOJ, debut 23 WAXX.

**GEORGE BURNS** "I Wish I Was Eighteen Again" (Mercury) 45/12, WSLR, WDGY, KBMR, WYTL, KLAKE, KLZ, WNVY, WHOO, KKYX, WVOJ, WKXA, WOKQ. Charts: 32-27 KEEN, 27-19 KVOC, 38-27 WFMS-FM, 40-29 KFTN, 29-25 WJJD, 39-25 KWMT, 36-29 WITL, debut 24 WOKK.

**STEPHANIE WINSLOW** "Crying" (WB/Curb) 44/11, WHN, WNVY, KLVI, WEAT, WLAS, KWMT, KGFX, WTHI, KLAKE, KLZ, KIKX. Charts: 39-30 WKKN, 34-26 KSO, 19-13 CKLW-FM, 37-27 KFTN, 42-30 KKYX, 17-14 WHK, 20-14 WVOJ.

**MOE BANDY** "One Of A Kind" (Columbia) 37/26. One of the "Most Added" of the week. Some new adds include KNEW, KLAKE, KMPS, KNIX, KLAKE, WAXX, WFMS-FM, WNRS, KRMD, WINN, WLWI-FM, WBAM, KKYX, WKDA, WUNI, 27-19 KCKC.

## Others Getting Significant Action

**ROSANNE CASH** "Couldn't Do Nothing Right" (Columbia) 30/15, KNEW, KMPS, KSSS, WXCL, WTHI, KBMR, KTYN, KYNN, KHEY, KZIP, KKYX, WIRK-FM, WUNI, WKDA, WJVA, debut 28 WSEN, 29-20 KCKC.

**JACK GREENE** "Yours For The Taking" (Frontline) 27/7, KEED, WHK, KSO, WHBF, WJJD, KWMT, WXCL. Charts: 38-28 KFTN, 40-29 KYNN, 14-10 KCKC, 35-29 KFDI.

**REBA McENTIRE** "I Still Long To Hold You Now And Then" (Mercury) 27/4, WXCL, KSO, KMPS, WCMS, 33-27 KHAK.

**HENSON CARGILL** "Silence On The Line" (Copper Mountain) 24/6, KLAKE, KSON, KVOC, KWMT, WSLR, WGTO. Charts: 34-20 KUZZ, 36-29 KRMD, 30-24 KHAK, 28-20 KSSS, 34-20 WMZQ-FM.

**PORTER WAGONER** "Hold On Tight" (RCA) 24/2, WHBF, WCMS, 25-18 KRMD, 25-19 KSO.

**HANK THOMPSON** "Tony's Tank-Up, Drive-In Cafe" (MCA) 23/23, WWVA, WOKQ, WMZQ-FM, KRMD, KKYX, WUNI, WKDA, WIRK-FM, KFDI, KFEQ, KFGO, KHAK, WAXX, KNIX, KCKC, KCUB, KEED, KMPS, KVOC, KUZZ, KRZY, KSOP, KTOM.

**LACY J. DALTON** "Tennessee Waltz" (Columbia) 21/21, KEEN, KMPS, KEED, KSSS, KFTN, KLAKE, KIKX, WAXX, KHAK, KBMR, CKLW-FM, KFGO, KFEQ, KFDI, KHEY, WBAM, KRMD, KKYX, KZIP, WKDA, WIRK-FM.

**STREETS** "Love In The Mean Time" (Epic) 20/4, CKLW-FM, WMC, KUZZ, KBET, SHEILA ANDREWS w/JOE SUN "What I Had With You" (Ovation) 16/6, KEED, KBET, KTYN, KBMR, WHBF, WGTO.

**ALABAMA** "My Home's In Alabama" (MDJ) 13/13, KEED, KFTN, KSO, KSO, WUNI, WWVA, WAXX, KHAK, KYNN, WBAM, WLWI-FM, KZIP, WVOJ.

**MEL STREET** "Sleep On It Baby" (Sunbird) 13/8, WGTO, KKYX, WLAS, WXCL, WCXI, KMPS, KVOC, KIKX.

**JUICE NEWTON** "Sunshine" (Capitol) 13/4, KNEW, KUGR, KYNN, WWVA.

**DANNY DAVIS & WILLIE NELSON** "Night Life" (RCA) 9/9, KRZY, KFTN, KUGR, KSO, KHAK, WBAM, KRMD, KKYX, WIRK-FM.

### Radio & Records

## NATIONAL AIRPLAY/40

January 25, 1980

Two Weeks	Last Week	This Week	
2	2	1	OAK RIDGE BOYS/Leaving Louisiana In The Broad Daylight (MCA)
3	3	2	DON WILLIAMS/Love Me Over Again (MCA)
4	4	3	T.G. SHEPPARD/I'll Be Coming Back For More (WB/Curb)
1	1	4	KENNY ROGERS/Coward Of The County (UA)
14	7	5	BARBARA MANDRELL/Years (MCA)
16	11	6	JOHN CONLEE/Baby, You're Something (MCA)
15	10	7	CRYSTAL GAYLE/Your Old Cold Shoulder (UA)
8	6	8	KENDALLS/You'd Make An Angel Wenne Cheat (Ovation)
13	12	9	GAIL DAVIES/Blue Heartache (WB)
38	22	10	ANNE MURRAY/Daydream Believer (Capitol)
24	16	11	JEANNE PRUETT/Back To Back (IBC)
23	17	12	JERRY REED/Sugarfoot Rag (RCA)
5	5	13	MOE & JOE/Holding The Bag (Columbia)
34	25	14	WAYLON JENNINGS/I Ain't Living Long Like This (RCA)
33	27	15	MARGO SMITH/The Shuffle Song (WB)
37	31	16	RAZZY BAILEY/I Can't Get Enough Of You (RCA)
7	8	17	CONWAY TWITTY & LORETTA LYNN/You Know Just What I'd Do (MCA)
9	15	18	JIM REEVES w/DEBRA ALLEN/Oh How I Miss You Tonight (RCA)
26	20	19	JOHNNY RODRIGUEZ/What'll I Tell Virginia (Epic)
40	34	20	GENE WATSON/Nothing Sure Looks Good On You (Capitol)
12	14	21	CHARLEY PRIDE/Missin' You (RCA)
6	9	22	WILLIE NELSON/Help Me Make It Through The Night (Columbia)
39	32	23	CRISTY LANE/Come To My Love (UA)
10	13	24	EDDIE RABBITT/Pour Me Another Tequila (Elektra)
20	18	25	JOHN ANDERSON/Your Lying Blue Eyes (WB)
17	26	26	MICKEY GILLEY/A Little Getting Over Too (Epic/Playboy)
—	39	27	ROY CLARK/Chain Gang Of Love (MCA)
21	21	28	CHARLIE RICH/You're Gonna Love Yourself In The Morning (UA)
—	35	29	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
29	24	30	BILLY "CRASH" CRADDOCK/Till I Stop Shaking (Capitol)
—	37	31	JOHNNY PAYCHECK/Drinkin' And Drivin' (Epic)
—	40	32	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
—	—	33	TOM T. HALL/Old Side Of Town (RCA)
—	—	34	BUCK OWENS/Let Jesse Rob The Train (WB)
—	—	35	MEL TILLIS/Lying Time Again (Elektra)
—	38	36	STATLER BROTHERS/I'll Even Love You Better Than I Did (Mercury)
31	29	37	JANIE FRICKE/But Love Me (Columbia)
11	19	38	JOHNNY CASH & WAYLON JENNINGS/I Wish I Was Crazy Again (Columbia)
—	—	39	RONNIE McDOWELL/Never Seen A Mountain So High (Epic)
—	—	40	RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

**DEAN DILLON** "I'm Into The Bottle" (RCA) 37/6, KEEN, KSON, WHK, KHEY, KRAM, KTOM. Charts: 30-28 KRMD, 32-28 WBAM, 34-30 CKLW-FM, 41-29 KZIP, debut 30 WEAT.

**LEON EVERETTE** "I Love That Woman (Like The Devil...)" (Orlando) 37/5, KMPS, WQQT, KLZ, KBET, WITL. Chart: 16-12 KUZZ, 38-26 KWMT, 33-28 WTHI, 42-26 KZIP, 32-27 KSO, 37-27 KKYX.

**BELLAMY BROTHERS** "Sugar Daddy" (WB/Curb) 35/35. One of the "Most Added" this week. New stations include KEEN, KRZY, KMPS, KCUB, KIKX, KCKC, KSOP, KNIX, KEED, WSAI, KHAK, KFGO, WNRS, KYNN, WXCL, WINN, KRMD, WLWI-FM, WBAM, KKYX, KZIP, WMC, WIRK-FM, WVOJ, WUNI, WWVA, WOKQ and others.

**BOBBY BARE** "Numbers" (Columbia) 34/6, KLAKE, WHK, WXCL, WHOO, KRMD, KIDN. Charts: 36-27 WCMS, 32-24 KUZZ, 40-30 KHAK, 17-7 WBAM, 7-6 WSEN, 39-28 KZIP, 31-23 KFTN, 30-25 WIL, 23-16 KCUB, 38-25 WKDA, 17-5 WIRK-FM, 33-14 KLZ, 31-21 KCKC, 23-19 KSOP, 25-15 KIKK, 30-24 KTOM, 14-9 WUNI.

### Most Requested

LW	TW	
1	1	KENNY ROGERS (UA) (7th Week)
7	2	BARBARA MANDRELL (MCA)
5	3	BOBBY BARE (Columbia)
3	4	WAYLON JENNINGS (RCA)
2	5	T.G. SHEPPARD (WB/Curb)
4	6	OAK RIDGE BOYS (MCA)
—	7	ANNE MURRAY (Capitol)
6	8	LARRY GATLIN (Columbia)
—	9	JOHN CONLEE (MCA)
—	10	DON WILLIAMS (MCA)

### Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- CONWAY TWITTY & LORETTA LYNN** You Know Just What I'd Do (MCA)
- BRENDA LEE** Tell Me What It's Like (MCA)
- MOE & JOE** Holding The Bag (Columbia)
- WILLIE NELSON** Help Me Make It Through... (Columbia)
- CHARLEY PRIDE** Missin' You (RCA)
- KENNY ROGERS** Coward Of The County (UA)
- EDDIE RABBITT** Pour Me Another Tequila (Elektra)
- CONWAY TWITTY** Happy Birthday Darlin' (MCA)



## Biff Collie Inside Nashville

**HEADLINES:** "Hee Haw" is "lookin' for a home." The longtime TV comedy show was evicted after 12 years from its home at Nashville's Channel 5 studios. Station says they're concentrating on local television instead of TV production. General consensus is that the laughers will move to Opryland Studios at the Opry House... That lawsuit brought by the Kendalls against Gusto and Stop Records was settled. They charged that the labels "preyed on their success" by releasing five songs not covered in a 1969 recording contract... The Carl Dean/Dolly Parton duet on stage at one of her showdates shocked; Dolly most of all! Dean is known for his hermit-like habits and has refused to be photographed or interviewed all these years. Then all of a sudden Dolly comes on stage and finds an extra member of the vocal group, complete with fright wig, straw hat and all (the vocal group gave Dolly's husband the gong!)



Larry Gatlin

Larry Gatlin got his first TV special for this fall... Crystal Gayle was just named Honorary Ambassador of Goodwill for the state of Louisiana by Lt. Governor James Fitzmorris. Crystal was given the key to the city of New Orleans and made an honorary citizen by Mayor Ernest N. Morial. The ceremonies were recently held at the Superdome in New Orleans... Songwriter's Hall of Famer Zeke Clements hospitalized here for pacemaker installation. Clements's hits include Eddy Arnold classics like "It's A Sin" and "Just A Little Lovin'". Ralph Sloan, whose Tennessee Travelers Square Dance group has been an Opry act for many years, was listed in critical condition at presstime, in Room 129, Donelson Hospital, Donelson, TN, with cancer.

**CALENDAR:** Kenny Rogers named Country Star of the Year on CBS's "10th Annual Entertainer of the Year" show Wednesday (1-23)... The Country Music Foundation announced a January 30 deadline for applications for 1980 inductions into the Country Music Hall of Fame and Museum's Walkway of Stars... Buck Owens's Rodeo and Frontier Days scheduled in Bakersfield for March 28, 29, 30... Freddy Fender in New Zealand January 28-February 7... Ed Bruce's guesting on "The Chisolms" Saturday (26)... "Hank Williams: The Man & His Music" taped at the Opry Houses (the old one and the new one) Monday (28)... Johnny Paycheck and Mickey Gilley recently taped "Soundstage" in Chicago, to air February 5 via the 246-station PBS network... Margo Smith is in Los Angeles February 19 to tape "Hollywood Squares"... August 12-16 is the announced dates of the "Memphis Music Festival '80 - A Tribute to Elvis." Set to perform are Carl Perkins, Roy Orbison, Jerry Lee Lewis, T.G. Sheppard, Charlie Rich, and Merle Haggard. For more details call (800) 251-1864... The Oak Ridge Boys will guest star in a 60-minute variety show originating in Munich, West Germany for Bavarian Broadcasting. The show will

# Country

tape June 3. On June 6 the Oaks will be at the Sporting Club of Monte Carlo to star in a special for worldwide broadcast called the "Monte Carlo Show." The group is seen here before their recent concert at the Greensboro Coliseum to attend the Duke-North Carolina basketball game. The four, Duane Allen, Bill Golden, Joe Bonsall, and Richard Sterban, are shown with Duke basketball coach Bill Foster prior to the game, where they celebrated Golden's birthday.



