

Radio & Records

ISSUE NUMBER 332

THE INDUSTRY'S NEWSPAPER

MAY 16, 1980

Jay Clark Named WABC Operations Director

Jay Clark, VP/Operations at WTIC-AM-FM/Hartford, has been appointed Operations Director at WABC/New York, filling the position left vacant by Al Brady, now PD at WHDH/Boston (R&R 4-18). WABC VP/GM Alfred Racco, who made the announcement, stated, "Jay Clark brings a wealth of experience to this position, and has an excellent track record. We are very pleased he has joined our team, and are confident the station will continue to grow and prosper under his programming leadership."

Clark, who will oversee day-to-day programming and general operations at WABC, told R&R, "I'm extremely happy. I'm obviously sorry to leave the fine people here at WTIC. GM Perry Ury has been super to work with. But I'm looking forward to the challenge of WABC."

Clark began his radio career with WSBS/Great Barrington, MA and WBRK/Pittsfield, MA, and later programmed WTRY/Troy and WPRO/Providence before joining WTIC in 1977. He takes up his new duties June 1.



"BRONCO BILLY" DRAWS RADIO STARS — Warner Bros. Pictures sponsored a radio gathering in New Orleans to promote Clint Eastwood's new "Bronco Billy" film, which features country stars Merle Haggard and Ronnie Milsap on the soundtrack. More details on the celebration can be found in the R&R Country section, Page 53. Pictured (l-r) are WNYN/Canton's Alan Furst, WHN/New York MD Pam Greene, WEEP/Pittsburgh MD Joel Reeb, WKSJ/Mobile MD Steve Holbrook, WXCL/Peoria MD Lee Ransom, WHN PD Ed Salamon, R&R Associate Editor Lee Wade, Clint Eastwood, CKLW-FM/Detroit MD Ron Foster, KLAC/Los Angeles's Art Nelson, WSLR/Akron MD Bill Coffey, and KYNN-AM-FM/Omaha PD Chris Taylor.

VOGEL VICE CHAIRMAN, GLEW EXEC. VP

Morris Named Atlantic President



Doug Morris

Doug Morris has been appointed President of Atlantic Records, while Sheldon Vogel has been promoted to Vice Chairman and Dave Glew to Executive VP, as forecast last week in R&R. The new appointments follow the announced departure of label President Jerry Greenberg to form an Atlantic-distributed custom label with his brother Bob, formerly VP/West Coast Operations for Atlantic (R&R 5-9).

Commenting on the promotions, Atlantic Chairman Ahmet Ertegun stated, "Doug Morris is absolutely one of the very best executives in our industry. With a background that encompasses virtually every facet of the business, he is one of those rare and ultra-valuable all-around music people. His remarkable skill and knowledge in this business make him the perfect choice to take over as our new President."

"Sheldon Vogel has had an indispensable role in the tremendous growth of the Atlantic Records family for nearly two decades. His expertise in the financial area, combined with a keen sense and in-depth awareness of the business of music, has made him a key member of our executive team."

"Over the past ten years, Dave Glew has continued to demonstrate



Dave Glew

Controller, and was named VP/Finance in 1967 and Sr. VP/Finance in 1971. In 1974, he became Executive VP for the label, a position he held until his present promotion. Glew started his record industry career as a Dot Records salesman in 1961, later spending six years with Seaway Distributors, ultimately as GM of the company. In 1969 he became National Sales Manager for Atlantic, becoming VP/Director of Marketing in 1971, Sr. VP/Marketing in 1974, and Sr. VP/GM in 1976, his position until now.



Sheldon Vogel

a fantastic awareness of the music marketplace. . . He has not only been responsible for developing the smooth, effective day-to-day workings of the label, but has been of principal importance in ensuring that Atlantic product is given maximum exposure across the country and around the world."

Morris, a noted producer/songwriter in the 60's, became VP/GM of Laurie Records by the end of the decade, then formed Big Tree Records in 1970. Big Tree was distributed by Atlantic from 1974 on and was purchased by the company in 1978, after which Morris became President of the reactivated Atco Records and Atlantic's Custom Labels Division.

Vogel joined Atlantic in 1962 as

RKO UPS COUNT, APR JUMPS IN

Radio Nets Ready For Satellite Start

Seven months ago, the FCC in a surprise move okayed using satellites for transmitting radio programming, along with the use of any size receive station. Previously, AP Radio, Mutual, and UPI had been the only commercial networks to receive test authorization to experiment with satellite transmission — and only with the big 15-foot (4.5 centimeter) dishes similar to those being used by National Public Radio.

Last Monday (5-5), as verified by the Secretary of the FCC, the Commission received a petition to deny filed by RCA two working days late in an attempt to prevent Western Union's use of its Westar satellites for distribution of RKO and APR network feeds and for distributing Muzak programming. R&R has learned that regardless of the late filing, the FCC will treat the petition as an informal objection. Despite that, Western Union Associate Counsel Bob Green told R&R he felt the RCA petition was weightless and wouldn't present a delay. Several sources labeled the RCA action a "strike petition" aimed at stalling Western Union and the radio networks.

RKO, which began satellite distribution on a temporary basis last February to eight markets, increased its distribution to include 27 markets this week, and like APR expects to be operational in 40 or 50 markets by June 1. RKO's special authorization expires May 31, but Western Union is expected to easily acquire an extension, for which it will ask the Commission this week. Western Union is also expected to file this week on APR's behalf for a temporary authorization in order to get that company operational. The temporary authorization became necessary when the Common Carrier Bureau asked for comments, and had RCA not filed the petition to deny, it would have no longer been necessary.

Mutual, the self-proclaimed leader in satellites, has yet to announce a starting date, although it claims it will be fully operational by the third quarter of next year, according to Mutual President Marty Rubenstein.

JUDGE ORDERS SMASHER OFF AIR

Indianapolis Jock's Move Thwarted

When Adam Smasher, morning man at WNAP/Indianapolis for the past 2 1/2 years, left the station March 26 for the afternoon drive slot at crosstown Top 40 rival WKS KISS 99), WNAP immediately sought and was granted an injunction preventing Smasher from making his March 27 WKS debut (R&R 4-4).

Claiming "KISS made me an offer that was irresistible," Smasher colorfully described the situation: "The Smash incurred the wrath of the buzzard (WNAP's nickname), and they claimed The Smash had a contract that The Smash couldn't work for another station here for six months." WNAP also filed a \$1.5 million suit against WKS for allegedly tampering with WNAP's employer-employee relationship with Smasher.

The incident touched off a wave of pro-Smasher sentiment, with more than 20 committees (Service Station Attendants to Free the Smash, Ice Cream Cone Makers to Free the Smash, et al.) forming, holding rallies at which they circu-



Adam Smasher

lated "Free the Smash" flyers, buttons and T-shirts, and collecting nearly 2000 signatures on Smasher's behalf. Despite these efforts and the courtroom presence of 150 Smasher-supporters, on April 11, an Indianapolis judge climaxed two days of hearings by ordering Smasher off the Indianapolis airwaves until September 26. In the interim, Smasher will busy himself as Director of Promotions for WKS.

THE FIRST SINGLE
"THE IMPERIAL MARCH
(DARTH VADER'S THEME)"
RS-1033

FROM THE ORIGINAL SOUNDTRACK ALBUM
FROM THE MOTION PICTURE...

STAR THE
EMPIRE
STRIKES BACK
WARS

MUSIC COMPOSED AND
CONDUCTED BY JOHN WILLIAMS



PERFORMED BY THE
LONDON SYMPHONY ORCHESTRA


Records, Inc.
1980 RSO Records

RS-2-42

KOY Antitrust Sports Suit Dismissed

The contract between KARZ/Phoenix and Arizona State University, under which the Stauffer-owned station had exclusive broadcast rights to all ASU football, basketball and baseball games,

was ruled valid in Maricopa County Superior Court on May 2. KOY, a competing Phoenix station, had filed suit last year against KARZ and ASU, alleging the school's sports broadcasting policy was in violation of the state's antitrust laws (R&R 8-31-79).

KOY's key point of contention in the matter was ASU's refusal to grant KOY broadcast rights solely for football games, requiring the station airing the events to broadcast all three sports. KOY claimed this "illegally tied together different products" and therefore constituted a restraint of trade. After almost 10 months of legal maneuvering, Judge Thomas Kleinschmidt dismissed KOY's charges.

When contacted by R&R, KARZ Station Manager Del Hull said, "We've been extremely pleased with our relationship with Arizona State University and its athletic department, and we are looking forward to two more years of being the exclusive voice of ASU here in Phoenix."

BOULDERING EXITS

Adams Returns As KDIA PD

Keith Adams has been appointed PD at KDIA/Oakland following the departure last week of Jerry Boulding. Adams, who programmed KDIA earlier, was most recently VP/Programming for the Broadcast Enterprises National Inc. (BENI) chain.

Adams told R&R, "I'm here because Jerry, along with the management of the station, agreed that we need to take a new approach, and that approach was not necessarily the one Jerry felt comfortable with. Jerry is not only the 'Godfather of Black Programming' but one of the most astute radio programmers, black or white, in the country. Second, it's a company posture to look for a more conversational, adult format, and they felt I had the ability,

ADAMS/See Page 24

pictures and contemporary music." Davis, who will continue as Arista President, said "I believe there is considerable opportunity to merge the best of cinematic properties with today's great musical talent, and we will be working to do just that. Sherry Lansing, (20th Vice Chairman) Alan Hirschfeld, and

DAVIS/See Page 24

YETNIKOFF ON INTERIM BOARD

CBS President Backe Resigns

John D. Backe, President/Chief Executive Officer of CBS Inc., submitted his resignation last week,

apparently at the request of CBS Chairman William S. Paley. The move, regarded as surprising in industry circles, came shortly after CBS regained its long-held position of top-rated TV network. Backe had held his position since 1976, and had been with CBS since 1973, following an executive position at General Electric.

Until a successor is chosen, the chief executive's duties will be handled by a four-man Office of the Chairman, comprising Paley, Executive VP John Purcell, CBS Records Group President Walter Yetnikoff, and CBS Broadcast Group President Gene Jankowski.

Paley's official comment on Backe's resignation stated in part, "As Chief Executive Officer, he made an important contribution to the company's progress, and earned our appreciation and respect. We understand his decision to pursue another course in looking toward the future, and wish him every success and satisfaction."



DESERT STATION INFLATES TRAFFIC REPORTS — Monitoring traffic conditions in Southern California's desolate Antelope Valley is a serious business for KKZZ/Lancaster. At times there are two cars driving in the same direction within a mile of each other, not to mention frequent overturned jackrabbits and the occasional "traffic jam" involving five or six cars using the same stretch of highway. So GM Bob Adelman hired a unique airborne traffic reporter — Rod Duff, owner of a balloon which the station named "Hot Air I" and listeners in a contest nicknamed "Propane Jane." Duff's early morning traffic reports are satires of the copter bulletins from the big Los Angeles stations 50 miles southeast, and as Adelman says, "It's nice to have the hot air in the sky, rather than in the station."

Davis, 20th Team For Film Deal

20th Century-Fox has signed a three-year agreement with A.D.A. Films, a joint venture by Arista Records and its President, Clive Davis, for motion picture development and production. The deal marks the latest in a growing number of associations between film studios and contemporary music figures.

20th Century-Fox Productions President Sherry Lansing commented that her company "is very excited about teaming with Clive Davis and Arista. I have worked with Clive and know that he is committed to developing innovative ways of integrating motion

THE BIG ONE Is Coming In October



CONVENTION DETAILS NEXT WEEK

THE "PAPER ADDS" PROBLEM

When Radio Stations "Add" Records Without Playing Them, Who's The Loser?

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this week ...

ROOM FOR THE CUME

Several useful ways you can make your cume figures work for you in the sales department.

Page 18

KLIF'S PAST & FUTURE COME TOGETHER

As KLIF/Dallas refines its new Pop/Adult format, it salutes founder Gordon McLendon and its Top 40 history.

Page 58

KABL ABLE TO WIN WITH A DIFFERENCE

KABL/San Francisco is the direct opposite of the quiet, conservative Beautiful Music image, but the station's unorthodox promotions keep interest (and ratings) high.

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Latest Mediatrend Results

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staff

Editor & Publisher: BOB WILSON
Vice President, Sales & Marketing: DICK KRIZMAN

Executive Editors: KEN BARNES, JOHN LEADER
Art Director: RICHARD ZUMWALT
Senior Editor: MARK SHIPPER

Top 40 Editor: JOHN LEADER
Country Editor: JIM DUNCAN
Nashville Editor: BIFF COLLIE
AOR Editor: JEFF GELB
Pop/Adult Editor: MIKE KASABO
Black Radio Editor: BILL SPEED
Beautiful Music Editors: PAM BELLAMY, GAIL MITCHELL
Ratings & Research Editor: JHAN HIBER
Associate News Editor: DON WALLER
Associate Editors: CHRISTINA ANTHONY, ELLEN BARNES, LINDA MOSHONTZ, CAROLYN PARKS, SYLVIA SALAZAR, LEE WADE

Associate Art Director: MARILYN FRANSEN
Photography: ROGER ZUMWALT
Production Manager: LESLIE HALPERN
Production Assistants: RICHARD AGATA, SANDRA GUTIERREZ, BETH TALBERT, KENT THOMAS, GARY VAN DER STEUR
Research: JACK TOOTHMAN

Washington Bureau: 1101 Connecticut Ave. NW, Suite 1004
Washington, DC 20036 (202) 466-4960
Bureau Chief: JONATHAN HALL
Office Manager: VIVIAN FUNN
Legal Counsel: JASON SHRINSKY
Associate Editor: ELISABETH GOOD

Vice President, Business Affairs: ROBERT KARDASHIAN
Office Manager: NANCY HOFF
Controller: MARGARET BECKWITH
Director, Creative Services: STEVE USLAN
Display Advertising: KEN ROSE
Assistant: CAROL TAYLOR
Circulation: KRISANN AGLIO

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Washington Report

Ascertainment Dropped For Small Markets

Concluding that its three-year experiment in small market ascertainment exemption was a success, the FCC decided last week that stations in small, self-contained communities need not follow formal ascertainment procedures. Specifically, licenses in non-Standard Metropolitan Statistical Areas (SMSA) with a population of 10,000 or less (as opposed to licensees in bedroom communities of big cities) no longer need file a yearly ascertainment. They must, however, continue to list significant community problems and explain how programming addressed those problems in their renewal applications. The Commission added it was still reviewing its ascertainment policy as

part of the radio deregulation procedure.

Despite Commissioner Joe Fogarty's dissent, the Commission based its action on the fact that few petitions to deny were filed against stations in the experimental group compared with those filed against stations overall. Only four petitions were filed against 1900 exempt stations, less than half of one percent, as opposed to 2.3 percent of stations overall.

At The Nets

EBS Test Scheduled

A closed circuit EBS test has been scheduled during the week of May 19, to be carried by ABC, MBS, NPR, CBS, APR, NBC, UPI Audio and Intermountain Network. Affiliates will be notified of test procedures 30 to 45 minutes before the test, which will not be broadcast over the air.

NBC

"John Paul Goes Home," a half-hour documentary on Pope John Paul II's trip to Poland reported by correspondent Clark Todd, won National Headliners Award for outstanding journalism.

Correspondent Phil Till received the Ben Grauer Award for journalistic excellence from the Overseas Press Club for his reports from Iran.

NBC Radio News was first to interrupt regular programming with a bulletin of the storming of the besieged Iranian embassy in London May 5, when it was reported that an explosion had rocked the building.

Cameron Swayze named New York correspondent.

CBS

Call of the 105th running of the Preakness will be carried live Saturday (5-17) at 5:25pm. Sportscaster Win Elliot will provide color coverage of the race.

Correspondent Charles Kuralt will anchor a 20-part series on unusual American architecture on the weekend of May 24.

APR

WASH/Washington News Department won Douglas Southall Freeman Award for public service through radio journalism from Virginia AP Broadcasters for 17-part series "Housing: The Disappearing Dream."

WGII/Norfolk won four news awards in Virginia's AP competition, the first time it's been done since the awards were established in their present form in 1966.

Kevin Lynch of KEBC/Oklahoma City named Pres.-Elect of Oklahoma AP Broadcasters.

Diego Asencio, U.S. Ambassador to Colombia, who was held hostage by terrorists in Bogota, will address APR's closing luncheon at its annual meeting in Denver June 5-7.

Mike Wells, KLIN/Lincoln News Director, elected President of Nebraska AP Broadcasters, and Dick Roesner of KIBC/Ogallala named VP.

Mutual

Ed Doherty promoted to VP/Eastern Sales Manager from sales exec.

ABC

Rick Sklar, VP, Programming, ABC Radio Division, told a group at the Center for Public Resources Radio-Academe Conference last week that a closer working relationship is needed between the industry and educators. "Not enough students are aware of the opportunities in radio, and much of the training they receive in their undergraduate studies is unrealistic," Sklar noted.

ABC-FM

The Moody Blues will be featured June 14 and Chicago will air July 5; both programs include live concert recordings and interviews with the groups' personnel.

Enterprise

Donald Kyser named VP/Advertising Sales for the new sports net. He had been a sales exec for Hearst Magazines and Director of Client Relations for Metromedia TV.

ALSO TO RECEIVE UPDATES ON CURRENT EVENTS

News Directors Support Press Freedom

A test case before the Supreme Court is challenging a Florida policy which allows broadcast coverage of trials (R&R 4-25), and the Radio-TV News Directors Association (RTNDA) said last week it will file a brief supporting Florida. The case arose when two Miami policemen convicted of burglary claimed TV coverage

prevented them from getting a fair trial. RTNDA has been instrumental in the fight to allow tape recorders, microphones, and cameras in courtrooms.

Currently eight states allow full broadcast coverage, 20 states allow partial coverage, and others are considering the measure. In

recent actions, California and New Mexico will conduct a one-year experiment, New Jersey has extended its one-year program, and in Maryland, lawyers and judges are urging an 18-month experiment. A similar proposal for one-year broadcast coverage in Oregon has been stalled.

RTNDA President Curtis Beckman (ND, WCCO/Minneapolis) is also urging passage of a New York bill which would require police to get a subpoena before searching innocent third parties such as newsrooms for criminal evidence.

Keeping Informed Via Satellite

A pilot program in continuing education for journalists will be sponsored by the RTNDA and the Center for Communications at San Diego State this fall. A curriculum will be designed by RTNDA and the Center will produce and broadcast the sessions via satellite to various public TV stations around the country. Newspeople will gather at the stations to view the closed circuit two-to-three hour lessons.

The project is the idea of Beckman and Center for Communications Director Sig Mickelson, former President of CBS News. Beckman said the idea is to give newspeople in-depth information on key current events such as energy, inflation, Iran, and Afghanistan.

People



Art Ginsberg

Washington

Art Ginsberg, Chief of FCC Complaints and Compliance Division, will leave the Commission the end of June to become Visiting Professor of Journalism at the University of Texas.

Sam Ewing of the Federal Home Loan Board joins NAB as President & CEO of the Minority Broadcast Investment Fund.

Bill Phippen is new WRC Director of Sales. He is former KOPA/Phoenix-Scottsdale GM and WQXI/Atlanta General Sales Manager.

Baltimore

Ed Graham has been named GM of WITH, just acquired by Broadcast Enterprises National, Inc. He had been Operations Manager at WWDC/Washington and Production Manager at WCAO.

James Fox has been appointed GM at WITH-FM, just acquired by Scripps-Howard. He had been GSM at WBAL since 1974.

Dallas

Two top TM Productions executives have resigned to pursue other broadcast interests. VP/GM Jerry Atchley will devote full time to his radio station, KSSN-FM/Little Rock, while VP/Operations Ken Justiss will become a VP and shareholder in Long-Pride Broadcasting, the company formed by ex-TM head Jim Long and country singer Charley Pride.

Kansas City

Bob Hensky becomes GM of KUDL-FM/Kansas City once again, returning to the Shamrock station after an absence of slightly less than a year.

Mike McGee promoted to Operations Manager at KCMO; he had been Sales Manager.

Cape Cod

Jim Connors, longtime air personality and programmer at WMEX/Boston, WYSL/Buffalo, WROC/Rochester, and others, has been named VP/Product & Facilities at WCIB.

Sales Talk

"Business as usual" was summary of RAB's board meeting last week in Florida, with these highlights:

- "Red-Hot" campaign given red-hot marks, with universal support for its continuation.
- Two new sales conferences. First will be a three-day exchange of management techniques set for spring 1981, with committee chaired by Group W President Dick Harris developing concept. Taft Exec. VP Carl Wagner heads a subcommittee looking to establish a two-week course in cooperation with a major university.
- RAB President Miles David reported percentage gain for national spot radio up 45% over first quarter a year ago, with nets up 33%.

Personnel Changes

Rhonda Hack promoted to Sales Manager in charge of ABC's new Dallas office. She has been a Chicago account exec.

Ron Nahoum joins Blair's New York office as account exec from Ross Roy NY/Compton, Inc., where he was Associate Media Director.

SALES TALK FEATURE

College Of Radio Knowledge

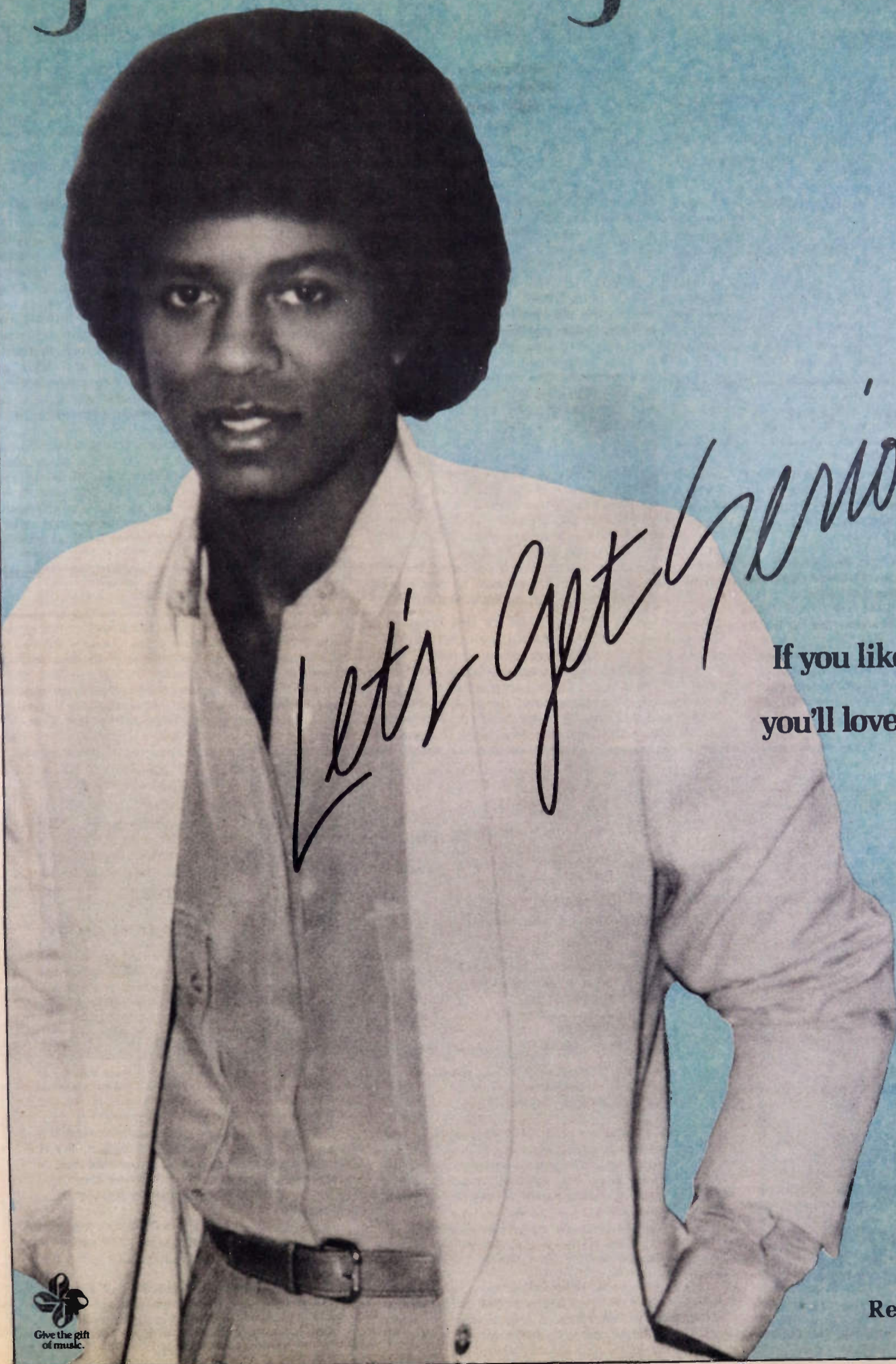
St. Louis media buyers and advertisers went back to school last week for a three-hour advanced course on how to buy radio. Students were given bluebook tests on programming and marketing by three Blair Radio Sr. VP's: Bob Galen (Research), Dave Klemm (Marketing), and Bob Lobdell (Sales). As is readily notable by the following two questions, the test opened the way for much dialogue about how to buy radio.

Questions:

1. Shown below are three radio plans each designed to fulfill a different objective. Each plan uses 7% announcements but reach and frequency relationships are different.
 - Which plan uses the largest number of stations?
 - Which uses the least?
 - Which plan uses 12 spots per week on each station?
 - Which plan uses 24 spots per week on each station?
 - Which plan uses 36 spots per week on each station?
2. The media plan gives you calls for using radio during the hours 10am-3pm Mon.-Fri. only. The goal is a 60 reach with a 5 average frequency over four weeks. A planning run is included in your workbook.
 - How many stations will you need?
 - How many spots should each station get?
 - Is this a good media plan (yes or no)?
 - How would you improve this plan?

The test is being further refined and will be used again in additional markets during the year, according to Blair Radio President John Boden.

JERMAINE JACKSON



Let's Get Serious

If you like the single,
M-1469F
you'll love the album.
M7-92881

Seriously.


Give the gift
of music.


On Motown
Records & Tapes.

© 1980 Motown Record Corporation

KGO GOES TO WASHINGTON

Taking The Show On The Road

In a Washington restaurant overlooking the Capitol, KGO/San Francisco talk host Owen Spann interviewed California Congressman John Burton, and took listeners' calls from back home.

Remotes from the nation's capital have become a regular part of Owen Spann's show. He's in D.C. several weeks a year, usually during rating periods.

Against what seems an unbelievably distracting background — a piano playing, dinner plates rattling — Spann is all concentration. During one commercial break, he joked to OM Jerry Johnson, "I think the piano player was louder last year."

R&R sat in on the Owen Spann Show from Washington the week of April 28, and for anyone interested in doing a D.C. remote, here's how it's done at ABC's KGO.

Washington's A Natural Choice

Both Johnson and Spann agreed political consciousness is high in the Bay Area, and listeners want to talk to their Congressional representatives. "We feel our listeners deserve answers so we bring their questions right to the politicians. If we come to Washington, there's no excuse for our representatives not to be available, and



Jerry Johnson

instead of Press Secretary Jody Powell. This sent Spann running to his room for a Strauss biography. "We always bring back-up material on people we know might show up as guests," he explained.

Guests on this trip included Presidential inflation fighter Alfred Kahn, California Congressmen John Burton and Norm Minetta, and Senators Alan Cranston and S.I. Hayakawa; and for the first time, an Eastern Senator, Joe Biden of Delaware. "He was the first to endorse in 1976 and we wanted to know if he was going to do it again. He was," Lynch explained. Two very popular guests, according to Lynch, were Penny Laingen, wife of the U.S. charge d'affaires held hostage in Iran, and Jim Browning, Chief Ombudsman for the IRS.

Once on the air, Lynch coordinated the show with a producer in San Francisco, letting Spann know which part of the Bay Area a caller was from and when breaks were coming up and telling California when Spann wanted to cut a call. "Doing a remote about doubles the staff," Jerry Johnson told R&R. "We have a D.C. producer and a producer/call screener in California, two or three engineers, plus a staff announcer to read commercials. At home Owen does that, but not in Washington."

Getting Listeners Through To Big Shots

Spann said one of the most satisfying aspects of D.C. remotes is letting San Francisco callers air their gripes about local problems to Washington officials. "We put constituents on the line with their representatives. Once we had an engineer talking about one of his problems with the head of Amtrak. This time, people are talking to Jim Browning of IRS about their personal tax situations."



Owen Spann

Spann discussed some of the differences between doing his show from Washington and doing it at home. "In San Francisco, we'll do the major news stories, then we do lighter stuff — authors, for example, and we have fewer guests. In D.C., we try to fill every minute with an interview. Of course, it's harder to have a back-up guest far away from home, and we can't always foresee problems, so occasionally we end up with a half-hour hole. Then we just do what we do in San Francisco, which is let people talk," Spann told R&R.

"One problem with doing a remote is not having eye contact with the producer at home," Spann continued. "I don't know how many people are on the line and I can't cut the call myself."

Setting Up The Equipment

The engineer in D.C. was Ed Painter from ABC's WMAL. "It takes about an hour to set up a remote like this," he told R&R. "I have three phones, one to receive callers, one for producers to talk to each other, and one for emergencies. I listen to two headsets, one to monitor the live show and one to monitor the callers, and each guest has an earpiece so he can hear the callers," Painter said.

The Washington program was transmitted via satellite with back-up land lines in case KGO lost the bird. They were plugged into the satellite 45 minutes before air time to check everything out. Painter stressed that looking at the remote location in advance is important to make sure where power outlets are, how much power cable is needed, and to cover other equally vital technical points.

News/Talk

the rapport between Owen and his guest is much better in a face-to-face interview than it is when we're in San Francisco and get the Congressman on the phone," Johnson told R&R.

Spann pointed out that remotes have proved successful in ratings (his show consistently pulls a 13 share), and that's not only true of Washington. Earlier this year, Spann did a remote from the Middle East, and he told R&R a show from Jerusalem got an 18 share.

Putting It Together

Planning the remote starts several weeks in advance. Booking guests is very important, and the job falls to the producer. Spann's producer on this remote was Kit Lynch, who told R&R, "Basically I spend a lot of time on the phone, trying to work out times and dates with everyone we'd like to have. Follow-up calls to make sure everything is on track go on almost daily, but of course at the last minute something always does change."

And sure enough it did, when the White House announced a half-an-hour before air time Thursday that it was sending Carter's campaign manager Bob Strauss

News/Talk Personalities

KTAR/Phoenix host Preston Westmoreland interviewed Dick Gregory live from Tehran May 2, just after Gregory had visited the Ayatollah Khomeini.

KXRK/San Jose Sports Director Hal Ramey will provide play-by-play when station carries Santa Clara University football and basketball live in the 1980-81 season.

Mark Savan joins KVI/Seattle as weekend host 9am-1pm. He is former KFWB/Los Angeles news anchor.

KABC/Los Angeles "Sportstalk" now features a team effort including hosts Rick Talley, Ira Fistell, Geoff Witcher, Bud Furillo, Tom Hawkins, Henry Konysky,



WOR'S DEVLIN WALKS — WOR/New York VPIGM Rick Devlin after crossing the finish line at the 1980 March of Dimes Superwalk. Rick promised to exceed the \$10,000 he raised last year.



WGN HANDS CHICAGO PERSONAL WAKE-UPS — WGN/Chicago is getting listeners to call in with a series of TV spots. Here, the WGN hand comes out of a clock radio to wake a sleeping listener with the phone. Station's new slogan is "We Got Chicago Talkin'."

and Carole Hemingway. PD Wally Sherwin said he's trying to create a local radio version of "Wide World of Sports." KABC also saluted the Mexican-American community May 5 with a 17-hour remote from L.A.'s Olvera Street, celebrating the history and involvement of Mexican heritage in Southern California.

Carole Hemingway, KABC's 7-10pm host, will be honored as "Woman of the Year" by the Medical Center Aides for the City of Hope for "making a decided impression on Southern California."

WERE/Cleveland listeners learned all about ham radio last month when 9:30-12noon host Rich Bennett interviewed two members of a local amateur radio society, who discussed what hams can do to help in times of disaster.

A WGST/Atlanta news poll results showed 87% of respondents thought all Iranians in the U.S. should be rounded up and put in relocation camps until the American hostages are released, and 76% said they'd like to see former UN Ambassador Andy Young as Atlanta's next mayor.

WITS/Boston's News Dept. will produce a 350-minute long feature to celebrate the city's 350th anniversary. Series on Boston's history and heritage will run May through September.

KYW/Philadelphia established "Call For Action" 11am-1pm weekdays. Listeners will be able to call for help with any problem, from consumerism to medical care to workmen's compensation. Calls will be kept confidential and will not be broadcast.

The New Single From "Tusk" Is:

**"SISTERS
OF THE MOON"**



**FLEETWOOD
MAC**

**Produced by Fleetwood Mac
(Special Thanks to Lindsey Buckingham) with Richard Dashut and Ken Caillat**



On Warner Bros. Records

WHAT'S NEW



Free UFO PSA's Available

The Center For UFO Studies, a non-profit organization founded by Dr. J. Allen Hynek, former Chairman of the Department of Astronomy at Northwestern University and consultant to the U.S. Air Force for 20 years, is making available 14 public information and education announcements relating to the sighting and reporting of UFO's. The spots (four 30's and 10 60's) urge the public to become familiar with such normal and natural phenomena as high-flying aircraft, ball lightning, slow meteors, and lenticular clouds, so that unusual observances may be reported promptly and accurately to the Center For UFO Studies, which has logged 75,000 such unexplained sightings since its founding in 1973.

The spots are available free of charge on tape (in raw voice form) or as copy (allowing stations to create their own space-age versions) to all radio stations in the English-speaking world. For tapes, copy, or further information contact the Center For UFO Studies at P.O. Box 1402, Evanston, IL 60204, (312) 491-6666.

"Super Spots" Customized Radio Ads Offered

Customized jingles have been on the scene for quite some time — but customized commercials? Yes, these too are now available in the form of "Super Spots," a series of 52 weekly prerecorded commercial "drop-ins" for radio, produced by Toby Arnold & Associates.

Each "Super Spot" incorporates original music and sound effects with customized scripts ranging from humorous to hard-sell, and comes with sample copy, scripts, sales suggestions, copy strategy, and production instructions. This special service is available to only

one station per market with license fees starting at \$25 per week, scaled to market size. A free demo tape of this syndicated package is available by contacting Toby Arnold & Associates, Inc., 4255 LBJ, Dallas, TX 75234, (214) 661-8201.



Double Digital Delays

Eventide's digital delay units, the "JJ193" (pictured) and the "CD254," are designed for use in a variety of settings, from radio stations to concert halls to recording studios. The units are capable of generating realistic echo effects, signal "doubling," synchronization of sound reinforcement speakers, and pre-echo delay for more realistic reverb.

Additional features include random access memory and variable delay controlled by front panel DIP switches (on the "JJ193") and internal switches (on the "CD254"), thus allowing permanent settings and thereby eliminating the need to adjust the delay each time the unit is turned on. The "JJ193" has four outputs and one input, and

is available in 510ms, 1.022 second and 2.046 second versions. The "CD254" has two outputs, one input and 254ms of delay, and is reportedly the most economical delay on the market. For further information contact Eventide Clockworks Inc. at 265 W. 54th St., New York NY 10019, (212) 581-9290.

MCA 1st Quarter

Revenues Hit Record Mark

MCA Inc. posted record first quarter revenues and operating income for the period ending March 31, 1980. During this time, revenues rose 14 percent to \$322.7 million, up from \$283 million for the equivalent period of 1979, while operating income increased six percent to \$25.6 million, up from \$24.1 million for the year-previous first quarter. However, due to a tax refund on motion picture investment credits, which contributed \$39.7 million to 1979's first quarter net income of \$63.8 million, 1980 first quarter net income levels lagged behind last year's.

Films, records, music and book publishing all reported record quarterly performances, with MCA Records (and music publishing) racking up a \$277,000 gain for the first quarter, as opposed to 1979's first quarter loss of \$680,000.

RCA Intros "Best Buy" Mid-Price Catalog Line

RCA Records has introduced a "Best Buy" series, consisting of a variety of recordings to be sold at a suggested list price of \$5.98. Thirty-six titles, ranging from Waylon Jennings to Lou Reed to Eugene Ormandy, as well as soundtracks such as "South Pacific" will be included in the initial release.

Records Division VP of Sales and Distribution Arnie Orleans said, "The titles represent albums which have had vigorous sales for a number of years, and at \$5.98 they represent a significant value at a time when economic conditions indicate consumers have become particularly price conscious." Cassette and 8-track versions will be included in the program where available.

In making the announcement, RCA

Communication Confidential



Whatever your reasons for wishing to keep your private conversations private, the "Phone-Guard" is something neither budding bookies nor burgeoning James Bonds should fail to be without. Simply screw the unit over your telephone's mouthpiece and if the device's red light comes on, you know someone is listening in on an extension phone. The "Phone-Guard" is available for \$49.95 from Cose Technology Corp. at 15 E. 40th St., New York, NY 10016.

WESTWOOD ONE • SALUTES!

One of over 1200 Great Radio Stations carrying Westwood One programs. Programs like: Dr. Demento, Off The Record with Mary Turner, The Great American Radio Show with Mike Harrison, Star Trak with Candy Tusken, Ace & Friends, Spaces and Places, Shootin' The Breeze, Special Edition with Sid McCoy, The Sound of Motown, On The Move and The Twelve Hours of Christmas.

KMET 94.7

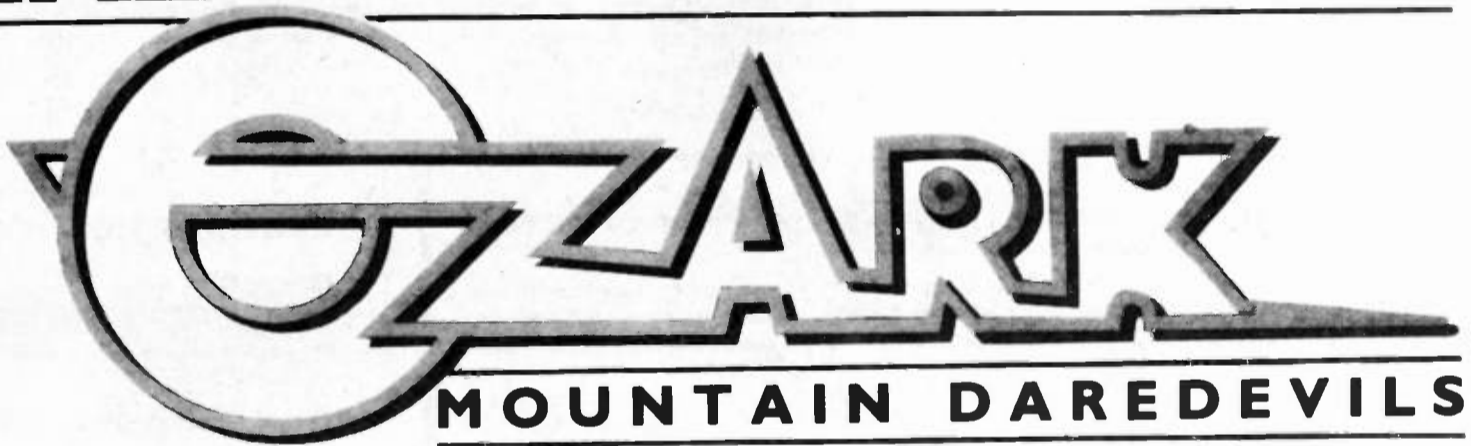
9540 Washington Blvd., Culver City, CA 90230
(213) 204-5000

WESTWOOD
ONE

THE DAREDEVILS DELIVER!



“TAKE YOU TONIGHT”



THE
SINGLE
FROM

Great Single Acceptance . . .

. . . Great Album Acceptance

WIFI add	WXIK	WXXX	KICK
PRO-FM add	WAIV	WHSY	KCBN
BJ105 add	WKAU	KALB	KB101
KRUX add	WKEE	KFXV	KCPX
WGBF add	WNAP	WCIL	KERE
KBEQ 20-12	WIFC	KGMO	KOBO
94Q	WXXQ	KJAS	KBOS
WIVY	WDUZ	KFMZ	KASH
Y102	WFBG	KJMO	KYLT
WQEN	KSKG	KLIK	KCAP
WZDQ	KRBE	KLZR	KRPL
WGNI	WDDT	KJCK	KDZA
WANS	KLPQ	KKJO	KATI

WNEW	WOUR	WLUP	KZEW	KKDJ	WIBZ
WLIR	DC101	WJKL	KATT	KZAM	WMKC
WBAB	WAVA	WMAD	WLYX	KINK	WLEQ
WRNW	WHFS	WIBA	WKDF	KREM	WDEK
WRHY	WMYK	WZOK	WKQB	KZEL	WXTQ
WBCN	WRAS	M105	KMBQ	KBPI	C97
WCOZ	WRKK	WOMP	KLBJ	KFML	WAPL
WCAS	WMIZ	WLAV	KMAC	KTCL	KXOA
WBLM	WXLN	WLVQ	KNCN	KBCO	WBWB
WGIR	WQUT	WFBQ	KZOM	KAWY	KSPN
WCCC	WQDR	WXKE	KSMB	KILO	WNCS
WPLR	WKTM	KQRS	KSHE	KKBC	WMIR
WRKI	WZLD	KGGO	KYYS	KGOT	WECM
WPDH	WKWF	KEZO	KICT	WQLK	KIOK
WQBK	WQXM	KFMH	KSAS	KPLZ	WKLC
WGRQ	WGVL	KLYX	KEZY	KVRE	KWAV
WMJQ	WJAX	KBLE	KTYD	WKIR	WAOR
			KDKB	WWWZ	WYTK
			KWFM	KGOU	KZOZ
			KTKT	WABD	WOUG
			KRST	WCPI-FM	WKDQ
			KSAN	KQMQ	KKAK
			KOME	WZAM	WAAL
			KTIM	WSPL	WEEI-FM
			KOZZ	WEER	

DAREDEVILS coming to your town soon:

5/2 Central Missouri State University	Warrensburg, MO	5/16 University of Cincinnati	Cincinnati, OH
5/3 Columbia Center	Columbia, MO	5/17 Chestnut Acres	Louisville, KY
5/4 Memorial Hall	Joplin, MO	5/24 Red Rocks	Denver, CO
5/8 Agoura (Grand Opening)	Dallas, TX	5/28-29 Old Waldorf	San Francisco, CA
5/9 Palace	Houston, TX	6/11 Klei Opera House	St. Louis, MO
5/11 Slicks	St. Martinsville, LA	6/13-14 Uptown Theatre	Kansas City, MO
5/15 Agoura	Columbus, OH	7/4 Parade Stadium	Minneapolis, MI
		7/5 State Fair	Greeley, CO

Columbia Records



WHAT'S NEW

Today's Youth Market: Conservatives & Consumers

The youth market of the 60's has jettisoned its anti-establishment attitudes in favor of an increasingly conservative, fashion-conscious, consumer-oriented lifestyle for the 80's. Not only are today's youth ready, willing, and able to shell out big bucks — college students (age 17-25) control \$10 billion in discretionary funds nationally, with teens (age 13-19) claiming a total annual national income of \$30 billion, according to a *Seventeen* magazine study — they spend it on just about everything adults do, purchasing insurance, credit cards, major appliances, and upscale leisure equipment in record numbers. Furthermore this group is deeply concerned with quality and quite willing to pay for it, viewing these purchases as investments.

As additional proof of the youth market's forward-looking, goal-oriented lifestyle, colleges nationwide report that the number of "practical" majors is continually increasing, while the number of liberal arts majors has correspondingly declined. Experts believe this shift in attitude is attributable to a combination of America's shaky economic status during the past decade and the aftershock of Vietnam, the latter of which has produced a national mood similar to the practical post-war 50's.

Radio Best Youth Medium

Whatever the cause, the youth market remains attractive to advertisers, principally because most 18-24 year-olds have yet to form brand name preferences. Also, all advertisers agree that the best medium to reach this lucrative market is through radio, capable of reaching 99.7 percent of teenagers nationally. A 1979 *Radio Advertising Bureau* (RAB) survey of six metro markets, ranging from 200,000 to nine million in size, found that an advertising budget allocated to TV would produce a reach of 47 percent of the available teens with a frequency of 1.8 times and a figure of 85 gross ratings points. The same ad budget allocated to radio brought the reach up to 62 percent of the available teens at a frequency of 3.9 times and a GRP figure of 242. Interestingly, the night time is the right time for advertisers who wish to reach teens,

with teen listening levels highest between the hours of 7pm-midnight at a cost slightly lower than either morning or afternoon drive times.

One group of advertisers which knows the value of radio in reaching the youth market is motion picture studios. According to a recent survey from the *Motion Picture Association of America*, 60 percent of all filmgoers are between the ages of 16-24. The survey also concluded that radio was the

best means to reach these potential film patrons, with indirect exposure via prizes like T-shirts, soundtrack LP's and film tickets, offered in contests sponsored in conjunction with the radio stations achieving the maximum number of impressions for the minimum outlay. In conclusion, it appears that despite the "greying of America," the youth market is potentially more lucrative than ever before, and that radio is still the best avenue to reach it.

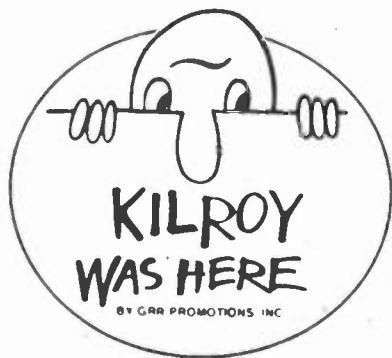
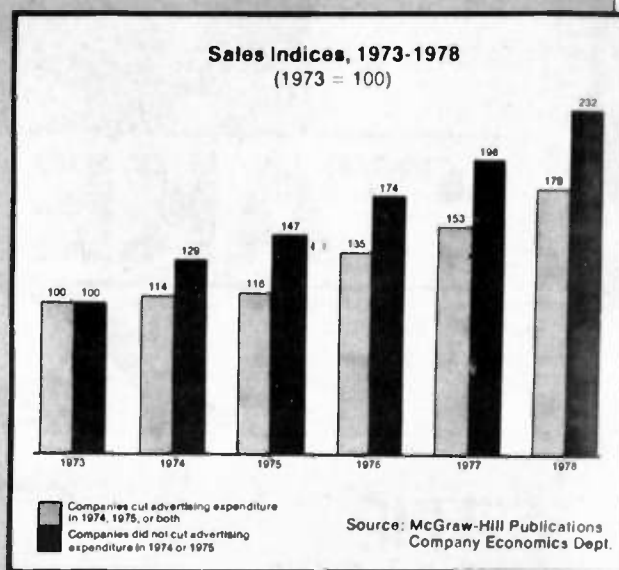
Recession Ads = Sales Expansion

A recent study of 468 industrial companies conducted by the *Laboratory of Advertising Performance* (LAP), a division of *McGraw-Hill Research*, found that firms which maintained or increased ad expenditures during the 1974-75 recession experienced a higher initial and subsequent sales growth than those which cut back advertising.

