

# Radio & Records

ISSUE NUMBER 318

THE INDUSTRY'S NEWSPAPER

FEBRUARY 8, 1980

## Marr Moves To KVI; Adopts Talk Format

Bruce Marr has been named Operations Director at KVI/Seattle, which will shift from its present Pop/Adult format to News/Talk. Marr, whose appointment is effective immediately, was most recently Operations Manager for News/Talk outlet KABC/Los Angeles.

Golden West Broadcasting National PD Michael O'Shea, commenting upon the format change, told R&R: "This new format, coupled with Marr's direction, will allow us to have an opportunity of

regrowth on the AM band in Seattle."

KVI's current PD, Tom Straw, will retain that position and, according to station General Manager Jim Johnson, all other staff members will remain with the station under the new format as well.

Marr noted that the lifestyle of the Seattle area was a major factor in his decision, adding, "the toughest part (of leaving KABC) was saying goodbye to Ben Hoberman, Rick Sklar, and the rest of those guys" (at ABC Radio).

### MAJOR ANTI-COUNTERFEIT EFFORT SEEN

AS JUSTICE DEPT. CONTINUES PUSH

## Polygram Discovers Counterfeits In Returns

Polygram Corp.'s announcement last week that it had discovered a "substantial quantity" of counterfeit tapes and records in returns from Pickwick and Sam Goody-operated retail outlets is viewed as the first step in the most concerted anti-counterfeit effort ever launched. Polygram has been working closely with a Justice Department antipiracy team in New York, and further key disclosures are seen by industry sources as a near-certainty. "This is just the tip of the iceberg," one commentator characterized the situation to R&R, while another said that the government team

"intends to pursue it to the fullest extent." Indictments involving leading distributors and retailers are likely to come down within 30 days, sources indicated.

A figure of \$400,000 reported in several publications as an estimate of the worth of Polygram's counterfeit product was termed a "completely random figure" by RSO Sr. VP Bob Edson (RSO is distributed by Polygram). Edson told R&R that "they're still counting" returns from all accounts. Another reliable source told R&R that the quoted figure was "ridiculously low."

## Advance Arbitron Results

### LOUISVILLE

WKJJ-FM Debuts With 10.2

### TOLEDO

WIOT Up To 19.7 Share

### SALT LAKE CITY

KCPX-FM Up Almost Four Points

### NEW FEATURE:

Major Market Mediatrends

For January 1980

See Page 22



**DOLLARS DANCE AWAY IN CHICAGO** — WMAQ/Chicago reveals to a waiting world its WMAQ Radio Dancing Dollars, a valuable quartet who will make personal appearances around the city and impersonal appearances on a number of billboards to promote the station. Although their costumes are one place where the "shrinking dollar" might actually be desirable to much of the population, the Dancing Dollars are proving that American currency has much better "legs" than most financial analysts have maintained.

## Heart Attacks Claim Two PD's

### Jim La Fawn, 33

Jim La Fawn, PD of KZLA-AM-FM/Los Angeles, died of a heart attack Thursday morning (1-31). He was 33, and had a heart condition arising from malaria contracted in Vietnam.

La Fawn had been in radio since early 1969, starting as an AOR air personality at WTIG/Massillon, OH. He moved to the West Coast in 1970, to KYMS/Santa Ana, then became PD at KPRI/San Diego in 1971. Positions at KQIV/Portland, KXFM/Santa Maria (as General Manager), and KWST/Los Angeles followed, after which La Fawn joined KZLA (then KPOL-FM) as morning man. After serving as Assistant PD for several months, he was named PD of KZLA-AM-FM in October 1979.

KZLA GM Peter Newell said, "Jim was thoroughly professional. At the same time, he maintained a tremendous sense of humor that allowed him to poke fun at the idiosyncrasies of our business and life. He never lost perspective on what was important and what wasn't. He was extremely dedicated to his job and to his friends, yet he never let himself get so serious about that that he couldn't see the humor in life. That's what made him a delightful individual to work with."

La Fawn leaves his wife Donna and two children. Services were held Monday (2-4) in North Hollywood.

### Doc Donovan, 30

Doc Donovan (real name H. Wayne Smith), PD of WLAV-FM/Grand Rapids, suffered a fatal heart attack Saturday (2-2). He was 30 and had no prior history of heart trouble.

Donovan, described by peers as

an "enormously likable man," had been PD of the AOR station since January 1979, and an air personality since November 1974. He previously served as an air personality at WLAV-AM and WLYV/Fort Wayne.

He leaves wife Pat; they had no children.

## Mullins Named PD At WDAF

Moon Mullins, Music Director at WDAF/Kansas City, has been named PD at the Country station, following Ted Cramer's move to the PD position at WTVN/Columbus, OH. Mullins had been MD at WDAF since August 1978, after eight years of programming WINN/Louisville.

WDAF GM Dave Martin told R&R, "I was happy we could fill the position from within our own organization. Now that he's been here for 18 months, he brings a consistent knowledge of what we do locally. As far as I'm concerned, no one was close to his qualifications. He knows the format, he knows the business, he knows damn near everybody on the country music scene — and that's important — and he knows the city. The only reason for this change is that Ted Cramer had the chance to go to a new challenge within the company (Taft Broadcasting). So



Moon Mullins

I see it as business as usual." Mullins commented, "We will continue to target the station toward our primary objective; our marketing goals and approach will remain the same. Ted Cramer, as he mentioned previously (R&R

MULLINS/ See Page 3

CROSS-EXAMINE THIS FIRST-WEEK ACTION:

# CHRISTOPHER CROSS

## "RIDE LIKE THE WIND"



WXLO add  
 WPEZ add  
 WCAO deb 26  
 WRKO on  
 Z93 add 30  
 94Q 21-15  
 Q105 add  
 WLCY add  
 KBEQ add  
 KEARTH add  
 KFRC add  
 KJR add  
 KIMN add  
 KOPA add  
 WFBR on  
 WPST on  
 PRO-FM add  
 WAEB deb 30  
 WHYN add  
 14Q add  
 WKEE add  
 WFMF add  
 Z98 33-29  
 KXX106 29-25  
 WSGN add

Y103 add  
 BJ105 add 40  
 95SGF add  
 WBBQ deb 28  
 WHBQ add  
 92Q deb 30  
 WSKZ add  
 WRJZ on  
 WNOX deb 23  
 WAYS deb 31  
 WRVQ add  
 KRAV add  
 KLEO add  
 WISM add  
 WHB add 25

WAAY deb 29  
 WHHY add  
 KX104 add  
 WFOX deb 26  
 WCGQ add  
 WSEZ add  
 WISE add  
 WANS-FM add  
 WROV on  
 CK101 35-31  
 FM99 deb 33  
 KKXL deb 30  
 KKRC add 29  
 WAKX add  
 WSPT add  
 WROK add 30  
 KDZA add  
 KBDF deb 28  
 KODI on  
 KBOZ add  
 KFXD deb 28  
 KRLC add  
 KBIM on

WNAP add  
 WMEE on  
 WOHO add  
 KING deb 25  
 KJRB add  
 KGW deb 28  
 KRUX add  
 KTKT add  
 WJBQ add  
 WGUY add  
 WHEB add  
 13FEA on  
 WYRE add  
 14WK add 30  
 WCIR on

**FIRST WEEK AS A SINGLE!**  
**... AND IT'S THE #1**  
**MOST ADDED RECORD OF**  
**THE WEEK IN**  
**RADIO & RECORDS**

Produced by  
Michael Omartian

on  
Warner Bros. Records



# "Hostage" PD Scott Miller Dismissed At WOBL

Scott Miller, the WOBL/Oberlin, OH Program Director who confined himself to the station's studios for 50 days to call attention to the plight of America's hostages in Iran, was surprised with a plight of his own Monday (2-4). Following a special six-hour morning show in which he and his wife discussed his experience, Miller told R&R, he was called into owner-manager Harry Wilber's office and fired. Miller had ended his 50-day bout of captivity Monday (1-28) with a 50-hour broadcast dramatizing the Iranian situation and his own gesture.

According to a statement from Wilber, the firing was unrelated to Miller's confinement campaign.

Wilber cited "serious violations of station policy" which "affected the programming of the station, other staff members, and the WOBL listeners." Wilber continued, "The situation was found to be irresolvable. WOBL recognizes Mr. Miller's feat of self-imposed confinement for 50 days in support of the American hostages in Iran and would like to emphasize that Mr. Miller's attempt at being a hostage was not one of the reasons for his dismissal. WOBL realizes Mr. Miller's dismissal at this time will probably generate negative publicity for the station. But it was felt because of the seriousness of the situation that the action could not be postponed."

Miller told R&R that Wilber had offered to help him find another position, and said, "I think it's a great station and I have no bitterness." But he added, "I just think it's poor timing, after all those people supported me." Miller said he plans to fulfill invitations to speak at various engagements around the country, including a visit to the White House to discuss his experiences with officials there. Ken Lucas has been named acting PD and morning man at WOBL.



## Portnow Named President At 20th

Neil Portnow has been appointed President of 20th Century-Fox Records. Portnow, who joined the label as Senior VP in April 1979, previously served as Division VP, Popular A&R West Coast for RCA Records and as Manager of Talent Acquisition and Development for Screen Gems-EMI Music, having headed his own independent production firm, Portnow Miller Company Inc., as well.

In his new post, Portnow will be responsible for the worldwide activities of the record division. He will report to 20th Century-Fox Film Corp. Vice Chairman of the Board Alan Hirschfeld, who announced the appointment.

## MCA Countersues Alexenburg

MCA Inc. has filed an answer and counterclaim suit against a \$2 million breach-of-contract action filed by former Infinity Records President Ron Alexenburg (R&R 12-7-79), following the dissolution of the MCA Records-affiliated label (R&R 11-23). MCA's suit claims that after advancing Infinity almost \$20 million, it became apparent that the label was not a viable entity. Furthermore, the countersuit contends that these monies were "grossly mismanaged," which constitutes (in MCA's eyes) a breach-of-contract, and as a result, seeks damages as well as the costs of this legal action.

## Mullins

Continued from Page 1

1-25) will be a consultant for the station. I look forward to taking the job and having the opportunity to program a station that has the signal, the resources, and the cooperation of everyone from management down. It is an ideal situation of the kind a fellow dreams about all his life."

### NEW TV SPOT SERIES DEBUTS NEXT WEEK

## Radio On TV: Sound Advice For Effective Visions

Next week R&R begins a six-part series on radio station use of TV for commercial spots. In the present ultra-competitive ratings climate, most stations consider using TV highly desirable, in many cases absolutely vital. But are they using the medium effectively? A radio station must consider how its spot will look next to the latest massive national campaigns. Another key point is whether the TV viewer will come away from the commercial recalling the station's identity.

These and many other factors (cost, design, style of ID, etc.) are covered during the series. WBEN/Buffalo PD Robert W. Wood, a longtime TV enthusiast, interviewed researchers, broadcast executives, and commercial programming syndicators to unearth radio's problems and supply practical answers. It's a feature you'll want to keep in focus — starting next week in R&R.

### CY LESLIE NAMED PRESIDENT

## CBS Forms Video Division

The CBS Records Group has announced the formation of CBS Video Enterprises, a newly-created division which will manufacture, produce and market programming for videotapes, videodiscs, cable TV and future visual media. Cy Leslie, founder and former Chairman of the Board of Pickwick International Inc., has been named President of this new operation.

CBS Video Enterprises' concerns will be threefold: the manufacturing and distribution of existing programming on videotapes and videodiscs, the development and production of original programming (including musical and theatrical productions) for videotapes and videodiscs, and the production of programming for additional foreign and domestic cable outlets.

The division's initial emphasis, according to Leslie, will be to acquire existing product, with the first CBS videotapes to be available within two to three months.

In addition, the division plans to be heavily involved in the production of cable programming, primarily for foreign markets, owing to the relatively limited nature of

commercial TV in many of these areas. CBS currently holds a patent license agreement with RCA for the production of videodiscs as well.

### BRITISH GE MAKES NEW OFFER FOR COMPANY

## Decca Chairman Lewis Dies At 79

Sir Edward Lewis, Chairman of Decca Ltd. for almost 50 years, died from influenza Tuesday (1-29). His death came just after Decca's board advised accepting a \$150 million purchase offer from Racal Electronics Ltd. and just days before British General Electric offered \$188 million in a counteroffer. The bidding for Decca centers around its electronic capabilities, as the long-slumping record division was sold to Polygram late last year.

Decca (which owned London Records in the U.S. but had no

connection with American Decca Records) pioneered the LP in Britain and was one of that country's dominant majors for decades. The company played a key role in the U.K.'s 60's "rock revolution," signing the Rolling Stones, Van Morrison & Them, the Moody Blues, the Zombies, the Animals, and many other rock hitmakers, in addition to pop singers like Tom Jones and Engelbert Humperdinck. But by the mid-70's, the record division began to slip, encountering losses and becoming expendable.

### IS AOR KEEPING NEW ACTS DOWN?

Polydor's Jerry Jaffe, In A Guest Editorial, Poses Some Tough Questions About AOR Radio's "One-Track" Minds And The Radio/Records Relationship.

Page 40

## this week...

### DIARY ANNOUNCEMENTS — THE WASHINGTON RESULTS

An in-depth examination, detailing who gained and who lost — and why — when Washington went to on-air diary announcements.

Page 12

### RECORD BUSINESS ATTACKED BY TAPE WORM

How many sales are really lost to home taping? A hard look at the facts and figures in Part I of a Media Marketing series.

Page 17

### MORE SECRETS OF BEAUTIFUL MUSIC SUCCESS

It's the little things that make the difference in this format, and FM 100's Darrel Peters explains further in Part II of an R&R interview.

Page 36

### MIAMI POP/ADULT EXTENDS WELCOME TO LONGER SURVEYS

Not all programmers favor Arbitron's Extended Measurement, but WIOD's Al Anderson can't get enough of it, and tells why.

Page 58

### features

Washington Report	4
What's New	6
Street Talk	10
Ratings & Research	12
Gary Owens	14
TV News	14
Brad Messer	16
Media Marketing	17
Picture Page	34
Opportunities	61

### formats

Top 40	18
Dancemusic	32
Beautiful Music	36
Black Radio	37
AOR	40
Country	54
Pop/Adult	58

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# Washington Report

## Westinghouse Okayed As Licensee

### KODA-FM Sale Affirmed

The FCC Wednesday (1-30) found Westinghouse Broadcasting qualified to continue as a broadcast licensee even though the parent company, Westinghouse Electric, had made illegal international payments. This decision came only a week after RKO lost three TV licenses because its parent company, General Tire and Rubber Co., made illegal campaign contributions and foreign payments.

*The difference, the Commission said, was that Westinghouse Broadcasting had not been party to the parent's illegal payments, whereas RKO had been part of General Tire's scheme.*

### Gets Houston Station

The Commission also granted the sale of KODA-FM/Houston to Westinghouse from Taft Broadcasting Co. of Houston. Taft noted that the sale of KODA-AM previously to a minority buyer was facilitated when Westinghouse agreed to pay a high price for the FM station.

### San Francisco Citizens' Group Denied

The Commission also dismissed a request from the Community Coalition for Media Change (CCMC) to deny license renewal to Westinghouse station KPIX/San Francisco. The group had also questioned Westinghouse's qualifications, but the FCC noted CCMC's petition was filed too late for consideration.

Group W is licensee of KDKA-AM-FM/Pittsburgh, WBZ-AM-FM/Boston, KYW/Philadelphia,

WOWO/Fort Wayne, IN, WIND/Chicago, WINS/New York, and KFWB/Los Angeles.

### KLBK Sale Deferred

However, the sale of KLBK-AM FM/Lubbock, TX to Southern Minnesota Broadcasting has been stalled. KLBK's owner, Grayson Enterprises, also has four TV licenses which have been designated for hearings on the issues of lack of candor, unauthorized change of main studio location, fraudulent billing and log falsification.

Grayson has applied to sell the TV stations under the distress sale policy, but if they did so that would leave the "character" issues unresolved. So it's a Catch-22 for Grayson, because if the distress sale goes through, KLBK will face a hearing and the issues will be favorably resolved before the station could be sold.

## FCC: At A Glance

### FCC Redefines Plugola Enforcement

The Commission reminded broadcasters last week they are expected to use "reasonable diligence" in pinning down plugola practices. Plugola rules currently require radio announcers to disclose their financial interests in any products pushed over the air. But the FCC said it isn't going to go tough on the industry, but will instead consider violations on a case-by-case basis.

The Commission instituted an inquiry in 1961 into whether financial holdings should be revealed and whether the public should know about interests which may have influenced a promotion. In deciding to terminate a 20-year inquiry, the Commission said it would be difficult to draw up a disclosure rule without either going overboard with regulation or leaving loopholes in the rule.

### FCC Judges Will Decide When To Include Specialized

#### Programming Issues

The Washington communications law firm of Fletcher, Heald and Hildreth has persuaded the FCC to clarify how much administrative law judges in comparative hearings can accept requests for adding special programming issues. For example, parties wishing to show the need for a special format in a market formerly had to present the evidence to the Broadcast Bureau prior to designation of their applications for hearings.

But the FCC decided last summer that it was more efficient for a judge to decide. In clarifying its position this week, the Commission said any motion to enlarge

issues, including special formats, would be made within 30 days of publication of the designation order in the Federal Register.

### WBRL Asks To Stay On The Air

WBRL/Berlin, NH, whose license revocation for double billing was upheld by the Appeals Court last November (R&R 11-2), has asked the FCC for permission to continue broadcasting until the Commission approves a new licensee. WBRL is now set to cease operating February 22. Among reasons listed by WBRL attorneys for staying on the air were that public services the station provides by broadcasting local high school sports, weather, and ski reports for travelers would be lost. Also, Berlin would lose EBS service and coverage of the city election campaign and the New Hampshire primary, both of which will be held on February 26.

### Request For Half-Mile High Antenna Denied

An application to construct a new FM station in Garberville, CA has been sidetracked because the applicant, Daniel Healy, proposed to build a tower 2527 feet high. The FCC said Healy could only qualify for an antenna height of 300 feet.

## Washington Street Talk

Pushed aside at the NAB Board meeting was a suggestion that National Black Network President Gene Jackson be sent to the Buenos Aires Region 2 Conference as special industry representative. Jackson is unavailable and rumor is that Board brass will push for NAB President Wasilewski to go. NAB Engineering VP George Bartlett will attend, but thought is he needs help in reporting back deals that may adversely affect U.S. broadcasters — such as U.S. State Department getting 9 kHz support from Latin Americans in exchange for satellite space, and even wilder schemes. Bartlett's representation at these kind of sessions has always been viewed by insiders as very weak. Replacement for Bartlett, who's retiring from NAB in April, won't be George Jacobs, as rumored elsewhere.

NRBA Sec./Treas. Bernie Mann, who owns WOKX & WGLD/High Point and WKIX & WYYD/Raleigh, has withdrawn from NAB's District Four Board Seat race. Remaining candidates are Suburban Radio President (and former NAB Board member) Bob Hilker of Belmont, NC; and Beau Sanders of Sumter, SC. Mann's decision to exit was based on NAB's decision not to help fund RAB's "Radio It's Red Hot" campaign, its overly optimistic pro-FCC deregulation stance, and NAB's refusal to formulate a position on 9 kHz other than asking for more studies.

Look for BRC to work with Arbitron Advisory Council, RAB, NAB, NRBA and others to set up an avenue for broadcasters to air grievances with Arbitron. Plans which have been in the works for nearly a year might involve several steps, with final tier being a panel of representatives from industry groups to mediate differences. Compulsory arbitration has been ruled out.

## Sales Talk

Latest Blackburn transaction: WWOM/Albany, NY sold by Metroland Broadcasting Corp. to Liberty Communications for \$800,000. Liberty is 51% owned by Bill Selwood, Director of Commercial Operations at KYW-TV/Philadelphia.

Mutual Regional Director Rich Wartell of Los Angeles has formed R&J Communications and bought KSOK/Arkansas City, KN for \$370,000. Seller is Stauffer Communications, which was forced by the FCC to divest the station. Wartell expects to relocate from Los Angeles.

WZZK/Birmingham, AL sold by Johnston Broadcasting to Park City Communications for \$2.6 million. Buyer owns WEZN/Bridgeport, CT and WFQT-WAAF/Worcester.

Jim Pride has purchased WMOH/Hamilton, OH from Raymar Communications for \$1 million. Pride will run the station and head up Rakel Communications.

David Handler becomes account exec at WOR/New York. Handler comes to WOR from RKO Radio Sales, where he's been Philadelphia Regional Manager and New York sales rep.

Blair Radio chosen sales rep for KAIR and KJOY/Tucson, AZ, both Beautiful Music stations. Blair also chosen sales rep for Country WESC-AM-FM/Greenville, SC.

The FCC no longer requires detailed financial data when broadcasters apply to change facilities.

## People

### Washington

Wally Johnson, Exec. Director of Association for Broadcast Engineering Standards (ABES) and a former FCC Broadcast Bureau Chief, named Chairman of the newly-formed National Radio Systems Committee (NRSC). NRSC is a joint NAB/Electronic Industries Association effort which will recommend improvements in transmission and reception of AM and FM broadcasting.

Tom Campbell appointed FCC Associate Director of Operations. He will be in charge of financial and personnel management.

Jim Green has been hired to operate the FCC's Policy Branch in Jeff Baumann's Policy & Rules Division of the Broadcast Bureau. Green is an economist formerly with the Department of Energy.

### Winston-Salem

Richard S. Stakes has joined Summit Communications as Exec. VP. He had most recently served in a similar position at Spartan Broadcasting in Spartanburg, SC, and had been President of Evening Star Broadcasting, owners of WMAL-AM-FM-TV/Washington.

### Memphis

Bill Williams, GM of WREC and WZXR-FM, has been elected VP

at Summit Communications of Tennessee. Williams has been with Summit for 17 years, the past five in Memphis.

### Dallas

William Chatman has been promoted to VP/GM of EGG Dallas Broadcasting, owner of KNOK-AM-FM. He has been KNOK's GM since 1977, with 25 years' background in broadcasting.

### New York

Jack Anderson, Mutual Radio commentator and columnist, will headline the first 1980 luncheon of the New York Market Radio Broadcasters Association later this month.

### Tampa

James A. Tandy has been named GM of WLCY. He had previously served as GM at WXII/Winston-Salem, and also managed KAAY-KEZQ/Little Rock and WSIX-AM-FM/Nashville.

### San Francisco

John P. Hayes, Jr. has been promoted to VP/GM of KYUU-FM. He had been GM of the NBC-owned P/A station, and was GM of KZOK-AM-FM/Seattle before joining KYUU a year ago.

John W. Fitzpatrick has been appointed General Sales Manager at KCBS-FM, coming to the station from CBS/FM National Sales, where he was San Francisco Sales Manager.

# FIRE LAKE

4836

the new single

*Bob Seger  
&  
The Silver Bullet Band*

Produced by Bob Seger & the Muscle Shoals Rhythm Section from the forthcoming album

A G A I N S T T H E W I N D

SOO-12041



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# WHAT'S NEW

## 100% DRIVETIME AUDIENCE

### Station To Serve L.A./Vegas Commuters

Imagine a radio station that broadcasts to a 100 percent drivetime audience, without any radio competition, and without having to worry about ratings. Sound too good to be true? Well such a station will exist when **KRXV-FM/Calico, CA (98.1)** and **KXVR/Mountain Pass, CA (99.5)** — the two will simulcast — take to the airwaves on February 15.

Designed to serve the approximately 295,750 persons who travel by auto from Los Angeles to Las Vegas (and vice versa) weekly, the two separately-licensed stations were established by former **Summa Corp. VP Howard Anderson**. While programming will originate from Daggett, located just outside Barstow in the Mojave Desert, the signal will be microwaved six miles to Calico and then microwaved again 87 miles to Mountain Pass, about 30 miles from the California-Nevada border.

The outlet's automated Pop/Adult programming will be supplied by **Radio Arts**, whose "The Entertainers" package features artists that perform in the Las Vegas showrooms. In addition, KRXV will air on-the-hour news broadcasts supplied by the **ABC Information Network** and the **Associated Press Southern California** wire along with hourly actuality reports provided by **CALTRANS**, traffic conditions from the California Highway Patrol and weather.

#### A Community Of Commuters?

Since the Mojave Desert is not located within any Standard Metropolitan Statistical Area, the establishment of these stations represents a unique approach to serving the community to say the least. Anderson told **R&R** that former FCC Broadcast Bureau head **Wally Johnson** was most cooperative in this matter, defining a community as a group of people with common interests, needs and problems. Because KRXV will provide highway, weather and emergency information to more than two million people yearly, the FCC granted them the licenses under FCC rule 307b, regarding unserved areas.

As to whether the rising price of gasoline will cut down on the projected audience for the stations, Anderson claimed that while recent statistics compiled by the **California Department of Agriculture** showed a decline of 4.6 percent in the number of cars making the trek from Los Angeles to Las Vegas, the number of occupants per car had increased 25 percent during this time. Now if all those commuters can just remember to fine-tune their radios halfway across the desert...

## Motorcycle Manufacturers Take Aim On RV Set

With the median age of Americans now approaching the 30-year mark (and steadily climbing), many advertisers have begun to realize the potential in the untapped 34+ market. Motorcycle manufacturers, specifically **Honda, Yamaha, Kawasaki** and **Suzuki**, have jumped on the bandwagon with projected boosts in advertising budgets ranging from 20 to 30 percent in 1980. Much of this new money will be spent trying to lure the more affluent men in the 30-50 age group towards their products.

The timing appears to be right, they feel. Rising gasoline prices have made the fuel-saving motorcycle a more attractive means of transportation. Most industry execs feel that moderate-sized street bikes will be especially inviting to the upper demographics, unlike the smaller mopeds, owing to many new features formerly found only on larger models. These include electric starters, automatic clutches, automatic transmissions, shaft (rather than chain) drive, rear luggage carriers, and wheels

without spokes.

**Yamaha** has already begun marketing the "Yamahopper," a moped-like motorcycle with an automatic transmission and shaft drive, and plans to debut its upgraded "SR250 Exciter I" in early spring. In May, **Honda** is following suit by introducing its "C70" model with automatic clutch, electric starter, and easy-mounting frame, while **Kawasaki** and **Suzuki** will also be introducing new models in 1980 for the over-30 market.

## First-Ever Reggae Forum Upcoming

The first-ever 1980 Reggae Forum will be held on February 9 at the **Berwin Entertainment Complex, 6525 Sunset Blvd., Hollywood, CA**. Designed to further the exposure of reggae music and to establish a more harmonious working relationship between all facets of the recording industry and the media, the 12-hour event will feature panel discussions dealing with reggae on record, reggae and retailers/wholesalers, reggae on radio, and reggae in the press. Additional activities will include documentaries, feature films, live DJ's, displays, Jamaican food and a live performance by **Jack Miller and the Rebel Rockers**. For further information call (213) 464-2347.

## Cox's Year-End Profits Up 29% For 1979

**Cox Broadcasting** has announced that year-end net profits for 1979 rose 29 percent to \$43.7 million, up from \$33.8 million in 1978. Year-end revenues for the firm climbed 18 percent to \$271.2 million, up from \$230.4 million for the year previous.

During the fourth quarter ended December 31, Cox's net profits increased 16 percent to \$12 million from 1978's \$10.3 million for the equivalent time period, while fourth quarter revenues likewise rose 16 percent to \$78 million from \$67.5 million in 1978.

## Steele To Host Golden West Syndicated Show

**Golden West Broadcasters Radio Productions** will debut its first nationally syndicated show "Music USA" in early spring. The weekly three-hour pop record program, hosted by veteran air personality the **Real Don Steele**, will combine music with film reviews, entertainment news, and lifestyle survival tips.

## Int'l Broadcasting Awards Establishes Radio Judges

The **International Broadcasting Awards**, honoring the "world's best" radio and television commercials for 1979, has set up 14 radio judging panels in major advertising centers throughout the U.S. and Canada. These 11-member panels will select finalists in nine radio categories with an international board of judges meeting in Hollywood in March to determine trophy winners in each category as well as an overall sweepstakes winner for radio.

### JUNE 6 DEADLINE

## RTNDA Offers Annual Michele Clark Awards

The **Radio-Television News Directors Association** has announced that the deadline for entries in the annual **Michele Clark Award** contest will be June 6. Ms. Clark was a **CBS** correspondent who died in a Chicago plane crash in 1972. A \$500 cash prize is given in her memory to a broadcast journalist with a maximum of three years full-time experience in commercial or public radio or television, in recognition of "enter-

prise that shows exceptional application of journalistic skills evidenced by writing, reporting, editing or investigation."

Entries in the form of scripts, tape, or film should be submitted to **Dave Bartlett**, News Director, **WRC Radio**, 4001 Nebraska Ave. NW, Washington, D.C. 20016. The award will be presented at the **RTNDA International Conference**, to be held this year in Hollywood, FL on December 3-5.

## Upper Midwest Communications Conclave Offers Scholarship

The **Upper Midwest Communications Conclave**, a nonprofit group of broadcasting and music industry personnel serving the Midwest area, is sponsoring a paid-in-full, 48-week, Radio-Television Broadcasting scholarship to attend **Brown Institute** in Minneapolis in 1980.

While there are no maximum age or educational limits, applicants for the scholarship must be high school seniors or graduates to qualify. The scholarship is open to those who wish to pursue careers in any facet of broadcasting, including on-air talent, sales, engineering, management, and production.

Applications may be obtained from local broadcasting stations, high school career counselors, or by writing to the Upper Midwest Communications Conclave at Box 6113, Minneapolis, MN 55406. For further information call UMCC at (612) 721-2481.

## Dolby Debuts Headroom Extension System

The first cassette decks equipped with **Dolby HX** will debut in 1980. The "HX" differs from conventional Dolby systems by boosting treble response about 10 dB above 10 kHz without artificially brightening or increasing the noise level during low frequency passages, thereby widening the dynamic range of the tape.

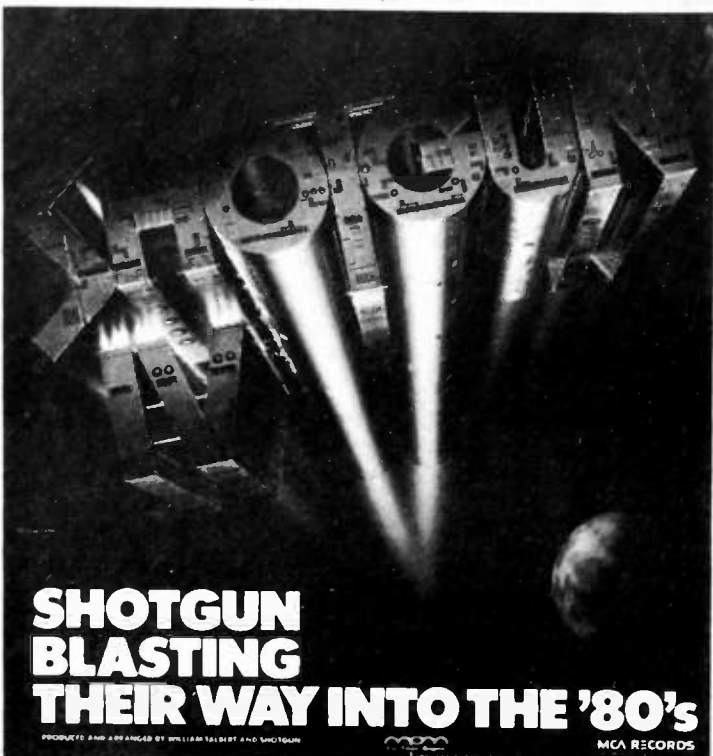
In addition to upgrading the re-

coding capability of conventional cassettes to that of super-chrome or pure iron tapes, the **Dolby HX** allows the consumer to record at a substantially "hotter" level without sacrificing the intensity of the climaxes in the higher frequencies. For further information contact the **Dolby Laboratories Licensing Corporation** at 731 Sansome St., San Francisco, CA 94111, (415) 392-0300.

## Ringo Starr's As "Cave Man"

**Ringo Starr** has signed to star in **United Artists'** prehistoric comedy "Cave Man," which will begin production February 11 in Mexico, with scheduled release by the end of the year. The **Larry Turman/David Foster** production is being directed by **Carl Gottlieb** from the screenplay he cowrote with **Rudy DeLuca**.

Ringo previously starred in "The Magic Christian," "That'll Be The Day," and "Candy" with prior appearances in the **Beatles'** features "A Hard Day's Night" and "Help," as well as the documentary concert film "Let It Be."

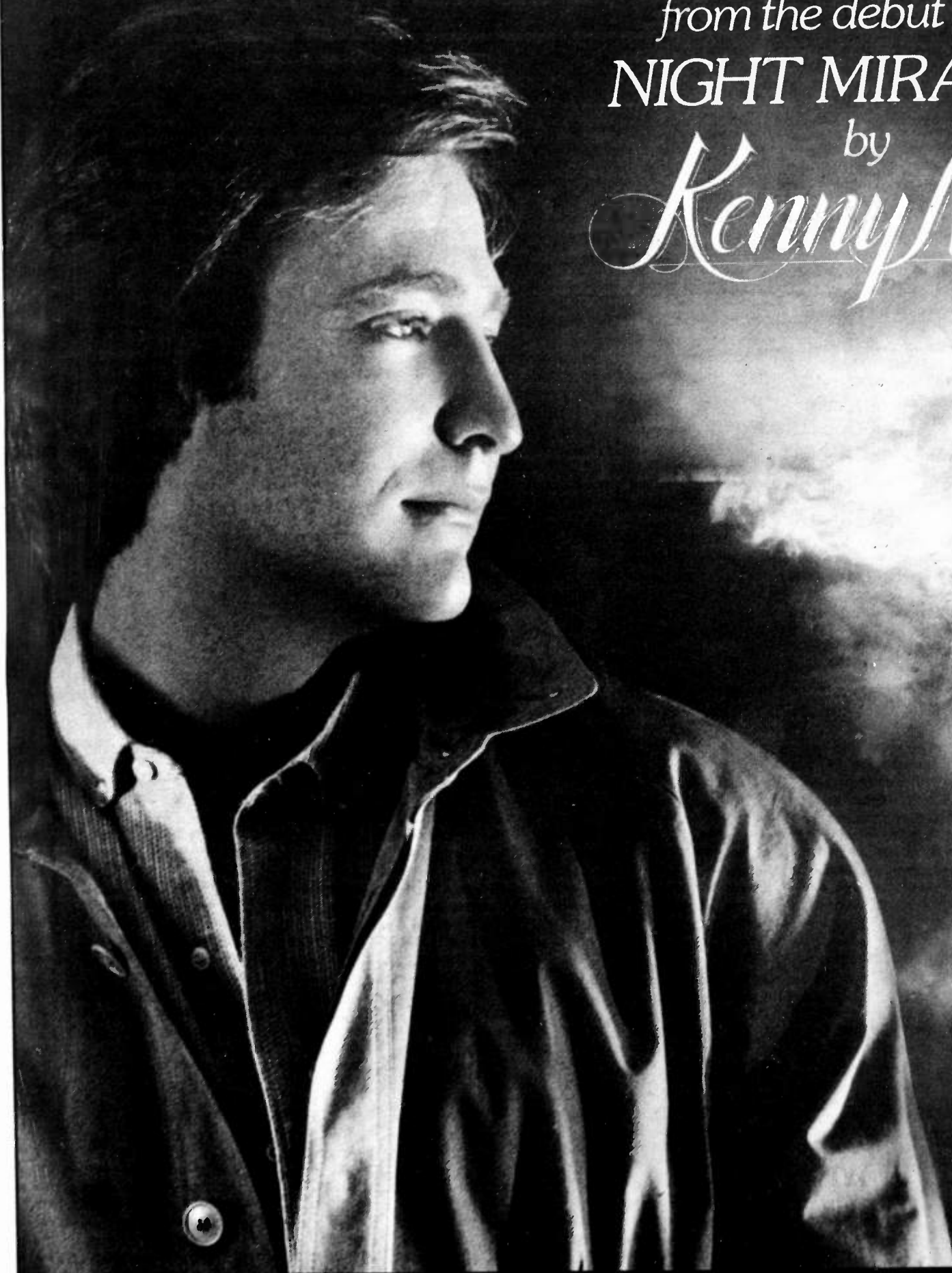


# "Us and Love (We Go Together)" NB 2234

the hit single  
from the debut album

NIGHT MIRACLES NBLP 7179

by  
*Kenny Nolan*



Produced by Kenny Nolan  
and Juergen Koppers  
for Metropolis Records



WGCL  
WZUU  
KRLA  
KTSA  
WFBR  
KC101  
WKEE  
WMAK

KX104  
FM97  
V97  
WNOE  
Z98  
WAXY  
WLAC  
92Q

WNOX  
WGH  
WVIC  
KRAV  
KLEO  
WALG  
KFXM  
KJOY

WKAU  
WRFC  
WORD  
WIGY  
Z96  
WHEB  
WCIR  
WXIL

WSEZ  
WROV  
FM99  
KKRC  
KKLS  
WSPT  
KRRC

**ALREADY #1**  
**IN UTOPIA,**  
**NOW "SET FREE"**  
**UPON AMERICA**



**KRBE ADD**  
**KJR ADD**  
**KIMN ON**  
**KOPA ON**  
**WBBO ADD**  
**WVIC ADD**  
**KX104 ON**  
**KSLY ADD**  
**KBIM ADD**

**UTOPIA**  
**"SET ME FREE"**

PRODUCED BY **TODD RUNDGREN** AND **UTOPIA**  
 FOR **ALCHEMIA PRODUCTIONS**  
 ON **BEARVILLE RECORDS**



MANUFACTURED AND DISTRIBUTED BY **WARNER BROS. RECORDS**



**STREET TALK**

Is something cooking in San Francisco? Word by the bay is that KSan PD Jackie McCauley will exit the station within a month and that she will not be immediately replaced!

Another San Francisco escapee is Terry Nelson, who is no longer on staff at KFRC. He's the new PD at KXOA-AM/Sacramento, which has shifted to Top 40. KXOA's new MD is former KERN/Bakersfield MD Kris Mitchell.

And finally, as the sun sinks into the Pacific just west of the Golden Gate Bridge, True Don Bleu, formerly of KHJ/Los Angeles and KDWB/Minneapolis, will become the new PM-drive personality at Mike Phillips's KYUU/San Francisco on February 19th.

Wait a minute . . . can this really be happening? Can F105/Boston really be getting a Program Director after more than two years without one? Yes! Reg Johns will exit CFTR/Toronto to become F105's PD. In case you're wondering . . . Reg is the brother of Fairbanks National PD George Johns. The F105 "programming committee," which has been making the decision for the past two years, is ready to welcome their new leader with open arms. Congratulations to Reg!

**Bottle Breaker Stops Thief**

The scene — a young Atlanta couple returning home after an evening on the town. The couple — WB Regional Marketing Manager Jarid Neff and WEA employee Debbie Llewlyn. Jarid needs to make a late deposit at his bank so the couple pull into the bank parking lot. Spotting a bunch of empty beer bottles near the night deposit window, Jarid decided to be an extra good citizen and put them in the nearest trash bin.

Nearing the bottles, he hears the feeble cries of a 63-year-old employee of Magic Mart (a local convenience store) who is being held up by a man in a ski mask. The robber spots Jarid and bolts. Jarid picks up an empty beer bottle and hurls it at the fleeing crook. The bottle glances off the assailant's leg, bringing him to the ground, whereupon Jarid leaps upon him and holds him until the police can be summoned.

Not only does Jarid win our undying respect for his act of bravery, but he's also in line for a \$5000 reward from the Magic Mart Corporation and an official certificate of bravery from the city of Atlanta! Our ski masks are off for a job well done.



It must be a sign of the times, but this week Columbia Records released a new single entitled "Main Theme From 'Star Trek — The Motion Picture.'" That is nothing unusual in and of itself, but if you examine the label of the DJ copy received at R&R, you will see that the exact time of the song is listed as 1:58.6. Now, that's what we call exact timing! The Space Age is definitely upon us.

In a very generous move, TM of Dallas, along with Capitol Records, has given permission for all non-music-formatted stations to air their "Voice Of Freedom" record without paying licensing fees. KABC/Los Angeles morning men Ken & Bob have been closing their daily program with the record every day for over a week.

Another "ace" from the former Infinity staff was placed this week . . . Rick Swig was named Vice President of Promotion and Marketing for Dreamland Records, the Nicky Chinn/Mike Chapman label. That should more than help the new label get off the ground.

Congratulations to Bruce Kelly on being named MD at 96X/Miami for PD Mark Driscoll.

Another noteworthy move is that of Roxy Myzal, formerly of Atlantic Records and 99X/New York, who joins Tom Cossie at Record Logic in New York. Roxy will be handling promotion.

Is Ron Alexenburg about to rejoin the record industry? Street Talk hears that Ron will soon be back, perhaps with his own, newly-financed company. We hope it's true.

Look for Joel Denver, former KSLQ/St. Louis PD, to be back in a big way with a big station very, very soon.



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

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

**BILL HEYWOOD, KOY** . . . "Thanks again for another year of the top material. Here's my check for 1980 full of more Weenie inspiration!"

*Jocks...write today for free samples.*



Linda Ronstadt



her new album on Asylum Records & Tapes

"mad love"

5E-510



Produced by Peter Asher • Recorded by Val Garay

© 1980 Elektra/Asylum Records. A Division of Warner Communications Inc. ©

*"On-air announcements in D.C. may have contributed to a higher number of returned diaries from males in the key demographic."*

## Diary Announcements In D.C. — What Impact, If Any?

Is the hassle of running on-air announcements during an Arbitron sweep worth it? Evidently at least 44 stations thought so during the recent O/N '79 survey. In Washington, D.C. at least 25 stations ran such announcements, many in reaction to a move started by WPGC-AM-FM several books prior. As we noted in the Week in Review section (see right), the Radio Committee of the BRC is now asking Arbitron to assess what the impact on the D.C. estimates may have been as a result of the epidemic of announcements. It remains to be seen what the Arbitron response will be, but we at R&R thought you might be interested in an overview look at the impact — if any — of diary announcements run rampant.

### Three Analyses Conducted

There are myriad ways of examining the issue of how on-air announcements might affect the integrity of a radio survey. However, in order to give you a "shorthand" look at the results, I've chosen to limit this examination to three areas. We will look at the cume figures for the market, to see if more people may have tuned into radio as a result of being bombarded with announcements pertaining to a radio survey being conducted. We will compare average quarter-hour numbers to see if radio listening spans may have been affected by the messages. Last, we compare format penetration, to see if a particular sound or format might have benefitted — or been hurt — by the announcements.

