

Radio & Records

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NOVEMBER 7, 1980

"ONLY A GUISE OF LESS PAPERWORK"

Broadcaster Reactions Run Against Postcard Renewals

The FCC's proposed "postcard renewal form" is "designed with the broadcaster in mind," according to one FCC source. But a number of broadcasters, in comments due this week (11-3), were less than pleased with the so-called "simplified renewal application" (SRA), which will ask just five simple questions at renewal time but will add random audits to about 16% of renewals annually, plus random field audits (RFA's).

Comments were mixed, but most opposed changing from the present system "because this is not true deregulation, just a change in official forms, not in the underlying burden of current regulation," in the view of the Washington law firm McKenna, Wilkinson & Kittner, commenting for its clients.

NBC "does not see any gain to be made by SRA, as it will not cause any significant reduction in licensee paperwork and at most will only show a very minor savings in postage." Although li-

icensees will only have to file a postcard application, "there will be areas of expanded responsibility in the public file," according to the Commission.

With this point in mind, the NRBA filed opposition, noting, "It decreases paperwork on the application and increases internal paperwork for the stations, and subjects stations to random audits and completion of lengthy forms should an audit occur. We support the goals of less paperwork, but this is only a guise of less paperwork in this case."

Semi-Support

Dow, Lohnes & Albertson, a Washington law firm, filed comments on behalf of its clients generally supporting SRA, but suggested, "Once a station has been audited, it should be excluded from future audits for the following two license terms, as there is nothing to suggest that a licensee would flagrantly violate the rules in light of audits."

Showing support for SRA, but registering strong opposition to RFA, was the Maryland-DC-Delaware Broadcasters Association. NAB noted, "We support the concept, but in this case this is channeling paperwork away from the Commission and onto the desks of broadcasters. The FCC should adopt a zero-based approach to license paperwork and eliminate anything that could be handled by marketplace forces as proposed in the Commission's deregulatory proposal."

Outright Support

Some broadcasters do not see SRA as more paperwork. Jim Cox, Operations Manager of WVJC/Mt. Carmel, IL, applauded the proposals: "This will fulfill all renewal requirements needed and cut down on my time in doing paperwork."

KEZY-AM-FM/Anaheim echoed Cox, adding: "This procedure will also insure the public interest and integrity of broadcasters through the use of SRA & RFA." Reply comments to the FCC on postcard renewals are due December 1.

\$40 MILLION SUIT

"Grease" Authors File For Soundtrack Royalties

Jim Jacobs and Warren Casey, authors of the original theatrical version of "Grease," have launched a \$40 million suit against Allan Carr, the Stigwood Group, the Polygram Corp., Polygram Distribution, and RSO Records. Filed in New York Federal Court (10-3), the action alleges that RSO's "fraudulent" accounting practices deprived the duo of over \$8 million in royalties. According to the suit, RSO undercounted the number of soundtrack albums sold by more than 6.3 million copies.

Jacobs and Casey are asking for more than \$8 million in compensatory damages (four times) and \$8 million in punitive damages (also four times). In addition, they wish to have the rights previously granted to Carr and the Stigwood Group to produce a feature film based upon the work, and to produce a soundtrack album and singles from the film, rescinded. As a result of its financial interest in the "Grease" film, Paramount Pictures was also named as a defendant. RSO officials had no comment on the action.

AOR Vote Promotion Suffers Sound Setbacks

An ambitious national AOR radio special aimed at getting out the 18-34 vote was hampered by technical problems upon its airing Monday (11-3), cutting back its scope drastically. "America Live," created by the Leber-Krebs management organization, was set to run on 15 stations live for 90 minutes, with 30 more stations planning to run a tape of the show on Election Day. However, a mistakenly-pulled circuit caused severe sound difficulties for the first 28 minutes, impelling two stations to pull out of the broadcast Monday night and spoiling the tape planned for the 30 Tuesday stations.

Co-producer Steve Benson explained to R&R, "The problem was New York Bell, on a local level. A low-echelon engineer pulled a circuit thinking it was a news circuit. He pulled the line out, so half the line was a buzz, while the other half that went through sounded bad because it wasn't a direct feed; it was going through another circuit and it was a back-door feed. The overall reaction from the stations that stayed with us was excellent, but unfortunately all our hard work went down the tubes essentially because of New York Bell screwing it up." Benson added that legal action was definitely contemplated, and a call for "an official letter of apology from New York Bell taking full blame."

Creating Optimism

The show featured Aerosmith,

Felix Cavaliere, Charlie Daniels, Richie Havens, Humble Pie, Don McLean, the Shirts, and Supertramp, and was coordinated musically by Felix Pappalardi. An album is planned, and recordings for that project were unaffected by the technical malfunction.

David Krebs, who originated the idea for the show, outlined to R&R the reasons behind it. "The galvanizing force is that the groups of people who most strongly believe that contemporary music should be ended as a force in society are far better organized than they ever have been in modern history. On the other hand, we who represent contemporary music are less organized than we ever have been. Part of this is to get people to understand that Congress only responds to the groups who vote. If you want to make known how you feel, you better be out at the polls. It's an attempt to create some optimism in the wilderness."

WMMR/Philadelphia PD Charlie Kendall, who hosted the special with WNEW-FM/New York Assistant PD Dick Neer, told R&R, "In the '76 elections there were 58 million 18-34 voters. 28.9% voted. There were 43 million 45-64 voters. 68.7% of them voted and carried the election. If candidates think there's apathy on the part of the voters, then they think they can get away with whatever they want."

NAB Moves Programming Convention Dates

NAB Chairman Tom Bolger recommended to the group's Executive Committee this week (11-5) that the dates for NAB's fourth Radio Programming Conference ("RPC 4") be changed, after months of controversy over a conflict with next year's NRBA convention — both of which have identical September 20-23 dates in different cities. Previously, NAB had moved its 1982 dates, which were also overlapping. Both NAB's RPC-3 and this year's NRBA American Radio Expo, which fell six weeks apart, were quite successful.

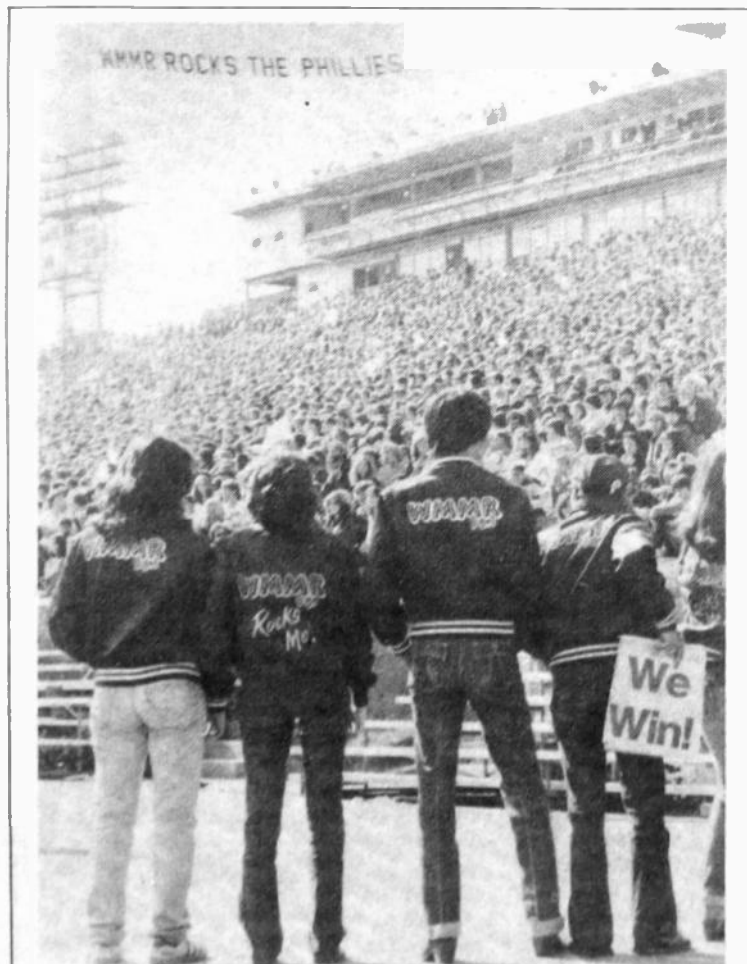
Lobbying: The Real Problem

"The dates are only a small part of the problem," Bolger told R&R prior to the Executive Committee

vote. Bolger's comments fall on the heels of a recommendation from NAB's Metro Radio Committee that its Executive Committee find a way to work with NRBA in lobbying efforts.

'Do It To Me — One More Time'

NRBA President Sis Kaplan, reacting to NAB's change of dates, noted that she still had not been contacted by the NAB and that she was "aware of another scheduled 'joint association' meeting, and again the NRBA was not invited." At an earlier meeting of broadcast groups, at which the NRBA was not represented, the NAB originally set its 1981 RPC dates to conflict with NRBA's already-set convention dates, the NRBA contends.



WMMR Fills JFK For Phills

Following the Phillies' World Series victory, WMMR got together with the city of Philadelphia for a special "Victory Celebration." 112,000 fans gathered in JFK Stadium along with city dignitaries to await the completion of a triumphal Phillies parade, an appearance by the team, and a performance by the A's (a Philadelphia-based rock act, not the Oakland baseball operation). Above, four WMMR staffers face the crowd as an airborne station banner flies past.

Arbitron/BRC Mediation Panel Named In KBIG Controversy

The Broadcast Ratings Council, with Arbitron's cooperation, has set up the first use of its non-binding mediation procedure. The mediation effort, designed to resolve complaints from broadcasters on issues not resolved within the normal station-Arbitron relationship, is being activated as a result of a complaint lodged by KBIG/Los Angeles.

Mal Beville Jr., Executive Director of the BRC, told R&R that five members of the mediation panel have been named, each representing one of the major industry groups involved in the BRC. Sitting on the first panel, which will convene in several weeks, are Perry Ury of WTIC/Hartford, representing the Arbitron Radio Advisory Council; Fred Walker of Inslico Broadcasting, representing the NRBA; Art Carlson of Susquehanna Broadcasting, the RAB representative; Jim Conner of WWSH/Philadelphia, the BRC panelist; and Rick Devlin of WOR/New York as the NAB's attendee.

KBIG Claims Credits

The issues that the mediation body will be dealing with are twofold. KBIG contends that a number of diaries in the Spring 1980 Los Angeles survey were credited to "unidentified" when they should instead have been credited to the station. KBIG GM Jack Adamson feels the root of the problem may be in the language contained in the Arbitron facility form package, which he believes was misleading and eventually caused Arbitron to make poor editing decisions based on "incomplete" paperwork from the station. The issue was brought before the Radio Advisory Council at its last meeting, and there was a consensus that this issue was a worthwhile test of the newly-established BRC/Arbitron mediation procedure.

Warners Acquires Sire

Warner Bros. Records has acquired a 100% interest in Sire Records, which has been distributed by the label since 1977. Seymour Stela, who co-founded SIRE/See Page 36

Editorial

Solution: Market Music — Not Records

The record industry *thinks* it has been experiencing a major problem owing to the increase in home taping and correlated increases in blank tape sales.

Record industry figures quoting the damages range from the CBS estimate of \$700 million to \$800 million in lost sales, to others quoting 30% sales lost to home taping.

What no record executive wants to admit is that selective home taping is a consumer reaction stemming from dissatisfaction with current product. Today's audio technology has far surpassed the inferior-sounding vinyl record and the cheap tape labels use in their prerecorded offerings. No doubt consumers are also fed up with having to buy 10 to 12 cuts (good publishers' royalties though they may be) to get the three or four they truly want.

Sounds a bit like a rerun of what America's automakers are experiencing, except there is no alternative to records other than "doing it yourself."

What the record business needs to understand is that it is not in the record business. It is in the business of *marketing music in the configuration(s) the consumer desires.*

If the consumer wants a variety of artists on the new metal tape, the music business should find a way to accommodate the consumer's needs. It should certainly not be raising the prices on outdated audio configurations — \$1.69 for 45rpm singles — to recoup its losses for having to supply jukeboxes with large-hole records which most present-day consumers find awkward and inconvenient.

The music industry's challenge is to find an economical way to provide music to the consumer in the configuration most desired. History has proven that you can't stop technology and you can't force consumers to buy inferior products.

For those of you hoping videodiscs will be your savior, a big surprise is coming. Music plays best in the mind — you need only listen to enjoy. Digital credit card-size albums stand more of a chance of success than do videodiscs. But there is not one music company working on the new audio technology. There is not one major music company today offering prerecorded music on metal tapes.

The time for brand new ideas is now. Record companies are still selling the same old kinds of product through the same old distribution system. With record stores closing across the country and 30% of the potential customers going to home taping, the signposts couldn't be clearer.

It won't be easy. Artists and their lawyers will have to cooperate in eliminating arrogant and overly expensive contractual stipulations. Several new high-tech audio forms will have to emerge that are consistent with consumer desires. Record companies will have to become music companies. We hope you don't end up like Detroit, but your 12-inch singles were no more a cure-all than was Ford's Pinto. It's time for serious changes.

Oakes Named KSTP PD

Bob Oakes has been named Program Director at KSTP/Minneapolis, coming to the Minnesota Pop/Adult outlet from WXYZ/Detroit. Oakes had previously worked at WWTC/Minneapolis as well.

Commenting about his new post, Oakes told R&R: "I feel great to be here. This radio station's always been a sleeping giant. I'm looking forward to putting some good programming on the radio. For example, we're just hired Jerry Stevens, formerly of WIP and WMMR/Philadelphia and WNEW/New York, to do afternoon drive for us.

"It's great to be together with (KSTP VP/GM) Art Schreiber again," Oakes continued, noting that he and Schreiber had worked together at Westinghouse previously, although not at the same stations.

As far as possible changes in the station's direction, Oakes said that he would continue to research the market and utilize his previous experience to determine any alterations, adding, "The only thing I'm not looking forward to is the minus 20 to minus 30 degree weather."

Tyler Exits KLIF

Dean Tyler, who had been programming KLIF/Dallas for the past nine months, has departed the station to return to his family and home in New York. He explained to R&R, "I wanted to be with my family. I got KLIF moved into their new facilities, and decided I didn't like Dallas that well. They're in pretty good shape until the end of the year. I lined up several promotions and things along that line, settled them in, and made some other changes. If there's anything I can help with, they'll call me. I'll be in an advisory capacity if needed."

Tyler, formerly PD at WIP/Philadelphia and WNEW-AM/New York, added that he was checking out other options and was available. Scott Wallace, half of KLIF's morning team, has been named interim PD at the station while a new programmer is sought.

R&R

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this week ...

11-7-80

9 kHz EXPLAINED

Confused about 9 kHz, reduced spacing, and what it all means to you? Facts and figures to fill you in on the essentials.

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FILLING OUT FACILITY FORMS

Small errors on Arbitron's facility forms can cost you money.

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SHOULD YOU PLAY NEW MUSIC?

Opinion leaders love new music, and advertisers love opinion leaders. An interesting theory ...

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BEWARE OF IMAGE BURNOUT

Do your listeners confuse the artists on popular similar-sounding songs and feel your station repeats records too often?

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CMA'S #1 CELEBRATES 30 YEARS IN RADIO

"Uncle" Len Ellis, holder of the first CMA membership, looks back on his three radio decades.

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THE TEN COMMANDMENTS OF PRODUCTION

The basics for insuring a distinctive production sound for your station.

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TALKING IT TO THE STREETS

WOL/Washington is blazing new trails with talk, gospel, and a personal, street-level approach.

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CAPITAL BEAUTIFUL MUSIC

An overview of the Washington, DC Beautiful Music battle.

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Washington Report

Endangered Format Issue Goes To Supreme Court

A Sticky First Amendment Question

"I'm encouraged, but that is as far as I'm willing to go," commented FCC Deputy General Counsel Dave Saylor to R&R about oral arguments at the Supreme Court this week (11-3) on the issue of "protection of endangered formats." The FCC is seeking a reversal of an

opinion by the U.S. Court of Appeals two years ago requiring the Commission to look at public interest considerations in a format change from a unique variety (Classical, Jazz, etc.) to another type of entertainment format.

"The FCC seeks to take itself out of programming guidelines," noted Saylor, adding, "this is a sticky area because you are dealing with a licensee's First Amendment rights. Also, there is a tremendous amount of subjectivity involved in defining a format."

The WNCN Listeners Guild, the Office of Communications of

the United Church of Christ, Classical Radio for Connecticut, and others are fighting the FCC on the reversal at the Supreme Court. Some past individual cases were brought out in oral arguments, such as WEFM/Chicago, which changed from Classical to CHR, and WGKA/Atlanta, which remained Classical.

"It will probably be several months before we get a ruling," concluded Saylor. If the Supreme Court upholds the Appeals Court opinion, the FCC would be obligated to review a station's format at renewal or transfer time, especially if it is an "endangered format."

FCC's EEO Revision Opposed

"The FCC should simplify its EEO program by eliminating meaningless questions and get down to the business of maintaining emphasis on results," AWRT (American Women In Radio & TV) told the Commission last week (10-31), supporting the FCC's proposed revision of the EEO program and Form 395.

However, NRBA and NAB as well as numerous other broadcasters oppose the changes. WCCO/Minneapolis, for example, was against the revisions "because there is no evidence that the public interest would be served by doing so." Small market broadcasters echoed the comments of KTOO/Juneau, AK,

which pointed out, "The extra time and expense of doing this excessive paperwork will be burdensome to those in markets similar to this one."

The revision includes:

- Making all stations with more than five full-time employees comply.

- Keeping a current employment record describing jobs and reporting promotions by race, sex, title, and category.

- Keeping files on applicant flow and job hiring along with recruitment sources and disposition of applications.

- Making the above information available in the station's public file, with yearly updates.

- Exemption of those stations that have 80% minority in ratio to the market's work force.

- Filing of Form 395 yearly with a new deadline of March 31.

Reply comments are due November 24.

Washington Street Talk

Controversy over the imminent replacement of Jerry Jacobs as Chief of the Broadcast Bureau's Facilities Division erupted this week, with numerous members of the Federal Communications Bar Association wanting to know "why." Despite some indications the ouster might have been strictly political, evidence appears to stack up on the side of a difference in management philosophy, with Broadcast Bureau Chief Dick Shiben refusing comment, stating, "It was an internal personnel matter."

The Facilities Division is credited with having picked up momentum during the past year in processing routine applications. Jacobs, who is a member of the Federal Government's Senior Executive Service, cannot be fired for undue cause, but can be transferred to any other FCC job without losing any pay.

New big job for Radio Advertising Bureau Board Member Dick Chapin (President of Stuart Enterprises/Lincoln, NE) is Finance Chairman. The position almost always leads to Chairman of the Board. Chapin, a long-time industry activist and former NAB Chairman, plans to ask tough questions on RAB's financial posture. Also at recent RAB Board meeting, key board members were selected to consult with senior level staffers to repair alleged communications gap between staff and board.

JANUARY DECISION EXPECTED; BROADCASTER PREDICTS TOUGH GOING IN CONGRESS

9 kHz Reduced Spacing: A View From Several Sides

Loss Of Service, Increased Interference, High Conversion Costs, Current Receiver Obsolescence Foreseen; FCC Believes '9 kHz Makes Better Use Of A Scarce Resource'

"I would rather sell our AM stations than invest the immense amounts of money that might be needed to re-tune them for the proposed 9 kHz reduced spacing plan," commented Gary Stevens, President of Doubleday Broadcasting and NAB Metro Market Radio Committee member.

"As it stands now," Stevens continued, "most AM stations do not adequately cover their markets."

"The motivation for this thing by the FCC, who have for the most part never participated in this business as a business, is for a diversification of ownership. They are going about this in such a way as to cause irreparable damage to broadcast economics," concluded Stevens.

The FCC docket for proposed 9 kHz reduced spacing is now four volumes thick and growing. It is loaded with technical data, letters, proposals, and now comments, which were due last week (11-3), from all areas of the broadcasting industry and allied fields on whether the FCC should continue to support a move to 9 kHz reduced spacing and whether it should adopt the U.S.-favored 4 kHz shift plan or the 9 kHz plan favored by Canada (see sidebar).

Harold Kassens of A.D. King, a Washington engineering consultant and Engineering Counsel for NRBA, warns, "If it costs a small market broadcaster \$10,000 or more just to comply with 9 kHz reduced spacing, it will be an unfair economic hardship on the radio industry."

J.T. Whitlock, President of WLBR/Lebanon, KY and a Radio Board member, told R&R, "This move to 9 kHz reduced spacing, using either the proposed 4 or 9 kHz shift, could cause the extinction of true local service. We have a small market of 5000 people, and if I have to put out large sums just to comply, this will cause me to cut back in staff and in service to the community, and up my rates. To me this is totally inflationary."

Lew Latta, Pres./GM, WAKX/Superior, WI and an NRBA Board member, supports only parts of

the proposed 9 kHz reduced spacing plan. "Only if it was implemented with the proposed 4 kHz shift as proposed by the Daytime Broadcasters Association." Latta adds, "If the 12 newly-created frequencies were allocated for daytimers to go full-time, this would make the added confusion worth the effort."

Commenting on proposals by the National Black Media Coalition and National Public Radio requesting that stations be reserved for their use, Latta responded, "I have no objections as long as these channels are full-time. Otherwise the FCC will be handing out more stations that will not be able to fully serve the people."

Radio Ready To Go To The Hill

"FCC Chairman Charles Ferris seems hellbent on totally disrupting and destroying broadcasting as we know it today without doing his homework," charged Cullie

Tarleton, Radio VP, Jefferson-Pilot Broadcasting and Vice Chairman of NAB's Radio Board. "Our station WGBS/Miami will suffer greatly under the proposed 9 kHz reduced spacing plans, especially if Cuba is allowed its requests for 250kw stations. It will virtually wipe out all of our nighttime skywave service along the Eastern Seaboard because of interference," contended Tarleton.

Echoing others' statements, Tarleton concluded, "9 kHz reduced spacing will mean a loss of service to the American people. If the FCC approves any 9 kHz reduced spacing plan it will have to go to the Senate for ratification, and I know plenty of broadcasters who will exert whatever pressure needed on the Hill to make it tough for approval."

Many Dollars & Many Headaches

When asked about the \$250,000

Moffett study (R&R 10-24) done by the FCC to study 9 kHz reduced spacing with a 4 kHz shift, Harold Kassens replied, "I think the Commission goofed. They should have looked at the Canadian information before spending the money on this study."

According to Kassens, "Canada will only vote for 9 kHz reduced spacing if it uses the proposed 9 kHz shift plan, as this will provide more service in their metro areas than the proposed 4 kHz shift plan. Now the Commission has time to do only a small scale study on 9 kHz shift costs based on the data contained in the 4 kHz shift study from Moffett."

"I think the figures reported in the Moffett study are too low anyway. It is estimated by Canadian information that if a 9 kHz shift plan is used, the costs will be triple or quadruple those of the Moffett study. This is an area that the FCC should seriously take into consideration in January in deciding if it is feasible for the U.S. to adopt 9 kHz reduced spacing," explained Kassens.

"Other areas of concern to me," he continued, "are the problems of increased interference, loss of service as a result, and the fact that many of the current receivers are of such poor quality that they will not be able to handle the increased interference caused by the proposed 9 kHz spacing. No one at the FCC has been able to point out any real benefits to broadcasters, as the Commission rationalizes that 9 kHz will make better use of a scarce product."

9 kHz/See Page 6



Gary Stevens



J.T. Whitlock



Lew Latta



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Edited by Don Waller



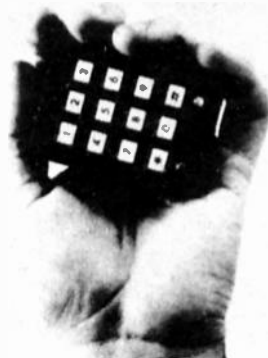
TM Expands Grammy Coverage

"The Grammy Preview Party," a three-hour special designed to air the night prior to the Grammy Awards, has been added to TM's live stereo simulcast of the 23rd annual musical festivities. The package of radio specials will be produced by Gary Standard Productions and is set for broadcast in late February 1981.

TM Special Projects VP Ron Nickell described the "Grammy Preview Party" special as a "theatre of the mind" presentation whereby the listeners are transported to "a pre-Grammy celebration with the nominees present in the form of extended interviews." Biographical information on the nominees and nominated songs will be featured as part of the show as well.

In addition to the expanded programming, participating stations will receive 20 90-minute vignettes consisting of brief interviews with nominated artists for use as teasers and promos leading up to the special's air date.

For further information on the extended Grammy Awards coverage contact Neil Sargent at TM Special Projects, (214) 634-8511.



Computer Curbs Car Theft

The "Steal Stopper" is a computerized security system (consisting of a keyboard, control module, motion detector, siren, and pin switches for the hood and trunk lids) designed to thwart auto theft. In use, the unit prevents anyone from starting the auto unless the secret four-digit code is properly entered into the keyboard. Conveniently, the "Steal Stopper" has memory features for valet parking, car washes, etc. Available from: A.C. Custom Electronics, Highland Heights, OH.

Legal Advertising Handbook Published

"Birth Of A Salesman: Lawyer Advertising And Solicitation" is a 160-plus page book written by American Bar Foundation research attorney Lori B. Andrews detailing the history, status and problems of attorneys with regards to advertising. In the wake of the 1977 Supreme Court decision relaxing the ban on the advertising of legal services, numerous attorneys have begun to engage in the practice of advertising their professional services. Radio, with its relatively low cost and ability to target select demographics, is a particularly useful medium for attorneys, who could run ads on News or Beautiful Music stations if they specialized in drawing up wills, as one of the book's examples suggests.

Chapters include sections on creating the proper advertising to suit your practice, state-by-state summaries of regulations relating to legal advertising, and the effects of promotion by attorneys. The main purpose of the volume, as it relates to radio, is to make stations aware of the existence of a large market of untapped advertising dollars emanating from people who may have little awareness of what the radio medium can do for their business, and an equally slim awareness of how to best get their messages across. For example, the book recommends lawyers purchase 60-second radio spots so that they may get their message across with a minimum of confusion and emerge from the surrounding clutter of 30-second spots. For further information contact the American Bar Association in Chicago, IL.

Black "Concert Of The Month" Series To Debut In '81

"The Concert Of The Month," 12 90-minute radio specials featuring live concert performances by top black artists, will debut in January from Westwood One. Acts already signed include War, the Pointer Sisters, the Crusaders, Gladys Knight And The Pips, Dionne Warwick, LTD, and Dynasty. The nationally-syndicated program is available on a barter basis by contacting Westwood One at 9540 W. Washington Blvd., Culver City, CA 90230, (213) 204-5000.

Broadcast Division Powers Metromedia To Record Qtr., 9 Months

Metromedia Inc. posted record net profits and revenues for both the third quarter and the initial nine months of 1980. Net earnings for the firm during the quarter ending September 28 increased 21 percent to \$10.1 million, up from \$8.3 million in the year-

previous period, while revenues rose four percent to \$91.8 million, up from 1979's \$88.1 million. Nine-months net jumped 38 percent to \$35.6 million, up from \$25.7 million in the analogous period of 1979.

Broadcasting operations paced the

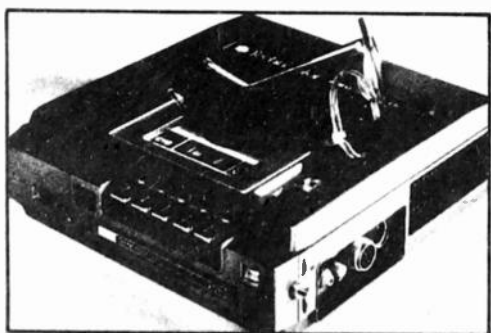
company's performance, registering a 40 percent increase in operating income, which soared to \$15.6 million during the second quarter and \$42.9 million during the nine months. These increases were attributable to profit margin expansion in the radio and

TV areas, according to company sources. Metromedia's entertainment division reported a \$1.2 million loss in the second quarter and a 22 percent decline in nine-month profits, however.