Of the 210 non-durable goods manufacturers queried, those which continually advertised from 1974 through 1978 chalked up a 96 percent increase in sales. For those non-durable goods firms which whittled down their advertising budgets over that period, a mere 75 percent growth was noted. An even larger variation took place among the 258 durable goods companies interviewed, with the nonadvertisers marking an 83 percent rate of growth as opposed to the 163 percent experienced by the steady advertisers. The most startling comparisons occurred in the machinery industry, which enjoyed a 195 percent sales increase for steady spenders as against 104 percent for reducers.

Overall, companies which increased their advertising in the recession period averaged a 12 percent higher sales growth than those manufacturers which did not. Furthermore, this margin of expansion mushroomed so that by 1978, the former group's sales swelled 132 percent over 1973 levels as opposed to the latter firms', which only managed a 79

percent increase over '73 levels. Copies of this report are available through *McGraw-Hill Research* in New York.



"Kilroy" Makes Comeback Via Spring Records Subsidiary

While reminiscing with friends about the ambitious entrepreneur who realized no one owned the trademark to those "happy face/Smile" buttons which flooded America a few years ago and promptly seized the opportunity to trademark the character, which he parlayed into a fair amount of cash, *Spring Records* President Jules Riskind got to wondering whether there were additional famous characters which had not been trademarked. The notorious "Kilroy Was Here" of World War II came to mind.

Upon finding that rights to Kilroy were available and that all that was required to trademark the graffiti-spawned figure was to place his name and likeness on an item, transport it across state lines and sell the item, *G.R.R. Promotions Inc.* (a *Spring* subsidiary) complied and claimed the rights to "Kilroy." Soon the character will be appearing on apparel such as T-shirts, jeans, sweaters — virtually the gamut of garments — all licensed by the *Spring* subsidiary. No word on whether "Kilroy" has been offered a recording contract as yet, however.

Sophie Sopha!

The 90-second comedy feature that set Miami on fire at Y-100... chuck full of interesting tidbits delivered by the incredible "Sophie Sopha." A must for contemporary stations that want to be really interesting... on an exclusive basis—demos and prices on request.

SYNDICOM

a subsidiary of Sunbelt Communications, Ltd.
805-541-2966

PRO:MOTIONS

Reed To Head Business Development At CBS Records

Stephen Reed has been assigned additional responsibilities as head of *CBS Records*' Business Development department. Reed will continue in his current post as Executive Assistant to the President of *CBS Records* as well.

A four-year veteran of the label, Reed will now be responsible for the long-range business planning of the Division, including acquisition and diversification ventures, as well as new product and technology developments. He will also act as liaison between the *Records* Division and the *CBS Video Enterprises* Division.

Scaffidi, Ross Form Multi-Faceted Production Firm

Len Scaffidi and Robert M. Ross have announced the formation of *Ross Scaffidi ViewPoint* (RSVP), a multi-faceted production organization to be based in New York City. Scaffidi most recently was Associate Di-

rector of Album Promotion at *Arista Records*, having previously served as General Manager of *Sire Records*, while Ross has headed his own music production firm within the fashion and film industries for the past six years.

Under the new organization, Scaffidi will handle record and radio syndication production, with Ross supervising projects involving *United Artists Films*, *Pierre Cardin*, and *Rafael Fashions Ltd.* RSVP is located at 23 E. 10th St., Suite 602, New York, NY 10003, (212) 475-0412.

Kandel Named VP/Programming For CBS Video

Ned Kandel has been named to the newly-created position of Vice President of Programming for *CBS Video Enterprises* (CVE). Most recently Director of Special Programming at *RCA Selectavision*, Kandel previously held programming positions at *Warner Qube*, *Home Box Office*, and *ABC television*.

In his new post, Kandel will be responsible for the acquisition of existing programs in the theatrical and non-theatrical areas as well as participating in the development of new programs for CVE. He will report to CVE President Cy Leslie.

Player

HAS A NEW
SINGLE AND

"IT'S FOR YOU"

NB 2265

FROM THEIR DEBUT CASABLANCA LP

ROOM WITH A VIEW

NBLP 7217



PLAYER
Room With
A View

Produced by Tony Peluso
and Peter Beckett



Give the gift of music.

THE BEST FROM THE BIGGEST.



The Most Requested Song From Van Halen's AOR Giant Album.

"AND THE CRADLE WILL ROCK"

VAN HALEN

- | | |
|--------------------|--------------------|
| KWK deb 16 | WBBQ 21-16 |
| KJR 12-7 | WGH on |
| KUPD 8-1 | KJRB add |
| WIFI add 29 | KRSP 25-22 |
| 96KX add | KMJK deb 33 |
| Q107 on | WLBZ 23-19 |
| Q105 on | V100 on |
| WFM 30-27 | WAKX 14-11 |
| WPEZ add | WSPT 20-17 |
| WFLY 26-25 | KCBN add |
| WPST add | WRVQ 20-20 |
| WFMF on | KQDI 20-14 |
| | KRLC deb 24 |

Produced by Ted Templeman
On Warner Bros. Records



STREET TALK

Ariola Records is apparently ready for a strong comeback, with announcements coming next week of the following personnel and their new titles. Warren Schatz will be named Senior VP and Chief Operating Officer. Michael Manocchio, coming from Atlantic, is Ariola's new VP of Promotion, and Fred Humphrey becomes Director of National Promotion. Arista will continue to promote Ariola's forthcoming releases but the cooperation does not go the other way . . . Ariola's staff will concentrate only on Ariola product.

Music making news this week . . . the front page of the Los Angeles Times ran the headline "Hope, Sound Of The Bee Gees Bring Cubans To U.S." Many of the young Cuban refugees now flooding into Miami cited their reasons for exiting Communist Cuba, and a 12-year-old girl told the Times reporter that she could now "listen to the Bee Gees without the government frowning on it." Not a bad endorsement.

Congratulations to KRBE/Houston MD Dayna Steele on being promoted to Assistant PD at the station. Roger W. Garrett, KRBE's PD, made the announcement Tuesday (5-13), saying that Dayna will continue to handle the music along with her new responsibilities.

Meanwhile, former KRBE programmer Clay Gish has finished producing five tracks with the James Anderson Band. Clay will now head to New York and L.A. in an effort to get the group signed.

KFRC/San Francisco has had a change in afternoon drive with the resignation of J.B. Baron. PD Les Garland promoted former KIQQ/Los Angeles PD Mike Novak from the 10pm-2am shift at KFRC to afternoons.

WXLO/New York has landed former WABC/New York legend Chuck Leonard. Chuck has already started in the 7pm-11pm shift for FM99.

Has Fred Silverman Heard About This?

Remember the old "FBI" TV series? Sure, Efrem Zimbalist Jr. and all that . . . well, Efrem may just want to polish up his Public Information Act because a new TV series is on the drawing board about, gulp, the CIA.

Gordon McLendon and his partner, former CIA agent David Philips, say they are developing the project for TV and will gladly give the real CIA broad control over the final show in return for the use of the CIA's name and official seal.

We get the feeling that we may be witnessing the birth of TV's first five-minute dramatic series.

KROQ/Pasadena has signed a couple of familiar-sounding names for weekend air work. Sunday evenings 7-8pm, it's Sly Stone, who has free rein to play whatever he likes, since KROQ GM Pat Welch used to be Sly's road manager back when the Family Stone was on tour. On Saturday mornings (6-10am) KROQ's jock is Ian Whitcomb, who handles the regular format with a bit of early '60's thrown in, plus maybe an occasional spin for "You Turn Me On" or "N-E-R-V-O-U-S."

Dan Conger, formerly of Casablanca and Jet Records, has joined Radio Records in Ft. Lauderdale as National Top 40 Promotion Director.

Congratulations to Mark Williams and his wife Patty on the birth of their new son, Joseph Paul, who arrived on April 21. Mark, who is FM100/Memphis's MD, is still handing out cigars!

Finally, very special congratulations to R&R Editor & Publisher Bob Wilson and his wife Joyce on the birth of their second daughter, Brooke. The new Ms. Wilson arrived appropriately enough on Mother's Day morning.



HE'S EVERYWHERE, HE'S EVERYWHERE! — KHJ/Los Angeles celebrated its celebrated morning man's first anniversary in Los Angeles by throwing him a "Hello, My Name Is Rick Dees Party." Several bogus "Disco Ducks" made the scene, which naturally was stolen by the real Dees, who showed up sans mustache (center).

<p>PERSONAL APPEARANCE MANAGEMENT (FOREIGN & DOMESTIC)</p>	<p>Road & Tour Management Contract Riders, Budgets, Personnel Secured, Travel and Logistics, Box Office Settlements</p> <p>Production Coordination Technical Requirements, Rehearsals Scheduled, Equipment Shipment Manifests or Carnets</p>	<p>Peake Management 12 YEARS EXPERIENCE DON PEAKE (213) 360-3890 REFERENCES AVAILABLE</p>
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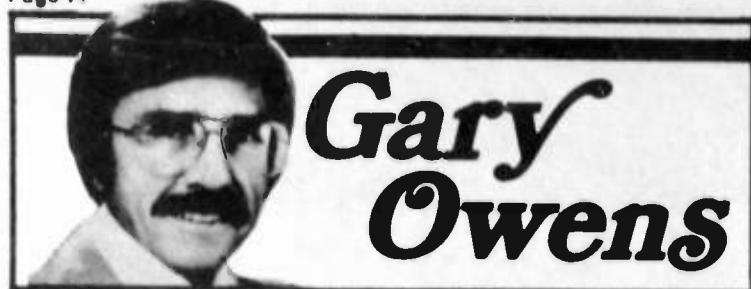
**"EVERYTHING
WORKS IF
YOU LET IT"**

**THE NEW SINGLE FROM
CHEAP TRICK**

**FROM THE FORTHCOMING MOVIE
"ROADIE"**

Epic

ON EPIC RECORDS



The "Save The Dingbat" campaign is underway . . . Wendell Sittler has taken steps to organize a group that will attempt to stop the producers of "Archie Bunker's Place" from killing off the character of Edith Bunker. Jean Stapleton, a friend of the Gary Owens column, has done such a super job in the role but has decided she is not going to be available to play the part . . . branching into other areas instead. Wendell shouts that he cannot see how a beloved character

such as Edith can expire off-camera without protest, either now or when it is broadcast this fall. He readily concedes without bad things happening to well-loved characters there would be no drama on television. But the Edith role has been too important a cultural icon in the past ten years simply to be written off. So Wendell wants all of us to pressure the producer people and Jean to come to some sort of an agreement to allow Edith to either live on . . . or "die with dignity." If you want to make this a national campaign you can phone brave Wendell at (213) 398-9740 mornings or anytime on Saturday, and he will arrange for you to get "Save The Dingbat" bumper stickers, buttons, and petitions.

I have some empathy along these lines . . . on May 4's "Galactica 1980," I played a Cylon Warrior who was put back together mechanically by Dick Benedict as Starbuck, and trapped on a desolate planet while growing friendly toward him. When I was zapped at the end of the hour on ABC-TV a small tear trickled down my real cheek, as I rubbed my retinas with volcanic pumice to

soften my gaze — one, because of the sentimental part I was playing, and two, because I'll only get a single show residual.

Most of the Hollywood writers agree that of the old radio shows, perhaps the greatest put-on was that of "Vic & Sade." Historian Marty Halperin sent me a magnificent list of "Uncle Fletcher's acquaintances" . . . including such stalwarts as Raymond Belcher Beerman, who was killed when a 10,000-ton railroad bridge fell on him on December 19, 1887 and was memorialized on a washrag; Tracy Flankers from Belvedere, who devised a secret hiding place for his money by fastening a leather strap with wires to his wisdom teeth; and Jake Gumpox, the garbage man, who had a horse named Howard who had a sister named Bernice — Howard later got married to a horse down the block.

"Vic & Sade" was created and written by Paul Rhymer and was first heard on NBC in 1932. Two years later Crisco picked up the tab, and it ran successfully until 1944 with every great absurdity akimbo.



CBS Wins Close Three-Way Race

The three TV networks loaded up their schedules with specials and movies as the first full week of May sweeps concluded May 11, and the result was a Nielsen ratings race in which less than a point separated winner CBS from third place NBC. CBS, with its usual strong series showing and a sterling ratings performance from Johnny Cash's 25th anniversary special, edged ABC 16.6 to 16.4, with NBC close behind at 15.9 and six of the top 20 shows (about five or six more than usual), compared to eight for CBS and six for ABC.

"60 Minutes" (CBS) was the week's top program, edging "Three's Company" (ABC). Following were 3) "The Jeffersons" (CBS) 4) Johnny Cash special (CBS) 5) a tie between "Alice" (CBS) and "Breaking Away" (NBC movie) 7) "Real People" (NBC) 8) "Little House On The Prairie" (NBC) 9) "Archie Bunker's Place" (CBS), and 10) "Off The Minnesota Strip" (ABC movie which competed with "Breaking Away").

The second half of the top 20 began with "Taxi" (ABC), followed by 12) "MASH" (CBS) 13) "The Curse Of King Tut's Tomb" Pt. I (NBC special) 14) "King Kong" Pt. I (NBC movie) 15) "Charlie's Angels" (ABC) 16) "Diff'rent Strokes" (NBC) tied with "Laverne & Shirley" (ABC) 18) another tie between "Vega\$" (ABC) and CBS's "National Cheerleader Championships" special, and 20) another telecast of "MASH" (CBS). "WKRP In Cincinnati" was more or less wiped off the map by a strong "Little House" performance and finished 47th.

NEW MUSIC SHOWS DEBUT: Two new musical series debut in syndication this week. "RadioVision" begins in Los Angeles May 17, with other markets falling into line subsequently. Hosted by KMET MD Jack Snyder, it's described as an AOR format for TV, with narration held to a minimum, continuous music and video transitions, and videotaped performances by artists such as the Pretenders, Linda Ronstadt, Heart, and Tom Petty. The other debut, previously mentioned here, is the Casey Kasem-hosted "America's Top 10," debuting May 17 in over 70 markets. It's based on the long-running "America Top 40" radio show.

OTHER MUSIC ON TV: Public Image Ltd. appears on "American Bandstand" May 17 . . . Glen Campbell stars in a 90-minute special for syndication, with Rita Coolidge, Tanya Tucker, John Hartford and Sonny Terry & Brownie McGhee as musical guests . . . Cherie & Marle Currie on "Dinah" May 19 . . . The Oak Ridge Boys star on the syndicated TV special "New Country From The Old Country" set for the week of June 10 . . . Utopia is on "Fridays" May 23 . . . Rose Royce is on "Rock Concert" May 16.

VIDEOSCOPE:

FIRST NIELSEN VCR-OWNER SURVEY RESULTS IN: The A.C. Nielsen Co.'s Home Video unit recently announced the results of its first survey of 516 VCR owners nationwide. Among the report's findings were that 14 percent of the households deleted commercials while taping, with an additional 22 percent using the "fast forward" to bypass the spots when viewing taped programming. Most of the survey's respondents claimed that they had bought their VCR's within the past year and still intended to watch TV as much as they previously had, purchasing the VCR primarily for its "time-shift" capabilities. The typical VCR owner, according to the report, is young, upscale, records four to six hours of programming per week, and either taped or played back programs within the past two days. 40 percent of the VCR owners said they recorded films on TV. 33 percent recorded regular TV series. Interestingly, only 25 percent of those contacted claimed to have purchased prerecorded cassettes, with 35 percent of these ordering via mail and another 32 percent via specialty video stores. About 70 percent own VHS format machines, reflecting the general market's preference. Nielsen noted that while present methodology allows the company to know what is being taped, it does not have a means of determining who is watching the playbacks. As for the VCR owners' impact on regular TV viewing, Nielsen points out that the 1.2 million estimated VCR owners comprise just one to two percent of the U.S. TV households . . .

Bobby Ocean is on vacation, "Err Waves" will return next week.

THE BIG ONE Is Coming In October



- October 5-8, 1980 • Bonaventure Hotel, Los Angeles
- Registration Details Next Week

5

YEARS AGO
TODAY

Radio & Records

- ★ DWIGHT CASE NAMED RKO RADIO PRESIDENT — Bruce Johnson resigns to become President of Sterling's broadcast division.
- ★ DAN MASON NAMED PD AT 293/ATLANTA
- ★ JIMMY BOWEN EXITS AS VP/A&R AT MGM
- ★ E. ALVIN DAVIS EXITS AS 13Q/PITTSBURGH ASST. PD — Dwight Douglas takes over position.
- ★ R&R INTRODUCES "AOR" — Album-Oriented Rock new term for "Progressive" or "FM Rock."
- ★ NUMBER ONE FIVE YEARS AGO: "Philadelphia Freedom" — Elton John (MCA)
- ★ NUMBER ONE LP: "Stampede" — Dooble Bros. (WB)

Once you've heard **ROBBIE DUPREE**, you'll want to see him, too...

**on American Bandstand
on Saturday, May 17th,
and on Midnight Special on
May 23rd and 30th.**

Robbie Dupree, performing his smash single,
"Steal Away," and "Hot Rod Hearts"
(E-46621)
from his forthcoming debut album



ROBBIE DUPREE

(6E-273)

Produced by Rick Chudacoff and Peter Bunetta
On Elektra Records and Tapes
Al Bunetta Management



©1980 Elektra/Asylum Records • A Warner Communications Co

"ASHES BY NOW"



IS BURNING UP THE CHARTS AT:

94Q 12-9	WERC add
KXX106 24-19	WAPE add
WBBQ deb 28	92Q add
WSKZ deb 27	WAAY add
WAYS 34-22	WHY on
WFOX 30-26	WSEZ on
WCGQ 30-24	WAKX on
WISE deb 34	KQDI on
WANS-FM 29-24	
FM99 35-29	

RODNEY CROWELL

"ASHES BY NOW"

Produced by Craig Leon & Rodney Crowell



on Warner Bros. Records

Brad Messer



Engineer Reveals Embassy Rescue

In my part of the country the first person to know of the successful British commando raid at the Iranian Embassy was Mike.

The first person was Mike because he happened to walk past the teleprinter in the hallway and saw double-spaced lines under the word BULLETIN. We have the wire in the hallway because, uh, well, it's out there for the reason of, uh... aw hell, I don't know why the wire machine is installed out of sight and out of hearing.

Maybe that's the reason a volunteer high school request telephone answerer became the first local person to know Carter had sent some raiders to Iran. The Coke man discovered small pox has been conquered.

That's one nice quality about our newsroom. People — even people we've never seen before — pop their heads in the door with the darnedest information. That's how I came to know and like the bug guy who sprays the place every few weeks. He personally revealed that a volcano had erupted in Washington. Just opened the door, standing there with his little pump can holding the nozzle, and said, "They just had a volcano go off in Washington."

That excited the pants off me. I assumed he meant Washington, D.C. That was one of the few times I ran past the informant to personally look at the incoming Urgent. The bug man thought I was attacking him. ("Man Attacks Over Volcano!")

Mike, on the other hand, opening the newsroom door to tell me the Iranian Embassy has been "blown up," got an opposite reaction. I turned away from him, picked up the phone, and dialed "0" to get a jump on the London circuits... and had a very helpful BBC person on the air live four minutes after the first bulletin.

The wire-in-the-hall setup adds a certain homey casualness to the feeling of our news operation, and a sense of democracy because all hall people have equal opportunity to be The First To Know.

It's kinda nice to reverse the usual conversational dynamic in which newspeople — when asked "What's going on?" — proceed to explain what's going on. In our situation, station visitors, perfect strangers, carpenters, candy machine people, and tourists open our door to reveal bridges have fallen down, Cubans are coming by the thousands, and Alfred Hitchcock has died.

You know, if managed skillfully, this Volunteer News thing might be upgraded to where we could ask the strangers to please write up a short piece on what they've seen on the wire. If any are good readers, why not put 'em on the air? Get this thing set up, a person could spend lots of time fishing or taking classes while the newsroom ran itself. Those strangers know everything important first anyway.

Rip 'N' Read

First Fingerprint Conviction

MONDAY MAY 19: A hundred-or-so years ago you would have sounded quite logical in arguing that, of the millions of people on Earth, a few here and there *must* have identical fingerprints. The odds seemed reasonable. When fingerprints became useful in criminal investigations, prosecutors couldn't use them as trial evidence simply because of the lingering doubt that prints are unique... one-of-a-kind. Finally convinced, a court approved fingerprint evidence, and 69 years ago today in New York City the first conviction by fingerprint was returned (1911).

David Hartman is 43. Mike Wallace is 62. Peter Townshend turns 35. Ho Chi Minh would have been 90. The architect of the Communist movement in Vietnam didn't live to see his ideas bear their final fruit.

Civil Defense Office Created

TUESDAY MAY 20: It is a tattered mess lately, but the Office of Civilian Defense was a well-funded, very-serious operation for many years after its creation on this date in 1941. Its people coordinated domestic defense projects during years when Americans wondered whether Germans and Japanese might attack here. Its first director was controversial ex-New York City mayor Fiorello LaGuardia, who served until World War II ended.

The reality of intercontinental rocket attacks was confirmed 20 years ago today, when an Atlas ICBM fired from Cape Canaveral flew 9000 miles in 55 minutes, hitting its Indian Ocean target. At that speed a trip from Washington, D.C. to Los Angeles takes about 18 minutes.

Cher (Cherry La Pierre Bono Allman) is 34. Joe Cocker is 36. George Gobel is 61. Christopher Columbus died in Spain (broke) in 1506.

Charles Lindbergh began his solo Atlantic flight 53 years ago this morning from Long Island, NY (1927).

Lindbergh Becomes World Hero

WEDNESDAY MAY 21: An unknown former airmail pilot became an instant world hero 53 years ago this evening, when Charles Lindbergh landed in Paris after a solo transatlantic flight of 3600 miles. It took him 33 hours, 39 minutes. Average speed around 100mph. The plane that made the 1927 flight, "The Spirit Of St. Louis," now hangs in the Smithsonian museum in Washington, D.C. and is a top tourist draw.

Burt Bacharach is 51. Ronald Isley is 39. Author Harold Robbins is 64. Moon is first quarter (will be full the 20th). The Red Cross was established in 1881. Summer begins a month from today.

Airplane Patented By Wrights

THURSDAY MAY 22: The Wright brothers got it up in December 1903, putting the airplane on record as accomplished fact, but interest in the flying machine was slow to develop in the United States. During the next two years they built two more airplanes. On this date in 1906 they were granted the U.S. Patent. Two years afterward the U.S. War Department contracted for a plane capable of flying ten miles at 40mph carrying a pilot and passenger. Wilbur died of typhoid in 1912. Orville died in 1948 at age 76. Their original Kitty Hawk flying machine is another top attraction on display in the Smithsonian Institution.

Bernie Taupin is 30. Sir Laurence Olivier hits 73. "Star Wars" premiered three years ago today, just as sequel "The Empire Strikes Back" opens.

Another Ben Franklin Idea

FRIDAY MAY 23: On this date in 1785 Benjamin Franklin revealed his neat idea of multiple-facet eyeglass lenses. Bifocals. Since then we have moved on to trifocals, then contact lenses, and in experiments in the Soviet Union the eye itself is being fine-tuned by surgery to produce "perfect" vision. On the bottom line, however, there is still a Catch-22 about glasses: when you've misplaced your glasses, you need 'em on so you can see to find them.

Pirate Captain William "Billy" Kidd, a New Yorker, was hanged in England on this date in 1701. The man whose synthesizers made music history, Robert A. Moog, is 46. Rosemary Clooney is 52.

Media Marketing

Measuring Record Consumers' Tastes (The CBS Way)

When I'm not feverishly preparing my next column for R&R or planning my session for this October's NRBA/R&R American Radio Expo, I wear my "other hat" as a UCLA professor. One of the conferences I attend each year in my academic role is that of the Association for Consumer Research, an interdisciplinary organization devoted to the study of how and why consumers purchase and consume products and services. Last year's ACR conference was held in San Francisco, and I just received my copy of the "proceedings," i.e., written versions of all the papers presented at the conference. Most papers presented at academic conferences are pretty esoteric and not of much interest to anyone other than another academician. However, there was one paper presented last year that I thought would be of direct interest to R&R readers.

In that paper, Jerry Shulman of CBS Records described the marketing research done by CBS in an attempt to constantly monitor the shifting music preferences of the American record-buying public. CBS uses a variety of approaches in its research, and I thought that it would be useful to outline some of the procedures here, based on Jerry's paper. This should prove useful to (1) other record company executives who may wish to compare their own research efforts against those of CBS, and (2) radio programmers who would like some indication of how the record industry can use research to try to provide more consumer-oriented product for potential airplay.

A Quickie Quiz

Before getting into the CBS research system, let's try a little quiz on some basic facts about the music industry. These numbers are based on Jerry's paper, and I haven't verified them independently, but give it a shot anyway. The answers are printed upside down at the end of this column.

- About how many record companies are there today which are actively releasing new records?
a) 400 b) 800 c) 2000 d) 4000
- How many new record companies come into existence each year?
a) 10 b) 50 c) 100 d) 200
- About how many new albums and/or tapes are released annually?
a) 1000 b) 3000 c) 5000 d) 7000

How many did you get right? Here's how to score yourself:

- 0 = Stay away from roulette wheels.
1 = An adequate average for baseball, but studying up wouldn't hurt.
2 = You're on the right track, but you could use a little more market research.
3 = You are either Jerry Shulman or else you read his paper too!
4 = Inflation is getting worse every day!
10 = Please send photo to me at this address!

A Four-Part System

CBS uses four basic research approaches to track consumer music preferences: the National Buyer Survey, a consumer panel, trade publications, and special consumer surveys. In the next few paragraphs I will briefly summarize Jerry's descriptions of each of these activities.

National Buyer Survey

The National Buyer Survey has been conducted three times annually since 1974, involving 7500 individuals each year. This survey is used to gather extensive information on both buyers and non-buyers of records and tapes, yielding "profiles" of these groups in terms of their demographic, socioeconomic, and psychographic makeup. In this survey, CBS takes special care to represent both the teen and black markets.

Consumer Panel

A second major source of consumer buying patterns is an ongoing panel consisting of over 8000 record and tape buyers. The panel is matched to the overall demographic profile of record buyers via a quota sampling procedure, and is constantly changing in composition, with new panel members being added every month and others dropping off the panel. Panelists are asked to report each record purchase they make on a specially-prepared postcard, which elicits a variety of information, including date, place, and price of purchase, artist, title, and type of music. Over 65,000 such postcards are processed each year, the results of which are analyzed, weighted, and used to project sales figures.

Results of the panel analysis are used by CBS to monitor trends in configuration preferences (i.e., LP's vs. 45's; 8-tracks vs. cassettes), repertoire preferences (i.e., music type), performer preferences, and even specific selection preferences. One of the trickier aspects of this analysis is the problem created by artists with a large crossover in popularity. For instance, Jerry reports that when consumers place artists into pre-designated categories, there is often considerable disagreement. As a specific example, Mac Davis was identified as "Country" by 35% of all consumers purchasing one of his releases, but 30% considered him "Easy Listening," 20% listed him as "Pop," and 10% placed him in the "Soft Folk/Rock" category. This crossover phenomenon is not as big a problem for the well-known artist as it is in dealing with relatively unknown newer artists. "Mislabeling of their music type could lead to serious errors in overall market projections for repertoire preferences. Perhaps the lesson to be learned is that music consumers don't use the same labels and categories in thinking about music that record and radio people do. All we can be sure of is that

they do know what they like. They just may not know what it's called by the industry!"

Trade Publications

Like almost everyone else in the radio and record industries, CBS uses the national charts, as reported in leading industry trade publications, to provide a very current and timely reading of market acceptance of new releases and new artists. The primary advantage of the trade publications is their speed of reporting. The same trends would eventually show up in the consumer panel results, but the trades are the best source for a fast-breaking product.

Special Consumer Surveys

The final component of the CBS system consists of a wide range of special projects such as advertising effectiveness studies, artist "image" studies, and media usage profiles. In pursuit of these goals, CBS uses techniques ranging from focus groups and individual depth interviews to large-scale mail, telephone, or personal interview surveys.

One specific technique which has been developed is the "Record Rater" postcard, which is inserted into albums released by new artists. The "Record Rater" is used to get a profile of the early buyers of a new artist as well as their assessments of the album's best cuts. Admittedly, this procedure yields a somewhat biased sample, due to the "self-selection" of respondents; nevertheless, the "Record Rater" has proved to be useful in both artist development and promotional program planning.

The Value Of Research

The CBS consumer marketing research effort, as described by Jerry Shulman in his paper and summarized briefly here, represents a systematic attempt to describe and understand the record buying public. The use of multiple methods and sources of market information is a critical element of the system, as it allows CBS to triangulate in the same sense as a surveyor does in arriving at more precise measurements. Any one method may fail, but the combination of methods should ensure the reliability and validity of results.

How Does Your Research Stack Up?

It is my understanding that CBS has one of the largest research efforts in the recording industry. But how does your own compare? Do you know who buys your own products as well as those of your competitors? Do you know how to most effectively promote to the most likely group of buyers for any particular new release? Do you know how a consumer goes about deciding whether or not to buy a record? Do you know the patterns of substitution among artists and/or music types? If you are answering these questions with "no," then you could use some market research!

Answers to the quiz: 1. (d) 2. (c) 3. (c)

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.



"Cume is the audience pool on which you base your reach and frequency potential."

The Importance Of Cume Estimates

The shrine at which most radio broadcasters and agency buyers worship is that of "average quarter-hour" numbers. Cume estimates are often shunned as being less useful and important than AQH numbers. Why? Who says cume doesn't count? Let us count the ways in which cume does make sense to radio.

What Is Cume?

The Arbitron definition of cume is the number of persons that tuned to a station (or recorded such in a diary) for at least one five-minute stretch per survey week. However, this five-minute listening span must be included within a single quarter-hour on the clock. If a diarykeeper tuned to your station from 8:13-8:19am on one day, and that was the only entry to your station, the station would not receive any credit for this diarykeeper. Although the person listened for six minutes, there was no five-minute span within a quarter hour — there is a two-minute span from 8:13-8:15, and a four-minute span from 8:15-8:19.

Cume was designed by Arbitron to give broadcasters and buyers a sense of the mass of the radio audience. How many total people tuned in to station X during a average week? From this mass number, quarter-hour spans could be developed to give an idea of varied audience loyalties in the marketplace, with the computation of time spent listening (TSL) for each demo.

How Is Cume Computed?

The designation of values to each diary — cume values meaning that the diary counts just once to your overall cume total 12+ — begins on page three of the local radio market report. Page three shows the estimated population for each demographic. Basically — and it gets much more complicated in markets with ethnic weighting — Arbitron divides the number of usable diaries received from the relevant demographic into the estimated population for that demo. Thus, if there were estimated to be 25,000 men 18-24 in a metro, and there were 10 in-tab diaries in that demo (assuming there is no ethnic retrieval in the market) each would be worth an average of 2500 men 18-24 in a cume value. If a station then had a total week cume for men 18-24 of 10,000, it can be assumed that four of the ten young males tuned in.

Looking at a mechanical diary allows you to tell specifically what the cume values were in the latest sweep. There is a column on the mechanical (if you order the county-by-county-sort) that shows "PPDV." This is the "persons per diary value," or

cume value contained in that diary. If the person had a PPDV of 1000, each station to which he/she tuned would have gained 1000 cume persons towards its 12+ total. When you are reviewing the mechanical, be sure to order the county-sort — currently, the zip-code-sort mechanical does not print out PPDV's.

Because weighting is done on a county basis, whenever possible, the PPDV's for the same demo may differ slightly from county to county, but they should not be too far from the metro average, which you can determine as mentioned in the earlier paragraph. As a rule of thumb, the fewer diaries back for a demo, the higher the PPDV's, or cume values. The larger the return in a demo, the lower the cume values.

Ethnic markets are much different. There may be many cume values for a particular demo, depending on which county and which race the diary represents. For example, in some markets I've seen, white males 18-24 have a PPDV of 1000 in the non-ethnic area of a county, but a cume value of 5000 in the High Density Black Area of that same county. As you might imagine, where your diaries come back from, and the cume values contained in the diaries from a particular ethnic area or county, can have tremendous impact on your fates in the book. Be sure to track your station's cumes from book to book, and see if getting back just a few diaries, with high cume values, didn't account for much of the "good book" that you received. What are the chances you might again see such a possibly crazy return?

Cume As A Sales Tool

One of the main ways radio can make use of the cume concept is in generating sales by marketing the mass cume values properly. The old saw is that cume is equivalent to newspaper circulation, and to some extent that is true. As related to a specific ratings book, cume is the total of your potential audience base for developing AQH numbers and shares. If the cume is tiny, your chances of a good sales story based on AQH are less likely unless you have extremely loyal tuners-in. On the other hand, a station with big cume and less time spent listening than some other small-cume stations may actually be the best bet for reach and frequency schedules. The lower your cume and higher your TSL, the fewer spots the advertiser has to run to reach your listeners three or more times. Thus, cume is the audience pool on which you base your reach and frequency potential. When advertisers and agencies are running their R&F comparisons, the bigger cuming station, with

Week In Review

Fall 1980 New ESF Markets Named

Arbitron recently announced that the following metros will have the Expanded Sample Frame concept implemented effective with the upcoming O/N '80 survey:

Akron	Greenville, SC
Allentown	Youngstown
Syracuse	West Palm Beach
Richmond	Wilmington
Tulsa	Raleigh
Orlando	Flint
Springfield, MA	Austin
Omaha	Fresno
Grand Rapids	Tucson
Burlington-Plattsburgh ADI	

This means that ESF will be added to markets ranked 54-73 for the fall (Charlotte already has ESF). In Fresno and Tucson, ESF will only be used outside the High Density Hispanic Areas.

Arbitron Account Executive Shifts

Personnel shifts have recently taken place in several Arbitron sales offices. In New York, Susan Dingethal has been promoted from Account Executive to Regional Manager, Eastern Radio Station Sales. In Atlanta, Southeastern Regional Manager for Radio Sales, Marty Toole, has resigned to work for Blair rep firm. Toole will sell for Blair in New York. Cliff Fletcher, an AE for Arbitron, has been promoted to replace Toole. In Chicago, Client Service rep Bill Redmond left to work for Gannett Broadcasting. Redmond was succeeded by Joan Schwartz.

moderate time spent listening, may be in fat city. More commercials must be run to adequately reach and motivate the audience, thus more revenues can be generated.

Anti-Newspaper Tool

The biggest threat to local radio sales is the newspaper. In order to break paper's stranglehold on retail business, cume can be a big help. If the newspaper is quoting circulation figures, you can ask the ad prospect if it has quoted daily or weekly circulation numbers. Usually the papers sell with daily circulation numbers, and daily radio estimates of cume can combat that figure. RAM and Mediastat have such daily figures readily available, and the Arbitron AID system can help you get the data in that fashion from the ratings firm leader. If weekly newspaper data has been quoted, then just use the cume number from the ratings books. Either way, you are now speaking the newspaper's language and the ad prospect is able to compare apples and apples.

Four Key Benefits

Cume estimates have at least four major uses as listed here:

1. Give stations a handle on the total mass of its audience, not just how many tune in during an average quarter-hour.
2. Allow a station to spot flukes due to poor diary return or atypical return in a geographic or ethnic area.
3. Help stations with large cumes gain the potential of scoring sales in reach and frequency comparisons.
4. Give radio a sales tool to combat the local revenue grab by the newspapers. Not a bad contribution for a concept that is so often looked down upon in the broadcast and ad communities.

-Jhan Hiber

Q&A

We have received several inquiries with regard to the format codes shown in the O/N '79 Ratings Report, Volume 2. How are the formats placed in the respective categories shown in the report?

R&R relies on several sources for the information. Our format editors supply much of the information since they are closely attuned to what is happening around the nation. Other codes are assigned based on information relayed by the stations themselves directly to our staff. If these sources fail, R&R reviews other industry sources to acquire the information.

This Week, His Clones Spread All Across America.



“Clones (We’re All)” ALICE COOPER

WDRQ 13-9
JB105 35-31
CKGM on
WGCL deb 28
WOKY add
KFRC on
WTRY add

WICC on
WPST add
14Q 16-10
92Q on
KXX106 28-22
WERC deb 24
BJ105 add

WBBQ add
WLAC on
KX104 add
WVIC 36-32
WKEE on
WNAP on

KERN add
KRUX on
KTKT add
WIGY 28-22
WCGQ 29-25
WGBF on

KQWB-FM 36-33
WRKR deb 40
WSPT 27-18
KCBN add
KQDI deb 30
KOOK add
KRLC deb 29

Produced by Roy Thomas Baker



on Warner Bros. Records



TOP-40

John Leader

THE PAPER ADDS PROBLEM

Who's Kidding Who?

My recent column urging more honest cooperation between the radio and record industries brought in some very interesting responses. One of the most direct reactions came from Phil Hall, who is the Program Director of KRAV/Tulsa. The letter Phil wrote is partially reprinted below.

"Your article about cooperation between radio stations and record companies was long overdue. However... I wonder just how many people realize what a real problem we have.

"Let me say first of all that we have a reputation for adding records later than anyone else in the market. We don't add records for the sake of adding records and we don't add records just because every other station in town is playing them. No, we don't give new records a chance very often, but we are honest about that. That's the way we do things, and our record reps know that.

"Where it is difficult to get a record on KRAV, our reps know that when we add a record, it is being played in regular rotation on the radio station. I know for a fact that other stations in our market have been making 'paper adds' and are telling the record companies one thing and their audiences another. Paper adds are not only dishonest (though I realize they're done frequently in some circles), but they damage the radio and record industries alike.

"So maybe the record rep knows it's a paper add and he calls me and tells me about it. Or maybe he doesn't know. Either way it makes everyone look like a fool. If a record is supposedly being played by every station in the market but us, and we don't see strong sales and significant recall, it makes it a lot harder to get us to play the tune.

"You can't blame the record reps and you can't blame the radio stations. But you sure as hell can blame both parties. Maybe it's time we all leveled with each other. If you're not going to play or add a record, tell your rep and explain to them why."

The Problem

To make sure we're all on the same track, a quick explanation is in order. A "paper add" is simply a record added to a station's playlist that receives no airplay.

Don't confuse the term paper add with stations that print a lengthy "survey" of songs, when in reality they only play half that number of current titles. The ABC Top 40's, including WABC/New York, WLS/Chicago and Q107/Washington, all distribute a long chart to the record stores. However, if you look at their actual playlists in R&R each week, you will see a much smaller number of songs reported. The longer chart is really a tool for the retail record community and in no way is an attempt to deceive anyone.

The kind of paper adds that Phil is talking about are not based on total deception. Believe it or not, there are stations that add records to their playlists with no intention of actually playing them.

Why do stations do it? Usually to relieve an undue amount of pressure put upon them by the record reps, a pressure which is being applied on the record person by his or her superiors. A paper add may also be made as a "personal favor" to an independent record person, helping that individual gain favor with his clients. Neither reason is defensible.

Some Considerations

Who gets hurt when paper adds are made? Everybody. The radio station that makes the paper add runs the risk of losing credibility both locally and nationally. And, like it or not, radio is a business of reputation and performance.

Locally, when an influential station makes a paper add, the retailers react as if the record is receiving airplay. They order stock, implement marketing plans, and wait for the sales to kick in. When the sales don't happen, the retailer quickly realizes that the station duped him. Should that practice repeat itself, the record shop owner will soon find another station in the market to depend on for guidance about new product. For any dominant radio station to put its critical relationship with the local retail record community in jeopardy is foolish and unnecessary. It is always a competitive advantage to have the retail stores in your market order off your list as opposed to your competition's.

Toll Free Concert Line

Many stations around the country operate "concert phones" where listeners can call and get the latest concert information, but Y95/Tampa has come up with a new twist. PD Mark Elliott has installed a toll-free "800" number for his listeners.

The Tampa-St. Petersburg market is served by several different phone companies, and often a call across the street can wind up being a toll call. To combat the problem, Mark contacted the telephone company and arranged for the "800" number for his concert phone.

Naturally, the cost was a factor, but Y95 had that part figured out too. Budweiser beer, one of the station's clients, has agreed to pay for the cost of the "800" number in exchange for commercials run on the concert phone itself. Following the complete Tampa Bay area concert information one of the now-famous Budweiser "taste buds" commercials runs on the concert phone tape.

Y95 has a toll-free number for its listeners to call seeking concert information and Budweiser is getting some more exposure for its beer commercials. The arrangement is working well and the setup is costing Y95 nothing. If you would like more details on how Mark got his own "800" number for Y95, simply call him at the station.

On the national level, a programmer's reputation can be damaged when it becomes known that his playlists cannot be trusted. Although it has not been an openly discussed topic, most seasoned veterans of both radio and records can name the call letters directly related to the paper add scam. Once you have determined that a certain station makes paper adds, would you ever again look to its playlist for possible information as to how a record was doing? Probably not.

Interestingly enough, most of the record company promotion executives I spoke with about paper adds were in complete agreement on the subject: paper adds are harmful. The practice only creates problems at the record level because of the deceptive nature of a listing without airplay. When the record company does not know that an add is a paper add, it reacts in a manner identical to the retail store I spoke about earlier. It pumps product into the market and uses the newly-acquired call letters to try to attract other stations. The companies are duped, and in the process of being duped, they compound the problem by duping others.

But the record companies are not always blameless in this process because they are often the direct cause in the first place. When considerable pressure is applied to get a certain piece of "questionable" product played, tactics can change. Promotion people feel that pressure and often pass it along to the PD's and MD's, who rather than simply leveling with the rep, may be inclined to "bend" and make the paper add just to get the pressure relieved. The local promotion person may even know that the add is strictly a paper add, but since the pressure is relieved, the lie may stand. Two or three weeks later, when the station drops the record it never played ("sorry, no sales, no action"), who really benefited from the charade?

Deception

Stations that make paper adds and record people who either encourage them or ignore them are practicing deception. That kind of deception wastes both time and money at a time when neither side of the industry can afford to waste either.

Essentially radio and records are both chasing the same thing: hit songs. Record companies measure "hits" by the number they sell. Radio stations may measure "hits" in several ways, but sales are certainly important. Airplay is the key, and honest reporting of that airplay is essential. Record companies should have the insight and intelligence to back away from a record that is universally resisted by radio, rather than steadily increase the pressure for airplay until paper adds enter the picture. And radio should have the integrity to honestly tell promotion reps where particular records stand in the consideration process, and thereby avoid the need to make paper adds.

Most radio people agree that paper adds are wrong. Record promotion executives know from experience just how much economic injury paper adds can cause. Both sides know the problem continues to exist. So my question remains: who's kidding who?

Motion

Jon Summers is the acting PD at WKBW/Buffalo, while the search continues for a permanent replacement for Sandy Beach, who has taken over at KYUU/San Francisco... Jon Anthony is the new 7pm-12mid jock at WSGN/Birmingham, coming from KX104/Nashville... WKIX/Raleigh has hired Jim De Fontes as News Director. Jim comes to WKIX from Augusta, GA, with stops along the way in Baltimore and Miami... Jack "The Wack" exits B97/New Orleans to join the air staff at WPIX/New York... Jane Penzell has been appointed News Director at KIQQ/Los Angeles. Jane has been with the KIQQ news department for the past year and before that worked at KFVB/Los Angeles... Bob Case has joined KJR/Seattle as weekend announcer and vacation relief personality. Bob comes to KJR from KTAC/Tacoma, where he did the 6pm-10pm shift... Stoney Richards has exited Q107/Washington to pursue his acting career in New York. Stoney is currently appearing in a play entitled "Practice"... Chris Kelly is the new 6pm-10pm jock at WGRD/Grand Rapids... Larry O'Day is returning to KXX106/Birmingham from WCGQ/Columbus. Larry will become KXX106's Music Director and handle afternoon drive for PD Steve Davis.



SMILE, THEY'RE TAKING OUR PICTURE — MCA Records organized a media listening party for Hotel's new "Half Moon Silver" LP and several area radio folks attended. Caught in the act were (l-r) WERC/Birmingham Music Director Mark Thompson, WERC's Bird Man, and Q107/Muscle Shoals MD Ralph Carroll. Apparently Mark wanted to make sure that Ralph looked "his best" for the photo and the Bird Man stood by to insure that Mark's wasn't the next face to get rearranged.

EVERYONE WANTS THE BLUES!

JOHN BELUSHI DAN AYKROYD

THE BLUES BROTHERS

THE ORIGINAL SOUNDTRACK RECORDING
ON ATLANTIC RECORDS AND TAPES



Featuring the single,
"GIMME SOME LOVIN'"
#3666

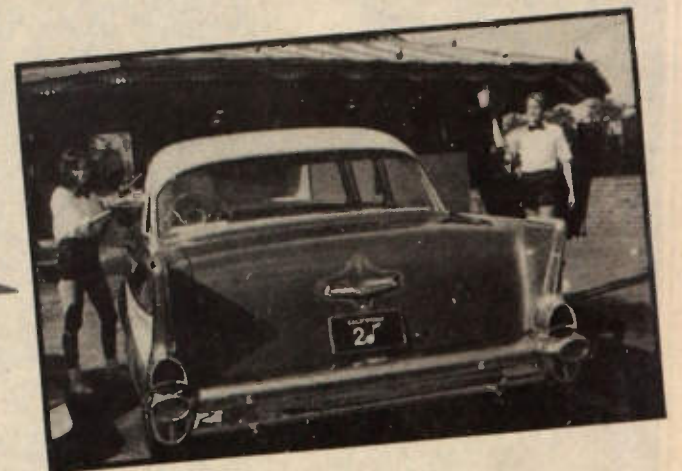
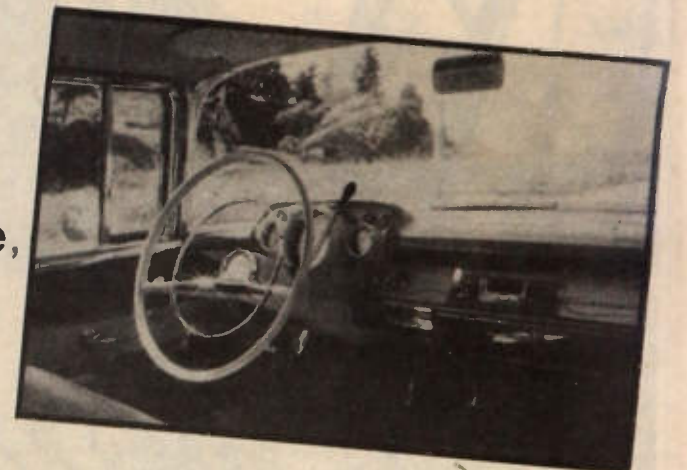


A UNIVERSAL PICTURE
OPENING JUNE 20TH AT THEATRES EVERYWHERE.