**PERSONAL:** Larry Butler, currently the hottest producer around here (he's up for Producer of the Year at the Grammys) now commuting to the studio from his 20-acre farm in Rayburn Gap, GA... Loretta Lynn cried when she saw her first screening of "A Coal Miner's Daughter"... Brenda Lee says her greatest thrill professionally was to be nominated for a Grammy (never before)... Many had the wrong idea about the medical bulletin which anonymously named one of Music City's "most lovable" people as undergoing his second open-heart surgery, the first one having been performed in 1970. It referred to Grandpa Jones; Marty Robbins's office here was deluged with calls. (Both Marty and Grandpa had open-heart surgery in 1970)... A week ago Wednesday (16) WB Records here hosted a listening party at Woodland Sound Studios honoring the release of Gail Davies's first LP for the label. Gail's LP is one of the first in our history in which all aspects of production were overseen by a female artist (in other words, Gail did her own thing on this one)... Roni Stoneman had plastic surgery "to enhance her physical attributes relative to facial countenance," she said. Roni says, "I always wanted to have my face lifted, but I didn't have the jack!"... Willie's acting performance in "Electric Horseman" with Robert Redford has been greeted with high praise... Get Bob Jennings to tell you the story about Chet Atkins's personality-rating of Charlie Walker... Charlie Louvin and Justin Tubb substituted for vacationing Ralph Emery last week on his early morning TV show... Nationwide Sound's Betty Gibson says 65% of its Country station contracts are leaning toward more

traditional airplay sounds for 1980... The Statler Brothers joined Burt Reynolds's wrecking crew on "Smokey & The Bandit Have A Baby" (II)... What producers produce and press only enough records to service key radio stations, with little or NO intention of manufacturing commercial stock? It's happening. Radio stations will do well to have some concrete evidence that at least the record can be bought before programming it, no matter how exciting or hyped it is.

**RADIO ROW:** Bob Knight, formerly WMPS/Memphis, etc., is Operations Manager at WKXA/Brunswick, ME and would like to hear from friends... Johnny Dallas, longtime all-night record player in Southern California at KWOW/Pomona (Los Angeles) now owns and operates KIBS/Bishop, CA... Dale Langley is GM at WKLM/Wilmington (old home of the other Bill Mack) and pulls an airshift as "Chuck Thompson"... Doc Holiday (one of them) is alive and well at WZST/Leesburg, FL (Chip Acton is GM there)... Roy Pugh, honcho at KTIM/Thibodaux, LA says Barbara Mandrell will eat "Boudin" with them when she's there next month... (\*good)... Colleen Cassidy, new PD at WWOK/Miami, has just rearranged the air schedules and is searching for the Atlas Artists Cowboy Rhythm Band... Lonnie Bell, KOYN/Billings, is digging out from a "clavicle-deep" snow... Ron Jetton upped from PD to GM at WGEC/Springfield, GA... K102/EI Paso boss Lee Masters says its gettin' so hot, it may go up to K103... Ray Atkins, longtime GM at WIXE/Monroe (Charlotte), NC used to be dobroist-comic with Johnny & Jack & the Tennessee Mountain Boys (with Kitty Wells). Ray and Johnny Wright had an act called "Nimrod & The Duck" (Atkins was the duck!)

**FOOTNOTES:** Willie Nelson, after blanketing Texas with "Stay Alive At 55" radio public service spots, was clocked at 80 on the freeway outside Austin... Lulu Roman is becoming the commercial TV spokesperson for more and more Chevrolet dealers and dealer associations (K.C., North Dakota, Knoxville, West Texas, Rochester, Waco, etc.) and is "Hee-Hawing" all the way to the bank... Three years ago this week "LUCILLE" hit the charts and stayed... and stayed... and stayed. When Roy Clark was honored by the Virginia General Assembly last Wednesday they declared Roy Clark Day in Virginia "for bringing the therapy of laughter and the spiritual refreshment of music" to Americans... Loretta Lynn will dedicate the Nashville premiere of her movie to her mother, Mrs. Clara Butcher. (It's March 4 at the Belle Meade Theater)... Uncle Dave Macon's album "Laughin' Your Blues Away" has been nominated for a Grammy in the "Best Ethnic or Traditional" recording category. All the material in the LP is original never-before-released product from the Country Music Hall of Famer who died in 1952. It's on Rounder Records... Tammy Wynette wants Bette Davis and Faye Dunaway in the autobiographical movie of her life screenplayed from her book "Stand By Your Man"... Hank Thompson and Michael Murphy heading for the "Great American Honky Tonk Tour" together... Ernie Ashworth bought WAAN radio in nearby Waynesboro, TN... Dolly's "Great Balls Of Fire" LP, certified gold by the RIAA, IS Dolly's fourth one!... Bobby Bare's "Numbers" will be his biggest in years!

**CLOSER:** Lay preacher Jerry Clower, back from a college concert in North Carolina tobacco country, says: "I'm not sure those folks smoke what they grow!"

## HANK WILLIAMS, JR.

Whiskey Bent And Hell Bound



It's Hank, Jr.'s happy song. A tribute to Jimmie Rodgers...  
and to sweet young things, old grand-dad, and all the women a man's never had.

# "WOMEN I'VE NEVER HAD"

(E-46593)

The new single from the album, *Whiskey Bent and Hell Bound*  
(6E-237)

Produced by Jimmy Bowen

©1980 Elektra/Asylum Records © A Warner Communications Co.

On Elektra Records &amp; Tapes







# P/A

## Mike Kasabo

### Double Your Digit — Double Your Fun

One of the most significant sets of advance figures for the Oct/Nov book belongs to the Minneapolis/St. Paul market. Actually, things remained pretty constant except for two glaring shifts of audience. Longtime Paul Bunyan of radio, WCCO (hindered by a strike), dropped eight share points (30.4 to 22.4) while new Pop/Adult kid on the block KSTP-FM (KSTP-AM, a reporter to this section, is also P/A, but is programmed separately), under the guidance of Chuck Knapp, has taken the 100,000 watter into the joyous world of double digit ratings, going from a 6.1 to a 10.4!



Chuck Knapp

We took the occasion to phone Knapp and get some insight on his highly successful book:

**R&R:** To my knowledge, this is the closest anyone's come to the impossible dream — beating WCCO.

**CK:** Radio has always been my first love and it can be, properly used, a terrific illusion. So much so that you can capture people's imagination with a little creativity, the right songs, the right people . . . and I mean people from the top also — the owners are the Hubbard family and they are broadcasters, not rich from another source with radio as a toy.

**R&R:** Short of any secrets, what key ingredients did you employ?

**CK:** We started with the music; in our outside board campaigns we bill it as #1 Stereo Music . . .

**R&R:** Would that mean a heavy emphasis on oldies?

**CK:** For the most part only back to 1970. We play a touch of 60's — it's pretty hard not to play "I'll Follow The Sun" from the Beatles. In morning drive I'll pop Frank Sinatra's "That's Life," but then come right back with Foghat. We don't touch things like Foreigner. We're between the music on the Back Page and the Pop/Adult list; a line right up the middle, which brings us back to illusion. Most of the illusions you paint on the air must capture their imagination.

**R&R:** Sounds like a really broad spectrum of music . . .

**CK:** Our format has the most unbelievable latitudes that I've ever had the pleasure of working. We'll play Styx's "Babe" and go right in to Mancini's "Bolero."

**R&R:** Is the music pre-selected?

**CK:** I don't do an advance list. We'll have meetings or write each other notes, or even talk about it on the phone if we can't see each other in person, and those are the ways we determine what it is we're looking for.

**R&R:** Are your air people personalities?

**CK:** Definitely. We have some fantastic pros and some of the new people are just superb. We've got a lady on from 6 to 10 at night and I think she's going to be as good as Si Holiday. Her name is Kim Jeffries, and she's so damn good now it scares me. All of our people are totally real on the air. And the audience has picked it up.

**R&R:** What about the service elements like weather, traffic, etc.?

**CK:** We do a helluva lot of weather. When we research, we use Frank Magid because he's terrific. The owner of the station, Mr. Hubbard, based on research, invested tons of money for our weather image. We have a full-time meteorologist, 24 hours a day seven days a week. One of the columnists here recently wrote that we have gotten him off of WCCO-AM, which he used to listen to for weather, because he no longer feels he has to do that, and other people we talk to agree. We plug it on the air as "static-free" weather — and in a thunder storm, that's a helluva plug.

**R&R:** Your commercial policy calls for how many minutes per hour?

**CK:** 12-minutes an hour, period.

**R&R:** Do you tailor your news for local effect or is there a balance with national and international?

**CK:** We talk about everything from Afghanistan to Iran, but you know, I think people should listen to the radio to feel good. And radio should make people feel good. So, we don't do blood and guts; they can get all of that in the first 10 minutes of a television newscast. I can see people shot right on TV, live, if I want it, so we don't even bother.

**R&R:** What other key ingredients have you used to create this illusionary concept you talk about?

**CK:** Well, some of it is in the way we approach our contests and promotions. We gave away gold because everybody's talking about that. We're sending people to the Olympics, two families of four, we're putting them up in Lake Placid . . .

**R&R:** It sounds like you're beaming your promotional activities to an area of relevance; things that are immediately relatable to people . . .

**CK:** Absolutely.

**R&R:** Did you counterprogram WCCO in any way?

**CK:** No, because there isn't any way you can counterprogram against a giant that covers all bases. The only thing you can do is play a heck of a lot of good tunes, hit the "static free" weather concept, and the other things I've mentioned.

**R&R:** Have you had pretty much an interference-free reign at the station?

**CK:** Let me say that I'm a product of everything that's happened and I possess, through moving around to different stations, a lot of ideas and systems, and I consider myself blessed and lucky and most of all fortunate in that Mr. Hubbard said, "Take this, make this," and then I was left alone to be able to pass that on to the entire staff.

**R&R:** Do you think the strike hurt WCCO?

**CK:** It had to have an effect. But let's wait, and I think we'll find out for sure six months from now. If they pop right back up to a 30, we'll know.

**R&R:** Chuck, you've put together a sensational situation there and again, congratulations!

**CK:** It's a thrill, I'll tell you that.

### Update

**RADIO THAWS OUT A PROBLEM:** Last week, Portland, OR was hit by an unusually heavy and quite unexpected snowstorm. The downfall, complicated by a power failure, dumped more than 12 inches in some parts of the city and combined with ice forming, created an enormous amount of problems. About half the city, in near-panic, was without power, making it impossible for many to heap up food or take care of other necessary life support functions. So KEX, noting that many faced hunger because the local agency responsible for providing food could not make deliveries, took it upon itself to help out by asking listeners to donate food and requesting those with four-wheel vehicles to come forth and help. Music Director Bob Swanson noted, "We were overwhelmed with donations of food and CB'ers who've donated their time and vehicles" . . . All the way east and a bit south was a story of a completely different nature. Republican Presidential hopeful Ronald Reagan recently visited Charleston, SC on a campaign swing and wound up the victim of some personal monkey business. It was personal in that his pet chimp, Bobo was stolen despite being guarded by secret service agents. WCSC did its part in trying to track down the former California Governor's mascot by offering a \$1000 reward for the animal's return. At a campaign rally later in the day, Reagan, according to station sources, said that if elected President, he'd make the return of Bobo top priority. Station's morning team handled the chimp-napping with skilled diplomacy.

This week was just packed with fun, as the WTAR/Norfolk Seagull (pictured) is seen taking a beach break from an otherwise hectic schedule, including being "adopted" by Old Dominion University (the No. 1 women's basketball team in the nation) as their own. The 7-foot bird, who was featured in a recent Sports Illustrated article, has been cheering on the team to victory while stirring up a lot of publicity for himself and the station . . . If you're in Chicago right now reading this, you might want to tune in Fred Winston on WFYR. Reason? All this week he has scheduled a fascinating topic, "The Week of the Pimento." Aided by Winston character Julia Fields, along with Mondo Earwood, a local luminary, you'll hear a serious discussion of the many culinary uses of the pimento . . . KHOW/Denver morning team of Hal & Charley has been designated "honorary mothers" for the March of Dimes campaign. In the past three years, the station has raised over \$30,000 . . .



### Transition

**HOW SWEET IT WAS!** WGAB/Portland Program Director Jim Sweet, after eight years in the position, has hung up his Pop/Adult hush-puppies to leave radio and join family interests. Sweet's exit from broadcasting comes with mixed emotions, as he reflected, "It was a tough decision because I hate to leave radio, but an opportunity came about for me to have a piece of my family's interest in the Coca Cola business. The financial potential there swung it for me." He will remain at the station until a replacement has been found; anyone interested can contact VP/GM Chuck Sanford, Northport Plaza, 04104 . . . Another departure from PD chores, although he will act in a consultancy posture, is Gene Rump of KAKE/Wichita — however, his "Rump-In-The-Morning" drive time show will continue on the station. Gene is also looking for a replacement and told us, "I need someone with considerable Pop/Adult experience in programming; he probably will not have to pull an air shift." T&R's to Rump at P.O. Box 1240, 67201 . . . New afternoon personality at WHAM/Rochester is Paul Trembly, who comes from the Production Directorship of WTIC/Hartford . . . Dave Amos is the new Program Director and MD of WNEU/Wheeling, replacing Barry Chase, who moves on to WKAZ/Charleston, WV . . . John Hunter joins KROD/El Paso as afternoon drive personality from KPAM/Portland . . . Add KROD, Jay Murray leaves the station but not the city, as he goes to KTSM . . . R.P. McMurphy is now the Program Director of KRKO/Everett, CA, replacing Lee Phillips, who moves to KTAC/Tacoma as weekend personality. Bill Norton takes over the Music Director position at KRKO . . . KOY/Phoenix has a new part-time newsmen, David Palko, who joins the station right out of Arizona State University, replacing Allen Kath who went to KTAR in that desert city . . . KRNT/Des Moines has promoted Jackie Clark from Assistant to full-time News Director . . . At WJON/St. Cloud, Dave Ryan has rejoined the staff as a part-timer, replacing Jim McCain . . .