Calculator Designed For Calculating Tastes

For that person on your Christmas list who has everything, the perfect gift might be a Pierre Cardin designer calculator. Manufactured under the "Pierre Cardin Electronique" line, the 14-karat gold model retails for \$7500; but for those with less discriminating tastes, a \$35 "silver-toned" version is also available. The gift will make the ideal complement to the Pierre Cardin clock radio (in silver and chocolate tones — complete with its own "sueded" travel case), or you may want to use it to calculate just how much the designer's signature cost you in the first place.

Technicolor Intros Initial VCR



Technicolor recently introduced its first videocassette recorder, a seven-pound portable which can be teamed with any video color camera. The unit uses a "Micro Helical System" (one more format to contend with) that relies on a

smaller 30-minute cassette which Technicolor expects will lend itself to video memos and correspondence — given that the recipient of such correspondence has the same hardware . . .

\$6.5 MILLION OFFERED

Wards To Pursue Lafayette Radio Purchase

The Wards Co., a television, appliance, and audio product retailer covering the Sunbelt region, has taken the initial steps towards acquiring the bankrupt Syosset, NY-based Lafayette Radio Electronics Corp. for \$6.5 million in cash and stock. Lafayette headed up a chain of 121 electronic stores nationwide as well as a large mail order business.

The Wards agreement, offering \$4 million in cash, 120,000 shares of its common stock, and about \$750,000 face amount of nonconvertible voting preferred stock, currently awaits approval from the bankruptcy court and stockholders of both companies before a final agreement can be signed.

Radio Major Medium For College Students

Radio remains the primary medium to reach college students, according to a recent survey conducted by Monroe Mendelsohn Research Inc. Results of the study, which covered a variety of colleges by size, type and geographic location, found that radio listening time for male students averaged out to 19.1 hours spent per week, as opposed to 14.8 hours per week spent watching television. Female students listened to the radio an average of 22 hours per week, in contrast to just 13.6 hours spent with the tube.

Switching media, the survey shows that Time, Playboy and Newsweek are the top three magazines among the student population, with Time tops at 29 percent of the student audience, followed by Playboy's 26 percent and Newsweek's 25 percent. Newspaper readership was not covered in the survey.

More Money Per Mile

As you travel down life's busy highway, you may find that you'll soon be getting more money per mile. If a previous IRS trend continues, the agency should shortly raise the current 20 cents per mile mileage deduction to at least the 22.5 cents reimbursement now offered federal workers by the General Services Administration. In the past the IRS has kept pace with the GSA deduction allowance, good news for those who use their cars primarily for business.

Taft Sets 2nd Qtr., 1st Half Net, Revenue Records

Taft Broadcasting Co. reported record earnings and revenues in the second quarter and first half of 1980. Taft's net profit for the quarter ending September 30 swelled seven percent to \$13 million, up from \$12.1 million in the year-previous period, while second quarter revenues rose 10 percent to \$81.3 million, up from \$73.8 in the second quarter of 1979. During the first half of 1980, Taft's net profit increased one percent to \$19.3 million, up from \$19.1 million in the first half of 1979, with first half revenues for the firm climbing nine percent to \$137.1 million from 1979's

\$125.8 million.

Despite an 11 percent jump in revenues, operating profits for Taft's broadcast group fell seven percent during the second quarter of 1980 from 1979's \$10.3 million to \$9.6 million. Second quarter revenues for this division rose to \$26.1 million from \$23.4 million in the equivalent period of 1979. A one percent decline in local TV revenues, along with higher programming and depreciation costs, were cited as contributing to the slippage. However, radio revenues rose 12 percent during this time period.

heart



The New Single
“Tell It Like It Is”

100 Adds - First Week

Produced by Heart

on  Records

WHAT'S NEW

Muppets, Okun Form HUM Record Label

Having made their marks on the worlds of television and films, the Muppets have established their own record label, **HUM (Henson Universal Music)**. Joining Muppet creator **Jim Henson**, who will serve as President of HUM, in the venture will be veteran music publisher and producer **Milt Okun**,



who will serve as Vice President and General Manager of the newly-formed record production and music publishing firm.

Under this association, **Cherry Lane Music Co.**, headed by Okun and **Jean Dinegar**, and its sister company, **Cherry Lane Music Inc.**, headed by **Lauren Kaiser**, will administer music copyrights, issue licenses, and print Muppet sheet music and song books. A major label distribution deal for HUM recordings is currently pending as well.

Although Muppet characters from "Sesame Street" will not be included under the new arrangement, Muppets from "The Muppet Show," "The Muppet Movie," and the Muppet feature film currently in production will be featured performers on the fledgling label. Future HUM releases may also feature non-Muppet performers.

Columbia Reissues Classic Jazz Catalog

Attention jazz connoisseurs! **CBS Records Division** hopes to whet your appetite with the introduction of the "Columbia Jazz Odyssey Series," featuring reissues of famous jazz recordings from the Columbia catalog at a \$5.98 list price. The first set of 12 releases includes such classics as **Herbie Hancock's** "Death Wish," **Count Basie and His Orchestra's** "Blues By Basie," **Art Blakey and the Jazz Messengers'** "Hard Bop," the **Phil Woods Quartet's** "Phil Talks With Quill" (with **Gene Quill**), the **Art Farmer Quintet's** "Great Jazz Hits," the "Jingle Bell Jazz" Christmas collection, and the self-explanatory "Billie, Ella, Lena, Sarah!" These will be followed by additional releases in January 1981, and on a regular basis thereafter.

Each reissue will be given the CBS trademarked "DisComputer" treatment to improve sound quality by remastering and re-engineering where needed. Also, all albums will undergo a packaging facelift with new "concept" LP jackets designed by **CBS Records Art Packaging Design VP John Berg**. In addition, each package includes the original recording date and record number, a picture of the original cover artwork, and, whenever possible, a complete personnel listing.



Beach Boys To Test Feature Film Waters

CBS/Caribou recording artists the **Beach Boys** have been signed to star in British producer **Michael Klinger's** feature film "California Beach." Described as the story of an adolescent who wants into the music business, the film, which will contain lengthy concert segments, is scheduled to begin production in July, 1981.

"HALL OF FAME" SHOW FIRST

Cambric Communications Enters Programming Arena

Cambric Communications has been formed by **Gary Burns** and **Anthony Brandon** to supply programming to the radio industry. Burns was previously Assistant to the President of the **Rust Communications Group** while Brandon heads **Brandon Radio Communications**, owners of six radio stations in New York, California and Texas.

The first program available from the newly-formed firm will be a "Hall Of Fame" show, featuring interviews and music from the early years of rock 'n' roll. Three hours in length, the show will be hosted by **WWSW-AM-FM/Pittsburgh** General Manager **Mike Harvey**. "Hall Of Fame" will debut in January 1980, and will be available via LP. Interested stations should contact **Cambric Communications** at 50 Chestnut Plaza, Rochester, NY 14604, (716) 546.2614.

Arista Adds To \$5.98 List Line

Beginning in November, **Arista Records** will issue a second group of catalog product under its new \$5.98 line, including several releases by **Buddah Records**, now distributed by Arista.

This "Priceless Music Priced Less" campaign will include such artists as **Barry Manilow**, **Melissa Manchester**, **Raydio**, the **Muppets**, **Al Stewart**, the **Lovin' Spoonful**, the **Fifth Dimension**, **Tony Orlando & Dawn**, the **Ohio Players**,

Michael Henderson, **Gladys Knight**, **Sha Na Na**, the **Monkees**, **Rodney Dangerfield**, **Gil Scott-Heron**, the **Kinks**, and **Monty Python**.

These artists join previously-released \$5.98 catalog product from the **Outlaws**, **Eric Carmen**, the **Bay City Rollers**, **Patti Smith**, **Lou Reed**, **Jennifer Warnes**, **Anthony Braxton**, and the **Brecker Brothers**.

PRO:MOTIONS

Stewart Named President Of April/Blackwood Music

Michael Stewart has been named President of **April/Blackwood Music Publishing**. In this newly-created post, Stewart will be responsible for the coordination of the **CBS/Records Group's** music publishing activities throughout the world, including **April/Blackwood's** offices in New York, Los Angeles and Nashville, as well as **CBS Songs International's** music publishing offices in Europe, Asia and Africa.

Additionally, Stewart will be involved in the acquisition of soundtrack properties for the **CBS** labels as well as directing the operations of **Musical Theatre's International**, which licenses publishing rights to Broadway musical scores. He will be based in Los Angeles.

Stewart's lengthy entertainment industry experience includes serving as President of **Interworld Music Group Inc.** since 1977, serving as Chairman of the Board and President of the **United Artists Music Publishing Group** from 1962-77, and as Chairman of the Board and President of the **Robbins Music Corporation** and the **Big 3 Music Corporation** from 1973-77.

From 1964-68 and again from 1971-74 he held the post of President of **United Artists Records**, while from 1968-77 he served as VP of **United Artists Corporation's** motion picture



Michael Stewart

operations. Prior to 1964, Stewart was involved in his own international music publishing and record production firms.

McKaie Named President At RAM Productions

Andy McKaie has been named President of the newly-formed **RAM Productions Inc.** firm, which will be located in Bend, OR. Most recently Director of National Publicity for **Arista Records**, McKaie previously was associated with **Solters and Roskin Public Relations** and was a freelance music critic as well.

Additional officers for the firm, which will be involved in the recording and promotion of all types of music, to be released on such labels as **Matchbox Records**, a wholly-owned subsidiary of **RAM**, include **Ronald Pallone**, Senior Vice President of **A&R/Artist Development**; **Ria McKaie**, Senior Vice President of Marketing; and **Liz Pallone**, General Manager and Senior Vice President Finance. Ms. McKaie is a veteran of **Atlantic**, **United Artists** and **Mercury Records** in a variety of production, promotion and publicity capacities, while Ms. Pallone previously served as Executive Assistant and Office Manager of the **Mastercraft Corporation** of New York. **RAM Productions** will be located at 734 NW Hill, Bend, OR 97701.

Ferri Joins TM Special Projects Division

Gerard Ferri has joined the **TM Special Projects Division**. Ferri, most recently **RKO's** National Advertising Representative, will be dealing with national advertisers on behalf of the Dallas-based special event radio programming wing. Prior to his association with **RKO**, Ferri worked at the **Katz Agency**.

Schmitzerle Named VP For Bearsville

Don Schmitzerle has been named Vice President and Director of International and Publishing Operations for **Bearsville Records**. Most recently serving as Vice President and

General Manager of **Capricorn Records** for the past four years, **Schmitzerle** previously held the post of Executive Director of Label Management at **Warner Bros. Records**, where he also served as General Manager of **Reprise Records**. He will be based at the label's home offices in **Bearsville, NY**.

Fuhrman Named East Coast GM At E/A

Mel Fuhrman has been named General Manager of East Coast operations at **Elektra/Asylum Records**. Fuhrman's lengthy record industry experience includes serving as East Coast Regional Sales Manager at **Liberty Records**, as Vice President and General Manager of **Blue Note/Solid State Records**, and as General Manager of East Coast operations for **A&M Records**.

Most recently, Fuhrman headed sales and promotion efforts for **Roulette Records**, having served as Vice President of Marketing for **Lifesong Records** immediately prior to his joining **Roulette**.



Mel Fuhrman

Bourke Upped To East Coast A&R Mgr. At Chrysalis

Brendan Bourke has been promoted to East Coast Manager of A&R at **Chrysalis Records**. In addition to having served as Merchandising Manager at **Chrysalis** for the past 3½ years, Bourke previously was associated with **Island Records-U.K.** for four years. He will be based at the label's New York offices.

Bob Seger
The Silver Bullet Band
"HORIZONTAL BOP"
B/W "HER STRUT"

WIFI Add
JB105 On
WDRQ Add
CKLW Add
KBEQ On
WICC On
WPST Deb 37
KHFI On
KQ94 30-27
KLAZ On
BJ105 On
KX104 On
92Q On
WOKI Add
KWEN Add
WXEZ Add
WDJX On
KCPX Deb 38
KTKT Add
WLBZ Add
WHY On

WANS-FM Add
KQWB-FM Add
KENI Add
KDZA Add
KATI Add
KOOK Add
WKNX Add
WGLF Add
WDLF Add
KEYN On
Z97 On
WTAC On
WSAM On
KJ100 On
WVLK On
WGH On
WORD On
WSFL On
WZDQ On
WBGN On



**The First
Rock 'N' Roll Single
From The No. 1
Rock 'N' Roll Album
AGAINST THE WIND.**



Produced by: Bob Seger, Punch,
The Muscle Shoals Rhythm Section & Bill Szymanski



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Hmmm . . . Let me adjust my jeweler's loupe and flurgle it into my shifty eye and have a fast squint at these semi-precious bits of news:

A keen note from Dave Lindsay of Kirkland, WA, who furtively bounced into Los Angeles at the NRBA confab. Dave was kind enough to forward to the GO column a copy of a sermon by the Reverend 'Pap' Smear of the First Church of Scattered Showers. Once a year, he and his congregation meet on the Priest River in Northern Idaho, and Rev. Smear gives a bizarre but different sermon each summer. The event began eight years ago with some former KJRB jocks (now we know why they're former!). Anyway, they have invited the Gary Owens column to be on the "Celebrity Raft" this summer for a kreebling finale at the big bend where the "Organic Frisbees" meet (total: 33 miles). Well, Rev, I thank you and your parishioners for the invite, but I do plan on spending the entire summer nibbling on the earlobe of an implacable goddess I have yet to meet.

Recently I was chatting with the well-known jazz critic, award-winning writer and annotator Leonard Feather, and the name of a mutual friend popped into the conversation, former Downbeat Editor Jack Tracy. Within two days, I received a letter with the heading "FOR SINGERS ONLY," Hollywood, CA 91603. Jack tells me he is alive and well and is currently employed by a wealthy Arab who is purchasing LAX, O'Hare, and JFK airports. He plans to shut them down and use the landing strips as sites for his first annual Sheik-to-Sheik Roll-Off.

Jack and Leonard, by the way, were the authors of the now-standard Broadway jazz hit "If I Had My Life To Live Over, I'd Live Over A Liquor Store In New Jersey," and the classic composition, "When I'm Too Old To Love You, I'll Be The First To Let You Know . . . Disco."

As I sit here neatly attired in my Victor Buono jeans, I found some interesting memorabilia. Denim comes from Serge de Nimes (a manufacturing town in the south of France) back in the 17th century. Jeans were around as far back as the 16th century (well, perhaps they were not around, but the material was). The stuff jeans are made of was manufactured at Genes, which is the French name for Genoa. Poplin is supposed to be derived from the word papeline. Boss Tweed is what KHJ deejays used to wear in the old days of rock and roll. Fleece is what your dog has . . . and, yes, it is perfectly normal to kiss your orthopedic socks goodnight.

In the new Book of American Radio Rankings: Asheville, North Carolina is the best Country radio market . . . Lafayette, LA is the biggest market share for Rock/Contemporary . . . Tampa-St. Pete is the goodest Beautiful Music market . . . St. Louis has the high market share for News/Information talk shows, and Denver comes in number one for Classical Music. Puke, South Dakota leads in All-Accordion stations.



CBS Roars Back; Debate Scores 84 Share

The Carter-Reagan debate Tuesday (10-28) dominated the week's TV viewing, racking up an 84 share and 58.9 rating, divided among the three networks. Almost 48 million households viewed the confrontation, and although separate breakdowns were not available at presstime, ABC did win overnights in New York, Los Angeles, and Chicago by a considerable margin.

Apart from the debate, CBS came back to win the Nielsen competition for the week ending November 2 thanks to good Sunday series strength in their debuts. CBS scored a 19.8 average rating, ABC had 18.3, and NBC fell back to third with 16.5.

The top seven shows included five from CBS, four of them from Sunday night. "60 Minutes" led the list, followed by 2) "The Gauntlet" (NBC movie) 3) "Love Boat" (ABC) 4) "Alice" (CBS) 5) "The Jeffersons" (CBS) 6) a tie between "The Jayne Mansfield Story" (CBS Wednesday movie) and "Archie Bunker's Place" (CBS) 8) "Little House On The Prairie" (NBC) 9) a tie between "Dallas" (CBS) and "Three's Company" (ABC).

Next in line were 11) "Rape & Marriage" (CBS Thursday movie) 12) "Eight Is Enough" (ABC) 13) "Fantasy Island" (ABC) tied with "M*A*S*H" (CBS) 15) another tie between "Real People" (NBC) and an ABC special on "Stunt Man" 17) "The Body Human" Pt. II (CBS) and 18) a three-way tie between "Father Damien, The Leper Priest" (NBC Monday movie), NBC's Lucille Ball special, and "That's Incredible" (ABC).

MUSIC ON TV — Devo returns to "Fridays" November 7, while the Bus Boys are set for November 14 . . . Leo Sayer appears on "Midnight Special" November 7 and on "John Davidson" November 12 . . . Kim Carnes meets "Merv Griffin" November 7 . . . Larry Graham guests on "Toni Tennille" November 11 or 12 depending on location . . . Carly Simon is on "PM Magazine" November 11 . . . Rocky Burnette shows up on "Rock Concert" November 22 and "John Davidson" November 27 . . . The Ramones encounter "Sha Na Na" November 18 . . . "Solid Gold" spotlights Billy Joel, Split Enz, Debby Boone, Glen Campbell, Narada Michael Walden, and Ray, Goodman & Brown on November 7. Bobby Vinton is cohost . . . Melissa Manchester and Hudson are on the "Monte Carlo Show" the week of November 15 . . . CBS will air its third "A Country Christmas" special December 1, featuring Glen Campbell and Tanya Tucker, Minnie Pearl, Loretta Lynn, Lynn Anderson, the Oak Ridge Boys, and Tom Wopat of "Dukes Of Hazzard."

MUSIC ON JAPANESE TV — A&M's Yellow Magic Orchestra will beam a live satellite broadcast back to their native Japan November 7 from the newly refurbished A&M Chaplin Stage (site of many notable Charlie Chaplin films). The show will be seen nationwide in Japan, with a simultaneous hookup to a New York club, Privates, for an invitational screening.

VIDEOSCOPE:

JVC'S VHD VIDEODISC SET FOR '81 U.S. INTRO: JVC/Matsushita recently announced its intention to launch its Very High Density (VHD) videodisc player in the U.S. by late 1981. This will bring the number of non-compatible videodisc systems available in the U.S. to three (Magnavox and Pioneer's compatible optical systems and RCA's capacitance system are the other two). Already established in Japan, the JVC/Matsushita system is the product of joint efforts by the U.S.-based General Electric Co., the Japanese-based Matsushita Electric Industrial Co. Ltd. (MEI) and the Victor Company of Japan (JVC), and British-based Thorn EMI Ltd. Initial software for the system will consist of 160 feature films, which are presently being negotiated, and approximately 40 special interest programs, most of which will be musical in nature to take advantage of the VHD system's stereo sound capability. Priced at about \$500, the VHD system utilizes a grooveless disc and a sapphire needle with a 200-hour life. Playing time for these discs is one hour per side with a disc life of 10,000 plays. A digital audio adapter and a remote controlled random access attachment are available as well for extra bucks . . . WEA ENTERS HOME VIDEO ARENA: WEA Records will introduce video product from Warner Bros. In England, Canada, France, Holland, Belgium, Germany, Denmark, Sweden and Austria shortly. Films immediately available will include "All The President's Men," "Blazing Saddles," "East Of Eden," "Dirty Harry," and "The Searchers." All of these films will be available in either subtitled or dubbed versions where appropriate . . .

ERR WAVES BY BOBBY OCEAN



5 YEARS AGO TODAY

Radio & Records

- ★ LIN BROADCASTING BUYS WPBS-FM/PHILADELPHIA FOR \$1.4 MILLION — Sister station to WFIL later changes calls to WUSL
- ★ WTAE-FM/PITTSBURGH GOES DISCO 7pm-6am
- ★ NUMBER ONE FIVE YEARS AGO: "Island Girl" — Elton John (MCA)
- ★ NUMBER ONE COUNTRY: "In The Movies" — Merle Haggard (Capitol)
- ★ NUMBER ONE LP: "Rock Of The Westies" — Elton John (MCA)

THE VOTE'S IN AND THE WINNERS ARE:

PAUL SIMON "One-Trick Pony"

WCAO 25-22	KXIO4 On	KKXL 18-11
FIO5 30-28	92Q On	WFOX 18-16
WRKO 21-17	WSKZ 19-16	WCGQ 21-20
KVIL Add	WOKI Deb 34	WISE Deb 31
WOKY Deb 28	WSEZ 19-16	WFLB Add
KJR 22-21	WQRK 27-25	WANS-FM 29-25
KPLZ Deb 30	WVLK 24-22	FM99 31-25
WBEN-FM 24-23	WAKX Deb 28	KSEL 25-23
WFBR 27-24	KIOA 28-27	KQIZ-FM On
WFBL Add	KWEN 40-39	KQWB-FM 36-26
WHFM On	KEYN-FM 21-19	95SGF 29-28
WPST 28-26	WISM Add	KKLS 20-19
WKEE 40-31	KEZR Deb 29	WRKR On
KSRR 28-23	KKXX On	KENI Deb 27
CK101 34-30	KNBQ On	KSly Add
WNOX Deb 23	KSPZ 25-24	KCBN Deb 40
WAKY Deb 22	KYSN 27-24	KQDI 25-21
KRBE 21-16	FMIO3 Deb 24	KBOZ On
KINT 33-28	KGW Add	KYYA On
KWIC 31-30	KLUC 30-27	KOOK Deb 30
WTIX Add	KZZP 24-22	KRLC On
WNOE Add	KRQ 25-22	
KQ94 Add 28	KTKT On	
KLAZ 29-24	KTAC On	
KXX106 30-27	WJBQ Deb 27	
WERC 18-15	WIGY Deb 28	
G100 On	WHEB 32-26	
WARY On	WCIR On	
WLCY 27-22	14K On	
96X On	Z102 26-24	
Y103 39-36	WSGA 27-24	

Produced by Phil Ramone and Paul Simon

CLIMAX BLUES BAND "GOTTA HAVE MORE LOVE"

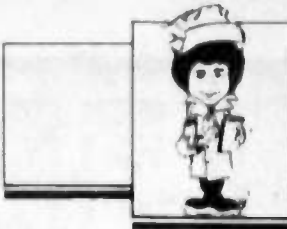


940 ADD 29	WANS-FM ADD	WDRO ON
WFBR ADD	KBEQ 20-18	KRBE ON
WKEE ADD	CK101 40-36	Y103 ON
WGBF ADD	KXX106 DEB 30	WBBO ON
WAAY ADD	WIGY DEB 30	WOKI ON
WORK ADD	KQWB-FM DEB 36	WCGQ ON
WIKS ADD	KKLS 19-12	WXLK ON
KKXX ADD	WRKR 22-20	KENI ON
KSPZ ADD	KOOK DEB 27	KATI ON
		KODI ON
		KYYA ON
		KRLC ON

PRODUCED BY JOHN RYAN

ON WARNER  BROS. RECORDS

EXILE



STREET TALK



"Take Me Down"

BREAKING

- | | | | |
|------|------|------|------|
| KQDI | WPFM | WGOW | WGSV |
| WOKI | WAAY | WFOM | WFOX |
| WBSR | KFMD | KCBN | 3WD |
| WSB | WVLK | WSEZ | WGAD |
| WYXY | KCPI | WPAX | WALG |
| WEVA | WXIK | WDEC | WVLD |
| Z103 | WTNL | WAIM | WLHQ |
| WLAY | WSTP | WGWR | WOZO |
| 98Q | KBAI | WZYP | KCUZ |
| WTGR | WCOU | WPDZ | WZBR |
| WKZQ | WQDE | WORD | Q101 |
| WWSM | WPFM | WHSY | WALT |
| WJMU | KEOS | KKYK | WHBB |
| WGNI | KRIG | WWUN | WRFC |
| WKSP | KLAR | WATO | WSFL |
| WGSU | WRNZ | WKKY | WAHR |
| WLKI | WRQK | WSSC | KLAR |
| KSXO | WJMB | WAZY | KJJR |
| G100 | WOOF | WZKX | WQID |
| KFTS | WCOS | WKYX | KKEG |
| KOKK | KTEE | KATA | KYJC |
| KYLT | WHKW | KUJ | WWKE |
| 15Q | WNUE | KUIL | WDMS |
| | | Z96 | |

More Country conversions? This week's format rumor has KSAN/San Francisco considering a switch from its legendary AOR mode to, you guessed it, Country. PD Tom Yates is aware of the rumors, but says he doesn't find them to be true. Interim GM Varner Paulsen would neither confirm or deny the content of the rumor; however, he did tell Street Talk, "We are looking at a number of things. We're looking at modifications."

One we're sure of is KHJ/Los Angeles. The former rock trendsetter will officially go from "boss to hoss" at 9pm Friday (11-7). New KHJ morning man Lee Sherwood reportedly will *not* immediately join the Country staff. It seems a few details must be ironed out with his current station, WMAQ/Chicago, including the hiring of a replacement for him, before he moves to Los Angeles.

Look for Karl Eller and Charter's Chartcom subsidiary to announce their final settlement plans soon, including the disposition of K101/San Francisco and KITT/San Diego; full details coming next week.

Speaking of K101 . . . new morning man Scott Burns will *not* be joining the San Francisco station. Instead he's switched his allegiance to KJR/Seattle, where he'll fill the morning shoes of the departing Charlie Brown.

DC101/Washington has become the latest Superstars affiliate, which is ironic when you consider that Dwight Douglas, who was once DC101's PD, will be supervising the start-up for the new Burkhardt/Abrams/Michaels/Douglas client.

Here's an update on WMET/Chicago's problems with Columbia Records over the early airing of the Bruce Springsteen LP. The station is getting service from the company, but no advertising money from either Columbia or Epic. Apparently this policy will continue through the first of the new year, or so the station has been led to believe.

Mariner Communications has created a new "Research and Development Division," naming WSKS/Cincinnati PD Bob Laurence to oversee it. With Bob exiting the day-to-day operations of the station, Tom Rivers has been promoted from within to the PD's post.

Steve Kingston, formerly of WYRE/Annapolis, has been named Operations Director at WPGC/Washington. Steve, who will report to PD Scott Shannon, will assist Scott in dealing with promotions and act as a liaison between the sales and programming departments.

Word out of upstate New York is that WFBL/Syracuse will change formats on November 15. The CHR station will reportedly become the newest client for Al Ham's "Music Of Your Life" format.

Dan O'Day a recording star? Yes, the well-circulated comedy writer from Fresno (O'Liners) has cut a novelty tune called "The Talkin' Gadget Blues (The Gadget Song)." The response to early airplay in Fresno is strong and Dan is already on his third draft of a Grammy acceptance speech.

Word from England is that Led Zeppelin members Jimmy Page and Robert Plant are so depressed about the death of Zep drummer John Bonham that they're telling friends they don't ever want to record or tour again. We hope things will look better to them once their grief has subsided somewhat.

Dr. Timothy Leary is *out* as a member of the KEZY/Anaheim air staff after only 30 days. Station Manager Dan Mitchell said that a lot of people still "hold him responsible for all the kids who killed themselves on drugs in the '60's." Leary commented, "Orange County needed me more than I needed them. I was just trying to fill a void."

