

Radio & Records

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SEPTEMBER 19, 1980

Country Conversions Keep On Coming

KZLA-AM-FM Make Sudden Switch; Schrutt New GM

Stealing some of KHJ's thunder, KZLA-AM-FM/Los Angeles made a fast switch from soft rock to a Country format Saturday (9-13) at midnight, well in advance of KHJ's announced changeover date (R&R 9-5).

Norm Schrutt, former VP/GM at WKBW/Buffalo who was named last week by Capital Cities VP Jim Arcara to replace GM Peter Newell, told R&R, "It was fairly obvious to us that there was not a stereo Country station in Los Angeles. There was a need and we decided to fill it." Newell, who will join Capital Cities' newly-formed cable TV division, said, "It's really amazing that a music form as popular as country has not been represented on the FM dial here. We decided that the growing interest in country music could not be ignored."

KZLA-AM-FM will simulcast for a short period, and will use the same basic programming, with the AM automated and the FM live. Schrutt explained, "We've cut down our commercial commitment drastically; we will play a lot of country music. All the music will be hit country music - we will not take flyers on anything that is not proven. We have a successful Country format in Dallas (at KSCS-FM), but we're not taking our format totally from Texas; we're also considering what the Chicago and New York Country stations are doing and blending it all together."

Schrutt joins KZLA after 17 years at WKBW, starting as a local salesman and rising to VP/GM. He commented, "After all my life in Buffalo and working for only one radio station in my career, I felt I would stay in Buffalo for the rest of my time in the broadcasting industry. I have mixed emotions about leaving Buffalo because of my friends and the radio station; it's strange to wake up and not hear (WKBW morning man) Dan Neaverth in the morning. But I totally agree with the format change, the people here are extremely excited about it, and it's a great challenge for me."

KZLA's changeover featured Chicago's "Only The Beginning" as the last pop record, followed at midnight by Willie Nelson's "Midnight Rider."

Country Goes Into KOMA; Lindahl New PD

KOMA/Oklahoma City, a 50,000-watt Top 40 institution for 22 years, switched to Country Friday (9-12). Station GM Woody Woodard explained to R&R, "We're like any other contemporary radio station in America today. It's a tough old world out there, and we are looking for a format with staying power. I feel country music today has wide acceptance and a great deal of staying power."

Gregg Lindahl has been appointed PD for the new format, coming over from the Music Director position at WDGY/Minneapolis. Woodard added, "Initially we will be making the switch with the existing air staff, because we feel they can do it."

Lindahl told R&R, "We think KEBC is solid in the market, but we do not plan to copy their style. We plan to be different in our approach - smoother delivery and a bit more uptempo. As we did at WDGY, KOMA will do extensive market research to find the hits, and we have planned some heavy promotions. With five Country signals now in the market, the competition is going to be great - we

KOMA/See Page 28

Michaels, Douglas Named Division Presidents At B/A



Lee Michaels

Lee Michaels and Dwight Douglas have been appointed to newly-created presidential positions at the Burkhart-Abrams-Michaels-Douglas Services radio consulting firm. Michaels has been named President of the Superstars Division, the widespread AOR format supervised by the organization; while Douglas becomes President of the Programming Division. Both report to firm President Kent Burkhart and Director Lee Abrams, who remain in those capacities.



Dwight Douglas

Michaels told R&R that the appointment "defines my function with the company. It acknowledges the type of work I do more than it changes what I do." Michaels, who joined the company three years ago, continued, "It gives me the power to coordinate some functions instead of there being four of us on the run saying, 'This has to be done, who'll do it?'"

Douglas, who came to the organization 2½ years ago, commented

DOUGLAS/See Page 28

Radio's Biggest Jackpot: \$1 Million

Two citizens of Cincinnati will become very rich soon, as the nation's most spectacular big-money radio battle heated up this week. Taft's Q102/Cincinnati announced Monday night (9-15) that it will award one listener \$1 million, doubling the \$500,000 ante introduced by new Heftel rocker WYYS(YES-95) three weeks ago (R&R 8-22).

Q102 PD Jim Fox told R&R, "Last night (Monday) at 8pm I went on the air and announced that soon Q102 would begin registration for someone to win one million dollars." Details of the impending contest will be revealed over the next two weeks. Fox also delivered a Taft statement on the subject: "Taft Broadcasting fully intends to maintain its position of leadership in all areas of broadcasting in Cincinnati, and that includes the area of promotion."

"I told the staff we're part of radio history," Fox added. "They're higher than a kite about it." He concluded, "Maybe the population here will go up soon."

BROADCASTERS, CITIZENS' GROUPS GET DAY IN COURT

FCC Holds Deregulation Hearings

In a follow-up to 22,000 individual comments on the FCC's proposed plan to deregulate, two days of hearings were held this week at the FCC, with broadcasters, communications attorneys, and special interest groups discussing their feelings. It was evident that the word "deregulation" still has an aura of mystery surrounding its exact meaning, and for some the term was a misnomer.

Deregulation discussions began two years ago when the FCC asked the Broadcast Bureau, the General Counsel and the Office of Plans & Policy to take a fresh look at the Commission's rules governing commercial radio, FCC Chair-

man Charles Ferris noted in his opening remarks. Specifically, the Commission proposes:

- To remove itself from detailed consideration of the exact amounts of nonentertainment programming to be furnished.
- To change the way stations ascertain the needs and problems of their community.
- To eliminate all commercial time restrictions.
- To eliminate log requirements.

"With all of its other duties, these details are pretty much a waste of time," noted panelist Tom Wall of the Washington communications law firm of Dow, Lohnes, & Albertson. Wall said that he used to believe that nonentertainment guidelines were necessary. On the other hand, both NAB and NRBA are in favor of doing away with specific guidelines, but said something should replace the existing six and eight percent nonentertainment guidelines for FM & AM respectively.

New Set Of Renewal Standards

Areas that will still be monitored carefully are:

- Requirements to abide by the Fairness Doctrine to provide the presentation of diverse views of local importance.
- Employment discrimination and the policing of allegations of program discrimination against protected groups.

• All technical compliances with existing laws.

• All other rules and regulations in the Commission's jurisdiction not specifically outlined in the proposed deregulation.

Besides the obvious, what does the proposed new deregulation mean to a broadcaster? Radio witnesses said a new set of standards must be drafted to evaluate a station's performance in areas of service to the community for renewal. But while deregulation is largely

DEREGULATION/See Page 28

July/August 1980 Advance Arbitron Results

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Average Quarter Hour Shares are Monday-Sunday, 8am-midnight, Metro Survey Area, 12+.
A-ADR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Disco, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

San Francisco Market Stable; KGO, KCBS Lead

KGO (N) retained its longtime lead by scoring a 9.0 to 9.4 gain. Runner-up again was KCBS (N), 5.5 to 5.1. KNBR (PA), and KSOL (B) tied for third, both up from 4.3 to 4.8. KFOG (BM), which held third last book, was down 4.7 to 3.7.

Following KFOG, BM competitor KABL went 2.7 to 2.9, while

SAN FRANCISCO/See Page 28

Philadelphia

KYW, WIP, WMGK Improve

Phillies baseball helped KYW (N) add to its market-leading share, 11.4 to 12.1. Pop/Adult WIP moved 6.6 to 7.3, while WMGK (PA) added a share, 5.7 to 6.9. Black leader WDAS-FM went from 5.5 to 5.9.

The Beautiful Music stations both slipped, with WWSH down 5.7 to

PHILADELPHIA/See Page 28

Detroit, Boston, and Houston appear on Page 28

George Benson Multiplies Your Audience



"LOVE X LOVE"

The Follow-Up Smash From

GEORGE BENSON

Produced by  Quincy Jones

Direction: Ken Fritz/Dennis Turner—Ken Fritz Management



ON WARNER BROS. RECORDS





TAKE ANOTHER PIZZA MY CAR — Responding to popular demand, here's another photo highlight from the KYUU/San Francisco "Most Outrageous" contest. In viewing the picture of giant human cherry about to plunge into a hot fudge sundae (R&R 9-5), many readers were intrigued by the verbal description of the runner-up who baked a pizza all over his car in an auto paint shop and drove it 50 miles from San Jose to San Francisco before serving and sampling a piece hot and fresh from the grille. Well, here it is, a slice of life complete with French loaf on the antenna and a mouth-watering crust of blended Italian cheeses, pepperoni, and delicious flakes of metallic paint and chrome.

WKXW CLAIMS "KICKER" SLOGAN

WRVR's Country Conversion Creates Controversy

Longtime Jazz outlet WRVR/New York's recent switch to a Country format (R&R 9-12) and concurrent application for new calls (WKHK, with the station to be known as "Kick 106 FM") has generated some unexpected controversy. WKXW/Trenton, NJ Program Director Sam Lit told R&R that his station had filed an injunction against WRVR seeking to prohibit the New York outlet from using WKXW's announced slogan ID's (specifically "The Kicker") on the grounds that the two stations share listeners and that WKXW had been using these slogans for the past year. "They're infringing upon our identity," Lit stated.

When contacted by R&R at press time, Viacom National Program Director Bill Figenshu had not re-

WRVR/See Page 28

APPLEGATE, LAMBERT, BUSBY

Casablanca Promotes Three To VP Positions



Bobby Applegate, Jheryl Busby, T.J. Lambert

Casablanca Records has promoted Bobby Applegate, T.J. Lambert, and Jheryl Busby to vice-presidential positions in the label's promotion department.

Applegate moves from Director/Album Promotion to VP/Album Promotion, reporting to Casablanca President Bruce Bird and overseeing AOR promotion efforts. He was previously VP/Album Promotion at Ariola Records, co-owned Pentagram Records, CASABLANCA/See Page 28

ANTICOUNTERFEIT DEVICE FIRST PROJECT

Cornyn Upped To Sr. VP Of WCI Record Group

Stan Cornyn has been promoted to the newly-created position of Senior Vice President of Warner Communications Inc.'s Record Group. A 20-year record industry veteran, Cornyn most recently served as Executive VP for Warner Bros. Records.

In his new post, Cornyn will supervise planning, research and development for WCI's three record companies (Atlantic, Elektra/Asylum, and Warner Bros.), its U.S. distribution organization (WEA Corp.), its foreign records group



Stan Cornyn

CORNYN/See Page 28

LETTER

Pensacola Station Wins With CCC

Dear R&R:

I'm writing in regard to the story that appeared on the front page of R&R's September 5th edition, referring to KHJ adopting a unique format that they feel will revolutionize the country music industry. Country Oriented Rock (COR). We at WOWW-107 believe this format is a valid one and definitely the new format of the 80's.

On March 17 of this year WOWW-107 signed on the air for the first time (formerly WAJB, an automated MOR mix under different ownership). Based on our research of the market and music trends across the country, we came up with a new and exciting format that we call "Cross-Country/Contemporary" or

LETTER/See Page 28

Harris Named WYSP PD

Rick Harris has been named Program Director at WYSP/Philadelphia in the wake of Steve Sutton's resignation (R&R 9-12). Harris had been PD at WKQB/Nashville (and its AM sister, Top 40-formatted WLAC) for the past year and a half, serving as Corporate PD since January 1980, when Lisa Richards assumed the Nashville AOR's programming reins.

Commenting on Harris's appointment, WYSP General Manager Frank Feller said: "I think Rick is probably the best PD in the country right now. I'm absolutely delighted to have him. The station is ready to explode and I think Rick is going to be a part of it."

"I'm from the Philadelphia area originally," Harris told R&R. He added, "I've been a jock in Philly before and it was always one of my big dreams to program in Philadelphia, and WYSP's the station if you're going to program here." Harris denied any future format change for the station, noting, "It'll stay the same but become the number one rocker. That's the difference."

Verdery Joins Bonneville

Dave Verdery, a 19-year Beautiful Music programming veteran, has joined Bonneville Broadcast Consultants in a key sales executive position. Verdery had been Director of Beautiful Music for TM Programming for the past seven years.



Dave Verdery

Bonneville President Marlin Taylor told R&R, "I'm very excited about having Dave aboard. He has already proved to be a terrific addition. He is a very talented and knowledgeable person in the format, and I feel he can contribute much in many areas."

Verdery said, "I'm very pleased to be joining the Bonneville sales force. I feel that Bonneville is the company that is going to satisfy the needs of Beautiful Music stations, as it has in the past. I'm looking for the future success of Beautiful Music, and I believe this is the company where it's going to be."

Verdery added that his initial responsibilities will fall into the sales and marketing areas, with programming possibly involved later on. He began his radio career in 1961 in Texas, becoming PD at KABL/San Francisco in 1968 and serving as National PD for Gordon McLendon's Beautiful Music stations from 1969 to 1973 before joining TM.

Baldrice Named Sr. VP At WFTL

Bob Baldrice has been promoted to Sr. Vice President of WFTL Broadcasting Co., moving up from VP/GM. In his new position he will supervise the activities of WFTL and WEWZ-FM in Ft. Lauderdale.

Baldrice has enjoyed a 34-year broadcasting career, the last ten of which spent at WFTL. He previously worked at WXYZ and WJBK in Detroit.

this week ...

9 kHz SPACING CRITICIZED

An ABC-sponsored engineering study finds plenty to worry about if new stations are added to the present airwaves.

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PLANNING FOR THE QUARTERLY SYSTEM

Part II of a two-part series featuring tips and guidelines for preparing for Arbitron's 1981 Quarterly Measurement surveys.

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KEEPING TABS ON YOUR OUTSIDE RESEARCH

Close supervision and frequent feedback will help a radio station's research study run more smoothly.

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THE JOY OF VICTORY

KYQY("K.JOY")/San Diego tops its market with careful attention to a Beautiful Music sound plus heavy community involvement

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CONTEMPORARY HIT RADIO'S OPENING LINEUP

An all-encompassing term for a complex format, plus the new R&R reporter roster.

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PUBLIC AFFAIRS, BLACK RADIO, AND ELECTION TIME

WLLE/Raleigh GM Paul Ingram discusses the role of the Black radio station in getting out the vote and other election year public affairs considerations.

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NEW WAVE IN WEST COAST AOR

Stations in Phoenix, Seattle, and Long Beach are experimenting with new wave music formats, and the programmers explain how and why.

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THE GRID GAME IN NEBRASKA

KLMS/Lincoln is a recent Pop/Adult convert using PD Gary Klaus's unique airplay grid concept to avoid burning records out.

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Washington Report

ASCERTAINMENT: A RITUALISTIC DANCE?

FCC Commissioners Get Earful On Deregulation

The Commission, given the existence of the deregulation act, "should get rid of those rules and regulations that have no bearing or public impact, thereby providing a stable atmosphere in which the broadcaster will be free to direct his energies to serving the public instead of responding to inquiries and fighting off challenges," said Tom Schattenfield of the Washington communications law firm Arent, Fox, Plotkin & Kitner.

Representing NRBA, Schattenfield's remarks were made during two days of hearings at the FCC this week (9-15, 16) on proposed radio deregulation — elimination of ascertainment and nonentertainment guidelines as well as commercial time restrictions and logging requirements. Chairman Charles Ferris set the tone for the discussions by asking the 17 witnesses to comment on whether:

- The FCC can deregulate under the law as it presently stands.
- There is a gap between marketplace economics and public interest.
- Broadcasters will continue to be good public trustees of their licenses if deregulation is implemented.

NBMC Asks For Special Study

For the most part there existed a wide range of specialized views rather than general industry viewpoints. One of the more articulate and outspoken citizens' group advocates, Kristen Booth Glen of the WNCN Listeners' Guild, criticized the Commission for attempting to form a basis for opinion in only two days of hearings. The FCC lacks the "empirical data to be able to know each marketplace. The Commission has a confused view of consumer wants and public needs," she concluded.

NAB Senior VP/GC Erwin Krasnow applauded the FCC for its "fresh look at broadcasting," while Pluria Marshall of the National Black Media Coalition felt that "deregulation has the potential to destroy Black radio" due to racism and discrimination in the advertising and ratings services, and called on the Commission to do a special study on "the effects of deregulation as it applies to Black radio."

Restructuring Ascertainment

One of the main questions of deregulation is the need for ascertainment interviews. Tom Wall of the law firm Dow, Lohnes & Albertson termed ascertainment "a ritualistic dance" that broadcasters go through just to satisfy their obligations.

While most broadcast panelists were still enthusiastic regarding the results of ascertainment, they argued for a change. They contend that under its present structure, with every broadcaster in each market interviewing the same community leaders, ascertainment homogenizes the problems of the overall community instead of homing in on specific problems as they pertain to a station's particular audience.

However, if deregulation is approved and a broadcaster does not have to hold ascertainment hearings, the citizens' groups asked how radio operators would stay in touch with the marketplace. It was their belief that broadcasters won't take these tasks up on their own.

How Far Can You Trust The Marketplace?

Commissioner Jim Quello suggested that certain stations would not have to perform ascertainment to determine how much public service was needed, depending on their format, if these areas were

One of the great fears expressed by some of the citizen activists was that stations would "go crazy with over-commercialization," which would become a great public disservice. Andy Swartzman of Media Access Project called for a "safety net" to be included in deregulation that would prevent overcommercialization, but Commissioner Quello, a former broadcaster, again pointed to "competitive marketplace pressures" that would generally prevent this from taking place.

Chairman Ferris reasoned that "if a station runs too many commercials they will lose listeners, and the problem will be self-correcting." But Commissioner Abbott Washburn, who dissented on this issue of deregulation, felt, "The public expects the FCC to take a hand in overcommercialization." Father Donald Mathews, S.J., of the Department of Communications of the U.S. Catholic

Conference, expressed great fears about broadcasters' accountability in this area.

This might also complicate and slow down the process of the Commission should the logs need to be examined for a comparative hearing, noted one panelist, who added, "If logs are not kept in an orderly fashion by some prescribed method, how are we to evaluate the success or failure of deregulation in other areas?"

In The Public Service

While all radio stations will still have to comply with the Fairness



FACING OFF ON DEREGULATION — Citizens' groups, communications attorneys, and FCC Commissioners discussed the pros and cons of deregulation during two-day sessions at the Commission. Pictured at top left (l-r) are National Black Media Council head Pluria Marshall, NTIA's John Lyons, and National Citizens' Committee for Broadcasting's Sam Simon; bottom left (l-r) WNCN Listeners' Guild attorney Kristen Booth Glen, NPR's Walde Roseman, and the Dept. of Justice's Carolyn Alden; top center, U.S. Catholic Conference rep Father Donald Mathews and NAB Senior VP/GC Erwin Krasnow; bottom center, Bob Coll, attorney representing ABC; top right, Commissioners Tyrone Brown and Abbott Washburn; bottom right, Commissioners Bob Lee, Charles Ferris, and Jim Quello.

being well taken care of in the marketplace. He also noted, "If you do not know what is going on in the marketplace, you hardly belong in business. Broadcasters are more responsible than we are giving them credit for."

Quello noted that the spirit of deregulation is to allow stations to program what they believe is best for their audiences. Several citizens' group panelists expressed great fear that radio stations would no longer air PSA's, but they were reminded by broadcast representatives that there is no current requirement for these announcements and that they are given by radio as a "service in kind."

How Many Commercials Are Too Many?

Deregulation would lift the restrictions on how many minutes of commercials a station could run per hour. Currently, the NAB Code guidelines generally allow for up to 18 minutes per hour and the FCC concurs.

Logging: Over 18 Million Hours Per Year

The Commission, in an effort to save broadcasters from spending a tremendous amount of time keeping logs in a specified government-approved form, is enter-

ing the possibility of letting broadcasters simplify their log-keeping methods. Logs would still have to be kept for public review, "but is that enough?" argued WNCN attorney Kristen Booth Glen. Stations using their own logging codes will make it hard for someone from a special interest group to examine them to find out if they are performing in the public interest, according to ACLU advocate Charlie Firestone.

Bob Coll of McKenna, Wilkinson & Kittner, who represented ABC, wholeheartedly embraced the Commission's plans for deregulation. He was the first of several panelists to suggest the need for a new set of standards to replace the old guidelines.

Coll reasoned that if a broadcaster followed a new set of standards, "Then the license should be renewed without question... provided of course that everything else is in order." He also suggested that broadcasters not wishing to follow the standards should be allowed to do so, but they would have to "provide and prove service to the community in their own

manner." Coll noted, "The pressures of the marketplace and the competitive sense of responsibility to public service will remain, and things will continue as they do now."

The free spirit concept of each broadcaster deciding what's best for his market was not supported by all. NTIA's John Lyons pointed out that without some form of percentages, "comparative renewals are time-consuming and very hard, and that subjectivity has been tried before and the Commission had to fall back on percentages." He concluded that "quantitative standards are a quick way to determine the amount of service."

Commissioner Anne Jones went further in questioning how the FCC would deal with a petition to deny. "How do we determine if a respectable job is being done without percentage guidelines, logs, and ascertainments?" she asked. It therefore would not be in the public interest to deregulate in these areas, according to MAP's Andy Schwartzman, because it would be "impossible to prove a station should not be renewed."

(However, R&R has learned that a prevailing attitude within the FCC is that programming issues should no longer be an issue at renewal time. One theory is that there are many more stations and therefore the objective of dealing with programming issues in comparative renewal cases for the purpose of promoting "diversity" are no longer necessary. Further thinking is that the only issues that should be discussed at renewal are character issues, EEO, and First Amendment.)

Deregulation: A Question Of Legality?

Commissioner Joe Fogarty strongly argued that deregulation without "running an experiment in a test market" would be overturned in a court appeal. While WNCN's Glen contended a test would be invalid because stations would be on their best behavior, NRBA's Schattenfield and ABC's Coll said that the FCC can legally deregulate if a parallel standard for broadcasters is established. Indeed, NAB's Krasnow suggested that many of the FCC's existing rules and regulations had served the purpose of a "test."

Final Observations On Deregulation

Krasnow further summarized broadcasters' feelings by stating, "We just love to hold onto things because we are familiar and used to them. If they do not make sense, let's get rid of them."

Deregulation could come some time before the new year and will most likely be put into effect without a test, much to the annoyance of some special interest groups who fear extinction, according to one industry observer who witnessed the hearings.

IT'S MAGIC...

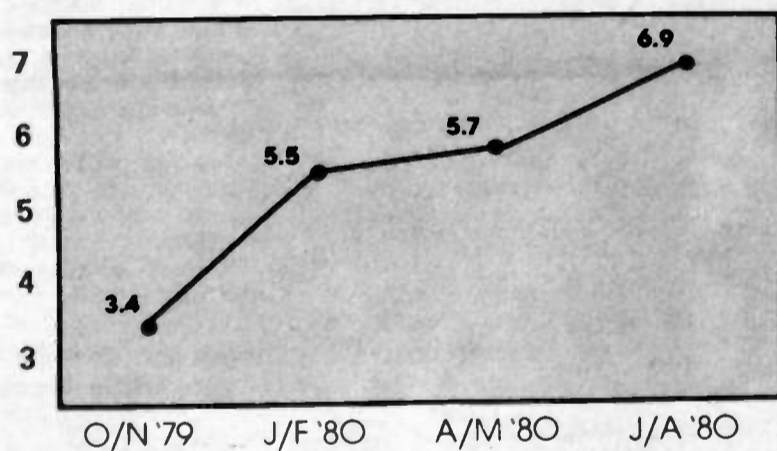
The way the **GREATER MEDIA** stations in Philadelphia and Detroit soared to their best Arbitron 12+ shares ever.

The July/August Arbitron estimates showed **WMGK**, Philadelphia, number three in the market with a 6.9 overall share. **WMJC**, in Detroit, is now ranked second in Motown after scoring a 6.2 in the summer book there.

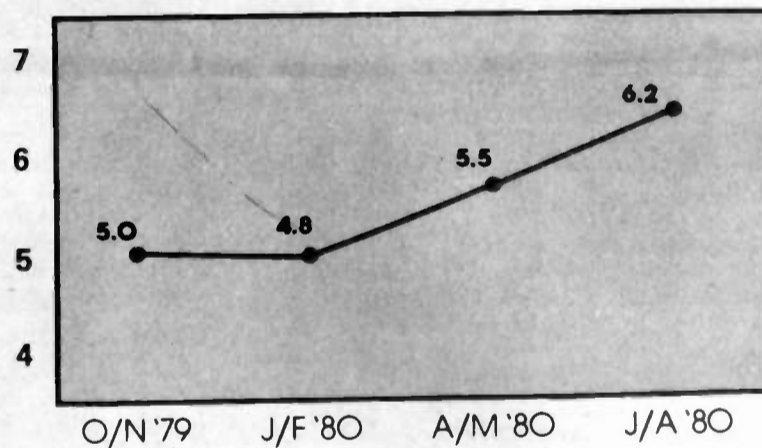
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Arbitron Share Trends

WMGK



WMJC



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100% Minority Broadcast Increase Honored

The NTIA's Minority Telecommunications Development Program hosted a symposium and White House reception Thursday (9-11) in honor of a 100% increase (from 62 to 124) in minority-owned and operated broadcast facilities since the program's onset.

The NTIA program was established by President Carter in January 1978 to coordinate federal efforts with private industry to increase minority ownership.

Program participants included NTIA head Henry Geller, FCC Chairman Charles Ferris, Karen Williams of the Office of Federal Procurement, and NAB Chairman Tom Bolger. Symposium moderator and program organizer was NTIA staffer Darlene Palmer.

FCC regulatory efforts were cited for aiding the increase in minority-owned stations through "tax certificates," a provision gleaned from the Internal Revenue Tax Code by the "father of the proposal," FCC Deputy Broadcast Chief Frank Washington. In addition, Chairman Ferris discussed the "distress sale" policy which permits a station facing a hearing to sell to minority groups at a reduced price. Also, Ferris noted the change in policy that allows new station owners to demonstrate they can financially operate for three months, supplanting a previous

one-year rule.

Another government plan hailed permits loans and loan guarantees for the purchase of broadcast facilities from the Small Business Administration. In addition, the Economic Development Administration and the Farmers' Home Administration, have opened programs for broadcast applicants, awarding a number of loans. For noncommercial broadcasting, NTIA's Public Telecommunications Facilities Program provides "spe-

cial considerations" to proposals with significant participation by minorities and women.

Private industry has pledged approximately \$11 million of the targeted \$15 million to NAB's Minority Fund in tax deductible contributions, allowing private money to lever government funds through the federal Minority Enterprise Small Business Investment Corporations, according to Bolger.

Concluding on a note of humor at the White House reception, President Carter mused, "It's tough to get your message across if you don't have your own broadcasting station, and I have sometimes thought the President should have his own station."



MINORITY TRIBUTE — Pictured at the NTIA White House reception honoring increased minority broadcast ownership are (l-r) Special Asst. to the President Louis Martin, Ambassador Esteban Torres, Special Asst. to the President/Hispanic Affairs; NTIA Minority Telecommunications Development Program Manager Darlene Palmer; Office of Federal Procurement Policy Administrator Karen Hastie Williams; NTIA head Henry Geller; and FCC Chairman Charles Ferris.

FCC: At A Glance

Proposal To Wipe Out Frivolous "Petitions To Deny"

Any resident within a station's service area can file a petition to deny a license renewal. The FCC restated this definition of "standing" last week on a 6 to 1 vote by tossing out a broadcaster petition seeking to force these groups to reveal their true identities by providing details of a group's size, goals, address, names of officers, formation date, and funding. In addition, the request filed by NAB sought to have leaders of groups filing a petition to deny state whether or not they have the full backing of their memberships, thereby eliminating frivolous petitions.

Commissioner Jim Quello, a longtime proponent, was the lone vote in favor of the proposal. "Clearly the establishment of effective rules to weed out the professional troublemakers and opportunists could only serve to enhance the position of legitimate groups," Quello said in his dissenting statement.

The Commission said NAB had not given enough reasons to adopt its idea, and said it will continue to consider abuses on a case-by-case basis. In addition, Metromedia had suggested groups be required to document efforts they took to resolve their differences with individual stations prior to filing a petition to deny.

Spanish Radio Broadcasters Initiate Probe

The Spanish Radio Broadcasters of America (SRBA) has been successful in getting both Congress and the FCC to delve into the activities of the Spanish International Network (SIN), the only full-time Spanish-language TV program service in the country, according to a report by the Washington Star recently.

Seventy-five percent of SIN stock is held by Mexican interests. The Spanish Radio Broadcasters allege that SIN also controls Spanish International Communications Corp., owner of five U.S. television stations. They further allege that SIN is in violation of FCC regulations regarding the ownership of these stations.

Reportedly, FCC Chairman Charles Ferris notified Senator Harrison Schmitt (R-NM) that an investigation had begun earlier this summer, prompted by SRBA allegations.

Commission Blocks KBTA's Sister

KBTA/Batesville, AK has lost its attempt to get a sister FM station for the same market. The FCC awarded the FM to Joe Biard, who along with his wife will be full-time operator of the new FM station. In awarding the new station to Biard, FCC administrative law judge Bryon Harrison noted that KBTA-FM would have served a greater number of listeners than Biard. However, Judge Harrison said he preferred that Batesville have two separate operations rather than give KBTA an FM.

NABOB Challenges NRBA's EEO Petition

The National Association of Black Owned Broadcasters (NABOB) recently filed comments opposing an NRBA petition asking for an inquiry into the Commission's EEO policies. "NRBA made erroneous and unsubstantiated allegations concerning the . . . present policy,"

according to a NABOB report released last week.

Primarily, NABOB attacked NRBA's use of the term "quota system." NABOB contends that the FCC's "guidelines and policies are aimed at remedying the inequities of past industry discrimination."

NRBA Executive VP Abe Voron told R&R that any time there are rigid percentages imposed upon an industry with "chilling effects" if a licensee doesn't live up to them, it constitutes the equivalent of a quota system.

More Time Granted To Study Form 324

The Broadcast Financial Management Association's request to extend the amount of time to file comments relating to the FCC's Form 324 has been okayed. BFMA got a three-week extension until October 9, based on holding discussions at its national conference in mid-September. The inquiry seeks comments regarding financial disclosure of networks and licensees.

AM Stereo Matrix Unveiling Denied

A second Freedom of Information request to take a look at the controversial matrix used to evaluate the various proposed AM stereo systems and supporting data has been denied, it was announced. The FCC's decision was just a delaying maneuver, since the matrix will ultimately be released simultaneously with the further notice of proposed rulemaking on AM stereo voted for on July 31. However, it is still unclear as to when the FCC expects to issue the report.

ALJ's Are Free

FCC Chairman Charles Ferris told members of the Senate's Consumer Subcommittee that "the relationship between the Commission and its administrative judges

FCC Reduced Spacing Proposals Hit

In a letter marked "urgent" to all ABC radio affiliates, Ben Hoberman, President of the ABC Radio Division, released the findings of an engineering study just completed by A.D. Ring & Assoc., a Washington, D.C.-based engineering firm, concerning the Commission's pending AM and FM proposals to increase the number of radio stations. The study revealed that the Commission's proposals would:

- Reduce the size of the service areas of existing stations by reason of interference both inside and outside the normal service area.

- Cause the public a net service loss exceeding any service gain.

- Cause many new radio drops in assignments in smaller markets.

Echoing Hoberman's findings, Bob King, Sr. VP for Capital Cities Communications and NAB TV Board Chairman, criticized the FCC for insisting on more radio and television stations without adequately investigating the technical ramifications.

Commission OK's Government-Industry Group On Limited Basis

Broadcasters hoping to convince the FCC of the necessity of a joint industry-government committee to conduct a giant review of all the various radio technical proposals

— 9 kHz, clear channel, AM stereo, quad, reduced FM spacing, and increased nighttime power for Class IV's — lost their battle last week. The attempt to get FCC technical experts to listen to broadcasters' ideas, however, was won.

The FCC's task force will be restructured into an advisory committee of two subgroups. This will broaden the forum for outsiders' opinions on how the numerous inquiries affect radio spectrum allocations. But other technical matters will be left in the hands of the FCC's own staff, the Commission decided last week.

While broadcasters will have some additional input, both ABC Radio Affiliates and NAB had backed a joint advisory committee with broadcasters having a major role in looking at the interrelationships of the FCC radio inquiries.

from the role of the ALJ. Ferris then noted new procedures established during his tenure:

- A limit on the time allowed for applicants to amend their applications.

- Ending the practice in contested cases of advising applicants of deficiencies in their proposals prior to designation for hearing.

- Streamlining and simplifying procedures for establishing filing deadlines.

- Giving judges responsibility for resolving motions to enlarge, modify, or delete issues.

People

Denver

Van Kyrias named GM at KWBZ, from the GSM position at KFOG/San Francisco. He had been an account exec at KOA/Denver previously.



Cheryl Goepfert

Chicago

Cheryl Goepfert has been appointed GSM at WCFL, coming over from WMAQ-TV across town. She was Retail Sales Manager for WMAQ radio before her TV stint. At the same time, Arne Ramberg was named Local Sales Manager for WCFL, from an account exec position at WMAQ.

Mobile

Richard Yankus was named GM

at WKSJ-AM-FM, coming to Mobile from the GM position at WKTQ/Pittsburgh and other positions in the Nationwide chain.

Charleston, SC

Claire Russell Shaffner named GM at WTMA & WPXI-FM, following John Trenton's resignation to file for station ownership elsewhere. Shaffner had been GSM at WTMA following previous posts at WAYS & WROQ-FM Crosstown.



Alvin King

Las Vegas

Alvin King is the first Executive Director of the Nevada Broadcasters Association. He worked recently at KNUU in town, and was Director of Station Relations for NAB previously.

THE JACKSONS "Lovely One"

KFI add
WXKS add
JB105 add 35
WPGC add 25
KRLY add
Z93 add
Y100 add 33
WOKF add
KEARTH add
WFBR add
WHFM add
WAEB add
Q106 add
K104 add
KFMK add 30

KSFX add
KINT add 24
WTIX add
B97 add
KLAZ add
KXX106 add
WERC add
96X add 30
WAPE add
BJ105 add
CK101 add 34
WBBQ add
FM100 add
WHBQ add
WLAC add

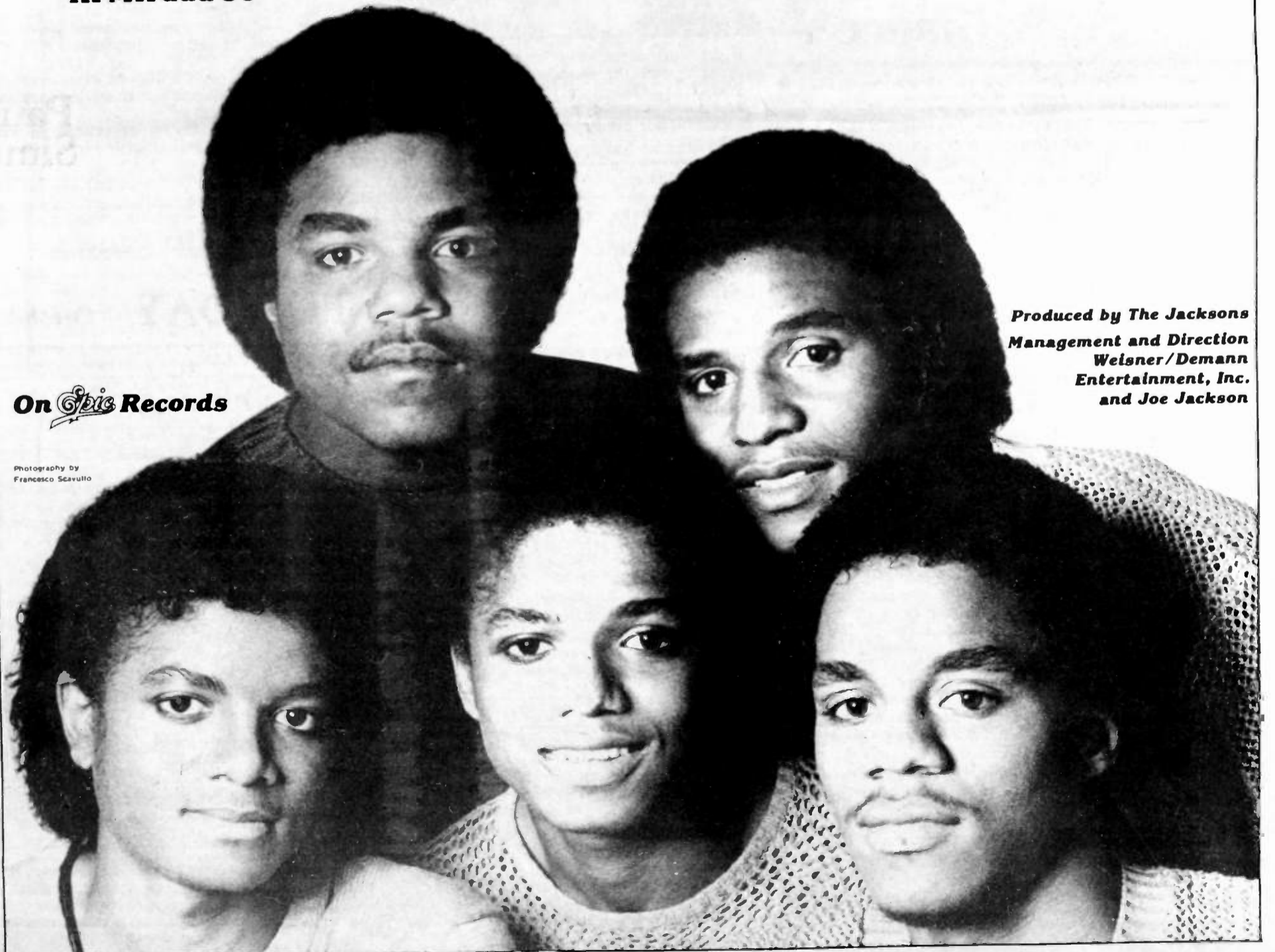
KOPA add
KX104 add
92Q add
WNOX add
WKIX add
WAYS add
WSEZ add
WCSC add
WTMA add
WVLK add
WAKX add
KRAV add
KYNO-FM deb 22
KIDD add
KJRB add

KYSN add 30
K96 add 30
KENO add
KHYT add
WLBZ add
WCIR add
Z102 add 34
WSGA add 32
WISE add
FM99 add
KSEL add
KQIZ-FM add
KVOL add
KDZA add

On *Epis* Records

Photography by
Francesco Scavullo

Produced by The Jacksons
Management and Direction
Weisner/Demann
Entertainment, Inc.
and Joe Jackson





The Greatest

October 5-8, 1980

SUNDAY October 5

12:00 Noon — 9:00PM

- Registration

12:00 Noon — 6:00PM

- Giant Exhibit Area Open

6:30PM —

- Welcoming Cocktail Party & Buffet

8:30PM — 12:00 Mid.

- Individual Format Hospitality Rooms
Contemporary Hit Radio AOR, Country, Beautiful Music, Black, News/Talk, Pop/Adult... Hosted by the R&R editors.
- The Promoters
Examining the complexities of radio promotions
- Last Minute Fine Tuning For The ARB — Jhan Hiber
- Video Theater
Radio's Best TV Spots
- Hospitality Suites

MONDAY October 6

8:00AM — 8:30PM

- Registration Open

10:00AM — 6:00PM

- Exhibit Area Open

9:00AM —

- Welcome to NRBA

Karl Eller
Keynote address



Richard Shiben
FCC Broadcast Bureau Chief



- "America's Lifestyle Trends" — Presentation by Yankelovich, Skelly & White

10:45 — 12:00 Noon

Simultaneous Workshops

- Financial Panel
New Approaches to Buying and Selling Radio Stations
- Sales
Charging into the Future
- Promotion
Best Foot Forward for Sales Promotions
- Engineering
AM Stereo
- Contemporary Hit Radio
Special session
- News/Talk
Special Session
- Beautiful Music
Special session
- Black Radio
Special session

12:30 — 2:30PM

- Luncheon
Golden Radio Award

Guest speakers:

FCC Commissioner
James Quello

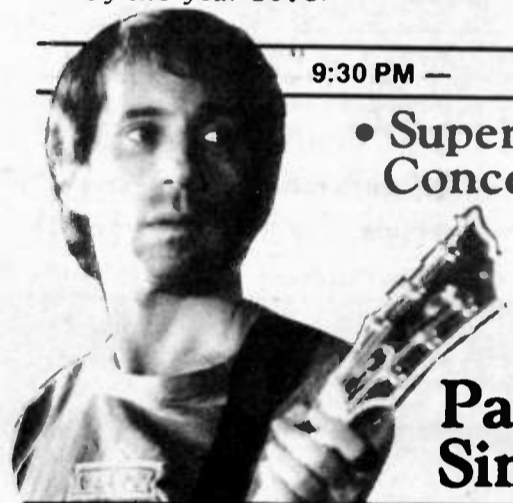
Undersecretary of Commerce
Henry Geller

3:00PM

- Tomorrow Media
A multi-media look at what broadcasting might be like by the year 2076.

9:30 PM —

- Superstar Concert



Paul Simon

After The Show

- Hospitality Suites

TUESDAY October 7

10:00AM — 7:00PM

- Exhibit Area Open

9:00AM — 10:15AM

Simultaneous Workshops

- AOR
Special Session
- Country
Special Session
- Pop/Adult
Special Session
- A Sales Encounter of the Best Kind
- Achieving Goals through Proper Budgeting
- On Air promotions...
What Works Best
- Radio Engineering Encyclopedia Pt.I

10:15 — 10:45

- Coffee Break

10:45 — 12:00 Noon

Simultaneous Workshops

Radio Event Of 1980

Bonaventure Hotel Los Angeles, California

Small Market Idea Exchange
Your Friends in Washington
Radio Engineering Encyclopedia Pt. II
In This Corner! — Repts vs. Nets
vs. Unwired Nets vs. Barter
Video Theater

12:30PM — 3:00PM

Luncheon

Guest speaker
Anne Jones
CC Commissioner

Barbara Mandrell
Entertains



4:00PM — 5:00PM

What's New in Network Radio

- Ratings & Research Clinic
"Coping With Continuous Ratings"
Jhan Hiber & Richard Lutz
- Engineering
Region 2 Meeting and Its Implications
- Retail Sales
The Key to Profit
- Promotion
Putting It All Together

5:00PM — 7:00PM

- Cocktails in Exhibit Area

9:00PM

- Hospitality Suites Open

WEDNESDAY Oct 8

9:00AM — 11:00AM

- Management Information Exchange
A specially designed wrap up session, in an informal shirt sleeves format. Several small discussion groups will be covering all the major management problems, investigating how different managers have solved them in their respective markets.

A New Concept For Individual Format Meetings

Just some of the broadcasters that will be participating in the "Format Hospitality Rooms"

Lee Abrams — Burkhart/Abrams
Jon Anthony — PD WJEZ-FM/Chicago
Lee Armstrong — PD WYON/Chicago
Don Benson — PD Western Cities
Gerry Bledsoe — WWR/Chicago
Calvin Booker — GM WTAN/Gulfport
Amos Brown — GM WTLC/Indianapolis
Kent Burkhart — Burkhart/Abrams
Bob Canada — PD WGH/Norfolk
Todd Chase — PD JB105/Providence
Tom Churchill — President Churchill Productions
Frank Cody — PD KBPI/Denver
Steve Dahl — Alternative Radio Network
Carey Davis — GM WSDR/Sterling
E. Alvin Davis — Consultant
Rob Edwards — Director of Operations KBIQ/Los Angeles
Bill Ford — PD WCXI/Detroit
Bob Hamilton — PD KRTH/Los Angeles
Bill Hennes — PD WMAQ/Chicago
Bob Hughes — PD WASH/Washington D.C.
J.J. Johnson — KDAY/Los Angeles
John Lander — PD 13K/San Diego
Bob Law — PD WWR/Chicago
George Lemich — PD KSL/Salt Lake City
Jim Meddow — VP/GM WBMX/Chicago
Bruce Marr — Operations Mgr. KVI/Seattle
Ken Martin — PD WCOS-FM/Columbia
Wall "Butterball" Martin — PD WILD/Boston
Dan Mason — GM WFMK/Houston
John McGhan — Director of Programming The Source

Mike McVay — PD WAKY & WVEZ/Louisville
Bob Meyrowitz — DIR
Tracy Mitchell — PD KJR/Seattle
Tom Moran — VP Churchill
Mike Owens — VP/GM KNIX-AM-FM/Phoenix
Gary Peters — PD WCC/Portland
Gerry Peterson — PD KFRC/San Francisco
Jeff Pollack — Pollack Communications
Lee Ranson — PD WXCL/Peoria
Bill Rock — PD WELI/New Haven
Gil Rosenwald — VP/Group Operations Mairte
Perry St. John — VP/GM KSO/Des Moines
Ed Salamon — PD WHN/New York
Jim Schulte — President SRP
John Sebastian — PD WCOZ/Boston
Fred Selden — VP/Programming KBGL/Los Angeles
Scott Shannon — PD WPGC/Washington D.C.
Burt Sherwood — VP/GM WMAQ/Chicago
Dave Sholin — National Music Coordinator RKO Radio
Bob Simmons — PD KKSX/Portland
Scott Slade — PD WAYS/Charlotte
Clark Smidt — PD WEEI-FM/Boston
Martin Taylor — President Bonneville
Walt Tiburski — GM WMMR/Cleveland
Charlie Van Dyke — PD WRKO/Boston
George Williams — VP/Programming Southern Broadcasting
Norm Winer — PD WXRT/Chicago
John Young — PD 93/Atlanta
Paul Zullo — DIR

Bold type denotes guests confirmed this week.

Registration Information

RETURN TO: NRBA • 1705 Desales St. NW • Washington, D.C. 20036 • (202) 466-2030

Hotel Reservations

Please Print Or Type

Name(s) & Title(s): _____

Station(s)/Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

FEES *

NRBA MEMBERS	
1st registrant	\$150.00
each add'l. registrant	\$130.00
NON-MEMBERS	
1st registrant	\$190.00
each add'l. registrant	\$170.00
SPOUSES	\$ 50.00



NOTE: Pre-registration deadline is September 25. After September 25, registration will be handled on-site.

* There will be an additional charge of \$25 per person for registrations received after September 1st.

Please use separate forms for each room requested. This form may be duplicated.

Name(s) & Title(s): _____

Station/Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Arrival date: _____

Departure date: _____

Reservations will be held until 6:00pm unless guaranteed by a first-night deposit (payable to hotel) or a credit card.

Credit card type & # _____

Expiration date: _____

** For Guaranteed Reservations Only **

I understand that I am liable for one night's room and tax which will be deducted from my deposit, or billed through my credit card in the event that I do not arrive or cancel on the arrival date indicated.
Signature: _____

Please circle preferred type of accommodation:

	Standard	Medium	Deluxe
Single	\$57	\$67	\$77

Twin (2 beds)	\$69	\$79	\$89
---------------	------	------	------

Double (1 bed; 2 people)	\$69	\$79	\$89
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NOTE: NRBA is processing initial hotel reservations as a convenience to registrants. To change or cancel your hotel reservations, you must do so directly with the Bonaventure Hotel (213) 624-1000.

If rate requested not available, nearest available rate will be assigned.

WHAT'S NEW

Edited by Don Waller

RADIO CALL-OUT SURVEY SYSTEM

RCS Introduces "Sampler"

Radio Computing Services has introduced "Sampler," a call-out survey system designed specifically for radio stations. Used in conjunction with

Digital Equipment Corp.'s "1103" office-size mini-computer (which it can share with its sister system, the RCS "Selector"), the "Sampler" can store

up to 53 surveys of 50 questions and 200 respondents each, up to 1000 titles for all the surveys with two artists and a classification code for each title, and an additional 100 free-content multiple choice questions.

The "Sampler" also keeps a respondent file containing name, age, sex, zip code, and telephone numbers, and can also generate random telephone numbers (given area code and prefixes). Information produced by the "Sampler" allows you to engage in trend analysis, determine top and bottom tested titles, cross-tabulate survey results, construct histograms, and calculate sampling errors and confidence limits.

Software for the "Sampler" costs \$5000, running with the "Selector" on "Selector"'s hardware. Price for the "Sampler" plus hardware is \$20,000 with \$140 per month in maintenance costs to be paid to the manufacturer. The system can also be rented (with hardware) for \$334 monthly plus the \$140 maintenance charge; \$250 per month of the rental fee can be applied toward the system's purchase. For further information contact Andrew Economos at RCS, Two Dean Drive, Tenafly, NJ 07670, (201) 567-3263.