### Color

**THE GOLDEN APPLE:** New Yorkers are being given the opportunity to see the glitter when they play the "WOR Gold Game." Postcards are sent in and randomly picked by the station personalities at various times during the day. The person whose card is picked has 30 minutes to call to win a Canadian Maple Leaf coin, which equals one troy ounce of 24 carat gold. With the price of gold about to bust the \$850-an-ounce barrier, the contest has already generated more than 10,000 entries. The station plans to give away up to 160 total ounces during the promotion.

**THE PYRAMID PRINCIPLE:** WCBM/Baltimore is running its "Prize Pyramid" contest. The promotion is set up similar to a television game show, with contestants qualifying by being the correct-numbered caller. Once on the line, they have 68 seconds in which to answer three questions from six different categories. All during the contest, production aids and sound effects flavor the air to give an audio image of a typical TV game show. Each correct answer by the contestant nets \$25.

**GOTTA LIFT?** WOOD/Grand Rapids, being the official Winter Olympic station for the area, held a fund-raising campaign at a local ski resort, "lifting" portions of the various admissions to the ski lodge, Coke sales and other items. Staffers collected over \$10,000.

P/A

POP/ADULT

## BREAKERS

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

## SPINNERS

## Working My Way Back To You (Atlantic)

61% of our reporters are on it. Latest adds include WBZ, WJBO, WLVA, WCMB, WREC, WBAL, WLNH, KWOS, KRKK. Key moves: debut 9 WBEN, 18-11 WHAG, 10-4 FM97, 25-20 WWWE, 24-21 KVI, 31-26 WBT, 25-18 WISN, 21-16 WORG, 23-19 WCWA, 26-21 WPRO, 34-22 KRKO, debut 20 WGR, debut 29 WTAR, debut 27 WBOW, debut 28 WVMT. Heavy rotation: WTAE, WTMJ. Jumps 30-22 on P/A chart.

RUPERT HOLMES  
Him (MCA)

58% of our reporters are on it. Also the second Most Added this week — including WHAM, WISN, WTAR, KOGO, WHBC, WBEN, WBZ, KVI, WTAE, KHOW, KWOS, WVMT, KMPC, KFMB, WGIR, WORG, KGNR, WJON, KDWN. Key moves: 33-25 WBT, 35-28 FM97, 27-20 KRKO, 30-25 WWWE, debut 24 WSM-FM, debut 27 WLNH, debut 30 WPRO, debut 30 WCSC, debut 31 WHAG. Heavy rotation: WSIX, WTMJ, WHIO. Debuts at No. 30 on P/A chart.

## NEW &amp; ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**NICOLETTE LARSON** "Let Me Go, Love" (WB) 47/12 adds include KEX, WHAM, WSIX, WPRO, WDIF, WHAG, WSGW, KDKA, KHOW, WLNH. Key moves: 7-3 WSM-FM, 24-17 WBT, 28-24 WJBO, 30-23 KRKO, 32-29 WHBC, debut 28 KSTP, debut 29 WLVA. Increased 35-31 on P/A chart.

**QUEEN** "Crazy Little Thing Called Love" (Elektra) 41/11 adds include KSL, KWOS, WQUD, KRKK, KROD, KSTP, WJON, KFMB, FM97, WNEU, WIS. Key moves: 15-6 WOWO, 25-18 WBT, 17-5 WBEN, 22-17 WCWA, 29-19 KRKO, 28-23 WORG, 34-28 WHIZ, 29-26 WCSC, debut 16 WGR, debut 20 WFYR, debut 28 WBOW. Increased 38-32 on P/A chart.

**BOBBY VINTON** "Make Believe It's Your..." (Tapestry) 39/2 add WATR, KMRJ. Key moves: 30-24 WTAR. Heavy rotation: KDWN, WNEW, WCER. Increased 34-33 on P/A chart.

**ROD STEWART** "I Don't Want To Talk About It" (WB) 36/8 add KSTP, WQUA, WHAM, WGR, WFDF (dp), WNEU, KFOR, KRKO. Key moves: 10-6 WSM-FM, 26-19 WLOW, 25-20 WLVA, 29-25 WQUD, 28-22 WCWA, 33-28 WHBC, 28-21 WVMT, debut 24 WCSC. Heavy rotation: WHIO. Increased 38-34 on P/A chart.

**JACK JONES** "Theme From Love Boat" (MGM) 34/2 add KLYD, WHAG. Key moves: 24-19 WISN, 30-27 WJBO, 23-19 WATR. Heavy rotation: WNEW. Increased 37-35 on P/A chart.

**CHUCK MANGIONE** "Give It All You Got" (A&M) 44/27. Leaped into the P/A 40 on the strength of being Most Added this week — flip should be "Let It Snow, Let It Snow, Let It Snow." Adds include WIS, WCSC, KFMB, KMBZ, KSTP, WJON, WHBC, WHDH, WSIX, WCFR, WCCO, WHAM, KRNT, KLYD, WISN, KVI, WWWE, WFYR. Key moves: 21-19 WSM-FM, 30-24 WBU, debut 26 WVMT, debut 27 WLOW, debut 29 WJBO. Heavy rotation: KUGN. Debuts at No. 36 on P/A chart.

**ROGER WHITTAKER** "You Are My Miracle" (RCA) 28/3 add KMPC, WBOW, WHAM. Heavy rotation: WSIX, KLYD, KDWN. Increased 39-37 on P/A chart.

**DONNA SUMMER** "On The Radio" (Casablanca) 26/15 adds include WGIR, KRKK, WBOW, WQUD, WWWE, WVMT, WHDH, WIS, WCWA, WPRO, WDIF, WCBM. Key moves: 19-14 WBZ, 32-27 KRKO. Hot or heavy rotation: WNEU, WSIX. Debuts at No. 38 on P/A chart.

**TOTO** "99" (Columbia) 27/11 add WCHV, KUGN, WWWE, WQUA, WHAM, KMBZ, WFDF (dp), WCBM, WREC, WNEU, WCSC. Key moves: 13-8 WSM-FM, 28-25 FM97, 37-28 KRKO, 21-17 WLOW, debut 26 WBOW, debut 26 WPRO, debut 30 KSTP. Heavy rotation: WJON. Debuts at No. 39 on P/A chart.

**DANA VALERY** "I Don't Want To Be Lonely" (Scotti Bros.) 37/6 add WOOD, WCFR, KUGN, WFTL, WYMC, WWWE. Moves 20-17 WJBO. Debuts at No. 40 on P/A chart.

## Others Getting Significant Action

**TOMMY JAMES** "Three Times In Love" (Millennium) 29/21 adds include WBAL, WCCO, WBEN, KMBZ, WPRO, WHIZ, WSM-FM, WTAR, KOGO, WTMJ, WJON, KWOS, WGR, WGIR, WCER. Debuts 30 WJBO.

**ANDY GIBB** "Desire" (RSO) 26/21. Ties Tommy James for third Most Added this week — including WWWE, WCCO, WBEN, KRMG, WHBC, WPRO, KMBZ, KFOR, KDWN, WSIX, WCBM, WATR, FM97, WDIF. Moves 30-23 WCWA, debut 28 WLOW.

**TOM JOHNSTON** "Savannah Nights" (WB) 25/3 add WHOK, KBLF, KRKO. Moves 11-8 WLNH, 28-22 WOWO.

**JIMMY MESSINA** "New And Different" (Columbia) 23/1 add WLOW.

**STARLAND VOCAL BAND** "Loving You..." (Windsong) 22/8 add WHDH, KRKK, WLOW, WLNH, WTAR, WTMJ, KBLF, WYMC. Debuts 28 WLVA.

**ROBERT JOHN** "Lonely Eyes" (EMI America) 22/2 add WGR, KFOR. Moves: 28-24 WHIZ, 23-20 WPRO, 35-26 KRKO, 29-22 WBT, 23-18 WLOW, debut 29 WORG.

**BILLY PRESTON & SYREETA** "With You I'm..." (Motown) 21/6

Radio &amp; Records

## POP/ADULT AIRPLAY / 40

Two Weeks Last Week This Week

January 25, 1980

Two Weeks	Last Week	This Week	
3	1	①	DIONNE WARWICK/Deja Vu (Arista)
10	4	②	NEIL DIAMOND/September Morn (Columbia)
5	3	③	BARRY MANILOW/When I Wanted You (Arista)
9	6	④	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
1	2	⑤	CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
17	11	⑥	ANNE MURRAY/Daydream Believer (Capitol)
12	8	⑦	FLEETWOOD MAC/Sara (WB)
24	14	⑧	DAN FOGELBERG/Longer (Full Moon/Epic)
2	5	⑨	KENNY ROGERS/Coward Of The County (UA)
14	12	⑩	MICHAEL JACKSON/Rock With You (Epic)
28	19	⑪	BARBRA STREISAND/Kiss Me In The Rain (Columbia)
4	9	12	STEVIE WONDER/Send One Your Love (Tamla)
7	7	13	RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)
19	16	14	KENNY LOGGINS/This Is It (Columbia)
16	15	15	LOBO/Holdin' On For Dear Love (MCA/Curb)
26	21	⑬	DIRT BAND/American Dream (UA)
31	22	⑭	JOHN STEWART/Lost Her In The Sun (RSO)
8	10	18	CLIFF RICHARD/We Don't Talk Anymore (EMI America)
6	13	19	LITTLE RIVER BAND/Cool Change (Capitol)
30	23	20	STEVE FORBERT/Romeo's Tune (Nemperor)
13	18	21	DANN ROGERS/Looks Like Love Again (International Artists)
—	30	⑮	SPINNERS/Working My Way Back To You (Atlantic)
27	24	23	EAGLES/The Long Run (Asylum)
34	25	24	JENNIFER WARNES/Don't Make Me Over (Arista)
11	17	25	RUPERT HOLMES/Escapes (The Pina Colada Song) (MCA)
18	20	26	ABBA/Chiquitita (Atlantic)
21	27	27	SMOKEY ROBINSON/Cruisin' (Tamla)
23	28	28	MAUREEN McGOVERN/Can't Take My Eyes Off You (WB/Curb)
37	31	29	JIMMY BUFFETT/Volcano (MCA)
—	35	⑯	RUPERT HOLMES/Him (MCA)
—	36	31	NICOLETTE LARSON/Let Me Go, Love (WB)
—	36	32	QUEEN/Crazy Little Thing Called Love (Elektra)
38	34	33	BOBBY VINTON/Make Believe It's Your First Time (Tapestry)
—	38	34	ROD STEWART/I Don't Want To Talk About It (WB)
—	37	35	JACK JONES/Theme From Love Boat (MGM)
—	38	36	CHUCK MANGIONE/Give It All You Got (A&M)
40	39	37	ROGER WHITTAKER/You Are My Miracle (RCA)
—	39	38	DONNA SUMMER/On The Radio (Casablanca)
—	39	39	TOTO/99 (Columbia)
—	40	40	DANA VALERY/I Don't Want To Be Lonely (Scotti Bros.)

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

New Entry



add WVMT, WLVA, KMRJ, WPRO, KAFM, WHIO.

**RICHIE FURAY** "I Still Have Dreams" (Asylum) 21/1 add WHAG. Debuts 30 WORG.

**ELO** "Last Train To London" (Jet) 20/3 add WQUD, KRKK, WBOW. Moves 8-2 KOLO, 20-7 WOWO, 11-5 WLOW, 23-14 WLNH, 27-23 WBT, 26-21 WYMC.

**MICHAEL JOHNSON** "The Very First Time" (EMI America) 19/9 add WJBO, KEX, KWOS, WDIF, KHOW, WOOD, KSL, WCCO, WYNE. Moves 39-30 WSGW, debut 27 WSM-FM.

**JUDIE TZUKE** "Stay With Me Till Dawn" (Rocket/MCA) 19/0. Moves 13-10 WTAR, 24-16 WLOW, 32-28 WBT, debut 30 WLNH.

**GLEN CAMPBELL** "My Prayer" (Capitol) 18/2 add KLYD, WCER. **GEORGE BURNS** "I Wish I Was Eighteen Again" (Mercury) 15/4 add WIOD, KBLF, WOOD, WBAL. Moves 17-14 KROD.

**COMMODORES** "Wonderland" (Motown) 14/3 add WHAG, WWWE, WCER. Moves 30-25 WPRO, 30-25 KBLF, 26-24 KRKO.

**DOTTIE WEST** "You Pick Me Up (And Put Me Down)" (UA) 14/2 add WCCO, WGIR.

**FOGHAT** "Third Time Lucky" (Bearsville/WB) 14/1 add WPRO. Moves 3-1 WLOW, 12-9 WGR, 21-19 WVMT, 36-29 KRKO.

**FLACK & HATHAWAY** "You Are My Heaven" (Atlantic) 13/7 add WHBC, WLOW, WYNE, WCCO, WCHV, WREC, WHIZ. Moves 27-18 WATR, 34-29 WBT, debut 25 WSM-FM.