Rene Dundas, widow of Michael Dundas, has been removed from Intensive Care at Riverside Hospital in North Hollywood, but she remains in critical condition. Those wishing to send her a card or note can write to her at the hospital: Rene Dundas/patient, Riverside Hospital, 12629 Riverside Dr., North Hollywood, CA 91607. Her doctors expect her to recover fully following a lengthy period of rest.

Music gossips are saying that Rolling Stones members Mick Jagger and Keith Richards are no longer speaking to each other. Some reports say that the 18-year-old rock group is crumbling so fast that "Emotional Rescue" might just be their last album.

Thanks to Casey Keating of KRSP/Salt Lake City for this handy item: if you play the "touch tone" noises from the beginning of Billy Joel's "Sometimes A Fantasy" into a telephone, the phone will supposedly dial Joel's management office in New York. Look for that number to change within 24 hours of this item's appearance.



CURB RECORDS

Manufactured and Distributed by Warner Bros. Records

ELECTRIC WEENIE

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

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

TERRY NELSON (ex KFI, KFRC) PD KXOA . . . "Put me down for another year. I have as much fun reading your material as I do when I deliver it on the air."

Jocks . . . write today for free samples.

**MILLIONS HAVE SEEN THE MOVIE AND
LOVED THE MARVIN HAMLISCH SCORE!**

THE MARVIN HAMLISCH ORIGINAL THEME FROM:

*Ordinary
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MARVIN HAMLISCH**

AN EXTRAORDINARY RECORD RUSH RELEASED BY PLANET RECORDS

P-47922



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ASSOCIATE PRODUCER: BROOKS ARTHUR

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PARAMOUNT PICTURES**

"There are a myriad of opportunities for a station's numbers to suffer if the forms are not correctly handled."

Facility Forms Fiasco

Save this column. Tape it on your wall, reproduce it, and send it around your office. Why? Because it's time for my semiannual treatise on one of the more obscure, but more important, aspects of achieving good ratings. The topic is the facility form package sent to stations by Arbitron. The forms included in the package appear fairly straightforward, but there are a myriad of opportunities for a station's numbers to suffer if the forms are not correctly handled.

Let's take a look at the ingredients in the facility form package, then discuss how each should be filled out. We'll also take a look at the ratings ramifications of each piece of paperwork. Finally, based on experiences that stations have had to deal with this year, I'll spell out how to avoid having your ratings damaged by facility form problems.

Four Forms

In the facility form package there are four pieces of paperwork that need to be returned to Arbitron in a timely fashion. Normally the paperwork must be received at the Beltsville processing center approximately six to seven weeks prior to the start of the relevant survey. For example, the winter sweep starts January 8, and the deadline for receipt of the facility forms at Arbitron is November 24. With the spring survey set to start March 19, the forms for that sweep will probably be due back to Beltsville in late January or early February. You may want to make a note to yourself to keep these time frames in mind.

The facility package ingredients are as follows:

1. The facility form itself that lists the station's data from the previous survey in the market. Items included are the technical information, the slogans used, and the format designation chosen by the station.
2. The sports log, on which stations are to record relevant data from college or pro sports events they may carry during the survey.
3. The programming log, on which stations should note personalities aired, program features used (such as syndicated fare), and any special features such as traffic reports or special weather spokespeople.
4. Contest/promotion affidavit. This sheet is designed to give Arbitron a handle on what stations are trying to hype the book and which are running events in conjunction with their regular promotional activities.

Details, Details

Key items to pay attention to on the facility form are those that can affect your ratings. If the sign-on/sign-off data is incorrect, your station may

find its numbers negatively affected. If the format information is incorrect, the editors may make an incorrect editing decision that could hurt your showing and unknowingly boost the shares of a competitor. Finally, be sure to select three useful slogans and make certain they are included on the facility form page.

Be sure to return to Arbitron a complete facility form page, complete with any changes you might make from one survey to the next. If you do not return the form, there is a chance that Arbitron may not properly credit entries to your station. This is an important issue, since the directions included in the facility form package appear contradictory. One paragraph says to only return the facility form page if there are changes with regard to any aspect of the information included from the last survey. Another page shows directions that stipulate that the information returned to Arbitron is used only for the one relevant sweep. This whole issue is the crux of the complaint KBIG/Los Angeles lodged against Arbitron and which will, it is hoped, lead to a resolution at the first meeting of the BRC mediation panel. At any rate, be forewarned that the facility form page — and the other three sheets in the facility forms package — must be filled out from scratch each sweep and returned in their entirety to Beltsville.

The sports log causes stations many woes. Because complete information is not submitted, Arbitron may make poor editing decisions based on the material at hand. When submitting sports schedules, be sure to include not only the name(s) of the team(s) your station carries, but also send in the facts about the game times, names of the opponents, and any pertinent pregame or postgame show dates and time. By the way, don't forget to submit the nicknames of the teams, since these are often used by respondents instead of the formal team names.

The programming log should be filled out completely each sweep and updated as personalities and features change. Since it can often be a hassle updating the paperwork, especially in the middle of a sweep (a more likely possibility given the longer Quarterly Measurement surveys), more and more stations are giving thought to the use of "house" names. Whatever your case, be sure to provide Arbitron with complete names, nicknames, air shift times, etc., with regard to on-air staff. Don't forget newscasters, weather people, traffic reporters, and be sure to include the title of their features ("Action Traffic," for example) and the times the events air on your station. If you air any syndicated features such as Paul Harvey or Casey Kasem, don't forget to note these on the

Week In Review

Birch Signs Major Markets

The Birch Report, published monthly ratings put out by Tom Birch's Radio Marketing Research firm, has recently signed clients in the markets of Atlanta, Indianapolis, and Cincinnati. Beginning November 3, Atlanta will be measured three weeks per month, with an in-tab goal of 840 persons 12+. The survey in Indianapolis will start the same date but will involve just two weeks with an in-tab goal of 560 persons monthly. Cincinnati will be measured by Birch starting January 1981, with the same survey time frame and in-tab goals as Indianapolis. Besides the three major markets mentioned above, Birch has recently added Huntsville, Chattanooga, and Ft. Smith, AR to its list of measured markets.

RAM Cuts Back

In the wake of the rise of the Birch service, it appears that RAM is retrenching. According to company VP Andy Hangarter, RAM is now measuring approximately 15 markets, down from a one-time level of approximately 50. The cutbacks are an effort to survey only those areas where the measurement is a profitable exercise for RAM. Birch is trying to make inroads in RAM's markets, as evidenced by a recent effort to sign up the Louisville market. No decision has yet been announced regarding whether Louisville broadcasters will stay with RAM or choose Birch as their alternative measurement system.

programming log, and again specify what times the programs are aired. Next week we'll get into the horror stories that can occur because the programming and other facility forms are not correctly filled out, but suffice it to say that you can't send Arbitron too much about your station.

One item that stations wonder about is the contest/promotion affidavit. The theory behind this sheet is that stations are supposed to note whatever contests or promotional events, on-air or off, they will be running in the proximity of the sweep. By noting the contest or promo on the sheet you are stipulating that the happening is a part of your regular promotional activity, and thus you are usually insulated from being stickered. Stations that exclude an item from this sheet may face further hassles from Arbitron if a competitor questions whether giving away the crown jewels is really a part of the station's regular promotional activity.

Next week we'll delve into the problems that can crop up in each of the four areas noted above. Through the diary review process the hassles can be detected. By showing examples of problems that other stations have undergone, R&R can hopefully help you prevent such an occurrence from damaging your best ratings efforts. See you next week!

Q&A

A number of you are calling to inquire about the Arbitron Radio Schools that Jim Yergin will soon be conducting on behalf of the ratings firm.

I've asked Arbitron for material to evaluate so I can make a recommendation on the sessions for GM's and PD's. I hope to also be getting together with Yergin in the near future, and will then do a story on the school's curriculum and its utility for the broadcast industry.

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.





NATIONAL BREAKOUT

THE ROMANTICS "NATIONAL BREAKOUT"

THE SECOND ALBUM FROM ONE OF
THE BRIGHTEST NEW BANDS OF 1980.



ON NEMPEROR RECORDS
DISTRIBUTED BY CBS RECORDS, INC.

Radio Will Love
**"She's Not
 In Love"**



The Second Smash From

**THE
 LARSEN/
 FEITEN
 BAND**

Produced by Tommy Lipuma
 on **Warner Bros. Records**



BRAD MESSER



Unknown Effects from Blowtorch?

There are scores of Texas towns too small to have their own radio stations, but they can hear mine. It's a real flame-thrower, with a signal powerful enough to light up a cow a hundred miles away. In small towns mine is the only station on the dial, and so easy to find: simply tune somewhere near the lower end of the dial until blue flames shoot from the speaker. That's us!

Nope, we're no banger in a weedpatch. Our big transmitters suck up enough electricity every minute to run a hundred Frankenskins a hundred years, and we fire out electric modulation across the biggest state in the Lower 48.

Every day I sit right next to those transmitters, under the four tall towers.

That's what I was doing the other day . . . sitting in the newsroom, leafing through the New York Times, when I spotted an ominous headline in the Science section.

'Benign' Radiation Increasingly Cited As Dangerous

It was an article by Malcolm Browne, about the kind of radiation that is put out by radio transmitters and other things. Forget the other things, 'cause I sped through that newsprint searching for information that might be of vital interest to, say, people who sit under four big towers next to the transmitters every day in newsrooms. Yep, there was stuff about little being known, reports contradictory, more research needed, symptoms including heart disease, damage to the human immune system, depression, loss of memory, altered behavior . . . *altered behavior? Depression? Hey!*

There are reliable witnesses of good character who would testify that I occasionally act weirdly. I definitely have memory loss, and one other symptom I can't recall at the moment.

The drift of the article was that radiation produced by AM, FM, TV, microwave ovens and many other power sources may affect living things in ways we only suspect, and at much lower levels than we've thought. The Soviets contend that such non-ionizing radiation adversely affects human sex drive, fatigue, and irritability "at doses much smaller than those allowed by Western standards." The Times reports "Moscow's standard for allowable public exposure to non-ionizing radiation (is) one-thousandth the amount permitted in the United States." The reporter also says the Russian experiments have been criticized as unreliable by many Western scientists.

There were no hard answers in Mr. Browne's article. Only questions which, it seems, become increasingly subtle as more becomes known. The subject is of vital interest to broadcasters, and perhaps if I weren't so irritable I would take time to write a richly-detailed piece about it.

But there's been a lot on my mind lately. I can't recall exactly what, but it has had me a bit depressed. I haven't really been myself. An example is Halloween, when the kids all came around, and without realizing how it might frighten them, I ran into the dark street with my face and hands glowing. It wasn't like me at all.

CALENDAR

3 Planets By The Moon

MONDAY, NOVEMBER 10: Before the moon goes down a few hours after sunset, you can see three planets next to it: a conjunction of Mars, Neptune, and Pluto. They just look like stars unless you have a few hundred dollars' worth of telescope.

Transcontinental direct-dialing began 29 years ago today in 1951. The United States Marine Corps was created 205 years ago in 1775.

Richard Burton holds the male record for the most Academy Award nominations without a single win. He's 55 today. Donna Fargo is 35. Ronnie Hammond of the Atlanta Rhythm Section is 30.

American Veterans Day

TUESDAY, NOVEMBER 11: Today's the official day to thank American military veterans for doing what they did. Veterans Day — one of only nine legal federal holidays — began as Armistice Day, honoring those who fought in World War I. The first burial ceremony at the tomb of the Unknown Soldier at Arlington National Cemetery was on this date in 1921.

Say Kate Smith and most people think of a substantially-built lady singing "God Bless America." She introduced that song 42 years ago today (1938) after Irving Berlin wrote it for her on her request.

Pooch Tavares is 34. Jonathan Winters is 55. Kurt Vonnegut Jr. is 58.

Elizabeth Cady Stanton Day

WEDNESDAY, NOVEMBER 12: One of the original forces in the fight for women's rights was born 165 years ago today in Johnstown, NY. Elizabeth Cady's father was an attorney, and as a girl she often heard him explaining to women why they were deprived of their own property, even their own children. It was the law. She developed a very strong set of opinions, insisting the word "obey" be dropped from her marriage vows, later helping to organize the first Women's Rights Convention in 1848. By 1860 Elizabeth Cady Stanton and others succeeded in changing New York state laws to allow women many rights that now seem basic, such as the right to receive wages, sue in court, have joint custody of children, and to own real estate.

Killer Charles Manson turns 46 in a California prison. Princess Grace of Monaco is 51. Neil Young is 35.

No More Back-Of-The-Bus

THURSDAY, NOVEMBER 13: There are teenagers now who don't know their mothers and fathers were once forced by law to sit in the back of the bus. In December 1955 a Negro boycott of bus lines began in Montgomery, Alabama, and lasted through 1956, when on this date the U.S. Supreme Court outlawed racial segregation on public transportation.

Happy Anniversary, BBC

FRIDAY, NOVEMBER 14: The British Broadcasting Company first went on the air 58 years ago today in 1922. Apollo 12 blasted off toward America's second moon landing on this date in 1969.

The man who will become King of England, Prince Charles P.A. George, is 32. The Dow-Jones average went over 1000 for the first time eight years ago today (1972).



This Week
BUDDY HACKETT

Next Week
**LEO SAYER
 JANIS IAN**

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

Media Marketing

Should Your Station Play New Music?

In reading over the reports of what went on at the various format sessions held during the recent **American Radio Expo (R&R 10-17)**, a topic mentioned in **John Leader's** Contemporary Hit Radio session caught my eye. Should a contemporary music station (and this applies to AOR, Country, Pop/Adult, and Black formats as well as CHR) attempt to lead its audience musically, or should the station's competitors be allowed to take all the chances with new music? As John reported, there are (of course) at least two views on this issue, and it is unlikely that either view is correct for all stations in all situations.

A Marketing View

As I reflected on the basic question from my ingrained marketing perspective, I tried to list the pros and cons of the "venturesome" and "conservative" approaches. It seems clear that the venturesome approach has more risks associated with it, because no matter how good your research or your PD's ears are, something could go wrong, go wrong, go wrong... But what if every station opted for the conservative approach? Pushed to the logical (yet absurd) extreme, this would mean that no new music would ever be aired!

Thus, it is clear that *someone* has to take a chance on new music — some station has to lead its market and its competition. Despite the risks involved, what are the potential benefits of market leadership with respect to new music?

Leadership Benefits

Probably the most cited benefit of music leadership would be the thought that your station would enjoy increased listenership because you are playing songs before any "burn-out" factor has set in. A more significant advantage, from a marketing perspective, is the opportunity you have to position your station as the leader in new music; that is, you should actively promote a "new music" image for the station. Why? Because one benefit any contemporary music station can provide its audience is the ability to be "with it," on top of what's happening, etc. Novelty, excitement, new experiences, the unusual — all of these are components of what we might, in a broad sense, call *entertainment*.

Not every member of your audience is interested in hearing the latest hit song before everyone else on the block does, but a lot of listeners do want to be there first, to be innovators. There is a concept in the marketing literature known as **opinion leadership**. Opinion leaders are those people who tend to try new products earlier than most people, but even more importantly, also tend to discuss products with their friends. In other words, the opinion leader forms his or her opinion of a new song and then conveys that opinion to others, presumably influencing them to hold the same opinion at least to some degree. Opinion leadership relates closely to **word-of-mouth** communication from one

person to another. For example, motion picture distributors rely heavily on this concept in deciding on how to release a new movie. If the movie is expected to be a "winner" it gets exclusive release (one theater in a given area), which allows word-of-mouth and attendance to build up over time. If the movie is a "dog," then it's released at many theaters simultaneously all over the area with lots of advertising. This is done so the first week is as big as possible, before unfavorable word-of-mouth can kill the show in subsequent weeks.

Why should radio care about reaching opinion leaders? They are, after all, a relatively small part of any radio audience. Why risk playing music that may alienate less adventurous audience members in order to appeal to opinion leaders? The answer is quite simple: **Advertisers want to reach opinion leaders.** In any new product introduction, the most significant factor in getting someone to try the product for the first time is a favorable recommendation from a friend (i.e., an opinion leader). Therefore, advertisers like to try to reach audiences who are willing to try new products and later discuss those products with their friends.

"Why risk playing music that may alienate less adventurous audience members in order to appeal to opinion leaders? The answer is quite simple: Advertisers want to reach opinion leaders."

Research has shown that there is a tendency for opinion leadership to overlap across product categories. That is, a person who tends to try a new brand of frozen pizza also tends to be among the first to wear a new clothing fashion or maybe even try a new kind of hallucinogenic drug. Therefore, it is a fairly safe assumption that people who are opinion leaders in other product categories will also tend to be opinion leaders for new music — they will want to try it first and talk about it to their friends. A station which plays new music and, just as importantly, promotes that image to the market should attract more listeners who are opinion leaders.

Attracting opinion leaders to your station will have advantages in both your primary markets: listeners and advertisers. On the listener side, the opinion leaders will say favorable things about your station, thus attracting more listeners to at least tune in and give the station a try. With respect to advertisers, you can position your station as the "opinion leader station," one which no advertiser should overlook. This latter point would be especially true in the introductory phase of a new product, when advertising budgets are the largest.

In a sense, the opinion leader positioning is consistent with the recent trend of positioning stations in terms of listener lifestyles rather than simple demographics. Opinion leadership is a lifestyle, an important one to advertisers.

Implementation

How would you proceed to position your station as the opinion leadership station in your market? First, you would have to decide on the programming mix — what portion of the playlist will be devoted to new product? Obviously, you will have to play some established product also, but your percentage of new releases should at least double or triple that of your nearest competitor.

Secondly, you will need to develop a system for deciding on which new records to add. Naturally, I would recommend some form of direct research in your own market. Relying totally on national trade publications is too risky, and retail sales figures wouldn't be too helpful for a new product. One possibility would be to set up a "panel" of opinion leaders — people in your audience who are really "into" music and would enjoy taking the time to listen to a lot of new records and give you their opinions. Obviously, this or any other research activity would have to be coupled with the judgment of the PD and/or MD.

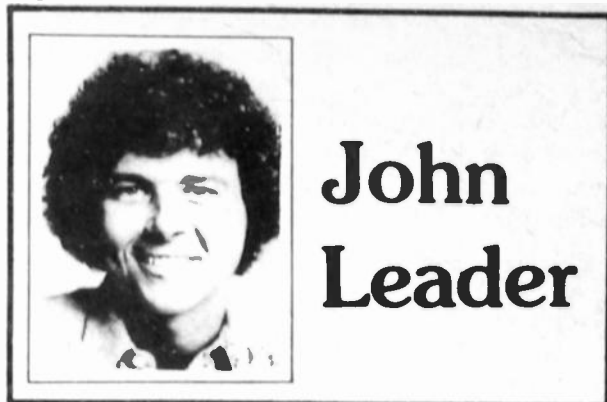
With the programming in place, you would then create a "new music" image for the station via advertising and on-air promotions and reminder spots. After a six-month period, conduct a survey among your listeners and non-listeners specifically asking them about their tendencies to try a wide range of new products

(select the products to coincide with potential advertisers) and their tendencies to discuss them with their friends. If your research shows that your station is attracting more than its share of opinion leaders, then you can proceed by putting together a sales presentation stressing the opinion leadership lifestyle, its importance to advertisers, and the ability of your station to deliver opinion leader listeners.

In sum, not every station should devote itself to playing a lot of new music. But there are significant reasons, from both an entertainment perspective and a marketing perspective, why a station electing to do so could establish a very attractive position in the market.

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.





**John
Leader**



PROGRAMMER'S NOTEBOOK

Image Burnout

Once you've covered all the basics and have your radio station sounding "just right" for the fall sweep, you might want to take a little time to examine your playlist in a slightly different light. Have you ever listened to a new release and said to yourself, "That song sounds sort of like another tune I've heard"? Well, your listeners are doing the same thing, which could be causing them some real confusion, and when it comes to writing down call letters in a survey diary, confusion is the last thing you want your listeners to deal with.

Robert Balon runs a very successful research company in Irvine, CA called MSA (Multiple Systems Analysis). He has just signed up his 50th client station and his services are many and varied. Recently Rob brought to my attention something he had uncovered during several of his research efforts. He calls it image burnout, and it

that have confused listeners in the last few months. They can be termed "syncopated pop" and "mellow rock" for identification purposes. Examples of "syncopated pop" would be the Doobie Brothers, Robbie Dupree, Pointer Sisters, Nielsen-Pearson, and Barbra Streisand & Barry Gibb's "Guilty." These songs are all different, but they share a common musical sound that many listeners find hard to separate. The "mellow rock" sound would include Air Supply, Christopher Cross, Dionne Warwick, Leo Sayer, and others.

Confusing Proximity

As Rob told me, "What it really boils down to is audience perception. Most of us within the business are well educated when it comes to music, and even though we know that the listeners aren't always so hip musically, we often give them even more credit than they may deserve. Listeners do get certain songs confused. They often listen with far less attention than we would like, and therefore when two songs of similar style are aired close together, confusion can arise."

"The recent trends in music have been to repeatedly clone certain types of records."

deals directly with listener confusion regarding what songs they're hearing on the radio and, therefore, just what station they're listening to.

Slightly Out Of Focus

Rob explained the basics: "We do about 600 focus groups a year and the same type of responses kept coming back to us. When we ask people about a certain contemporary station, they say, 'Well, they play the same kind of music all the time.' Behind the one-way mirror in the other room is that station's PD and he's pulling his hair out. His fastest rotation might be four hours and he can't understand how people could have that kind of perception of his station. What is happening is listener confusion based on two things: first, a number of other contemporary music stations in the market are playing similar playlists; plus the recent trends in music have been to repeatedly clone certain types of records. There is a discernible similarity between some current hits that listeners have consistently vocalized to us in focus groups all over the country."

Rob has identified two separate groups of music

It's always important to remember that listeners don't always hang on every syllable uttered from the radio. Radio is a companionship medium for lots of listeners . . . it's on in the background and not the focus of their primary attention. Most programmers would recognize that playing the Doobie Brothers' "What A Fool Believes" and Robbie Dupree's "Steal Away" back-to-back might be confusing, but Rob's studies have turned up other less obvious connections.

The end result of similar-sounding records being heard on several stations within your market could ultimately be image burnout, which is what Rob has named it. If more and more artists write and produce records that sound like "syncopated pop" tunes that have been hits before, that style of music can wear itself out much more quickly than under ordinary circumstances. It's really the classic case of a successful type of song breeding more songs that sound like the original.

There is little doubt that "mellow rock" and "syncopated pop" sounds are popular. A fast scan of this week's Back Page will show you several examples of both categories, and there are other general headings that can be

identified as well. "Rhythm pop" (disco), "country crossovers," and "hard rock" songs can also be potentially confusing forms of music for listeners to specifically identify by artist.

The Solution?

According to Rob, "The only way to alleviate the problem is to pay a whole lot more attention to your rotational structure and the songs that you inject into specific quarter-hours. It's not easy right now to get that much musical diversity if you're a contemporary station with a reasonably tight list. And, naturally, the bigger the market you're in the larger the problem potentially becomes because of the number of other stations playing similar titles."

Don't look at this as a major problem that will eventually destroy your radio station. However, be aware that a potential problem exists. The old musical theories of Top 40 radio must be extended to really understand image burnout. Just as two ballads or two hard rock tunes in succession are not recommended programming techniques, two "mellow rock" songs may not be advantageous side-by-side.

Perhaps we all need to take a closer look at our playlists with an eye for potentially confusing songs, remembering that the audience is often unable to tell the difference between Randy Meisner and the Eagles. Assume nothing . . . put your key rotations together in such a way that songs the audience may perceive as being similar (or even the same!) are well separated. And in doing so, look beyond the traditional musical categories such as R&B, rock, country, ballad, disco, novelty, and pop. Look deeper, trying to think like a listener, and try to spot the possible areas of confusion.

One of the keys to Contemporary Hit Radio's success has always been musical diversity, but if the audience perception of your station is "they play the same kind of music all the time," then the ingredients of your rotations may need a fresh look. Again, this may not be a major problem, but 600 focus groups are worth listening to.

Motion

Congratulations to Charlie Quinn, formerly of KZ93/Peoria, on joining WROK & WZOK/Rockford to take over the programming reins. Being promoted to PD at KZ93 is Lou Patrick. Also upped at the station was Keith Edwards, who will now be KZ93's MD and Assistant PD . . . KNUS/Dallas has moved its tower and kicked up its coverage area to include Ft. Worth. The station has launched a new media campaign with the theme "It's great to be in Dallas/Ft. Worth," which is also part of a new jingle package the station is using . . . Pat Garrett, with KHJ/Los Angeles for the past three years, has established a radio consultancy called the Garrett Entertainment Group. He's primarily interested in giving personalized service to stations in medium markets, and he can be reached at (714) 594-7191 . . . Pete Berry, who recently exited WSEZ/Winston-Salem, will return to the air doing a 13-week syndicated show called "The Flying Dutchman Pop Perspective." The show will be heard on WRQK/Greensboro, WSIC/Statesville, and WWWC/North Wilkesboro . . . WXKS/Boston has several new staff members: Arnie "Woo Woo" Ginsburg will host an oldies show Sunday evenings 6-10pm; Dale Dorman, formerly of WRKO and F105/Boston, is the new afternoon drive personality; and Lark Logan from WBMX/Chicago and WILD/Boston is now doing overnights . . . Ms. Chris Grim has been named Merchandising and Promotion Director for KTAC/Tacoma, and the station has brought in Dave Christianson from KING/Seattle to do the 6-10pm shift . . . Rick Ryder has resigned as PD of 13FEA/Manchester to become Operations Manager for WRAW/Reading, PA. His appointment becomes effective November 10 . . . At KENO/Las Vegas Bill Alexander has been promoted from MD to Program Director. He will retain the duties of Music Director as well. Alan Mack, Operations Director at KENO-AM-FM, also announced that Garry O'Neil is KENO-FM's new Program Director.



RADIO & ROBERT — A number of Los Angeles CHR radio notables witnessed Robert John's Roxy show and migrated backstage to meet with the artist. Pictured (l-r, standing) are KHJ's Bob Kanner, Craig Wilson, KRTH air personality Brian Beirne, KRLA MD Rick Stancato, Robert John, and KFI air personality Jack Armstrong; (l-r, seated) KHTZ MD Shaune McNamara, KRTH MD Guy Zapoleon, KRLA's Sherman Cohen, air personality/R&R cartoonist Bobby Ocean, and EMI-ALiberty's Dale White Horn.



AMY HOLLAND

“Here In The Light”



Produced by
MICHAEL McDONALD &
PATRICK HENDERSON



A Sparkling Second Single From A Bright New Star!



ROGERS IN DETROIT — Following the Kenny Rogers concert in Detroit recently, the artist was visited backstage by radio and label notables. Pictured (l-r) are WDRQ's Doak Breen and Martha Breen, Rogers, Capitol's Linda Vitale, WDRQ Asst. PD/MD Jim Ryan, and EMI-A's Howard Lesnik.



SUCCESSFUL SAIL AT KIMN — KIMN/Denver tied in with Christopher Cross's area appearance by teaming with Warner Bros., the Rainbow Music Hall, and Hobie Cat to give away a Hobie Cat sailboat complete with Cross and KIMN logos. Pictured (l-r) are Warners' Carl Walters, KIMN MD Doug Erikson and Shannon Erikson, and Rainbow manager David McKey.



WKTU HAS ROLLER BALL IN NYC — WKTU/New York air personality G. Keith Alexander (front, center) led over 400 rollerskaters in a "human caterpillar" chain as part of Brooklyn's "Atlantic Antic VI" recently. Over 750,000 people watched the black or yellow-clad skaters undulating along a two-mile route.