In order to make a meaningful comparison, I looked at several Arbitron reports for the Washington, D.C. market. The reports used were from O/N '78, A/M '79, and the O/N '79 book. Using these market reports allows you to compare books from the last two fall surveys, and to look at numbers from the spring sweep when traditionally every station that can afford it — or trade it — goes hogwild promoting to get a decent share. Also, in the O/N '78 and A/M '79 surveys, WPGC-AM-FM was running the on-air announcements (a number of other stations joined in during the spring sweep).

### Cume Comparisons Influence Key Demo

When we look to see if new radio listeners were generated (at least those with diaries), an interesting number appears before us. The 12+ total week metro cume figure for D.C. shows an increase in the O/N '79 book. The number for the two previous reports was very stable, within 4000 persons of each other. However, the O/N '79 total

cume audience shows an increase of more than 80,000 persons when compared to the previous books. In terms of a percentage of the metro population, an increase of 80,000 persons is not a huge sum. The possibly significant factor is that this number increased after remaining remarkably stable in earlier reports.

Another interesting aspect was noted when looking at the cume situation. While other demos showed no significant pattern of increase or decrease consistently among the three examined reports, one key demo did show a noticeable jump in the recent book. This demo was men 25-34, one of the vital sales and programming targets today. The men 25-34 cume figure jumped almost 10%, while the number of diaries returned by men 25-34 jumped by a comparable figure. It appears then that while not consistently affecting every age/sex cell, on-air announcements in D.C. may have contributed to a higher number of returned diaries from males in the key demographic.

### 25-34 Tune-in Boosted

Further research may confirm or deny this initial observation, but it looks as though not only did the cumes increase for men 25-34, but so did the average quarter-hour listening spans level. While no other demo showed anything consistent in this regard, men 25-34 AQH numbers for the total week were up more than 10% when compared to last fall, and up well compared to the spring sweep, when a number of stations (but not as many as in O/N '79 ran the announcements). An analysis of why the 25-34 males were higher in both cume and AQH numbers may be an area for Arbitron to focus on if they do follow the BRC's recommendation to review the D.C. numbers.

### Pop/Adult Major Format Winner

R&R used the format pie-chart shown in the first Ratings Report and compared the A/M '79 format shares to the comparable shares earned in the fall survey. The big winner was the Pop/Adult format, which saw its share of the total metro audience increase by 18% in O/N '79. Following closely behind was the News category, with an increase of 16%. Dancemusic also showed a sizable increase, but based on a smaller share figure than the other two formats.

As you might expect, some formats did not fare as well in the atmosphere of rampant diary announcements. Foremost among the formats which lost ground was AOR, which saw its over-

## Week In Review

### Wallace & Washburn, Simmons Join Forces

Kim Wallace, President of Wallace & Washburn research firm based in Boston, tells R&R that his company's major product the "Wallace & Washburn Programming Report," will soon be released under the auspices of the Simmons Market Research Bureau. Simmons will distribute and sell the reports in all markets where W&W has clients. Besides New York and Boston, W&W reports will be coming out for L.A. and San Francisco, with the goal to produce reports in the top 15 markets this year.

### BRC Asks Tougher Stance From Arbitron

The Radio Committee of Broadcast Ratings Council recently met and agreed to ask Arbitron to explore further a stronger stance against stations which run on-air survey announcements. The Council will ask Arbitron to:

- Analyze the effects of on-air announcements in Washington, D.C., where more than 25 stations ran the messages during the O/N '79 sweep
- Explore inserting into station contracts a provision for delisting or dropping as a client any station which runs survey announcements
- Finally, provide to the BRC any written legal opinion upon which Arbitron is basing its current stand regarding the issue of on-air announcements.

### Mediatrend Numbers Now Available

Beginning with this issue, R&R will feature highlights of ratings estimates produced by Media Statistics, Inc. The monthly Mediatrend reports for the 16 markets so measured will give you a timely reading of radio preferences. Every other week we'll feature several markets. Highlights from the top six markets, for January, are available on Page 22 this week.

all share decrease by 19%. Most other formats not already mentioned saw marginal erosion nibble at their shares.

### What's It All About?

What does all of this mean to you? It means that most important right now is the need for further research. Diary announcements may or may not cloud the accuracy or reliability of Arbitron's sweeps, but it is hoped that Arbitron will go along with the BRC and do an in-depth study on the O/N '79 D.C. results. Keep in mind that even if Arbitron agrees to this, however, the results may not be known for many months.

In the meantime, perhaps the above analyses will give you some food for thought. There may or may not be payoffs for you if you run on-air announcements — keep in mind that some ad agencies are against them — but the final decision rests not in the hands of the BRC or Arbitron, but with you, the broadcaster.

## Q&A

R&R recently was asked, "Can our station conduct some listener music research during an Arbitron sweep without being penalized for it by Arbitron?"

*A qualified yes is the answer here. Your research is probably okay as long as you are testing among only those who are already in your cume, and as long as you don't use any written document which could be confused with a diary. If there is any question in your mind about your music or lifestyle research conducted during a sweep, you might try getting a reading from Arbitron as to how it feels about the specific situation you have in mind.*

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



# Rock 'n Roll Is No Further Than The Tip Of Your Nose\*

## Love Stinks



**J. GEILS BAND**  
Come Back (EMI-America)

LP: Love Stinks  
81/30 44%

Regional Reach	N & A	National Summary
E 51%		UP 26
S 48%		SARE 25
M 34%		DOWN 0
W 42%		ADDS 30

P1	P2	P3
<b>EAST</b>	<b>EAST</b>	<b>EAST</b>
WBBM on	WRENFM a-35	MGUY d-27
WIFI on	WICC on	WIRZ d-34
96RX a-28	PRO-FM a	WICY 26-20
WPEZ a	JB105 d-33	K104 22-19
F105 a	WAEB on	WCIR a
WRRO d-22	WHYH d-40	WIII a-29
CHUM a	140 30-26	
CRGM a	WKEE on	<b>SOUTH</b>
<b>SOUTH</b>	<b>SOUTH</b>	WAAJ on
KRBE on	RTSA a	WHNY a
293 on	WTIX d-34	WERC a
Q105 on	WMOE a	G100 a
WICY d-28	TX106 a	RA104 on
<b>MIDWEST</b>	WSGM d-34	MSE2 d-40
MGCI on	T95 a	WISE a
MOFY on	Y103 37-31	WANSFM on
<b>WEST</b>	WAPE d-29	Fm 99 a
KPFC d-30	BJ105 on	KSEL a
KJN on	955GF on	RPUR a
RIMN d-29	WBBQ d-30	<b>MIDWEST</b>
RUPD on	WSE2 d-28	WARX d-33
	WMO2 a	WEAQ a
	WRVQ 28 22	WSPT 28-25
	<b>MIDWEST</b>	WNAH d-29
	WVIC d-37	<b>WEST</b>
	R10A a	RENI a
	ROFM a	RSIV on
	BZ93 on	RCBM a
	WISM d-29	KDZA a
	WNAF on	RQDI a
	WREE on	KFXD a
	WOW on	
	92X on	
	<b>WEST</b>	
	KROY a	
	KJRB on	
	KRSP d-25	
	RIUC d-28	
	KRUX on	

THE NEW ALBUM FROM  
**THE  
J. GEILS BAND**

FEATURING  
THE SINGLE  
**"COME BACK"**

PRODUCED BY SETH JUSTMAN  
ENGINEERED BY DAVE THOENER



ON EMI-AMERICA RECORDS

\*  
**SCRATCH 'N SNIFF**  
(INDUSTRY ONLY)





### A Surprise-Winning Party

A dreaded surprise that KMPC had for me last week . . . was really something.

It featured quite a cross-section of wonderful folk popping up from every direction at Hollywood's Brown Derby. I checked the traversing mechanism of my head just to improve the calibre of changes it was going through.

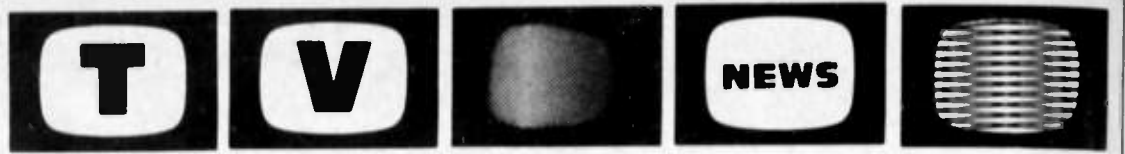
First, the fact that Steve Allen would emcee something in my honor was a compliment of the highest *kreln*.

Also some of the biggest names in the record industry . . . the Joe Smiths . . . the Jerry Mosses . . . the Mo Ostins . . . the Gil Friesens . . . the Stan Cornyns . . . the Al Bennetts . . . the heads of America's most vital companies renewing old anecdotes from 18 years ago had me aquiver. Joe's sparkling speech on the French Revolution had everybody wondering. Don Graham's marvelous laugh, Bruce Hinton's inegrevious chortle, Tony Richland's purloined Ira Cook photo. Lu Fields's "Ding Dong School" pin, Chuck Meyer's neat tap dance while wearing his old LP cartons, all made me plotz. Some of the messages via Western Union: "It's about time they got around to honoring you. Charlie and I never miss your show, 'Different Strokes.' Are you sure you're only 11? It really doesn't matter though, Honey . . . you're a credit to your race . . . Love, Mitzi McCall and Charlie Brill." Don Blocker: "20 years ago I said farewell to you at Jack Carney's party for you in St. Louis. Lo and behold you followed me to California. P.S.

Carney still wants me to pay for that party."

From Snuff Garrett: "Dear Gary, after listening to you for 18 years on the air . . . it seems like 36 years." From Gavin MacLeod, "Dear Gary, only Shelley Hack and the 'Love Boat' could keep me away from your celebration . . . Happy Nurnying in 1980." Bob Hope: (who as a recent favor to me did a benefit for my old college in South Dakota) "Gary, have a drink on me . . . and send the bill to Cal Fed." . . . (Bob does commercials for Cal Fed). Angie Dickinson: "Dear G.O., I send much love . . . and" (I'm sorry but there are certain parts of a telegram even I have to keep private). Bob Conrad said, "Only wild horses could keep me away," as he was being dragged down the street by NBC. Phyllis Diller mentioned that I was "verbally crisp, satorially splendid, a gentleman and a scholar, and she loved me" . . . Phyllis always was a great *fibber* . . . She's appearing in Blake Edwards's "2."

About that time, in the middle of the telegrams, Steverino was interrupted by a horde of roving bun deliverers. America's most successful pianist, Roger Williams, really surprised me by flying in from Las Vegas without a plane.



### ABC Earns First 1980 Victory In Tight Race

ABC finally registered a first-place showing in the network Nielsen battles for 1980, edging CBS as less than two points separated third place from the top spot. ABC had only two of the top 11 shows, but bunched together enough strength for a 20.7 average rating, while CBS, with five of the top seven, came in second at 20.2. NBC, paced by "Real People" and three other top 20 entries, scored a strong third at 19.0.

Frequent front-runner "60 Minutes" topped the program list for the first time this year, although "Three's Company" and "Dallas" were close behind. Fourth place went to "Real People," a new high for the show, followed by 5) "Dukes Of Hazzard" (CBS), last week's winner 6) "MASH" (CBS) 7) "House Calls" (CBS), doing a good job of holding on to the "MASH" audience 8) "Eight Is Enough" (ABC) 9) "Little House On The Prairie" (NBC) tied with "Knots Landing" (CBS).

"The Jeffersons" (CBS) was No. 11 for the week, followed by 12) "Taxi" (ABC) 13) "Different Strokes" (NBC) 14) ABC's new "Tenspeed & Brown Shoe" tied with "Fantasy Island" (ABC) 16) "Lou Grant" (CBS) 17) "Love Boat" (ABC) 18) "CHiPs" (NBC) 19) "Charlie's Angels" (ABC), and 20) "Archie's Place" (CBS).

Despite "60 Minutes" earning its first 1980 victory in the fifth week of the year, if the weekly ratings for the top shows are averaged, the CBS news program is easily the top show for 1980 so far. Bunched closely in the second through fifth positions are "Three's Company," "MASH," "Dallas," and "Dukes Of Hazzard," giving CBS four of the top five. No other shows are really close to the big five.

**MUSIC ON, SOUND OFF TV** — The FCC proposed recently that TV stations be allowed to air video-only news, weather, and sports reports, plus ads, during the early morning sign-off hours. No sound would be permitted, but background music would be acceptable. A few stations have received waivers from the Commission to try it out . . . Friday (2-8) NBC presents "Elvis Remembered — Nashville To Hollywood," hosted by Barbara Mandrell and Larry Gatlin, with a number of music and movie stars appearing, including Roy Orbison . . . Jim Messina is on "Dinah" February 12 . . . More Grammy performers and presenters have been announced; specifically, Debby Boone, George Burns, Natalie Cole, Andrae Crouch, Deborah Harry, Isaac Hayes, Quincy Jones, Kris Kristofferson, Melissa Manchester, Barbara Mandrell, Chuck Mangione, Ted Nugent, Peaches & Herb, Sister Sledge, Sarah Vaughan, Joe Williams, and Paul Williams, an interesting assortment to say the least. And "WKRP" 's Howard Hesseman will host TM's radio simulcast special of the Grammy events.

### VIDEOSCOPE:

**HYGENIC HEADS:** The Fuji Magnetic Tape Division has recently introduced a pair of video head cleaning cassettes, the "VCL-30" and the "BCL-20," for use with VHS and Beta VCR's, respectively. Designed to combat problems caused by the slower tape speed of extended play machines and the resultant longer tape-to-head contact, the Fuji video head cleaning cassettes take 10 seconds to use and last for 30 cleanings . . .

**THE VCR BRAND-OWNERSHIP BATTLE:** According to an Aug./Dec. '79 survey conducted by Media Statistics throughout 15 major U.S. markets, RCA's "SelectaVision" is now the top-selling VCR with 32.5% of the market, up from 25.1% in the previous survey period (Jan./March '79). Sony's "Betamax," which topped the previous survey with 28.7%, slipped to number two despite increasing its market share to 29.7%. Rounding out the top ten were: 3) Panasonic at 10.2%, down from 14.1%; 4) Magnavox at 5.8%, down from 6.7%; 5) Zenith at 5.0%, down from 8.9%; 6) Quasar at 4.3%, up from 2.6%; 7) a tie between Sanyo at 2.5%, up from 1.7% and Sylvania at 2.5%, up from 0.7%; 9) JVC at 2.0%, down from 2.2%; and Sears at 1.8%, down from 2.4%. VHS continues to expand its position as the front-running format, picking up about two percent of Beta's market en route to a 59.9 market share . . .

### ERR WAVES


BY BOBBY OCEAN



5 YEARS AGO TODAY

### Radio & Records

- ★ FCC ORDERS NINE NEWSPAPER/RADIO CROSS-OWNERSHIPS BROKEN UP
- ★ JOHN LONG NAMED PD AT KRUX / PHOENIX
- ★ FIVE STAR STATIONS LOSE LICENSES — WIFE-AM-FM / Indianapolis, KOIL-AM-FM / Omaha, KISN / Portland denied renewal for "serlous misconduct."
- ★ WGRQ / BUFFALO CONVERTS TO AOR FROM TOP 40
- ★ NUMBER ONE FIVE YEARS AGO: "Black Water" — Dooble Bros. (WB)



What do TM Special Projects —  
NARAS, JOHNNY FEVER, CBS-TV,  
99X, WFYR, KVIL, WCGY, WASH,  
KSTP-FM, KPPL, KUDL, WRNO,  
KLTE, WBJW and over 40  
more major broadcasters  
have in common?

We are putting together the 1st annual Grammy Awards preview show and Stereo Simulcast for the top 50 markets. If enough interest is expressed, we will go 75 markets deep on the Stereo Simulcast and regardless

of market size, your station can have the Grammy preview show including interviews and vignettes. Call Ron Nickell collect at TM Special Projects to make sure that your station is part of this prestigious event. — (214) 634-8511.

Produced by **TM** Gary Standard Productions

TM Special Projects

1349 Regal Row • Dallas, Texas 75247 • Ron Nickell V.P. • (214) 634-8511



A subsidiary of Shamrock Broadcasting Company, Inc.

# THESE PRETENDERS ARE FOR REAL

# PRETENDERS "BRASS IN POCKET (I'M SPECIAL)"



94Q 29-22  
KUPD on  
WICC on  
PRO-FM deb 26  
Q106 add  
KXX106 add

KJRB add  
WIGY on  
WROV add  
CK101 deb 40  
FM99 add  
KRLC add

PRODUCED BY CHRIS THOMAS



ON SIRE RECORDS

PROMOTED AND MARKETED BY WARNER BROS. RECORDS

# Brad Messer



## Big Wild John Is Gone

We hired him down in Southern California once. He showed up at the station with a clean shave and clear eyes and came on so convincingly we were sure he had finally licked The Problem.

For awhile our hopes came true. He picked up the format right away, even came up with some promotion ideas we could use.

Aw, hell, we knew we were probably being stupid. But we needed a jock right then, and you gotta give people a chance to pull their lives together. We figured Big Wild John had finally tired of trouble and hassle like he said. Ready to really settle down.

He's been off the bottle and was going to some kinda meetings. His wife and kids were living with him again, has been four months. She had stuck with him something like 17 stations because she saw the good in him, knew how brilliant he could be, how much he loved to spend playtime with those kids when he was sober and working.

But of course he never stayed working one place real long. Didn't stay at our place long either.

He sounded a little wobbly one day, swore it was just a bug that had him feeling a bit woozy. Missed the following day, called in . . . well, he had his wife call in . . . said he'd be okay tomorrow.

That was the night he beat her up again and wrecked the car, and we got the phone call from the police wondering whether we'd want to bail him out of the drunk tank.

We didn't. We gave the weekend girl the midday shift and started looking for another weekender, and one of the guys said Big Wild John's wife had gone up to Illinois where her folks were.

He never called any of us except the morning man who had some of his albums, even then he never went by to pick them up like he said he would. We heard he was working over in Arizona, then somewhere in Georgia.

I liked him okay. He got killed in a car wreck. When I heard that, I remembered one night we'd all gone over to the pool hall for a few bers but Big Wild John and I left after only two. Said he better not get started. We went over to his apartment and his wife looked so happy. She made coffee, put the kids to bed. We talked a long time and his wife said he wrote poetry in the good times.

His good times are gone. Hers maybe. I kept one of his poems and found it last week. If you know who I'm talking about, maybe he showed you this one.

*I don't learn the name of the mayor. I don't memorize the streets. In less than a year we'll be out of here as I wander to different beats.*

*Making good friends is a wast of my time, like painting my room or planting a tree, 'cause they'll all stay behind when we drive off to find the Place of the Next ARB.*

*They don't even call 'em that now, I know . . . they call 'em the Arbitron. Call 'em whatever, believe them or not, they say Pull Up John, You're Gone.*

*I guess I know why I get chosen to die 'tho it's never explained very well. "We don't think you'll fit in the format we'll get . . . it's nothing against you, you see. But it's time for a change, we must rearrange, in the run for that next ARB."*

*Yeah, I know. I know. I've heard it before. Just gimme the check and I'll hit through the door. I knew it was coming if you can believe, my boxes are still mostly packed. The only thing now is deciding the place and the climate and maybe the shift. More places left, to be for awhile, for me: I got terminal drift.*

"Big Wild John" is not a person. He is a composite of several I've known and his poem is my own fiction, but that doesn't mean he isn't real. Somewhere I'll bet you've known him.

## Rip "N" Read

### Hey Tom, Got A Light?

**MONDAY FEBRUARY 11:** Inventor Thomas Alva Edison was born on this date in 1847, and though he didn't invent the light bulb he made it work. His phonograph was demonstrated when he was 30, light bulb at age 32, the "kinetoscope" that became today's movie projector at age 44. During his life he patented more than a thousand inventions.

Burt Reynolds is 44. Tina Louise 46. Gene Vincent ("Be Bop A Lula" 1957) would have been 45, but died nine years ago of a seizure.

The Beatles recorded their first album in one 12-hour session 18 years ago today, at EMI's Abbey Road Studio. Two years afterward they gave their first American concert, 2-11-64 at Washington Coliseum.

### Abe Lincoln Would Be 171

**TUESDAY FEBRUARY 12:** Born on a mountaintop in Tennessee . . . no, that was someone else. Abraham Lincoln was born this date in 1809 in a log cabin near Hodgenville, KY. Mom died when he was 9. He worked odd jobs, became a militia captain in his early 20's, and was admitted to the Illinois Bar when he was 27. He was a state representative from ages 25-32 (four terms) and a lobbyist for the Illinois Central Railroad. In the 1860 election he took no active part in his own campaign and was elected *not* by a majority, but on electoral votes. He was shot to death when he was 56.

The National Association for the Advancement of Colored People was founded 72 years ago today. Four years ago actor Sal Mineo was found murdered in Los Angeles at age 37.

Lorne Greene is 56. Joe Garagiola turns 54.

### Jesse James's First Job

**WEDNESDAY FEBRUARY 13:** Jesse James, his brother Frank, the Younger brothers and several other men pulled their first robbery 114 years ago today in 1866. Seven years late the James Gang expanded into train robbery, and after 15 years as an outlaw Jesse was shot to death for reward money by a member of his gang.

George Segal is 46. Kim Novak is 47; Carol Lynley is 37. Peter Tork is 34.

### The Dresden Firestorm

**THURSDAY FEBRUARY 14:** St. Valentine's Day. In 1945 this was the second day of the firestorm that killed about 200,000 people at Dresden, many of them suffocating because the conflagration had consumed the oxygen from the city's atmosphere, during Allied bomb raids in Germany.

Statehood Day for Oregon (1859) and Arizona (1912).

Elisha Gray filed for a patent on the telephone in 1876, a few hours after Alexander Graham Bell did. Second doesn't count.

Florence Henderson is 46. Hugh Downs is 59. Jimmy Hoffa missing and presumed dead, would be 67 today. Jack Benny born 1894.

### Lady Lawyers Get Supreme Court Equality

**FRIDAY FEBRUARY 15:** 101 years ago today women were admitted to practice law before the United States Supreme Court.

Susan Brownell Anthony was born 160 years ago (1820), best remembered for struggles to attain equal rights for women.

Inventor Cyrus McCormick born 1809. Galileo born 1564.

Leon Spinks beat Muhammad Ali two years ago tonight.

# Media Marketing

## In Search Of The Tape Worm

The beginning of a new decade seems like the appropriate time to stretch one's wings and expand to new horizons, so Media Marketing will be redefining its scope somewhat to pay a bit more attention to marketing issues confronting the recording industry as well as the radio industry. To help kick off that effort, a few weeks ago R&R brought together several people from record companies for an informal discussion so that I could pick their brains a little, and find out what sorts of marketing problems they face or anticipate.

I would like to thank the industry representatives who took the time to attend and were so willing to share ideas and talk about the past, present, and future of marketing in the recording industry.

One of the key issues facing the industry, it was almost unanimously agreed, is the incidence of home taping of recording, either from borrowed pre-recorded product or directly from radio. While this is not a new issue and has been the subject of many vitriolic exchanges between the record and radio industries recently, the perspectives offered by the group mentioned above were new (at least to me) and seem worthy of some discussion here.

### Home Taping: How Much?

The question of how much home taping is actually taking place was addressed in a June, 1979 survey conducted by the Roper Organization, a major national pollster. The study was jointly sponsored by the National Music Publishers' Association and the Recording Industry Association of America. (Thanks to Stanley Gortikow of RIAA for providing me with a copy of the report.) The study was conducted as a "tack-on" of several questions to a larger survey. Just over 2000 adults (over age 18) responded, as well as a supplementary sample of 131 teenagers.

Obviously, the real issue in home taping is not how much taping is being done, but rather to what extent home taping is a direct substitute for the purchase of prerecorded tapes and records. The Roper survey addressed this issue by asking the following two questions:

"Of course, just because you taped albums doesn't mean you would have bought them all, but in the past 12 months, how many complete albums would you say taping your own music has saved you from buying?"

"And in the past 12 months, how many single records would you say taping your own music has saved you from buying?"

Roper reports the results of those two questions as amounting to 22% of the potential sales of albums and 48% of the potential sales of singles, which combine to yield an overall loss of 29% on total potential sales volume. As Roper correctly points out, these figures are only as accurate as respondents ability to accurately report (1) the amount of taping conducted, and (2) the incidence of substituting home taping for purchase. Even Roper seems somewhat skeptical of the rather large numbers reported, for the report goes on to say that a second way of assessing lost sales volume was provided by the following question:

"Of the . . . recordings you made in the last 12 months, how many did you record from:"

- (a) Your own . . . collection \_\_\_\_\_  
 (b) Borrowed records and tapes \_\_\_\_\_  
 (c) Radio programs \_\_\_\_\_  
 (d) Live concerts \_\_\_\_\_

Roper chose to use only the figure for "borrowed records and tapes," which yielded an estimate of lost sales of 14% (or about half of the other estimate) on albums and singles combined. Why radio programs and concerts were ignored in this estimate is not clear. Even though much radio programming and most live concerts consist of material not available on pre-recorded records and tapes, it is also true that at least some of the recording industry's lost sales would be accounted for by tapes made from these two sources. Yet Roper compares the 29% figure resulting from respondents' own estimates of saved purchases and the 14% figure resulting from just borrowed records and tapes, and concludes, "We suspect the lower loss figures [sic] . . . is closer to the mark" (p. 3 of the report).

There appears to be little rationale for the above conclusion, other than the fact that 29% simply seems too high. If we take all the responses to the survey at face value, U.S. consumers reported saving themselves purchasing 481 million pieces of pre-recorded music product in the past 12 months (results from the first two questions above). However, the number of pieces actually taped from all four sources mentioned in the above question was 835.9 million! (306.7 million from their own collections, 201.1 million from borrowed records or tapes, 248.8 million from radio, and 85.2 million from live concerts.)

Based on a total U.S. population of about 180 million (over age 10), that would be an average of just over four-and-a-half taping incidents per person. However, only 22.4% of the sample reported taping *anything* in the past 12 months, meaning that the average number of pieces taped by those who taped at all was over 20.

So we are now talking about approximately 40 million people who tape at all. Let's go back for a moment to the "number of purchases saved" questions. Recall that 77.6% of the sample doesn't tape at all. Another 9.5% reported saving no album purchases in the past 12 months, and 16.1% reported saving no single purchases. What these two figures mean is that all the lost sales, using the over 29% figure, over the past twelve months due to taping were accounted for by the following numbers of people:

- 286 million albums by 23.2 million people (12.9% of sample)  
 213 million singles by 11.3 million people (6.3% of sample)

This comes to over 12 albums per person, and almost 19 singles per person, and there would be at least some overlap across the two groups. These would appear to be rather large figures, to say the least.

Breaking the results down still further, 3% of the sample reported saving at least 11 album purchases the past year, while 1.5% of the total sample reported saving 20 or more single purchases the past year. Since these figures are very near the averages for albums

and tapes, this means that roughly half of all reported "saved purchases" were accounted for as follows:

- 143 million (approx.) albums by 5.4 million people  
 107 million (approx.) singles by 2.7 million people

This breaks down to over 26 albums per person, and just under 40 singles per person! Is it really likely that home taping really substituted for that many pieces of prerecorded music for those folks? No wonder the "bottom line" on the Roper study is that ". . . substantial record and prerecorded tape sales are lost through taping. What is not clear is just how big 'substantial' really is, taking into consideration the likely overstatement of 'saved' purchases" (p. 3 of the Roper report).

What is clear is that the most direct measure of lost sales due to taping in the Roper survey led to estimates which are incredibly high. If one accepts the data at face value, then one is forced to conclude that there is a relatively small group of consumers (somewhere under 5% of the American public) which is accounting for about half of all lost sales. When one considers the amount of taping that these folks are doing, it becomes apparent that taping must be somehow inherently pleasurable to them; i.e., it is an entertainment activity in its own right and not just a means to an end (a way to get hold of desired music more cheaply). To suggest that every piece that these people tape is really something that they would have purchased requires a substantial leap of faith, especially when there is ample justification to suspect that the respondents were overestimating their savings.

Now, I should hasten to say that my criticism of the Roper report is in no way intended to detract from the quality of the study, or from the foresight and good intentions of the NMPA and RIAA in sponsoring it. Any piece of research has its shortcomings, and the Roper survey was better than most market research I've seen. Nevertheless, I believe that the basic question remains unanswered — exactly how much taping is done in lieu of purchasing? It is difficult to design a piece of research to accurately measure people's actual behavior. And people are notoriously inaccurate in their estimates of things like "What would you have done if . . ."

Therefore, it appears that the question regarding the magnitude of lost sales due to home taping is not yet settled. But let's suppose for a moment that the 29% figure is correct, or the 14% figure, if that seems more reasonable. Now what? So now you know that you definitely would sell that much more product if people didn't tape at home. Given that much of the taping is done from borrowed records and tapes, what do you do as an industry to regain those lost sales? In order to begin to answer that question, you need to know *why* people substitute taping for purchasing — what gives rise to this behavior in the first place? Only then can you undertake a sound strategy to combat the problem. We'll examine some possible reasons for taping next week.

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.





# TOP-40

## John Leader

### THE BATTLE OF FRESNO

### Talk About Competition!

Have you heard the one about the major market with 78 different signals, 52 of which were playing rock music? When you think of a highly competitive situation, you might think of Los Angeles or Houston or any other large city where seven or eight stations are all fighting for the same audience. But, what about Fresno, California?

That's right — Fresno. Arbitron ranks it as the 74th largest market, and at last count there were at least five different radio stations all with similar Top 40 formats. A quick scan of the ratings shows that Fresno has had three different number one contemporary stations in the last four books. The competition in Fresno is hot!

#### Who Me, Confused?

Given that the rock listeners in Fresno have been changing stations frequently in the last 18 months, consider this: there are no less than six radio stations in the market with "F" 's or "Y" 's in their call-letters. Suppose you're a Fresno diary holder, are you listening to KFRE, KFRY, KFYE, KYNO, KYNO-FM, or KIOY? Sure, some of those stations are using slogans as opposed to call-letter identification (KFYE is Y94 and KIOY calls itself K104), but let's remember that listeners have been known to make a mistake or two when filling out diaries. But that possible confusion is nothing when compared to the format changes that have taken place within Fresno radio.

#### Who's Number One Now?

With the just published results of the October-November 1979 Arbitron, Fresno has a new number one Top 40 station. KYNO-FM ascended from a 3.7 to a 9.4 share of the total 12+ weekly audience. The previous rock champion, KIOY, suffered a small decline, moving from 8.3 to 7.9. Y94(KFYE) held tight to a 7.5, while suburban rocker KBOS/Tulare slid 6.0-4.1. KYNO-AM moved up slightly, 5.5-6.0.

The facts and figures, as always, don't tell the whole story of what's going on in market 74. Just as the listeners have been switching around, so have some of the personnel involved in the competitive radio scene.

*"For a while there it seemed like everytime a new Top 40 station beat all the others in the 12+ figures, all the other rockers would adjust to sound like that station."*

Back in April-May of 1978, Y94 was the number one contemporary station in Fresno. Early that summer Eric Rhoads became Program Director of KIOY with the understanding that if he successfully brought the station above its then-current 2.9 share, he would continue to consult the station, but would no longer physically be the PD. This was the beginning of the Eric Rhoads-Jerry Clifton company known as New World Media.

When the October-November 1978 Arbitron results were published, Eric Rhoads was the hero and KIOY was the new Top 40 champ in Fresno with a 12.9 share. Eric and Jerry solidified their company and KIOY became their first official client. John Lee Walker became KIOY's resident PD, and the station continued as Fresno's leading Top 40 in the April-May 1979 Arbitron, although declining 12.9-8.3.

KIOY's impact was so strong on the other Fresno rockers that changes began within the market. KYNO-FM, which had previously been AOR, switched to Disco and faced an immediate wave of listener protest. The station went from a 5.5 (as AOR in O/N '78) to a 3.7 (as Disco in A/M '79). During this same period a new rocker was born in Tulare, a small town several miles south of Fresno. KBOS, with an FM signal capable of penetrating the Fresno TSA, scored a 6.0 in A/M '79, beating both KYNO and KYNO-FM. Y94 remained the most stable of the bunch through latter '78 and early '79, declining slightly from fall to spring, 8.3-7.5.

Y94's PD since just before their market topping A/M '78 book has been Mike Berlak. Mike has watched the market change almost every month in the past two years. "It's been a pretty amazing place to be," he said. "I have a lot of respect for my competitors in this market, and I often wonder just how confused the listeners might be getting with all this constant switching around. For a while there it seemed like everytime a new Top 40 station beat all the others in the 12+ figures, all the other rockers would adjust to sound like that station. Y94 has tried to avoid that syndrome by slowly evolving a bit more toward the adult side of Top 40. Luckily, we've held fairly steady while some of the others have fluctuated up and down a lot."



**WSGA COURTS TENNIS STAR'S WIFE** — WSGA and Z102/Savannah hosted a party for tennis luminaries Jimmy Connors and Ilie Nastase, along with Connors's wife, former Miss World Patty McGuire. Pictured surrounding the lady are (l-r) PD Brady McGraw, WSGA morning man Jack Acuff, and GM Jerry Rogers.



**LEIF TURNS TO KERN** — Scotti Bros. artist Leif Garrett visited KERN/Bakersfield to confer about his Bakersfield benefit concert for the Hereditary Disease Foundation. Garrett is Honorary Chairman of the organization, which fights Huntington's Disease. Pictured (l-r) are Atlantic's Ericka Smith, KERN PD Pete Shannon, Garrett, KERN MD Kris Mitchell, and Ben Scotti Promotion's Michael Krun.

### FRESNO

#### Total Persons 12+, Mon-Sun, 6am-12mid Metro Survey Area

	A/M '78	O/N '78	A/M '79	O/N '79
KBOS	.9 (R)	.8 (R)	6.0 (R)	4.1 (R)
KFYE (Y94)	13.4 (R)	8.3 (R)	7.5 (R)	7.5 (R)
KIOY (K104)	2.7 (R)	12.9 (R/D)	8.3 (R)	7.9 (R)
KYNO-AM	9.8 (R)	10.6 (R)	5.5 (R)	6.0 (PA)
KYNO-FM	5.5 (A)	5.5 (A)	3.7 (D)	9.4 (R)

Legend: R= Top 40, R/D= Rock/Disco, PA= Pop/Adult, A= AOR

#### The New Champ

As I mentioned earlier, KYNO-FM is the new leading rocker with a 9.4 share. John Lee Walker segued over from KIOY to KYNO-AM-FM during the summer and two key members of the KIOY airstaff followed him across the street. Switching the format of KYNO-FM from Disco to Top 40 seemed to be a step in the right direction. A new identity and a \$10,000 giveaway, coupled with the proven popularity of the KIOY jocks put KYNO-FM right back into the Fresno race.

Meanwhile, back at KIOY, new PD Jim Sumpter arrived on the first day of the October-November '79 book. His staff was in a shambles and his promotional budget for the sweep could not match the \$10,000 of KYNO-FM. Figuring to falter some, in view of KYNO-FM's switch, KIOY did well merely to slip 8.3-7.9.

KYNO-AM switched its competitive stance in the market away from Top 40 and moved more toward Pop/Adult. The move, calculated to ease KYNO-FM's path by eliminating one of the Top 40 signals from the battle, worked for both KYNO-FM and the AM. KYNO-AM enjoyed a modest ratings increase, 5.5-6.0.

#### What's Next?

Maybe the question is, who's next? To try and predict what will happen in Fresno by next fall's rating period would be pure folly. But one thing appears certain. Fresno will remain highly competitive and just might settle down a bit now that all contending stations are set with PD's and staffs. Mike Berlak remains the market veteran at Y94, John Lee Walker is the current champion at KYNO-FM and has recently become Vice President of Programming for both the AM and the FM, and Jim Sumpter has survived his first Fresno book, coming through the experience with only minor scratches.

As for the Fresno listeners . . . well, they still have to figure out which "Y" or "F" station they're listening to, but they've got a lot of exciting Top 40 radio to sample. It's funny, but every one of the Fresno PD's that I spoke with seemed to relish the amount of competition within the market. There's no doubt about it, Fresno is one highly competitive radio market and it's likely to stay that way for some time.

#### Motion

Mark Hahn has moved from KKLS/Rapid City to sister FM station KKHJ/Rapid City, where he's taken over as the new PD and morning man . . . Steve Wade has joined KRNA/Iowa City in the 7pm-12mid shift. Steve's most recent experience includes work for WPGC and WWDC/Washington, D.C. . . Ted Carson (see photo) is the new morning personality at KAUM/Houston. Ted, who was once the morning man at KXYZ/Houston, comes to KAUM from KRBE/Houston, where he handled production and an airshift . . . J.J. Walker has left Y95/Tampa and is looking to relocate. His experience includes Y103/Jacksonville, KOPA/Phoenix and Y95, where he was Music Director and on-air talent . . . Marty Maxwell is now officially MD at WTIH/New Orleans. He will retain his 7pm-12mid shift as well . . .



Ted Carson  
KAUM/Houston

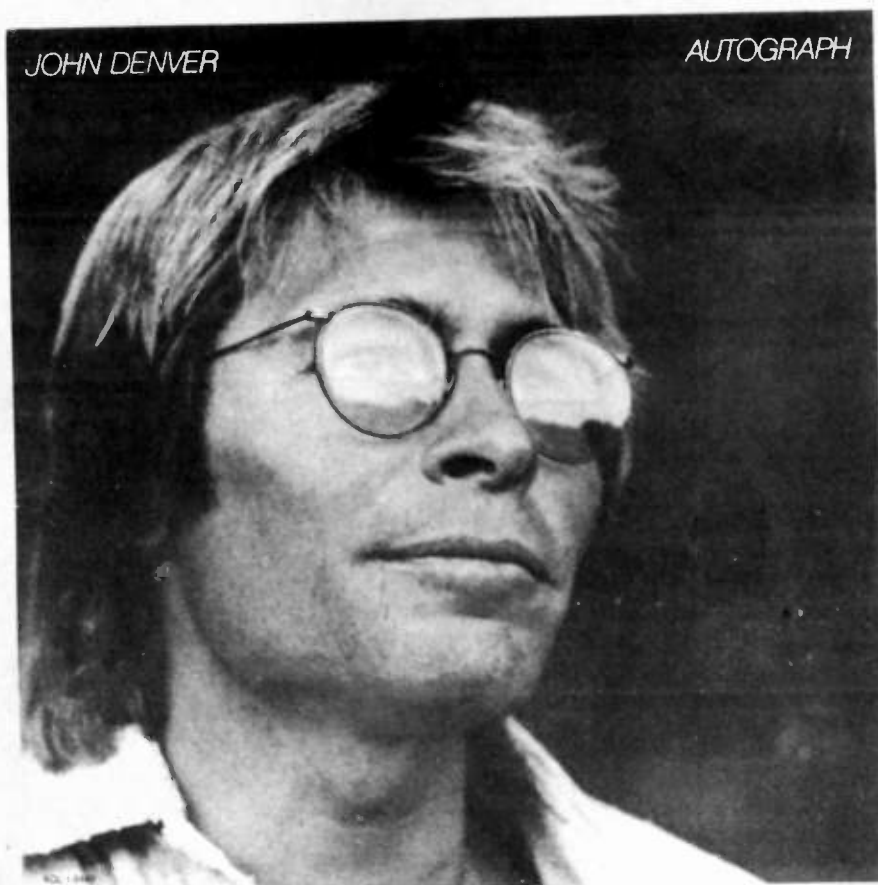
Scott St. James has also joined the staff at KAUM/Houston, doing 6pm-10pm. He comes to the ABC station from KILT/Houston, where he did 10pm-2am under the name of Joe Sayre . . . Larry Justice is the new PM-drive personality at WROR/Boston. From 1968-1975 Larry was the afternoon voice of WBZ/Boston on the "Halls Of Justice" program. Larry is a well-known voice on many radio and TV commercials, including Johnson & Johnson Baby Lotion and Procter & Gamble's Top Job . . . WOKF/Clearwater has a new PD, Scott Robbins from WFEC/Harrisburg. WOKF, which had been primarily Disco, will now shift slightly more toward mass appeal under Scott's guidance. Terrence McKeever has been promoted to News Director at FM100/Memphis and sister station WMC/Memphis. McKeever returned to Memphis last fall, after a stint at KHJ/Los Angeles with Rick Dees, to become FM100's morning news anchor with personality Ron Jordan.



# AUTOGRAPH

## A NEW SINGLE FROM JOHN DENVER

JOHN DENVER IS THE MASS APPEAL ARTIST FOR MASS APPEAL RADIO!



### AUTOGRAPH-THE SINGLE JOHN DENVER ON TOUR

2/16/80 Austin/Univ of Texas	2/20/80 Norman/Lloyd Noble
2/17/80 Houston/Summit	2/22/80 Baton Rouge/L.S.U.
2/18/80 Ft. Worth/Tarrant Cty. C.C.	2/23/80 Jackson/Coliseum
2/19/80 Tulsa/Oral Roberts	2/24/80 Lake Charles/Civic Center
2/25/80 Shreveport/Hirsch Col.	

*John Denver*

HE MEANS THE WORLD TO 23 MILLION PEOPLE.

Management III: Jerry Weintraub  
Produced by Milton Okum  
Single: PB-11915  
Album: AQL1-3449

**RCA**   
THE FUTURE NEVER SOUNDED BETTER

TOP-40



**DISORDER ON THE COURT** — WLCY/Tampa-St. Petersburg's morning team "Burt & Kurt" played on a celebrity basketball team stacked up rather unequally against the Harlem Globetrotters. As the other players look on in amusement, Kurt Kilpatrick (left) and Bob Burton (right) are pictured scrambling after a loose ball.



**FORBERT GOES DOWN TO KNOXVILLE** — Nemparor's Steve Forbert played Knoxville recently, and WRJZ personnel were among the well-wishers who thronged backstage. Pictured (l-r) are Scott and Pam Upscomb (she's WRJZ programming assistant), Forbert, Epic's Jim Stewart, and WRJZ PD Bob Kaghan.



**PICKING UP A PORSCHE** — Y95/Tampa gave away an \$18,000 Porsche 924 as the grand prize in its Fall Prize Package contest. Flanking an obviously pleased winner are Y95 air personalities Pat Barry (left) and Joe Kelly.



**HOOKING IN PROVIDENCE** — Dr. Hook's two lead singers, Ray Sawyer and Dennis Locorriere, visited PRO-FM/Providence to guest-host air personality Jack O'Brien's show. Pictured at the station are (l-r) O'Brien, PRO-FM's Tyler, Sawyer, station's Giovanni, Locorriere, and Capitol's Tony Chalmers.



**ARISTA DEPOSITS GOLD IN K-EARTH** — K-EARTH/Los Angeles received a gold album award for GQ and a gold single for Dionne Warwick from Arista recently. Pictured at the station (l-r) are Music Research Coordinator Guy Zapoleon, Arista's Dana Morris, PD Bob Hamilton, and Arista VP/Promotion Richard Palmese.