**BARBARA MANDRELL** "Years" (MCA) 13/4 add WCCO, WHIO, WLNH, KBLF. Moves 21-16 WHAG, 16-14 WJBO.

**O'JAYS** "Forever Mine" (Philadelphia International) 12/1 add WCWA. Moves 17-13 WLOW.

**BONNIE POINTER** "I Can't Help Myself" (Motown) 11/3 add WHIZ, WPRO, WLNH. Moves 12-8 WHAG.

**PEACHES & HERB** "I Pledge My Love" (Polydor) 10/2 add WATR, KSL. Debuts 27 WORG.

**JOYCE COBB** "Dig The Gold" (Creem) 9/3 add WCCO, WHIO, KOGO. Moves 28-25 WOWO.

**BOB JAMES & EARL KLUGH** "Kari" (Tappan Zee/Col) 9/0. Moves 26-23 WSM-FM. Heavy rotation: WHIO.

**KOOL & THE GANG** "Too Hot" (De-Lite) 8/5 add WFYR, WJON, KWOS, KSTP, WCHV.

**ALAN PARSONS** "You Won't Be There" (Arista) 7/4 add WTMJ, WSM-FM, WHAG, WORG. Moves 30-25 WLOW.

## Most Added:

**CHUCK MANGIONE**  
Give It All You Got (A&M)  
Added at 31% of our reporting stations.

**RUPERT HOLMES**  
Him (MCA)  
Added at 28% of our reporting stations.

**ANDY GIBB**  
Desire (RSO)  
Added at 24% of our reporting stations.

**TOMMY JAMES**  
Three Times In Love (Millennium)  
Added at 24% of our reporting stations.

**DONNA SUMMER**  
On The Radio (Casablanca)  
Added at 17% of our reporting stations.

## Hottest:

**TERI DeSARIO w/KC**  
Yes, I'm Ready (Casablanca)  
Reported hot at 51% of our stations.

**DAN FOGELBERG**  
Longer (Full Moon/Epic)  
Reported hot at 50% of our stations.

**NEIL DIAMOND**  
September Morn (Columbia)  
Reported hot at 49% of our stations.

**FLEETWOOD MAC**  
Sara (WB)  
Reported hot at 49% of our stations.

**BARRY MANILOW**  
When I Wanted You (Arista)  
Reported hot at 42% of our stations.

**MICHAEL JACKSON**  
Rock With You (Epic)  
Reported hot at 28% of our stations.

**ANNE MURRAY**  
Daydream Believer (Capitol)  
Reported hot at 27% of our stations.

P/A

REGIONAL ADDS & HOTS

EAST

WBAL/Baltimore Jack Lary... WGLN/Laurens Roger Curtis... WGY/Schenectady Paul Cassidy... WOH/Alex Dean Holmes... WBT/Charlotte None... KRDO/EI Paso Queen... WQUD/Memphis Dan Vecchio... WSKM/Madison Dave Nichols... WORQ/Orangeburg Stu Wright... KLYD/Bakersfield Larry Crawford... KUGN/Eugene Theodore Johnson... KRKK/Rock Springs Rod Tucker...

SOUTH

WCHV/Charlotte None... KRDO/EI Paso Queen... WQUD/Memphis Dan Vecchio... WSKM/Madison Dave Nichols... WORQ/Orangeburg Stu Wright... KLYD/Bakersfield Larry Crawford... KUGN/Eugene Theodore Johnson... KRKK/Rock Springs Rod Tucker...

WEST

KLYD/Bakersfield Larry Crawford... KUGN/Eugene Theodore Johnson... KRKK/Rock Springs Rod Tucker... KLYD/Bakersfield Larry Crawford... KUGN/Eugene Theodore Johnson... KRKK/Rock Springs Rod Tucker...

MIDWEST

WYNE/Appleton Jay Edwards... WYWE/Cleveland Terry Patrick... WCFR/Flint Paul Landino... WQOW/Kansas City Steve Ball... WISN/Milwaukee Viki Cherwood... KRJR/Pittsburgh Lonnie Swanger... WBOV/Terre Haute Jerry Joseph... WYNE/Appleton Jay Edwards... WYWE/Cleveland Terry Patrick... WCFR/Flint Paul Landino...

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.) ABBA (Atlantic) "I Have A Dream" "If It Wasn't For The Nights" HERB ALPERT (A&M) "1980" BEE GEES (RSO) "Wind Of Change" DEBBY BOONE (WB/Curb) "With All Of My Love" "Never Say Goodbye" JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants" "Survive" GLEN CAMPBELL (Capitol) "I Was Just Thinking About You" CAPTAIN & TENNILLE (Cassablanca) "Love On A Shoestring" "Deep And Dark" RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love" NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind" "The Shelter Of Your Arms" BOB DYLAN (Columbia) "I Believe In You" "Do Right To Me Baby (Do Unto Others)" EAGLES (A&M) "I Can't Tell You Why" "Sad Cafe" FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms" "Think About Me" DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind" RUPERT HOLMES (MCA) "Answering Machine" MICHAEL JOHNSON (EMI America) "I Just Can't Say No To You" "Doors" JACK JONES (RCA) "Quiet Please, There's A Lady On Stage" "Evergreen"

NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Janeiro Blue" "Back In My Arms Again" KENNY LOGGINS (Columbia) "Keep The Fire" MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'" MANHATTAN TRANSFER (Atlantic) "Wecky Dust" "Trickle Trickle" BARRY MANLOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "I Don't Want To Walk Without You" "Where Are They Now" "One Voice" JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady" BETTE MIDLER (Atlantic) "The Rose" ANNE MURRAY (Capitol) "You've Got Me To Hold On To" EDDIE RABBITT (Elektra) "Lovelino" CLIFF RICHARD (EMI America) "Fallin' In Love" KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery" CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do" "Love You By Heart" BARBRA STREISAND (Columbia) "Niegara" "Come Rain Or Come Snow" ROGER VOUDOURIS (WB) "Last Love Song" JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time" STEVE WONDER (Tama) "Power Flower" "Black Orchid" "Come Back As A Flower"



In this issue, R&R continues its policy of illuminating the approaches taken to Beautiful Music by the leading syndicators and radio stations. Our interview subject, Darrel Peters, is in a unique dual position, serving as GM of Century Broadcasting's successful WLOO/Chicago (7.4 to 8.2 in the O/N Arbitron survey) and as head of the FM-100 Plan, a syndication service with 127 station clients, including recent major market successes with KJQY/San Diego and WSB-FM/Atlanta. He has worked in the Chicago market his entire career, starting at WAIT and WEBH-FM (now WLAK), later joining NBC's WMAQ and WLOO (then WFMF) in 1968 as GM.

His recipe for success concentrates, as most syndicators do, on retaining longterm listening. Peters uses an extensive, carefully programmed music library and explicit directions to clients on all aspects of their presentation, from technical matters to station breaks. His articulate commentary on both his own service and the Beautiful Music field in general, along with an explanation of FM-100's new Beautiful Contemporary format, appears below.

## Holding Your Listeners Longer — The FM-100 Plan

### Part I

**R&R:** Are you personally involved with all the aspects of your service?

**DP:** Totally, absolutely. I'm completely involved in every selection that goes in the library, too. You just can't let go of that.

**R&R:** Let's talk about how that works now.

**DP:** I'm a General Manager. That's the funny part of this thing. That's the advantage I think I have over all the other syndicators, is that I'm still sitting where the station managers and the owners are.

**R&R:** So you understand the problems better.

**DP:** I'm living with the same problems: sales, the collections, the staff problems, the FCC's requirements. It's a matter of living it every day and understanding when a guy's got a problem, I'm doing the same thing.

**R&R:** What does your syndicated service offer?

**DP:** Our package is totally different than the others. We have a very large library. It's not the biggest, but what we put in is very carefully done. We have more custom product than anybody has ever dreamt of putting in. We do a lot of our own recording, but it's very low-key and people are not aware of all the things we're doing.

**R&R:** Where do you do it?

**DP:** We do a lot of it in Chicago; we do a lot of it now in New York and in Europe.

**R&R:** So you do use American musicians?

**DP:** Oh, yes. We're strong on that. We've found a tremendous amount of interest on the part of musicians to do something like this today.

**R&R:** How contemporary are your selections? Do you keep up with all the current hits and make it right into Beautiful Music?

**DP:** If it fits. We're not a hit maker. We'd call it a hit follower, I guess. When a song is recognizable by the mature audience, we think it belongs in the format. Now that's in Beautiful Music. We have three formats. But Beautiful Music, we feel, is a mature audience and we do extremely well in the demographics. We do better demographically than almost anybody has dreamt of in Beautiful Music, and that's because we appeal very strongly to the conservative younger audience too. Conservative is the important element there. We're not going to get the kids 18-24, but we do extremely well getting the women 18-34.

**R&R:** Now the median age of the country is changing...

**DP:** I think the idea that people, if they were raised on rock,

**"We're not a hit maker. We'd call it a hit follower, I guess. When a song is recognizable by the mature audience, we think it belongs in the format."**

will always continue to listen to rock all their life is wrong. I have to say that. I think they mature into other sounds, and I think that the Beautiful Music field recognizes that. They're going to have a tremendous young audience. This group 25-35 is moving into the demographic more all the time now. Very strong potential there for 25 years.

**R&R:** How do you attract them? They were raised in entirely different times; they did grow up to rock and roll whereas no other audience did. How do you entice them to stay with you?

**DP:** Beautiful Music, we think, first of all is a solid product

**"Beautiful Contemporary takes the advantages of both. We take the long listening approach of Beautiful Music and the contemporary feeling of the artists of today and put together a package which is actually a reversal of the Beautiful Music format. It's a 70% vocal format. It's a foreground sound, no doubt about it."**

that is going to be around for a long, long time. But we see a need for something else. There are a lot of stations that are buried between, let's say, long-entrenched Beautiful Music stations on one side and very successful adult contemporary stations on the other. They have nowhere to go. There's no point in being the fourth or fifth Beautiful Music station, or the sixth or seventh Pop/Adult station in town. There's just no pie left, so we've come up with this new format which I think is just absolutely dynamite. We've got it booked for 24 markets already. It's called Beautiful Contemporary, and takes the advantages of both. We take the long listening approach of Beautiful Music and the contemporary feeling of the artists of today and put together a package which is actually a reversal of the Beautiful Music format. It's a 70% vocal format. It's a foreground sound, no doubt about it. All of the titles are restricted to the 60's, 70's, and, of course, the 80's now.

**R&R:** Are these recut vocals?

**DP:** There are a lot of originals. We do a lot of contemporary artists. If it fits, it goes in as it is. We play a lot of contemporary artists. We do a lot of MOR artists as well.

**R&R:** Would you be playing Barry Manilow?

**DP:** Oh, yes. Barry Manilow. Anne Murray, Olivia Newton-John, Englebert Humperdinck, Neil Sedaka, some groups. We do the Bee Gees selectively. It's a very interesting sound. If it's smooth, it's Beautiful Music. We think it's going to be the format of the future. So you're looking at a younger scale. We're looking at an 18-49 total there.

**R&R:** Which one is on in San Diego where you just had that phenomenal book at KJQY?

**DP:** It was Beautiful Music.

**R&R:** How do you explain that success? How long have you had that station?

**DP:** They've followed everything we've said to the letter. They're the most cooperative people I've worked with. They listen to us, they've been out here four times, we've been out there three or four times. We talk every week on the phone, and the people out there were in a very hard Progressive Country format when we went in there. They had a one share; in the market they were 15th. They were going just nowhere, and when they went with us, they said they wanted one goal, and that was to win. It's a Hefel station, a very fine group of people. It took two years, and every book was up from day one. I think it's a remarkably effective execution of what we know is best to do, and it works.

**R&R:** You said an interesting thing. They listened and did everything you said. How involved are you? Do you get in-

olved with helping them select the local people, the engineering, the sales?

**DP:** We have got people on the road all the time, contacting and visiting our stations. Sometimes we feel it's equally important; in fact, I think it's more important to work on the winners, as well as the guys who are just starting. It's harder to work, sometimes with success than with failure, because a station that is highly rated and has the numbers tends to get the business, tends to get all the problems with abrasive commercials. To keep the control at that point is even harder than when you don't have the business.

**R&R:** Also keeping them probably very up to date on the newest things that you want to do can be a slight problem. They don't like to change too much, do they?

**DP:** That's right. But we get involved completely working with the commercial area, working with the announcers, working with the sales department, and very heavy in the technical.

**R&R:** You do believe that the technical is one of the main keys, don't you?

**DP:** Very important. The technical and the execution on the station's level is everything. What we have on the tapes is our bag, but we can only give a station about 70% of the success. They've got to do their act around it.

**R&R:** How about the marketing and sales end? Do you have prepared plans that they just fall in with?

**DP:** We have recommendations in every area, and they are constantly being updated.

**"We don't like announcing. I think that really produces a canned sound. The repetition of the same words and the same back-announce to me is a real negative."**

**R&R:** Let me understand the formula for this. Do you supply them everything on tape, or are there local insertions?

**DP:** Everything musical is totally on tape.

**R&R:** Is it all prerecorded announcers as well?

**DP:** No, no. We don't like announcing. I think that really produces a canned sound. The repetition of the same words and the same back-announce to me is a real negative.

**R&R:** There are no announcers?

**DP:** On our tapes. Everything in terms of talk is done locally. We do provide, if stations want them, ideas on tape. I'm talking about the little one-liners that we use for Beautiful Music; but in terms of the mentioning titles of artists, we don't do that at all.