KLUC FINDS THE PERFECT TAN — KLUC/Las Vegas staged a "98 Days Of Summer" tan contest recently. Pictured in front of a sailboat given away as part of the contest are (l-r) PD Dave Anthony, one of the winners, and evening personality Mike McCoy.



DeBURGH DISEMBARKS AT CKGM — A&M's Chris DeBurgh stopped by CKGM/Montreal recently. Pictured at the station are (l-r) A&M Canada's Nick Carbone, CKGM Promotion Director Buster Bodean, DeBurgh, station music librarian Sandy Stahlbrand, and MD Rock Denis.



SHAKIN' ALL OVER — Principals of the Sunbuckle and Southwest Album Network (SWAN) independent promotion firms gathered at KNUS/Dallas to help launch Handshake's first single, by Amil Stewart and Johnny Bristol. Pictured (l-r) are Sunbuckle's Lee Arbuckle and Don Sundeen, new KNUS PD Bob McLain, KNUS Music Coordinator Lorie Ridener, former KNUS MD Jim White, and SWAN's Mike Taylor and Ronnie Raphael.



BOZ PHOTOS — KROY-AM-FM/Sacramento gave contest winners complete Boz Scaggs catalogs and a chance to meet and photographed with the singer after his local date. Pictured (l-r) are KROY-AM-FM PD/MD Dennis Newhall, Scaggs, two winners, KROY-AM PD/MD Bobby Mallk, winner's friend, and KROY-AM morning man J.D. Wells.



DANIELS IN SYRACUSE — Robb Stewart, then PD of WFBL/Syracuse (now at Q102/Cincinnati as evening personality), met up with Charlie Daniels (left) backstage after the artist's local concert.

Epic's Winning Candidates For Your Playlist!

THE BACK PAGE BREAKERS

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

HARRY CHAPIN Sequel (Boardwalk)

80% of our reporters on it. Moves: Up 58, Same 43, Down 0, Adds 30 including WROR, JB106, KOPA, WKBO, 14Q, KBFM, WFMF, WBBQ, WRJZ, K5TT, WISN, WOHO, KEZR, KHYY, Z102, KKRC, KDZA. See Parallels, debuts at number 30.

NEW & ACTIVE

Percent program with activity reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist's name (in parentheses) are: "100" and "100" how many added it this week (25) "100" are broken down for each record to add to the total. Many stations moved the song up or down their charts, or added it this week. Complete activity on all songs listed in New & Active can be found in the parallel. (Indicates one of this week's new songs added; new songs.)

- POLICE "De Do Do Do, De Da Da Da" (A&M) 119/35**
Moves: Up 56, Same 29, Down 0, Adds 38 including WKBW, KRLY, KSLD, KBEQ, WGCL, WBLI, Q106, KNUS, KRBE, WFMF, 92Q, KERN, WLBZ, WCGQ, KWWL, KCBN
- OLIVIA NEWTON-JOHN w/CLIFF RICHARD "Suddenly" (MCA) 112/24**
Moves: Up 71, Same 18, Down 0, Adds 24 including WBEN-FM, WCAO, WDRQ, WQXY, Q106, WHYN, KTSa, WERC, WOKI, K10A, WOV, KGW, WIGY, KXKL, KDZA
- JOHN COUGAR "This Time" (Riva) 112/18**
Moves: Up 81, Same 30, Down 3, Adds 18 including WBEN-FM, WCAO, Q106, WOKY, K115-FM, WPST, WLCY, FM100, Z104, WOV, K10Y, KMJK, WCGQ, KDVY
- HEART "Tell It Like It Is" (Epic) 100/89**
Moves: Up 0, Same 1, Down 0, Adds 89 including WBEN-FM, 96XX, WPGC, Z33, 94Q, Q106, WDRQ, KBEQ, WOKY, KFRC, KJR, KPLZ, WTRY, WAEB, KINT, KXX106, BJ106, WAYS, WEFM, WZOK, KIDD, FM103, KZZP, WSGA, WANS-FM, KQZ-FM, WSPt, KATI, KYVA
- AC/DC "You Shook Me All Night Long" (Atlantic) 93/4**
Moves: Up 57, Same 27, Down 5, Adds 4, KEEL, WNAM, WXEZ, KOOK, JB105, 2016, Q106, 19-16, KUPD, 10-9, 937, 16-13, WAAY, 13-8, WAKX, 7-5
- DON WILLIAMS "I Believe In You" (MCA) 82/23**
Moves: Up 43, Same 13, Down 3, Adds 23 including WFL, KEARTH, WFBL, KWIC, WAPE, WAYS, WOKR, WHOT, KJRB, KENO, WTSN, WFLB, KPUR, KKXL
- DR. HOOK "Girls Can Get It" (Casablanca) 77/29**
Moves: Up 24, Same 24, Down 0, Adds 29 including WKBW, WFL, WCAD, Z32, Y100, KFI, KPLZ, KOPA, WHFM, WAOY, KSET-FM, WERC, WAPE, WRVQ, WIGY, WCIR, WFOx, KKLS, KOZA, KFXX
- PAUL SIMON "One Trick Pony" (WB) 77/9**
Moves: Up 53, Same 15, Down 0, Adds 9, KVIL, WFBL, WTIK, WNOE, KQ94, WISM, KGW, WFLB, KSLY, WRKO, 21-17, WSEZ, 19-16, FM99, 31-25
- KANSAS "Hold On" (Kriswren) 76/2**
Moves: Up 45, Same 22, Down 6, Adds 2, WLAM, KKXL, 96XX, 41, KSLD, 17-12, WOKY, 25-22, KEEL, 28-19, WXEZ, 8-4
- WAYLON JENNINGS "Theme From 'Dukes Of Hazzard'" (RCA) 73/12**
Moves: Up 43, Same 18, Down 2, Adds 12, WFL, 94Q, WHB, WAKX, WNAP, KIDD, KROY, KILE, KSLY, KCBN, KATI, KYVA
- NIELSEN/PEARSON "If You Should Sell" (Capitol) 71/5**
Moves: Up 25, Same 30, Down 1, Adds 5, KVIL, WFLB, 22-28, KQ94, 27-22, KKXL, WCAO, 25-25, JB106, 12-10, WZZP, 15-13, WFBL, 32-28, KQ94, 27-22, WOKL, 25-21, KSTT, 19-14
- KOOL & THE GANG "Celebration" (Deluxe/Mercury) 69/26**
Moves: Up 33, Same 10, Down 0, Adds 28 including WFL, KRLA, WTIK-FM, WAEB, KFLP, WNOE, WSGN, WSEZ, KCPX, JB106, 23-19, WPGC, 14-8, Y100, 32-27
- STEVIE WONDER "Master Blaster Jammin'" (Tennin) 64/0**
Moves: Up 47, Same 11, Down 8, Adds 8, WBEN-FM, 8-4, WXXS, 13-8, JB106, 17-13, CKGM, 11-8, KEARTH, 27-22, KRLA, 14-9, K115-FM, 13-9, KSPX, 7-3, 13K, Z2, 13, KJR, 12-9, 96X, 8-3, KJRB, 17-9
- DOOBIE BROTHERS "One Stop Closer" (WB) 62/26**
Moves: Up 13, Same 19, Down 0, Adds 28 including WCAO, Q107, KFI, WPST, KWIC, WAAY, FM103, WJBO, KSEL, KQ94, KDZA
- VAPORS "Waving Japanese" (UA) 60/4**
Moves: Up 28, Same 16, Down 0, Adds 4, CKGM, Z32, WAGY, KJRB, WXXS, Z5, 21, CHUM, 10-8, KFRC, 12-9, K5FX, 9-7, 13K, 21-15, WQY, 21-15, KHF, 8-3
- CHEAP TRICK "Stop This Game" (Epic) 67/36**
Moves: Up 14, Same 7, Down 0, Adds 38 including WBEN-FM, WFL, 96XX, Q106, KBEQ, 13K, KJR, WFBL, WFLY, KHFI, WOKI, KWEN, KY8N, KTKT
- IRENE CARA "Out Here On My Own" (RSO) 51/0**
Moves: Up 24, Same 14, Down 13, Adds 0, WPGC, 21-19, KVIL, 14-8, KSLD, 11-8, 14Q, 19-17, BJ106, 20-17, WSEZ, 76-23, WOV, 21-16, WLAM, 11-6, WTSN, 25-20, WSPt, 25-22

Others Getting Significant Action

- DIANA ROSS "It's My Turn" (Motown) 46/14**
Moves: Up 24, Same 5, Down 0, Adds 14 including KVIL, WICC, KXX106, 52Q, WTVR, KZZP, WCI, FM99

NATIONAL AIRPLAY/30

November 7, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK	WEEKS ON CHART	ARTIST/Record
5	3	2	1	KENNY ROGERS/Lady (Liberty)
1	1	1	2	BARBRA STREISAND/Woman In Love (Columbia)
7	7	6	3	CLIFF RICHARD/Dreaming (EMI America)
21	10	7	4	LEO SAYER/More Than I Can Say (WB)
13	9	8	5	DARYL HALL & JOHN OATES/You've Lost That... (RCA)
6	4	4	6	DONNA SUMMER/The Wanderer (Geffen)
2	2	3	7	DOOBIE BROTHERS/Real Love (WB)
26	17	11	8	CHRISTOPHER CROSS/Never Be The Same (WB)
10	8	9	9	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
30	15	13	10	DIANA ROSS/I'm Coming Out (Motown)
28	22	15	11	PAT BENATAR/Hit Me With Your Best Shot (Chrysalis)
20	14	12	12	JACKSONS/Lovely One (Epic)
3	5	8	13	QUEEN/Another One Bites The Dust (Elektra)
—	—	23	14	NEIL DIAMOND/Love On The Rocks (Capitol)
—	30	22	15	BRUCE SPRINGSTEEN/Hungry Heart (Columbia)
16	12	14	16	SUPERTRAMP/Dreamer (A&M)
23	19	17	17	JACKSON BROWNE/That Girl Could Sing (Asylum)
29	27	21	18	JIMMY HALL/I'm Happy That Love Has Found You (Epic)
—	25	25	19	JOHN LENNON/(Just Like) Starting Over (Geffen)
—	28	20	20	STACY LATTISAW/Let Me Be Your Angel (Cotillion)
24	21	18	21	ROLLING STONES/She's So Cold (Rolling Stones)
—	29	24	22	BILLY JOEL/Sometimes A Fantasy (Columbia)
—	—	27	23	BARBRA STREISAND/BARRY GIBB/Guilty (Columbia)
—	—	28	24	ROGER DALTRY/Without Your Love (Polydor)
—	—	28	25	RANDY MEISNER/Deep Inside My Heart (Epic)
—	—	30	26	AIR SUPPLY/Every Woman In The World (Arista)
19	18	16	27	DEVON/Whip It (WB)
—	—	29	28	KORGIS/Everybody's Got To Learn Sometime (Asylum)
4	6	10	29	POINTERS/Sequel (Boardwalk)
—	—	29	30	HARRY CHAPIN/Sequel (Boardwalk)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

- HEART "Tell It Like It Is" (Epic)
- AIR SUPPLY "Every Woman In The World" (Arista)
- CHEAP TRICK "Stop This Game" (Epic)
- POLICE "De Do Do Do, De Da Da Da" (A&M)
- B. STREISAND "Guilty" (Columbia)

HOTTEST

- KENNY ROGERS "Lady" (Liberty)
- LEO SAYER "More Than I Can Say" (WB)
- CHRISTOPHER CROSS "Never Be The Same" (WB)
- BARBRA STREISAND "Woman In Love" (Columbia)
- PAT BENATAR "Hit Me With Your Best Shot" (Chrysalis)

- TIERRA "Together" (Boardwalk) 38/20
Moves: Up 12, Same 6, Down 0, Adds 20 including WXXS, 13K, WHFM, KFMK, K5ET-FM, WJDX, WDJX, K10Y
- KEARTH 3-2, KRLA, 31, KFI, 17, 13
- BILLY BURNETTE "Don't Say No" (Columbia) 36/8
Moves: Up 9, Same 19, Down 0, Adds 8, WFBL, WHYN, KHFI, KLAZ, BJ106, WVLK, KYNO, FM, WGUY
- EDDIE RABBITT "I Love A Rainy Night" (Elektra) 35/18
Moves: Up 10, Same 7, Down 0, Adds 18 including 94Q, WHB, KFI, KLAZ, WAYS, KRVA, WHEB, WHHY, KILE
- KDZA
- BABYS "Turn And Walk Away" (Chrysalis) 32/18
Moves: Up 6, Same 10, Down 0, Adds 16 including JB106, KBEQ, KUPD, WHFM, WTIK, WSKZ, KRXX, KTKT
- MAC DAVIS "Texas In My Rearview Mirror" (Casablanca) 29/9
Moves: Up 9, Same 11, Down 0, Adds 9, WROR, WZZP, WFBK, K104, 92Q, WFBG, 95XK, K5FL, KBOZ, KVIL, 20-14
- CLIMAX BLUES BAND "Gotta Have More Love" (WB) 28/9
Moves: Up 7, Same 12, Down 0, Adds 9, 94Q, WFER, WKEE, WAAY, WOKR, WIKS, KRXX, KSP2, WANS-FM
- BOB SEGER "The Horizontal Bop" (Capitol) 27/14
Moves: Up 3, Same 10, Down 0, Adds 14 including WFL, WDRQ, K11W, WNOE, WOKI, KWEN, WXEZ, KTKT, WLBZ, KATI
- MARCY LEVY & ROBIN GIBB "Help Me!" (RSO) 27/11
Moves: Up 4, Same 12, Down 0, Adds 11, Z33, KBFM, WJDX, WERC, Y103, 92Q, WVIC, KCPX, KRUX, WFBG
- RUPERT HOLMES "Morning Man" (MCA) 26/7
Moves: Up 7, Same 12, Down 0, Adds 7, WAOY, KINT, KLAZ, WSEZ, WTMA, WFLB, WXLK, KVIL, 24-17, WICC, 27-22
- ROBBIN THOMPSON BAND "Brita Eyes" (Ovation) 26/6
Moves: Up 15, Same 6, Down 0, Adds 6, 94Q, KJ100, WVLK, WFOx, KQ12, FM, KBEQ, 17-10, WOKR, 21-17, WRVQ
- DANDY & DOOLITTLE BAND "Who Were You Thinking Of When We Were Making Love Last Night" (Columbia) 26/3
Moves: Up 15, Same 6, Down 0, Adds 3, KHFI, K10Y, KFVR, WTIK, 40-26, BJ106
- GEORGE BENSON "Love X Love" (WB) 24/2
Moves: Up 17, Same 3, Down 2, Adds 2, KNOB, WANS-FM, 94Q, 11-6, K5FX, 26-22, KINT, 35-23
- MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 19/8
Moves: Up 3, Same 8, Down 0, Adds 8, 96XX, WFLB, WAOY, KINT, KQ94, K5TT, KQWB, FM, KENI
- ERIC CLAPTON "Blue Power" (RSO) 19/3
Moves: Up 1, Same 15, Down 0, Adds 2, WVIC, KQ7A, KOOK, KHFI, on WERC, 26-20, WSKZ, on
- KINGS "Switchin' To Glide" (Elektra) 18/6
Moves: Up 7, Same 4, Down 2, Adds 8, 13K, WFLY, KNBD, KQWB-zfm, Kani, wis, 16-13, KLW, 11-10, KUPD, on
- UTOPIA "I Just Want To Touch You" (Bearsville/WB) 18/5
Moves: Up 1, Same 12, Down 0, Adds 5, WHFM, WXEZ, KYNO, FM, KRUK, KQ12, FM, K11B, FM, on KUPD, on KINT

Radio & Records

Album Airplay/40

November 7, 1980

158 REPORTERS

Album cuts are listed in order of airplay preference.

10/17	10/24	10/31	11/7
10	7	9	10
—	—	—	12
37	33	22	20
—	—	—	32
—	—	—	21

- MOLLY HATCHET** Beatin' The Odds (Epic) Title "Dead" "Rambler"
- CHEAP TRICK (Breaker)** All Shook Up (Epic) "Stop" "Baby" "Can't" "Lover"
- ANGEL CITY** Darkroom (Epic) "Secrets" "Day" "Stairs" "Night"
- RANDY MEISNER** One More Song (Epic) "Deep" "Hearts" "Trouble"



TEXAS IN MY REAR VIEW MIRROR

THE HIT SINGLE BY MAC DAVIS

NB 2305

WROR Add 29
WZZP Add
WFBR Add
K104 Add
92Q Add
WFBG Add
95XIL Add
KSEL Add
KBOZ Add
KVIL 20-14
KEARTH 30-27
KNUS 18-14
KINT 39-37
KBFM Deb 30
KWIC 18-17
WFLB Deb 32
KILE 30-25
KATI Deb 33
KFI On
KFRC On
KTSA On
KHFI On
WTIX On
KLAZ On
BJ105 On
WVLK On
WVIC On
KIDD On
KGGI On
KKLS On



PRODUCED BY RICK HALL

FROM HIS LATEST ALBUM ON CASABLANCA RECORD AND FILMWORKS, INC.



TAKE CONTROL AND KNOCK OUT THE COMPETITION WITH REDDINGS "REMOTE CONTROL"

WXKS 34-27 96X 19-16
 WXLO on WCSC on
 KRLY on KHYT on
 Y100 31-21 WISE on
 WCKX d-28 FM99 d-31
 KIQQ on WKXY a
 WFBR 20-17 KVOL 20-15
 WALG on



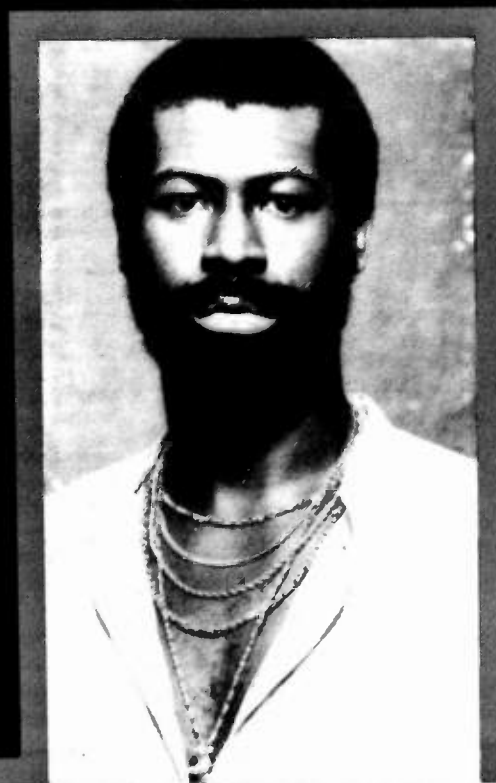
PRODUCED BY
 RUSSELL TIMMONS AND
 NICK MANN



ON BID RECORDS

AND TEDDY PENDERGRASS "LOVE TKO"

WABC 14
 WXLO 9
 WKTU on
 WBLS on
 WCAU on
 WXKS 18-13
 KRLY 23-18
 WCKX 27-19
 KIQQ 16
 KHYT d-40
 FM99 19-14
 KVOL 28-23



PRODUCED BY
 GAMBLE/HUFF PRODUCTIONS

Gamble/Huff

ON PHILADELPHIA
 INTERNATIONAL RECORDS



Distributed by CBS Records, Inc.

EAST
Most Added Hottest
Heart Kenny Rogers
Cheap Trick Leo Sayer
Police Barbra Streisand
Hall & Oates

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
Heart Kenny Rogers
Kool & The Gang Leo Sayer
Tierra Barbra Streisand
Pat Benatar

EAST

PARALLEL TWO

140/Worcester, MA
 Steve York

HARRY CHAPIN
 AIR SUPPLY
 OLIVIA N-J
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 7-2
 BRUCE SPRINGSTEEN 14-5
 STACY LATTISAW 18-6
 ROGER DALTRY 16-12

WBFF/Rochester, NY
 Dave Mason

BARBRA STREISAND
 KORGIS
 POLICE
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 3-2
 BOZ SCAGGS 6-5
 DONNA SUMMER 8-6
 CHRIS CROSS 12-8

WICC/Bridgeport, CT
 Bob Mitchell

DIANA ROSS
 KORGIS
 POLICE
 HEART
 PATTI FISHER
 Hottest:
 KENNY ROGERS 3-1
 CLIFF RICHARD 9-5
 LEO SAYER 10-6
 JOHN LENNON 15-11
 BRUCE SPRINGSTEEN 18-15

WKBO/Harrisburg, PA
 Batay Keye

JOHN LENNON
 HARRY CHAPIN
 DR. HOOK
 Hottest:
 KENNY ROGERS 2-1
 CLIFF RICHARD 8-5
 DIANA ROSS 9-6
 LEO SAYER 12-7
 CHRIS CROSS 13-8

WKEE/Huntington, WV
 Gary Miller

DOOBIE BROS
 HEART
 QUEEN
 CARL
 CHEAP TRICK
 CLIMAX BLUES BAND
 BABYS
 OAK (dp)
 PETE TOWNSHEND (dp)
 Hottest:
 KENNY ROGERS 4-1
 HALL & OATES 5-2
 LEO SAYER 10-6
 ROLLING STONES 13-8
 PAT BENATAR 16-10

WPST/Trenton, NJ
 Tom Taylor

HEART
 DOOBIE BROS
 JOHN COUGAR
 Hottest:
 KENNY ROGERS 2-1
 DONNA SUMMER 4-3
 JOHN LENNON 29-17
 PAT BENATAR 23-19
 BRUCE SPRINGSTEEN 27-20

WTRY/Albany, NY
 Bill Cahill

HEART
 DIANA ROSS
 DON WILLIAMS
 CHEAP TRICK
 Hottest:
 KENNY ROGERS 2-1
 CLIFF RICHARD 10-7
 LEO SAYER 13-9
 NEIL DIAMOND 23-13
 JOHN LENNON 28-18

WAEB/Allentown, PA
 Jeff Frank

BARBRA STREISAND
 AIR SUPPLY
 KORGIS
 POLICE
 KOOL & THE GANG
 JOHN FARRAR
 HEART
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 4-2
 STEPHANIE MILLS 10-7
 DIANA ROSS 12-8
 HALL & OATES 16-10

WHYN/Springfield, MA
 Andy Carey

OAK
 BILLY BURNETTE
 AIR SUPPLY
 OLIVIA N-J
 DIANA ROSS
 Hottest:
 KENNY ROGERS 1-1
 STEPHANIE MILLS 7-2
 JIMMY HALL 9-4
 LEO SAYER 12-6
 HALL & OATES 11-7

WFBR/Baltimore, MD
 Andy Szulinski

DIONNE WARWICK
 HEART
 DOOBIE BROS
 CLIMAX BLUES BAND
 MAC DAVIS
 Hottest:
 JACKSONS 3-1
 KENNY ROGERS 4-2
 CLIFF RICHARD 6-3
 CHRIS CROSS 10-6
 LEO SAYER 11-7

WBLI/Long Island, NY
 Bill Terry

PARALLEL THREE

RANDY MEISNER
 ROGER DALTRY
 POLICE
 BLONDIE
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 5-2
 BRUCE SPRINGSTEEN 16-10
 HALL & OATES 17-12
 JOHN LENNON 21-15

WTIC-FM/Hartford, CT
 Rick Onahue

KOOL & THE GANG
 AIR SUPPLY
 Hottest:
 BARBRA STREISAND 2-1
 KENNY ROGERS 6-2
 PAT BENATAR 19-14
 JOHN LENNON 29-21
 BARBRA STREISAND 28-23

Q108/York, PA
 Steve Gallagher

HEART
 POLICE
 OLIVIA N-J
 BABYS
 Hottest:
 KENNY ROGERS 3-1
 CLIFF RICHARD 9-4
 LEO SAYER 10-7
 PAT BENATAR 15-9
 BRUCE SPRINGSTEEN 19-14

WHFM/Rochester, NY
 Marc Cronin

DR. HOOK
 HEART
 BABYS
 TIERRA
 Hottest:
 KENNY ROGERS 5-1
 JACKSONS 6-3
 ROLLING STONES 12-9
 BRUCE SPRINGSTEEN 15-10
 SPYRO GYRA 0-30

WFLY/Albany, NY
 Bob Mason

BLONDIE
 CHEAP TRICK
 HEART
 BABYS
 DINGS (RA)
 Hottest:
 DONNA SUMMER 1-1
 ROLLING STONES 6-3
 CLIFF RICHARD 9-4
 HALL & OATES 10-6
 BRUCE SPRINGSTEEN 15-7

WFBL/Syracuse, NY
 Todd Parker

BARBRA STREISAND
 BILLY BURNETTE
 AIR SUPPLY
 DR. HOOK
 CHEAP TRICK
 PETE TOWNSHEND
 DON WILLIAMS
 OAK
 POLICE
 THUNDER
 PAUL SIMON
 HEART
 BABYS
 EDDIE RABBITT
 MICHAEL STANLEY B
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 6-3
 PAT BENATAR 9-5
 JACKSONS 10-7
 LEO SAYER 12-8

K104/Erie, PA
 Bill Shannon

MAC DAVIS
 MANHATTAN TRANSPRE
 ROXY MUSIC
 Hottest:
 HALL & OATES 1-1
 SUPERTRAMP 9-5
 HARRY CHAPIN 12-9
 ROLLING STONES 19-13
 NEIL DIAMOND 24-16

V100/Charleston, WV
 Bob Spence

CHEAP TRICK
 AIR SUPPLY
 HEART
 STEPHANIE MILLS 5-1
 KENNY ROGERS 7-3
 HALL & OATES 12-7
 AC/DC 16-12
 CHRIS CROSS 19-13

WAQY/Springfield, MA
 John Carter

OLIVIA N-J
 DR. HOOK
 RUPERT HOLMES
 CHEAP TRICK
 MICHAEL STANLEY B
 ABBA (G)
 Hottest:
 BARBRA STREISAND 1-1
 STEPHANIE MILLS 10-6
 LEO SAYER 17-9
 CHRIS CROSS 20-10
 VAPORS 21-15

WLBZ/Bangor, ME
 Michael O'Hara

OAK
 BOB SEGER
 KOOL & THE GANG
 POLICE
 KENNY ROGERS
 Hottest:
 BARBRA STREISAND 1-1
 DONNA SUMMER 5-2
 DEVO 6-3
 ANNE MURRAY 8-4
 DIANA ROSS 17-10

WTSN/Dover, NH
 Jim Sebastian

DON WILLIAMS
 DIONNE WARWICK
 Hottest:
 KENNY ROGERS 1-1
 BARBRA STREISAND 2-2
 LEO SAYER 8-4
 CHRIS CROSS 11-7
 BARBRA STREISAND 12-8

WIGY/Beth, ME
 Willie Mitchell

OAK
 CHEAP TRICK (dp)
 DR. HOOK
 OLIVIA N-J
 Hottest:
 PAT BENATAR 1-1
 ROLLING STONES 3-2
 JIMMY HALL 8-4
 LEO SAYER 10-6
 NIELSEN/PEARSON 14-10

WLAM/Lewiston, ME
 Gary Bruce

NEIL DIAMOND
 JOHN LENNON
 KORGIS
 BRUCE SPRINGSTEEN
 KANSAS
 OAK
 DIONNE WARWICK
 ROXY MUSIC
 KOOL & THE GANG
 Hottest:
 BARBRA STREISAND 2-1
 DONNA SUMMER 5-2
 HALL & OATES 10-3
 KENNY ROGERS 12-4
 IRENE CARA 11-5