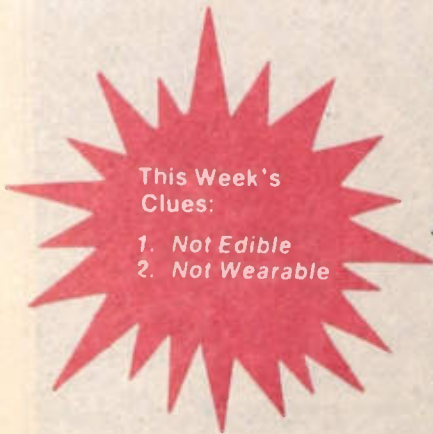
WIN A '57 TUTONE



* Cherry Condition, Tu-Tone Bronze & Cream, Corvette Wheels. Gutsy 6, Extra Custom Chrome & Pinstriping, AM-FM Stereo & Cassette Tapedeck. 47,000 Original Miles. T&A Estimated Miles Per Gallon: 18 Hwy, 15 City. Use these figures for comparison only. Your mileage may differ!

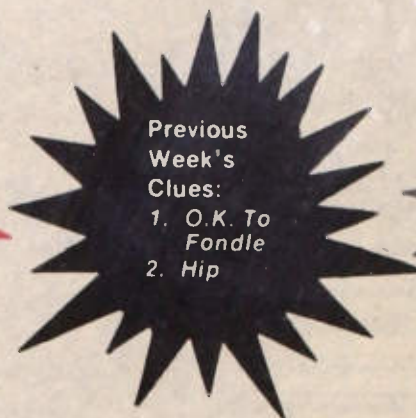


- * Tommy Tutone & Columbia Records Invite You And Everyone At Your Station To Participate In Our '57 Chevy Giveaway.
- * You Can Be Behind The Wheel Of This Beautiful Bronze And Cream Tutone Chevy Sedan By Correctly Guessing What We've Placed In The Car's Glove Compartment. Guess Right And You're The Winner. In Case Of A Tie, All Correct Entries Will Be Placed In A Chrome Hubcap And Tommy Will Pick The Final Winner.
- * Clues Will Be Given Every Week In Radio & Records. Just Look For The Chevy. Enter As Often As You Like.



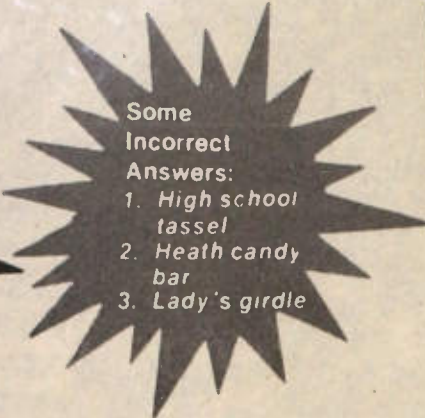
This Week's Clues:

1. Not Edible
2. Not Wearable



Previous Week's Clues:

1. O.K. To Fondle
2. Hip



Some Incorrect Answers:

1. High school tassel
2. Heath candy bar
3. Lady's girdle

Just Fill Out The Entry Blank Below And Send To: Tutone, c/o Radio & Records, 1930 Century Park West, Los Angeles Calif. 90067.

All entries must be received by R&R no later than June 4, 1980. The winner will be announced in the June 13 issue of R&R. Have fun!

NAME _____ STATION _____

ADDRESS _____

HERE'S WHAT'S IN THE GLOVE COMPARTMENT: _____

Official Contest Rules:

1. NO PURCHASE IS NECESSARY.
2. CBS will deliver the car to the winner.
3. All employees of radio stations are eligible to submit entries, subject to the terms below.
4. All entries must be submitted on official Radio & Records contest forms (or reasonable facsimiles). (Forms will be printed weekly in R&R.)
5. All materials submitted become the property of CBS and CBS shall have the right to use any such material in connection with this contest. By entering this contest, the winner agrees that CBS may use his or her name and/or photo in advertisements without compensation and grants CBS all rights to said use.
6. All entrants must be eighteen years of age or older to be eligible to win. Employees, independent contractors, agents or representatives of CBS Inc., CBS Records, Terry Powell, Radio & Records and/or their affiliates or subsidiaries, including without limitation, those involved in the creation or

- production of this contest, and members of their immediate families, are not eligible to win the car.
7. CBS' determination as to what is in the glove compartment shall be conclusive.
8. By participating in this contest, the winner of the car releases CBS Records, CBS Inc. and Radio & Records, their agents representatives, and employees from any and all liability with respect to the car of any kind, and acknowledges that said parties have neither made nor are in any manner responsible for any warranty, representation or guarantee, express or implied in fact or in law, relative to the car, including but not limited to the car's quality, merchantability, fitness for purpose or mechanical condition.
9. Any necessary insurance and all applicable taxes with respect to the car, including but not limited to all local, state and federal taxes are the sole responsibility of the winner of the car.
10. This contest is void where prohibited by law.

TOP-40



CROSS BETWEEN KIIS STAFFERS — Warner's Christopher Cross visited KIIS-FM/Los Angeles recently. Pictured in the library (l-r) are KIIS-FM Music Research Director Danny Lemos, Cross, PD Mike Wagner, and air personality Paul Freeman.



WGCL CELEBRATES PERFECT TEN — WGCL/Cleveland recently observed the tenth anniversary of its current identity with a party for 2000 friends at a local nightclub. Pictured displaying the birthday cake are (l-r) WGCL's Caroline, club's Sam Avalone, WGCL's Dave Collins, and PD Bob Travis.



PD'S PLAYMATES — WNEX/Macon PD Terry Taylor did a remote from a World of Wheels auto show in town recently, and reluctantly interrupted his airshift to pose with three Playboy Playmates, Candace Collins (left), Gail Stanton, and Sandy Gale (far right).



PD'S POST-GIG CHASER — Chaser's recent Madison concert attracted not only local radio personnel, but some notable out-of-towners as well. Pictured backstage are (l-r) WISM PD Jonathan Little, KFRC/San Francisco PD Les Garland, Chaser's Michael Massey, Steve Johnson, Tony Cerniglia, and Mike Ripp, and RKO National MD Dave Sholin



STOMPING THROUGH MIAMI — A&M's Brothers Johnson visited Y100/Miami recently on a promotional tour. Pictured at the station (l-r) are A&M's Richard Pachter, Louis Johnson, Y100 MD Robert Muzzy, George Johnson, and manager Larry Fitzgerald.



CHEAP TRICK SCORES STEVENS POINT — Cheap Trick's Rick Nielsen wore the Point Beer logo on two album covers, so WSPT in Stevens Point (home of the brewery) brought mass quantities of the local brew backstage after the group's area concert. Pictured (l-r) are Nielsen (kneeling), group's Bun E. Carlos, WSPT's Tim Eddy, group's Robin Zander, WSPT's Rick Anderson, and group's Tom Petersson.

April 1980 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.

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.

Houston

KIKK-FM Jumps 5+, Ties For Lead; KRLY Continues Growth For Share Of First; KAUM's Commercial-Free Stint Causes 4+ Leap; KODA Up 250%; KPRC Up Well Again; KMJQ Suffers Massive Drop; KLOL Loses Almost 50%; KRBE Down Again; KENR, KTRH Drop From Top 10; KAUM, KODA Debut

	Feb. '80	Mar. '80	Apr. '80
KIKK-FM (C)	9.1	6.1	11.3
KRLY (R)	9.1	10.0	11.3
KAUM (R)	2.5	2.3	6.6
KODA (BM)	2.2	2.6	6.4
KPRC (N)	3.8	4.8	6.2
KYND (BM)	6.2	6.8	5.7
KMJQ (B)	6.2	10.3	5.6
KILT-FM (A)	4.7	4.8	5.2
KRBE (R)	6.1	5.0	4.8
KLOL (A)	8.4	7.8	4.0

Milwaukee

WZUU-FM Vaults To Double Figures; WTMJ Down A Bit, Holds Lead; WEZW Improves Nicely Again; WISN Down Again; WLPX Drops Back; WBCS-FM Gains Well; WQFM Back Down; WKTI Beats WOKY, Debuts In Top Ten; WFMR Drops Out

	Feb. '80	Mar. '80	Apr. '80
WTMJ (PA)	13.8	13.5	12.9
WEZW (BM)	9.6	10.4	11.5
WZUU-FM (R)	6.9	5.4	11.0
WISN (PA)	11.6	10.9	8.7
WLPX (A)	10.2	10.6	8.5
WBCS-FM (C)	7.3	7.0	8.2
WLUM (B)	2.9	4.2	4.4
WKTI (R)	2.2	2.2	3.1
WQFM (A)	3.9	4.4	3.0
WOKY (R)	2.9	3.2	2.5

Adams

Continued from Page 3

and I feel that as well, to do that. I have a feel for the market, and I love this area." Adams added that his comparative aircheck service for Black radio, Concept One, would continue, but that he would no longer be associated with it.

Boulding told R&R, "We agreed to disagree. I'm principally a high energy music PD, and with the addition of baseball to KDIA's programming (R&R 5-2) and the switching of the target audience, we had some disagreements. I don't think they need the kind of doctor I am for the kind of patient

they've become." Boulding, who was formerly National PD for Sonderling and United Broadcasting and programmed WWRL/New York, WVON/Chicago, and many other stations, said he had no immediate plans, and would take time off to plan his next move.

Davis

Continued from Page 3

Monti Lueftner (CEO of Arista's parent company Ariola Eurodisc) could not be more supportive of this quest and enthusiastic about its prospects. I'm very grateful and eagerly look forward to the association."



SEBASTIAN AT K-BEST — John Sebastian (the Lovin' Spoonful/tie-dye pioneer, not the radio programmer) visited K-BEST/San Diego recently and did a guest airshift. He's pictured (right) with K-BEST PD Dene Hallam.



SUMMER COMES EARLY TO GRAND RAPIDS — Despite a wind-chill factor of -33 degrees, WGRD/Grand Rapids morning man Chuck Bailey invited listeners to "Think Summer," giving away \$100 to anyone who showed up at the station wearing a bikini. One such cold-resistant listener is pictured with Bailey (right).



KDZA'S SUPERWALK LINEUP — KDZA/Pueblo staged its 10th annual Superwalk for the March Of Dimes and raised \$38,000 thanks to the efforts of 2000 Pueblo residents. Pictured in front of the station van are (l-r) standing air personalities John Miller and Tom Chase, Denver Bronco Bernard Jackson, and air personality Tim Kiley; (l-r front) air personality Lynsey Allen, engineer Charles Kern, air personality and Superwalk Chairman Rip Avina, and Pepsi's Dave Gordon.



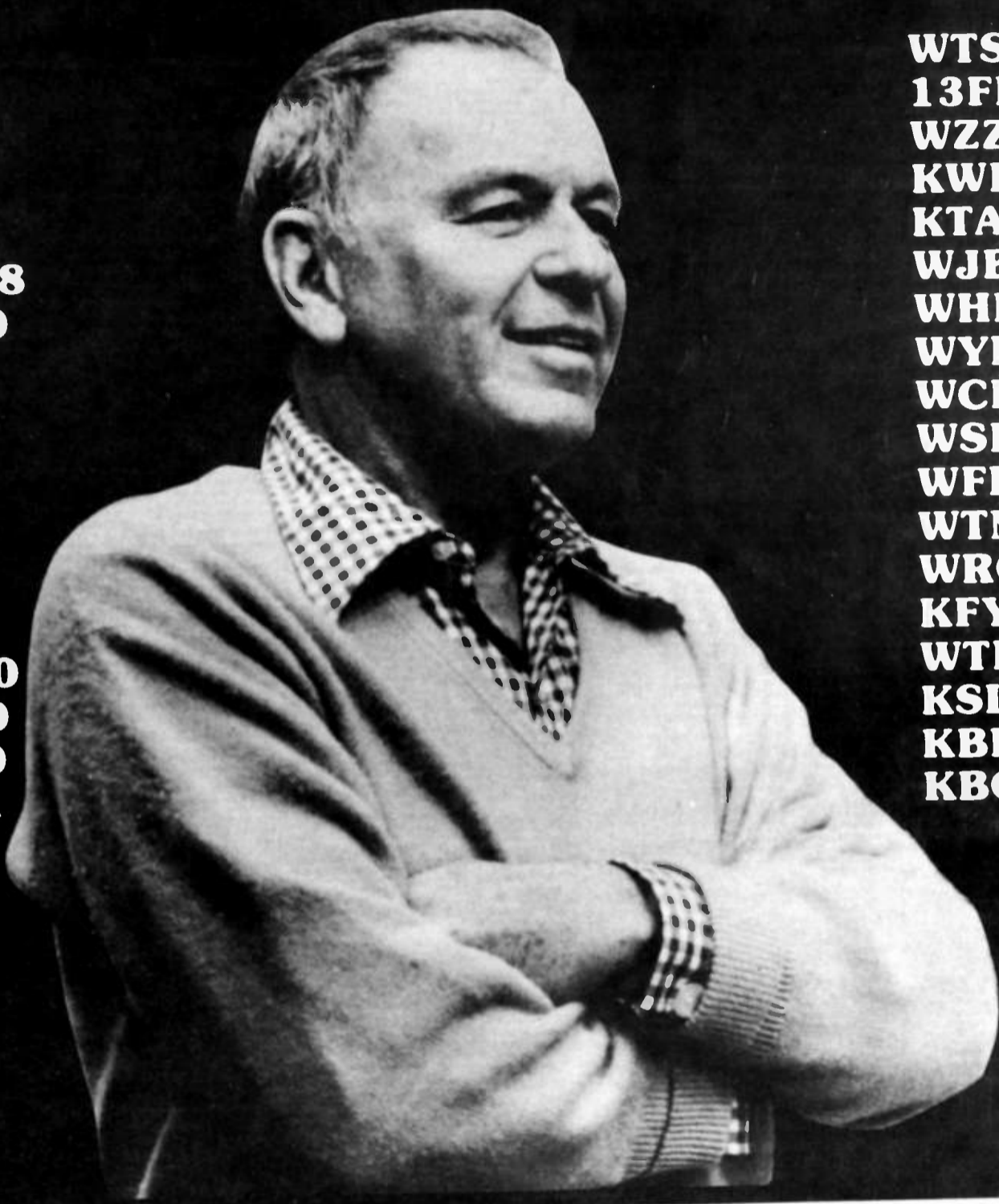
KC101'S PET SHOW — "Penthouse" Pet of the Year Anneka DiLorenzo visited KC101/New Haven morning man Crazy Jerry Kristafer recently to promote her role in "Calligula." The duo is pictured above (that's Kristafer with the transfixed expression).



B-97'S FRENCHY'S CONNECTION — Several B-97/New Orleans (WEZB-FM) staffers gathered at Frenchy's, a club in the city's French Quarter, recently. Pictured (l-r) are station Sales Manager Rick Parsons, PD Dan Vallie, the Bee (mascot), MD Terry Young and his date.

New York has never been hotter!

WRKO 25-15
KRTH 18-16
WHB 18-16
KFRC 29-24
WCAO 30-24
WKBW deb 28
CKLW deb 30
WPGC add
WXLD 21-20
WFIL on
JB105 on
WFBR 29-26
WBBF add
WICC 19-16
WAEB deb 30
WHYN 38-30
WTIX deb 40
WAXY 24-21
WRJZ on



WTSN on
13FEA on
WZZP on
KWEN on
KTAC deb 28
WJBQ 20-20
WHEB 30-23
WYRE on
WCIR add
WSEZ deb 39
WFLB add
WTMA on
WROV 21-12
KFYR on
WTRU add
KSLY deb 27
KBDF on
KBOZ on

“Theme From New York, New York”

FRANK SINATRA

Produced by Sonny Burke
Orchestra and Chorus Arranged and Conducted by Don Costa
ON REPRISE RECORDS



Distributed by Warner Bros.

EAST
Most Added Hottest

ELO
Spinners
Olivia Newton-John
Lipps, Inc.
Ambrosia
Bette Midler

ADS & HOTS

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

SOUTH
Most Added Hottest

ELO
Olivia Newton-John
Spinners
Lipps, Inc.
Ambrosia
Bette Midler

EAST

PARALLEL ONE

98XK/Pittsburgh PA
Joy Stone

ELO
OLIVIA M-J
OLIVIA M-J
VAM HALEN
CHEAP TRICK
Hottest
EAGLES 1
AMBROSIA 7 4
BILLY JOEL 10 6
BOB SEGER 14 9
ELTON JOHN 20 15

CHUM/Toronto CA
Brad Jones

ELTON JOHN
ELO
Hottest
PRETENDERS 2 1
BOB SEGER 9 3
J. GEILS BAND 11-5
PAUL MCCARTNEY 15 7
NARTHANA & THE RUFF 14 9

CRGM/Montreal CAN
Sandy Stahler

RUPERT HOLMES
RAYDIO
PAUL DAVIS
Hottest
AMBROSIA 4 1
BOB SEGER 12-5
PAUL MCCARTNEY 11 6
ROBBIE DUPREE 15-9
LINDA RONSTADT 20-15

WABC/New York NY
Sany Jones

CHANGE
PAUL MCCARTNEY
BOB SEGER
Hottest
BLONDIE 1 1
DR. HOOR 3 2
LIPPS, INC. 4-3
MANHATTAN TRANSPSE 17-11
15LEY BROS. 19-13

WCAD/Baltimore MD
Ron Riley

PURE PRAIRIE LEAG
SPINNERS
Hottest
AMBROSIA 3 1
LIPPS, INC. 8-3
ROBBIE DUPREE 20-13
GARY NUNAN 27-14
PAT BENATAR 28-17

WFI/Philadelphia PA
Gary DeFrancisco

OLIVIA M-J
ELO
RUPERT HOLMES
Hottest
BLONDIE 1 1
BILLY JOEL 3-2
AMBROSIA 14-10
BETTE MIDLER 19-16
ROBBIE DUPREE 20 17

WFR/Philadelphia PA
Liz Kiley

VAM HALEN
ROBBIE DUPREE
LRL
ROCKY BURNETTE
CREWES
OZARK MT. DAREDEV (dp)
CHEAP TRICK
Hottest
AMBROSIA 6 1
BOB SEGER 7 2
PAT BENATAR 8-6
BOB SEGER 28-16
GENESIS 30-17

WKBW/Buffalo NY
Jan Summers

PURE PRAIRIE LEAG
ROCKY BURNETTE
BLONDIE
CHRIS REA
Hottest
BETTE MIDLER D-1
AMBROSIA 7-5
LIPPS, INC. 10-8
BARRY MANLOW 13-11
WILLIE NILE 15-12

WNBC/New York NY
Roz Frank

RAY, GOODMAN & B
BILLY JOEL
SPINNERS
Hottest
EAGLES 4 1
ROGERS & CARNES 7 2
DR. HOOR 8-4
LIPPS, INC. 10 6
BROTHERS JOHNSON 11-7

WPCC/Washington DC
Don Geratino

ELO
FRANK SINATRA
OLIVIA M-J
JOE WALSH
MANHATTANS
Hottest
LIPPS, INC. 1-1
PRETENDERS 14-9
BETTE MIDLER 15-10
BOB SEGER 22 15
ROBBIE DUPREE 25-17

WRKO/Boston MA
Richard Woodward

SPINNERS
PAUL MCCARTNEY
RICK PINETTE 40AR
CAROLE KING
PURE PRAIRIE LEAG
Hottest
ROGERS & CARNES 2-1
LIPPS, INC. 5-2
LINDA RONSTADT 8-5
AMBROSIA 14 9
BOB SEGER 18-9

FOS/Boston MA
Tom Connelly

BILLY JOEL
MICHAEL JACKSON
SPINNERS
Hottest
ROGERS & CARNES 2-1
J. GEILS BAND 7-2
LINDA RONSTADT 10-5
BETTE MIDLER 13-6
BOB SEGER 22-11

WJLO/New York NY
Keily/Scoglio

Hottest
DR. HOOR 2-1
MANHATTAN TRANSPSE 9-6
AMBROSIA 14-11
S.O.S. BAND D-14
CHANGE D-16

PRO FM/Providence RI
O Brian Giovanni

SPINNERS
ELO
GENESIS
PHILIP RABSON
OZARK MT. DAREDEV (dp)
Hottest
AMBROSIA 3-1
BOB SEGER 10-6
JAMES LAST BAND 12-9
BERNADETTE PETERS 14-10
J. GEILS BAND 31-11

JBOS/Providence RI
Todd Chase

WHISPER
CAROLE KING
SPINNERS
POLICE
PURE PRAIRIE LEAG
BILLY JOEL
FLEETWOOD MAC
Hottest
DR. HOOR 1-1
POOLS 6 3
J. GEILS BAND 10-5
LIPPS, INC. 14 9
PAUL MCCARTNEY 24-18

CFTR/Toronto ON
John Keogh

PAT BENATAR
PURE PRAIRIE LEAG
Hottest
BLONDIE 1 1
LINDA RONSTADT 11-6
PAUL MCCARTNEY 18-10
BETTE MIDLER 29-20
BOB SEGER 35-25

Q107/Washington DC
Alan Burns

ROGERS & CARNES (RA)
CHEAP TRICK
ELO
PURE PRAIRIE LEAG
OLIVIA M-J
Hottest
GARY NUNAN 4-3
AMBROSIA 10-5
PRETENDERS 16 7
BETTE MIDLER 21-8
PAUL MCCARTNEY 19-10

WBLI/Long Island NY
Bill Terry

ELO
OLIVIA M-J
SPINNERS
JERMAINE JACKSON
Hottest
GARY NUNAN 4-3
AMBROSIA 10-5
PRETENDERS 16 7
BETTE MIDLER 21-8
PAUL MCCARTNEY 19-10

WJIC-FM/Hartford CT
Rick Donohue

BILLY JOEL
SPINNERS
PURE PRAIRIE LEAG
PAT BENATAR
Hottest
BLONDIE 1 1
AMY & OLIVIA 12-9
LIPPS, INC. 18-11
PAUL MCCARTNEY 19-14
JERMAINE JACKSON 21-17

Q108/York PA
Steve Gallagher

SPINNERS
ROCKY BURNETTE
JOE WALSH
OLIVIA M-J
Hottest
LIPPS, INC. 8 1
BETTE MIDLER 18-6
DAN FOGELBERG 13-8
ROBBIE DUPREE 23-18

WFRM/Rochester NY
Marc Clonin

ELTON JOHN
ROCKY BURNETTE
ELO
UTOPIA
Hottest
BILLY JOEL 1 1
J. GEILS BAND 5-4
BETTE MIDLER 6-5
BOB SEGER 15-7
PURE PRAIRIE LEAG 0-23

WFLB/Syracuse NY
Rob Stewart

SPINNERS
ELO
OLIVIA M-J
ROCKY BURNETTE
Hottest
BLONDIE 1 1
BILLY JOEL 6-3
GARY NUNAN 9 4
LIPPS, INC. 12-6
PRETENDERS 11-7

WPEZ/Pittsburgh PA
Mark Frizges

BILLY JOEL
VAM HALEN
PAT BENATAR
TOMMY TUTONE
BETTE MIDLER
Hottest
BLONDIE 1 1
PRETENDERS 10-6
OFF BROADWAY 14-9
OAN FOGELBERG 15-10
PAUL MCCARTNEY 20-15

WABE/Albany PA
Jeff Frons

CLASH
ROCKY BURNETTE
PURE PRAIRIE LEAG
SPINNERS
Hottest
BETTE MIDLER 8-1
LIPPS, INC. 6-3
JAMES LAST BAND 13-7
LINDA RONSTADT 12-9
PAUL MCCARTNEY 23-15

WHYN/Springfield MA
Ken Capurso

ROBERTA PLACK
JOE WALSH
ROCKY BURNETTE
OLIVIA M-J
ELO
CAROLE KING
SPINNERS
RUPERT HOLMES
PINK FLOYD
Hottest
BLONDIE 1 1
LIPPS, INC. 20-6
GARY NUNAN 14-12
BOB SEGER 34-20
PAUL MCCARTNEY 20-20

KC101/New Haven CT
Curt Hansen

ROB SEGER
PURE PRAIRIE LEAG
MANHATTANS
ROCKY BURNETTE
Hottest
CHRIS CROSS 2-1
BETTE MIDLER 11-5
LIPPS, INC. 24-12
PAUL MCCARTNEY 27-17
ELTON JOHN 28-18

WFBZ/Baltimore MD
Andy Szuwinski

ELO
MANHATTANS
BLONDIE
GENESIS
OLIVIA M-J (dp)
Hottest
LIPPS, INC. 1-1
BETTE MIDLER 6-3
AMBROSIA 8 4
PRETENDERS 12-7
MICHAEL JACKSON 15-8

WBEN-FM/Buffalo NY
Roger Christian

MICHAEL JACKSON
PURE PRAIRIE LEAG
BILLY JOEL
CAPT. & TENNILLE
ELO
Hottest
AMBROSIA 1 1
ROBBIE DUPREE 12-8
PAUL MCCARTNEY 19-10
BOB SEGER 27-13
ELTON JOHN 29-18

WBLI/Long Island NY
Bill Terry

ELO
OLIVIA M-J
SPINNERS
JERMAINE JACKSON
Hottest
GARY NUNAN 4-3
AMBROSIA 10-5
PRETENDERS 16 7
BETTE MIDLER 21-8
PAUL MCCARTNEY 19-10

WJIC-FM/Hartford CT
Rick Donohue

BILLY JOEL
SPINNERS
PURE PRAIRIE LEAG
PAT BENATAR
Hottest
BLONDIE 1 1
AMY & OLIVIA 12-9
LIPPS, INC. 18-11
PAUL MCCARTNEY 19-14
JERMAINE JACKSON 21-17

Q108/York PA
Steve Gallagher

SPINNERS
ROCKY BURNETTE
JOE WALSH
OLIVIA M-J
Hottest
LIPPS, INC. 8 1
BETTE MIDLER 18-6
DAN FOGELBERG 13-8
ROBBIE DUPREE 23-18

WFRM/Rochester NY
Marc Clonin

ELTON JOHN
ROCKY BURNETTE
ELO
UTOPIA
Hottest
BILLY JOEL 1 1
J. GEILS BAND 5-4
BETTE MIDLER 6-5
BOB SEGER 15-7
PURE PRAIRIE LEAG 0-23

WFLB/Syracuse NY
Rob Stewart

SPINNERS
ELO
OLIVIA M-J
ROCKY BURNETTE
Hottest
BLONDIE 1 1
BILLY JOEL 6-3
GARY NUNAN 9 4
LIPPS, INC. 12-6
PRETENDERS 11-7

WPEZ/Pittsburgh PA
Mark Frizges

BILLY JOEL
VAM HALEN
PAT BENATAR
TOMMY TUTONE
BETTE MIDLER
Hottest
BLONDIE 1 1
PRETENDERS 10-6
OFF BROADWAY 14-9
OAN FOGELBERG 15-10
PAUL MCCARTNEY 20-15

WABE/Albany PA
Jeff Frons

CLASH
ROCKY BURNETTE
PURE PRAIRIE LEAG
SPINNERS
Hottest
BETTE MIDLER 8-1
LIPPS, INC. 6-3
JAMES LAST BAND 13-7
LINDA RONSTADT 12-9
PAUL MCCARTNEY 23-15

WHYN/Springfield MA
Ken Capurso

ROBERTA PLACK
JOE WALSH
ROCKY BURNETTE
OLIVIA M-J
ELO
CAROLE KING
SPINNERS
RUPERT HOLMES
PINK FLOYD
Hottest
BLONDIE 1 1
LIPPS, INC. 20-6
GARY NUNAN 14-12
BOB SEGER 34-20
PAUL MCCARTNEY 20-20

WC101/Beckley WV
Ron Hill

ROCKY BURNETTE
ELO
MANHATTANS
OLIVIA M-J
WHISPER
LRL (dp)
JOURNEY (dp)
FRANK SINATRA (dp)
Hottest
ROGERS & CARNES 4-1
BETTE MIDLER 7 2
BOB SEGER 9 4
FIREFALL 17-11
JAMES LAST BAND 20-14

WFBZ/Baltimore MD
Andy Szuwinski

ELO
MANHATTANS
BLONDIE
GENESIS
OLIVIA M-J (dp)
Hottest
LIPPS, INC. 1-1
BETTE MIDLER 6-3
AMBROSIA 8 4
PRETENDERS 12-7
MICHAEL JACKSON 15-8

WBEN-FM/Buffalo NY
Roger Christian

MICHAEL JACKSON
PURE PRAIRIE LEAG
BILLY JOEL
CAPT. & TENNILLE
ELO
Hottest
AMBROSIA 1 1
ROBBIE DUPREE 12-8
PAUL MCCARTNEY 19-10
BOB SEGER 27-13
ELTON JOHN 29-18

WBLI/Long Island NY
Bill Terry

ELO
OLIVIA M-J
SPINNERS
JERMAINE JACKSON
Hottest
GARY NUNAN 4-3
AMBROSIA 10-5
PRETENDERS 16 7
BETTE MIDLER 21-8
PAUL MCCARTNEY 19-10

WJIC-FM/Hartford CT
Rick Donohue

BILLY JOEL
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PURE PRAIRIE LEAG
PAT BENATAR
Hottest
BLONDIE 1 1
AMY & OLIVIA 12-9
LIPPS, INC. 18-11
PAUL MCCARTNEY 19-14
JERMAINE JACKSON 21-17

Q108/York PA
Steve Gallagher

SPINNERS
ROCKY BURNETTE
JOE WALSH
OLIVIA M-J
Hottest
LIPPS, INC. 8 1
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DAN FOGELBERG 13-8
ROBBIE DUPREE 23-18

WFRM/Rochester NY
Marc Clonin

ELTON JOHN
ROCKY BURNETTE
ELO
UTOPIA
Hottest
BILLY JOEL 1 1
J. GEILS BAND 5-4
BETTE MIDLER 6-5
BOB SEGER 15-7
PURE PRAIRIE LEAG 0-23

WFLB/Syracuse NY
Rob Stewart

SPINNERS
ELO
OLIVIA M-J
ROCKY BURNETTE
Hottest
BLONDIE 1 1
BILLY JOEL 6-3
GARY NUNAN 9 4
LIPPS, INC. 12-6
PRETENDERS 11-7

WPEZ/Pittsburgh PA
Mark Frizges

BILLY JOEL
VAM HALEN
PAT BENATAR
TOMMY TUTONE
BETTE MIDLER
Hottest
BLONDIE 1 1
PRETENDERS 10-6
OFF BROADWAY 14-9
OAN FOGELBERG 15-10
PAUL MCCARTNEY 20-15

WABE/Albany PA
Jeff Frons

CLASH
ROCKY BURNETTE
PURE PRAIRIE LEAG
SPINNERS
Hottest
BETTE MIDLER 8-1
LIPPS, INC. 6-3
JAMES LAST BAND 13-7
LINDA RONSTADT 12-9
PAUL MCCARTNEY 23-15

WHYN/Springfield MA
Ken Capurso

ROBERTA PLACK
JOE WALSH
ROCKY BURNETTE
OLIVIA M-J
ELO
CAROLE KING
SPINNERS
RUPERT HOLMES
PINK FLOYD
Hottest
BLONDIE 1 1
LIPPS, INC. 20-6
GARY NUNAN 14-12
BOB SEGER 34-20
PAUL MCCARTNEY 20-20

KUI108/Birmingham AL
Chris Andrews

OLIVIA M-J
JOURNEY
ELO
PAT BENATAR
PHOTOLOGO
PAT TRAVERS BAND
KINGBEE (dp)
Hottest
AMBROSIA 2-1
ROBBIE DUPREE 14-7
ELTON JOHN 22-15
ROBBIE DUPREE 24-19
HOTEL 25-21

WAKY/Louisville KY
Mike McVoy

ROCKY BURNETTE
SPINNERS
Hottest
BLONDIE 1 1
AMBROSIA 10-5
BOB SEGER 26-13
PAUL MCCARTNEY 29-16

WWSA/Savannah GA
Brady McGraw

ELO
OLIVIA M-J
JOE WALSH
S.O.S. BAND
HOTTES 4 4
LIPPS, INC. 1-1
BOB SEGER 13-8
PAUL MCCARTNEY 19-11
BILLY JOEL 22-16
MANHATTAN TRANSPSE 26-21

WWSA/Savannah GA
Brady McGraw

ELO
OLIVIA M-J
JOE WALSH
S.O.S. BAND
HOTTES 4 4
LIPPS, INC. 1-1
BOB SEGER 13-8
PAUL MCCARTNEY 19-11
BILLY JOEL 22-16
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WWSA/Savannah GA
Brady McGraw

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JOE WALSH
S.O.S. BAND
HOTTES 4 4
LIPPS, INC. 1-1
BOB SEGER 13-8
PAUL MCCARTNEY 19-11
BILLY JOEL 22-16
MANHATTAN TRANSPSE 26-21

WNOE/New Orleans LA
Chuckler

BILLY JOEL
ELTON JOHN
ROCKY BURNETTE
RAYDIO
Hottest
AIR SUPPLY 3 1
BOB SEGER 8 4
GARY NUNAN 17-10
PAUL MCCARTNEY 20-12
PAT BENATAR 24-19

WRJZ/Knoxville TN
Fred Story

SPINNERS
JOE WALSH
MANHATTANS
OLIVIA M-J
Hottest
BETTE MIDLER 5-1
LIPPS, INC. 14-1
AMBROSIA 10-5
BOB SEGER 26-13
PAUL MCCARTNEY 29-16

WWSA/Savannah GA
Brady McGraw

ELO
OLIVIA M-J
JOE WALSH
S.O.S. BAND
HOTTES 4 4
LIPPS, INC. 1-1
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PAUL MCCARTNEY 19-11
BILLY JOEL 22-16
MANHATTAN TRANSPSE 26-21

WWSA/Savannah GA
Brady McGraw

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LIPPS, INC. 1-1
BOB SEGER 13-8
PAUL MCCARTNEY 19-11
BILLY JOEL 22-16
MANHATTAN TRANSPSE 26-21

PARALLEL ONE-PLAYLISTS

EAST

92.1 Providence

PRO-FM

- 1 AMBROSIA/Biggest Part Of Me
- 2 CHARLIE DORE/Pilot Of The Airwaves
- 3 ANDY & OLIVIA/Can't Help It
- 4 BILLY JOEL/You May Be Right
- 5 BETTE MIDLER/The Rose
- 6 BOB SCAGGS/Breakdown Dead Ahead
- 7 JAMES LAST BAND/The Seduction
- 8 LINDA RONSTADT/Hurt So Bad
- 9 FREDDY BUECHER/Tired Of Toin'
- 10 BERNADETTE PETERS/One Whiz
- 11 J. GEILS BAND/Love Stinks
- 12 PETER MCANULTY/You're A Woman
- 13 JIMMY RUFF/Hold On To My Love
- 14 RICH PHINNEY/Working On The Hill
- 15 CLASH/Train In Vain
- 16 RODDY BURNETTE/Tired Of Toin'
- 17 ELTON JOHN/Little Jeannie
- 18 DAN FOULBERG/Heart Hotels
- 19 PAUL MCCARTNEY/Coming Up
- 20 BRUCE COCKBURN/Wondering Where The...
21 SPINERS/Cupid
- 22 PURE PRAIRIE LEAG/Let Me Love You...
- 23 BOB SEGER/Against The Wind
- 24 MARIANNE FAITHFUL/Broken English
- 25 PATTI LABELLE/You've Got A Certain Way
- 26 RAY, GOODMAN & B/Special Lady
- 27 ELTON JOHN/Little Jeannie
- 28 CLASH/Train In Vain
- 29 NEIL SEDAKA/Should've Never Let

ADDS 28
ELO/It's A Wonderful Life
GENESIS/Understanding
PHILIP HANCOCK/Save Your Tears
OLIVIA N-J/Magic
ON BARRY MANILOW/Don't Want To Be A Cowboy Anymore

F-105 Boston

- 1 ROGERS & CARMES/Don't Fall In Love...
- 2 DR. HOOD/Say Eyes
- 3 BILLY JOEL/You May Be Right
- 4 LINDA RONSTADT/Hurt So Bad
- 5 BETTE MIDLER/The Rose
- 6 PRETENDERS/Brass In Pocket
- 7 AMBROSIA/Biggest Part Of Me
- 8 BILLY JOEL/You May Be Right
- 9 FODS/Beautiful Girls
- 10 BILLY A. SNEYD/With You I'm Born
- 11 ANDY & OLIVIA/Can't Help It
- 12 CHARLIE DORE/Pilot Of The Airwaves
- 13 CHRIS CROSS/Ride Like The Wind
- 14 ROBBIE DURRE/Steel Away
- 15 AMBROSIA/Biggest Part Of Me
- 16 JOURNEY/Any Way You Want It
- 17 PAUL MCCARTNEY/Coming Up
- 18 ANDY & OLIVIA/Can't Help It
- 19 DAN FOULBERG/Heart Hotels
- 20 LIPPS, INC./Funytown
- 21 BROTHERS JOHNSON/Stamp
- 22 AIR SUPPLY/Lost In Love
- 23 ROCKY BURNETTE/Tired Of Toin'
- 24 GARY HUMAN/Cars
- 25 ROBBIE DURRE/Steel Away
- 26 BOB SEGER/Fire Lane
- 27 PINK FLOYD/Another Brick In The Wall
- 28 PAUL MCCARTNEY/Coming Up
- 29 ELTON JOHN/Little Jeannie
- 30 FLEETWOOD MAC/Think About Me
- 31 JIMMY RUFF/Hold On To My Love
- 32 ELO/It's A Wonderful Life
- 33 PURE PRAIRIE LEAG/Let Me Love You...
- 34 CARLE KING/One Fine Day

Q107 Washington D.C.

FM MUSICRADIO

- 1 BILLY JOEL/You May Be Right
- 2 GARY HUMAN/Cars
- 3 AMBROSIA/Biggest Part Of Me
- 4 AIR SUPPLY/Lost In Love
- 5 CHRIS CROSS/Ride Like The Wind
- 6 BROTHERS JOHNSON/Stamp
- 7 BETTE MIDLER/The Rose
- 8 BILLY JOEL/You May Be Right
- 9 PAUL MCCARTNEY/Coming Up
- 10 LINDA RONSTADT/Hurt So Bad
- 11 ROGERS & CARMES/Don't Fall In Love...
- 12 BOB SEGER/Fire Lane
- 13 DAN FOULBERG/Heart Hotels
- 14 CHARLIE DORE/Pilot Of The Airwaves
- 15 BOB SEGER/Against The Wind
- 16 DR. HOOD/Say Eyes
- 17 J. GEILS BAND/Love Stinks
- 18 ANDY & OLIVIA/Can't Help It
- 19 LINDA RONSTADT/Hurt So Bad
- 20 ROBBIE DURRE/Steel Away
- 21 AMBROSIA/Biggest Part Of Me
- 22 CHARLIE DORE/Pilot Of The Airwaves
- 23 BOB SEGER/Against The Wind
- 24 LINDA RONSTADT/Hurt So Bad
- 25 BETTE MIDLER/The Rose
- 26 JAMES LAST BAND/The Seduction
- 27 PAT BENAAR/Live For Love
- 28 BILLY JOEL/You May Be Right
- 29 BOB SEGER/Against The Wind
- 30 SPINERS/Cupid

1050 chum Toronto

- 1 PRETENDERS/Brass In Pocket
- 2 B.2'S/Back Lobster
- 3 BOB SCAGGS/Breakdown Dead Ahead
- 4 BILLY JOEL/You May Be Right
- 5 J. GEILS BAND/Love Stinks
- 6 CHRIS CROSS/Ride Like The Wind
- 7 PAUL MCCARTNEY/Coming Up
- 8 JOURNEY/Any Way You Want It
- 9 MARVA LEE/You're A Woman
- 10 BILLY JOEL/You May Be Right
- 11 TEEBEE/Remembering On My Mind
- 12 UTOPIA/Not A Word
- 13 LINDA RONSTADT/Hurt So Bad
- 14 AMBROSIA/Biggest Part Of Me
- 15 PINK FLOYD/Another Brick In The Wall
- 16 ELTON JOHN/Little Jeannie
- 17 FREDDY BUECHER/Tired Of Toin'
- 18 TOM PETTY/American Girl
- 19 BOB SEGER/Against The Wind
- 20 RAY, GOODMAN & B/Special Lady
- 21 BETTE MIDLER/The Rose
- 22 BOB SEGER/Against The Wind
- 23 BOB SEGER/Fire Lane
- 24 DAN FOULBERG/Heart Hotels
- 25 GARY HUMAN/Cars

93.7 Montreal

- 1 AMBROSIA/Biggest Part Of Me
- 2 BILLY JOEL/You May Be Right
- 3 AIR SUPPLY/Lost In Love
- 4 LIPPS, INC./Funytown
- 5 BOB SCAGGS/Breakdown Dead Ahead
- 6 PAUL MCCARTNEY/Coming Up
- 7 MARIANNE FAITHFUL/Broken English
- 8 J. GEILS BAND/Love Stinks
- 9 PATTI LABELLE/You've Got A Certain Way
- 10 RAY, GOODMAN & B/Special Lady
- 11 ELTON JOHN/Little Jeannie
- 12 DAN FOULBERG/Heart Hotels
- 13 PAUL MCCARTNEY/Coming Up
- 14 BETTE MIDLER/The Rose
- 15 JAMES LAST BAND/The Seduction
- 16 GARY HUMAN/Cars
- 17 BOB SCAGGS/Breakdown Dead Ahead
- 18 MICHAEL JACKSON/She's Out Of My Life
- 19 PAT BENAAR/Live For Love
- 20 DAN FOULBERG/Heart Hotels
- 21 CHRIS CROSS/Ride Like The Wind
- 22 BRUCE COCKBURN/Wondering Where The...
- 23 NEIL SEDAKA/Should've Never Let
- 24 FRANK SINATRA/These From My NY
- 25 ELTON JOHN/Little Jeannie
- 26 FLEETWOOD MAC/Think About Me
- 27 PURE PRAIRIE LEAG/Let Me Love You...
- 28 BOB SEGER/Against The Wind
- 29 SPINERS/Cupid

ADDS 28
ALICE COOPER/Clothes (we're All)
HOTOS/Love And Loneliness
PAT BENAAR/Live For Love
SPIDER/How Romance
JOURNEY/Any Way You Want It
JOURNEYS/Only Want To Be Me
TOURISTS/Only Want To Be Me
BETTE MIDLER/The Rose
J. GEILS BAND/Love Stinks

93.7 Providence

- 1 DR. HOOD/Say Eyes
- 2 ROGERS & CARMES/Don't Fall In Love...
- 3 PRETENDERS/Brass In Pocket
- 4 J. GEILS BAND/Love Stinks
- 5 BROTHERS JOHNSON/Stamp
- 6 AME MURRAY/Lucky Me
- 7 BILLY JOEL/You May Be Right
- 8 LIPPS, INC./Funytown
- 9 BOB SCAGGS/Breakdown Dead Ahead
- 10 ARIANNE JACKSON/Let's Get Serious
- 11 ANDY & OLIVIA/Can't Help It
- 12 CHRIS CROSS/Ride Like The Wind
- 13 AMBROSIA/Biggest Part Of Me
- 14 BETTE MIDLER/The Rose
- 15 CLASH/Train In Vain
- 16 LINDA RONSTADT/Hurt So Bad
- 17 BILLY JOEL/You May Be Right
- 18 JAMES LAST BAND/The Seduction
- 19 BERNADETTE PETERS/One Whiz
- 20 DAN FOULBERG/Heart Hotels
- 21 BOB SEGER/Against The Wind
- 22 PAT BENAAR/Live For Love
- 23 ROBBIE DURRE/Steel Away
- 24 MICHAEL JACKSON/She's Out Of My Life
- 25 FIREBALL/Headed For A Fall
- 26 ELTON JOHN/Little Jeannie
- 27 BRUCE COCKBURN/Wondering Where The...
- 28 PAUL MCCARTNEY/Coming Up
- 29 BOB SEGER/Against The Wind
- 30 J. GEILS BAND/Love Stinks
- 31 SPINERS/Cupid
- 32 CAROLE KING/One Fine Day
- 33 POLICE/Message In A Bottle

FM 99.7 WXLO New York

- 1 DR. HOOD/Say Eyes
- 2 BILLY JOEL/You May Be Right
- 3 LIPPS, INC./Funytown
- 4 CHRIS CROSS/Ride Like The Wind
- 5 BROTHERS JOHNSON/Stamp
- 6 MARIANNE FAITHFUL/Broken English
- 7 J. GEILS BAND/Love Stinks
- 8 AIR SUPPLY/Lost In Love
- 9 CHARLIE DORE/Pilot Of The Airwaves
- 10 ROGERS & CARMES/Don't Fall In Love...
- 11 LINDA RONSTADT/Hurt So Bad
- 12 BETTE MIDLER/The Rose
- 13 JAMES LAST BAND/The Seduction
- 14 DR. HOOD/Say Eyes
- 15 BOB SEGER/Against The Wind
- 16 LINDA RONSTADT/Hurt So Bad
- 17 BOB SEGER/Against The Wind
- 18 PAT BENAAR/Live For Love
- 19 ELTON JOHN/Little Jeannie
- 20 CLASH/Train In Vain
- 21 EAGLES/Can't Tell You Why
- 22 JAMES LAST BAND/The Seduction
- 23 MICHAEL JACKSON/She's Out Of My Life
- 24 FRANK SINATRA/These From My NY
- 25 BOB SEGER/Against The Wind
- 26 PAUL MCCARTNEY/Coming Up
- 27 BERNADETTE PETERS/One Whiz
- 28 BETTE MIDLER/The Rose
- 29 RAY, GOODMAN & B/Special Lady
- 30 BOB SEGER/Against The Wind
- 31 BOB SEGER/Fire Lane
- 32 DAN FOULBERG/Heart Hotels
- 33 SPINERS/Cupid

WRKO Boston

- 1 ROGERS & CARMES/Don't Fall In Love...
- 2 LIPPS, INC./Funytown
- 3 DR. HOOD/Say Eyes
- 4 BETTE MIDLER/The Rose
- 5 LINDA RONSTADT/Hurt So Bad
- 6 PEACHES & HERB/Pledge My Love
- 7 BILLY JOEL/You May Be Right
- 8 AMBROSIA/Biggest Part Of Me
- 9 BOB SEGER/Against The Wind
- 10 NEIL SEDAKA/Should've Never Let
- 11 BOB SEGER/Against The Wind
- 12 JIMMY RUFF/Hold On To My Love
- 13 CHARLIE DORE/Pilot Of The Airwaves
- 14 MICHAEL JACKSON/She's Out Of My Life
- 15 FRANK SINATRA/These From My NY
- 16 FODS/Beautiful Girls
- 17 AIR SUPPLY/Lost In Love
- 18 BROTHERS JOHNSON/Stamp
- 19 BARRY MANILOW/Don't Want To Be A Cowboy Anymore
- 20 SPINERS/Cupid
- 21 ROBBIE DURRE/Steel Away
- 22 BILLY JOEL/You May Be Right
- 23 ELTON JOHN/Little Jeannie
- 24 KENNY ROGERS/Love The World Away
- 25 SQUEEZE/Another Day In The Sun
- 26 BRUCE COCKBURN/Wondering Where The...
- 27 MARIANNE FAITHFUL/Broken English
- 28 DAN FOULBERG/Heart Hotels
- 29 RAY, GOODMAN & B/Special Lady
- 30 PAUL DAVIS/Do Right

690 Baltimore

- 1 AMBROSIA/Biggest Part Of Me
- 2 AIR SUPPLY/Lost In Love
- 3 LIPPS, INC./Funytown
- 4 ROGERS & CARMES/Don't Fall In Love...
- 5 BILLY JOEL/You May Be Right
- 6 ANDY & OLIVIA/Can't Help It
- 7 BILLY JOEL/You May Be Right
- 8 LINDA RONSTADT/Hurt So Bad
- 9 PEACHES & HERB/Pledge My Love
- 10 BROTHERS JOHNSON/Stamp
- 11 BETTE MIDLER/The Rose
- 12 JAMES LAST BAND/The Seduction
- 13 GARY HUMAN/Cars
- 14 BOB SEGER/Against The Wind
- 15 BOB SCAGGS/Breakdown Dead Ahead
- 16 MICHAEL JACKSON/She's Out Of My Life
- 17 PAT BENAAR/Live For Love
- 18 DAN FOULBERG/Heart Hotels
- 19 CHRIS CROSS/Ride Like The Wind
- 20 BRUCE COCKBURN/Wondering Where The...
- 21 NEIL SEDAKA/Should've Never Let
- 22 FRANK SINATRA/These From My NY
- 23 DR. HOOD/Say Eyes
- 24 BOB SEGER/Against The Wind
- 25 ELTON JOHN/Little Jeannie
- 26 BILLY JOEL/You May Be Right
- 27 PRETENDERS/Brass In Pocket
- 28 BOB SEGER/Against The Wind
- 29 PURE PRAIRIE LEAG/Let Me Love You...
- 30 SPINERS/Cupid

ON FIREBALL/Headed For A Fall
JOE WALSH/All Night Long
BARRY MANILOW/Don't Want To Be A Cowboy Anymore
ROBBIE ROGERS/Love The World Away

96.3 Philadelphia

- 1 BILLY JOEL/You May Be Right
- 2 BILLY JOEL/You May Be Right
- 3 AIR SUPPLY/Lost In Love
- 4 CHRIS CROSS/Ride Like The Wind
- 5 LINDA RONSTADT/Hurt So Bad
- 6 DR. HOOD/Say Eyes
- 7 ROGERS & CARMES/Don't Fall In Love...
- 8 BARRY MANILOW/Don't Want To Be A Cowboy Anymore
- 9 AMBROSIA/Biggest Part Of Me
- 10 ANDY & OLIVIA/Can't Help It
- 11 EAGLES/Can't Tell You Why
- 12 M. MANCHESTER/It's In The Morning
- 13 RAY, GOODMAN & B/Special Lady
- 14 DAN FOULBERG/Heart Hotels
- 15 BETTE MIDLER/The Rose
- 16 DAN FOULBERG/Heart Hotels
- 17 BOB SCAGGS/Breakdown Dead Ahead
- 18 SPINERS/Cupid
- 19 BERNADETTE PETERS/One Whiz
- 20 ELTON JOHN/Little Jeannie
- 21 MICHAEL JACKSON/She's Out Of My Life
- 22 NEIL SEDAKA/Should've Never Let
- 23 BRUCE COCKBURN/Wondering Where The...
- 24 PURE PRAIRIE LEAG/Let Me Love You...
- 25 BOB SEGER/Against The Wind
- 26 OLIVIA N-J/Magic
- 27 ELTON JOHN/Little Jeannie
- 28 PAT BENAAR/Live For Love
- 29 ROCKY BURNETTE/Tired Of Toin'
- 30 SPIDER/How Romance
- 31 KENNY ROGERS/Love The World Away
- 32 FRANK SINATRA/These From My NY

WPGC Washington D.C.