### Coming In Two Weeks

Darrel Peters covers the FM-100 formula in more depth touching on how his formats handle news, contests, and music updating. Also, he discusses Beautiful Music target demographics, the company's Beautiful Country format, and why it's the "pause" that refreshes in programming his music. All this and more in the February 8 issue of R&R.

# OPPORTUNITIES

## Openings

**WWSA**, the new station in Savannah has an opening for 7pm-12midnight. Adult communicator. We're a Bluegrass broadcasting station and we're looking for someone to grow with us. Tapes and resumes to Douglas McEvelin, Box 1247, Savannah, GA 31402. EOE M/F (1-25)

**KTEM/Temple** has opening for air personality. Good production required. 3 yrs experience preferred. Send tapes and resumes to Chuck White, Box 1230, Temple, TX 76501. No calls please. EOE (1-25)

**Experienced Chief** needed for AM on Long Island. Also looking for air personality. Rush resumes, tapes and salary requirements to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566 or call (516) 823-1240. EOE (1-25)

**Hefal Broadcasting** in Indianapolis seeking applicants for two air shift positions. Successful applicants will have at least 5 yrs experience. The majority of that time in Pop/Adult or Top 40. Tapes and resumes to Michael Hedges, WKS, 1849 W. Main St., Greenfield, IN 46140. EOE (1-25)

**KFMU** wind-powered radio in Ski Town USA looking for a morning personality with top production skills. We're soft AOR and looking for someone with drive and motivation. Send tapes and resumes to Mark Wyatt, Box 66, Oak Creek, CO 80487. EOE M/F (1-25)

**WHBC-AM/Canton, OH** Adult Contemporary station looking for top afternoon personality. We're the top rated ARB station and want even higher numbers. If you have the track record and do great production, send your tape and resume to Rick Jacobs, WHBC, Box 1045, Canton, OH 44701. No calls please. EOE M/F (1-25)

**Sales opening.** WBWB is expanding its sales staff of its new college market AOR station. Previous sales experience essential. Send resume to Rollie Johnson, WBWB, 304 State Road 446, Bloomington, IN. EOE (1-25)

**Suburban Boston station** needs afternoon air personality able to handle contemporary Pop/Adult format. Must have technical skills to maintain studio equipment and set up remote broadcast equipment. 1st phone desirable but not required. Tapes and resumes to C. Doran, Box 487, Marshfield, MA 02050. No calls please. EOE (1-25)

**Radio engineering supervisor** for WMBD-AM and KWZW-FM/Peoria. The successful applicant will have knowledge of audio systems, transmitters and directional antenna systems. Resumes to Hal Widsten, Manager, 3131 N. University, Peoria, IL 61604. EOE M/F (1-25)

## Openings

**WMGK-FM/Philadelphia** looking for the best morning personality it can find. You must be creative as well as relate, talk and entertain people listening to an Adult Contemporary format. Tapes and resumes to Bob Craig, PD, WMGK-FM, 1 Bala Cynwyd Plaza, Bala Cynwyd, PA 19304. EOE M/F (1-25)

**We are called upon to recommend air talent** and programming people to some of the finest radio stations in America. We would like to know more about you and your talent in these areas. Tapes, resumes and salary requirements to Bill Moyes, Research Group, 1422 Monterey Professional Plaza, San Luis Obispo, CA 93401. EOE M/F (1-25)

**We need a Production Director yesterday.** KOAL-KARB/Price, UT needs top notch production person for one of the most creative and innovative automated stations in Utah. Salary commensurate on expertise and experience in radio. 1 yr production experience required. Send production samples and references to Jim Jubb, PD, Box AC, Price, UT 84501. EOE M/F (1-25)

**WNYN/Canton** needs a warm human sounding morning person able to inject personality into a formatted show. You'll replace a very talented person who has moved to 3WE. We seek a hard worker with strong production skills. Tapes and resumes in confidence to Alan Furst, WNYN, 1515 Cleveland Ave., N.W., Canton, OH 44703. EOE M/F (1-25)

**Looking for news broadcaster/editor/reporter** all in one. We are a station with a strong news commitment. Good voice a must. Send tapes and resumes to Manager, WRTA, Box 272, Altoona, PA 16603. EOE M/F (1-25)

**KBLF/Red Bluff** has immediate opening for production person. Weekend airshift included. Please send tapes and resumes to Bob Brock, Box 1010, Red Bluff, CA 96080 or call (916) 527-3611. EOE M/F (1-25)

**KMYC & K100-FM** in Northern California is looking for experienced person to handle production and promotion. Creativity important. No board shift. Call (916) 742-5555 and ask for Bob Orchard. EOE M/F (1-25)

**Top 40 WFBG/Altoona, PA** looking for midday air talent. Strong on production. We're the No. 1 station in central Philadelphia. No beginners please. Send tapes and resumes to Tony Booth, WFBG, Box 2006, Altoona, PA 16603. EOE M/F (1-25)

**WCWA/Toledo Pop/Adult** needs a dedicated, creative, outrageous morning personality (good bucks for the night person), a midday personality with excellent production skills. Also need morning news anchor person. Send tapes and resumes to Doug Silver, OM, WCWA, 605 Jackson St., Toledo, OH 43604. No calls please. EOE M/F (1-25)

## Openings

The new **KJ100** is searching for a news editor. Someone who is creative with a good natural air delivery. Send tapes and resumes to C.C. Matthews, PD, KJ100, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. (1-25)

**WNEU/Wheeling** looking for midday personality. Good production a must. Send tapes and resumes to Dave Amos, WNEU, Box 6462, Wheeling, WV 26003. EOE M/F (1-25)

**Progressive Radio Network**, winner Billboard's top syndicated program award looking for highly creative radio producers with major market voice, encyclopedic knowledge of Adult Contemporary and Rock music. Super production skills required. Full-time and freelance. Call (212) 585-2717 10am-8pm. (1-25)

**Needed immediately, jock** with minimum 2 yrs commercial experience. Pop/Adult Northern Indiana station. Send tapes and resumes to Allen Strike, WTRC, Box 699, Elkhart, IN 46515. EOE M/F (1-25)

**KRBY/Roswell, NM** looking to form a team. Beginners welcome. We have 2 openings. Contact Sandy O'Brien, PD, at (505) 622-0290. (1-25)

**KUHL/Santa Maria, CA** has future opening for news-person. Contact Ed Bedwell ND, at (805) 922-7727. EOE M/F (1-25)

**69 Big Ape** has opening for news person. Strong delivery a must. To apply for this position with Jacksonville's largest radio news team, send tapes and resumes to Paul Sebastian, WAPE, Box 486, Orange Park, FL 32073. EOE M/F (1-25)

**WANTED: Young aggressive tigers** who have had the taste of blood and now want to hunt for the big game. Pat Martin, WSPT/WXYQ, Box 247, Stevens Point, WI 54481. EOE M/F (1-25)

**WANTED: Station Manager.** 100,000 watt contemporary FM in medium sized Midwest market. Group broadcaster seeks experienced person in sales, programming and FCC. Take charge of this established facility. Salary open. Reply to Tom Barr, Box 1738, Bismarck, ND 58501. EOE (1-25)

**Need experienced newsmen** with good pipes, good ability in rewriting and delivery. Excellent salary. Contact Chuck Morgan, OM, WCSH Box 4060, Portland, ME 04101 or call (207) 883-3455. (1-25)

**98X/KXXY/Oklahoma City** has immediate opening for creative News Director. We're Superstars AOR and growing fast. If you've got ideas to share, let's talk. Send tapes and resumes to Andy Lockridge, 101 N.E. 28th St., Oklahoma City, OK 73106. EOE M/F (1-25)

## Openings

**News person wanted.** Aggressive, intelligent and young. College degree necessary. Good experience for the next move up. Midwest replies only. Good staff and salary. Call (502) 927-8121 and ask for Richard. (1-25)

**Looking for afternoon drive personality** with fine production capabilities. Tapes and resumes to Ray Livingston PD, KELI, Box 52185, Tulsa, OK 74152. EOE M/F (1-25)

**50,000 watt FM Top 40** seeks qualified all-night jock. On-air and production necessary. Minorities encouraged. Tapes and resumes to WKHI, Box 758, Ocean City, MD 21842. EOE (1-25)

**PD/on-air personality** needed immediately for top Pop/Adult AM-FM in Wheeling, WV. The PD can expect excellent compensation in line with experience and results. Please rush your resume and tape to Personnel Manager, Community Services Broadcasting, Box 1209, Mt. Vernon, IL 62864. EOE M/F (1-25)

**WANTED: Aggressive newperson** for morning drive with pipes. Tapes and resumes to Station Manager, Todd Chase, JB105, 10 Dorrance St., Providence, RI 02903 or call (401) 277-7001. EOE M/F (1-25)

**West Coast radio and TV consultants** searching for news and news/talk talent for clients in all markets. Positions also open for news editors, producers, etc. Send tape (audio/video) to the Woodruff Organization, Radio City, 420 Taylor, San Francisco, CA 94102. No calls please. Return postage guarantees tape return. (1-25)

**WQXI-AM-FM/Atlanta** is looking for a Research Director with computer experience, with analytical ability and a sense of programming/promotions. Send resumes to Jim Morrison, WQXI, Suite 240, Tower Place, Atlanta, GA 30326. No calls please. EOE M/F (1-25)

**Immediate opening for midday air talent** for top rated personality oriented rocker. Tapes and resumes to Mike Miller, PD, KOFM, Box 14806, Oklahoma City, OK 73113. No calls please. EOE M/F (1-25)

### PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

## CHANGES

### Radio

**GERARD J. FERRI**, formerly Account Executive with the Katz Agency, appointed Account Executive with RKO Radio Sales, Inc.  
**RANDY WILHITE** joins WATR/Waterbury, CT, from WSPR/Springfield, MA.  
**JIM JABLONSKI**, formerly of WOWK-TV/Huntington, WV, joins WGNT/Huntington, WV as News Director.  
**RON MINIATIS** joins WQIQ/Chester, PA as PD.  
**BOB WADE** joins WQIQ/Chester, PA as 7pm-midnight jock from WYSP/WUSL/Philadelphia.  
**JACK HAYES**, former KNBR/San Francisco air personality joins Contemporary Formats Co., Inc. as programming consultant.  
**KERRY LAMBERT** promoted to PD and afternoons at WBIR/Knoxville, TN.  
**SHAUN "AUSTIN" HARRIS** named AM drive KYNO/Fresno from FM102/Sacramento, CA.  
**RAD MESSICK**, former PD at WWWV/Charlottesville, VA appointed PD at WFYV/Jacksonville, FL.  
**GREG LEE** promoted to midnight-6am air personality at KEED/Eugene, OR.  
**CHARLIE PHILLIPS** formerly PRO-FM/Providence/RI named PD WCPA/AM-FM/Clearfield, PA.  
**TED CRAMER** named PD of WTVN/Columbus, OH from PD post at WDAF/Kansas City.  
**REGGIE DAVIS** joins sales department of WUNI/Mobile, AL from on-air and MD position.  
**GENE BARRY** from WEAT/West Palm Beach, FL named PD of WKKR/Evansville, IN.  
**ALCARCHETTA GWIN**, formerly of Essence Magazine, joins Mutual CFL Radio as Account Executive.  
**JUDY CONNOY** promoted to Regional Sales Manager for New Haven, CT at WYWX/Waterbury, CT.  
**HANK CLEARLY** named Regional Sales Manager for Hartford, CT from WRCQ-WRCH/New Britain, CT.  
**CHUCK AGNANO** joins WWYZ/Waterbury, CT from WSPR/Springfield, MA.  
**JUNE SANDRA MOORE** joins WWYZ/Waterbury, CT as newperson from reporter post at Pittown newspaper.  
**JOYCE PILLARELLA**, formerly MD, promoted to Promotion Director at CKGM/Montreal.  
**JIM CONNELL** joins CKGM/Montreal as MD from CJBK/London.

### Record

**MEREDITH LIFSON** appointed to Executive Producer position for the Weedeck Corporation.  
**PETER CRESCENTI** named Staff Writer/Publicist for Carol Ross Press Office, LTD.

**JULIE LOCKE** appointed to post of Membership Representative at ASCAP's Los Angeles office.  
**ROBERT A. SHAW** named Video Specialist for WEA.  
**FELICIA HORBACZ** appointed Manager, Copyright Administration for April-Blackwood Music in New York.  
**JIM FISHER** appointed as WEA Video Specialist.  
**HARRY SKLAVER** named WEA New York City Video Sales Representative.

### Industry

**STEVE BUCKLEY** promoted to Southeast Regional R&B Promotion Manager for Capitol Records, Inc.  
**MARCY DREXLER** promoted to position of Talent Coordinator for Arista Records, Inc.  
**ANDI SANTIVASCI** appointed Manager, A&R Services for Epic Records.  
**LAURIE STEINBERG** appointed Associate Director, Press and Public Affairs for CBS/Records Group.  
**VIVIAN HOCHSTEIN** named to position of publicist at RSO Records.  
**FRANK J. MUZZICATO** appointed Director, Manufacturing Systems for CBS Records.  
**PETER SCHWARTZ** joins RSO Records as promotion man based in Los Angeles, CA.