PARALLEL THREE

13FEA/Manchester, NH
 Neil Jackson

KOOL & THE GANG
 OAK
 DON WILLIAMS
 JOHN LENNON
 Hottest:
 KENNY ROGERS 3-1
 WILLIE NELSON 6-3
 LEO SAYER 12-6
 ROGER DALTRY 17-13
 BARBRA STREISAND 23-18

WCIR/Beckley, WV
 Ron Hill

DR. HOOK
 ROBBIE DUPREE
 HEART
 DIANA ROSS
 POLICE
 Hottest:
 KENNY ROGERS 9-1
 STEVIE WONDER 8-3
 LEO SAYER 14-7
 PAT BENATAR 17-10
 ROLLING STONES 20-14

WFBO/Athens, PA
 Tony Booth

CHEAP TRICK
 TIERRA
 NARCIS & ROBIN
 MAC DAVIS
 HEART
 Hottest:
 KENNY ROGERS 2-1
 HALL & OATES 14-6
 LEO SAYER 15-9
 ROGER DALTRY 16-11
 PAT BENATAR 21-13

WQUY/Bangor, ME
 John Jackson

OAK
 RANDY MEISNER
 DONNE WARRICK
 BILLY BURNETTE
 ELLEN SHIPLEY
 Hottest:
 DOOBIE BROS 1-1
 DIANA ROSS 6-2
 BILLY JOEL 17-10
 NIELSEN/PEARSON 20-15
 BRUCE SPRINGSTEEN 25-17

WHEB/Portsmouth, NH
 Rick Bean

EDDIE RABBITT
 CAROL RING
 Hottest:
 KENNY ROGERS 1-1
 HALL & OATES 6-4
 CHRIS CROSS 10-5
 BARBRA STREISAND 21-8
 ROGER DALTRY 13-9

WJBQ/Portland, ME
 Mike O'Neil

OAK
 AIR SUPPLY
 DOOBIE BROS
 Hottest:
 KENNY ROGERS 1-1
 NIELSEN/PEARSON 10-6
 CHRIS CROSS 15-8
 STEPHANIE MILLS 17-9
 BARBRA STREISAND 18-10

WLBZ/Bangor, ME
 Michael O'Hara

OAK
 BOB SEGER
 KOOL & THE GANG
 POLICE
 KENNY ROGERS
 Hottest:
 BARBRA STREISAND 1-1
 DONNA SUMMER 5-2
 DEVO 6-3
 ANNE MURRAY 8-4
 DIANA ROSS 17-10

WTSN/Dover, NH
 Jim Sebastian

DON WILLIAMS
 DIONNE WARWICK
 Hottest:
 KENNY ROGERS 1-1
 BARBRA STREISAND 2-2
 LEO SAYER 8-4
 CHRIS CROSS 11-7
 BARBRA STREISAND 12-8

WIGY/Beth, ME
 Willie Mitchell

OAK
 CHEAP TRICK (dp)
 DR. HOOK
 OLIVIA N-J
 Hottest:
 PAT BENATAR 1-1
 ROLLING STONES 3-2
 JIMMY HALL 8-4
 LEO SAYER 10-6
 NIELSEN/PEARSON 14-10

WLAM/Lewiston, ME
 Gary Bruce

NEIL DIAMOND
 JOHN LENNON
 KORGIS
 BRUCE SPRINGSTEEN
 KANSAS
 OAK
 DIONNE WARWICK
 ROXY MUSIC
 KOOL & THE GANG
 Hottest:
 BARBRA STREISAND 2-1
 DONNA SUMMER 5-2
 HALL & OATES 10-3
 KENNY ROGERS 12-4
 IRENE CARA 11-5

95KI/Parkersburg, WV
 Terry Lee Collins

MOLLY HATCHET
 ROXY MUSIC
 MAC DAVIS
 MANHATTAN TRANSPRE
 Hottest:
 JOURNEY 3-1
 HALL & OATES 12-8
 CDB 14-10
 SUPERTRAMP 17-14
 EDDIE MONEY 19-15

SOUTH

PARALLEL TWO

82Q/Nashville, TN
 Scooter Davis

DIANA ROSS
 MAC DAVIS
 POLICE (dp)
 Hottest:
 KENNY ROGERS 1-1
 DON WILLIAMS 14-9
 PAT BENATAR 16-12
 LEO SAYER 17-14
 OLIVIA N-J 23-18

BJ106/Orlando, FL
 Tom West

BILLY BURNETTE
 DON WILLIAMS
 HEART
 SAILOR
 Hottest:
 BARBRA STREISAND 1-1
 DEVO 10-6
 LEO SAYER 13-8
 STEPHANIE MILLS 15-10
 NEIL DIAMOND 35-26

KEEL/Shreveport, LA
 Marty Johnson

AIR SUPPLY
 BARBRA STREISAND
 AC/DC (RA)
 HEART
 Hottest:
 DIANA ROSS 2-1
 KENNY ROGERS 6-2
 HALL & OATES 8-6
 LEO SAYER 16-8
 DON WILLIAMS 22-12

KTSA/San Antonio, TX
 John Walton

OLIVIA N-J
 BILLY JOEL
 DEVO
 Hottest:
 QUEEN 1-1
 STACY LATTISAW 10-2
 DON WILLIAMS 19-10
 LEO SAYER 16-12
 TIERRA 25-17

KXX106/Birmingham, AL
 Larry O'Day

CHEAP TRICK
 KOOL & THE GANG
 DIANA ROSS
 BABYS
 DOOBIE BROS
 PETE TOWNSHEND
 HEART
 Hottest:
 KENNY ROGERS 1-1
 DONNA SUMMER 3-2
 CLIFF RICHARD 7-3
 JACKSON BROWNE 8-4
 HALL & OATES 11-5

WAPE/Jacksonville, FL
 Paul Sebastian

DON WILLIAMS
 BARBRA STREISAND
 BRUCE SPRINGSTEEN
 HEART
 DR. HOOK
 KOOL & THE GANG
 Hottest:
 KENNY ROGERS 6-1
 HALL & OATES 13-10
 LEO SAYER 15-11
 OLIVIA N-J 19-14
 AIR SUPPLY 23-15

WAYS/Charlotte, NC
 Roy Rosen

EDDIE RABBITT
 BLONDIE
 DON WILLIAMS
 HEART
 Hottest:
 STACY LATTISAW 2-1
 STEVIE WONDER 10-6
 PAT BENATAR 15-9
 CHRIS CROSS 17-10
 NEIL DIAMOND 26-20

WBQQ/Augusta, GA
 Bruce Stevens

HARRY CHAPIN
 HEART
 SKY
 BLONDIE
 EDDIE RABBITT
 ARS
 SAILOR
 DOOBIE BROS
 Hottest:
 KENNY ROGERS 2-1
 JACKSONS 6-3
 LEO SAYER 11-6
 PAT BENATAR 15-7
 BARBRA STREISAND 28-18

WFMF/Baton Rouge, LA
 Randy Rice

HARRY CHAPIN
 AIR SUPPLY
 POLICE
 Hottest:
 KENNY ROGERS 6-1
 HALL & OATES 11-4
 JACKSONS 10-6
 STEPHANIE MILLS 13-8
 DIANA ROSS 15-10

WHBQ/Memphis, TN
 Mike Scalzi

AIR SUPPLY
 POINTER SISTERS
 HOTTES:
 POINTER SISTERS 1-1
 BARBRA STREISAND 5-2
 KENNY ROGERS 7-3
 STACY LATTISAW 20-11
 CLIFF RICHARD 23-14

95KI/Parkersburg, WV
 Terry Lee Collins

MOLLY HATCHET
 ROXY MUSIC
 MAC DAVIS
 MANHATTAN TRANSPRE
 Hottest:
 JOURNEY 3-1
 HALL & OATES 12-8
 CDB 14-10
 SUPERTRAMP 17-14
 EDDIE MONEY 19-15

WJDX/Jackson, MS
 Cindy Crawford

PARALLEL TWO

TIERRA
 NARCIS & ROBIN
 POLICE
 RONNIE MILGAP
 HEART
 BARBRA STREISAND
 Hottest:
 DIANA ROSS 3-1
 JACKSONS 5-2
 KENNY ROGERS 8-3
 CHRIS CROSS 18-16
 LEO SAYER 24-21

WNOE/New Orleans, LA
 Bruce Cramer

AIR SUPPLY
 KOOL & THE GANG
 PAUL SIMON
 Hottest:
 STEVIE WONDER 2-1
 DONNA SUMMER 6-2
 AC/DC 15-8
 BARBRA STREISAND 21-15
 JOHN LENNON 30-24

WRJZ/Knoxville, TN
 Fred Story

AIR SUPPLY
 POLICE
 HEART
 HARRY CHAPIN
 Hottest:
 KENNY ROGERS 1-1
 LEO SAYER 7-3
 CHRIS CROSS 18-8
 HALL & OATES 13-10
 DIANA ROSS 21-16

WSQM/Birmingham, AL
 Walt Brown

HEART
 KOOL & THE GANG
 Hottest:
 KENNY ROGERS 1-1
 HALL & OATES 11-5
 DONNA SUMMER 10-6
 JIMMY HALL 20-15
 AIR SUPPLY 22-17

WTIX/New Orleans, LA
 Gary Franklin

POINTERS SISTERS
 LTD
 OLIVIA N-J
 BABYS
 PAUL SIMON
 Hottest:
 BARBRA STREISAND 1-1
 BRUCE SPRINGSTEEN 9-6
 ROLLING STONES 16-9
 LEO SAYER 21-12
 PAT BENATAR 23-19

V103/Jacksonville, FL
 Scott Sherwood

MARCUS & ROBIN
 POINTER SISTERS
 ROSSINGTON COLLIN
 LTD
 Hottest:
 BARBRA STREISAND 2-1
 KENNY ROGERS 6-2
 OLIVIA N-J 22-17
 JIMMY HALL 26-18
 KOOL & THE GANG 31-20

WRVQ/Richmond, VA
 Bill Thomas

HEART
 ROGER DALTRY
 DR. HOOK
 Hottest:
 ROBBIN THOMPSON 2-1
 CHRIS CROSS 6-3
 STEPHANIE MILLS 12-4
 BRUCE SPRINGSTEEN 23-12
 JOHN COUGAR 26-15

KELP/El Paso, TX
 Stan Main

KOOL & THE GANG
 TIERRA
 Hottest:
 BARBRA STREISAND 1-1
 KENNY ROGERS 4-2
 OLIVIA N-J 24-16
 SUPERTRAMP 29-20
 JOHN LENNON 36-26

FM100/Memphis, TN
 Mark Williams

BRUCE SPRINGSTEEN
 AIR SUPPLY
 JOHN LENNON
 RANDY MEISNER
 CHEAP TRICK
 JOHN COUGAR
 Hottest:
 DONNA SUMMER 2-1
 BARBRA STREISAND 3-2
 JACKSONS 6-3
 KENNY ROGERS 10-5
 CLIFF RICHARD 12-9

WSKZ/Chattanooga, TN
 David Carroll

BABYS
 HARRY CHAPIN
 KOOL & THE GANG
 Hottest:
 KENNY ROGERS 1-1
 LEO SAYER 5-2
 CHRIS CROSS 13-9
 JOHN COUGAR 20-15
 BRUCE SPRINGSTEEN 22-18

KINT/El Paso, TX
 Jim Zippo

CHEAP TRICK
 MICHAEL STANLEY B
 HARRY CHAPIN
 HEART
 Hottest:
 BRUCE SPRINGSTEEN
 RUPERT HOLMES
 KNOBLOCK & ANTON
 Hottest:
 TIERRA 13-1
 KENNY ROGERS 4-2
 CHRIS CROSS 27-11
 BARBRA STREISAND 23-12
 VINCE VANCE 6... 24-17

WERC/Birmingham, AL
 Mark Thompson

PARALLEL TWO

RANDY MEISNER
 OLIVIA N-J
 ORION
 HARRY & ROBIN
 HEART
 Hottest:
 KENNY ROGERS 1-1
 WAYLON JENNINGS 9-6
 PAT BENATAR 13-7
 BARBRA STREISAND 14-9
 LEO SAYER 19-13

WLCY/Tampa, FL
 Mike Weber

DON WILLIAMS
 JOHN COUGAR
 KORGIS
 Hottest:
 BARBRA STREISAND 1-1
 CHRIS CROSS 14-8
 JIMMY HALL 16-11
 HARRY CHAPIN 20-18
 JOHN LENNON 24-21

KX104/Nashville, TN
 Beau Richards

HEART
 DIANA ROSS
 Hottest:
 KENNY ROGERS 2-1
 HALL & OATES 9-3
 LEO SAYER 12-6
 DON WILLIAMS 20-12
 CHRIS CROSS 22-16
 AC/DC 13-8
 DON WILLIAMS 28-18

KJ100/Louisville, KY
 Bobby Hatfield

MIDWEST Most Added Hottest

Heart Leo Sayer
B. Streisand/B. Gibb Kenny Rogers
Air Supply Christopher Cross

ADDS & HOTS

Musical 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

Heart Kenny Rogers
Dr. Hook Leo Sayer
Doobie Brothers Christopher Cross
Cheap Trick

MIDWEST

PARALLEL TWO

\$2X/Columbus, OH

Teri Nutter
Stacy Lattisaw
Barbra Streisand
Hottest:
Barbra Streisand 1-1
Rolling Stones 10 6
Pat Benatar 13-7
Stephanie Mills 19-11
Leo Sayer 18-12

KIOA/Des Moines, IA

A.W. Pantaja
Roger Daltrey
Olivia N-J
Air Supply
Hottest:
Queen 1-1
Devo 12-5
Leo Sayer 18-6
Pat Benatar 19-10
Jackson Browne 17-13

KOFM/Oklahoma City, OK

Chuck Morgan
Leo Sayer
Chris Cross
Hall & Oates
Air Supply
Hottest:
Queen 1-1
Cliff Richard 8-6
Pat Benatar 14-10
Barbra Streisand 16-13
Waylon Jennings 23-18

KRAV/Tulsa, OK

Gary Reynolds
Barbra Streisand
Eddie Rabbitt
John Cougar
Hottest:
Leo Sayer 6-1
Stephanie Mills 12-6
Air Supply 22-10
John Lennon 28-18
Olivia N-J 23-19

KZ33/Peoria, IL

Lou Patrick
Stacy Lattisaw
Roger Daltrey
Air Supply
Hottest:
Kenny Rogers 1-1
Cliff Richard 5-2
Hall & Oates 9-4
Leo Sayer 10-4
Pat Benatar 18-10

WGRO/Grand Rapids, MI

Ray Baker
Neil Diamond
Jackson Browne
Hottest:
Queen 1-1
Kenny Rogers 8-2
Pat Benatar 12-3
Barbra Streisand 7-6
Stephanie Mills 26-11

WHOT/Youngstown, OH

Dick Thompson
Harry Chapin
Barbra Streisand
Don Williams
Hottest:
Kenny Rogers 1-1
Cliff Richard 4-2
Stephanie Mills 7-3
Leo Sayer 10-4
Diana Ross 12-5

WMEE/Fort Wayne, IN

John Curry
Bruce Springsteen
Roger Daltrey
Air Supply
Barbra Streisand
Jacksons
Rolling Stones
Randy Meisner
Korgis
Harry Chapin
Hottest:
Barbra Streisand 1-1
Kenny Rogers 2-2
Donna Summer 9-7
Hall & Oates 9-7
Leo Sayer 11-8

WNAP/Indianapolis, IN

Dennis Jon Bailey
Waylon Jennings
Korgis
Heart
Hottest:
Donna Summer 1-1
Barbra Streisand 5-2
Cliff Richard 12-7
Devo 14-8
Diana Ross 16-10

WDHO/Toledo, OH

Jeff McCarthy
Don Williams
Harry Chapin
Olivia N-J
Hottest:
Barbra Streisand 1-1
Kenny Rogers 2-2
Hall & Oates 9-5
Willie Nelson 13 9
Chris Cross 17-11

WOW/Omaha, NE

J.C. Corcoran
Barbra Streisand
Olivia N-J
John Cougar
Police (dp)
Hottest:
Barbra Streisand 1-1
Kenny Rogers 3 2
Neil Diamond 12-8
Hall & Oates 15-11
Chris Cross 17-12

WVIC/East Lansing, MI

Jim St. John
Heart
Kool & The Gang
Barbra Streisand
Harry Chapin
Eric Clapton
Eddie Rabbitt
Marcy & Robin
Sailor
Hottest:
Barbra Streisand 1-1
Leo Sayer 16-7
Stacy Lattisaw 13-8
Chris Cross 22-11
Pat Benatar 23-15

K8TT/Davenport, IA

A.W. Pantaja
Harry Chapin
Bruce Springsteen
Michael Stanley B
Randy Meisner
Korgis
Police
Olivia N-J
Hottest:
Kenny Rogers 1-1
Barbra Streisand 2-2
Hall & Oates 11-4
Leo Sayer 13-5
Chris Cross 15-9

WISM/Madison, WI

Samantha Jones
Harry Chapin
Paul Simon
Pat Benatar
Police
Hottest:
Pointer Sisters 3-1
Donna Summer 10-4
Chris Cross 21-13
Jimmy Hall 22-14
Randy Meisner 26-16

KEYN-FM/Wichita, KN

Jay Walker
Air Supply
Harry Chapin
Hottest:
Kenny Rogers 2-1
Cliff Richard 4 2
Leo Sayer 6-4
Stacy Lattisaw 11-6
Roger Daltrey D-17

KWEN/Tulsa, OK

Ronda Curtis
Heart
Bob Seger
Cheap Trick
Hottest:
Kenny Rogers 2-1
Rolling Stones 7-4
Chris Cross 8-5
Pat Benatar 11 6
Leo Sayer 12-7

WYFM/Youngstown, OH

Jeff Tobin
Bruce Springsteen
Hottest:
Carly Simon 1-1
Pat Benatar 7-3
Donna Summer 12-7
Stephanie Mills 13-11
Bruce Springsteen A-13

WTWR/Detroit, MI

Kurt Kelly
Pat Benatar
Barbra Streisand
Diana Ross
Hottest:
Kenny Rogers 3 1
Leo Sayer 12-8
Chris Cross 20-11
Jimmy Hall 22-12
John Lennon 26-15

WAKX/Duluth, MN

Bruce McGreggor
John Cougar
Waylon Jennings
Cheap Trick
Heart
Hottest:
Queen 1-1
AC/DC 7-5
Bruce Springsteen 10-7
Pat Benatar 13-10
Hall & Oates 15-12

WNAP/Appleton-Oshkosh, WI

Jay Tyler
Heart
Diana Ross
AC/DC
Hottest:
Cliff Richard 2-1
Hall & Oates 6-2
Stacy Lattisaw 8-4
Leo Sayer 15-5
Chris Cross 16-6
Devo 14-8

WRBR/Sound Bend, IN

Joe Lightner
Barbra Streisand
Heart
Hottest:
Carly Simon 3-1
Donna Summer 11-5
Chris Cross 14-9
Diana Ross 16-13
Leo Sayer 22-17

WEFM/Chicago, IL

Bill Gamble
Randy Meisner
Stacy Lattisaw
Stevie Wonder (dp)
Doobie Bros (dp)
Heart (dp)
Hottest:
Queen 1-1
Pat Benatar 11-2
Kings 8-4
Kenny Rogers 21-10
Donna Summer 28-19

WZOK/Rockford, IL

Tom Hunter
Barbra Streisand
Neil Diamond
Korgis
Heart
Hottest:
Barbra Streisand 1-1
Kenny Rogers 2-2
Hall & Oates 8 5
Leo Sayer 9-6
Chris Cross 14 8

Z104/Hudson, WI

Heart
John Fox
Charlie Cougar
Alan Parsons Proj
Hottest:
Barbra Streisand 1-1
Queen 2 2
Doobie Bros 10-5
Chris Cross 21-16
Supertramp 27-21

WIKS/Indianapolis, IN

Mike Timms
Climax Blues Band
Heart
Air Supply
Hottest:
Barbra Streisand 1-1
Carly Simon 5-2
Stevie Wonder 7-5
Donna Summer 8-6
Kenny Rogers 12-9

U93/South Bend, IN

J.K. Dearing
Jackson Browne
Willie Nelson
Leo Sayer
Hottest:
Barbra Streisand 1-1
Pointer Sisters 5-3
Stephanie Mills 16-6
Willie Nelson A-9
Leo Sayer A-13

WXEZ/Toledo, OH

Cary Pall
John Lennon
Spider
Utopia
Bob Seger
AC/DC
Alan Parsons Proj
Sailor
Kansas
Hottest:
Queen 1-1
Kansas 8-4
Pat Benatar 11-6
Leo Sayer 20-19
Bob Welch 28-19

WDJX/Dayton, OH

Mark Elliott
Stacy Lattisaw
Air Supply
John Lennon
Tierra
Hottest:
Barbra Streisand 1-1
Rolling Stones 7-4
Kenny Rogers 10-5
Leo Sayer 11-8
Stephanie Mills 13-9

PARALLEL THREE

KFYR/Bismarck, ND
Dan Brannan
Heart
Doobie Bros
Hottest:
Kenny Rogers 6-1
Hall & Oates 4-3
Leo Sayer 16-10
Bruce Springsteen 17-12

KKLS/Rapid City, SD

Mark Hahn
Babys (dp)
Dr. Hook
Eddie Rabbitt
Heart (dp)
Hottest:
Leo Sayer 2-1
Cliff Richard 3-2
Don Williams 13-4
Chris Cross 17-10
Climax Blues Band 19 12

KKRC/Sioux Falls, SD

Don Nordine
Heart
Harry Chapin
Hottest:
Barbra Streisand 2-1
Hall & Oates 11-6
Chris Cross 15-10
Neil Diamond 19-14
Bruce Springsteen 20-17

KKXL/Grand Forks, ND

Jeff Parker
Kansas
Michael Johnson
Olivia N-J
Neil Diamond
Don Williams
Barbra Streisand
Doobie Bros
Nielsen/Pearson
Korgis
Hottest:
Barbra Streisand 1-1
Kenny Rogers 8-2
Chris Cross 15-7
Leo Sayer 16-8
Paul Simon 18-11

WEAQ/Eau Claire, WI

Rick Roberts
Poco
John Lennon
Hottest:
Hall & Oates 4 1
Barbra Streisand 5-3
Boyz n the City 9-5
Cliff Richard 14-10
Leo Sayer 16-11

WRKR/Racine, WI

Steve Warren
Bruce Springsteen
Air Supply
Gerald Masters
Harry Chapin
Hottest:
Barbra Streisand 1-1
Queen 2 2
Doobie Bros 10-5
Chris Cross 21-16
Supertramp 27-21

WSPT/Stevens Point, WI

Pat Martin
Heart
Ellen Shipley
Air Supply
Tierra
Hottest:
Devo 1-1
AC/DC 8 3
Leo Sayer 18-13
Bruce Springsteen 22-16
John Lennon 28 21

WTRU/Muskegon, MI

Mike Stevens
Olivia N-J
Diana Ross
Barbra Streisand
Air Supply
Rolling Stones
John Lennon
Hottest:
Kenny Rogers 2 1
Doobie Bros 3-3
Hall & Oates 8-4
Leo Sayer 10-6
Willie Nelson 13-10

KDVV/Topeka, KS

Ricky Roberts
Barbra Streisand
Air Supply
John Cougar
Jimmy Hall
Hottest:
Donna Summer 1-1
Pat Benatar 6-3
Stevie Wonder 9-5
Stacy Lattisaw 10-6
Hall & Oates 14-10

KQWB-FM/Fargo, ND

Richards/Waters
Kings
Cheap Trick
Rita Coolidge
Olivia N-J
McGuinn-Hillman (dp)
Bob Seger (dp)
Rossington Collin (dp)
707 (dp)
Talking Heads (dp)
Pretenders (dp)
Michael Stanley B (dp)
Al Stewart (dp)
Elvis Costello (dp)
Kenny Loggins (dp)
Hottest:
Jackson Browne 8-1
Cliff Richard 11-5
Carly Simon 12-6
Hall & Oates 16-9
Korgis 19-10

KWWL/Waterloo, IA

Drew Bentley
Heart
John Cougar
Police
Hottest:
Queen 1-1
Cliff Richard 6-2
Jacksons 9-3
Chris Cross 14 6
Pat Benatar 17-7

KELO/Sioux Falls, SD

Paul Wescott
John Lennon
Doobie Bros
Harry Chapin
Hottest:
Barbra Streisand 1-1
Kenny Rogers 4-3
Chris Cross 10-7
Olivia N-J 13-10
Crystal Gayle 21-15

WEST

PARALLEL TWO

KCPX/Salt Lake City, UT

Gary Waldron
Barbra Streisand
Marcy & Robin
Babys
Pure Prairie Leag
Cheap Trick
Kool & The Gang
Amy Holland
Air Supply
Hottest:
Kenny Rogers 2 1
Chris Cross 14-6
Don Williams 18-10
John Lennon 35-23
Bruce Springsteen 37-24

KENO/Las Vegas, NV

Bill Alexander
Stacy Lattisaw
Kool & The Gang
Don Williams
Heart
Cheap Trick
Hottest:
Stephanie Mills 2-1
Jacksons 3-2
Kenny Rogers 4 3
Diana Ross 11 8
Chris Cross 14-11

KERN/Bakersfield, CA

Guy Davis
Police
Dr. Hook
Don Williams
Hottest:
Donna Summer 2-1
Leo Sayer 13-8
Jackson Browne 14-9
Chris Cross 17-12
John Lennon 22-17

KGW/Portland, OR

Janis Wojniak
Barbra Streisand
Air Supply
Olivia N-J
Paul Simon
Pat Benatar
Hottest:
Heart
Doobie Bros 2-1
Cliff Richard 7-4
Leo Sayer 14-8
Chris Cross 19-12
Jackson Browne 20-14

KJRB/Spokane, WA

Brian Gregory
Doobie Bros
Air Supply
Don Williams
Vapors (dp)
Cheap Trick (dp)
Heart
Hottest:
Kenny Rogers 3-1
Pointer Sisters 5-2
Leo Sayer 16-7
Stevie Wonder 17-9
Chris Cross 18-11

KROY/Sacramento, CA

Bob Malik
Heart
Cars
Waylon Jennings
Air Supply
Hottest:
Devo 1-1
Pointer Sisters 3-2
AC/DC 9 9
Diana Ross 18-15
Vapors 21-16

KROV/Tucson, AZ

Dave Vanstone
Doobie Bros
Heart
Police
Air Supply
Hottest:
Kenny Rogers 1-1
Leo Sayer 5-2
Chris Cross 10-6
Barbra Streisand 13-9
Bruce Springsteen 22-12

KRV/Phoenix, AZ

Bobby Rivers
Dionne Warwick
Marcy & Robin
Sailor
Utopia
John Lennon
Air Supply
Hottest:
Cliff Richard 5-1
Devo 2 2
Jackson Browne 8-4
Billy Joel 13-10
Pat Benatar 15-13

KTKT/Tucson, AZ

Ed Alexander
Heart
John Lennon
Cheap Trick
Kool & The Gang
Bob Seger
Babys
Hottest:
Kenny Rogers 1-1
Barbra Streisand 15-5
Bruce Springsteen 21-12
Pat Benatar 25-19
Neil Diamond 28-22

Y94/Fresno, CA

Rich Appleton
Barbra Streisand
Police
Air Supply
Kenny Rogers 7-1
Stephanie Mills 8-3
Carly Simon 14-8
Leo Sayer 23-14
Chris Cross 20-16