- 1 LIPPS, INC./Funytown
- 2 BILLY JOEL/You May Be Right
- 3 GARY HUMAN/Cars
- 4 BILLY JOEL/You May Be Right
- 5 ROGERS & CARMES/Don't Fall In Love...
- 6 AIR SUPPLY/Lost In Love
- 7 AMBROSIA/Biggest Part Of Me
- 8 BILLY JOEL/You May Be Right
- 9 BILLY JOEL/You May Be Right
- 10 BILLY JOEL/You May Be Right
- 11 LINDA RONSTADT/Hurt So Bad
- 12 BROTHERS JOHNSON/Stamp
- 13 CHRIS CROSS/Ride Like The Wind
- 14 PEACHES & HERB/Pledge My Love
- 15 BOB SCAGGS/Breakdown Dead Ahead
- 16 JAMES LAST BAND/The Seduction
- 17 MARIANNE FAITHFUL/Broken English
- 18 JERIMINE JACKSON/Let's Get Serious
- 19 JOE WALSH/All Night Long
- 20 PAT BENAAR/Live For Love
- 21 BOB SEGER/Against The Wind
- 22 CHARLIE DORE/Pilot Of The Airwaves
- 23 BOB SEGER/Against The Wind
- 24 S.O.S. RAINBOW/You're A Good Girl In A Bad Way
- 25 BILLY JOEL/You May Be Right
- 26 MARIANNE FAITHFUL/Broken English
- 27 CLASH/Train In Vain
- 28 MARIANNE FAITHFUL/Broken English
- 29 PAT BENAAR/Live For Love
- 30 NEIL SEDAKA/Should've Never Let

wifi 92 Philadelphia

- 1 AMBROSIA/Biggest Part Of Me
- 2 BOB SCAGGS/Breakdown Dead Ahead
- 3 CLASH/Train In Vain
- 4 BILLY JOEL/You May Be Right
- 5 PRETENDERS/Brass In Pocket
- 6 PAT BENAAR/Live For Love
- 7 CHRIS CROSS/Ride Like The Wind
- 8 AIR SUPPLY/Lost In Love
- 9 J. GEILS BAND/Love Stinks
- 10 DAN FOULBERG/Heart Hotels
- 11 JAGS/Back Of My Hand
- 12 TRUMAN/Can't Tell You Why
- 13 SPIDER/How Romance
- 14 B.2'S/Back Lobster
- 15 LINDA RONSTADT/Hurt So Bad
- 16 BOB SEGER/Against The Wind
- 17 GEORGE STRINGS/Understanding
- 18 TOM PETTY/American Girl
- 19 BILLY JOEL/You May Be Right
- 20 HAMBLE PIE/Fool For Pretty Face
- 21 PAT TRAVIS/Band On The Run
- 22 FIREBALL/Headed For A Fall
- 23 RUSH/Spirit Of The Radio
- 24 ELTON JOHN/Little Jeannie
- 25 BERNADETTE PETERS/One Whiz
- 26 PURE PRAIRIE LEAG/Let Me Love You...
- 27 JOE WALSH/All Night Long
- 28 MOTOROLA/Love And Loneliness
- 29 ELTON JOHN/Little Jeannie
- 30 BOB SEGER/Against The Wind
- 31 AMBROSIA/Biggest Part Of Me
- 32 BOB SEGER/Against The Wind

CFTR 680 Toronto

- 1 BILLY JOEL/You May Be Right
- 2 CHRIS CROSS/Ride Like The Wind
- 3 DR. HOOD/Say Eyes
- 4 AIR SUPPLY/Lost In Love
- 5 AIR SUPPLY/Lost In Love
- 6 LINDA RONSTADT/Hurt So Bad
- 7 BILLY JOEL/You May Be Right
- 8 PRETENDERS/Brass In Pocket
- 9 EAGLES/Can't Tell You Why
- 10 LINDA RONSTADT/Hurt So Bad
- 11 PAT BENAAR/Live For Love
- 12 CHARLIE DORE/Pilot Of The Airwaves
- 13 SPINERS/Cupid
- 14 BOB SEGER/Against The Wind
- 15 BOB SCAGGS/Breakdown Dead Ahead
- 16 JOURNEY/Any Way You Want It
- 17 LINDA RONSTADT/Hurt So Bad
- 18 JERIMINE JACKSON/Let's Get Serious
- 19 AMBROSIA/Biggest Part Of Me
- 20 BETTE MIDLER/The Rose
- 21 LIPPS, INC./Funytown
- 22 PAT BENAAR/Live For Love
- 23 RAY, GOODMAN & B/Special Lady
- 24 AME MURRAY/Lucky Me
- 25 BOB SEGER/Against The Wind
- 26 ROBBIE DURRE/Steel Away
- 27 UTOPIA/Not A Word
- 28 CLASH/Train In Vain
- 29 JAMES LAST BAND/The Seduction
- 30 BOB SEGER/Against The Wind
- 31 GARY HUMAN/Cars
- 32 ELO/It's A Wonderful Life

ADDS 31
PURE PRAIRIE LEAG/Let Me Love You...

96.3 Pittsburgh

- 1 EAGLES/Can't Tell You Why
- 2 JOURNEY/Any Way You Want It
- 3 BOB SCAGGS/Breakdown Dead Ahead
- 4 AMBROSIA/Biggest Part Of Me
- 5 LINDA RONSTADT/Hurt So Bad
- 6 BILLY JOEL/You May Be Right
- 7 KENNY ROGERS/Love The World Away
- 8 LINDA RONSTADT/Hurt So Bad
- 9 BOB SEGER/Against The Wind
- 10 LINDA RONSTADT/Hurt So Bad
- 11 JOURNEY/Any Way You Want It
- 12 BILLY JOEL/You May Be Right
- 13 BOB SCAGGS/Breakdown Dead Ahead
- 14 DAN FOULBERG/Heart Hotels
- 15 STY/First Time
- 16 BOB SEGER/Against The Wind
- 17 BILLY JOEL/You May Be Right
- 18 JOURNEY/Any Way You Want It
- 19 DAN FOULBERG/Heart Hotels
- 20 STY/First Time
- 21 CHRIS CROSS/Ride Like The Wind
- 22 ELTON JOHN/Little Jeannie
- 23 DAN FOULBERG/Heart Hotels
- 24 BOB SCAGGS/Breakdown Dead Ahead
- 25 SPINERS/Cupid
- 26 BERNADETTE PETERS/One Whiz
- 27 BILLY JOEL/You May Be Right
- 28 JOE WALSH/All Night Long
- 29 STY/Borrowed Time
- 30 DAN FOULBERG/Heart Hotels
- 31 ROBBIE DURRE/Steel Away
- 32 JOURNEY/Any Way You Want It
- 33 BOB SEGER/You're A Good Girl In A Bad Way
- 34 PETE TORSHE/Head On My Love On The
- 35 SPINERS/Cupid
- 36 ELO/It's A Wonderful Life
- 37 MARSHALL TUCKER/It Takes Time
- 38 OLIVIA N-J/Magic
- 39 PURE PRAIRIE LEAG/Let Me Love You...

WNBC Radio 66 New York

- 1 EAGLES/Can't Tell You Why
- 2 ROGERS & CARMES/Don't Fall In Love...
- 3 DR. HOOD/Say Eyes
- 4 PEACHES & HERB/Pledge My Love
- 5 LIPPS, INC./Funytown
- 6 BILLY JOEL/You May Be Right
- 7 AIR SUPPLY/Lost In Love
- 8 BROTHERS JOHNSON/Stamp
- 9 LINDA RONSTADT/Hurt So Bad
- 10 MARIANNE FAITHFUL/Broken English
- 11 PINK FLOYD/Another Brick In The Wall
- 12 DAN FOULBERG/Heart Hotels
- 13 GARY HUMAN/Cars
- 14 RAY, GOODMAN & B/Special Lady
- 15 KENNY ROGERS/Love The World Away
- 16 CHRIS CROSS/Ride Like The Wind
- 17 BOB SEGER/Against The Wind
- 18 AMBROSIA/Biggest Part Of Me
- 19 DAN FOULBERG/Heart Hotels
- 20 GARY HUMAN/Cars
- 21 LINDA RONSTADT/Hurt So Bad
- 22 RAY, GOODMAN & B/Special Lady
- 23 KENNY ROGERS/Love The World Away
- 24 BOB SEGER/Against The Wind
- 25 PAT BENAAR/Live For Love
- 26 PURE PRAIRIE LEAG/Let Me Love You...
- 27 SPINERS/Cupid

WKBU Buffalo

- 1 BETTE MIDLER/The Rose
- 2 PINK FLOYD/Another Brick In The Wall
- 3 BILLY JOEL/You May Be Right
- 4 BILLY JOEL/You May Be Right
- 5 AMBROSIA/Biggest Part Of Me
- 6 LINDA RONSTADT/Hurt So Bad
- 7 LINDA RONSTADT/Hurt So Bad
- 8 LIPPS, INC./Funytown
- 9 NEIL SEDAKA/Should've Never Let
- 10 BOB SEGER/Against The Wind
- 11 JAMES LAST BAND/The Seduction
- 12 BOB SEGER/Against The Wind
- 13 BOB SEGER/Against The Wind
- 14 BOB SEGER/Against The Wind
- 15 BOB SEGER/Against The Wind
- 16 BOB SEGER/Against The Wind
- 17 BOB SEGER/Against The Wind
- 18 BOB SEGER/Against The Wind
- 19 BOB SEGER/Against The Wind
- 20 BOB SEGER/Against The Wind
- 21 BOB SEGER/Against The Wind
- 22 BOB SEGER/Against The Wind
- 23 BOB SEGER/Against The Wind
- 24 BOB SEGER/Against The Wind
- 25 BOB SEGER/Against The Wind
- 26 BOB SEGER/Against The Wind
- 27 BOB SEGER/Against The Wind
- 28 BOB SEGER/Against The Wind
- 29 BOB SEGER/Against The Wind
- 30 BOB SEGER/Against The Wind

WABC MusicRadio 77 New York

- 1 BILLY JOEL/You May Be Right
- 2 DR. HOOD/Say Eyes
- 3 LIPPS, INC./Funytown
- 4 AIR SUPPLY/Lost In Love
- 5 PINK FLOYD/Another Brick In The Wall
- 6 CHRIS CROSS/Ride Like The Wind
- 7 BROTHERS JOHNSON/Stamp
- 8 BILLY A. SNEYD/With You I'm Born
- 9 BILLY JOEL/You May Be Right
- 10 LINDA RONSTADT/Hurt So Bad
- 11 MARIANNE FAITHFUL/Broken English
- 12 ROGERS & CARMES/Don't Fall In Love...
- 13 FLEETWOOD MAC/Think About Me
- 14 GARY HUMAN/Cars
- 15 BOB SEGER/Against The Wind
- 16 RAY, GOODMAN & B/Special Lady
- 17 LINDA RONSTADT/Hurt So Bad
- 18 JERIMINE JACKSON/Let's Get Serious
- 19 AMBROSIA/Biggest Part Of Me
- 20 BETTE MIDLER/The Rose
- 21 LIPPS, INC./Funytown
- 22 PAT BENAAR/Live For Love
- 23 RAY, GOODMAN & B/Special Lady
- 24 AME MURRAY/Lucky Me
- 25 BOB SEGER/Against The Wind
- 26 ROBBIE DURRE/Steel Away
- 27 UTOPIA/Not A Word
- 28 CLASH/Train In Vain
- 29 JAMES LAST BAND/The Seduction
- 30 BOB SEGER/Against The Wind
- 31 GARY HUMAN/Cars
- 32 ELO/It's A Wonderful Life

ADDS 20, 22, 30

WLSW Chicago

- 1 BILLY JOEL/You May Be Right
- 2 AIR SUPPLY/Lost In Love
- 3 CHRIS CROSS/Ride Like The Wind
- 4 PRETENDERS/Brass In Pocket
- 5 PINK FLOYD/Another Brick In The Wall
- 6 GARY HUMAN/Cars
- 7 BOB SEGER/Against The Wind
- 8 BOB SEGER/Against The Wind
- 9 DR. HOOD/Say Eyes
- 10 SPINERS/Cupid
- 11 J. GEILS BAND/Love Stinks
- 12 PAUL MCCARTNEY/Coming Up
- 13 DAN FOULBERG/Heart Hotels
- 14 DAN FOULBERG/Heart Hotels
- 15 LINDA RONSTADT/Hurt So Bad
- 16 JOURNEY/Any Way You Want It
- 17 BETTE MIDLER/The Rose
- 18 NEIL SEDAKA/Should've Never Let
- 19 DAN FOULBERG/Heart Hotels
- 20 STY/First Time
- 21 CLASH/Train In Vain
- 22 QUEEN/Dray Little Thing
- 23 CHARLIE DORE/Pilot Of The Airwaves
- 24 BETTE MIDLER/The Rose
- 25 BOB SEGER/Against The Wind
- 26 KENNY ROGERS/Love The World Away
- 27 ROBBIE DURRE/Steel Away
- 28 BOB SEGER/Against The Wind
- 29 DAN FOULBERG/Heart Hotels
- 30 KOD/It's The Game/Too Hot
- 31 DAN FOULBERG/Heart Hotels

koez Kansas City

- 1 BILLY JOEL/You May Be Right
- 2 ROGERS & CARMES/Don't Fall In Love...
- 3 GARY HUMAN/Cars
- 4 GARY HUMAN/Cars
- 5 DAN FOULBERG/Heart Hotels
- 6 DR. HOOD/Say Eyes
- 7 BETTE MIDLER/The Rose
- 8 BOB SCAGGS/Breakdown Dead Ahead
- 9 JOURNEY/Any Way You Want It
- 10 PAUL DAVIS/Do Right
- 11 BOB SEGER/Against The Wind
- 12 OLIVIA N-J/Magic
- 13 AMBROSIA/Biggest Part Of Me
- 14 DAN FOULBERG/Heart Hotels
- 15 LINDA RONSTADT/Hurt So Bad
- 16 JOURNEY/Any Way You Want It
- 17 BOB SEGER/Against The Wind
- 18 BOB SEGER/Against The Wind
- 19 BOB SEGER/Against The Wind
- 20 BOB SEGER/Against The Wind
- 21 BOB SEGER/Against The Wind
- 22 BOB SEGER/Against The Wind
- 23 BOB SEGER/Against The Wind
- 24 BOB SEGER/Against The Wind
- 25 BOB SEGER/Against The Wind
- 26 BOB SEGER/Against The Wind
- 27 BOB SEGER/Against The Wind
- 28 BOB SEGER/Against The Wind
- 29 BOB SEGER/Against The Wind
- 30 BOB SEGER/Against The Wind

WOLY Milwaukee

- 1 GARY HUMAN/Cars
- 2 ROGERS & CARMES/Don't Fall In Love...
- 3 LINDA RONSTADT/Hurt So Bad
- 4 DR. HOOD/Say Eyes
- 5 PAUL DAVIS/Do Right
- 6 PRETENDERS/Brass In Pocket
- 7 MICHAEL JACKSON/She's Out Of My Life
- 8 AMBROSIA/Biggest Part Of Me
- 9 BILLY JOEL/You May Be Right
- 10 BETTE MIDLER/The Rose
- 11 BILLY A. SNEYD/With You I'm Born
- 12 BILLY JOEL/You May Be Right
- 13 CHRIS CROSS/Ride Like The Wind
- 14 BOB SEGER/Against The Wind
- 15 ROBBIE DURRE/Steel Away
- 16 ANDY & OL

R&R/Friday, May 16, 1980



St. Louis

- 1 BOB SEGER/Against The Wind
2 LINDA RONSTADT/Hurt So Bad
3 AIR SUPPLY/Lost In Love

ADD: 28 ELO/It's Alive
OLIVIA N-J/Magic



Minneapolis

- 1 LINDA RONSTADT/Hurt So Bad
2 AMBROSIA/Biggest Part Of Me
3 BETTE MIDLER/The Rose

ADD: 22, 27, 28, 29

SOUTH



Tampa

- 1 AIR SUPPLY/Lost In Love
2 GARY NUMAN/Cars
3 LIPPS, INC./Funkytown

ADD: 30 PURE PRAIRIE LEAG/Let Me Love You



Phoenix

- 1 VAN HALEN/The Oracle Will Rock
2 GARY NUMAN/Cars
3 BLOOMIE/Call Me

ADD: 28, 29, 30 JIMMY RUFFIN/In The Mood



- 1 BLOOMIE/Call Me
2 LIPPS, INC./Funkytown
3 CHRIS CROSS/Ride Like The Wind

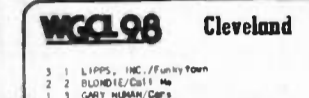
ADD: 28, 27, 29, 30



Los Angeles

- 1 LIPPS, INC./Funkytown
2 BROTHERS JOHNSON/Stomp
3 CHRIS CROSS/Ride Like The Wind

ADD: NONE



Cleveland

- 1 LIPPS, INC./Funkytown
2 BLOOMIE/Call Me
3 CHRIS CROSS/Ride Like The Wind

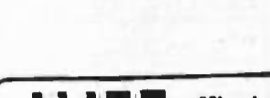
ADD: 21, 29, 30 RACHEL SNEYD/Spellbound



Houston

- 1 LIPPS, INC./Funkytown
2 BLOOMIE/Call Me
3 CHRIS CROSS/Ride Like The Wind

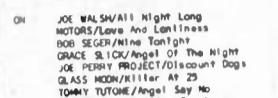
ADD: 26 BETTE MIDLER/The Rose



Miami

- 1 AIR SUPPLY/Lost In Love
2 BROTHERS JOHNSON/Stomp
3 GARY NUMAN/Cars

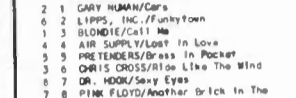
ADD: 35, 36



Los Angeles

- 1 LIPPS, INC./Funkytown
2 AMBROSIA/Biggest Part Of Me
3 AIR SUPPLY/Lost In Love

ADD: 28, 29, 30



San Francisco

- 1 GARY NUMAN/Cars
2 LIPPS, INC./Funkytown
3 BLOOMIE/Call Me

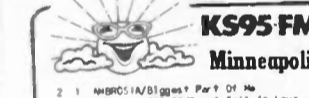
ADD: J. GELLS BAND/Love Strains



Phoenix

- 1 GARY NUMAN/Cars
2 BLOOMIE/Call Me
3 LIPPS, INC./Funkytown

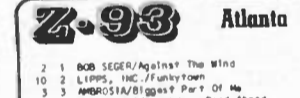
ADD: SPINNERS/Cupid



Minneapolis

- 1 AMBROSIA/Biggest Part Of Me
2 PAT TRAVERS BAND/Sorry In Whiskey And
3 JOE WALSH/All Night Long

ADD: BARRY MANILOW/Don't Want To Walk On the Water



Atlanta

- 1 BOB SEGER/Against The Wind
2 LIPPS, INC./Funkytown
3 AMBROSIA/Biggest Part Of Me

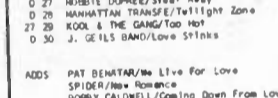
ADD: 24, 29, 30 OLIVIA N-J/Magic



Dallas

- 1 BOB SEGER/Fire Lake
2 BILLY JOEL/It's Still RAR To Me
3 CHRIS CROSS/Ride Like The Wind

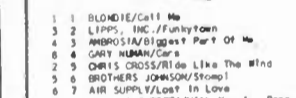
ADD: 21, 23, 24



Denver

- 1 BETTE MIDLER/The Rose
2 DAN FOGELBERG/Heart Hotels
3 AMBROSIA/Biggest Part Of Me

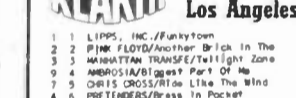
ADD: 20 BILLY JOEL/It's Still RAR To Me



San Diego

- 1 BLOOMIE/Call Me
2 LIPPS, INC./Funkytown
3 AMBROSIA/Biggest Part Of Me

ADD: ELTON JOHN/Little Jeannie



Los Angeles

- 1 LIPPS, INC./Funkytown
2 PINK FLOYD/Another Brick In The
3 MANHATTAN TRANSFER/Twilight Zone

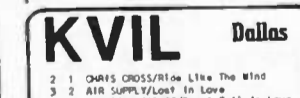
ADD: 29 SPINNERS/Cupid



St. Louis

- 1 TRUMPET/Can Survive
2 PAT TRAVERS BAND/Sorry In Whiskey And
3 JOE WALSH/All Night Long

ADD: TED NUGENT/Split It Out



Dallas

- 1 CHRIS CROSS/Ride Like The Wind
2 AIR SUPPLY/Lost In Love
3 ROGERS & CARNES/Don't Fall In Love...

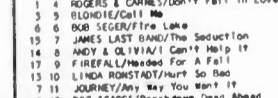
ADD: BOB SEGER/Breakdown Dead Ahead



Atlanta

- 1 BOB SEGER/Against The Wind
2 AMBROSIA/Biggest Part Of Me
3 ANDY & OLIVIA/Can't Help It

ADD: 27, 28, 29, 30 ALLAN CLARKE/Sittin' On The Bench



Denver

- 1 BETTE MIDLER/The Rose
2 DAN FOGELBERG/Heart Hotels
3 AMBROSIA/Biggest Part Of Me

ADD: 20 BILLY JOEL/It's Still RAR To Me



Los Angeles

- 1 LIPPS, INC./Funkytown
2 LINDA RONSTADT/Hurt So Bad
3 BROTHERS JOHNSON/Stomp

ADD: SPINNERS/Cupid



Seattle

- 1 BLOOMIE/Call Me
2 AMBROSIA/Biggest Part Of Me
3 AIR SUPPLY/Lost In Love

ADD: LIPPS, INC./Funkytown

(Pure Prairie League continued)

LINDA RONSTADT
Hurt So Bad (Asylum)
LP: Mad Love

182/0 91%

4

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

NEIL & DARA BEDAKA
Should've Never... (Elektra)
LP: In The Pocket

110/8 55%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

SPIDER
New Romance... (Dreamland)
LP: Spider

80/9 40%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

JOE WALSH
All Night... (Full Moon/Asylum)
LP: Urban Cowboy

84/28 32%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

WHISPERS
Lady (Solar/RCA)
LP: The Whispers

88/11 29%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

KENNY ROGERS
Love Thee... (Full Moon/Asylum)
LP: Urban Cowboy

59/10 30%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

K. ROGERS & K. CARNES
Don't Fall In Love... (UA)
LP: Gideon

178/2 89%

2

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

BOB SEGER
Against The Wind (Capitol)
LP: Against The Wind

184/8 92%

10

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

SPINNERS
Cupid/I've Loved... (Atlantic)
LP: Love Trippin'

112/82 56%

23
BREAKER

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

BOZ SCAGGS
Breakdown Dead... (Columbia)
LP: Middle Man

161/2 81%

6

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

REO SPEEDWAGON
Time For Me To Fly (Epic) 18/7

Moves: Up 3, Same 6, Down 0, Adds 7, 94Q, WLAC, KLUC, WISE, WFLB, CK101, KRLC, KJ100-6.5

MAC DAVIS
"It's Hard To Be Humble" (Casablanca) 16/1

Moves: Up 6, Same 6, Down 3, Adds 1, WTRU, CKLW 12.9, WHB 1-1, WHBQ 8-6, WRJZ 13-12.

UTOPIA
"The Very Last Time" (Bearsville/WB) 15/7

Moves: Up 4, Same 4, Down 0, Adds 7, WFLY, 14Q, KX104, KRUX, WFBG, WSPT, KBIM, KIOY 28-25.

JOHN STEWART
"(Odim) Spirit Of The Water" (RSO) 15/3

Moves: Up 8, Same 3, Down 0, Adds 3, WZUU, KCPX, WANS-FM, WHB 25-23, K104 36-30, KRLC 20-17.

RICK PINETTE & OAK
"King Of The Hill" (Sky's The Limit/Mercury) 15/3

Moves: Up 7, Same 6, Down 0, Adds 3, WRKO, WSKZ, WISE, PRO-FM 19-15, 14Q 24-20, WIGY 19-13.

JOURNEY
"Walks Like A Lady" (Columbia) 14/7

Moves: Up 6, Same 1, Down 0, Adds 7, KX108, WAYS, KROY, KJRB, WLBZ, K104, 96KX 28-24, WFLY 30-22.

CRETONES
"Real Love" (Planet) 14/4

Moves: Up 6, Same 4, Down 1, Adds 1, WFI, KIMN, KFXM, KRUX, KDWB 15-12, KUPD 30-27, Y103 19-16.

RED RIDER
"White Hot" (Capitol) 13/0

Moves: Up 9, Same 3, Down 1, Adds 0, CFTR d-33, KEEL 39-36, K104 27-24, WANS-FM 9-5, KFSD 16-12.

TEMPTATIONS
"Power" (Gordy) 12/2

Moves: Up 7, Same 3, Down 0, Adds 2, KEEL, KYNO-FM, KJR 28-18, WXIL 19-11, WFLB 36-30.

LEON HAYWOOD
"Don't Push It, Don't Force It" (20th) 12/1

Moves: Up 6, Same 4, Down 1, Adds 1, 96X, WPGC d-29, KRLY 19-14, KHJ 7-6, WTXI 27-24, Y103 40-34.

JENNIFER WARNES
"When The Feeling Comes Around" (Arista) 12/0

Moves: Up 5, Same 7, Down 0, Adds 0, KRBE 19-16, KXKL 25-22, WAKX 28-25, KBOZ 20-12.

OZARK MT. DAREDEVILS
"Take You Tonight" (Columbia) 11/5

Moves: Up 2, Same 4, Down 0, Adds 5, WFI, PRO-FM, JB105, KRUX, WGBF, KBEQ 20-12.

ALLAN CLARKE
"Slipstream" (Elektra) 11/3

Moves: Up 6, Same 3, Down 0, Adds 3, 94Q, KJ100, KKLB, KWK 12-11, WRKR 36-31, KFSD 22-16.

MOTORS
"Love And Loneliness" (Virgin) 10/3

Moves: Up 4, Same 3, Down 0, Adds 3, 96X, WFLB, WGBF, WFI d-28, CHUM 23-21, KX108 30-29.

Others Getting Significant Action

(Continued from Back Page)

NEIL & DARA BEDAKA
Should've Never... (Elektra)
LP: In The Pocket

110/8 55%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

JOE WALSH
All Night... (Full Moon/Asylum)
LP: Urban Cowboy

84/28 32%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

WHISPERS
Lady (Solar/RCA)
LP: The Whispers

88/11 29%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5

KENNY ROGERS
Love Thee... (Full Moon/Asylum)
LP: Urban Cowboy

59/10 30%

N&A

Regional	National
Reach 10	Summary 20
S 99A	UP 19
S 99B	UP 19
S 99C	DOWN 19
S 99D	ADDS 9

P1	P2	P3
EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5	EAST WJBO 20 13 WFLA 15 13 WFTS 10 11 WTOG 8 7 WTVT 24 10 WXPB 7 5 WWSB 18 15 WZLX 4 5 WTVT

BRIGHTEN UP YOUR PLAYLIST WITH A “SHINING STAR”

THE NEW SINGLE BY THE MANHATTANS



FROM THE COLUMBIA LP
“AFTER MIDNIGHT”
JC36411



ARRANGED BY JAMES MACK
PRODUCED BY LEO GRAHAM

A CERTIFIED SMASH ON:

AVERAGE MOVE: +5

WXLO on	WSKZ 30-26
WRKO 29-27	WRJZ add
WPGC add 28	WKIX 16-12
Z93 23-18	WAYS deb 21
Y100 24-22	WGH deb 13
Q105 deb 29	WQRK 27-22
KEARTH 26-23	WRVQ add
KRLA 15-12	WVIC add
KFI 24-19 (Hot)	KWEN add
KHJ 18-14 (Hot)	KRAV add
13K add 30	KZ93 add
B100 on	WZZP add
WFBR add	KYNO-FM add
KC101 add 29	KJRB deb 26
WICC on	KCPX 27-24
WHYN deb 35	WCIR add
KFMK deb 23	WXIL add
WTIX add	WAAY on
KEEL 38-28	WHHY deb 27
WJDX 26-23	WFOX 26-21
WERC deb 28	WSEZ deb 36
WSGN deb 32	WFLB 26-17
WLCY on	WANS-FM add
96X 30-24	FM99 17-9
WAPE add	KPUR on
WSGA 8-6	WAKX add
95SGF on	WRKR add
WBBQ deb 27	KCBN add
FM100 deb 24	KBDF add
WHBQ 16-14	KBOZ add
WLAC deb 30	
KX104 deb 25	

THE PICTURE PAGES

Love Stinks But Success Smells Sweet



EMI America's J. Geils Band recently acquired some gold in the form of a gold record for their current album, "Love Stinks." The presentation was made after a homecoming Boston concert. Pictured at the surprise affair are (standing, l-r): EMIA/UA's David Bridger, band members Magic Dick and Danny Klein, EMIA President Jim Mazza, the group's Stephen Jo Bladd and J. Geils, EMI/UA's Dick Williams, and Geils representative Jim Donnelly; (kneeling, l-r): Peter Wolf and Seth Justman of the J. Geils Band.

Polydor Hooks Up With Jackson



Polydor Records President Fred Haayen announced the completion of a distribution deal with Joe Jackson Productions. Artists scheduled for release from the company (headed by the Jacksons' father) include Windstorm, Leda Grace, and Latoya Jackson (produced by brother Michael). Pictured are (l-r) Joe Jackson Productions' Wally Roker, Jackson, Haayen, and Polydor Executive VP Dick Kline.

RCA Inks Rob Hegel



RCA Records has just signed Rob Hegel to an exclusive, long-term recording contract. Hegel's self-titled LP is due for May release. Pictured are from left: Chateau Productions' Tom Cossie, Hegel's manager Jerry Kellert, Hegel, Chateau Productions' Chuck Dembrak, and RCA VP Ed DeJoy.

Gold And Silver Chic



Atlantic's Japanese affiliate Warner/Pioneer Corp. recently presented Chic with gold and silver records. Pictured at the presentation are (l-r) Chic's Nile Rodgers, Atlantic Vice Chairman Sheldon Vogel, Chic's Bernard Edwards, and Atlantic's Cheryl Mitchell.

Havens Finds New York Haven



Richie Havens recently promoted his debut Elektra/Asylum album, "Connections," at New York's Bottom Line. Shown greeting him after the performance are (back, l-r): Steve Strum, Sam Goody's Phil Cohan, and E/A's Ralph Ebler; (middle, l-r) WEA's Andy Uterano and Mike Holzman, All Records' Chuck Nero, Richie Havens, and E/A's Morty Gilbert; (kneeling) Record Shack's Gene Fink.

Tonio K's Beak Party



This group of beaked people (a.k.a. journalists, radio people, Arista staff members, and others) was recently seen converging on Media Sound Studios for the New York premiere of Tonio K's Arista LP "Amerika" (subtitled "Cars, Guitars and Teenage Violence"). In case you're wondering, Tonio is the one with the derby.

THE PICTURE PAGES

Manhattan Transfers To Radio City



A backstage gathering took place after Atlantic artists Manhattan Transfer's recent appearance at NY's Radio City Music Hall. Shown joining in the celebrating are (l-r): Atlantic Exec. VPIGM Dave Glew, group members Cheryl Bentley and Janis Siegel, Atlantic Chairman Ahmet Ertegun, MT's Alan Paul and Tim Hauser, and group manager Brian Avnet.

Johnson's Back For More



Columbia Record execs recently got together en masse to congratulate Al Johnson on the release of his debut album and single for the label entitled "Back For More." Pictured are (seated, l-r): attorney Bill Krasilovsky, co-manager Adrienne McCaskill, Columbia VP Mickey Eichner, CBS Records Division President Bruce Lundvall, Al Johnson, and Columbia's Sandra DeCosta; (standing, l-r): Columbia VP Joe Mansfield, Columbia's Barbara Cooke, CBS Records VP's LeBaron Taylor and Paris Eley, manager Eric McCaskill, album producer Norman Connors, CBS VP Vernon Slaughter, and Columbia VP Arma Andon.

RCA Listens To Mac



RCA Records execs from Los Angeles and New York were given a personal introduction to Mac McAnally's new LP recently. Pictured are from left: RCA's Mike Shallett and Mike Becce, RCA VP Jack Chudnoff, McAnally, RCA VP Ed DeJoy, RCA's Bill Reilly, and RCA VP John Betancourt.

Rogers Intros Gideon To Vegas



Las Vegas's Riviera Hotel recently hosted UA's Kenny Rogers, who sang selections from his new "Gideon" LP. The opening night party consisted of (l-r): EMIA/UA VP Mark Levinson, Suzan Levinson, Rogers, Sharon Zimmermann, CRI President Don Zimmermann, and Capitol/EMIA/UA VP Lynn Shults.

Mercury Keeps Ronin

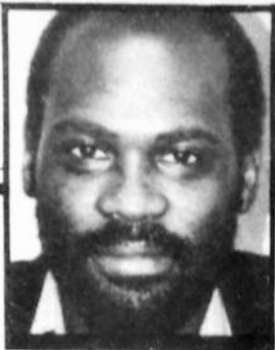


Mercury Records has announced the signing of the group Ronin, with their debut LP for the label due later this month. Pictured in the studio are (seated, l-r) Ronin's Rick Marotta and Waddy Wachtel and producer/manager Peter Asher; (standing, l-r) assistant engineer Niko Bolas and Ronin's Stanley Sheldon.

Collins Calling From The Civic



Elektra/Asylum artist Judy Collins recently performed at the Santa Monica Civic. Shown backstage are (l-r) E/A's Scott Burns, E/A VP Jerry Sharell, E/A VP/Treasurer Jack Reinsteln, Collins, WEA's Marv Helfer, E/A VP Vic Faraci, and E/A's Burt Stein.



Black Radio

Bill Speed

The Mass Market Leaders: WPDQ/Jacksonville

This week we continue our recurring series on successful Black stations which not only lead their format competition, but have carved out healthy shares in their total markets. WPDQ/Jacksonville is a prime example, moving up from a 7.8 rating in April/May '79 to 11.4 (second to a Beautiful Music station) in Oct./Nov. PD Mike Moore details the station's successful approach in the interview below . . .

R&R: You're number two in the city. You're an AM pulling 11-point shares, killing the audiences out there. What have you done to achieve this?

MM: It isn't certainly anything I've done as a single entity. It's attributed to a team effort. It's become perhaps the thing to say now, "I didn't do it all; the rest of the staff

"The young are the trendsetters. Get the young to say, 'PDQ is the station to listen to.' And the rest shall follow."

helped." But that's just the case. It is a joint effort. Everyone pulls for a common goal.

R&R: How did you go about increasing your audience shares?

MM: I think placing more emphasis on information and deemphasizing the music part of it. Some people are not into sports, some people are not into being informed, some people just want to rock. But at least have it there in your facility so if someone turns to you, you've got it. Make yourself accessible to everyone. Be a full service broadcaster.

R&R: Give me some examples of what you do on and off the air.

MM: One thing we do on the air is a very good program that Joe Bailey, the Operations Manager, hosts. Joe goes into all kinds of subjects. It's spliced up into little vignettes and placed all throughout the broadcast day, from 6am through to midnight. We promo it and say what he will be going into this hour. It's very short now because you could go into a long drawn-out talk show type of presentation, and that can act as a tune-out factor.

Going For The Young

R&R: You've done something here that's relatively unusual — you've increased your teen and your adult listeners.

MM: Everyone forgets about the teen demographics. Why? Everybody wants to be young. Nobody wants to be old. Get the young. The young are the trendsetters. Get the young to say, "PDQ is the thing to do." "PDQ is the place where it's at." "PDQ is the station to listen to." And the rest shall follow.

R&R: How do you do that, though? Do you talk to them directly on the air?

MM: We talk to them directly. We have all kinds of teen-oriented type of promotions. Like a "Funky Five Scramble Game," where kids have to guess the arrangement in which the call letters will come up. And they get off into that and we award \$5. Then we have bonus hours where they can win bicycles, etc. Then we have a voice that I dreamed up. I do a Donald Duck voice and it is speeded up. It sounds like a character which is a part of the station, and they identify it with promotions.

R&R: What does this voice do?

MM: It is a very strange-sounding voice. It sounds like a futuristic Donald Duck. And whenever he is heard on the air, it means that we are running some kind of promotion, and it's time to call in and win something. Sometimes people don't even know what they are about to win, but they do know when the little voice is on the radio, somebody is going to win something or is attempting to win something.

R&R: Wouldn't that tend to tune out your adult listeners?

MM: No. Never do anything to tune out. I find that the length of a promotion or the length of what you do acts as a tune-out factor more so than the content of what you do.

R&R: As an AM station, do you encounter sound quality problems?

MM: Only the AM hiss or whatever you want to say about that. We have engineers who really look after our signal. As far as the production end of it and what you hear, it is fantastic and comparable to FM. A lot of work goes into what we produce. It is cute and gimmicky. Our commercials — believe it or not, some of the people listen just for them. I'm talking about locally-produced stuff. And we've got a General Manager here who is so quick-witted and is so talented in production. He tests us to beat him. And we go after that.

News Concentration

R&R: How about your news commitment?

MM: Very strong emphasis is placed on news. If you want to know what is happening in Jacksonville, Metro News is the place to tune in.

R&R: What kind of frequency do your newscasts have?

MM: We have a newscast starting in the morning at 6am and it's done as vignettes. We do it at about two of the hour in 90-second vignettes, unless there is a special presentation, and then we interrupt the programming. We have very able news people in the department. One thing we've done is we've gotten Mark Little, who does television sports as well, and he works in the sports department over here on a full-time basis. With that appeal he had on television, we feel as though he will be quite an asset to us.

R&R: What is your dayparting procedure? What do you do that separates you from the Black stations in town?

MM: We daypart our music. Nat Jackson, our Music Director, goes into the music quite extensively. Some records appeal to different people in different times. There are some records that you would just like to hear at night, just kind of laid back. I try not to funk them up during middays. It's careful planning of when you play your music that's important. Also, we take the kids into account. The kids start getting out of school at 1:30pm and we look at that.

R&R: Your station was fortunate to get a good diary return, right?

MM: That shocked me, and we were certainly pleased about that. But we didn't do any on-air diary announcements. We aimed a promotion towards the white side of town. We did a toll bridge promotion where we paid the toll from 6am until 9am, which I think helped us a great deal over in white populated areas of town. But I was very pleased that we did get that return on the diaries from the black neighborhoods. I cannot honestly say what that could be attributed to.

R&R: Any final comments?

MM: It's all effort and something else — planning. It's like being on a team and planning the strategy. We know how Arbitron works so we don't try to buck how Arbitron works. You work with the system. Find out how the system can work for you.

Also I think it is very beneficial for a radio station to have a general manager who has seen the spectrum of broadcasting. Willie Martin has been a jock, Sales Manager, a General Manager, a Program Director, and he's a fantastic production man. He deals with us; he doesn't downplay our intelligence.

People

Walter "Butterball" Morton has been named acting Program Director at WILD/Boston, but will continue handling his Music Director chores . . . WAOK/Atlanta's Norbert Bain has resigned as Program Director. No replacement has yet been announced . . . Radio veteran Mike Payne is returning to Pittsburgh via "cooking WCKN." He will officially assume programming responsibilities when the station debuts on July 1. In the meantime, Payne says the station needs record service as soon as possible . . . Willie Tucker moves over to Casablanca Records as West Coast Regional Promotion/Marketing Director for Black Product. Prior to this, Tucker held a similar position at Mercury Records . . . Arista recording artist Aretha Franklin was recently saluted as the "Lady of Soul" by the city of Philadelphia . . . Remember, you don't have to be a reporter to participate in this section. Please send all material (pictures and news items) to Bill Speed, 1930 Century Park West, Los Angeles, CA 90067 . . .

Places

GO FLY A KITE: The city of Boston as well as local station WILD are preparing for the upcoming second annual "Kite Festival" at Franklin Park. Plans have been set for a live remote with "The WILD Bunch" giving away albums and kites to all participants . . . WYBC/New Haven will stage a free concert featuring jazz artist Jay Hoggard on Sunday, May 18. Working in conjunction with the New Haven Advocate newspaper, WYBC will present the show at Yale University with station personality Eric Straus as host. **ARTIST VISITS:** WRVR/New York recently conducted on-air interviews with Crusaders' drummer Stix Hooper and vocalist Randy Crawford following their successful performance at Carnegie Hall on May 7 . . . **JOB OPENING:** WDAO/Dayton is looking for an experienced newsperson. Tapes and resumes only to Turk Logan at 1400 Cincinnati Street, Dayton, OH 45408 . . .

Things

IN THE SPIRIT OF LOVE: KAPE/San Antonio is currently running a "Spirit of Love" contest which coincides with a May 16 concert in that city featuring Con Funk Shun, the Gap Band, Sister Sledge and Randy Brown. Listeners are invited to describe their spirit of love in 10 words or less with winning entries receiving tickets to the show at the Convention Center Arena . . . It's summertime and the circus is coming to town again. In celebration WANT/Richmond is giving away tickets to the Clyde Beatty Circus during its appearance there . . .



STARS COME OUT FOR SOLAR BIRTHDAY BASH — RCA and Solar Records recently celebrated the latter label's second birthday with a gala affair at New York City's Les Mouches. Pictured at the party are 20th Century-Fox recording artist Stephanie Mills (center), flanked by identical twins Walter and Wallace Scott of the Solar recording group the Whispers, while (back row, l-r) Whisper member Leavill Degrae, WBLS air personality Vaughn Harper, WBLS PD Frankie Crocker, and Whispers Nicholas Caldwell and Marcus Hutson look on.

It's Time For Change!



Give the gift
of music.