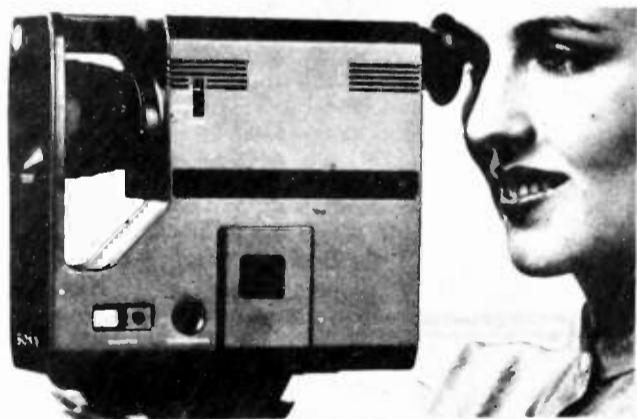
RAB Brochure Spotlights Radio's Selling Points

"Radio—Primary Medium For The Eighties," is the latest brochure from the Radio Advertising Bureau. The 12-page pamphlet highlights a variety of radio's selling points: for example, radio reaches more adults than newspapers or TV by day (86 to 76 to 71 percent, respectively) or by week (95 to 90 to 89 percent, respectively); and reaches almost nine out of 10 adults in-home weekly and 70 percent of adults in-car weekly.

Furthermore, radio leads newspapers and TV in time spent with the medium (adults average three hours and 32 minutes daily with radio), while among target groups like working women, upscale males (incomes of \$25,000 plus per year), adults 18-49, and college students, radio leads in time spent with the medium as well. Radio is also the primary news medium with most adults (52 percent) receiving their morning news first from radio.

In addition, radio is the most cost-efficient medium, with its cost-per-thousand (cpm) increase from 1967 to 1979 rising but 52 percent, compared to TV's cpm increase of 104 percent and newspapers' cpm increasing 113 percent. During this period, the radio audience has steadily increased, growing 66 percent from 1967 to 1979. For further information or copies of the booklet contact the RAB at 485 Lexington Ave., New York, NY 10017, (212) 599-6666, or the organization's branch offices in Chicago, Detroit and Los Angeles.

Sony Debuts Prototype Portable VCR/Camera



Sony Corp. recently introduced a prototype portable VCR/camera combination, which uses 5/16-inch metal tape cassettes. Although not scheduled for consumer availability until 1985, the prototype's advance showing is designed to encourage compatibility among consumer portable VCR manufacturers.

Auto Makers Plan Ad Campaigns For '81

As 6 mpg luxury cars go the way of the horse and wagon, American car makers are once again gearing up for world market competition, striving to prove that 1981 American-made cars will be just as economical as imports (which grabbed the lion's share of the market this year while overall sales dropped 38 percent). Ford Motor Co.'s North American operations car and truck group VP Bennett Bidwell stressed this new approach in his address to the "Automotive News" World Congress in Dearborn, Michigan by proclaiming, "Next year we (the auto industry) don't have to peddle floor mats and hood ornaments for the trunk. We have some real juice."

Chrysler Corp., the company in the worst financial shape with a \$536 million second quarter loss (as compared to Ford's \$478 million slump, General Motors Corp.'s \$412 million slide, and American Motors Corp.'s \$85 million drop), will be spending the most advertising dollars with heavy expenditures on radio and in magazines as they cut back their TV buys. The company will be emphasizing its new slogan, "The American way to beat the pump," while introducing their "K-bodies" (new compacts).

GM is debuting its "J-cars" (subcompacts set for spring introduction to follow their 1980 "X-body" compacts) with their main advertising thrust centering around their "computer command control," a system which automatically meters fuel and emissions in all 1981 GM cars, excluding the Chevrolet "Monza" and Pontiac "Sunbird." Ford will be promoting its new "world" cars, "Escort" and "Lynx"; while AMC, also mileage-conscious, plans to introduce a new model car or Jeep every six months for the next six years (as part of its "6x6" program), all of which will be fuel-efficient.

Cross-Country Balloon Ties In Radio

An ambitious attempt to cross the country for the first time by balloon nonstop is using radio and records to gain attention. John Shoecraft and Ron Ripps plan to launch their 75-foot craft "Super Chicken" from Ocean-side, CA within a few weeks, and a spokesman told R&R that a number of radio stations plan to conduct live interviews with the balloonists along the way via a special hotline. The station list includes KFI/Los Angeles, KJR/Seattle, KBPI/Denver, KSTP/Minneapolis, WLS/Chicago, WHBQ/Memphis, CKLW/Detroit, WABC/New York, and WRKO/Boston. In addition, the daring duo have released an instrumental single produced by Ripps called "Fly, Fly Away."

"Country Love" Syndie Show Available For Radio

"Country Love," a 12-hour syndicated radio special produced by Dallas-based TM, features the music of and interviews with Kenny Rogers, Dolly Parton, Willie Nelson, Tanya Tucker, Johnny Cash, Emmylou Harris, Conway Twitty, Loretta Lynn, Eddy Arnold, Barbara Mandrell, Ray Price, Don Williams, and Eddie Rabbit (among other top country recording artists) dealing with their experiences

in love.

The special, with each hour showcasing a different facet of love, from falling in and falling out to burning desire and the dying flame, will be hosted by Dottie West and Bob Kingsley. For further information contact Neil Sargent at TM at 1349 Regal Row, Dallas, TX 75247, (214) 634-8511.

Georgia Music Week Spotlights Radio-Sponsored Talents

The third annual Georgia Music Week festival is now underway (with events scheduled through September 28) at various locations throughout the state. Highlighting this year's expanded activities are radio-sponsored talent contests, with Atlanta's WQXI and WAOX, Albany's WJAZ, Columbus' WCGQ, Macon's WMAZ, and Rome's WLAQ conducting the events in their home cities.

Georgia Music Week gives everyone a chance to let their hair down by featuring predominantly admission-free public events catering to every musical taste — rock, jazz, country, rhythm & blues, classical, and bluegrass. In addition, the "Georgy" awards will be presented at the Hall of Fame Awards Banquet on September 20 at the Atlanta Hilton Hotel, honoring Georgian performers, non-performers, and deceased persons who have greatly contributed to the state's musical heritage.

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.



9540 Washington Blvd., Culver City, CA 90230

(213) 204-5000




SUPERTRAMP DREAMER

AM 2269



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Bonjour... We take great pleasure in announcing the release of "DREAMER"...The first single from SUPERTRAMP's newest album, PARIS, a live 2-record set recorded on November 29th, 1979, at the Pavillon in Paris... Coming soon from A&M Records & Tapes. 

PRODUCED AND ENGINEERED BY PETER HENDERSON AND RUSSEL POPE.

THE BACK PAGE

BREAKERS

**SUPERTRAMP
Dreamer (A&M)**

60% of our reporters on it. Moves: Up 37, Same 38, Down 0, Adds 28 including WKBW, WIFI, 98KX, Q107, Z93, WOKF, WDRQ, KSLQ, WGCL, WTIC-FM, WFMF, KKXX. See Parallels charts at number 25.

WHAT'S NEW

Talking (And Listening) Machines

Way back in 1969, the idea of machines that could recognize human voice commands was considered by many members of the scientific community to be as unfeasible as schemes to convert water into gasoline. Now, machines that listen (or speak) have a broad variety of applications, ranging from pin-ball machines that gloat over their victories to a credit-card verifier that compares a user stating his or her name to a voice stored in its memory.

Producing machines that talk is easier than producing those that listen. One method of speech synthesis is to tape record individual words or phrases, which can be called up for purposes such as language study.

Another, more efficient, method is to record the words, then digitally code the waveforms so that the computer pulls the stored words from its memory and decodes them. That's the process used by the phone company to tell you what a number has been changed to. (Only the numeral portion of the message is produced by synthesized speech.)

The "Speak & Spell" hand-held spelling teacher from Texas Instruments is another example, containing 200 words (or 256,000 bits of digital data) on a pair of integrated-circuit chips.

A still better method is to store the various sounds that make up human speech in the computer's memory. These bits of speech — the humming sound of an "M," for example — are called "phonemes," and they occur at about 10 per second in normal conversation. Since the English language reduces to a mere 40-60 phonemes, a great deal more information can be stored than by the single word method. These phonemes are also digitally coded, by sampling each individual phoneme at 1/100 of a second. When reassembled and spoken, sentences are understandable, but don't sound human, lacking variations in pitch, stress and timing. To reproduce these requires "text synthesis."

The adjacent photograph depicts a working model of a text synthesizer, developed at Bell Laboratories under the direction of Cecil Coker. The display screen shows a line drawing of a vocal tract (larynx, throat, soft palate, mouth, tongue, lips and nose) that talks. It creates speech from scratch by observing a complex set of rules based upon the human vocal system — originally calculated from X-rays — with such nonelectronic variables as subglottal pressure and vocal-cord tension added into the program.



Amazingly, the machine's vocabulary is Webster's Abridged Dictionary, entirely stored in the computer's memory along with phonetic transcription, stress indications and simple syntax information. The text synthesizer reads directly from a typewriter at about 45 words per minute, which is definitely too slow for automation conscious GM's to replace their air-staff.

However, the Kurzweil company has already produced a \$3650 talking computer terminal for blind computer programmers, while the Telesensory firm has a \$400 talking calculator for the blind, an elevator that announces floors, and will soon debut a \$10,000 reading machine capable of 200 words per minute.

(Next week: machines that listen)

PRO:MOTIONS

Burch Named Dir./Network Ops At Westwood One

Bob Burch has been named Director of Network Operations at Westwood One. Prior to joining the Los Angeles-based radio syndication firm, Burch served as National Program Director of the Century Broadcasting Corp. for 8½ years, having begun his industry career as an air personality at KSHE/St. Louis.

In his new post, Burch will be responsible for the creation of a concert network for live concerts for Country, Pop/Adult, Black, Top 40 and AOR radio stations. These concerts will be distributed via satellite, live network, disc and tape with the programs scheduled to debut in early 1981. Burch will be based at Westwood One's Culver City, CA offices.



Bob Burch

Freed Named Pres. At Almo/Irving; Grace Upped To Pres. At Rondor Music Int'l.

Lance Freed has been promoted to President of Almo/Irving Publishing and Bob Grace upped to President of Rondor Music International Publishing. In their new posts, Freed will supervise A&M Records' publishing division's North American activities with Grace responsible for the remainder of the world.

Freed joined Almo/Irving in 1972 as a professional manager, becoming VP/Creative Activities in 1976. Most recently, he served as Executive VP at the firm for the past two years. Grace likewise joined Rondor Music (London) as General Manager in 1972, assuming the post of Managing Director for the firm in 1977. He will continue in this position in addition to his new activities.

Prior to joining Rondor, Grace worked at Chrysalis Records' publishing arm and United Artists Music, having begun his industry career in promotion with Pye Records. Freed will be based in Los Angeles while Grace will continue to work out of London.

Good Music Agency Opens Nashville Branch

The Minneapolis-based Good Music Agency Inc. has announced the opening of a branch office in Nashville, TN, to be headed by Don Braxley. Prior to joining the Good Music Agency last year, Braxley worked with the Macon, GA-based Paragon Agency for two years. He will be located at 3611 Sperry Ave., Nashville, TN 37215. (615) 383-9156.

Ross Upped To Nat'l Singles Promo Dir. At Chrysalis

Janis Ross has been promoted to National Singles Promotion Director at Chrysalis Records. Most recently National Promotion Manager, Ross will be responsible for all major and secondary market airplay as well as the direction of the label's field and distribution staff.



Janis Ross

Garner Forms Endless Music Promotion Firm

Rusty Garner has announced the formation of Endless Music, a national record promotion and marketing firm, specializing in creating a dance base for pop and R&B records. Garner previously served as Vice President of Promotion for MK Promotions.

Additional members of the newly-formed firm are: Director of East Coast Marketing and Promotion Cathy Jacobson, formerly National Director of Promotion for EarMarc/Casablanca Records; Director of West Coast Marketing and Promotion Jim Hudak, formerly Director of National Disco Promotion for A&M Records, and Director of Special Projects Howard Hollen, formerly Director of West Coast Dance Promotion for MK Promotions and Ariola Records. Endless Music is located at 12854 Landale St., Studio City, CA 91604. (213) 760-1979.

Prouty Upped To Mgr./Broadcast Audio At Dolby Labs

Tim Prouty has been promoted to the newly-created post of Project Manager for Broadcast Audio at the Dolby Laboratories. Most recently heading the firm's Dolby FM program, Prouty served as Chief Engineer at WCCO-FM/Minneapolis, prior to his joining Dolby last year.

In his new post, Prouty will be responsible for all broadcast applications of the professional A-type Dolby noise reduction system, including the introduction of the new Dolby products designed to improve the audio tracks of one-inch C-type VTR's.

Cosmas, Hornfeck Form G&P Records

Nicholas Cosmas and George Hornfeck have announced the formation of G & P Records. Cosmas is a 13-year veteran of London Records, where he served as Controller/Treasurer, and will hold the position of President of the newly-formed firm. Hornfeck, a 16-year London veteran, where he served as Export Manager and Assistant National Sales Manager, will act as Vice President for G & P Records.

Currently in the process of licensing labels, signing acts and acquiring labels, G & P Records may be reached at 539 West 25th St., New York, NY 10001. (212) 675-6060.

Sharp Named Dir./A&R At E/A-Nashville

Martha Sharp has been promoted to Director of A&R for Elektra/Asylum Records-Nashville. Most recently Assistant to E/A Nashville Division VP Jimmy Bowen, Sharp previously served as assistant to Larry Butler at Tree Publishing and United Artists Records in addition to a songwriting career ("Born A Woman," "Come Back When You Grow Up"). She will be based at Elektra/Asylum's Nashville offices.



Martha Sharp

Burns Upped To VP/Branch Dist. At MCA

John Burns has been promoted to Vice President of Branch Distribution for the MCA Distributing Corp. A seven-year veteran of the firm, Burns was most recently Director of National Sales, having previously held Midwest Regional Director and Branch Manager posts.

Humber, Whiteside Form Making Tracks Indie Promo Firm

Eddie Humber and Dede Whiteside have announced the formation of Making Tracks Promotions, an independent promotion firm handling AOR radio exclusively. Humber previously held posts with RCA, Capricorn, and Ariola Records, while Whiteside most recently served as Western AOR Director at Augie Blume and Associates. Making Tracks is located at 5170 Pressley Road, Santa Rosa, CA 95404. (707) 585-2105.

Bogart Forms Lancelot Indie Promo Firm

Lance Bogart has announced the formation of Lancelot Promotions, a multi-formatted independent promotion firm to be based in Los Angeles. Bogart most recently served as Southern California promotion representative for Polygram Distribution Inc., having previously been Northeast and Pacific Northwest promotion for Casablanca Records.

The fledgling firm's initial clients include Millennium and Casablanca Records. Lancelot Promotions is located at 130 North Delfern, Los Angeles, CA 90024. (213) 276-5909.

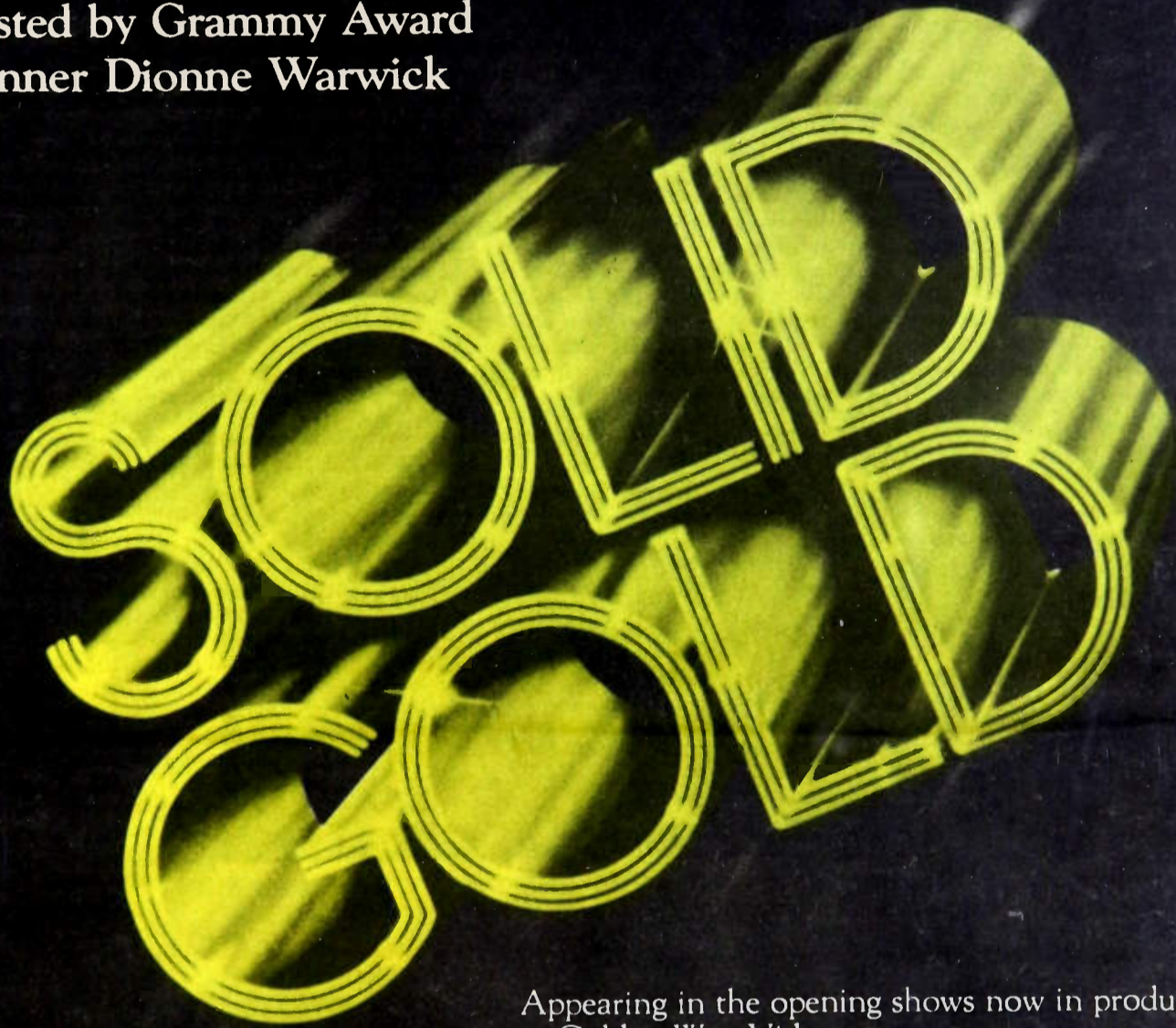


Lance Bogart

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Hosted by Grammy Award
Winner Dionne Warwick



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Steve Allen	Daryl Hall & John Oates
Harry Anderson	Larsen-Feiten Band
Paul Anka	Robert John
Chuck Berry	Johnny Lee
Rocky Burnette	Stephanie Mills
Glen Campbell	Oak Ridge Boys
Irene Cara	Pure Prairie League
The Coasters	Rolling Stones
Marty Cohen	Linda Ronstadt
Natalie Cole	Seals & Croft
Bill Cosby	S.O.S. Band
Christopher Cross	Spinners
Andy Gibb	Rod Stewart
Mickey Gilley	Paul Williams

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SHADOWS AND LIGHT
COME ALIVE WITH
JONI MITCHELL.



BB-704

Joni Mitchell's new album highlights her best-loved and recent work performed with magical spontaneity and improvisation. The live, double-album, **SHADOWS AND LIGHT**, is produced by Joni Mitchell and Henry Lewy and contains the single **"WHY DO FOOLS FALL IN LOVE?"** E-47036

Management: Elliot Roberts.



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ASYLUM RECORDS



As Perry Como used to sing: "Yes, we get letters" (as they sang in Miami during the rioting, "We get loot-ers!"). Dan O'Day dropped me a missive reminding me that in my comments about Rodney Dangerfield several weeks ago I didn't mention Rodney's name before he was Jack Roy . . . Jacob Cohen.

In Rolling Stone, Ben Fong-Torres did a brilliant piece on Rodney, who claims he doesn't know exactly why he was named Rodney Dangerfield. That moniker, I recall from my nostalgia files, was the name of an all-American hero around the turn of the century in fiction, not unlike Frank Merriwell or Jack Armstrong! Incidentally, Ben Fong-Torres is not only one of the Senior Editors of Rolling Stone but a fine deejay as well (Ben was the head of the Gary Owens Fang Club when he was attending Oakland High School).

Someone sent me a clipping re the term disc jockey, which most people in our industry hate. Apparently the two words were coined by Variety in 1937 to describe radio pronouncers who stayed up all night "riding" discs, or records.

Variety has also coined such well known phrases as "Wall Street Lays an Egg" (Black Friday at the start of the Depression), Skies to Gotham (a celeb flying to New York), To Ink Pact (to sign a contract), and Liz Ties Knot for umpteenth time (obviously referring to Elizabeth Barrett Browning's unique ability to tie square knots in a rope with part of her body).

New Syndicated Sillies

Joey Reynolds, one of the reat radio names in Buffalo,

Cleveland, Detroit, Philly, and Gotham, is now doing a weekly syndicated show through Golden West. Joey has always had a quick funny mind and gained his first national attention around 1963 when he was voted the top jock in the country. I was doing a telethon last night in Hollywood and appeared with Jackie Vernon, who commented that he thoroughly enjoyed Joey's timing, sense of comedic questioning, and kveling. Jackie mentioned that he was appearing at a night club playing his trumpet for a group of hitmen, and as he played a great old tune out of the 40's, one of the criminals got a tear in his eye, because the song reminded him of a girl he once killed!

Incidentally, Joey and his wife are expecting a baby, and they plan on naming their child after the 150th station that buys his show!

KRTH's John London and Ron Engelman were recently named the most popular morning radio personalities in L.A., according to a recent contest on "PM Magazine." Although London and Engelman (who are indeed wonderfully bizarre) have only been on the station less than a year, they've captured the aortas of many media folk.



ABC Swamps Competition

ABC made its fourth consecutive Nielsen ratings victory a smashing one, taking the prize for the week ending September 14 by almost four full points. Football and movies contributed heavily to ABC's triumph, with six of the top eight and 12 of the top 20 going to the victorious network. ABC earned a 19.1 average rating, CBS came in second with 15.4, and NBC trailed with 12.7.

The week's easy winner was ABC's Sunday night movie "Women's Room," followed by 2) "Three's Company" (ABC) 3) one of two ABC football broadcasts 4) "That's Incredible" (ABC) 5) "Dallas" (CBS) 6) "Laverne & Shirley" (ABC) in a strong comeback 7) "M*A*S*H" (CBS) 8) "Pearl" Pt. I (ABC Tuesday movie) 9) a tie between CBS's "60 Minutes" and "The Jeffersons."

Country music proved its ratings power once again as NBC's "50 Years Of Country Music" finished 12th, just behind ABC's "Fantasy Island." The remainder of the second ten featured 13) a tie between ABC's "Love Boat" and "Happy Days" 15) "Dukes Of Hazzard" (CBS) 18) President Carter's political message (ABC) 19) the second ABC football game, and 20) "Anatomy Of A Seduction" (CBS Tuesday movie). "WKRP In Cincinnati" continued to suffer in its new Saturday spot, finishing 54th for the week.

MUSIC ON TV: The Cars, who cancelled an earlier "Fridays" appearance at the last minute, are now set for the show's September 19 edition . . . The Commodores will appear on Kenny Rogers's "America" special this fall . . . David Bowie is on "Midnight Special" September 19, as is Paul Simon. Simon also appears on "Solid Gold" during the week of September 26-October 2 (local air dates vary) . . . Dynasty appears on "Soul Train" September 27, while Rick James guests on the same show October 11, also appearing on "Rock Concert" that night . . . Randy Crawford and the Pretenders are featured on "Rock Concert" September 20 . . . Rob Hegel is on "American Bandstand" September 27, with the Spinners guesting on the show September 20 . . . Hilly Michaels and the Scooters are on "Hollywood Heartbeat" September 19 . . . Alabama appears on "American Bandstand" October 18 . . . The Doors will be the subject of a November pay TV special called "A Tribute To Jim Morrison," featuring interview and concert footage and based on the recent Morrison biography "No One Here Gets Out Alive."

VIDEOSCOPE:

AP TO TEST VIDEOTEXT IN DALLAS: The Associated Press will generate business and feature information as part of an upcoming test to determine the technical and consumer acceptance of videotext information delivered by cable television. Joining AP in the project will be Dallas Morning News publisher A.H. Belo Corp., Dallas-based cable TV firm Sammons Communications, and Wall Street Journal publisher Dow Jones & Co. Approximately 200 homes located in the Dallas suburb of Park Cities will take part in the experiment, which (in addition to the material provided by AP) will give viewers access to items gleaned from the Dallas Morning News, business news stock quotations from Dow Jones, and securities data from Merrill Lynch & Co. AP will produce 60,000 words of domestic and foreign news, sports and financial news, consumer information, and feature stories daily for transmission to the Dallas Morning News central computer, where the material will be stored for retrieval by the test home subscribers . . . **CBS PACTS CLASH'S "RUDE BOY" FILM FOR VIDEOCASSETTE RELEASE:** CBS Video Enterprises has signed an agreement with Atlantic Releasing to issue "Rude Boy," an experimental musical feature starring Epic recording artists the Clash, on videocassette in October. Over one hour of live concert footage is contained in the film, produced and directed by Jack Hazan and David Mingay. The film has seen limited U.S. theatrical release to date. Also covered under the agreement are future videocassette releases of Costa Gavras's "Clair de Femme," Bruce Beresford's "The Getting Of Wisdom," Paul Morrissey's "Hound Of The Baskervilles," (starring Peter Cook and Dudley Moore), and "Loose Shoes," which stars Bill Murray and Howard Hesseman . . .

ERR WAVES

BY BOBBY OCEAN



5

YEARS AGO TODAY

Radio & Records

- ★ WOOK / WASHINGTON, D.C. LOSES LICENSE — Alleged false advertising causes FCC action.
- ★ WCOZ / BOSTON GOES AOR — Clark Smltd named PD.
- ★ AVCO SELLS RECORD COMPANY, PUTS RADIO HOLDINGS ON BLOCK — KYA / San Francisco, WLW / Cincinnati, WRTH / Wood River, IL to be sold.
- ★ NUMBER ONE FIVE YEARS AGO: "Fame" — David Bowle (RCA)
- ★ NUMBER ONE COUNTRY: "Blue Eyes Crying In The Rain" — Willie Nelson (Columbia)
- ★ NUMBER ONE LP: "Win Lose Or Draw" — Allman Brothers (Capricorn)

A NEW SIDE OF SHAUN CASSIDY



"REBEL, REBEL"

PRODUCED AND ENGINEERED BY
TODD RUNDGREN



CURB
RECORDS

ON WARNER/CURB RECORDS



STREET TALK

Street Talk has learned exclusively that Geffen Records is about to announce its next major signing. All the speculation will end when Elton John officially joins the new Geffen label within the week.

Speaking of Elton . . . he performed a free concert in New York's Central Park last weekend for 300,000 adoring fans. The remarkable thing about the free gathering is that the concertgoers left the park almost immaculate! According to reports in the New York papers, the crowd picked up all their own trash and the Parks & Recreation Department spent less than \$1000 in overtime cleaning up after the giant audience, which is pretty amazing.

Rumors continue to fly around Chicago as to just how contemporary WCFL's new music format will be. Speculation is that WCFL's former Top 40 incarnation may return. We picked up that WPGC/Washington's Don Geronimo had been offered PM-drive for the new WCFL, which should only fuel the renewed WLS/WCFL battle stories.

Two very professional record executives are on the loose this week, both formerly of MCA. Margo Knesz and Beth Rosengard have exited Universal City and should announce future plans shortly. Look for Margo to return to her first love, New York City.

What radio network is about to announce a new 12-5am personality hosted music program? We should have details on this one by next week, along with some other announcements by that same network.

Street Talk congratulations to R&R's own AOR Editor Jeff Gelb and his new bride Terry Gladstone. The couple were married September 7 in Los Angeles. Terry is a member of the KEZY/Anaheim air staff, and while we're passing out the congratulations, Jeff has just been named as the new host for Westwood One's "Great American Radio Show."

Steve Gallagher has been promoted at Q106/York from Assistant PD/MD to Operations Manager.

Marathon Man

Jim Brown, President of Earth News, was in New York City last week on business. Jim is an avid jogger and didn't want to miss his daily run, so he suited up and took off across Central Park. While trotting through the morning air he spotted an elderly gentleman being mugged by a young assailant.

Armed only with his lightning fast Nikes, Jim yelled at the mugger, who promptly took off on foot. Jim followed. After a lengthy chase, Jim caught the mugger and subdued him (actually he sat on him) until the police arrived.

For his valiant efforts Jim was awarded with coverage in the New York papers and on WNEW. We applaud Jim's good citizenship with a tip of the Street Talk Tretorns!

Icabod Cain will leave KJR/Seattle to join the aggressive staff at KNBQ/Tacoma in morning drive.

A choice opening exists at KFRC/San Francisco for, as Gerry Peterson calls it, "a nighttime teen communicator." We also hear that KFRC is seeking a News Director. Interested parties should contact Gerry direct.

Andrea Ganis has been promoted to Associate National Director of Promotion at Atlantic Records.

Speculation in Los Angeles was that KHJ would now hustle its conversion to Country in light of KZLA's abrupt switch last weekend (see Page 1). But don't look for that to happen. Sources inside KHJ indicate that station morale is at an all-time high, since the announcement of the format shift and appointment of new PD Charlie Cook. The new Country KHJ will debut on schedule in late October and will reportedly be quite different from the automated sound which debuted on KZLA this past weekend (9-13).



WANT YOUR STAFF TO BEE HAPPY? — B97/New Orleans knows how to build morale — get each member of the staff his own car. B97 purchased five new Volkswagen Beetles for its jocks and News Director recently and had them all custom-painted with the station's logo (a bee) and the driver's name. Pictured with their new autos are (l-r) Mark St. Charles, Ken Cooper, Terry Young, News Director David Blake, and Dave Nichols. Not only does each car act as a rolling billboard for B97, but the air chieftain spends a good bit of each staff meeting arguing about who's getting the best gas mileage. In the long run, the station is getting the best mileage out of this promotion. Hats off to B97 on a great idea.

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Double Breakers

THE BACK PAGE

23 STEPHANIE MILLS/Never Knew Love Like
This Before (20th)

POP / ADULT

BREAKERS

32 27 11 STEPHANIE MILLS/Never Knew Love Like
This Before (20th)



**"Never Knew Love
Like This Before"**

Stephanie Mills

Thank You Radio

*Stephanie
Mills*



Manufactured By RCA Records

"The key ingredient in approaching Quarterly Measurement is going to be consistent and ongoing market research."

Preparing For Quarterly Measurement, Part 2

Since every syndicated market will have Quarterly Measurement in place by the spring survey next year, I thought now would be a good time to cover some key points about the longer survey sweeps. While space won't allow me to go into the detail I do in the seminars that I conduct around the nation, we can touch on highlights to give you food for thought.

Last week we dealt with the aspects of budgeting, consistent marketing, and implications for on-air ingredients like programming and contests. This week we'll look at analyzing what specifics in these areas are right for your station(s). The key ingredient in approaching Quarterly Measurement is going to be consistent and ongoing market research. Without this, those that fly by the seats of their pants (or skirts) will be subject to many more fluctuations than necessary in their local ratings.

What To Research

Here is a starter list of some items you may want to explore. Some of these may not be applicable given your market position, the stance of your competitors, and the resources available to you, but this list is a good starting point for your consideration:

1. **Media Usage Variations.** With Arbitron now surveying months not previously covered, it will be important to track and adjust to variations in how your target audience uses the media during these months. Since there is only so much discretionary time a person can spend with media, how does that time get split during the relevant survey months? Are there seasonal factors that would perhaps cause a person to use TV more than radio? Are there outdoor recreational opportunities that abound and would bode well for the use of radio out-of-home? Knowing how your audience reacts to the various media options during the extended survey months will be a key factor in properly catering to them during the surveys.

2. **Ad Campaigns/Themes.** Let's say that you are happy with your on-air sound, know the way the public uses the media during key parts of the year, and are looking to increase your cume awareness. An outside ad campaign might be helpful, but first be sure to test both its content and its ability to wear well over a long survey period. Keep in mind that in markets surveyed at least twice yearly, it will mean that stations should really be "on the

shelf" virtually year 'round. Do you want to have a consistent ad theme throughout the year with certain highlights or added frequency during the sweeps? Do you want to react to your competitors' position in the market, or do you set up an image for your station that is distinct, one that makes the other station(s) react to you? These are questions you need to think about, and through focus groups, telephone interviews, and in-person interviews ferret out the replies from a representative sample. Dr. Lutz has recently been covering how to select a research supplier, and the onset of Quarterly Measurement may be just the time for you to be digging into this area.

3. **On-Air Contests/Promos.** What does your audience think about on-air contests or promotions? Are they perceived as an asset to the station's sound, or do your listeners think of these items as clutter, detracting from the musical aspects that are their real reason for tuning to your station? If they are not against the idea of contests/promos, then station personnel need to get a handle on several items that will help these on-air ingredients attract listening. Given the period covered by the longer surveys, are there prizes that would make more sense if they were awarded in March, rather than June, for example? When does the audience want to hear contests/promotions, and what types of prizes are likely to get them either to enter or to play vicariously (which is just as good if the person is a diarykeeper)? Can the contests be tied in with the sales department goals, and how will these differ given the longer surveys?

4. **Top-of-Mind Awareness.** Ongoing research is needed to keep abreast of concerns that are foremost with your target listeners. What's on their minds, and how can you translate that information into items that might attract or hold audience? For example, if a telephone survey reveals that people in your area are concerned about the local economy, the draft, or a weather crisis, it can help your programming to keep your personalities and your news team on top of these items. Research to help a station relate better to its audience over the longer run of the quarterly sweeps can be an aid in helping you firm up your franchise with the target audience you have in mind.

5. **Music Research.** With the QM surveys overlapping in many markets, and consuming three-fourths of the year in metros that are surveyed twice annually, when do you test or break new music? How do you get your best musical lineup

Week In Review

Mediatrend Lands Twin Cities

According to Media Statistics, Inc. President Jim Seiler, his company has signed enough subscribers in the Minneapolis-St. Paul area to enable the market to begin to receive monthly Mediatrend reports. The first Mediatrend measurement will begin in October with results to be received soon thereafter. This brings to 16 the number of major markets surveyed using the Mediatrend telephone technique.

Former WBMX GM To Arbitron

Ronald Craven, who until recently was GM of Sonderling's WBMX in Chicago, has joined Arbitron in a sales capacity. Craven will be an account executive in the radio division, and will be based in Chicago.

ready for a survey? The answer is that to a certain extent each station should try to be as consistent as possible in its on-air sound under the aegis of Quarterly Measurement. Experimentation may become a more risky option, and new music may need to be tested much more extensively off-air than before, prior to springing it on a public used to a certain "sound-set" from your station.

6. **Ad Community Perceptions.** What does the local ad community think/know about the quarterly sweeps? Do they realize that QM will mean significantly delayed release of the ratings data, due to the longer survey periods? A station that wants to remain or become the sales leader may want to derive as much information as possible on the new survey technique, then conduct information seminars for the local retailers and agencies. After the books begin to come out, it will then be useful to follow up with the ad community to see what its reactions are to the 10-week and 12-week surveys. The advertisers may have to adjust their buying patterns, given that books they normally use to make seasonal buys are going to be coming out a month or so later than usual.

When To Research

Start now! If Quarterly Measurement is coming your way in either the January or spring sweeps, get your homework done ASAP. Don't just conduct one research effort and then feel that your spade-work is over. Remember that since the marketplace is going to be examined longer by Arbitron, you have to adjust your research efforts to cover a longer period of time, too.

Good luck, and as you plow through the chore ahead, feel free to call or write me for advice or information on Quarterly Measurement. I will also look forward to discussing this matter with interested parties at the upcoming NRBA convention.

Q&A

The sales manager of a station with an older-skewing format wrote in recently to inquire, "Why is it that Arbitron does not show numbers in the books for adults 65+?"

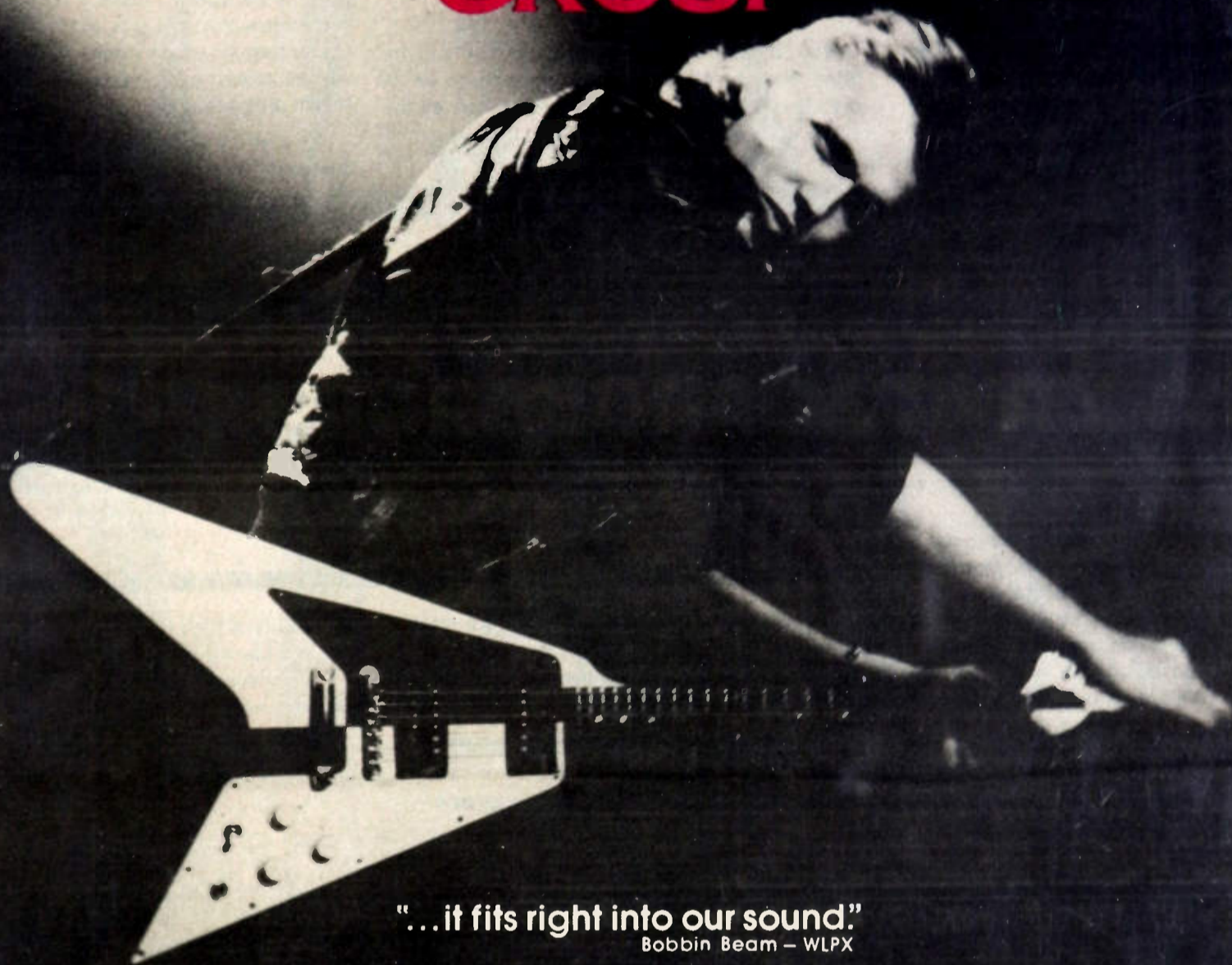
The answer is that there probably has not been enough demand from ad agencies or advertisers for a discrete breakout of that data. However, as the population ages during the '80s, there may be more demand for this older audience's listening figures.

In the meantime, 65+ numbers can be gleaned from the current ratings reports. In the average and cume sections, just add up all the audience estimates for persons in the cells from 12-17 on up to 55-64. The total of all those figures can then be subtracted from the 12+ figure in the relevant daypart and the remainder is the 65+ contribution to the station's audience.

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



THE MICHAEL SCHENKER GROUP



"...it fits right into our sound."

Bobbin Beam - WLPX

Thom "I'm Out Here" O'Hair - KQFM

"With a B movie star, a peanut farmer and your Uncle Bob, 'Cry For The Nations' is the anthem for the election year."

Nils "Copywriter" VonVeh - KZOK

"In the midst of heavy competition, The Michael Schenker Group delivers what it promises - amazing guitar with bite and fury."

Ray White - WLIR

"Great rock 'n' roll in the UFO tradition. Not only great rockers, but great songs making it a total album."

John Ulett - KSHE

"More than I expected. I always knew he was talented and this album bears that out. It's progressive and

accommodating to everyone. This album won't get lost in the shuffle."

Bobbin Beam - WLPX

"The Michael Schenker Group debuted #17 in sales this week in Milwaukee - we're getting requests already. It's received the most positive response to a new album in many weeks. He has a strong following in this city and it fits right into our sound."

Wayne Kahn - LEIBERMAN/Chicago

"The Michael Schenker Group - our exploding #1 LP the day it hit our door. This is the REAL thing and retailers are already reporting sell-through. Definitely not for the faint of heart!"

Your Chance To Make A Power Play

Their music is hot, riveting hard rock 'n' roll at its explosive best. As former lead guitarist for UFO and one of the group's favored writers, Michael Schenker has put together an album that exploits his guitar virtuosity and is a powerful reminder that he's one of the most expressive and exciting guitarists around. The decision is unanimous: this is one power packed album.

WATCH FOR THE MICHAEL SCHENKER GROUP ON TOUR!



Chrysalis
Records and Tapes

The album CHE 1302

Produced by Roger Glover

Management: Peter Mensch and Cliff Burnstein for C.C.C. (New York and London)



Media Marketing

Working With A Research Firm

This is the final installment in my three-part mini-series on the use of outside research suppliers. The first installment dealt with the "make or buy" decision — i.e., deciding whether or not to turn to outside assistance. The second installment treated the supplier selection decision — i.e., given that you've decided to "buy," how do you go about selecting the best supplier for your needs. In this installment I'll talk about how to work with a supplier once you've chosen one.

Three Essentials

There are three absolutely critical aspects to an effective relationship with a research supplier:

1. Complete clarification at the outset of the study of all requirements and conditions that the research is expected to fulfill. This step is greatly facilitated by the written proposal submitted by the research firm.

2. Progress checks by you or someone else at the station after key stages in the study. In order to keep the study "on target," it is essential to monitor its progress incrementally, not just at the end.

3. Open and complete communications between you and the research firm at all stages of the study. This is why it is so important to select a

useful contract. For the most part, they can be lifted almost verbatim from the research firm's proposal. Any good proposal should contain all the information specified above. Thus, the basic contract need not be a lengthy document — all the information can be summarized on a single page. Alternatively, if the supplier's proposal is being accepted "as is" and it contains all the necessary

"Let them know when they're doing a good job as well as when you're displeased. Research is like any other human activity — a happy, motivated researcher does better work than a disgruntled one."

specifications, the contract can be in the form of a "letter of agreement." This letter would simply state that you are accepting the research proposal and are directing the supplier to begin working on

"In order to keep the study 'on target,' it is essential to monitor its progress incrementally, not just at the end."

supplier with whom you feel comfortable. If you can't have free-flowing two-way communications throughout the project, the likelihood of your receiving a useful, understandable research result is lessened.

Need For A Written Contract

One of the best ways to ensure a productive working relationship with a research supplier is to prepare a written contract which both you and the supplier sign. Many research firms will insist on this anyway, but if the firm doesn't, you should. Even if you have knocked out all the details of the study face-to-face, it is nonetheless a smart move to get it all down in writing. In this way, serious misunderstandings between you and the researcher can be identified and rectified before the project initiates.

The following is a basic list of elements which should be included in any research contract:

- Statement of the study's purpose.
- Sample size.
- Sample selection procedure.
- A listing of exactly which services the research firm will supply (e.g., questionnaire design, interviewing, coding, keypunching, data analysis, final report — oral and/or written).
 - A cost estimate, generally with a plus or minus 10% "fudge factor."
 - A time estimate.

The above factors are an absolute minimum for a

the project as specified in the proposal. Both you and the research firm should keep a copy of this letter signed by both you and the researcher.

In some instances, you may wish to have a more detailed contract than provided for above. This would typically be the case for a major project — e.g., a study designed to help you select a new format or a new "position" in the market. In such a case, you may want items like the following specified in detail:

- Quality control mechanisms. For example, how many callbacks will be made in order to reach sample members, what percentage of each interviewer's work will be validated, what is the exact nature of interviewer selection, training and supervision.

- Final report format and number of copies to be provided. I have seen research reports with 2-3 pages of text and 200 photo-reduced pages of computer printouts. If you want to insist on more interpretation of results, then this should be carefully clarified in advance. A 200-page report may, in actuality, be nothing more than a stack of bound printouts, which is not really a report at all.

- Provision of separate executive summaries, appendices, or progress reports. What written materials, if any, do you want to receive in addition to the final report. Is there a need for a "short

form" report for top management. To what extent do you want to have a copy of all data tabulations which were used in preparing the report. Do you want to see interim analyses (perhaps for promotional purposes or an important internal meeting).

- Oral presentation timing and format. Is such a presentation expected, in addition to the written report. If so, when will it be held and in what form. Is the firm to make a formal presentation, complete with visual aids, to top management. Or, is an informal session simply "talking through" the written report with questions and answers a sufficient presentation.

- Use of subcontractors. Will the research firm provide all specified services itself or will other firms be employed for interviewing, keypunching, data analysis, etc. Who pays these subcontractors. How are they held accountable for

the quality of their work.

- Stipulation of a more detailed timetable. For a particularly large and/or important project, you may wish to specify interim target dates rather than just a final project completion date. Any progress checks that you wish to make can thus be specified very clearly in advance.

Other Procedures

In addition to the use of a formal written contract there are a couple of other important factors to consider in working with a supplier.

1. Identify the individuals within the firm who will actually be conducting your study. Find out how to reach them directly and who their back-up personnel are. Meet with them early in the project to establish the lines of communication.

2. Supply feedback to the relevant personnel both during and after the project. Let them know when they're doing a good job as well as when you're displeased.

Research is like any other human activity — a happy, motivated researcher does better work than a disgruntled one. Taking the time to let the researchers know how the study's findings were utilized is an often overlooked step which can help cement a very fruitful ongoing research relationship.

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.



NEW

DIANA!

NEW

STEVIE!

"I'M COMING OUT"

THE SECOND SINGLE FROM MUSIC'S FIRST LADY!



PRODUCED BY BERNARD EDWARDS AND NILE RODGERS FOR THE CHIC ORGANIZATION, LTD.

Album remixed by Russ Terrana and Diana Ross

On Motown Records and Tapes



© 1980 MOTOWN RECORDS CORPORATION

MASTERBLASTER T-54317 F
Jammin'

THE FIRST SINGLE FROM STEVIE'S SOON TO BE RELEASED ALBUM

Hotter Than July

T8-373M1

ON MOTOWN RECORDS.