**THOUSAND-DOLLAR CHRISTMAS TREE** — KFMN/Ablene, TX gave away a Christmas Tree made up of 1008 dollar bills holding a drawing among registered listeners. Pictured with the winner (left) and the tree is KFMN PD Randy Kemp.

# *heart* Core Rock And Roll



## "Even It Up"

By

# *heart*

Already on:

96KX add  
KRBE add  
WLS on  
KSLQ 32-27  
WOKY add  
KJR deb 22  
KIMN add  
KUPD on  
WICC on

14Q add  
WKEE add  
WFMF add  
KXX106 add  
95SGF add  
WBBQ add  
WVIC add


KZ93 add  
WNAP add 27  
WMEE add  
WOW add  
KJRB deb 28  
KTAC on  
KRSP deb 27

KLUC add  
KENO add  
KRUX add 38  
KRQ add 37  
KTKT deb 28  
WIGY deb 28  
WCIR add

WXIL add  
G100 add 30  
WISE add  
WANS-FM on  
WROV add  
CK101 add 38  
KWIC add

KFYR add  
WAKX add  
WRKR add  
WSPT add 29  
KCBN add  
KBDF on  
KQDI add  
KFXD add  
KRLC deb 25  
KBIM add

Produced by Mike Flicker, Connie and Howie  
Management and Direction, Albatross Productions Inc.

on Epic Records 

## October/November '79 Advance Arbitron Results

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

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.

### Louisville

New Top 40 WKJJ-FM Debuts With 10.2;  
BM WVEZ Up Almost 7;  
P/A WAVE Drops Almost 6, Loses Lead;  
AOR WLRS Suffers Big Drop;  
Country WINN, WAMZ Up

	A/M '79	O/N '79
WAKY (R)	8.1	5.7
WAMZ (C)	5.6	6.9
WAVE (PA)	14.0	8.2
WFIA (RL)	1.4	1.5
WHAS (PA)	10.7	10.8
WKJJ (R) *	7.0	4.7
WKJJ-FM (R) **	3.4	10.2
WLOU (B)	6.6	4.7
WLRS (A)	13.6	10.1
WNUU (PA)	1.2	1.6
WTMT (C)	1.9	2.0
WVEZ (BM)	6.2	12.9
WZZX (A)	2.1	1.6
WINN (C)	5.0	8.0
WQHI (R)	8.4	4.7

\* formerly WKLO (PA)  
\*\* formerly WCSN (BM)

### Toledo

AOR WIOT Nears 20 Share;  
BM WLQR Increases; Big Jump For  
Country WTOD; P/A WMHE More  
Than Doubles

	A/M '79	O/N '79
WCWA (PA)	3.7	4.3
WIOT (A)	16.6	19.7
WLQR (BM)	15.0	15.4
WMHE (PA)	3.4	7.4
WOHO (R)	7.8	4.4
WXEZ (R)	4.2	4.3
WSPD (PA)	11.2	10.3
WTOD (C)	5.9	9.0
CKLW (R)	4.6	2.4
WJR (PA)	6.7	5.6
WKLK (D)	1.2	1.9

### Salt Lake City

KSL Regains Top Spot; AOR KCPX-FM  
Takes Biggest Jump; BM KLUB, KSF1  
Lose Two; KRSP-FM Gains On KCPX In  
Top 40 Battle

	A/M '79	O/N '79
KALL (PA)	7.0	7.7
KALL-FM (PA)	3.5	4.0
KCPX (R)	8.3	7.0
KCPX-FM (A)	6.1	9.9
KDAB (PA)	2.5	2.4
KISN (BM)	3.5	4.0
KJQN (R)	9	1.9
KLUB (BM)	9.3	7.3
KPRQ (PA)	1.0	1.7
KRGO (C)	3.4	3.5
KRSP (PA)	2.9	3.0
KRSP-FM (R)	4.9	5.7
KSF1 (BM)	8.8	6.5
KSL (PA)	9.2	10.5
KSOP (C)	2.2	2.7
KSOP-FM (C)	5.3	3.9
KSXX (N/T)	3.7	2.2
KWHO-FM (D)	1.4	1.8
KZAN (C)	1.0	2.8
KAYK-FM (PA)	1.9	2.3

## January '80 Mediatrend Estimates

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All share estimates are for metro average persons 12+, Monday-Friday, 6am-midnight.

Note: — \* denotes station which did not rank in Mediatrend's Top 20 for the relevant month.

### New York

WBLS Shows Steady Growth Pattern;  
WKTU Sliding; WABC Rebounds Nicely;  
WMCA, WPAT-FM Newcomers To Top  
Ten; WINS Rising

	Nov. '79	Dec. '79	Jan. '80
WBLS (B/D)	6.4	7.9	9.1
WKTU (D)	8.1	7.1	6.4
WOR (T/PA)	8.2	6.3	6.3
WINS (N)	4.3	4.9	5.5
WABC (R)	4.5	3.6	5.3
WMCA (T)	2.4	2.9	4.4
WCBS (N)	4.5	5.1	4.3
WADO (S)	3.7	4.3	4.1
WPAT-FM (BM)	— *	3.2	3.6
WPLJ (A)	5.0	3.9	3.6

### Chicago

WGN Still Tops; WIND In Mighty Rebound;  
News Competitor WBBM Drops;  
BM WLAK Continues To Erode;  
WGCI Improves; WLUP Back Up;  
WLS Back Down

	Nov. '79	Dec. '79	Jan. '80
WGN (PA)	11.8	9.8	11.4
WIND (N)	6.2	3.1	9.9
WLOO (BM)	7.3	6.4	7.3
WLS (R)	4.3	7.9	5.8
WLUP (A)	7.6	3.7	5.8
WGCI (D)	1.4	2.9	5.0
WMAC (C)	4.1	6.0	5.0
WBBM (N)	5.5	8.4	4.9
WLAK (BM)	9.4	7.7	4.0
WMET (A)	2.5	2.6	3.1

### Los Angeles

KMET, KABC Continue Lead;  
News KFWB Biggest Gain;  
KRLA, KEARTH Make Strong Showings;  
KMPC Up A Share, Debuts In Top Ten

	Nov. '79	Dec. '79	Jan. '80
KMET (A)	7.7	8.2	8.1
KABC (N/T)	6.8	7.6	7.4
KFWB (N)	5.2	5.0	7.1
KBIG (BM)	4.5	4.5	5.2
KRLA (R/O)	6.1	3.7	5.2
KRTH (R)	3.7	3.6	4.9
KNX (N)	4.0	4.0	4.5
KJOI (BM)	4.9	5.0	4.4
KLAC (C)	3.1	3.7	3.8
KMPC (PA)	2.6	2.3	3.4

### Philadelphia

KYW, WMMR In Double Digits;  
WIP Bounces Back; WDAS-FM Shows  
Continued Growth;  
BM Battle Tightens As WWSH Drops

	Nov. '79	Dec. '79	Jan. '80
KYW (N)	13.4	11.9	12.2
WMMR (A)	10.4	8.0	10.2
WIP (PA)	7.7	5.0	8.6
WDAS-FM (B)	5.0	6.2	8.5
WDVR (BM)	8.8	5.7	5.7
WWSH (BM)	4.5	8.8	5.5
WCAU (N/T)	4.0	6.5	4.5
WWDB (T)	4.7	6.6	4.5
WMGK (PA)	2.0	3.8	4.3
WCAU-FM (D)	2.0	5.6	3.8

### San Francisco

KGO Adds To Lead By 5 1/2%;  
KCBS Up Strongly; KABL, KMEL Advance  
Into Top Ten; KFRC Continues Slide

	Nov. '79	Dec. '79	Jan. '80
KGO (N/T)	10.5	11.1	16.7
KCBS (N)	4.3	4.1	6.6
KSOL (B)	4.7	6.8	6.3
KOME (A)	4.9	3.2	3.7
KABL-FM (BM)	3.1	3.6	3.6
KMEL (A)	2.0	2.1	3.6
KFOG (BM)	5.6	2.4	3.5
KFRC (R)	5.0	4.2	3.5
KABL (BM)	— *	2.0	3.4
KIOI (PA)	3.5	4.3	2.9

What kind of listener response does THE WEEKLY TOP THIRTY get?

## Ask a Pro:

"The audience enjoys it very, very much! It's very one-to-one with the listener, and also relates to the album listener as well as the singles buyer."

Harry Nelson, PD  
WRKO Radio, Boston, MA

*Drake  
Chenault*

### THE WEEKLY TOP THIRTY...

is a weekly 3 hour programming and sales tool the pros depend on...week after week, book after book. Drawing on the week's best hit music, combined with top guest stars, and unparalleled production techniques, THE WEEKLY TOP THIRTY is the world's fastest growing weekly radio show.

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Call 213-883-7400

South Pacific Distribution, Grace Gibson-Sydney

# YELLOW MAGIC ORCHESTRA

## COMPUTER GAMES

HZ-127

.....CREATING "INSTANT PHONES" ALL OVER THE U.S. ....



First came the transistor...

Then the small car...

Now... "COMPUTER GAMES"... the Hit Single...

from the album Yellow Magic Orchestra <sup>SP 736</sup> **YMO**

**THE BEST THING SINCE RICE ON A&M RECORDS & TAPES**

Produced by Harry Hosono. Executive Producer: Kunihiko Murai. Supervised by Tommy Li Puma.



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### TOP 40

WBBF  
Y100  
CKLW  
96X  
WBBQ  
WGNI  
WDRQ

### R&B

WIGO  
WKTU  
V-103  
KATZ  
WILD  
WBLK  
WUFO  
WGIV  
WVON  
WJPC  
WGCI  
WBMX  
WCIN  
WDAO  
WHRK  
WNOV  
WTLC



# LOAD YOUR BASES WITH A TRIPLE PLAY

## BARBRA STREISAND

### "KISS ME IN THE RAIN"

WFIL on	WHYN 35-29	WKIX on	13FEA deb 29
96KX 13-11	14Q 22-18	KOFM on	K104 9-8
WCAO 27-25	WTIX deb 35	WZZP 26-23	WSEZ 32-27
KIMN 14-10	WNOE deb 35	Y94 on	FM99 17-16
WFBR deb 26	Z98 9-5	KING 15	KPUR on
KC101 26-23	WJDX 21-20	WJBQ 10-8	KKXL 29-26
WKBO on	Y103 add	WTSN 19-14	KBDF 29-27
	WLAC on	WHEB 29-26	KOOK on
			BJ105 on



## WILLIE NELSON

### "MY HEROES HAVE ALWAYS BEEN COWBOYS"

KBEQ deb 40	WHB add 22
WNOE add	WOW add 30
Z98 add 38	KKXL deb 29
KRAV add	KQDI deb 23



## BOOMTOWN RATS

### "I DON'T LIKE MONDAYS"

WIFI 29-27	KZ93 on
KJR 25-23	WGUY 23
PRO-FM deb 27	WLBZ 12
BJ105 add	KQWB-FM 6
WSKZ 12-8	WSPT 29-24
WVIC on	KCBN on



MUSIC FOR EVERYONE ON  
COLUMBIA RECORDS







# Molly Is A Confirmed Hit, Flirtin' On These Fine Stations:

WKBW 26-23  
WIFI 25-16  
WPEZ on  
Z93 add  
Q105 deb 26  
KDWB 18-16  
KSLQ add 34  
KBEQ 39-37

WGCL on  
Q102 add 30  
WOKY on  
KJR on  
KIMN on  
KOPA 28-23  
KUPD 5-4  
WPST 15-12

PRO-FM deb 29  
WNOE add  
Y103 15-10  
BJ105 deb 37  
WBBQ 10-6  
92Q 22-12  
WISM add  
WOW deb 31

WHOT add  
KERN add  
KRSP 14-5  
KRUX deb 36  
WERC add  
WCGQ add  
WANS-FM add  
KILE add  
KRLC 2-1

# MOLLY HATCHET

# "Flirtin' With Disaster"

**THE SINGLE**

Produced By Tom Werman

Management And Direction By Pat Armstrong And Assoc.

ON  RECORDS



MIDWEST

Most Added Hottest

Christopher Cross Dan Fogelberg
Chuck Mangione Queen
Heart Teri DeSario w/KC

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

Chuck Mangione Dan Fogelberg
Christopher Cross Queen
Heart Neil Diamond

MIDWEST

PARALLEL ONE

CKLW/Detroit, MI
Rosalie Trombley
LINDA RONSTADT
PINK FLOYD
CHUCK MANGIONE
Hottest:
QUEEN 1-1
DAN FOGELBERG 6-2
DONNA SUMMER 10-8
BILLY PRESTON 6 S 12-9
YELLOW MAGIC ORCH 14-10

KBEQ/Kansas City, MO
Bobby Kline
RUSH
38 SPECIAL
CHRISTOPHER CROSS
Hottest:
MICHAEL JACKSON 1-1
FLEETWOOD MAC 13-6
DONNA SUMMER 24-15
PAT BENATAR 20-16
TOTO 21-17

KDWB/Minneapolis, MN
Dave Hamilton
NICOLETTE LARSON
BARRY MANILOW
38 SPECIAL
SPINNERS
DAVID GATES
Hottest:
TOTO 1-1
TERI DESARIO 12-5
PINK FLOYD 21-12
BABYS 23-14
TOMMY JAMES 28-18

KSLO/St. Louis, MO
Phil Irons
EAGLES
22 TOP
CHUCK MANGIONE
MOLLY HATCHET
Hottest:
DONNA SUMMER 4-1
NEIL DIAMOND 14-6
TOM PETTY 15-7
SPINNERS 15-12
SHALAMAR 24-19

Q102/Cincinnati, OH
Pat O'Brien
DONNA SUMMER
TOM PETTY
MOLLY HATCHET
Hottest:
DAN FOGELBERG 4-1
QUEEN 10-4
DIRT BAND 17-9
ANDY GIBB 18-13
SPINNERS 19-14

WGCL/Cleveland, OH
Bob Travis
TOMMY JAMES
FOREIGNER
AIR SUPPLY
BONNIE POINTER
Hottest:
PINK FLOYD 11-1
DAN FOGELBERG 9-2
STEVE FORBERT 19-12
TOM PETTY 29-17
PAT BENATAR 25-18

WLS/Chicago, IL
Steve Casey
Hottest:
MICHAEL JACKSON 1-1
QUEEN 14-7
TERI DESARIO 15-10
DAN FOGELBERG 22-11
SMOKEY ROBINSON 19-16

WOKY/Milwaukee, WI
Jim Brown
HEART
38 SPECIAL
ROMANTICS (dp)
SURVIVOR (dp)
Hottest:
MICHAEL JACKSON 1-1
QUEEN 6-2
STEVE FORBERT 13-8
DAN FOGELBERG 20-11
NEIL DIAMOND 27-18

WZUU/Milwaukee, WI
Bill Shannon
HENRY MANCINI
KENNY NOLAN
Hottest:
BARRY MANILOW 2-1
STEVE FORBERT 17-7
QUEEN 16-11
RUPERT HOLMES 23-15
CHUCK MANGIONE 25-16

KWK/St. Louis, MO
Bob Hattrick
Hottest:
BABYS 2-1
RICK DERRINGER 10-6
RUSH 13-7
STYX 14-11
LINDA RONSTADT 21-14

PARALLEL TWO

92X/Columbus, OH
Buddy Scott
ANNE MURRAY
LINDA RONSTADT
FOREIGNER (dp)
Hottest:
DAN FOGELBERG 4-1
QUEEN 10-4
PRINCE 12-7
DIRT BAND 15-10
SPINNERS 17-14

K10A/Iowa Moines, IA
A.W. Pantoja
DONNA SUMMER
SPINNERS
J. GEILS BAND
TOMMY JAMES
Hottest:
MICHAEL JACKSON 1-1
TERI DESARIO 9-4
QUEEN 14-8
FOGAT 17-13
PRINCE 19-14

KOFM/Oklahoma City, OK
Chuck Morgan
TOMMY JAMES
SHALAMAR
J. GEILS BAND
KNACK
DR. HOOK
Hottest:
MICHAEL JACKSON 2-1
LINDA RONSTADT 7-4
TOTO 17-7
ANDY GIBB 26 16
RUPERT HOLMES 28-18

KRAY/Tulsa, OK
Gary Reynolds
KOOL & THE GANG
CLIFF RICHARD
WILLIE NELSON
CHRISTOPHER CROSS
Hottest:
DAN FOGELBERG 1-1
NEIL DIAMOND 12-6
STEVE FORBERT 14-8
DONNA SUMMER 18-9
ANNE MURRAY 17-11

KZ93/Peoria, IL
Keith Edwards
KNACK
GARY NUMAN
HEART
38 SPECIAL
ROMANTICS
Hottest:
QUEEN 2-1
STYX 5-2
LED ZEPPELIN 11-6
PINK FLOYD 19-8
PAT BENATAR 21-12

WGRD/Grand Rapids, MI
Ron White
NEIL DIAMOND
ANNE MURRAY
Hottest:
MICHAEL JACKSON 1-1
DAN FOGELBERG 4-2
QUEEN 16-4
PRINCE 11-5
TERI DESARIO 17-6

WHB/Kansas City, MO
Rick Brown
WILLIE NELSON
AIR SUPPLY
CHRISTOPHER CROSS
Hottest:
DAN FOGELBERG 1-1
DONNA SUMMER 12-6
SPINNERS 13-9
KOOL & THE GANG 18-14
BETTE MIDLER 20-16

WHOT/Youngstown, OH
Dick Thompson
TOM PETTY
TOMMY JAMES
CHUCK MANGIONE
MOLLY HATCHET
Hottest:
TERI DESARIO 3-1
DIRT BAND 10-6
SPINNERS 16-11
TOTO 26-13
ANDY GIBB 22-15

WNEE/Fort Wayne, IN
John Curry
KOOL & THE GANG
FOREIGNER
HEART
KNACK
EAGLES
BRUCE SPRINGSTEEN (dp)
Hottest:
DAN FOGELBERG 1-1
TOTO 16-6
SPINNERS 15-7
ANDY GIBB 29-10
RUPERT HOLMES 24-15

WNAP/Indianapolis, IN
Diane Shannon
LINDA RONSTADT
HEART
FOREIGNER
CHRISTOPHER CROSS
Hottest:
DAN FOGELBERG 7-1
STYX 5-2
QUEEN 8-4
LED ZEPPELIN 14-9
TOTO 22-12

WNCI/Columbus, OH
Steve Edwards
RUPERT HOLMES
TOTO
Hottest:
DAN FOGELBERG 2-1
KENNY LOGGINS 3-2
QUEEN 14-5
STYX 12-8
DONNA SUMMER 21-13

WOHQ/Toledo, OH
Beau Elliott
BARRY MANILOW
DIRT BAND
CHRISTOPHER CROSS
CHUCK MANGIONE
TOMMY JAMES
Hottest:
CRYSTAL GAYLE 2-1
TERI DESARIO 12-4
DAN FOGELBERG 13-6
ANNE MURRAY 19-11
SPINNERS 21-15

WOW/Omaha, NE
Erik Foxx

DONNA SUMMER
WILLIE NELSON
CHUCK MANGIONE
KNACK (dp)
FOREIGNER (dp)
HEART (dp)
Hottest:
DAN FOGELBERG 1-1
QUEEN 7-2
PINK FLOYD 12-5
TERI DESARIO 15-8
NEIL DIAMOND 16-11

WVIC/East Lansing, MI
Jim St. John
KNACK
EMERSON, LAKE & P
FOREIGNER
HEART
MICHAEL JACKSON
UTOPIA
APRIL WINE
ISAAC HAYES (RA)
Hottest:
DAN FOGELBERG 7-1
TOTO 24-10
DIRT BAND 18-11
RUPERT HOLMES 26-17
PINK FLOYD 27-18

KSTT/Davenport, IA
Mike Kenneally
KOOL & THE GANG
TOM PETTY
PINK FLOYD
LINDA RONSTADT
RUPERT HOLMES
AMERICA
TOTO
ROD STEWART
Hottest:
MICHAEL JACKSON 1-1
TERI DESARIO 10-8
DAN FOGELBERG 18-12
DONNA SUMMER 19-13
ANNE MURRAY 20-14

WISM/Madison, WI
Jonathan Little
ROMANTICS
CHRISTOPHER CROSS
MOLLY HATCHET
EAGLES
Hottest:
DAN FOGELBERG 2-1
QUEEN 5-2
TERI DESARIO 10-4
STYX 11-7
TOM PETTY 19-11

KEYN-FM/Wichita, KS
Jeff Alan
DIRT BAND
TOTO
BABYS
Hottest:
EAGLES 1-1
FLEETWOOD MAC 7-2
QUEEN 14-11
DAN FOGELBERG 19-14
NEIL DIAMOND 23-19

WZZP/Cleveland, OH
Bob McKay
DONNA SUMMER
CHUCK MANGIONE
BETTE MIDLER
Hottest:
DAN FOGELBERG 7-1
TERI DESARIO 5-2
NEIL DIAMOND 15-7
BARRY MANILOW 17-14
KENNY ROLOGS 19-15

KWEN/Tulsa, OK
Dave Michaels
FOREIGNER (dp)
DAVID GATES
BETTE MIDLER
DR. HOOK
Hottest:
DAN FOGELBERG 1-1
STEVE FORBERT 7-3
DIRT BAND 8-4
PRINCE 9-5
QUEEN 10-6

KLEO/Wichita, KS
Kirk Russell
CHRISTOPHER CROSS
KENNY NOLAN
M. MANCHESTER
Hottest:
DAN FOGELBERG 2-1
NEIL DIAMOND 5-3
SMOKEY ROBINSON 7-6
ANNE MURRAY 12-9
DONNA SUMMER 19-10

WYFM/Youngstown, OH
Jeff Tobin
LED ZEPPELIN
DIONNE WARMICK
Hottest:
MICHAEL JACKSON 1-1
QUEEN 17-7
DAN FOGELBERG 13-8
KOOL & THE GANG 12-9
STEVE FORBERT 19-13

PARALLEL THREE
KFYR/Bismarck, ND
Dan Brannan
HEART
Hottest:
FLEETWOOD MAC 3-1
TERI DESARIO 6-5
DAN FOGELBERG 10-7
NEIL DIAMOND 11-9
STYX 16-13

KKLS/Rapid City, SD
Kjar/Sherwyn
DAVID GATES
PINK FLOYD
EAGLES
Hottest:
EAGLES 1-1
TERI DESARIO 3-2
DAN FOGELBERG 18-9
QUEEN 20-11
TOTO 24-15

KKRC/Sloux Falls, SD
Brian Phoenix

CHRISTOPHER CROSS
PINK FLOYD
CHUCK MANGIONE
DR. HOOK
Hottest:
DAN FOGELBERG 1-1
QUEEN 5-2
SPINNERS 15-7
RUPERT HOLMES 17-11
NICOLETTE LARSON 21-16

KKXL/Grand Forks, ND
Jack Lundy
TOM PETTY
Hottest:
DAN FOGELBERG 1-1
QUEEN 6-2
BABYS 18-13
RUPERT HOLMES 20-15

WAKX/Duluth, MN
Bruce McGregor
SHALAMAR
BILLY PRESTON & S
HEART
CLIFF RICHARD
OFF BROADWAY
EAGLES
CHRISTOPHER CROSS
Hottest:
DAN FOGELBERG 1-1
SPINNERS 14-8
PINK FLOYD 22-12
LED ZEPPELIN 20-15
DONNA SUMMER D-18

WEAQ/Eau Claire, WI
Bob Daniels
LINDA RONSTADT
J. GEILS BAND
KNACK
DR. HOOK 4-1
BRENDA RUSSELL 6-2
DAN FOGELBERG 7-4
EAGLES 12-8
HALL & OATES 20-12

WNAM/Neenah, WI
Jay Tyler
LINDA RONSTADT
PINK FLOYD
TOM PETTY
KOOL & THE GANG
SHALAMAR
Hottest:
DAN FOGELBERG 3-1
TERI DESARIO 6-2
QUEEN 13-7
ANDY GIBB 17-10
ANDY GIBB 25 16

WRKR/Racine, WI
Terry Green
ROMANTICS
HEART
CHUCK MANGIONE
Hottest:
MICHAEL JACKSON 3-1
DAN FOGELBERG 16-9
TERI DESARIO 18-10
NICOLETTE LARSON 23-15
RUPERT HOLMES 29-21

WROK/Rockford, IL
Tom Hunter
LED ZEPPELIN
BABYS
PEACHES & HERB
CHUCK MANGIONE
TOMMY JAMES
CHRISTOPHER CROSS
COMMODORES
SPINNERS
BARRY MANILOW
Hottest:
DAN FOGELBERG 3-1
PINK FLOYD 8-4
TOTO 13-8
ANNE MURRAY 20-14
RUPERT HOLMES 24-16

WSPT/Stevens Point, WI
Pat Martin
HEART
CHRISTOPHER CROSS
RUSH
TOM PETTY
POTTIQUOR
Hottest:
DAN FOGELBERG 2-1
PINK FLOYD 8-4
DONNA SUMMER 17-7
NEIL DIAMOND 12-9
ANDY GIBB 18-12

WTRU/Muskegon, MI
Bill Andrews
LINDA RONSTADT
RUPERT HOLMES
Hottest:
MICHAEL JACKSON 1-1
QUEEN 21-7
DIRT BAND 14-10
NEIL DIAMOND 17-11
GEORGE BURNS 18-13

KDVV/Topeka, KN
Todd Hoffman
TOM PETTY
TOMMY JAMES
KOOL & THE GANG
Hottest:
QUEEN 1-1
NEIL DIAMOND 20-11
PINK FLOYD 21-12
LINDA RONSTADT 23-19
ANDY GIBB 25 20

KQWB-FM/Fargo, ND
Bill Richards
BLONDIE
RUSH
M. MANCHESTER
KNACK
PAT BENATAR
KARLA BONOFF
CHUCK MANGIONE
Hottest:
FLEETWOOD MAC 1-1
STYX 8-4
QUEEN 13-8
PINK FLOYD 32-28
LINDA RONSTADT 38-33

WEST

PARALLEL ONE

B100/San Diego, CA
Glen McCartney
SPINNERS
EAGLES
BLONDIE
ROCKETS
Hottest:
QUEEN 3-1
TERI DESARIO 7-3
PRINCE 8-4
DAN FOGELBERG 10-5
DONNA SUMMER 16-8

KEARTH/Las Vegas, CA
Bob Hamilton
CHRISTOPHER CROSS
RAY, GOODMAN & B
BILLY PRESTON & S
AIR SUPPLY
GEORGE BURNS (dp)
SUE SAAD & NEXT
QUEEN 1-1
DAN FOGELBERG 4-2
SPINNERS 18-8
NEIL DIAMOND 13-9
RUPERT HOLMES 24-19

KFI/Los Angeles, CA
Roger Collins
RUPERT HOLMES
KOOL & THE GANG
JOHN DENVER
CLIFF RICHARD
KNACK
TOTO
RAY, GOODMAN & B
Hottest:
QUEEN 6-1
CAPT. & TENNILLE 8-4
DAN FOGELBERG 13-8
ANDY GIBB 14-9
LINDA RONSTADT 25-20

KFRV/San Francisco, CA
Garland Sholin
RAY, GOODMAN & B
CHRISTOPHER CROSS
BLONDIE
ROMANTICS
JEFF STARSHIP
Hottest:
QUEEN 5-2
QUEEN 2-1
DAN FOGELBERG 9-6
PINK FLOYD 13-9
TOM PETTY 16-12
KOOL & THE GANG 21-15

KIMN/Denver, CO
Doug Erikson
CHUCK MANGIONE
CHRISTOPHER CROSS
LINDA RONSTADT
HEART
AIR SUPPLY
J.D. SOUTHER
Hottest:
NEIL DIAMOND 1-1
DAN FOGELBERG 3-2
STEVE FORBERT 4-3
LED ZEPPELIN 10-6
ANNE MURRAY 18-13

KJR/Seattle, WA
Tracy Mitchell
UTOPIA
CHRISTOPHER CROSS
COMMODORES
SPINNERS
BARRY MANILOW
Hottest:
DAN FOGELBERG 3-1
PINK FLOYD 8-4
TOTO 13-8
ANNE MURRAY 20-14
RUPERT HOLMES 24-16

KOPA/Phoenix, AZ
John Volpe
EAGLES
BILLY PRESTON & S
22 TOP
CHRISTOPHER CROSS
Hottest:
KENNY ROGERS 1-1
PINK FLOYD 10-5
DONNA SUMMER 17-7
NEIL DIAMOND 12-9
ANDY GIBB 18-12

KUPD/Phoenix, AZ
John Sebastian
ROCKETS
FOREIGNER
Hottest:
APRIL WINE 2-1
PINK FLOYD 9-6
38 SPECIAL 20-10
BABYS 19-11
AEROSMITH 21-13

KHLA/Las Vegas, CA
Rick Stancato
WHISPERS
PATRICE RUSHEN
Hottest:
QUEEN 1-1
DONNA SUMMER 2-2
PEACHES & HERB 13-9
KOOL & THE GANG 17-10
NEIL DIAMOND 20-12

PARALLEL TWO

KCPX/Salt Lake City, UT
Gary Waldron
CHUCK MANGIONE
WAYNE NEWTON
PAT BENATAR
FOREIGNER
BETTE MIDLER
RUSH
Hottest:
DAN FOGELBERG 1-1
NEIL DIAMOND 13-8
DONNA SUMMER 20-9
RUPERT HOLMES 23-15
BILLY PRESTON & S 28-21

KENO/Las Vegas, NV
Bill Alexander
KOOL & THE GANG
NICOLETTE LARSON
HEART
BABYS
CHUCK MANGIONE
MOLLY HATCHET
Hottest:
DAN FOGELBERG 3-1
TOTO 10-7
LED ZEPPELIN 12-9
DIRT BAND 15-12
DONNA SUMMER 18-14

KERN/Bakersfield, CA
Pete Shannon
PINK FLOYD
22 TOP
CHUCK MANGIONE
MOLLY HATCHET
Hottest:
FLEETWOOD MAC 3-1
TOM PETTY 4-2
DONNA SUMMER 6-3
STYX 16-12
SPINNERS 24-16

KGW/Portland, OR
Richard Harker
SPINNERS
STYX
Hottest:
DAN FOGELBERG 9-1
KOOL & THE GANG 6-2
QUEEN 10-4
PRINCE 13-9
RUPERT HOLMES 26-18

KJRB/Spokane, WA
Brian Gregory
CHRISTOPHER CROSS
DONNA SUMMER
KOOL & THE GANG
PRETENDERS
FOREIGNER
Hottest:
KOOL & THE GANG 1-1
DAN FOGELBERG 6-3
PINK FLOYD 12-6
TOM PETTY 14-8
TOTO 17-10

KMJC/San Diego, CA
A.J. Roberts
KOOL & THE GANG
SHALAMAR
CHUCK MANGIONE
Hottest:
TERI DESARIO 2-1
DAN FOGELBERG 11-2
QUEEN 10-5
STEVE FORBERT 15-10
PRINCE 17-11

KROY/Sacramento, CA
Rick Shannon
EAGLES
J. GEILS BAND
Hottest:
QUEEN 1-1
PRINCE 4-2
TERI DESARIO 13-3
TOM PETTY 18-12
PINK FLOYD 22-17

KRQP/Tucson, AZ
Dan McCoy
EAGLES
22 TOP
HEART
CHUCK MANGIONE
Hottest:
DAN FOGELBERG 3-1
DIRT BAND 7-3
TERI DESARIO 9-4
SPINNERS 13-6
NEIL DIAMOND 19-10

KRSP/Salt Lake City, UT
Lorraine Winnegar
CHUCK MANGIONE
FOREIGNER
EAGLES
Hottest:
DAN FOGELBERG 1-1
DIRT BAND 7-3
PAT BENATAR 10-4
MOLLY HATCHET 14-5
PINK FLOYD 16-7

KRUX/Phoenix, AZ
Bobby Rivers
HEART
EAGLES
RUSH
CHRISTOPHER CROSS
WAYNE NEWTON
Hottest:
DONNA SUMMER 7-1
PAT BENATAR 16-11
SPINNERS 21-14
TOTO 23-15
DIRT BAND 26-20

KTAG/Tacoma, WA
Sean Carter
FOREIGNER
KARLA BONOFF
CHUCK MANGIONE
Hottest:
MICHAEL JACKSON 1-1
TERI DESARIO 9-2
QUEEN 15-8
DIONNE WARMICK 19-14
TOTO 22-15

KTKT/Tucson, AZ
Ed Alexander
CLIFF RICHARD
EAGLES
TOMMY JAMES
CHRISTOPHER CROSS
Hottest:
QUEEN 4-1
RUPERT HOLMES 16-7
SPINNERS 19-13
KOOL & THE GANG 27-17
PINK FLOYD 29-22

KING/Seattle, WA
Bruce Murdock

RAY, GOODMAN & B
KOOL & THE GANG
DR. HOOK
Hottest:
DAN FOGELBERG 5-1
ANNE MURRAY 7-4
QUEEN 13-7
DIRT BAND 21-12
SPINNERS 19-14

Y94/Fresno, CA
Ray Appleton
RAY, GOODMAN & B
Hottest:
DAN FOGELBERG 4-1
DIRT BAND 10-4
STEVE FORBERT 14-6
ROD STEWART 15-10
NEIL DIAMOND 19-13

KHJ/Los Angeles, CA
Chuck Martin
KNACK
WHISPERS
ROMANTICS
ANDY GIBB
PINK FLOYD
Hottest:
MICHAEL JACKSON 1-1
DONNA SUMMER 3-2
TERI DESARIO 10-6
TOM PETTY 13-10
DAN FOGELBERG 23-18

KLUC/Las Vegas, NV
Dave Anthony
HEART
EAGLES
Hottest:
DAN FOGELBERG 1-1
QUEEN 7-4
CLIFF RICHARD 12-8
DIRT BAND 19-12
TOM PETTY 26-14

PARALLEL THREE
KBDF/Eugene, OR
Greg Lev
22 TOP
DAVID GATES
DR. HOOK
BLONDIE
Hottest:
DAN FOGELBERG 2-1
DIONNE WARMICK 8-5
LED ZEPPELIN 11-8
DONNA SUMMER 12-9
RUPERT HOLMES 24-19

KBIM/Roswell, NM
Dr. Jay
MOLLY HATCHET
BLONDIE
LINDA RONSTADT
HEART
JIMMY BUFFET
AMERICA
GLORIA GAYNOR
UTOPIA
Hottest:
FLEETWOOD MAC 2-1
TERI DESARIO 5-2
DAN FOGELBERG 13-6
SPINNERS 16-9
TOTO 18-10

KBWZ/Boston, MT
Dennis Nichols
CHRISTOPHER CROSS
CHUCK MANGIONE
BILLY PRESTON & S
Hottest:
FLEETWOOD MAC 1-1
JOHN STEWART 10-3
DIRT BAND 14-4
QUEEN 15-7
DAN FOGELBERG 19-9

KCBN/Reno, NV
Palmer Stewart
HEART
J. GEILS BAND
DR. HOOK
22 TOP
KNACK
CHUCK MANGIONE
Hottest:
QUEEN 1-1
DAN FOGELBERG 8-2
ANNE MURRAY 12-5
PRINCE 13-9
DIONNE WARMICK 18-11

KDZA/Pueblo, CO
Rip Avina
KNACK
CHUCK MANGIONE
J. GEILS BAND
BILLY PRESTON & S
CHRISTOPHER CROSS
38 SPECIAL
RAY, GOODMAN & B
Hottest:
FLEETWOOD MAC 3-1
DAN FOGELBERG 7-2
STEVE FORBERT 11-6
PRINCE 13-9
NEIL DIAMOND 17-12

KFAD/Boise, ID
Charlie Fox
J. GEILS BAND
BETTE MIDLER
FOREIGNER
RUSH
HEART
Hottest:
DAN FOGELBERG 1-1
STYX 5-2
TOTO 14-8
CHUCK MANGIONE 30-21

K(MK)/Billings, MT
Michael May

AIR SUPPLY
CHUCK MANGIONE
FELIX CAVALIERE
38 SPECIAL
TOM PETTY
PRINCE
SPINNERS
DONNA SUMMER
Hottest:
FLEETWOOD MAC 1-1
TOTO 14-9
BARRY MANILOW 22-14
NEIL DIAMOND 25-15
LED ZEPPELIN 23-16

KQDI/Grand Falls, MT
Barry Cooper
ALAN PARSONS
CHUCK MANGIONE
HEART
KNACK
KARLA BONOFF
J. GEILS BAND
Hottest:
MICHAEL JACKSON 1-1
DAN FOGELBERG 9-2
FLEETWOOD MAC 13-3
STYX 10-5
NEIL DIAMOND 12-7

KRI/Coeur d'Alene, ID
Steven Alan Mark-Kelvin
FOREIGNER
DR. HOOK
KENNY NOLAN
ROCKETS
PRETENDERS
CHRISTOPHER CROSS
Hottest:
MOLLY HATCHET 2-1
STYX 4-2
QUEEN 9-5
TOTO 11-7
ANNE MURRAY 13-8

KSLY/San Luis Obispo, CA
Brad Ranger
NEIL DIAMOND
INMATES
MICHAEL JACKSON
SHALAMAR
Hottest:
FLEETWOOD MAC 2-1
QUEEN 7-2
TOM PETTY 11-7
DONNA SUMMER 15-11
DIONNE WARMICK 23-16

KFN/Anchorage, AK
Kent Byun
DONNA SUMMER
RUPERT HOLMES
PINK FLOYD
J. GEILS BAND
CHUCK MANGIONE
TOMMY JAMES
ANNE MURRAY
Hottest:
EIO 2-1
DIRT BAND 7-4
TOM PETTY 12-5
DAN FOGELBERG 19-9
FLEETWOOD MAC 29-11

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.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

Note: (\*) Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron.

★ DENOTES FIRST WEEK IN PARALLELS.

REPORTERS 183

JOHN DOE Hit Song (Anylabel) LP: Hit Song. Regional Reach 100/25 65%. National Summary Up 51.

PAT BENATAR Heartbreaker (Chrysalis) LP: In The Heat Of The Night. Regional Reach 113/11 62%.

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.

Table with columns P1, P2, P3 and station call letters for various markets.

BABYS Back On My... (Chrysalis) LP: Union Jacks. Regional Reach 132/16 72%.

NEIL DIAMOND September Morn (Columbia) LP: September Morn. Regional Reach 183/5 89%.

Table with columns P1, P2, P3 and station call letters.

Table with columns P1, P2, P3 and station call letters.

CHRISTOPHER CROSS Ride Like The Wind (WB) LP: Christopher Cross. Regional Reach 79/51 43%.

Table with columns P1, P2, P3 and station call letters.

TERI DESARIO Yes, I'm Ready (Casablanca) LP: Moonlight Madness. Regional Reach 167/0 88%.

Table with columns P1, P2, P3 and station call letters.

NEIL DIAMOND September Morn (Columbia) LP: September Morn. Regional Reach 183/5 89%.

Table with columns P1, P2, P3 and station call letters.

Table with columns P1, P2, P3 and station call letters.

DIRT BAND An American Dream (UA) LP: An American Dream. Regional Reach 164/4 84%.

Table with columns P1, P2, P3 and station call letters.

ELO Last Train To London (Jet) LP: Discovery. Regional Reach 71/1 39%.

Table with columns P1, P2, P3 and station call letters.

Table with columns P1, P2, P3 and station call letters.

FLEETWOOD MAC Sars (WB) LP: Tusk. Regional Reach 171/0 83%.

Table with columns P1, P2, P3 and station call letters.

DAN FOGELBERG Longer (Full Moon/Epic) LP: Phoenix. Regional Reach 180/2 98%.

Table with columns P1, P2, P3 and station call letters.

Table with columns P1, P2, P3 and station call letters.

STEVE FORBERT Romeo's Tune (Nemperor) LP: Jackrabbit Slim. Regional Reach 169/1 87%.

Table with columns P1, P2, P3 and station call letters.

ANDY GIBB Desire (RSO) LP: Desire. Regional Reach 157/4 86%.

Table with columns P1, P2, P3 and station call letters.

Table with columns P1, P2, P3 and station call letters.