CHANGE/The Glow Of Love
(RFC 3438)

Featuring the single "A Lover's Holiday"
(RCS 49208)

plus "It's A Girl's Affair," "Angel In My Pocket,"
"The Glow Of Love," "Searching," and "The End"

Bold new directions in dancemusic
from Jacques Fred Petrus & Mario Malavasi
(Peter Jacques Band, Revanche, Macho)

Composed, arranged & conducted by
David Romani & Paolo Gianolio

On Warner/RFC Records & Tapes   RFC Records
RFC Trademarks
of RFC Records

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- JERMAINE JACKSON**
"Let's Get Serious" (Motown)
- SMOKEY ROBINSON**
"Let Me Be The Clock" (Tamla)
- CON FUNK SHUN**
"Got To Be Enough" (Mercury)
- STEPHANIE MILLS**
"Sweet Sensation" (20th)
- RAY PARKER JR. & RAYDIO**
"Two Places At The Same Time" (Arista)
- ISLEY BROTHERS**
"Don't Say Goodnight" (T-Neck)
- PEABO BRYSON**
"Minute By Minute" (Capitol)
- GLADYS KNIGHT & THE PIPS**
"Landlord" (Columbia)
- TEMPTATIONS**
"Power" (Gordy)

CLIMBERS

Following are listed in order of their airplay activity.

MANHATTANS "Shining Star" (Columbia) 69% reporting. In the East it's hot at WXYV, WILD and WKND with climbing activity at WOL and WWIN. Medium airplay at WJMI, WOWI, KAPE, WAOK and KOKY with hot rotation at WYLD, WDIA, WJJS, WANT, WVEE and WHRK in the South. Climbing at WBMX and hot at WJMO, WLOU, WCIN, WKWM, KAEZ and KPRS in the Midwest. In the West it's hot at KSOL and climbing at KDIA.

FATBACK BAND "Gotta Get My Hands On Some..." (Spring/Polydor) 69% reporting airplay. Climbing at KDIA, KDKO and KSOL in the West. New at WPDQ and hot at WYLD, WDIA, WOWI, WJJS, WAOK, WANT, WHRK and WVEE in the South. In the Midwest it is hot at WJLB, WKWM, WTLC and WJMO with climbing activity at WLOU, WCIN, KATZ and KPRS. The East shows medium airplay at WKND, WAMO and WDAS and hot rotation at WXYV and WWIN.

CHAKA KHAN "Clouds" (WB) 69% reporting activity. Climbing at WXYV, WWIN, WKND, WDAS and WOL in the East. The South shows heavy airplay at WAOK and KOKY with medium activity at WJMI, WYLD, WDIA, WOWI, KAPE, WPDQ, WHRK and WVEE. Hot at WTLC and climbing at WJMO, WLOU, WCIN, WKWM, WVON, WBMX and WJLB in the Midwest. Climbing at KDIA and KSOL in the West.

LIPPS, INC. "Funkytown" (Casablanca) 67% of our reporters are on it. Added at WAMO, climbing at WILD, and hot at WXYV, WWIN, WDAS and WOL in the East. Hot rotation at WOWI, WPDQ, WVEE and WHRK with medium airplay at WAOK, WYLD and WDIA in the South. Heavy airplay at WJLB, KAEZ and KMJM with climbing activity at WKWM, KATZ, WTLC and WJMO in the Midwest. In the West it is hot at KDIA, KDKO and KSOL.

CHANGE "A Lover's Holiday" (RFC/WB) 64% reporting. Added at WOWI, hot at KOKY and WDIA and climbing at WHRK, WVEE, WYLD, WJMI and WAOK in the South. Hot at WILD and WOL with medium airplay at WXYV, WWIN, WKND, WAMO and WDAS in the East. In the Midwest it is hot at WJLB with climbing activity at KMJM, WVON, WKWM and WLOU. New at KSOL and climbing at KDIA and KDKO in the West.

INVISIBLE MAN'S BAND "All Night Thing" (Mango/Island) 61% reporting activity. Hot at KSOL and KDIA in the West. In the Midwest it is hot at WJMO, WTLC and WJLB with medium airplay at KMJM, WBMX, WVON and KPRS. Hot at WJMI and climbing at WYLD, WDIA, WOWI, WJJS, WAOK, WVEE and WHRK in the South. Heavy airplay at WWIN, WAMO and WOL and climbing at WXYV and WKND in the East.

ROBERTA FLACK w/DONNY HATHAWAY "Back Together Again" (Atlantic) 61% reporting. Hot at WCIN and climbing at WKWM, WVON and WJLB in the Midwest. New at KSOL, climbing at KYAC and KDKO in the West. In the South it is hot at KOKY, WPDQ and WAOK with medium airplay at WJMI, WYLD, WDIA, WHRK and WVEE. Hot rotation at WOL, WDAS and WWIN and climbing at WXYV, WILD and WKND in the East.

RAY, GOODMAN & BROWN "Inside Of You" (Polydor) 58% reporting airplay. In the Midwest it is hot at WLOU and WJMO while climbing at WJLB, KPRS, KMJM and WVON. New at KDAY, climbing at KDIA and KSOL, and hot at KYAC and KDKO in the West. In the South it is climbing at WYLD and hot at WDIA, WOWI, WJJS and KAPE. The East shows medium airplay at WWIN, WKND and WAMO with hot rotation at WILD and WDAS.

WHISPERS "Lady" (Solar/RCA) 53% of our reporters are on it. The South shows medium airplay at WOWI and WDIA with hot rotation at WJMI, WYLD, KAPE, WJJS and WPDQ. Hot at WJMO, KATZ, WKWM, WVON, KMJM and WJLB in the Midwest. Climbing at WAMO and hot at WKND in the East. In the West it is hot at KSOL, KYAC and KDIA with medium airplay at KDKO.

S.O.S. BAND "Take Your Time" (Tabu/CBS) 53% reporting airplay. Added at WDIA and climbing at WYLD, WJJS, WAOK, WPDQ, KOKY, WVEE and WHRK in the South. New at WWIN, climbing at WXYV and WDAS, and hot at WOL in the East. In the West it debuts at KDKO. Hot rotation at WJLB and KMJM with medium airplay at WKWM, KATZ, WTLC and WLOU in the Midwest.

KLEENER "Winners" (Atlantic) 50% reporting activity. New at WYLD, climbing at WDIA, WOWI, WJJS, WAOK, WHRK and WVEE, and hot at WANT, WPDQ and WJMI in the South. Hot at WILD and WKND with medium activity at WXYV and WWIN in the East. In the Midwest it is climbing at WJMO and WCIN while hot at WTLC. Climbing at KDIA in the West.

KWICK "Let This Moment Be Forever" (EMI/America) 47% reporting. Added at WOWI and climbing at WJMI, WYLD, WDIA, KAPE, KOKY, WVEE and WHRK in the South. Medium airplay at WXYV, WKND, WAMO and WOL in the East. In the Midwest it is hot at WLOU with medium airplay at WTLC, WKWM and WVON. The West shows medium airplay at KSOL.

ROCKIE ROBBINS "You And Me" (A&M) 47% reporting activity. New at WAMO, while climbing at WOL, WDAS, WKND and WILD in the East. Added at WDIA and climbing at WOWI, WJJS and KOKY in the South. Debuts at KMJM, WCIN, WLOU and WJMO with medium airplay at WJLB, WBMX, WKWM and WTLC in the Midwest.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 44% reporting activity. Climbing at KDIA in the West. Hot at KATZ with medium airplay at WJLB, KMJM, WBMX, WVON, KAEZ, WCIN, WLOU and WJMO in the Midwest. The South shows hot rotation at WYLD and KAPE with medium airplay at WAOK and WJJS. In the East it is hot at WKND and climbing at WILD.

SISTER SLEDGE "Reach Your Peak" (Cotillion) 44% of our reporters are on it. Climbing at KDKO and KDIA in the West. Hot at WOWI and climbing at WPDQ, WJJS, KAPE and WJMI in the South. In the Midwest it is hot at WLOU with medium airplay at KPRS, KMJM, WBMX, WVON, KATZ and WJMO. In the East it is climbing at WAMO and hot at WKND.

JERRY KNIGHT "Overnight Sensation" (A&M) 42% reporting. Medium airplay at WILD, WWIN and WAMO in the East. In the South it is climbing at WAOK, WOWI, WDIA and WYLD. Hot at WLOU and WJLB with medium airplay at KPRS, KMJM, WCIN and WJMO in the Midwest. Climbing at KDIA and KSOL in the West.

NARADA MICHAEL WALDEN "Tonight I'm Alright" (Atlantic) 39% reporting airplay. Added at KDKO and climbing at KSOL in the West. Medium airplay at WLOU, WCIN, WJMO and WVON in the Midwest. Hot at WAOK and climbing at WOWI, WDIA and WYLD in the South. In the East it is climbing at WKND, WAMO, WOL and WDAS.

CAMEO "We're Goin' Out Tonight" (Chocolate City) 39% reporting activity. New at WAMO and climbing at WWIN, WILD and WXYV in the East. In the South it is new at WJMI with medium airplay at WOWI, WYLD, KOKY, WVEE and WHRK. Added at WLOU and climbing at WJMO, WCIN and WBMX in the Midwest.

SHALAMAR "Right In The Socket" (Solar/RCA) 36% reporting. In the Midwest it is climbing at WKWM, KMJM, KPRS and WJLB. Medium airplay at WJMI, KAPE, WJJS and WPDQ in the South. Climbing at KSOL and KYAC in the West. Medium activity at WKND, WAMO and WOL in the East.

PATTI LABELLE "I Don't Go Shopping" (Epic) 33% reporting activity. New at KPRS and WJMO while climbing at KATZ and WLOU in the Midwest. Medium airplay at KAPE, WAOK, WHRK and WVEE in the South. In the East it is hot at WOL and WWIN with medium airplay at WDAS and WXYV.

MASS PRODUCTION "Forever" (Cotillion) 33% reporting. Added at WLOU, climbing at WKWM, WJMO and WCIN, and hot at KAEZ in the Midwest. Medium airplay at WJJS, WAOK, WYLD, KAPE, WHRK and WVEE in the South. Climbing at WXYV in the East.

BOBBY CALDWELL "Coming Down From Love" (Clouds/TK) 33% reporting activity. New at WPDQ and climbing at WDIA in the South. Added at KSOL and climbing at KDIA in the West. Debuts at WJMO, WKWM and WVON, climbing at WBMX, KMJM, KPRS and KAEZ, and hot at WLOU in the Midwest.

RODNEY FRANKLIN "The Groove" (Columbia) 31% reporting. Added at WWIN and climbing at WILD and WOL in the East. Medium airplay at WDIA, KOKY, WAOK and WJJS in the South. Hot at WTLC and WVON and climbing at WKWM and WBMX in the Midwest.

B.T. EXPRESS "Give Up The Funk" (Columbia) 31% of our reporters are on it. Added at WWIN, climbing at WDAS and WOL in the East. Medium airplay at KAPE, WYLD and WJMI in the South. Hot at KATZ and WKWM while climbing at KAEZ, KMJM and KPRS in the Midwest.

GENE CHANDLER "Does She Have A Friend?" (20th) 31% reporting airplay. New at WDIA, climbing at WJMI, and hot at KOKY in the South. Added at WVON, climbing at WKWM, WTLC and WLOU, and hot at KAEZ and WBMX in the Midwest. Debuts at WKND and WDAS in the East.

NEW & ACTIVE

TWO TONS O' FUN "Just Us" (Honey/Fantasy) 28% reporting airplay. Added at KSOL and climbing at KDIA in the West. In the Midwest it is climbing at KPRS, WTLC and WJLB and hot at KATZ. Medium airplay at WJJS and WYLD in the South. Climbing at WILD and WKND in the East.

STACY LATTISAW "Dynamitel" (Cotillion) 28% of our reporters are on it. Added at WTLC, WCIN and WKWM in the Midwest. New at WHRK, WVEE, WYLD and WJMI while climbing at KOKY in the South. Debuts at WXYV and climbing at WWIN in the East.

LARRY GRAHAM "One In A Million You" (WB) 28% reporting. New at WWIN with medium airplay at WOL and WILD in the East. Added at WJMI and climbing at WYLD, WDIA, KAPE and KOKY in the South. In the Midwest it debuts at KMJM with medium airplay at WLOU.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- SPYRO GYRA** Catching The Sun (MCA) *Various Cuts*
- HEATH BROTHERS** Live At The Public Theatre (Columbia) *Various Cuts*
- DAVID SANBORN** Hideaway (WB) *Various Cuts*
- EARL KLUGH** Dream Come True (UA) *Various Cuts*
- FREDDIE HUBBARD** Skagly (Columbia) *Various Cuts*
- JEFF LORBER FUSION** Wizard Island (Arista) *Various Cuts*
- GROVER WASHINGTON JR.** Skylarkin' (Motown) *Various Cuts*
- BOBBY HUTCHERSON** Un Poco Loco (Columbia) *Various Cuts*
- LONNIE LISTON SMITH** Love Is The Answer (Columbia) *Various Cuts*
- MICHAEL FRANKS** One Bad Habit (WB) *Various Cuts*
- CHICK COREA** Tap Step (WB) *Various Cuts*

NEW & ACTIVE

- RODNEY FRANKLIN** You'll Never Know (Columbia) *"The Groove"*

EAST: WRVR/New York, NY, Herschel/Prescott: WHUR/Washington, O.C., Jesse Fox: WEAH/Baltimore, MD, Chauncey Lewis: WYBC/New Haven, CT, Eric Strauss: SOUTH: WCKL/Atlanta, GA, Requeya Ward: WTJZ: Newport News, VA, Roi Ewell: MIOWEST: WBBY/Columbus, OH, P. Norman Grant: WJZZ/Detroit, MI, Dorian Paster: WEST: KAOX/Denver, CO, Chuck Edwards: KRE/Berkeley, CA, Hal Jackson: KKG/Los Angeles, CA, Monica Riordan: KJLH/Los Angeles, CA, Lawrence Tenter.

CAMEO



"Cameosis" CCLP 2011

The contagious new album by Cameo

Includes the hits

"We're Goin' Out Tonight" and **"Shake Your Pants"**



Produced by Larry Blackmon
On Chocolate City Records
Agency Representation - Norby Walters Associates
Personal Management - Sanford Ross Management



Give the gift
of music.

Pop/Rhythms
Hottest
May 16, 1980

EAST	SOUTH	MIDWEST	WEST
Jermaine Jackson Stephanie Mills Isley Brothers	Jermaine Jackson Con Funk Shun Fatback Band	Jermaine Jackson Isley Brothers Con Funk Shun Smokey Robinson	Isley Brothers

Regionalized Adds & Hots

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

EAST

WILD
Boston, MA
Steve Crumley

ADDED
One Way
GQ
Brothers Johnson "Light"
Curtis Mayfield/Linda Clifford
Five Special

HOTTEST
Raydio
Change
Con Funk Shun
Fat Larry's Band
Manhattans
Jermaine Jackson
Isley Brothers
Ray, Goodman & Brown
Kleer
Stephanie Mills

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Windy City
Gene Chandler
Trouble Funk
One Way
Kool & The Gang

HOTTEST
Jermaine Jackson
Con Funk Shun
Leon Haywood
Lipps, Inc.
Smokey Robinson
Ray, Goodman & Brown
Gledys Knight
Stephanie Mills
Roberta Flack/Donny
Hathaway
Teena Marie

WXVY
Baltimore, MD
Larry Wilson

ADDED
Stacy Lattisaw
Delegation

HOTTEST
Jermaine Jackson
Con Funk Shun
Lipps, Inc.
Fatback Band
Manhattans
Isley Brothers
Raydio "Two/Groove"
Smokey Robinson
Temptations

WOL
Washington, DC
Bobby Bennett

ADDED
Dr. Hook
Barry White
Rhyze
Brick
Gap Band "Party"
Frank Hooker

HOTTEST
S.O.S. Band
Lipps, Inc.
Patti Labelle
Jermaine Jackson
Roberta Flack/Donny
Hathaway
Peabo Bryson
Invisible Man's Band
Change
Stephanie Mills
Raydio

WKND
Hartford, CT
Eddie Jordan

ADDED
Kool & The Gang
Gene Chandler
Angela Bofill

HOTTEST
Stephanie Mills
Isley Brothers
Whispers
Manhattans
Jermaine Jackson
Sister Sledge
Peabo Bryson
Kleer
Skyy
Randy Brown

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Cameo
Rockie Robbins
Lipps, Inc.

HOTTEST
Skyy
Smokey Robinson
Brothers Johnson
Invisible Man's Band
Lakeside
Isley Brothers
Isaac Hayes
Michael Jackson "Off"
Con Funk Shun
Players Association

WWIN
Baltimore, MD
Curtis Anderson

ADDED
David Hudson
Vaughan Mason & Crew
"Roller"
Mystic Merlin
Larry Graham
S.O.S. Band
Alton McClain & Destiny
Rodney Franklin
Frank Hooker
Sondra Simon
B.T. Express
Jesse Henderson
William DeVaughn

HOTTEST
Roberta Flack/Donny
Hathaway
Patti Labelle
Lipps, Inc.
Invisible Man's Band
Smokey Robinson
Jermaine Jackson
Fatback Band
Stephanie Mills
GQ "Feeling"
Isley Brothers

MIDWEST

KMJM
St. Louis, MO
Harry O

ADDED
Jimmy Ruffin
Paul McCartney
Robbie Dupree
Spinners
Al Jarreau
Larry Graham
Trouble Funk
Michael Franks
Rockie Robbins

HOTTEST
S.O.S. Band
Herbie Hancock
Jermaine Jackson
Barry White
Isley Brothers
Lipps, Inc.
Clifford Coulter
Skyy
Whispers
Al Johnson

WJLB
Detroit, MI
J. Michael McKay

ADDED
Not Available

HOTTEST
Lipps, Inc.
Invisible Man's Band
Whispers
Fatback Band
Jermaine Jackson
S.O.S. Band
Jerry Knight
Raydio
Change
Con Funk Shun

WLOU
Louisville, KY
Bill Price

ADDED
Rockie Robbins
Mass Production
Cameo

HOTTEST
Jermaine Jackson
Sister Sledge
Stephanie Mills
Lakeside
Kwick
Ray, Goodman & Brown
Bobby Caldwell
Manhattans
Parliament
Jerry Knight

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Sugar Hill Gang "Here"
Them
Stacy Lattisaw
One Way
Gary Numan
Sheila & B. Devotion
Midnight Star
La Flavour
Raydio "Groove"

HOTTEST
Jermaine Jackson
Whispers
Isley Brothers
Rodney Franklin
Wee Gee
Invisible Man's Band
Kleer
Fatback Band
Smokey Robinson
Chaka Khan

KATZ
St. Louis, MO
Earl Parnell

ADDED
Switch
Kool & The Gang
Spinners
Brothers Johnson "Light"

HOTTEST
Whispers
Jermaine Jackson
Smokey Robinson
Con Funk Shun
Isley Brothers
B.T. Express
Brothers Johnson
Randy Brown
Two Tons O' Fun
Peabo Bryson

WKWM
Grand Rapids, MI
Frank Grant

ADDED
GQ
Stacy Lattisaw
Randy Crawford
Angela Bofill
La Flavour
Heath Brothers
Five Special
Bobby Caldwell

HOTTEST
Fatback Band
Con Funk Shun
Manhattans
Whispers
Isley Brothers
Jermaine Jackson
Smokey Robinson
B.T. Express
Stephanie Mills
Johnnie Mae Matthews

KPRS
Kansas City, MO
Dell Rice

ADDED
Freddie Waters
Chuck Mangione
Curtis Mayfield/Linda Clifford
Patti Labelle
Teena Marie
Ambrosia
Sheila & B. Devotion
Delegation

HOTTEST
Isley Brothers
Manhattans
Dramatics
Ronnie Laws
Leon Haywood
Al Johnson
Smokey Robinson
Jermaine Jackson
Raydio
Con Funk Shun

WBMX
Chicago, IL
Bob Scott

ADDED
Casper
Isaac Hayes "Ain't"
Gap Band "Party"
Vaughan Mason & Crew
"Roller"
Stanley Clarke
Sugar Hill Gang
Natalie Cole
D.J. Rogers
Frank Hooker
Sheila & B. Devotion

HOTTEST
Stephanie Mills
Jermaine Jackson
Wee Gee
Smokey Robinson
Herbie Hancock
Raydio
Isley Brothers "Go"
Con Funk Shun
Lakeside
Gene Chandler

SOUTH

WHRX
Memphis, TN
Ron Olson

ADDED
Stacy Lattisaw
Delegation

HOTTEST
Jermaine Jackson
Con Funk Shun
Lipps, Inc.
Fatback Band
Manhattans
Isley Brothers
Raydio "Two/Groove"
Smokey Robinson
Temptations

WOWI
Norfolk, VA
Chester Benton

ADDED
Jimmy Castor
Change
Kwick
Masterpiece

HOTTEST
Isley Brothers
Jermaine Jackson
Michael Jackson
Lipps, Inc.
Sister Sledge
Fatback Band
Con Funk Shun
Peabo Bryson
Ray, Goodman & Brown
Stephanie Mills

WDIA
Memphis, TN
Ron King

ADDED
S.O.S. Band
Rockie Robbins
Harold Melvin & Bluenotes
Stone City Band
Gene Chandler
Isaac Hayes "Ain't"

HOTTEST
Smokey Robinson
Ray, Goodman & Brown
Con Funk Shun
Temptations
Change
Gledys Knight
Fatback Band
Manhattans
Raydio
Stephanie Mills

WAKK
Atlanta, GA
Bill Green

ADDED
Isaac Hayes "Ain't"
L.A. Boppers
Spinners
Brick
Dramatics
Odyssey
GQ
Grover Washington Jr.
Rufus & Chaka
Al Jarreau
Windy City
Herbie Hancock
Gene Chandler "Rainbow"
Gledys Knight "Bourgie"

HOTTEST
Roberta Flack/Donny
Hathaway
Chaka Khan
Stephanie Mills
Temptations
Con Funk Shun
Smokey Robinson
Fatback Band
Hamilton Bohannon
Narada Michael Walden
Tavares

WYLD
New Orleans, LA
Willie Jay Johnson

ADDED
Kleer
Spinners
Delegation
Lou Rawls
Stacy Lattisaw
Randy Crawford
Natalie Cole
D.J. Rogers
Windy City
Chapter 8
Trouble Funk

HOTTEST
Whispers
Jermaine Jackson
Con Funk Shun
Smokey Robinson
Randy Brown
Peabo Bryson
Manhattans
Stephanie Mills
Raydio
Fatback Band

WPDQ
Jacksonville, FL
Nat Jackson

ADDED
Curtis Mayfield/Linda Clifford
GQ
David Hudson
Jimmy Bo Horne
Bobby Caldwell
Fatback Band

HOTTEST
Vaughan Mason & Crew
Whispers
Michael Jackson
Isley Brothers
Kleer
Jermaine Jackson
Roberta Flack/Donny
Hathaway
Barry White
Lipps, Inc.
Prince

KAPE
San Antonio, TX
Cesta Ayers

ADDED
Isaac Hayes "Ain't"
Average White Band
Stanley Clarke
Five Special
Bobby Thurston
Side Effect
Casper
Al Jarreau

HOTTEST
Con Funk Shun
Stephanie Mills
Leon Haywood
Brothers Johnson
Whispers
Raydio
Jermaine Jackson
Ray, Goodman & Brown
Emotions
Randy Brown

KOKY
Little Rock, AR
Jimmy Smith

ADDED
Spinners
Al Jarreau
Marva Monroe/Cubby
St. Charles

HOTTEST
Gledys Knight
Smokey Robinson
Chaka Khan
Temptations
Gene Chandler
Change
Stephanie Mills
Odyssey
Roberta Flack/Donny
Hathaway
GQ

WJJB
Lynchburg, VA
Robert Goins

ADDED
Brothers Johnson "Light"
Futures
Dr. Hook
Ambrosia
Temptations
Paul Davis
D.J. Rogers

HOTTEST
Manhattans
Fatback Band
Whispers
Lipps, Inc.
Con Funk Shun
Raydio
Jermaine Jackson
Dionne Warwick
Peabo Bryson
Ray, Goodman & Brown

WVEE
Atlanta, GA
Scotty Andrews

ADDED
Stacy Lattisaw
Delegation

HOTTEST
Jermaine Jackson
Con Funk Shun
Lipps, Inc.
Fatback Band
Manhattans
Isley Brothers
Raydio "Two/Groove"
Smokey Robinson
Temptations

KAEZ
Oklahoma City, OK
Steve Scott

ADDED
None

HOTTEST
Con Funk Shun
Manhattans
Jermaine Jackson
Lipps, Inc.
Fat Larry's Band
Stephanie Mills
Mass Production
Leon Haywood
Isley Brothers
Gene Chandler

WANT
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
Fatback Band
Jermaine Jackson
Leon Haywood
Brothers Johnson
Trouble Funk
Temptations
Manhattans
Sylvester
Kleer

WJMI
Jackson, MS
Carl Haynes

ADDED
Larry Graham
Cameo
Stacy Lattisaw
Delegation

HOTTEST
Jermaine Jackson
Raydio
Kleer
Whispers
Lakeside
Con Funk Shun
Stephanie Mills
Hamilton Bohannon
Invisible Man's Band
Isley Brothers

WJMO
Cleveland, OH
Bernie Moody

ADDED
Patti Labelle
Bobby Caldwell
Rockie Robbins

HOTTEST
Ray, Goodman & Brown
Con Funk Shun
Whispers
Raydio
Invisible Man's Band
Skyy
Isley Brothers
Smokey Robinson
Fatback Band
Manhattans

WJMC
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
Fatback Band
Jermaine Jackson
Leon Haywood
Brothers Johnson
Trouble Funk
Temptations
Manhattans
Sylvester
Kleer

WJMI
Jackson, MS
Carl Haynes

ADDED
Larry Graham
Cameo
Stacy Lattisaw
Delegation

HOTTEST
Jermaine Jackson
Raydio
Kleer
Whispers
Lakeside
Con Funk Shun
Stephanie Mills
Hamilton Bohannon
Invisible Man's Band
Isley Brothers

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Harold Melvin & Bluenotes
Rockie Robbins
Stacy Lattisaw
Switch "Take"
Skyy "Zoo"
Barry White
Isley Brothers "Here"
Midnight Star
Brothers Johnson "Light"
D.J. Rogers

HOTTEST
Stephanie Mills
Jermaine Jackson
Leon Haywood
Manhattans
Roberta Flack/Donny
Hathaway
Raydio
Spyro Gyra
Peabo Bryson
Smokey Robinson
Con Funk Shun

WVON
Chicago, IL
Lee Armstrong

ADDED
Temptations
Bobby Caldwell
Gene Chandler

HOTTEST
Brothers Johnson
Smokey Robinson
Isley Brothers
Jermaine Jackson
Gledys Knight
Lou Rawls
Whispers
Stephanie Mills
Al Johnson
Rodney Franklin

KDKO
Denver, CO
John Anderson

ADDED
Narada Michael Walden
Peter Brown
One Way
Peabo Bryson
Chapter 8
S.O.S. Band

HOTTEST
Isley Brothers
Ambrosia
Christopher Cross
Leon Haywood
Switch
Brothers Johnson
Ray, Goodman & Brown
Temptations
Lipps, Inc.
Eagles

WEST

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Change
Roberta Flack/Donny
Hathaway
Bobby Caldwell
Two Tons O' Fun

HOTTEST
Whispers
Jermaine Jackson
Lipps, Inc.
Smokey Robinson
Con Funk Shun
Raydio
Isley Brothers
Invisible Man's Band
Stephanie Mills
Manhattans

KDAY
Los Angeles, CA
Steve Woods

ADDED
Not Available

HOTTEST
Isley Brothers
Lipps, Inc.
Whispers
Jermaine Jackson
Invisible Man's Band
Raydio
Brothers Johnson
Gap Band
Temptations
Sylvester

KYAC
Seattle, WA
Jimmy Pipkins

ADDED
Sheila & B. Devotion

HOTTEST
Brothers Johnson
Isley Brothers
Whispers "Lady/Beat"
Gap Band
Leon Haywood
Ray, Goodman & Brown
Kool & The Gang
Rufus & Chaka "Any"
Smokey Robinson

KDIA
Oakland, CA
Jerry Boukling

ADDED
Not Available

HOTTEST
Isley Brothers
Lipps, Inc.
Whispers
Jermaine Jackson
Invisible Man's Band
Raydio
Brothers Johnson
Gap Band
Temptations
Sylvester

ADDED
Not Available

HOTTEST
Isley Brothers
Lipps, Inc.
Whispers
Jermaine Jackson
Invisible Man's Band
Raydio
Brothers Johnson
Gap Band
Temptations
Sylvester



Jeff Gelb AOR

AOR Market Summary: Long Island

Falling under the shadow of America's largest city makes Long Island America's largest umbrella radio market. That makes for some fiercely competitive radio, with all Long Island stations fighting to break listeners' habits of tuning first to New York City-based stations, secondarily to their own. In our conversations with the programmers of WLIR, WBAB, and WRCN, we'll find out how each programmer is attempting to accomplish the goal of gaining listener exclusivity.

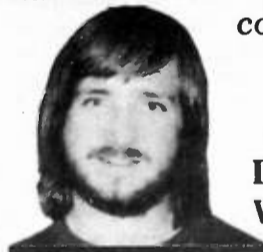
The three stations share several things in common: They are all Class B 3000-watt outlets. All three of their programmers are native to either New York or Long Island, and all three are first-time PD's with the stations they represent.

WLIR: Long Island's Progressive Bastion

Celebrating its tenth anniversary this coming summer, WLIR is Long Island's oldest AOR. The station prefers to refer to itself as a Progressive Rocker, a term which has all but died out with the growth of the tighter-listed AOR. How has WLIR managed to maintain its Progressive stance for so many years? PD Denis McNamara responded, "At the same time that we don't have any playlist, everything we do on the air is very closely supervised. We spend a lot of time evaluating what we're doing here musically."

What WLIR does musically is almost anything within legal and reasonable limitations. "There is a structure to what we do; I don't mean to imply we're an endless landscape. We're into being as creative as possible without hurting what we have attained over the years on a commercial level."

"We're into being as creative as possible without hurting what we have attained over the years on a commercial level."



Denis McNamara
WLIR PD

WLIR has attained very respectable ratings figures in the Long Island ARB's, and has also shown up in every New York book since April-May 1975. Does McNamara consider New York radio or Long Island AOR's as his primary competitors? "Someone once compared WLIR to a band (of guerrillas) who lives in the hills, runs down to the city now and then and takes a few shots at the big guys, and then runs back to the hills, with the townspeople cheering them on. We'd never conceive of seriously challenging 50,000-watt stations in the biggest radio market in the country. But we have some impact there, especially on sales of new artists."

Rare Radio Broadcasts

If WLIR has an overriding programming philosophy, it is to help break new acts, both in its broad-based music programming and in its long-running series of radio concerts. WLIR has run a live concert every Tuesday night at 8pm for nine years. In 1979, the station produced and carried over 100 radio concerts, not counting the shows offered to them by record companies and artists.

The WLIR library of recorded material is filled with collectors' item concerts of then-upcoming stars: Little Feat, Bruce Springsteen, Steve Miller, Jackson Browne, etc. The station has been able to attract such talent by agreeing not to use the tapes in any way that can adversely affect the performer. For the listener, the concerts are a treat. And for the station? "They help us to integrate



unique music into our programming, and keep us from becoming predictable. The day we become predictable is the day we're in trouble, because there are always two other guys trying to top us, and we have to stay two steps ahead of them."

WBAB: Takin' It To The Streetwise

WBAB is the second-oldest Long Island AOR, currently going into its seventh year. PD Marty Curley has been with the station, on and off, for over ten years, and so knows both the station and marketplace inside out. When he became PD a year ago, he began a series of changes to bring WBAB up-to-date both musically and in terms of its overall image within the community. "We had to wake up on the air; we were not communicating with our listeners. We needed to sound more streetwise: knowing what the listeners wanted to hear us play and what they wanted to hear us talk about. We had to start communicating on their level."

Curley restocked the airstaff and shuffled the music into a cohesive format, utilizing a library of 3000 albums from which top tracks are picked. "To establish familiarity," he explained, "we begin by playing one to three tracks on an album. When those get played out, this gives us several other tunes to move on to." The station's music is heavily researched, checking wholesale and retail as well as the opinions of listeners who are consulted in random call-outs.

Talk Talk

In an attempt to further solidify a unique place in the Long Island radio marketplace, WBAB offers something rare for AOR radio: a two-hour talk show, Monday-Thursday from midnight to 2am, hosted by the station's Joel Martin. Curley commented, "Joel is a fine and well-known host, and the show helps cover our public affairs commitments at the same time that it addresses issues of particular concern to our listeners."

The station is also active in the usual promotional ways: getting jocks out for MC'ing, appearances at schools, and at rock clubs. WBAB's current promotion involves putting 200,000 bumper stickers into the marketplace. The station's van will follow up by pulling over cars that display the bumper sticker, giving them instant prizes, and also making them eligible to win a grand prize trip to London to see Pink Floyd.

Curley's goal for WBAB in the highly competitive Long Island marketplace? "To become the best damn AOR station on the island. With continued management support, plus an increased pro-

"... It's nice to have some 60-odd stations across the country that I can call up for advice on a promotion..."

Paul Harris
WRCN PD



motional budget and a proposed change in location for our transmitter which will increase our coverage, we're going to try and do that."

New York's Superstars Neighbor

WRCN is Long Island's youngest AOR (3 years), and PD Paul Harris the island's youngest programmer (21). Upped from MD to PD at the Superstars affiliate station just a month ago, he is quick to credit the Burkhart/Abrams/Michaels/Douglas organization with helping put both the station and himself on the right track. "Their music and research has really helped. Additionally, their advice on promotions has been invaluable. And it's nice to have some 60-odd stations across

"We were not communicating with our listeners. We needed to sound more streetwise..."

— Marty Curley WBAB PD

the country that I can call up for advice on a promotion we want to do that they have already done and had success with."

The WLIR Connection

Harris is a firm believer in promotions that increase station visibility in the marketplace. The station has had great success with bumper sticker campaigns, concert buses, and free film screenings. The WRCN Air Force is 3000 members strong and growing. Perhaps the most unique promotion in which the station is involved is a series of radio concerts being originated at WLIR. Harris explained, "Long Island is so large that we have almost no crossover audience with WLIR. I don't really think of them as a competitor. I think of them more as a friend on the island." Denis McNamara agreed, saying that it helps both stations to be represented all over the island rather than just in their own respective communities.

Extended Measurement:

Cautious Optimism

All three Long Island programmers expressed their pleasure over Arbitron's decision to rate Long Island twice annually, as well as including the market as one that will get Extended Measurement. Marty Curley stated, "I think Extended Measurement will help take care of some of the flaws in sampling that Arbitron has been accused of — you know, people getting lazy and not returning their diaries. Putting more books out there should increase their rate of return." McNamara said, "I think it'll work for us. We feel we have a consistent quality air sound whether or not we're in a ratings period. Now we have to be good all the time, and that's good discipline."

Harris mentioned, "The way it was set up before, if WBAB was going to give away a Corvette or something during the book, we'd have to give something away of equal value at the same time. We'd rather spread out our promotional budget over the whole year, and Extended Measurement will help us do that."

With the help of Extended Measurement, plus three creative airstaffs all working with unique AOR forms, the future looks bright for Long Island AOR radio.

Jeff Gelb

EVOLUTION

KLYX/Sioux Falls has been sold to Red River Broadcasting from Soklak Broadcasting. No word yet on the possibility of a subsequent format switch. Andrew Forsyth is exiting as Operations Manager of the Oz Network, a group of nine AOR stations in Newfoundland. Former WWWW/Detroit PD Dick Hungate has exited the station. Alan Courduff has stepped down as MD at WIYY/Baltimore but retains his airshift. The new WIYY MD is Chuck DuCoty. Larry Miller has been upped to MD at WCAS/Cambridge. Marc Miller has been upped to Asst. MD at WBCN/Boston. The MD post remains unclaimed though Jimmy Mack is acting MD. Wayne Summers has exited mornings at WRKK/Birmingham. Brock Whaley has exited KAZY/Denver mornings for afternoons at WMET/Chicago. Alan Baxter has rejoined KAZY for the morning show. WMMR/Philadelphia Director of Audience Marketing Jane Norris is exiting to the Promotion Director post at WCOZ/Boston. Steve Huntington has been upped to mornings at LOVE 94/Miami. Janet Wainwright has exited KZOK/Seattle to join KQFM/Portland as Promotion Director.

COLOR

I SURVIVED WORKING WITH AN S.O.B.: To publicize an article called "How To Survive Working With An S.O.B." Oui magazine joined with several AOR's nationwide for a promotion that asked listeners to send in their best "sob stories." Winners received T-shirts customized with the title of the article, plus a day off with \$50 pay, while a grand prize winner got \$500 "sympathy pay" and an Alpine car stereo system.

\$10,000 FOR 25 WORDS, PART TWO: As detailed last week, KSNF/San Francisco has asked listeners to send the station \$10,000. In return, the station will send 25 scrambled words. The listener who puts the words into a cohesive sentence wins several prizes. Well, several people sent in play money from Monopoly games and such, while two listeners actually sent in (void) checks for \$10,000. Another submitted a drawing depicting 10,000 deer (bucks). Stay tuned for more details as the zaniness continues.

ULTIMATE AUDIO-VIDEO: WSAI-FM/Cincinnati amassed a \$9400 audio-video system to give away in its current promotion. Listeners send in postcard entries from which the station will pick a name to announce. That person has nine minutes and 41 seconds to reach the station to become a finalist to qualify to win the system.

102 WAYS TO FUN AND PROFIT: KTXQ/Dallas has created 102 prize packages, including 102 grains of sand on the beaches of Puerta Vallarta (where the station will fly the winner), 102 hours of skiing, and a 102-second scramble for albums. Listeners call to enter the contest, which asks them to listen to a carted recording of the prize offerings. The contestant tells the jock when to stop the cart, and whatever prize is listed next is what is won.



RADIO MEETS RECORDS — WSAI-FM/Cincinnati held a recent gathering of its staff with area record company promotional reps. Pictured (top, l-r) are independent Guy Evans, WSAI-FM MD Eric Margolis, Chrysalis's Jim Sellers, WB's Kevin Carrol, RCA's Mike Dungan; (middle, l-r) Epic's Tom Genetti, Columbia's Pete Anderson, RSO's Al Stann, independent Mike Van Orsdale; (bottom, l-r) WSAI-FM PD Corinne Baldassano, Polygram's Tony Smith.



SAAD MAKES KOME GLAD — Planet's Sue Saad & The Next delighted airstaffers of KOME/San Jose with a recent visit and interview. Pictured (l-r) are group's James Lance and Tony Riparetti, KOME MD Dana Jang, Saad; (kneeling) EIA's Norm Osborn, KOME DJ Gene Mitchell.

UPDATE

WBCN/Boston just staged an elaborate series of five remote broadcasts in one day. It all started when jock/clone Duane Glasscock "stole" a pound of gold the station was going to give away as a prize offering. When Charles Laquidera wrestled the gold from Glasscock and ran out of the studio, Glasscock locked himself in the air booth and seized control of the turntables and mike. The station enlisted the aid of Starfleet remote studios to cut into Glasscock's broadcast from five different locations throughout Boston. Eighteen hours later, in a fine example of radio theatre, WBCN helicopters dropped nitrous oxide gas through roof vents into the WBCN studios, where Glasscock was spirited away from the board while in a laughing fit. Helping Arthur Penhallow celebrate his tenth anniversary on the air at WRIF/Detroit was phone-in well-wisher Ted Nugent, along with members of Rockets and Bob Seger's band. Congrats from us too, Art. WVAQ/Morgantown's Easter Seals Radiothon gathered together numerous local bands, playing for donations and dancers. The radiothon, carried live over WVAQ, gathered over \$15,000 in donations. You may have heard of stations doing ski reports — well, WDHA/North Jersey has begun weekend sky reports. A local amateur astronomer records tips on where to

watch for meteor showers, unique star configurations, and other aerial phenomena. WDHA GM Bob Linder reports the show has met with excellent listener response. WRKI/Bridgeport has responded to the rising unemployment rate with an "Employment Exchange," which invites listeners to write in stating their job needs. The station will attempt to link them up with job opportunities submitted by area employers. WLPX/Milwaukee's recent Bikeathon and March of Dimes Superwalk raised over \$100,000 in total. Whew! 4000 locals attended WIMZ/Knoxville's street fair, where the station gave out albums and T-shirts, and sponsored crafts displays. KSHE/St. Louis's eighth annual Bikeathon for the Diabetic Children's Welfare Association gathered over 3000 riders. WIOQ/Philadelphia, in conjunction with Millennium Records and the Bruce Cockburn track "Wondering Where The Lions Are," have adopted a lion cub at the Philadelphia Zoo. The station asked listeners to donate \$5 towards the lion's upkeep; in return, those who donated received either two tickets to a Cockburn concert or a copy of his latest album. Because of the untimely death of Marshall Tucker Band founding member Tommy Caldwell, DIR Broadcasting has rescheduled its special "King Biscuit" broadcast of the last performances of the band with Tommy for this Sunday night (18). Satellite pay TV show "Video Concert Hall" plans a simulcast of its program with WORJ/Orlando for May 23. WLIR/Long Island's news department spoke with activist comedian Dick Gregory live from Tehran, where he has been fasting and praying for a peaceful end to the crisis. WZXR/Memphis co-promoted a two-day International Barbeque Cooking Contest, featuring live music by Keith Sykes and lots of greasy ribs!

CONCERTS & CONVERSATIONS

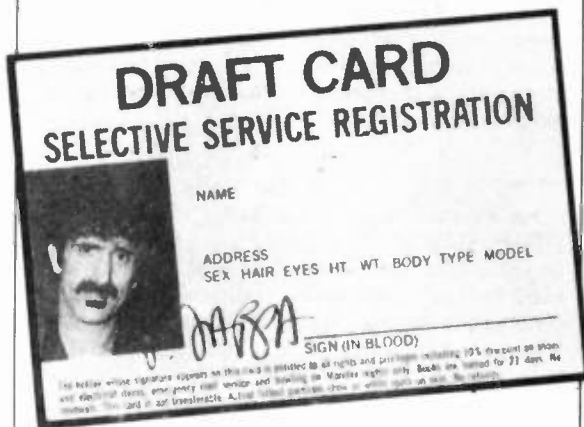
PRESENTATIONS: KZEW/Dallas presented Tourists for 98 cents. WZAM & WMYK/Norfolk presented Squeeze for \$2.94. WXRT/Chicago presented Suzanne Fellini for \$3.

RADIO CONCERTS: Rachel Sweet on WNEW-FM/New York. Pat Travers on WRIF/Detroit. Cretones on KMET/Los Angeles. David Bromberg, Grinderswitch, ZZ Top, 3-D on WLIR/Long Island.

GUEST DJ'S: Gallagher on WABX/Detroit. Peter Wolf on WNEW-FM/New York.

CONVERSATIONS: Journey on WOUR/Utica. Heart on WSHE/Miami. Tourists on KZEW/Dallas. Ted Nugent, Pat Travers on WRIF/Detroit. Ted Nugent on KGON/Portland. Little Richard on WBCN/Boston. Grateful Dead, Pretenders on WVBR/Ithaca. Matchbox on KTIM/San Rafael. Joe Perry on KAZY/Denver. Cheap Trick on WCOZ/Boston. Billy Squier on KEZY-AM/Anahelm. Axe on KPAS/El Paso. Pat Travers on WXP/Davenport. Shooting Star on WAAL/Binghamton. Ambrosia on KMOD/Tulsa. Pat Travers on WFYV/Jacksonville. Billy Squier, Fools, Russia on KROQ-FM/Pasadena. Willie Nile on WDHA/North Jersey. Cheap Trick, Van Halen, Southside Johnny on WMMS/Cleveland. Roadmaster on WBWB/Bloomington. Bruce Cockburn on KTCL/Ft. Collins. Heart on WKQQ/Lexington. Bruce Cockburn on KIL0/Colorado Springs. Charlie Daniels, Bobby Bare, ZZ Top on WLIR/Long Island. Proctor & Bergman on KTYD/Santa Barbara. Pat Travers on WFBQ/Indianapolis.

PROMOTION OF THE WEEK



I Don't Wanna Get Drafted

KROQ-FM/Pasadena, in conjunction with Zappa Records, is offering special Frank Zappa draft cards to listeners who send stamped, self-addressed envelopes. The card is signed both by Zappa and, on the reverse side, by the KROQ jocks.

Once all the cards have been distributed, KROQ will announce a special showing of "200 Motels," along with a film clip or preview of Zappa's new film "Baby Snakes," that cardholders will be able to attend without charge.

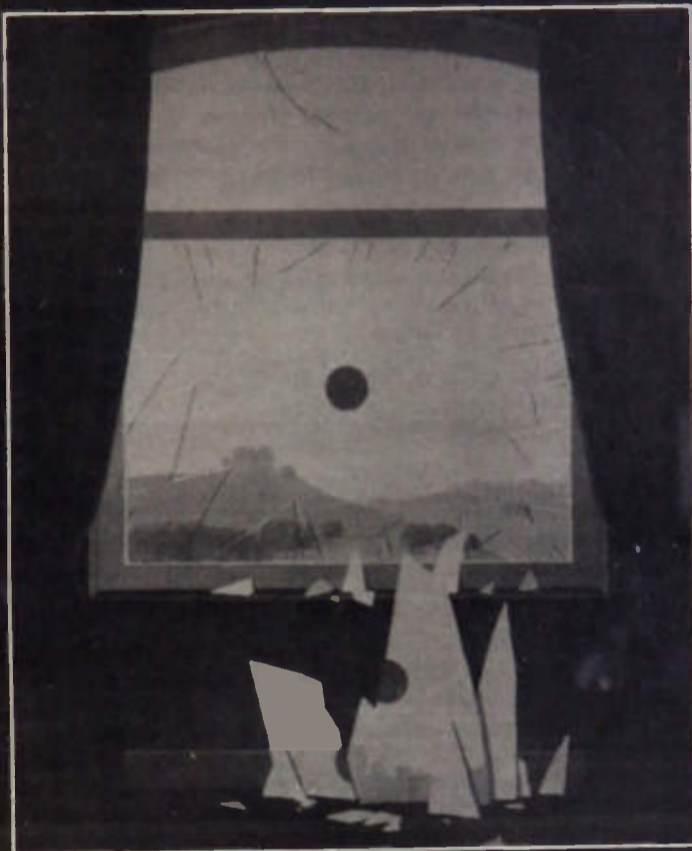
At the promotion's conclusion, the station is toying with the idea of having a mass draft card burning of the Zappa cards.

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.

GLASS MOON RISING

Radio stations all over America are watching Glass Moon rise. This group's strong music is radiant and pure, as fresh as today. Glass Moon is eclipsing the boundaries of rock and roll. Glass Moon RR2003.