September 1980 Mediatrend Estimates

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

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

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

San Francisco

KGO Increases Lead; KSOL Moves 7th-2nd; P/A KIOI, KYUU Head Upward; Three New Entries In Top Ten: KNEW Up 12th-7th, KABL-FM 17th-8th, KOIT 18th-10th; KOME Drops 2nd-12th; KSFX Falls 6th-13th; KMEL Loses Almost 50%,

Slips 8th-19th

	JULY '80	AUG. '80	SEPT. '80
KGO (N)	12.2	7.8	10.1
KSOL (B)	4.7	4.4	5.7
KFRC (R)	5.3	4.9	5.6
KIOI (PA)	2.8	5.0	5.6
KCBS (N)	4.9	3.2	4.3
KYUU (PA)	1.8	3.4	4.2
KNEW (C)	3.7	2.7	3.6
KABL-FM (BM)	2.4	2.2	3.4
KNBR (PA)	2.5	4.6	3.4
KOIT (BM)	1.4	2.0	3.3

Philadelphia

KYW Fattens Big Lead; WWSH Doubles; Four Top Ten Newcomers: WDVR Almost Triples; WCAU Moves 13th-8th, WFIL 14th-9th, WUSL Edges Into 10th; WWDB Falls 4th-15th; WIFI Slips 9th-14th; WIOQ Drops to 12th; WIP Ends Up 13th

	JULY '80	AUG. '80	SEPT. '80
KYW (N)	11.3	11.3	14.2
WWSH (BM)	3.2	3.9	7.9
WDAS-FM (B)	7.2	10.4	7.2
WDVR (BM)	5.1	2.5	6.9
WMGK (PA)	5.6	9.2	6.4
WMMR (A)	6.6	7.0	6.2
WYSP (A)	6.6	6.9	5.6
WCAU-AM (N)	5.9	3.1	4.5
WFIL (R)	4.1	2.8	4.2
WUSL (PA)	1.2	2.8	4.1

Denver

KOA (With Broncos) New Number One; KBPI Down 6 1/2, KAZY Also Down; KIMN Moves 11th-6th; KYGO Doubles, Jumps 16th-8th; KPPL Jumps 13th-10th; KOSI-FM Slips 8th-11th; KBCO Falls 9th-12th; KVOD Drops 10th-15th

	JULY '80	AUG. '80	SEPT. '80
KOA (N)	5.6	6.7	7.6
KOAQ (R)	5.8	8.5	7.5
KAZY (A)	6.3	9.6	6.7
KBPI (A)	8.2	13.2	6.7
KHOW (PA)	6.1	4.7	6.6
KIMN (R)	6.7	3.7	5.5
KLZ (C)	6.1	5.7	5.2
KYGO (C)	2.9	2.4	4.8
KLIR (BM)	6.8	4.9	4.3
KPPL (PA)	4.3	3.4	4.2

Dallas-Ft. Worth

Country KSCS and WBAP Stable; KKDA-FM Rebounds 10th-2nd; Three Newcomers To Top Ten: KFJZ-FM 11th-7th, KMEZ 14th-9th, KNUS Edges Into 10th; KZEW, KOAX Drop Ten Positions, KZEW 13th, KOAX 14th; KPLX Slips 9th-11th

	JULY '80	AUG. '80	SEPT. '80
KSCS (C)	11.4	12.6	12.5
KKDA-FM (B)	8.1	5.6	7.8
WBAP (C)	6.1	7.4	7.4
KVIL-FM (R)	9.4	6.1	6.8
KNOK-FM (B)	4.0	6.0	6.3
KRLD (N)	4.5	6.9	6.2
KFJZ-FM (R)	3.3	5.0	5.4
KTXQ (A)	4.3	5.8	5.3
KMEZ (BM)	5.4	3.3	4.9
KNUS (R)	3.1	4.3	4.5

BRAD MESSER



These Are My Demands

All right, Associated Press! Listen here, United Press! I'm a pretty easy guy to get along with, but you've driven me to this! See these two candles painted with red fingernail polish taped to my chest? I can blow these suckers sky high unless you give in to my demands!

First, quit running stories about yesterday's news, without saying they happened yesterday! Me and my gang are just sick to death of that! Don't you ever do it again.

That's not all. Oh, no. You're not getting out of here until we settle a couple more things once and for all time.

You either make up your mind that it's the Care-uh-BEE-un or the Cuh-RIBBY-un, and then stick to it. No more flip-flops. And stop this pathetic shifting from Bonny Sod to Banny Sodder, also the silliness in which a morning report from Tay-RON quotes Ayatollah Ho-MAY-nee, then an afternoon dispatch from Teh-heh-ron mentions Ho-may-NEE or ko-MAIN-ee. Just pick a pronunciation and standardize it, whether it's right or not. My gang won't know, if you want to know the truth about it . . . but you're putting us through too much by changing your signals.

Don't ease toward the door! There's more. I want the person responsible for advising everyone on the United Press International Broadcast Wire that the pronunciation of the Bay State is Massa-TOO-setts. I want him brought right here right now. I've made no decision about what the punishment will be, but don't expect ever to see that person near a typewriter again. Maybe a wheelbarrow. Certainly nowhere near the driver's seat of anything powered by more than push-pedals.

You ol' boys look a little nervous. Well, you should be! My trigger finger gets itchy when I git all riled up like this. See this pop bottle full of water with food coloring in it, with a wick poking out the top? Airliners have been skyjacked to Cuba under less threat, and I'm just upset enough that me and my boys might set this off, unless you meet my final demands.

Now, if you're going to print stories about EPA gasoline mileage test results, you run 'em all. That way we'll be able to tell our listeners what they need to hear. They get edgy when I'm only able to tell them three Detroit cars got better than 30mpg, because they want to know what vehicles got 29 or 28 and which ones still guzzle the most. You people just can't know how frustrating it is to be a newsperson, sitting out here in Podunk ripping the only wire we have, getting a story on cars failing their slow-speed crash tests but naming only half of them.

You understand? If you're going to print a story, put in the basic facts first. Then if you have some space left over you can summarize or get poetic all you want. Hear?

That's all. Me 'n' the boys here don't have much chance to sign up for them fancy wires from overseas, and UPI and AP are all the choice we have. Most of us only have one or the other, so we're not even able to compare and take a little from here, a little from there. You got us by the short hair, so show some consideration, okay?

Well, I've said my piece. You wheels can leave now. Whups, not you! You stay right here, Mister Massatoosetts! You see these two candles all painted up like TNT? Tell you what I want you to do with 'em . . .

Rip 'N' Read

History Twistory

MONDAY, SEPT. 22: Today's the anniversary of President Lincoln's famous Emancipation Proclamation "freeing all the slaves," but that isn't exactly what happened 118 years ago today. It was 1862. The Civil War was on. Northern territorial slaves had already been freed on June 19th. President Lincoln's famous proclamation applied only to areas still in rebellion (the South) as of New Year's Day 1863, thus actually freeing no slaves! (Webster's Amer. Hist.)

This is the date Nathan Hale, the American patriot, was executed as a spy by the British in 1776. His attributed final words, "I only regret that I have but one life to give for my country," came from a stage play.

Fall begins at 4:09pm Eastern time.
Scott Baio is 19. Debby Boone is 24.

Mickey Rooney Is 60

TUESDAY, SEPT. 23: Only in America could a kid named Joe Yule Jr. grow up and become Mickey Rooney, which is just what he did. Rooney is 60 today. Ray Charles Robinson did okay, too, by dropping his last name. Ten Grammys later Ray Charles is 50 today. Bruce Springsteen is 31.

Bob Wills And The Texas Playboys cut their first record in 1935. Congress passed the McCarran Act requiring Communists to register and limiting their activities (over President Harry Truman's veto) in 1950.

The Harvest Moon

WEDNESDAY, SEPT. 24: Should be one of the nicer evenings of the year, with the big fat Full Harvest Moon rising just after dinnertime. If it seems extra close, it's because it is: tonight the moon is at perigee, the closest it ever gets to Earth.

Twenty-five years ago today President Eisenhower suffered a heart attack while in Colorado (1955). Within two days the stock market had plummeted into the deepest losses since the Crash of 1929, with some \$14 billion figuratively evaporating. The President was unable to return to Washington until November, fueling great debate about how to deal with presidents who become incapacitated but don't die.

Jim Henson, creator of the Muppets, is 44. Linda McCartney is 38.

Undersea Cable for Overseas Calls

THURSDAY, SEPT. 25: It didn't matter how rich or important you were, or how urgent your business, because overseas telephone calls just faded in and out when they pleased. Until 24 years ago today, when the wavering transatlantic radiotelephone links were supplemented by the undersea cable. Two of them, actually. Each 2250 miles long, stretched from Newfoundland to Scotland. That was 1956. In October of the following year the world's first artificial space satellite was placed in orbit, by the Soviets, beginning the international space race that would make communications satellites commonplace within a decade. (A third and longer transatlantic cable was completed in 1963; all expansion of service since has been by satellite.)

B.G.A. Drummond of Ambrosia is 29. Barbara Walters is 49, the first woman to anchor an evening TV news program.

Queen Mary Launch in '34

FRIDAY, SEPT. 26: The year nylon was invented and first put to use in toothbrushes, 1934, was the year Cunard Lines launched the luxury cruise ship "Queen Mary." That launch was 46 years ago today. The retired ship is a tourist attraction in Long Beach, CA.

Olivia Newton-John is 33. Lynn Anderson is 33. Marty Robbins is 55.



EARTH NEWS

This Week
**JIM HENDRIX
SPECIAL**
(on the 10th Anniversary
of his death)

Next Week
HALL & OATES
(plus various guests)

Call Jim Brown (213) 399-4949 (Collect)
131 Ocean Park Boulevard Santa Monica, CA 90405

Life At The Top With KJQY

In a market as competitive as San Diego it's a constant challenge to be on top. KJQY, one of four Beautiful Music stations in the market, has met this challenge from all angles. On September 1, 1977, Country station KOZN became FM 104 (KJQY, aka K-JOY), and since that change the ratings have shown continued success. After only six weeks on the air K-JOY's first Arbitron score was a 2.8 (O/N '77) share. The station's steady growth to a 3.7 A/M '78, 4.8 O/N '78, 6.0 A/M '79, 7.7 O/N '79, and now an 8.4 A/M '80 proves it's doing something right. In the following interview with General Manager Bert Wahlen and Operations Manager Mike Burnette, the station's formula for success is uncovered.

R&R: What are the ingredients that make KJQY so successful?
BW: Consistency and control of the commercials and the promotions on the air is very important. Although we're promoted in the community as well, we promote ourselves on the air very strongly. We find that our audience likes to be involved. So every time the music stops, something worthwhile is going to happen. For sure, there will never be any more than two commercials in a row. It's very important that the listeners know we will never let

There will never be any more than two commercials in a row. It's very important that the listeners know we will never let them down. We happen to be sold out right now, and we will not add extra spots.

them down. We happen to be sold out right now, and we will not add extra spots. We have eight units per hour and that's it. So we have built up this trust with our audience.

MB: We started off saying "What can we do to dominate this market?" Our answer was quality. We can provide the best quality radio station in the whole town. We've done that with very hard-working, talented people, a good music service with the FM-100 Plan from Darrel Peters, and excellent audio quality.

R&R: Do you run a heavy advertising campaign outside the station?

BW: Well, we used the Patrick O'Neal spots for the first time in the O/N sweep of '79. We ran a very heavy TV campaign at that time. We used a very light television campaign for J/F 1980. Now, for all that intensity in the fall we had a 7.8, and we went to a 7.7, so we were down a tenth of a share. We did not do any more in the Spring book than we did in the J/F book, and we went from a 7.7 to an 8.4. All we're trying to do is keep a well-balanced consistent promotion flow going; we're not trying to guess the sweeps anymore.



NRBA Expo Update

At this time I'd like to announce that we're honored to present some very distinguished guests for the Beautiful Music hospitality room. They include Jim Schulke, President of SRP; Marlin Taylor, President of Bonneville Broadcast Consultants; Tom Churchill, President, and Tom Moran, Vice President of Churchill Productions; Bill Wertz, Vice President of Kala Music; and Fred Seiden and Rob Edwards of KBIG/Los Angeles.

The Beautiful Music room promises to be quite exciting, so plan to be with us Oct. 5-8 at the Bonaventure Hotel.



FM 104's Bert Wahlen, Mike Burnette

We know that the only time we can really catch our audience is in early evening TV news and late news. The people that we would want to inform about our station through the medium of television are best reached at those times. Being next to "Mork & Mindy" is not where it's at for us. Another excellent place is "60 Minutes."

R&R: Do you use billboards or busboards to any extent?

BW: Yes, our billboards are very clean and simple. It has one great big word on it, "Relax," and then FM 104 K-JOY, and that's all the boards say. We also use this on the busboards. We have 100 busboards which we utilize 42 weeks out of 52, as well as the three rotates (of billboards) for 52 weeks.

R&R: How would you describe the overall sound of the station?

BW: We never consider it a background station, and the audience that we have talked to (and we've done a lot of research on this) are very aware of us; we become a very foreground station to them. It's all in a lifestyle. We have found the people that listen to FM 104 to be educated, from a higher-scale income, and not real heavy television viewers.

The bottom line would be that the announcing team is very much together and dedicated to the overall supremacy of the station. Whatever it takes to make it happen they are willing to do. It involves research, promotions, after-hours with the station, being into the city of San Diego. And that's the kind of people we have, fortunately. Our programming department is well-structured and dedicated to being the best.

R&R: On-air promotions are a major part of what you do. Would you fill us in on some of your recent contests?

BW: First we do the "Mystery Song" contest. The promotion is centered around 104 prizes a day; that comes from five announcements run on the air which invite people to send in a card or letter if they know the FM 104 K-JOY Mystery Song. The first time your name is drawn it is an exclusive invitation to play bingo with FM 104, plus two bingo cards. Should your name come up again in a drawing, you will be given two additional cards for each time your name is drawn. The 104 prizes are the exclusive invitation to play bingo with us.



On the night that we have selected to play bingo, we rent the Albor Shrine Temple, which holds in excess of 1600 people, and we filled the hall for our last party. We will play 10 games of bingo and we give some very nice prizes for each winner of each game. The prizes in the past have included two round trip tickets anywhere in the world and \$5,000 cash, 15 days in Hawaii, a Caribbean cruise, trips to Acapulco, \$1,000 gift certificates at the leading men's store, and \$1,000 gift certificates to a very prestigious furniture store.

We just finished our fifth bingo party in this last A/M rating period and we received 17,374 postcards in a little over 3 1/2 weeks.

All the promotions that we do are strictly voice-on-voice; we use no sound effects or big music themes. We have found that our best success comes from just simply communicating with our audience.

MB: We just did a little promotion called the "Secret Word Game." Each day we gave out one letter of the secret word, and the first person to correctly identify the word won a mystery trip with me and our afternoon guy, Fred Missman. We wouldn't even say where we were going. The grand prize turned out to be a trip to the Magic Castle (a private club for magicians) in Los Angeles. We flew the people up for the night, stayed in Beverly Hills, used a limo service, and had dinner at the Magic Castle.

From the response of the Mystery Song-Bingo contest you can see that Beautiful Music can work as a commercial medium and on its own terms. If you approach the audience right they are incredibly responsive.

Quality Commercials

R&R: Are you selective in the quality of a client's commercial?

BW: We are very diligent about keeping the sound of the commercials very much in flow with the sound of the radio station. It has cost us a number of accounts that we have not accepted for

Beautiful Music can work as a commercial medium and on its own terms. If you approach the audience right they are incredibly responsive.

one reason or another; perhaps they were disco or rock-oriented. We feel our audience is not receptive to this type of screaming commercials. So therefore, I think, we have won the confidence of our audience; they know one thing about FM 104 K-JOY — we are consistently in good taste.

In a market as competitive as San Diego, many of the commercials that we have turned down have been accepted on the other BM stations. That gives us an advantage of having a unique and different sound from our competitors. I believe that's one of the biggest reasons we have been able to generate the large loyal audiences that we have. In the Spring book the amount of time spent listening to our station was almost 13 hours a week.

Winning With Personality

R&R: How personality-oriented are your announcers?

BW: We showcase our personalities as often as we can. In the mornings we have Michael Burnette from 6am-12noon. We have Fred Missman from 12noon until 6pm, and that's the same 12 hours of broadcasting covered by the same two people since we started. Everything we do involves Mike and Fred as well as the other announcers. They are very well known to our audience. In fact, one of the prizes that we give away at the bingo game is a gourmet dinner prepared by Mike and Fred. This has become a very big thing.

Many times we do phone-in promotions where we take the next 104 callers for maybe a champagne sunset cruise on the Bahia Bell, an old-time steamer boat. We have in the past taken 104 people to Disneyland using three buses. We put Mike on one and Fred on the other and they talk to the people on the way there and back. This again gets the listener involved with our announcers and our announcers involved in the community.

— Pam Bellamy



**John
Leader**



TOP 40 RETIRES

It's Contemporary Hit Radio!

The time has come to retire an old favorite. The term "Top 40," as a format designation, no longer works. The format it once described has grown far beyond the boundaries of the term. Top 40 radio has grown up. So, now it's Contemporary Hit Radio.

What's in a name? That's a question I posed to scores of Top 40 PD's and GM's during the past 12 months. In those conversations one point kept coming back to me — Top 40 did not fully describe the format anymore. Top 40 may have worked beautifully at the format's inception, but now the term was working against stations that no longer featured screaming DJ's, non-stop rock music and a total disregard for anyone over the age of 21.

Not Greasy Kid Stuff

Top 40 radio has grown into something more. The format is best defined as radio that reflects the lifestyle of a youth-oriented society. The emphasis is still on music, which helps to differentiate it from Pop/Adult radio, but the wide spectrum of music played is now affected by specific demographic targets. In the early days of Top 40 the target audience was 12+. Now, an audience profile that broad is no longer feasible. The demographic targets have gotten more specific as stations attempt to make fragmentation work for them.

Musical Variety

The musical variety that has always been one of Top 40's trademarks still exists, but in a different way. You don't hear too many stations playing Barry Manilow and Led Zeppelin back-to-back. Contemporary stations now focus their music directly at the audience they're trying to dominate. As the audience target narrowed, so did the music selection.

The Top 40 umbrella became too small to cover all the different styles of contemporary radio. Some stations leaned more AOR, while others targeted 25+ and softened their sound. Some stations "urbanized," recognizing their market's significant minority populations, while other emphasized oldies. Everywhere you looked programmers were taking the basic Top 40 format and adjusting it to fit their market.

More Than The Name Has Changed

It's true. Top 40 radio has changed so dramatically in the past few years that the term "Top 40" doesn't say enough about what your station's format is. Contemporary Hit Radio does.

Your station plays the hits, not the top 40 hits necessarily, but the hits. How you determine what the hits are has changed too. Sales are still relatively important to most stations but those figures are no longer the sole determining factor in playlist design. Research in all of its many forms has found new fans within the contem-

porary radio community and it has been an invaluable aid in making decisions on music.

Contemporary music is the music of today and that's what your station plays. If disco music is happening, then your station should recognize that. If new wave is a factor, your station might play the hit new wave product. The key is variety within your chosen target demographic. You play the music that is right for your audience from all the contemporary hit music that is available.

CHR, AOR, What's Next?

We have made the decision, with your input, to change the name of this particular section of R&R from Top 40 to Contemporary Hit Radio. If you want to call it CHR, that's up to you. We're not trying to create a new acronym, although for the sake of brevity you'll see Contemporary Hit Radio referred to as CHR. Most of you do not call yourselves Top 40 when dealing with media buyers because of what they might assume you sound like. Contemporary Hit Radio is simply a broader umbrella under which all of us can come together. To us, and to a great many of you, Contemporary Hit Radio doesn't say the same kind of potentially negative things about your station's format that Top 40 did.

As we have all grown up in several different directions, we have become Contemporary Hit Radio. We hope it's a description we can all live with into the '80's and beyond.

Welcome, New Reporters

As promised last week, here is a complete list of all the new R&R Contemporary Hit Radio reporters as well as the revised list of all reporting stations. 41 new reporters join us with this week's issue, bringing the grand total of CHR reporters to 240.

This is the largest number of reporters this section has ever had, and the reasons for the significant increase are easy to see. Fragmentation has taken its toll on the once mighty market dominators. From New York and Los Angeles to South Bend and Amarillo, one contemporary station is no longer the total authority. Since we are attempting to present you with the most representative national overview of music each week, more reporters became a necessity.

Also, the Parallels themselves have been slightly realigned. Parallel One still represents the market leaders in the top 30 population centers (roughly those cities with a metro population in excess of 1,000,000 persons 12+). Now, Parallel Two consists of winning radio stations within markets of secondary size (those cities with metro populations in excess of 200,000). Parallel Three is made up of smaller markets with populations less than 200,000.

As always, audience shares were the prime determining factor in selecting the new reporters and retaining the old ones. R&R will continue to evaluate and update its reporters list based on performance, so that you can be sure the call letters you see here will be ones you can depend on for positive input. Ultimately the decision is yours, however, as to which stations you choose to

New R&R Contemporary Hit Radio Reporters

Parallel One EAST

WROR/Boston, MA
WXKS/Boston, MA

MIDWEST

KXOK/St. Louis, MO

SOUTH

WOKF/Tampa, FL

WEST

KIIS-FM/Los Angeles, CA
KPLZ/Seattle, WA
KSFJ/San Francisco, CA

Parallel Two EAST

WAQY/Springfield, MA

MIDWEST

Z104(WZEE)/Madison, WI
WEFM/Chicago, IL
US3(WNDU-FM)/South Bend, IN
WXEZ/Toledo, OH
WIKS/Indianapolis, IN
WDJX/Dayton, OH
WZOK/Rockford, IL

SOUTH

WVLK/Lexington, KY
WCSC/Charleston, SC
KSET-FM/El Paso, TX
B97(WZB)/New Orleans, LA
KNUS/Dallas, TX
WOKI/Knoxville, TN

WEST

KSPZ/Colorado Springs, CO
KYSN/Colorado Springs, CO
KGGI/Riverside, CA
KXXX/Bakersfield, CA
KNBQ/Tacoma, WA
KZZP/Phoenix, AZ
K98(KAYK-FM)/Provo-Salt Lake City, UT
KHYT/Tucson, AZ
KEZR/San Jose, CA
KIDD/Monterey, CA
KASH/Eugene, OR

Parallel Three EAST

WLAM/Lewiston, ME

MIDWEST

KWWL/Waterloo, IA
KELO/Sioux Falls, SD

SOUTH

Z102(WZAT)/Savannah, GA
KQIZ-FM/Amarillo, TX
KVOL/Lafayette, LA
WXLK/Roanoke, VA

WEST

KATI/Casper, WY
KYVA/Billings, MT

look at when making possible comparisons to your own market. The Contemporary Hit Radio banner brings together several different styles of music stations. KUPD/Phoenix may not need to compare playlists with WFIL/Philadelphia, but it may want to look at KWK/St. Louis. We present lots of information every week, but you must

decide which particular stations make the best comparisons to your own.

A warm welcome to all the new reporters and continued thanks to all 199 other stations whose weekly information helps to make the Back Page the best picture of national radio airplay available.

**FUTURE
HITS**

Epic

Record

**FOR NOW
RADIO**

**THE AIR-
WAVES ARE SWAMPED
WITH CDB!**

**THE
CHARLIE
DANIELS
BAND**

**"THE LEGEND OF
WOOLEY SWAMP"**

96KX 11-9
Q107 add
WLS 16-10
KWK 1-1
(7th week)
KUPD 1-3-1
WBBF add
WTRY add 25
WICC add 28
WRJZ add
KSTT add
WISM add
WIKS add 34
WRBR add
WNCI add
KRQ add 27
KBOZ add
WIFI on
JB105 deb 34
Q105 20-18
KSLQ on
KBEQ 1-3

WGCL 28-26
WOLF on
WHFM 22-20
WFLY 11-10
WPST 23-18
Q106 on
WAQY 19-16
14Q 30-14
WKEE 27-20
V100 27-23
KHFI 26-22
KBFM on
WTIX 36-34
KEEL 39-27
KLAZ 12-10
WERC 14-10
KXX106 17-10
G100 24-21
WAAY 6-4
Y103 30-27
BJ105 29-22
WBBQ 18-11
FM100 14-10
WLAC 22-18
KX104 20-15

92Q 11-7
WOKI 28-24
WNOX 23-17
WSEZ 8-2
WTMA on
WQRK 20-12
WRVQ 7-3
KJ100 14-10
WVLK 22-18
WEFM 11-8
WVIC deb 40
KOFM 29-26
Z104 20-16
WNAM 26-22
WNAP 30-25
WGBF on
92X on
WXEZ 19-6
WDJX on
KMJC on
KERN 30-27
KIOY 34-29
KSPZ on
KCPX 18-15
KRSP 11-9

K96 on
KMJK 26-21
KASH 26-21
KLUC 9-6
KRUX 27-25
WIGY on
WFBG 20-16
14WK on
WCIR 22-15
WHY 21-19
Z102 27-21
WSGA 34-30
WCGQ 4-3
WISE 11-6
WANS-FM 7-5
FM99 6-2
KELO on
KKRC on
KKLS deb 27
WSPT 15-11
KENI 23-22
KDZA deb 29
KATI 20-16
KYA 19-14
KRLC 11-5

Jimmy Hall Found On Radio!

**JIMMY
HALL**

**"I'm Happy
That Love Has
Found You"**

Found On:

96KX add
WFLY on
K104 add
WAQY add
KXX106 29-23
CK101 36-31
KX104 on
WSKZ deb 29
WNOX on
WCSC on
WQRK add
WAKX add
WNAM add
KNBQ on
WCGQ on
WISE add
WANS-FM add
WXLK add
FM99 on
KVOL deb 26



KQWB-FM add
KENI add
KBOZ add
KRLC add
WAMT
WTMC
WIFE
WSM-FM
WQLT
WFJA
Q101
WUSN
WAIN
WZBR

**PRODUCED BY
JOHN BOYLAN**

On *Epic* Records



STEWART, BRISTOL STOMP INTO WPGC — Amil Stewart and Johnny Bristol visited WPGC/Washington, D.C. during a promotional tour for their first Handshake single. Pictured (l-r) are WPGC's Scott Woodside, Stewart, WPGC PD Scott Shannon, and Bristol.



BENSON GIVES KFRC THE DAY — George Benson visited KFRC/San Francisco recently. Pictured at the station (l-r) are RKO National MD Dave Sholin, Warner Bros.' Bruce Hix, KFRC PD Gerry Peterson, MD Sandy Louie, Benson, Community Affairs Director Sidney Sharp, and Warner's Alora Giles.

R&R Contemporary Hit Radio Reporters

PARALLEL ONE

EAST

WABC/New York City, NY
 WLQ/New York City, NY
 WNBC/New York City, NY
 WBEN-FM/Buffalo, NY
 WKBW/Buffalo, NY
 WFL/Philadelphia, PA
 WFI/Philadelphia, PA
 96KX(WXKX)/Pittsburgh, PA
 WCAO/Baltimore, MD
 F105(WVBF)/Boston, MA
 WROR/Boston, MA
 WRKO/Boston, MA
 WXS/Boston, MA
 PRO-FM/WPRO-FM/Providence, RI
 JB105(WPJB)/Providence, RI
 Q107(WRQX)/Washington, D.C.
 WPGC/Washington, D.C.
 CFTR/Toronto, Canada
 CHUM/Toronto, Canada
 CKGM/Montreal, Canada

SOUTH

KVIL/Dallas, TX
 KRLY/Houston, TX
 Z93(WZGC)/Atlanta, GA
 94Q(WQXI-FM)/Atlanta, GA
 Y100(WHYI)/Miami, FL
 Q105(WRBJ)/Tampa, FL
 WOKF/Tampa, FL

MIDWEST

WLS/Chicago, IL
 WDRO/Detroit, MI
 CKLW/Detroit, MI
 KDWB/Minneapolis, MN
 KS96FMKSTP-FM/Minneapolis, MN
 KWK/St. Louis, MO
 KXOK/St. Louis, MO
 KSLQ/St. Louis, MO
 KBQ/Kansas City, MO
 WHB/Kansas City, MO
 WZZP/Cleveland, OH
 WGCL/Cleveland, OH
 Q102(WKRO)/Cincinnati, OH
 WZUU/Milwaukee, WI
 WOKY/Milwaukee, WI

WEST

KEARTH(KRTH)/Los Angeles, CA
 KFI/Los Angeles, CA
 KRLA/Los Angeles, CA
 KISS-FM/Los Angeles, CA
 KFRC/San Francisco, CA
 KSFJ/San Francisco, CA
 13K(KGB)/San Diego, CA
 KJR/Seattle, WA
 KPLZ/Seattle, WA
 KIMN/Denver, CO
 KOPA/Phoenix, AZ
 KUPD/Phoenix, AZ

PARALLEL TWO

EAST

WFBR/Baltimore, MD
 WOLF/Syracuse, NY
 WFBL/Syracuse, NY
 WBBF/Rochester, NY
 WHFM/Rochester, NY
 WTRY/Albany, NY
 WFLY/Albany, NY
 WBLI/Long Island, NY
 WTC-FM/Hartford, CT
 KC101(WKCI)/New Haven, CT
 WICC/Bridgeport, CT
 WPST/Trenton, NJ
 WAEB/Allentown, PA
 Q106(WQXA)/York, PA
 WKBO/Harrisburg, PA
 K104(WCCO)/Erie, PA
 WAQY/Springfield, MA
 WHYN/Springfield, MA
 14Q(WFTQ)/Worcester, MA
 WKEE/Huntington, WV
 V100(WVAF)/Charleston, WV

SOUTH

KNUS/Dallas, TX
 KSRR/Houston, TX
 KRBE/Houston, TX
 KFMK/Houston, TX
 KTSJ/San Antonio, TX
 KSET-FM/EI Paso, TX
 KELP/EI Paso, TX
 KINT/EI Paso, TX
 KHFI/Austin, TX
 KBFM/McAllen-Brownsville, TX
 KWIC/Beaumont, TX
 WTTX/New Orleans, LA
 B97(WZB)/New Orleans, LA
 WNOE/New Orleans, LA
 KEEL/Shreveport, LA
 WFMF/Baton Rouge, LA
 KOM(KLPQ)/Little Rock, AR
 KLAZ/Little Rock, AR
 WJDX/Jackson, MS
 KXX106(WKXX)/Birmingham, AL
 WERC/Birmingham, AL
 WSGN/Birmingham, AL
 G100(WKRG-FM)/Mobile, AL
 WAAV/Huntsville, AL
 WLCY/Tampa, FL
 96X(WMJX)/Miami, FL
 WAJY/Ft. Lauderdale, FL
 Y103(WIVY)/Jacksonville, FL
 WAPE/Jacksonville, FL
 BJ106(WBJW)/Orlando, FL
 CK101(WCKS)/Cocoa Beach, FL
 WBBQ/Augusta, GA
 FM100(WMC-FM)/Memphis, TN
 WHBQ/Memphis, TN
 WLAC/Nashville, TN
 KX104(WWKX)/Nashville, TN
 92Q(WBYQ)/Nashville, TN
 WSKZ/Charanooga, TN
 WOKI/Knoxville, TN
 WRLZ/Knoxville, TN
 WNOX/Knoxville, TN
 WKIX/Raleigh, NC
 WAYS/Charlotte, NC
 WSEZ/Winston-Salem, NC
 WCSC/Charleston, SC
 WTMA/Charleston, SC
 WGH/Norfolk, VA
 WQAN/Norfolk, VA
 WRVQ/Richmond, VA
 KJ100(WKJJ)/Louisville, KY
 WAKY/Louisville, KY
 WVLK/Lexington, KY

MIDWEST

WEFM/Chicago, IL
 WTWR/Detroit, MI
 WGRD/Grand Rapids, MI
 WVIC/East Lansing, MI
 WAKX/Duluth, MN
 KSTT/Davenport, IA
 KIOA/Des Moines, IA
 KOFM/Oklahoma City, OK
 KWEN/Tulsa, OK
 KRAV/Tulsa, OK
 KEYN-FM/Wichita, KS
 KZ93(WKZW)/Peoria, IL
 WZOK/Rockford, IL
 WISM/Madison, WI
 Z104(WZEE)/Madison, WI
 WNAM/Appleton-Oshkosh, WI
 WIKS/Indianapolis, IN
 WNAP/Indianapolis, IN
 WMEE/Ft. Wayne, IN
 WGBF/Evansville, IN
 U93(WNDU-FM)/South Bend, IN
 WRBR/South Bend, IN
 WOW/Omaha, NE
 WNCI/Columbus, OH
 92X(WXGT)/Columbus, OH
 WOHO/Toledo, OH
 WXEZ/Toledo, OH
 WDJX/Dayton, OH
 WHOT/Youngstown, OH
 WYFM/Youngstown, OH

WEST

KEZR/San Jose, CA
 KMJC/San Diego, CA
 KXXX/Bakersfield, CA
 KERN/Bakersfield, CA
 KYNO-FM/Fresno, CA
 KIOY/Fresno, CA
 Y94(KFYE)/Fresno, CA
 KIDD/Monterey, CA
 KROY/Sacramento, CA
 FM102(KSFM)/Sacramento, CA
 KGGI/Riverside, CA
 KJRB/Spokane, WA
 KNBO/Tacoma, WA
 KTAC/Tacoma, WA
 KSPZ/Colorado Springs, CO
 KYSN/Colorado Springs, CO
 KCPX/Salt Lake City, UT
 KRSP/Salt Lake City, UT
 K96(KAYK-FM)/Provo, UT
 KGW/Portland, OR
 KMJK/Portland, OR
 KASH/Eugene, OR
 KLUC/Las Vegas, NV
 KENO/Las Vegas, NV
 KRUX/Phoenix, AZ
 KZZP/Phoenix, AZ
 KRQ(KRQQ)/Tucson, AZ
 KHYT/Tucson, AZ
 KTKT/Tucson, AZ
 KZZX/Albuquerque, NM

PARALLEL THREE

EAST

WJBO/Portland, ME
 WGUY/Bangor, ME
 WLBZ/Bangor, ME
 WLAM/Lewiston, ME
 WIGY/Bath, ME
 WTSN/Dover, NH
 WHEB/Portsmouth, NH
 13FEA(WFEA)/Manchester, NH
 WFBG/Aitona, PA
 14WK(WKWK)/Wheeling, WV
 WCIR/Beckley, WV
 WXIL/Parkersburg, WV

SOUTH

WHHY/Montgomery, AL
 Z102(WZAT)/Savannah, GA
 WSGA/Savannah, GA
 95SGF(WSGF)/Savannah, GA
 WFOX/Gainesville, GA
 WCGO/Columbus, GA
 WISE/Asheville, NC
 WFLB/Fayetteville, NC
 WANS-FM/Anderson, SC
 WXLK/Roanoke, VA
 WROV/Roanoke, VA
 FM99(WBGM)/Tallahassee, FL
 WKXY/Sarasota, FL
 KILE/Galveston, TX
 KSEL/Lubbock, TX
 KQZ-FM/Amarillo, TX
 KPUR/Amarillo, TX
 KVOL/Lafayette, LA

MIDWEST

KQWB-FM/Fargo, ND
 KXXL/Grand Forks, ND
 KFVR/Bismarck, ND
 KELO/Sioux Falls, SD
 KKRC/Sioux Falls, SD
 KKL/Replid City, SD
 WRKR/Racine, WI
 WEAQ/Eau Claire, WI
 WSPT/Stevens Point, WI
 WTRU/Muskegon, MI
 KWWL/Waterloo, IA
 KDVV/Topeka, KS

WEST

KENI/Anchorage, AK
 KSLY/San Luis Obispo, CA
 KCBN/Reno, NV
 KDZA/Pueblo, CO
 KATI/Casper, WY
 KODI/Great Falls, MT
 KBOZ/Bozeman, MT
 KYVA/Billings, MT
 KOOK/Billings, MT
 KFXD/Boise, ID

July/August 1980 Advance Arbitron Results

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

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

San Francisco

Continued from Page 1

KABL-FM slipped 3.0 to 2.7. KOIT remained at 2.3, and KBAY rose 1.6 to 2.0.

Among contemporary stations, KFRC went 4.4 to 4.0, KYUU edged up 3.6 to 3.7, KSFJ slipped 3.3 to 2.9. KYA was slightly down 1.6 to 1.5, while KYA-FM remained stable at 1.7. The new AOR leader is KOMA, which jumped 1.8-2.9. KMEL was stable at 2.6, KSAN went 1.7-2.0, KSJO moved .8 to 1.3 and KLIV climbed .7 to 1.2.

Other stations showing a one share or above were, in descending order: KNEW (C) 2.9 to 3.0, KSFO (PA) 3.2 to 3.0, KIOI (PA) 2.9 to 2.8, KBLX (M) 1.8 to 2.3, KDIA (B) 3.1 to 2.3, KIQI (PA) 1.7 to 2.0, KMPX (BB) 1.6 to 1.7, KLOK (PA) 1.8 to 1.5, KKHI-FM (CL) .8 to 1.0, and KEEN (C) remaining at a 1.0 share.

Philadelphia

Continued from Page 1

5.5 and WDVR 5.0 to 4.5. On the AOR front, WMMR dropped slightly from 5.3 to 5.1. WIOQ jumped 3.0 to 4.0, while WYSP went 4.3 to 3.8.

Other notable shifts included WWDB's Talk format going from 3.7 to 5.2, WFIL (R) slipping from 4.7 to 3.2, and WUSL (PA) moving from 4.2 to 3.3.

Other results include: WCAU (N) 4.1 to 3.6, WCAU-FM (B) 2.8 to 3.3, WPEN (PA) 2.8 to 2.5, WSNI (PA) 3.6 to 2.3, WFLN-FM (CL) 2.0 to 2.2, WDAS (B) 2.4 to 2.1, WIFJ (R) 2.5 to 1.7, and WHAT (B) 1.1 to 1.2.

Detroit

WJR, WMJC Gain; CKLW Falls To 17th

WJR (PA) enjoyed its usual good summer Arbitron report as Tigers baseball helped the station rise 11.8 to 13.8. WMJC (R) moved into second with a 5.5 to 6.2 jump, while WRIF (A) slipped 7.0 to 6.1.

CKLW (R) recorded possibly its worst total share ever, falling from 4.6 to 2.8, 17th in the standings. WDRQ (R) slipped 4.6 to 4.3, WNIC-FM (PA) was stable at 4.4, WOMC (PA) dropped 4.4 to 3.3, and WTWR (O) rebounded 2.4 to 3.1.

On the AOR scene, WWWW had the only up book, going 3.4 to 4.2. WABX slipped 3.7 to 3.3. All of the leading Beautiful Music stations suffered losses: WCZY-FM 5.3 to 4.5, WJR-FM 4.7 to 3.5, and WWJ-FM 3.4 to 2.3.

Other stations recording a one share or better follow in descending order: WWJ (N) 5.0 to 5.5, WCXI (C) 5.1 to 4.3, WJZZ (J) 2.6 to 3.3, WLBS (B) 2.1 to 3.3, WXYZ (N) 2.7 to 3.0, WJLB (B) 2.5 to 2.7, WGPR (B) 2.4 to 2.3, WCHB (B) 1.6 to 1.4, CKLW-FM (C) .8 to 1.1, and WQRS (CL) .6 to 1.0.

Boston

WCOZ Makes Big Move

The summer survey in Boston showed the results of recent changes among the town's AOR stations. WCOZ, operating under new PD John Sebastian, vaulted to the number three spot in the market (tops among AOR's) by surging from 4.1 in the spring to 7.8 this book. Former AOR kingpin WBCN slipped from 6.2 to 4.4, while WEEI-FM climbed from 2.9 to 3.7.

In the rest of the market, the Pop/Adult leaders drew more closely together, as WHDH slipped from 11.1 to 9.5, still number one. WBZ declined as well, going from 9.3 to 8.2. News station WEEI suffered a sharp drop from 8.0 to 5.4, while the four leading contemporaries improved slightly (WVBF 5.3 to 5.6, WXKS-FM 4.4 to 5.0, WROR 4.0 to 4.3, and WRKO 3.6 to 4.0).

Other stations above a one share: WJIB (BM) 6.4 to 6.2, WITS (T) 3.5 to 3.6, WXKS (PA) 2.8 to 3.3, WAAF (A) 2.6 to 2.7, WSSH (BM) 1.6 to 2.2, WHUE-FM (BM) 2.4 to 2.0, WCRB-FM (CL) .9 to 1.5, WILD (B) .9 to 1.3, WBOS (PA) .9 to 1.1, and WCGY (R) .7 to 1.1.

Houston

KIKK-FM Takes Over First, KMJQ Rebounds

There's a new top station in Houston, as Country KIKK-FM moved from 8.6 to 9.2 in this report. Meanwhile, previous market leader KRIY (R) slipped from 9.8 to 7.6. KMJQ (B) rebounded and is now runner-up, going from 5.1 to 8.6. KPRC (N), featuring Astros baseball, went 7.0 to 8.1.

Among AOR stations, KLOL remained tops, dropping from 4.9 to 3.7, while KILT-FM tumbled from 4.6 to 2.6. KSRR (R) (formerly KAUM) went from 4.7 to 3.0, KILT (R) dropped 4.1 to 3.1, and KRBE (R) moved 5.3 to 4.0. KFMK (R) rose 1.9 to 3.9. In the Beautiful Music contest, leader KYND went down 6.7 to 5.3, but remained ahead of KODA's static 4.2.

Other stations, in descending order, are KTRH (N) 4.3 to 4.6, KQUE (PA) 2.8 to 4.4, KENR (C) 3.3 to 2.8, KEYH (S) 1.2 to 2.6, KLAT (S) 3.1 to 2.4, KULF (R) 2.9 to 2.2, KIKK (C) 1.8 to 1.9, KNUZ (C) stable at 1.5, KLEF (CL) 1.9 to 1.4, and KXYZ (RL) .9 to 1.1.

Deregulation

Continued from Page 1

concerned with saving broadcasters time and manpower in completing renewal, many questions were raised at the hearings regarding the formulation of these new standards. Unless these standards are clearly defined when and if deregulation occurs, radio licensees will have to deal with the following questions:

1. How much nonentertainment programming will be enough to serve the community, but keep a station in step with the marketplace as a competitive force?

2. How will a radio station determine the needs of the community if ascertainment becomes a thing of the past?

3. How many commercials will an operator be able to run without becoming overcommercialized?

4. How will commercials and other program information be logged to save time and money, but still keep an accurate record of programming in order to be accountable to the public?

These points were raised during the FCC's two days of discussions. The Commission is proposing to look at each station in comparison to the rest of the marketplace to determine its performance in the public interest, rather than use the old percentage guidelines for nonentertainment programming. This idea, however, came in for a lot of criticism for being a more

subjective manner of determining if broadcasters are acting in the public's interest. Current guidelines are minimum standards by which to operate the industry in a responsible manner, according to National Citizens' Committee for Broadcasting Executive Director Sam Simon.

What Is A Responsible Broadcaster?

The areas of change are clearly defined in the proposed deregulation notice, but the new sets of standards for what governs responsible

broadcasting have yet to be drafted. A good deal of debate took place at the hearings on each of the four areas of deregulation between the Commissioners and responsible representatives who came to give their comments and suggestions to help shape these new standards.

This exchange will shape the Commission's thinking about what a responsible broadcaster should be under the proposed deregulation, according to one FCC staffer. An outline of the key issues of the hearings may be found in the Washington Report on Page 4.

Douglas

Continued from Page 1

mented, "It's an organizational move. What we're trying to do is pull the company into a kind of format, much like a radio station would. We need to incorporate some bureaucracy into the company. I'll keep involved with Superstars, but will be further developing our other formats: Country, Top 40, Disco-oriented Top 40, and Femme FM, which will be our big push for 1981."

He continued, "We're going to take a lot of the concepts we used in organizing Superstars and apply them to the organization itself. We'll now be doing format meetings annually for all the divisions, for example. But we're not really changing what we're doing. We'll still be just as much on the road as ever."

KOMA

Continued from Page 1

have our work cut out for us. I am looking forward to the challenge."

KOMA, like WRVR/New York last week, introduced the new format in dramatic, unexpected fashion to its listeners. At 2:50pm Friday afternoon, Woodard took the air and hosted a 10-minute montage of past hits and KOMA jingles, describing the station's beginnings as a Tod Storz flagship, and declaring a change was on the way. At 3:00 he announced, "If you're within the sound of my voice, you're in KOMA Country," and John Denver's "Thank God I'm A Country Boy" followed by Waylon Jennings's "Are You Ready For The Country" (thus far the two most popular format kickoff numbers) were played by Lindahl.

WRVR

Continued from Page 3

ceived the injunction. Figenshu pointed out that WKXW was located outside the coverage area requirements for a call letter change (35 miles), being 60 miles away from WRVR's transmitters. Furthermore, Figenshu noted that the slogan "The Kicker" had been in use since 1949, making WKXW's claim to the slogan's exclusivity somewhat questionable.

Figenshu also affirmed that there was a certain amount of organized listener protest regarding the station's conversion from Jazz to Country, but that he didn't know to what extent these measures had gone. "We've had a fair amount of positives - calls and letters - too," he noted. Listener groups are apparently organizing to try to preserve a commercial Jazz format in New York; a mobilization of organized listener protest prevented a changeover by Classical WNCN to AOR in New York five years ago.

"This whole format change issue is before the Supreme Court," Figenshu continued. "If the Court rules that we have to go back to Jazz, it's going to be a sad day for broadcasters, because in essence what you'll have is the government dictating what kind of format you can run. It's not a question of Jazz versus Country; it's government versus First Amendment."

Cornyn

Continued from Page 3

(WEA International), and allied companies, with his general goals being to determine what and where WCI's Record Group should be in 1985 and 1990 and how to get there most profitably. Cornyn will also be responsible for the development of the WCI Record Group's commercial video activities and will head a new record-video unit.

The first item on Cornyn's agenda will be the November introduction of a new anticounterfeiting device, described as making the identification of unauthorized audio and video product instantaneous. Tony Muxlow has been named to oversee the implementation of this anticounterfeiting program.

Cornyn, commenting upon his new post, said, "After 20 years of being in the marketing-of-records business, I found creating another trade ad stupefying. I was about to retire. Then this chance - to consider slowly and reasonably what this business can or should be - came along.

"I find the prospects, especially those in the creative areas of music-video and new repertoire, challenging, confusing and intriguing," Cornyn continued. "It is as if my first 20 years in this business had been vocational training. And now it begins for real."

Casablanca

Continued from Page 3

was GM of Jubilee Records, and worked as an air personality at one of the first "progressive" early AOR stations, KPPC/Los Angeles.

Lambert, a three-year Casablanca veteran, was National Promotion Director until taking on his new title of VP/National Pop Promotion. Before joining Casablanca, he programmed several radio stations, the last of them WGCL/Cleveland. Lambert also reports directly to Bird.

Busby had been Director of R&B Promotion for the label, having served in that department for several years in addition to similar positions at Stax, Atlantic, and CBS Records. His new responsibilities as VP/R&B Promotion will include coordinating all R&B radio promotion activities.

Letter

Continued from Page 3

"CCC" for short. We are a modern Country station with a good mix of mellow rock such as the Eagles, Poco, Linda Ronstadt, and Firefall.

The purpose of my letter is not to claim that we were the first station in the country with this idea for a format. I'm sure other programmers have experimented with this basic concept to one degree or another with varying forms of success. However, WOWW-107 is one of the pioneers. With that in mind I thought it would be interesting for you and your readers to see how that format has worked for us.

When WOWW-107 signed on the air we had only 25 days before the Arbitron sweep. Twenty-five days to draw attention to a new set of call letters with a new and unique format. Now as I look over the results I'm happy to say that WOWW-107 is tied for Number 1 Metro Adults 18-49 with a 14.1 share; No. 2 Adults 25-49; No. 1 in Men 18-49; No. 1 in Adults 18-54, Monday-Friday, 6am-12mid; and No. 1 Adults 18-54, 6-10am, 10am-3pm, 3-7pm, Monday-Friday, TSA (6-county). In the remaining categories, if not No. 1, we are strong.

We at WOWW-107 believe strongly in this format, whether it's called "Cross-Country/Contemporary" or "Country Oriented Rock."

I wish the best of luck to KHJ with their new format. "CCC" or "COR" is definitely the format of the 80's.

Sincerely,
John B. Canterbury
Program Director
WOWW/Pensacola

**When You
"WHIP IT"
This Much,
It Breaks!**

THE BACK PAGE

BREAKERS

DEVO

Whip It (WB)

56% of our reporters on it. Moves: Up 81, Same 29, Down 0,
Adds 15, WBEN-FM, Q102, KFRC, KOPA, KWIC, KLAZ, G100,
KIOA, WIKS, WDJX, KYNO-FM, K96, WCIR, WANS-FM,
KDZA.