### Station Line-Ups

**KAWY/Casper, WY LINE-UP:** 6am-11am Brian Paul, 11am-3pm John Logan (MD), 3pm-7pm Craig Martin, 7pm-12mid Jeff Fetters, 12mid-6am Peter Jay.  
**WKXX-FM/Pana, IL LINE-UP:** 6am-10am Jim Keegan, 10am-2pm Sandy Leithaiser, 2pm-6pm Tom Latonia, 6pm-8pm John Grego (PD), 8pm-2am Charlie Pajor (MD). Weekends: Don Lesko, Cora Beam. News Director: Bill Schoening.  
**KBBK-FM/Boise, ID LINE-UP:** 6am-10am "Big Jack" Armstrong (PD), 10am-2pm Joe Thurston, 2pm-6pm Bob Lee (MD), 6pm-12mid Jeff Allen, 12mid-6am Jenny. Weekends: Keith Johnson, Jonny Mitchell.  
**KUHL/Santa Maria, CA LINE-UP:** 6am-10am Denny Luell (PD), 10am-3pm Chris Mundy, 3pm-8pm Rick Baca (MD), 8pm-1am Jeff Rendell, 1am-6am Wild Greg West.  
**CKGM/Montreal LINE-UP:** 6am-10am Ralph Lockwood, 10am-2pm Beau Dean, 2pm-6pm Marc Denis, 6pm-10pm Rock Denis, 10pm-2am Dan Willmott, 2am-6am Scott McDougall. Weekends: Mitch Snayden, Jim Connell.  
**WPEG/Charlotte, NC LINE-UP:** 6am-1pm Shane Atwell (OM), 1pm-7pm Barry K, 7pm-12mid Mark St. John, 12mid-6am Jim Edwards. Weekends: Phil England.  
**WPRO-FM/Providence, RI LINE-UP:** 5:30am-10am Jimmy Gray, 10am-3pm Tony Bristol, 3pm-6pm Jack O'Brien (PD), 6pm-10pm Tyler, 10pm-1am Giovanni (MD), 1am-5:30am Mike DiMambro.  
**KRKO/Everett, WA LINE-UP:** 6am-10am Emperor Smith, 10am-2pm Bill Norton (MD), 2pm-6pm R.P. McMurphy (PD), 6pm-12mid Dale Tobin, 12mid-6am Tammy Tilton.  
**WCMB/Harrisburg, PA LINE-UP:** 6am-10am Mac Maccauley & Friends, 10am-12noon Jim Allen (PD), 12noon-4pm Lou Rogers, 4pm-8pm Larry Scott (MD), 8pm-12mid Scott Fortney, 12mid-6am Christopher Cross.

# OPPORTUNITIES

## Openings

100,000 watt WWJO is looking for a Program Assistant. Plenty of production, some air work and lots of responsibility. This is your opportunity to become an integral part of mid-Minnesota's leading Country station. Tapes, resumes and salary requirements to Jim Christie, WWJO, Box 220, St. Cloud, MN 56301 or call (812) 251-4422 11am-2pm. EOE (1-25)

Newsperson wanted by one of the highest rated AM Top 40 stations in Michigan. Must be able to take charge. Good pipes a must. Tapes and resumes to Fred Brian, PD, WTAC, Box 800, Flint, MI 48501. EOE (1-25)

WYDD/Pittsburgh looking for a creative News Director for major market AOR. Experience necessary in conversational news approach and writing. If you're looking to create a unique news department, send tapes and resumes to Jack Robertson, PD, WYDD, 810 5th Ave., New Kensington, PA 15068. Women and minorities encouraged. EOE (1-25)

WGH News, Norfolk area, looking for on-air news reporter with outstanding news gathering, writing and reporting abilities. Experience a must. Minorities encouraged to apply. Send tapes and resumes to Carl Holland, ND, Box 9347, Hampton, VA 23670. EOE M/F (1-25)

Newsperson Needed! Must be willing to search out local news and be interested in public affairs. Not a rip & read artist. First news opening in three years. We're located in Central California twenty minutes from the ocean. Tapes and resumes to Lloyd Carr, KTOM, Box 1380, Salinas, CA 93902 or call (408) 422-7484. EOE (1-25)

West Coast broadcast consultants searching for Chief Engineers for client radio stations in all markets. Send resume and pertinent data to Woodruff Organization, Radio City, 420 Taylor, San Francisco, CA 94102. No calls please. (1-25)

WQXI-FM(94Q)/Atlanta has rare opening for 10pm-2am jock. Looking for a person with an adult delivery to work with a universal format, learning AOR. Music experience necessary, a natural British voice desired. Send pictures and resumes to Jim Morrison, c/o WQXI, Suite 240, Tower Place, Atlanta, GA 30326. No calls please. (1-25)

WCSH/Portland looking for a newsmen. Good pipes, give good re-write to handle afternoon drive news that could lead to the News Director position. Good bucks. Also need weekend swing person. Respond ASAP to Chuck Morgan, Box 4060, Portland, ME 04101 or call (207) 883-3455. EOE (1-25)

3WV, 50,000 watt Superstars in Charlottesville, VA has two openings, mornings and evenings. Interested parties should contact Phil Kirzyc at (804) 293-9998 after 4pm or write Box 3857, Charlottesville, VA 22905. EOE M/F (1-25)

WQAM/Miami, FL is looking for mid-day personality. Tapes and resumes to Dave Ryder, 767 41st St., Miami Beach, FL 33140. No calls please. EOE (1-25)

Rare opening for news professional to join top-rated morning show. Tapes and resumes to Mike Anthony, KBDF, Box 70128, Eugene, OR 97440. No calls please. EOE M/F (1-25)

1130WEEQ is looking for a top flight, full-time production manager/copywriter. This is a new position. Airshift required. New ownership. We're looking for a heavyweight. Good salary and benefits. Send tapes and resumes to Bill McMichael, WEEQ, Box 309, Wayneboro, PA 17288. EOE M/F (1-25)

WZZR-FM/Grand Rapids, MI currently looking for a 12midnight-8am personality for West Michigan's hottest FM. Good production. Our format is Adult Top 40. Tapes and resumes to Lucian J., WZZR, Box 96, Grand Rapids, MI 49501. EOE M/F (1-25)

KDWB/Minneapolis-St. Paul. Seeks nation's top talent able to communicate in human and conversational manner. Experience in major market AOR preferable. Tapes and resumes to Dave Hamilton, KDWB, Box 7630, Twin Cities, MN 55119. EOE M/F (1-25)

Western Cities Broadcasting accepting tapes for future openings in several large Western markets. Hard working, dedicated professionals with a proven track record only. Tapes and resumes to John Stevens, KMGX/KRQ, Box 3068, Tucson, AZ 85702. EOE M/F (1-25)

14Q/KRCQ/Palm Springs-Indio, CA needs News Director yesterday! Send tapes and resumes to Ron Young, KRCQ, 82640 Miles, Indio, CA 92201 or call (714) 347-3403 before 2pm. (1-25)

Major Southeastern AOR station looking for capable air performers. Minimum 1 yr commercial experience. No "oh wows" please. Send tape and resume to Robert Davis, WRXL-FM, 7100 Bethelheim Rd., Richmond, VA 23228. No calls. EOE (1-25)

**EXPANDING NEWS STAFF:** Prestigious N.E. adult information leader. Anchor and reporter positions. Cnsp writing: conversational, no-type delivery. Legit credentials. Send background, tape, examples of writing to Radio & Records, 1930 Century Park West, No. 174, Los Angeles, CA 90067. An Equal Opportunity Employer.

WOKF/Tampa, FL (98 Fever) is actively seeking personalities with contemporary experience for all shifts. Some immediate openings. Productions wizards and minorities encouraged to apply. Rush tapes and resumes to Scott Robbins, PD, WOKF, Box 1109, Clearwater, FL 33617 or call (813) 461-9898. EOE M/F (1-25)

## Goods & Services

### Comedy Material

Funny funny stuff. Unique comedy bits that fit any format. For Freebie write HYPE, INK, Box 89681, Los Angeles, CA 90089.

### Broadcaster's Action Line

Job Referral Service - \$40.00 for 12 months. R 2 Box 25-A Lexington, IN 47138 (812) 889-2907. Free to employers.

### You'll Be Funnier

Hundreds of deejays renewed again this year! Guaranteed funnier! Free sample. CONTEMPORARY COMEDY, 5804-D Twineing, Dallas, TX 75227. Phone (214) 381-4779.

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

### "Phantastic Phunnies"

Highly respected... proven worldwide audience builder! Hilarious... original... 'quick-quip'... topical humor! Introductory month's 400 topical one-liners and 'Bonus'... Just \$2.00!!! PHANTASTIC PHUNNIES, 1343-A Stratford Dr., Kent, OH 44240

### Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

## Openings

New Country station in Evansville, IN needs a morning person. Tapes and resumes to PD Gene Barry, WKKR, Box 3636, Evansville, IN 47735. (812) 425-2221. EOE (1-25)

WUNI/Mobile is looking for air talent with good production abilities. Hard working individuals only. Tapes and resumes to PD Bill Knight at WUNI, Box 2667, Mobile, AL 36601. (205) 438-4514. EOE (1-25)

**WANTED:** Morning personality, must have track record, maturity, have ego under control and know who they are while remaining wacky enough to be the No. 1 Pop/Adult morning personality in Indianapolis. Terms encouraged. Premium dollars for the right person(s). Cassettes and resumes to PD, WNDE, 6181 Fall Creek Rd., Indianapolis, IN 46220. Under new management and ownership with a commitment to winning. EOE (1-25)

**KAAY/Little Rock, AR needs mid-day air personality** with strong productions. We need someone creative, enthusiastic, and willing to work with some of the finest radio professionals ever assembled. Females and other minorities encouraged to apply. Tapes, resumes and photographs to Jack Randall, KAAY, Box 1790, Little Rock, AR 72203. EOE (1-25)

**Top dollars for top news person.** 50,000 watt KCMO/Kansas City, MO needs morning news personality to also be assistant News Director. Tapes and resumes to Chuck Wolf, KCMO, Box 810, Kansas City, MO 66141. No calls please. EOE M/F (1-18)

**Female newsperson needed.** Tapes and resumes to Don Wade, KRGQ, 5066 W. 2100 South, Salt Lake City, UT 84120. EOE M/F (1-18)

**Opening in the very near future** for a PD and morning drive personality. Top contemporary station in mid-eastern 200,000 population metro area. Salary commensurate with experience and ability. Tapes and resumes to Bill Musser, WKWK, 1201 Main St., Wheeling, WV 26003. EOE M/F (1-18)

**Needed now, an engineer who can do an airshift.** Work for a great company. Call Tom Becka, KUGR, (307) 875-8688 or write Box 980, Green River, WY 82935. EOE M/F (1-18)

**Management Search:** Ex-record execs make excellent headhunters; we have three here now. Our people average 20-30K first year (draw plus commission, plus bonus). Call Tony Byrne (213) 981-9940. (1-18)

**WDXI, 5,000 watt 24-hour regional AM in West Tennessee** is seeking a morning news anchor. Professional group station has opportunity for person with excellent delivery, news gathering skills, and a good attitude. Call Dan Spice at (801) 424-1310. (1-18)

**KQDI/Great Falls, MT seeking future air talent.** Good production a must. Tapes and resumes to Scott Greeley, Box 8760, Great Falls, MT 59406. EOE M/F (1-18)

**WAIM-FM (100,000 watts stereo) looking for air talents** who want to work at a stable, growing company. We broadcast to more than a million people in upstate South Carolina. We need people that are not into ego trips and can relate one-to-one with listeners. Good production a must. We have the money to get you here if you're what we want. Send tapes, resumes and a brief synopsis on your radio philosophies to Bill McCown, WAIM-FM, Box 650, Anderson, SC 29622. (1-18)

**Need a DJ for a Country Western Disco** in Ft. Pierce, FL. Call Ray Wheat (305) 464-5000. (1-18)

## Positions Sought

**ALAN YOUNG, former PD WYXI (WMAZ)/Medison** seeks new programming or music post. While at WYXE, brought station up from 1.5 to 8.4 in ARB's. Contact for more information and resume call (502) 368-7444. (1-25)

**West Coast News Director needs a new challenge.** Real pro. Reported for Mutual, ABC and NBC. Also WPI and AP. Waiting for best offer. (408) 443-3813. (1-25)

**Country pro with major market experience and programming background** has strayed from broadcasting and wants to come back. Tight, mature sound and solid references. (218) 427-2068. (1-25)

**LARRY WOODSIDE formerly morning drive KROQ-FM** is looking. Will consider all size markets. Call (213) 378-0995 anytime. (1-25)

**Young Black announcer looking for any market.** Experienced in music department at KILS-FM. Commercial copywriter for KUTE and 2 yrs announcer KSUL/Long Beach. MARK WARD (213) 433-7295. (1-25)

**Experienced female jock seeking full-time employment** in Southern California. Call (213) 320-6417 after 4pm. (1-25)

**MATT HUDSON former MD of KLIK/Jefferson City, MO** waiting for programming opportunity in medium market. 5 yrs experience. To discuss philosophies call (507) 374-2727 or (507) 281-2400. (1-25)

**Young energetic hard working jock with 2 1/2 yrs experience** as PD, MD at small Oklahoma station. Ready to move to medium market in West or Southwest. If you're looking for a hard worker call (405) 225-3333 or call collect at (405) 225-2364. STEVE JONES. (1-25)

**Currently working, 7 yr pro looking.** Experienced in Contemporary, Country and Talk. Big voice. Agency production. Tapes, resume and last ARB in the mail with a phone call to (219) 351-2368 evenings after 7. Leave message. (1-25)