GLASS MOON



PROGRESS CHART

Record World
#190

Cash Box
#181-174

Billboard
#195-165 bullet

Goodphone
top tracks chart
#41-34

Bill Hard Report
song index #52-43
hot chart #30

NMR
L.P. chart
#40

Album Network Report
progress chart #13-11-8

R&R
L.P. #41

Add Cumes
#3

FLASH

Shipping this week.
Their first single.

***(I Like) The Way You Play RR420.
Backed with Killer at 25.***

Available on Radio Records & Cassettes.

540 N. Andrews, Ft. Lauderdale, FL 33301. (305) 462-7407.



Radio & Records

Album Airplay/40

Chart Summary

May 16, 1980

166 REPORTERS

Album cuts are listed in order of airplay preference

4/29	5/2	5/9	5/16	Artist	Album
1	1	1	1	BOB SEGER & SILVER BULLET	Against The Wind (Capitol)
6	3	4	2	VAN HALEN	Women & Children First (WB)
2	2	2	3	BILLY JOEL	Glass Houses (Columbia)
15	10	3	4	ERIC CLAPTON	Just One Night (RSO)
-	38	15	5	PETE TOWNSHEND	Empty Glass (Atco)
12	9	5	6	GENESIS	Duke (Atlantic)
5	4	6	7	JOURNEY	Departure (Columbia)
8	6	8	8	PAT TRAVERS BAND	Crash And Burn (Polydor)
-	23	13	9	URBAN COWBOY	Various Artists (Full Moon/Asylum)
3	5	7	10	LINDA RONSTADT	Mad Love (Asylum)
13	13	12	11	BOZ SCAGGS	Middle Man (Columbia)
4	7	9	12	PINK FLOYD	The Wall (Columbia)
-	-	32	13	GRATEFUL DEAD	Go To Heaven (Arista)
7	8	10	14	HEART	Bebe Le Strange (Epic)
10	12	14	15	PRETENDERS	Pretenders (Sire)
9	11	11	16	CLASH	London Calling (Epic)
20	18	18	17	FIREFALL	Undertow (Atlantic)
11	14	17	18	J. GEILS BAND	Love Stinks (EMI America)
24	22	19	19	IAN HUNTER	Welcome To The Club (Chrysalis)
23	17	16	20	HUMBLE PIE	On To Victory (Atco)
17	15	22	21	JOE PERRY PROJECT	Let The Music Do... (Columbia)
29	24	21	22	DEF LEPPARD	On Through... (Mercury)
-	-	23	23	TED NUGENT	Scream Dream (Epic)
19	19	20	24	TRIUMPH	Progressions Of Power (RCA)
-	-	30	25	POINT BLANK	The Hard Way (MCA)
14	16	24	26	MARSHALL TUCKER BAND	Tenth (WB)
21	20	23	27	GARY NUMAN	Pleasure Principle (Atco)
31	34	25	28	ANGEL CITY	Face To Face (Epic)
30	25	27	29	RED RIDER	Don't Fight It (Capitol)
-	-	33	30	BILLY SQUIER	The Tale Of The Tape (Capitol)
38	37	36	31	TOMMY TUTONE	Tommy Tutone (Columbia)
27	29	26	32	GRACE SLICK	Dreams (RCA)
-	-	33	33	ALICE COOPER	Flush The Fashion (WB)
35	33	34	34	AMBROSIA	One Eighty (WB)
-	-	38	35	SPIDER	Spider (Dreamland)
-	-	38	38	BRAM TCHAIKOVSKY	Pressure (Polydor/Radar)
26	28	31	37	CHRISTOPHER CROSS	Christopher Cross (WB)
18	21	28	38	ELVIS COSTELLO &	Get Happy!! (Columbia)
33	32	29	39	MOTORS	Tenement Steps (Virgin)
-	-	40	40	SCORPIONS	Animal Magnetism (Mercury)

Title	4/29	5/2	5/9	5/16
"Strut" "Line" "Betty"				
"Cradle" "Everybody" "Whiskey"				
"Right" "Fantasy" "R&R" "Televsikon"				
"Cocaine" "Midnite" "Road"				
"Rough" "Door" Title				
"Misunderstanding" "Turn" "Lines"				
"Walks" "Where" "Anyway" "Line"				
Title "Whiskey" "Born" "Love"				
"Night" "Nine" "Times" "Look"				
Title "Hurt" "Can't" "Talk"				
"Breakdown" "Imagination" Title				
"Run" "Numb" "Lust" "Flesh?"				
"Alabama" "Don't" "Feel" "Althea"				
"Heaven" Title "Raised" "Night"				
"Brass" "Tattooed" "Sobbing" "Kid"				
"Train" Title "Supermarket"				
"Fall" "Away" Title				
Title "Takin'" "Come" "Walls"				
"Gotta" "War" "Memphis" "Dudes"				
"Fool" "Infatuation"				
"Dogs" Title				
"Wasted" "Brigade" "America"				
"Wango" Title "Hard" "Flesh"				
"Weekend" "Survive"				
"Soldier" Title "Star" "Back"				
"Takes" "Blues" "Cattle"				
"Cars"				
"Marseilles" "Line"				
"White" Title				
"High" "Rich" "Beat" "Boyfriend"				
"Date" "Angel" "Seat"				
"Angel" Title "Diablo"				
"Clones" "Talk" "Nuclear" "Pain"				
"Part" "Ready" "Rock"				
"New" "Alright" "Zero"				
"Dance" "Heartache" "USA"				
"Ride" "Know" "Light" "Sailing"				
"Five" "Stand" "Opportunity"				
"Loneliness" Title				
"Zoo" "Real" "20th"				

With every one of his 166 reports in hot rotation, SEGER proved he is still number one with AOR radio. The next five acts all battled for their respective positions, all nearly tying for total reports, highlighted by VAN HALEN moving up with its potent report combination, and TOWNSHEND hitting top five. TRAVERS held rock steady as COWBOY hit top ten. BOZ inched up as DEAD rose impressively, early adds converting nicely to medium and hot rotations. FIREFALL inched up as HUNTER maintained. PERRY pushed up. NUGENT was the week's most added album and highest debut (watch for conversions to other rotations to send this album soaring next week). BLANK, SQUIER, and TUTONE had good weeks of increased airplay attention. COOPER debuted, AMBROSIA held rock steady, and SPIDER climbed. BRAM and SCORPIONS debuted. TOM PETTY and GLASS MOON came close to charting.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

MOST ADDED

Artist	5/16	5/9	5/2	4/25	4/18
TED NUGENT	112/797	44	00	00	00
ALICE COOPER	83/87	1/0	00	00	00
JUDAS PRIEST	81/87	00	00	00	00
FLASH & THE PAN	43/88	00	00	00	00
D.B. COOPER	39/39	1/0	00	00	00
GRATEFUL DEAD	117/38	94/87	9/9	00	00
BRAM TCHAIKOVSKY	87/28	63/81	7/7	00	00
POINT BLANK	82/28	85/99	1/1	00	00
SCORPIONS	87/24	43/26	13/12	00	00
PURE PRairie LEAGUE	48/24	27/17	16/18	1/1	00
PHILIP LYNOTT	22/23	00	00	00	00
ORIGINAL MIRRORS	33/18	26/18	79/29	2/1	00
STERLING	17/18	16/18	00	00	00
BENNY MARDONES	82/14	46/19	87/84	8/8	00
TONKO R	14/13	2/2	00	00	00

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

MEDIUM

Artist	5/16	5/9	5/2	4/25	4/18
IAN HUNTER	84/82	80/86	89/89	86/87	83/22
TRIUMPH	78/83	80/81	80/83	87/88	83/88
HUMBLE PIE	82/87	100/88	82/83	87/88	87/84
DEF LEPPARD	82/87	88/83	78/84	73/37	68/17
BILLY SQUIER	73/88	63/81	63/18	44/7	82
JOE PERRY PROJECT	81/83	87/82	84/83	87/88	101/88
TOMMY TUTONE	87/83	86/83	86/28	81/20	48/4
GRACE SLICK	86/89	73/88	78/82	80/88	79/87
ANGEL CITY	78/89	78/88	87/81	88/47	86/83
RED RIDER	70/88	73/82	78/82	78/82	78/86
PETE TOWNSHEND	141/87	132/79	88/1	80	80
FIREFALL	88/88	88/84	88/80	100/85	86/80
GLASS MOON	86/88	47/38	48/24	38/17	41/8
GENESIS	738/88	734/89	731/88	118/88	114/14

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

THE HOTTEST

Artist	5/16	5/9	5/2	4/25	4/18
BOB SEGER & SILVER BULLET	188/188	184/187	184/182	188/188	182/182
BILLY JOEL	148/127	148/127	148/130	148/130	168/138
VAN HALEN	138/128	128/117	138/117	138/118	138/88
JOURNEY	132/118	128/118	138/117	134/117	138/117
ERIC CLAPTON	147/108	128/102	128/108	132/78	87/7
LINDA RONSTADT	128/118	128/117	132/117	148/128	148/128
GENESIS	138/93	134/81	131/73	118/88	114/78
PAT TRAVERS BAND	138/83	128/88	138/81	133/88	133/72
PINK FLOYD	108/91	118/88	122/78	138/78	137/72
PETE TOWNSHEND	147/88	133/84	88/8	88	88
BOZ SCAGGS	118/77	118/78	118/77	107/88	102/88
URBAN COWBOY	138/72	117/88	117/8	118	88
HEART	88/88	118/88	128/82	133/78	148/72
PRETENDERS	84/88	88/88	108/88	108/78	112/77
J. GEILS BAND	88/87	88/87	87/88	108/88	112/77

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

ARMATRADING



“me...
myself...
i”

obviously
a single!

“Me·Myself·I” AM 2240
is the first single from
Joan Armatrading’s
new album...

ME·MYSELF·I. SP 4809

joan armatrading
on a&m records
& tapes.



PRODUCED BY RICHARD GOTTEHRER
Exclusive Management: Michael Stone
Agency: Artist's Heller, Hollywood, CA

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AOR BREAKERS

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



Ted Nugent
Scream Dream

TED NUGENT
Scream Dream (Epic)
"Wango" Title "Hard"
"Flesh." 67% of our reporters on it. Total album reports: 112. A-107, M-0, H-5. Debuted this week at No. 23.

SINGLES

- 1 PAUL McCARTNEY
"Coming Up (Live)" (Columbia)
- 2 TOM PETTY & THE HEARTBREAKERS
"Here Comes My Girl" (Backstreet/MCA)
- 3 WILLIE NILE
"Its All Over" (Arista)
- 4 OZARK MOUNTAIN DAREDEVILS
"Take You Tonight" (Columbia)
- 5 CRETONES
"Real Love" (Planet)
- 6 FRANK ZAPPA
"Drafted" (Zappa)
- 7 JAGS
"Back Of My Hand" (Island)
- 8 JUDAS PRIEST
"Living After Midnight" (Columbia)
- 9 ROBIN TROWER
"The Shout" (Chrysalis)
- 10 RUSH
"Entre Nous" (Mercury)

These 46's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

JAZZ ON AOR

- 1 DIXIE DREGS Dregs Of The Earth (Arista)
- 2 SPYRO GYRA "Road" "Pride" "Twigg's" "Broad" Catching The Sun (MCA)
- 3 MICHAEL FRANKS One Bed Habit (WB) "Baseball" "Dressed" Title "Loving"
- 4 JEFF LORBER FUSION Wizard Island (Arista) Title "Sweet" "Lava" "Rooftops"
- 5 KITTYHAWK Kittyhawk (EMI America) "Islands"
- 6 DAVID SANBORN Hideaway (WB) "Anything" "Again"
- 7 EARL KLUGH Dream Come True (UA) "Heart" "Dream"
- 8 TIM WEISBERG The Tip Of The... (Nautilus) "Pork" "La Paz" "Intimidation" "Do Dah"
- 9 CHICK COREA Tap Step (WB) Various Cuts
- 10 G. WASHINGTON JR. Skylarkin' (Motown) "Snake Eyes" "Open"

These albums received significant airplay reports this week but did not chart on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed.

REGIONAL AOR ACTIVITY

EAST

Q104 WQBK FM
PO: JOHN COUPER
ASST. PO: DAN BOYLE

Albany
518-462-5555

YAN HALEN (WB)
URBAN COMBO (Polygram/Radar)
BOZ SCAGGS (Columbia)
BLITTO

Added
FLASH & THE PAN (Epic)
WHERE THE BUFFALO (Backstreet/MCA)
LEON HALE (Epic)
TED NUGENT (Epic)
ORLANDO (Epic)
ALICE COOPER (WB)
JO JO ZEP (Columbia)
PHILIP LYNDY (WB)
D. B. COOPER (WB)
WICE BRIGOLA
TUDOR (Epic)
UNDER TONES (Epic)
HOLLYWOOD NIGHTS (Columbia)
ROCKY BURNETTE (Epic)
-ADAM PRIEST (Epic)
-SPEEDWAY BLVD. (Epic)
-RAY GOMEZ (Epic)

Medium
CLASH (Epic)
LOU REED (Arista)
DIXIE DREGS (Arista)
ROBIN LANE & ... (WB)
SPECIALS (Chrysalis)
URBAN COMBO (Full Moon/Arista)
HUMORS (Epic)
DANNY KID TOWN (Epic)
NIGHTS FELLINI (Columbia)
MARSHALL TUCKER (WB)

Hot
CLASH (Epic)
LOU REED (Arista)
DIXIE DREGS (Arista)
ROBIN LANE & ... (WB)
SPECIALS (Chrysalis)
URBAN COMBO (Full Moon/Arista)
HUMORS (Epic)
DANNY KID TOWN (Epic)
NIGHTS FELLINI (Columbia)
MARSHALL TUCKER (WB)

WAAA
PO: KEITH NELSON
NO: GLENN CORNELLIS

Binghamton
607-772-8850

Added
FLASH & THE PAN (Epic)
TED NUGENT (Epic)
POINT BLANK (MCA)

Medium
FIREBALL (Arista)
ORIG. HIGH (Backstreet)
DEF LEPPARD (Mercury)
SPIDER (Arista)
DANNY HALL (Epic)
GRATEFUL DEAD (Arista)
BRUCE COCHRAN (Mercury)
IAN HUNTER (Chrysalis)
PAT TRAYERS BAND (Polygram)
PETE TONGHEAD (Arista)

Hot
JAGS (Island)
-HUMBLE PIE (Arista)
-PAUL McCARTNEY (Columbia)

MOST ADDED
TED NUGENT
Scream Dream (Epic) 28/27
FLASH & THE PAN
Lights In The Night (Epic) 16/14
JUDAS PRIEST
British Steel (Columbia) 13/12
ALICE COOPER
Flush The Fashion (WB) 10/9
POINT BLANK
The Hard Way (MCA) 20/8

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

MEDIUM
IAN HUNTER
Welcome To... (Chrysalis) 27/16
DEF LEPPARD
On Through... (Mercury) 19/16
HUMBLE PIE
On To Victory (Arista) 19/15
JOE PERRY PROJECT
Let The Music... (Columbia) 18/12
BRAM TCHAIKOVSKY
Pressure (Polygram/Radar) 18/12
TOMMY TUTONE
Tommy Tutone (Columbia) 15/12

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

THE HOTTEST
BOB SEGER & SILVER BULLET BAND
Against The Wind (Capitol) 36/36
GENESIS
Duke (Atlantic) 33/30
BILLY JOEL
Glass Houses (Columbia) 33/30
VAN HALEN
Women & Children... (WB) 34/28
ERIC CLAPTON
Just One Night (RSO) 32/26

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

WZZO Allentown
215-684-0511

PO: LYN COREY
NO: LINDA HOLT

Added
SCORPIONS (Mercury)
BOB SEGER & SILVER BULLET BAND (Capitol)
JUDAS PRIEST (Columbia)

Medium
GRATEFUL DEAD (Arista)
TRUMP (Epic)
MOTORS (Epic)
RUSTIA (WB)
RUSSELL BELLARD (Epic)
TUDOR (Epic)
ORIGINAL MURDER (Arista)
IAN HUNTER (Chrysalis)
GRACE SLEIGH (Epic)
ALICE COOPER (WB)

Hot
GENESIS (Atlantic)
VAN HALEN (WB)
"Everbody" "Whisper" "In The Fire" "Young Love" "Like Like Like" "Crazy" "Sun"

WJZ
NO: KATE INGRAM

Boston
617-247-0850

Added
TERENCE BOYLAN (Arista)
D. B. COOPER (WB)
ADAM PRIEST (Epic)
TONIO R. (Arista)
TED NUGENT (Epic)
FATHER G. SANDOZ (WB)
UNDER TONES (Epic)
-JOAN ARMSTRONG (Arista)

Medium
HARRIETTE FAITHFUL (WB)
DIRTY LOOKS (Epic)
SUZANNE FELLINI (Columbia)
JAGS (Island)
ORIGINAL MURDER (Arista)
SELECTOR (Chrysalis)
-BEAT (Columbia)
-LIPPS, INC. (Columbia)
-FRANK ZAPPA (Zappa)

Hot
GRATEFUL DEAD (Arista)

SOFT ROCK SWEET FM
NO: JIM SPILLMEYER
NO: DON COHEN

Boston
817-262-5900

Added
J.J. JOHNSON (Mercury)
PLAYER (Columbia)
GRATEFUL DEAD (Arista)
"Don't Ever Not" (Arista)
"Don't" (Columbia)

Medium
DAN FOGLBERG (Full Moon/Arista)
ROBIN LANE & ... (WB)
PRETENDERS (Epic)
REMY ROGERS (UA)
LINDA ROYSTADT (Arista)
CRIS WILLIAMSON (Radio Records)
-BELLISA MANCHESTER (Arista)
-PHOTOGRAPH (Zona)

Hot
CHRISTOPHER CROSS (WB)
"Selling" "Light In On" "High Line" "Don't Stop" "MIDWINTER FRANKS (WB)
"Title" "Bassball" "Lips, Inc." (Columbia)
JENNIFER WARREN (Arista)

WGRQ Buffalo
718-881-4555

PO: GEORGE HARRIS

Added
ADAM PRIEST (Epic)
TED NUGENT (Epic)
ROBIN LANE & ... (WB)
GRATEFUL DEAD (Arista)
CLASH (Epic)
URBAN COMBO (Full Moon/Arista)
HUMORS (Epic)
DANNY KID TOWN (Epic)
NIGHTS FELLINI (Columbia)
MARSHALL TUCKER (WB)

Medium
ROBIN THORNER (Chrysalis)
MOTORS (Epic)
DEF LEPPARD (Mercury)
IAN HUNTER (Chrysalis)
REMY ROGERS (UA)
-ASC

Hot
BOB SEGER & SILVER BULLET BAND (Capitol)
JOURNEY (Arista)
BILLY JOEL (Columbia)
PINE FLOTT (Columbia)

WCCC Hartford
203-549-3456

PO: COUNTRY PAUL PAVTON
NO: LICH

Added
TED NUGENT (Epic)
"Wango" "Temp" "Lava" "Sweet" "Roof" "Islands" "Anything" "Again" "Heart" "Dream" "Pork" "La Paz" "Intimidation" "Do Dah" "Tap Step" "Various Cuts" "Snake Eyes" "Open"

Medium
LINDA ROYSTADT (Arista)
ERIC CLAPTON (RSO)
PAT TRAYERS BAND (Polygram)
HEART (Epic)
VAN HALEN (WB)
TRUMP (Epic)
JAGS (Island)
-HUMBLE PIE (Arista)
-BOB SCAGGS (Columbia)
-AMERICA (Arista)
-PAUL McCARTNEY (Columbia)

Hot
JILL JACKSON (Polygram)
BARRY & PETERSON (Polygram)
ZZ TOP (WB)
CHICK COBIE (WB)
BILL ERAMS (WB)
JEFF LORBER FUSION (Arista)
MICHAEL FRANKS (WB)
J. PAST & FRIENDS (Polygram)

98 Rock
PO: DENISE BLISS
NO: ALAN COUGHPY

Baltimore
301-889-0098

Added
BOB SEGER & SILVER BULLET BAND (Capitol)
BILLY JOEL (Columbia)
CLASH (Epic)
SCORPIONS (Mercury)
TED NUGENT (Epic)
FIREBALL (Arista)
IAN HUNTER (Chrysalis)
-PAUL McCARTNEY (Columbia)
-CHAP TRICK (Epic)

Medium
PHILIP LYNDY (WB)
CHRISTOPHER CROSS (WB)
PAT TRAYERS BAND (Polygram)
DEF LEPPARD (Mercury)
HUMBLE PIE (Epic)
PETE TONGHEAD (Arista)
URBAN COMBO (Full Moon/Arista)

Hot
"All Right Now" "Crack The Sm" (Columbia)

104.1 FM WBCN
PO: TONY BERARDINO

Boston
617-266-1111

Added
PETER BROWN
ALICE COOPER (WB)
MACHINE HEAD
TED NUGENT (Epic)
OZARK MOUNTAIN DAREDEVILS (Columbia)
-SILTS
-SPIDER (Arista)

Medium
LINDA ROYSTADT (Arista)
ERIC CLAPTON (RSO)
PINE FLOTT (Columbia)
PHILIP LYNDY (WB)
HEART (Epic)
LINDA ROYSTADT (Arista)
ERIC CLAPTON (RSO)
TOMMY TUTONE (Columbia)
-FRANK ZAPPA (Zappa)

Hot
GRATEFUL DEAD (Arista)
PAT TRAYERS BAND (Polygram)
DEF LEPPARD (Mercury)
HUMBLE PIE (Epic)
PETE TONGHEAD (Arista)
URBAN COMBO (Full Moon/Arista)

104.1 FM WBCN
PO: TONY BERARDINO

Boston
617-266-1111

Added
PETER BROWN
ALICE COOPER (WB)
MACHINE HEAD
TED NUGENT (Epic)
OZARK MOUNTAIN DAREDEVILS (Columbia)
-SILTS
-SPIDER (Arista)

Medium
LINDA ROYSTADT (Arista)
ERIC CLAPTON (RSO)
PINE FLOTT (Columbia)
PHILIP LYNDY (WB)
HEART (Epic)
LINDA ROYSTADT (Arista)
ERIC CLAPTON (RSO)
TOMMY TUTONE (Columbia)
-FRANK ZAPPA (Zappa)

Hot
GRATEFUL DEAD (Arista)
PAT TRAYERS BAND (Polygram)
DEF LEPPARD (Mercury)
HUMBLE PIE (Epic)
PETE TONGHEAD (Arista)
URBAN COMBO (Full Moon/Arista)

CAPE COD'S 104.1 FM
PO: LARRY KING
NO: NANCY CORNELLAN

Cape Cod
617-255-3220

Added
BOB SEGER & SILVER BULLET BAND (Capitol)
BILLY JOEL (Columbia)
FRANK ZAPPA (Zappa)
BOB SCAGGS (Columbia)
FIREBALL (Arista)
FELIX CAVALIERE (Epic)
"College Life" "DIXIE DREGS (Arista)
"Whoo" "Star" "TERENCE BOYLAN (Arista)
"College Life" "DIXIE DREGS (Arista)
"Whoo" "Star" "ELTON JOHN (Epic)
-AL JARREAU (WB)

Medium
DAN FOGLBERG (Full Moon/Arista)
ERIC CLAPTON (RSO)
RODNEY CROWLEY (WB)
CHRISTOPHER CROSS (WB)
WATLIE SON (Epic)
DAVID SANDOZ (WB)
MURRY CALDWELL (Columbia)
BRUCE COCHRAN (Mercury)
MICHAEL FRANKS (WB)
PHOTOGRAPH (Zona)

Hot
BOB SEGER & SILVER BULLET BAND (Capitol)
JOURNEY (Arista)
BILLY JOEL (Columbia)
PINE FLOTT (Columbia)
HEART (Epic)
VAN HALEN (WB)
TRUMP (Epic)
JAGS (Island)
-HUMBLE PIE (Arista)
-BOB SCAGGS (Columbia)
-AMERICA (Arista)
-PAUL McCARTNEY (Columbia)

WHCN 106.1 FM
PO: DANIEL F. PATON
NO: G. O'DONNELL

Hartford
203-247-1060

Added
TED NUGENT (Epic)
"Wango" "Temp" "Lava" "Sweet" "Roof" "Islands" "Anything" "Again" "Heart" "Dream" "Pork" "La Paz" "Intimidation" "Do Dah" "Tap Step" "Various Cuts" "Snake Eyes" "Open"

Medium
LINDA ROYSTADT (Arista)
ERIC CLAPTON (RSO)
PAT TRAYERS BAND (Polygram)
HEART (Epic)
VAN HALEN (WB)
TRUMP (Epic)
JAGS (Island)
-HUMBLE PIE (Arista)
-BOB SCAGGS (Columbia)
-AMERICA (Arista)
-PAUL McCARTNEY (Columbia)

Hot
JILL JACKSON (Polygram)
BARRY & PETERSON (Polygram)
ZZ TOP (WB)
CHICK COBIE (WB)
BILL ERAMS (WB)
JEFF LORBER FUSION (Arista)
MICHAEL FRANKS (WB)
J. PAST & FRIENDS (Polygram)

King Biscuit Flower Hour And Warner Bros. Records Proudly Presents

THE MARSHALL TUCKER BAND

Recorded Live At Nassau Coliseum
Airing On These Stations Coast To Coast
On May 17th & 18th

WRKK/Birmingham
KDKB/Phoenix
KWFM/Tucson
KLRB/Carmel
KKDJ/Fresno
KMET/Los Angeles
KZAP/Sacramento
KPRI/San Diego
KSAN/San Diego
KOME/San Jose
KTIM/San Rafael
KTYD/Santa Barbara
KXFM/Santa Maria
KILO/Colorado Springs
KAZY/Denver
KTCL/Ft. Collins
WRKI/Bridgeport

WHCN/Hartford
DC101/Washington, D.C.
WSHE/Ft. Lauderdale-Miami
WGVL/Gainesville
WJAX/Jacksonville
WDIZ/Orlando
WQXM/Tampa-St. Petersburg
WKLS/Atlanta
WYMX/Augusta
KQMQ/Honolulu
WXRT/Chicago
WYFE/Rockford
WPFR/Terre Haute
KGGO/Des Moines
KICT/Wichita
WKQQ/Lexington
WLRS/Louisville

WRNO/New Orleans
WBLM/Lewiston-Portland
WIYY/Baltimore
WBCN/Boston
WAAF/Worcester
WABX/Detroit
WWCK/Flint
WLAV/Grand Rapids
KQRS/Minneapolis-St. Paul
WZZQ/Jackson
KYYS/Kansas City
KSHE/St. Louis
KEZO/Omaha
KFMS/Las Vegas
KOZZ/Reno
WGIR/Manchester
KRST/Albuquerque
WQBK/Albany
WAAL/Binghamton
WGRQ/Buffalo
WNEW/New York
WPDH/Poughkeepsie

WRCN/Riverhead
WCMF/Rochester
WOUR/Utica-Syracuse
WROQ/Charlotte
WOMP/Wheeling
WEBN/Cincinnati
WMMS/Cleveland
WLVO/Columbus
WVUD/Dayton
WIOT/Toledo
KATT/Oklahoma City
KMOD/Tulsa
KZEL/Eugene
WZZO/Allentown
WMMR/Philadelphia
WDVE/Pittsburgh
WBRU/Providence
WZLD/Columbia
WWWZ/Charleston
KLYX/Sioux Falls
WQUT/Johnson City
WKDF/Nashville

KLBJ/Austin
KNCN/Corpus Christi
KTXQ/Dallas
KPAS/El Paso
KLOL/Houston
KZOM/Beaumont
WMYK/Norfolk
WRXL/Richmond
WKDQ/Evansville
WWCT/Peoria
KMGN/Bakersfield
KQWB/Fargo
KISW/Seattle
KREM/Spokane
KIOK/Tri-Cities
WAPL/Appleton
WIBA/Madison
WQFM/Milwaukee
KAWY/Casper
KFMH/Muscataine
WABD/Ft. Campbell
WIBZ/Parkersburg



Featuring The New
Marshall Tucker Band Single
"WITHOUT YOU"

Presented by DIR Broadcasting
in conjunction with
Warner Bros. Records



EAST

WBLM 104.5 Lewiston-Portland

207-783-2065

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Manchester

803-625-6915

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Philadelphia

215-561-0933

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)



ROCK RACCOON RADIO - WRHY, York, home of the "Rock Raccoon" mascot, presented a promotion winner with the entire Dan Fogelberg catalogue, courtesy Full Moon/Epic. Pictured at the presentation (l-r) are Rock Raccoon mascot, winning listener, WRHY PD Jeff Hunt.

WRCN 104 Long Island

516-727-1570

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

New York

212-867-7777

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Philadelphia

215-839-7626

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WRRW 105 Rochester

716-232-7550

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WAFM 105 Washington, D.C.

703-634-0320

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WRCN 104 Long Island

516-567-1023

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

New York

212-866-7000

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Pittsburgh

412-562-5900

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WRRW 105 Rochester

716-232-7550

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Washington, D.C.

202-828-9932

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WLIB 102.5 Long Island

516-485-9200

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

North Jersey

201-328-1055

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Pittsburgh

412-362-2144

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Syracuse

315-882-9538

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Wheeling

814-878-5861

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WVAG 102.5 Morgantown

304-298-0029

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Ottawa

613-583-1919

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Providence

401-272-9550

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Toronto

416-987-3445

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Utica

315-797-0803

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WVAG 102.5 Morgantown

304-298-0029

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Philadelphia

215-867-8100

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

Rochester

716-288-3200

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WOUR 102.5 Utica

315-797-0803

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

STARVIEW 92.1 FM York

717-266-8606

Host: BOB SEGER (Capitol)

Added: PHILIP HANDEL (Polygram)

WES

Edmonton 403-428-8997
K97
Address: 1101-11th Street S.E.
Phone: 403-428-8997

Eugene 803-484-4304
KZEL
Address: 1000 NE Oregon Street
Phone: 803-484-4304

Fort Collins 303-571-1232
KTCL
Address: 1000 North Lincoln Street
Phone: 303-571-1232

Fresno 209-226-5991
KFDJ
Address: 1000 North Fresno Street
Phone: 209-226-5991

Great Falls 802-727-2211
K99
Address: 1000 North Main Street
Phone: 802-727-2211

Honolulu 808-949-2093
93 FM
Address: 1000 North Kalia Avenue
Phone: 808-949-2093

Las Vegas 702-732-7753
KFM
Address: 1000 North Las Vegas Boulevard
Phone: 702-732-7753

Long Beach 213-437-0366
KNAC
Address: 1000 North Long Beach Boulevard
Phone: 213-437-0366

Los Angeles 213-663-3311
KLOS 95.5
Address: 1000 North Los Angeles Boulevard
Phone: 213-663-3311

Los Angeles 213-464-5638
RADIO 94.7
Address: 1000 North Los Angeles Boulevard
Phone: 213-464-5638

Los Angeles 213-469-1212
KRLX
Address: 1000 North Los Angeles Boulevard
Phone: 213-469-1212

Los Angeles 213-487-1224
KWST
Address: 1000 North Los Angeles Boulevard
Phone: 213-487-1224

Pasadena 213-578-0830
KIQO
Address: 1000 North Pasadena Boulevard
Phone: 213-578-0830

Phoenix 802-265-5222
KBBC FM 99
Address: 1000 North Phoenix Boulevard
Phone: 802-265-5222

Phoenix 802-833-8888
KDKB
Address: 1000 North Phoenix Boulevard
Phone: 802-833-8888

Portland 503-856-9181
think
Address: 1000 North Portland Boulevard
Phone: 503-856-9181

Portland 503-226-5000
think
Address: 1000 North Portland Boulevard
Phone: 503-226-5000

Portland 503-226-0100
KROA
Address: 1000 North Portland Boulevard
Phone: 503-226-0100

Reno 702-328-9281
KAZA
Address: 1000 North Reno Boulevard
Phone: 702-328-9281

Sacramento 916-448-4895
KIOS FM
Address: 1000 North Sacramento Boulevard
Phone: 916-448-4895

Sacramento 916-444-2806
KFM
Address: 1000 North Sacramento Boulevard
Phone: 916-444-2806

San Bernardino 714-825-5020
KCAL 96.7
Address: 1000 North San Bernardino Boulevard
Phone: 714-825-5020

San Diego 714-297-2201
KGB-FM 101.5
Address: 1000 North San Diego Boulevard
Phone: 714-297-2201

San Diego 714-566-6008
106
Address: 1000 North San Diego Boulevard
Phone: 714-566-6008

San Francisco 415-391-9400
KOME
Address: 1000 North San Francisco Boulevard
Phone: 415-391-9400

San Jose 408-248-8811
KOME
Address: 1000 North San Jose Boulevard
Phone: 408-248-8811

San Jose 408-288-5400
KJJO
Address: 1000 North San Jose Boulevard
Phone: 408-288-5400

San Rafael 415-458-1510
KTRF
Address: 1000 North San Rafael Boulevard
Phone: 415-458-1510

Santa Barbara 805-983-1975
KTMS-FM
Address: 1000 North Santa Barbara Boulevard
Phone: 805-983-1975

Santa Barbara 805-983-1601
KTRF
Address: 1000 North Santa Barbara Boulevard
Phone: 805-983-1601

Vancouver 604-684-7221
C-FOX
Address: 1000 North Vancouver Boulevard
Phone: 604-684-7221

Santa Maria 805-922-2156
KXFM 99
Address: 1000 North Santa Maria Boulevard
Phone: 805-922-2156

Seattle 206-624-4308
KZAM
Address: 1000 North Seattle Boulevard
Phone: 206-624-4308

Seattle 206-223-3913
KZKZ
Address: 1000 North Seattle Boulevard
Phone: 206-223-3913

Spokane 509-448-2000
KREM-FM 92.9
Address: 1000 North Spokane Boulevard
Phone: 509-448-2000

Tri-Cities 509-586-0459
KX95
Address: 1000 North Tri-Cities Boulevard
Phone: 509-586-0459

Tucson 802-824-5588
KWFM
Address: 1000 North Tucson Boulevard
Phone: 802-824-5588

Country



Jim Duncan

"BRONCO BILLY" PROMOTION

Eastwood Movie Mobilizes Country Radio

(EDITOR'S NOTE: Jim Duncan's News Notes will return next week so we can bring you the following special bulletin from New Orleans, courtesy of Associate Editor Lee Wade.)

Once again country music and the movies are getting together as a happy twosome. Last weekend, radio programmers from around the country gathered in New Orleans as guests of Warner Bros. Pictures for a pre-release movie screening of "Bronco Billy." The film's Elektra soundtrack includes performances by Merle Haggard and Ronnie Milsap, with several singles taken from the album planned for summer release. (Haggard's on MCA, Milsap's on RCA.) The soundtrack was supervised by Snuff Garrett, who also collaborated in the writing of all the songs. "Bronco Billy" stars Clint Eastwood, Sondra Locke, and Scatman Crothers as members of a ragtag "Wild West Show." Although the plot is not country-music related (as was Garrett's and Eastwood's last film involvement, "Every Which Way But Loose"), the story line works appropriately with the country soundtrack. Haggard is visible briefly on film, playing himself: Milsap doesn't appear.



CROON A LITTLE TUNE — Performing for party guests following the screening of his latest film, "Bronco Billy" star Clint Eastwood joins Merle Haggard and Ronnie Milsap on stage. Both Haggard and Milsap sing on the movie's soundtrack.

At the post-screening dinner and show, Scatman Crothers, 70-year-old music and entertainment veteran, sang a snappy ditty he wrote for Eastwood. This "song" will be available to radio stations on tape for use in conjunction with the film's promotion. Several programmers commented that they planned to gear station promotions towards a "family approach," adding it's good for station image, inasmuch as "Bronco Billy" is aiming for the summer vacation crowd and is family fare entertainment.

Following the screening, stars Eastwood, Locke, Crothers and soundtrack artists Milsap, Haggard and Penny DeHaven (who has a single on Elektra scheduled for release), were on hand for interviews and pictures. For those with tape recorders, the stars voiced station promos, call letters, and teasers, etc.

"Warner Bros. Pictures is again demonstrating (as they did with 'Every Which Way But Loose') that country music is a mass appeal music, and that Country radio is an essential marketing tool," commented Bruce Hinton, co-promotion director of the weekend events.



MASTER OF CEREMONIES — Long time KLAC/Los Angeles midday air personality Art Nelson hosted the evening entertainment for the New Orleans gathering.

WSHO
AM 800
"THE BEST SHO IN TOWN"

EYE CATCHER — While in New Orleans, R&R caught sight of this station billboard, located at the ramp on the New Orleans bridge. WSHO plans to keep the 4-color board up for a year as part of its latest advertising/marketing blitz.



BASKETBALL BUDDIES — KVET/Austin has helped raise over \$9000 for the Central Texas High School by planning a season of basketball benefits. KVET air personalities and staff members were joined by various "all-stars" to form a team that competed against different high school teams. Seen here in the back row are Russell Erxleben, Joe P. Ethridge, Penny Reeves, Ramona Jackson, Barbara Jo, GM Ron Rogers, and PD Tom Allen. In the front row, Tommy Boggs, Charles Vaclavik, "Homer," Johnny Johnson (L.A. Rams first round draft pick), and Doug English.

Making Noise

We're sure you've heard of "Bowling For Dollars," but how about "Bowling For Dolly?" WSLR/Akron came up with an idea to promote the station, keep listeners tuned in for five days, earn money for a worthy cause, and cost no money at all. A Dolly Parton pinball machine was up for grabs in the WSLR contest. The station asked listeners to play the pinball machine at an area record store, with the proceeds going to the Akron Children's Burn Center. Each day on the air, the listeners were then invited to enter a contest, as five air personalities "bowled" for Dolly. Listeners were instructed to record the two daily frames the personalities bowled during a five-day period, and to mail in



their totals. A grand drawing for the winner was held during the morning drive show a week later. (We can see it now: a new line of Dolly Parton bowling balls. Only problem is they would be too big to fit into a regular size bowling bag.) . . . Emmylou Harris is seen here after a recent performance at Cal Poly, San Luis Obispo. KKAL/Arroyo Grande, CA Program Director Ron B. Fineman is shown backstage with Emmylou . . . WQQT/Savannah provided free admittance to a Savannah Braves (Double A) baseball game for WQQT listeners who displayed the station bumper sticker on a vehicle. PD Scott Seiden told R&R many prizes, including a color TV, were given away that night . . . WDDD/Marion, IL air personality and PD Bruce Welker took part in two community theater productions . . . KSSS/Colorado

Springs just wrapped its "Spring Radio Olympics Games." Listeners were given trivia questions during one air shift and were told to answer on a later shift. Those who came up with the right answers won an album and became eligible for the drawing . . . WMNI/Columbus, OH airman Bill Weber is shown with the WMNI "11," Diane Merritt.

Diane won the WMNI "11" contest and will represent the station in the National "11" contest at the Frontier Hotel in Las Vegas. As with other similar contests reported here this year, Bobby Bare's "Numbers" hit single helped stimulate the idea for this particular promotion . . . WDAF/Kansas City is helping to bring in the Tom T. Hall show on May 17 . . . Johnny Cash recently was in Baldwin, NY, and WSEN helped promote the show by giving away albums . . . KLAK/Denver, celebrating 25 years of broadcasting, just presented two sold-out Charley Pride concerts. As part of the station's anniversary, it's presenting "Country Classic" weekends featuring songs as far back as 1929 . . . Send along your interesting promotions to R&R Country, 1930 Century Park West, Los Angeles, CA 90067 . . .



Country

BREAKERS

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

MICKEY GILLEY

True Love Ways (Epic)

On 69% of reporting stations, this is one of the "Most Added" songs for the second week in a row. New at KCKC, WDAF, WIL, WFMS, WUBE, WINN, KENR, WCMS, WKXA. Charts: 35-28 WDG, 38-25 KHAK, 34-29 KFGO, debut 30 WWVA. R&R Chart: Debut 37.

CONWAY TWITTY & LORETTA LYNN

It's True Love (MCA)

66% of reporters on this record. Adds this week include KEEN, KSON, WDG, WJJD, WKDA, WQQT, WCOS-FM, WNYR, WADR, WPOR. Charts: 38-30 KSO, 33-28 KFGO, 20-13 KCKC, 30-26 WPOC, debut 22 WVM, debut 26 WLWI. R&R Chart: Debut 38.

CHARLEY PRIDE

You Win Again (RCA)

On 62% of reporting stations. Adds: KLAC, WUBE, KENR, WYDE, WINN, WNVY, WCMS, WSEN, WDAF, WIL, WJJD, KEEN, KCEY. Charts: 30-25 WSM, 35-29 KWMT, 24-16 KHAK, debut 28 KMPS, 33-29 KFTN, debut 27 KLAK. 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.

MOE BANDY "The Champ" (Columbia) 69/10, WINN, KOKE, WKMF, WHBF, WTHI, WVOJ, WCOS-FM, KIDN, KRAM, KSON. Charts: 31-24 KZIP, 29-23 WIL, 34-29 KRMD, 30-25 WUNI, 32-26 KFTN, 34-28 WKKN, 34-30 KEED, 34-30 KFDI.

LACY J. DALTON "Losing Kind Of Love" (Columbia) 68/12, KSON, KNIX, KCUB, WIL, WHK, KFGO, WTHI, WFMS, KFEQ, WSUN, WNOW, WKXA. Charts: debut 24 KRZY, 38-20 WTSO, 18-12 KFTN, 31-25 KYNN, 28-22 KHAK, 35-27 WWVA, 24-20 KSSS, 33-26 KZIP, 37-26 WINN, 28-22 KRMD.

MERLE HAGGARD & CLINT EASTWOOD "Bar Room Buddies" (Elektra) 66/21. A "Most Added" for the second week. New at KIKK, WHN, KLAC, KMPS, WKDA, KSON, KUGR, KCUB, KKAL, KBMR, KFDI, WWJO, WVM, WOKK, WLWI, WVOJ, WNYR, WPOC, WWVA, KNIX and others. Charts: debut 19 KLAK, 33-19 KCKC.

CRYSTAL GAYLE "The Blue Side" (Columbia) 63/17, KENR, WKDA, KSOP, KMAK, KKAL, KSSS, KIDN, WKMF, WXCL, KYNN, KFDI, WMUS, WMC, WLAS, WNOW, WQQT, KKYX. Charts: 40-28 WTSO, 37-28 WHK, debut 29 WYDE, 32-21 KCKC.

CHARLY McCLAIN "Let's Put Our Love In Motion" (Epic) 57/12, WKDA, WYDE, WQQT, WINN, WWJO, WCXI, WNRS, KUGR, WIXY, WCMS, WSEN, WWVA. Charts: 28-18 KFEQ, debut 25 WMC, debut 30 WKXA, debut 29 WUNI, debut 29 WDAF.

JOHNNY PAYCHECK "Fifteen Beers" (Epic) 57/3, KHEY, WBAX, KVOO. Charts: 24-19 KZIP, 18-9 WCXI, 19-15 WCMS, 33-27 KKYX, 24-19 WTHI.

CRYSTAL GAYLE "River Road" (UA) 55/4, WINN, WNOW, WTHI, WHBF. Charts: 8-3 KCKC, debut 24 WEAT, 39-22 WADR, 37-30 KRMD, 32-25 KUGR, 27-21 WFMS, debut 28 WUNI, debut 30 KGF, 34-29 KHEY, 29-21 WKXA.

BOBBY BARE "Tequila Sheila" (Columbia) 52/12, KSON, KCKC, KLAK, WXCL, WHBF, WKKN, WTHI, WVOJ, WSM, KLVI, KKYX, WIXY. Charts: 36-25 WCXI, debut 23 WEAT, 37-28 KYNN, 34-29 KEEN, 35-28 WUBE, 31-25 KHEY.

ZELLA LEHR "Rodeo Eyes" (RCA) 50/5, WHK, WNRS, KLVI, KSON, KIDN. Charts: 20-25 WEAT, 30-28 KRAM, 29-24 KRMD, 26-22 KRZY, debut 27 KMPS, 37-28 KHAK, 30-25 KRAK, 27-18 WWVA, debut 30 KMAK.

TOMPALL & THE GLASER BROTHERS "Weight Of My Chains" (Elektra) 47/6, WSUN, WSM, WVOJ, WTHI, WHBF, KMAK. Charts: debut 25 KMPS, 33-28 WSEN, 31-24 KUGR, 34-27 KZIP.

MUNDO EARWOOD "You're In Love With The Wrong Man" (GMC) 44/3, KLAC, KLAK, WIXY. Charts: 17-10 KZIP, debut 24 KMPS, 28-23 KFGO, 16-12 WBAM, 23-16 KFDI, 30-23 WTHI, 19-14 KHEY, 39-28 KIKX, 29-23 KLVI, 17-8 KNIX.

FOX FIRE "I Can See Forever Loving You" (Elektra) 43/9, KRZY, KLAK, WDAF, WTSO, WTHI, KOKE, KHEY, WBAM, WEAT. Charts: 37-20 KFTN, 36-28 WWVA.

SYLVIA "It Don't Hurt To Dream" (RCA) 42/7, WHBF, WUBE, WKKN, WNVY, WUNI, WLWI, WVOJ. Charts: debut 29 KMPS, 32-24 WHK.

SISSY SPACEK "Coal Miner's Daughter" (MCA) 41/7, KKYX, WDG, WSUN, WVOJ, WBAM, WYDE, WMZQ. Charts: 14-8 WEEP, 18-14 WDAF, debut 27 KNOE, 8-5 WCXI, 29-25 KFTN, 36-30 WKKN, debut 26 KMPS, debut 23 KLAK, 18-13 KHEY.

HANK WILLIAMS JR. "Kaw-Liga" (Elektra) 37/19, WHK, KFOI, WEAT, WOKK, KRAM, KUGR, KSOP, KEEN, WNRS, WXCL, WTSO, KYNN, KNOE, WCOS-FM, KVET, KIKK, WLAS, WOKQ, WWVA, debut 29 KFEQ.

REX ALLEN JR. "It's Over" (WB) 25/25. The "Most Added" of the week. New at KSO, KMPS, KNIX, KMAK, KCKC, KIKX, KFDI, KRMD, KNOE, KVOO, WSM, WTSO, KFGO, WQQT, WIRK-FM, KVET, WUNI, WWVA, WMZQ, WXCL, KEED, KRAM, KBMR and others.

Others Getting Significant Action

JUICE NEWTON "You Fill My Life" (Capitol) 36/6, KLAK, WKKN, WXCL, WLAS, KVET, WADR. Charts: 23-18 WCMS, 36-28 KUGR, 26-22 KSOP.