**"WHIP IT"
DEVO**



Produced by Devo in Association with Robert Margouleff

*Today Is A
Great Day
For Leos...*

96KX add	WAEB 28-25	WBBQ on	KQIZ-FM add
WCAO add	Q106 on	WSKZ add	KPUR add
94Q add	K104 39-35	WOKI add	KKLS add
WOKF add	KSET-FM add	WAYS add	WRKR add
KBEQ 29-26	WSGN add	KNBQ add	KWWL add
WHB add 22	WAAY on	KMJK add	KSLY add
WFBR add	Y103 add	KRUX deb 38	KATI add
WICC add 29	CK101 40-33	WCGQ on	KBOZ on

**"MORE
THAN I
CAN SAY"**

**LEO
SAYER**



Produced and Arranged by Alan Tarney

On  Records

EAST Most Added[®] Hottest

Donna Summer
Supertramp
D. Hall & J. Oates
Queen
Diana Ross
Olivia N-J/ELO

ADDS & HOTS

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

SOUTH Most Added[®] Hottest

Jacksons
D. Hall & J. Oates
Supertramp
Queen
Diana Ross
Olivia N-J w/ELO

EAST

PARALLEL ONE

Adds & Hots information for the Parallel One stations can now be found on the Parallel One Playlist, pages 32 & 33

PARALLEL TWO

14Q/Worcester, MA Steve York

DONNA SUMMER
CLIFF RICHARD
SUPERTRAMP
HALL & OATES
Hotteat:
OLIVIA N-J 11
CARLY SIMON 10 6
PAUL SIMON 13 8
CDB 30 14
BOZ SCAGGS 32 17

WBBF/Rochester, NY Dave Mason

CDB
Hotteat:
DIANA ROSS 2 1
OLIVIA N-J 6 4
PAUL SIMON 10 6
CARLY SIMON 15-10
QUEEN 16 12

WICC/Bridgeport, CT Bob Mitchell

EW&P
CDB
LEO SAYER
ROLLING STONES
SUPERTRAMP
B 52 5
AC/DC
Hotteat:
DIANA ROSS 1-1
OLIVIA N-J 12 5
DOOBIE BROS 16-12
BARBRA STREISAND 19-15
BOZ SCAGGS 22 18

WKBO/Harrisburg, PA Jim Buchanan

DIANA ROSS
HALL & OATES
JACKSON BROWNE
ANNE MURRAY
Hotteat:
DIANA ROSS 1 1
PAUL SIMON 4 2
OLIVIA N-J 11 5
CARLY SIMON 13 6
POINTER SISTERS 14-7

WKEE/Huntington, WV Gary Miller

DONNA SUMMER
DIANA ROSS
ALI THOMSON
JACKSON BROWNE
STEVIE WONDER
HALL & OATES
ROGER DALTRY
AC/DC (dp)
Hotteat:
DIANA ROSS 1 1
QUEEN 10 5
OLIVIA N-J 19-7
DOOBIE BROS 24 10
LARSEN-FEITEN BAN 22 16

WOLF/Syracuse, NY Bob Mitchell

LARRY GRAHAM
STEPHANIE MILLS
ROGER DALTRY
ELTON JOHN
GENESIS
ALLMAN BROTHERS
Hotteat:
ROBBIE DUPREE 2 1
QUEEN 8 3
CLIFF RICHARD 8 8
LARSEN FEITEN BAN 24-11
DIONNE WARWICK 25-13

WPBT/Trenton, NJ Jeff Taylor

CLIFF RICHARD
HALL & OATES
ROLLING STONES
Hotteat:
QUEEN 3 1
OLIVIA N-J 10-6
BOZ SCAGGS 12 9
DEVO 19 11
DIANA ROSS 21-13

WTRY/Troy, NY Bill Cahill

STEVIE WONDER
SUPERTRAMP
WILLIE NELSON
CDB
Hotteat:
QUEEN 2-1
DIANA ROSS 3 2
CARLY SIMON 9 3
OLIVIA N-J 12 5
EDDIE RABBITT 14-10

WAEB/Allentown, PA Jeff Frank

JACKSONS
DIANA ROSS
Hotteat:
DIANA ROSS 2 1
DEVO 6 2
QUEEN 10 6
IRENE CARA 12-9
DOOBIE BROS 19-15

WYNY/Springfield, MA Andy Carey

CLIFF RICHARD
PURE PRAIRIE LEAG
DONNA SUMMER
TEDDY PENDERGRASS
Hotteat:
PAUL SIMON 3 1
BILLY JOEL 4 2
CARLY SIMON 8-3
EDDIE RABBITT 7 6
BARBRA STREISAND 18 12

KC101/New Haven, CT Curt Hansen

ELO
DIANA ROSS
DONNA SUMMER
AL STEWART
STACY LATTISAM
Hotteat:
DIANA ROSS 1 1
OLIVIA N-J 10-4
PAUL SIMON 16 8
BARBRA STREISAND 23 11
DOOBIE BROS 23 16

WFBZ/Baltimore, MD Andy Saulneki

JACKSONS
ALI THOMSON
LEO SAYER
Hotteat:
AIR SUPPLY 1-1
STEPHANIE MILLS 9 4
EDDIE RABBITT 10 5
BOZ SCAGGS 14 7
OLIVIA N-J 18 11

WBLJ/Long Island, NY Bill Terry

DONNA SUMMER
ROLLING STONES
PURE PRAIRIE LEAG
STEVIE WONDER
Hotteat:
DIANA ROSS 2 1
PAUL SIMON 4 2
QUEEN 12-5
OLIVIA N-J 16 11
DONNA SUMMER A-25

WTIC/FM/Hartford, CT Rick Donahue

DONNA SUMMER
STEVIE WONDER
SUPERTRAMP
Hotteat:
DIANA ROSS 1 1
QUEEN 10-2
OLIVIA N-J 12 9
DOOBIE BROS 18 13
POINTER SISTERS 21-14

Q108/York, PA Steve Gallagher

CLIFF RICHARD
EW&P
JACKSONS
Hotteat:
DIANA ROSS 1 1
QUEEN 7 3
OLIVIA N-J 8 5
CARLY SIMON 12 9
DOOBIE BROS 22 16

WHFM/Rochester, NY Marc Cronin

STEVIE WONDER
AC/DC
JACKSONS
JACKSON BROWNE
SUPERTRAMP
ALLMAN BROTHERS
Hotteat:
PAUL SIMON 2 1
BOB SEGER 3 2
BILLY JOEL 8-4
ELO 10-6
QUEEN 14 7

WFLY/Albany, NY Bob Mason

DONNA SUMMER
CLIFF RICHARD
ELTON JOHN
Hotteat:
PAUL SIMON 1-1
QUEEN 6 2
CARLY SIMON 5 3
STEVIE WONDER 28-21
SUPERTRAMP D-24

WOLF/Syracuse, NY Tony Davis

DONNA SUMMER
ALLMAN BROTHERS
KINGS
Hotteat:
DIANA ROSS 1 1
QUEEN 6 2
PAUL SIMON 8 3
CARLY SIMON 14 5
ELO 15-7

K104/Erie, PA Bill Shannon

JACKSONS
JIMMY HALL
BLACKJACK
DONNA SUMMER
GENESIS
ROY MUSIC
Hotteat:
ELO 2 1
DIRT BAND 4-2
RANDY VANMARNER 9-4
E. DAN SEALS 17 10
STEPHANIE MILLS 18 12

V100/Charleston, WV Bob Spence

SUPERTRAMP
KANSAS
DONNA SUMMER
EW&P
Hotteat:
QUEEN 2-1
PAUL SIMON 6 3
KENNY LOGGINS D-10
DOOBIE BROS 21-15
POINTER SISTERS 22-19

WAQY/Springfield, MA Jim Rlasing

JIMMY HALL
JOHN COUGAR
HALL & OATES
SUPERTRAMP
Hotteat:
DIANA ROSS 2-1
QUEEN 12 3
DEVO 16-4
GEORGE BENSON 17-9
DOOBIE BROS 21-13

PARALLEL THREE

14WQ/Wheeling, WV Rich Collins

STEVIE WONDER
ELTON JOHN
EW&P
JACKSON BROWNE
Hotteat:
DIANA ROSS 2-1
ROBBIE DUPREE 3 2
BOB SEGER 13-8
OLIVIA N-J 17-9
CARLY SIMON 16-13

WCIR/Beckley, WV Ron Hill

HALL & OATES
DEVO
EW&P
JACKSONS
SUPERTRAMP
DIANA ROSS
Hotteat:
DIANA ROSS 6-1
ELO 7 3
QUEEN 10-4
OLIVIA N-J 16-9
CARLY SIMON 15 10

WFBZ/Altoona, PA Tony Booth

JACKSON BROWNE
SUPERTRAMP
ROGER DALTRY
CLIFF RICHARD
DIANA ROSS
KANSAS
HALL & OATES
Hotteat:
ROBBIE DUPREE 1 1
DIANA ROSS 6 2
KENNY LOGGINS 8 5
QUEEN 24-13
STEPHANIE MILLS 25-15

WGUY/Bangor, ME Jim Randall

CLIFF RICHARD
GENESIS
Hotteat:
AIR SUPPLY 1-1
PAUL SIMON 8 5
OLIVIA N-J 12-10
QUEEN 15-11
KENNY LOGGINS 20 16

WHBF/Portsmouth, NH Rick Bean

HALL & OATES
CLIFF RICHARD
Hotteat:
BILLY JOEL 2-1
PAUL SIMON 3 2
DIANA ROSS 12 5
OLIVIA N-J 10 6
BOZ SCAGGS 18 13

WJBO/Portland, ME Mike O'Neill

PURE PRAIRIE LEAG
LIVINGSTON TAYLOR
IRENE CARA
JOHN COUGAR
Hotteat:
AIR SUPPLY 1-1
BOB SEGER 8-4
OLIVIA N-J 10 7
BILLY JOEL 12 9
CARLY SIMON 14-10

WLZ/Bangor, ME Michael O'Hara

SUPERTRAMP
WILLIE NELSON
JACKSONS
AC/DC
Hotteat:
AIR SUPPLY 1 1
QUEEN 10-1
DIANA ROSS 11-6
CARLY SIMON 13-8
AMBROSIA 15 9

WTNH/Dover, NH Jim Sebastian

WILLIE NELSON
STEPHANIE MILLS
RAY GOODMAN & B
CLIFF RICHARD
Hotteat:
AIR SUPPLY 1-1
ELO 9 5
POINTER SISTERS 12 9
OLIVIA N-J 13 10
BARBRA STREISAND 14-11

WIGY/Bath, ME Willie Mitchell

DONNA SUMMER
CLIFF RICHARD
STEVIE WONDER
EDDIE MONEY
JACKSON BROWNE
Hotteat:
QUEEN 1-1
KENNY LOGGINS 8-4
JOURNEY 18-12
GENESIS 25-18
BOZ SCAGGS 30-25

WLAM/Lewiston, ME Gary Bruce

SUPERTRAMP
DIANA ROSS
JACKSON BROWNE
JOHN COUGAR
Hotteat:
ROBBIE DUPREE 1-1
BOZ SCAGGS 8 3
LIVINGSTON TAYLOR 11 6
POINTER SISTERS 19 15
ALI THOMSON 30-19

SOUTH

PARALLEL ONE

Adds & Hots information for the Parallel One stations can now be found on the Parallel One Playlist, pages 32 & 33

PARALLEL TWO

82Q/Nashville, TN Scooter Davis

KIM CARNES
ROLLING STONES (dp)
HALL & OATES (dp)
JACKSONS (dp)
Hotteat:
JOHNNY LEE 2 1
ROBBIE DUPREE 6-3
OLIVIA N-J 16-11
PAUL SIMON 18 12
BARBRA STREISAND 27-18

8J108/Orlando, FL Tom West

LINDA CLIFFORD
GENESIS
JACKSONS
JACKSON BROWNE
Hotteat:
OLIVIA N-J 2-1
QUEEN 24-5
ELO 11 6
PAUL SIMON 14 7
JOHNNY LEE 21 10

KEEL/Sheveport, LA Marty Johnson

DONNA SUMMER
CLIFF RICHARD
GENESIS
CDB
ALLMAN BROTHERS
Hotteat:
DIANA ROSS 1 1
QUEEN 5 3
KENNY LOGGINS 9-5
ELO 12-8
BARBRA STREISAND 19 10

KTBA/San Antonio, TX Mike Scott

ROBBIE DUPREE
AMY HOLLAND
HALL & OATES
KINGS
BOZ SCAGGS
JOHN COUGAR
Hotteat:
DIANA ROSS 1-1
LARRY GRAHAM 9 4
EDDIE RABBITT 11-9
BARBRA STREISAND 16 11
GEORGE BENSON 18-13

KXX108/Birmingham, AL Larry O'Day

ROLLING STONES
AC/DC
HALL & OATES
DONNA SUMMER
JACKSONS
Hotteat:
PAUL SIMON 3-1
BOZ SCAGGS 8 2
AMY HOLLAND 19-12
DOOBIE BROS 21-13
WILLIE NELSON 26-18

WAKY/Louisville, KY Paul Sebastian

STEPHANIE MILLS
CLIFF RICHARD
JACKSONS
WILLIE NELSON
Hotteat:
DIANA ROSS 1-1
PAUL SIMON 7 4
BOB SEGER 8 4
OLIVIA N-J 13-10
QUEEN 18-15

WAXY/Ft. Lauderdale, FL Kenry Lee

DIANA ROSS
AMY HOLLAND
CLIFF RICHARD
ALI THOMSON
Hotteat:
DIANA ROSS 1 1
JOHNNY LEE 3 2
OLIVIA N-J 13-10
QUEEN 21-12
BARBRA STREISAND 24 18

WAYS/Charlotte, NC Roy Rosen

CLIFF RICHARD
JACKSONS
LEO SAYER
WAYLON JENNINGS
EW&P
Hotteat:
OLIVIA N-J 5-1
QUEEN 10-5
BOZ SCAGGS 21-12
BARBRA STREISAND 18-14
DIANA ROSS 30-24

WBSQ/Augusta, GA Bruce Stevens

ROLLING STONES
JACKSONS
KANSAS
DONNA SUMMER
SUZI QUATRO
BLACKJACK
Hotteat:
DIANA ROSS 1 1
PAUL SIMON 7-2
BOZ SCAGGS 10-6
POINTER SISTERS 11 7
OLIVIA N-J 14-8

WRVQ/Richmond, VA Bill Thomas

SUPERTRAMP
DONNA SUMMER
CLIFF RICHARD
Hotteat:
DIANA ROSS 1-1
CDB 7 3
AL STEWART 14-8
DEVO 20-14
LARSEN-FEITEN BAN 21 16

WFMF/Baton Rouge, LA Randy Rice

KANSAS
EW&P
DIONNE WARWICK
SUPERTRAMP
Hotteat:
QUEEN 1 1
DIANA ROSS 3 2
KENNY LOGGINS 5-3
OLIVIA N-J 9-4
PAUL SIMON 13-8

WQH/Norfolk, VA Bob Canada

DANDY & DOLITTLE
HALL & OATES
KIM CARNES
POCO
BOB MELCH (dp)
STACY LATTISAM (dp)
Hotteat:
DIANA ROSS 1-1
OLIVIA N-J 6-3
BOB SEGER 12-6
BARBRA STREISAND 17-8
CARLY SIMON 13-9

WHBQ/Memphis, TN Jed Duvall

STEVIE WONDER
JACKSONS
Hotteat:
AIR SUPPLY 1-1
QUEEN 8 2
OLIVIA N-J 15-10
DIONNE WARWICK 22 16
NATALIE COLE 21-18

WJDX/Jackson, MS Cindy Crawford

STEVIE WONDER
SHO NUFF
DONNA SUMMER
O'JAYS
CLIFF RICHARD
HALL & OATES
Hotteat:
DIANA ROSS 3 1
POINTER SISTERS 2 2
ROBBIE DUPREE 2-4
CARLY SIMON 17-6
QUEEN 28-19

WKIX/Raleigh, NC Ron McKay

LARSEN-FEITEN BAN
IRENE CARA
SUPERTRAMP
PURE PRAIRIE LEAG
HALL & OATES
IRENE CARA
ROGER DALTRY
STACY LATTISAM
KIM CARNES
CARS
LIPPS, INC.
Hotteat:
QUEEN 15-1
BARBRA STREISAND 13 4
OLIVIA N-J 19-8
KENNY LOGGINS 16-9
BOZ SCAGGS 21-11

WLAC/Nashville, TN Pat Clancibella

AC/DC (dp)
SUPERTRAMP
JACKSONS
ROLLING STONES
JACKSONS
HALL & OATES
ANNE MURRAY
Hotteat:
DIANA ROSS 1-1
KENNY LOGGINS 2-2
QUEEN 3-3
CDB 14-10
DIONNE WARWICK 19 12

WERC/Birmingham, AL Mark Thompson

CHRIS CROSS
JACKSONS
HALL & OATES
ANNE MURRAY
Hotteat:
DIANA ROSS 1-1
KENNY LOGGINS 2-2
QUEEN 3-3
CDB 14-10
DIONNE WARWICK 19 12

WLCV/Tampa, FL Mike Weber

EDDIE RABBITT
HALL & OATES
Hotteat:
GEORGE BENSON 4-1
OLIVIA N-J 7-5
JOHNNY LEE 14-6
BOZ SCAGGS 10-8
EDDIE RABBITT A 23

WX104/Nashville, TN Beau Richards

AMY HOLLAND
JACKSONS
KIM CARNES
JACKSON BROWNE
Hotteat:
QUEEN 1-1
PAUL SIMON 3-2
POINTER SISTERS 18 9
DOOBIE BROS 17-10
BARBRA STREISAND 19-12

WTIX/New Orleans, LA Gary Franklin

AC/DC
JACKSONS
CLIFF RICHARD
ALLMAN BROTHERS
PURE PRAIRIE LEAG
SPLIT ENZ
Hotteat:
QUEEN 2-1
OLIVIA N-J 11-4
EDDIE RABBITT 16-12
DIANA ROSS 32-24
CARS 38 28

Y103/Jacksonville, FL Maja PW

COMMODORES
STEVIE WONDER
KIM CARNES
CHICAGO
LEO SAYER
Hotteat:
DIANA ROSS 1-1
ELO 10-7
OLIVIA N-J 13-9
QUEEN 17-11
KENNY LOGGINS 16 12

KBFM/McAllen-Brownsville, TX Steve Owens

SUPERTRAMP
AC/DC
HALL & OATES
STEVIE WONDER
Hotteat:
CARLY SIMON 9-1
BOB SEGER 11-3
ELO 12 6
OLIVIA N-J 16-9
QUEEN 19-16

KLZ/El Paso, TX Stan Main

DONNA SUMMER
AL STEWART
LARSEN-FEITEN BAN
Hotteat:
DIANA ROSS 1-1
LARRY GRAHAM 7-3
QUEEN 11 6
KENNY LOGGINS 17-10
POINTER SISTERS 23-13

FM100/Memphis, TN Mark Williams

CLIFF RICHARD
JACKSONS
Hotteat:
QUEEN 3-1
KENNY LOGGINS 8-5
OLIVIA N-J 13-8
O'JAYS 15 9
CDB 14-10

WDXI/Knoxville, TN Scott Mejors

JACKSONS
KIM CARNES
STACY LATTISAM
KANSAS
Hotteat:
QUEEN 2-1
POINTER SISTERS 4-2
LARRY GRAHAM 10 4
CARLY SIMON 12 8
BARBRA STREISAND 15-9

WSKZ/Chattanooga, TN David Carroll

JOHN COUGAR
STEPHANIE MILLS
KIM CARNES
LEO SAYER
JACKSON BROWNE
DONNA SUMMER
Hotteat:
DIANA ROSS 1-1
OLIVIA N-J 15-5
DOOBIE BROS 19-8
DEVO 23-11
WILLIE NELSON 26 18

KINT/El Paso, TX Jim Zippo

JACKSONS
CLIFF RICHARD
AMY HOLLAND
SUPERTRAMP
PURE PRAIRIE LEAG
HALL & OATES
IRENE CARA
ROGER DALTRY
STACY LATTISAM
KIM CARNES
CARS
LIPPS, INC.
Hotteat:
QUEEN 15-1
BARBRA STREISAND 13 4
OLIVIA N-J 19-8
KENNY LOGGINS 16-9
BOZ SCAGGS 21-11

WERC/Birmingham, AL Mark Thompson

CHRIS CROSS
JACKSONS
HALL & OATES
ANNE MURRAY
Hotteat:
DIANA ROSS 1-1
KENNY LOGGINS 2-2
QUEEN 3-3
CDB 14-10
DIONNE WARWICK 19 12

WLCV/Tampa, FL Mike Weber

EDDIE RABBITT
HALL & OATES
Hotteat:
GEORGE BENSON 4-1
OLIVIA N-J 7-5
JOHNNY LEE 14-6
BOZ SCAGGS 10-8
EDDIE RABBITT A 23

WX104/Nashville, TN Beau Richards

AMY HOLLAND
JACKSONS
KIM CARNES
JACKSON BROWNE
Hotteat:
QUEEN 1-1
PAUL SIMON 3-2
POINTER SISTERS 18 9
DOOBIE BROS 17-10
BARBRA STREISAND 19-12

WTIX/New Orleans, LA Gary Franklin

AC/DC
JACKSONS
CLIFF RICHARD
ALLMAN BROTHERS
PURE PRAIRIE LEAG
SPLIT ENZ
Hotteat:
QUEEN 2-1
OLIVIA N-J 11-4
EDDIE RABBITT 16-12
DIANA ROSS 32-24
CARS 38 28

Y103/Jacksonville, FL Maja PW

COMMODORES
STEVIE WONDER
KIM CARNES
CHICAGO
LEO SAYER
Hotteat:
DIANA ROSS 1-1
ELO 10-7
OLIVIA N-J 13-9
QUEEN 17-11
KENNY LOGGINS 16 12

KBFM/McAllen-Brownsville, TX Steve Owens

SUPERTRAMP
AC/DC
HALL & OATES
STEVIE WONDER
Hotteat:
CARLY SIMON 9-1
BOB SEGER 11-3
ELO 12 6
OLIVIA N-J 16-9
QUEEN 19-16

98X/Miami, FL Bruce Kelly

JACKSONS
EW&P
JACKSON BROWNE
AC/DC
GENESIS
Hotteat:
DIANA ROSS 1-1
DEVO 6 2
EDDIE RABBITT 14 8
QUEEN 17-13
OLIVIA N-J 20-16

WQKX/Norfolk, VA Don Davis

CHRIS CROSS
KANSAS
STACY LATTISAM
JIMMY HALL
SUPERTRAMP
HALL & OATES
Hotteat:
GEORGE BENSON 1-1
BOZ SCAGGS 7-4
PAUL SIMON 8-6
EDDIE RABBITT 15 10
STEPHANIE MILLS 16-11

KFMK/Houston, TX Jerry Steele

JACKSONS
WILLIE NELSON
Hotteat:
LEO SAYER
HALL & OATES
Hotteat:
AIR SUPPLY 3-1
QUEEN 6 2
BOZ SCAGGS 10-5
BROTHERS JOHNSON 14-8
CHANGE 13-9

KBRR/Houston Rick Lambert

ANNE MURRAY
CLIFF RICHARD
POCO
ALLMAN BROTHERS
Hotteat:
AIR SUPPLY 1-1
AMBROSIA

MIDWEST Most Added Hottest Cliff Richard Diana Ross Donna Summer Queen Supertramp Barbra Streisand

ADDS & HOTS

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

WEST Most Added Hottest Supertramp Queen Donna Summer Olivia N-J/ELO Cliff Richard Diana Ross

MIDWEST

PARALLEL ONE

Adds & Hots Information for the Parallel One stations can now be found on the Parallel One Playlist, pages 32 & 33

PARALLEL TWO

82X/Columbus, OH Buddy Scott

BARBRA STREISAND BOZ SCAGGS ROLLING STONES Hottest: PAUL SIMON 3-1 DIANA ROSS 4-3 QUEEN 9-5 KENNY LOGGINS 15-11 OLIVIA N-J 19-15

KIOA/Des Moines, IA A.W. Pantoja

DEVO NEIL SEDAKA KIM CARNES SUPERTRAMP Hottest: QUEEN 16-1 KENNY LOGGINS 12-5 IRENE CARA 13-6 ELO 14-9 OLIVIA N-J 15-10

KOFM/Oklahoma City, OK Chuck Morgan

DON WILLIAMS DONNA SUMMER Hottest: DIANA ROSS 6-1 QUEEN 19-7 KENNY LOGGINS 18-8 LARRY GRAHAM 17-13 DOOBIE BROS 22-14

KRAV/Tulsa, OK Gary Reynolds

JACKSONS (dp) DON WILLIAMS ANNE MURRAY KANSAS (dp) Hottest: DIANA ROSS 1-1 EDDIE RABBITT 3-2 GEORGE BENSON 9-3 BARBRA STREISAND 19-11 DOOBIE BROS 20-14

KZSU/Peoria, IL Lou Patrick

DONNA SUMMER CLIFF RICHARD Hottest: DIANA ROSS 2-1 ELO 4-3 BOB SEGER 10-7 KENNY LOGGINS 12-8 QUEEN 18-15

WGRD/Grand Rapids, MI Ray Baker

BOZ SCAGGS ELO GEORGE BENSON DOOBIE BROS Hottest: QUEEN 1-1 PETER GABRIEL 3-2 OLIVIA N-J 7-3 KENNY LOGGINS 15-6 PAUL SIMON 12-9

WHOT/Younstown, OH Dick Thompson

SUPERTRAMP CLIFF RICHARD EW&F Hottest: QUEEN 11-1 GEORGE BENSON 3-2 OLIVIA N-J 13-8 BARBRA STREISAND 15-12 DOOBIE BROS 20-13

WMEE/Fort Wayne, IN John Curry

CLIFF RICHARD DONNA SUMMER Hottest: AIR SUPPLY 1-1 DIANA ROSS 8-3 KENNY LOGGINS 13-8 ELO 15-9 BARBRA STREISAND 25-18

WNAP/Indianapolis, IN Dennis Jon Bailey

NATALIE COLE STEPHANIE MILLS ROLLING STONES PURE PRAIRIE LEAG Hottest: AIR SUPPLY 1-1 JOHNNY LEE 6-4 KENNY LOGGINS 8-7 CARLY SIMON 14-13 QUEEN 16-14

WNCU/Columbus, OH Steve Edwards

STACY LATTISAW STEPHANIE MILLS CLIFF RICHARD CDB Hottest: DIANA ROSS 1-1 EDDIE RABBITT 10-6 KENNY LOGGINS 12-9 DOOBIE BROS 19-15 BARBRA STREISAND D-18

WOHO/Toledo, OH Jeff McCarthy

DONNA SUMMER STEPHANIE MILLS CLIFF RICHARD Hottest: CHRIS CROSS 1-1 DIANA ROSS 8-3 BILLY JOEL 10-8 DIONNE WARWICK 14-12 ROBBIE DUPREE 15-13

WVIC/East Lansing, MI Jim St. John

STACY LATTISAW ALLMAN BROTHERS ROLLING STONES KANSAS PETE TOWNSHEND Hottest: DIANA ROSS 2-1 ELO 15-11 BOZ SCAGGS 21-13 CARLY SIMON 19-14 DOOBIE BROS 24-15

KSTT/Davenport, IA Mike Kenneally

PURE PRAIRIE LEAG AMY HOLLAND WILLIE NELSON HALL & OATES CDB KIM CARNES SUPERTRAMP Hottest: DIANA ROSS 2-1 JOHNNY LEE 7-4 KENNY LOGGINS 12-8 LARRY GRAHAM 15-9 ROBBIE DUPREE 22-12

WISM/Madison, WI Samantha Jones

CDB WILLIE NELSON STEPHANIE MILLS POCO Hottest: AIR SUPPLY 1-1 OLIVIA N-J 6-2 QUEEN 14-7 GEORGE BENSON 13-8 KENNY LOGGINS 15-9

WYFM/Youngstown, OH Jeff Tobin

KENNY LOGGINS BOZ SCAGGS EDDIE RABBITT ROBBIE DUPREE Hottest: QUEEN 2-1 DIANA ROSS 4-3 OLIVIA N-J 7-5 ELO 10-7 KENNY LOGGINS 17-10

WTWR/Detroit, MI Kurt Kelly

ELO BOZ SCAGGS DONNA SUMMER AL STEWART Hottest: DIANA ROSS 2-1 PAUL SIMON 6-2 OLIVIA N-J 13-8 QUEEN 15-9 DOOBIE BROS 20-12

WAKX/Duluth, MN Bruce McGregor

SUPERTRAMP JACKSON BROWNE EW&F STEVIE WONDER KIM CARNES JIMMY HALL JACKSONS Hottest: DIANA ROSS 3-1 QUEEN 7-4 KENNY LOGGINS 13-9 CARS 14-10 DEVO 25-20

WNAM/Appleton-Oshkosh, WI Jay Tyler

AMY HOLLAND JACKSON BROWNE JIMMY HALL KIM CARNES Hottest: PAUL SIMON 3-1 DIANA ROSS 7-3 OLIVIA N-J 11-6 KENNY LOGGINS 13-9 BARBRA STREISAND 21-10

WGBF/Evanston, IN B.J. Hunter

CLIFF RICHARD CARS SUPERTRAMP ALLMAN BROTHERS ALI THOMSON EW&F Hottest: DIANA ROSS 1-1 QUEEN 12-2 OLIVIA N-J 15-3 ELO 9-6 BOZ SCAGGS D-15

WRBR/South Bend, IN Joe Lightner

CLIFF RICHARD CDB Hottest: AIR SUPPLY 2-1 DIANA ROSS 12-3 LARRY GRAHAM 17-10 POINTER SISTERS 20-17 PAUL SIMON 21-18

WEFMI/Chicago, IL Bill Gamble

EDDIE RABBITT KANSAS JACKSON BROWNE E-52'S Hottest: CHRIS CROSS 1-1 PETER GABRIEL 3-3 CDB 11-8 DOOBIE BROS 19-11 AC/DC 23-21

Z104/Madison, WI Little Hudson

ROLLING STONES CLIFF RICHARD PAT BENATAR BILLY JOEL Hottest: QUEEN 1-1 OLIVIA N-J 8-4 JOHNNY LEE 16-9 GEORGE BENSON 15-11 CARS 19-14

WIKS/Indianapolis, IN Mike Timmes

DONNA SUMMER CARS CDB STACY LATTISAW DEVO GENESIS SUPERTRAMP KANSAS CLIFF RICHARD Hottest: DIANA ROSS 1-1 IRENE CARA 5-2 GEORGE BENSON 6-3 ELO 10-7

U93/South Bend, IN J.K. Dearing

POINTER SISTERS OLIVIA N-J Hottest: AIR SUPPLY 1-1 ROBBIE DUPREE 8-4 BENNY MARDONES 14-5 DIANA ROSS 3-7 QUEEN 27-19

WXEZ/Toledo, OH Cary Pali

DIRT BAND AL STEWART LARSEN FEITEN BAN PAUL SIMON KINGS Hottest: AIR SUPPLY 2-1 CDB 19-6 JOURNEY 11-7 QUEEN 16-9 BARRY GOUDREAU 20-13

WDJX/Dayton, OH Adam Cook

ROLLING STONES DEVO AC/DC LARSEN-FEITEN BAN Hottest: DIANA ROSS 3-1 EDDIE RABBITT 10-7 KENNY LOGGINS 14-9 DOOBIE BROS 17-14 BARBRA STREISAND 19-15

PARALLEL THREE

KFYR/Bismarck, ND Don Brannan

POCO ALI THOMSON HALL & OATES Hottest: JOHNNY LEE 1-1 AIR SUPPLY 4-2 PAUL SIMON 8-5 DOOBIE BROS 16-10 BOZ SCAGGS 19-15

KELO/Sioux Falls, SD Paul Wescott

CLIFF RICHARD WILLIE NELSON HALL & OATES KENNY ROGERS ROGER DALTRY DIANA ROSS PURE PRAIRIE LEAG Hottest: ROBBIE DUPREE 1-1 ELO 9-4 POINTER SISTERS 13-6 BARBRA STREISAND 15-10 OLIVIA N-J 17-11

KKRC/Sioux Falls, SD Dan Kilay

BOZ SCAGGS JACKSON BROWNE KIM CARNES E. DAN SEALS SPLIT ENZ SUPERTRAMP Hottest: AIR SUPPLY 1-1 JOHNNY LEE 14-6 BARBRA STREISAND 15-10 NEIL SEDAKA 23-12 DOOBIE BROS 21-13

KKXL/Grand Forks, ND Rick Scott

AL STEWART ROLLING STONES FIREFALL Hottest: AIR SUPPLY 1-1 BILLY JOEL 4-3 GEORGE BENSON 12-6 DOOBIE BROS 20-11 CARLY SIMON 16-12

WEAQ/Eau Claire, WI Rick Roberts

BENNY MARDONES 1-1 BOB SEGER 5-2 EDDIE RABBITT 9-6 GERRY RAFFERTY 10-7 ROBERT JOHN 25-17

WRKR/Racine, WI Steve Warren

STEVIE WONDER PURE PRAIRIE LEAG LEO SAYER DONNA SUMMER Hottest: DIANA ROSS 1-1 QUEEN 6-3 EDDIE RABBITT 10-7 BARBRA STREISAND 29-20 POINTER SISTERS 28-23

WSPT/Stevens Point, WI Pat Martin

DONNA SUMMER SUPERTRAMP SNEAKERS Hottest: QUEEN 1-1 CARLY SIMON 10-3 OLIVIA N-J 12-6 DEVO 25-18 CARS 29-23

WTRU/Muskegon, MI Bill Andrews

DOOBIE BROS AMY HOLLAND DONNA SUMMER PURE PRAIRIE LEAG Hottest: DIANA ROSS 6-1 PAUL SIMON 3-2 GEORGE BENSON 10-5 OLIVIA N-J 19-6 BARBRA STREISAND 23-13

KQWB-FM/Fargo, ND Richards/Waters

JACKSON BROWNE SUPERTRAMP HALL & OATES KORCIS ALI THOMSON PETE TOWNSHEND POCO DONNA SUMMER PAT BENATAR WILLIE NELSON GARY MYRICK JIMMY HALL GEORGE BENSON KINGS ARS Hottest: QUEEN 1-1 JON & VANGELIS 7-3 ROLLING STONES 10-4 ROGER DALTRY 16-7 GENESIS 17-12

KWWL/Waterloo, IA Drew Bentley

CLIFF RICHARD WILLIE NELSON LEO SAYER Hottest: EDDIE RABBITT 5-1 PAUL SIMON 8-4 QUEEN 10-7 BILLY JOEL 11-8 ROLLING STONES 14-9

KLUC/Las Vegas, NV Dave Anthony

JACKSON BROWNE KANSAS DONNA SUMMER Hottest: QUEEN 1-1 OLIVIA N-J 3-2 CDB 9-6 DOOBIE BROS 15-8 BARBRA STREISAND 17-10

KMJK/Portland, OR John Shomby

WILLIE NELSON CARS HALL & OATES LEO SAYER Hottest: QUEEN 2-1 DIANA ROSS 9-5 POINTER SISTERS 20-14 BARBRA STREISAND 19-15 BOZ SCAGGS 23-18

KIOY/Fresno, CA Driecoll/Shannon

SUPERTRAMP AMY HOLLAND (RA) HALL & OATES ANNE MURRAY RAY GOODMAN & B STACY LATTISAW Hottest: QUEEN 4-1 OLIVIA N-J 6-4 PAUL SIMON 10-7 ROBBIE DUPREE 15-9 BARBRA STREISAND D-17

KYNO-FM/Fresno, CA Walker/Demory

DEVO BOZ SCAGGS O'JAYS POINTER SISTERS Hottest: DIANA ROSS 2-1 QUEEN 13-3 CAMEO 10-6 KENNY LOGGINS 19-7 GEORGE BENSON 16-9

KZZX/Albuquerque, NM Chris Carey

DONNA SUMMER CLIFF RICHARD SUPERTRAMP Hottest: DIANA ROSS 1-1 PAUL SIMON 2-2 QUEEN 19-4 OLIVIA N-J 17-7 BOZ SCAGGS 22-16

FM102/Sacramento, CA Jeff Lucifer

AMY HOLLAND CLIFF RICHARD SUPERTRAMP Hottest: DIANA ROSS 1-1 BOZ SCAGGS 9-2 QUEEN 17-11 DOOBIE BROS 19-12 POINTER SISTERS 18-13

KSPZ/Colorado Springs, CO Mike Daniels

AMY HOLLAND SUPERTRAMP DIANA ROSS DONNA SUMMER Hottest: QUEEN 1-1 OLIVIA N-J 10-6 BARBRA STREISAND 15-10 DOOBIE BROS 13-11 LARSEN-FEITEN BAN 21-15

WEST

PARALLEL ONE

Adds & Hots Information for the Parallel One stations can now be found on the Parallel One Playlist, pages 32 & 33

PARALLEL TWO

KCPX/Salt Lake City, UT Gary Waldron

HALL & OATES DELIVERANCE PETE TOWNSHEND DONNA SUMMER O'JAYS Hottest: DIANA ROSS 1-1 OLIVIA N-J 11-7 KENNY LOGGINS 13-8 CARLY SIMON 20-16 BARBRA STREISAND 25-19

KENO/Las Vegas, NV Bill Alexander

JACKSONS STEVIE WONDER WILLIE NELSON Hottest: DIANA ROSS 2-1 QUEEN 5-3 EDDIE RABBITT 15-10 OLIVIA N-J 14-12 BARBRA STREISAND 21-15

KERN/Bakersfield, CA Guy Davis

ROLLING STONES SUPERTRAMP STEVIE WONDER STEPHANIE MILLS Hottest: DIANA ROSS 1-1 ROBBIE DUPREE 3-2 QUEEN 12-4 OLIVIA N-J 11-5 KENNY LOGGINS 15-10

KQWI/Portland, OR Janis Wojniak

AL STEWART CLIFF RICHARD ELTON JOHN PURE PRAIRIE LEAG Hottest: SEAFOOD MAMA 3-1 CARLY SIMON 14-9 DIANA ROSS 19-12 BOZ SCAGGS 20-15 QUEEN 21-16

KJRB/Spokane, WA Brian Gregory

CLIFF RICHARD JACKSONS SPLIT ENZ (dp) Hottest: DIANA ROSS 2-1 EDDIE RABBITT 6-4 QUEEN 21-10 CARLY SIMON 17-11 POINTER SISTERS 18-14

KMJC/San Diego, CA Chuck Lakefield

DONNA SUMMER DIANA ROSS SUPERTRAMP CARS Hottest: DIANA ROSS 2-1 ROBBIE DUPREE 12-5 OLIVIA N-J 18-9 BOB SEGER 14-10 DOOBIE BROS 22-16

KROY/Sacramento, CA Bob Malik

STEPHANIE MILLS LARSEN-FEITEN BAN AMY HOLLAND Hottest: DIANA ROSS 2-1 QUEEN 7-5 DOOBIE BROS 22-12 BOZ SCAGGS 27-15 AC/DC 30-25

KROY/Sacramento, CA Bob Malik

STEPHANIE MILLS LARSEN-FEITEN BAN AMY HOLLAND Hottest: DIANA ROSS 2-1 QUEEN 7-5 DOOBIE BROS 22-12 BOZ SCAGGS 27-15 AC/DC 30-25

KROY/Sacramento, CA Bob Malik

STEPHANIE MILLS LARSEN-FEITEN BAN AMY HOLLAND Hottest: DIANA ROSS 2-1 QUEEN 7-5 DOOBIE BROS 22-12 BOZ SCAGGS 27-15 AC/DC 30-25

KROY/Sacramento, CA Bob Malik

STEPHANIE MILLS LARSEN-FEITEN BAN AMY HOLLAND Hottest: DIANA ROSS 2-1 QUEEN 7-5 DOOBIE BROS 22-12 BOZ SCAGGS 27-15 AC/DC 30-25

KROY/Sacramento, CA Bob Malik

STEPHANIE MILLS LARSEN-FEITEN BAN AMY HOLLAND Hottest: DIANA ROSS 2-1 QUEEN 7-5 DOOBIE BROS 22-12 BOZ SCAGGS 27-15 AC/DC 30-25

KROY/Sacramento, CA Bob Malik

STEPHANIE MILLS LARSEN-FEITEN BAN AMY HOLLAND Hottest: DIANA ROSS 2-1 QUEEN 7-5 DOOBIE BROS 22-12 BOZ SCAGGS 27-15 AC/DC 30-25

KRQ/Tucson, AZ Dan McCoy

CDB Hottest: QUEEN 1-1 OLIVIA N-J 6-3 BARBRA STREISAND 14-7 DOOBIE BROS 16-11 WILLIE NELSON 23-18

KRSP/Salt Lake City, UT Lorraine Winnegar

KANSAS HALL & OATES Hottest: QUEEN 4-1 DOOBIE BROS 14-10 CARS 20-13 CHICAGO 22-14 LARSEN-FEITEN BAN 21-15

KRUX/Phoenix, AZ Bobby Rivers

SUPERTRAMP JACKSON BROWNE KANSAS RAY GOODMAN & B KIM CARNES RANDY VANWARMER Hottest: PAUL SIMON 7-1 ELO 9-3 DIANA ROSS 11-6 BILLY JOEL 13-7 AL STEWART 16-8

KTKY/Tucson, AZ Ed Alexander

DONNA SUMMER STEVIE WONDER HALL & OATES SPEEDWAY BLVD Hottest: QUEEN 8-1 POINTER SISTERS 9-4 DOOBIE BROS 11-6 CARLY SIMON 15-8 KENNY LOGGINS 14-9

Y4/Fresno, CA Ray Appleton

CLIFF RICHARD DONNA SUMMER Hottest: AIR SUPPLY 1-1 OLIVIA N-J 10-3 GEORGE BENSON 13-7 EDDIE RABBITT 17-10 QUEEN 20-11

KLUC/Las Vegas, NV Dave Anthony

JACKSON BROWNE KANSAS DONNA SUMMER Hottest: QUEEN 1-1 OLIVIA N-J 3-2 CDB 9-6 DOOBIE BROS 15-8 BARBRA STREISAND 17-10

KMJK/Portland, OR John Shomby

WILLIE NELSON CARS HALL & OATES LEO SAYER Hottest: QUEEN 2-1 DIANA ROSS 9-5 POINTER SISTERS 20-14 BARBRA STREISAND 19-15 BOZ SCAGGS 23-18

KIOY/Fresno, CA Driecoll/Shannon

SUPERTRAMP AMY HOLLAND (RA) HALL & OATES ANNE MURRAY RAY GOODMAN & B STACY LATTISAW Hottest: QUEEN 4-1 OLIVIA N-J 6-4 PAUL SIMON 10-7 ROBBIE DUPREE 15-9 BARBRA STREISAND D-17

KYNO-FM/Fresno, CA Walker/Demory

DEVO BOZ SCAGGS O'JAYS POINTER SISTERS Hottest: DIANA ROSS 2-1 QUEEN 13-3 CAMEO 10-6 KENNY LOGGINS 19-7 GEORGE BENSON 16-9

KZZX/Albuquerque, NM Chris Carey

DONNA SUMMER CLIFF RICHARD SUPERTRAMP Hottest: DIANA ROSS 1-1 PAUL SIMON 2-2 QUEEN 19-4 OLIVIA N-J 17-7 BOZ SCAGGS 22-16

FM102/Sacramento, CA Jeff Lucifer

AMY HOLLAND CLIFF RICHARD SUPERTRAMP Hottest: DIANA ROSS 1-1 BOZ SCAGGS 9-2 QUEEN 17-11 DOOBIE BROS 19-12 POINTER SISTERS 18-13

KSPZ/Colorado Springs, CO Mike Daniels

AMY HOLLAND SUPERTRAMP DIANA ROSS DONNA SUMMER Hottest: QUEEN 1-1 OLIVIA N-J 10-6 BARBRA STREISAND 15-10 DOOBIE BROS 13-11 LARSEN-FEITEN BAN 21-15

KYSN/Colorado Springs, CO Mark Murry

JACKSONS SUPERTRAMP AMY HOLLAND BARRY GOUDREAU Hottest: DIANA ROSS 1-1 QUEEN 9-2 OLIVIA N-J 8-7 CARLY SIMON 15-12 BARBRA STREISAND 20-14

KZZP/Phoenix, AZ Steve Goddard

AL STEWART PURE PRAIRIE LEAG CHRIS CROSS Hottest: AIR SUPPLY 5-1 BARBRA STREISAND 8-3 DOOBIE BROS 13-10 DEVO 24-16 DONNA SUMMER 25-18

KHYTT/Tucson, AZ Rich Brother Robbin

JACKSONS JONI MITCHELL EW&F STEVIE WONDER ALLMAN BROTHERS EDDIE MONEY ONE WAY Hottest: QUEEN 1-1 FATBACK BAND 7-2 AIR SUPPLY 21-5 ELO 11-7 MILLIE JACKSON 14-10

KEZR/San Jose, CA Bob Herlow

CLIFF RICHARD KANSAS SUPERTRAMP STEPHANIE MILLS JONI MITCHELL Hottest: PAUL SIMON 2-1 QUEEN 11-9 BARBRA STREISAND 17-10 DOOBIE BROS 22-14 DONNA SUMMER D-22

KIDD/Monterey, CA Ron Rodriguez

SUPERTRAMP DIANA ROSS JACKSONS STEVIE WONDER ROLLING STONES ROGER DALTRY Hottest: QUEEN 4-1 OLIVIA N-J 11-6 DEVO 14-9 BARBRA STREISAND 19-14 KURTIS BLOW 27-23

KGQI/Riverside, CA Bob West

TIERRA STACY LATTISAW LARSEN-FEITEN BAN Hottest: LARRY GRAHAM 3-1 QUEEN 10-4 OLIVIA N-J 15-7 DEVO 21-10 KURTIS BLOW 25-15

KKXX/Bakersfield, CA Chris Squires

DIONNE WARWICK WILLIE NELSON STEVIE WONDER SUPERTRAMP AMY HOLLAND PETER GABRIEL Hottest: DIANA ROSS 1-1 QUEEN 12-2 PAUL SIMON 7-4 CARLY SIMON 9-6 GEORGE BENSON 18-14

KNBQ/Tacoma, WA Gary Bryan

STEPHANIE MILLS HALL & OATES WILLIE NELSON LEO SAYER BARRY GOUDREAU Hottest: DIANA ROSS 6-1 ELO 10-6 DOOBIE BROS 14-7 POINTER SISTERS 12-8 KENNY LOGGINS 13-9

KASH/Eugene, OR Andy Barber

DONNA SUMMER SUPERTRAMP EW&F STEVIE WONDER ALLMAN BROTHERS ANNE MURRAY WILLIE NELSON IRENE CARA DIRT BAND CLIFF RICHARD Hottest: QUEEN 3-1 KENNY LOGGINS 4-3 DOOBIE BROS 18-9 AMY HOLLAND 17-11 OLIVIA N-J 23-15

K86/Provo, UT Jim Sumpter

DONNA SUMMER DEVO CLIFF RICHARD JACKSONS Hottest: DIANA ROSS 2-1 BOB SEGER 6-3 OLIVIA N-J 12-5 QUEEN 14-8 BARBRA STREISAND 20-13

PARALLEL THREE

KBOZ/Bozeman, MT Dannie Nichols JIMMY HALL JACKSON BROWNE CDB DIRT BAND Hottest: PAUL SIMON 7-1 BILLY JOEL 8-3 BOZ SCAGGS 11-8 CARLY SIMON 13-9 BARBRA STREISAND 26-22

KCBN/Reno, NV Jim O'Neal

ROGER DALTRY GENESIS EW&F CLIFF RICHARD AMY HOLLAND HUEY LEWIS & NEWS Hottest: PAUL SIMON 1-1 QUEEN 8-2 OLIVIA N-J 9-4 KENNY LOGGINS

PARALLELS

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

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

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

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

★ DENOTES FIRST WEEK IN PARALLELS

224 REPORTS
188 LAST WEEK

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

Regional Reach	100/25	65%	National Summary
E	33%		Up 51
M	21%		Same 24
S	50%		Down 0
W	19%		Adds 25

EXAMPLE

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

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

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

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

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

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

Adds 25 — Again, number of stations ADDING it this week.