HEART Even It Up (Epic) LP: Babe Le Strange 47/34 26%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

RUPERT HOLMES Him (MCA) LP: Partners In Crime 161/11 88%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

KNACK Baby Talks Dirty (Capitol) LP: But The Little Girls Understand 68/26 37%

J. GEILS BAND Come Back (EMI-America) LP: Love Stinks 81/30 44%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

TOMMY JAMES Three Times... (Millennium) 87/21 53%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

KNACK Baby Talks Dirty (Capitol) LP: But The Little Girls Understand 68/26 37%

KNACK Baby Talks Dirty (Capitol) LP: But The Little Girls Understand 68/26 37%

KOOL & THE GANG Too Hot (De-Lite) 113/26 62%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

NICOLETTE LARSON Let Me Go, Love (WB) LP: In The Nick Of Time 78/9 43%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

LED ZEPPELIN Foot In The... (Svan Song) LP: In Through The Out Door 111/3 61%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

CHUCK MAGNIONE Give It All You Got (A&M) LP: Fun And Games 105/38 57%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

BARRY MANILOW When I Wanted You (Arista) LP: One Voice 130/7 71%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

MOLLY HATCHET Flirtin' With Disaster (Epic) LP: Flirtin' With Disaster 78/12 43%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

BETTE MIDLER When A Man... (Atlantic) LP: The Rose Soundtrack 58/8 31%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

ANNE MURRAY Daydream Believer (Capitol) 166/3 85%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

PINK FLOYD Another Brick... (Columbia) LP: The Wall 127/20 69%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

J. GEILS BAND Come Back (EMI-America) LP: Love Stinks 81/30 44%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

TOM PETTY & HEARTBREAKERS Refugee (Backstreet/MCA) LP: Damn The Torpedoes 116/17 63%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

BILLY PRESTON & SYREETA With You I'm... (Motown) LP: Late At Night 56/22 31%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

PRICE I Wanna Be Your Lover (WB) LP: Prince 123/1 67%

P1 P2 P3 EAST SOUTH WEST... (Station call letters and program details)

(ZZ Top continued)

930 0-25	WBST
940 0-25	WBST
950 0-25	WBST
960 0-25	WBST
970 0-25	WBST
980 0-25	WBST
990 0-25	WBST
1000 0-25	WBST
1010 0-25	WBST
1020 0-25	WBST
1030 0-25	WBST
1040 0-25	WBST
1050 0-25	WBST
1060 0-25	WBST
1070 0-25	WBST
1080 0-25	WBST
1090 0-25	WBST
1100 0-25	WBST

**Z**

**ZZ TOP**  
*I Thank You (WB)*  
LP: Duquello

142/11 76%

Regional Summary: UP 117, DOWN 2, ADDS 16

N & A

Region	Station	Time	Artist	Album
P1	WABC	12-5	ZZ Top	I Thank You
	WABC	12-12	ZZ Top	I Thank You
	WABC	12-19	ZZ Top	I Thank You
	WABC	12-26	ZZ Top	I Thank You
	WABC	1-2	ZZ Top	I Thank You
	WABC	1-9	ZZ Top	I Thank You
	WABC	1-16	ZZ Top	I Thank You
	WABC	1-23	ZZ Top	I Thank You
	WABC	1-30	ZZ Top	I Thank You
	WABC	2-6	ZZ Top	I Thank You
	WABC	2-13	ZZ Top	I Thank You
	WABC	2-20	ZZ Top	I Thank You
	WABC	2-27	ZZ Top	I Thank You
	WABC	3-6	ZZ Top	I Thank You
	WABC	3-13	ZZ Top	I Thank You

Region	Station	Time	Artist	Album
P2	WABC	7-9	ZZ Top	I Thank You
	WABC	7-16	ZZ Top	I Thank You
	WABC	7-23	ZZ Top	I Thank You
	WABC	7-30	ZZ Top	I Thank You
	WABC	8-6	ZZ Top	I Thank You
	WABC	8-13	ZZ Top	I Thank You
	WABC	8-20	ZZ Top	I Thank You
	WABC	8-27	ZZ Top	I Thank You
	WABC	9-3	ZZ Top	I Thank You
	WABC	9-10	ZZ Top	I Thank You
	WABC	9-17	ZZ Top	I Thank You
	WABC	9-24	ZZ Top	I Thank You
	WABC	10-1	ZZ Top	I Thank You
	WABC	10-8	ZZ Top	I Thank You
	WABC	10-15	ZZ Top	I Thank You

Region	Station	Time	Artist	Album
P3	WABC	17-15	ZZ Top	I Thank You
	WABC	17-22	ZZ Top	I Thank You
	WABC	17-29	ZZ Top	I Thank You
	WABC	17-36	ZZ Top	I Thank You
	WABC	18-2	ZZ Top	I Thank You
	WABC	18-9	ZZ Top	I Thank You
	WABC	18-16	ZZ Top	I Thank You
	WABC	18-23	ZZ Top	I Thank You
	WABC	18-30	ZZ Top	I Thank You
	WABC	19-6	ZZ Top	I Thank You
	WABC	19-13	ZZ Top	I Thank You
	WABC	19-20	ZZ Top	I Thank You
	WABC	19-27	ZZ Top	I Thank You
	WABC	19-34	ZZ Top	I Thank You
	WABC	20-1	ZZ Top	I Thank You

# Others Getting Significant Action

(Continued from Back Page)

**RUSH "Spirit Of The Radio" (Mercury) 15/8**  
Moves: Up 4, Same 3, Down 0, Adds 8, CKGM, KBEQ, KCPX, KRUX, WFBQ, KQWB-FM, WSP, KFKD, CHUM 22-17, KWK 13-7, KSLQ 21-17, KUPD 29-25

**GARY NUMAN "Cars" (Atco) 15/6**  
Moves: Up 4, Same 6, Down 0, Adds 8, CHUM, JB106, KEEL, BJ106, KZ3, WFBQ, KCBN 37-25

**ROCKETS "Desires" (RSO) 14/8**  
Moves: Up 0, Same 6, Down 0, Adds 8, Q105, B100, KUPD, 95SGF, WBBQ, WSKZ, WNXX, KRLC

**WHISPERS "And The Beat Goes On" (Solar/RCA) 13/8**  
Moves: Up 4, Same 1, Down 0, Adds 8, KRLA, WBEW-FM, WBLI, WNOE, WHBQ, KHJ, WSEZ, FM99

**COMMODORES "Wonderland" (Motown) 13/2**  
Moves: Up 6, Same 5, Down 0, Adds 2, KRBE, KJR, WNOE 34-30, KEEL 37-34, WCIR 27-23

**BOOMTOWN RATS "I Don't Like Mondays" (Columbia) 13/1**  
Moves: Up 5, Same 6, Down 1, Adds 1, BJ105, WFI 29-27, KJR 25-23, WSKZ 12-8, WSP 29-24

**SISTER SLEDGE "Got To Love Somebody" (Cotillion) 13/0**  
Moves: Up 10, Same 3, Down 0, Adds 0, KC101, KXX106 17-14, Y103 22-18

**PRETENDERS "Brass In Pocket (I'm Special)" (Sire) 12/6**  
Moves: Up 3, Same 3, Down 0, Adds 8, Q106, KXX106, KJR, WRKO, FM99, KRLC, 940 29-22

**JIM KIRK & TM SINGERS "Voice Of Freedom" (Capitol) 12/3**  
Moves: Up 0, Same 9, Down 0, Adds 3, KVIL, WFBQ, 13FEA, WXLO, WRKO, KEARTH, on, KFRC on

**BONNIE POINTER "I Can't Help Myself" (Motown) 12/2**  
Moves: Up 8, Same 2, Down 0, Adds 2, KVIL, WGCL, Y100 15-11, WNOE 38-34, WCIR 14-11, RFMA 6-4

**WUFM & CHAKA "Do You Love What You Feel" (MCA) 12/0**  
Moves: Up 6, Same 3, Down 3, Adds 0, KOPA 29-27, BJ105 12-10, KC101 23-20

**DANN ROGERS "Looks Like Love Again" (International Artists) 12/0**  
Moves: Up 6, Same 4, Down 2, Adds 0, KVIL d.23, WOKY 22-20, WTIX 33-29, 13FEA 29-27

**BLONDE "Call Me" (Chrysalis) 11/11**  
Moves: Up 0, Same 0, Down 0, Adds 11 including WKBQ, WRKO, 94Q, KFRC, B100, WFBQ, WNXX

**ROMANTICS "What I Like About You" (Nemperor) 11/6**  
Moves: Up 1, Same 4, Down 0, Adds 6, WOKY, KFRC, KZ33, WISM, WRKR, KFI on

## DANCEMUSIC RADIO

### HOTTEST

SHALAMAR	.....	"Second Time Around" (Solar/RCA)
WHISPERS	.....	"And The Beat Goes On" (Solar/RCA)
KOOL & THE GANG	.....	"Too Hot" (De-Lite)
SPINNERS	.....	"Workin' My Way Back To You" (Atlantic)
NARADA MICHAEL WALDEN	.....	"I Shoulda Loved Ya" (Atlantic)

### NEW & ACTIVE

SISTER SLEDGE	.....	"Got To Love Somebody" (Cotillion)
KENNY LOGGINS	.....	"This Is It" (Columbia)
TERI DeSARIO w/KC TAVARES	.....	"Yes, I'm Ready" (Casablanca)
QQ	.....	"Bad Times" (Capitol)
CHUCK MANGIONE	.....	"Standing Ovation" (Arista)
FESTIVAL	.....	"Give It All You Got" (A&M)
INSTANT FUNK	.....	"Don't Cry For Me Argentina" - Evita (RSO)
LA FLAVOUR	.....	"Bodyshine" (Salsoul)
MICHAEL JACKSON	.....	"Mandolay" (Sweet City)
REPORTING STATIONS:	.....	"Off The Wall" (Epic)

**EAST:** WKUU/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; WPGE/Charlotte, NC. Linn Van Poole; WOKF/Tampa, FL. Scott Robbins.

**MIDWEST:** WDMT/Cleveland, OH. Richie Paletta; WDAU/Chicago, IL. Mary Klug; KJLA/Kansas City, MO. Mark Goider.

**WEST:** KTUL/Denver, CO. Bruce Blason; KXTG/Phoenix, AZ. Alicia Torres; KHYT/Tucson, AZ. Rich Brother Robbin; KSFZ/San Francisco, CA. Jim Smith; KUIS-FM/Los Angeles, CA. Mike Wagner.

**DONNA SUMMER**  
*On The Radio (Casablanca)*  
LP: On The Radio

142/11 76%

Regional Summary: UP 117, DOWN 2, ADDS 16

N & A

Region	Station	Time	Artist	Album
P1	WABC	12-5	Donna Summer	On The Radio
	WABC	12-12	Donna Summer	On The Radio
	WABC	12-19	Donna Summer	On The Radio
	WABC	12-26	Donna Summer	On The Radio
	WABC	1-2	Donna Summer	On The Radio
	WABC	1-9	Donna Summer	On The Radio
	WABC	1-16	Donna Summer	On The Radio
	WABC	1-23	Donna Summer	On The Radio
	WABC	1-30	Donna Summer	On The Radio
	WABC	2-6	Donna Summer	On The Radio
	WABC	2-13	Donna Summer	On The Radio
	WABC	2-20	Donna Summer	On The Radio
	WABC	2-27	Donna Summer	On The Radio
	WABC	3-6	Donna Summer	On The Radio
	WABC	3-13	Donna Summer	On The Radio

Region	Station	Time	Artist	Album
P2	WABC	7-9	Donna Summer	On The Radio
	WABC	7-16	Donna Summer	On The Radio
	WABC	7-23	Donna Summer	On The Radio
	WABC	7-30	Donna Summer	On The Radio
	WABC	8-6	Donna Summer	On The Radio
	WABC	8-13	Donna Summer	On The Radio
	WABC	8-20	Donna Summer	On The Radio
	WABC	8-27	Donna Summer	On The Radio
	WABC	9-3	Donna Summer	On The Radio
	WABC	9-10	Donna Summer	On The Radio
	WABC	9-17	Donna Summer	On The Radio
	WABC	9-24	Donna Summer	On The Radio
	WABC	9-30	Donna Summer	On The Radio
	WABC	10-1	Donna Summer	On The Radio
	WABC	10-8	Donna Summer	On The Radio

Region	Station	Time	Artist	Album
P3	WABC	17-15	Donna Summer	On The Radio
	WABC	17-22	Donna Summer	On The Radio
	WABC	17-29	Donna Summer	On The Radio
	WABC	17-36	Donna Summer	On The Radio
	WABC	18-2	Donna Summer	On The Radio
	WABC	18-9	Donna Summer	On The Radio
	WABC	18-16	Donna Summer	On The Radio
	WABC	18-23	Donna Summer	On The Radio
	WABC	18-30	Donna Summer	On The Radio
	WABC	19-6	Donna Summer	On The Radio
	WABC	19-13	Donna Summer	On The Radio
	WABC	19-20	Donna Summer	On The Radio
	WABC	19-27	Donna Summer	On The Radio
	WABC	19-34	Donna Summer	On The Radio
	WABC	20-1	Donna Summer	On The Radio

**SPINNERS**  
*Workin' My Way... (Atlantic)*

164/10 90%

Regional Summary: UP 164, DOWN 1, ADDS 10

N & A

Region	Station	Time	Artist	Album
P1	WABC	0-5	Spinners	Workin' My Way
	WABC	0-12	Spinners	Workin' My Way
	WABC	0-19	Spinners	Workin' My Way
	WABC	0-26	Spinners	Workin' My Way
	WABC	1-2	Spinners	Workin' My Way
	WABC	1-9	Spinners	Workin' My Way
	WABC	1-16	Spinners	Workin' My Way
	WABC	1-23	Spinners	Workin' My Way
	WABC	1-30	Spinners	Workin' My Way
	WABC	2-6	Spinners	Workin' My Way
	WABC	2-13	Spinners	Workin' My Way
	WABC	2-20	Spinners	Workin' My Way
	WABC	2-27	Spinners	Workin' My Way
	WABC	3-6	Spinners	Workin' My Way
	WABC	3-13	Spinners	Workin' My Way

Region	Station	Time	Artist	Album
P2	WABC	7-9	Spinners	Workin' My Way
	WABC	7-16	Spinners	Workin' My Way
	WABC	7-23	Spinners	Workin' My Way
	WABC	7-30	Spinners	Workin' My Way
	WABC	8-6	Spinners	Workin' My Way
	WABC	8-13	Spinners	Workin' My Way
	WABC	8-20	Spinners	Workin' My Way
	WABC	8-27	Spinners	Workin' My Way
	WABC	9-3	Spinners	Workin' My Way
	WABC	9-10	Spinners	Workin' My Way
	WABC	9-17	Spinners	Workin' My Way
	WABC	9-24	Spinners	Workin' My Way
	WABC	9-30	Spinners	Workin' My Way
	WABC	10-1	Spinners	Workin' My Way
	WABC	10-8	Spinners	Workin' My Way

Region	Station	Time	Artist	Album
P3	WABC	14-11	Spinners	Workin' My Way
	WABC	14-18	Spinners	Workin' My Way
	WABC	14-25	Spinners	Workin' My Way
	WABC	15-1	Spinners	Workin' My Way
	WABC	15-8	Spinners	Workin' My Way
	WABC	15-15	Spinners	Workin' My Way
	WABC	15-22	Spinners	Workin' My Way
	WABC	15-29	Spinners	Workin' My Way
	WABC	16-5	Spinners	Workin' My Way
	WABC	16-12	Spinners	Workin' My Way
	WABC	16-19	Spinners	Workin' My Way
	WABC	16-26	Spinners	Workin' My Way
	WABC	17-2	Spinners	Workin' My Way
	WABC	17-9	Spinners	Workin' My Way
	WABC	17-16	Spinners	Workin' My Way

**LINDA RONSTADT**  
*How Do I Make You (Asylum)*  
LP: Mad Love

143/22 78%

Regional Summary: UP 101, DOWN 1, ADDS 22

N & A

Region	Station	Time	Artist	Album
P1	WABC	0-20	Linda Ronstadt	Mad Love
	WABC	0-27	Linda Ronstadt	Mad Love
	WABC	1-4	Linda Ronstadt	Mad Love
	WABC	1-11	Linda Ronstadt	Mad Love
	WABC	1-18	Linda Ronstadt	Mad Love
	WABC	1-25	Linda Ronstadt	Mad Love
	WABC	2-1	Linda Ronstadt	Mad Love
	WABC	2-8	Linda Ronstadt	Mad Love
	WABC	2-15	Linda Ronstadt	Mad Love
	WABC	2-22	Linda Ronstadt	Mad Love
	WABC	2-29	Linda Ronstadt	Mad Love
	WABC	3-6	Linda Ronstadt	Mad Love
	WABC	3-13	Linda Ronstadt	Mad Love
	WABC	3-20	Linda Ronstadt	Mad Love
	WABC	3-27	Linda Ronstadt	Mad Love

Region	Station	Time	Artist	Album
P2	WABC	7-17	Linda Ronstadt	Mad Love
	WABC	7-24	Linda Ronstadt	Mad Love
	WABC	7-31	Linda Ronstadt	Mad Love
	WABC	8-7	Linda Ronstadt	Mad Love
	WABC	8-14	Linda Ronstadt	Mad Love
	WABC	8-21	Linda Ronstadt	Mad Love
	WABC	8-28	Linda Ronstadt	Mad Love
	WABC	9-4	Linda Ronstadt	Mad Love
	WABC	9-11	Linda Ronstadt	Mad Love
	WABC	9-18	Linda Ronstadt	Mad Love
	WABC	9-25	Linda Ronstadt	Mad Love
	WABC	10-2	Linda Ronstadt	Mad Love
	WABC	10-9	Linda Ronstadt	Mad Love
	WABC	10-16	Linda Ronstadt	Mad Love
	WABC	10-23	Linda Ronstadt	Mad Love

Region	Station	Time	Artist	Album
P3	WABC	10-10	Linda Ronstadt	Mad Love
	WABC	10-17	Linda Ronstadt	Mad Love
	WABC	10-24	Linda Ronstadt	Mad Love
	WABC	10-31	Linda Ronstadt	Mad Love
	WABC	11-7	Linda Ronstadt	Mad Love
	WABC	11-14	Linda Ronstadt	Mad Love
	WABC	11-21	Linda Ronstadt	Mad Love
	WABC	11-28	Linda Ronstadt	Mad Love
	WABC	12-5	Linda Ronstadt	Mad Love
	WABC	12-12	Linda Ronstadt	Mad Love
	WABC	12-19	Linda Ronstadt	Mad Love
	WABC	12-26	Linda Ronstadt	Mad Love
	WABC	1-2	Linda Ronstadt	Mad Love
	WABC	1-9	Linda Ronstadt	Mad Love
	WABC	1-16	Linda Ronstadt	Mad Love

**QUEEN**  
*Crazy Little Thing... (Elektra)*

178/0 96%

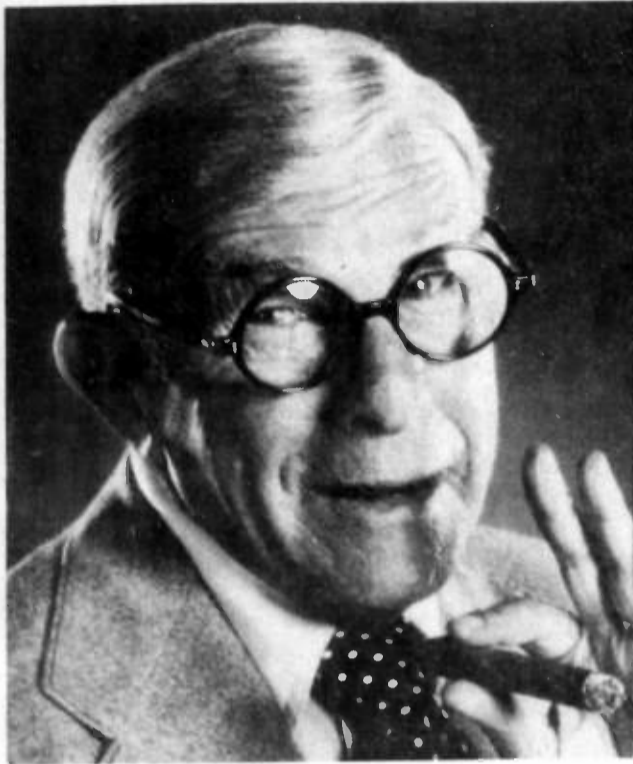
Regional Summary: UP 150, DOWN 15, ADDS 18

N & A

Region	Station	Time	Artist	Album
P1	WABC	0-20	Queen	Crazy Little Thing
	WABC	0-27	Queen	Crazy Little Thing
	WABC	1-4	Queen	Crazy Little Thing
	WABC	1-11	Queen	Crazy Little Thing
	WABC	1-18	Queen	Crazy Little Thing
	WABC	1-25	Queen	Crazy Little Thing
	WABC	2-1	Queen	Crazy Little Thing
	WABC	2-8	Queen	Crazy Little Thing
	WABC	2-15	Queen	Crazy Little Thing
	WABC	2-22	Queen	Crazy Little Thing
	WABC	2-29	Queen	Crazy Little Thing
	WABC	3-6	Queen	Crazy Little Thing
	WABC	3-13	Queen	Crazy Little Thing
	WABC	3-20	Queen	Crazy Little Thing
	WABC	3-27	Queen	Crazy Little Thing

Region	Station	Time	Artist	Album
P2	WABC	7-17	Queen	Crazy Little Thing
	WABC	7-24	Queen	Crazy Little Thing
	WABC			

# Three Confirmed And More To Follow...



## George Burns "I Wish I Was Eighteen Again"

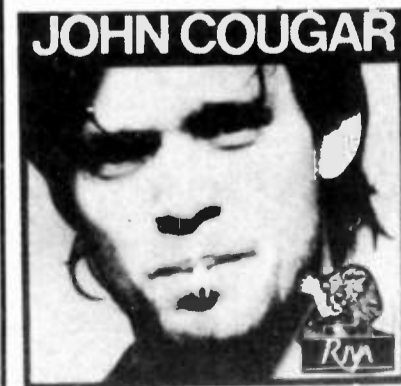
WKBW 4  
WFIL add  
CKLW 20-16  
WOKY on  
KEARTH add  
WFBR deb 29  
WTIX add  
WKIX on  
WGH add  
KRUX on  
WJBQ 23-21  
WIGY on  
WTSN on  
WFBG on  
WFLB add  
WTRU 18-13

## Rush "The Spirit Of Radio"

CHUM 22-17  
CKGM add  
WLS LP cut  
KDWB on  
WEFM (test)  
KWK 13-7  
KSLQ 21-17  
KBEQ add  
KUPD 29-25  
WIFI (test)  
WZDQ add 37  
WVIC on  
KZ93 on  
KRKE on  
KCPX add  
KRSP on  
KRUX add  
WFBG add  
KQWB-FM add  
WSPT add  
KFXD add

## John Cougar "Small Paradise"

KJR deb 25  
WIFI on  
94Q on  
KBEQ on  
WPST deb 30  
Y103 39-34  
WNAP 17-16  
KRUX on  
WCIR deb 30  
WXIL on



RIVA/MERCURY



Phonogram Inc.  
A Polygram Co.



On Mercury Records

Distributed By Polygram Distribution Inc.



# THE PICTURE PAGES

## Whispers Making Noise At Roxy



L.A.'s Roxy recently hosted Solar Records' Whispers. Shown backstage with the group are execs from Solar Records and RCA Records, their distributor. Surrounding the group's identical twins, Walter and Wallace Scott, are (l-r): Whispers Leeveil Degree and Marcus Hutson, Solar VP Edna Collison, RCA's Bill Meehan, RCA VP Arnie Orleans, group's Nicholas Caldwell, and RCA VP's Bud Dain, Eddie DeJoy, and Chuck Thagard.

## Westwood One Tops On Mayor's List



L.A. syndication firm Westwood One was recently officially congratulated by Mayor Tom Bradley on the growth of the five-year-old company. Accepting the award in the City Hall ceremony are Westwood President Norman Pattiz (right) and "Off The Record" host Mary Turner.

## MVP Captures Mizzouri Foxx



MVP Records recently expanded its roster by signing Mizzouri Foxx, a rock group from Neosho Joplin, MO. They will be produced by Dino Fekaris and Freddie Perren, distributed and marketed by Polydor. Pictured at the ceremonies are (standing, l-r): M.F. keyboardist Rick Han, group bassist Randy Butler, band drummer Kenny Vaughn, Polydor VP Marty Goldrod, and MVP producer Dino Fekaris. Seated (l-r) are: M.F. guitarist Gary Lohmann, MVP President Freddie Perren, and MVP Exec. VP Christine Perren.

## Jackson Triple Crown Winner At AMA



Epic recording artist Michael Jackson is shown with American Music Awards presenters Andy Gibb (left) and Dionne Warwick (right) after capturing the hat trick, as did Donna Summer, at the recent awards ceremonies. Jackson's honors were for Favorite Male Soul Vocalist as well as Favorite Soul Single ("Don't Stop Till You Get Enough") and Favorite Soul Album ("Off The Wall").

## Sentimental Journey



Columbia's Journey was recently awarded Ampex's Golden Reel Awards in acknowledgment of the use of Ampex tape on the groups' last two albums. A check of \$1000 accompanied the award, which the group promptly donated to the American Cancer Society. Pictured at the awards ceremony are (l-r) producers Jeffrey Workman and Kevin Ellison, Journey members Ross Valory, Neal Schon, and Steve Perry, and Dick Eastwood Executive Director of the American Cancer Society's San Francisco branch.

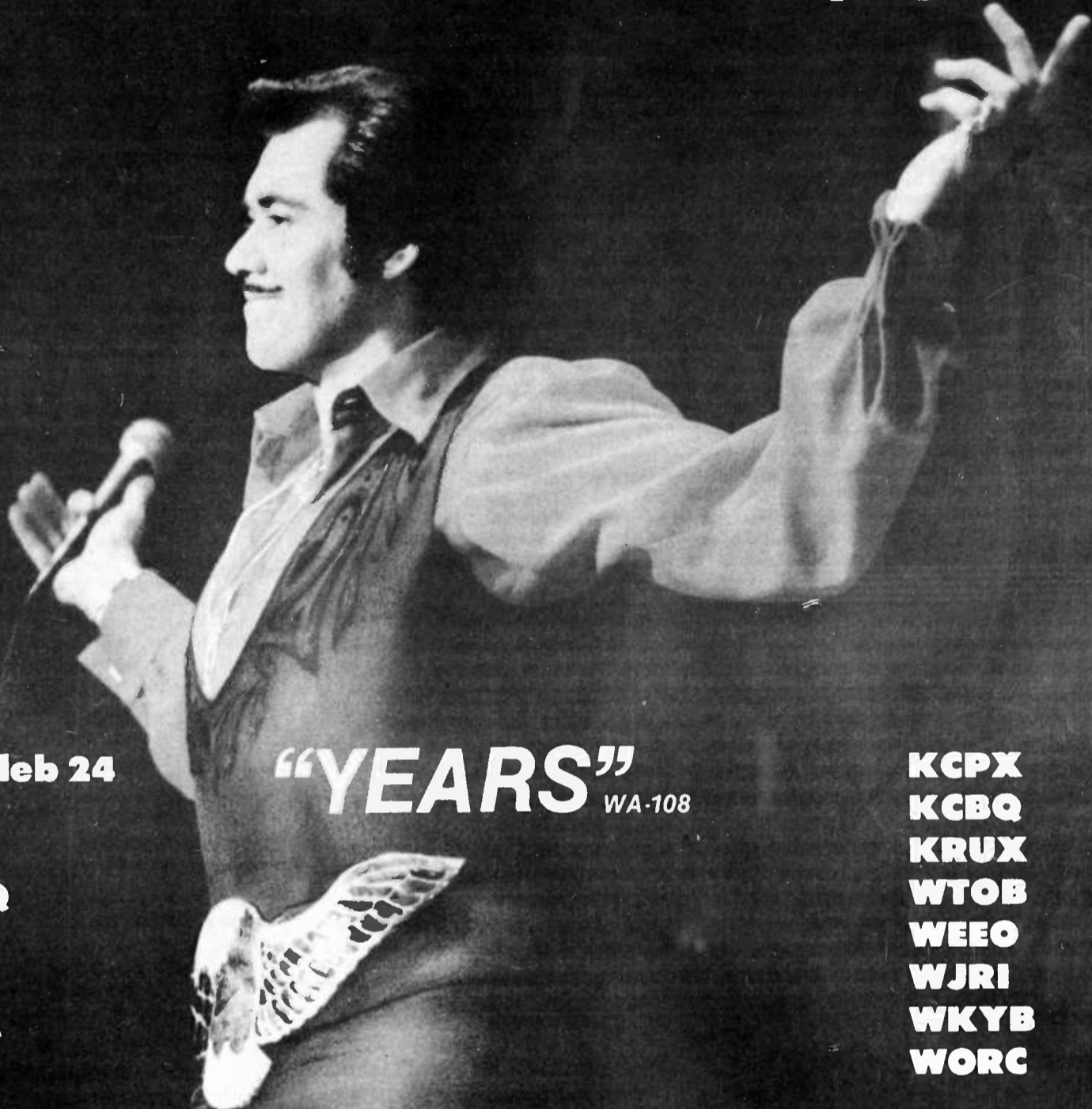
## Rasta Roxy Rock



Island Records and ASCAP composer Bob Marley recently performed at the Roxy in Los Angeles and was greeted by ASCAP executives. The concert was a benefit show for the Sugar Ray Youth Foundation. Pictured are (l-r) ASCAP's Michael Gorfaine, Marley and ASCAP's Eric McCaskill.



# WAYNE NEWTON IN ACTION



**WFIL deb 24**  
**KEEL**  
**KLIF**  
**WQXQ**  
**WFBG**  
**KFMD**  
**13FEA**

**"YEARS"** WA-108

**KCPX**  
**KCBQ**  
**KRUX**  
**WTOB**  
**WEEO**  
**WJRI**  
**WKYB**  
**WORC**

**KRTH / WFIL / WTIK / BJ-105 / V-97 / WTAC /  
WGOW / WLOF / KULF / KCBN / WFLI / WYSL-27  
WKKY / WBGN / KRDG / WKTQ / KLBK / WHNY /  
WHBB / WHJB / WNIX / WJAD / WWNY / WEVA  
WGNS / WJR / KSFO / KMBZ / KOMO / KGNR / KSL  
WOMC / WSMB / US-1 / WCCO / KDWN / KRKK / WREN  
WHIZ / WBNS / WYMC / WJON / WATR / WCER / KUGN**

**ETC. ETC. ETC. ETC. ETC. ETC.**



# FM 100 Plans Beautiful Music Evolution

Two weeks ago, Part I of R&R's interview with the FM 100 Plan's Darrel Peters covered a number of general issues in the Beautiful Music field, including adding contemporary pop artists to the music mix. In the conclusion this week, Peters discusses more specific details of FM 100's methods and theories: news, contests, updating music, and correctly-timed pauses — plus a glimpse at the company's Beautiful Country format.

## Part II

**R&R:** How about news?

**DP:** With news, again, we have our recommendations as to how it's done. We feel that a listener of this format does not want a lot of detail; he or she wants to know when something is happening, and what happened. We don't pretend to do anything more than tell them what happened, and if they want more detail, they can find it in the newspaper or TV. There's so much in the area of problems and irritations and aggravation on most stations that it's a relief for someone to at least let you know what is going on and not drown you with all the gory details of the murders, and so forth.

**R&R:** With your Beautiful Contemporary, if you're going after that younger audience who grew up on rock and a lot of promotions, do you intend to get involved in that?

**DP:** We are very heavily involved in promotions. We believe strongly in on-air promotions.

**R&R:** For Beautiful Contemporary and Beautiful Music?

**DP:** Oh yes. Most Beautiful Music stations and formats consider that a negative. We believe very strongly in it if it ties in and fits the format.

**R&R:** What kind of things do you do?

**DP:** We do the basic gifts. The prizes are standard. From automobiles down to diamond rings, and vacations. Dinners. But we tie our contests into the music.

**R&R:** Can you give me an example?

**DP:** We play the "Mystery Song Contest." People identify the songs that are played, send them in on a postcard, and we have drawings every day for prizes, going to the end of the period of the contest for grand prizes. It's listener involvement. In Chicago we average typically on every one of these contests 50,000-60,000 letters. That pulls away the feeling a lot of people have who insisted that it's a background sound.

**R&R:** One of the reasons we began covering this format is because we want to make the entire radio community aware of what is going on. 50,000 to 60,000 cards... most radio stations don't even get that kind of response.

**DP:** We got 20,000 in San Diego this last time. This is not uncommon. We think it's important to have the listener involved. It's all the way it's done in my opinion. A contest can be very unobtrusive. It can be fun for the listener if it's done right. We feel that the only people who think our sound is background sound are the ones who don't listen to us.

**R&R:** You're also doing a Country format, is that correct?

**DP:** Yes, Beautiful Country is another one again. Our whole bag is tied to the word "Beautiful," even though it's nega-

"We feel that the only people who think our sound is background sound are the ones who don't listen to us."



you would listen in an office; I listen to it at home during dinner time; I listen to it in the morning; I listen to it at 2:00 in the morning. Before it goes in, it has to fill all those holes as far as I'm concerned.

**R&R:** So what it really comes down to is we're listening to a programmer, and if the programmer happens to be correct at the moment...

**DP:** It's been pretty good for awhile, that's right. For four or five years, it's been extremely good, not only for Chicago, but across the country.

**R&R:** You do have some other level of research, because on your contemporary things, you're obviously judging the ones that are hits.

**DP:** Sure, you have to do that. The contemporary format is obviously a more chart-oriented format, but let's take the top 50 right now. Of those top 50, I believe we're playing about eight. So, it's a very conservative format. The thing that's totally different about that is that we're playing a 30% ratio of instrumentals, which has never been done in contemporary radio, in any sense. And again, 80% of that product is custom material of our own.

**R&R:** But you'd also throw in a "Music Box Dancer" if it was available, right?

**DP:** Yes, but I think our custom version is better than the hit.

**R&R:** Do you weed out the older music that's been around?

**DP:** We do more updating than anyone in the business. Our stations average anywhere from four to 40 tapes a month, depending on the season of the year. Beautiful Music has a surprising amount of updating because we have the product. Most of the complaints you hear from the other syndicators is that there is no product available.

**R&R:** Right. That's one of the key things we've discovered.

**DP:** And what some of them are doing, the independents particularly, is getting together, maybe 10 or 12 of them, and producing their own stuff, by committee. I just don't think that works. I think when you have 12 program directors, you've got 12 problems. And what happens is that the cost is so extravagant, then they try to sell it to all the syndicators to get their money back, or part of their money back. Our thinking is that if you produce a product for yourself and your stations, it should be for yourself and your stations. I don't see any point in sharing it with all your competitors. If that's what you're in business for, then I think it's incongruous with trying to win for your station.

**R&R:** It may also be a last resort because if you're an independent, you have to do something to fight against somebody who has 140 radio stations.

**DP:** Oh yes. It's very tough. The typical recording session today runs \$65,000.

**R&R:** And how many songs do you get out of there for \$65,000?

**DP:** Depending on the size of the orchestra and so forth, from 15-25.

**R&R:** Those are very expensive songs.

**DP:** Expensive is the word, but they sound awfully good and they sound different than anything else on the dial.

**R&R:** One of the things we found out in talking to stations was that they seem to budget a great deal more money, and I'm checking with you to see if you do the same thing, for outside



promotions than most other radio stations. It seems as though Beautiful Music spends more money on television on a regular basis.

**DP:** We have to spend money today. I think anybody has to. What's happening today with the ratings, particularly in the big markets, is that they're getting away from the so-called two or three or four books a year, and we're seeing the trend now into monthly ratings, even by Arbitron, which makes it pretty hard for any company to hype 12 months a year. I think the contemporary stations traditionally have spent more than Beautiful Music stations have. The good Beautiful Music station that runs a good shot does spend money. There's no fighting it.

**R&R:** Do you plan clever things for average quarter-hour maintenance, other than music?

**DP:** Our key is that we are a random select as opposed to match flow, match flow being where the tapes are constructed in 15-minute periods, where the same 4 or 5 songs always play together. We change the decks after every selection, and we devised a way to do it. The reason that never worked in the past I think is because people just didn't understand the pause that we work. We work with varying pauses that are extremely important. The pauses vary. The pause is very critical in combining different selections. If the pause is too short, it becomes very irritating. You get clashes of keys, clashes of tempos, which is very irritating. So we build into the tapes the pause that we feel is correct.

**R&R:** You also had success with WSB-FM...

**DP:** Oh yes, we knocked off a long-standing station there. We've had a lot of successes all over the place in various size markets. We've concentrated on all sizes of markets as opposed to just going into the big ones. Schulke, for example, likes to limit himself to the larger markets, and that's fine; but we try to market a product that's available to anybody. We try to place it so that a small market can afford to be the best-sounding thing too.

**R&R:** What you're saying is that you have now found this formula that seems to work, no matter where. It amazes me that something in Allentown could work that works in San Diego. That's totally different lifestyles.

**DP:** We feel that there is a percentage of people who will respond to a sound, and if you get that percentage and hold them long enough, you're going to win.

**R&R:** And it certainly is not the 65-year-old little ladies sitting home and filling out the diaries, as people have said for years.

**DP:** But I still love her dearly. I don't want to lose her either. We consider all the people through the demographics that don't count to the advertising anymore just as important as the young ones for us, because they all add up into the total. But our key is to keep them around as long as possible too, and I think the way we do it is by playing a lot of things that they're familiar with, and yet still bring in the new material in a proper arrangement.

Our demographic is amazing because traditionally, book after book, we own the key demographic of 25-49 and 25-54, which is the new one that Arbitron has allowed now; that's been a tremendous plus to Beautiful Music — that additional five years now falls into the major demographic, because before anybody who was 50 fell off the cliff. But the amazing thing, I think to most people, is our 18-34 strength, which is consistent. When you've got the top and the bottom, you've got a hell of a package together.

**R&R:** When you have failed, and I assume there might have been a few failures or disappointments, what have you found to be the cause?

**DP:** The problem in that case — execution, without any doubt. At the local station.

**R&R:** They didn't follow the plan?

**DP:** They did it their own way, considering the fact that the breaks were not important, and the breaks are very important. What's done on those stops is critically important.

**R&R:** So you actually get into how to present the breaks as well?

**DP:** Everything, every detail. News, public service, public affairs, commercials, the whole bag. Everything ties into one important package, and when one element is wrong, it's not going to do as well as it could. All we can do is recommend. We can't control, and we know that. We go in and explain that the first day, but we have recommendations based on a lot of track record, and I think if anybody is buying the service, it's logical that they follow it, and if it doesn't work, I'll take all the blame. But it's like buying a McDonald's franchise and putting mustard on a hamburger instead of catsup.

## the FM 100 plan

tive to some people, but we think it's important. Again, all of our formats are designed for one purpose, and that is long listening. The kind of station that you turn on and leave on all day. We don't give you one reason to leave the dial. And even the Country format has that same overall smoothness that never changes.

**R&R:** What are you considering when you go for that long listening?

**DP:** The key again is the blending of what we put together. As far as I'm concerned, the music should never jar the listener. He shouldn't look at the radio. He shouldn't look at the speaker. He's looking at it and touching the dial, you've got problems. But it does not mean that you play syrup. We play a lot of tempo — a tremendous amount of tempo, much brighter than most Beautiful Music stations are. But it's done in a context where it's not irritating.

**R&R:** When you judge the music, is it coming down to a person's opinion as opposed to any kind of research? How do you know what to do?

**DP:** I work strictly with a gut feeling. Before a track goes into any of our libraries, I listen to that thing at least five times under different circumstances. I listen to it during office time, as



# Black Radio

## Bill Speed

### DIARY ANNOUNCEMENTS, AFFIRMATIVE ACTION, AND FRUSTRATION

#### The R&R Black Radio Ratings Conference Call, PT. II

The second segment of our three-part Black Radio Ratings Conference Call features the same participants as last week: WTLC/Indianapolis GM Amos Brown, WAOK/Atlanta PD Doug Harris, WDIA/Memphis PD Ron King, and WOL/Washington PD Bob Scott, along with R&R Ratings & Research Editor Jhan Hiber and yours truly. This week we discussed Arbitron's attitude toward affirmative action, on-air diary announcements and whether they're effective, and the frustration Black radio people feel towards ratings, especially when they're in markets with 50% or more black population and their shares don't come close to reflecting that. Our programmers come up with some provocative comments this week . . .

**AMOS BROWN:** What is Arbitron's stance on affirmative action?

**R&R:** Up until the end of '78 this was the status, more or less. In terms of male and female affirmative action, Arbitron is very heavily female-oriented. Virtually all the people in Beltsville, Laurel, and virtually all the people that work in your metros, the people doing the telephone retrieval, are female. Now of that female population Arbitron has in the past made attempts to get more ethnic representation on the staff. They are very concerned about it, not out of any idealistic situation, but Control Data (parent corporation) has government contracts and they want to keep them. They were going into the black community, but they didn't get a lot of response. The way Arbitron generally hires these people is through what's called a blind newspaper ad. They state in the ad "equal opportunity employer," but the description of the task is vague, so that somebody in the media with a deceptive attitude doesn't try to intrude on the staff. So because the wording isn't very specific and it doesn't mention what the company is, you get a low calibre of people responding, which essentially ends up hurting your bottom line because these people may not do a very good job of conducting the interviews.

**RON KING:** Do you think that particular method is by design?

**R&R:** Back in '77 Arbitron used a different recruitment mode. The ad named the company and was pretty specific in the job description. A number of vocal people in the industry got honest about it, thinking that somebody might try to infiltrate the survey staff to affect it on behalf of the station. So Ted Shaker (Arbitron President) made the decision to create a blander ad that wouldn't perhaps arouse the interest or suspicion of somebody in the industry. It's a problem the industry is kind of divided on — do you want to take the chance of getting media infiltration or do you want to take the chance on the kind of people you hire with a vague ad who are going to hamper the quality of your survey? I'm sure Arbitron would welcome some input on that, whether from NABOB or calling Rick Aurichio in New York and saying, "Hey, here's what's happening." Don't hesitate to be vocal about it.

*"If somebody in the market starts diary announcements, we would be on the air in 10 minutes with ours out of sheer self-defense. I'm not begging but I'm telling people to do their civic duty, and if they happen to tell the truth when they get an Arbitron diary, fine."*

— Amos Brown

**DOUG HARRIS:** You were talking about people regarding AM vs. FM, or black folks saying they don't listen to the Black station. I noticed that problem in New York when I was at WRVR — the hip black folks would say they listen to the Jazz station before they would say WBSL just to be hip, or they would say not WWRL, but WBSL just to be hip.

**RON KING:** I've got that problem here in Memphis, too.

**DOUG HARRIS:** Arbitron is the bible; we have to go by it, but I sure wish there was another way, because it's not fair towards Black stations . . .

**AMOS BROWN:** Have any of you tried diary announcements, and if you have, have they worked?

**DOUG HARRIS:** No, I haven't. We stay away from them.

**BOB SCOTT:** We run them in DC; in fact most of the stations here did, and I don't think it made a change one way or another.

**R&R:** Let's talk about those on-air announcements for a minute. How do you feel about it?

**RON KING:** To me it sounds like you're begging; it's like vote for me, vote for me is how it comes across on the air. If you have to resort to begging people to listen to you, then you're starting from a defeatist attitude. I feel negative about it but I wouldn't say no just to be different.

**AMOS BROWN:** Let me clarify my position on diary announcements. If Arbitron would suddenly change the methodology then we would have to take a serious look at diary announcements. Our current policy is if somebody in the market starts diary announcements, we would be on the air in 10 minutes with ours out of sheer self-defense, but if we were ever forced into it, the announcement would be more designed as consumer education and deal with the whole concept of it being important for the world . . . to know how the black community thinks, and black community, we would hope you do your duty if someone should ever ask your opinion. I'm not begging but I'm telling people to do their civic duty, and if they happen to tell the truth when they get an Arbitron diary, fine.

**BOB SCOTT:** I don't know what is run anywhere else in the country, but here in DC it was a general spot that all stations ran. In fact, it was a produced spot that came out of the Washington Area Broadcast Association. It basically stated that audience measurements are being taken and it is very important that you do keep your books correctly. It really didn't beg. A lot of people probably didn't know what the hell it meant.

**R&R:** You touched on something I was going to bring up. I'm not sure it's really helping because a lot of the agencies I talk to — a lot of them are really beginning to penalize stations that run these announcements. Arbitron did a test in San Diego which was frankly inconclusive. But more testing needs to be done, and I think that as long as

the agencies and some advertisers are looking at it as screwing up the possible results, it might be wise to stay away from it. We've talked of the difficulties of measuring radio anyway and if somebody hears these announcements they might relate to peer pressure: "What should I put down in the diary? Maybe I should put down a station I would like to listen to and not the one I usually listen to." I think a lot of the research people are against it because they heighten in the minds of the dairykeepers the real importance these things have and it might tend to skew the way they put the data in there. There's a sort of criminal element here — people have been known to sell diaries or try to. If you run the kind of announcement that ballyhoos how important they are, you may get a call from your friendly neighborhood grocer who has a couple of diaries and how much are they worth to you?

**BOB SCOTT:** WPGC ran them in DC in April/May and they had a good book, and that's why in the fall everyone went to them.