DANNY DAVIS & WILLIE NELSON "Funny How Time Slips Away" (RCA) 23/8, KIKX, KRAM, KCEY, WXCL, WKKN, KYNN, WYDE, WLAS. Charts: 39-30 KHAK, 33-29 KRZY.

RED STEAGALL "Dim The Lights And Pour The Wine" (Elektra) 23/5, KSSS, KYNN, KHAK, KWMT, KNOE, 36-30 KRZY.

DON KING "Here Comes That Feeling Again" (Epic) 22/15, KHAK, KFGO, KEED, KEEN, KSOP, KYNN, KNOE, KVOO, KRMD, WUNI, WSM, KVET, WLAS, WIRK-FM, WCMS, 34-29 KCKC.

Radio & Records

NATIONAL AIRPLAY/40

Three Weeks Two Weeks Last Week

May 16, 1980

Three Weeks	Two Weeks	Last Week		
8	4	2	①	DON WILLIAMS/Good Ole Boys Like Me (MCA)
12	6	4	②	KENNY ROGERS w/KIM CARNES/Don't Fall In Love With A Dreamer (UA)
6	3	3	3	DOLLY PARTON/Starting Over Again (RCA)
5	2	1	4	MERLE HAGGARD/The Way I Am (MCA)
21	18	7	⑤	RONNIE MILSAP/My Heart (RCA)
25	15	11	⑥	ANNE MURRAY/Lucky Me (Capitol)
2	1	5	7	EDDIE RABBITT/Gone Too Far (Elektra)
29	22	18	⑧	OAK RIDGE BOYS/Trying To Love Two Women (MCA)
39	30	19	⑨	GEORGE JONES/He Stopped Loving Her Today (Epic)
14	14	12	⑩	JOHN ANDERSON/She Just Started Liking Cheatin' Songs (WB)
24	20	14	⑪	KENDALLS/I'm Already Blue (Ovation)
1	7	9	12	EMMYLOU HARRIS/Beneath Still Waters (WB)
28	25	21	⑬	T.G. SHEPPARD/Smooth Sailer (WB/Curb)
9	9	6	14	JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA)
15	11	15	15	JEANNE PRUETT/Temporarily Yours (IBC)
33	28	23	⑮	CRISTY LANE/One Day At A Time (UA)
16	16	16	17	JOE STAMPLEY/After Hours (Epic)
3	8	8	18	DEBBY BOONE/Are You On the Road To Lovin' Me Again (WB/Curb)
17	17	13	19	MAC DAVIS/It's Hard To Be Humble (Casablanca)
31	26	25	⑲	JANIE FRICKE/Pass Me By (Columbia)
13	10	10	21	EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA)
10	12	17	22	LARRY GATLIN & GATLIN BROS./Taking Somebody With Me... (Columbia)
38	33	29	⑳	DAVE & SUGAR/New York Wine And Tennessee Shine (RCA)
-	37	31	㉑	MOE & JOE/Tell Ole I Ain't Here... (Columbia)
19	19	20	25	GAIL DAVIES/Like Strangers (WB)
30	23	27	26	ED BRUCE/Diane (MCA)
-	-	39	㉗	JIM REEVES w/DEBORAH ALLEN/Take Me In Your Arms... (RCA)
-	38	33	㉘	GENE WATSON/Bedroom Ballad (Capitol)
-	39	34	㉙	TAMMY WYNETTE/(He Was There) When I Needed You (Epic)
40	40	35	㉚	RONNIE MILSAP/Silent Night (After The Fight) (RCA)
34	32	32	32	JOHNNY RODRIGUEZ/Love, Look At Us Now (Epic)
-	-	38	㉜	JOE SUN/Shotgun Rider (Ovation)
-	-	36	㉝	MEL TILLIS/Your Body Is An Outlaw (Elektra)
-	-	37	㉞	JOHN CONLEE/Friday Night Blues (MCA)
-	-	40	㉟	WILLIE NELSON/Midnight Rider (Columbia)
-	-	-	㊱	RAZZY BAILEY/Too Old To Play Cowboy (RCA)
-	-	-	㊲	MICKEY GILLEY/True Love Ways (Epic) New Entry
-	-	-	㊳	CONWAY TWITTY & LORETTA LYNN/It's True Love (MCA) →
-	-	-	㊴	CHARLEY PRIDE/You Win Again (RCA)
23	24	24	40	BILLY "CRASH" CRADDOCK/I Just Had You On My Mind (Capitol)

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.

LA COSTA "Changing All The Time" (Capitol) 22/7, KMPS, WHBF, KHAK, KWMT, WAXX, WSM, WBAM. Charts: 39-27 KUGR, debut 30 WUNI, 33-26 KSOP.

JACK GREENE "The Rock I'm Leaning On" (Frontline) 21/8, KMPS, KRAK, WCXI, KYNN, KFGO, WAXX, KRMD, KKYX.

FREDDY WELLES "Lost In Austin" (Columbia) 21/4, KCEY, WEAT, WSEN, WWVA. Charts: 33-29 KUGR, 26-18 KHAK.

BELLAMY BROTHERS "Dancin' Cowboys" (WB/Curb) 20/20. A "Most Added" of the week. New at KEED, KLAK, KMPS, KSOP, KFTN, WNRS, KRZY, KSO, KFEQ, KFGO, WTSO, WCXI, KRMD, WPOC, WCOS-FM, WCMS, KVET, WYDE, KHEY, WWVA.

B.J. WRIGHT "J.R." (Soundwaves) 19/8, KLAK, KHAK, WKMF, KWMT, KFDI, KZIP, WLAS, WWVA, 37-29 KSO.

TOM T. HALL "Soldier Of Fortune" (RCA) 17/13, KEED, KRAK, KRAM, KSO, KFGO, WAXX, KFDI, KBMR, KNOE, WEAT, KRMD, WUNI, WWVA.

GLEN CAMPBELL & RITA COOLIDGE "Somethin' Bout You..." (Capitol) 17/6, KNIX, WNRS, KFEQ, KZIP, WCOS-FM, WSEN.

THE CATES "Gonna Get Along Without You Now" (Ovation) 16/3, KYNN, WOKK, WKXA, 38-28 KUGR.

R.C. BANNON "If You're Serious About Cheatin'" (Epic) 15/7, KHAK, KFDI, KBMR, WEAT, KVOO, WLAS, WMZQ.

JACKY WARD "Save Your Heart For Me" (Mercury) 14/14, KFTN, KMPS, KRAK, KFEQ, KFDI, WHK, WKKN, WXCL, KRMD, KKYX, KVET, KHEY, WWVA, WAXX, KNIX and KSO playing flip.

JERRY LEE LEWIS "Honky Tonk Stuff" (Elektra) 14/14, KMPS, KRAK, KIKX, KFEQ, WCXI, KFGO, KZIP, KRMD, WUNI, WBAM, KVET, WIRK-FM, KHEY, WWVA.

GORDON LIGHTFOOT "Dream Street Rose" (WB) 14/3, KBMR, WWVA, WOKQ.

PORTER WAGONER "Is It Only Cause You're Lonely" (RCA) 13/6, KRMD, KVOO, KSO, KHAK, KCEY, KSOP.

MICKEY GILLEY "Stand By Me" (Full Moon/Asylum) 9/8, KIKK, WBAM, WADR, WPOC, WMZQ, WMAQ, KMPS, KCKC, 36-30 WEEP.

STONEY EDWARDS "No Way To Drown A Memory" (Music America) 9/6, KKYX, KFTN, KMPS, KRAK, KHAK, WKKN.

DEAN DILLON "What Good Is A Heart" (RCA) 8/8, KRAK, KMPS, KEED, KFGO, WEAT, KRMD, WLAS, WMZQ.

RODNEY CROWELL "Ashes By Now" (WB) 8/3, KZIP, KNOE, WWVA. On KRMD, WSEN, WLAS, KSOP, KFGO.

Most Requested

LW	TW	
1	1	MAC DAVIS (Casablanca) (5th wk)
5	2	GEORGE JONES (Epic)
3	3	ROGERS & CARNES (UA)
-	4	CRISTY LANE (UA)
9	5	OAK RIDGE BOYS (MCA)
4	6	RONNIE MILSAP "Heart" (RCA)
-	7	MERLE HAGGARD (MCA)
2	8	DON WILLIAMS (MCA)
6	9	DOLLY PARTON (RCA)
-	10	JOHN CONLEE (MCA)
-	10	JOHN ANDERSON (WB)

Active Recurrents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- BELLAMY BROTHERS
Sugar Daddy (WB/Curb)
- CRYSTAL GAYLE
It's Like We Never Said Goodbye (Columbia)
- LARRY GATLIN & GATLIN BROS.
Taking Somebody With Me... (Columbia)
- EMMYLOU HARRIS
Beneath Still Waters (WB)
- GEORGE JONES & TAMMY WYNETTE
Two Story House (Epic)
- BRENDA LEE
The Cowgirl And The Dandy (MCA)
- EDDIE RABBITT
Gone Too Far (Elektra)
- BILLIE JO SPEARS
Standing Tall (UA)
- CONWAY TWITTY
I'd Love To Lay You Down (MCA)

THE ELEKTRA LINEUP

FIRST STRING ALL THE WAY!



MEL TILLIS

"Your Body Is an Outlaw"

E-46628



FOXFIRE

"I Can See Forever Loving You"

E-46625



TOMPALL and The GLASER BROTHERS

"Weight of My Chain"

E-46595



MERLE HAGGARD and CLINT EASTWOOD

"Bar Room Buddies"

E-46634



HANK WILLIAMS, Jr.

"Kaw-Liga"

Curb
RECORDS

E-46636



MICKEY GILLEY

"Stand by Me"

E-46640



ur Singles are Home Runs!

Elektra /Asylum Records

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Biff Collie Inside Nashville

Country

HEADLINES: "Ballad Of The Green Berets" soldier Barry Sadler was sentenced to 4-5 years in prison after pleading guilty to voluntary manslaughter charges in the December 1978 shooting death of songwriter Lee Emerson Bellamy. Sadler, the former paratrooper best-known for his 1966 million-seller book about the Green Berets in Vietnam, said he pleaded guilty to the charges, reduced from second-degree murder, "in order to expedite things and to avoid the embarrassment of a trial." . . . Elvis Presley's grandmother Millie Mae Presley died at the age of 91 in Memphis and is buried beside Elvis and his mom and dad . . . Conway Twitty has filed a \$1.9 million lawsuit against MCA Records, his label for the past 15 years. According to Twitty's attorney, L.K. Smith, he is seeking compensatory damages over \$900,000 and punitive damages of \$1 million because of a financial audit done by Twitty's accountant last



Conway Twitty

year . . . Lotta talk about the Johnny Cash "First 25 Years" special here. Dottie West presented Cash with a tribute from BMI; Chet Atkins gave him a plaque from the Musicians' Union; Kris Kristofferson gave him a special award from the CMA . . . Charlie Daniels, a guest on the Cheryl Ladd special Monday (19th), sings his new patriotic song "In America." He got a standing ovation with his first performance of the song on the ACM awards show in Los Angeles . . . Mel Tillis booked on "Tim Conway Show" Saturday (5-17).

"L.A. AWARDS NASHVILLE AREA RECORD FIRMS:" That's the headline in a Nashville paper regarding the bloc voting which reportedly was a factor in CBS Records sweeping the performing awards on the NBC-TV special. CBS's Rick Blackburn was quoted as saying, "We all bloc-vote. It's just like any other business matter." Capitol/UA VP Lynn Shults said: "They need to do some validating if they want to maintain the Academy's integrity." Joe Petrone, Los Angeles VP OF EMIA/UA, quoted current Academy of Country Music Chairman Vince Cosgrave as saying: "Well, I warned everybody. If you guys don't want to sign up your people, you're not going to win. If you don't have members, you don't have the votes." Petrone called it "blackmail for a membership drive." The most obvious question in industry people's minds is why the Academy doesn't give an accounting of the number of members the Academy has in good standing. RCA's Joe Galante, after calling the controversy surrounding bloc voting in the Academy of Country Music award show a "circus," was quoted as saying his division is withdrawing from the organization. "There's no way we can encourage this mess that has arisen," Galante said. Warner Bros.' Stan Byrd, head of the Nashville office, said he is not renewing his individual membership because of the controversy.

"A TRIBUTE TO CHET ATKINS," taped Wednesday night at the Opry House, had stars like Roy Acuff, Foster Brooks, Charlie Daniels, Danny Davis, Jimmy Dean, Don Gibson, Tom T. Hall, Brenda Lee, Roger Miller, George Lindsey, Minnie Pearl, Boots Randolph, Dale Robertson, Porter Wagoner and Jim Stafford. General public tickets for the taping were \$5, the invited guests to the show and post-party were \$100 a head, with proceeds going to the American Cancer Society. Broadcast date of the special has not been announced.

MUSIC CITY NEWS Awards Show (one more!) set for June 9 taping, will be hosted by Lynn Anderson, Ray Stevens, and the Statler Bros. Awards will be presented in 15 categories, with Marty Robbins

leading the nominees with six. Some markets will carry the syndicated special live, others on a tape-delayed basis. These awards are voted on by the fans, the only such arrangement that I know of. (We'll see if the fans have a bloc-vote.)

SCRAP-PAPER COPY:

Waylon, Tammy, Don Williams, Eddie Rabbitt, the Oak Ridge Boys, Lacy J. Dalton, and Asleep At The Wheel headline a giant show at Giants Stadium in East Rutherford, NJ on June 1 . . . No, Waylon and Jessi are not splitting. They've been planning the May 19 birthday (#1) of Waylon Albright Jennings, in whom they have a proprietary interest.

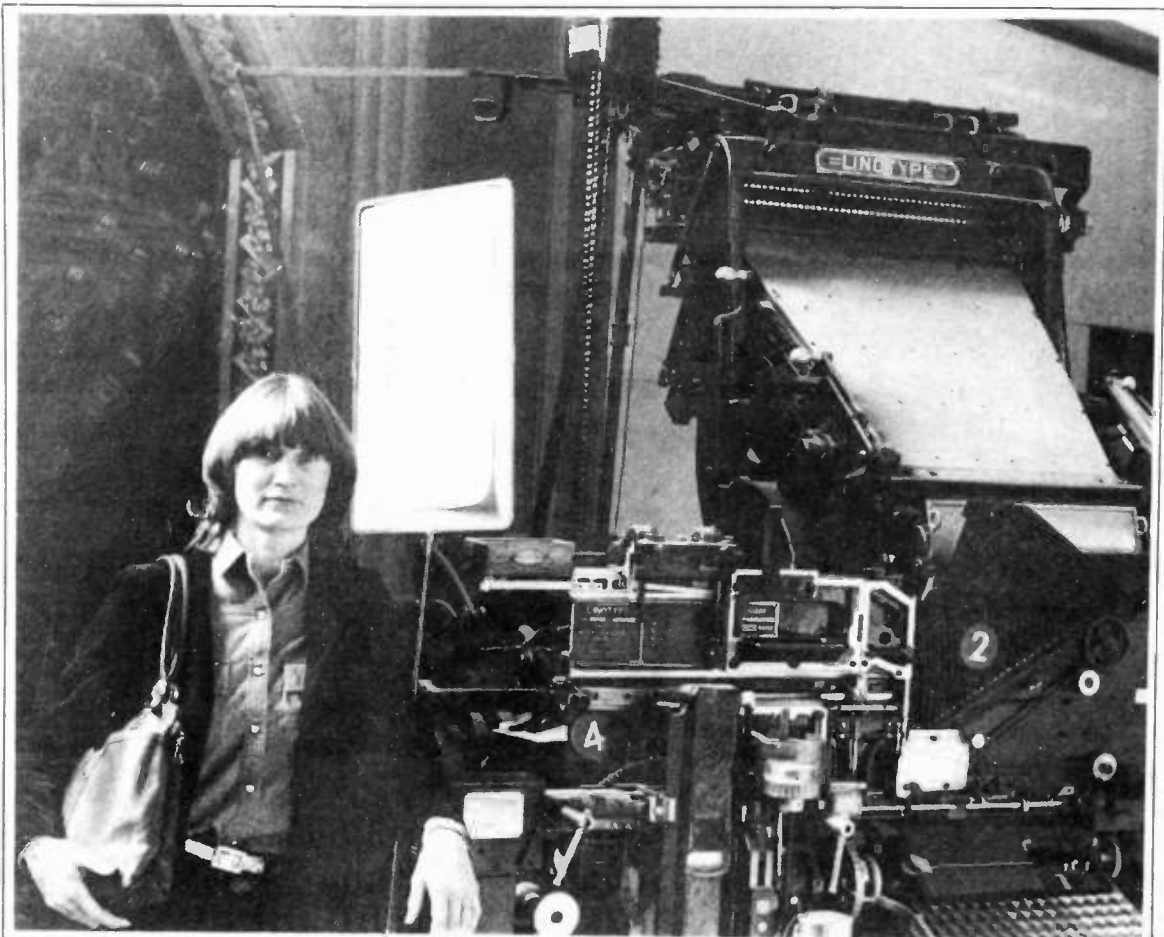


Waylon Jennings

Waylon's first album release of the year, "Music Man," will feature the theme from the "Dukes Of Hazzard" CBS-TV series. Did you know that Waylon sponsors a stock car, complete with Waylon logo, for driver Gary Baker. The car will be making runs in selected NASCAR races this year . . . Kenny Rogers will in fact not be performing at the Jimmie Rodgers Memorial Festival in Meridian, MS, as reported here. Kenny Price and Kenny Dale will be there along with names like Merle Haggard, Moe Bandy, T.G. Sheppard, Freddie Hart and Dave Dudley. The week-long festival is being held May 24-31, and WOKK/Meridian will broadcast all the activities during the week . . . By the way, T.G. Sheppard's "I'll Be Coming Back For More" will be heard on a CBS movie of the week, "Where The Ladies Go" . . . The Bellamy Brothers (Howard & David) just signed a commercial contract with Miller Brewing Co. For the next year and a half they will be featured on the national TV spots for Miller Beer . . . RCA's Sylvia makes her European

television network debut tonight (5-16) on a Bavarian network show, "Country Music." The show reaches nearly 30 million viewers . . . Luciano Pavarotti and Loretta Lynn's duet for ABC-TV's "Omnibus" should be seen next month . . . The fourth annual Radio Reunion Show is set for Westfair, Council Bluffs, IA, August 31, with this year's headliners to include Merle Travis, Jimmy Driftwood, Patsy Montana, and Bob Everhart. Nadine Dreager, Director, invites inquiries to write her at Radio Reunion Show, 8 Gayland Dr., Council Bluffs, IA 51501, (712) 366-1983 . . . The IFCO Show at Fan Fair this year will be hosted by KFDI/Wichita's Jerry Adams and Bob May of KSSS/Colorado Springs . . . Pierre Cossette Productions will do "The 200th Anniversary of Nashville," a two-hour spectacular which, they say, will feature "every living performer who has appeared at the Grand Ole Opry, in conjunction with the Nashville bicentennial celebration and the State of Tennessee. Show will be filmed September 14-19 . . . WSLR/Akron's Jay Drennan is the first air personality selected in WSM's "Deejay of the Month" contest . . . Buck Owens shaved off his beard . . . Ed Bruce recorded a series of 60-second radio spots for Goodyear and Stroh's Beer . . .

CLOSING THEME: In the early 1950's, the name Tom Brennen was a household word in Southern California radio and TV. As a daily airman on the old KXLA/Pasadena (now KRLA), Tom was repeatedly named among the Top Ten "Hillbilly" disc jockeys in America. He was a pioneer local TV commercial man, often bicycling from one television studio to another, day and night, to deliver live commercials for everything from cars to desert real estate. Tom Brennen was one of the greatest natural wits I have ever known. Those who heard him on the radio or knew him personally will readily agree. In 1963, Tom and Joe Nixon joined Dick Schofield (then manager of KFOX/Redondo Beach) in building KVRE/Santa Rosa, CA. Tom and Joe left Los Angeles, moved to Northern California, and operated the station until Tom and wife Arlene moved back to Los Angeles and apartment complex management in the mid-60's. Tom Brennen died recently of cardiac arrest at the age of 63. Those friends of Tom I know will want to drop a note to Arlene Brennen at 320 N. Jackson, Apt. 119, Burbank, CA. He was special.



"GAIL DAVIES MEETS THE PRESS" — Thanks to Warner Country Publicity lady Bonnie Rasmussen for the line and the photo. The shot was taken during a recent promotional trip to Cincinnati.



P/A

POP/ADULT®

Mike Kasabo

Could It Be A Real P/A KLIF Hanger?

Anyone who's spent 20 minutes in radio knows about the legendary Gordon McLendon and his contribution (along with Todd Storz) to Top 40 radio. McLendon's accomplishments during the mid-50's are still talked about today with awe and respect. And the station that fed a nation, KLIF/Dallas, recently saluted rock's radio master with a nostalgic look into the events of days gone by. The three-week special highlighted the history of the station and the city, as McLendon returned to the air recalling anecdotes from the 50's, 60's, and early 70's; he's welcomed home by Operations Manager David Garrison (left). The celebration was judged a huge success, with thousands of responses being recorded over the three-week period, which in turn saw KLIF take on a new direction for the 1980's. Actually, more than a new direction, it was a reaffirmation of what McLendon's KLIF was supposed to be all about.



New Program Director Dean Tyler took the opportunity to explain how the station is positioning itself in the marketplace for the new decade.

R&R: I get the feeling you're going to a Pop/Adult-full-service approach for KLIF again?

DT: It's not completely set yet, mainly because we got bogged down with Gordon's thing, but we have already straightened out most of the music. We took off all that hard rock we felt was chasing away any chance for a mass appeal radio station.

R&R: You've gone to a morning team, I understand?

DT: Yes, Scott & Crunch have been here for two weeks. We got them from WCOL/Columbus, and before that they did mornings at KPOL/Los Angeles. We've also added a new midday man, Phil Redo, plus I'll be moving around some of the other positions and people to best maximize a more adult but still-young approach to the marketplace.

R&R: What other elements are new?

DT: We've greatly expanded our news department plus more service and information features, like traffic and weather, and building our traffic reporter into more of a personality; not that he wasn't, but now we are really going to emphasize that aspect. The morning team does a lot of service and information and phone-ins anyway, so the whole complexion of the morning show will be drastically changed; but we'll still play plenty of music.

R&R: Have you developed any basic kick-off theme for this new direction?

DT: What else? "Come Home To KLIF." We've got a brand new image package that we did with Otis Connor, and it's a real blockbuster. It will be on the air soon.

R&R: Of course it's designed with a more adult approach than the station's image has been recently?

DT: Absolutely! The idea is targeting 30+. We're currently negotiating with network services and the AP satellite, which we plan to have soon. Previously the people here simply had no direction. It was hardly a radio station; it was just on the air. People on the air didn't even know who the sales people were. When Susquehanna Broadcasting took over in January, it wanted to keep the prestigious call letters, which makes sense. But now it's time to build on that, and the recent promotion with McLendon has turned out to be just fantastic . . . great response to it.

R&R: When do you envision KLIF operating on all eight cylinders?

DT: Some time in June. When I walked into this radio station, we had 300 pieces of music that were acceptable. So you can see what a rebuilding process we're going through.

R&R: Can the legendary KLIF again dominate Dallas?

DT: I think it can be a real factor. From a bottom line standpoint I see absolutely no reason why it can't be a very viable radio station. I think that if you say we're going to be number one again, I think that is a little unrealistic given the FM penetration in this market. I'm shooting to take us from 16th, which is where we are now, to a solid 6th. And maybe keep building from there. Desire has been known to defeat heavy odds against you.

Update

FROM THE INSIDE LOOKING OUT: WHAS/Louisville's veteran talk show host Milton Metz pulled off what station officials feel may be a radio first. Last week, the popular nighttime personality got permission to broadcast live from a state prison, interviewing the inmates, who expressed their feelings of confinement. The last half hour was devoted to the warden and his perspective of life behind bars. Listener reaction was so overwhelming that the station is making arrangements to do it again . . . KSL/Salt Lake City has started a new Saturday morning feature called "The Green House" concerning gardening tips. Agricultural specialist John Berg is the host for the 55-minute phone-in show. The program also features expert guests on the subjects of home lawn and general gardening care . . . WRIE/Erie had its softball opener last week, playing a local TV station's staff, and raised hundreds of dollars in the process for charity. The final score was a sizzling 23-22, and that was in extra innings! KPPL/Denver running number one hits from the 70's over the next three weekends; also, key news events will be recreated . . . WORG/Orangeburg broadcast live from a hot air balloon from the "Rose Festival Parade." Staffers didn't get too far, however, because the giant ball was tethered to the ground . . .

WHIZ/Zanesville had listeners get into the spirit of Mother's Day by writing in 25 words or less why their moms should be selected to receive a designer dress, dinner and a movie. Sixteen consolation prizes were also awarded . . . WIBW/Topeka held a weekend "Olympic Sports Fair" in order to benefit the Olympic Training Center. There were 22 events, including softball, tennis, Frisbee, weight lifting, rugby, soccer, etc. 2300 people participated, plus an additional 8000 spectators. Over \$5000 was raised, with the big interest event being the drawing for a \$12,000 Cordoba . . . New Pop/Adult in Las Vegas, KUDO, needs record service badly - contact Operations Manager Jack Blair at (702) 737-7000 . . . The KOY/Phoenix Marauders stormed into town last week for their third annual softball shootout double-header with Motown and Warner Bros. The results turned out to be 3-1 in favor of the record business: Out of four total games (two each with Motown and Warner), KOY managed an initial 7-6 win over the Rambunctious Rabbits, but suffered a 5-0 shutout in the second game. Motown, whose confidence in their chart positioning in Phoenix is unshakeable, swept their doubleheader by scores of 8-7 and 9-6.

Transition

WHY/Schenectady has a new talk show host, Bob Cudmore, who takes over that popular spot replacing Bill Miller, who has left the station. Cudmore comes to the General Electric outlet from a successful stint at WBEC/Pittsfield, MA . . . Scott Henderson joins the staff of KMBZ/Kansas City as personality and Production Director, replacing veteran KMBZ personality Bill Morse, who moves on to company-owned KAAM/Dallas. Henderson has been in the freelance audio/visual area and also had done work with the Frank Magid organization . . . Tim Fox has been promoted to Music Director of WDIF/Marion as well as retaining his midday personality position. Also, Rich Wells joins the station as overnight man from WHNY/McComb, MS . . . Susan Flanegin leaves her Music Director position at WJBO/Baton Rouge and will seek similar employment in St. Louis where her husband has relocated his business affairs . . . The real Peter King has moved on to WHEN/Syracuse as the station's 12mid-6am personality from WDOT/Burlington, VT. The station also has a new midday guy, Joseph Gallagher, who comes from WOKO/Albany, where he held court in the mornings. He replaces Paul Kelly, who went to WHEN's FM sister WONO . . . T.J. Brookes is the new Music Director at KXLS/Butte, MT promoted from in-house. She needs record service from all sources; send them to her attention at Box 3500, zip 59701 . . . Robert W. Conrad assumes the duties of Promotions Director for WDXR/Paducah, KY after a long stint at WYMC/Mayfield in the Bluegrass state. Station PD Mike Brophy will assume Conrad's vacated MD chores . . . WHBC/Canton has a new afternoon personality, Mike Dorn, who replaces Jerry Vincent . . . Larry King keeps adding on to his syndicated base, as KEX/Portland picks up his all-night show . . .

Color

VIVA LA RUIZ!: WQUA/Quad Cities will stage its first annual (and most certainly, last annual as well) "Rosie Ruiz 26.2 Meter Run" next week. Sports fans will recall that last month Ms. Ruiz proved to be a hoax as she joined the world famous Boston Marathon run in the final stages claiming victory, only to be disqualified for her cheating ways. But station Program Director W.W. (World War) Baker found enough humor in this to allow listeners their chance to "rip off" a station-sponsored run in honor of Ms. Ruiz. The fun event will be held to benefit the American Cancer Society, with a lone runner beginning a proper 6.2-mile run. As he approaches the finish line he will be joined 26.2 meters from the end by listeners entering the race. All finishers receive T-shirts saying "First Place - Rosie Ruiz - 26.2 Meter Run." The station has even given those who hate to run a chance to win a shirt by simply mailing in a certain form.

COMPLETE THE PLAY: WIBW/Topeka, flagship for the Kansas City Royals baseball network, is running a promotion called "Royals Replay." The station tapes segments of plays from Royals games and divides them into two parts. The personality will play the first half of the play, with the contestants having to complete the play correctly. Winners receive tickets to the ballpark.

LAST TANGO IN BURBANK: The KMPC/Los Angeles morning team, starring Robert W. Morgan, hosted what was called the "Last Annual Burbank Film Festival." The morning was absolutely full of craziness loosely based on the premiere of a film called "The Attack Of The Killer Tomatoes." Listeners were asked (some say threatened) to participate, as awards were given for Best Tomato Costume and Oldest Living Native of Burbank, to mention a few of the events. The four-hour broadcast featured the past and present mayors of that city, two of the film's actors, and a man probably more associated with Burbank through TV exposure than any other, Gary Owens. The entire morning team was transported to and from the event by limo - a V-8, no doubt!



SPAGHETTI: CHINESE STYLE - WELI/New Haven Program Director Bill Rock is seen here congratulating the winner of the station's recent "Spaghetti Sauce Cook-Off." The gentleman, Carl Chan, had the honor of having his recipe put on the restaurant's menu.

P/A

POP/ADULT®

BREAKERS®

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

ELTON JOHN

Little Jeannie (MCA)

81% of our reporters are on it. P/A stations are welcoming EJ back in a big way. Adds include WQUD, KFOR, WKHM, KGGF, KHOW, WHAS, WBZ, WSGW, WHEN, KFQD, KUGN, KAKZ, WIOD, WHBC, WHAG, WFIR, WCSC. Key moves: 19-13 WSM-FM, 30-24 WWWE, 22-19 WBEN, 28-24 KFMB, 30-25 WORG, 29-24 WPRO, debut 16 WGR, debut 15 KOLO, debut 23 WNEU, debut 25 KWOS, debut 26 WLNH, debut 28 WJBO. Jumps 30-22 on P/A chart.

RUPERT HOLMES

Answering Machine (MCA)

60% of our reporters are on it. Adds include WEBC, KGGF, WWWE, KBAI, KHOW, KLTE, KAKZ, WFIR, WCHV, KNBR, WDBO, WIBW, WQUD. Key moves: 25-15 WOWO, 27-24 WTAR, 37-29 WSGW, 32-26 WHAG, 26-22 WPRO, 25-20 WORG, 28-22 KBLF, debut 14 KOLO, debut 22 KEX, debut 23 WVMT, debut 25 WBEN, debut 28 KSTP. Heavy rotation: WHIO. Jumps 34-26 on P/A chart.

BOB SEGER

Against The Wind (Capitol)

55% of our reporters are on it. Among the Most Added this week — including WBAL, KFQD, KSTP, WHBC, WFIR, WTMJ, KFOR, WQUD, WHAS, WWWE, WIP, KAKZ, WBZ, KNBR, WSGW, WGY, KBAI. Key moves: 20-15 WBEN, 17-8 WSM-FM, 28-24 WOWO, 29-18 KWOS, 26-19 WVMT, 30-27 WJBO, 36-29 KRKO, 26-22 WRIE, debut 16 KOLO, debut 16 KRMG, debut 20 WFYR, debut 24 WNEU, debut 26 WCSC, debut 26 WPRO. Jumps 38-28 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.

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 58/9 add WSLI, WBZ, KFOR, KUKI, WHAM, KOLO, KUGN, WEBC, WFDF. Key moves: 8-4 KRKO, 12-10 WVMT, 18-13 KBAI, 11-9 WLNH, 21-18 WBEN, 31-27 WORG, 27-21 WSGW, 30-25 WQUD. Increased 33-29 on P/A chart.

EDDIE RABBITT "Gone Too Far" (Elektra) 49/4 add KSTP, WHOK, KBAI, WTVN. Key moves: 3-2 WSB, 3-2 KMBZ, 24-19 WHBC, 20-16 WJBO, 22-16 KLTE, debut 18 KRMG, debut 24 WLNH, debut 33 WORG. Increased 31-30 on P/A chart.

DOLLY PARTON "Starting Over Again" (RCA) 52/0. Key moves: 8-5 WYMC, 27-25 WHBC, 29-25 WSGW, 19-16 WQUD, debut 20 WGR. Remains at No. 32 on P/A chart.

B.J. THOMAS "Walkin' On A Cloud" (MCA) 43/3 add WIS, WTAR, WWWE. Key moves: 16-12 WYMC, 27-23 WJBO, debut 30 WPRO. Increased 36-33 on P/A chart.

DANN ROGERS "China" (International Artists) 43/1 add KUKI. Key moves: 13-10 WJBO, 18-11 KOLO, 21-15 KMBZ, 33-30 WSB. Increased 36-34 on P/A chart.

DEBBY BOONE "Are You On The Road To Lovin' Me Again" (WB/Curb) 42/8 add WATR, WKHM, WFTL, WIOD, KOLO, WDBO, KWOS, KOGO. Key moves: 25-21 KFMB, 39-29 WHIZ, 21-16 WIBW, 25-22 WLNH, debut 21 WYMC. Increased 37-35 on P/A chart.

KENNY ROGERS "Love The World Away" (Full Moon/Asylum) 38/13 add

POP/ADULT AIRPLAY / 40

Radio & Records

May 16, 1980

Three Weeks	Two Weeks	Last Week	This Week	
3	1	1	1	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)
5	2	2	2	PAUL DAVIS/Do Right (Bang)
9	5	3	3	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)
16	13	6	4	BETTE MIDLER/The Rose (Atlantic)
21	18	11	10	BARRY MANILOW/I Don't Want To Walk Without You (Arista)
13	9	8	8	ANNE MURRAY/Lucky Me (Capitol)
12	11	7	7	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)
19	14	9	9	AMBROSIA/Biggest Part Of Me (WB)
1	3	4	9	AIR SUPPLY/Lost In Love (Arista)
20	17	12	10	BERNADETTE PETERS/Gee Whiz (MCA)
40	26	17	11	ROBBIE DUPREE/Steal Away (Elektra)
38	31	20	12	MICHAEL JACKSON/She's Out Of My Life (Epic)
10	10	10	13	DIONNE WARWICK/After You (Arista)
—	36	22	14	FRANK SINATRA/Theme From New York, New York (WB/Reprise)
18	16	15	15	JENNIFER WARNES/When The Feeling Comes Around (Arista)
34	25	19	16	NEIL SEDAKA & DARA SEDAKA/Should've Never Let You Go (Elektra)
29	24	18	17	LINDA RONSTADT/Hurt So Bad (Asylum)
2	6	14	18	EAGLES/I Can't Tell You Why (Asylum)
4	4	5	19	CHARLIE DORE/Pilot Of The Airwaves (Island)
6	7	13	20	DR. HOOK/Sexy Eyes (Capitol)
31	28	24	21	PHOTOGLO/We Were Meant To Be Lovers (20th)
—	—	30	22	ELTON JOHN/Little Jeannie (MCA)
35	30	26	23	JAMES LAST BAND/The Seduction (Love Theme) (Polydor)
8	8	16	24	CHRISTOPHER CROSS/Ride Like The Wind (WB)
23	21	21	25	NEIL DIAMOND/The Good Lord Loves You (Columbia)
—	—	34	26	RUPERT HOLMES/Answering Machine (MCA)
15	15	25	27	SPYRO GYRA/Catching The Sun (MCA)
—	—	38	28	BOB SEGER/Against The Wind (Capitol)
—	—	39	29	BRUCE COCKBURN/Wondering Where The Lions Are (Millennium)
36	34	31	30	EDDIE RABBITT/Gone Too Far (Elektra)
11	19	27	31	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
—	—	32	32	DOLLY PARTON/Starting Over Again (RCA)
39	38	36	33	B.J. THOMAS/Walkin' On A Cloud (MCA)
37	35	35	34	DANN ROGERS/China (International Artists)
—	—	37	35	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
7	12	28	36	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
—	—	37	37	KENNY ROGERS/Love The World Away (Full Moon/Asylum)
—	—	40	38	MARY MAGREGOR/Dancin' Like Lovers (RSO)
—	—	40	39	LARRY GATLIN/Taking Somebody With Me When I Fall (Columbia)
—	—	40	40	GORDON LIGHTFOOT/Dream Street Rose (WB)

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

Others Getting Significant Action

PURE PRAIRIE LEAGUE "Let Me Love You Tonight" (Casablanca) 28/25. This week's Most Added — including WIP, WBAL, WSLI, KOGO, WASH, WCBM, WOWO, WGR, WBEN, KFMB, WORG, WPRO, WHEN, WDF, WSIX, WJBO, WCHV.

FLOYD CRAMER "Theme From Dallas" (RCA) 26/5 add WLNH, WIS, KFQD, KUGN, WTAR. Moves: 21-16 WYMC. Hot at KLYD.

CAPTAIN & TENNILLE "Happy Together" (Casablanca) 24/16 adds include WTAR, WSM-FM, WJON, WHBC, WPRO, WRVA, WBAL, WHIO, KRMG, WTMJ, KOY, KGGF.

GLEN CAMPBELL & RITA COOLIDGE "Somethin' Bout You Baby I Like" (Capitol) 24/13 adds include KEX, WSB, WHIO, WIBW, KMPC, WIS, KFQD, WCFR (dp), WSIX, WHIZ, WVMT. Moves: 28-25 WBT.

FIREFALL "Headed For A Fall" (Atlantic) 24/1 add KPPL. Moves: 24-19 WPRO, 34-29 WFIR, 32-29 WORG.

DAN HILL "I Still Reach For You" (Epic) 22/2 add WCHS, WKHM.

SPINNERS "Cupid/I've Loved You For A Long Time" (Atlantic) 20/17 adds include WRVA, KEX, WASH, WGY, WSM-FM, WIP, WREC, WCBM, KRMG, WIOD, WHAG, WRIE. Debuts 27 WBT.

CRYSTAL GAYLE "The Blue Side" (Columbia) 20/6 add WRIE, WYMC, WTMJ, KWOS, WGR, KOY. Moves: 28-24 WIBW, debut 23 KMBZ, debut 29 WBT.

SMOKEY ROBINSON "Let Me Be The Clock" (Tamlam) 19/1 add WSB. Moves: 33-28 WHIZ, 28-22 WWWE.

MANHATTAN TRANSFER "Twilight Zone" (Atlantic) 18/1 add WOWO. Debuts 17 WBZ, debut 29 WPRO.

CAROLE KING "One Fine Day" (Capitol) 17/13 adds include WREC, WWWE, KHOW, WHIO, WSB, KGGF, WSIX, WHBC, WPRO, KOB. Debuts 28 WBT.

PAUL McCARTNEY "Coming Up" (Columbia) 17/3 add KFQD, WVMT, WOWO. Moves: 28-22 KBAI, debut 22 WYMC, debut 23 WCSC.

KOLO, WDF, WWWE, WGR, KLYD, KLTE, WNEU, WORG, KPPL, KSTP, WCWA, WJBO, KSL. Key moves: 22-17 WVMT, debut 20 KMBZ, debut 26 WBEN. Debuts at No. 37 on P/A chart.

MARY MACGREGOR "Dancin' Like Lovers" (RSO) 34/5 add KOGO, WIS, KPPL, WHIZ, WTAR. Key moves: 15-11 WIBW, 28-18 KFMB, 20-15 WYMC, 38-30 WSGW, debut 24 KEX. Debuts at No. 38 on P/A chart.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 33/2 add WREC, WKHM. Key moves: 16-12 KLTE, 32-29 WHBC, 17-14 WJBO, 21-17 WTAR. Increased 40-39 on P/A chart.

GORDON LIGHTFOOT "Dream Street Rose" (WB) 27/6 add WATR, WSLI, WSIX, WCHV, KOLO, WJON. Key moves: 24-20 KFMB, debut 24 WVMT, debut 28 WSB. Debuts at No. 40 on P/A chart.

NICOLETTE LARSON "Dancin' Jones" (WB) 16/2 add WSIX, KMRJ. Moves: 33-30 KBLF.

CHUCK MANGIONE "Fun And Games" (A&M) 14/4 add KRKO, WTMJ, WREC, WRVA. Hot at KGGF.

JOE SUN "Shotgun Rider" (Ovation) 13/2 add WKHM, WCHV.

IMPERIALS "Living Without Your Love" (DaySpring/Word) 12/1 add WRIE.

FRANK WEBER "You Can Come Home To Me" (RCA) 12/1 add KSL.

WHISPERS "Lady" (Solar/RCA) 12/1 add WQUD. Moves: 30-25 WCSC.

DON WILLIAMS "Good Ole Boys Like Me" (MCA) 11/1 add WRVA. Moves: 28-19 KLTE.

BILLY JOEL "It's Still Rock & Roll To Me" (Columbia) 10/7 add WOWO, WCBM, WHEN, WDF, WCFR, WFIR, KRKO. Heavy rotation: WASH.

TERRY WILLIAMS "Blame It On The Night" (International Artists) 10/5 add KGGF, KFOR, WDF, WKHM, KUGN.

JOHN STEWART "(Odin) Spirit Of The Water" (RSO) 10/3 add WPRO, WHBC, KFQD. Moves: 32-28 KBLF, 30-24 KBAI.

IRONHORSE "What's Your Hurry Darlin'" (Scotti Bros.) 10/2 add WCHV, WLNH.

RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 9/3 add WHIO, WHIZ, WCSC. Moves: 14-10 WSM-FM.

RAY PINETTE & OAK "King Of The Hill" (Sky's The Limit/Mercury) 9/1 add WLNH. Moves: 25-21 WPRO, 30-27 WVMT.

WILLIE NELSON "Midnight Rider" (Columbia) 8/3 add WKHM, WHIO, WTAR.

PRETENDERS "Brass In Pocket (I'm Special)" (Sire) 8/2 add WHEN, KLTE (dp).

MATTHEW FISHER "Can't You Feel My Love" (A&M) 8/1 add KMRJ.

LANI HALL "I Don't Want You To Go" (A&M) 7/6 add KGGF, KMBZ, KFOR, KBAI, WSIX, WHBC.

Most Added:

PURE PRAIRIE LEAGUE
Let Me Love You Tonight (Casablanca)
Added at 26% of our reporting stations.

ELTON JOHN
Little Jeannie (MCA)
Added at 23% of our reporting stations.

BOB SEGER
Against The Wind (Capitol)
Added at 22% of our reporting stations.

SPINNERS
Cupid/I've Loved You For A Long Time (Atlantic)
Added at 18% of our reporting stations.

CAPTAIN & TENNILLE
Happy Together (Casablanca)
Added at 17% of our reporting stations.

GLEN CAMPBELL & RITA COOLIDGE
Somethin' Bout You Baby I Like (Capitol)
Added at 14% of our reporting stations.

CAROLE KING
One Fine Day (Capitol)
Added at 14% of our reporting stations.

KENNY ROGERS
Love The World Away (Full Moon/Asylum)
Added at 14% of our reporting stations.

FRANK SINATRA
Theme From New York... (WB/Reprise)
Added at 14% of our reporting stations.

Hottest:

KENNY ROGERS & KIM CARNES
Don't Fall In Love With A Dreamer (UA)
Reported hot at 47% of our stations.

AMBROSIA
Biggest Part Of Me (WB)
Reported hot at 47% of our stations.

BETTE MIDLER
The Rose (Atlantic)
Reported hot at 46% of our stations.

DAN FOGELBERG
Heart Hotels (Full Moon/Epic)
Reported hot at 32% of our stations.

ROBBIE DUPREE
Steal Away (Elektra)
Reported hot at 28% of our stations.

ANDY GIBB & OLIVIA NEWTON-JOHN
I Can't Let Go (RSO)
Reported hot at 27% of our stations.