KLUC/Las Vegas, NV

Dave Anthony
Doobie Bros
Heart
Hottest:
Barbra Streisand 3-1
Kenny Rogers 4 3
Chris Cross 9-6
Barbra Streisand 23-18
Bruce Springsteen 22-19

KNJK/Portland, OR

John Shomby
Heart
John Cougar
Harry Chapin
Hottest:
Devo 2-1
Stephanie Mills 12-6
Leo Sayer 14-8
AC/DC 20-16
Diana Ross D-17

KIDY/Fresno, CA

Rick Shannon
Tierra
Zapp
Dr. Hook
Teena Marie
John Cougar
Do Little Band (RA)
Heart
Hottest:
Diana Ross 8-5
AC/DC 11-8
Kool & The Gang 30-20
Tierra A-21

KYNO-FM/Fresno, CA

Walker/Demory
Billy Burnette
Diana Ross
Utopia
Hottest:
Tierra 4-1
Devo 5-2
Kenny Rogers 19-10
Rolling Stones 18-12
La Toya Jackson 23-16

KZZX/Albuquerque, NM

Chris Carey
Neil Diamond
Randy Meisner
Korgis
Hottest:
Kenny Rogers 1 1
Donna Summer 3 2
Hall & Oates 9-6
Chris Cross 16-10
Jackson Browne 21-13

KSPZ/Colorado Springs, CO

Mike Daniels
Heart
Climax Blues Band
Hottest:
Kenny Rogers 1-1
Leo Sayer 12-7
Diana Ross 14-9
Billy Joel 16-10
Pat Benatar 20-11

KYBN/Colorado Springs, CO

Mark Murray
Heart
Harry Chapin
Cheap Trick
Queen
Hottest:
Stephanie Mills 5-1
Pat Benatar 7-3
Diana Ross 9-6
Chris Cross 12-9
Leo Sayer 14-10

KZZP/Phoenix, AZ

Steve Goddard
Heart
Diana Ross
Ooobie Bros
Hottest:
Kenny Rogers 1-1
Chris Cross 6 3
Leo Sayer 9-5
Bruce Springsteen 13-9
Neil Diamond 20-15

KHYT/Tucson, AZ

Rich Brother Robbin
Switch
Dr. Hook
Diana Ross (dp)
Temptations
Robbie Dupree
Heatwave
Harry Chapin (dp)
Hottest:
Zapp 3 1
Bruce Springsteen 6-3
Kenny Rogers 8 7
LTD 33-21
Tierra D-22

KEZR/San Jose, CA

Bob Harlow
Police
Heart
Kool & The Gang
Harry Chapin
Hottest:
Kenny Rogers 1-1
Chris Cross 10-7
Pat Benatar 14-8
Korgis 18-11
Bruce Springsteen 21-14

KIDD/Monterey, CA

Ron Rodrigues
Heart
Police
Waylon Jennings
Harry Chapin
Hottest:
Barbra Streisand 1-1
Kenny Rogers 5 2
Stacy Lattisaw 11-7
Diana Ross 13-10
Vapors 15-12

KKXX/Bakersfield, CA

Chris Squires
Babys
Heart
Climax Blues Band
Rockpile
Hottest:
Kenny Rogers 5-1
Supertramp 10-4
AC/DC 11-6
Pat Benatar 13-8
Bruce Springsteen 22-12

KNBQ/Tacoma, WA

Gary Bryan
Heart
Kool & The Gang
Nielsen/Pearson
Dr. Hook
George Benson
Kings (dp)
Rockpile
Hottest:
Barbra Streisand 1-1
Kenny Rogers 7-4
Pat Benatar 10-7
Diana Ross 14-11
Jacksons 20-14

KSN/Provo, UT

Jim Sumpter
Roger Daltrey
Korgis
Jackson Browne
Rennie Milsap
Hottest:
Kenny Rogers 1-1
Leo Sayer 11-6
Barbra Streisand 20-16
Kenny Rogers 23-18

FM103/Salt Lake City, UT

(formerly KRSP)
Lorraine Winnegar
Heart
Cheap Trick
Doobie Bros
Hottest:
Supertramp 2-1
AC/DC 7-4
Billy Joel 10-5
Leo Sayer 12-9
Chris Cross 13-10

PARALLEL THREE

KBDZ/Bozeman, MT
Paul Ehle
Four Seasons
Mac Davis
Chris Montan
Hottest:
Barbra Streisand 1-1
Doobie Bros 3-2
Leo Sayer 17-8
Don Williams 23-13
Olivia N-J 30-24

KCBN/Reno, NV

Larry Irone
Olivia N-J
Eddie Money
Police
Waylon Jennings
Hottest:
Barbra Streisand 1-1
Donna Summer 8-4
Cars 11-8
Supertramp 14-11
Rolling Stones 15-12

KDZA/Pueblo, CO

Rip Avina
Air Supply
Harry Chapin
Olivia N-J
Doobie Bros
Heart
Dr. Hook
Bob Seger
Eric Clapton
Eddie Rabbitt
Hottest:
Donna Summer 2-1
Leo Sayer 13-5
Stacy Lattisaw 12-6
Hall & Oates 15 7
Pat Benatar 21-13

KFXD/Boise, ID

Charlie Fox
Heart
Harry Chapin
Dr. Hook (dp)
Hottest:
Kenny Rogers 5-1
Hall & Oates 7 3
Rolling Stones 12-9
Chris Cross 17-10
Air Supply 23-17

KOOK/Billings, MT

Dennis Nichols
Heart
Eric Clapton
Bob Seger
Dionne Warwick
AC/DC
Hottest:
Donna Summer 1-1
Chris Cross 8-4
Barbra Streisand 12-9
Pat Benatar 11-9
Air Supply 22-15

KQOI/Great Falls, MT

Wendi Carpenter
Heart
Cheap Trick
Hottest:
Doobie Bros 1-1
Kenny Rogers 12-8
Devo 19-15
Jackson Browne 21-17
Paul Simon 25-21

KRLC/Lewiston, ID

Steven Alan Mackelvie
Moon Martin
Cheap Trick
Heart
David Bowie
Knoblock & Anton
Hottest:
Barbra Streisand 1-1
AC/DC 4-2
Pat Benatar 7 4
Kenny Rogers 9 5
Leo Sayer 14-10

KSly/San Luis Obispo, CA

Don Potter
Paul Simon
Korgis
Police
Waylon Jennings
Pat Benatar
Hottest:
Barbra Streisand 1-1
Kenny Rogers 3 2
Leo Sayer 11-7
Chris Cross 16-9
Jacksons 18-15

KENI/Anchorage, AK

Randy Robbins
Heart
Michael Stanley B
Eddie Rabbitt
Babys
Doobie Bros
M. Manchester
Sailor (dp)
Bob Seger (dp)
Kings (RA)
Hottest:
Doobie Bros 2-1
Kenny Rogers 3-2
Queen 6 3
Cliff Richard 10-5
Jimmy Hall 11-6

KYYA/Billings, MT

Jack Bell
Tierra
Heart
Doobie Bros
Dr. Hook
Waylon Jennings
Hottest:
Queen 1-1
Devo 6-3
Pat Benatar 12-7
Billy Joel 23-16
Roger Daltrey 28-22

KATI/Casper, WY

Donna Foxx
Doobie Bros
Bob Seger
Waylon Jennings
Dr. Hook
Heart
Hottest:
Kenny Rogers 6-1
Jackson Browne 7-4
Hall & Oates 9 6
Chris Cross 21-17
Bruce Springsteen 34-27

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

- WABC/New York City
WKIX/Raleigh
WXLO/New York City
WGH/Norfolk
WNBC/New York City
WAKY/Louisville
WOLF/St. Louis
WNCI/Columbus
K101(WKCI)/New Haven
WGBF/Evanville
KSRR/Houston
FM102(KSFM)/Sacramento
WAXY/Ft. Lauderdale
KGGI/Riverside-San Bernardino
WTKC/Tacoma
WAXY/Ft. Lauderdale
14WK(WKWK)/Wheely
WNOX/Knoxville
WROV/Roanoke

DR. HOOK Girls Can Get It (Casablanca) 7728 38%

Regional Beach, National Summary, P1, P2, P3 charts for Dr. Hook.

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

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

JIMMY HALL I'm Happy That Love... (Epic) LP: Touch You 1794 62%

Regional Beach, National Summary, P1, P2, P3 charts for Jimmy Hall.

DOOBIE BROTHERS One Step Closer (WB) LP: One Step Closer 6828 27%

Regional Beach, National Summary, P1, P2, P3 charts for Doobie Brothers.

Regional Beach, National Summary, P1, P2, P3 charts for Double Brothers.

DOOBIE BROTHERS Real Love (WB) LP: One Step Closer 182/8 84%

Regional Beach, National Summary, P1, P2, P3 charts for Doobie Brothers.

Regional Beach, National Summary, P1, P2, P3 charts for Double Brothers.

DARYL HALL & JOHN OATES You've Lost That Lovin' Feeling (RCA) LP: Voices 188/3 82%

Regional Beach, National Summary, P1, P2, P3 charts for Daryl Hall & John Oates.

HEART Tell It Like It Is (Epic) 100/8 40%

Regional Beach, National Summary, P1, P2, P3 charts for Heart.

WAYLON JENNINGS Theme From "Dukes..." (RCA) LP: Music Men 7312 34%

Regional Beach, National Summary, P1, P2, P3 charts for Waylon Jennings.

HEART Tell It Like It Is (Epic) 100/8 40%

Regional Beach, National Summary, P1, P2, P3 charts for Heart.

BILLY JOEL Somewhere A... (Columbia) LP: Glass Houses 135/1 82%

Regional Beach, National Summary, P1, P2, P3 charts for Billy Joel.

JACKSONS Lovely One (Epic) LP: Triumph 147/1 88%

Regional Beach, National Summary, P1, P2, P3 charts for Jacksons.

WAYLON JENNINGS Theme From "Dukes..." (RCA) LP: Music Men 7312 34%

Regional Beach, National Summary, P1, P2, P3 charts for Waylon Jennings.

WAYLON JENNINGS Theme From "Dukes..." (RCA) LP: Music Men 7312 34%

Regional Beach, National Summary, P1, P2, P3 charts for Waylon Jennings.

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Regional Beach, National Summary, P1, P2, P3 charts for Waylon Jennings.

BILLY JOEL Somewhere A... (Columbia) LP: Glass Houses 135/1 82%

Regional Beach, National Summary, P1, P2, P3 charts for Billy Joel.

JACKSONS Lovely One (Epic) LP: Triumph 147/1 88%

Regional Beach, National Summary, P1, P2, P3 charts for Jacksons.

KANSAS Hold On (Klashner) LP: Audio-Visions 78/2 38%

Regional Beach, National Summary, P1, P2, P3 charts for Kansas.

KANSAS Hold On (Klashner) LP: Audio-Visions 78/2 38%

Regional Beach, National Summary, P1, P2, P3 charts for Kansas.

KANSAS Hold On (Klashner) LP: Audio-Visions 78/2 38%

KANSAS Hold On (Klashner) LP: Audio-Visions 78/2 38%

KANSAS Hold On (Klashner) LP: Audio-Visions 78/2 38%

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KANSAS Hold On (Klashner) LP: Audio-Visions 78/2 38%

KANSAS Hold On (Klashner) LP: Audio-Visions 78/2 38%

JOHN LENNON Just Like Starting... (Geffen) LP: Double Fantasy 188/18 81%

Regional Beach, National Summary, P1, P2, P3 charts for John Lennon.

JOHN LENNON Just Like Starting... (Geffen) LP: Double Fantasy 188/18 81%

Regional Beach, National Summary, P1, P2, P3 charts for John Lennon.

JOHN LENNON Just Like Starting... (Geffen) LP: Double Fantasy 188/18 81%

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JOHN LENNON Just Like Starting... (Geffen) LP: Double Fantasy 188/18 81%

JOHN LENNON Just Like Starting... (Geffen) LP: Double Fantasy 188/18 81%

STACY LATTISAW Let Me Be Your Angel (Columbia) LP: Let Me Be Your Angel 128/8 88%

Regional Beach, National Summary, P1, P2, P3 charts for Stacy Lattisaw.

(Part 2 continued on Page 32)

THE PICTURE PAGES

High Voltage Hit For AC/DC



Atlantic group AC/DC was honored at a New York party to celebrate the platinum certification of "Back In Black," the band's sixth U.S. album. Joining in the festivities were (l-r) Atlantic's Perry Cooper, AC/DC's Brian Johnson, label's Stu Ginsburg, group's Angus Young, Atlantic's Sheldon Vogel, group's Cliff Williams, road manager Ian Jeffery, Atlantic VP/GM Dave Glew, group's manager Peter Mensch, and AC/DC's Phil Rudd and Malcolm Young.

Hackett Brings "Defector" To U.S.



Charisma recording artist Steve Hackett recently began his first tour of the U.S., performing cuts from his latest LP, "Defector." Shown backstage at the Bottom Line in New York are (l-r) Polygram East VP Jim Collins, Phonogram/Mercury President Bob Sherwood, Hackett, manager John Ager, William Morris agent Mike Farrell, Polygram East VP Jerry Jaffe, Phonogram Senior VP Lou Simon; (front) Roz Levy of Charisma Records.

Polydor Signs Kwame Heshimu



Polydor recently signed reggae artist Kwame Heshimu, whose debut LP is due for release next month. Shown are (standing, l-r) attorney Bob Urband, co-producers Lee Jaffe and Karl Pitterson, Iration Productions' Henry Schillingford, Warner Productions' David Mintz; (seated, l-r) attorney Rick Smith, Polydor Senior VP Harry Anger, Kwame Heshimu, Polydor's Stu Fine, and Polygram Executive VP Dick Kline.

Capitol Shows Taste



Capitol execs were recently treated to A Taste Of Honey when the group previewed their new stage show prior to departing on a nationwide tour. Pictured at the reception are (l-r) Capitol's Don Mac, Honey's Janice Marie Johnson, manager Forest Hamilton, group's Hazel Payne, Varnell Johnson of Capitol, and Phil Casey of the band's management.

New Revelation For Handshake



Handshake Records has signed gospel-based quartet Revelation. Pictured at the signing are (seated, l-r) Handshake President Ron Alexenburg, Revelation founder Bernie Diggs, and Hansa Productions' Trudy Meisel; standing, l-r) group members Morris Gray and Kevin Owens, Hansa's Peter Meisel, and Revelation's Phil Ballou.

RCA's Green Men



Jack Green made a trip to New York to promote his first RCA release, "Humanesque." Pictured are (l-r) Green, RCA VP Ed DeJoy, and RCA Records President Bob Summer at a reception where Green was honored.

Dr. Demento, I Presume



Michael Palin and Terry Jones of Britain's Monty Python were recent in-studio guests of "Dr. Demento," the nationally-syndicated radio show produced by Westwood One. Shown in photo are, from left, Palin, Jones and the good doctor.

G&P Jell Marmalade Deal



G&P Records has announced the signing of British group Marmalade to an exclusive worldwide contract. Pictured are (l-r) G&P VP George Hornfack, Marmalade's Sandy Newman, G&P Records President Nicholas Cosmas, and producer/writer Junior Campbell.

THE PICTURE PAGES

Kinks Of The Road



Arista's Kinks played a Chicago show recently, featuring cuts from the live LP, "One For The Road." Reveling in the Windy City are (standing, l-r) Arista's Tom Moran, WNET PD Tom Teuber, WLS MD Tim Kelly, Kink Ray Davies, WLUP MD Sky Daniels, group's Ian Gibbons, Dave Davies, and Mick Avory; (kneeling, l-r) Arista's Dave Loncaio and Jim Rodford of the Kinks.

Solar Records Shines In L.A.



Solar Records President Dick Griffey and recording group the Whispers were recently honored by Los Angeles Mayor Tom Bradley for the establishment of the Donny Hathaway Scholarship Fund and their continued efforts in community projects. Pictured backstage at L.A.'s Roxy are (l-r) Whispers' Walter Scott, Bradley assistant Exunial Burts, Solar VP Edna Collison, Whispers' Wallace Scott and Nicholas Caldwell, label's President Dick Griffey, Whispers' Leavell Degree, RCA VP Rey Harris, and group's Marcus Hutson.

REO Speedwagon Takes Chicago



Illinois's Governor proclaimed REO Speedwagon Day for the entire state when the group flew into Chicago for a concert appearance. Pictured are (l-r) Illinois native Speedwagoners Alan Gratzer, Bruce Hall, and Kevin Cronin, Governor's Aide Jim Skilback, and group's Gary Richrath and Neal Doughty.

Dakota Comes To New York



Columbia's Dakota recently concluded a nationwide tour at Trax in New York. Pictured there are (l-r) Columbia's Don Colberg, Columbia VP's Arma Andon and Mickey Eichner, group's Bill Kelly and Jerry Hludzik, and label VP Ed Hynes.

Whitesnake Strikes U.S.



Currently conducting their debut American tour to promote their latest release, "Ready An' Willing," Mirage recording group Whitesnake played New York's Madison Square Garden. Pictured backstage are (l-r) Mirage's Jerry Greenberg, Whitesnake's David Coverdale, and Atlantic VP/GM Dave Glew.

Tuesday Jingles D-C



Tuesday Productions of San Diego has created custom jingle packages for four Drake-Chenault formats, available to D-C clients November 1. Joining together in the project are (l-r) Drake-Chenault VP Denny Adkins and Bo Donovan, VP, Tuesday Productions.

Sire

Continued from Page 3

the company in 1966, will continue as President while taking on new duties as a VP at Warners. Exec. VP Ken Kushnick and VP's Dan Kelley and John Montgomery will continue their A&R and promotion duties, while Publicity Director Audrey Strahl also remains and Mike Rosenblatt returns to the company as Assistant to the President.

Stein commented, "With the prevailing uncertainties in our industry, it made sense at this time for Sire to throw its lot in with Warner Bros. and take full advantage of the security and support they offered for the future." Warners Chairman/President Mo Ostin added, "We expect Seymour Stein and the Sire staff to continue to be a source of innovative ideas and repertoire. We've always considered Sire to be an integral part of the Warner Bros. family; this new arrangement will only serve to strengthen these existing ties."

FOR SALE
RATINGS IMPROVEMENT:
25-49 DEMOS

If you're interested in improving your ratings among these adults, you should hear "Something You Should Know," a 90-second fascinating feature. PD's love it. GM's love it. Hear it and decide for yourself. For a free demo and market-exclusive option, call collect Mike Hesser at (805) 541-2966. Another ratings builder from...

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Jeff Gelb AOR



RADIO'S CHEERLEADERS — This could be the biggest thing since the Dallas Cowgirls became world famous, as WXRT/Chicago unveiled its own team of cheerleaders at a benefit softball game for Muscular Dystrophy. The station raised over \$2000 for MDA through ticket and T-shirt sales.



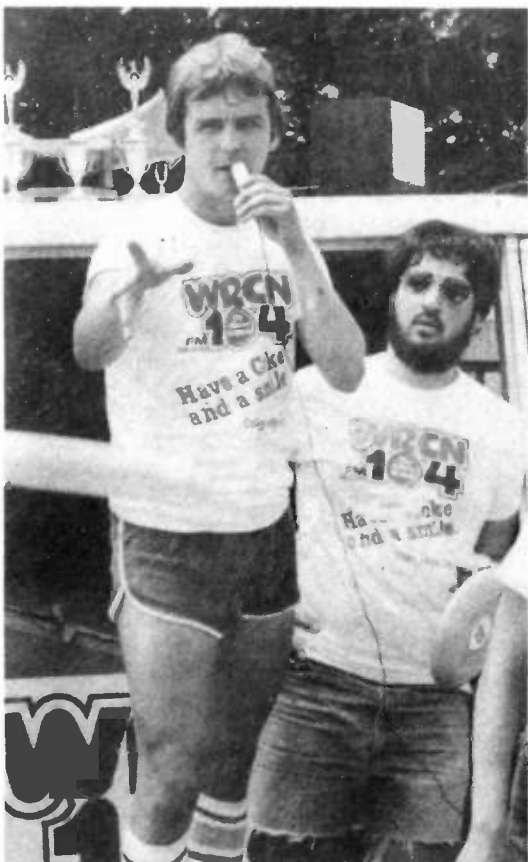
MOST WANTED — Uninspired by Playgirl's list of the 10 sexiest men, KSJO's Lisa Novak (left) and former station news consultant Nancy Stevens (right) took a similar poll for KSJO and found the phone lines steaming with female response. They voted David Lee Roth (center) of WB's Van Halen the sexiest man in R'n'R.



WHO'S THE REAL LEGEND? — During a special appearance in New York State, Charlie Daniels was greeted by WSYR/Syracuse's morning man "Big Mike," a dead ringer for CD himself, which created confusion among CD's fans when they had trouble telling the two apart. Pictured (l-r) are two WSYR Rockettes, Charlie Daniels, and station's "Big Mike."



"LOOKIN' FOR TROUBLE" IN ATLANTA — A&M's Toronto dropped by WKLS/Atlanta to discuss the band's newest release and left having scored a few station T-shirts. Pictured (l-r) are group's Sheron Alton, station's Gina Logue, MD Bob Bailey, group's Nick Costello, and A&M Rep Johnny Schuler.



FRISBEE FREEBEE — WRCN/Riverhead sponsored an international Frisbee competition which offered its listeners an afternoon of fun, free T-shirts and frisbees, and Coca-Cola. PD Paul Harris (right) is pictured in a state of amazement as he watches Marc Danna (left), the World Disc Master, display his proficiency.



"A" VISIT BY IAN ANDERSON — While touring in support of the group's latest LP, Ian Anderson (right) of Chrysalis' Jethro Tull informed WPLJ/New York's air personality Jimmy Fink (left) about the group's plans for an upcoming concert tour.



"METAL RENDEZVOUS" IN CINCINNATI — Following a recent concert appearance, Ariola's Krokus visited with WSAI-FM/Cincinnati's music staff. Pictured post-concert (l-r) are MD Eric Margolls, Arista's Mike Bone, group's Mark Storace, PD Corinne Baldassano, group manager Harry Sprenger, and Arista's Pete Spassoff.

LISTEN TO THE MAGIC OF DISCOVERY!

NEW ENGLAND



"Explorer Suite is magnificent, unpretentious, superbly executed and sophisticated rock. With their second LP, they tower far and above any other groups in their genre. Requests are Top 10, airplay is Top 10, and sales are stronger and stronger. "Livin' In The Eighties," "Honey Money," and "Seal It With A Kiss," rock harder than almost anything else on the radio today. Spend time with this record!"
...Signed The Staff of WBCN Boston

Stations discovering:

WMMR	KMET	KTXQ	WCOZ	WTLR	WQFM	WMJQ
KZEW	WMMS	WBCN	WNEW	WCCC	KSHE	WAQX

FEATURING THE SINGLE
"EXPLORER SUITE"

E-47075



1980 Elektra Asylum Records A Warner Communications Co. Printed in U.S.A.



AUCOIN rock steady

PRODUCED BY
MIKE STONE AND JOHN FANNON
FOR MIKE STONE ENTERPRISES LTD

Jeff Gelb

EVOLUTION

WWCT/Peoria GM & PD Rich Fruin has decided to concentrate his energies on the GM part of his job, and so has named Rick Peterson as WWCT's PD. Rick hails from neighboring WIRL. The new WWCT MD is the airstaff's Wendy Rice . . . WILS-FM/Lansing MD Jim Pemberton has exited to WABX/Detroit for airwork. The new WILS-FM MD is Frank Smith, from the airstaff . . . Jonah Cummings has been named MD from the staff at KREM-FM/Spokane . . . Mike Hayes has replaced Scott Watson as MD at WIBA-FM/Madison. Scott has stepped down to concentrate on airwork and production . . . Celeste Perry has been named MD of KQMQ/Honolulu, which has

finetuned its AOR format to include more jazz and softer material . . . Jeff Jensen has joined KLOL/Houston from WQXM/Tampa for nights . . . Rich Adams has been upped to overnights from weekends at KCAL/San Bernardino . . . Tawn Mastrey has rejoined KSJO/San Jose for nights . . . Former KGB-FM/San Diego Promotion Director Paul Sansone has formed E&M Records, to be distributed through Jem . . . Speaking of Jem, the company's Promotion Director Arnie Handwerker has exited and will announce future plans shortly . . . Gary Lee Wright has exited mornings at WXRT/Chicago and a replacement is being sought. Wright will announce future plans shortly.

UPDATE

Hearty congratulations to WNEW-FM/New York on the station's 13th AOR anniversary, and to PD Scott Muni, who has been there for all 13. May you all be around for at least 13 more years of rock 'n' roll . . . WZZX/Louisville went commercial-free for 12 full days during October . . . WYSP/Philadelphia just put out the "Philadelphia Survival Directory," a triple-fold pocket-sized listing of important phone numbers. The station's distributing it free throughout the city . . . WMMS/Cleveland is the latest AOR to try a discount card ("the WMMS Buzzard Card") that will save listeners money on discounted purchases throughout the city. Also new from WMMS is a four-color football jersey, patterned after the colors of the Cleveland Browns, that retails for \$6.99, with profits benefitting children's playgrounds . . . WZAM & WMYK/Norfolk have created their own monthly newspaper, a freebie full of info on station promotions, as well as AOR news notes . . . Among special election coverage on the Source was a six-part series of Candidate Capsules. Each three-minute capsule provided a summary of the five major candidates for President, with a sixth capsule for the other candidates. The Source also scored an exclusive interview with Libertarian candidate Ed Clark . . . KZEW/Dallas's Rocktober calendar, distributed free through local record stores, contains individualized serial numbers. Each day a different number is put on the Rocktober telephone hotline, which will net winning listeners stereo systems and one of 31 artist catalogs. The flip side of the calendar has a cut-out KZEW mask, with its distinctive flying elephant logo, that was good for a free admission to a Halloween midnight screening of "Friday The 13th" . . . M105/Cleveland is asking listeners to fill out lists of their all-time favorite tracks. In exchange, the station will be picking one of the lists to award its entrant a pair of VIP tickets to every Belkin rock concert held at Cleveland's three major concert venues for a full year. Other prizes include a pair of golden ticket neck chains and a year's supply of rock albums from WEA . . . WRIF/Detroit presented the Detroit Symphony Orchestra with a check for \$3381 raised during a series of August benefit concerts by local rock groups . . . KBBC/Phoenix's third annual 10K run gathered over 800 runners and raised over \$500 for the Phoenix Zoo . . . New York Mayor Ed Koch is the special guest on WPLJ's weekend talk show this coming weekend . . . DC101/Washington and Peaches joined forces for the station's Rocktoberfest celebrations. Each day throughout the month, a popular AOR artist saluted the 'fest on the air with a customized DC 101 ID. The first listener to call when he heard the ID won that artist's latest release. The promotion culminated with a Halloween party that featured all artists' albums on sale . . . WGRQ/Buffalo welcomes weekends with the "Primal Scream Club," which invites listeners to join the station staff outside the studios each Friday evening at five for a live primal scream, with screamers getting albums and T-shirts for their work . . . KTIM/San Rafael is saluting 33 1/2 years on the air with loads of contests and prizes. Congrats to the whole crew . . . KPRI/San Diego's annual gala Halloween Ball gathered 2000 costumed partygoers who were vying for \$55,000 in prizes including a 1980 Toyota. Casablanca's 707 provided live music for the benefit, which netted the Children's Burn Institute

\$25,000 . . . Received an interesting update from WLIR/Long Island on its active news department. News Director Steve North has won several reporting awards, and his series on concert safety (following the Cincinnati Who show deaths), has prompted New York state legislative action on concert safety. Keep up the good work, Steve . . . WFYV/Jacksonville had an all-Southern rock weekend, including interview segments with members of the Allman Bros., Charlie Daniels Band, Point Blank, Rossington-Collins Band, Jimmy Hall, ARS, Johnny Van Zant, Blackfoot, and Henry Paul . . . WROQ/Charlotte jocks are in the enviable position of having just moved into brand new studios, where they're listening to their shows on four Advent loudspeakers . . . Congrats to WLIR PD Denis McNamara and wife Emily on the birth of their first baby Cassie . . . WFYV/Jacksonville has moved. You'll now find them at 9090 Hogan Rd., Jacksonville, FL 32216. Their new phone number is (904) 642-1055 . . . There's a real proliferation of Homegrown albums coming out lately. Here's a reminder to send a copy to each record company's A&R department . . . your album's stars may be AOR's stars of tomorrow.