**R&R:** I think it's like hula hoops — a fad and not a very helpful one, especially for the industry. If the radio industry is going to do it, let's do it in a multimedia way. Let's really educate, do it like a community service-type of thing as opposed to just relating to the surveys.

#### "It Doesn't Weigh Out"

**RON KING:** What are the new proposed Extended Survey markets?

**R&R:** Right now they will be doing the top three starting in February. Starting in the fall about the next 10 markets or so; it's still kind of unstable. They are trying to get Extended Measurement in the top 20 markets by the fall, which would mean September 4. After that, the rest of the markets will come in probably in the first quarter of 1981. Your area would probably be in early 1981.

**AMOS BROWN:** I would like to see once some of the head sales people of Arbitron go out with black salesmen, either on a local or national level, and see how we get our brains beat in trying to use their damn information. Maybe then they would begin to understand some of our problems.

**DOUG HARRIS:** I think the whole problem is in the way they survey Black radio. They need more representation, they need more people on the management decision level.

**R&R:** There are no blacks now in the upper echelon of Arbitron. They are very sensitive to people like Ragan Henry and Willie Davis and the folks at NABOB. What I really think is needed — it really behooves you gentlemen to have a concerted effort with regard to talking to Rick Aurichio, who is the VP in New York. If he gets enough pressure he will move either through us or through your own correspondence or through NABOB. But decide on a forum and try to speak with more of a voice. I think blacks and a lot of broadcasters generally grumble about Arbitron, pay them a lot of money, get the book and try to make the best out of it they can. Increased communication will pay off for you and help alleviate some of the frustration you are currently feeling.

**BOB SCOTT:** In DC, we are talking about a 70%, at a conservative estimate, black population, and the Black stations are sharing less than 20% of the share. It doesn't make sense . . .

**DOUG HARRIS:** It doesn't weigh out. Just like here in Atlanta. I got here in May and the majority of this city is black, and you can't get anything from them. I lose a tenth of a point. I had roadshows out all summer and we pulled no less than 15,000 people. We've had over 3700 entries where they had to mail in the back of a bumper sticker — this was during the Oct/Nov sweep and these were older folks and I lost a tenth of a point.

**AMOS BROWN:** Let me echo that. I got three huge mail sacks full of mail in my office, and a year ago we were with you in saying that blacks do not write in. It was an 18+ contest which cut across all demo and age lines. It was helpful for one thing: I have data now and if I can ever get some help in here, I can go to MSI because I've got data that I can project on a map.

**R&R:** What you might want to do is send about 100 letters a week to Aurichio and to your regional sales guy. This is just a little message and indication of your audience. And after awhile, they will begin to get the point. You've got to be a little creative about it. KACE/Los Angeles runs a lot of promotions, outdoor concerts. They had more people attending these concerts than they showed come in the entire book. I mentioned this to Aurichio — it's like moving a glacier because it takes a lot of work, but eventually we can make some progress with it.

**NEXT WEEK:** In the conclusion of the Conference Call, we get into the specific details of Arbitron's "ethnic retrieval" techniques as well as discussing what the new Extended Measurement year-round surveys will mean to your station.

#### People

J. Michael Williams, Program Director of WNOO/Chattanooga, has left the station with future plans as yet unannounced. His replacement is WNOO air personality Dwight Harrison who will retain his morning slot . . . Also making an exit is Verla Harden of WJMI/Jackson, MS where she was a member of the airstaff . . . CBS Records has named Doug Wilkins Director of West Coast Promotion for their Black Music Marketing division. Prior to his appointment, Wilkins was Western Regional Promotion Manager for the same company. Maurice Warfield, with CBS in Los Angeles in a local promotion capacity, is Wilkins's replacement . . . **MARDI GRAS MOURNING:** Sad to report that Henry (Professor Longhair) Byrd, whose boogie/shuffle piano style influenced Dr. John and Huey "Piano" Smith among others over the course of his 30-year career as a pianist/songwriter, passed away in his hometown of New Orleans Monday (2-4). Best known for his 1959 recording of "Go To The Mardi Gras," which has become a seasonal favorite in the Crescent City, Byrd began his career in 1950 when, as Professor Longhair and his Shuffling Hungarians, he recorded "She Ain't Got No Hair." He was 61 . . . Remember, you don't have to be a reporter to participate in this section. Please send all materials (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

#### Places

**LOVE IS ON THE AIR:** At least in Saginaw, Michigan. Local station WWWS is adding an unusual twist to its air sound — the staff will be hosting their regular shifts with their respective spouses and girlfriends or boyfriends. The music for this upcoming promotion will be centered around a love theme and, according to Program Director Kermit Cruckett, the shows "promise to be different as well as interesting" . . . Also hopping aboard the love train is WGIV/Charlotte, which will be giving away 15 dozen roses for its Valentine's Day promotion . . .

#### Things

**BE A WWINER:** No, this isn't a typo but the name of a current promotion at WWIN/Baltimore. Listeners are being asked to call in and guess the prize being offered that particular hour. Six winners are being chosen daily and in turn qualify for the grand prize trip to the Pocono Mountains . . . Congratulations are in order for WOIC/Columbia, SC as the station recently celebrated its sixth anniversary with black-owned Nuance Broadcasting . . .

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- NARADA MICHAEL WALDEN**  
"I Shoulda Loved Ya" (Atlantic)
- WHISPERS**  
"And The Beat Goes On" (Solar/RCA)
- KOOL & THE GANG**  
"Too Hot" (De-Lite)
- RAY, GOODMAN & BROWN**  
"Special Lady" (Polydor)
- SISTER SLEDGE**  
"Got To Love Somebody" (Cotillion)
- VAUGHN MASON & CREW**  
"Bounce, Rock, Shake, Roll" (Brunswick)
- PARLIAMENT**  
"Theme From The Black Hole" (Casablanca)
- ROBERTA FLACK & DONNY HATHAWAY**  
"You Are My Heaven" (Atlantic)
- COMMODORES**  
"Wonderland" (Motown)

## CLIMBERS

Following are listed in order of their airplay activity.

**BROTHERS JOHNSON** "Stomp" (A&M) 64% reporting activity. Hot new record. In the East it is new at WXYV and WWIN; climbing at WWRL and hot at WOL. Added at the following stations in the South: WOWI, WOIC, WDIA, WHRK, WVEE, WTMP, WAOK, WGIV, KOKY, WYLD and WVOL while climbing at WNOO, KAPE, WJJS and WJMI. Debuting at WTLC, WCIN, WKWM, KATZ and WWWS in the Midwest. Added at KDKO, KLIP and KYAC in the West.

**SHALAMAR** "Second Time Around" (Solar/RCA) 45% reporting activity. In the West it is medium at KYAC. Climbing at WBMX and KATZ in the Midwest while hot at WAMM, KMJM and WJLB. Climbing at WJMI in the South while in hot rotation at WOWI, WVOL, WYLD, WTMP, WVEE, WHRK, WJJS, WPDQ and WOIC. Medium at WWIN in the East; hot at WXYV and WKND.

**NORMA JEAN** "High Society" (Bearsville) 43% reporting action. Hot in the East at WOL. Added at WENN in the South while climbing at WJJS, WDIA, WAOK, WGIV, WYLD, WVOL and WOWI and hot at KOKY and WNOO. Hot rotation at WJLB and WDAO in the Midwest; climbing at WAMM, WLOU, WCIN and KPRS. Hot in the West at KDAY.

**TAVARES** "Bad Times" (Capitol) 40% of our reporters are on it. In the South it is new at WTMP and climbing at WDIA, KOKY, WOWI and KAPE while hot at WYLD and WJMI. Medium in the Midwest at WAMM, WLOU, WKWM and KATZ. Climbing at KDIA and KDKO in the West. Hot at WWRL in the East with medium airplay at WKND, WWIN and WAMO.

**LOU RAWLS** "Sit Down And Talk To Me" (Philadelphia International) 38% reporting activity. In the Midwest it is climbing at KPRS, WJLB, WTLC and WAMM, while hot at KMJM, WCIN and KATZ. In the South it is new at WENN, climbing at WYLD, WOWI and KAPE, and hot at WJMI, WGIV and WAOK. Medium in the East at WKND and hot at WOL.

**HAROLD MELVIN & THE BLUENOTES** "Prayin'" (Source/MCA) 38% reporting activity. In the South it is new at WENN and medium at KAPE, WGIV, WAOK, WTMP and WJJS, while hot at WYLD and WOIC. In the Midwest it is climbing at KPRS, WCIN and WJLB and hot at WBMX and WKWM. Climbing in the East at WAMO and WWRL with a hot at WKND.

**SPINNERS** "Workin' My Way Back To You" (Atlantic) 38% reporting action. In the East it is climbing at WWRL. Climbing at KYAC and KDIA in the West; hot at KDAY. The South reflects medium airplay at WOIC, WYLD, WJMI, WVOL and WOWI, with hot rotation at WDIA, WAOK, WGIV and KAPE. The Midwest shows hot activity at WCIN; medium at KMJM and WWWS.

**DONNA SUMMER** "On The Radio" (Casablanca) 38% of our reporters are on it. Added at WWIN and WWRL in the East. Added in the South at WDIA, WANT and WYLD with medium airplay at KAPE, WNOO, WJJS and WOIC. Debuting at WBMX in the Midwest and climbing at WDAO, WTLC and WAMM. Hot at KYAC in the West and medium at KDKO and KDIA.

### Album Airplay

Following are listed in order of their airplay activity.

- RAY, GOODMAN & BROWN "Ray, Goodman & Brown" (Polydor) "Special Lady"
- LOU RAWLS "Sit Down And Talk To Me" (Phil. Int'l) "Sit Down And Talk To Me"
- WHISPERS "The Whispers" (Solar/RCA) "And The Beat Goes On" "Lady"
- BRASS CONSTRUCTION "Brass Construction 5" (UA) "Right Place"
- GAP BAND "Gap Band II" (Mercury) "Steppin' (Out)" "I Don't Believe You Want To Get Up And Dance (Oops)"
- PRINCE "Prince" (WB) "I Wanna Be Your Lover" "Why You Wanna Treat Me So Bad" "Sexy Dancer"
- PARLIAMENT "Gloryhallelujah" (Casablanca) "The Big Bang Theory" "Theme From The Black Hole" "Party People"
- NATALIE COLE/PEABO BRYSON "We're The Best Of Friends" (Capitol) "What You Won't Do For Love" "We're The Best Of Friends" "Gimme Some Time"
- TEDDY PENDERGRASS "Live Coast To Coast" (Phil. Int'l) Various Cuts
- MICHAEL JACKSON "Off The Wall" (Epic) "Rock With You" "Off The Wall" "Girlfriend"

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

**KENNY LOGGINS** "This Is It" (Columbia) 36% reporting activity. In the West it is medium at KDKO and KDIA. The East reflects medium airplay at WAMO. Climbing at WAMM, WTLC, KMJM, WJLB, WCIN, KATZ, WWWS, and KPRS in the Midwest. In the South it is hot at WTMP and medium at WGIV, WAOK and WPDQ.

**PEACHES & HERB** "I Pledge My Love" (Polydor) 36% reporting activity. In the Midwest it is hot at WDAO with medium airplay at WLOU, WJLB and KPRS. In the South it is new at WENN while climbing at WOIC, WPDQ, WDIA, WTMP, KOKY and WJMI. Added at WOL in the East and climbing at WWRL, WKND and WWIN.

**INNER LIFE** "I'm Caught Up" (Prelude) 33% reporting airplay. In the East it is climbing at WAMO while hot at WWIN, WOL and WKND. In the South it is in hot rotation at WDIA; medium at KOKY and WYLD. Added at WKWM in the Midwest and medium at WAMM, WDAO, WJLB and KPRS. Hot at KYAC and medium at KDIA in the West.

**JEAN CARN** "My Love Don't Come Easy" (Philadelphia International) 31% of our reporters are on it. Added at WBL in the East and medium at WAMO, WWRL and WKND. In the South it is medium at WDIA, WTMP and WYLD. Climbing at KATZ, WKWM, WJLB, WDAO, WTLC and WLOU in the Midwest.

**TERI DeSARIO w/KC** "Yes, I'm Ready" (Casablanca) 31% reporting airplay. Added in the East at WAMO, WWRL and climbing at WOL. In the Midwest it is new at WLOU and KATZ while medium at WKWM and WAMM. The South reflects medium airplay at WJJS, WTMP, WVOL and KAPE. Added at KDAY in the West and climbing at KDKO.

**ANGELA BOFILL** "What I Wouldn't Do" (GRP/Arista) 29% reporting activity. Added in the West at KDKO. Hot at WJLB in the Midwest with mediums at WTLC and KPRS. Medium at WNOO, WYLD and WOIC in the South while hot at KOKY, WTMP and WDIA. Hot at WWRL in the East and climbing at WKND.

## NEW & ACTIVE

**CHUCK CISSEL** "Cisselin' Hot" (Arista) 26% reporting airplay. In the Midwest it is new at WBMX and medium at KPRS, KATZ and WLOU while hot at WJLB and WWWS. The South reflects medium airplay at WYLD and WVOL while hot at WPDQ. Climbing at WAMO and WWRL in the East.

**REN WOODS** "I'm In Love With You" (ARC/Columbia) 26% reporting airplay. Added in the South at WVOL, WENN and KOKY while medium at WPDQ and hot at WJMI. Climbing in the Midwest at WKWM, KMJM and WDAO; hot at KATZ. Medium at WAMO and WKND in the East.

**LA. BOPPERS** "Is This The Best" (Mercury) 26% reporting action. New in the West at KDAY and KLIP. New at WDAO in the Midwest, while medium at KATZ, WTLC, WKWM and WWWS. Added at KAPE and KOKY in the South. Debuting at WBL and medium at WWRL in the East.

**BRASS CONSTRUCTION** "Right Place" (UA) 24% of our reporters are on it. In the East it is climbing at WWIN, WKND and WOL. Medium at WTMP, WJMI and WNOO in the South. Hot at WWWS and WLOU in the Midwest while medium at WDAO. Added at KLIP in the West.

**VERNON BURCH** "Get Up" (Chocolate City) 24% reporting airplay. Climbing in the East at WWRL, WKND, WWIN and WAMO. Medium in the South at WVOL, WOIC and WOWI. The Midwest reflects medium airplay at WJLB and WLOU. Climbing at KDKO in the West.

**NATALIE COLE & PEABO BRYSON** "What You Won't Do..." (Capitol) 24% reporting activity. Added in the East at WOL and WWIN. New at WYLD and WJMI in the South; medium at WNOO and KAPE. Debuting in the Midwest at KPRS, WTLC and WKWM. Medium at KYAC in the West.

**SEQUENCE** "Funk You Up" (Sugar Hill) 24% reporting activity. In the East it is hot at WWIN. Climbing at KOKY and WPDQ in the South while hot at KAPE and WYLD. Added at WAMM in the Midwest; medium at KATZ and KPRS while hot at WBMX. Climbing at KDIA in the West.

## JAZZ R A D I D

### HOTTEST

Following are listed in order of their airplay activity.

- MANHATTAN TRANSFER ..... "Extensions" (Atlantic)
- BOB JAMES/EARL KLUGH ..... "Birdland" Various Cuts
- PAT METHENY ..... "Kari"
- TOM SCOTT ..... "American Garage" (ECM)
- DEXTER GORDON ..... Title "Heartland" Various Cuts
- FRIENDSHIP ..... "Street Beat" (Columbia)
- AHMAD JAMAL ..... Title "Great Encounters" (Columbia)
- JAY HOGGARD ..... Various Cuts
- RONNIE LAWS ..... "Friendship" (Elektra)
- HIROSHIMA ..... Various Cuts
- ..... "Genetic Walk" (20th)
- ..... Various Cuts
- ..... "Days Like These" (GRP/Arista)
- ..... Various Cuts
- ..... "Every Generation" (UA)
- ..... Various Cuts
- ..... "Hiroshima" (Arista)
- ..... Various Cuts

### NEW & ACTIVE

- JON FADDIS ..... "Good And Plenty" (Buddah/Arista)
- ART BLAKEY ..... Various Cuts
- ..... "Reflections In Blue" (Muse)
- ..... Various Cuts

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

Pop/Rhythms  
Hottest  
February 8, 1980

EAST	SOUTH	MIDWEST	WEST
Ray, Goodman & Brown	Narada Michael Walden Lenny White Ray, Goodman & Brown	Whispers Narada Michael Walden Yellow Magic Orchestra	Kool & The Gang Lenny White Michael Jackson Phyllis Hyman

# Regionalized Adds & Hots

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

### EAST

**WBLB**  
New York, NY  
Hal Jackson/Fredrick Crocker

**ADDED**  
Jean Carr  
L.A. Boppers  
Hawthorne  
Narada Michael Walden  
Manhattan Transfer

**HOTTEST**  
Not Available

**WROD**  
Hartford, CT  
Sally Jordan

**ADDED**  
Mills Jackson  
Roberta Flack/Donny Hathaway

**HOTTEST**  
Shelamar  
Smokey Robinson  
Lenny White  
Patrice Rushen  
Ray, Goodman & Brown  
Narada Michael Walden  
Natalie Cole/Peabo Bryson  
Phyllis Hyman  
Harold Melvin  
Inner Life

**WWRN**  
Baltimore, MD  
Carla Anderson

**ADDED**  
Brothers Johnson  
GQ  
Donna Summer  
Natalie Cole/Peabo Bryson  
"What"  
Billy Paul  
Kenny Nolan  
Bitty  
Yellow Magic Orchestra  
Webster Lewis  
Bob James/Earl Klugh

**HOTTEST**  
Vaughn Mason  
Whispers  
Gap Band "Oope"  
Softones  
Prince "Sexy"  
Johnnie Taylor  
Ronnie Laws  
Inner Life  
Sequence  
Slave

**WAMO**  
Pittsburgh, PA  
Ken Allen

**ADDED**  
Botaria  
Fat Larry's Band  
Vaughn Mason  
Brothers By Choice  
Dramatics  
Teri DeSario  
Jones Girls  
Tim Stevens

**HOTTEST**  
Lenny White  
Patrice Rushen  
Pleasure  
Michael Jackson  
Gap Band  
Natalie Cole/Peabo Bryson  
Sergio Mendes  
Ashford & Simpson  
Trussel  
Ray, Goodman & Brown

**WITY**  
Baltimore, MD  
Larry Wilson

**ADDED**  
Roberta Flack/Donny Hathaway  
Brothers Johnson

**HOTTEST**  
Whispers  
Ray, Goodman & Brown  
Vaughn Mason  
Slave  
Shelamar  
Narada Michael Walden  
Kool & The Gang  
Lenny White  
Johnnie Taylor  
Prince "Sexy"  
Angela Bofill "Try"  
Gap Band

**WWRV**  
New York, NY  
Bob Lemer/Linda Haynes

**ADDED**  
GQ  
Trussel  
Donna Summer  
Teri DeSario

**HOTTEST**  
Commodores  
Big Foot  
Tavares  
EWF  
Narada Michael Walden  
Slave  
Angela Bofill  
Sylvester  
Whispers  
Patrice Rushen

**WILD**  
Boston, MA  
Steve Crumbly

**ADDED**  
Not Available

**HOTTEST**  
Lenny White  
O'Jays  
Ray, Goodman & Brown  
Atlantic Starr  
Michael Jackson  
Phyllis Hyman  
Rufus & Chaka  
Stevie Wonder  
Patrice Rushen  
Harold Melvin

**WOL**  
Washington, DC  
Bob Scott

**ADDED**  
Whispers "Lady"  
Kenny Nolan  
Peaches & Herb  
Dramatics  
Natalie Cole/Peabo Bryson  
"What"

**HOTTEST**  
Sergio Mendes  
Inner Life  
Fatback Band  
Vaughn Mason  
Narada Michael Walden  
War  
Ray, Goodman & Brown  
Lou Rawls  
Norma Jean  
Brothers Johnson

### MIDWEST

**WBMX**  
Chicago, IL  
James Alexander

**ADDED**  
Brides Of Funkenstein  
Donna Summer  
Captain & Tennille  
Controllers  
Rick James  
Chuck Cleal

**HOTTEST**  
Kool & The Gang  
Cameo  
Michael Jackson  
Ray, Goodman & Brown  
Sequence  
Trussel  
Yellow Magic Orchestra  
Whispers  
Herb Alpert  
Harold Melvin

**WKRN**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
Ben E. King  
Kenny Nolan  
Dramatics  
Slik  
Natalie Cole/Peabo Bryson  
"What"  
Andrus Crouch  
Stargard  
Brothers Johnson

**HOTTEST**  
Yellow Magic Orchestra  
O'Jays  
Harold Melvin  
Ray, Goodman & Brown  
Gap Band  
Chapter 8  
Parliament  
Narada Michael Walden  
Whispers  
Prince

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Q1 Scott Heron  
Fat Larry's Band  
Mills Jackson  
Webster Lewis  
Commodores  
Parliament  
Trussel  
Controllers

**HOTTEST**  
Chuck Cleal  
Shelamar  
Narada Michael Walden  
O'Jays  
Norma Jean  
Ray, Goodman & Brown  
Herb Alpert  
Sergio Mendes  
Angela Bofill  
Dexter Wansel

**WCIN**  
Cincinnati, OH  
Bob Long

**ADDED**  
Rufus & Chaka "Amy"  
Kenny Nolan  
Brothers Johnson  
Ben E. King  
Sly  
Controllers  
Mills Jackson

**HOTTEST**  
Spinners  
Vaughn Mason  
Instant Funk  
Whispers  
Narada Michael Walden  
Lou Rawls  
Yellow Magic Orchestra  
Ray, Goodman & Brown  
Commodores  
Kool & The Gang  
Shadow  
James Brown

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
L.A. Boppers

**HOTTEST**  
Teena Marie  
Sister Sledge  
Jones Girls  
Norma Jean  
Bobby Wright  
Peaches & Herb  
Kinman Dazz  
Alton McClain/Johnnie Bristol  
Brothers By Choice  
Fat Larry's Band

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

**ADDED**  
Tyronne Davis "Can't"  
Teri DeSario  
Triple S Connection  
Brothers Johnson  
Leon Haywood

**HOTTEST**  
O'Jays  
Lou Rawls  
Sly Hooper  
Teddy Pendergrass  
Sister Sledge  
Dexter Wansel  
Ren Woods  
Rufus & Chaka  
McFadden & Whitehead  
Stevie Wonder

**EPFB**  
Kansas City, MO  
Dell Rice

**ADDED**  
Leon Haywood  
Gap Band "Oope"  
Triple S Connection  
Natalie Cole/Peabo Bryson  
"What"  
Al Johnson  
Instant Funk  
Andy Gibb  
Southroad Connection  
Ave Cherry  
Mills Jackson  
Nicolette Larson  
Solars  
Mighty Fire

**HOTTEST**  
Michael Jackson  
Rufus & Chaka  
Stevie Wonder  
Patrice Rushen  
Lenny White  
O'Jays  
Con Funk Shun  
Dexter Wansel  
Slave  
Phyllis Hyman

**WLou**  
Louisville, KY  
Bill Price

**ADDED**  
Invisible Man's Band  
Whispers  
Teri DeSario

**HOTTEST**  
Teddy Pendergrass  
Narada Michael Walden  
Eugene Record  
Sister Sledge  
Luther & NYC  
Gap Band  
Funkadelic  
Diana Ross  
Brass Construction  
Parliament

### SOUTH

**WANT**  
Richmond, VA  
San Miles

**ADDED**  
Whispers "Lady"  
Futura  
Donna Summer  
Stargard

**HOTTEST**  
Brass Construction  
Slave  
Parliament  
Narada Michael Walden  
Ray, Goodman & Brown  
Lakside  
Angela Bofill  
Tavares

**WVEE**  
Atlanta, GA  
Sooty Andrews

**ADDED**  
Roberta Flack/Donny Hathaway  
Brothers Johnson

**HOTTEST**  
Whispers  
Ray, Goodman & Brown  
Vaughn Mason  
Slave  
Shelamar  
Narada Michael Walden  
Kool & The Gang  
Lenny White  
Johnnie Taylor  
Prince "Sexy"  
Angela Bofill "Try"  
Gap Band

**WTSP**  
Tampa, FL  
Graham Armstrong

**ADDED**  
Bar-Kays "Today"  
Prince "Why"  
Roberta Flack/Donny Hathaway  
Ave Cherry  
Owen McCree  
Brothers Johnson  
Tavares

**HOTTEST**  
Freedom  
O'Jays  
Rupert Holmes  
Narada Michael Walden  
Commodores  
Teddy Pendergrass  
Shelamar  
Kenny Loggins  
Angela Bofill  
Lenny White

**WQIA**  
Memphis, TN  
Ren King

**ADDED**  
Brothers Johnson  
Leon Haywood  
Donna Summer

**HOTTEST**  
Kool & The Gang  
Spinners  
Captain & Tennille  
Sister Sledge  
Inner Life  
Roberta Flack/Donny Hathaway  
Michael Jackson  
Ray, Goodman & Brown  
Rick James  
Angela Bofill

**WADR**  
Atlanta, GA  
Doug Harris

**ADDED**  
Rufus & Chaka "Amy"  
Kenny Nolan  
Brothers Johnson  
Ben E. King  
Sly  
Controllers  
Mills Jackson

**HOTTEST**  
Spinners  
Vaughn Mason  
Instant Funk  
Whispers  
Narada Michael Walden  
Lou Rawls  
Yellow Magic Orchestra  
Ray, Goodman & Brown  
Commodores  
Kool & The Gang  
Shadow  
James Brown

**WJLB**  
Lynchburg, VA  
Robert Gains

**ADDED**  
War  
Kurtis Blow  
Asphalt Jungle  
Sly  
Leon Haywood  
Vaughn Mason  
Al Munkle

**HOTTEST**  
Michael Jackson  
Lenny White  
Shelamar  
O'Jays  
Patrice Rushen  
Natalie Cole/Peabo Bryson  
Rufus & Chaka  
Narada Michael Walden  
Stevie Wonder  
Ray, Goodman & Brown

**WPDQ**  
Jacksonville, FL  
Nat Jackson

**ADDED**  
Tyrone Davis "Can't"

**HOTTEST**  
Michael Jackson  
Prince  
Kool & The Gang  
Commodores  
Stevie Wonder  
Chuck Cleal  
Dynasty  
Diana Ross

**WQV**  
Charlotte, NC  
Chris Turner

**ADDED**  
Rufus & Chaka "Amy"  
Kenny Nolan  
Brothers Johnson  
Ben E. King  
Sly  
Controllers  
Mills Jackson

**HOTTEST**  
Spinners  
Vaughn Mason  
Instant Funk  
Whispers  
Narada Michael Walden  
Lou Rawls  
Yellow Magic Orchestra  
Ray, Goodman & Brown  
Commodores  
Kool & The Gang  
Shadow  
James Brown

**WNRK**  
Memphis, TN  
Ron Olson

**ADDED**  
Roberta Flack/Donny Hathaway  
Brothers Johnson

**HOTTEST**  
Whispers  
Ray, Goodman & Brown  
Vaughn Mason  
Slave  
Shelamar  
Narada Michael Walden  
Kool & The Gang  
Lenny White  
Johnnie Taylor  
Prince "Sexy"  
Angela Bofill "Try"  
Gap Band

**WENN**  
Birmingham, AL  
Jim Lawson

**ADDED**  
Ren Woods  
Norma Jean  
Commodores  
Peaches & Herb  
Lou Rawls  
Harold Melvin

**HOTTEST**  
Not Available

**WOC**  
Columbia, SC  
Bob Walters

**ADDED**  
Brothers Johnson

**HOTTEST**  
Shelamar  
Michael Jackson  
Diana Ross  
Whispers  
Harold Melvin  
Johnny Nash  
Kool & The Gang  
Sister Sledge  
Narada Michael Walden  
Betty Wright

**KORY**  
Little Rock, AR  
Jimmy Smith

**ADDED**  
Leon Haywood  
Brothers Johnson  
Yellow Magic Orchestra  
Ren Woods  
Fat Larry's Band  
Vlado Willa  
L.A. Boppers  
Merry Clayton

**HOTTEST**  
Whispers  
Sister Sledge  
Kool & The Gang  
Ronnie Laws  
Lenny White  
Norma Jean  
Angela Bofill  
Vaughn Mason  
Narada Michael Walden  
Ray, Goodman & Brown

**WYLD**  
New Orleans, LA  
Willie Jay Johnson

**ADDED**  
Ronnie Laws  
Brothers Johnson  
Natalie Cole/Peabo Bryson  
"What"  
Rick James  
Webster Lewis  
Prince "Why"  
Donna Summer  
Controllers  
Leon Haywood

**HOTTEST**  
Lenny White  
Cameo  
Patrice Rushen  
Sequence  
Ray, Goodman & Brown  
Narada Michael Walden  
Whispers  
Harold Melvin  
Shelamar  
Tavares

**KAPE**  
San Antonio, TX  
Rudy Greene

**ADDED**  
Bonnie Pointer  
Bar-Kays  
L.A. Boppers  
Prince "Why"  
Rufus & Chaka "Amy"  
Dramatics

**HOTTEST**  
Bar-Kays "Move/Today"  
Lenny White  
Slave  
Prince  
Cameo  
O'Jays  
Sequence  
Narada Michael Walden  
Parliament  
Spinners

**WROO**  
Chattanooga, TN  
Dwight Harrison

**ADDED**  
Pressure  
Alton McClain/Johnnie Bristol  
Sylvester  
Bill Summers  
ADC Band  
Mills Jackson  
Mighty Five  
Dramatics  
Controllers  
Slik

**HOTTEST**  
Michael Jackson  
Bar-Kays "Today"  
Prince  
Narada Michael Walden  
Pressure  
Phyllis Hyman  
Lenny White  
Patrice Rushen  
Gap Band  
Norma Jean

**KAEZ**  
Oklahoma City, OK  
Steve Scott

**ADDED**  
Not Available

**HOTTEST**  
Whispers  
T. Connection  
Sister Sledge  
Brass Construction  
Betty Wright  
Kool & The Gang  
Sly  
Shelamar  
Bobby Bland  
Prince

**WJRI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Natalie Cole/Peabo Bryson  
"What"  
Bar-Kays "Today"  
Leon Haywood  
Cheryl Lynn

**HOTTEST**  
Lou Rawls  
Ren Woods  
Pleasure  
Narada Michael Walden  
Sister Sledge  
Commodores  
Captain & Tennille  
Whispers  
Tavares  
Parliament

**WOMI**  
Norfolk, VA  
Chester Benton

**ADDED**  
Ronnie Laws  
Parliament  
David Lampell  
Brothers Johnson  
GQ  
Billy Nichole

**HOTTEST**  
Shelamar  
Slave  
Kool & The Gang  
Whispers  
Lenny White  
Commodores  
Vaughn Mason  
Sister Sledge  
Teddy Pendergrass  
Al & The Kidd

**WVVL**  
Nashville, TN  
Paul Harvey

**ADDED**  
Brothers Johnson  
Billy Paul  
Ren Woods  
Mills Jackson  
Sergio Mendes

**HOTTEST**  
Lenny White  
Enchantment  
Cameo  
Shelamar  
Michael Jackson  
Ray, Goodman & Brown  
KC & Sunshine Band  
Johnnie Taylor  
Slave  
Rufus & Chaka

**KNJM**  
St. Louis, MO  
Harry O

**ADDED**  
None

**HOTTEST**  
Michael Jackson  
Switch  
Slave  
Whispers  
Shelamar  
Cameo  
Smokey Robinson  
Lou Rawls  
Ashford & Simpson  
Phyllis Hyman

**WTLG**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Sharon Paige  
Brothers Johnson  
Pressure  
Leon Haywood  
Natalie Cole/Peabo Bryson  
"What"  
Instant Funk  
Triple S Connection  
Al Johnson  
Webster Lewis

**HOTTEST**  
Vaughn Mason  
Yellow Magic Orchestra  
Whispers  
Kool & The Gang  
Joe Bataan  
Brides Of Funkenstein  
Manhattan Transfer  
Oziris  
Gap Band  
Parliament

**WARM**  
Fort, MI  
Enoch Gregory

**ADDED**  
Vaughn Mason  
Roberta Flack/Donny Hathaway  
War  
Sequence  
Neil Diamond

**HOTTEST**  
Michael Jackson  
Captain & Tennille  
Shelamar  
Lenny White  
O'Jays  
Narada Michael Walden  
Patrice Rushen  
Gap Band  
Fleetwood Mac  
Rufus & Chaka

**WVWS**  
Saginaw, MI  
Kerwin Crockett

**ADDED**  
Brothers Johnson  
GQ

**HOTTEST**  
Gap Band "Oope"  
Parliament  
Lenny White  
Narada Michael Walden  
Prince "Sexy"  
Whispers  
Brass Construction  
War  
Chuck Cleal  
Yellow Magic Orchestra

### WEST

**KDAY**  
Los Angeles, CA  
Steve Woods

**ADDED**  
B.T. Express  
Teri DeSario  
Roberta Flack/Donny Hathaway  
L.A. Boppers  
Chuck Mangione

**HOTTEST**  
Whispers  
Parliament  
Narada Michael Walden  
Sister Sledge  
Ronnie Laws  
Vaughn Mason  
Kool & The Gang  
Ray, Goodman & Brown  
Norma Jean  
Spinners

**KDIA**  
Oakland, CA  
Janey Boulding

**ADDED**  
Not Available

**HOTTEST**  
Michael Jackson  
Ray, Goodman & Brown  
O'Jays  
Lenny White  
Patrice Rushen  
Phyllis Hyman  
Narada Michael Walden  
Kool & The Gang  
Parliament  
Prince  
Lakside  
Commodores

**KLIP**  
Pasadena, CA  
Mills Anthony

**ADDED**  
Brass Construction  
Al Johnson  
Dramatics  
Duncan Sisters  
Brothers Johnson  
Bar-Kays "Today"  
L.A. Boppers  
Phyllis Hyman "Spell"

**HOTTEST**  
Not Available

**RKOK**  
Denver, CO  
Darrick Clements

**ADDED**  
Angela Bofill  
Prince "Why"  
Alrplay  
Brandi Russell  
Brothers Johnson

**HOTTEST**  
Rufus & Chaka  
Slave  
Stevie Wonder  
Dionne Warwick  
Lenny White  
Michael Jackson  
Jimmy Bo Home  
Gary's Gang  
Phyllis Hyman  
Emotions

**ADDED**  
Not Available

**HOTTEST**  
Donna Summer  
Inner Life  
Kool & The Gang  
Lenny White  
Michael Jackson  
O'Jays  
Parliament  
Prince  
Patrice Rushen  
Phyllis Hyman

**KYAC**  
Seattle, WA  
Robert L. Scott

**ADDED**  
Brothers Johnson

**HOTTEST**  
Donna Summer  
Inner Life  
Kool & The Gang  
Lenny White  
Michael Jackson  
O'Jays  
Parliament  
Prince  
Patrice Rushen  
Phyllis Hyman



Jeff Gelb

AOR

A PLEA TO AOR RADIO:

## Help Save New Music

As the industry's leading forum for information and ideas, R&R has always been a natural spotlight for the ideas and opinions of our leading programmers and promotional representatives. This week I turn over the reins of the AOR column to Polydor VP of Artist Development Jerry Jaffe for a guest editorial.

Jerry's dedication to AOR radio is well-known throughout the industry, which lends added weight to his well-worded warning and appeal to AOR radio about the future of new music.

The bitter reality of the shrinking rock 'n' roll marketplace has manifested itself in diminishing sales. One aspect of diminished sales, and one those of us in closest contact with developing artists and managers keenly feel, is the distressingly small number of newer artists breaking through to respectable sales levels — sales levels they can live on, and that keep record companies' marketing and merchandising departments economically supporting them in a manner their talent deserves and requires.

### The One Track Syndrome

Too often in 1978 and 1979 we have encountered examples of acts whose industry buzzes turned to shouts of "can't miss." Yet when the hoopla subsided, we've seen that, despite critical acclaim and massive AOR airplay, net sales hovered around 100,000 (as the act huffed and puffed its way between 60 and 80 on the slick trade sales charts and then descended). I think one of the reasons for this phenomenon relates to the methodology and programming of most AOR stations. I call it the "One Track Syndrome."

Simply put, the One Track Syndrome refers to radio adding only one track of a developing act, so that for the six-eight weeks of light-to-medium airplay, the audience must vote with its six dollars if sales merit either "opening up" the album to more cuts, or dropping the artist entirely. In other words, newer artists often have to live or die by one track. In other times, in most markets, we could wait to see if the competing Top 40 went on the single (assuming the added track at AOR was the single, which in most cases it was), thereby intensifying the reach of the song. That would bring

### 19.7 12+ FIGURE IN FALL ARB'S

## WIOT/Toledo PD Pat Still On Ratings Jump

**RELIEF RECORDS:** "One of the things we did this book was to go through the music library and code cuts to make certain that every third or fourth song was what I call a 'relief record.' We're a rock 'n' roll radio station, but we were going at it a little too hard. Seven chainsaws in a row is a little too much to handle. A relief record is someone like Alan Parsons or Steely Dan; very much an AOR-based artist whom our audience is into, but who breaks up the monotony of the rockers."

**PROGRAMMING SPONTANEITY:** "Another thing we tried which seemed to work well was something I call 'programming spontaneity.' Every day we would choose an hour or half-hour of time for commercial-free programming. I'd work with the jocks on choosing something special they could present in this period of time, which they could introduce on their airshifts as an idea they had on the spur of the moment. Something like, 'Hey, I haven't played any Zeppelin or Stones music tonight. Which would you prefer to hear?'"

more visibility to the artist, causing AOR to play another track both for image and political reasons, and invariably inducing a marked sales increase. And the artist was well on his way to "breaking."

Unfortunately, in 1978, most Top 40 stations started hammering crossover disco. When that died down as an audience grabber, they went for an older demographic that shunned high decibel rock music. This gave many developing artists immediate handicaps.

### New Artist Tour Support: An Impossible Task

Many times, after a new artist is dropped from a station's music system, the programmer will say to the record company, "If only the artist had played in the market." This brings up another harsh reality: the difficulty and expense of keeping a newer artist on the road. Promoters around the country are loath to play a developing act on a major bill unless the airplay and sales insure a sell-out. For the record company, club dates and support situations cost an average of \$15,000 per week (not to mention the requisite time-buys on AOR radio). The cruel economy of today severely limits tour support from record companies, and that accounts for the lack of bands breaking themselves through constant touring, as we saw repeatedly in the late seventies.

*"The old dollar-concert concept has had such a negative impact on record company bottom lines that the whole promotion might be considered extinct."*

To boot, it's almost an impossible task to have a newer act in the right city at the exact right time for maximum impact. And the old dollar-concert concept has had such a negative impact on record company bottom lines that the whole promotion might be considered extinct. From a record company's vantage point (logistically, feasibly, and economically), touring by developing acts is made possible by sales action and not vice-versa. AOR Radio must appreciate this fact as a modern-day Catch-22.



### Accepting AOR Responsibility

AOR radio remains the only avenue of broadcast exposure for a great number of artists whom the very people doing AOR radio like to see get recording contracts. In that context, it behooves AOR radio to try harder to give artists identities once those artists are added. It's hard enough to get on the air in the first place, with the regular release of "automatics" and the heavy percentages of oldies and recurrences. So, for all our sakes, it is incumbent to back that key track with something else from the album. If there is nothing else, perhaps the record shouldn't have been added in the first place (and the hopes of the record company falsely raised).

Otherwise, we may have to revert to the old concept of the single deal. If any action ensued, the record company could then either package the hit around quickly-produced filler, or wait for enough singles to fill an album (the Fifties return).

Then the concept of Album-Oriented Rock radio would become obsolete, which would open up a Pandora's box of other problems.

.....

The above opinions, while written by Jerry, reflect a common cause of concern for the record industry as a whole. They are legitimate concerns and deserve a response from AOR radio. Once you have read Jerry's comments, please call the AOR department (213-553-4330) with your reactions. We'll print some of the most interesting comments in our AOR column two weeks from today.

Then he'd take listener requests and do one of the two artists in a special block of commercial-free programming that sounded like an idea he'd had spontaneously."

**A PROMOTIONAL BUDGET OF \$18.26:** "Actually, we had about three billboards. But beyond that, our entire promotional budget was something like \$18.26, which we gave out in a satire of cash calls. Every day we'd call someone and give away \$1.04 (our dial location).

"We did no newspapers and no TV. We just got out into the streets a lot. We sent out our jocks to talk at high schools and colleges. We started a basketball team. We had 'rock nights' at bars and tied in with record stores for several promotions. The key was always getting out into the community and meeting people one-on-one whenever possible. And we would do crazy things, too: One morning, for instance, I did my show remote from one of our billboards right alongside the major freeway here."

**CONSISTENCY:** "We've been an AOR station since 1972, and a Superstars station since 1977. We haven't had a major jock change for over a year. In this age of uncertainty, I think people are looking for 'brand names' in everything they do, including the radio they listen to. They're looking for things they know they can trust."

**COMPETITION:** "Sure, it helped that there was no direct format competitor in the marketplace. But that didn't make us work any less hard for our audience. I understand a station in town that is automated right now is about to go live AOR to take us on, and I'm looking forward to that. As in any market where there's only one AOR or even two, when a new station hits the scene people will sample it. It'll be real challenging to see if we can maintain that share in the face of increased competition. I don't necessarily see us going up again next book. But two or three books from now, I see us being right back up there or higher."

# THE KNACK IS BACK

and they're beautiful



## THE NEW ALBUM

Produced by Commander Chapman

*...but the little girls understand*



© 1980 CAPITOL RECORDS, INC.

*Jeff Gelb*

## Loop Holds Local Music Fest

WLUP/Chicago just completed a weekend of concerts featuring local talent which may have set new records for attendance at concerts by area musicians. In any case, the two-day "Loop Fest '80" did set a Chicago record for indoor concert attendance when 24,000 paid \$2.98-\$3.98 to see twelve area bands last Saturday. In all, 45,000 attended the two-day music festival, designed to spotlight both signed and unsigned area talent. Headlining the show were several area bands who have albums out, including Tantrum, Off Broadway and Hounds.