ALLMAN BROTHERS BAND
Angeline (Arista)
LP: Reach For The Sky

Regional Reach	51/18	23%	National Summary
E	12%		Up 16
M	16%		Same 19
S	17%		Down 0
W	70%		Adds 16

MARKET	STATION	WEEKS ON CHART
P1	WDFW 39-37	1
P2	WOL 4-19	1
P3	WYFF 10-11	1

MARKET	STATION	WEEKS ON CHART
P1	WDFW 39-37	1
P2	WOL 4-19	1
P3	WYFF 10-11	1

MARKET	STATION	WEEKS ON CHART
P1	WDFW 39-37	1
P2	WOL 4-19	1
P3	WYFF 10-11	1

MARKET	STATION	WEEKS ON CHART
P1	WDFW 39-37	1
P2	WOL 4-19	1
P3	WYFF 10-11	1

MARKET	STATION	WEEKS ON CHART
P1	WDFW 39-37	1
P2	WOL 4-19	1
P3	WYFF 10-11	1

MARKET	STATION	WEEKS ON CHART
P1	WDFW 39-37	1
P2	WOL 4-19	1
P3	WYFF 10-11	1

MARKET	STATION	WEEKS ON CHART
P1	WDFW 39-37	1
P2	WOL 4-19	1
P3	WYFF 10-11	1

GEORGE BENSON
Give Me The Night (WB)
LP: Give Me The Night

Regional Reach	178/3	70%	National Summary
E	70%		Up 66
M	71%		Same 12
S	90%		Down 0
W	90%		Adds 3

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

(George Benson continued)

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

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P3	WDFW 39-37	1

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(George Benson continued)

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(George Benson continued)

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P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1	WOL 4-19	1
P2	WYFF 10-11	1
P3	WDFW 39-37	1

MARKET	STATION	WEEKS ON CHART
P1		

AMY HOLLAND
How Do I Survive (Capitol)
LP: Amy Holland
139/24 82%

Regional	Summary
Rank 139	UP 10
W 134	DOWN 10
M 134	DOWN 10
N 134	DOWN 10

27

Station	Time
WABC 10-11	10-11
WABC 11-12	11-12
WABC 12-13	12-13
WABC 13-14	1-2
WABC 14-15	2-3
WABC 15-16	3-4
WABC 16-17	4-5
WABC 17-18	5-6
WABC 18-19	6-7
WABC 19-20	7-8
WABC 20-21	8-9
WABC 21-22	9-10
WABC 22-23	10-11
WABC 23-24	11-12
WABC 24-25	12-13
WABC 25-26	1-2
WABC 26-27	2-3
WABC 27-28	3-4
WABC 28-29	4-5
WABC 29-30	5-6
WABC 30-31	6-7
WABC 31-32	7-8
WABC 32-33	8-9
WABC 33-34	9-10
WABC 34-35	10-11
WABC 35-36	11-12
WABC 36-37	12-13
WABC 37-38	1-2
WABC 38-39	2-3
WABC 39-40	3-4
WABC 40-41	4-5
WABC 41-42	5-6
WABC 42-43	6-7
WABC 43-44	7-8
WABC 44-45	8-9
WABC 45-46	9-10
WABC 46-47	10-11
WABC 47-48	11-12
WABC 48-49	12-13
WABC 49-50	1-2
WABC 50-51	2-3
WABC 51-52	3-4
WABC 52-53	4-5
WABC 53-54	5-6
WABC 54-55	6-7
WABC 55-56	7-8
WABC 56-57	8-9
WABC 57-58	9-10
WABC 58-59	10-11
WABC 59-60	11-12
WABC 60-61	12-13
WABC 61-62	1-2
WABC 62-63	2-3
WABC 63-64	3-4
WABC 64-65	4-5
WABC 65-66	5-6
WABC 66-67	6-7
WABC 67-68	7-8
WABC 68-69	8-9
WABC 69-70	9-10
WABC 70-71	10-11
WABC 71-72	11-12
WABC 72-73	12-13
WABC 73-74	1-2
WABC 74-75	2-3
WABC 75-76	3-4
WABC 76-77	4-5
WABC 77-78	5-6
WABC 78-79	6-7
WABC 79-80	7-8
WABC 80-81	8-9
WABC 81-82	9-10
WABC 82-83	10-11
WABC 83-84	11-12
WABC 84-85	12-13
WABC 85-86	1-2
WABC 86-87	2-3
WABC 87-88	3-4
WABC 88-89	4-5
WABC 89-90	5-6
WABC 90-91	6-7
WABC 91-92	7-8
WABC 92-93	8-9
WABC 93-94	9-10
WABC 94-95	10-11
WABC 95-96	11-12
WABC 96-97	12-13
WABC 97-98	1-2
WABC 98-99	2-3
WABC 99-100	3-4

BILLY JOEL
Don't Ask Me... (Columbia)
LP: Glass Houses
187/1 83%

Regional	Summary
Rank 187	UP 15
W 184	DOWN 15
M 184	DOWN 15
N 184	DOWN 15

10

Station	Time
WABC 10-11	10-11
WABC 11-12	11-12
WABC 12-13	12-13
WABC 13-14	1-2
WABC 14-15	2-3
WABC 15-16	3-4
WABC 16-17	4-5
WABC 17-18	5-6
WABC 18-19	6-7
WABC 19-20	7-8
WABC 20-21	8-9
WABC 21-22	9-10
WABC 22-23	10-11
WABC 23-24	11-12
WABC 24-25	12-13
WABC 25-26	1-2
WABC 26-27	2-3
WABC 27-28	3-4
WABC 28-29	4-5
WABC 29-30	5-6
WABC 30-31	6-7
WABC 31-32	7-8
WABC 32-33	8-9
WABC 33-34	9-10
WABC 34-35	10-11
WABC 35-36	11-12
WABC 36-37	12-13
WABC 37-38	1-2
WABC 38-39	2-3
WABC 39-40	3-4
WABC 40-41	4-5
WABC 41-42	5-6
WABC 42-43	6-7
WABC 43-44	7-8
WABC 44-45	8-9
WABC 45-46	9-10
WABC 46-47	10-11
WABC 47-48	11-12
WABC 48-49	12-13
WABC 49-50	1-2
WABC 50-51	2-3
WABC 51-52	3-4
WABC 52-53	4-5
WABC 53-54	5-6
WABC 54-55	6-7
WABC 55-56	7-8
WABC 56-57	8-9
WABC 57-58	9-10
WABC 58-59	10-11
WABC 59-60	11-12
WABC 60-61	12-13
WABC 61-62	1-2
WABC 62-63	2-3
WABC 63-64	3-4
WABC 64-65	4-5
WABC 65-66	5-6
WABC 66-67	6-7
WABC 67-68	7-8
WABC 68-69	8-9
WABC 69-70	9-10
WABC 70-71	10-11
WABC 71-72	11-12
WABC 72-73	12-13
WABC 73-74	1-2
WABC 74-75	2-3
WABC 75-76	3-4
WABC 76-77	4-5
WABC 77-78	5-6
WABC 78-79	6-7
WABC 79-80	7-8
WABC 80-81	8-9
WABC 81-82	9-10
WABC 82-83	10-11
WABC 83-84	11-12
WABC 84-85	12-13
WABC 85-86	1-2
WABC 86-87	2-3
WABC 87-88	3-4
WABC 88-89	4-5
WABC 89-90	5-6
WABC 90-91	6-7
WABC 91-92	7-8
WABC 92-93	8-9
WABC 93-94	9-10
WABC 94-95	10-11
WABC 95-96	11-12
WABC 96-97	12-13
WABC 97-98	1-2
WABC 98-99	2-3
WABC 99-100	3-4

LARSEN-FEITEN BAND
Who'll Be The Fool... (WB)
LP: Larsen-Feiten Band
170/8 76%

Regional	Summary
Rank 170	UP 15
W 164	DOWN 15
M 164	DOWN 15
N 164	DOWN 15

19

Station	Time
WABC 10-11	10-11
WABC 11-12	11-12
WABC 12-13	12-13
WABC 13-14	1-2
WABC 14-15	2-3
WABC 15-16	3-4
WABC 16-17	4-5
WABC 17-18	5-6
WABC 18-19	6-7
WABC 19-20	7-8
WABC 20-21	8-9
WABC 21-22	9-10
WABC 22-23	10-11
WABC 23-24	11-12
WABC 24-25	12-13
WABC 25-26	1-2
WABC 26-27	2-3
WABC 27-28	3-4
WABC 28-29	4-5
WABC 29-30	5-6
WABC 30-31	6-7
WABC 31-32	7-8
WABC 32-33	8-9
WABC 33-34	9-10
WABC 34-35	10-11
WABC 35-36	11-12
WABC 36-37	12-13
WABC 37-38	1-2
WABC 38-39	2-3
WABC 39-40	3-4
WABC 40-41	4-5
WABC 41-42	5-6
WABC 42-43	6-7
WABC 43-44	7-8
WABC 44-45	8-9
WABC 45-46	9-10
WABC 46-47	10-11
WABC 47-48	11-12
WABC 48-49	12-13
WABC 49-50	1-2
WABC 50-51	2-3
WABC 51-52	3-4
WABC 52-53	4-5
WABC 53-54	5-6
WABC 54-55	6-7
WABC 55-56	7-8
WABC 56-57	8-9
WABC 57-58	9-10
WABC 58-59	10-11
WABC 59-60	11-12
WABC 60-61	12-13
WABC 61-62	1-2
WABC 62-63	2-3
WABC 63-64	3-4
WABC 64-65	4-5
WABC 65-66	5-6
WABC 66-67	6-7
WABC 67-68	7-8
WABC 68-69	8-9
WABC 69-70	9-10
WABC 70-71	10-11
WABC 71-72	11-12
WABC 72-73	12-13
WABC 73-74	1-2
WABC 74-75	2-3
WABC 75-76	3-4
WABC 76-77	4-5
WABC 77-78	5-6
WABC 78-79	6-7
WABC 79-80	7-8
WABC 80-81	8-9
WABC 81-82	9-10
WABC 82-83	10-11
WABC 83-84	11-12
WABC 84-85	12-13
WABC 85-86	1-2
WABC 86-87	2-3
WABC 87-88	3-4
WABC 88-89	4-5
WABC 89-90	5-6
WABC 90-91	6-7
WABC 91-92	7-8
WABC 92-93	8-9
WABC 93-94	9-10
WABC 94-95	10-11
WABC 95-96	11-12
WABC 96-97	12-13
WABC 97-98	1-2
WABC 98-99	2-3
WABC 99-100	3-4

KENNY LOGGINS
I'm Alright (Columbia)
LP: "Caddyshack" Soundtrack
186/1 83%

Regional	Summary
Rank 186	UP 15
W 184	DOWN 15
M 184	DOWN 15
N 184	DOWN 15

7

Station	Time
WABC 10-11	10-11
WABC 11-12	11-12
WABC 12-13	12-13
WABC 13-14	1-2
WABC 14-15	2-3
WABC 15-16	3-4
WABC 16-17	4-5
WABC 17-18	5-6
WABC 18-19	6-7
WABC 19-20	7-8
WABC 20-21	8-9
WABC 21-22	9-10
WABC 22-23	10-11
WABC 23-24	11-12
WABC 24-25	12-13
WABC 25-26	1-2
WABC 26-27	2-3
WABC 27-28	3-4
WABC 28-29	4-5
WABC 29-30	5-6
WABC 30-31	6-7
WABC 31-32	7-8
WABC 32-33	8-9
WABC 33-34	9-10
WABC 34-35	10-11
WABC 35-36	11-12
WABC 36-37	12-13
WABC 37-38	1-2
WABC 38-39	2-3
WABC 39-40	3-4
WABC 40-41	4-5
WABC 41-42	5-6
WABC 42-43	6-7
WABC 43-44	7-8
WABC 44-45	8-9
WABC 45-46	9-10
WABC 46-47	10-11
WABC 47-48	11-12
WABC 48-49	12-13
WABC 49-50	1-2
WABC 50-51	2-3
WABC 51-52	3-4
WABC 52-53	4-5
WABC 53-54	5-6
WABC 54-55	6-7
WABC 55-56	7-8
WABC 56-57	8-9
WABC 57-58	9-10
WABC 58-59	10-11
WABC 59-60	11-12
WABC 60-61	12-13
WABC 61-62	1-2
WABC 62-63	2-3
WABC 63-64	3-4
WABC 64-65	4-5
WABC 65-66	5-6
WABC 66-67	6-7
WABC 67-68	7-8
WABC 68-69	8-9
WABC 69-70	9-10
WABC 70-71	10-11
WABC 71-72	11-12
WABC 72-73	12-13
WABC 73-74	1-2
WABC 74-75	2-3
WABC 75-76	3-4
WABC 76-77	4-5
WABC 77-78	5-6
WABC 78-79	6-7
WABC 79-80	7-8
WABC 80-81	8-9
WABC 81-82	9-10
WABC 82-83	10-11
WABC 83-84	11-12
WABC 84-85	12-13
WABC 85-86	1-2
WABC 86-87	2-3
WABC 87-88	3-4
WABC 88-89	4-5
WABC 89-90	5-6
WABC 90-91	6-7
WABC 91-92	7-8
WABC 92-93	8-9
WABC 93-94	9-10
WABC 94-95	10-11
WABC 95-96	11-12
WABC 96-97	12-13
WABC 97-98	1-2
WABC 98-99	2-3
WABC 99-100	3-4

WILLIE NELSON
On The Road Again (Columbia)
LP: "Honeysuckle Rose" Soundtrack
123/27 55%

Regional	Summary
Rank 123	UP 10
W 124	DOWN 10
M 124	DOWN 10
N 124	DOWN 10

30

Station	Time
WABC 10-11	10-11
WABC 11-12	11-12
WABC 12-13	12-13
WABC 13-14	1-2
WABC 14-15	2-3
WABC 15-16	3-4
WABC 16-17	4-5
WABC 17-18	5-6
WABC 18-19	6-7
WABC 19-20	7-8
WABC 20-21	8-9
WABC 21-22	9-10
WABC 22-23	10-11
WABC 23-24	11-12
WABC 24-25	12-13
WABC 25-26	1-2
WABC 26-27	2-3
WABC 27-28	3-4
WABC 28-29	4-5
WABC 29-30	5-6
WABC 30-31	6-7
WABC 31-32	7-8
WABC 32-33	8-9
WABC 33-34	9-10
WABC 34-35	10-11
WABC 35-36	11-12
WABC 36-37	12-13
WABC 37-38	1-2
WABC 38-39	2-3
WABC 39-40	3-4
WABC 40-41	4-5
WABC 41-42	5-6
WABC 42-43	6-7
WABC 43-44	7-8
WABC 44-45	8-9
WABC 45-46	9-10
WABC 46-47	10-11
WABC 47-48	11-12
WABC 48-49	12-13
WABC 49-50	1-2
WABC 50-51	2-3
WABC 51-52	3-4
WABC 52-53	4-5
WABC 53-54	5-6
WABC 54-55	6-7
WABC 55-56	7-8
WABC 56-57	8-9
WABC 57-58	9-10
WABC 58-59	10-11
WABC 59-60	11-12
WABC 60-61	12-13
WABC 61-62	1-2
WABC 62-63	2-3
WABC 63-64	3-4
WABC 64-65	4-5
WABC 65-66	5-6
WABC 66-67	6-7</

THE PICTURE PAGES

Columbia Signs Quincy



Columbia Records has signed the New Jersey-based rock band Quincy, with a self-titled debut LP just released. Shown are, from left: CBS VP Tom McGulness, CBS's Jim Urie, Quincy's "Metro" Wally Smith, CBS President Bruce Lundvall, Quincy's Gerald Emerick, Bob Holden and Steve Butler, label VP Mickey Eichner, group's Brian Butler, Columbia's Paul Atkinson, manager David Massick, and Columbia VP Arma Andon.

Iron City Houserockers Hypnotize New York



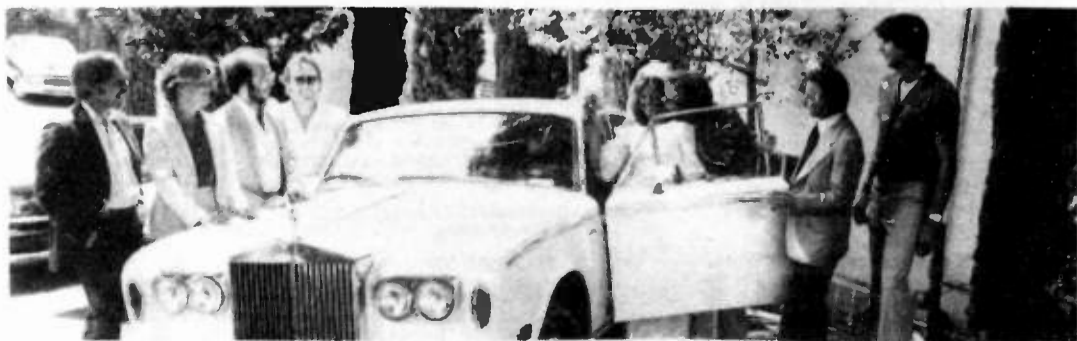
After their performance at NYC's Bottom Line to promote their current single, "Hypnotized," MCA's Iron City Houserockers were welcomed backstage by (l-r) MCA's Barry Goodman, Houserockers' Gil Snyder, MCA's Kathy McKilroy, MCA VP/GM Ray D'Ariano, comedian Rick Overton, MCA's Dyanne Smith and Neil McIntyre, group's Joe Grushecky, and MCA's Lynn Kellerman.

Managers Capitolize On Reddy



The Capitol Records district managers' meeting in Lake Tahoe just happened to coincide with label artist Helen Reddy's performance at the Sahara Hotel. Shown at the impromptu get-together are (back, l-r) Capitol District Managers Dennis DeStefano (Boston), Jerry Brackenridge (Atlanta), Tom Tilton (Dallas), Jack Reynolds (Detroit), Ira Derfler (New York), and Larry Hathaway (Los Angeles); (middle, l-r) District Managers Vyto Luzauskas (Miami) and Ron Hughbanks (Washington/Philadelphia), Reddy, and Minneapolis District Manager Joe McFadden (named D.M. of the year); (front, l-r) District Managers Larry Krutsinger (Chicago), Paul Rose (San Francisco), and Jim Hawn (Cleveland).

Knoblock Finds His "10"



Scotti Bros.' Fred Knoblock finally found his perfect "10" after celebrating the recent success of his single, "Why Not Me," and his entrance into ASCAP as a writer. Pictured enjoying the occasion are (l-r) ASCAP representatives Todd Brabec, Julie Locke, and Michael Gorfaine, Knoblock's manager Bruce Patch, model Diane Merit, Knoblock, Scotti Bros. Exec VP Johnny Musso, and Scotti Bros. VP/GM Kim Espy.

Roberta Gets No Flack



Atlantic's recording artist Roberta Flack recently sang at the Radio City Music Hall in New York and was met backstage by members of Chic and her opening act Peabo Bryson. Pictured are (l-r) Chic's Tony Thompson and Nile Rodgers, Flack, Bryson and Chic's Lucy Martin.

Polydor's Ayers: Ten Years After



Polydor Records recently celebrated Roy Ayers's ten-year anniversary with the label. Pictured at the festivities are from left: Polydor President Fred Haayen, Polydor's artist La Toya Jackson, Ayers and Polygram's Exec. VP Dick Kline.

Closest Of Kihn



Beserkley's Greg Kihn Band played the Roxy recently before departing on a tour with Boz Scaggs. Pictured backstage are (l-r, rear) band members Gary Phillips, Greg Kihn, Dave Carpenter, Larry Lynch, and Steve Wright; (l-r, front) E/A's Kevin Kneé, E/A VP George Steele, and Beserkley Reigning Loony Matthew Kaufman.

Allen Plays At Greek



A&M's recording artist Peter Allen recently appeared at the Greek Theatre in Los Angeles as part of "British Commonwealth Night," along with Dusty Springfield. Pictured with Allen (right) is A&M Sr. VP Harold Childs.

THE PICTURE PAGES

Brothers Johnson Have Platinum Habit



For the fourth consecutive time, A&M's Brothers Johnson have reached platinum status, with their latest album "Light Up The Night" recently attaining that plateau. Pictured at the by now familiar presentation ceremony (which also celebrated the Brothers' continuing relationship with A&M Records) are (l-r) A&M VP Charlie Minor, manager Mark Hartley, A&M Vice-Chairman of the Board Herb Alpert, A&M Sr. VP Harold Childs, George Johnson, Chairman of the A&M Board Jerry Moss, Louis Johnson, manager Larry Fitzgerald, and A&M President Gil Friesen.

Blue Oyster Cult Has Long Beach Following



The Long Beach Arena was the site of a recent Blue Oyster Cult concert. The hard-rock group were met backstage by (back, l-r) Avalon Attractions' Gary Perkins, BOC road manager Steve Schenck, BOC's Allen Lanier, Columbia's Tony Zetland and Ken Sasano, manager-producer Sandy Pearlman, and Columbia's Ron Oberman; (front, l-r) BOC's Albert Bouchard, Columbia's George Chaltas, and group members Joe Bouchard, Donald "Buck Dharma" Roeser, and Eric Bloom.

Montan Marks 20th Debut



Chris Montan marks his debut on 20th Century-Fox with single release (dueting with Lauren Wood) "Is This The Way Of Love" to be followed by the late September release of his "Any Minute Now" LP. Pictured welcoming 20th's newest artist to the fold are (standing, l-r) 20th's Wendy Grasberg, 20th President Neil Portnow, 20th VP's Dave Parks and Mort Weiner, and professional manager of The Special Music Group (Montan's publishing company) Brendon Okrent; (seated, l-r) Chris Montan and producer Evan Archard.

"One More Song" For Randy Meisner



Randy Meisner, formerly with the Eagles and Poco, has been signed for an Epic solo LP, "One More Song." Shown putting the wrap on the project are (back, l-r) Epic's Larry Hamby, Epic VP Frank Rand, EPIA's Larry Stessel, producer Val Garay, Meisner's business manager Tom Bradshaw, EPIA's Mike Alhadef, and Meisner's manager Trudy Green; (front, l-r) EPIA's Stephanie Knauer, EPIA VP Stan Monteiro, Meisner, and CBS Records VP & GM Myron Roth.

Seeger Welcomes Detroit Radio



Detroit radio turned out full force to welcome Bob Seger at his recent concert in the Motor City. Pictured in a celebrative mood are (back, l-r) WRIF's Arthur Penhallow, CKLW's Rosalie Trombley, unidentified man, WABX's John O'Leary, Nancy Reynolds, Capitol's Jack Reynolds, Denise Ryan, WDRQ's Jim Ryan, and WRIF's Tanya Townsend; (front, l-r) Capitol's Tony Smith and Bob Seger.

Lipps, Inc. Garners Gold & Platinum



Casablanca President Bruce Bird (left) smiles as he presents both a gold single (for "Funkytown") and a platinum album (for "Mouth To Mouth") to Lipps, Inc. creator and producer Steven Greenberg.

Boardwalk Breaks Chapin "Sequel"



Harry Chapin has signed an exclusive recording contract with the Boardwalk Entertainment Company, which will release his "Taxi" update, entitled "Sequel," in October. Chapin, center, is pictured flanked by (l-r) Boardwalk partners Peter Guber and Jon Peters, Boardwalk President Neil Bogart, and Chapin's manager Ken Kragen.

MCA To Distribute Unicorn



MCA Distributing Corp. is set to distribute all Unicorn Records product by the two-year agreement recently signed, with first release to be European recording artist J.D. Drews's single, "Don't Want Nobody." Shown at the pacting are (l-r) Unicorn President Daphna Edwards, MCA Dist. Corp. VP John Burns, MCA Dist. Corp. President Al Bergamo, Unicorn Exec. VP Stu Yahm, and MCA Dist. Corp. Exec. VP Sam Passamano Sr.



Black Radio

Bill Speed

Black Radio's Public Affairs Role At Election Time

Without taking active sides and bringing the Fairness Doctrine into play, there are a lot of contributions Black radio stations can make to their community in election season. Stations can keep the audience informed on the issues through public affairs programming, and can play a vital role in getting the voters out to the polls. In the following interview, WLLE/Raleigh GM Paul Engram, Jr. explores these points in more detail in a discussion of the Black station's role as the political battles heat up.

R&R: Since election year is here, how important do you feel public affairs and PSAs are?

PE: They are extremely important in that they can influence people and in influencing people they can more or less help determine the outcome of any election. Basically, you don't have to endorse any particular candidate or you really don't have to get into that kind of thing in order to influence an election. You can deal with the issues because the candidates who are running are always speaking on the issues.

Just getting people out there to vote has a lot of emphasis on the outcome of an election.

R&R: What have you done specifically in Raleigh along those lines?

PE: Right now, we are very supportive of groups like the NAACP and others who are sponsoring voter education workshops or voter registration workshops. We push the importance of people going out and registering to make sure they can vote and then we plan to later on push that people really need to get out and express themselves and take advantage of the opportunity and

on election day go out and vote. In the past we basically have done what a lot of other people do. We take certain issues and we address issues in an informative way. And then in public affairs, who you may choose to come and participate in your program has a lot to do with what type of influence you have on people. We feel we seek

"Just getting people out there to vote has a lot of emphasis on the outcome of an election."

people who educate our audience and make them more aware of what the issues are. In this way we've made them much more capable of making an intelligent decision.

R&R: Have you taken the step of beefing up your PSA's because it's election time?

PE: We definitely have as far as the upcoming election is concerned. From the point of view of voter education and registration, we really have. This time of the year, usually around holidays, we push PSA's that more or less complement the occasion. We're pretty much public service-oriented. There are key times of the year when we increase certain types of public affairs programming like election time. That's directly in response to the community because they need and demand we present more information for them to absorb.

R&R: What about extra weekend programming?

PE: Not really. One of our most popular shows is "Insight," which is an interview-type of program where we have people from within the community come on and discuss topics that are of interest to our listening audience. Here in Raleigh they are going to have a black political forum which will be held the third weekend in September. We are having the people who are putting together and

organizing this forum to come on and talk to us two weeks prior to the date so we can make people in our audience more aware of the function itself. We are going to have a lot of live coverage. It's being held at a local hotel and we are going to rent a suite and set up to broadcast a remote from the hotel. We aren't going to cover it totally from a news point of view, but we are going to put more public affairs emphasis on it because we are going to pull key people out of the affair and talk to them for 10 to 15 minutes, three to four times each day that the black forum will be going on. We will be doing something a little bit more than just actually covering it as a news story.

R&R: What is your planned end result?

PE: There are going to be a lot of key people participating in the black political forum like local leaders, statewide leaders and some national leaders. What we think we will accomplish is to make people more aware of what issues black leaders are trying to address or trying to focus more attention on.

R&R: Anything else you'd like to add?

PE: I feel the most important thing a radio station can do is to keep the public informed. That's what the station is here for, to serve the public. And public affairs and public service is the best and only way you can do it and do it well.

People

WKND/Hartford welcomes John Gary to the staff. Formerly of WNLC/New London, CT, Gary will handle the afternoon slot — Harry O is no longer doing mornings at KMJQ/Houston. His replacement is Larry O'Jay, also named Music Director. O'Jay moves over from a programming slot at KOKY/Little Rock . . . Wadiah Al Amin replaces Barbara Robinson as music reporter for WTLC/Indianapolis. Robinson has been promoted to traffic manager at the station . . . News Director Tom Mitchell of WANT/Richmond (R&R 9-12) has been released from the hospital. General Manager Ben Miles is still recuperating . . . December 13 marks the date when Kenneth Gamble, Chairman of the Board of Philadelphia International Records, will receive the 1980 American Medical Center for Cancer Research (AMC) Humanitarian Award . . . 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, R&R, 1930 Century Park West, Los Angeles, CA 90067 . . .

Places

TAKING IT TO THE STREETS: That's what KATZ/St. Louis has been doing lately. The station's mobile van has been traveling all over town giving away T-shirts and albums . . .

Things

RIDING IN STYLE: A lucky Houstonian is doing just that after winning a Mercedes-Benz 240 Diesel in a recent KMJQ drawing. According to the station, between a quarter and a half million entries were recorded with members of Motown's Commodores conducting the drawing . . . And speaking of the Commodores, in honor of the group's concert stop in Cleveland, WDMT gave away a complete package of Commodores-related items including T-shirts, belt buckles, and their world tour concert book . . .

Don't forget the NRBA American Radio Expo is coming soon. There's still time to make reservations and send all your promotional items, TV spots, bumper stickers, airchecks, or anything else you might feel represents your station. Please address to Bill Speed, R&R, 1930 Century Park West, Los Angeles, CA 90067. Remember, this one is for you and your future.



OPERATION BIG VOTE — The National Coalition of Black Voter Participation (an arm of the Joint Center for Political Studies) presented CBS Records Group President Walter Yetnikoff with a master tape of public service announcements recorded by 11 CBS artists for the organization's "Operation Big Vote," aimed at increasing black voters' turnout at the polls this November. Over 300 Black-formatted stations will receive the non-partisan messages from the Manhattans' Blue Lovett, the Isley Brothers' Marvin Isley, Gladys Knight, Cheryl Lynn, the B.T. Express' Wesley Hall, Jerry Butler, Marilyn McCoo and Billy Davis Jr., Rodney Franklin, Sarah Dash, and D.J. Rogers. Pictured at the presentation are, from left: the Joint Center for Political Studies' Larry Lucas, Yetnikoff, JCPS President Eddie Williams, and CBS Records VP/GM LeBaron Taylor.

Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- STEPHANIE MILLS**
"Never Knew Love Like This Before" (20th)
LTD
- "Where Did We Go Wrong" (A&M)
O'JAYS
- "Girl, Don't Let It Get You Down" (TSOP)
TOM BROWNE
- "Funkin' For Jamaica (NY)" (GRP/Arista)
MINNIE RIPERTON
- "Here We Go" (Capitol)
STACY LATTISAW
- "Let Me Be Your Angel" (Cotillion)
ZAPP
- "More Bounce To The Ounce" (WB)
STEVIE WONDER
- "Master Blaster (Jammin') (Tamla)
EARTH, WIND & FIRE
- "Let Me Talk" (ARC/Columbia)
DIONNE WARWICK
- "No Night So Long" (Arista)
GEORGE BENSON
- "Give Me The Night" (WB)
MICHAEL HENDERSON
- "Wide Receiver" (Buddah)
MAZE
- "Southern Girl" (Capitol)
ONE WAY
- "Pop It" (MCA)
QUEEN
- "Another One Bites The Dust" (Elektra)
POINTER SISTERS
- "He's So Shy" (Planet)

CLIMBERS

Following are listed in order of their airplay activity.

CHANGE "Searching" (RFC/WB) 55% reporting. New at WXYV while climbing at WAMO and WDAS in the East. Added at WHRK and WVEE, climbing at WGIV, WJJS and WYLD, and hot at WPDQ and WDIA in the South. Climbing at KSOL in the West. Hot at WTLC; climbing at WVON, WDAO, WJMO and KATZ in the Midwest.

DYNASTY "I've Just Begun To Love You" (Solar/RCA) 52% of our reporters are on it. The South shows hot rotation at WPDQ, WYLD and WVOL with medium airplay at WJJS, WDIA and KMJQ. Hot at WAMO; climbing at WKND in the East. Heavy airplay at WLOU, WVON, WCIN, KATZ and KPRS with medium activity at WJMO in the Midwest. The West shows hot rotation at KSOL.

BRICK "Push Push" (Bang) 52% reporting airplay. Hot at WLOU and climbing at WTLC, WDAO, WKWM and KPRS in the Midwest. Added at WHRK and WVEE while climbing at WPDQ, WJJS, KMJQ and WVOL in the South. Debuting at WXYV while showing medium airplay at WILD, WAMO and WKND in the East.

DELLS "I Touched A Dream" (20th) 48% reporting airplay. Climbing at KSOL in the West. The Midwest shows medium airplay at WDAO and KATZ with hot rotation at WVON. Climbing at WGIV, WJJS, WDIA, WYLD and WVOL in the South. Hot at WILD; climbing at WAMO, WKND, WDAS and WWRL in the East.

McFADDEN & WHITEHEAD "I Heard It In A Love Song" (TSOP) 48% reporting action. The Midwest shows medium airplay at WDAO, WKWM, WJMO and WCIN. Hot at WANT and WYLD; climbing at WGIV, WJJS and WVOL in the South. New at WWIN while climbing at WILD, WAMO and WKND in the East. The West shows an add at KSOL.

DIANA ROSS "I'm Coming Out" (Motown) 48% reporting. New at WXYV and WILD in the East. Debuting at WDIA, WHRK and WVEE with medium airplay at WJJS, KMJQ and WVOL in the South. Added at WTLC and WVON while showing medium airplay at WLOU, WKWM, WJMO and WCIN in the Midwest.

CAMEO "Shake Your Pants" (Chocolate City) 41% reporting airplay. The South shows medium activity at WPDQ and WDIA with hot rotation at WJJS, WYLD, KMJQ and WVOL. Hot at WDAO and WJMO; climbing at WLOU and KPRS in the Midwest. Hot at KSOL in the West. Climbing at WAMO in the East.

TEDDY PENDERGRASS "Can't We Try" (Philadelphia International) 41% reporting action. Heavy airplay at WVON, WJMO, WCIN and KATZ while climbing at WKWM in the Midwest. Hot at KSOL in the West. Climbing at WGIV, WYLD and WVOL and showing hot rotation at WANT, WJJS and KMJQ in the South.

GRANDMASTER FLASH "Freedom" (Sugar Hill) 41% reporting. The East shows an add at WXYV, medium airplay at WILD, and hot rotation at WWIN and WDAS. Added at WVEE and WHRK while hot at WANT and WGIV in the South. Climbing at WLOU, WKWM and KATZ with hot rotation at WTLC.

MANHATTANS "Girl Of My Dream" (Columbia) 41% reporting action. Added at KPRS; climbing at WTLC and WCIN in the Midwest. Medium airplay at KDAY in the West. New at WDAS while climbing at WILD, WKND and WWRL in the East. The South reflects medium airplay at WPDQ, WJJS, KMJQ and WVOL.

LOCKSMITH "Unlock The Funk" (Arista) 41% of our reporters are on it. Added at KATZ and showing medium airplay at WLOU, WDAO, WKWM and KPRS in the Midwest.

New at WXYV while climbing at WILD and WDAS. Debuting at WHRK and WVEE; climbing at WGIV and WVOL in the South.

RICK JAMES "Big Time" (Gordy) 38% reporting airplay. Hot at WJJS; climbing at WPDQ, WYLD and WVOL in the South. The East shows hot rotation at WAMO while climbing at WDAS and WWRL. Hot at WJMO and KPRS with medium airplay at WLOU and WCIN in the Midwest.

CAMERON "Magic Of You" (Salsoul) 38% reporting airplay. Hot rotation at WAMO in the East. Climbing at KSOL in the West. Hot at WANT; climbing at WGIV, WPDQ and KMJQ in the South. The Midwest shows hot rotation at WTLC, WKWM and WCIN with medium airplay at WDAO and WJMO.

GLADYS KNIGHT & THE PIPS "Taste Of Bitter Love" (Columbia) 34% reporting action. Medium airplay at WTLC, WVON, WJMO and WCIN in the Midwest. New at KMJQ and WVOL, climbing at WDIA, and showing hot rotation at WGIV in the South. Hot at WWRL and climbing at WAMO in the East.

MTUME "Give It On Up" (Epic) 34% of our reporters are on it. Climbing at WJJS, WDIA and WVOL with hot rotation at WGIV in the South. The East shows hot rotation at WWRL and medium airplay at WDAS. Climbing at WTLC and WDAO in the Midwest. New at KSOL and hot at KDAY in the West.

EDMUND SYLVERS "That Burning Love" (Casablanca) 34% reporting action. The West shows medium airplay at KSOL. Climbing at WLOU, WDAO and WCIN in the Midwest. Added at WHRK and WVEE; hot at WGIV in the South. New at WXYV; climbing at WILD and WKND in the East.

RAY, GOODMAN & BROWN "My Prayer" (Polydor) 34% of our reporters are on it. The South shows an add at WVOL, medium airplay at WDIA, and hot rotation at WGIV. Climbing at WKND and WWRL in the East. New at WVON with medium airplay at WLOU, WDAO and WJMO in the Midwest. Climbing at KDAY in the West.

ASHFORD & SIMPSON "Love Don't Make It Right" (WB) 31% of our reporters are on it. Showing hot rotation at WAMO in the East. Hot at WCIN; climbing at WVON, KATZ and KPRS in the Midwest. Hot rotation at WANT, WPDQ and WYLD while climbing at KMJQ in the South.

A TASTE OF HONEY "Rescue Me" (Capitol) 31% reporting. The South shows medium airplay at WGIV, WPDQ and WYLD. Hot at WILD and WKND; climbing at WAMO and WDAS in the East. Hot at KPRS and climbing at WVON in the Midwest.

BROTHERS JOHNSON "Treasure" (A&M) 31% reporting airplay. Climbing at WILD, WDAS and WWRL in the East. Medium airplay at WGIV, WJJS and WYLD in the South. The Midwest shows medium airplay at WVON, WJMO and KATZ.

NEW & ACTIVE

PEACHES & HERB "Funtime" (Polydor) 28% reporting airplay. Hot at WDAO while climbing at WLOU, WVON, WJMO and KPRS in the Midwest. Medium airplay at WGIV and WJJS in the South. Climbing at WAMO in the East.

JONES GIRLS "Dance Turned Into A Romance" (Philadelphia International) 28% reporting action. Climbing at WKND and WWRL in the East. The South shows medium activity at WDIA. New at WKWM, climbing at WJMO, KATZ and KPRS, and hot at WDAO in the Midwest.

S.O.S. BAND "S.O.S." (Tabu) 28% reporting activity. Added at KDAY in the West. The East shows an add at WDAS. New at WANT, WEAS and WYLD while climbing at KMJQ in the South. Debuting at WKWM; climbing at WCIN in the Midwest.

STYLISTICS "Hurry Up This Way Again" (TSOP) 24% reporting. Debuting at WANT and WJJS while hot at WDIA in the South. Climbing at WILD, WDAS and WWRL in the East. New at WJMO in the Midwest.

JACKSONS "Lovely One" (Epic) 24% of our reporters are on it. The Midwest shows an add at WCIN and KATZ. Debuting at WWRL, WILD and WDAS in the East. New at WDIA and KMJQ in the South.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- BOB JAMES** H (Tappan Zee/CBS)
..... *Various Cuts*
- JOHN KLEMMER** Magnificent Madness (Elektra)
..... *Various Cuts*
- TOM BROWNE** Love Approach (Arista)
..... *Various Cuts*
- GEORGE BENSON** Give Me The Night (WB)
..... *Title, Various Cuts*
- CRUSADERS** Rhapsody And Blues (MCA)
..... *Various Cuts*
- RAMSEY LEWIS** Routes (Columbia)
..... *Various Cuts*
- AL DIMEOLA** Splendido Hotel (Columbia)
..... *Various Cuts*
- RICHIE COLE** Hollywood Madness (Muse)
..... *Various Cuts*
- TIM EYERMAN** Tim Eyerman (Inner City)
..... *Various Cuts*

NEW & ACTIVE

- JOE FARRELL** Sonic Text (Contemporary)
..... *Various Cuts*

EAST: WHUR/Washington, D.C., Jesse Fox; WEBB/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Roy Schneiderman. SOUTH: WCLK/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Roy Ewell. MIDWEST: WBSY/Columbus, OH, Terry Wilson; WJZZ/Detroit, MI, Dorian Paster. WEST: KADK/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Sal Levine; KJLH/Los Angeles, CA, Lawrence Tenter.

Pop/Rhythms
Hottest
 September 19, 1980

EAST	SOUTH	MIDWEST	WEST
O'Jays Maze Tom Browne	O'Jays	Tom Browne Michael Henderson	LTD Michael Henderson Maze George Benson

Regionalized Adds & Hots

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

EAST

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Earth, Wind & Fire
Vernon Burch
Average White Band "For You"
Betty Everett
La Toya Jackson
McFadden & Whitehead
Sylvester "Need/Change Up"
Philly Cream
Fat Larry's Band
Solaris
80's Ladies
Joyce Cobb
Guy Curtis
Snatch
Stevie Wonder
HOTTEST
Queen
Young & Company
Grandmaster Flash
Zapp
O'Jays
Geraldine Hunt
RJ's Latest Arrival
Rod

WXYV
Baltimore, MD
Larry Wilson

ADDED
Stephanie Mills
Change
Minnie Riperton
Diana Ross "Coming"
Locksmith
Jimmy Hall
Truth
Tyrone Davis
Edmund Sylvers
Stevie Wonder
Earth, Wind & Fire
Grandmaster Flash
Dionne Warwick
Donna Summer "Walk"
Brick
HOTTEST
Not Available

SOUTH

WPDQ
Jacksonville, FL
Net Jackson

ADDED
Donna Summer "Walk"
Skiyy
Evelyn Champagne King

HOTTEST
Larry Graham
Diana Ross
O'Jays
Change
Chic
Ashford & Simpson
George Benson
Dynasty
Michael Henderson
Kurtis Blow

WHRK
Memphis, TN
Ron Olsen

ADDED
Stephanie Mills
Change
Minnie Riperton
Diana Ross "Coming"
Locksmith
Jimmy Hall
Truth
Tyrone Davis
Edmund Sylvers
Stevie Wonder
Earth, Wind & Fire
Grandmaster Flash
Dionne Warwick
Donna Summer "Walk"
Brick

HOTTEST
Not Available

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
Millie Jackson
Patience
Amil Stewart/Johnny Bristol
Manhattans
S.O.S. Band
Jacksons
Donna Summer
"Wanderer/Walk"
Evelyn Champagne King
Mira Waters
Stevie Wonder
HOTTEST
O'Jays
George Benson
Maze
Tom Browne
Michael Henderson
Grandmaster Flash
LTD
Stacy Lattisaw
Zapp
Queen

WKND
Hartford, CT
Eddie Jordan

ADDED
Queen
Zapp
Bob Marley
Earth, Wind & Fire
Stevie Wonder
Spinners
Parlet
HOTTEST
Larry Graham
Diana Ross
Rene & Angela
A Taste Of Honey
Maze
Stacy Lattisaw
Tom Browne
Slick
George Benson
Pointer Sisters

WILD
Boston, MA
Steve Crumley

ADDED
Michael Franks
Diana Ross "Coming"
Pleasure
Jimmy "Bo" Horne
Seventh Wonder
Lenny White
Snatch
Jacksons

HOTTEST
Tom Browne
Michael Henderson
Diana Ross "Upside"
George Benson
O'Jays
One Way
A Taste Of Honey
Pointer Sisters
Stephanie Mills
Dells

WAMO
Pittsburgh, PA
Ken Allen

ADDED
Dionne Warwick
Johnny Guitar Watson
Melba Moore
One Way
Earth, Wind & Fire
Curtis Mayfield

HOTTEST
Dynasty
Michael Henderson
Tom Browne
Maze
Chocolate Milk
Ashford & Simpson
Rick James
Zapp
Fred Weesley
Cameron

MIDWEST

WCIN
Cincinnati, OH
Michael Roberts

ADDED
Rockie Robbins
Dave Mason
George Benson "Love X"
Teddy Pendergrass "TKO"
Johnny Guitar Watson
Earth, Wind & Fire
Stevie Wonder
Jacksons

HOTTEST
Cameron
Ashford & Simpson
Michael Henderson
Queen
Teddy Pendergrass
Minnie Riperton
LTD
Dynasty
Stacy Lattisaw
Tom Browne

WWRL
New York, NY
Bob Law/Linda Haynes

ADDED
Earth, Wind & Fire
Jacksons
Magic Lady
Arthur Prysock
Stevie Wonder
Jean Wells

HOTTEST
Gladys Knight
Herb Alpert
Dionne Warwick
O'Jays
Al Jarreau
Mtume
LTD
Crusaders
Maze
Ramsey Lewis

WVON
Chicago, IL
Lee Armstrong

ADDED
Stevie Wonder
Diana Ross "Coming"
Ray, Goodman & Brown
Carl Carlton
Tom Carlton
Diana Ross
George Benson
Chaka Khan
Teddy Pendergrass
O'Jays
Maze
Dynasty
Tom Browne
Dells
LTD

WDAO
Dayton, OH
Turk Logan

ADDED
None
HOTTEST
Cameo
O'Jays
LTD
Peaches & Herb
Stephanie Mills
Dionne Warwick
Pointer Sisters
One Way
High Inergy
Jones Girls

KMJQ
Houston, TX
Larry O'Jay

ADDED
Average White Band
"For You"
Gladys Knight
Stevie Wonder
Earth, Wind & Fire
Jacksons
HOTTEST
Fatback Band
Tom Browne
Larry Graham
Zapp
Cameo
Teddy Pendergrass
Diana Ross
Michael Henderson
George Benson
Queen

WVOL
Nashville, TN
Fred Harvey

ADDED
Stevie Wonder
Earth, Wind & Fire
Ray, Goodman & Brown
Gladys Knight
HOTTEST
Queen
D.J. Hollywood
Cameo
Diana Ross
Stacy Lattisaw
Dynasty
O'Jays
Commodores
Tom Browne
Zapp

WDIA
Memphis, TN
Mark Christian

ADDED
Stevie Wonder
Earth, Wind & Fire
Diana Ross "Coming"
Jacksons

HOTTEST
Rod
Dionne Warwick
LTD
Tom Browne
Michael Henderson
Zapp
Stylistica
Stephanie Mills
Change
Spinners

KPRS
Kansas City, MO
Dell Rice

ADDED
Lenny White
Curtis Mayfield
Manhattans
Carl Carlton
Andrew Jensen
Margaret Reynolds & KC
Seventh Wonder
Southroad Connection
Google & Tom Coppola
Hubert Laws

HOTTEST
George Benson
Fatback Band
A Taste Of Honey
Dynasty
O'Jays
Maze
Ashford & Simpson
Michael Henderson
Rick James
Tom Browne

WTLC
Indianapolis, IN
Jay Johnson

ADDED
Earth, Wind & Fire
Stevie Wonder
Lenny White
Diana Ross "Coming"

HOTTEST
Stacy Lattisaw
One Way
Teena Marie
Tom Browne
Grandmaster Flash
LTD
Diana Ross "Upside"
Zapp
Cameron
Change

WKWM
Grand Rapids, MI
Frank Grant

ADDED
S.O.S. Band
Earth, Wind & Fire
Spinners
Jones Girls
Vernon Burch
Joe Simon
Evelyn Champagne King
Chaka Khan "Papillon"

HOTTEST
Tom Browne
Diana Ross
Michael Henderson
One Way
Fred Weesley
Cameron
Booker T. Jones
George Benson
Zapp
Maze

WEST

KDAY
Los Angeles, CA
Steve Woods

ADDED
Earth, Wind & Fire
Jimmy Castor
Teena Marie
S.O.S. Band

HOTTEST
Stephanie Mills
LTD
Michael Henderson
Maze
Mtume
Pointer Sisters
One Way
George Benson
Zapp
Minnie Riperton

LTD
Michael Henderson
Maze
George Benson

ADDED
Jacksons
Natalie Cole
Seventh Wonder
Donna Summer "Walk"
Locksmith

HOTTEST
George Benson
Michael Henderson
Tom Browne
O'Jays
Dynasty
Diana Ross
Teddy Pendergrass
Queen
One Way
Stephanie Mills

WLOU
Louisville, KY
Bill Price

ADDED
Johnny Guitar Watson
Earth, Wind & Fire
Two Tone O'Fun
Jimmy "Bo" Horne
Margaret Reynolds & KC

HOTTEST
Zapp
Stacy Lattisaw
Brick
King Tim III
LTD
Dynasty
Michael Henderson
Tom Browne
Pointer Sisters
Peabo Bryson

WJMO
Cleveland, OH
Bernie Moody

ADDED
Earth, Wind & Fire
Stevie Wonder
Donna Summer
"Wanderer"
Tyrone Davis
Stylistica

HOTTEST
Teddy Pendergrass
Diana Ross
O'Jays
Stacy Lattisaw
Cameo
George Benson
Michael Henderson
Maze
Tom Browne
Rick James

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Zapp
McFadden & Whitehead
Mtume
Truth

HOTTEST
O'Jays
Michael Henderson
Dynasty
George Benson
Tom Browne
Cameo
Teddy Pendergrass
Maze
Stacy Lattisaw
LTD



Jeff Gelb AOR

AOR Experiments With New Wave Format

With some notable exceptions, new wave music has never really found its radio home. Most AOR experiments with it have been confined to special late-night programs or light rotation try-outs. Now, however, several Western radio stations have abandoned more traditional formats to experiment with a radio format that zeroes in on new wave music. KNAC/Long Beach, KDJQ(K-15)/Phoenix, and KZAM-AM/Seattle have recently begun programming what they term "modern music," including a heavy concentration on local signed and unsigned bands, to excellent word-of-mouth response. In the following conversations with KNAC PD Paul Fuhr, K-15 PD Johnny D., and KZAM-AM PD Paul Sullivan, we'll find out how their formats work and what each programmer's expectations are for success in their marketplaces.