COLOR

MONEY TALKS: KDWB-FM/Minneapolis is giving away \$1000 a day for 40 days. The station is sending its jocks out to the streets, where listeners have been instructed to greet them by saying "Stereo 101" to become instant cash winners.

THE GREAT ESCAPE: WWCK/Flint is holding a random drawing from mail-in registrations for an expenses-paid trip anywhere in the world.

GIFTS GALORE: WRCN/Long Island's month-long Rocktober celebration includes continuous contests and no paucity of prizes: two dozen record collections, over 50 rock-oriented books, 30 subscriptions to WRCN's "Good Times" entertainment newspaper, 100 posters, and 300 albums. Many of the prizes were awarded at a mammoth station Halloween party.

RIDING IN STYLE: KNAC/Long Beach is sending two contest winners to San Diego in a police car to see the Police in concert.

ROCK RIFFS: WGRQ/Buffalo has strung together nine guitar riffs, and is asking contestants to guess the songs from which the riffs were picked, for the chance to win a video tape recorder.

MUG YOUR BOSS: That's what KBPI/Denver is inviting its listeners to do, by phoning in listeners' bosses' names. The next day, the list is read on the morning show, and the boss who hears his name and calls the station receives KBPI coffee mugs for himself and the person who registered his name with the station.

PUMP IT UP: WQFM/Milwaukee took over the gas pumps of a local station, selling gas to WQFM cardholders for 93 cents a gallon. 3300 gallons were pumped in four hours.

COMING NEXT WEEK: A profile of KOME, which has been rocking San Jose listeners for nine years now, and which, in the latest ARB results, also beat out all San Francisco AOR competition in 12+ figures. Next week we'll talk with KOME PD and radio veteran Mikel Hunter for his views on music, personality, and putting the fun back in radio.

PROMOTION OF THE WEEK



BOSS FEVER: KISW presented the sold-out Bruce Springsteen Seattle concert. To commemorate the event, the station had 10,000 guitar-shaped pins made up at a cost of 28¢ each. They were handed out for free by the jocks at the show.

"In addition to being a great memento of the concert," PD Beau Phillips wrote, "these pins were good for a buck off 'The River' at selected music stores around town. Springsteen doesn't need any help making a concert special, but these pins were a nice hit."

By the way, "the Boss" got a pin himself. When he jumped offstage during the show he landed next to resourceful MD Steve Slaton, who slipped a pin into Springsteen's coat pocket.

Meantime, over at WSAI-FM/Cincinnati, the station welcomed Springsteen's local concert date by having 10,000 concert patches printed at a cost of \$1200. They were distributed free to concertgoers. One clever aspect of the patch is that the station retouched the photo so that Springsteen is seen wearing one of its T-shirts!

CONCERTS & CONVERSATIONS

PRESENTATIONS: LOVE 94/Miami presented Michael Johnson, Spyro Gyra for free . . . WCCC/Hartford presented Billy Burnette for \$2.07 and Beaver Brown for \$3.07 . . . KNKN/Corpus Christi presented Sir Douglas for \$1.01 . . . DC101/Washington presented Toronto for free.

BROADCASTS: Larsen-Felten, Delbert McClinton on WQDR/Raleigh . . . Michael Johnson, Spyro Gyra on LOVE 94/Miami . . . Eddie Money, 3-D, Johnny Van Zant, Ellen Shipley, Kings on WLIR/Long Island . . . Off Broadway on WIBA-FM/Madison . . . Angel City on WSYR/Syracuse . . . Head East, Amazing Rhythm Aces on KAZY/Denver . . . Norton Buffalo on KTIM/San Rafael.

GUEST DJ'S: Eddie Money on KLOL/Houston.

CONVERSATIONS: Billy Thorpe, John Kaye on WMMR/Philadelphia . . . Talking Heads on WQFM/Milwaukee . . . Eddie Money, Loverboy on KZEW/Dallas . . . Ian Anderson, Foreigner, REO Speedwagon, Michael Schenker on KSHE/St. Louis . . . Molly Hatchet on WIOT/Toledo . . . Billy Thorpe on WRCN/Long Island . . . Whitesnake on WZZX/Louisville . . . Van Halen on WYMX/Augusta . . . Robert Klein on WHCN/Hartford . . . Amazing Rhythm Aces, Son Seals on KTCL/Ft. Collins . . . Father G. Sarducci on WMMS/Cleveland . . . Utopia, Jean-Luc Ponty on WGRQ/Buffalo . . . Fischer Zee on WBRU/Providence . . . Split Enz, Group 87, Tubes on KTIM/San Rafael . . . Molly Hatchet on WYDD/Pittsburgh . . . Code Blue, Dixie Dregs on KROQ/Pasadena . . . Lydia Pense, Norton Buffalo, Barry Melton on KFMF/Chico . . . Alice Cooper, Head East, Amazing Rhythm Aces, Split Enz on KAZY/Denver . . . Devo on WFYV/Jacksonville . . . Angel City on WOUR/Utica . . . Foghat, Outlaws on WPLR/New Haven . . . Dire Straits on CFOX/Vancouver . . . Amazing Rhythm Aces, Delbert McClinton on KLBJ/Austin . . . Police on KQFM/Portland . . . Split Enz on K97/Edmonton . . . Gary Numan on WMAD/Madison . . . Split Enz on KBCO/Boulder . . . Robert Klein, Outlaws, Kansas, Heart, Meat Loaf, Van Halen on WLUP/Chicago . . . Gary Numan, B-52's, Talking Heads on WXRT/Chicago.

AOR

GIRLS, ROCK 'N ROLL & CARS EXCL. 1-7753

Jonny Destiny

&
D E S T I N Y



Includes the single
"Girls, Rock 'N Roll & Cars"
YB-11746

IT'S AN AMERICAN DREAM

Produced by: Steve Verzone

Millennium
RECORDS®

Manufactured and Distributed by RCA Records



Album Airplay/40

Chart Summary

10/17 10/24 10/31 11/7

November 7, 1980

158 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table listing album airplay for November 7, 1980. Columns include chart position, album title, and artist. Includes entries for Bruce Springsteen, Pat Benatar, Police, Kansas, Doobie Brothers, AC/DC, Cars, Supertramp, David Bowie, Molly Hatchet, Queen, Cheap Trick, Alan Parsons Project, Jackson Browne, Rolling Stones, Michael Stanley Band, Robert Palmer, John Cougar, Yes, Angel City, Randy Meisner, Steve Forbert, Gamma, Dire Straits, Billy Thorpe, Babys, Kenny Loggins, Elvis Costello, Utopia, Talking Heads, Devo, Robbin Thompson, George Thorogood, B-52's, Times Square, 707, Jack Green, Rockpile, Michael Schenker, and Joe Jackson Band.

SPRINGSTEEN held his heavy lead over all competition for the top spot a second week in a row. BENATAR held rock steady at number two, as POLICE climbed in total reports and chart positions. KANSAS inched up as AC/DC and SUPERTRAMP maintained. BOWIE inched up and QUEEN resurged. TRICK debuted handsomely, with a potent number of adds as well as early airplay rotation increases. PARSONS also made a great debut, with significant reports for all rotations (watch for big jumps on both of these artists next week as adds convert to higher airplay rotations). STANLEY held his own while CITY rose. MEISNER registered significant gains in medium reports. STRAITS debuted strongly, while THORPE jumped and BABYS debuted nicely. HEADS inched up while THOROGOOD debuted. 707 debuted with a potent combination of album reports along with mentions of the "Good For You" single culled from the album. GREEN inched up as ROCKPILE and JACKSON debuted. SPLIT ENZ came close to charting.

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

MOST ADDED chart listing top albums by number of new adds. Top entries include Cheap Trick, Alan Parsons Project, Dire Straits, Babys, Rockpile, George Thorogood, Joe Jackson Band, Billy Thorpe, Jim Carroll Band, Moon Martin, Stevie Wonder, Head East, Randy Meisner, Clash, and XTC.

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

MEDIUM chart listing top albums by medium rotation. Top entries include Michael Stanley, Steve Forbert, John Cougar, Robert Palmer, Angel City, Billy Thorpe, David Bowie, Gamma, Times Square, Utopia, Robbin Thompson, Elvis Costello, Randy Meisner, Police, and Talking Heads.

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

THE HOTTEST chart listing top albums by hot rotation. Top entries include Bruce Springsteen, Pat Benatar, Doobie Brothers, AC/DC, Kansas, Cars, Supertramp, Police, Molly Hatchet, David Bowie, Queen, Jackson Browne, Rolling Stones, Yes, and Kenny Loggins.

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

DIRE STRAITS "MAKING MOVIES"

Consensus Cuts:

"SKATEAWAY"
"TUNNEL OF LOVE"
"SOLID ROCK"

AOR BREAKER — DEBUT #24



"she gets rock 'n roll a rock 'n roll
station and a rock 'n roll dream
she's making movies on location
she don't know what it means
but the music make her wanna be
the story and the story was
whatever was the song what it was
rollergirl don't worry
d.j. play the movies all night long"

From "Skateaway"

- | | |
|------------|---|
| Nov. 5 | Saenger Theatre, New Orleans |
| Nov. 6 | Louisiana State University, Baton Rouge |
| Nov. 7 | Brother's Music Hall, Birmingham, Alabama |
| Nov. 8 | Agora, Atlanta |
| Nov. 9 | Exit Inn, Nashville |
| Nov. 11 | The Bayou, Washington, D.C. |
| Nov. 12 | Emerald City, Cherry Hill, N.J. |
| Nov. 13 | Stage West, Hartford, Conn. |
| Nov. 14 | Beacon Theatre, New York City |
| Nov. 16 | Berklee Performance Center, Boston |
| Nov. 18 | Agora, Cleveland |
| Nov. 19 | Royal Oaks Theatre, Royal Oak, Mich. |
| Nov. 20-21 | Park West, Chicago |
| Nov. 23 | Otobetobi, Toronto, Ontario |

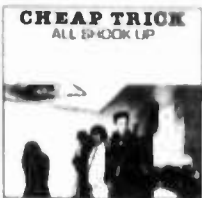


Produced by JIMMY IOVINE and MARK KNOPFLER
Keyboards by ROY BITTAN
Engineered by SHELLY YAKUS

AOR BREAKERS

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

CHEAP TRICK
All Shook Up (Epic)
"Stop" "Baby" "Can't"
"Lover." 85% of our
reporters on it. Total album
reports: 134. A-126, M-3,
H-8. Debuted this week at
No. 12.



ALAN PARSONS PROJECT
Turn Of A Friendly
Card (Arista)
"Games" "Eyes" "Don't"
"Lose." 83% of our report-
ers on it. Total album re-
ports: 131. A-111, M-10, H-
10. Debuted this week at
No. 13



DIRE STRAITS
Making Movies (WB)
"Skateaway" "Tunnel"
"Rock" "Expresso." 70%
of our reporters on it. Total
album reports: 111. A-
106, M-8, H-0. Debuted this
week at No. 24.



SINGLES

- 1 JOHN LENNON "Just Like Starting Over" (Geffen)
- 2 SPLIT ENZ "I Got You" (A&M)
- 3 AL STEWART "Midnight Rocks" (Arista)
- 4 NEIL YOUNG "Hawks"/"Union" (WB/Reprise)
- 5 PAUL SIMON "One Trick Pony" (WB)
- 6 KINGS "Switchin' To Glide" (Elektra)
- 7 DONNIE IRIS "Ahi Leuhi" (MCA)
- 8 VAPORS "Turning Japanese" (UA)
- 9 JIM CARROLL BAND "People Who Died" (Atco)
- 10 BRUCE COCKBURN "Rumours Of Glory" (Millennium)
- 11 JOHNNY VAN ZANT BAND "634-5789" (Polydor)
- 12 EDDIE MONEY "Let's Be Lovers Again" (Columbia)
- 13 BILLY BURNETTE "Don't Say No" (Columbia)
- 14 ROSSINGTON COLLINS "Misunderstand Me" (MCA)
- 15 BARRY GOUDREAU "Dreams" (Portrait)

These 45's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week

JAZZ ON AOR

- 1 JONI MITCHELL Shadows & Light (Asylum)
"France"
- 2 JEAN-LUC PONTY Civilized Evil (Atlantic)
"Demagogomania" "Peace"
- 3 SPYRO GYRA Carnival (MCA)
"Cafe" "Foxtrot" "Cashaca" "Awakening"
- 4 LARSEN & FEITEN Larsen-Feiten Band (WB)
"Fool" "Aztec"
- 5 PAT METHENY 80/81 (ECM)
"Goin'" "Day"
- 6 D. CARLOS SANTANA The Swing Of... (Columbia)
"Spartacus" "Song"
- 7 G. WASHINGTON JR. Winelight (Elektra)
"Flow" "Just"
- 8 GEORGE BENSON Give Me The Night (WB)
"Love" "Dinorah"
- 9 LARRY CARLTON Strikes Twice (WB)
"Parade"
- 10 DAVE VALENTIN Land Of The 3rd Eye (Arista)
Various Cuts

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

REGIONAL AOR ACTIVITY

EAST

WZZO Allentown
215-894-0511

PD: LYN CURRY
NO: CINDA HEAT

Hotlist:
MICHAEL SCHNEIDER (Chrysalis)
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
B-52'S (WB)
JOHN COUGAR (Riviera)
STEVE FORBERT (Nonesuch)
RICK ROBERT (Blue Sky)
JACK GREEN (RCA)
BUS BOYS (Arista)
NICK CECIL (Columbia)

Hotlist:
None

Boston
617-262-5900

PD: CLARE SHOOT
NO: RUSS DANA

Hotlist:
None

Added:
DIRE STRAITS (WB)
"Making Movies"
"Skateaway" "Tunnel"
"Rock" "Expresso." (WB)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
RUPERT HOLMES (MCA)
"Mannhattin" (Columbia)
"ASLEEP AT THE WHEEL"
None

Medium:
None

Hotlist:
None

Buffalo
716-881-4555

PD: GEORGE HANNA
NO: PAUL MEHE

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Lewiston-Portland
207-783-2085

PD: JONI DIAZ
NO: WIL BUSHY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Manchester
603-825-8915

PD: JIM BLEDINGTON
NO: KAREN ANDERSON

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Baltimore
301-889-0098

PD: DENISE WELCH
NO: CHECK DUGLEY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Bridgeport
203-579-9995

PD: TOM ZARLICO
NO: BRIAN ST. JAMES

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Hartford
203-247-1060

PD: DANIEL F. HAYDEN
NO: BOB BITTENS

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Long Island
516-485-9200

PD: DENIS NICHOLAS
NO: RAY WHITE

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Morgantown
304-296-0029

PD: SCOTT RADER

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Binghamton
607-772-8850

PD: ALBERTA HANNA

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Hartford
203-549-3458

PD: COUNTRY PAUL PAYTON
NO: LIDY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Long Island
516-727-1570

PD: PAUL HARRIS
NO: NALCOLN GRAY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Long Island
516-727-1570

PD: PAUL HARRIS
NO: NALCOLN GRAY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Morgantown
304-296-0029

PD: SCOTT RADER

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Boston
617-287-3810

PD: JOHN VASANTIAN
NO: NATI THEBAUD

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Hartford
203-549-3458

PD: COUNTRY PAUL PAYTON
NO: LIDY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Long Island
516-727-1570

PD: PAUL HARRIS
NO: NALCOLN GRAY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Long Island
516-727-1570

PD: PAUL HARRIS
NO: NALCOLN GRAY

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

Morgantown
304-296-0029

PD: SCOTT RADER

Hotlist:
None

Added:
CHEAP TRICK (Epic)
"Go For The Thrust"
"Stop" "Baby" "Can't"
"Lover." (Epic)
ALAN PARSONS PROJ. (Arista)
"Turn Of A Friendly Card"
"Games" "Eyes" "Don't"
"Lose." (Arista)
JAN JACKSON BAND (A&M)
"I Wanna Dance With Somebody"
Title
NEAL MARTIN (Capitol)
"I'm A Fire" "I'm A Fire"
ANGEL CITY (Epic)
"No Secrets"
JIM CARROLL BAND (Atco)

Medium:
None

Hotlist:
None

WEST

Los Angeles 213-489-1212
NO. MICHAEL SHEEHY
NO. DAVID HALL
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)

Los Angeles 213-467-1224
NO. TED FERRELL
NO. TED HANCOX
ADD: ROLLING STONES (Rolling Stones)
QUEEN (Elektra)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Pasadena 213-578-8830
FM 106.7
NO. RICH CARROLL
NO. LARRY GROVES
ADD: ROLLING STONES (Rolling Stones)
QUEEN (Elektra)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Phoenix 602-833-8888
NO. JEFF SATTLER
NO. LINDA CLAYTON
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Portland 503-655-9181
NO. JERRY OSTERTING
NO. GLEN JOHNSON
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Portland 503-228-6000
NO. LES SARNOFF
ADD: DOBBIE BROTHERS (Mercury)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Portland 503-228-0100
NO. BOB BRIGGS
NO. CYRIL SLATER
ADD: STEVE FORBET (Mercury)
KEITH SYRES (Backstreet/MCA)
GEORGE THOROGOOD... (Rounder)
BILLY THORPE (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Reno 702-329-9261
NO. BRUCE VAN DYKE
ADD: BRUCE SPRINGSTEEN (Columbia)
PAT BENAERT (Chrysalis)
SUPERTRAMP (A&M)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Sacramento 916-448-4965
NO. AMT SCHROEDER
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Sacramento 916-444-2806
NO. LES TRACY
NO. GARY WICK
ADD: ROLLING STONES (Rolling Stones)
QUEEN (Elektra)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Salt Lake City 801-972-3030
NO. GARY WICK
NO. GARY WICK
ADD: ROLLING STONES (Rolling Stones)
QUEEN (Elektra)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Bernardino 714-895-5020
NO. JIM JAMES
NO. PETE HANCOX
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Diego 714-292-1360
NO. LARRY BRUCE
NO. TRINDAD GARCIA
ADD: DOBBIE BROTHERS (Mercury)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Diego 714-565-8006
NO. EMI GLADDEN
NO. JESSE SAMPERS
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Francisco 415-391-9400
JOHN COUGAR (Riva)
NO. PAUL VINCENT
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Francisco 415-988-2825
NO. JIM CARROLL
NO. JIM CARROLL
ADD: ROLLING STONES (Rolling Stones)
QUEEN (Elektra)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Jose 408-246-8811
NO. DAN JUNG
NO. DAN JUNG
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Jose 408-286-5400
NO. JIM CARROLL
NO. JIM CARROLL
ADD: ROLLING STONES (Rolling Stones)
QUEEN (Elektra)
PAT BENAERT (Chrysalis)
CARS (Elektra)
JACKSON BROS. (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

San Rafael 415-458-1510
NO. BLACH UNRU
NO. BLACH UNRU
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Santa Barbara 805-963-1601
NO. (Cassablanca)
NO. (Cassablanca)
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Santa Barbara 805-963-1975
NO. (Cassablanca)
NO. (Cassablanca)
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Santa Maria 805-922-2156
NO. (Cassablanca)
NO. (Cassablanca)
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Seattle 206-624-4305
NO. STEVE SLATON
NO. STEVE SLATON
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Seattle 206-454-1540
NO. PAUL SILLIANT
NO. HARRISON SAMPSON
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

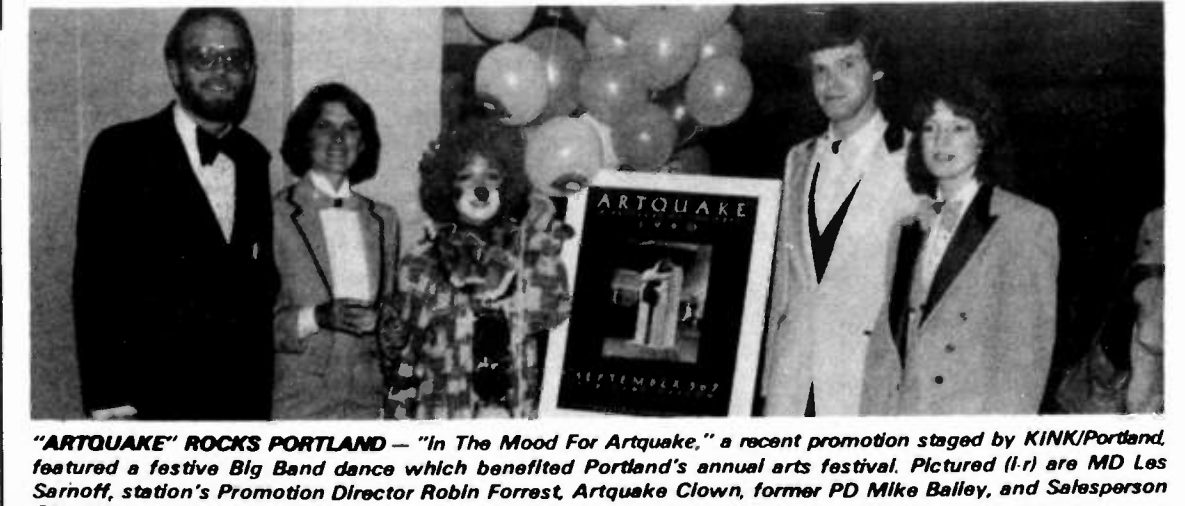
Seattle 206-223-3913
NO. MILS VON VEH
NO. BRAD HEFFMAN
ADD: BRUCE SPRINGSTEEN (Columbia)
PAT BENAERT (Chrysalis)
SUPERTRAMP (A&M)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Spokane 509-448-2000
NO. JEFF PEEL
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

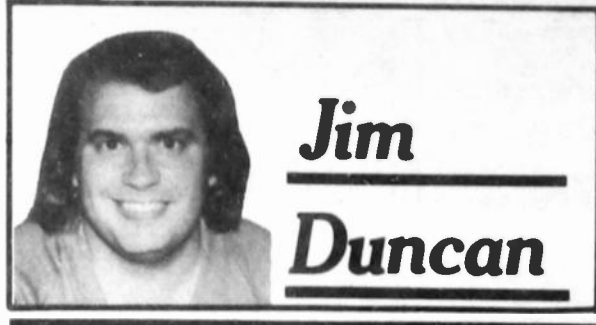
Tri-Cities 509-586-0459
NO. JIM HANGLD
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Tucson 602-624-5588
NO. JIM HANGLD
NO. JIM HANGLD
ADD: BRUCE SPRINGSTEEN (Columbia)
ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)

Vancouver 604-684-7221
NO. DON SHAFER
ADD: ALAN PARSONS PROJ. (Arista)
DIRE STRAITS (Epic)
TALKING HEADS (Sire)
JOE JACKSON BAND (A&M)
AC/DC (Atlantic)
YES (A&M)
KANSAS (Rishshaw)
DOBBIE BROTHERS (Mercury)
DIRE STRAITS (Epic)
GEORGE THOROGOOD... (Rounder)
GREGG ISLAND (A.R.S., Inc.)
RANGAS (Rishshaw)
NOON MARTIN (Capitol)
NOON (Capitol)



"ARTQUAKE" ROCKS PORTLAND - "In The Mood For Artquake," a recent promotion staged by KINK/Portland, featured a festive Big Band dance which benefitted Portland's annual arts festival. Pictured (l-r) are MD Les Sarnoff, station's Promotion Director Robin Forrest, Artquake Clown, former PD Mike Bailey, and Salesperson Gina Wagner.



**Jim
Duncan**

Country

COUNTRY RADIO PIONEER



Len Ellis

"Uncle" Len Ellis: 30 Years And Going Strong

Len Ellis is the President of two radio stations that he owns in Valparaiso, Indiana, Pop/Adult-formatted WAKE and Country WLJE-FM. He still does the morning show on WLJE, sells time for his stations, and oversees his family business. Just this year he turned some of the management chores over to his son Leigh Ellis, but that was to give Len more time to do other things for the community and the country music business. He was just elected to the Country Music Association as a Director in the Radio-Disc Jockey category. In 1978, he won the CMA's "DJ of the Year" award in the small market category. Len Ellis has had many opportunities to move on to major markets, but he was content to find his own happiness in Valparaiso. His years of experience and insight into a complicated business should be an inspiration to us all.

R&R: Where in the world is Valparaiso, Indiana?

LE: "Valparaiso" is a Spanish name that means "valley of paradise." We are located right on the bottom of Lake Michigan, about 50 miles southeast of Chicago and southwest of Michigan City. We call it "Valpo" for short.

R&R: Let's go back a bit and talk about how your career evolved.

LE: It started in late 1949 at a small station in Alma, MI. I wasn't there very long. There I did the morning show. The only thing I ran into there countrywise was a fellow named Earl Peterson who went by the nickname of "Michigan's Own Singing Cowboy." I introduced him every morning at 6:15 and he played the guitar and plugged where he would be that weekend. He did a 15-minute show and I thought he was horrible. Then I went down to Biloxi, MS and worked for WVM1. The man who owned it was Otis Robinson from Wheeling, WV and WWVA. We lost about \$18,000 the first year. These are his exact words: "If we lose money in the next quarter we are going to go hillbilly." We all went nuts and said, "No, not that!" The rest is history. We lost money and the change was made. It caught on like wildfire; we pulled mail from Texas to Hollywood, Florida. It was the first station on the Mississippi Gulf Coast to go all Country. The year was 1950. I also did the morning drive show there.

R&R: In those days, how long were air shifts?

LE: I pulled a six to ten shift, was off an hour, then came back for a couple more.

R&R: From WVM1, what next?

LE: From there I went to WJOB in Hammond, IN. I was living in Chicago going to Columbia University and commuted to WJOB. I did this for about 18 months until I got my degree in Speech-Arts. When I finished school WJOB asked me to join them full-time. They had a 25-minute show that followed their afternoon baseball games called "Rhythm Roundup." They were playing Roy Acuff and Gene Autry. I told the manager the music was all wrong. The sound that was starting to happen in country music was like we were doing in Biloxi. The manager sent me to a record store to buy a few records. They almost died when I came back with a hundred

bucks worth. The music didn't take long to catch on. By popular demand the show was extended to two hours, then the station gave me an hour in morning drive. This time was expanded to three hours. So I was doing morning and afternoon drive. Besides that I went out between shifts and sold my show. Boy, they hated country music then. People were really mean. They would say, "Have you got holes in your head - why would anyone with a degree want to stay in country music?" It was an interesting experience. My Program Director was Frank Reynolds, the ABC network anchorman. It was during this time I really started to realize what I had was something that was all mine. Guys like Reynolds went on to bigger things, but I had something that was and is still my own. It was about that time in 1953 or '54 when Pee Wee King started a TV show in Chicago. Pee Wee taught me promotion and for 11 years I promoted concerts in the area. My first show was with Ernest Tubb. I had \$1300 in the bank, and if I would have lost that I would have never touched another show. Ernest made me about \$3500 and I was on cloud nine. As I became successful, the station grew financially. They finally made me Station Manager. I did that until 1960.