**Looking. Top 40 personality, 7 yrs major market experience.** Call (919) 488-5761. (1-25)

**Female air personality with experience and proven numbers.** ILYSE GOTTLIEB, recently of 97ZOK/Rockford and KPUG/Honolulu seeks AOR on-air position in medium or major market. Experience includes music, production, Superstars promotion and some news in AOR, Disco and Pop/Adult. Call anytime (815) 874-8869. (1-25)

**Like the experience of 12 yr pro on your team** with good ratings and references to back it up? Looking for Pop/Adult or Country format. Let's chat. Call (406) 252-8790. (1-25)

**BOB MOHR part-time Top 40 air personality** at WEEQ/Wayneboro, PA looking. Full and Part-time experience at WEAM/Washington, DC. Call (301) 790-1222. (1-25)

**Daredevils Take Note!** Motivated AOR chick voice with 3rd class license, oozing positive eager first class attitude! Aircheck tape send upon request. Interested in weekend slots. Contact LYNX (415) 561-8285 or (415) 884-3951. (1-25)

**Does your talk show host get your call signs in the paper?** I do, because I get involved in the community and in my work. Aware, warm, compassionate, intelligent and available. Willing to relocate. Stations seriously interested in the best call ED ANDERSON (304) 522-3438 anytime. (1-25)

**DJ with well-rounded background.** Outside activities include the film rights to The Bible According To The National Enquirer - The Greatest Exaggeration Ever Told. Prefer the Northeast or Midwest, but will consider all serious offers. Also prefer Adult Contemporary format in good size, competitive market with reasonably decent dollars. Call CHUCK at (718) 873-0706. (1-25)

**Rock Jock, just finished school at the Ron Ballie School of Broadcast in Phoenix.** Young, ambitious, likes production. Will relocate anywhere. For tape and resume contact HANK KIRKELIE, Donnybrook, ND 58734 or call (701) 482-7855. (1-25)

**I need to do more!** Enthusiastic, creative, versatile communicator with 3rd endorsed license, B.A. degree and over 5 yrs experience. In a dead end. This class act is looking for a class act in small or medium market any format. Tight with Rock, Jazz and Country as well as all news and sports. Prefer mountain states, New England or Southeast Canada. Call COWBOY (505) 823-6337. (1-25)

**Presently employed, stable professional air personality** with 10 yrs experience, available and anxious to find a new home. Going on year No. 5 at present station, wish to hear from radio stations that are looking for talent, dedication and team work. Serious inquiries only (813) 345-1420. (1-25)

**Looking for a personality with sparkle, warmth and cerebral involvement?** Plus her 1st phone, B.A. and 8 yrs in small, medium and major markets with formats from Top 40 and Adult Contemporary to Talk? Call DIANE CARTWRIGHT (209) 577-3210, (209) 522-1109 or (209) 529-9208. California is my home, but I'll consider others too. (1-25)

**KEN E. MARKS is looking for a Top 40 or Pop/Adult jg.** Super production. Will travel. Currently working part-time in Los Angeles. Call (213) 838-5384 or write 9315 Catteraugus Ave., Los Angeles, CA 90034. (1-25)

## Positions Sought

**SHERMAN COHEN KRLA/Los Angeles and Ass't PD/MD KILB-FM/Los Angeles.** 7 yr radio experience, seeking a Program Director position. Please call (213) 343-2862 or write 17412 Stratham St., Northridge, CA 91325. All offers considered. (1-25)

**Seeking announcer position with an AOR or contemporary station.** 2 yrs experience. Prefer Midwest or South. Contact DOUG GARRETT (502) 994-0216. (1-25)

**GEOFF NIMMO (Capt. Nimmo) looking for Jazz, progressive or talk show host position.** 10 yrs experience at WEBN, WPLJ, WOXI-FM, WSAI-FM. Call (513) 281-4199 or (513) 431-3288. (1-25)

**ROGER HYMAN, former PD and MD of WBIR-FM/Knoxville with extensive AOR background** including WKDF/Nashville. Seeking new programming, music or jock position. Willing to relocate. Call for tape and resume (615) 888-2118. (1-25)

**KEN PAIGE formerly PD KBOB, KCOK, KJUG** looking for on-air position in medium market. 1st ticket. Call (209) 625-1571 anytime. (1-25)

**PD or mornings. Award-winning personality.** Available now to turn your station into a winner. Texas and immediate area only. Call RON HARPER (817) 282-3510. (1-25)

**Major market newsmen with 5 yrs news/anchor/reporting.** Looking for top area. Call DOUG (212) 728-2605 after 5pm EST. (1-25)

**Mid-Day personality in top 70 market, work week ends in top 5, looking to move up.** Like drive slot, but good organization is prime. Have pro sports experience. Excellent in production/music/promotions. Seek AOR or Pop/Adult or maybe you've got ideas. Call to get things started TOM (201) 247-8759 and leave message. (1-25)

**Minority 1st phone, studio operations and light maintenance experience.** Also trained announcer. Full-time, weekends or evenings OK. W.J. MAYO (212) 885-0827 evenings. (1-25)

**Lady DJ/MD, 1st phone, 5 yrs experience** looking for AOR gig. Let's talk. Leave message with ASA Management for LADY DJ at (213) 854-1293. (1-25)

**Breaking Out Of New York City.** R&B and Disco jock, looking for warm climate for relocation preferably California. Contact JAY JOHNSON at Box 2265, New York, NY 10001. New York ARB trendsetter looking to move (1-25)

**Personable jock seeks larger market and more responsibility.** Young, single, ambitious and willing to relocate. Experienced in news, production, programming and sports announcing. Call TOM at (318) 992-8594. (1-25)

**Your play-by-play search is over.** Sports caster with commercial experience looks to move up. Also skilled in production, air shift, news and sales. Single and willing to relocate. Call MITCH at (318) 992-8594. (1-25)

**Top 40, Pop/Adult, AOR, Disco, AM-FM, likable personality** with PD, MD, PSA Director, promotion, remote and production experience. Desire full-time openings as a DJ. For aircheck and resume please call LARRY DANYTIME (216) 478-1206 or (216) 488-0440. (1-25)

**Medium market News Director** seeks position in larger market. 5 yrs experience. Degree. Aggressive. JAY (607) 687-0371. (1-25)

**Major market album rock announcer** currently working at No. 1 Northern California station seeks small to medium PD position. Western U.S. only. Previous experience, references, let's talk, call JIM at (408) 287-5911 after 4:30pm. (1-25)

**Former KCBS FM Ass't MD/morning drive jock** looking for MD/airshift position in medium market AOR. Great pipes, great ears, hard work. Call PAUL SULLIVAN at (415) 388-2219. (1-25)

**Creative, energetic, professional woman** with background in sales, co-op advertising and marketing seeks step up. Looking for medium market position in Kansas, Colorado or Oklahoma. Call (318) 824-3354 evenings. (1-25)

**Former Production Director, Chief Engineer and 8 yr AOR pro** who's had it with small minds in major markets seeks PD or Ass't PD position at major market level. No big name but good solid ideas. Currently on-air at top 10 market AOR leader, doing special products and developing computer assisted approach to very popular format. Interested? Call BRAND X BROADCASTING (301) 945-8498. (1-25)

## Miscellaneous

**WKXX-FM/Pana, IL Country format** needs service from all major labels. Send to Charlie Pajor, MD, WKXX-FM, Box 327, Pana, IL 62557. (1-25)

**Geel!** We don't get many demo records in Kokomo, IN. Sure would be nice to see something in the mail. Here's a hint; we only need albums from Pop and Rock artists. Send to Pat Moore 293, Box 2208, Kokomo, IN 46901. (1-18)

**KEMM/Marshfield, MO needs Country and Rock service,** both 45's and LP's. Send to E.W. Covington, PD, KEMM, Box 586, Marshfield, MO 65706. (1-18)

# OPPORTUNITIES

## Positions Sought

Looking. Are you? 5 yrs experience, 1st phone, worked AOR and Top 40. Call (714) 960-8651 and ask for RON MILLER aka GLEN MILLER. (1-25)

AOR lady with 2 yrs experience seeks good paying job in a mountainous area. Leave message at (712) 368-2561. (1-18)

AOR jock with 7 yrs on-air experience, excellent production skills, position at Top 30 market station. Call MIKE BEECHER at (203) 762-9382 anytime. (1-18)

I am DUSTIN KIRBY. I have Top 40, MOR, AOR, PD experience to relate to. I desire listeners to be friends with. I need to fulfill my creative expressions (music and production). I require a pleasant existence. Will you and I be working together? You make the choice. You can reach me at (213) 331-8370. (1-25)

6 yrs experience, age 22, worked in Los Angeles and Texas markets. Looking for sports, play-by-play, or sports highlight show. Can do Top 40 program. Call KEITH at (213) 722-7836. (1-25)

9 yr pro, award-winning production. Air personality. Promotion degree. Seeking long-term relationship with stable quality organization. Call (312) 322-0389. (1-25)

Top market AOR announcer, research and promotion experience, seeking medium/major market position. MD/PA possibilities. Call FRED, (312) 459-1797 anytime. (1-25)

ANDY TYLER, MD of California's newest album station, FM93/Visalia, is quite unexpectedly looking. Past experience includes KCKC and Music Country K15. Call (209) 625-3218 anytime. (1-18)

JERRY DEAN, last programmed WXGT-92/Columbus, OH. 17 yrs experience, now available. Call (614) 888-2919. (1-25)

Radio enthusiast. 7 yrs as small market jock with MD experience looking for contemporary or Pop/Adult position. Preferably in the Southwest or Pacific area. Call (419) 332-5148 weekdays 10am-1pm EST. (1-18)

Experienced mature announcer with 1st class license. Good knowledge of Country and Pop/Adult formats. Willing to relocate in the Southeast or Florida area. Call BILL at (305) 448-1260. (1-18)

CHRIS JARRET formerly of WAYS/Charlotte now available for medium or major market. Excellent references, minority, superb communicator. (205) 834-3723. (1-18)

ARB talent jittera? Get the best... 12 yrs experience, last 3 in Superstars, #1 all the way! Phoenix, AZ 14 share, #1 12+, Columbia, OH 19 share #2 12+, both 7-12 midnight. Everything but GM under belt, medium/major market. Call FRANK (317) 893-4559. (1-18)

Professional journalist looking for the right challenge. West or Northwest in hopes of living closer to immediate family. Strong reporter and anchor for a station that cares about gathering news and making it understandable. Excellent references, currently employed, top 30 market. Call GREG (415) 573-7294. (1-18)

Young aggressive PD in South Florida ready to relocate, preferably in Texas. Creative talent with successful sounding station. ROB SAUNDERS (305) 247-9444. (1-18)

News with personality and authority. Winning awards at WISM for 4 yrs, now looking for a new challenge. GORDON HARRIS (608) 271-1488 or (608) 257-9415. (1-18)

Major market Program Director would like to relocate to Southern Oregon-Eugene-Medford or 7 Programming Operations or consultancy. Call (714) 561-8547 days only. (1-18)

BILL HICKOK, wife and two kids needs a job with a company who cares. 10 yr pro over 50 voices, former PD at WNUE, current PD at WYBR/Rockford. Will accept programming, music or jock job. Call (815) 633-5547 or (815) 332-3436. (1-18)

Attention Gulf and West Coasts. Adult Contemporary PD/OD specializing in small and medium markets looking for new opportunity with forward looking station or group. Production excellent, personnel management, training and survey proven results. No frying pans or swinging doors. If you're serious, so am I. Call (517) 265-8271 after 6pm EST. (1-18)

Spec spots that sell. Ads that produce. My last station had to let me go for budget purposes and regrets it. Put an award winning team-oriented copywriter/Production Director on your staff. Good fill-in jock to boot. All good offers considered. STEVE A. GLASER (208) 734-6550. (1-18)

Energetic Music Director with new bride wants to move to East Coast is available for Adult Contemporary Top 40 stations. Announcing and news experience, 3rd class, excellent references. Contact MIKE KELLY (314) 873-3932. (1-18)

Announcer (Black) 1st phone, employed 4 months in technical studio operations. Tapes and resumes available. Capable performer. BUD MAYO (212) 992-0022 evenings. (1-18)

Forget the rest. Hire the best. JIM ZIPPO 6 yr seasoned major market morning drive pro. Currently PD/MD at WEAM/Washington, D.C. and looking for a new PD/MD or morning drive challenge on West Coast. Let's talk! (703) 534-1390 or (703) 830-3619. (1-18)

## Positions Sought

Experienced PD/MD/air personality has spent 12 yrs learning radio. Now I want to put that experience to work for you. Available immediately. Call (305) 488-0004 anytime. (1-18)

DAVE DILLON, WKAP, Q106, WEEQ looking for programming and/or personality jock position. Call (215) 820-8224 anytime. (1-18)

WNEW-style personality. Clever, experienced and committed. Call MARV at (315) 342-2503. (1-18)

9 yr broadcaster (Los Angeles/L.A. County) seeking news, production, sales, copywriter, DJ. Call (213) 277-7769, (213) 553-4972, (213) 622-3444 (24 hr service, Mr. Walker's office). Ask for BILL (1-18)

DR. DAVE DUNAWAY is now available with 12 yrs experience at Y100/Miami, KNUS/Dallas, WNOX/Knoxville. Mornings or afternoons and heavy production. Call (615) 938-1845. (1-18)

How would you like to have a 3-man crew that are best friends and cook on the air. From the most successful middle-market contemporary station. Inquiries to JOCKS, 1250 A, Roosevelt Dr., Havertown, PA 19083. (1-18)