Aside from the twelve hours of music heard

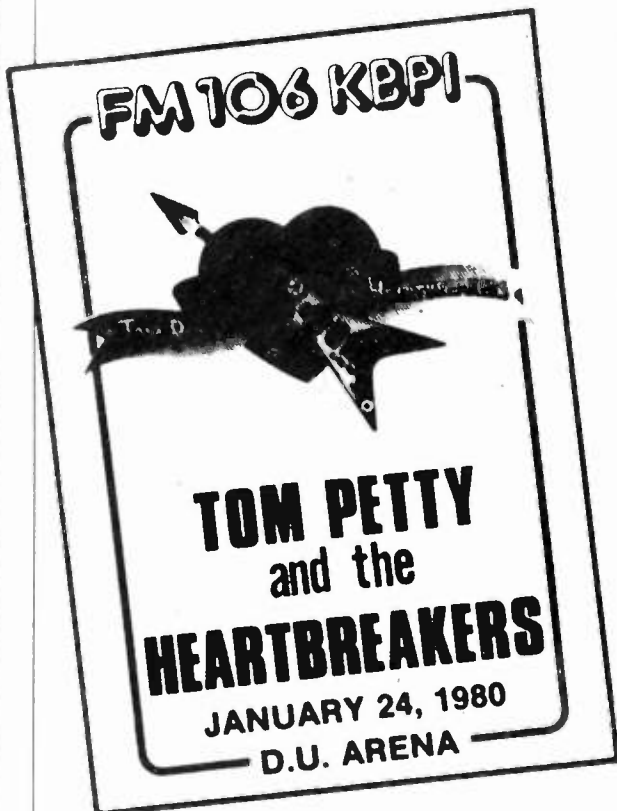
each day, concert-goers could spend time at the sixty concessions and booths set up to sell stereos, T-shirts, and to provide amusements like pinball to the throngs. WLUP broadcast its weekend programming live from the International Amphitheatre, scene of the concerts.

Station PD Mitch Michaels reported he was "enormously gratified" by the community's response to the concerts, which he said would be repeated annually. Next promotional step for the Loop, he revealed, is a Homegrown-type album project called "Chicago Rocks."

### EVOLUTION

K104/Phoenix is experiencing internal turmoil amidst a change in ownership to Western Cities Broadcasting. PD Bob Bailey is exiting; others may follow... Phil Zeni has joined KLPQ/Little Rock from WKQX/Chicago as GM... WFYV/Jacksonville is a new 100,000 watt Superstars AOR signing on around February 15th with Rad Messick (from WWV/Charlottesville) as PD and MD... Bob Davis has been promoted to PD from research at WRXL/Richmond. He replaces departing PD Jack Casey... KDUK/Honolulu's new VP of Operations and Programming is Jim Dunlap. The station's MD is Christa Taylor... New to KWST/Los Angeles are two former air personalities of neighboring KLOS: J.J. Jackson has signed on for 2-6pm and China Smith for 6-10pm. Airstaffer Digby Welch has exited the station and will announce future plans shortly... Ken Anthony has been named MD at KLIV/San Jose... Gene Davis has been upped to Asst. MD at WIBA-FM/Madison. Mike Hayes has joined the station for airwork... Bill Bateman has been upped to MD from airwork at K-99/Great Falls... WMMR/Philadelphia has named a new MD: airstaffer Joe Bonnadonna. Former MD Jane Norris becomes Director of Audience Marketing for the station... Pete Harmen has been upped to MD at KCAL/San Bernardino. Harris Allen has been upped to mornings from weekends at the station... Mike Lyons has been appointed Acting PD at WDIZ/Orlando... Paul "Lobster" Wells has exited as Asst. PD at KSJO/San Jose, citing philosophical differences with the PD. He'll announce future plans shortly... Tempie Lindsay has been named MD at KTXQ/Dallas. Becky Rhea has been named the station's programming assistant... Steve Gaspar exits KZLA/Los Angeles where he was Research and Promotions Director to join neighboring KLOS as Creative Services Director on February 22nd... Jesse McCracken has joined WXKE/Ft. Wayne for mornings... Diane Tracy has joined WZOK/Rockford from neighboring WRRR for overnights... Myra "Samantha" Luciw has joined Q107/Toronto from WAVA/Washington as music librarian and for weekend airwork... KIL0/Colorado Springs News Director Jim Sanders has exited to a TV news post... Teresa Harris has been named MD at KFMU/Steamboat Springs.

### PROMOTION OF THE WEEK



**KBPI CONCERT PATCHES:** The idea behind the patches is two-fold: to give people who attend the concert a souvenir of the show, and second, to clearly identify our call letters with the concert. It's one thing to put your call letters in a newspaper ad and it's another thing to put it on the air. But if you give them something they can hold in their hand that is a physical souvenir of the concert, I think that you are leaving a much greater impression with them. We also don't give them to everyone; if there are 15,000 at the concert we make up 2000-5000 patches so they're a desirable item. We have jocks out in front of the venue who hand them out and introduce themselves.

They look exactly like a backstage pass, but we don't call them passes because of any confusion that might be created by people thinking that they can get backstage. They're real inexpensive to make - \$200 to \$500 per concert. They're printed locally on a satin-sheen stock.

We're doing them at every concert we present this year. Everyone who has been to a concert has seen a backstage pass. These look like passes, so it makes everyone feel like they are really part of the event.

— KBPI/Denver PD Frank Cody

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.

### UPDATE

WEBN/Cincinnati's "Rock Around The Block" is a new station-produced weekly TV concert of area talent that the station simulcasts in stereo. The station hands out passes to the audience for the shows, while the featured band gets a video cassette of its performance... KSAN/San Francisco has instituted "Ticket Tuesdays," wherein the station gives out tickets hourly to upcoming local rock shows, along with autographed albums and other related merchandise... KAZY/Denver sponsored a Ski Day ski race at an area resort with profits benefitting the handicapped. Winners got albums and cassette recorders... WIYY/Baltimore's "Super Sunday" offered six groups in concert for \$6. Included were Capitol recording artists Face Dancer as well as the station's own Ty Ford (middays) & 98 Rock Band... KCAL/San Bernardino featured twelve different local bands in two nights of benefit concerts for disabled children. Over 2000 attended... I-95/Bridgeport asked listeners to call in taped messages of support for the then-incarcerated Paul McCartney. The station was able to relay the tape to McCartney representatives as the star left the country... KGON/Portland celebrated its sixth AOR anniversary with its listeners at a special concert featuring Cream recording artists Snail... WGIR/Manchester fan Tom Rush dropped by the station for an exclusive on-air sneak preview of one of his new tunes... KSHE/St. Louis is gearing up for its "3rd Annual Valentine's Day Massacre" concert, featuring Rush and Max Webster. Two of the three small-hall shows are already sold out... WIOQ/Philadelphia presented a week-long series of mini-features on energy. Included were over 250 interviews with experts... KLZR/Lawrence's "Escape to the Sun" offered a \$1000 trip anywhere, along with \$500 spending money, to the winner in a random drawing.

Jim La Fawn and "Doc" Donovan were both early AOR supporters who made many friends along the way. They were consummate professionals, and imaginative programmers who will be missed by all.

**COMING NEXT WEEK:** The Oct/Nov ARB brought surprising news to Boston AOR's: the survey placed WCOZ on top of the three Boston AOR's for the first time in a year. Next week we'll find out how WCOZ PD Tommy Hedges orchestrated his station's upward climb, talk to WBCN PD Tony Berardini about his station's future course, and check in with PD Clark Smidt of Soft AOR WEEI-FM (up strongly this book) on his station's display of strength. Next week, join us for a trip to Boston for an AOR Market Summary.

### CONCERTS & CONVERSATIONS

**PRESENTATIONS:** KAZY/Denver presented Rick Derringer and Zephyr for free... KSAS/Kansas City presented Taj Mahal for free... WAAL/Binghamton presented Romantics for \$2.99.

**RADIO CONCERTS:** Rick Derringer and Specials on KAZY/Denver... Doug Sahn on WBAB/Long Island... 38-Special and Todd Rundgren on WLIR/Long Island... Babys on WMMS/Cleveland... Sammy Hagar on KMGN/Bakersfield.

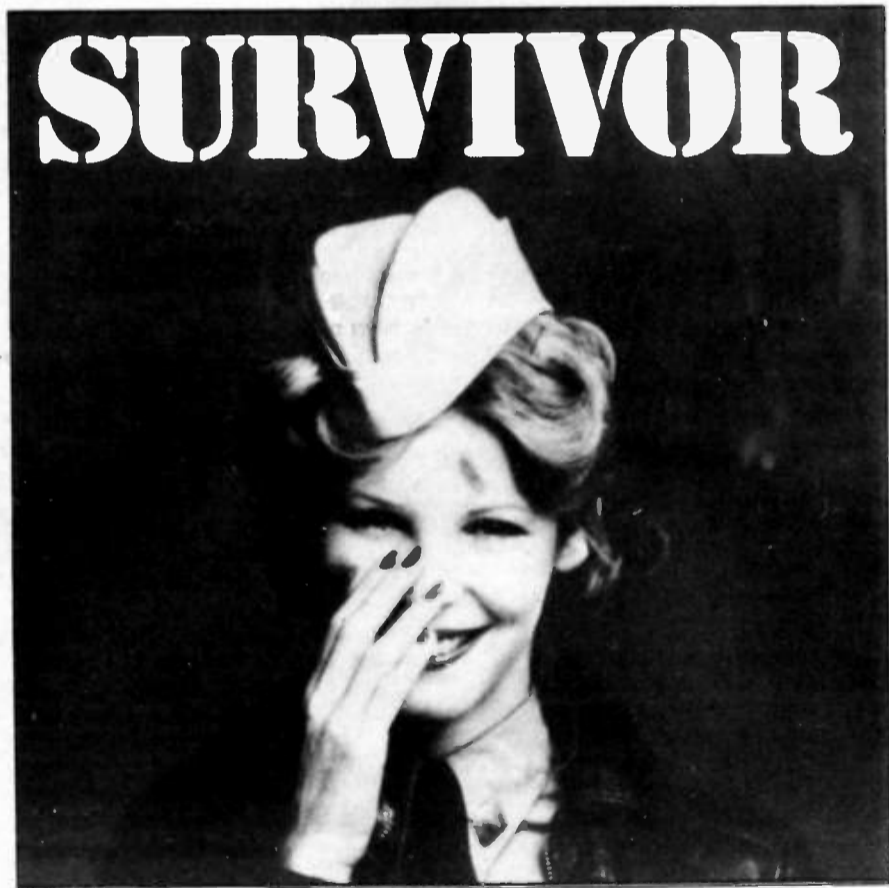
**GUEST DJ'S:** Meat Loaf on WNEW-FM/New York... Frank Bonner ("WKR") on KEZY-FM/Anahelm... Karla Bonoff on KATT-FM/Oklahoma City.

**CONVERSATIONS:** 38-Special on WROQ/Charlotte... Joan Armatrading on WBCN/Boston... Romantics on WILS-FM/Lansing... Fingerprntz on Q107/Toronto... Police on KIL0/Colorado Springs... Aerosmith and Police on WZXR/Memphis... Romantics, XTC, Fingerprntz on WQBK/Albany... Styx and Fabulous Poodles on KEZY/Anahelm... Steve Forbert on WKQQ/Lexington... Romantics on WIBA-FM/Madison... Police on KBPI/Denver... Cheri & Marie Currie, Police on KAZY/Denver... Tom Petty on WLIR/Long Island... Joan Armatrading on WPIX/New York... Police, Babys, Kenny Loggins on WMMS/Cleveland... McGuinn & Hillman on WDHA/North Jersey... Specials, Pearl Harbor, Steve Goodman on KBCO/Boulder.





# SURVIVOR SURVIVOR SURVIVOR



Featuring the single  
"Somewhere in America,"  
from their new album  
"SURVIVOR."

On Scotti Brothers Records.



ROCKIN' INTO THE 80'S

February 8, 1980

165 REPORTERS

Album cuts are listed in order of airplay preference

Chart showing album positions for the week of February 8, 1980, with columns for weeks 1/18, 1/25, 2/1, and 2/8.

Main chart listing 165 albums with their titles, labels, and airplay preferences.

In the seesaw battle for the top airplay position, this week's winner was PETTY who won on total reports...

New Entry

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports...

MOST ADDED

Table listing the most added albums for the week, including Nazareth, 3-D, and Steve Walsh.

MEDIUM

Table listing medium rotation albums for the week, including J. Geils Band, Rockets, and UFO.

THE HOTTEST

Table listing the hottest albums for the week, including Tom Petty & Heartbreakers, Pink Floyd, and Dan Fogelberg.

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

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

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

# NAZARETH

## MALICE IN WONDERLAND

R&R: AOR Breaker  
R&R: #1 Most Added  
Debut at #24  
Record World: Flashmaker  
Billboard: #1 National Add-On

Cash Box: #1 Most Added  
Album Network: #1 New Action  
Goodphone: #1 Most Added  
Rock LP's Debut at #20  
Bill Hard: #1 Most Added



MALICE IN WONDERLAND SP 4799 . . .

NAZARETH'S mischievous new adventures in the land of rock and roll. A truly amazing album produced by ex-Steely Dan, Doobie Brother Jeff (Skunk) Baxter.

**THIS ALBUM IS WHAT  
ROCK AND ROLL IS ALL ABOUT!**  
MALICE IN WONDERLAND. From NAZARETH  
ON A&M RECORDS AND TAPES



Watch for the forthcoming  
single **HOLIDAY**  
AM 2219



G R A H A M N A S H

focuses on

E A R T H & S K Y SWAK  
12014



HIS FIRST ALBUM ON CAPITOL RECORDS 

Featuring "In The 80s"

Produced by Graham Nash & Stanley Johnston

Direction: Hartmann & Goodman

© 1980 CAPITOL RECORDS, INC.

EAST

WPLR New Haven 203-777-8617. Station listing with program schedule and staff names.

103.5 WJHA North Jersey 201-328-1055. Station listing with program schedule and staff names.

102FM WQVE Pittsburgh 412-562-9000. Station listing with program schedule and staff names.

WJMN Rochester 716-232-7560. Station listing with program schedule and staff names.

Washington, D.C. 202-828-9932. Station listing with program schedule and staff names.

WJLV New York 212-986-8444. Station listing with program schedule and staff names.

Ottawa 613-563-1919. Station listing with program schedule and staff names.

Pittsburgh 412-382-2144. Station listing with program schedule and staff names.

Syracuse 315-682-9538. Station listing with program schedule and staff names.

Wheeling 614-676-5661. Station listing with program schedule and staff names.

WJLV New York 212-986-8444. Station listing with program schedule and staff names.

Philadelphia 215-667-8100. Station listing with program schedule and staff names.

Providence 401-272-9550. Station listing with program schedule and staff names.

Q107 Toronto 416-967-3445. Station listing with program schedule and staff names.

Worcester 617-752-5611. Station listing with program schedule and staff names.

PIX 102 New York 212-949-2102. Station listing with program schedule and staff names.

WJOL Philadelphia 215-561-0933. Station listing with program schedule and staff names.

wcmf Rochester 716-288-3200. Station listing with program schedule and staff names.

WOUR Utica 315-797-0803. Station listing with program schedule and staff names.

STARVIEW 92FM York 717-266-8606. Station listing with program schedule and staff names.

WPLJ 95.5 New York 212-887-7777. Station listing with program schedule and staff names.

wyxp Philadelphia 215-839-7625. Station listing with program schedule and staff names.

wcmf Rochester 716-288-3200. Station listing with program schedule and staff names.

WAFM 105 Washington, D.C. 703-534-0320. Station listing with program schedule and staff names.

WJLV New York 212-986-8444. Station listing with program schedule and staff names.

WRVR 106.7 New York 212-335-1700. Station listing with program schedule and staff names.

wyxp Philadelphia 215-839-7625. Station listing with program schedule and staff names.

wcmf Rochester 716-288-3200. Station listing with program schedule and staff names.

WAFM 105 Washington, D.C. 703-534-0320. Station listing with program schedule and staff names.

WJLV New York 212-986-8444. Station listing with program schedule and staff names.



ON SIRE RECORDS SIRE SIRE RECORDS ARE PROMOTED AND MARKED BY WARNER BROS.

# BRUCE WOOLLEY

## & THE CAMERA CLUB



- |      |      |      |      |
|------|------|------|------|
| WNEW | WQFM | KBLE | KREM |
| WPIX | WIBA | KTXQ | KLAY |
| WLIR | WYFE | KATT | KZEL |
| WBAB | WMMS | KXXY | KGGO |
| WRNW | M105 | KYTX | KFML |
| WMMR | WDVE | WZXR | KBCO |
| WYSP | WYDD | WLYX | KAWY |
| WEZX | WSRD | WKDF | KILO |
| WBCN | W4   | WKQB | KWFM |
| WCOZ | WRIR | WZZQ | KRST |
| WCAS | WQDR | KLBJ | KSHE |
| WLOB | WDBS | KMAC | WOUR |
| WBRU | WSHE | KNCN | WIYY |
| WBLM | WKWF | KZOM | WKLS |
| WHCN | WDIZ | KSAN | WRAS |
| WPLR | WGLV | KOME | WRKK |
| WPDH | WJAX | KSJO | WIQB |
| WQBK | KBPI | KTIM | WLAV |
| WBUF | KZOK | KOZZ | WFFX |
| WCMF | KFMQ | KQKQ | WVUD |
| WLUP | KFMH | KZAM | WZZX |
| WXRT | KLYX | KGON | KICP |
| WJKL |      | KQSM | KROQ |
|      |      |      | KXFM |
|      |      |      | KTYD |
|      |      |      | K104 |

**A RADIO  
STAR!**

ON COLUMBIA  
RECORDS



# SOUTH

**KBJ FM** Austin  
512-474-8543

PO: VANCE DAVIS  
ADD: GUY CLAY (A&M)  
ADD: JOHN WARD (A&M)  
ADD: DAVID BROWN (A&M)  
ADD: BLUE SAND & GUY (A&M)  
ADD: NAJARETH (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**79.6 WILB FM** Columbia  
803-798-8888

PO: MICK GEMINE  
ADD: DAVID BROWN (A&M)  
ADD: BLUE SAND & GUY (A&M)  
ADD: NAJARETH (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**MOST ADDED**

**NAZARETH**  
Malice In... (A&M) 25/25

**MAHOAGANY RUSH**  
What's Next (Col) 12/11

**STEVE WALSH**  
Schermer Dreamer (Kirshner) 15/9

**J. GEILS BAND**  
Love Stinks (EMI-America) 29/8

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

**MEDIUM**

**J. GEILS BAND**  
Love Stinks (EMI-America) 29/18

**AEROSMITH**  
Night In The Ruts (Col) 25/15

**T. RUNDGREN/UTOPIA**  
Adventures... (Brville/WB) 25/15

**NEIL YOUNG & CRAZY HORSE**  
Live Rust (WB/Reprise) 20/14

**UFO**  
No Place To Run (Chrysalis) 17/14

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

**THE HOTTEST**

**DAN FOGELBERG**  
Phoenix (Full Moon/Epic) 36/32

**PINK FLOYD**  
The Wall (Columbia) 34/32

**TOM PETTY & HEARTBREAKERS**  
Damn... (Backstreet/MCA) 36/31

**EAGLES**  
The Long Run (Asylum) 31/29

**JEFFERSON STARSHIP**  
Freedom At... (RCA/Grunt) 31/23

**STYX**  
Cornerstone (A&M) 29/23

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.

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

NO: BOB McELREATH  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

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

ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**77.9 JACKSON**  
801-992-1062

PO: MICHAEL ANDERSON  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**ZETA 4** Miami  
305-371-6841

PO: KEITH SNEY  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**Z99.1 Norfolk**  
804-461-1194

PO: BILL LINDEN  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 KLAQ** El Paso  
915-544-8864

PO: DOUG SORSENSEN  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**The Q** El Paso  
915-533-8211

PO: JOHN MARINER  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**WQUT 101.1 FM** Johnson City  
815-477-3127

NO: GARY BRANT  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**Love 94** Miami  
305-872-2500

PO: RICH PETERS  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**fm99 Norfolk**  
804-623-9667

NO: BOB McELREATH  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WBCY-108** Charlotte  
704-374-3772

PO: JOHN LAMB  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Charlotte  
704-392-6191

NO: JACKIE FORSTING  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WQUT** Johnson City  
815-477-3127

NO: GARY BRANT  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WKQB** Nashville  
605-748-8153

PO: LISA RICHARDS  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Oklahoma City  
405-631-8881

NO: CLARE BRAN  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Charlotte  
704-392-6191

NO: JACKIE FORSTING  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Houston  
713-526-4591

PO: PAUL RYAN  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 KLPQ** Little Rock  
501-684-6666

PO: STUMP MICHAEL  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WKQB** Nashville  
605-748-8153

PO: LISA RICHARDS  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Oklahoma City  
405-631-8881

NO: CLARE BRAN  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Corpus Christi  
512-855-4641

NO: CHARLIE PALMER  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Jacksonville  
904-633-2785

PO: JIMMYE JOHNSON  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WZR** Memphis  
901-726-0060

NO: MIKE MO  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WKQB** New Orleans  
504-889-2424

NO: BOB McELREATH  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

**107.1 WPRO** Orlando  
305-298-5510

NO: BILL WISE  
ADD: NAJARETH (A&M)  
ADD: "Relax" Love  
ADD: "Relax" Love  
ADD: "Relax" Love

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)

ADD: JOHN WARD (A&M)  
ADD: JIMMYE JOHNSON (A&M)  
ADD: STEVE FORBET (A&M)  
ADD: LINDA ROYSTAD (A&M)  
ADD: HEART (Epic)





**MIDWEST**

**KY/IO2 - Kansas City**  
816-763-4667

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WMAD** Madison  
808-249-9277

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Omaha**  
402-992-5300

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Rockford**  
815-390-2233

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Terre Haute**  
812-238-2687

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WLPX 97 fm Milwaukee**  
414-342-1111

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Omaha**  
712-322-4041

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Saginaw**  
517-892-9828  
517-894-2998

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**FM 104 Toledo**  
419-248-3377

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**FM 102 Norfolk**  
402-432-8565

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**KQ92 Minneapolis**  
612-845-8801

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Peoria**  
309-874-2000

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Sioux Falls**  
605-339-1820

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**T-95 Wichita**  
316-722-8123

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WIBA-FM Madison**  
808-274-5450

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**KPHL Muscatine**  
319-263-2512

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Rockford**  
815-877-3075

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**St. Louis**  
314-842-1111

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**92 CITI FM Winnipeg**  
204-775-0371

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WEST**

**KFMG Albuquerque**  
505-285-8811

**KRBT Albuquerque**  
505-288-7946

**96 KEZYFM Anaheim**  
714-778-3696

**Aspen**  
303-926-5776

**KBCO Boulder**  
303-444-5800

**KILO 94 Colorado Springs**  
303-834-4896

**MOST ADDED**

**NAZARETH**  
Malice In... (A&M) 27/24

**3-D**  
3 D (Polydor) 14/13

**DIRK HAMILTON**  
Thug Of Love (Elektra) 12/10

**SUE SAAD AND THE NEXT**  
Sue Saad & The... (Planet) 10/10

**CLASH**  
London Calling (Epic) 24/9

**STEVE WALSH**  
Schemer-Dreamer (Kirtzner) 18/9

**MEDIUM**

**NO NUKES**  
Various Artists (Asylum) 36/17

**J. GELS BAND**  
Love Stinks (EMI-America) 34/17

**ROCKETS**  
No Ballads (RSO) 30/17

**PAT BENATAR**  
In The Heat Of... (Chrysalis) 26/14

**UFO**  
No Place To Run (Chrysalis) 25/14

**THE HOTTEST**

**TOM PETTY & HEARTBREAKERS**  
Damn... (Backstreet/MCA) 42/39

**PINK FLOYD**  
The Wall (Columbia) 40/39

**DAN FOGELBERG**  
Phoenix (Full Moon/Epic) 42/33

**EAGLES**  
The Long Run (Asylum) 36/30

**JEFFERSON STARSHIP**  
Freedom At... (RCA/Grunt) 37/28

**Casper**  
307-235-1515

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Denver**  
303-759-5800

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Eugene**  
503-484-4304

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**KILO 94 Colorado Springs**  
303-834-4896

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**Denver**  
303-938-2313

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None

**WJLZ**  
101.1 FM  
Address: 101.1 FM (Capitol)  
Jazz  
Single  
None





Jim Duncan

# Country

Factor one when considering an AOC format is the artist. Take a cue from AOR. Charlie Daniels said, "... I been punk-rocked and funk-rocked and discoed to death." The musical stereotypes Daniels alluded to include a large group of artists played by different AOR stations, yet not all AOR's play every artist. Indeed, as individual AOR stations have their own hybrid, so should a station with an AOC format.

An AOC station should consider playing everything from A to Z, Acuff to Zeppelin. Anything is possible (Mick Jagger and the Stones played with George Jones in San Antonio in 1964). Truly the issue of "is there enough product to sustain an AOC format" should be laid to rest. The format is only limited by conventional thoughts.

Factor two is the role of the record industry. If AOC is to become another accepted lifestyle in the eighties, the country record industry must respond. In 1977 Capitol opened and closed its AOC Promotion Department. Even conventional country music does not sell a massive volume of product, although Country radio has proven very successful. Does AOC stand a chance if the country record industry lags behind?

Bets are, two years ago, Warner Brothers never spent as much to promote its country division, as it spent for Fleetwood Mac's breakfast. (This statement is intended to draw a bead on the efforts of the country record industry as a whole, rather than a single label.) With crossover, country is again receiving the kind of promotion needed to compete with the high volume of the rest of the record industry. But we've seen this before with Johnny Cash, Glen Campbell and now Kenny Rogers. Will that trend continue, or will it fizzle until another mass media country star shines?

Generally, Country radio and records need continuous shots in the arm. With luck, John Travolta's "Urban Cowboy" will become country's "Saturday Night Fever." Perhaps AOC can provide another needed injection. If AOC is to grow,

*"If AOC is to grow, the country labels must lend the same support given AOR during its evolution."*

the country labels must lend the same support given AOR during its evolution. Without support, radio will just be spinning its turntables.

The third factor affecting AOC's future is presentation. Many programmers think blending conventional country singles with current album tracks makes an AOC format. This is just not the case. In fact, this could detract from the image of conventional Country stations. Look what happened to Top 40's when they suddenly started mimicking AOR. Album cuts may be used quite effectively by Country stations, but this does not make the station AOC.

AOC is a format of its own, and it will benefit from the continued success of conventional Country stations as they become more mass appeal. AOC's place is FM. Audiences should be developed from conventional Country's younger audience, Top 40's older, and some from AOR and Pop/Adult. There should be a surprisingly large segment of audience, currently not using radio, who will tune in AOC.

The marketing and promotion of an AOC format is extremely important, not only for audience positioning, but for sales. A critical mistake could be use of "Country" to promote the format. A generic call-letter slogan would be more effective, simply because it is inoffensive and tends to eliminate negatives connected with pointed boots and rhinestone suits. This issue requires much research and analysis for individual stations.

Many programmers who have talked and tried AOC have only been concerned with music. Seemingly, little attention has been given to personality approach, music flow, news, public affairs image, sales profile, and so many more elements essential for a profitable format. Remember, the station starts when the music stops.

The next decade will see many changes in the communications industry. New dimensions will be added as cable, satellites, lasers, home video, encoded mail, and alternative energy sources become a way of life. Album-Oriented Country will be part of that lifestyle, but only if radio and records respond now, in a methodical, calculated business approach.

### News Notes

Tom Adams of "The Electric Weenie" got us to giggle with his recent note: "I just figured, if Bo Derek is a 10, Dolly Parton has got to be a 10D!" ... Thanks to R&R's official cartoonist Bobby Ocean for his Country version of "Err Waves" featured on our page this week. His take off on the Willie Nelson, Don Williams, Jeanne Pruett, and George Burns singles makes for a good laugh. (By the way, don't let me forget to tell you sometime about Ocean's early inspiration on my radio career. He's one of the best!) ... As predicted here last week, Moon Mullins has been named Ted Cramer's replacement as PD of WDAF/Kansas City. (See more details Page 3). The "Moonman" told me, "There will be no drastic changes ... It will be a continuation of what Ted has been doing, only it will be done by a guy with more hair!" ... After five months at WOBL/Oberlin, OH, Doc Lemon has been let go as midday personality of the station. Lemon was longtime all-nighter at WHK/Cleveland and the hit of the FICAP seminar during last October's "D.J. Convention" in Nashville. (See details of a related story regarding WOBL's ex-PD Scott Miller on Page 3.) ... It was predicted late last year in this column, and it became official a couple of weeks back - KAYO/Seattle dropped its longtime Country format for News-Talk. OBIE Communications, KAYO's new owners as of the first of the year, recently changed KUGN-FM/Eugene, OR to Country. It will be live from 6am to 8pm. Mike Nelson is PD ... KPLS/Santa Rosa, CA is doing a Country format 24 hours, according to PD Marty White ... More next week ... What's news with you?

### AOC In The Eighties



**EDITOR'S NOTE:** Robert W. Knight, a longtime advocate of Album-Oriented Country, recently responded to a couple of AOC articles in the R&R Country section late last year. His point of view adds a new and interesting dimension to the subject. Bob first experimented with AOC at WWVA/Wheeling, then for 18 months at TK-101/Boston, as PD of both stations. Knight currently is PD of WKXA-FM/Brunswick, ME. Digging through the R&R archives, I found a photo of Knight

at the R&R Convention in Atlanta. The year was 1976. As you can see by the more current picture, his image has changed a bit in 1980. As a matter of fact, he now prefers to be known as "Bob Knight" rather than "Robert W. Knight." As time changes most of us, Bob feels in the same vein time has come for the change in attitudes toward Album-Oriented Country:



Around and around we go, the records and the rhetoric. As the 80's begin, Album-Oriented Country is making its periodic trip up the flagpole. Why is it difficult getting someone to salute? There are several issues, but they can all come under the umbrella of three factors: the artist, the music industry, and radio's presentation.



Bobby Ocean

# Country

## BREAKERS®

### BELLAMY BROTHERS

#### Sugar Daddy (WB/Curb)

70% of reporting stations on this record. Adds include WBAP, KLAC, KNEW, KLZ, KENR, WJJD, WCXI, WEEP. Charts: 38-29 WSAI, 38-27 KEEN, 34-26 KSOP, 28-19 WUNI, 28-22 KCKC, 37-27 KFTN. R&R Chart: Debut 35.

### HOYT AXTON

#### Wild Bull Rider (Jeremiah)

On 64% of reporting stations. Charts: 24-15 WLWI-FM, 37-30 WRCP, 37-29 WSLR, 30-25 WNVY, 27-17 KNIX, 37-19 KIKK. Adds: WIL, KSON, KRAM, WCXI, WDAF, WNRS, KSO, KVET. R&R Chart: Debut 38.

### GEORGE BURNS

#### I Wish I Was Eighteen Again (Mercury)

On 63% of reporting stations. This week's charts: 34-22 KLZ, 40-24 WSLR, 38-30 KLAC, debut 20 WHOO, 34-28 WGTO, 35-28 KZIP, 8-6 WMZO-FM, 31-22 WXCL. Adds: WEEP, WINN, WSUN, KVET, KOKE, WMAQ, KNEW, WHBF. R&R Chart: Debut 37.

### STEPHANIE WINSLOW

#### Crying (WB/Curb)

59% of reporters on it. Charts: 22-17 KSOP, 20-15 KFTN, 24-16 KHAK, 35-25 WIRE, 7-5 WHK, 19-15 WYDE, 30-24 WUNI. Adds include WOKK, WKCQ. R&R Chart: Debut 38.

### MOE BANDY

#### One Of A Kind (Columbia)

On 58% of reporting stations. Adds: KRZY, WEEP, KWKH, WSUN, KLVI, KOKE, CKLW-FM, WSLR, WCXI, WPOR. Charts: 30-25 WKDA, 28-22 WUNI, 24-18 KFTN, 35-28 KEEN, 32-28 KFGO. R&R Chart: Debut 39.

## 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.

**HANK WILLIAMS JR.** "Women I've Never Had" (Elektra) 59/26. A "Most Added" of the week. New at WRCP, WIL, KNIX, WHK, KRZY, KMP, WYDE, WQQT, WEN, WINN, WNVY, WMC, KNOE, KSO, WSAI, KHAK, WNYR, WNOV, KSSS and others. Charts: debut 30 WUNI, 28-21 KCKC, 35-27 WKDA.

**DEAN DILLON** "I'm Into The Bottle" (RCA) 63/6, WCXI, WIL, KCEY, KWMT, WFMS, WQQT. Charts: debut 26 KTYN, 35-29 KFTN, 34-28 WHBF, 39-27 KSON, 31-28 KRAM, 28-22 WEAT, 34-24 KRDR, 34-28 KHAK, 31-27 KSO, debut 30 KSSS.

**ROSANNE CASH** "Couldn't Do Nothing Right" (Columbia) 52/13, KWKH, KNOE, WYDE, WNRS, WHBF, WJJO, KFGX, WJJD, KHAK, WDDD, KWMT, KUGR, KEEN. Charts: 22-16 WUNI, 15-10 KCKC, 28-21 WKDA, 31-28 KSSS, 21-16 WSEN, 30-21 KFTN.

**JERRY LEE LEWIS** "When Two Worlds Collide" (Elektra) 51/13, KSO, WITL, KWMT, KTYN, KYNN, KSSS, WSAI, WJJD, WGTO, WNVY, KNOE, WPOR, WSEN. Charts: 21-18 KCKC, debut 29 WIRK-FM.

**LACY J. DALTON** "Tennessee Waltz" (Columbia) 51/11, WSEN, KENR, WDEW, WGTO, KNOE, KUZZ, WUBE, KYNN, WCXI, WHBF, WNRS.

**HENSON CARGILL** "Silence On The Line" (Copper Mountain) 48/4, KLAK, WBAP, WCXI, KBMR. Charts: 32-27 KZIP, 28-18 KRMD, 30-28 KEED, 24-18 WSUN, 24-18 WUBE, 14-8 KSSS, 21-14 WMZQ, 12-10 KUZZ, 21-16 WHK, 32-24 KLZ, 38-30 WITL.

**CRYSTAL GAYLE** "It's Like We Never Said Goodbye" (Columbia) 45/29. One of the "Most Added" of the week. Some new adds include WHK, WUBE, WIL, KLAK, KNEW, WIRK-FM, KNOE, WQQT, WSUN, WINN, WDEW, WEN, KYNN, WSAI, WBAX, WOKQ, WYDE and others. Charts: 22-17 KCKC, 31-18 KLZ, debut 27 WSEN.

**STREETS** "Love In The Mean Time" (Epic) 40/11, KNEW, WHK, WIRE, WTHI, WHBF, KEEN, WNYR, WLWI-FM, KLVI, KENR, WRCP. Charts: debut 29 WEAT, 29-24 KFTN.

**DOTTIE WEST** "A Lesson In Leaving" (UA) 39/16, WIL, KSO, WTHI, WRCP, WKDA, KNOE, WLWI-FM, KKYX, WLAS, WSEN, WKMF, KWMT, WXCL, KYNN, KRZY, KNIZ. Charts: debut 29 WSEN, 33-24 KCKC, debut 29 WUNI.

## Others Getting Significant Action

**SHEILA ANDREWS w/JOE SUN** "What I Had With You" (Ovation) 32/6, KZIP, KHEY, WXCL, WYTL, WDDD, KSSS, 28-21 WSEN.

**EARL SCRUGGS** "Blue Moon Of Kentucky" (Columbia) 31/7, KRMD, WSUN, WHK, KRAK, KLZ, KIKX, WBAX. Charts: 9-8 WUNI, 24-20 WOKQ, 27-23 WKMF.

**MEL STREET** "Sleep On It Baby" (Sunbird) 30/10, KCKC, WSAI, WIRE, CKLW-FM, WNVY, WINN, WITL, KHEY, WEAT, WGTO.

**RED STEAGALL** "3 Chord Country Song" (Elektra) 29/10, KRZY, KLAC, KNOE, KLVI, KWMT, WAXX, KEED, KFTN, KCEY, KUZZ. Charts: 29-23 WUNI, 29-21 WDAF.

**BRENDA LEE** "The Cowgirl And The Dandy" (MCA) 28/27. A "Most Added" of the week. New at KLAC, KNEW, WJJD, WHK, WKDA, WRCP, KCKC, KMP, WUNI, KKYX, WLWI-FM, KNIX, KRAK, KIKX, KFEQ, KFGO, KHAK, WIRK-FM, WLAS, WSEN, KIKK and others.

**RAY STEVENS** "Shriner's Convention" (RCA) 27/11, WIRE, KYNN, WTHI, KSSS, KCEY, WHOO, WINN, WIRK-FM, KNOE, WLAS, WOKK. Charts: debut 21 WSUN, 36-28 WHK, debut 27 WUNI, 28-22 WYDE, 36-30 WBAM, A "Most Requested" record.

**DANNY DAVIS w/WILLIE NELSON** "Night Life" (RCA) 27/8, WTHI, KEED, WNRS, WAXX, KUZZ, KCEY, KTYN, WITL. Charts: 33-24 KRZY, 23-17 WSUN, 30-18 KUGR.

## Radio & Records NATIONAL AIRPLAY/40

February 8, 1980

Three Weeks Two Weeks Last Week This Week

Three Weeks	Two Weeks	Last Week	This Week	
4	3	2	1	T.G. SHEPPARD/I'll Be Coming Back For More (WB/Curb)
7	5	4	2	BARBARA MANDRELL/Years (MCA)
3	2	1	3	DON WILLIAMS/Love Me Over Again (MCA)
11	6	5	4	JOHN CONLEE/Baby, You're Something (MCA)
2	1	3	5	OAK RIDGE BOYS/Leaving Louisiana In The Broad Daylight (MCA)
25	14	9	6	WAYLON JENNINGS/I Ain't Living Long Like This (RCA)
22	10	7	7	ANNE MURRAY/Daydream Believer (Capitol)
10	7	6	8	CRYSTAL GAYLE/Your Old Cold Shoulder (UA)
34	20	12	9	GENE WATSON/Nothing Sure Looked Good On You (Capitol)
35	29	18	10	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
16	11	8	11	JEANNE PRUETT/Back To Back (IBC)
31	16	15	12	RAZZY BAILEY/I Can't Get Enough Of You (RCA)
40	32	19	13	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
12	9	10	14	GAIL DAVIES/Blue Heartache (WB)
27	15	14	15	MARGO SMITH/The Shuffle Song (WB)
17	12	16	16	JERRY REED/Sugarfoot Rag (RCA)
32	23	20	17	CRISTY LANE/Come To My Love (UA)
37	31	21	18	JOHNNY PAYCHECK/Drinkin' And Drivin' (Epic)
-	33	24	19	TOM T. HALL/Old Side Of Town (RCA)
-	36	25	20	MEL TILLIS/Lying Time Again (Elektra)
39	27	22	21	ROY CLARK/Chain Gang Of Love (MCA)
38	36	31	22	STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury)
1	4	13	23	KENNY ROGERS/Coward Of The County (UA)
-	-	32	24	BOBBY BARE/Numbers (Columbia)
20	19	17	25	JOHNNY RODRIGUEZ/What'll I Tell Virginia (Epic)
-	34	23	26	BUCK OWENS/Let Jesse Rob The Train (WB)
-	-	36	27	CHARLY McCLAIN/Men (Epic)
6	8	11	28	KENDALLS/You'd Make An Angel Wanna Cheat (Ovation)
-	-	37	29	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
-	-	38	30	JOHNNY DUNCAN/Play Another Slow Song (Columbia)
-	39	27	31	RONNIE McDOWELL/Never Seen A Mountain So High (Epic)
-	40	33	32	RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)
-	-	39	33	JACKY WARD/I'd Do Anything For You (Mercury)
5	13	26	34	MOE & JOE/Holding The Bag (Columbia)
-	-	40	35	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
-	-	40	36	HOYT AXTON/Wild Bull Rider (Jeremiah)
-	-	40	37	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
-	-	40	38	STEPHANIE WINSLOW/Crying (WB/Curb)
-	-	40	39	MOE BANDY/One Of A Kind (Columbia)
-	-	40	40	ZELLA LEHR/Love Has Taken Its' Time (RCA)

New Entry

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

**HANK THOMPSON** "Tony's Tank-Up, Drive-In Cafe" (MCA) 39/6, KLAC, KIKX, WXCL, WSLR, WDEW, WIXY. Charts: 27-21 WUNI, 34-30 KFGO.

**REBA McENTIRE** "(I Still Long To Hold You) Now And Then" (Mercury) 39/5, KLAC, KSON, KLZ, WYTL, KOKE, 38-30 KHEY.

**JACK GREENE** "Yours For The Taking" (Frontline) 39/3, WBAP, KOKE, KSON. Charts: 38-30 KWMT, 19-13 KFTN, 38-28 WUBE, 19-16 KYNN, 14-13 WMZQ-FM.

**ALABAMA** "My Home's In Alabama" (MDJ) 38/10, KCKC, KLAK, KRDR, WIRE, WUNI, WGTO, KNOE, WIRK-FM, WSEN, KMAK. Charts: Debut 29 WLWI-FM, 38-23 KFTN, 38-28 KSOP.

**REX ALLEN JR.** "Yippy Cry Yi" (WB/Reprise) 38/30. One of the "Most Added" this week. New at KEED, KEEN, KNIX, KIKX, KSOP, KCKC, WIRE, WBAM, WKDA, WRCP, WPOR, WMZQ-FM and others. Debut 25 WUNI.

**CHARLEY PRIDE** "Honky Tonk Blues" (RCA) 34/34. The "Most Added" record this week. New stations include KNEW, KEEN, KSON, WIRE, WMC, WHOO, WLVI, KRMD, WQQT, WSUN, WINN, WDEW, WOKQ, WPOR, WMZQ-FM and others. Debut 28 WSEN.

**JUICE NEWTON** "Sunshine" (Capitol) 34/11, KRZY, KMP, KLZ, KLAK, WDDD, WYTL, KGF, WTHI, WXCL, WGTO, KHEY. Charts: 38-28 KUGR, 39-29 WKDA, 30-25 WSEN, debut 30 WLWI-FM.

## Most Requested

LW	TW	
1	1	KENNY ROGERS (UA) (9th Week)
2	2	WILLIE NELSON (Columbia)
3	3	T.G. SHEPPARD (WB/Curb)
4	4	BOBBY BARE (Columbia)
-	5	ANNE MURRAY (Capitol)
9	6	GEORGE BURNS (Mercury)
2	7	WAYLON JENNINGS (RCA)
-	8	RAY STEVENS (RCA)
-	9	CONWAY TWITTY (MCA)
10	10	GENE WATSON (Capitol)

## Active Re-Currents

Singles that have dropped off most current charts but still showing some activity through sales and/or requests.

- CONWAY & LORETTA  
You Know Just What I'd Do (MCA)
- J. CASH & W. JENNINGS  
I Wish I Was Crazy Again (Columbia)
- MOE & JOE  
Holding The Bag (Columbia)
- OAK RIDGE BOYS  
Leaving Louisiana... (MCA)
- CHARLEY PRIDE  
Miserable You (RCA)
- KENNY ROGERS  
Coward Of The County (UA)
- EDDIE RABBITT  
Pour Me Another Tequila (Elektra)

**BIG AL DOWNING** "The Story Behind The Story" (WB) 26/9, WHK, WRCP, WGTO, WNYR, WITL, WYTL, WCXI, KWMT, KZIP.

**DIRT BAND** "An American Dream" (UA) 20/6, KCKC, KRMD, KMAK, KFEQ, WOGY, KENR. Charts: 22-16 WEEP, 14-12 WNYR, 17-13 WMUS.