P/A

REGIONAL ADDS & HOTS

EAST

WBAL/Haltimore
Jock Lacy
Capt. & Tennille
H. Reddy
P.P. League
Phil. Luv Ensemble
M. Cole
B. Seger
(Wind)

WCIQ/Hagerstown
Rick Summers
Spinners
(Cupid/Loved)
Elton
G. Arrell
HOTTEST
K. Rogers &
K. Carnes
A. Murray
M. DAVIS
B. Manilow
Jer. Jackson
Neil & Dara
Sedaka
M. Jackson
(Life)
L. Ronstadt
Ambrosia

WCSH/Portland
Dean Rogers
Ambrosia
D. Hill
HOTTEST
C. Cross
Dr. Hook
Air Supply
C. Dore

WPRO/Providence
Dove McNamee
Spinners
(Cupid/Loved)
Capt. & Tennille
C. King
Flack & Hathaway
(Back)
J. Stewart
P.P. League
HOTTEST
K. Rogers &
K. Carnes
B. Midler
A. GIBB & ONJ
Ambrosia
B. Manilow
M. Jackson
(Life)

WCMB/Harrisburg
Larry Scott
B. Peters
Neil & Dara
Sedaka
F. Sinatra
R. Dupree
D. Fogelberg
Don't Stop
B. Midler
J. Barnes
K. Rogers &
K. Carnes
Ambrosia

WLNH/Laconia
Roger Curtis
B. Seger
(Wind)
J. Last Band
L. Ronstadt
M. Manchester

WVNY/Syracuse
Bob Carlin
J. Last Band
Elton
Pretenders
B. Joel
P.P. League
(Still)

WVNY/New York
Jerry Sullivan
M. Jackson
(Life)
P. DAVIS
J. Last Band
D. Fogelberg
Air Supply
Eagles
Ambrosia

WASH/Washington, DC
Bob Duckman
Spinners
(Cupid/Loved)
P.P. League
Neil & Dara
Sedaka
HOTTEST
Ambrosia
B. Midler
R. Dupree
HOTTEST
M. Jackson
(Life)
Elton
J. Last Band
B. Peters

WATR/Waterbury
Chris Evans
G. Lightfoot
D. Boone
J. Feliciano
HOTTEST
F. Sinatra
D. Rogers
A. GIBB & ONJ
Ambrosia

WVNY/Syracuse
Bob Carlin
J. Last Band
Elton
Pretenders
B. Joel
P.P. League
(Still)

WVNY/New York
Jerry Sullivan
M. Jackson
(Life)
P. DAVIS
J. Last Band
D. Fogelberg
Air Supply
Eagles
Ambrosia

MIDWEST

WKIQ/Bowling Green
John Swan
Elton
Genesis
HOTTEST
Elton
Blondie

WVBC/Canton
Rick Jacobs
B. Seger
(Wind)
Elton
C. King
L. Hall
Capt. & Tennille
J. Stewart
HOTTEST
P. DAVIS
D. Fogelberg
K. Rogers &
K. Carnes
D. Warwick
A. GIBB & ONJ
Ambrosia
Neil & Dara
Sedaka
B. Manilow

WVBC/Duluth
Rick Morgan
B. Cockburn
R. Holmes
(Machine)
B. Seger
(Wind)
F. Sinatra
M. Jackson
(Life)
HOTTEST
Ambrosia

WVBC/Flint
Paul Landino
F. Sinatra
J. Dalton
B. Cockburn
HOTTEST
D. Fogelberg
B. Midler
Ambrosia
R. Dupree
Neil & Dara
Sedaka
B. Peters

WVBC/Grand Rapids
Jim Roberts
T. Williams
B. Joel
(Still)
B. Manilow
P.P. League
HOTTEST
K. Rogers &
K. Carnes
Air Supply
L. Ronstadt
Sproy Gyra
R. Dupree
A. GIBB & ONJ
M. Jackson
(Life)

WVBC/Grand Rapids
Jim Roberts
T. Williams
B. Joel
(Still)
B. Manilow
P.P. League
HOTTEST
K. Rogers &
K. Carnes
Air Supply
L. Ronstadt
Sproy Gyra
R. Dupree
A. GIBB & ONJ
M. Jackson
(Life)

WVBC/Grand Rapids
Jim Roberts
T. Williams
B. Joel
(Still)
B. Manilow
P.P. League
HOTTEST
K. Rogers &
K. Carnes
Air Supply
L. Ronstadt
Sproy Gyra
R. Dupree
A. GIBB & ONJ
M. Jackson
(Life)

WVBC/Grand Rapids
Jim Roberts
T. Williams
B. Joel
(Still)
B. Manilow
P.P. League
HOTTEST
K. Rogers &
K. Carnes
Air Supply
L. Ronstadt
Sproy Gyra
R. Dupree
A. GIBB & ONJ
M. Jackson
(Life)

WEST

KOB/Albuquerque
Paul Douglas
C. King
HOTTEST
C. Dore
D. Fogelberg
B. Midler

KHOU/Denver
Brian Scott
R. Holmes
(Machine)
Elton
R. Smith
M. Jackson
(Life)
HOTTEST
P. DAVIS
K. Rogers &
K. Carnes
B. Midler
B. Peters
A. Murray

KUGM/Eugene
Rick Hubbard
D. Ross & Supremes
B. Cockburn
Elton
T. Williams
F. Cramer
HOTTEST
E. Rabbitt
D. Boone
R. Dupree
M. Jackson
(Life)

KBLF/Red Bluff
Tom Plant
C. King
C. Riva
P. League
HOTTEST
Eagles
K. Rogers &
K. Carnes
D. Fogelberg
Ambrosia
B. Midler
A. Murray
R. Dupree

KRNO/Orlando
Tom Kennington
R. Holmes
(Machine)
D. Boone
HOTTEST
K. Rogers &
K. Carnes
B. Midler
B. Peters
A. Murray

KRNO/Orlando
Tom Kennington
R. Holmes
(Machine)
D. Boone
HOTTEST
K. Rogers &
K. Carnes
B. Midler
B. Peters
A. Murray

KRNO/Orlando
Tom Kennington
R. Holmes
(Machine)
D. Boone
HOTTEST
K. Rogers &
K. Carnes
B. Midler
B. Peters
A. Murray

SOUTH

WSB/Atlanta
C. King
G. Campbell &
R. Coolidge
HOTTEST
P. DAVIS
E. Rabbitt
K. Rogers &
K. Carnes
D. Fogelberg
Neil & Dara
Sedaka

WCHV/Charlottesville
Thomas H. Twine
C. King
P.P. League
R. Holmes
(Machine)
G. Lightfoot
Ironhorse
J. Sun
K. Rogers &
K. Carnes
Ambrosia
R. Dupree
Neil & Dara
Sedaka

WYMC/Mayfield
Robert Conrad
Ray. Goodman
& Brown (Inside)
Brick
RCR
T. James
(Got)
C. Gayle
(Blue)
HOTTEST
K. Rogers &
K. Carnes
F. Cavalliere
(Only)
D. Parton
B. Midler
A. GIBB & ONJ
M. DAVIS
Flack & Hathaway
B.J. Thomas
Ambrosia

WJBO/Baton Rouge
Susan Flanigan
M. Jackson
(Life)
P.P. League
(World)(lp)
HOTTEST
Eagles
Ambrosia
D. Fogelberg
K. Rogers &
K. Carnes
A. Murray
A. GIBB & ONJ

WJBO/Baton Rouge
Susan Flanigan
M. Jackson
(Life)
P.P. League
(World)(lp)
HOTTEST
Eagles
Ambrosia
D. Fogelberg
K. Rogers &
K. Carnes
A. Murray
A. GIBB & ONJ

WSIX/Nashville
Dave Nichols
L. Hall
G. Campbell &
R. Coolidge
C. King
Spinners
(Cupid/Loved)
F. Sinatra
M. Larson
G. Lightfoot
P.P. League
HOTTEST
K. Rogers &
K. Carnes
F. Cavalliere
(Only)
D. Parton
B. Midler
A. GIBB & ONJ
M. DAVIS
Flack & Hathaway
B.J. Thomas
Ambrosia

WDBO/Orlando
Tom Kennington
R. Holmes
(Machine)
D. Boone
HOTTEST
K. Rogers &
K. Carnes
B. Midler
B. Peters
A. Murray

WVTV/Richmond
Dick Grant
Manhattans
C. Mangione
(Fun)
D. Williams
Spinners
(Cupid/Loved)
J. Last Band
F. Sinatra
Capt. & Tennille
HOTTEST
M. Jackson
(Life)

WVTV/Richmond
Dick Grant
Manhattans
C. Mangione
(Fun)
D. Williams
Spinners
(Cupid/Loved)
J. Last Band
F. Sinatra
Capt. & Tennille
HOTTEST
M. Jackson
(Life)

Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

BEACH BOYS (Capitol) "Endless Harmony"
KARLA BONOFF (Columbia) "Restless Nights"
JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants"
GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"
CAPTAIN & TENNILLE (Casablanca) "Deep And Dark" "No Love In The Morning"
JOHN DENVER (RCA) "In My Heart"
NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind"
"The Shelter Of Your Arms" "Stagger Lee"
EAGLES (Asylum) "Sad Cafe"
FIREBALL (Atlantic) "Love That Got Away"
ROBERTA FLACK & DONNY HATHAWAY (Atlantic) "Disguises" "Stay With Me"
FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Ovar & Over" "Storms"
DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind" "Last To Know"
ANDY GIBB (RSO) "After Dark" "Rest Your Love On Me"
RUPERT HOLMES (MCA) "Partners In Crime" "Long Way Home"

BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long Night" "I Don't Want To Be Alone" "You're The One"
LOBO (MCA/Curt) "A Day In The Life Of A Love"
MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The Lovin'"
BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "Where Are They Now" "One Voice"
MARSHALL TUCKER BAND (WB) "Without You"
ANNE MURRAY (Capitol) "You've Got Me To Hold On To" "Nevertheless, I'm In Love With You"
ANNE MURRAY (Full Moon/Asylum) "Could I Have This Dance"
KENNY ROGERS (Full Moon/Asylum) "Love The World Away"
KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery" "Call Me Up"
LINDA RONSTADT (Asylum) "Girls Talk" "Look Out For My Love" "Mad Love"
LINDA RONSTADT & J.D. SOUTHER (Full Moon/Asylum) "Heart Against The Wind"
BOB SEGER (Capitol) "You'll Accompany Me"
FRANK SINATRA (WB/Reprise) "Love Me Tender" "You And Me (We Wanted It All)" "Summer Me, Winter Me"
BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow"
JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"

KABL: 21 Years Of Success



Longevity, when it comes to radio formats, can be as difficult to grasp as the merry-go-round brass ring. But that's not to say it is unheard of, especially in the case of **KABL-AM-FM/San Francisco-Oakland**. On May 1, the station celebrated 21 years as a Beautiful Music force. And by the same token, both the General Manager and Program Director have enjoyed long tenures at the station — President/GM **Bill Clark** marks his 14th year in July, while PD **Dave McKinsey** is on his third round, working from 1959-1961, 1962-1968 and from 1973 until the present.

Purchased by Top 40 pioneer **Gordon McLendon** in 1959, KABL introduced the concept of "Good Music" combined with Top 40 techniques including McLendon's famous "exotics" (unusual, lavish promotions). Then as now, KABL's idea has been to keep alive the romance of the Bay Area as an integral part of the station's image and promotions. In the following interview, Clark and McKinsey discuss the secrets behind KABL's success.

R&R: Tell us about your annual St. Patrick's Day Snake Race.

DM: It started back in 1961 or 1962 as a joke. **Al Hart**, the PD at the time, asked me to come up with something for St. Patrick's Day. So I suggested we race a bunch of snakes across the Golden Gate Bridge. We played around with that on the radio and pretended like we were going to have a race. Then we called it off at the last minute because of the lack of interest and racers, and union interference. Suddenly people started calling, saying, "Hey, why aren't you going to have a race. It sounds like a pretty good idea." The public more or less forced us to have the race.

BC: It started off as a very small thing. We held the race in the street in front of the station. Now it's held in the Crown Zellerbach Plaza. The people crowd around, we have a band, and it's held during lunch. The charities race a snake, and the winning charity receives \$1000 plus comparable air time, which they can use to promote their own charities or resell. Second place is \$500 and \$300 for third plus the air time. In the first Snake Race we had about 12 to 15 entries and now we have to cut it off at about 80 because we just don't have time to race more than that. "Golden Fang" trophies are also awarded to all winners, and the best cheering section is recognized. It's grown and grown until now the media describes it as another San Francisco St. Patrick's tradition.



Bill Clark
President & General Manager

Ringin' SF's Bells

R&R: Do you have any other recurring theme promotions?

BC: We also do the Cable Car Bell-Ringing one. We're into the 12th year now with that. Charities enter a celebrity bell ringer, but the real focus is on the actual gripmen competing for the championship. It's become a tradition here for these guys to do real crazy things with those bells.

DM: Some people were trying to get rid of the cable cars back in the 50's, and KABL jumped in on the other side to help put on the Bell-Ringing promotion in 1959. We didn't do anything with them again until the middle 60's. The thrust then was we would not only help promote it, we would also bring in the public, because it's really tough to ring a cable car bell. If you haven't done it before you'd be surprised how it feels, and getting the rhythm to sound anything like a real gripman is always a challenge.

BC: We wheel a cable car into Union Square, the competitors get in it, and do their number on the bell. The gripmen get a trophy and some sort of prize like a \$1000 wardrobe. As in the Snake Race the charities win the same cash prizes plus the air time. We've gotten a lot of publicity for the cable cars in SF.

These things have not just been self-directed because frankly it's hard to see why anybody, just because we have a cable car bell-ringing promotion, is going to become addicted to listening to KABL radio. It's just a part of the personality of the station. The *Wall Street Journal*, shortly after the station became so successful, ran a front-page article that was headlined, "KABL COURTS SAN FRANCISCO WITH SYRUP, SOPHISTICATION, AND WHIMSY." It really summarized what it was we were doing and have continued to do.

R&R: How many promotions do you average a year?

DM: About ten. Of those ten we might have three that we consider major promotions that we really put a thrust on. The



others are small or short bits we may have on the air for a week or 10 days tops.

BC: It's just a part of the mix and it's part of the personality of the station. We think it keeps us up front not only in the minds of the listeners but in the advertising community. It's something that contributes to the uniqueness of the format and the station. We keep referring to Beautiful Music, but we don't like to be totally categorized in that capacity, because there are a lot of differences between BM presentations, and ours is one of the most unorthodox. We know we violate a lot of rules held sacred by top programmers. All I can say is the bottom line through the years has certainly more than justified it. It's been a very prosperous operation and we think that the promotional aspect of it has been one of the ingredients. It doesn't end there. We try to do a good job in every sense: music, technical aspect, all of our announcers and so forth.

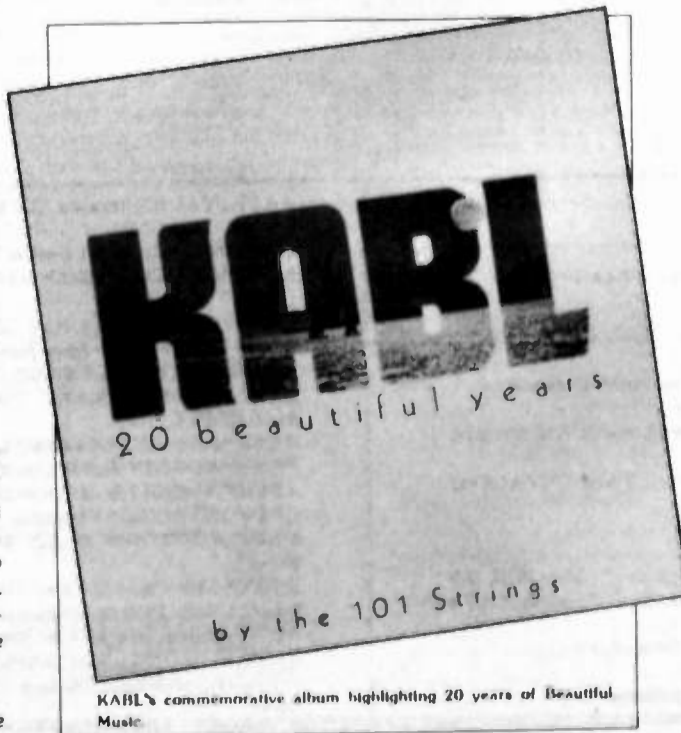
R&R: You celebrated your 20th anniversary last year. Did you do anything unusual for that?

BC: One of the things we did was to create KABL's 20th anniversary album. That album hit the Top 10 album sales charts in the Bay Area. It was quite a success and it proved, among other things, that there is a market for that kind of music which can be tapped, even though the record companies have not focused a lot of attention on it. There may not be sales as great as there are in other areas, but there still is a market for good, basically instrumental music.

DM: With a little promotion that record could go to the top.



Dave McKinsey, PD



KABL's commemorative album highlighting 20 years of Beautiful Music.

Focusing On The Morning Man

R&R: How personally-oriented are your announcers?

BC: One thing that we do quite a bit differently from most Beautiful Music stations is to emphasize our morning personality **Bill Moen**. The other guys are certainly well-known; we get very favorable comments from listeners by mail. But nothing like Moen, because he is the only one we allow to take this kind of approach. We use him as a focal point of our promotions, we run ads in the newspaper with his picture, and he receives a constant stream of mail. In one of our recent promotions our listeners had to write us a letter telling us why they like Oakland. One of the reasons we did this is there has been a tremendous controversy up here whether the Oakland Raiders will move to Los Angeles, so a lot of people have become very defensive about Oakland. We ran this "I Love Oakland" contest, and Bill took 10 winners on this boat trip up the Oakland Estuary, and then for dinner. We have other things like that, where he has hosted groups for stage plays, etc., and he's done guest appearances at charitable events.

R&R: Since KABL subscribes to TM, how much flexibility do you have in adding unprogrammed material?

BC: We use the random-select approach. It's not prepackaged quarter hours. We spend a lot of time talking with TM to give our input as to what should be in. Sometimes we will put music on that is not from the syndicator. This music is inserted into the rotation because we think it should be on and TM doesn't have it programmed. As an example, when **Neil Diamond** and **Barbra Streisand**'s "You Don't Send Me Flowers" became so big, they didn't feel that they should put it on at that time, and we wanted it on right away. I doubt that any of our competitors in the market were playing that; in fact, I'm sure some of them never did. A lot of Beautiful Music stations did not consider that appropriate.



Bill Moen

R&R: What other kinds of media do you use to promote KABL?

BC: We advertise on television, outdoors, in newspapers and to a limited extent in magazines. We use transit practically year round and we use TV in all the rating periods and also around them. Our theme is "Too Beautiful For Words," and the idea is followed through in beautiful views of the Bay Area as seen through the KABL call letters. They are like windows and through them you see a sunset over the city, a skyline, the Golden Gate Bridge in the moonlight, whatever.

R&R: Where do you see Beautiful Music going in the future?

BC: That's a puzzler. I think if it changes too much, it won't be Beautiful Music any more, it will become another form of Adult Contemporary with a little less emphasis on the contemporary and more emphasis on the adult. I think it has a very solid base. One of the things that has happened is that there's been an aging process, whereas the Beautiful Music stations used to be rock-hard 18-49, very solid strength particularly with women. That shifted to 25-54, but then so have the demos that the advertisers want. There seems to be an increasing trend toward reaching older audiences on the part of the advertisers. The format seems to be extremely solid.

— Pam Bellamy and Gail Mitchell

OPPORTUNITIES

Openings

WEBC/Duluth, MN has immediate opening. Tapes and resumes only to Rick Mergan WEBC, 1001 E 9th St., Duluth, MN 55805. EOE M/F (5-18)

Florida's far reaching FM Wizard 99/Ft. Pierce-W. Palm Beach, FL seeks tapes and resumes for future openings. Minority applications encouraged. Send to Scott Fisher, WIZD, Box 99, Ft. Pierce, FL 33450. EOE (5-18)

WSCR Command Broadcasting Group station in Scranton, PA looking for personality jocks for various air shifts. Minimum 2 yrs experience, one-to-one delivery. Also need strong voiced news reporters. Send tapes and resumes to Chris Starr, PD, 1520 N. Keyser Ave., Scranton, PA 18504. No calls please. EOE M/F (5-18)

Black contemporary station seeking full and part-time announcers for future openings. 2 to 3 yrs experience and good production a must. Send tapes and resumes to Gary Outlaw, WKLR, 3225 Arlington Ave., Toledo, OH 43614. EOE M/F (5-18)

Top radio station seeks energetic street reporter/news announcer. Experience and/or college. Tapes and resumes to News Dept., WVOR, Box 40340, Rochester, NY 14604 (5-18)

KUDL-FM/Kansas City, 100,000 watts searching for morning drive air person whose voice and natural delivery will complement his music emphasis. Pop/Adult format. Production skills important. Tapes and resumes to Ross Reagan, Box 758, Shawnee Mission, KS 66202. EOE (5-18)

Southern Oregon's top Rocker KBOY/Medford is looking for top-notch Top 40 morning man and Music Director. Good bucks for right person. Located in the beautiful Rogue Valley. Call Greg Luce at (503) 779-2244 between 3-5pm. EOE M/F (5-18)

Tired of the urban grind? KFMM serving Steamboat Springs, CO is taking applications for future openings. Minorities and women encouraged to apply. Send tapes and resumes to KFMM, Box 66, Oak Creek, CO 80467. Attn: Mark Wyatt. EOE (5-18)

Morning man for Southeast 50KW AM in medium market. Heavy community involvement and good production a must. Tapes and resumes to Radio & Records, 1930 Century Park West, #185, Los Angeles, CA 90067. EOE

WBLI/Long Island, NY sends another jock to the Big Apple. Now we're looking for a pro to handle afternoon drive. Ladies requested, everyone considered. No beginners or screamers please. Tapes and resumes to Bill Terry, 31 W. Main Street, Patchogue, NY 11772. EOE M/F (5-18)

Opening for experienced morning personality. Brand new facility. Excellent compensation for the right person. Only people who are mature but zany, neat in appearance and like working at a winner need apply. Send tape and resume to Gery London, WDWO, Box 903, St. George, SC 29477. EOE M/F (5-18)

WNAM/Neenah, WI has opening for top-notch news-person. Number 1 station past 6 years. Send tape and resume to Bob Beck, WNAM, Box 707, Neenah, WI 54956. EOE M/F (5-18)

WIGY-WJTO accepting tapes and resumes for possible future openings. Send to Steve Rogers, Box 329, Bathe, ME 04530. EOE M/F (5-18)

Mass appeal FM needs morning drive news person immediately. Good delivery and writing ability. Great company to work for. Females encouraged to apply. Tapes and resumes to John Scott WDOO, Box Q102, Daytona Beach, FL 32015. EOE M/F (5-18)

KDVV/Topeka is seeking full-time air talent. Contact Tony Stewart at (913) 234-3444. EOE (5-18)

KSET FM 100,000 watts looking for the best. Two openings. Need top-notch Production Director and a morning announcer who's got his act together. Send tapes and resumes to KSET c/o Chuck Kelli, 4180 N. Mesa, El Paso, TX 79902. EOE M/F (5-18)

WOUR/Central New York's original and best AOR is looking for someone who wants to do mornings as much as I want to stop doing them. No "robo" radio. An active imagination and knowledge of music are a must. Tapes to Tom Starr, WOUR, 288 Genesee St., Utica, NY 13502. EOE (5-18)

Openings

Burkhardt-Abrams-Michaels-Douglas searching for jocks and news talent, all formats, for positions at client stations throughout the country, major markets included. Send tapes and resumes to Burkhardt-Abrams-Michaels-Douglas, 6600 River Chase Circle, Atlanta, GA 30328. EOE M/F (5-18)

Searching for the following people: Special feature reporter West Coast union market, anchor and general assignment spot. Successful News/Talk station. Also PD for new group owned news, sports and information station top 15 markets. Women and minorities encouraged. Tapes and resumes to Carl Cramer, Frank N. Magid & Assoc., 2225 E. Randol Mill Rd., Suite 522, Arlington, TX 76011. (5-18)

KJQ is growing again! We need another natural sounding jock/production person. Top 40 or AOR experience preferred. Tapes to Tom Greenleigh, KJQ, 1506 Gibson Ave., Ogden, UT 84404. EOE M/F (5-18)

WLPL/Baltimore looking for full-time air talent for Top 40 format. No beginners. Rush tapes and resumes to Kris Earl Phillips, WLPL, 6623 Reistertown Rd., Baltimore, MD 21215. No calls please. EOE M/F (5-18)

Personalities and news people needed for future consideration. Send tapes and resumes to Operations Mgr., WWYZ, Box 3322, Hartford, CT 06103. EOE M/F (5-18)

Looking for midday air talent Pop/Adult format. Warm, up-tempo delivery. Must know music. Good money for right person. Contact Operations Mgr., KWSL, Box 1230, Sioux City, IA 51102. EOE (5-18)

KPAC/Southeast Texas's most aggressive news team is looking for reporters. Tapes and resumes to Ted Stecker, 7700 Gulf Way, Port Arthur, TX 77640. EOE M/F (5-18)

High profile Pop/Adult leader seeks qualified personality for possible post-ARB staff addition. 5KW at 540 and serve an area of over 1/2 million. Work in Antebellum Mansion. Beautiful surroundings and equipment. Good benefits. Rich voice. Track record, good production required. Prefer family types. Tapes, resumes, photos and salary needs to Steve Kelly, PD, WDAK, Box 1640, Columbus, GA 31902. No calls please. EOE (5-9)

#1 personality Rocker in mid-Maryland looking for morning personality. Good bucks and lasting job. Tapes and resumes to Gary Michaels, 8403 Charlton Rd., Randallstown, MD 21133. (5-9)

Wanted: Two nighttime personalities for AM/FM Rocker. Northeast medium market. Must have high energy and entertaining personality. Tapes and resumes to Box 101, Litchfield, MA 04350. EOE M/F (5-9)

WPIX-FM will pay #1 bucks for a #1 morning person in the #1 market. Only seasoned pros need apply. Opening is immediate. Tapes and resumes to Chuck Morgan, WPIX-FM, 220 E. 42nd St., New York, NY 10017. No calls. EOE (5-9)

News Director needed for station in college town. Emphasis on delivery. Tapes and resumes to Mark Renier, KXIC, Box 2388, Iowa City, IA 52240. No calls please. EOE M/F (5-9)

We're desperate for a hot-shot Ass't GM/Sales Mgr. #1 station in market of 112,800 (ARB 12+, M/F 6am-12mid). Need someone who wants to move to beautiful area and can turn sales around. Not big money to start, but good potential. You'll get a lot of responsibility so don't apply if that scares you. Send resumes to KNVR-FM, Box 1187, Paradise, CA 95969, or call (916) 895-1197. (5-9)

Wanted Immediately. Educated, entertaining experienced 7pm-12mid personality for Little Rock's #1 rated KOKY-AM. Send tapes and resumes today to Larry O.J., KOKY, 1501 N. University, Little Rock, AR 72207. Experience in R&B helpful. This is an adult approach to the best in R&B and Jazz. No calls please. EOE (5-9)

Creative news personality for Y106 in sunny Orlando. 100,000 watt Pop/Adult. Includes community affairs and production. Integrity, desire, experience and a conversational delivery. We're looking for a stable pro interested in a long term association with a growing company. Women and minorities encouraged. Tapes and resumes to Dick Sollom, Box 7247, Orlando, FL 32854. EOE M/F (5-9)

Openings

KROC-AM-FM/Rochester, MN needs outstanding news person. No beginners. AM is Pop/Adult personality. Rochester's leading news operation. FM is 100,000 watt regional Pop/Adult. Good bucks, great facilities. Tapes, resumes and writing samples to Marc Anderson, 122 S.W. 4th St., Rochester, MN 55901, or call (507) 285-1010. EOE M/F (5-9)

KIKK-AM-FM/Houston looking for news and air personality for future openings. Full-time and part-time. Tapes and resumes to Charlie Ochs, Operations Mgr., 6306 Gulton, Houston, TX 77081. No calls please. EOE M/F (5-9)

KXYL/Brownwood, TX looking for two people. One midday announcer and Sports Director. Also need second person for our news department. Contact Bob Tomlinson, Operations Mgr., (915) 646-3535. EOE M/F (5-9)

KLWW/Cedar Rapids, IA has opening for air talent with some production involved. Tapes and resumes to Wayne Shane, PD, Box 876, Cedar Rapids, IA 52406. EOE (5-9)

WSUN/Tampa-St. Pete has immediate opening for personality-oriented announcer. Experienced only. Tapes and resumes to Gary Kines, Box 761, St. Petersburg, FL 33731. No calls please. EOE (5-9)

Looking for announcer who will also work as Ass't. Production Director. Send tapes and resumes to Bob Denver, KYYY-FM, Box 1738, Bismarck, ND 58501. EOE M/F (5-9)

Sunbelt AOR looking for undiscovered morning crazy. Also accepting tapes for future openings. Send tapes and resumes to Frank Inrien, The Pass, KPAS, 3901 N. Mesa, El Paso, TX 79912. EOE M/F (5-9)

WLBZ/Bangor, ME accepting tapes and resumes for future talent openings. Send to John Marshall, PD, WLBZ, Bangor, ME 04401. EOE M/F (5-9)

Looking for take-charge Pop/Adult PD for one of Wisconsin's most promising small markets. Must be able to work with winning FM. Also be working with a respected broadcast group. This is a total take-charge situation with no titles simply passed around. If you're a winner, we're looking for your tape and resumes. Send to The Jerry Mason Group Inc., 629 Larkdale Ln., Mt. Prospect, IL 60056. No calls please. EOE M/F (5-9)

We need a person with fresh ideas to program our automated FM. Someone who is interested in both Rock and Country. Potential programmer needs minimum of 1 yr experience on-air. Programming or automation experience helpful. Good pay and benefits. Send tapes and resumes and letter indicating examples of fresh ideas to Doc Phillips, K102, Box 818, Laramie, WY 82070. No calls please. EOE M/F (5-9)

Immediate opening for afternoon jock with minimum 2 yrs experience. Personality/Pop/Adult Northern Indiana station. Send tapes and resumes to Allen Strike, WTRC, Box 699, Elkhart, IN 46515. EOE M/F (5-9)

WQIO/Canton, OH looking for a Top 40 jock with good production ability. Send tapes and resumes to Ron Foster, WQIO, Box 9260, Canton, OH 44711. EOE M/F (5-9)

WKYG/Parkersburg-Marietta, modern Country has possible future opening for exceptional air talent and news persons. Tapes and resumes to Jack Randall, WKYG, Box 368, Parkersburg, WV 26101. (5-9)

Immediate opening. KNTB-News/Talk/Bakersfield needs take-charge News Director for seven person staff. Must know news and how to get it. Send tapes, resumes and pictures to Larry Crawford, Operations Mgr., Reliable Broadcasting, Box 1499, Bakersfield, CA 93302. EOE M/F (5-9)

WABB/Mobile on the beautiful Gulf Coast is now accepting tapes and resumes for future openings. Send your best to Jerry King, WABB, Box 2148, Mobile, AL 36601. EOE M/F (5-9)

Openings

WIOV Z93/Kokomo, IN needs experienced copy writer. Contact T. J. Byers, WIOV, Box 2208, Kokomo, IN 46901, or call (317) 453-1212. (5-9)

Opportunity to join the news staff of the leading station in Georgia's second largest metropolitan area. Immediate opening for general assignment reporter with strong voice and delivery. Outstanding benefits and salary requirements to News Director, WBBQ AM/FM, Box 2086, Augusta, GA 30913. EOE M/F (5-9)

KENI/Anchorage is seeking people for future openings on our air staff and within our news department. Minimum 3 yrs experience needed, plus an energetic, adult approach. Females encouraged to apply. Send tapes and resumes to Kent Byus, Box 1160, Anchorage, AK 99501. No calls please. EOE M/F (5-9)

Innovative Stereo FM in East Texas seeks tapes and resumes for future opportunities. Adult Contemporary modern Country-oriented, bright, up-tempo. Prefer 3-4 yrs experience. Beautiful new facilities. Reasonable pay with good growth opportunity. Send to Steve Reed, KYKS, Box 2209, Lufkin, TX 75901. No calls please. EOE M/F (5-9)

Announcer with Top 40, easy listening or AOR experience wanted to narrate a 12-hour program for radio syndication. Send narration tapes to Martin Communications, Box 482, Owings Mills, MD 21117. EOE M/F (5-9)

KFML/Denver accepting tapes and resumes for opening. Must be knowledgeable in music, Rock, Jazz, New Wave, Country Rock. Low pay but much creativity. Format open. Production skills a must. Send tapes and resumes only to Irs Gordon, KFML, 1602 S. Parker Rd., Denver, CO 80231. EOE M/F (5-9)

Production Director: Must be well-versed in all facets of creative production and supervisory/management skills. Experience needed in radio, multi-track equipment to include: 4, 8, 16 and 24-track, and all phases of recording studio operation, mixing, etc. Strong copywriting and creative skills with musical background a must. Only thorough professionals need apply. Send resumes in confidence to Pat Shughnessy, Pres. of the TM Companies, 1349 Regal Row, Dallas, TX 75247. EOE (5-9)

One of the most respected Country stations in America has rare opening in its news department. Looking for journalist who has some idea of what it takes to be authoritative and a personality at the same time. Send tapes, resumes, picture and salary requirements to Jarrett Day, PD, KSO, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (5-9)

WRKK-K99/Birmingham, AL has opening for air personality with AOR background; full-time. Contact Dan Brennan at (205) 870-9900. (5-9)

Lake Tahoe, CA News Director for Pop/Adult leader. Opening for experienced, qualified and aggressive pro. Contact Richard Sands at (916) 544-6471 after 2pm. EOE M/F (5-9)

WFBQ(Q95)/Indianapolis needs a rock 'n' roll animal. Personality AOR talent needed for #1 FM in Indianapolis. Rush tapes to PD, Liz Curtis, WFBQ, 6161 Fall Creek Rd., Indianapolis, IN 46220. Minorities encouraged. (5-9)

KNX-FM/Los Angeles has rare opportunity available for the right on-air personality. California applicants only. Major market experience preferred. Men and women of all races desired. Send tapes and resumes to Mike Sheehy, KNX-FM, 6121 Sunset Blvd., Hollywood, CA 90028. No calls please. (5-9)

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

Industry

JOAN CHASE named Assistant Manager of Membership Services for NARM.

Record

SARAH McMULLEN promoted to National Publicist at RSO Records. CHRISTINE SCHULTZ appointed Associate Director, Marketing Services West Coast for CBS Records.

BEBE EDMONDSON named Field Merchandiser, Dallas regional market for WEA Corporation.

KATHY "ZAK" ZAKEZEWSKI appointed Field Merchandiser, Houston regional market for WEA Corporation.

VAN WYCKOFF named Sales Manager for WEA's Baltimore/DC/Virginia Sales Office.

PAT PURCELL appointed Marketing Coordinator of the Baltimore/DC/Virginia Sales

Office of WEA Corporation.

Radio

ROD DOUGLAS promoted to afternoon newscaster at WOHO/Toledo, OH.

TRICIA TORELLO appointed to sales position at WATR/Waterbury, CT.

JAN A. KOWAL assigned to publicity and promotions for KNIX/Tempe, AZ. DICK WODRICH joins KNIX/Tempe, AZ as Account Executive, from KBBC/Phoenix, AZ.

DAWN L. SANTIAGO joins KNIX/Tempe, AZ as Sales Assistant.

Station Line-Ups

KDES/Palm Springs, CA LINE-UP: 6am-10am Ty Stevens (PD), 10am-3pm Charlie Vincent, 3pm-7pm Jeff Carlin, 7pm-12mid Renee Holmes (MD), 12mid-6am Terry Shea. Weekends: Garry Allen, Larry Scott, Mike Numo.

WJML/Petoskey, MI LINE-UP: 5:30am-10am Nick Scott, 10am-3pm Art Morrison, 3pm-7pm Rob Hazelton, 7pm-12mid Jeff Peterson, 12mid-5:30am Linda Sims. Weekends: John Clark (MD)

OPPORTUNITIES

Openings

Westinghouse Broadcasting looking for highly qualified news people to fill several anchor positions at our stations. Particularly interested in hearing from people with all-News experience. Send tape that includes anchor work, field reporting and live ad-lib situation. Send material to Dave Graves, Dir. of Programming, Group W Radio, 90 Park Ave., New York, NY 10016. No calls please. EOE (5-9)

WLS/Chicago supplied our morning man. Now we seek that same professionalism in the mid-day slot. Can you communicate with our #1 adult audience? Come join a team that's young and talented in the West Texas sunshine. Tapes and resumes to Greg Cole, KBST, Box 1832, Big Spring, TX 79720. EOE M/F (5-9)

Miscellaneous

WECK/Buffalo is now on the air 24 hours and needs Pop/Adult product from all record labels. Please contact Mark Phillips, WECK, 2900 Genesee St., Buffalo, NY 14225 or call (716) 894 1230 (5-18)

WNIL AM sister station of WAOR FM needs record service for new Rhythm & Blues Soul show. We serve the South Bend, Indiana market and need the above service badly. Send to WNIL Box A Niles, MI 49120 (5-18)

Z93/Kokomo, IN would like to hear some ideas from any station who has run a bad race. T. J. Byers, Z93, Box 2208, Kokomo, IN or call collect (317) 453-1212 (5-9)

I'm 18 yrs old and work in a fairly large radio station. Would like to correspond with any other youth that is in radio. Write to Keith Eckhardt, c/o WFAL, Box 849, Fayetteville, NC 28302. (5-9)

WKAN/Kankakee needs Adult Contemporary and Top 40 LP's and singles. WKAN, 6 Dearborn Square, Kankakee, IL 60901. (5-9)

Positions Sought

Recent college grad seeks news or sports position with station having strong commitment to news and information. Experienced, including time as Sports Director in 200,000 market area. Aggressive reporter, good on-air sound, strong play-by-play and excellent writing ability. References. Seek position in Midwest. Write GARY CAMPBELL, 1718 White St., Dubuque, IA 52001, or call (319) 582-8818. (5-18)

I want to pay my dues! Savvy college grad with college radio background wants to be your jock. Will work any format, anyplace, on your terms. For tape and resume write DAVID STEIER 4211 Highland Ave., Brooklyn, NY 11224, or call (212) 878-9645, or (212) 372-1933 after 7pm. (5-18)

Experienced broadcaster seeks position. Play-by-play, air, production, news and sales experience. Single, will relocate. Call MITCH at (212) 376-4664 (5-16)

Dedicated radio newsmen looking for anchor/reporter position in large market or News Directorship in medium market, West or Northwest. Strong on-air, good writing and the know-how to beat the competition on the street. Excellent references. Now employed in top 30 market. Call (415) 573-7294 evenings. (5-18)

News Director/anchor. Killer voice. Available immediately. Medium market News Director or major market anchor. DICK TERLINGEN (312) 327-2531. (5-16)

Major market air-personality looking. Majors and mediums considered. Call (912) 334-5179. (5-18)

Mid-day announcer. Currently working in medium market suburban station. Looking to move up and grow. 3 years commercial experience. Excellent references. Call JIM (607) 433-2213. (5-16)

Major market drive-time personality available. Formerly KXOK/St. Louis, K100/Los Angeles, KCBO/San Diego, KIMN/Denver, KDWB/Minneapolis and WTIC/Hartford. Please call MIKE BUTTS at (817) 382-5789, or (214) 387-1430. (5-16)

Great jock and production combination on the loose and ready to work. Experienced in both Top 40 and AOR but not experienced in being out of work. Call DOMINO today at (915) 582-7505. I'm ready! (5-18)

Dedicated broadcaster with 4 years experience looking for air shift with opportunity for growth. Call MORRY at (513) 831-4857 nights. Will relocate. (5-18)

Uptempo Top 40 communicator (not a screamer) recently all nights at WNHC/New Haven, available for New England only. Good pipes, production, tight board. Medium-large markets. DOC HOLIDAY (203) 488-8637. (5-16)

MIKE MCCARTHY, a creative, funny, intelligent communicative personality, ex-mornings at KOMA, KAKC, KQEO, looking for medium or large market drive time or midday opening with a first class organization. Will also consider medium market programming opportunity. (405) 329-1281. (5-16)

Community-oriented personality looking to become a part of your quality broadcasting station. 3 years commercial, 6 years total, radio experience. Willing to relocate and learn your program. DANA HALL, 1124 G Street, #E, Eureka, CA 95601. Call (707) 443-2022. (5-16)

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All the tricks and techniques of the best... plus a special segment on copywriting! Get "Radio Production Survival"... \$10.00 from MAPS, 23 East Woodcrest, Maple Shade, NJ 08052.

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DROP YOUR PANTS, grab your socks here comes the laughs here comes the yocks. Complimentary snack "LOLA'S LUNCH" 1789 Hemlet Drive, Ypsilanti, Michigan 48197

"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

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Making your classifieds come alive, or getting your goods and services singled out is simple. Only 36 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

Positions Sought

Versatile Talk Host with a year of talk and 3 years of Pop/Adult, contemporary and news including top 10 market experience. If you believe that Talk will be the format of the 80's, let me tell you some of my fresh ideas. I'd like to talk and love to listen. Call RICK at (516) 732-5383. (5-16)

Good Top 40, Pop/Adult PD considering offers. Stable, references. Market size not important if dollars are decent. Call (714) 758-4896 afternoons. (5-16)

Experienced, aggressive PD/air personality with #1 track record. Big on promotion and community involvement. Experienced all formats. Want to program FM Rock or Country. Medium and major markets only. Call (303) 545-7441 evenings. (5-16)

Aggressive news veteran with 5 yrs major market experience is looking for a highly professional news operation. If you have such an operation and need someone with my kind of experience call DIANE at (219) 488-2183. (5-18)

Starving young female type seeking immediate employment. MD experience in research and record retailing. Call (904) 224-1227, or (904) 222-7338 ask for WANDA. (5-16)

Do you know me? Probably not, I'm not one you read about in the trades, but with my humor and friendly likeable manner on the air and 10 yrs experience I've been successful at the stations I've been on. Community-oriented, looking for adult personality station. All this end out of work. Now do you know me? (702) 361-5403. (5-16)

Modern Country programmer, PM drive, production skills. Currently working Utica-Rome market. Looking for good move. Call DAVE ENGLE (315) 831-3941, or (315) 735-7281 nights. (5-16)

25-yr-old female with 1st phone desires medium or major market station. Country or AOR. For tapes and resumes call ROBIN (214) 824-1534. (5-16)

Talented, first phone air personality with 3 yrs AOR experience including music, PD, talk show and public affairs. Hard working and available immediately. For air check call BROCK at (213) 999-3973, or leave message at (516) 482-6427. (5-16)

Positions Sought

Talented woman DJ/news, 3 yrs experience in Country music including MD. Hard worker, dedicated, responsible. Letters of recommendation and references. DEBRA CLAY (602) 327-7203. (5-16)

Small market Country PD with solid 17-yr track record fleeing from oncoming automation. Looking for a live small market PD position but also interested in air work in any size market. Far West only, especially Pacific Northwest. DARREL WILSON (602) 384-4147 after 3pm MST/PDT. (5-18)

Sex... now that I've got your attention, major market minority jock looking for a stable operation in major or semi-major markets only please. Call CHARLIE at (714) 326-1213. (5-16)

Do you know me? No, I'm not an American Express Card commercial. I'm a communicator/producer/writer/programmer/reporter and you've heard my work from coast to coast at WMMR, WASH, WCBM, KABC, KNX, KJOI, KLAC and every market airing Drake-Chenault's "Weekly Top Thirty." Want to hear what I can do for you? Call BETH at (213) 821 7061 (5-18)

California air talent seeks MD/jock position. Interested in programming slot if available. Currently weekends in Fresno market. Contact ANDY TYLER at (209) 625-3218. (5-18)

Somebody out there must need a good DJ! Hot to trot and ready to go. Experienced in all phases of radio. Night club experience. First phone too. Sounds good so far huh? I'm looking for a professional atmosphere in medium market. Will consider all. For more information call BRUCE at (213) 430-8957, or write to BRUCE ARTMAN 1209 1/2 Ocean Ave., Seal Beach, CA 90704 (5-18)

Seeking off-air Operations Manager or Program Director position for Adult Contemporary or Country station. Successful ratings background. Call RON at (314) 343-7834 days. (5-16)

Radio station news department: need an experienced and reliable news person? Call MIKE at (717) 282-3534 6 yrs news experience in medium market. (5-16)

Talented, versatile 8-yr broadcast vet seeks position in Central or Eastern MA. Experienced in news, sports, jockeying, broadcast management and production. Currently employed as afternoon man/MD/Sports Dir. /PD at Adult Contemporary station. Hard worker, conscientious and good. Looking for long-term opportunity at stable, adequately staffed operation without the 20-hour 7-day rat race. Available immediately or August 30th. Use discretion when calling JERRY at (518) 585 2888 after 11am (5-18)

MARK FLEMING formerly of KIQQ(FM100)/Los Angeles seeking new challenge. Call (213) 985-9689 (5-9)

Looking for production or announcer position in the great Northwest. 5 yrs experience. Call PERRY GANT-STAD at (208) 423-6874, or leave message at (208) 423-5726. (5-9)

Young, hard working dedicated Ass't. Engineer looking to move up. Working for 1st. Would work as apprentice with opportunity to become C.E. Knowledge of automation, station equipment, maintenance, studio installation, mart remotes, rules and regulations. Have some T.V. experience (camera & audio). Will do air work (any/mn), production and news. More info upon request. N. SWANN, 506 N. Terrance Ave., Coldwater, OH 45828. (5-9)

Have tape will travel. Recent college grad with 4 yrs experience in college radio looking for first paying job. Call (714) 291-2839. (5-9)

Young, eager to work and learn Rock & Roll jock needs full or part-time position, preferably in California (anywhere in state). Six months training at KIMN/Denver. I can do a good job for you. Give me a chance. Tapes and resumes upon request. Call (303) 773-1296, or write TOM GRANDY, 7212 S. Xenia Circle, Englewood, CO 80112. (5-9)

Positions Sought

College grad with 2 yrs commercial and non-commercial radio experience seeking full-time employment. Very ambitious, eager, hard working and responsible personality. Willing to relocate in your area. Preferably Southeastern U.S. Enjoy Top 40 and Pop/Adult. Any hours. Call MIKE JAMES at (515) 956-8821, or (515) 578-8049. (5-9)

8-yr pro who knows what warmth and one-to-one communication can do for your numbers and what versatile, creative production can do for your billing. Experience as PD, Operations Dir., and consultant. Medium and major market. BILL HILTON (501) 224-1267. (5-9)

Chicago morning pro working top 10 ratings, conversational, incredible craziness. PD qualified. Call (312) 985-9545. (5-9)

I'm presently playing up-tempo Country in the afternoon on a metro Milwaukee station. Would prefer Central or Southern New England Pop/Adult or Top 40. Call KEITH (414) 769-6966. (5-9)

ROB HAGGAR recently KDWB/Minneapolis-St. Paul seeks stable Top 40 or Pop/Adult air shift with production or MD opportunities in major or medium market. Top notch references. Call for tapes and resumes (612) 293-0133. (5-9)

2 yrs experience. Copywriter and automation programmer on 903E Shafer. Some production and air shift experience. 3rd class and B.A. in music. Seattle/Tacoma area. Call JEFF LEAR (307) 672-7421 days, or (307) 672-7396 evenings. (5-9)

Medium market top 30 PD/afternoon drive looking for stable medium market. KEYN/Wichita, KAAY/Little Rock and KTFX/Tulsa. Call MARK WINSTON at (318) 688-0011 after 6pm. (5-9)

Now at one station market. Dues put in. Wanted air shift in medium market. Family man, wants comfortable community. Resume and tape will tell part of my story. Call WAYNE BYERS (315) 363-0820, 511 Broad St., Oneida, NY 13421. (5-9)

Want to relocate immediately. Would like Top 40/Contemporary format. Over 10 yrs experience. PD/MD experience. Will consider any area for the right opportunity and bucks. Aircheck and resume on request. DISC JOCKEY c/o M&S Brokers, Box 701, Frederick, MD 21701, (301) 694-9122. (5-9)

Creative, experienced jock looking for AOR or Top 40 station. Will relocate. Tapes and resumes available. TERRY KELLEY (712) 276-8583. (5-9)

Please consider me if you have an opening for a radio personality. Have medium market MD, remote, promotion, production experience plus more. Call (216) 478-0440 and ask for the gentleman with the ad in R&R. (5-9)


Operations Mgr/PD with track record and heavy numbers wants to take your station from the bottom to the top. Call (315) 622-4027 before 12noon or after 8pm EDT (5-9)

Talented black announcer seeking position in any market. Will travel. 3 1/2 yrs experience in major market. Excellent production work. Please consider. Call mornings at (617) 266-2485. (5-9)

I am looking for an on-air position. Know production traffic and continuity. Ready to move to small/medium market now. Had experience in all positions. Currently working major Los Angeles AM/FM. Call PETER BERNARD, (213) 385-0101. (5-9)

You are at or near the bottom of the peck. You need someone to make you #1. I have experience in most formats, programming, continuity, news, promotion, plus award winning production. What can I do for you? Call JIM PALMER, (309) 888-4016 and find out. (5-9)

Newsreader/announcer with 5 yrs commercial experience seeks employment in or around Los Angeles area. Just completed temporary position with KABC. Call CHERYL BARDOWELL, (213) 787-7974. (5-9)



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