KZAM: Modern Mono

KZAM-AM had been a virtual clone of its sister FM station, a Soft AOR with jazz influence, till it made the abrupt change to "the rock of the Eighties" on January 1 this year. PD Paul Sullivan explained that the change was made in response to the burgeoning Seattle rock club scene, "plus the fact that we had an AM station here that we didn't know what to do with."

What was done with KZAM-AM amounted to a complete overhaul of its music, to incorporate

"Our listeners are as ardently supportive of this radio station as listeners were back in '67 when progressive radio began."

KZAM-AM/Seattle PD Paul Sullivan

1000 cuts emphasizing "modern music" (Sullivan said, "We never use the terms new wave or punk; I think they're negatives"). He explained the station's musical selection: "If we didn't have musical familiarity, we'd breed our own. There's a very high repetition on the station; we're almost a Top 40 style format. Also, we didn't want to make our definition of the station so limiting that we

**KZAM
1540**

wouldn't get an audience. So we do have a rock rotation, where we play selected things like Ian Hunter, Kinks, and Pat Benatar. But it's chosen very carefully, and is not the traditionally most popular heavy metal music."

Musical choices are based both on gut instinct and research within the community. "What it comes down to," Sullivan explained, "is that we put on what we think sounds right for the radio station and what we think people will want to hear. I have a staff that's very in tune with what people are listening to."

Case Of The Missing Ratings

As KZAM was the first AOR to switch to an all-"modern music" format, the eyes of the nation's AOR community were on the April-May

Seattle ARB results, in which KZAM-AM failed to show. What happened? "We were a pretty extreme radio station trying to develop identification," Sullivan explained. "We had a little polishing and redefining to do. Plus we had no promotional budget whatsoever. As it turns out, we missed the book by 12/1000 of one percent. Naturally I was disappointed. Since then, we've tailored the station to be less harsh and hard to listen to. The beat is there now, and at the same time, the staff has come together."

Can KZAM survive without ratings? "You don't need the numbers for concert promoters who are seeing their concerts selling, or for record companies who see their records moving, or clothing stores who cater to our audience. They've all gotten response." Still, Sullivan is optimistic that the fine-tuning he's done since April-May will result in a ratings figure in the next sweep: "If we can achieve a 1.5 we'll call it a success."

K-15: Rock Of The Eighties



KZAM's owners, Mesa Radio Inc., also own KDKB/Phoenix and sister AM station KDJQ, which had been programming Oldies to lackluster ratings results. After watching KZAM-AM come together, the decision was reached to try a similar experiment with KDJQ. Brought on to coordinate the changeover was John Dixon, known as Johnny D. on the weekend radio shows he'd done in the past for KDKB. On August 1, AM daytimer KDJQ dropped its oldies for "Rock of the Eighties" (a term borrowed with the permission of KROQ/Pasadena).

KDJQ's programming is about as far from oldies as could be imagined. In fact, according to Johnny D., "To me, music started four years ago.

"... There are 33 signals in this town; at least one of them should be trying to swim upstream."

K-15/Phoenix PD Johnny D.

I don't play anything older, with very few exceptions. It's a very recent-sounding radio station." K-15's music is intended to be broad-based in appeal. "We're definitely programming this station for older teens," Dixon stated, "but we're also getting 25-30 year olds calling who have ignored AM radio for years. They're saying they had absolutely nothing to listen to before, but that now they're getting something from us that they're thrilled about."

He continued, "We hope to develop an audience of people who will sit through three records they don't recognize because it's a modern sound. We also have a "super groups" category of artists like Police, Patti Smith, Elvis Costello, and Blondie. They're the rewards for listening to the groups you may not know."

KNAC: In Tune With The Eighties

Perhaps the most surprising switcher has been that of KNAC, which had been programming hard-driving AOR since 1968. Early this year, PD Paul Fuhr sat down with the station's owners, Claudia and Jim Harden, to discuss the station's future. Fuhr recalled, "The advantage of KNAC is that we'd always been unique in the marketplace. What got us showing up in the L.A. ratings books was our hard rock stance. We were one of the few stations that played Judas Priest, Scorpions and

"The key to this format's success is that so many new wave artists have broken into the mainstream now."

KNAC/Long Beach PD Paul Fuhr

other such bands. Then everyone started doing it, and now there are at least four L.A. area stations bludgeoning listeners with hard rock. We had lost our uniqueness in the marketplace."

The Day The Music Died

To alleviate the problem the station made a drastic step in another direction. On June 1, out went Ted Nugent, Led Zeppelin, and many other AOR mainstays, and KNAC became "in tune with the Eighties." In went Eno, Roxy Music, Elvis Costello, and other new wave and "modern music" technicians, along with select oldies from the first British invasion, psychedelic era goodies by groups like Strawberry Alarm Clock and Standells, and even some ska and reggae music. There's a traditional oldies rotation as well, spotlighting early rock 'n' roll masters like Elvis Presley, Little Richard, Fats Domino, and Bill Haley.

What it all boils down to, in Fuhr's terminology, is "modern rock." As he points out, it's not mainstream AOR, but it's still rock 'n' roll: "That hasn't changed; we're still dealing with high energy music. Two things I like about this format," Fuhr

KNAC

continued, "From being pigeonholed as playing just hard rock, now we have a lot of different styles of music on the air. And second, it's a 16-40-year-old format, compared to AOR's 18-24 base. We have a new young audience along with the plus-30's who grew up with rock 'n' roll who remember the oldies we're playing."

Rating The Response

How's the format gone down with listeners to date? Fuhr reported he was quite pleased with initial RAM results and station research that shows substantial increases in female listeners. The hard rock fans, Fuhr theorized, just drifted over to KMET, which showed up with the largest shared audience to KNAC's in previous ratings periods. Billing is also up by a full 100%.

Continued on Page 44

Jeff Gelb

AOR Experiments With New Wave Format

Continued from Page 43

With that sort of instant response, can ratings success be far behind? Fuhr was cautiously optimistic: "Our expectation is to crack the L.A. book, which we haven't done in years." To help, the station will be sinking over \$20,000 into improved reception in the coming months.

Future Format?

Is "modern rock" a radio format for the future? "It's not going to be a mass appeal format," admitted Fuhr, "but much as Progressive Rock radio came along and slowly usurped Top 40, this could be the start of the next cycle. The key to this format's success is that so many new wave artists have broken into the mainstream now. Two years ago, we couldn't have attempted this. But with the success of bands like Blondie, Talking Heads, Elvis Costello, and the Pretenders, you now have the nucleus artists for a new format."

The Spectre Of WPIX

If that's so, then why didn't the first such experiment work, at WPIX/New York? Fuhr guessed, "They were doing it without the kind of management commitment that was necessary to keep it going. Also, their music mix was about 60-40 new to old, which I feel was putting too much influence on oldies material." Paul Sullivan added, "I think of the reasons WPIX didn't work was because of the Motown and R&B flavoring, which I find to be inconsistent. I don't mix musical styles at KZAM-AM."

Swimming Upstream

Sullivan went on to mention a potential stumbling block to the format's success: "18-24's are hard enough to sample as it is. The psychographics of this particular audience shows them to be that much more difficult to pin down or retrieve information from; they're just not inclined to filling out books. But I'm hopeful. Our listeners are as ardently supportive of this radio station as listeners were back in '67 when progressive radio began. At the same time, the music is becoming better and more commercially viable all the time. If these trends continue, I can see the format continuing to build in much the same way that freeform radio gave birth to progressive rock, and that, in turn, to AOR."

Johnny D. offered this summation of the modern music format: "We're not kidding ourselves that everyone's going to be into it, but I think that going after a certain demo and delivering it consistently is where radio is headed for the 80's. Anyway, there are 33 signals in this town; at least one of them should be trying to swim upstream. At least we're not forcefeeding our listeners another Abrams format; that's the safe route. Someone's got to take a chance."



WHY ARE THESE PEOPLE LAUGHING — The LOOP featured 15 fun-filled days of live broadcasts from noon to midnight from Chicagofest. In addition to the live broadcasts, the station offered the massive crowds the latest electronic and pinball innovations in a game arcade, as well as the Loop Cinema, which ran free rock and roll movies all day. Somewhere in this photo you'll see Loop staffers surrounded by happy fans.

UPDATE

The summer ARB brought especially good news for WCOZ/Boston, which shot up from a 4.1 to a 7.8. PD John Sebastian said his station's 12+ figure is the highest AOR ARB in Boston radio history... Also good news from KOME/San Jose, which beat out all the San Francisco AOR's in its 12+ figure of 2.9... Over 300,000 attended WYSP/Philadelphia's Ramblin' Raft Race II, with 13,000 participating as entrants... KBBC/Phoenix is gearing up for its third annual 10,000 meter run in mid-October. Proceeds will be donated to the Phoenix Zoo for construction of a new exhibit... L.A. Rams Assistant General Manager Jack Faulkner joined KWST/Los Angeles's sports department for the season, with several reports weekly on the team... WIBZ/Parkersburg, WV, in conjunction with Arista, will award a trip to Cleveland for the Kinks' live date to the person submitting the most unusual road map... KZOK/Seattle called to update the promotion it hopes will culminate in a Jimi Hendrix memorial in one of the city's parks: after some initial confusion by the City Parks and Rec Board over procedures, the plan is now under consideration. Meantime, the station will have its commemorative Hendrix button available next week for those who contribute \$2 or more to the memorial fund... KOZZ/Reno has signed on as a Superstars affiliate station... EMIA's Michael Stanley world-premiered his new album on WMMS/Cleveland this week... WRCN/Long Island is treating two listeners to see David Bowie in "Elephant Man" on Broadway, and the opportunity to meet him backstage after the show... KPRI/San Diego is looking for a signed act to headline its annual Halloween costume ball. Interested parties should contact MD Jesse Summers at (714) 565-6006... CITI-FM/Winnipeg is offering listeners the chance to join the station's staff for a series of rock 'n' roll riverboat cruises on a paddleboat... WVUD/Dayton's second biannual "hot fun in the sun" celebration gathered 2000 to hear four area groups and enjoy 25¢ beers... The "rockbottom bazaar," sponsored by WLAV/Grand Rapids, drew 54 merchants selling discounted merchandise to over 75,000 people. During the free fair, the station auctioned off a customized guitar of Ted Nugent's for \$1100, benefitting a local music scholarship fund... Noncommercial AOR WMNR/Monroe, CT is setting up a special radiothon to gain funds for its future programming. Already committed to coverage of the event is national TV, plus Parade and People magazines. What the station is now seeking is a signed recording act to drop in to the station for the day, to lend a helping hand. Interested parties should contact WMNR quickly, as the radiothon takes place October 4th. Call PD Stew Nazzaro at (203) 268-9667.

COMING NEXT WEEK: WPFR/Terre Haute's 12+ 18.2 in the April-May ARB results places the station at the pinnacle of AOR's for that survey period. Next week, in a conversation with PD J.R. Cortrecht, we'll discuss the programming policies that took the station to the top.



NO MISUNDERSTANDING IN NEW YORK — WNEW-FM's Scott Muni featured an on-air interview with MCA's Rossington Collins Band, when their recent debut tour took them to New York. Pictured (sitting, l-r) are group's Gary Rossington, Dale Krantz, and Allen Collins; (standing l-r) are PD Scott Muni and MCA/NY Rep. Barry Goodman.

EVOLUTION

Former KLOS/Los Angeles PD Damion Bragdon has joined competing KMET for airshifts and special projects... Neil Harrison has been upped to PD from the airstaff at Y102/Montgomery... Mike Harris is the new PD and Stewart Schantz the new MD at WPDH/Poughkeepsie... Bob Kranes has been appointed Assistant to the PD at WLIR/Long Island... Linda Gill has been upped to Programming Assistant at WIOQ/Philadelphia. The station's new Promotion Director is Peggy Ann Archdeacon... Laura Wilkinson is exiting overnights at WLUP/Chicago for middays at KPRI/San Diego... Dave Michaels has rejoined KMOD/Tulsa for afternoon drive... Bill Smith has joined WEEI-FM/Boston... Colleen Cool has exited nights at KMGH/Bakersfield for neighboring KKXX. Her replacement at KMGH is "Katy"... Larry Bessler has joined WORJ/Orlando from LOVE 94/Miami for middays... John Stevens has taken the 6-10pm shift at WMMR/Philadelphia. New to overnights there is Tom Robinson, from WFBQ/Indianapolis... Clyde Shew has joined WILS-FM/Lansing for overnights... Liz St. John has joined KBPI/Denver from KTIM/San Rafael for part-time air work and music research... Moving from weekends to middays at KDKB/Phoenix is J. David Holmes... Leslie Livingstone has been appointed Promotion Director at WAVA/Washington... Jeff Clarke has been named the new morning person at KINK/Portland.



DAYTRIPPING AT KILO — With his usual "Take Me I'm Yours" look, Rick Nielsen of Epic's Cheap Trick explained to the KILO/Colorado Springs' music staff how the group had "Found All The Parts" with its newest Nu-Disk release. Pictured (l-r) are KILO PD Rich Hawk, MD Art Phillips, and group's Rick Nielsen.

CONCERTS & CONVERSATIONS

PRESENTATIONS: WNOR/Norfolk presented Carolyne Mas for \$1.99... WQBK/Albany presented Elektrics for \$1.04.

RADIO CONCERTS: Kingbees on WRIF/Detroit, WBAB/Long Island... Southside Johnny on WMMS/Cleveland.

GUEST DJ's: Robert Palmer on WIBA-FM/Madison.
CONVERSATIONS: Rock Justice on KTIM/San Rafael... Silencers on WPGU/Champaign... Foghat, Blackfoot on KISW/Seattle... Blackfoot on WCCC/Hartford... Starz, Huey Lewis on WDHA/North Jersey... Bob Seger on WGRO/Buffalo... Eddie Money on KWFM/Tucson... John Cougar, Gus, Al Stewart on WXUS/Lafayette... Triumph on CITI-FM/Winnipeg... Michael Stanley, Kansas on M105/Cleveland... Al Stewart on KGB-FM/San Diego... Sea Level on WIBA-FM/Madison... Blackfoot on WRCN/Long Island... Sea Level, Blackfoot on WMAD/Madison... Kansas on KWST/Los Angeles... Mary Burns on KSHE/St. Louis... Pat Benatar, Eddie Money on KAZY/Denver... Ellen McIlwaine on WQBK/Albany... Eddie Money, Pat Benatar on KBPI/Denver... Johnny Van Zant, Billy Squire, Molly Hatchet on WDIZ/Orlando... Michel McDonald on KEZO/Omaha... Blackfoot on WPLR/New Haven... Marilyn Chambers, Eddie Money on KSAS/Kansas City... Johnny Van Zant on WSHE/Miami... Southside Johnny on WEZX/Scranton... Asleep At The Wheel on KTCL/Ft. Collins... Al Stewart on KOME/San Jose... Robert Palmer on WMMS/Cleveland.

AOR

Radio & Records

Album Airplay/40

Chart Summary

September 19, 1980

153 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (8/29, 9/5, 9/12, 9/19) and album titles/artists. Includes entries for Rolling Stones, Jackson Browne, Cars, Pat Benatar, Queen, etc.

STONES maintained their lead over BROWNE in hot reports to remain at the top airplay spot for the week. BROWNE held rock steady at number two, while CARS inched into top three.

New Entry

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.

MOST ADDED

Table showing album additions for the week, including Michael Stanley, Times Square, Kansas, Elvis Costello, Gamma, etc.

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

MEDIUM

Table showing medium rotation albums, including Split Enz, Jethro Tull, Barry Goudreau, Johnny Van Zant, etc.

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

THE HOTTEST

Table showing the hottest albums, including Rolling Stones, Jackson Browne, Queen, Cars, Pat Benatar, etc.

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.

MIDWEST

KQ92 Minneapolis
612-845-6601

NO. TRL NUMBER
ADDRESSES
MUSIC

KFMH Muscatine
319-263-2612

NO. LISA CATALANO
ADDRESSES
MUSIC

WYNN98 Saginaw
517-892-9528
517-894-2998

NO. JOE DESANTIS
ADDRESSES
MUSIC

KSLW 95 St. Louis
314-842-1111

NO. RICH BALES
ADDRESSES
MUSIC

FM 104 Toledo
419-248-3377

NO. TERRY MULLIN
ADDRESSES
MUSIC

KQ92 Minneapolis
612-845-6601

NO. TRL NUMBER
ADDRESSES
MUSIC

KFMH Muscatine
319-263-2612

NO. LISA CATALANO
ADDRESSES
MUSIC

WYNN98 Saginaw
517-892-9528
517-894-2998

NO. JOE DESANTIS
ADDRESSES
MUSIC

KSLW 95 St. Louis
314-842-1111

NO. RICH BALES
ADDRESSES
MUSIC

FM 104 Toledo
419-248-3377

NO. TERRY MULLIN
ADDRESSES
MUSIC

KQ92 Minneapolis
612-845-6601

NO. TRL NUMBER
ADDRESSES
MUSIC

KFMH Muscatine
319-263-2612

NO. LISA CATALANO
ADDRESSES
MUSIC

WYNN98 Saginaw
517-892-9528
517-894-2998

NO. JOE DESANTIS
ADDRESSES
MUSIC

KSLW 95 St. Louis
314-842-1111

NO. RICH BALES
ADDRESSES
MUSIC

FM 104 Toledo
419-248-3377

NO. TERRY MULLIN
ADDRESSES
MUSIC

WEST

KEZY 98 Anaheim
714-778-3698

K100 Boise
208-344-8363

NBCO Boulder
303-444-5600

KSPN Aspen
303-925-5776

KAZZ Denver
303-759-5600

KZEL Eugene
503-484-4304

106 KBPI Denver
303-936-2313

K99 Great Falls
408-727-7211

K97 Edmonton
403-428-8597

K97 Las Vegas
702-732-7753

KEZY 98 Anaheim
714-778-3698

ADDRESSES
MUSIC

K100 Boise
208-344-8363

ADDRESSES
MUSIC

NBCO Boulder
303-444-5600

ADDRESSES
MUSIC

KAZZ Denver
303-759-5600

ADDRESSES
MUSIC

KZEL Eugene
503-484-4304

ADDRESSES
MUSIC

KSPN Aspen
303-925-5776

ADDRESSES
MUSIC

106 KBPI Denver
303-936-2313

ADDRESSES
MUSIC

K99 Great Falls
408-727-7211

ADDRESSES
MUSIC

K97 Edmonton
403-428-8597

ADDRESSES
MUSIC

K97 Las Vegas
702-732-7753

ADDRESSES
MUSIC

KEZY 98 Anaheim
714-778-3698

ADDRESSES
MUSIC

K100 Boise
208-344-8363

ADDRESSES
MUSIC

NBCO Boulder
303-444-5600

ADDRESSES
MUSIC

KAZZ Denver
303-759-5600

ADDRESSES
MUSIC

KZEL Eugene
503-484-4304

ADDRESSES
MUSIC

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

WES

105.5 MAC Long Beach
213-437-0366

Address: 105.5 MAC
Hosts: [List of names]

KOM Portland
503-228-0100

Address: [List of names]

KGB-FM 101.5 San Diego
714-292-1380

Address: [List of names]

KOME 98.5 San Diego
714-565-6008

Address: [List of names]

KOME 98.5 San Diego
714-565-6008

Address: [List of names]

KLOS 95.5 Los Angeles
213-663-3311

Address: [List of names]

KABC RENO Reno
702-882-6283

Address: [List of names]

KOME 106 San Diego
714-565-6008

Address: [List of names]

KOME 106 San Diego
714-565-6008

Address: [List of names]

KOME 106 San Diego
714-565-6008

Address: [List of names]

KMET 94.7 Los Angeles
213-484-5636

Address: [List of names]

KAZOS Reno
702-329-9261

Address: [List of names]

KOME San Jose
408-246-6811

Address: [List of names]

KOME San Jose
408-246-6811

Address: [List of names]

KOME San Jose
408-246-6811

Address: [List of names]

KWEST Los Angeles
213-467-1224

Address: [List of names]

KIO8-FM Sacramento
916-446-4965

Address: [List of names]

KISSO San Jose
408-288-5400

Address: [List of names]

KISSO San Jose
408-288-5400

Address: [List of names]

KISSO San Jose
408-288-5400

Address: [List of names]

KROQ Pasadena
213-578-0830

Address: [List of names]

KROQ Sacramento
916-444-2806

Address: [List of names]

KROQ Sacramento
916-444-2806

Address: [List of names]

KXFM 99 Santa Maria
805-922-2156

Address: [List of names]

KXFM 99 Santa Maria
805-922-2156

Address: [List of names]

KROB Phoenix
602-833-8888

Address: [List of names]

KCAL 96.7 San Bernardino
714-825-5020

Address: [List of names]

KCAL 96.7 San Bernardino
714-825-5020

Address: [List of names]

KCAL 96.7 San Bernardino
714-825-5020

Address: [List of names]

KCAL 96.7 San Bernardino
714-825-5020

Address: [List of names]

KRON 92.1 Portland
503-855-9181

Address: [List of names]

KRON 92.1 Portland
503-855-9181

Address: [List of names]

KRON 92.1 Portland
503-855-9181

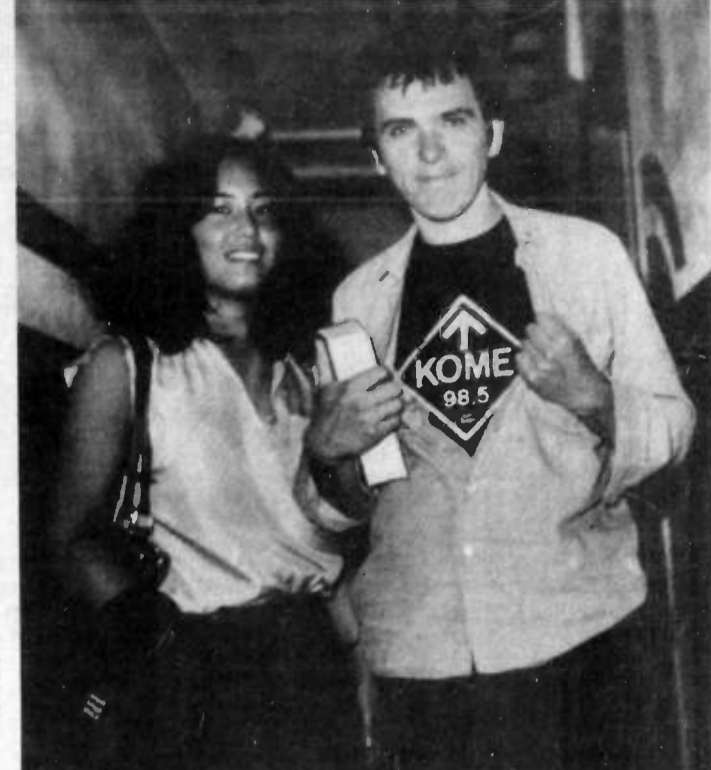
Address: [List of names]

KRON 92.1 Portland
503-855-9181

Address: [List of names]

KRON 92.1 Portland
503-855-9181

Address: [List of names]



GABRIEL'S GAMES — Mercury's Peter Gabriel (right) displayed his latest acquisition, a KOME T-shirt, given to him by KOME/San Jose DJ Karin Nakamura (left), after his San Jose concert appearance.

KOME San Rafael
415-458-1510

Address: [List of names]

KZAM Seattle
208-454-1540

Address: [List of names]

KXFM 99 Santa Maria
805-922-2156

Address: [List of names]

KZOK 102.1 Seattle
206-223-3913

Address: [List of names]

KZOK 102.1 Seattle
206-223-3913

Address: [List of names]

KZOK 102.1 Seattle
206-223-3913

Address: [List of names]

KZOK 102.1 Seattle
206-223-3913

Address: [List of names]

C-FOX Vancouver
604-884-7221

Address: [List of names]

Country



Jim Duncan

News Notes

It looks like I am going to have to hire a separate staff to answer the phones regarding new stations changing to our Country format. In the past week KZLA-AM-FM/Los Angeles made the move and so did 50,000-watt AM powerhouse KOMA/Oklahoma City. (Thanks to Storz's Dan Halyburton, PD at WQAM/Miami, for getting me on an exclusive conference call last Friday to hear the format change at KOMA.) For more details about the KZLA and KOMA switches see this week's Page 1. The big question in everyone's mind here in Los Angeles is how the KZLA move will affect the KHJ changeover - there are some rumbles of KHJ moving up its change date. We'll keep an eye and a couple of ears on this one . . . Other stations to join the crowd are WQZQ/Chesapeake, VA (as of last Sunday, 9-14), and KMYZ/Pryor, OK will make the jump on October 1 . . . WIST/Charlotte, NC, a recent Country convert, announces that Bob Grayson, formerly of WPLO/Atlanta and WHOO/Orlando, and recently of WTMA/Charleston, SC, has been named OD . . . Dave Ross takes over mornings at WKXA/Brunswick, ME, and was promoted to OD. Ross replaces Bill Clement who joins WPOR/Portland, ME. WKXA's mid-day personality Pat McDonald has been upped to PD . . . Richard Lee is now PD of KUUY/Cheyenne, WY from MD. New MD is Jim Donovan . . . John Steele is Steve Severs' replacement as PD of KLLL/Lubbock, TX. As reported here, Steve is now with TM in Dallas . . . Gary Russell is PD/MD of WADC/Parkersburg, WV . . . KEWI/Topeka, a longtime rocker changed calls to KSKX and is now doing "Country Lifestyle" radio . . . (I can't even finish writing a column without someone else changing to Country.) . . . Bob Jones is now PD at KIKX/Tucson; he was MD. Former PD Tim Tyler will now handle the music job . . . Paula Hooper was named Director of Music Research at WMC/Memphis . . . Phil Gonzales is leaving KRZY/Albuquerque as MD to do the same job at one of the new Country stations across town, KRKE . . . In case you hadn't heard, Jerry King takes over as MD at KKYX/San Antonio as Max Gardener joins the sales department . . . Maxwell Gregory is the new MD at WQQT/Savannah . . . Congratulations to Craig Scott, VP of Programming at Plough, and his wife on the birth of their first child. Allison Scott joined the Scott's hitlist last Sunday (9-14) . . . Also, our best to Charlie Ochs, OD at KIKK AM-FM/Houston, and wife Margaret on their first, Robyn Nichole Elssia Ochs . . . Coming next week, Associate Country Editor Lee Wade talks with some key industry observers on the fast-paced growth of Country stations. Will it be a fast-fading format like Disco or not? . . . After Lee put together the piece on this page about the different names Country radio stations are using to describe their format, I told her I came up with a new one: COC. What do you think of "Country-Oriented-Country?"



"A LITTLE BIT COUNTRY..." - WHN/New York hosted Donny and Marie Osmond during a recent Lee Arnold midday show. The pair, besides playing music and doing commercials for the station, read public service announcements. The PSA's included one advocating dental hygiene. (Just grin and bare it, folks.) Pictured with D&M are WHN's Ed Salamon, Nick Verbitsky, and Lee Arnold.



THE BOYS & THE BIG BUCKS - The Oak Ridge Boys (Joe Bonsall, Duane Allen, Richard Sterban, and Bill Golden) try to "buck" the system with the WMAQ/Chicago "Dancing Dollars." The Oaks were in the area to perform at the Blue Island Raceway Park.

Air Waves

The football season gave WHK/Cleveland cause to kickoff a couple of promotions around hometown team the Cleveland Browns. WHK gave away 10,000 "Go Browns" megaphones at a special "Party In The Park," sponsored by the Cleveland Jaycees, Federation of Musicians, and the Growth Association. For the Browns' home opener last Monday (9-15), WHK passed out orange and brown "Go Browns" flags free to all fans entering the stadium . . . Longtime WMAQ/Chicago morning personality Lee Sherwood

has been named host of "Epic 80," a nine-hour country music year-end special featuring the top 100 songs of 1980. Toby Arnold & Associates of Dallas will syndicate the show worldwide. For info call (214) 661-8201 . . . KYTE/Portland attracted more than 31,000 persons for the station's "Freeday 80." Ed Bruce and Nat Stuckey provided entertainment, along with some local talent . . . Speaking of local talent, WGNA-FM/Albany tells R&R they have been "committed to the local country music artists by airing locally pressed recordings, promoting local country music events, and airing live broadcasts of local artists."



Lee Sherwood

For two years WGNA has aired 30 weekly "Where The Country Is" promotional announcements. According to PD Chris Warren, the station reaches into New York, Vermont, Massachusetts, Connecticut, and New Hampshire. WGNA plans now to put together a "Country Music Directory" for local entertainment establishments to have a listing of available talent for booking purposes . . . KNIX-AM-FM just sponsored the Phoenix Putting Championship. KNIX-FM's W. Steven Martin and KNIX-AM's Don Cristi competed in a "putt off" . . . WJJK/Eau Claire, WI hosted three busloads of listeners for the Larry Gatlin and Anne Murray concerts at the recent Minnesota State Fair . . . "Who is that masked man?" Pictured is the Kentucky version of the Unknown Comic.

WFMW/Madisonville gave away a \$100 cash prize for the winner of its first annual "Bong Show." WFMW's PD Danny Koeber, also seen here, did the MC work . . . WIXL-FM/Newton, NJ just took part in the fourth Waterloo Bluegrass Festival, which drew nearly 15,000 persons, and featured headliners Pure Prairie League and Dave Mason . . . WKSJ/Mobile got together with Budweiser to co-sponsor an L.A. Jetaway contest. The big prize is a mini-vacation in Los Angeles . . . R&R wants to hear from you. Send details of promotions,



"Bong" winner with Danny Koeber contests, concerts, guest interviews, etc. to R&R Country, 1930 Century Park West, Los Angeles, CA, 90067. We're looking for your photos, too. Thanks for helping us get the picture . . .

A Rose By Any Other Name . . .

What's in a name? Plenty, if a glance at the SRDS* "Descriptive Terms/Music and Format" listing is any indication. No less than 21 terms for what we commonly call "Country Music" grace the page, each striving to represent a unique sound. For your information and enjoyment, we've culled from the page all 21:

- | | |
|-------------------------------|----------------------|
| Album Oriented Country | Good Country Music |
| All American Country | Great Country |
| Contemporary Country/Western | Metropolitan Country |
| Country | Modern Country |
| Country Gospel | Modern Nashville |
| Countryopolitan | Pop Western |
| Country Pop | Progressive Country |
| Country Rock | Town & Country |
| Country & Western | Traditional Country |
| Country & Western (Nashville) | Western |
| Gentle Country | |

But we work in a fast-paced, ever-changing industry. SRDS hasn't yet recorded some of the newer terms. KHJ/Los Angeles goes "COR" (Country Oriented Rock) later this fall, and recently KERE/Denver announced their format as "Big MAC," or Mass Appeal Country.

Could anyone doubt Country's growth and viability when over 20 variations of the format's description exist? If your station's format description differs from the above, please let us know; we'd like to keep track of the subtle variations of Country radio.

- Lee Wade

*Standard Rate & Data, July 1, 1980

COUNTRY

Love

Country music was created by love,
and here is the complete country
special about love.

Sometimes happy, sometimes hurtin',
but always EXCITING!

This 12-hour show, hosted by
Dottie West and Bob Kingsley,
features over 80 interviews
and 197 songs!

Falling in love and falling out — wild
desire and dying flames — break-ups
and make-ups! The top country artists
of today share their love experiences
in their own words and music.

Just in time for the FALL BOOK and
October COUNTRY MUSIC MONTH.
It's a weekend special or midday strip.
Your listeners will love it!

Free demo and details by calling Ron
Nickell, Vice-President and General
Manager; Neil Sargent, General Sales
Manager; or Sales Consultants,
Rocky Chase (West), Jody Alexander
(Midwest), and Bob Shannon (East).

Call collect (214) 634-8511.

TM

TM Special Projects

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

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A subsidiary of Shamrock Broadcasting Company, Inc.

Produced By Popular Media Products



Bob Kingsley

Dottie West

Country

BREAKERS

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

EMMYLOU HARRIS The Boxer (WB)

67% of our reporters on this record. New adds: KLZ, WINN, WBAP, KENR, WKSJ, WJJD, WUBE, KOKE. Charts: 39-24 WCMS, 32-24 WMZQ, 36-26 KUGR, 29-21 WSM, 29-24 KCKC, 35-29 KFGO, 34-28 WPOC. R&R Chart Debut 33.

CRYSTAL GAYLE

If You Ever Change Your Mind (Columbia)
On 65% of reporting stations. This week's adds include KSON, KRZY, WBAX, WDAF, WHK, WSAI, WINN, WHOO, KENR, WSUN, WNOW, WADR and more. Charts: 35-29 KSOP, 34-27 KFTN, 34-24 KLZ, 18-10 KCKC, 28-23 WMZQ. R&R Chart Debut 34.

JERRY LEE LEWIS

Over The Rainbow (Elektra)

62% of our reporting stations on this song. Charts: 33-28 WFMS, 28-21 KMPS, 31-17 WYDE, 33-24 WVOJ, 33-24 WWVA, 22-16 KEBC, 37-29 KYNN. Adds this week include KLAC, WHK, WNRS, WSAI, WKSJ, WADR, WKXA, KMAK. R&R Chart Debut 35.

JOHN CONLEE

She Can't Say That Anymore (MCA)

On 58% of reporting stations. Adds: KLAJ, WHK, WUBE, WIL, WAXX, WJJD, WTHI, KENR, KOKE, WNOW, WADR. Charts: debut 23 WIRK-FM, 33-28 WMZQ, 21-14 KCKC, 36-29 WCXI, 39-30 WTSO. R&R Chart Debut 38.

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.

GEORGE JONES & TAMMY WYNETTE "A Pair Of Old Sneakers" (Epic) 69/8, WBAP, WNVY, KNOE, WHBF, WJJD, WWJO, KRAM, KIDN. Charts: debut 23 WDAF, 32-21 KFEQ, 16-10 KEBC, 33-26 KCKC, 29-21 KCUB, 32-26 KYNN, 31-26 KNIX, 34-28 WTSO.

PATSY CLINE "Always" (MCA) 64/3, WCXI, WTHI, KKAL. Charts: 36-20 WIRK-FM, 16-9 WMZQ, 5-4 KCKC, 7-4 KLAJ, 26-19 KNIX, 26-15 KIKK, 23-19 WYDE, 31-27 KSOP, 33-28 KKYX. R&R Chart Debut 40.

SYLVIA "Tumbleweed" (RCA) 59/12, WADR, WKDA, WHK, WKMF, WAXX, WKCC, WYTL, KSON, KKAL, KTOM, KIDN, KRAM. Charts: 31-25 KEEN, 29-24 WINN, 37-30 KUZZ, 36-30 WBAM.

RED STEAGALL "Hard Hat Days..." (Elektra) 57/7, WBAP, KEEN, KRAM, KLAC, KSON, WSAI, WKDA. Charts: 40-30 KWMT, 36-25 WWVA, 27-23 KSO, 34-27 WBAM, 30-24 KMPS, 16-10 KEBC, 33-26 KCKC, 29-21 KCUB, 32-26 KYNN, 31-26 KNIX, 34-28 WTSO.

JOHNNY PAYCHECK "In Memory Of A Memory" (Epic) 54/12, WWVA, WCMS, KHEY, WINN, WNVY, WAXX, WTSO, WKKN, WITL, KRAM, KMAK, KSON. Charts: 20-15 KEBC, 22-15 WCXI, 8-5 KCKC, 36-29 KFTN, 36-29 KNIX, 36-26 WYDE.

JACKY WARD "That's The Way A Cowboy..." (Mercury) 50/20. One of the "Most Added" this week. Now at KNEW, KIKX, KUZZ, WHK, KYNN, WCXI, WKMF, WYTL, WKCC, WNRS, KFEQ, WKKN, WITL, KENR, WHOO, KOKE, WSM, WKDA, WYDE, WWVA.

Others Getting Significant Action

FREDDIE HART "Roses Are Red" (Songbird) 39/8, KEEN, KWMT, WNRS, WUNI, KWKH, KHEY, KKYX, WWVA.

CHARLEY PRIDE "You Almost Slipped My Mind" (RCA) 36/36. The "Most Added" record this week. New stations: WMZQ, KNEW, KMPS, WCXI, WFMS, WIRE, WMC, KSOP, KRZY, KIKX, KSSS, KTOM, KRAK, KUZZ, KNIX, KMAK, KFEQ, WUBE, WXCL, KEBC, KFGO, KSO, WNRS, WSUN, KHEY, WVOJ, KIKK, WCOS-FM, WUNI, WBAM, WIRK-FM, WLWI, KKYX, WLAS, WWVA, WYII.

JOHNNY RODRIGUEZ "North Of The Border" (Epic) 34/12, KCKC, WWVA, WSEN, WYII, WVOJ, WLAS, WIRK-FM, KVOO, KWMT, KBET, KUZZ, KRAK, 39-27 WMZQ.

STEPHANIE WINSLOW "Baby, I'm A Want You" (WB/Curb) 28/11, KMPS, KUGR, KSSS, WXCL, KVOO, WAXX, WITL, WHK, KKYX, WIRK-FM, KRMD.

BOBBY BARE "Food Blues" (Columbia) 25/15, KSOP, WITL, KVOO, WIRE, KSO, KFEQ, WSAI, KYNN, KNOE, WCOS-FM, WIRK-FM, WUNI, KRMD, WLAS, WOKQ.

R.C. BANNON "Never Be Anyone Else" (Columbia) 25/5, WWVA, WBAM, WHOO, KYNN, KFTN, 30-24 KUGR.

RAY STEVENS "Nicht Games" (RCA) 49/16, WBAX, WKXA, WCMS, KENR, WYDE, WNVY, WHBF, KEBC, KFGO, WNRS, KYNN, WKMF, WTHI, KEEN, KUGR, KRAM, 36-29 KNOE, 34-30 WMZQ.

BRENDA LEE "Broken Trust" (MCA) 45/12, KEEN, WCMS, WSM, WKSJ, KENR, WLAS, WHOO, KNOE, WXCL, KWMT, WKMF, KMAK, 30-25 WMZQ, 33-27 WCXI.

ALABAMA "Why Lady Why" (RCA) 44/21. One of the "Most Added" this week. New stations include KIKX, WHK, WVOJ, WLWI, WHOO, WKDA, KRMD, WSM, KNOE, WOKQ, WYII, KBET, KSOP, WKCC, KVOO, WAXX, KWMT, KEBC, KFEQ, KSO, WKKN.

LARRY GATLIN & GATLIN BROS. "Take Me To..." (Columbia) 23/23. One of this week's "Most Added." New at KNEW, KMPS, KIKX, KTOM, WFMS, WKCC, WXCL, KEBC, KFGO, WIRE, WNRS, WCXI, KSO, WUNI, KHEY, WYDE, KIKK, KLVI, WSM, WMC, WBAM, WLWI, KKYX.

JOE STAMPLEY "There's Another Woman" (Epic) 19/19, WMZQ, KCKC, KRAK, KTOM, KMPS, KIKX, KUZZ, KEBC, WTSO, WCXI, WUNI, WSM, KHEY, KLVI, WMC, KKYX, WBAM, KIKK, WLWI.

REX ALLEN JR. "Drink It Down, Lady" (WB) 19/19, KSOP, KNIX, KUZZ, KRAK, WFMS, WKCC, WXCL, KFEQ, KBMR, KFGO, WIRE, KEBC, WTSO, KNOV, WUNI, KRMD, WOKQ, WWVA, WKXA.

GLEN CAMPBELL & TANYA TUCKER "Dream Lover" (MCA) 16/12, KEEN, KNEW, KLZ, KUGR, KSOP, WKCC, KVOO, KFGO, WBAM, KEBC, WCMS, WYII.

BONNIE RAITT "Don't It Make Ya Wanna Dance" (Full Moon/Asylum) 15/15, KNEW, KMPS, KTOM, WKMF, WCXI, WIRE, WNRS, KFEQ, KLVI, WYDE, KHEY, WYII, WLWI, WOKQ, WWVA.

Radio & Records

NATIONAL AIRPLAY/40

September 19, 1980

Three Weeks Last Weeks Week

Three Weeks	Two Weeks	Last Week	Chart	Artist/Record
2	1	1	1	JOHNNY LEE/Lookin' For Love (Full Moon/Asylum)
9	6	3	2	OAK RIDGE BOYS/Heart Of Mine (MCA)
31	25	10	3	DON WILLIAMS/I Believe In You (MCA)
11	2	4	4	T.G. SHEPPARD/Do You Wanna Go To Heaven (WB/Curb)
12	7	5	5	DOLLY PARTON/Old Flames Can't Hold A Candle To You (RCA)
18	12	6	6	WILLIE NELSON & RAY PRICE/Faded Love (Columbia)
6	5	2	7	STATLER BROTHERS/Charlotte's Web (Mercury)
20	9	7	8	RAZZY BAILEY/Loving Up A Storm (RCA)
30	19	11	9	WAYLON JENNINGS/Theme From The Dukes Of Hazzard (RCA)
15	10	9	10	MAC DAVIS/Let's Keep It That Way (Casablanca)
35	30	21	11	WILLIE NELSON/On The Road Again (Columbia)
28	23	13	12	GENE WATSON/Raisin' Cane In Texas (Capitol)
23	20	14	13	MOE BANDY/Yesterday Once More (Columbia)
32	26	16	14	SLIM WHITMAN/When (Epic/Cleveland International)
37	34	17	15	TAMMY WYNETTE/Starting Over (Epic)
8	4	8	16	PORTER WAGONER & DOLLY PARTON/Making Plans (RCA)
29	27	19	17	KENDALLS/Put It Off Until Tomorrow (Ovation)
26	24	18	18	DEBBY BOONE/Free To Be Lonely Again (WB/Curb)
3	3	12	19	MERLE HAGGARD/Misery And Gin (MCA)
36	31	27	20	GEORGE JONES/I'm Not Ready Yet (Epic)
22	14	16	21	JOHNNY DUNCAN & JANIE FRICKE/He's Out Of My Life (Columbia)
39	36	25	22	JOHN ANDERSON/If There Were No Memories (WB)
38	33	30	23	CHARLY McCLAIN/Women Get Lonely (Epic)
21	21	20	24	ED BRUCE/The Last Cowboy Song (MCA)
-	35	29	25	MEL TILLIS/Steppin' Out (Elektra)
1	11	22	26	EDDIE RABBITT/Driving My Life Away (Elektra)
-	-	34	27	TANYA TUCKER/Pecos Promenade (MCA)
-	39	33	28	HANK WILLIAMS JR./Old Habits (Elektra)
-	-	36	29	ANNE MURRAY/Could I Have This Dance (Capitol)
-	-	35	30	LACY J. DALTON/Hard Times (Columbia)
-	-	40	31	CRISTY LANE/Sweet Sexy Eyes (UA)
-	-	39	32	JOE SUN/Bombed, Boozed And Busted (Ovation)
-	-	38	33	EMMYLOU HARRIS/The Boxer (WB)
-	-	37	34	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
-	-	36	35	JERRY LEE LEWIS/Over The Rainbow (Elektra)
-	-	35	36	JOHN CONLEE/She Can't Say That Anymore (MCA) New Entry
-	-	34	37	JERRY REED/Texas Bound And Flyin' (RCA)
-	-	33	38	GEORGE JONES & TAMMY WYNETTE/A Pair Of Old Sneakers (Epic)
-	40	32	39	BIG AL DOWNING/Bring It On Home (WB)
-	-	31	40	PATSY CLINE/Always (MCA)

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.

Most Requested

LW	TW	Artist/Record
2	1	DON WILLIAMS (MCA)
4	2	WAYLON JENNINGS (RCA)
1	3	JOHNNY LEE (F.M./Asylum)
3	4	T.G. SHEPPARD (WB/Curb)
7	5	WILLIE NELSON (Columbia)
6	6	STATLER BROTHERS (Mercury)
-	7	OAK RIDGE BOYS (MCA)
5	8	NELSON & PRICE (Columbia)
-	9	GEORGE JONES (Epic)
-	10	EDDIE RABBITT (Elektra)

Active Recurrents

Singles that have dropped off most current charts but still showing some activity through sales and/or requests.

- MICKEY GILLEY
- Stand By Me (Full Moon/Asylum)
- JOHNNY LEE
- Lookin' For Love (Full Moon/Asylum)
- RONNIE MILBAP
- Cowboys/Misery (RCA)
- PORTER & DOLLY
- Making Plans (RCA)
- EDDIE RABBITT
- Driving My Life Away (Elektra)
- KENNY ROGERS
- Love The World Away (UA)
- ROY & EMMYLOU
- That Loving You Feeling Again (WB)




**Take Me
To Your Lovin' Place** 111859

The provocative new single from
**LARRY GATLIN &
THE GATLIN BROTHERS BAND.**

From their new album
HELP YOURSELF 1C36582

Produced by Larry, Steve & Rudy Gatlin.

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Biff Collie Inside Nashville

Country

REAL PEOPLE: Hall of Famer Roy Acuff named to the University of Tennessee Development Council . . . Tanya Tucker & Glen Campbell were here, she working on the soundtrack for a CBS one-hour movie in which she'll star, and spending time on her Dickson County farm. Expect a nuptial announcement any edition . . . Cedarwood Publishing President Bill Denny is one of the principals in the purchase of the GRT tape duplicating plant, which was closed last year. Jerry Hutchinson, formerly the Nashville plant manager of GRT, is President of the new company; George Buck, a multiple radio station owner in Georgia, is VP. Company will be known as National Tape Corporation . . . Rex Allen Jr. this week taped an hour-long "That's Country" TV special in Christchurch, New Zealand . . . They're still talking about the bloody parking lot encore to a Hank Williams Jr. concert-show at the Mill Run Theatre in Niles, IL, a Chicago suburb, where six persons were hospitalized when a melee erupted . . . Developers of a proposed museum-residence-office complex for Conway Twitty say rezoning delays have set back the proposed opening of the project perhaps a year . . . Sy Rosenberg, mentor to Charlie Rich, signed a management deal with Tom & Ted, the Le Garde Twins, the Australian brothers who've never quite reached their career potential in this country. Maybe Sy can "bring 'em on home" . . . Sure thrilled to see my pal Dick Haynes had his "star" unveiled on the Hollywood Walk of Fame . . . Erv Woolsey promoted to VP/Promotion at MCA's Nashville Division . . . Rolling Stone magazine scheduled a lengthy profile on George Jones, hitting the stands early October.

NASHVILLE PALACE, hosted by Roy Clark, taped a pilot-special featuring Tammy Wynette, Barbara Mandrell, Slim Pickens, Andy Griffith, Mickey Gilley and more, at Opryland's Roy Acuff Theatre.



HERE'S LOOKIN' AT YOU — Riding the wave of success from his single "Lookin' For Love," Johnny Lee's hitting the TV talk show circuit. He's pictured here with John Davidson during a recent appearance on the show. In addition, Lee has lately taped appearances for the "Midnight Special," "Merv Griffin," "America's Top Ten," and "Sold Gold."

The show will be seen this fall. Music Row talk is ABC-TV plans a January start on a weekly "Nashville Palace" music-variety show, patterned after the ABC-TV hit of the early '70's, "Hollywood Palace." This would mark the arrival of Nashville country music on the prime-time urban scene in America, showcasing *real* country talented hitmakers and entertainers (Sam Luvullo don't make no junk!) and be a key factor in Nashville finally becoming a TV and movie center.