**NICK NOBLE** "I Wanna Go Back" (TMS) 18/8, KHAK, WCXI, WYTL, KFTN, KUZZ, KWKH, KHEY, WGTO.

**DON KING** "Lonely Hotel" (Epic) 16/16, KRMD, WIRK-FM, WRCP, KUGR, KEED, KRAK, KSOP, KBMR, WAXX, WKMF, WBAM, WLAS, WUNI, KKYX, WLWI-FM.

**JIM WEATHERLY** "Gift From Missouri" (Elektra) 14/13, KKYX, KNOE, KNIX, KLAK, KMP, KRDR, KSSS, KFTN, KRAK, KFDI, KFEQ, KGF, WSEN.

**ROY HEAD** "The Fire Of Two Old Flames" (Elektra) 12/4, KRZY, CKLW-FM, WITL, KHEY, On KENR, KYNN, WGTO.

**KENNY DALE** "Let Me In" (Capitol) 10/10, WKDA, WLAS, WBAM, WXCL, WNRS, WAXX, KFTN, KEED, KKYX, WLWI-FM.

**RAY SAWYER** "I Don't Feel Much Like Smilin'" (Capitol) 10/5, KHAK, WLAS, CKLW-FM, WRCP, WMZQ-FM. Charts: 24-18 KCKC, 26-18 WUNI.



## Biff Collie Inside Nashville

# Country



**RED PHONE IN THE WHITE HOUSE:** If you tried unsuccessfully to get a call through to Charlie Daniels the past week, don't feel bad. Daniels was injured last Wednesday by a posthole digging machine on his farm in nearby Mt. Juliet, suffering three fractures of his right arm and two broken fingers. At Nashville's Baptist Hospital the switchboard was swamped with calls for almost two weeks. Even Jimmy Carter from Washington, D.C. had a hard time getting through to check on his friend. First, the switchboard told him (the President) that no phone calls were going through to Daniels. Carter had the White House staff call Daniels's office in Nashville and was put on the hospital's "OK" list of callers. That night Carter tried again. He made it through the switchboard, got the room and was told politely by Daniels's wife Hazel that Charlie was asleep and couldn't be wakened. At 9:00 the next morning Carter tried again, finally getting to talk to his injured friend. Daniels says "it was sorta like talkin' to my road manager. Very low key."

Hank Snow and his preacher-son Jimmie Rodgers Snow were guests at the White House, joining a group that included Sophia Loren and House Speaker Thomas "Tip" O'Neil at a meeting to discuss child abuse prevention programs. On January 7, Snow said he saw "no other alternative" but an appeal to the President after making an emotional appeal on the Grand Ole Opry. Tom T. Hall heard about it, mentioned it to the President when he and Dixie spent the night. The President called and invited Hank to the Child Abuse Meeting. Snow says he'll get some help now with his program.

Nashville Jim Ed Brown & Helen Cornelius were in Washington to entertain at the first annual Congressional Tourism Caucus fund-raising dinner at the Hyatt-Regency Hotel there. Over 200 members of Congress and over 500 from the Tourism and Travel Field were there to raise money to fund a full-time 3-person staff office in D.C. to deal with travel and tourism matters on a national scale. John Jenrette (D-S.C.) is chairman of the Tourism Caucus.

**TOGETHER AGAIN:** One more time, George Jones and Tammy Wynette are back together with a brand new duet single and 30 or 40 days booked of tours. They talked about it last week at Tammy & George's home on Hillsboro Rd. George Richey (Tammy's current husband) coordinated the profes-

sional reunion, and says Jones looks great and sings as good as ever. Jones is fresh from an Alabama alcohol abuse center where he underwent weeks of treatment. George says he's finally living the kind of life he should have lived all along. "I don't think I could have done it without the help of my friends, like Tammy, George (Richey), and Waylon, but it was Jesus who played the biggest role in my recovery. I read the Bible a lot while I was undergoing treatment. He was the strongest influence in me straightening up." George and Tammy's first date together is March 30th in Pine Bluff, AR.

**REINCARNATION** is real to Loretta Lynn. She says she's lived six times before, once as mistress of King George of England (she is not sure which one of the six monarchs of that name he was) and once to a man in New York. Loretta told this story to Lawrence Linderman for Penthouse magazine's February 4 issue, then a week before it came out, she gave almost an identical "copyrighted" story to Nashville Banner's Bill Hance. Loretta's new MCA single is titled, "I'm Pregnant Again." (Remember "The Pill?" Apparently, it didn't work!) ... didn't work!)



Loretta Lynn

**PAYDAY FROM PAYCHECK:** Johnny Paycheck is liable for \$73,607 in booking agents' fees owed Lavendar-Blake Agency Inc., dating back to 1978. Circuit Court Judge James M. Swiggart issued an opinion statement that Paycheck, rather than Metro Councilman Glenn Ferguson, his former manager, must pay the money owned the agency. Paycheck's lawyer Grant Smith announced he would appeal the ruling to the Court of Appeals.

**FACTS & FICTION:** Moe Bandy & Joe Stampley taped a "Dinah" show in Jupiter, Florida with guest host Bert Reynolds, to be aired in late February ... Razy Bailey in Australia for a tour ... David Houston named by the Society for the Preservation Of Baritones with Tenor Ranges in America as their Voice of the Year ... Billy Walker's 20th anniversary on the Grand Ole Opry last Saturday Night ... Kenny Rogers sneaks in town Thursday (14th) for quick-sessioning with Larry Butler. As it turns out, the rumored Rogers-Butler split wasn't more than just a rumor. (That's good news!) ... Brenda Lee returned from Japan to record a portion of the soundtrack for "Smokey And The Bandit II" and try her hand at acting on location in Las Vegas ... February 19 Roy Clark, Freddy Fender, George Lindsey, Michael Murphy, Minnie Pearl, Margo Smith, Mel Tillis, and Tammy Wynette will take part in a first on television's "Hollywood Squares." They will tape five shows together for the program, to be aired the week of March 24-28 ... Con Hunley is in L.A. on February 13 to do the "Dinah" television show. Hunley

will also appear at the Palomino on Valentine's Day with a special stop by KLAC to do "Coffee With ..." a feature on the Sammy Jackson show ... The Oak Ridge Boys are set to do an AT&T telephone commercial in the current "Reach Out And Touch Someone" campaign ... Crystal Gayle was just voted Best International Female singer in a listener's poll conducted by Britain's BBC Radio Oxford ... Jeanne Pruett is sticking with the writing team of Sonny Throckmorton and Bobby Fischer for her follow-up to the successful "Back To Back" single on IBC. Fischer tells us a cut from the album he and Throckmorton penned, "Temporarily, Yours," is on its way. The single will be a bit different from the album cut because of some added instrumentation ... Tennessee Governor Lamar Alexander has activated a Film, Tape and Music Commission to help bring more film and TV production business to the state ... The Governor recently named John "Bud" Brown, a 30-year veteran of the business and VP/GM of Acuff-Rose Publications, as Honorary Colonel of Tennessee for his many contributions to the growth of the industry ... I told you the "Hank Williams: His Life and Music" TV taping was postponed until late February, didn't I? ... Ray Stevens & Chet Atkins hosted the fellows of the World Press Institute here as a part of a five-week tour throughout the South ... Taping of "Johnny Cash: The First 25 Years" TV special started Thursday (2-7), complete with February 11 and 12 sessions at the Opry House. Show will be seen this spring and will feature Kristofferson, Jennings, Gatlin, Dottie, June, and Carl (Perkins) ... Roy Clark guest-hosts and Tammy Wynette guests Monday (18th) on the "Tonight Show" ... Bob Allen wrote a book called "Willie & Waylon" (or "Waylon & Willie," depending on who's on first!) ... Barbara Mandrell's guesting on the "Lawrence Welk" show this past week (2-7) in different markets on different days/times ...

**HOLLYWOOD OR BUST:** Dolly Parton caused a fuss on the Hollywood set of "Nine To Five" wearing an oversized T-shirt. They said it fit pretty well.



**MILSAP WITH PRIDE** - RCA's Charley Pride and Ronnie Milsap are shown comparing musical notes during recent Nashville recording sessions. Both were finishing new albums. Pride's will be out this month, with Milsap's out sometime in March.

A REAL STORY TO TELL

**"TWO STORY HOUSE",**

A PROVOCATIVE NEW DUET FROM

**GEORGE JONES AND TAMMY WYNETTE.**

THE MOST TALKED ABOUT REUNION IN TODAY'S MUSIC.  
PRODUCED BY BILLY SHERRILL.

ON EPIC RECORDS

*Epic*

# Country

## WEST

**KRZY** Albuquerque, N.M.  
Julio Newton  
Roy Head  
Troy Seals  
Red Steagall  
Hank Williams Jr.  
Singer Bros.  
Roe Bandy  
Dottie West  
HOTTEST  
George Burns  
Willie Nelson  
W. Nelson & D. Davis  
Anne Murray  
Stallier Bros.

**KRAM** Las Vegas, Nev.  
Johnny Duncan  
Bobby Bare  
Charley Pride  
Billie Jean  
Hank Williams Jr.  
HOTTEST  
Willie Nelson  
Stallier Bros.  
Tom T. Hall  
Gene Watson  
W. Nelson & D. Davis  
Anne Murray  
Stallier Bros.

**KCAC** Los Angeles, Ca.  
Billie Jean  
Rene McEntire  
Hank Thompson  
Brenda Lee  
Red Steagall  
HOTTEST  
Camp Rogers  
Barbara Mandrell  
Charley Pride  
Crystal Gayle

**KRAL** Arroyo Grande, Ca.  
Willie Nelson  
Hanson Carstill  
Margo Smith  
Bobby Bare  
Ronnie Milsap  
Jack Ingram  
Jacy Ward  
HOTTEST  
Waylon Jennings  
T.G. Sheppard  
Oak Ridge Boys

## MIDWEST

**KCEV** Milwaukee, Wis.  
W. Nelson & D. Davis  
Rebecca Lynn  
H. Snow & S. Foster  
Anne Beale  
Dean Dillon  
Red Steagall  
Lacy J. Dalton  
Jerry Hall  
HOTTEST  
Jack Ingram  
Charley Pride  
Bobby Bare  
Jack Ingram  
Gene Watson  
Oak Ridge Boys

**KWLR** Alton, Ill.  
Roe Bandy  
Billie Jean  
Hank Williams Jr.  
Bobby Bare  
Roy Clark  
HOTTEST  
Hogan McQuinn  
Jack Ingram  
Jacy Ward  
Bobby Bare  
Bonnie Guitar  
Rita Coolidge  
HOTTEST  
Roxanne Cash  
Comay Twitty  
Billie Jean  
Hank Williams Jr.  
HOTTEST

**KWNS** Ann Arbor, Mich.  
Hoyt Axton  
Lacy J. Dalton  
Roxanne Cash  
HOTTEST  
Brenda Lee  
W. Nelson & D. Davis  
HOTTEST  
Don Williams  
Anne Murray  
HOTTEST

**KWMA** Birmingham, Ala.  
Rex Allen Jr.  
Don King  
Hanson Carstill  
HOTTEST  
Johnny Duncan  
Charley Pride  
HOTTEST  
John Conlee  
Sister Nelson  
Bobby Bare

**KWCI** Peoria, Ill.  
Neil Street  
Lacy J. Dalton  
Hoyt Axton  
Hanson Carstill  
HOTTEST  
Jack Ingram  
HOTTEST

**KWIS** Indianapolis, Ind.  
Crystal Gayle  
Hank Williams Jr.  
Earl Scruggs  
Brenda Lee  
HOTTEST  
Kenny Rogers  
Comay Twitty  
Barbara Mandrell  
Hoyt Axton  
Bobby Bare  
John Conlee  
Stephanie Winlow

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Crystal Gayle  
Hank Williams Jr.  
Earl Scruggs  
Brenda Lee  
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HOTTEST  
Kenny Rogers  
Comay Twitty  
Barbara Mandrell  
Hoyt Axton  
Bobby Bare  
John Conlee  
Stephanie Winlow

## EAST

**WGOE** Cleveland, N.Y.  
Lacy J. Dalton  
Jerry Lee Lewis  
Jim Weatherly  
Alabama  
Flying Burrito Bros.  
Brenda Lee  
HOTTEST  
Oak Ridge Boys  
Waylon Jennings  
Larry Gatlin  
Bobby Bare  
Roxanne Cash

**WGOE** Cleveland, N.Y.  
Lacy J. Dalton  
Jerry Lee Lewis  
Jim Weatherly  
Alabama  
Flying Burrito Bros.  
Brenda Lee  
HOTTEST  
Oak Ridge Boys  
Waylon Jennings  
Larry Gatlin  
Bobby Bare  
Roxanne Cash

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Jim Weatherly  
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Brenda Lee  
HOTTEST  
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Waylon Jennings  
Larry Gatlin  
Bobby Bare  
Roxanne Cash

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Alabama  
Flying Burrito Bros.  
Brenda Lee  
HOTTEST  
Oak Ridge Boys  
Waylon Jennings  
Larry Gatlin  
Bobby Bare  
Roxanne Cash

## SOUTH

**WGOE** Cleveland, N.Y.  
Lacy J. Dalton  
Jerry Lee Lewis  
Jim Weatherly  
Alabama  
Flying Burrito Bros.  
Brenda Lee  
HOTTEST  
Oak Ridge Boys  
Waylon Jennings  
Larry Gatlin  
Bobby Bare  
Roxanne Cash

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Oak Ridge Boys  
Waylon Jennings  
Larry Gatlin  
Bobby Bare  
Roxanne Cash

**Most Added**  
CHARLEY PRIDE  
Honky Tonk Blues (RCA)  
REX ALLEN JR.  
Yippy Cry Yi (WB)  
CRYSTAL GAYLE  
It's Like We Never Said Goodbye (Columbia)  
BRENDA LEE  
The Cowgirl And The Dandy (MCA)  
HANK WILLIAMS JR.  
Women I've Never Had (Elektra)

**Hottest**  
WILLIE NELSON  
My Heroes Have Always... (Columbia)  
ANNE MURRAY  
Daydream Believer (Capitol)  
WAYLON JENNINGS  
I Ain't Living Long... (RCA)  
T.G. SHEPPARD  
I'll Be Coming Back For More (WB/Curb)  
BARBARA MANORELL  
Years (MCA)

# REGIONAL ADDS & HOTS

## HOTTEST TRACKS:

- "The Conversation" (Elektra) Hank Williams Jr. w/Waylon Jennings
- "Midnight Rider" (Columbia) Willie Nelson

# ALBUMS

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay.

**BILL ANDERSON** - Nashvill Mirrors - (MCA) "Nashvill Mirrors" "I Want That Feelin' Again"

**GAIL DAVIES** - The Game - (WB) "Like Strangers" "Good Lovin' Man" "Never Seen A Man Like You" "The Game"

**ELECTRIC HORSEMAN** - Soundtrack - (Columbia) "Midnight Rider" "Hands On The Wheel" "Mamas Don't Let Your Babies..."

**DONNA FARGO** - Just For You - (WB) "Walk On By"

**LARRY GATLIN** - Straight Ahead - (Columbia) "Taking Somebody With Me" "The Way I Did Before"

**CRYSTAL GAYLE** - Miss The Mississippi - (Columbia) "The Blue Side" "Don't Go My Love"

**CON HUNLEY** - I Don't Want To Lose You - (JWB) "Rhythm And Blues"

**GEORGE JONES** - My Very Special Guests - (Epic) "Night Life"

**BRENDA LEE** - Even Better - (MCA) "At The Moonlight" "You Only Broke My Heart" "Keeping Me Warm For You" "I Wish I Could Hurt That Way Again"

**ANNE MURRAY** - I'll Always Love You - (Capitol) "Wintery Feeling" "I'll Always Love You" "Heaven Is Here"

**JUICE NEWTON** - Take Heart - (Capitol) "Tear It Up" "You Fill My Life"

**KENNY ROGERS** - Kenny - (UA) "Goodbye Marie" "I Want To Make You Smile"

**DOTTIE WEST** - Special Delivery - (UA) "A Lesson In Leavin'" "We've Got Tonight"

**HANK WILLIAMS JR.** - Whiskey Bent & Hell Bound - (Elektra) "The Conversation" "Outlaw Women"



P/A

POP/ADULT®

## Mike Kasabo

### Expanded Sample Frame Brightens WIOD Rating Picture

If you've had the opportunity to see the Miami Arbitron, you know that the results, for several stations, were quite dramatic. One such example is that of longtime P/A reporter WIOD, whose ratings had been not so terrific lately. This time it came through by more than doubling its share, 1.9 to 5.0. Quite a happy proposition, I think you'll agree. We talked to Program Director Al Anderson, who's been with the station since 1976, and he gave us an insight as to the reasons for the dramatic gain — including his belief that Arbitron's Expanded Sample Frame (its methodology for retrieving survey data from households with unlisted phones, designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities) was a factor.

R&R: That's some comeback; how'd you do it?

AA: I think that ESF has pulled upon a lot of people this time around that before were not being solicited.

R&R: How so?

AA: ARB diary placement. People with unlisted phone numbers — those not in the phone book — primarily the white collar kinds of folks that prefer not to have their number in the book. You see, those are the people that we, and I'm sure Pop/Adults in general, pull in. We're not a blue collar station, or one that appeals to the transient element of society. Our approach on the air is very professional with lots of class.

R&R: Sports would seem to have an appeal to transients though...

AA: Well, as far as they (transients) are concerned we have the Miami Dolphins; it is the one unifying entity in this conglomerate of markets we call South Florida. Using the Dolphins as a wedge has been very important to get this type of listener and then attempt to hold him and get them into our other programming parts. I think we were very successful at that.

R&R: Illuminate us on how you used that wedge?

AA: First, one very important aspect is that professional sports franchises cost a fortune in broadcast rights. Sales always has to squeeze every buck they can — and there are only so many spots into a game. So, I made sure from a programming standpoint that some of these avails were utilized for our own promotional purposes so that during that huge tune-in, during the Dolphins game, we can expose our morning man Mike Reiner for 30 seconds. We talk to the adults and fans about what his show is; that he's involved in sports on his show every morning with the Dolphins play-by-play man Rick Weaver. Of course we promote other dayparts and station activities as well. This gives the illusion, if you will, of the Miami Dolphins promoting and supporting WIOD.

R&R: Above and beyond the football team, what were some key ingredients?

AA: Frankly, we continued to do what we have been doing when we didn't have the numbers that we had this time. We approached it more professionally and maybe cleaned up a bit. The music didn't change; we're a personality outlet first and foremost. Music is not all that important.

R&R: OK — nothing drastically different, but the ratings zoomed. You said earlier that ESF was significant — what does all that say to you...

AA: It says to me that finally ARB is sampling this market properly, and that this radio station specifically is where it has belonged (in terms of rating points) for years.

R&R: Well, obviously you'd give a yes vote for ESF?

AA: There's no question in my mind. I'm planning a trip up to Beltsville to see exactly where the diaries fell. I'd suggest that to any programmer; it's especially valuable to delve into that last page of a book where you can look and see what the people had to say.

R&R: Any other changes?

AA: Yes, we went in the talk direction during middays from 10am-2:30pm. Of course we haven't had time to feel the full impact of that change yet, but we feel very confident that we'll be even stronger for the April/May book.

R&R: Any sports planning for the April/May?

AA: Absolutely! We have worked out a rotating baseball schedule that will include selected games of the New York Yankees, Boston Red Sox, Baltimore Orioles, and Milwaukee Brewers. They are all contenders for the American League East title and should be a big factor for us.

R&R: Now that you've gone through your first ESF, what advice can you give others who may face that situation in the future?

AA: First, realize who it is that the Expanded Sample Frame is picking up on. In other words, what folks are apt to be surveyed now that weren't before, and attempt to serve them. I think this market, not unlike others, goes crazy at ratings time with all sorts of outlandish promotions, and I for one can't wait to see the day when it's not the big guy who can outspend the world, but rather have it based more upon your programming technique — and that's where I think it's going especially with more and more markets getting involved with the Extended Measurement.

The way we feel here at WIOD is that we're a great radio station 52 weeks a year and not just during a rating survey.



KISS FOR A CUTIE — KHOW/Denver morning team of Hal & Charley are this year's Honorary Chairmen for the March of Dimes, and are captured here with the organization's national poster child Betsy Burch.

### Update

**WBT'S WOMEN OF THE YEAR:** For the first time in its 25-year history, the WBT Woman Of The Year award ended in a two-way tie. Sister Mary Thomas Burke and Betty Chaffn are pictured here with Charlotte Mayor Eddie Knox and WBT General Manager and all around good guy Cullie Tarleton. The annual award honors the woman (in this case women) who has contributed the most to the community in the previous year... KSL/Salt Lake City, in cooperation with the Osmonds, staged a concert featuring the Utah-based group and drew 23,000 fans for two consecutive nights. Station personality Danny Kramer hosted a portion of the event, which was filmed for international television distribution. The benefit performances featured laser and special effects, TV rear screen projections, a waterfall effect, and fireworks. The promotion was hailed by many as one of the best shows to hit the area... Down near the Everglades, WFTL/Ft. Lauderdale



staged its "Freedom & Solidarity Day Rally." The four-hour patriotic assembly drew well over 3000 people, as American flags and other items were given away. The rally also featured the Goodyear Blimp passing overhead with the station's traffic reporter (through a special hookup) speaking to the crowd below. The event was climaxed as hundreds of helium balloons were released... WIOD/Miami has instituted a toll-free phone service line to all of Palm Beach County. General Manager Bill Viands points out, "We have received so many requests from listeners who want to call our two-way talk programs that we just had to install this service."... YOU CAN CALL ME RAY... Congratulations to KVI/Seattle General Manager Jim Johnson and his wife Judy who welcomed the arrival of the newest Johnson, Gregory Goodwin, who charted at 8lbs, 6oz... KDKA/Pittsburgh recently featured advice on its "Call For Action" program for those wanting to know more about a growing rip-off, mail order fraud... Record service needed: all sources, KOLS/Pryor, OK — send to Brad Oleson, Box 66, 74361. Also service from all labels, WRSC/State College, PA, 160 Clearview, 16801...

### Transition

**NEW APPOINTMENT AT WBZ:** Barbara Crouse has been promoted within the Westinghouse Broadcasting chain, as she moves on to the Boston property and takes over as Advertising and Promotion Director, from WOWO/Ft. Wayne where she served as Promotion Manager. Crouse is replaced there by her former assistant, Andrew Dawson, who now takes over full command of that department... Regina Haskins, sportscaster and expert skier, has joined KYUU/San Francisco as ski reporter. Her reports will contain tips on equipment, technique and local events, as well as consumer information... Brian Scott, Operations Manager of KHOW/Denver, announced the appointment of Jon Town as Assistant Program Director, Leigh Starnes as Music Research Director, and Pam Gresty as Programming Assistant. Of the appointments, Scott said, "The goals of KHOW in the 80's will be much easier to attain as a result of the efforts of these qualified professionals"... Chris Angel has been made Music Director of WREC/Memphis, coming from WTOB/Winston-Salem where he MD'd and pulled an air shift as well... John Evans leaves his 7-12mid air slot to go to Channel 24 as evening sports announcer. Ted Abbott takes his place, coming from a part-time position at the station... another move from radio to TV, as Noel Heckerson resigns from KMBZ/Kansas City after five years to do the news for Channel 41... Dave Deppisch comes to WQUA/Quad Cities as morning drive personality from WSPD/Toledo, OH... Jack Connerly to WORG/Orangeburg as News Director from that city's WDIX, replacing Steve Klauke, who moves into radio in Wisconsin... Bruce Buchanan, most recently with KMGC/Dallas as Program Director, has resigned that position (after taking the station in a P/A direction), and is available at (214) 341-8547...

### Color

**SILVER'S SEARCH FOR MORNING GOLD:** As we discussed last week, programmers are finding it tough to uncover good air personalities anymore — but WCWA/Toledo PD Doug Silver will not let that get him down. He has organized a promotion called the "Great Audition." Now while he is really looking for a top-flight morning man, he's also going to have fun in the meantime. Currently in the morning slot is Mark Stevens, who normally does middays, and he will cohost with anyone who feels like he or she would like that job. Area radio people, TV personalities, night club entertainers and even some recording artists are lined up to audition. The tongue-in-cheek promotion will run until March 1st, and is designed to include listener involvement.

**SEND THE SUMMER:** WHAM/Rochester is doing a "Send You To Summer" promotion, much to the delight of inclement-weathered listeners. The contest features a grand old standby, the scrambled records bit. Daily qualifiers for the grand prize receive summer stuff like beach bags, suntan lotion, and beach blankets, all of which will be put to good use for the winner, who'll find him or herself on the beach in Rio de Janeiro, all expenses paid.

**DID MICKEY DUCK WHEN HE SAW PLUTO ACT GOOFY?:** The above ties in, more or less, with KVI/Seattle's big onstage presentation of Disneyland family reunion held February 3. The traveling show is in honor of Disneyland's 25th birthday, and features all the aforementioned characters. The day before, Saturday the 2nd, a special appearance by the Disney munchkins took place at the children's ward of a local hospital. The entire two days of fantasy was funded by KVI and Disneyland as a gift to the children of the Seattle area.





POP/ADULT®

# BREAKERS®

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

## ANDY GIBB Desire (RSO)

69% of our reporters are on it. Latest adds include WHIO, WLVA, KRNT, WOWO, KVI, KSL, KSTP, WCSH, WQUA, KGNR. Key moves: 26-16 WLOW, 23-13 WCWA, 20-14 KRMG, 27-21 KDKA, 30-24 WRIE, 24-17 KLTE, 30-17 WLNH, 24-16 WBEN, 24-19 WMAZ, 29-23 WHBC, 22-17 KOLO, debut 23 WBOW, debut 24 KWOS, debut 24 WPRO, debut 28 WJBO. Jumps 30-21 on P/A chart.

## TOMMY JAMES

### Three Times In Love (Millennium)

63% of our stations are on it. One of the week's Most Added including WBT, KMPC, WWWE, WLVA, WDBO, WHDH, KNBR, KROD, WRVA, WELI, WEBC, KHOW, WCSC, WVMT. Key moves: 23-21 WBEN, 27-24 WJBO, 34-27 WHAG, debut 24 WLOW, debut 27 WRIE, debut 28 WSM-FM, debut 29 WPRO, debut 29 WNEU, debut 30 KSTP. Jumps 31-23 on P/A chart.

## TOTO 99 (Columbia)

55% of our reporters are on it. Adds include WHDH, KROD, KDKA, WOWO, WBZ, WTAE, WHOK, WHIZ, KRMG, WORG. Key moves: 19-13 KOLO, 4-2 WSM-FM, 20-15 K59, 29-22 WWWE, 24-21 WPRO, 27-24 KSTP, 29-23 KBLF, 28-21 WRIE, 20-17 WBOW, debut 23 WVMT. Heavy rotation: WJON, KNBR. Jumps 35-24 on P/A chart.

# NEW & 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.

**DONNA SUMMER "On The Radio" (Casablanca) 46/10** add KLTE, WGY, WHEN, WELI, KRMG, WQUA, WSB, WOWO, KDKA, WHIO. Key moves: 5-3 WNEU, 18-10 WWWE, 29-22 WBT, 25-22 WBOW, 27-19 WCWA, 26-17 WPRO, 25-22 WVMT, 30-25 WHBC, debut 23 WLOW, debut 20 WLNH, debut 21 KWOS, increased 36-28 on P/A chart.

**JACK JONES "Theme From Love Boat" (MGM) 42/1** add K69 (dp). Key moves: 30-27 WORG, 22-19 WIBW, 23-20 WJBO, 30-25 WBT, debut 28 WLNH, debut 29 WBOW, heavy rotation: WDBO, KLYD, increased 32-28 on P/A chart.

**ROD STEWART "I Don't Want To Talk About It" (WB) 41/2** add WGY, WHOK. Key moves: 17-13 WVMT, 23-17 WHBC, 30-28 KBLF, 33-30 KRKO, 21-17 WCWA, 29-24 WSGW, 28-23 KROD, debut 30 WNEU, increased 34-32 on P/A chart.

**BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) 39/8** add KUGN, KNBR, WBOW, WDIF, WCHV, WHBC, WIS, WFTL. Key moves: 25-21 WHAG, 20-17 WFYR, 24-20 KMPC, debut 29 WLVA, debut 30 WRIE, increased 38-33 on P/A chart.

**STARLAND VOCAL BAND "Loving You With My Eyes" (Windsong) 37/8** add WFDF, WPRO, WBOW, WIOD, WVMT, WCHV, WMAZ, WIBW. Key moves: 29-28 WORG, 35-28 WHBC, 30-22 WSM-FM, 25-21 WLVA, debut 18 WISN. Heavy rotation: WASH, increased 39-34 on P/A chart.

**DANA VALERY "I Don't Want To Be Lonely" (Scotti Bros.) 45/7** add WSGW, KVI, WTMJ, KLYD, FM97, WORG, KROD. Key moves: 24-20 WLVA, debut 27 WWWE, debut 28 WIBW, increased 40-37 on P/A chart.

**GEORGE BURNS "I Wish I Was Eighteen Again" (Mercury) 35/8** add WCWA, WRIE, WNEW, WHIO, KMRJ, KBLF, WJBO, WIS. Key moves: 33-27 WHBC, 29-26 KDKA. Heavy rotation: WOOD. Debuts at No. 38 on P/A chart.

## Others Getting Significant Action

**MELISSA MANCHESTER "Fire In The Morning" (Arista) 35/19** — shares Most Added with Crystal Gayle — WSGW, KUGN, WELI, WJBO, WBLI, WBAL, WBT, KMPC, WHIO, WQUA, KRKK to mention a few. Debuts 25 WSM-FM.

**DAVID GATES "Where Does The Lovin' Go" (Elektra) 29/14** add WHIO, WSGW, WHIZ, WELI, KSL, WHBC, WSLI, WTMJ, WWWE, WLOW, WLVA, KRKK, KPPL, WCHV.

**AIR SUPPLY "Lost In Love" (Arista) 28/15** add WSLI, KWOS, WRVA, WLOW, WHIO, WHEE, KOLO, FM97, KBLF, WSM-FM, WPRO, WJON, WJBO, WIOD, KPPL. Moves 30-27 WVMT.

**PEACHES & HERB "I Pledge My Love" (Polydor) 25/6** add WYMC, KPPL, KHOW, KMRJ, WRIE (ra), WIP. Moves 32-27 WBT, debut 25 WLNH. Heavy rotation: WTMJ.

**JUDIE TZUKE "Stay With Me Till Dawn" (Rocket/MCA) 24/1** add WCHV. Moves 25-21 WBT.

**RICHIE FURAY "I Still Have Dreams" (Asylum) 23/2** add WCWA, KWOS. Moves 27-24 WORG.

**BARBARA MANDRELL "Y Years" (MCA) 22/7** add WYNE, KRNT, WORG, WIS, KRMG, WDBO, KMRJ. Moves 24-21 WIBW, 25-20 WHIZ, 29-22 WLNH.

**KOOL & THE GANG "Too Hot" (De-Lita) 22/5** add WORG, WEBC, FM97, WOWO, WHIO. Debut 24 KOLO, debut 28 WRIE.

**ROBERTA FLACK & DONNY HATHAWAY "You Are My Heaven" (Atlantic) 22/4** add WJON, KBLF, KMRJ, WLNH. Moves 19-14 WSM-FM, 28-24 WHAG, 26-23 WBT, debut 20 WISN, debut 28 WWWE.

**KENNY NOLAN "Us And Love (We Go Together)" (Casablanca) 21/14** add WBAL, WASH, WLVA, WTMJ, KUGN, KWOS, WSGW, WOOD, WHIZ, KMRJ, WPRO, KSL, WHBC, WORG. Debuts 28 WHAG.

**ISAAC HAYES "Don't Let Go" (Polydor) 21/0.** Moves 14-10 WBZ, 25-20 WRIE, 28-22 WOWO.

# Radio Records POP/ADULT AIRPLAY / 40

February 8, 1980

Three Two Last This Weeks Weeks Week Week

4	2	1	1	NEIL DIAMOND/September Morn (Columbia)
14	8	3	2	DAN FOGELBERG/Longer (Full Moon/Epic)
3	3	2	3	BARRY MANILOW/When I Wanted You (Arista)
6	4	4	4	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
11	6	5	5	ANNE MURRAY/Daydream Believer (Capitol)
19	11	9	6	BARBRA STREISAND/Kiss Me In The Rain (Columbia)
8	7	7	7	FLEETWOOD MAC/Sara (WB)
12	10	8	8	MICHAEL JACKSON/Rock With You (Epic)
21	16	12	9	DIRT BAND/American Dream (UA)
30	22	13	10	SPINNERS/Working My Way Back To You (Atlantic)
23	20	15	11	STEVE FORBERT/Romeo's Tune (Nemperor)
1	1	6	12	DIONNE WARWICK/Deja Vu (Arista)
-	30	18	13	RUPERT HOLMES/Him (MCA)
22	17	14	14	JOHN STEWART/Lost Her In The Sun (RSO)
2	5	10	15	CAPTAIN & TENNILLE/Do That To Me One More Time (Casablanca)
5	9	11	16	KENNY ROGERS/Coward Of The County (UA)
36	32	22	17	QUEEN/Crazy Little Thing Called Love (Elektra)
-	36	25	18	CHUCK MANGIONE/Give It All You Got (A&M)
35	31	26	19	NICOLETTE LARSON/Let Me Go, Love (WB)
16	14	17	20	KENNY LOGGINS/This Is It (Columbia)
-	-	30	21	ANDY GIBB/Desire (RSO)
7	13	20	22	RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M)
-	-	31	23	TOMMY JAMES/Three Times In Love (Millennium)
-	39	35	24	TOTO/99 (Columbia)
15	15	16	25	LOBO/Holdin' On For Dear Love (MCA/Curb)
9	12	19	26	STEVIE WONDER/Send One Your Love (Tamla)
10	18	21	27	CLIFF RICHARD/We Don't Talk Anymore (EMI America)
-	38	36	28	DONNA SUMMER/On The Radio (Casablanca)
37	35	32	29	JACK JONES/Theme From The Love Boat (MGM)
27	27	28	30	SMOKEY ROBINSON/Cruisin' (Tamla)
24	23	29	31	EAGLES/The Long Run (Asylum)
38	34	34	32	ROD STEWART/I Don't Want To Talk About It (WB)
-	-	38	33	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
-	-	39	34	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
13	19	23	35	LITTLE RIVER BAND/Cool Change (Capitol)
18	21	24	36	DANN ROGERS/Looks Like Love Again (International Artists)
-	40	40	37	DANA VALERY/I Don't Want To Be Lonely (Scotti Bros.)
-	-	-	38	GEORGE BURNS/I Wish I Was Eighteen Again (Mercury)
-	-	-	39	MICHAEL JOHNSON/The Very First Time (EMI America)
-	-	-	40	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)

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  
➔

**MICHAEL JOHNSON "The Very First Time" (EMI America) 35/7** add KRNT, WHIO, WISN, WLNH, WBT, WFDF, WCWA, WISN. Key moves: 28-22 WSGW, 22-19 WSM-FM, 32-28 KRKO, debut 24 WBEN. Debuts at No. 39 on P/A chart.

**CRYSTAL GAYLE "It's Like We Never Said Goodbye" (Columbia) 33/19** — tied for Most Added honors this week. Adds include WBAL, KRKK, WSB, KVI, WRVA, WIOD, WMAZ, WCFR, KWOS, WISN, WIP, KGNR, WFTL. Key moves: 38-29 WSGW, debut 29 WJBO. Heavy rotation: WHIO. Debuts at No. 40 on P/A chart.

## Most Added:

- CRYSTAL GAYLE**  
It's Like We Never Said Goodbye (Columbia)  
Added at 20% of our reporting stations.
- MELISSA MANCHESTER**  
Fire In The Morning (Arista)  
Added at 20% of our reporting stations.
- TOMMY JAMES**  
Three Times In Love (Millennium)  
Added at 19% of our reporting stations.
- AIR SUPPLY**  
Lost In Love (Arista)  
Added at 18% of our reporting stations.
- DAVID GATES**  
Where Does The Lovin' Go (Elektra)  
Added at 15% of our reporting stations.
- ANDY GIBB**  
Desire (RSO)  
Added at 13% of our reporting stations.
- RUPERT HOLMES**  
Him (MCA)  
Added at 13% of our reporting stations.

## Hottest:

- DAN FOGELBERG**  
Longer (Full Moon/Epic)  
Reported hot at 72% of our stations.
- NEIL DIAMOND**  
September Morn (Columbia)  
Reported hot at 50% of our stations.
- TERI DeSARIO w/KC**  
Yes, I'm Ready (Casablanca)  
Reported hot at 37% of our stations.
- ANNE MURRAY**  
Daydream Believer (Capitol)  
Reported hot at 36% of our stations.
- SPINNERS**  
Working My Way Back To You (Atlantic)  
Reported hot at 32% of our stations.
- DIRT BAND**  
American Dream (UA)  
Reported hot at 31% of our stations.

**COMMODORES "Wonderland" (Columbia) 19/2** add WREC, WLOW. Debuts 30 WWWE, FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 18/4 add WELI, WREC, WWWE, WHIO. Moves 25-23 WMAZ, 34-29 WHBC, debut 29 WSM-FM.

**WILLIE NELSON "My Heroes Have Always Been Cowboys" (Columbia) 13/6** add WIBW, KBLF, WHBC, KRKO, KUGN, WCCO.

**ALAN PARSONS PROJECT "You Won't Be There" (Arista) 12/5** add WHBC, WYNE, WGER, WBT, KRKK. Moves 29-28 WHAG, 26-20 WSM-FM, debut 29 WORG.

**AMERICA "All Around" (Capitol) 12/3** add WYMC, WJON, FM97. Debuts 30 WJBO.

**BOB JAMES & EARL KLUGH "Kari" (Tappan Zee/Columbia) 12/1** add KRKO, 29-23 WJBO.

**JOYCE COBB "Dig The Gold" (Creem) 12/0.** Hot at WOWO.

**LINDA RONSTADT "How Do I Make You" (Asylum) 10/6** add WASH, WMAZ, WCHV, WPRO, WDIF (dp), KRKK (dp). Debuts 23 KOLO, debut 26 WLOW. Note: most stations reporting this are restricting play to nighttime.