#1 rated middays/afternoons adult personality. 12 yr major market experience. Looking for the best offer. DOUG CARTER presently middays and Ass't PD at WEAM/Washington D.C. Call (703) 534-1390 or (703) 370-2390. (1-18)

6 yr AOR, creative production and small market PD experience. Looking for announcer/production or announcer/music position. Willing to relocate. Call (415) 441-3879. (1-18)

TONY STONE last programmed KYYX-FM/Seattle is available. Call (206) 778-8177. (1-18)

Vibrant female air personality looking for opportunity in Midwest. Currently working at WMAY leading station in Springfield. Experienced in different formats. Call days (217) 522-4194 or nights (217) 629-7079 and ask for DUSTY. (1-18)

13 yr pro WCAR, WCWA and WSBA looking for medium market home in the East with PD or MD possibilities. Pop/Adult or light Top 40 formats. Call DAVE CARLSLE (912) 354-6521 after 4pm EST. (1-18)

Salesman looking for medium or large market radio/TV station to sell for. 7 yrs experience; 2½ in Chicago. Also do production, copy and run a tight board. Looking for a home. Willing and able to relocate. Call (815) 939-3976 now. RICHARD SWAFFORD. (1-18)

3 yr news experience. Strong on documentaries and special reports. Looking for stable news position. Willing to relocate. Call (415) 411-3879. (1-18)

JAY HAWKINS is looking to get back into radio. Prefer Florida, but any area of the country considered. Formerly with WYNN/Tampa, WIFE/Indianapolis, WMET/Chicago and KSLQ/St. Louis. Call (214) 559-3698. (1-18)

27 yr old 7 yr pro looking to move to the majors. Currently doing top rated morning show at KTTS/Springfield, MO. Personality jock with good production. Call afternoons (417) 831-3650 and ask for JOHN STEPHENS. (1-18)

Professional female DJ with major market experience seeks top 30 market to play rock 'n' roll. Excellent numbers, Superstars and other AOR experience. Production Director, tight production. Immediate availability. Call (317) 842-5133. (1-18)

Contemporary air personality with 7 yrs experience looking for permanent position. Call (804) 977-1400 or (804) 296-0987. Write BILL JENKINS, Box 1045, Charlottesville, VA 22902. (1-18)

AOR-channelled jock who wants career in radio. Expects opening in small or medium market situation. Experienced on-the-air and also in production. I'm young and willing to relocate anywhere. Call BOBBY CUSHING at (201) 988-0451. (1-18)

To be a winner you must associate with winners. My affiliations with No. 1 stations throughout my 9-yr career will back me up. Major market personality/communicator agency quality production, MD, sales and management. Looking for you. If you want a career professional call TOM DANIELS at (601) 368-0384 or (412) 664-0946. (1-18)

Top 40 personality, currently employed nights. Formerly WIRK, college grad. Seeks up tempo Rocker. Call (515) 424-2859. Will relocate anywhere. (1-18)

Broadcaster with news, writing, production and on-air experience looking for opportunity to do research for music history programs for radio or record companies. Contact JACK at (213) 988-8707 in both mornings and evenings (1-18)

These men have experience, combined 13 formats, and 58 years jocking and programming. Call RONNIE RENNINGTON, WAYNE SHAYNE or RON THOMPSON at (319) 363-8267. (1-18)

Aggressive young pro currently in top market seeking full time on-air position in medium to major market. In addition to 7 yrs experience in all dayparts, background includes programming, music and production. Northeast preferred, but interested in all locations. Call LARRY at (413) 789-0577. (1-18)

## Openings

KFIG-FM/Fresno, CA is looking for an experienced, enthusiastic jock who can handle a format and talk to adults; have a fulfilling time growing with central California's number one adult rock station. Part-time openings also available. Airchecks and resumes to Art Farkas, KFIG, 2220 Tulare St., Suite 625, Fresno, CA 93721. No calls please. EOE (1-18)

WOHN/Hemdon, VA needs weekend jock immediately. Tapes and resumes to Chuck Dickemann, PD, Box 686, Hemdon, VA 22070. EOE M/F (1-18)

KDWB/Minneapolis-St. Paul seeks nation's top talent with conversational and human approach for present openings. Tapes and resumes to Dave Hamilton, KDWB, Box 7630, Twin Cities, MN 55119. EOE M/F (1-18)

WINN/Louisville (Country) seeking air personnel. Strong production necessary. PD slot open. Tapes and resumes to Graham Richards, WINN, 3rd & Broadway, Louisville, KY 40303. EOE M/F Hurry! (1-18)

PD who wants to move up with aggressive company must have on-air and production talent. 250,000+ market. Top pay, excellent studios. Send tapes and resumes to Don Hoberg, WEBC, 1001 E. 9th St., Duluth, MN 55805. (1-18)

A dynamic position for the right person now. Mid-days with promotions responsibilities. Good production and learning abilities a must for this 100,000 watt FM beauty. Rush tapes and resumes to Don Paustian, KJCK-FM, Junction City, KS 66441.

WQIQ/Chester-Philadelphia has openings, all time slots. Looking for Production Director. Top 40 format. Experience a must. Be a part of the Philadelphia market. Tapes and resumes to Ron Miniatis, WQIQ, 12 Kent Rd., Aston, PA 19014 or call (215) 459-1602. (1-18)

WTCC looking for good air personalities plus news people for future openings in South Central Kentucky market. New studios and equipment plus good pay and benefits. Send tapes and resumes to Jim Jackson, WTCC, Rt. 4, Campbellsville, KY 42718 or call (502) 465-4178. (1-18)

AOR WBAB/Long Island conducting nationwide talent search to seek top morning newscasters and morning jock. If you are creative, well paced and the best in your market you'd be crazy not to call (516) 587-1023. EOE M/F (1-18)

Sales Manager wanted for hottest radio concept ever to come to the New York market. If you are aggressive, creative and out to score in the 80's, this is yours. Call Corey Taylor, Apple Radio Inc., (516) 499-6250. EOE M/F (1-18)

Adult Contemporary WFUN is accepting tapes and resumes for possible future full-time openings in programming and news. Experience required and knowledge of automation helpful. Send to Chris Johnson, OM, Box 738, Ashtabula, OH 44004. EOE (1-18)

Wanted: Production wiz. Excellent pay and finest production facilities. Full-time production man needed at stable contemporary station in one of the country's leading secondary markets. Send tapes and resumes to Wayne Hiller, KQWB, Box 2983, Fargo, ND 58108. (1-18)

KLOG/Longview-Kelso looking for afternoon male or female. Must be hardworking and enthusiastic. Send tapes and resumes to KLOG, Box 90, Kelso, WA 98626. EOE (1-18)

Air personality with creative production mind wanted. Good bucks for qualified person. Large Midwest chain. Call Sid Wood, WMAY, (217) 629-7077. (1-18)

Unique radio newsroom looking for new people who take pride in delivering creative news. No rip and readers. I'd like to know where you're at and what you're doing. Tapes, resumes and writing samples to Jeff Michaels, ND, KMJJ, Box 14805, Las Vegas, NV 89114 or call (702) 739-6600. EOE M/F (1-18)

WDUZ/Green Bay, WI looking for top 5-9pm jock with good production. Tapes and resumes to Gregg Albert, Box 36, Green Bay, WI 54305. EOE (1-18)

Immediate opening for all night disc jockey. Some experience required. Send tapes and resumes to KSLY, Box 1400, San Luis Obispo, CA 93406, or call (805) 543-9400 and ask for Harry Mey. EOE M/F (1-18)

WZUU-FM/Milwaukee now accepting applications for adult-oriented midday personality with strong communicative and production skills. Tapes to Chns Curtis, WZUU-FM, 520 W. Capitol Drive, Milwaukee, WI 53212. EOE M/F (1-18)

WINH still seeking morning drive/Ass't PD for Pop/Adult format. Tapes and resumes c/o Harry Gindhart, Drawer W, Georgetown, SC 29440. EOE M/F (1-18)

WROR, RKO General in Boston has a few choice opportunities to join New England's fastest growing FM radio operation. We're currently looking for morning drive news anchor and two on-air talents. If you have 3-5 yrs experience in a major or medium market, in any of the above areas, rush your tape and resume to Gary Barkovitz, Program Manager, WROR, RKO General Building, Government Center, Boston, MA 02114. EOE M/F/H/Vets (1-18)

Spanish speaking PD with solid radio background and leadership skills needed for major market Latin Pop/Adult, stereo FM. Tapes and resumes to Ric Hansen, 2000 Tacoma Mall Office, Tacoma, WA 98411. EOE M/F (1-18)

## Openings

KUZZ/Bakersfield, CA Country has immediate opening for morning drive entertainer. Must know Country music with production skills. Salary negotiable. Contact Richard Lee, KUZZ, 1209 N. Chester Ave., Bakersfield, CA 93308, or call (805) 393-1500. EOE (1-18)

New AOR 24-hour station opening soon in Johnstown, PA. Need air talent. At least 3 yrs experience. Good pay and benefits. Send aircheck, resume and picture to Conemaugh Communications Corp., Langmark Blvd., 516 Main St., Johnstown, PA 15901. (1-18)

Adult communicators needed for possible openings. Great market in California. Send tapes and resumes to Steven Kaye, KAFY, Box 6128, Bakersfield, CA 93386. (1-18)

KXIC is looking for a personality-oriented morning person for Pop/Adult format. Tapes and resumes to Roger Davis, Box 2388, Iowa City, IA 52244. EOE M/F (1-18)

Top Arbitron rated Disco/R&B powerhouse seeking professional on-air communicators for expected openings. Excellent production required. No beginners or screamers. Opportunity to join expanding Richmond-based group. Telescoped tape including news and six production samples with detailed resume/references to Steve Kaye, Mgr., WJUS-FM, Allied Arts Building, Lynchburg, VA 24504. (1-18)

WDOS/Oneonta is looking for a bright Pop/Adult personality and production talent to work in this pleasant upstate New York college community. Automation experience helpful, but not required. Tapes and resumes now to Larry Rosamilco, WDOS, 104 Chestnut St., Oneonta, NY 13820. No calls please. (1-18)

WLAV/Grand Rapids looking to fill two positions. Bright, enthusiastic jock. Female encouraged to apply. Also news person needed. Conversational delivery a must for both positions. Tapes and resumes to Jim Corcoran, WLAV, 101-C Waters Building, Grand Rapids, MI 49503. EOE M/F (1-18)

KLYD/Bakersfield, CA has immediate opening for all-night personality. Good benefits and working conditions. Send tapes, resumes and pictures to Larry Crawford, KLYD, Box 1499, Bakersfield, CA 93302. EOE (1-18)

KACY, 50,000 watt Southern California station seeking out talented one-to-one communicators for future openings. 1st class license preferred. Send tapes and resumes only to Jim Barker, PD, KACY, Box 1520, Oxnard, CA 93034. EOE M/F (1-18)

WRCG looking for young aggressive news people. If you are committed to news, talk to us. Tapes, resumes and photos to Ron Walton, OM, WCGO/WRCG, Box 1537, Columbus, GA 31902. EOE (1-18)

Brand new 100,000 watt FM album-oriented soft rock needs staffing for 24-hour, 7-day week. All tapes and resumes to Jim Gardner, KUFO, Box 6350, Odessa, TX 79762. EOE (1-18)

Future openings at KQWB and Q98-FM. Tapes and resumes to Wayne Hiller, Box 2983, Fargo, ND 58108. EOE M/F (1-18)

Morning drive production copywriter wanted. Must have at least 6 months experience. Top 40 format. Contact Snail Dodge, PD, KINN-AM/FM, Box 618, Alamogordo, NM 88310. EOE M/F (1-18)

KROY/Sacramento has full-time opening for strong afternoon drive personality. Send tapes and resumes to Bob Malik, 1019 2nd St., Sacramento, CA 95814. No calls please. EOE M/F (1-18)

Announcer and/or newsmen Pike's Peak area. Minimum 3 yrs experience. Send tapes to Manager, 2809 Avondale, Colorado Springs, CO 80917. No calls please. (1-18)

KC101 and 13WAVZ/New Haven looking for Ass't Chief Engineer with thorough knowledge of AM and FM transmitters, solid state, digital, directional antenna systems, STL & RPU. Contact Tom Osenkowsky, Chief Engineer, (203) 778-4012. (1-18)

WGNT/Huntington, WV needs newperson/talk show host. Good bucks for experienced pro. Male or female, tapes and resumes to Jim Jablonki, WGNT, Box 1539, Huntington, WV 25718. EOE (1-18)

Experienced news person wanted. This is not a job for rip and readers. Send tapes and resumes to Mike Matthews, Box 1290, San Bernardino, CA 92402. EOE (1-18)

KIKX has one full time opening. We need an experienced announcer for our 7-12midnight shift. If you're interested in working in a city with an excellent climate, send tapes and resumes to Tim Tyler, PD, KIKX, Box 5566, Tucson, AZ 85703. EOE M/F (1-18)

KFRC now has the nation's best news anchor. He came from WDAE/Tampa-St. Pete. Now we're looking for a morning news anchor. Good money and a great opportunity for the right person. Apply to News Director, WDAE, 101 N. Tampa St., Tampa, FL 33602. EOE M/F (1-18)

Aggressive, enthusiastic station relations representative wanted for L.A.-based radio syndication company. Knowledge of radio essential. Call Peter at (213) 475-0817. (1-18)

We're updating our files for future full-time and part-time jocks. Soft AOR. Tapes and resumes to Bud Wilson, WOBN, Box 927, Tom's River, NJ 08753. No calls please. EOE M/F (1-18)