PASSING THE BUCK — The Music City Tennis Invitational raised over \$12,000 for Nashville Memorial Hospital recently. Pictured (l-r): Helen Farmer, Director of Special Projects for the CMA; Gertrude K. McCluskey, Director of Development and Community Services for the hospital; Wesley Rose, President, Acuff-Rose; Connie Bradley, ASCAP's Southern Director, and treasurer for the benefit.

NAMEDROPPER: Jim Ed & Helen will judge a "Daughters of Hazzard" look-alike contest in Anaheim on September 29 . . . John Anderson's back from the Scottish Country Music Festival in Edinburgh . . . Jerry Crutchfield producing Tanya Tucker's soundtrack music for the suspense-comedy movie she's doing called "Georgia Peaches" . . . Rock giant Chuck Berry the premiere performer at the grand re-opening of the larger, grander, plusher Exit/In this week . . . Add George Jones, Jerry Clower, George Lindsey, the Oak Ridge Boys, and "Dukes Of Hazzard" darlin' Catherine Bach to the shimmering cast of "Nashville Palace" . . . Gary Morris, newly-signed to WB, opens ABC-TV's "Wide World Of Sports" September 20 rodeo special. He'll voice his self-penned tune "Playin' Cowboy" . . . The Oak Ridge Boys' "Greatest Hits" (their first) due next month . . . Roy Clark performed for the governors of 15 states and U.S. territories earlier this week in Williamsburg for the 46th Southern Governors Conference . . . MCA/Songbird Records realigned. It's now under Jim Fogle-song, President of the Nashville Division . . . Bobby Bare, Lacy J. Dalton, Moe Bandy and Joe Stampley, and Crystal Gayle are featured on this year's FICAP banquet show October 17 at Nashville's Hyatt-Regency Hotel, along with the induction of two Country Music Personalities in the Country Music Disc Jockey Hall of Fame . . . The finalists for this year's selection include Bob Jennings, a 22-year veteran with many years on WLAC/Nashville; Grand Ole Opry performer Charlie Walker, who was the first Country



DOLLY'S DOUBLE — RCA's Dolly Parton christened the side of a truck bearing a larger-than-life poster of herself during a recent ceremony at Nashville's Truckstops Of America. 30 tractor-trailer rigs are carrying Dolly's image, along with the message "Follow me To Tennessee," as part of the state's newest promotional campaign.

DJ in Japan and for years was a mainstay of KMAC and KENS (now KKYX) in San Antonio; and Tennessee State Senator T. Tommy Cutrer, a longtime air personality in the Shreveport area and throughout the country via syndicated radio shows. In the deceased category, the three nominees are Skeets Yaney, who was most noted for his years at KSLT/St. Louis; Hap Wilson, a Birmingham area personality; and another Alabama broadcast notable, Slim Lay. New FICAP board members this year include Les Acree of WMC, Ralph Emery of WSM, and Tom T. Hall . . . The Jimmie Rodgers Memorial Foundation bestowed its ninth lifetime membership to Stella Parton . . . The eighth annual Chuck Chellman/Georgia Twitty Radio Golf Invitational is October 15 at Nashboro Village Golf & Tennis Club . . . Merle Haggard recorded a special gospel album . . .

"COAL MINER'S DAUGHTER" movie distribution is set for a major nationwide rerelease November 14. The Coal Miner's Daughter (Loretta Lynn) gets a lot of exposure this fall. Last week's rerun of "50 Years of Country Music" on NBC, rerun of her guesting on "Dukes Of Hazzard" September 19, "50 Years of Country Gold" in early October, the CMA Awards show October 13, "George Burns in Nashville" late November, and "A Country Christmas" in early December, plus that TV special being talked about now, perhaps in late winter or early spring. In January, Loretta and Mooney are slated to host a tour group headed for the Holy Land.

ASCAP NASHVILLE SONGWRITERS' WORKSHOP, an eight-night series of study periods started September 9 and continues each Tuesday through November 11, with some of the most distinguished names in songwriting, producing, and publishing on the panel. The affair is headed by award-winning composers Buzz Cason, Jerry Foster, and Bill Rice. Special guest speakers encompass all phases of country music, including composers, lyricists, producers, and artists, and analysis of participants' song material is featured. The workshops are free of charge and open to anyone, regardless of performing rights affiliation or non-affiliation. Super opportunity for writers.

Country

WEST

KRZY Abilene, TX Gary Stewart (Ft. 10) Charley Pride Fred Smead Crystal Gayle Louisiana HOTTEST: Don Williams Jr. Waylon Jennings Willie Nelson Oak Ridge Boys	KLAK Denver, CO Hank Williams Jr. Roger Bowling John Conlee HOTTEST: Don Williams Waylon Jennings Oak Ridge Boys	KRAM Los Vegas, NV George & Tammy Ray Stevens Sylvia Red Steagall Johnny Paycheck HOTTEST: Don Williams T.G. Sheppard Razzy Bailey	KSTH Provo, UT B.C. Sutton Don Williams Renny Price Dave Dudley David Houston HOTTEST: KUDN, CO Roe Roney Hank Williams Jr. Tanya Tucker Jerry Reed Dickie Lee George & Tammy Sylvia HOTTEST: Barbara Mandrell Don Williams Willie Nelson	KTOM Seminole, CA Bill Anderson Charley Pride Bonnie Raitt Jerry Gatlin Sylvia HOTTEST: John Conlee John Lee KSPD Salt Lake City, UT Charley Pride Alabama HOTTEST: David Willis Jin Casay Bob Duncan Tanya & Glen Carol Chase Rex Allen Jr. Bobby Bare	KEFN San Jose, CA Brenda Lee Tanya & Glen Red Steagall Ray Stevens Freddie Hart HOTTEST: Oak Ridge Boys Don Williams Tanya Tucker Lacy J. Dalton Willie Nelson
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MIDWEST

WMBR Ann Arbor, MI Ray Stevens Charley Pride Freddie Hart Jacky Ward Jerry Lee Lewis Bonnie Raitt Larry Gatlin HOTTEST: Johnny Lee Dolly Parton Harlie Haggard Waylon Jennings	WVAK Cleveland, OH Anne Murray John Conlee Stephanie Winlow Emmylou Harris Sylvia Alabama HOTTEST: Johnny Lee Oak Ridge Boys T.G. Sheppard Mac Davis Slim Whitman Stacy Brooks Chuck Howard	WVAF Pitt, MI Bonnie Raitt Jacky Ward Brenda Lee Emmylou Harris Sylvia Ray Stevens HOTTEST: Johnny Lee Oak Ridge Boys Dolly Parton T.G. Sheppard Don Williams	WVTL Lansing, MI Johnny Paycheck Stephanie Winlow Hoyt Axton John Conlee Jacky Ward Bobby Bare Willie Nelson HOTTEST: Jerry Lee Lewis T.G. Sheppard Chuck Howard	WVTL Oshkosh, WI Sylvia Dave Dudley Jacky Ward Emmylou Harris John Conlee Anne Murray HOTTEST: Johnny Lee Mac Davis T.G. Sheppard Mac Davis Chuck Howard	WVJD St. Cloud, MN Dave & Sugar George & Tammy Anne Murray Joe Sun HOTTEST: Waylon Jennings Dolly Parton Razzy Bailey Tanya & Beverly KFFY St. Joseph, MO Tommy Overstreet Charley Pride Rex Allen Jr. Bobby Bare Bonnie Raitt Alabama HOTTEST: Jacky Ward Emmylou Harris Nelson & Price Johnny Lee Don Williams Waylon Jennings
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Most Added
CHARLEY PRIDE
You Almost Slipped My Mind (RCA)
LARRY GATLIN & THE GATLIN BROTHERS
Take Me To Your... (Columbia)
ALABAMA
Why Lacy Why (RCA)
JACKY WARD
That's The Way A Cowboy (Mercury)

Hottest
DON WILLIAMS
I Believe In You (MCA)
WAYLON JENNINGS
Theme From The Dukes... (RCA)
T.G. SHEPPARD
Do You Wanna Go... (WB/Curb)
JOHNNY LEE
Lookin' For Love (Full Moon/Asylum)
WILLIE NELSON
On The Road Again (Columbia)

REGIONAL ADDS & HOTS

WSEN Baltimore, MD Gene Watson Nelson & Price Anne Murray HOTTEST: Johnny Lee Waylon Jennings Slim Whitman Stacy Brooks Don Williams	WVKA Brunswick, ME Jerry Lee Lewis Ray Stevens Rex Allen Jr. Cristy Lane Anne Murray HOTTEST: Mac Davis Waylon Jennings Emmylou Harris	WVBY E. Long Meadow, MA Charlie Daniels Band George Jones Dickey Lee Jerry Reed Tom T. Hall HOTTEST: Johnny Lee T.G. Sheppard Oak Ridge Boys Stacy Brooks Razzy Bailey	WVEP Pittsburgh, PA Lacy J. Dalton Neil Tillis Dobby Boone HOTTEST: Stacy Brooks Waylon Jennings Razzy Bailey	WVVA Washing, WV David Allan Coe Gary Stewart Charley Pride Freddie Hart HOTTEST: Bonnie Raitt Jacky Ward John Conlee Waylon Jennings Willie Nelson	WVW Williamsport, MD Charley Pride Alabama Tanya & Glen Don King HOTTEST: Johnny Rodriguez T.G. Sheppard Oak Ridge Boys Waylon Jennings Willie Nelson
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SOUTH

KOBE Austin, TX John Conlee HOTTEST: Duncan & Friske Ray Stevens Jacky Ward HOTTEST: Hank Williams Jr. Waylon Jennings Slim Whitman George Jones	KUEY El Paso, TX Charley Pride Tanya & Glen Sissy Spacek Brenda Lee Crystal Gayle HOTTEST: Johnny Rodriguez Bonnie Raitt Don Williams Nelson & Price Rendalls Gene Watson Slim Whitman Don Williams	WVAS Jacksonville, NC Charley Pride Tanya & Glen Sissy Spacek Brenda Lee Crystal Gayle HOTTEST: Johnny Rodriguez Bonnie Raitt Don Williams Nelson & Price Rendalls Gene Watson Slim Whitman Don Williams	WVUN Mobile, AL Ray Austin Bobby Bare Joe Stampley Larry Gatlin HOTTEST: Rex Allen Jr. Freddie Hart Charley Pride HOTTEST: George Jones Waylon Jennings Razzy Bailey	WVDA Nashville, TN Red Steagall Sylvia Jacky Ward HOTTEST: Johnny Lee Dolly Parton T.G. Sheppard Stacy Brooks Oak Ridge Boys HOTTEST: Neil Tillis	WVOT Savannah, GA Tommy Hunter Anne Murray Sue Allison John Anderson HOTTEST: Dolly Parton Waylon Jennings Hank Williams Jr. Ed Bruce Neil Tillis
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Country

HOTTEST TRACKS:

"I Love A Rainy Night" (Elektra) ... Cheap & Superficial" (MCA)
EDDIE RABBITT ... **BURT REYNOLDS**

ALB Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay.

ALABAMA - My Home's In Alabama - (RCA) "Getting Over You" "I Wanna Come Over"

JOHN ANDERSON - John Anderson - (WB) "1959"

RAZZY BAILEY - Razy - (RCA) "I Keep Coming Back" "Let's Go Find Some Country Music" "True Life Country Music"

CHARLIE DANIELS BAND - Full Moon - (Epic) "South Sea Song" "Carolina" "Dance, Gypsy, Dance"

MICKEY GILLEY - That's All That Matters To Me - (Epic) "Juke Box Argument" "That's All That Matters"

CRYSTAL GAYLE - These Days - (Columbia) "What A Little Moonlight Can Do" "Too Many Lovess" "Lover Man" "Take It Easy" "Sama Old Story" "Ain't No Love..."

HONEYUCKLE ROSE - Soundtrack - (WB) "Living You Was Easier" "Angel Eyes" "Fiddlin' Around"

WAYLON JENNINGS - Music Man - (RCA) "Waltz Across Texas" "It's Alright"

GEORGE JONES - I Am What I Am - (Epic) "A Hard Act To Follow"

"Bone Dry" "Brother To The Blues"

DICKEY LEE - Again - (Mercury) "Emmylou" "Lost In Love"

BARBARA MANDRELL - Love Is Fair - (MCA) "Love Is Fair" "Not Tonight..." "My Bonnie Lies Over And Over" "Long Time No Love"

CHARLEY PRIDE - I've Got A Little Bit Of Hank In Me - (RCA) "Why Don't You Love Me"

EDDIE RABBITT - Horizons - (Elektra) "I Love A Rainy Night" "Pretty Lady" "Rockin' With My Baby" "What Will I Write" "747" "Short Road To Love"

T.G. SHEPPARD - Smooth Sallin' - (WB/Curb) "Don't Touch Me" "I Feel Like Loving You Again"

SMOKEY AND THE BANDIT 2 - Soundtrack - (MCA) "Let's Do Something Cheap And Superficial" "To Be Your Man" "Again And Again"

URBAN COWBOY - Soundtrack - (Full Moon/Asylum) "Cherokee Fiddle"

PORTER WAGONER & DOLLY PARTON - Porter & Dolly - (RCA) "Daddy Did His Best" "If You Go..."

GENE WATSON - No One Will Ever Know - (Capitol) "No One Will Ever Know" "We Robbed Trains"

DON WILLIAMS - I Believe In You - (MCA) "I Want You Back Again" "Falling Again" "I Keep Putting Off Getting Over You" "Ain't It Amazing"

HANK WILLIAMS JR. - Habits Old And New - (Elektra) "Move It On Over"



P/A

POP/ADULT®

Mike Kasabo

From Rock To P/A In Lincoln

For many years KLMS has been a leading Top 40 outlet in Lincoln, Nebraska, pulling good numbers and generally keeping a high profile with the younger demographics in the marketplace. As many others have done in the past two years, KLMS realized a change in positioning would be the most positive future step to take, and so it took action in a Pop/Adult direction musically. We've had a number of columns recently dealing with stations changing philosophical direction, but none altering their music as dramatically, as Gary Klaus, the station's Program Director, pointed out in this interview:

R&R: So many others have had trouble in changing their image from rock to P/A — how'd you pull it off?

GK: Essentially, KLMS was for many years the Top 40 outlet in town. Obviously, seeing the changes that are developing in this market and all over the country with adults becoming more and more prevalent in the audience, we decided to move in the Pop/Adult direction in Lincoln. We haven't seen anyone else do it successfully here — and one of the key things, if not the most important one, was to have the music taken care of properly.

When we were rock, I had an additional 1,000 titles in the library, so with a little culling we were able to make it a more even mix. One of the biggest complaints we received over the last period of our rock days was that we were playing the same music over and over again . . .

R&R: You'd be dead being repetitious with an adult posture . . .

GK: I know. We've come to understand that we're not interested in breaking records anymore; we're just interested in playing the best music available that will appeal to an adult audience. So, we've extended our list from twenty to thirty selections and have designed a grid in which these titles can be played without daypart repetition . . .

R&R: Please define the grid for us?

GK: A grid essentially is a chart that tells the individual during his shift what current music he should be playing in that daypart on that day — it is designed so that a listener tuning in during AM drive will not hear the same things he heard any other day that week. It's the ultimate rotation that eliminates repetition . . .

R&R: How did you develop this system?

GK: It took about 100 grids before I came up with the one that we now use.

The grid is designed on a seven-day week so that no records will show up in the same or counter dayparts. In other words, morning drive you won't hear a song that you heard in yesterday's afternoon drive segment — but I'd like to point out that all these records get played in every daypart and get an equal rotation over their life on KLMS.

R&R: So every record you play will eventually wind up with just about the same exposure?

GK: Exactly. And there is a variety aspect to the way we set the music so that adults will never, at least in theory, get turned off with hearing the same things over and over again. We will not burn out records by playing them to death. One of the areas we've been very happy with is the variety we've been able, under this system, to offer our listeners. There are, at the same time, a number of records on our playlist that you may not see making it across the nation — these songs are used to balance what we're doing for the Lincoln market. In other words, these tunes are designed for us, and are somewhat of a reflection of what is currently popular on our radio station. For example, if I need some up-tempo music, I will dig very deep into the new music, and even album cuts, to get the exact sound we need for balance. We have been working with instrumentals, not because they're charted in R&R, but because they are more comfortable in our programming. The music has to fit the target audience as the first requirement.

Update

ANOTHER NIFTY FIFTY: WGAR/Cleveland has made its 50th birthday an occasion to benefit the Kidney Foundation, inviting area residents to a celebration at Geauga Lake in nearby Aurora. From 10am to 8pm, attendees were treated to all the free rides they could get, along with free parking. In addition there were drawings at the park for 50 different special prizes for those who came by for the fun . . . KEX/Portland organized a "Trailblazers Fast Break Run" through the city as the basketball team participated in a runaround that benefitted a local hospital. Over 4000 total ran a three-mile course, with prizes being awarded for various categories . . .

Transition

Mike Collins, who just last week exited WIS/Columbia, has found a new position as Program Director of WSPA/Spartanburg, SC — in addition, he'll be doing the afternoon drive shift. He replaces Bob Holland, who leaves the station . . . Barbara Heisler comes to WPTF/Raleigh as afternoon air personality, replacing Bart Ritner, who is now the station's News Director . . . Don Wade takes his act to KHOW/Denver as an air personality from KHSN/Coos Bay, OR. KHOW GM Sam Sherwood said, "It's great to have a personality the caliber of Don on our staff; he's a welcome addition." Also at the Doubleday Denver outlet, Craig Moore and John Town exit the station . . . Gail Stewart to WLNH/Laconia, NH from WVMT/Burlington, VT to do the afternoon drive slot . . . Doug Durlait lands his first radio gig at WACI/Freeport, IL as the station's Sports Director . . . "Skinny" Bobby Harper to WLTA/Atlanta to do the morning drive show, from WKLS in Peachtown. He replaces Gary McDowell, who moved from the morning to the afternoon . . . Rick Funk leaves WHIZ/Zanesville to take an air position at WMIK/Middlesboro, KY, with no replacement named yet . . . Colleen Fagan is a new account exec for WHOK/Lancaster, OH, coming from an ad agency position . . .



COWBOY CHIPS — WNEU/Wheeling is taking advantage of the current cowboy craze brought on, for the most part, by "Urban Cowboy" by offering listeners a chance for an all-expense-paid weekend to Gilley's Bar in Texas. Reputed to be the largest bar in the world, Gilley's is a focal point of the box office hit, and WNEU is sending two couples who register for its "Suburban Cowboy Weekend" promotion — the luck of the draw will determine the winners.

R&R: Can you simplify the grid so that others may understand its use?

GK: Yes. You take a chart, you put seven days on it, break it up into your dayparts, and figure out how many current records you want to show up in a given hour, or given daypart; it can be flexible. Then start listing your records by number. I've numbered mine 1-29 — at midnight I'll start with record one and that's the one played between midnight and 1am. In our case at KLMS you'll hear three currents during that early morning time frame. Others might want to play more currents in the time period. Then you just follow the same pattern, again based upon what your current records base is, and just follow it all the way down with your list . . .

R&R: If someone needs assistance with this formula, will you be willing to help out?

GK: Of course; have any programmers call me at (402) 489-3855.

R&R: Your rotation sounds like a potential answer to what many PD's have been looking for — spacing the hits . . .

GK: This system is working for us to a degree that is fantastic. It's not easy, so have anyone call. But I'll tell you that it will be well worth anyone's time who's having problems with his or her music rotation. The main thing is that we've been able to get rid of a lot of negatives of rotation . . .

R&R: What if I want to hear the new Sinatra or Anne Murray a lot?

GK: That is a possibility, but here in Lincoln, you're in the minority. They want to hear music but that's only part of it. They would much rather be entertained by the other elements we have available. What you want to do is make sure that what they do hear, music or otherwise, is comfortable — don't play or say anything to turn them away.



THAR HE BLOWS — WCSC/Charleston, SC Sports Director Patrick "Flipper" Joyce is captured here during a break in the action of a recent live remote that had the station covering the Carolina Yacht Club Sailboat Regatta. The promotional event received a great deal of interest from listeners, and, as you can see, Joyce pooled his opinion of the entire affair.



IS THIS STORY IRELEPHANT?: KING/Seattle and Circus Vargas joined forces recently, as family packs of four tickets were given away to listeners. Personality Tim Allen (atop the beast) tried his luck at elephant racing with other announcers from local radio stations — he finished second.



POP/ADULT®

BREAKERS

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

STEPHANIE MILLS

Never Knew Love Like This Before (20th)

69% of our reporters are on it. Busted open — latest adds include WBZ, WASH, KOY, WTIC, WCCO-AM, KEX, WOOD, WJBO, WEBC, WSIX, KXIC, KMED, KSL, WSYR, KRZI. Key moves: 29-12 WLTA, 16-13 WLVA, 24-16 WOWO, 26-21 WTAR, 28-23 WLNH, 28-24 KDKA, 28-24 WMAZ, 36-26 WBT, 30-26 WFIR, 30-26 KLO, 29-26 WWWE, 22-18 WLW, 34-30 WORG, 30-27 WHAG, debut 22 WPRO, debut 24 KSTP, debut 28 KMBZ, debut 30 WHBC. Jumps 27-19 on P/A chart.

DOOBIE BROTHERS

Real Love (WB)

59% of our reporters are on it. Adds include WQUA, WACI, WELI, KING, WFIR, WTIC, WCCO-AM, WHAG, KXIC, WHIZ, WTMJ, WLW, KFMB, WKIQ. Key moves: 21-11 WBEN, 17-10 KOLO, 18-15 KWOS, 23-19 WABZ, 34-27 WGAR, 21-9 KLTE, 28-20 WMAZ, 33-24 KRKO, 30-21 WLNH, 24-20 KDKA, 28-21 WLVA, 29-20 WQUD, 33-24 WBT, 26-20 WOWO, 27-24 WSTV, 23-20 WSM-FM, debut 24 WWWE, debut 24 WHBC. Jumps 29-22 on P/A chart.

ANNE MURRAY

Could I Have This Dance (Capitol)

50% of our reporters are on it. Most Added honors go to Miss Annie this week — including WCCO-AM, WSGW, WHIO, WQUD, WRVA, WCBM, KHOW, WPTF, KLTE, WLTA, KSFO, WIP, KFMB, WABZ, KOGO, WHBC, WTMJ, KAKZ. Key moves: 14-7 KRMG, 29-26 WTAR, 28-24 WIBW, debut 20 KOLO, debut 26 KSTP, debut 29 KMBZ. Heavy rotation: WFTL. Jumps 40-27 on P/A chart.

AL STEWART

Midnight Rocks (Arista)

50% of our reporters are on it. Adds include WHBY, WOWO, WCBM, WQUD, WACI, WQUA, KLMS, WBT, WDBO, WGAR, KEX, WNEU, KMBZ, KPPL, WHEN, KRZI, WHBC. Key moves: 13-10 WSM-FM, 22-18 WIBW, 25-21 WMAZ, 30-27 KWOS, 18-15 WORG, 30-25 WDFD, 30-26 KBAI, debut 30 WLNH. Jumps 34-28 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.

SEALS & CROFTS "First Love" (WB) 47/10 add WCCO-FM, WIS, KGGF, KOY, WRVA, KSFO, KXIC, KLMS, WDFD, KRNT. Key moves: 23-17 WTAR, 28-21 WIBW, 22-17 WACL, 29-28 WJBO, 32-28 WSGW, 29-26 WFIR, debut 29 WSTV, debut 29 KLO, debut 30 KOLO. Increased 31-28 on P/A chart.

ELTON JOHN "(Sartorial Eloquence) Don't Ya Wanna Play This Game No More" (MCA) 46/6 add WQUD, WHAG, WORG. Key moves: 23-17 WSTV, 28-15 KLTE, 19-18 KLO, 24-21 WDFD, 22-18 WHBC, 29-22 KFMB, 24-20 KMPC, 23-17 WBT, 28-21 WJBO, 27-24 WMAZ, debut 22 WLW, debut 24 KOLO. Increased 30-29 on P/A chart.

RAY, GOODMAN & BROWN "My Prayer" (Polydor) 39/8 add WRVA, KRKK, KPPL, KRKO, WSIX, WKHM, WTIC. Key moves: 22-16 WORG, 28-16 WBT, 15-10 KRMG, 29-24 WHAG, 22-17 WPRO, 27-23 WDFD, debut 25 WLW. Increased 35-33 on P/A chart.

CHICAGO "Thunder And Lightning" (Columbia) 37/7 add KUGN, KEX, WHEN, WCHV, WBEN, WPRO, WJON. Key moves: 23-17 WOWO, 21-19 KBAI, 30-22 WBT, 24-20 WJBO, 34-24 WLNH, 28-20 KLO, 28-20 WHBC, 27-24 WORG, debut 24 KING. Increased 38-34 on P/A chart.

AMY HOLLAND "How Do I Survive" (Capitol) 37/6 add WHAG, WDAK, WLW, WSGW, WSTV, WGAR. Moves: 29-25 WLVA. Continues to gather points in high rotation at many stations. Increased 39-35 on P/A chart.

LARSEN-FEITEN BAND "Who'll Be The Fool Tonight" (WB) 34/8 add WGAR, WASH, WIP, WNEU, KMRJ, KDKA, WSLI. Key moves: 21-15 WSTV, 28-15 KLTE, 19-18 KOLD, 27-23 WABZ, debut 23 WPRO, debut 27 WMAZ, debut 30 KWOS. Debut at No. 36 on P/A chart.

WILLIE NELSON "On The Road Again" (Columbia) 33/17 add KOY, KBAI, WTAR, WIOD, WDFD, WLTA, WQUA, KUGN, WSLI, WKHM, WCCO-FM, WHBC, KAAY, KRKO, WHIZ, KOLO, WOOD. Key moves: 20-15 WIBW, 30-23 WMAZ, 35-28 WBT, debut 19 KRMG, debut 28 WNEU, debut 27 KSTP. Debut at No. 37 on P/A chart.

MELISSA MANCHESTER "If This Is Love" (Arista) 32/10 add WHIO, WSBA, WCCO-AM, WIBW, WGAN (dpl), WSGW, KMED, KSFO, KPPL, KSTP. Moves: 28-20 WLTA. Debut at No. 39 on P/A chart.

MICHAEL JOHNSON "You Can Call Me Blue" (EMI America) 32/3 add WHIZ, WLVA, WDFD. Key moves: 18-14 KSTP, 17-12 WIBW, 29-27 KBAI. Debut at No. 40 on P/A chart.

Others Getting Significant Action

NEIL SEDAKA "Letting Go" (Elektra) 37/9 add WHBY, WCCO-AM, WDFD, WABZ, KSTP, KMED, WLNH, WELI, WNEU. Moves: 24-19 WIBW, 27-25 WTAR. Heavy rotation: WFTL, WKHM.

MICKEY GILLEY "True Love Ways" (Epic) 30/4 add WNOB, WACI, WKHM, WDFD (dpl). Moves: 28-21 KOLO, 20-17 WHAG, 29-24 WDAK. Heavy rotation: KLMS.

ELO "All Over The World" (MCA) 30/0. Moves: 18-13 WFIR, 22-17 WHIZ, 13-8 WHAG, 24-15 WLNH, 19-15 WBT, debut 22 WACI.

IRENE CARA "Out Here On My Own" (RSO) 26/7 add WSLI, KPPL, WNEU, WMAZ, KEX, WCCO-FM, WIBW. Moves: 25-16 WHAG, 33-26 KMED, debut 26 WSM-FM, debut 29 WDAK.

MAUREEN MCGOVERN "Bobby Love" (WB/Curb) 26/0. Moves: 18-14 WLVA. Heavy rotation: KGGF.

CRYSTAL GAYLE "If You Ever Change Your Mind" (Columbia) 25/14 add KRKK, KOY, WBT, WHIO, WSBA, WCCO-AM, WIOD, WDFD (dpl), WLTA, WJON, KLO, KSL, WDAK, WHBC. Moves: 25-22 WIBW, debut 29 KSTP, debut 32 KMBZ.

MARY MCGREGOR "Somebody Please" (RSO) 22/0. Moves: 32-28 WHBC, 29-28 WORG, 27-24 KBAI, 22-18 WBT.

POP/ADULT AIRPLAY / 40

Radio & Records

September 19, 1980

Three Weeks	Two Weeks	Last Week	This Week	
9	4	2	1	BILLY JOEL/Don't Ask Me Why (Columbia)
11	8	4	2	PAUL SIMON/Late In The Evening (WB)
4	3	3	3	JOHNNY LEE/Lookin' For Love (Full Moon/Asylum)
8	5	5	4	EDDIE RABBITT/Drivin' My Life Away (Elektra)
8	6	6	5	AMBROSIA/You're The Only Woman (You And I) (WB)
1	1	1	6	CHRISTOPHER CROSS/Sailing (WB)
12	10	9	7	DIONNE WARWICK/No Night So Long (Arista)
2	2	7	8	AIR SUPPLY/All Out Of Love (Arista)
13	11	10	9	CARLY SIMON/Jesse (WB)
23	18	13	10	DIANA ROSS/Upside Down (Motown)
20	14	12	11	GEORGE BENSON/Give Me The Night (WB)
21	16	14	12	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
-	34	18	13	BARBRA STREISAND/Woman In Love (Columbia)
26	17	15	14	LARRY GRAHAM/One In A Million You (WB)
30	23	17	15	BOZ SCAGGS/Look What You've Done To Me (Columbia)
7	7	8	16	NATALIE COLE/Someone That I Used To Love (Capitol)
19	19	19	17	BOB SEGER/You'll Accomp'ny Me (Capitol)
15	13	16	18	LIVINGSTON TAYLOR/First Time Love (Epic)
-	32	27	19	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
34	29	25	20	POINTER SISTERS/He's So Shy (Planet)
27	24	22	21	ENGLAND DAN SEALS/Late At Night (Atlantic)
-	-	29	22	DOOBIE BROTHERS/Real Love (WB)
18	15	20	23	ROBBIE OUPREE/Hot Rod Hearts (Elektra)
24	22	21	24	ROBERT JOHN/Hey There Lonely Girl (EMI America)
3	9	11	25	ALI THOMSON/Take A Little Rhythm (A&M)
-	35	31	26	SEALS & CROFTS/First Love (WB)
-	-	40	27	ANNE MURRAY/Could I Have This Dance (Capitol)
-	-	34	28	AL STEWART/Midnight Rocks (Arista)
39	30	30	29	ELTON JOHN/Sartorial Eloquence (Don't Ya Wanna Play This Game...) (MCA)
16	25	26	30	MICKEY GILLEY/Stand By Me (Full Moon/Asylum)
5	12	24	31	DIRT BAND/Make A Little Magic (UA)
10	20	23	32	FRED KNOBLOCK/Why Not Me (Scott Bros.)
-	40	35	33	RAY, GOODMAN & BROWN/My Prayer (Polydor)
-	39	38	34	CHICAGO/Thunder And Lightning (Columbia)
-	-	39	35	AMY HOLLAND/How Do I Survive (Capitol)
-	-	38	36	LARSEN-FEITEN BAND/Who'll Be The Fool Tonight (WB)
-	-	37	37	WILLIE NELSON/On The Road Again (Columbia)
22	26	28	38	KIM CARNES/More Love (EMI America)
-	-	38	38	MELISSA MANCHESTER/If This Is Love (Arista)
-	-	40	39	MICHAEL JOHNSON/You Can Call Me Blue (EMI America)

This chart is based solely on statistics compiled weekly from our reporting stations. New Entry →
Black circled numbers indicate significant upward movement from at least 60% of our reporters.

JANIS IAN "The Other Side Of The Sun" (Columbia) 21/3 add KOY, KGGF, WSGW.

AMIE STEWART & JOHNNY BRISTOL "My Guy/My Girl" (Handshake) 20/6 add WHAG, WYMC, WHBC, WPRO, KMBZ, WCFR. Moves: 24-19 KOLO, 32-29 WORG, debut 27 WSTV.

GORDON LIGHTFOOT "If You Need Me" (WB/Reprise) 20/2 add KOLO, WLTA. Moves: 20-15 KMBZ, 21-18 WTAR, 22-19 WLNH, 28-20 KFMB.

IRENE CARA "Fame" (RSO) 19/0. Moves: 10-4 WFIR, 5-3 WOWO, 21-17 WLNH, 30-20 WDAK.

DELIVERANCE "Leaving L.A." (Columbia) 17/3 add WNOB, KMBZ, KRKK. Moves: 24-21 WORG, 39-29 WSGW.

OAK RIDGE BOYS "Heart Of Mine" (MCA) 16/1 add WTMJ. Moves: 9-6 KMBZ. Heavy rotation: KOY.

LEFT BANKE "Queen Of Paradise" (Camerica) 15/5 add KGGF, WKHM, WEIM, KMRJ, KLO.

CLIFF RICHARD "Dreaming" (EMI America) 13/9 add WCCO-FM, WGAR, WEBC, WFYR, WHIZ, WLW, WBEN, WQUD, KRKK. Moves: 37-30 KBAI.

MATT PIMPERL "Sailing Without A Sail" (Grand Trine) 13/2 add KWOS, KGGF.

WHITNEYS "Heaven In My Arms" (WB/Curb) 13/2 add WJON, KBAI. Moves: 23-12 WSTV.

LEO SAYER "More Than I Can Say" (WB) 12/7 add WYMC, WORG, WABZ, WSTV, KWOS, WKHM, WCCO-AM. Moves: 34-29 KBAI.

JERMAINE JACKSON "You're Supposed To Keep Your Love For Me" (Motown) 12/1 add WSIX. Moves: 27-24 WFIR, debut 21 WPRO.

COMMODORES "Heroes" (Motown) 11/6 add WSTV, WLVA, KUGN, WGAN (dpl), KLO, KSL. Moves: 31-27 WQUD, debut 30 WWWE.

DIANA ROSS "I'm Coming Out" (Motown) 10/7 add WYMC, WIP, WBEN, WDAK, WFIR, WPRO, WLVA.

ROGER DALTRY "Without Your Love" (Polydor) 10/6 add WEIM, WCHV, WJON, WSM-FM, WSLI, WCCO-AM.

DON WILLIAMS "I Believe In You" (MCA) 10/3 add WHBY, KOGO, KMRJ. Moves: 4-1 KRMG, 9-4 KLTE, 16-13 KMBZ.

CAROLE KING "Oh No Not My Baby" (Capitol) 10/1 add KMED.

WAYLON JENNINGS "Theme From The Dukes Of Hazzard" (RCA) 9/2 add WCFR, WHIO. Debut 20 KRMG.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 9/2 add WHOK, WGAR. Moves: 28-23 WJBO, 30-28 WSTV, debut 27 WNEU.

PURE PRAIRIE LEAGUE "Almost Ready" (Casablanca) 9/0. Debut 29 WMAZ.

ALI THOMSON "Live Every Minute" (A&M) 8/6 add KUGN, KLO, KRKO, WABZ, WMAZ, WBAL.

SAMMY JOHNS "Falling For You" (Atlantic/Real World Records) 8/3 add WDFI (dpl), WHAG, WCCO-AM. Moves: 29-25 WIBW.

O'JAYS "Girl Don't Let It Get You Down" (Philadelphia International) 8/2 add WLTA, WFIR. Debut 30 WNEU.

AVERAGE WHITE BAND "For You, For Love" (Arista) 7/4 add WHAG, WCHV, WSLA, FM, WLVA.

EXILE "Take Me Down" (WB/Curb) 7/4 add WYMC, WORG, WLNH, WKIQ.

LOBO "With A Love Like Ours" (Elektra/Curb) 7/3 add WHAG, KLO, WHOK. Hot at WKHM.

AMERICA "You Could've Been The One" (Capitol) 7/1 add KLO.

Most Added:

- ANNE MURRAY "Could I Have This Dance (Capitol)" Added at 24% of our reporting stations.
- STEPHANIE MILLS "Never Knew Love Like This Before (20th)" Added at 18% of our reporting stations.
- AL STEWART "Midnight Rocks (Arista)" Added at 18% of our reporting stations.
- WILLIE NELSON "On The Road Again (Columbia)" Added at 16% of our reporting stations.
- DOOBIE BROTHERS "Real Love (WB)" Added at 13% of our reporting stations.
- CRYSTAL GAYLE "If You Ever Change Your Mind (Columbia)" Added at 13% of our reporting stations.

Hottest:

- BILLY JOEL "Don't Ask Me Why (Columbia)" Reported hot at 51% of our stations.
- PAUL SIMON "Late In The Evening (WB)" Reported hot at 47% of our stations.
- DIANA ROSS "Upside Down (Motown)" Reported hot at 36% of our stations.
- JOHNNY LEE "Lookin' For Love (Full Moon/Asylum)" Reported hot at 35% of our stations.
- OLIVIA NEWTON-JOHN w/ELO "Xanadu (MCA)" Reported hot at 35% of our stations.
- BARBRA STREISAND "Woman In Love (Columbia)" Reported hot at 30% of our stations.
- CARLY SIMON "Jesse (WB)" Reported hot at 28% of our stations.
- BOZ SCAGGS "Look What You've Done To Me (Columbia)" Reported hot at 27% of our stations.

OPPORTUNITIES

Openings

EAST

WHCN/Hartford's top-rated AOR is still looking for an afternoon drive personality. We've listened to hundreds of tapes but haven't found the right person yet. Could it be you? Send tape and resume to Daniel Hayden, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE (9-19)

North Jersey Top 40 FM looking for weekend jock. Must be personable and able to run a tight show. Send tapes and resumes to George Fuller, PD, WFMV, Box 428 Blairstown, NJ 07825. EOE (9-19)

B100/Charleston, WV has two openings. Need talented air personality and morning news person. Tapes and resumes to Dan O'Toole, PD, Box 4318, Charleston, WV 25304. EOE (9-19)

News Director wanted. 30,000-watt regional AM/FM station, covering Massachusetts, New Hampshire, and Maine with a serious news commitment. Salary is open. Rush tapes and resumes to Duncan Dewar, WHEB Radio, Box 120, Portsmouth, NH 03801. EOE (9-19)

Buffalo entertainment-oriented rock (AOR) station seeks one-to-one communicator for afternoon drive. Successful candidate will be able to create an image with wizard radio. Production and musical knowledge a must. Egomaniacs need not apply. Rush tapes and resumes to WZIR, 2692 Stealey Rd., Grand Island, NY 14072. ATTN: Jim Nowicki. EOE M/F (9-19)

WFBL/Syracuse, central NY's hottest Top 40 rocker, seeks qualified air talent and sales talent PRONTO! Tapes and resumes to Todd Parker, Box 1390, Eastwood Station, Syracuse, NY 13206. Sales talent resumes to Rick Thomas, GM, same address. EOE M/F (9-19)

Q106/York, PA needs a weekend announcer, Top 40 experience necessary. Send tapes and resumes to Steve Gallagher, OM, Q106, Box M-88, York, PA 17405. EOE M/F (9-19)

WYNY/New York, NBC FM O&O, searching for top-flight seasoned professional Pop/Adult air personalities for future openings. We've got the killer instinct and sound like a winner. If you do, send tape and resume plus cover letter to Pete Solent, Program Manager, WYNY, 30 Rockefeller Plaza, Rm. 998, New York, NY 10020. No calls please. EOE M/F (9-19)

WKTK/Baltimore accepting tapes and resumes for AM drive position and part-timers living in the Baltimore/Washington area. Send to Lou Krieger, PD, WKTK, 5200 Moravia Rd., Baltimore, MD 21206, or call (301) 485-2400. EOE M/F (9-19)

B-14, Coastal Country Radio, has rare opening for full-time announcer. Responsibilities include DJ, production, computer automation programming. Major market experience in a small market town for small market bucks, but it's worth it. Call Ray Arthur, (304) 235-3600 immediately. (9-12)

Immediate opening for newperson for Pop/Adult format. Experience necessary. Tapes and resumes only to Bill Brady, News Director, WSPR, 63 Chestnut St., Springfield, MA 01103. EOE (9-12)

Tired of the big city rat race? We are searching for morning drive Pop/Adult communicator with medium or major market background. Excellent salary and benefits, package available to top-notch pro who enjoys community involvement. Tapes and resumes to John Simmons, PD, WINR, Box 27, Binghamton, NY 13904, or call (607) 775-4240 (before 3pm). EOE M/F (9-12)

Burlington, VT part-time air shift for lifestyle appeal Pop/Adult. Some experience, human sounding, and a willingness to take direction is expected of applicant. Contact Tom Richards, (802) 862-5776 or write WDOT, 395 College St., Burlington, VT 05401. EOE M/F (9-12)

Live and work in the hottest city on the East Coast. Contemporary FM95, WAYV/Atlantic City, has an immediate opening for an entertaining air personality. Arrive in time for the opening of the city's fifth casino, the Playboy Hotel complex, this fall. Send tapes and resumes to Kingsley Smith, PD, WAYV, c/o Ritz Hotel, lows Ave. & The Boardwalk, Atlantic City, NJ 08401. EOE M/F (9-12)

Openings

Entertaining personalities needed. Tapes and resumes to The Power Factor, KICKS 101.5, 218 Ewingville Rd., Trenton, NJ 08638. ATT: Sam Lit. EOE (9-12)

FM99/Rochester, NY looking for crazy night person for 7-12mid shift. 50,000-watt Top 40 FM. Good bucks to night person. Send tapes and resumes to Jim Snowden, 344 East Ave., Rochester, NY 14604. No calls please. EOE M/F (9-12)

WECM/Clermont is looking for a combination MD and evening jock. Those interested should contact Bob Rivers, PD, 221 Washington St., Clermont, NH 03743. EOE M/F (9-12)

Newspeople wanted for Long Island's largest and best news operation. Full and part-time weekend opportunities are available. Experienced only. Send tapes and resumes to News Director, WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. No calls please. EOE M/F (9-12)

Rochester's #1 Pop/Adult. WHAM, now taking tapes and resumes for afternoon drive. Send to Johnny Rapp, PD, 350 East Ave., Rochester, NY 14604. EOE (9-12)

3WT-FM/Binghamton, NY, areas only Top 40 rocker, seeks tapes and resumes for immediate part-time openings and possible full-time. Friendly, energetic personalities send to Scott Michaels, PD, 3WT, Broadcast House, Owego, NY 13827. EOE M/F (9-12)

SOUTH

95 ROCK, Superstars in Montgomery, AL a bustling community of 250,000, invites the right morning person to get it on with us in the Dixie Sunshine. Send tapes and resumes to Craig Mustard, Box 5000, Montgomery, AL 36192, or call (205) 832-4295. (9-19)

WCOS-AM/FM/Columbia, SC is looking for a news person. Experience is a must. Send tapes and resumes to Ken Martin, Box 748, Columbia, SC 20202. EOE M/F (9-19)

KJIN/Houma, LA is now accepting tapes and resumes for possible future openings. Market of 100,000. Some experience necessary. Send reply to Rick Purcell, Box 2068, Houma, LA 70360, or call (504) 872-6828. EOE M/F (9-19)

WINGS-92/West Palm Beach. Looking for air talent, AM drive, midday and all night. Experienced in multi-track production. Send tapes, resumes and salary requirements to Gary Beck, Box 309, West Palm Beach, FL 33409. No calls please. EOE M/F (9-19)

WKTN/Knoxville is seeking adult-oriented talent for possible future openings. Rush tapes and resumes to Buddy Brown, PD, WKTN Radio, 2900 Sutherland Ave., Knoxville, TN 37919. EOE M/F (9-19)

The search goes on! Central Florida's growing power-house seeks the following: 1) Production professional with administrative, creative and writing abilities. Not a jock who can cut spots, but someone building a career in radio production. 2) News personality who can anchor morning cast, dig for local stories and develop news features. We offer big league guidance, a professional atmosphere and a springboard to the majors. Contact Steve Weed, Box Q-102, Daytona Beach, FL 32015. (9-19)

Need a great morning man for Houston's number one station. Tapes and resumes to Bill Travis, c/o KMJQ, 3100 Richmond Avenue, Houston, TX 77098, or Jerry Clifton, 6070 Rancho Mission Rd., #436, San Diego, CA 92108. EOE M/F (9-19)

WGH/Norfolk seeking applicants for morning news anchor/reporter. Must have strong delivery; very polished to join Virginia's best news operation. Minimum 5 years in radio news preferred. Knowledge of Norfolk/Virginia Beach market helpful. Excellent salary and benefits. Tapes, resumes and salary requirements to Carl Holland, ND, Box 9347, Hampton, VA 23670. No calls please. Applications close October 15. EOE M/F (9-19)

WYDE is seeking an experienced Country music programmer. This major market, 50,000-watt country giant needs a PD familiar with all the ingredients necessary to maintain top numbers. Send tapes and resumes, including ARB numbers immediately to WYDE, Box 3326A, Birmingham, AL 35255. No calls please. EOE M/F (9-19)

Openings

KTEM-AM/Temple-Beiton-Killeen, Top 40 in Central Texas growth market, looking for experienced communicator. Air checks, production tapes and resumes to Steve Cannon, Box 1230, Temple, TX 78501. EOE M/F (9-19)

Wanted: announcers and production pros. 100,000-watt stereo AOR rocker. Also AM Country station. Rush tapes and resumes to Brad Oleson, Box 86, Pryor, OK 74361, or call (918) 825-0070. EOE M/F (9-19)

WDEF/Chattanooga, Pop/Adult, is accepting tapes and resumes for future openings. Must be able to communicate on a one-to-one basis with an adult audience. If you are a pro, please forward tapes and resumes to John Faulk, Station Manager, WDEF-AM-FM, 3300 South Broad Street, Chattanooga, TN 37408. EOE (9-19)

Needed immediately: disc jockeys and news people for KNUZ/Houston, Country and KAYC/Beaumont, Pop/Adult. Tapes and resumes to Larry Vance, Box 188, Houston, TX 77001. No calls please. EOE M/F (9-19)

Major broadcast group seeks experienced Chief Engineer for dominant Southeast AM/FM operation. DA hands-on and automation expertise necessary. All applications should include extensive resume, salary history and compensation requirements. Please reply to John Faulk, Station Manager, WDEF-AM-FM, 3300 Broad St., Chattanooga, TN 37402. EOE M/F (9-19)

WDEF-AM-FM News is accepting applications for future openings. Applicants should have prior commercial broadcast reporting and producing experience. Degree preferred. Send tapes, resumes and writing samples to Larry Mack, News Director, WDEF-AM-FM, 3300 South Broad St., Chattanooga, TN 37408. EOE (9-19)

KVIL . . . KJ100 . . . WORD . . . These are a few of the stations our jocks have moved directly to in the past year. If you are a positive thinker and are interested in sharing your radio learning experience with a dedicated close knit energetic team of professionals at a #1 rated Pop/Adult in sunny West Texas, send tapes, resumes and goals to John Clay, KRIG, Box 4312, Odessa, TX 79760. EOE M/F (9-12)

South Arkansas' #1 rated modern Country station has opening for the right air talent production individual. Send tapes and resumes yesterday to Jeff Davies, Program Director, KDMS, Box 1565, El Dorado, AR 71730, or call (501) 863-5121. EOE M/F (9-12)

K98/Austin. Program Director for number one Top 40 FM. Responsibilities include good administration. In addition a strong ability in promotions, civic activities, motivation and accept the fact that commercials are "the food of life." Send your game plan with complete details and aircheck to Dick Oppenheimer, K98, 1219 W. 6th Street, Austin, TX 78703. EOE (9-12)

WRVQ/Richmond is seeking a 8-10pm entertainer. We are Richmond's number one FM and one of America's few 200,000-watt radio stations. If you'd like to join a winning, well-paid team, send tapes and resumes to Bill Thomas, WRVQ, Box 1394, Richmond, VA 23211. EOE M/F (9-12)

WLCS/Baton Rouge looking for creative responsible morning or midday jock. Production capability a must. Good bucks for the right talent. Send tapes and resumes to Gene Nelson, WLCS, One American Place, Suite 2420, Baton Rouge, LA 70825, or call (504) 383-4411. EOE M/F (9-12)

WKIS/Orlando's news leader accepting tapes and resumes for future news openings. Must have heavy investigative experience. No beginners. I want the best for the best. Send tapes and resumes to Roger Stallard, Program Director, WKIS, Box 740, Orlando, FL 32802. No calls please. EOE M/F (9-12)

WVOT-WXYY/Wilson, NC seeking radio announcer. Third class license preferred. Prior radio experience, on-air and production, including computer operation, necessary. Two years of college preferred. Send tapes and resumes to Will Reynolds, WVOT/WXYY, Box 170, Wilson, NC 27893. EOE M/F (9-12)

South Florida's incredible Wizard needs all night ace! This staff is from KNUS, Y100, JB105, 9610X, WIFL. If you can hold your own with this group, send tapes and resumes to Scott Fisher, Program Director, WIZD, Box 99, Ft. Pierce, FL 33450. EOE (9-12)

Openings

95 ROCK, Superstars in Montgomery, AL a bustling community of 250,000 invites the right morning person to get it on with us in the Dixie sunshine. Send tapes and resumes to Craig Mustard, Box 5000, Montgomery, AL 36192, or call (205) 832-4295. (9-12)

Looking for full time newperson. Send tapes and resumes to Ken Garcia, KRGV, 900 East Expressway, Wesleyco, TX 78586. No calls please. EOE M/F (9-12)

MIDWEST

WZUU-FM/Milwaukee now accepting applications for adult-oriented personality with strong communicative skills. Tapes to John Driscoll, 520 W. Capital Drive, Milwaukee, WI 53212. EOE M/F (9-19)

WZUU-FM/Milwaukee expanding and looking for qualified news person. Must be experienced with all facets of news gathering. Three to five years experience required. Tapes only to John Driscoll, 520 W. Capital Drive, Milwaukee, WI 53212. No calls please. EOE M/F (9-19)

Program Director. WIBA/Madison, WI established Pop/Adult with heavy news, sports, and information emphasis needs PD with strong management and leadership skills to blend music, personalities and other programming into full service station for 25-54 adults. Solid on-air ability important too. Tapes and resumes only to General Manager, WIBA Radio, Box 99, Petoskey, WI 53701. EOE M/F (9-19)

WROK/WZOK/Rockford, IL searching for top-notch air talent. Tapes and resumes immediately to Reid Reker, 1100 Tamarack Lane, Rockford, IL 61125. EOE (9-19)

WJML-AM-FM, Pop/Adult in Petoskey, MI, has immediate opening for midday personality. Smooth delivery and strong production a must. Send tapes and resumes to Jim Scollin, WJML, Box 99, Petoskey, MI 49770. M/F EOE (9-19)

Wanted: America's best black radio disc jockeys and Program Director. Send tapes and resumes to Jerry Clifton, c/o KMJM, 1215 Cole St., St. Louis, MO 63106. EOE M/F (9-19)

Looking for full-time air personality. Minimum of two years experience. Send tapes and resumes to J.C. Seers, PD, WITL-FM, Lansing, MI 48910. No calls please. EOE M/F (9-19)

WCCW/Traverse City, MI. Commercial copywriter/producer to create award-winning spots and do short air shift at highly professional AM/FM. Experience a MUST. We'll pay top salary and benefits. If you are good, send tape of commercials you have written and produced to Bob Bunan, WCCW, 346 E. State St., Traverse City, MI 49684. EOE M/F (9-19)

KZ93/Peoria is accepting tapes from Midwestern air talent who want to move up to a top 100 market and make the bucks to match. Experienced only. Tapes and resumes to Charlie Quinn, PD, 3131 N. University St., Peoria, IL 61604. EOE M/F (9-19)

I'm looking for a great morning man. If you'd like to be a household name in the community, work with top-flight facilities, and join a comfortable operation with profit sharing and a good team, send tapes and resumes to Steve Carpenter, PM, KKJO-KSFT, Box 166, St. Joseph, MO 64502. EOE M/F (9-19)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Radio

ROBB STEWART leaves WFBL/Syracuse, NY for Q102/Cincinnati, OH 8pm-12mid.
TODD PARKER promoted to PD at WFBL/Syracuse, NY.
TONY DAVIS exits WOLF/Syracuse, NY and joins WFBL/Syracuse, NY as MD and 10am-2pm personality.
JOHN MICHAELS (Bob Murphy) named PD at KQEO/Albuquerque, NM.
JOHN KNOTT, formerly Operations Manager at WSHH/Albany, NY, joins WWOM/Albany, NY as MD and midday personality.
JEFF COPE moves to WZEN-Z-100/St. Louis, MO from WMBH/Joplin, MO.
MIKE SCOTT leaves K TSA/San Antonio, TX and joins WNDE/Indianapolis, IN as PD.
DAVE GRIFFITH, formerly with WRKA/Louisville, KY, joins WOAI-FM/San Antonio, TX as AM drive personality.
KATHIE McCONNELL-TARNER appointed Account Executive from programming assistant at WXLO/New York, NY.
RANDY MARS joins KNND/Orange Grove, OR from KRML/Carmel, CA.