**TURLEY RICHARDS "You Might Need Somebody" (Atlantic) 10/2** add WSM-FM, WLNH. Moves 29-27 WMAZ.

**PRINCE "I Wanna Be Your Lover" (WB) 8/1** add WCHV (dp). Moves 7-5 WCSC, 27-15 WOWO.

**ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 7/7** add WGIR, WCCO, WSB, WHIO, WJON, WHIZ, KLYD.

**MAUREEN McGOVERN "We Could Have It All" (WB/Curb) 7/7** add KRKO, WHIZ, KLYD, WCCO, WGIR, WHBC, KFOR.

**TARNEY/SPENCER BAND "Cathy's Clown" (A&M) 7/6** add WVMT, WLOW, WHIO, KBLF, KRKO, WDIF.



# OPPORTUNITIES

## Openings

WTRC seeking morning drive newperson. Air work not street reporting necessary. Experienced, degree or oth. Tapes and resume to Curt Miller, WTRC, Box 699, Ikhart, IN 46515. EOE (2-8)

Chance of a lifetime. Professional night-time personality wanted. Send tape and resume to Mitch Michaels, VLUP, 875 North Michigan, Chicago, IL 60611. No calls. OEM/F (2-8)

WANTED: Morning man for Country station in Bellingham, WA. Should have mature adult approach. Salary depends on experience. Contact Steve Lewis (206) 734-655 or resumes to Box D, Bellingham, WA 98225. EOE M/F (2-8)

SEI/Pocatello, ID needs air talents with production kills. Send tapes and resumes (on cassette if possible) to J. Walker, Box 182021, Sacramento, CA 95818, or call (916) 372-8519. EOE M/F (2-8)

Looking for a good one-to-one communicative newperson. Tapes and resume to R. Charles Snyder, Box 1745, Medford, OR 97501 or call (503) 779-3131. OEM/F (2-8)

Zeta 4, Miami's #1 rock station in Oct/Nov ARB, needs upbeat, positive talent who can relate to album format. Background in AOR essential; additional experience in Top 40 helpful. Great opportunity for a young medium market jock to move up to key shift in the majors. Mail tape and resume ASAP to Keith Isley, PD, Zeta 4, 4330 N.W. 207 Dr., Miami, FL 33055. No calls. EOE (2-8)

50,000 watt medium market Top 40 FM going live in two weeks. Now accepting tapes and resumes. Send to Box 54344, Washington, DC 20032. (2-8)

KVOY/Yuma, AZ has an opening for an aggressive afternoon newperson. Work with expanding news coverage and growing facility. Need you yesterday. Send tapes and resumes to Rich Whitley, KVOY, Box 228, Yuma, AZ 85384 or call (602) 782-4321. EOE M/F (2-8)

AM/FM combo needs mature, bright morning man. Production a must. FCC 3rd, 2 yrs college preferred, or equivalent. Send tapes and resumes to Bob Johnson, Century Communications, Inc., Box 170 Wilson, NC 27893. EOE (2-8)

Need Extra Income? Independent programmers/music directors needed in various music formats (P/A, AOR, Country, Jazz) for work with national Foreground Music company. Work from your own production facility. Send brief work history/resume to Radio & Records, 1930 Century Park West, #178, Los Angeles, CA 90067. (2-8)

Immediate opening for announcer. Must have commercial experience. Pop/Adult, mature voice, salary open. WVOS-AM/FM, Liberty, NY 12754 or call (914) 292-5533. (2-8)

## Openings

California Country giant needs tapes for future openings. Country music knowledge and good production a must. Excellent opportunity and salary for professional team worker. Rush tapes and resumes to K.C. Adams, 732 N. Van Ness, Fresno, CA 93728. EOE (2-8)

Creative morning personality needed now at KKYK-FM/Little Rock. Tapes and resumes to Jim Cassidy, 4021 W. 8th, Little Rock, AR 72203. (2-8)

KPUG/Bellingham, WA looking for afternoon news person. 10,000 watts covering beautiful North Western Washington. Provides a great opportunity for the right person to learn and grow with the company. Tapes and resumes fast to Pete Kremen, KPUG, Box 1170, Bellingham, WA 98225 or call (206) 734-1170. Females encouraged. EOE M/F (2-8)

KSLM/Salem, OR looking for news reporter. College or 1 yr on-air experience preferred to join the #1 station in the capital metro area. Good starting point. Tapes and resumes to T.L. Fuller, ND, Box 631, Salem, OR 97308 or call (503) 585-4636. EOE M/F (2-8)

Priority One: Need killer, dynamic, aggressive News Director plus one person at KHYT. Rush tapes and resumes to Rich Robbin, KHYT, 2307 E. Broadway, Tucson, AZ 85719. EOE (2-8)

WLAV-AM-FM/Grand Rapids, MI seeks combination anchor/reporter for Adult Contemporary and AOR formats. Conversational delivery a must. Send tapes and resumes to Bruce McKay, ND, 101-C Waters Bldg., Grand Rapids, MI 49503. No calls please. EOE (2-8)

WANTED: Reporter/News Anchor. Will work both as street reporter and news anchor. Must have at least 1 yr commercial radio news experience. Ideally will be familiar with both reporting and anchor techniques. Salary negotiable. Send aircheck and resume to Hank Schmitt, ND, WHHY, 3435 Norman Bridge Rd., Montgomery, AL 38105. (2-8)

Production Manager/Operations Supervisor. Commercial delivery. Creative. Promotion-minded. Send tapes and resumes to Box 1320, Cincinnati, OH 45201. (2-8)

First major opening for a News Director in 3 yrs at KSSS/Colorado Springs. Looking for hard working, nose into the news type for morning drive shift and other news duties for one person department. If you want to be your own news department this job might be for you. Those out for a good time in the mountains need not apply. Good salary, health insurance, vacation benefits and car all go with this position. Tapes and resumes to Bob May, PD, KSSS, Box 740 Colorado Springs, CO 80901. No calls please. EOE (2-8)

WIXX-AM-FM needs News Director who will keep our news ahead of the competition. Send tapes and resumes to Chuck Reng, WIXX, 125 E. 3rd St., New Richmond, WI 54017. (2-8)

KCMQ/Columbia, MO accepting tapes and resumes for airshift and production positions and possible PD/MD opening. Info to Tom Arnold, KCMQ, Box 459, Columbia, MO 65205. No calls please. EOE M/F (2-8)

## Openings

Immediate opening for personality/News Director. Phone (503) 484-4304 and ask for Mike Anthony at KBDF/Eugene. (2-8)

News person needed immediately. Tapes and resumes to Mike Murphy, Box 6067, Beaumont, TX 77705 or call (713) 842-2210. (2-8)

WURL/Peoria needs highly skilled Production Director immediately. Excellent writing and production abilities required. Superb working conditions, good people. Tapes and resumes to Lee Malcolm, WURL, Box 3335, Peoria, IL 61614. No calls please. EOE M/F (2-8)

Growing FM/AM station in medium market is seeking a mid-day announcer. Tight board, easy manner a must. Send tapes, resumes and salary history to Kurt Larsen, KAOH, Box 6167, Duluth, MN 55808. EOE (2-8)

WANTED: Experienced radio personality for afternoon drive opportunity in LaCrosse, WI. Send tapes and resumes to Kevin St. John, WIZM, Box 99, LaCrosse, WI 54601. EOE M/F (2-8)

Experienced announcer for Top 40 format needed yesterday. Production and good board work a must. Call KAMP radio in El Centro, CA at (714) 352-2277. EOE (2-8)

Be a part of a top-notch professional team in a young expanding company. Send tapes and resumes to Rick Scott, KKXL, Box 997, Grand Forks, ND 58201. EOE M/F (2-8)

Immediate opening for 1st ticket Country jock with good pipes in medium market operation. Minimum 2 yrs experience, excellent new facilities and fast growing organization. Tapes and resumes to Kent Hopper, OM, KCEY, Box 979, Modesto, CA 95380 or call (209) 883-0433. EOE (2-8)

KKKQ/Phoenix has opening for Pop/Adult communicator not intimidated by a format. Tapes and resumes to Don Richards, 2021 E. Thomas, Phoenix, AZ 85046, or call (602) 838-3062. EOE M/F (2-8)

Chief Engineer for leading facilities in medium market. Immediate start. Live directional AM, automated FM, must be thoroughly experienced in DA's, FM, audio, automation, remote control, maintenance, proofs, FCC rules and regulations. Station group committed to quality engineering. Rush resume with references and letter of application with salary requirements to James Shields, KMNS/KSEZ, Box 177, Sioux City, IA 51102. EOE (2-8)

Part-time announcer needed immediately. Tapes and resumes to Mike Murphy, Box 6067, Beaumont, TX 77705, or call (713) 842-2210. (2-8)

CK101/Cocoa Beach, FL seeks experienced news person for morning team concept. Working knowledge of news and public affairs is essential. Good bucks for the right person. Tapes and resumes to Bill Baker, OM, CK101, Box 520, Cocoa Beach, FL 32931. No calls please. EOE M/F (2-8)

## Openings

Rental is looking for talented air personalities. AOR, Top 40, R&B. The best positions in major market stations. Rental, Box 384, Owings Mills, MD 27771. EOE M/F (2-8)

Immediate opening in beautiful Oregon. One-to-one communicator, with good production for Oregon's fastest moving FM-Top 40. Tapes and resumes to Russ Daniels, K104, 743 Main St., Lebanon, OR 97355 or call (503) 269-2414. EOE M/F (2-8)

Pop/Adult AM/Beautiful Music FM, central California small staff of dedicated easy going no b.s. people looking for same. Hot production a must. Send tapes and resumes to David Buckner, Box 9723, Bakersfield, CA 93389. EOE (2-8)

Madison, WI is one of the country's best cities to live in. Madison's rock leader has immediate openings for two young, top-flight personalities who know today's music and can relate to today's audience. Excellent company and benefits. Send resumes, tapes and salary requirements to Harv Blain, WZEE, Box 8030, Madison, WI 53708. No calls please. EOE M/F (2-8)

KHYS Southeast Texas hottest radio station is looking for a bright conversational announcer with good production skill. KPAC Country Gold looking for air talent with good production skills. Send tapes and resumes to Ted Stecker, 7700 Gulfway, Port Arthur, TX 77640 EOE (2-8)

Pop/Adult Northwest New Jersey station looking for combo newperson and mid-tempo air personality. Send tapes and resumes to PD, WRNJ, Box 1000, Hackettstown, NJ 07840. EOE M/F (2-8)

"We want your body." Progressive album Country FM in beautiful central Oregon seeks air people who are also super production folks. If you're pro enough to handle it send tapes and resumes to Ric Marshall, KICE, Box 751, Bend, OR 97701. No calls please. EOE M/F (2-8)

WNAP/Fairbanks-Indianapolis FM looking for talent. Send tapes to Chris Conner, PD, 2835 N. Illinois, Indianapolis, IN 46208. No calls please. (2-8)

### 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

ALLEN STUART has been appointed Assistant Program Director for WKJY-FM/Hempstead, NY.  
 JOHN VIDAVER, morning personality on WHLI-AM/Hempstead, NY, has been appointed Assistant Program Director.  
 REAL JOHN STEELE, formerly with KSEL-AM/Lubbock, TX, joins KLBK-AM-FM/Lubbock, TX as MD.  
 DALE TRAVIS promoted to Assistant Music Director at KLBK/Lubbock, TX.  
 J. WALKER, formerly with New World, joins WSEI/Pocatello, ID as PD.  
 LARRY LOMAX promoted to MD at KYJC/Medford, OR.  
 TONY K. promoted to PM drive at KYFC/Medford, OR.  
 JEFF YOUNG, former News Director of KYNO-FM/Fresno, CA, has been appointed News Director for Radio Inc. AM & FM.  
 SHAUN DEMORY, former MD of KYNO-FM/Fresno, CA, named MD of Radio KYNO Inc. AM & FM.  
 LORI KELMAN-BROWN has been named News and Public Affairs Director of WAAF-FM/Worcester, NY.  
 SHOTGUN MARK RIVERS, former MD of WRKR/Racine, WI, joins WSKS/Cincinnati, OH doing 6pm-10pm.  
 DENNIS ST. JOHN, former PD/MD and afternoon drive personality of KCMQ/Columbia, SC, joins KUDL/Kansas City, KS as morning personality.  
 GRANT WILLIAMS has been appointed Promotion and Public Service Director for KKEZ/Fort Dodge, IA.  
 TERRY "COYOTE" O'SHEA, formerly with KIKI/Honolulu, HI, joins WOYV/Ft. Pierce, FL as morning personality.  
 TOM CUDDY promoted from MD to PD at WARA/Attleboro, MA.  
 BOB LOGAN promoted to MD at WOKF/Tampa, FL.  
 J.W. DANZT joins KENR/Houston from KULF/Houston, TX.  
 MARK SINCLAIR named MD at WHYL/Carlisle, PA, from WTNT/Ft. Lauderdale, FL.  
 BENICIA LYNN promoted to afternoons at WHYL/Carlisle, PA.

### Industry

BRUCE LOWRY named Regional Sales Manager and Chicago One-Stop Manager for Lieberman Enterprises.  
 TOM O'FLYNN has been appointed Sales Manager for Lieberman Enterprises.  
 WAYNE KAHN named Product and Promotion Coordinator for Lieberman Enterprises.

SAM SCHULMAN doing One-Stop Sales for Lieberman Enterprises.  
 DAWN STEUER appointed Internal Coordinator for Lieberman Enterprises.  
 MICHAEL DION appointed National Sales Manager for Mobile Fidelity Sound Lab.  
 ELLEN GREENBERG has been named Director of Merchandising for Van Halen Productions.  
 MICHAEL OLIVIERI appointed East Coast Regional Video Specialist for WEA Corporation.  
 CATHIE INMAN promoted to Sales Representative for WEA Corporation.  
 FRANCES BIRMINGHAM promoted to Sales Office position for WEA Corporation.  
 JOAN McCORMICK named to post of Director of Artist Development and Promotion for Music Artist Management.

### Station Line-Ups

**KLAV/Las Vegas, NV LINE-UP:** Dave Wilmont, PD, Alan McLaughlin Asst. PD, Susan Korngold MD, 6am-10am Alan Mack, 10am-3pm Eric Chase, 3pm-7pm C.C. McCartney, 7pm-12mid Randy Hood, 12mid-6am Chris Heze.

**WJML/Petoskey, MI LINE-UP:** 5:30am-10am Nick Scott, 10am-3pm Mike Daniels, 3pm-7pm Rob Hazelton, 7pm-12mid Jeff Peterson, 12mid-6am Linda Sims. Weekends: John Clark (News), Cyndi Smith, Mark Kege.

**14WK/Wheeling, WV, LINE-UP:** 6am-10am Dan McGrath, 10am-3pm Pam Finn, 3pm-7pm Ron Parker (PD), 7pm-12mid Rich Collins (MD), 12mid-6am Bart Allen. Weekends: Ned Ferris, Randy James, Jim Judge.

**KCBN/Reno, NV LINE-UP:** 5:30am-10am John Reynolds, 10am-2pm Bill Stairs, 2pm-6pm Palmer Stewart, 6pm-10pm Russ O'Brien, 10pm-2am Kelly McKay, 2am-5:30am Hollywood.

**KCAL/San Bernardino, CA LINE-UP:** 6am-10am Harris Allen, 10am-3pm Robin, 3pm-8pm Pete Harmon, 8pm-1am Stewart, 1am-6am Randy Gilbert. Weekends: Rich Adams.

**KWIC/Beaumont, TX LINE-UP:** 5:30am-9am Mike Murphy, 9am-12noon Dave Starr, 12noon-3pm Tim Kelly, 3pm-7pm Ken Jumper, 7pm-12mid P. Jae Taylor, 12mid-5:30am Tetry Cannon. Weekends: James Brown, Mike Halphen.

**KBUF/Garden City, KS LINE-UP:** 5:45am-10am Al Wyntor (PD), 10am-2pm Dean Saum, 2pm-6pm Scott Anderson (MD), 6pm-12mid Rhett Downing. Weekends: Steve Black.

**WRXL/Richmond, VA LINE-UP:** 6am-10am David Berstein, 10am-3pm Jon Seid, 3pm-7pm Steve Forest, 7pm-12mid Bob Davis, 12mid-6am Max. Weekends: John Thomas, Clay Cromley, Scott Whitthaus, Steve Ford, Ty Bailey.

**WAKY/Louisville, KY LINE-UP:** 5:30am-10am Bill Bailey, 10am-1pm Mike McVay (PD), 1pm-4pm Bobby Hatfield, 4pm-7pm Bob Moody, 7pm-12mid Harry Lyles, 12mid-5:30am Chuck Jackson. Weekends John Ashton, Mike Mills.

**KCEY/Modesto, CA LINE-UP:** 6:30am-10am Kent Hopper, 10am-3pm John Gray (MD), 3pm-7pm T.C. Arnold, 7pm-12mid Mark Hicke, 12mid-6am Bob Reese. Weekends: Marty Mitchell

# OPPORTUNITIES

## Openings

**KIKX/Tucson** has one full-time opening. We need experienced Country announcer for 7-12midnight shift. If you're interested in working in a city with an excellent climate, send tapes and resumes to Tim Tyler, PD, Box 5586, Tucson, AZ 85703 or call (602) 299-9711 between 12noon-2pm MST. EOE M/F (2-8)

**KOKK** is looking for news person with the ability to gather and deliver news to an 18-49 audience. Talented beginners urged to apply. Tapes and resumes to Scott Meyers, KOKK, Box 931, Heron, SD 57350. EOE (2-8)

**KFIM** is accepting tapes and resumes for News Director. Send to Johnny Thompson, 5411 N. Mesa, Suite 31C, El Paso, TX 79912. EOE M/F (2-8)

Rare news opening! WSGW/Saginaw-Bay City, MI is looking for a digger and hard worker with authoritative air presentation to join our solid news organization. Contact Dave Maurer, (517) 752-3456 or write Box 1945, Saginaw, MI 48605. EOE M/F (2-8)

**WAV/Wero Beach, FL** the only FM Country station on Florida's treasure coast has an opening for a drive-time jock. Good climate, good pay. Send tapes and resumes to Bob Rowland, Box 489, Vero Beach, FL 32960. EOE M/F (2-8)

**KVOC/Casper, WY** needs some air talent. Tapes and resumes to Dick Grogg, PD, KVOC, Box 2090, Casper, WY 82602. No calls please. EOE (2-8)

**KXOA-AM/Sacramento** is looking for high powered talent. High energy entertainers who can "talk to me." Tapes and resumes (no sooner than yesterday) to Terry Nelson, box 1677, Sacramento, CA 95808. EOE M/F (2-8)

**Pop/Adult KRKK** is accepting presentations for mid-February announcer opening. Experience in production and on-air an absolute must. Tapes and resumes to PD, Box 2128, Rock Springs, WY 82901 or call (307) 362-3793. EOE M/F (2-8)

"The Pass," the Southwest's premiere Rocker needs aggressive air personalities. AOR and/or Top 40 experience. If you're good and want to be better call Bo at (915) 533-8211. EOE M/F (2-8)

Accepting tapes and resumes for future full and part-time openings. Move into highly competitive Savannah market. Minorties and females encouraged. Rush tapes to PD, Box 9705, Savannah, GA 31401. WJLM is live 100KW AOR. EOE (2-8)

**Colorado's fastest growing progressive Rocker** is searching for a News Director. KIL0/Colorado Springs. Call Rich Hawk, PD at (303) 634-4896. EOE (2-8)

**KZLK-AM-FM/Seattle** has opening for mid-day air person. Tapes and resumes to Armand Chianti, KZLK, 1426 5th Ave., Seattle, WA 98101 or call (206) 223-3913. EOE M/F (2-8)

News person for #1 news operation in 100,000 market. Latest RENG equipment, car, profit sharing. Need a good voice as well as good street ability. Tapes and resumes to Dave Knight, Box 166, St. Joseph, MO 64502 or call (816) 279-6348. (2-8)

**Pop/Adult KRKK and Country KQSW** expanding news department. If you like clean air, no traffic jams and great people to work with, let's talk. Tapes and resumes to Rod Tucker, Box 2128, Rock Springs, WY 82901, or call (307) 362-3793. EOE M/F (2-8)

**Morning entertainer** with programming background for contemporary stations in Western United States. Send tape and resume to Radio & Records, 1930 Century Park West, #177, Los Angeles, CA 90067. EOE

Attention morning personalities. If you can be an individual and still work within guidelines, we want to hear from you. Our AM signal covers 1.5 million in South FL. Send aircheck, track record and resume to Fulton Radio, Box 5143, Ft. Lauderdale, FL 33310. EOE M/F (2-8)

Be a part of the 80's at central New York's original and best AOR WOUR is now accepting tapes for future openings. Send attn. Tom Starr, WOUR-FM, 288 Genesee St., Utica, NY 13502. (2-8)

**Morning News Person** top 10 market, exciting opportunity for experienced broadcast journalist who can write, edit and deliver relevant information. We're seeking a pro who can communicate one-to-one with an adult audience. Tapes, resumes and salary requirements to Frank Murphy, Bonneville Broadcast Consultants, Box 157, Tenafly, NJ 07670. All replies in confidence. EOE (2-1)

**Growing FM/AM station** in medium market seeking a mid day announcer. Tight board and easy manner a must. Send tapes, resumes and salary history to Kurt Larsen, KA0H, Box 6167, Duluth, MN 55808. EOE (2-1)

**KEYY/Provo** is looking for a chronic workaholic to become part of our encounter group and hang out on the air between 12midnight-6am. For a high work load and lousy bucks send tapes to Gaylen Palmer, KEYY, Provo, UT 84601. EOE (2-1)

## Goods & Services

### Broadcast Calendar

**BROADCASTERS:** Want to sound like you've prepared your program for days? Try our service, used by top radio & TV personalities all over the U.S. and Canada. Free sample of Bob Barry's NEWSLETTER & BROADCAST CALENDAR from: P.O. Box 577, Lannon, WI 53048.

### Comedy Material

Original DJ humor from top Hollywood comedy writer. For freebie write HYPE, INK, Box 69581, Los Angeles, CA 90069.

### Lola's Lunch

**DROP YOUR PANTS,** grab your socks, here come the laffa, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Dr., Ypsilanti, MI 48197.

### Phantastic Phunnies

Highly respected... proven worldwide audience builder! Hilarious... original... "quick-quip"... topical humor! Introductory month's 400 topical one-liners and "BONUS" just 92.00!!! Phantastic Phunnies, 1343 A. Stratford Dr., Kent, OH 44240.

### 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.

### St. John & Associates

Radio news consulting by major market professionals and News Directors. Station rates vary. Send individual air-checks (cassette or reel) \$15.00, return postage. ST. JOHN & ASSOCIATES, P.O. BOX 30335, Cleveland, OH 44130.

### "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.

### 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

**Chief Engineer** — live FM in nation's finest city. Excellent equipment, professional staff. Experienced in RF and State-Of-Art audio required. Send resume and salary requirements to President, K-BEST Radio, 7667 Convoy Court, #303, San Diego, CA 92111. EOE (2-1)

**WWYZ/Hartford, CT** has immediate opening for News Director and news person with sound journalism and leadership qualities. Send tapes, resumes and salary requirements to PD, Box 3322, Hartford, CT 06103. No calls please. Minorities and females encouraged to apply. EOE M/F (2-1)

**Soon to be 100,000 watts Contemporary stereo FM** in West Texas, looking for two personality jocks who can do bang-up production. Send tapes and resumes to Suite 513, American Bank Bldg., Odessa, TX 79761. EOE (2-1)

Applications now being accepted for PD position at WLCS/Baton Rouge, LA. Contact Gene Nelson, WLCS, Suite 2420, One American Place, Baton Rouge, LA 70825 or call (504) 383-4411. EOE M/F (2-1)

**WGMG-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, WGMG-FM, 1 Bala Cynwyd Plaza, Bala Cynwyd, PA 19904. 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)

## Positions Sought

**Aggressive young pro,** currently in top market seeking full-time on-air position in Top 40 or Pop/Adult medium market on up. 7 yrs experience including day-parts, programming and music. Call LARRY at (203) 223-7487. (2-8)

**Ready to change fun in the sun for dough in the snow** if necessary. Black announcer with Top 40 and AOR experience. Call SPENCE at (305) 484-1400 or write 1017 Mayflower #5, Ft. Pierce, FL 33460. Top 50 markets only. (2-8)

**Last 2 yrs spent in the top 10** on a 50K contemporary chain facility. Got a new PD, need a new gig. Call ERIC at (617) 272-5026 anytime. (2-8)

**I have gone from night-time jock/janitor** to afternoon drive to morning drive to PD in 15 months. I am now looking for a challenging position in the Northeast. If you want someone who will work long and hard for you call JOHN at (806) 872-2404. (2-8)

**#1 morning man** in 4 consecutive ARB's in million plus West Coast market. Major markets only. Call STEVE at (408) 353-3872. (2-8)

**Southeast 6 yrs experience,** quality voice, good production and news. Reliable. AOR, Pop/Adult, Top 40. Call MARC at (404) 252-7079. (2-8)

**Female announcer 5 yrs experience** formerly KZAP, KFIC, KTLK. Looking for new position. West Coast preferred. Good production and Music Director experience. Call (916) 448-3294. (2-8)

**Good pipes, experienced Top 40 jock** seeks stable medium market gig, any shift. East Coast only. Good references. Call BILL at (516) 423-0187. (2-8)

**Do you want a person with experience** in all facets of station operations from programming to engineering and automation with 1st phone? Country to AOR formats. Interested? Call CHARLIE in Central California at (209) 626-9473. (2-8)

**JOSEPH KING former PD/MD,** all air shifts, 5 yrs experience looking for a permanent gig in small to medium market. Call (805) 834-7323 or write 3804 Cinnamon, Bakersfield, CA 93309. (2-8)

**10 yr experienced pro** looking for medium market PD or major market air slot in Top 40 or AOR. I know the biz and I'm a tireless worker. Excellent references. Prefer California but will consider Oregon or Washington. Call PHIL DRAKE at (916) 392-9209. (2-8)

**Successful PD/MD/Air talent** available for challenging position. 18 yr pro. Heavy on promotion, community involvement, budgeting, staff motivation. Sales experience. Strong on-air and production skills. Call (216) 864-6682. (2-8)

**Attention Pop/Adult Programmers!** Nighttime ratings dragging you down? My "high energy" telephone talk will cure your negative trends. 15 yr veteran with 5 in top 10 Southeast market currently knocking 'em dead. If you want a better book next time let's talk about my unique approach. Write TALK HOST, c/o 323 Franklin, #804/T-83, Chicago, IL 60606. (2-8)

**7 yrs experience in album rock radio.** Excellent production, super copywriting. Seek on-air position at top 30 market AOR station. Rock & Roll and radio are in my blood. If your station needs a transfusion, call MIKE BEECHER 9-5pm at (203) 762-9362. (2-8)

**ARB time-tested AOR winner.** Get the best... 12 yrs experience, best 3 in Superstars, #1 all the way! Phoenix, AZ 14 share, #1 12+, Columbus, OH, 19 share #2 12+, both 7-12midnight. Everything but GM under my belt, medium/major market. Call FRANK at (317) 893-4549. (2-8)

**Top 40, Pop/Adult, AOR, Disco, AM/FM** likable personality with PD/MD/PSA Director/Promotion and remote and production experience. Desire full-time opening as DJ with responsibilities. Aircheck and resume available by calling (216) 478-1206 or (216) 478-0440 anytime. Young but mature. LARRY D. (2-8)

**BOB BAILIE 9 yr vet,** 4 in major market. Excellent track record as PD. Educated and articulate. Available now for medium or major market. Prefer Southwest or West Coast locale. AOR, Top 40, Pop/Adult and BM formats all worked. Call (602) 993-8228. (2-8)

**I've still got it... but it's going fast!** Looking for Top 40/Pop/Adult FM'er in medium/major market. Can program, produce and star. Call me now. I'm fading fast. MIKE WEINER (301) 593-2597 after 5pm EST. (2-8)

**Female announcer, 4 yrs experience,** production manager, Rock/Country/Easy Listening/Pop/Adult. Call ANN at (212) 925-0174. (2-8)

**BOB MOHR, WEAM, WYCB, WLPL,** is looking. Call (301) 790-1222. (2-8)

**End your play-by-play search.** Sportscaster with commercial experience looking to move up. Airshift, production and sales. Single and willing to relocate. MITCH (318) 992-8594. (2-8)

**Former Top 30 market jock** with programming background. Most recently MD at FM93 AOR station in Fresno area. Formerly air person at KCKC/San Bernardino. Call ANDY TYLER at (209) 625-3218 anytime. (2-8)

**I have 12 yrs experience** as air talent and programmer. The past 8 yrs in the same major market. College degree. Family, very stable, no debts. Looking for Adult Contemporary operation, prefer mornings. I'll trade money for the right living conditions. All offers considered. Call (412) 831-1855. (2-1)

## Positions Sought

**Top 20 announcer** looking for programming position in medium market. 7 yrs experience. Call (303) 355-7843. (2-1)

**13 yrs experience** including several large Ws and K's. Call (501) 684-5155. (2-1)

**FITZ!** in Rockford. Sales/combo/production. West Coast experience. Also WBBM-FM/Chicago, WNCN/Cleveland and others. Willing to relocate for right challenge. Call (815) 874-9695. (2-1)

**RAY GMEINER** formerly local promotion manager MCA Records in Denver now available to relocate. Other previous experience: salesman MCA Dist., head buyer Mile High One-Stop Inc., manager and buyer Paches Records & Tapes. 4 yrs experience in Denver. Call (303) 320-1919 or (303) 861-2488. (2-1)

**Production Director/morning man,** 20 yrs experience including WAPE, WMAK, WLAC. Stable family man with broad demographics on the air. Heavy production experience. Good references. Dedicated pro looking for the right place. Call RICK (815) 745-1314 days or (815) 745-3825 nights. (2-1)

**Football voice of Pacific Coast Athletic Association** and football and basketball voice of Cal State Fullerton seeking sports/programming position medium or major market. BOB HARVEY (714) 823-9971. (2-1)

**Southern California Country 7-yr pro** in Country format seeks jock position in Southern California area. Creative, one-to-one basis and friendly. Let's talk. BOB K. (602) 299-5024 10am-6pm. (2-1)

**Sportscaster, talk and superb play-by-play.** Major market experience. 1979 1st place state award for sports programming. Looking for opportunity with an operation serious about their sports programming. Contact JAY HOWARD (314) 434-0931 anytime. (2-1)

**Inexpensive color TV** — we send you a black and white TV and a box of crayons. For severe entertainment call UNCLE ALVIN (717) 852-7408. (2-1)

**Attention medium market PD's.** Looking for airshift and production position in Top 40 or Adult Contemporary station in the South. Also interested in PD or MD duties. Contact PAT McDERMOTT at (713) 988-3546 or write 8080 Creekbend #704, Houston, TX 77091. Available now! (2-1)

## Miscellaneous

**KPUG/Bellingham** is hunting for an exciting new jingle package designed to grab that listener's ear and never let go. If you've got such a package, please rush a demo to Bruce Butterfield, KPUG, Box 1170, Bellingham, WA 98225, or call (206) 734-1170. (2-8)

**KXRX/San Jose, CA** comedy show needs service from all labels. Send to Michael Packer, KXRX, Box 167, San Jose, CA 95103. (2-8)

**Radio station KFMM** is in dire need of record service from everyone. Contact Jim Douglas, MD, KFMM, Box 66, Oak Creek, CO 80467 or call (303) 879-0989. (2-8)

**WBAX/Wilkes-Barre, PA,** Country format, expanding album airplay. Needs service from all labels for albums. Send to 1 Broadcast Plaza, Wilkes-Barre, PA 18703. (2-8)

**WZVZ/Kokomo, IN** is looking for contemporary public affairs programming samples. Send to Box 2208, Kokomo, IN. (2-8)

**New AOR station** needs immediate 45 and album service. All labels, distributors, promoters please write to Conemaugh Communications Corp., Landmark Bldg., 516 Main St., Johnstown, PA 15901. (2-8)

**We are stuck. We need your stickers.** Send us your station bumper stickers for our college bumper sticker display project. We'll take anything from anywhere. Send to Keith Abrams, WCCB, Clarion State College, 102 Harvey Hall, Clarion, PA 16214. Your help is greatly appreciated. (2-8)

**We've changed formats** at KDAP/Douglas, AZ from Pop/Adult to Pop/Adult-AOR. We're in need of record service, especially new artists. Send to Harry Tee, MD, Box 1179, Douglas, AZ 85607. (2-8)

**WYXI** is in dire need for Country 45's and LP's. We are now playing ASCAP. Please contact John Winston, Box 985, Athens, TN 37303 or call (615) 745-1380 on Wednesdays. (2-1)

**WKZM/Hawesville, KY** has changed from Country to Pop/Adult. Service is needed from all major labels. Send to Mike Pluris, Box 1140, Hawesville, KY 42348 (502) 927-8121. (2-1)

**WNDU/ARB South Bend, IN** needs Top 40 record service from all labels. Send to Joel Dearing, WNDU-FM (U-93), Box 1616, South Bend, IN 46634. (2-1)

**AOR** is alive in North Carolina, but we need record service from all major and independent labels to keep top product in the state. Help! Contact Ken Swanson, MD, WWIH, 933 Montlieu Ave., High Point, NC 27262. (2-1)

**Drowning in a sea of nothing!** Need top 100 service Rock (singles and albums) from all sources. Send to Ed Fisher, WHKP, Box 2470, Hendersonville, NC 28739. (2-1)

**KMEN 129 News, Talk & Sports** station seeking samples of syndicated feature shows. Send to Mike Matthews, KMEN, Box 1290, San Bernardino, CA 92402. (2-1)

# FOGHAT UPDATES A CLASSIC



“Somebody’s Been Sleepin’  
In My Bed”

THE FOLLOW-UP SMASH FROM  
**FOGHAT**

PRODUCED BY FOGHAT AND TONY OUTEDA

ON BEARVILLE RECORDS



MANUFACTURED AND DISTRIBUTED BY WARNER BROS. RECORDS

# THE BACK PAGE

# BREAKERS

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

## TOM PETTY

### Refugee (Backstreet/MCA)

63% of our reporters on it. Moves: Up 80, Same 16, Down 3, Adds 17 including Q102, WBLI, JB105, 14Q, KAUM, Y95, WKIX, KSTT, WHOT, WLBZ, KILE, KKXL, WSPT, WNAM, KDVV, KOOK. See Parallels, charts at number 27.

### KOOL & THE GANG Too Hot (DeLite/Mercury)

62% of our reporters on it. Moves: Up 72, Same 16, Down 0, Adds 25 including CKGM, KVIL, KFI, WBen-FM, WICC, WAEB, 14Q, KELP, WFMF, KSTT, KRAV, WMEC, KMJC, KING, KJRB, KENO. See Parallels, charts at number 29.

# NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

### CHUCK MANGIONE "Give It All You Got" (A&M) 105/38

Moves: Up 44, Same 23, Down 0, Adds 38 including WFIL, CKGM, CKLW, KSLQ, KIMN, WFBR, JB105, WOW, WOHO, KMJC, KTAC, KRQ, WGUY, WHHY, KWIC, KCBN, KBOZ.

### TOMMY JAMES "Three Times In Love" (Millennium) 97/21

Moves: Up 59, Same 17, Down 0, Adds 21 including WFIL, WCAO, WGCL, WKBO, WTIK, WKIX, KIOA, WOHO, KTKT, WKBW 30-22, WPEZ 19-15, KDWB 28-18, WOKY 32-27.

### ZZ TOP "I Thank You" (WB) 89/18

Moves: Up 48, Same 24, Down 1, Adds 16 including WPEZ, WLCY, KSLQ, KOPA, WBen-FM, Q106, KXX106, WBBQ, KERN, CHUM 30-25, Q105 30-25, KJR 21-17, KUPD 26-22.

### J. GEILS BAND "Come Back" (EMI America) 81/30

Moves: Up 26, Same 25, Down 0, Adds 30 including 96KX, WPEZ, F105, CHUM, CKGM, PRO-FM, WNOE, WNOX, KOFM, KROY, WCIR, WHHY, WEAQ, KENI.

### CHRISTOPHER CROSS "Ride Like The Wind" (WB) 79/51

Moves: Up 18, Same 10, Down 0, Adds 51 including WXLO, WPEZ, Z93, Q105, WLCY, KBEQ, KEARTH, KFRC, KJR, KIMN, KOPA, PRO-FM, Y103, WSKZ, KLEO, KJRB.

### MOLLY HATCHET "Flirtin' With Disaster" (Epic) 78/12

Moves: Up 43, Same 22, Down 1, Adds 12 including Z93, KSLQ, Q102, WNOE, WISM, WHOT, KERN, WERC, WANS-FM, KBIM, WIF1 25-16, KOPA 28-23, KUPD 5-4.

### NICOLETTE LARSON "Let Me Go, Love" (WB) 78/9

Moves: Up 48, Same 19, Down 2, Adds 9, KDWB, WBLI, WTIK-FM, KC101, JB105, KENO, WTSN, KAAV, KILE, 96KX 18-14, KBEQ 40-38, WZUU 15-13, KOPA 26-24.

### SHALAMAR "The Second Time Around" (Solar/RCA) 77/21

Moves: Up 48, Same 8, Down 0, Adds 21 including KVIL, KRBE, Q105, Q106, KTSA, Z98, WSKZ, KOFM, KMJC, WABC 13-9, WXLO 17-11, WCAO 12-9, WRKO 24-18, KSLQ 24-19, KFRC 25-19.

### ELECTRIC LIGHT ORCHESTRA "Last Train To London" (Jet) 71/1

Moves: Up 37, Same 17, Down 16, Adds 1, WGH, CKGM 10-8, KBEQ 30-35, KJR 17-13, KELP 15-10, WJDX 13-8, BJ105 1-1, WNAF 21-13, KERN 19-13.

### KNACK "Baby Talks Dirty" (Capitol) 68/26

Moves: Up 25, Same 17, Down 0, Adds 26 including WABC, 96KX, WLCY, KFI, WICC, WSGN, WRVQ, KOFM, KHJ, KENO.

### BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) 56/22

Moves: Up 25, Same 9, Down 0, Adds 22 including KEARTH, KOPA, WBen-FM, WPST, Q106, WKBO, WAXY, WSGA, WHBQ, WAYS, WGH, WJBQ, WKXY, KDZA, WPGC 8-4, CKLW 12-9.

### BETTE MIDLER "When A Man Loves A Woman" (Atlantic) 56/8

Moves: Up 40, Same 6, Down 2, Adds 8, WIF1, 96KX, PRO-FM, 14Q, KWEN, WZZP, KCPX, KFSD, WKBW 16-14, WPEZ 25-22, JB105 32-29, KTSA 15-8, KXX106 13-6, WHB 20-16.

### RAY, GOODMAN & BROWN "Special Lady" (Polydor) 53/20

Moves: Up 23, Same 10, Down 0, Adds 20 including WABC, WXLO, WFIL, WPEZ, WRKO, KEARTH, KFI, KFRC, WHYN, KEEL, Y94, WCAO 24-17, WPGC 21-17, Z93 21-18.

### HEART "Even It Up" (Epic) 47/34

Moves: Up 7, Same 6, Down 0, Adds 34 including 96KX, KRBE, WOKY, KIMN, 14Q, KXX106, WMEC, KLUC, WXIL, WISE, KFYP, KFSD.

## Others Getting Significant Action

### ROD STEWART "I Don't Want To Talk About It" (WB) 42/1

Moves: Up 19, Same 14, Down 8, Adds 1, KSTT, BJ105 32-29, Y94 15-10, G100 19-14, KQWB-FM 3-2, KBOZ 23-15.

### EAGLES "I Can't Tell You Why" (Asylum) 36/23

Moves: Up 7, Same 5, Down 1, Adds 23 including WCAO, Y100, KSLQ,

Radio & Records

# NATIONAL AIRPLAY/30

## February 8, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
10	4	1	1	DAN FOGELBERG/Longer (Full Moon/Epic)
8	3	3	2	QUEEN/Crazy Little Thing Called Love (Elektra)
2	1	2	3	FLEETWOOD MAC/Sara (WB)
9	6	5	4	TERI DeSARIO w/KC/Yes, I'm Ready (Casablanca)
13	7	6	5	STEVE FORBERT/Romeo's Tune (Nemperor)
26	17	11	6	NEIL DIAMOND/September Morn (Columbia)
27	19	16	7	SPINNERS/Workin' My Way Back To You (Atlantic)
1	2	4	8	EAGLES/The Long Run (Asylum)
20	16	10	9	DIRT BAND/An American Dream (UA)
29	22	15	10	TOTO/99 (Columbia)
3	5	7	11	MICHAEL JACKSON/Rock With You (Epic)
—	25	19	12	DONNA SUMMER/On The Radio (Casablanca)
24	20	17	13	ANNE MURRAY/Daydream Believer (Capitol)
30	28	21	14	ANDY GIBB/Desire (RSO)
—	26	23	15	RUPERT HOLMES/Him (MCA)
18	15	12	16	STYX/Why Me (A&M)
16	12	9	17	PRINCE/I Wanna Be Your Lover (WB)
4	8	8	18	TOM PETTY/Don't Do Me Like That (Backstreet/MCA)
12	10	14	19	DIONNE WARWICK/Deja Vu (Arista)
6	9	13	20	KENNY ROGERS/Coward Of The County (UA)
—	—	30	21	PINK FLOYD/Another Brick In The Wall (Columbia)
—	30	26	22	BARRY MANILOW/When I Wanted You (Arista)
5	11	18	23	CAPTAIN & TENNILLE/Do That To Me One... (Casablanca)
—	27	25	24	LED ZEPPELIN/Fool In The Rain (Swan Song)
—	—	27	25	LINDA RONSTADT/How Do I Make You (Asylum)
—	—	28	26	PAT BENATAR/Heartbreaker (Chrysalis)
—	—	→	27	TOM PETTY/Refugee (Backstreet/MCA)
—	—	29	28	BABYS/Back On My Feet Again (Chrysalis)
—	—	→	29	KOOL & THE GANG/Too Hot (DeLite/Mercury)
11	13	22	30	KENNY LOGGINS/This Is It (Columbia)

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

## MOST ADDED

CHRISTOPHER CROSS "Ride Like The Wind" (WB)  
CHUCK MANGIONE "Give It All You Got" (A&M)  
HEART "Even It Up" (Epic)  
J. GEILS BAND "Come Back" (EMI America)  
DR. HOOK "Sexy Eyes" (Capitol)

Complete Regionalized Listings on Pages 28 and 29.

## HOTTEST

DAN FOGELBERG "Longer" (Full Moon/Epic)  
QUEEN "Crazy Little Thing Called Love" (Elektra)  
SPINNERS "Workin' My Way Back To You" (Atlantic)  
TERI DeSARIO w/KC "Yes, I'm Ready" (Casablanca)  
DONNA SUMMER "On The Radio" (Casablanca)

B100, KOPA, Y103, 92Q, WISM, KLUC, WPGC 15-10.

### AIR SUPPLY "Lost In Love" (Arista) 35/22

Moves: Up 8, Same 5, Down 0, Adds 22 including WRKO, 94Q, WGCL, KEARTH, KIMN, PRO-FM, WAXY, WAYS, WHB.

### DR. HOOK "Sexy Eyes" (Capitol) 32/28

Moves: Up 3, Same 1, Down 0, Adds 28 including KRBE, Z93, Q105, WLCY, WHYN, Y103, WRVQ, KWEN, KING, WLBZ, WFOX, KCBN.

### FOREIGNER "Women" (Atlantic) 32/28

Moves: Up 1, Same 3, Down 0, Adds 28 including WPGC, KRBE, WGCL, KUPD, WHYN, KEEL, WVIC, KTAC.

### 38 SPECIAL "Rockin' Into The Night" (A&M) 32/9

Moves: Up 11, Same 10, Down 2, Adds 9, Z93, KDWB, KBEQ, WOKY, KZ93, WAAY, KDZA, KSLQ 31-26, KUPD 20-10.

### BARBRA STREISAND "Kiss Me In The Rain" (Columbia) 32/1

Moves: Up 21, Same 10, Down 0, Adds 1, Y103, 96KX 13-11, WCAO 27-25, KIMN 14-10, WHYN 35-29, Z98 9-5.

### MICHAEL JACKSON "Off The Wall" (Epic) 31/8

Moves: Up 19, Same 4, Down 0, Adds 8, WKEE, WKIX, WGH, WVIC, WAAY, WROV, KPUR, KSLY, WRKO 26-23, Y100 29-26, KEARTH 19-17, KFI 18-15, KFRC 29-25.

### JOHN STEWART "Lost Her In The Sun" (RSO) 29/0

Moves: Up 12, Same 8, Down 9, Adds 0, WZUU 24-20, PRO-FM 19-16, WHYN 31-28, WJDX 28-23, KBOZ 10-3.

### KENNY NOLAN "Us And Love, We Go Together" (Casablanca) 28/8

Moves: Up 9, Same 9, Down 0, Adds 8, WZUU, WKEE, WNOE, WAXY, WGH, KLEO, WROV, KRLC.

### BLONDIE "The Hardest Part" (Chrysalis) 26/2

Moves: Up 17, Same 6, Down 1, Adds 2, WSGN, KBIM, KRBE 22-18, WKEE 35-33, KXX106 6-3, K104 28-22, WANS-FM 30-24.

### AEROSMITH "Remember (Walking In The Sand)" (Columbia) 23/0

Moves: Up 15, Same 7, Down 1, Adds 0, CHUM 12-8, Z97 17-12, KUPD 21-13, WVIC 16-12, KRSP 17-14, WIGY 1-1.

### TURLEY RICHARDS "You Might Need Somebody" (Atlantic) 22/6

Moves: Up 12, Same 4, Down 0, Adds 6, WAYS, WFOX, WCGQ, WSEZ, WFLB, KPUR, 94Q 10-8, WNOE 36-29, KXX106 19-15, WHHY 29-24, WTMA 22-17.

### PEACHES & HERB "I Pledge My Love" (Polydor) 18/4

Moves: Up 9, Same 5, Down 0, Adds 4, WBBF, BJ105, WHEB, WROK, WKBW 22-17, KRLA 13-9, WXIL 10-2.

### TAVARES "Bad Times" (Capitol) 18/3

Moves: Up 6, Same 8, Down 1, Adds 3, F105, WKBO, WTIK, WRKO 18-14, PRO-FM 18-13, Y103 36-32.

### DAVID GATES "Where Does The Lovin' Go" (Elektra) 16/6

Moves: Up 4, Same 6, Down 0, Adds 6, KDWB, KWEN, WJBQ, WCIR, KKLS, KBDF, KRAV 30-25.

### PATRICE RUSHEN "Haven't You Heard" (Elektra) 16/5

Moves: Up 8, Same 3, Down 0, Adds 5, KRLA, WSGN, 95SGF, WRVQ, WFOX, Y100 30-27, WTIK 39-36, KSLY 30-35.

### GEORGE BURNS "Wish I Was 18 Again" (Mercury) 16/5

Moves: Up 4, Same 6, Down 1, Adds 5, WFIL, KEARTH, WTIK, WGH, WFLB, CKLW 20-16, WTRU 18-13.

Continued on Page 32