ANNETTE BASSETT, formerly with KESE/Monterey, CA, joins KNND/Orange Grove, OR.
BILLY MARTIN & ASSOC. appointed consultants for WUNI/Mobile, AL.

Industry

PHIL MAS joins the staff of Variety Artists International, Inc.
KAREN WHITE named Promotion Manager at Concorde Recording.
SUSAN FOX promoted to Account Executive at W3 Public Relations.

Record

SUZY BLOSSER has been named West Coast Artist Relations Director for Bearsville Records.
PETER BARTON appointed Media Concepts Director for Elektra/Asylum Records.
GEARY TANNER named Southeast Promotion Director for Elektra/Asylum Records.

OPPORTUNITIES

Openings

MIDWEST

WSAM/Saginaw has immediate opening for 7pm-12mid jock. Good production important. We can help you develop your talent if you want to learn. Some experience desired. Also interested in tapes for full and part-time future openings. Send tapes and resumes to Bob Berry, Box 1776, Saginaw, MI 48606. EOE M/F (9-19)

K-98/Richmond, IN. Top 10 nominee for small market radio station of the year, has on-air opening. Must be team player. Females encouraged to apply. Send tapes and resumes to Dan Osborne, WQLK, Box 1647, Richmond, IN 47374, or call (317) 962-1596. EOE M/F (9-19)

WKQX/Chicago's top Pop/Adult station (NBC O&O) has a rare opportunity. We're looking for the best morning personality in the country. Salary and benefits are commensurate. All inquiries treated in strictest confidence. Tapes and resumes to Bill Stedman, WKQX, Merchandise Mart, Chicago, IL 60654. No calls please. EOE M/F (9-19)

Stoner Broadcasting is accepting applications from creative air talents in Country, Pop/Adult, AOR, and News/Talk formats for possible future openings. If you have something to say... if you can truly entertain... we want to hear from you. Send tape, resume, and salary requirements to Glenn Bell, President, Stoner Broadcasting, 3900 N.E. Broadway, Des Moines, IA 50317. EOE M/F (9-12)

WTOD/Toledo needs announcer with at least four years experience. Position will include Music Director duties. Production skills necessary. Tapes and resumes to Bill Menders, WTOD, 3225 Arlington Ave., Toledo, OH 43614. EOE (9-12)

WXUS (US 93), Lafayette's new AOR station, looking for 7-12mid air personality with good production for a great facility. Medium-plus market money, four-track production room, top-of-the-line equipment, serving greater Lafayette, including Purdue. Tapes and resumes to Stuart McRee, WXUS, Box 7093, Lafayette, IN 47903, or call (317) 448-1566 after 10am. (9-12)

Needed: Top Country PD for Meyer Broadcasting station. Contact Dan Brannan, KFVR Radio, Box 1738, Bismarck, ND 58502, or call (701) 223-0900. EOE (9-12)

WHMQ needs all-night personality who knows and enjoys Country music. Experience and some production. Send tapes and resumes to Don Andrews, WHMQ, 101 1/2 W. Sandusky St., Findlay, OH 44840. EOE M/F (9-12)

Experienced bilingual (Spanish/English) individual to do production/continuity department, growing medium market. AM/FM combo. To supervise production to write, produce creative copy. Weekly PA program, assist news director. Benefit package; pleasant resort-agnic. community. Salary D O E. An E.O.E. M/F; minority inquiries encouraged. Send tape and resume to Radio & Records, #201, 1930 Century Park West, Los Angeles, CA 90067.

We're the best kept secret in broadcasting. We can offer you a stable position in a pleasant environment with good pay and a five-day week. Looking for a full-time Production Director who has experience with state-of-the-art multi-track equipment, can do character voices and work with talent. Reply to Neal Hunter, 3131 N. University, Peoria, IL 61604. EOE (9-12)

Terre Haute market, personality Top 40 station looking for crazed, high energy disc jockey to work at the wildest radio station in the Midwest. Send tapes and resumes to Richard Kaufman, The Rock of Indiana, 970J, Box 400, Brazil, IN 47834, or call (812) 446-2317. EOE M/F (9-12)

Can you talk to adults? If you can relate to an adult audience, we can offer you a solid position with a stable company in a college town at the #1 25+ station in Iowa City. Exceptional money for this size market. Send tapes and resumes immediately to Roger Davis, PD, KXIC, Box 2388, Iowa City, IA 52240, or call (319) 354-9500. EOE M/F (9-12)

News Director needed for aggressive eight-person department. Tapes and resumes to Don Hoffmann, KAKZ, Box 1240, Wichita, KS 67201. EOE M/F (9-12)

#1 rated Superstars station in Des Moines looking for talented female personality to help maintain killer image. If interested, send tapes and resumes to Larry Moffett, KGGO, 3900 NE Broadway, Des Moines, IA 50317. EOE (9-12)

News Director. Outstanding AOR station in medium market seeks professional on-air newscaster who is also very knowledgeable in public affairs and can do a first class weekly talk show. Excellent market to settle in! Tapes and resumes to General Manager, KQDF, Box 6167, Duluth, MN 55806. EOE M/F (9-12)

WEST

100,000-watt Pop/Adult seeks dynamic communicator for PM drive. Good production a must. This growing company offers you good salary, paid life, health and dental insurance and profit sharing. Tapes and resumes to John Ramsey, Box 926, Cheyenne, WY 82001 or call (307) 835-1111. EOE M/F (9-19)

Openings

Hype jock attention don't read this ad. If you're a one to one communicator read on. Automated FM station in North Central California station going live when we find the right people. We don't want screamers or hype delivery, just steady communicators with smooth delivery. Send resumes with salary history and air check to General Manager, Box 979, Modesto, CA 95354. EOE (9-19)

Fast growing record company looking for key people in areas of advertising, PR, merchandise and professional manager for publishing. Please send resumes to Job Opening, 8319 Lankershim Blvd., N. Hollywood, CA 91605. EOE M/F (9-19)

10,000-watt Country and 100,000-watt Pop/Adult needs newscaster who can handle AM drive. Must be able to gather, write and edit news. Good salary, paid life, health and dental insurance, profit sharing and gas allowance. Tapes, resumes and sample news stories to John Ramsey, Box 926, Cheyenne, WY 82001 or call (307) 835-1111. EOE M/F (9-19)

Professional news person needed immediately. Tapes and resumes to Tim Pomastick, KUHL Radio, Box 166, Santa Maria, CA 93456. EOE M/F (9-19)

KLYD/Bakersfield, CA has immediate opening for all-night announcer with emphasis on music. Minorities encouraged to apply. Tapes, resumes and photo to Larry Crawford, Box 1499, Bakersfield, CA 93302. EOE M/F (9-19)

KJR/Seattle has an immediate opening for a week-end personality. Minorities and females are encouraged to apply. Tapes and resumes to Tracy Mitchell, KJR, Box 3726, Seattle, WA 98124. EOE M/F (9-19)

Pop Country station in Missoula, MT looking for air and news talent for future. Call Phil Murphy, (406) 728-1450. (9-19)

Country lovin' KRSY is in need of an overnight announcer. Beginners welcome. Tapes and resumes to Tony Lucero, Box 1981, Roswell, NM 88201 or call (505) 822-0290 after 10am Mountain Time. EOE M/F (9-19)

If you're at home in an FM stereo production room, can produce creative spots and promos and pull a short air shift at a Country station... send your tape and resume to Bob Call, KYGO Radio, 5350 W. 20th Ave., Denver, CO 80214. (9-19)

KMED/Medford, OR has an opening as News Director of Southern Oregon's Pop/Adult/News station. Must be experienced in "communicating" the news. A big responsibility, long hours, and hard work. Open immediately. Tapes and resumes to Jack Earl, KMED, Box 1440, Medford, OR 97501. (9-19)

If you're experienced, interesting, entertaining and GREAT, we want to hear from you! There are some super programming and air talent opportunities coming up soon in a beautiful market. Tapes and resumes to Bill Moyes, The Research Group, 1422 Monterey, San Luis Obispo, CA 93401. No call please. EOE (9-19)

Wyoming Country KWT, has future opening for morning drive, midday and evenings. Excellent medical benefits. A chance to get out of the fast pace of the city and remain in mainstream of radio in beautiful Wyoming. Tapes and resumes to Richard Lee, Box 926, Cheyenne, WY 82001. EOE (9-19)

KROQ-FM/Pasadena is looking for a morning man with major market experience. Tapes and resumes to Rick Carroll, 117 S. Los Robles, Pasadena, CA 91101. No calls please. EOE M/F (9-12)

Experienced morning killer wanted. Looking for morning pro to work in growing Southwest market. Super living and working conditions with great company, Western Cities Broadcasting. Tapes and resumes to Dave Van Stone, PD, KROQ-FM, Box 3068, Tucson, AZ 85702 or call (602) 824-2431. EOE M/F (9-12)

Two years fulltime AOR experience required. Air check, production tape and resume to KRST, Box 3280, Albuquerque, NM 87190. No calls please. EOE M/F (9-12)

KNVR (FM97) is looking for people with maturity to fill evening opening. Adult rock format. Tapes and resumes to Brent Farris, Box 1167, Paradise, CA 95969 or call (916) 895-1197. EOE M/F (9-12)

KFOX/Redondo Beach, CA has immediate opening for a part-time news announcer/reporter. Send tapes and resumes to Sharon Dale, ND, 1617 S. Pacific Coast Hwy., Redondo Beach, CA 90277. No calls please. EOE M/F (9-12)

We have two openings for personality/production oriented people. Please send tapes to Bruce Roberts, KRML, P.O. Drawer 22440, Carmel, CA 93922 or call (408) 624-6431. EOE M/F (9-12)

KBLF/Red Bluff needs air personality, strong in production. Contact Bruce Allen, Box 1010, Red Bluff, CA 96080. EOE (9-12)

Wanted: Person dedicated to a career in radio news and public affairs to work at a new 30,000-watt, 24-hour-a-day FM Country station. Medium market with potential for advancement. Growing area in beautiful Southwest Oregon. Call Gary Enoch, (503) 772-4174 or send aircheck to 100FM, Box 388, Gold Hill, OR 97525. EOE M/F (9-12)

Goods & Services

One-Liner Specialist

Add a little zip to your code. Wild, witty, willing free samples. Hysterical, exciting! Deeja's - performers. LEE HAAS, P.O. Box 276J, Hawthorne, CA 90260, (213) 679-0870.

Aircheck Factory

TORONTO: one-hour profile featuring CHUM, CFR, CILQ, CHUM-FM, CKEY, CKFM et al. Cassette \$4.50. AROUND THE DIAL #47 dial tours Milwaukee, Phoenix, St. Louis, Boston and more! Cassette \$4.50. Prices including shipping. Request complimentary newsletter. AIRCHECK FACTORY, Box 156, Franklin Park, Illinois 60131.

Broadcasters

Want to sound like you've prepared your program for days? Try our service, used by top radio & TV personalities all over the U.S. and Canada. Free sample of BOB BARRY'S NEWSLETTER from: P.O. Box 577, Lannon, WI 53046.

Broadcaster's Action Line

Job referral service - \$40.00 for 12 months. R3, Box 84, Lexington, IN 47138, (812) 889-2907. Free to employers.

Phantastic Phunnies

Highly respected... proven worldwide audience builder! Hilarious... original... "quik-quip"... topical humor! Introductory month's 400 topical one-liners and "Bonus"... just \$2.00!!! PHANTASTIC PHUNNIES, 1343 A Stratford Dr., Kent, OH 44240.

:60's And :30's

100 :60 second and :30 second Musical Beds for your spots. No monthly payments, no needle drops, no nothing. All contemporary, 24 track recorded. Four LPs, \$75.00 plus \$5.00 shipping. Buy once, use forever. Call or write - VALENTINO MUSIC, 151 West 46th St., New York, NY 10036, (212) 246-4675.

Need Numbers?

The IMAGE GENERATORS are at your service. Get Major Market production/voices/ideas to help you generate numbers in your marketplace. Rates vary with market size. Interested? All inquiries to (301) 202-2110, or 11400 Fairoak Drive, Silver Spring, Maryland 20902.

Jocks - For Your Show!

Recording artist bio's - music information - funny quotes. Complete personality service any jock can afford! (Sample issue \$1.) RADIO TIMES, 200 South Glenn, Suite 98, Camarillo, California 93010.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the taffs, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 48197

Comedy Material

Funny horoscopes. Crazy commercials, silly soap operas, ridiculous TV reviews and more 25 pages delivered to your mouth every month. For freebie write HYPE, INK, Box 69581, Los Angeles, CA 90069.

The System

Another revolutionary new idea for the broadcasting industry available this fall from the first name in profit-making promotions, FIRSTCOM BROADCAST SERVICES, INC. Two Oaks Plaza, Suite 2215, 6730 LBJ Frwy, Dallas, TX 75240 (214) 934-2222. The System, Service Mark 1980 FirstCom Broadcast Services, Inc.

"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.

Golden Oldies 45's

Spruce up your record library. All new records, not used. Thousands in stock. Send \$1.00 for giant catalog. Act now! THE GOLD VAULT, Box 202, Oshkosh, WI 54907.

Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067.

Openings

WEST

KAMP/Imperial Valley's number one has an opening for sales person. No experience required but helpful. Good salary and benefits. Contact Cal Mendell, (714) 352-2277. EOE M/F (9-12)

KIDD/Monterey looking for talented, hardworking air personalities for personality Top 40 station in beautiful California City. Tapes and resumes to Wynn Bradley, PD, Box 1799, Monterey, CA 93940. EOE M/F (9-12)

Looking for eager uptempo news person. Good position for person with minimum experience. Company benefits, good location. Call Bob Brill, ND, KUZZ, Bakersfield, CA, (805) 393-1500 between 9am-1pm PST. (9-12)

L.A.-based radio executive and talent search organization is looking for a unique individual who is great on the phone and a good national overview of radio to work on a commission basis as a radio talent recruiter. Call Larry Yurdin at Radio Talent Bank, (213) 995-1106. (9-12)

Air talent/Music Director needed for immediate opening at Northwest Top 40 radio station. Rush tapes and resumes to Jack Stevens, PD, KOOK, Box 1276, Billings, MT 59103 or call (406) 248-7827. EOE (9-12)

A new Country station Albuquerque, NM has an opening for a qualified Program Director. Good opportunity for the right person. Contact Dino Ianni, GM, KRKE Radio, (505) 765-6400. Format change to Country by September 15. (9-12)

Miscellaneous

WHMQ needs improved Country record service, especially oldies. Send to WHMQ, 101 1/2 W. Sandusky St., Findlay, OH 44840. (9-19)

WAZY is now live, and in need of Pop/Adult, oldies and current LP's from all labels. WAZY-AM, Box 1410, Lafayette, IN 47905. (9-19)

PLEASE NOTE:

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Radio & Records

SUBSCRIPTION SERVICE

ONE YEAR - \$140

Please enclose payment with order

Overseas subscribers add \$100 per year new subscription
International U.S. funds please renewal
Initial here payment enclosed

TELEPHONE: (213) 553-4330

CHANGE OF ADDRESS AND RENEWAL:
Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

Mr./Mrs./Ms. _____ (Please Print)
Company _____
address _____
city _____ state _____ zip code _____

MAIL TO: RADIO & RECORDS
1930 Century Park West, L.A., CA 90067

OPPORTUNITIES

Positions Sought

Experienced Sports Director with play-by-play experience. Hard working individual with desire to move up. Also have experience in news and jockeying. Would prefer small to medium market. Will relocate. TIM RAY, (317) 634-3507. (9-19)

I'm a hard working team oriented program manager with experience in Chicagoland, News/Talk and Pop/Adult. Seeking new position of challenge and responsibility. NEAL SABIN, (312) 274-9226. (9-19)

Dynamic radio journalist with excellent credentials seeking major or medium market position. WNOR/Syracuse, KMEN/San Bernardino are just 2 of several stations I've worked at on East and West Coast. Call CARL NIGHT, (714) 862-1576. (9-19)

Available now. Professionally-minded and end career-oriented jock in mid-20's with 5 years experience in Top 40 and Pop/Adult formats. Most recently with WOV/Omaha. Best suited for medium market personality sounding stations. Can I help you? If so call SCOTT, (402) 393-7324. (9-19)

Attention Los Angeles PD's. Looking for mature pro who can work your format to the max? 15 years experience shows. Call PAT, (213) 484-1731. (9-19)

Hello America. Who wants me? Over 10-year pro looking for Top 40, Pop/Adult slot. Need enough bucks to pay the rent and feed the family. Will consider all locations. Tape and resume on request. Phone (714) 847-6387 or write The Jock, 17782B Paseo Circle, Huntington Beach, CA 92647. (9-19)

I'll prove it all night that this talented beginner with 5 years related experience is ready to bust loose for Southern Top 40, Powerful production, creative promotion and agency quality copywriting separates your regular run-of-the-mouth jock from me. Sizzling board, great teen communicator. DAN MCKAY, (504) 886-6112 to rush tape and resume. (9-19)

Looking for Mr. Good Station. DAN ROBINS, recently at 50kw clear channel major market AM is still available. This experienced pro is looking for stable position at Pop/Adult or Rocker. Also heavy in production and news. Call (216) 631-2309 between 7-10am (EDT). (9-19)

He is here, the time is ripe, he's got the experience, he's got the pipes. 5 years on the air in Southern CA working AOR, Top 40 and Pop/Adult. Production skills have been mastered. BA from UCLA (you mean this guy's got brains, too?) He's ready to work — now! Medium to major markets only. Will relocate but prefer West. For tape and resume call ED MANN, (213) 479-2034 (evenings and weekends). (9-19)

Looking but just don't know who to hire? Now you do. L.J. DeLUCA. Air personality with over 4 years experience in making friends. Management, assistant PD, MD and PSA Director plus Promotions Director. Good personality, references, appearance. Find out more by calling (216) 478-1206. (9-19)

Stronger than Tanner tape, more powerful than a 50kw transmitter, able to leap tall towers with a Piper Cub. Listen, coming from your radio. It's a bird, it's a plane, it's a vibrant, adult personality. 4 years broadcasting, 1 year electronics, studying for 1st class. Prefer West but ready to move anywhere. For your Adult or Pop/Rock station, give MICHAEL JAY a jingle at (702) 564-5643. (9-19)

Over 7 years experience in Top 40, Talk, Disco and FM. Middles, mornings and nights, and TV booth announcing, TV commercials, engineering. Married 10 years, one child, black and willing to relocate. Prefer major market. Call after 5pm, (504) 241-5982. (9-19)

TOM GALLAGHER currently afternoons at KAAY/Little Rock and formerly morning drive at WHBO/Memphis is now looking to relocate in a medium or major market. Prefer mornings but will consider afternoons. Call (501) 569-6327 or (501) 661-1060. (9-19)

Male DJ knows Country music very well. Looking for Northern IL, Southern WI and Northeast IN area. Open to all. Tapes and resumes ready. Contact MATT SWANSON, (312) 864-3304. (9-19)

I am ready to come back. 4 1/2 years experience. On-air, MD, Promotion Director, News Director, production and sales. Let's talk. Call DAVE CARLSON, (515) 287-5582. (9-19)

Do you need a communicator? Dedicated, conversational DJ looking for a professional AOR or Pop/Adult air shift. Will consider all markets, small and large. Other interests in talk shows, street reporting, production, etc. Currently available for a personal interview in the East—am U.S. (412) 527-1923 or write BRUCE ARTMAN, 1209 1/2 Ocean Ave., Seal Beach, CA 90740. (9-19)

Laid back, one-to-one communicator currently searching for air shift and programming/production responsibilities. Interned at major market owned and operated, MD at college station, conducted music research at a Midwestern medium market FM. Tight production and air work. 3rd endorsed and ambitious career goals. Call MARK STEPHENS, (309) 663-5552. (9-19)

PD/Assistant GM currently employed, desires position with station or group that can use my ability, experience and good reputation while giving me the opportunity for developing my managerial skills. Experience in most phases of station operation plus automation skills. Desire to work for Beautiful Music or other adult-oriented station. Tape, resume and references including current employer available upon request. Contact J. TIGHE, 1708 Sanyo Circle, Anchorage, AK 99504 or call (907) 276-3000. (9-19)

Positions Sought

Ambitious female announcer with 2 years air experience in medium market seeking full-time air and production duties in Minneapolis area. Would also welcome a chance for advancement in music or programming along with air shift. Can start anytime. Call ROBIN, (715) 835-5542 after 4pm. (9-19)

12-year veteran, built 2 news departments. Just returned from assignment in Middle East. Seeking News Director or anchor position at stable operation. Call WALT MALONY at (312) 338-9649. (9-19)

Ready to start now at New England area station. First job... willing to learn... don't shy away. You'll like my tape. STEVE LOUIZOS, (617) 631-8040. (9-19)

William B. Williams/Jonathon Schwartz style personality. Expert in pop, jazz, big band and old time radio. Can give your station a show that is unique and entertaining. Call MIKE ROBERTS, (305) 721-5021. Formerly of WFTU/Ft. Lauderdale, FL (9-19)

Remember how much fun radio used to be? A SWAN is willing to return your top 10 market listeners to those thrilling days of yesteryear. Call for demo tape, resume. I'll handle your GM, OM, PD duties in Top 40, Oldies or personality P/A formats. (215) PE 5-3436. (9-19)

LORNE DEACON, seeking morning show. Comedy, consistency and communication. Currently in major market, formerly 3 years with WJUC/Detroit, also with KUMV/Honolulu and others. Pop/Adult and AOR, all markets considered. (414) 856-8650 or (313) 872-7282 before noon. (9-19)

Young, energetic, enthusiastic broadcaster seeks a non-air position in any West Coast small to medium market station. Have worked in Los Angeles radio for the past year. Please contact OSCAR BROOKS, (213) 933-6360. (9-19)

#1 Miami, Phoenix, Columbus, Ohio! 13-year multi-faceted pro. Everything but GM under belt. Superstars MD and jock; 19 shares of 18-34 in Columbus, 13 Phoenix, 14 Miami. FRANK BAUM, (317) 993-4549. (9-19)

TOM SPOCK: 3 years in AOR, plus 5 in college AOR radio. Assistant PD, MD and Production Director at WZLD/Columbia, SC, K-105/Ft. Knox, WNOK-FM/Columbia, SC. Seeking medium market growth opportunity, preferably with Superstars. Solid air ability. (803) 776-1983. (9-19)

Your search has just ended. I'm a radio workaholic with 8 years experience, including top 50 market air talent and secondary market programmer with proven ratings success. I'm just a phone call away. (808) 271-8759 and let's discuss your opening. (9-19)

Experienced DJ, formerly with WLS-FM/Chicago, seeking AOR or jazz gig. Knows rock and jazz thoroughly. Good delivery, deep voice. 3rd phone. Available immediately. Call anytime. ROBERT NEAL (312) 874-8617. (9-19)

Award-winning newspaper looking for major market position or medium market News Directorship. 8 years experience, in NY and Midwest. (914) 831-9173. (9-19)

14-year programming vet. Looking for full or part-time in the Los Angeles area. Relocating October 5. Call (808) 877-0884, or write D.C., Box 448, Puunene, HI 96784. (9-19)

WNBC, WHN... now in Philly. Prefer drive time Pop/Adult or Modern Country. Busy, involved personality. Great results and references. Major market only. All replies confidential. (215) 688-8278 or write Box 15966, Philadelphia, PA 19103. (9-19)

Announcer with mature pipes, 3 years experience, seeks AOR or Top 40 position in Great Lakes region. Production skills, voice characterizations, and some news. KARL HOLTZ, (517) 339-8880. (9-19)

TOM SULLIVAN, former major market AOR jock with multi-track production wiz, is looking for a stable medium market AOR gig. The more production work, the better! Serious calls only. (216) 497-9912 afternoons. (9-19)

Female communicator with excellent knowledge of music looking for full-time announcer job in Southeast. 2 1/2 years AOR experience and Superstars experience. LEE, (404) 722-1199. (9-19)

STEVE BISHOP, WAYS/Charlotte, NC seeking a morning or afternoon drive position in a medium to large market. Available now. (704) 538-3555. (9-19)

MATTHEW CLENOTT seeking major market operations or programming position any musical format. 12 years experience including PD WDAI/Chicago and WKTW/New York. Also 4 1/2 years air work and MD WYSP/Philadelphia. Strong with talent, music, research and administration. Call (312) 327-5482 or write 509 Roscoe St., #2E, Chicago, IL 60657. (9-19)

11-year AOR vet. 4 in Los Angeles. Encyclopedic music knowledge back to '63. Strong solid and tight with ARB's to prove it plus truly burning production. This is the real thing. Top 5 markets contact FRANK, (213) 790-7020. (9-12)

17 years doing everything from IM to OM. Modern Country is my specialty but comfortable with Pop/Adult. Excellent background with references. Prefer staying in the West. Available now. DARREL WILSON, (506) 526-8485. (9-12)

Positions Sought

College graduate, 1-year experience. Looking for sports position. Will also do board shift. BOB, (516) 221-2498. (9-12)

Young, with experience, hard to come by nowadays, isn't it? I've got it. Top 40 PM drive, MD currently in Southwest market of 180,000 plus, looking upward. Call (808) 358-2626 mornings or after 7pm. (9-12)

Announcer with over 8 years experience, including last 5 years as PD of successful Country operation is seeking programming or announcing position. Has 1st class license. (208) 234-2199 after 1pm. (9-12)

Black 27-year-old presently working in a small market in Atlanta. Credits include Q102, WSAI, WLW-TV. Interested in Pacific Northwest or West Coast but will relocate where there is a need. Contact GEORGE anytime (404) 536-3622. (9-12)

Hard working jock, highest rated in current FM Pop/Adult station. FCC 3rd. Salary open. Looking for small to medium markets, all areas. For tape and resume call CARL (714) 677-5984 or 894-6347. Leave message. (9-12)

I am the Entertainer... Personality with 3 years experience silenced by format change. Looking for job in Northeast. Creative air work plus programming, production, voice characterizations, news, promo work. For non-recorded message, call (302) 945-3675. Will take Affirmative Action on best offer. (9-12)

Any format, Pop/Adult, Country. 7 years experience. Great production, available immediately. Call JIM SIMS (315) 437-6181. (9-12)

Programming, Operations, Management. Age 30, 17 years broadcasting. Emphasis on Beautiful Music, Pop/Adult, News/Talk and automation. Proficient in FCC renewals, transfers and EEO. Seeking stable employment following 10 years at same station. Prefer Southern CA. CHRIS EDWARDS, (805) 834-4179. (9-12)

Young, energetic jock with 3 years experience as MD at #1 small market station in OK. Looking to make the step up to a medium market station located somewhere in Pacific Northwest. Call STEVE JONES, at (406) 225-3333 or (406) 225-2364. (9-12)

SUPER SHANNON is back after 2 years of hosting TV show. Creative entertaining, full of excitement and characters. Call now. (614) 457-9131. (9-12)

Thanks for the offers, but I'm still looking for that owner or GM that knows he's got to make some changes if he's going to make money. My last two stations were nominated for small market station of the year. Let's talk about what my 14 years of experience can do for you. CHARLIE FOX, (717) 295-9392. (9-12)

10-year pro with experience in most formats, continuity news, promotions, department head, plus award winning production. Seeking long term relationship with quality organization. Call JOHN, (309) 688-4016. (9-12)

Hey PD's! Are you listening out there? Eager and energetic ex-KUKI night personality still looking for on-air work in major or medium market. Also possesses 1st ticket, office skills and fine sports play-by-play voice. Served as on-air statistician for 1979 Santa Rosa Junior College football games on KSRO in Santa Rosa. If you're looking for just the right talent, call FRANK RUTERA soon at (415) 223-1534. (9-12)

The Rabbett, formerly with WHCN-FM, WDRC-AM-FM, KPIG-FM, KDEO, KOMQ-FM is now ready to fill your big AOR opening. Now available from CT for your convenience. As a bonus you'll receive: crezed production fingers, more creative juices than there is oil in Iran, ambidextrous brain wave activity and more. Call (203) 468-7344 and leave a message care of RICK ALLISON. (9-12)

Excellent production man with 6 years medium market Top 40 experience looking for drive time or middays in medium/major market that needs creative talent/production director. Doing AOR Superstars now. JEFF GARRETT, (316) 722-4443 before 3pm, 935 Valley View, Wichita, KS 67212. (9-12)

Communicator with emphasis on community involvement. Have programming, promotion and public service experience. Willing to relocate. Call NEAL until 3pm at (703) 471-6484. (9-12)

BILL McCOWN (PD/MD of WANS-FM and WAIM-FM) seeking similar position. 8 years experience. Excellent references. Call (803) 226-1408 for resume, station composite aircheck, and programming philosophy booklet. (9-12)

Aggressive sportscaster available immediately. Will spice up programming with responsible reporting and local features. For tape and resume contact MIKE, (313) 541-8865. (9-12)

Play-by-play, Basketball or last minute football wanted and can wear other hats, preferably in Southern CA. Call ERNIE, (213) 826-2367. (9-12)

Distinctive voice seeks medium market. AOR/Soft Rock in the Southeast. Excellent production, professional attitude, married and stable. Serious inquiries only. Call JEFF collect after 8pm EST, (404) 469-0502. (9-12)

Top personality plus production, 16 years, PD, MD, production, AM/PM drive major market. "The Father" is now available. FRANK STANTON, (316) 688-0270. (9-12)

Positions Sought

Female afternoon announcer with 4 years experience at a #1 station in a market of 50,000 is looking to move into a larger market in the West. State and national awards in commercial production. Call (208) 234-2418 after 5pm. (9-12)

Sportscaster promises hard work and intelligent reporting. 10 years experience in medium markets/Sports-talk, Sports Director, and play-by-play including PAC 10 baseball, college football and basketball. Top references and resources. JOHN REBENSTORF, (714) 793-6825. (9-12)

Chief Engineer available. Seek CE job with AM and/or FM most anywhere. I hold my FCC 1st ticket since 1951 and am 45. Am "Ham" since 1960. Nondrinker, bondable. Excellent theory. No problems with transmitters, solid state, directionals, etc. Former CE Houston, Miami, Boston. Available immediately. Write/call MEYER GOTTESMAN, 883-26th Ave., San Francisco, CA 94121. (414) 751-1974 evenings. (9-12)

Male afternoon announcer with 3 years experience at a #1 station in a market of 50,000 is looking to move into a larger market in the West. Experience as MD and PD, state and national awards for commercial production. Excellent technical knowledge. Call (208) 234-2418 after 5pm. (9-12)

Attention all Connecticut and Massachusetts radio from KEITH ALLAN. Looking for an air talent who is a team player? If you are, I'm your person. Currently afternoons at Metro Milwaukee station; size of market and shift not as important as the people I work with. Available immediately. Call (414) 769-6966 mornings or evenings. (9-5)

PD, Talk Show Host available. Stable, mature, motivated, 6 yrs medium market experience in programming. Looking for top 100 market programming/administrative position and/or talk show position. \$18,500 will get you one of the best available. STACY TAYLOR #502, Royal Crescent Townhouse, Cypress Gardens, FL 33880, (813) 324-1891. (9-5)

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.

Radio & Records

SUBSCRIPTION SERVICE

ONE YEAR — \$140

Please enclose payment with order

Overseas subscribers add \$100 per year new subscription
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CHANGE OF ADDRESS AND RENEWAL:
Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

Mr./Ms./Mrs. (please print) _____
address _____
city _____ state _____ zip code _____

MAIL TO: RADIO & RECORDS
1930 Century Park West, L.A., CA 90067

THE BACK PAGE

BREAKERS

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

SUPERTRAMP Dreamer (A&M)

60% of our reporters on it. Moves: Up 37, Same 36, Down 0, Adds 26 including WKBW, WIFI, 96KX, Q107, Z93, WOKF, WDRQ, KSLQ, WGCL, WTIC-FM, WFMF, KKXX. See Parallels, charts at number 25.

STEPHANIE MILLS

Never Knew Love Like This Before (20th)

58% of our reporters on it. Moves: Up 100, Same 8, Down 2, Adds 21 including WNBC, F105, WHB, WOLF, KNUS, WAPE, WSKZ, WOKI, WISM, WNAP, WNCI, WOHO, KEZR, KROY, KNBQ. See Parallels, charts at number 28.

DEVO

Whip It (WB)

56% of our reporters on it. Moves: Up 81, Same 29, Down 0, Adds 15, WBEN-FM, Q102, KFRC, KOPA, KWIC, KLAZ, G100, KIOA, WIKS, WDJX, KYNO-FM, K96, WCIR, WANS-FM, KDZA.

WILLIE NELSON

On The Road Again (Columbia)

55% of our reporters on it. Moves: Up 78, Same 17, Down 1, Adds 27 including F105, KVIL, Z93, Q105, KS95-FM, KSLQ, KPLZ, KOPA, WTRY, KFMK, WAPE CK101, KSTT, KKXX, KNBQ, KASH. See Parallels, charts at number 30.

NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels. indicates one of this week's "most added" new songs.

CHARLIE DANIELS BAND "The Legend Of Wooley Swamp" (Epic) 110/12, Moves: Up 66, Same 24, Down 8, Adds 12, Q107, WBBF, WTRY, WICC, WRJZ, KSTT, WISM, WIKS, WRBR, WNCI, KRQ, KBOZ.

CARS "Touch And Go" (Elektra) 85/20
Moves: Up 47, Same 18, Down 0, Adds 20 including WBEN-FM, 94Q, Y100, WOKF, WDRQ, 13K, KINT, KWIC, KEEL, G100, WIKS, WGBF, KMJK.

STACY LATTISAW "Let Me Be Your Angel (Cotillion) 72/21
Moves: Up 35, Same 15, Down 1, Adds 21 including WFIL, JB105, KEARTH, KC101, KNUS, WOKI, WVLC, WVIC, WNCI, KIOY, KGGI.

DARYL HALL & JOHN OATES "You've Lost That Lovin' Feeling" (RCA) 66/50, Moves: Up 9, Same 7, Down 0, Adds 50 including WCAO, F105, WROR, PRO-FM, 94Q, Q105, KSLQ, KFI, WPST, WKBO, KLAZ, WAAY.

JACKSON BROWNE "That Girl Could Sing" (Asylum) 65/32
Moves: Up 20, Same 13, Down 0, Adds 32 including F105, WZZP, WOKY, WHFM, G100, 96X, KX104, WOKI, WCSC, WEFM, WAKX, KLUC.

STEVIE WONDER "Master Blaster (Jammin')" (Tamla) 63/31
Moves: Up 23, Same 9, Down 0, Adds 31 including WBEN-FM, 13K, WBLI, WKEE, WJDX, WVLC, WAKX, KKXX, KIDD, KHYY.

EARTH, WIND & FIRE "Let Me Talk" (ARC/Columbia) 63/28
Moves: Up 19, Same 16, Down 0, Adds 28 including Q105, WDRQ, Q106, V100, KSET-FM, WKIX, WAYS, WVLC, WGBF, KASH, KHYY.

IRENE CARA "Out Here On My Own" (RSO) 63/5
Moves: Up 39, Same 18, Down 1, Adds 5, KINT, WOKI, WKIX, KASH, WJBQ, WOKF 23-21, WKBO 27-22, KLAZ 38-30.

NATALIE COLE "Someone That I Used To Love" (Capitol) 63/1, Moves: Up 39, Same 10, Down 13, Adds 1, WNAP, WKBW 16-11, WIFI 26-18, PRO-FM 9-6, WZUU 22-17, WAEB 27-24, WHBQ 21-18, WVLC 15-9.

DIANA ROSS "I'm Coming Out" (Motown) 60/20
Moves: Up 30, Same 10, Down 0, Adds 20 including KRLY, Q105, WDRQ, KC101, KSET-FM, WSGN, KIDD, KNBQ, KSPZ, KELO, KATI.

JACKSONS "Lovely One" (Epic) 59/58
Moves: Up 1, Same 0, Down 0, Adds 58 including WXKS, JB105, WPGC, KRLY, Z93, Y100, WOKF, KEARTH, KFI, KSFX, KOPA, K104, B97, KXX106, K96.

CHICAGO "Thunder And Lightning" (Columbia) 59/2
Moves: Up 37, Same 16, Down 4, Adds 2, KQ94, Y103, WOKF 27-24, KUPD 28-20, KNUS 30-25, BJ105 32-27, WVLC 18-11, KRSP 22-14, KQDI 18-12.

ROLLING STONES "She's So Cold" (Rolling Stones) 56/25
Moves: Up 12, Same 19, Down 0, Adds 25 including Z93, WOKY, WOKF, KEARTH, KFRC, WBLI, WLAC, Z104, WDJX, KERN, KQIZ-FM, KKXL, WPGC 29-23.

Radio & Records

NATIONAL AIRPLAY/30

September 19, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		ARTIST/Title (Label)
5	3	2	1	PAUL SIMON/Late In The Evening (WB)
19	16	6	2	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
8	4	4	3	ROBBIE DUPREE/Hot Rod Hearts (Elektra)
4	2	1	4	DIANA ROSS/Upside Down (Motown)
25	23	16	5	DOOBIE BROTHERS/Real Love (WB)
26	21	17	6	BOZ SCAGGS/Look What You've Done To Me (Columbia)
18	14	12	7	KENNY LOGGINS/I'm Alright (Columbia)
11	10	9	8	ELECTRIC LIGHT ORCHESTRA/All Over The World (MCA)
21	18	10	9	QUEEN/Another One Bites The Dust (Elektra)
14	12	11	10	BILLY JOEL/Don't Ask Me Why (Columbia)
1	1	3	11	AIR SUPPLY/All Out Of Love (Arista)
9	8	5	12	GEORGE BENSON/Give Me The Night (WB)
24	22	19	13	POINTER SISTERS/He's So Shy (Planet)
20	19	18	14	CARLY SIMON/Jesse (WB)
13	11	8	15	BOB SEGER/You'll Accompany Me (Capitol)
29	25	20	16	BARBRA STREISAND/Woman In Love (Columbia)
12	9	13	17	EDDIE RABBITT/Drivin' My Life Away (Elektra)
7	7	7	18	JOHNNY LEE/Lookin' For Love (Full Moon/Asylum)
28	26	24	19	LARSEN-FEITEN BAND/Who'll Be The Fool Tonight (WB)
2	5	14	20	CHRISTOPHER CROSS/Sailing (WB)
-	30	26	21	AL STEWART/Midnight Rocks (Arista)
30	29	25	22	DIONNE WARWICK/No Night So Long (Arista)
-	-	30	23	DONNA SUMMER/The Wanderer (Geffen)
-	-	27	24	CLIFF RICHARD/Dreaming (EMI America)
-	-	→	25	SUPERTRAMP/Dreamer (A&M)
-	-	28	26	PURE PRAIRIE LEAGUE/I'm Almost Ready (Casablanca)
-	-	29	27	AMY HOLLAND/How Do I Survive (Capitol)
-	-	→	28	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
-	-	→	29	DEVO/Whip It (WB)
-	-	→	30	WILLIE NELSON/On The Road Again (Columbia)

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

SUPERTRAMP "Dreamer" (A&M)
JACKSONS "Lovely One" (Epic)
DONNA SUMMER "The Wanderer" (Geffen)
CLIFF RICHARD "Dreaming" (EMI America)
D. HALL & J. OATES "You've Lost That..." (RCA)

Complete Regionalized Listings on Pages 30 and 31.

HOTTEST

OLIVIA NEWTON-JOHN w/ELO "Xanadu" (MCA)
BARBRA STREISAND "Woman In Love" (Columbia)
PAUL SIMON "Late In The Evening" (WB)
KENNY LOGGINS "I'm Alright" (Columbia)
DOOBIE BROTHERS "Real Love" (WB)

Parallel Listings Begin on Page 34.

KANSAS "Hold On" (Kirshner) 55/23

Moves: Up 15, Same 17, Down 0, Adds 23 including WOKY, V100, WAAY, WQRK, WVIC, WIKS, KEZR, KRSP, 95SGF, FM99, KKLS.

GENESIS "Turn It On Again" (Atlantic) 52/11

Moves: Up 22, Same 19, Down 0, Adds 11, CKGM, WOLF, K104, KHFI, KEEL, KQ94, 96X, BJ105, WIKS, WGUY, KCBN.

ALLMAN BROTHERS "Angeline" (Arista) 51/16

Moves: Up 16, Same 19, Down 0, Adds 16 including Q107, Q105, WOLF, KSRR, WTIK, KEEL, WSGN, KJ100, WVIC, WGBF, KASH, KHYY.

ELTON JOHN "(Sartorial Eloquence) Don't Ya Wanna Play This Game No More" (MCA) 51/4
Moves: Up 36, Same 10, Down 1, Adds 4, WOLF, WFLY, KGW, 14WK, WROR d-25, WZZP d-30, KPLZ d-28.

Others Getting Significant Action

AC/DC "You Shook Me All Night Long" (Atlantic) 47/18

Moves: Up 14, Same 14, Down 1, Adds 18 including WIFI, WDRQ, KBEQ, KSFX, WHFM, WKEE, KBFM, KQ94, 96X, KJ100, WDJX.

ROGER DALTREY "Without Your Love" (Polydor) 36/12

Moves: Up 5, Same 19, Down 0, Adds 12 including WRKO, 94Q, WGCL, WOLF, WKEE, KNUS, KINT, KWIC, KIDD, WFBG, KCBN.

DONNA SUMMER "Walk Away" (Casablanca) 36/5

Moves: Up 17, Same 14, Down 0, Adds 5, WIFI, WROR, 13K, WBBQ, WSKZ, WXKS 34-25, PRO-FM 28-25, WHYN d-19.

PETER GABRIEL "Games Without Frontiers" (Mercury) 34/1

Moves: Up 18, Same 14, Down 1, Adds 1, KKXX, Q107 deb 20, WLS 7-6, KUPD 24-15, WHFM 30-22.

TEDDY PENDERGRASS "Can't We Try" (Philadelphia International) 33/2

Moves: Up 17, Same 12, Down 2, Adds 2, WXKS, WHYN, WABC 26-16, KRLY 13-11, KFRC 30-29, WHYY 30-27.

LEO SAYER "More Than I Can Say" (WB) 32/22

Moves: Up 5, Same 5, Down 0, Adds 22 including 96KX, WCAO, 94Q, WOKF, WHB, WICC, KSET-FM, Y103, WOKI, KNBQ.

ANNE MURRAY "Could I Have This Dance" (Capitol) 32/10

Moves: Up 10, Same 12, Down 0, Adds 10, WKBO, KSRR, WERC, WRJZ, WKIX, WCSC, KRAV, KIOY, KASH.

ALI THOMSON "Live Every Minute" (A&M) 31/9

Moves: Up 9, Same 13, Down 0, Adds 9, WFBF, WKEE, WLCY, WAXY, WGBF, FM99, KQWB-FM, KFYP, KDZA, KBEQ d-16.

O'JAYS "Girl Don't Let It Get You Down" (Philadelphia International) 31/5

Moves: Up 18, Same 8, Down 0, Adds 5, WIFI, KIIS-FM, WJDX, KYNO-FM, KCPX, KRLA 20-17, KFRC 27-25, FM100 15-9, WKIX 14-9.

SPLIT ENZ "I Got You" (A&M) 31/4

Moves: Up 12, Same 15, Down 0, Adds 4, Q107, WTIK, KJRB, KKRC, KUPD 29-25, WSKZ 28-26, WSEZ 39-37, WSPT 17-15.

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