R&R: You mentioned Pee Wee King as being an influence. Were there any others?

LE: Back in those early days, I used to go visit Randy Blake. He was doing the "Supertime Frolics" on WJJD in Chicago. He used to let me sit in the studio and watch him work. I loved the man and he did so much for Country radio. He made me realize you have to build your own image. Back in the early 50's when my nephew

"If this whole new popularity is a fad, then let it be a fad. Let it grow to be as big a fad as it can, because when the bubble busts, then we are going to end up with a nice 25% of those people who will become good, loyal, straight, hard country fans."

was born, I did one line on the air something like, "Well, I guess that makes me an uncle." After that I started getting mail and calls to "Uncle" Len Ellis. That's how I got my name, and I still use it today. After WJOB I became a part of WWCA/Gary, IN. They let me do a country show on the weekends from 8 in the morning until 5 in the afternoon. I would tape a half hour the night before to use in the middle of that shift for a break. WWCA put me on from 11pm until 1am. I would tape those two hours between 4 and 6 in the morning, so I could be at a sales meeting by 8. It was during this time that I knew if I wanted to stay in the radio business, I had to become the boss. When I came to Gary, I began applying for my first station. It took four years of hearings and government red tape. In November 1964, we went on the air with WAKE. Even though we were a local full-service all-over-the-road Pop/Adult station, I still did a Saturday country air show. In 1967 WLJE-FM went into service.

R&R: The economy has been tough on everyone and every market size. What does a small market do to maintain sales and stay above water?

LE: We do a lot of remotes. We'll do an hour, two, three, whatever it takes to survive and serve our customers. I like remotes because it gets me very close to people and that is the way I like to do a show. I like the one-to-one bit. People have taught me everything I know.

R&R: Have you any particular thoughts about the huge success country music has been having in the past couple of years?

LE: Hey, I think it is the greatest thing happening. I don't like everything I hear, but if it works and will bring more people into our fold it's fine. I guess our likes and dislikes depend on when we got into the business and how old we are. I would have to be considered a traditionalist. I think everybody has a place in this country music business. I just don't like to see stations leaving any part of country music out of their programming. Some stations today are very progressive, country-rock, or country-politan, or whatever the hell they're calling it these days, and they eliminate the use of any older songs and won't even recognize or mention some

of the older artists or music. If this whole new popularity is a fad, then let it be a fad. Let it grow to be as big a fad as it can, because when the bubble busts and the pot stops boiling, then we are going to end up with a nice 25% of those people who will become good, loyal, straight, hard country fans. I am glad I lived this long (I'm 53) to see what has happened. I'm delighted to be on the scene.

R&R: Len Ellis has the distinction of being the very first Country Music Association member. You have card number one. How did that come about?

LE: During the early 50's there was a Country Music Disc Jockey Association, and I was a member. In those early days there would be maybe 20 or 30 guys who would come to Nashville, but we had no strength. There were only 100-150 Country stations in those days. The group finally disintegrated, and from the ashes came the CMA, with a stronger foundation. We got together with the people who had the money: the artists, the publishers, the record companies. Alone we had no power, no money, and we couldn't do anything. After we had a few organizational meetings, we had a couple ladies sitting at tables in the Andrew Jackson Hotel with signs saying something about joining the CMA. After the meeting my wife Bee came to me and asked if I had joined yet. I told her I didn't want to be the first one. I wanted to see who else would join; plus it was 10 bucks and that was a lot in those days. So she said she would get the papers and fill them out for me and I would sign them later. After the convention, my card came in the mail and I couldn't believe it, I had card number one.

R&R: From what you say, The CMA was formed with radio growth as the main purpose. In the past few years, the CMA has come under fire for not being a service to radio. How do you react to that attitude?

LE: First of all, I have to say those people haven't really taken the time to look into the CMA. Each and every one of them is working full-time. Back in those days, there were no full-time Country stations; we all worked part-time. The CMA has been the driving force behind the growth. Without the CMA, chances are these guys wouldn't be working. There wouldn't be the tremendous number of Country stations, with more and more every day. The CMA went to New York, Chicago, the West Coast and met with advertising agencies and explained to them what country music and radio was all about. The CMA opened doors for the business and for every Country disc jockey on the air today. It was a force that brought the whole business together for one effort, to promote country music. I don't want to hear people badmouth the CMA, because the CMA has an open forum for disc jockeys, as well as the other categories. All they have to do is stop complaining and come up with an idea or two to make it better for them. It can't happen without their input.

R&R: As you look back on 30 years, what has been the greatest thrill for you as a broadcaster?

LE: I am most thrilled about the fact my son is in the business. As a father, that is really a highlight. Another thing is when I see so many artists like Mel Tillis, Brenda Lee, and Bill Anderson as super big names worldwide. I remember when they would come to town to do a show for a bus ticket. To watch that young raw talent develop is the best thrill of all. The reason I continue to work in this business is that every day is a new thrill for me. When an artist makes it to the top, in a small way I have made it to the top with them.

R&R: With the new responsibility of Country radio and Country air personalities in the 80's, what words of wisdom or encouragement can you give to anyone striving to be great?

LE: It has been a lifetime philosophy of mine, whether it be working with a community group or in radio, you will get back in direct proportion what you give to this world. That includes country music. If you give nothing, expect nothing back. Give all of yourself to it and expect a little back. Learn and master the trade. Learn the business from the bottom on up.



1978 CMA AWARD WINNER - Len Ellis, third from left, is seen after receiving his Country Music Association "D.J. Of The Year" award. Also pictured (l-r): Barbara Mandrell; Mike Hoyer, KICD-FM/Spencer, WI; Larry James; Tiny Hughes, WROZ/Evansville, IN; Don Nelson; Jack Reno; Bill Robinson; and Bill Anderson.

A SWEEP FOR

BMI

M U S I C

THE 1980 COUNTRY MUSIC ASSOCIATION AWARDS

ENTERTAINER OF THE YEAR
BARBARA MANDRELL

SINGLE OF THE YEAR
GEORGE JONES

ALBUM OF THE YEAR
COAL MINER'S DAUGHTER

SONG OF THE YEAR
"HE STOPPED LOVING HER
TODAY"
BOBBY BRADDOCK, CURLY
PUTNAM
TREE INTERNATIONAL

FEMALE VOCALIST OF THE YEAR
EMMYLOU HARRIS

MALE VOCALIST OF THE YEAR
GEORGE JONES

VOCAL GROUP OF THE YEAR
THE STATLER BROTHERS

VOCAL DUO OF THE YEAR
MOE BANDY AND JOE STAMPLEY

INSTRUMENTAL GROUP OF THE
YEAR
THE CHARLIE DANIELS BAND

INSTRUMENTALIST OF THE YEAR
ROY CLARK

ELECTED TO THE COUNTRY
MUSIC HALL OF FAME
JOHNNY CASH
CONNIE B. GAY
BOB NOLAN
TIM SPENCER



World's Largest Performing Rights Organization



BREAKERS

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

LORETTA LYNN

Cheatin' On A Cheater (MCA)
On 65% of reporting stations. National Summary: Up 28, Same 21, Down 0, Debuts 13, Adds 18. R&R Chart 50-41.

LEON EVERETTE

Giving Up Easy (RCA)
On 66% of reporting stations. National Summary: Up 29, Same 19, Down 0, Debuts 17, Adds 14. R&R Chart 40-42.

GENE WATSON

No One Will Ever Know (Capitol)
On 59% of reporting stations. National Summary: Up 24, Same 20, Down 0, Debuts 11, Adds 16. R&R Chart 48-43.

Most Added:

- OAK RIDGE BOYS
Beautiful You (MCA)
- STATLER BROTHERS
Don't Forget Yourself (Mercury)
- STEVE WARINER
Your Memory (RCA)
- EDDIE RABBITT
I Love A Rainy Night (Elektra)

Hottest:

- KENNY ROGERS
Lady (Liberty)
- RONNIE MILSAP
Smoky Mountain Rain (RCA)
- ANNE MURRAY
Could I Have This Dance (Capitol)
- WILLIE NELSON
On The Road Again (Columbia)

MOST ACTIVE

Recent releases 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, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Indicates one of this week's "most added" new songs.

- JANIE FRICKE "Down To My Last Broken Heart" (Columbia) 63/15**
National Summary: Up 14, Same 18, Down 0, Debuts 16, Adds 15. KLAQ, KLAC, KWJ, WOKQ, WWVA, WNRS, WAXX, WITL-FM, WHBF, WKKN, WKCO-FM, KHEY, KLRA, KNDE, KWKH, WIRK-FM 31-25, KSSS 48-41, KCKC 20-14, KMPS-AM-FM 4-28, WMZQ-FM 39-30, WGEE 48-43, WIRE 4-2, WTSO 42-28, KEBC-FM 4-39. R&R Chart Debut 44.
- CAPITALS "A Little Ground In Texas" (Ridgeway) 62/9**
National Summary: Up 31, Same 13, Down 0, Debuts 9, Adds 9, WNRS, WSAI, WMNI, WFMS-FM, KRDR, KLAC, KIDN, KCUB, WYAM, WPOP 4-33, WWVA 4-38, KVOO 41-29, KFDD-AM 13-8, WGTQ 44-36, KHEY 48-37, KWKH 30-22, KONE 38-29, KRAK 44-35, KMPS-AM-FM 30-28. R&R Chart Debut 46.
- PORTER WAGONER & DOLLY PARTON "If You Go, I'll Follow You" (RCA) 59/21**
National Summary: Up 4, Same 23, Down 1, Debuts 10, Adds 21 including KENR, WINN, WWO, KRMD-AM-FM, KBYM, KVOC, KLAQ, KSON-AM-FM, KCUB, WAJR, WPOP, WFMS-FM, KEBC-FM, WXCL, WMNI 4-38, WSIX-FM 39-30, KRAK 4-46, KCKC 31-29, WMZQ-FM 34-29. R&R Chart Debut 46.
- OAK RIDGE BOYS "Beautiful You" (MCA) 57/51**
National Summary: Up 0, Same 3, Down 1, Debuts 2, Adds 51 including WSEN, WEEP, WMZQ-FM, WWVA, WSLR, WSAI, WFMS-FM, WIRE, WXCL, WKCO-FM, KFV, WYDE, WESC-AM-FM, WLWI-FM, WSM, KKYX, WIRK-FM, KLZ, KEED, KWJJ, KRAK, KCKC, KEEN, KCUB, WQYK-FM 4-34. R&R Chart Debut 47.
- BOBBY GOLDSBORO "Goodbye Marie" (Curb) 55/17**
National Summary: Up 12, Same 19, Down 0, Debuts 7, Adds 17 including WSLR, KFGD, WDAF, WHBF, KIKK-FM, KLLL-AM-FM, WKLM, KBYM, KSON-AM-FM, WKXA, WOKQ, WMZQ-FM, WWVA, WWCS-FM 28-20, KICD-FM 32-24, KFDD-AM 42-38, WQYK-FM 37-30, KUUY 38-31, KRAK 48-39, KGA 37-28. R&R Chart Debut 48.
- LYNN ANDERSON "Blue Baby Blue" (Columbia) 55/4**
National Summary: Up 18, Same 23, Down 0, Debuts 12, Adds 4, KVOC, WNRS, WXCL, WCOS-FM, WGTQ 50-38, KIKK-FM 45-40, KSSS 43-38, KONE 40-33, KGA 4-35, WIXL-FM 48-25, WADR 28-20. On: WHK, WYDE, WSM, WIRK-FM, KNIX-FM. R&R Chart Debut 49.
- STATLER BROTHERS "Don't Forget Yourself" (Mercury) 54/33**
National Summary: Up 3, Same 10, Down 1, Debuts 7, Adds 33 including WYAM, WBGW-FM, WWVA, WYII, WSAI, WCXI, WCUZ, WITL-FM, WBSC-FM, KVOO, WGTQ, WSM, WHOO, WSUN, WTQR-FM, KUUY, KNIX-FM, KWJJ, KYTE, KSOP, KEEN, KGA, KCKC 28-17, WFMS-FM 4-35, WQYK-FM 34-28. R&R Chart Debut 50.
- ZELLA LEHR "Love Crazy Love" (RCA) 64/5**
National Summary: Up 24, Same 18, Down 0, Debuts 7, Adds 5, WITL-FM, WTHI, KLLL-AM-FM, KYXX, KMAK, KVOC 38-32, KSSS 38-31, KSOP 37-32, KGA 38-29, WYAM 37-32, WBGW-FM 40-35, WAXX 28-18, WXCL 4-31, KVOO 45-32, KHEY 50-38, WSIX-FM 12-9.
- TERRI GIBBS "Somebody's Knockin'" (MCA) 52/10**
National Summary: Up 20, Same 13, Down 0, Debuts 9, Adds 10, WBHP, KLRA, KLZ, WYAM, WNRS, WHK, WCXI, WBCS-FM, WHBF, KICD-FM, WCOS-FM 25-15, WGTQ 6-3, KHEY 37-25, KIKK-FM 40-33, KYXX 34-25, WIRK-FM 32-28, KUUY 40-30, KSSS 46-40, WMZQ-FM 38-28.
- MUNDO EARWOOD "I Can't Keep My Mind Off Her" (GMC) 50/5**
National Summary: Up 34, Same 15, Down 1, Debuts 3, Adds 5, KEEN, WWCS-FM, WMAQ, WBHP, KLLL-AM-FM, WYDE 31-28, WGTQ 41-32, KHEY 38-28, KENR 13-11, KWKH 34-25, WIRK-FM 38-30, KVOC 13-11, KUUY 35-28, KRAK 45-38, KGA 30-22, WWVA 4-40, WAXX 28-18, KFDD-AM 28-21.
- MARGO SMITH "He Gives Me Diamonds..." (WB) 48/1**
National Summary: Up 18, Same 24, Down 0, Debuts 5, Adds 1, WHBF, WUBE-FM 4-37, WDDD-FM 24-18, WTHI 37-31, KLV1 16-12, WGTQ 20-15, KHEY 48-38, WINN 39-34, KVOC 42-36, KNIX-FM 37-32. On: KEEN, KGA, WWVA, WNDW, KENR, WQYK-FM.
- ED BRUCE "Girl, Women, Ladies" (MCA) 48/24**
National Summary: Up 5, Same 16, Down 0, Debuts 1, Adds 24 including WGTQ, KENR, WINN, WBAM, WHOO, WTQR-FM, KLAQ, KEED, KRAK, KSON-AM-FM, KCUB, WPOP, WTSO, KVOO, KIKK-FM 50-37, KKAL 42-38, WIXL-FM 47-37. On: WCXI, WSM, WIRK-FM, KNIX-FM, KYTE, KMPS-AM-FM.
- DEAN DILLON "Nobody In His Right Mind" (RCA) 44/12**
National Summary: Up 4, Same 20, Down 0, Debuts 8, Adds 12, KTOM, WGNA-FM, WSLR, KICD-FM, KOKE-FM, WYDE, WGTQ, KHEY, KLRA, KWKH, WKLM, WTQR-FM, KTOM, KVOC 34-27, KSOP 41-33, WSIX-FM 40-32. On WSM, KFTN, KRAK, KGA, WWVA, WUBE-FM, KFEQ.
- EDDY RAVEN "Another Texas Song" (Dimension) 44/4**
National Summary: Up 20, Same 11, Down 1, Debuts 8, Adds 4, WBAX, WMAQ, WCUZ, KIDN, KMAK 4-30, KWJJ 35-30, WGNA-FM 33-28, WYAM 44-39, KWMT 34-29, WITL-FM 35-28, KLV1 31-24, KHEY 38-24, KWKH 31-24.
- MARTY ROBBINS "An Occasional Rose" (Columbia) 43/15**
National Summary: Up 9, Same 18, Down 0, Debuts 4, Adds 15 including WDAF, KFDD-AM, KOKE-FM, WYDE, WCOS-FM, KNOE, KFTN, WGNA-FM, WWVA, WBAX, WADR 38-31, KWMT 40-34, KRMD-AM-FM 46-40, KSOP 32-27. On: KFGO, WKSJ-FM, KBYM, KMPS-AM-FM, KCUB.
- JOHNNY DUNCAN "Acapulco" (Columbia) 40/11**
National Summary: Up 6, Same 17, Down 0, Debuts 5, Adds 11, WCOS-FM, KENR, KNOE, WBAM, KBYM, KVOC, KSSS, KGA, WWCS-FM, WAXX, KBUF, KEBC-FM, KVOO, KHEY 44-32, WSIX-FM 45-38, KRMD-AM-FM 48-43, KCKC 30-25. On: KNIX-FM, KWJJ, KMPS-AM-FM, WPOP, WSLR, WESC-AM-FM.

Others Getting Significant Action

- DEBBY DOONE "Take It Like A Woman" (WB/Curb) 33/13**
National Summary: Up 2, Same 12, Down 0, Debuts 6, Adds 13, WGTQ, WWO, WLWI-FM, KKYX, KVOC, KLAC, KEEN, WKXA, WPOP, WMNI, WMUS-AM-FM, WXCL, KICD-FM, WBGW-FM 43-33. On: WAXX, WYDE, WHOO, KSOP, KGA.
- DONNA FARGO "Seeing Is Believing" (WB) 32/6**
National Summary: Up 7, Same 17, Down 0, Debuts 2, Adds 6, WGNA-FM, WWVA, WBAX, WSLR, KWMT, WTQR-FM, KSOP 38-29, WBGW-FM 28-21, WIXL-FM 14-7. On: WPOP, WESC-AM-FM, WKSJ-FM, KNIX-F, KGA.
- BURT REYNOLDS "...Cheap & Superficial" (MCA) 32/4**
National Summary: Up 11, Same 12, Down 0, Debuts 5, Adds 4, WCXI, WYKN, KICD-FM, WKLM, KUUY 48-38, KLAQ 4-30, KEBC-FM 29-24, WHOO 4-27. On: KWKH, KWJJ, WKYG, WHK, WMNI, WYDE.
- STEVE WARINER "Your Memory" (RCA) 31/30**
National Summary: Up 1, Same 0, Down 0, Debuts 0, Adds 30 including WCOS-FM, WKSJ-FM, WBAM, WIRK-FM, KSSS, KMAK, KRSY, KRAK, KMPS-AM-FM, KGA, WKXA, WWVA, WYII, WSLR, KFGO, WIRE, WSIX-FM 41-33.
- DICKEY LEE "Lost In Love" (Mercury) 30/17**
National Summary: Up 0, Same 8, Down 0, Debuts 8, Adds 17 including KVOC, KUUY, KWJJ, KYTE, KGA, WYAM, WIXL-FM, WAXX, KFV, WYDE, KIKK-FM, WWO, KKYX, WTQR-FM, WYMI 4-23, KONE 4-38, WMZQ-FM 4-34.
- CARLENE CARTER "Baby Ride Easy" (WB) 30/4**
National Summary: Up 11, Same 13, Down 1, Debuts 1, Adds 4, WPOP, WHK, KICD-FM, KRRV, KYXX 39-34, KRMD-AM-FM

NATIONAL AIRPLAY/50

November 7, 1980

Three Weeks	Two Weeks	Last Week		
6	3	2	①	ANNE MURRAY/Could I Have This Dance (Capitol)
10	7	4	②	CRYSTAL GAYLE/If You Ever Change Your Mind (Columbia)
13	11	5	③	JOHN CONLEE/She Can't Say That Anymore (MCA)
2	1	1	4	WILLIE NELSON/On The Road Again (Columbia)
24	14	10	5	KENNY ROGERS/Lady (Liberty)
33	20	14	6	RONNIE MILSAP/Smoky Mountain Rain (RCA)
14	12	11	7	EMMYLOU HARRIS/The Boxer (WB)
20	15	15	8	ALABAMA/Why Lady Why (RCA)
4	4	3	9	GEORGE JONES/I'm Not Ready Yet (Epic)
9	9	7	10	LACY J. DALTON/Hard Times (Columbia)
30	17	17	⑪	CHARLEY PRIDE/You Almost Slipped My Mind (RCA)
31	21	20	⑫	LARRY GATLIN & GATLIN BROS./Take Me To Your... (Columbia)
25	16	18	⑬	BRENDA LEE/Broken Trust (MCA)
29	18	19	⑭	JACKY WARD/That's The Way A Cowboy Rocks And Rolls (Mercury)
40	30	22	⑮	BELLAMY BROTHERS/Lovers Live Longer (WB/Curb)
26	23	21	⑯	SYLVIA/Tumbleweed (RCA)
7	6	9	17	TANYA TUCKER/Pecos Promenade (MCA)
1	2	8	18	DON WILLIAMS/I Believe In You (MCA)
5	5	6	19	MEL TILLIS/Steppin' Out (Elektra)
42	34	25	20	BARBARA MANDRELL/Best Of Strangers (MCA)
46	37	28	21	MICKEY GILLEY/That's All That Matters (Epic)
15	13	16	22	JERRY LEE LEWIS/Over The Rainbow (Elektra)
8	8	13	23	HANK WILLIAMS JR./Old Habits (Elektra)
35	26	24	24	RAY STEVENS/Night Games (RCA)
39	33	27	25	JOHNNY RODRIGUEZ/North Of The Border (Epic)
3	10	12	26	WAYLON JENNINGS/Theme From Dukes Of Hazzard (RCA)
-	47	32	27	JOHNNY LEE/One In A Million (Asylum)
47	40	33	28	MAC DAVIS/Texas In My Rearview Mirror (Casablanca)
-	44	34	29	CONWAY TWITTY/A Bridge That Just Won't Burn (MCA)
-	46	36	30	CHARLIE RICH/A Men Just Don't Know... (Elektra)
49	41	35	31	JOE STAMPLEY/There's Another Woman (Epic)
-	-	42	32	MERLE HAGGARD/Think I'll Just Stay Here... (MCA)
45	39	37	33	REX ALLEN JR./Drink It Down, Lady (WB)
48	42	39	34	BONNIE RAITT/Don't It Make Ya Wanna Dance (Full Moon/Asylum)
19	19	26	35	JERRY REED/Texas Bound & Flyin' (RCA)
22	24	23	36	PATSY CLINE/Always (MCA)
32	29	31	37	JOHNNY PAYCHECK/In Memory Of A Memory (Epic)
-	-	46	38	BILLY "CRASH" CRADDOCK/A Real Cowboy (Capitol)
-	-	45	39	EDDIE RABBITT/I Love A Rainy Night (Elektra)
-	-	47	40	REBA McENTIRE/I Can See Forever In Your Eyes (Mercury)
-	-	50	41	LORETTA LYNN/Cheatin' On A Cheater (MCA)
-	-	49	42	LEON EVERETTE/Giving Up Easy (RCA)
-	-	48	43	GENE WATSON/No One Will Ever Know (Capitol)
-	-	44	44	JANIE FRICKE/Down To My Last Broken Heart (Columbia)
-	-	45	45	CAPITALS/A Little Ground In Texas (Ridgeway)
-	-	46	46	P. WAGONER & D. PARTON/If You Go, I'll Follow You (RCA)
-	-	47	47	OAK RIDGE BOYS/Beautiful You (MCA)
-	-	48	48	BOBBY GOLDSBORO/Goodbye Marie (Curb)
-	-	49	49	LYNN ANDERSON/Blue Baby Blue (Columbia)
-	-	50	50	STATLER BROTHERS/Don't Forget Yourself (Mercury)

New Entry

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

- 38-32, KUUY 42-38, KTRB 28-24, WSEN 40-28, WWCS-FM 18-11. On: WMZQ-FM, WNOW, KEBC-FM, WCOS-FM, WHOO, KMPS-AM-FM.
- DOOLITTLE BAND "Who Were You Thinkin' Of" (Columbia) 29/3**
National Summary: Up 8, Same 14, Down 1, Debuts 3, Adds 3, WCOS-FM, KMAK, WXCL, KVOO 28-17, WYDE 22-17, KIKK-FM 14-7, KCKC 2-2, WEEP 32-27. On: WHN, WAXX, WITL-FM, KWKH, KUUY, KEEN.
- TOMPALL & GLASER BROTHERS "Sweet City Woman" (Elektra) 28/12**
National Summary: Up 2, Same 8, Down 0, Debuts 5, Adds 12, WWVA, WUBE-FM, KFGO, KWMT, KVOO, KOKE-FM, KENR, KKYX, KWKH, WIRK-FM, KEED, KGA, WIXL-FM 27-22, KHEY 48-34.
- SUSIE ALLANSON "Dance The Two Step" (Liberty) 28/10**
National Summary: Up 4, Same 9, Down 1, Debuts 4, Adds 10, KGF, KFDD-AM, KOKE-FM, WYDE, WGTQ, KWKH, KVOC, KNIX-FM, KGA, KTOM 4-28, KRMD-AM-FM 47-42. On: WAXX, KFGO, WKSJ-FM, WBAM, WSM, KLAQ.
- MEL STREET "Who Will Turn Out The Lights" (Sunbird) 26/8**
National Summary: Up 4, Same 11, Down 0, Debuts 5, Adds 6, KCKC, WIXL-FM, WMZQ-FM, WCXI, WKKN, KICD-FM, KKYX 4-48, WIRK-FM 4-35, KUUY 43-28, KGA 4-38.
- JIM REEVES "There's Always Me" (RCA) 25/23**
National Summary: Up 0, Same 2, Down 0, Debuts 0, Adds 23 including KEED, KNIX-FM, KYTE, KEEN, KMPS-AM-FM, KCUB, WWCS-FM, WYII, KFGO, WKCO-FM, KFEQ, WLWI-FM, WSIX-FM, KKYX.
- RANDY BARLOW "Willow Run" (Paid) 23/4**
National Summary: Up 2, Same 12, Down 0, Debuts 5, Adds 4, WYAM, WHBF, WKCO-FM, KLRA. On: WWVA, WXCL, KLLL-AM-FM.
- JOHN WESLEY RYLES "Cheater's Trap" (MCA) 22/6**
National Summary: Up 2, Same 10, Down 0, Debuts 4, Adds 8, KEBC-FM, KFDD-AM, KOKE-FM, KENR, KIKK-FM, WMZQ-FM, WGTQ 4-48, KYXX 40-32. On: WIRK-FM, KLAQ, KSOP, WBGW-FM, WKXA, KVOO.
- SONNY CURTIS "Fifty Ways To Leave Your Lover" (Elektra) 20/3**
National Summary: Up 2, Same 14, Down 0, Debuts 1, Adds 3, KLLL-AM-FM, KRMD-AM-FM, KSSS, KVOC 43-35, WYII 4-30. On: WWVA, WKKN, KVOO, WYDE, WBAM, WLWI-FM, WSM, KEED, KRAK.
- KENNY DALE "When It's Just You And Me" (Capitol) 19/14**
National Summary: Up 1, Same 3, Down 0, Debuts 1, Adds 14 including WYAM, WBGW-FM, KVOO, KLV1, KENR, KKYX, KRMD-AM-FM, KSSS, KRSY, KRAK, KTOM, WESC-AM-FM 4-38, WSIX-FM 44-38.
- JACK GREENE "Devil's Den" (First Line) 19/9**
National Summary: Up 1, Same 7, Down 0, Debuts 2, Adds 8, WCOS-FM, WGTQ, WESC-AM-FM, KNOE, KKYX, KRAK, KGA, WXCL, WKKN, KUUY 50-41. On: KMPS-AM-FM, WSLR, WKSJ-FM, WQYK-FM.
- HANK COCHRAN "A Little Bitty Tear" (Elektra) 18/10**
National Summary: Up 0, Same 6, Down 0, Debuts 0, Adds 10, KVOC, KUUY, KSSS, WSEN, WHK, WGTQ, KHEY, KRMD-AM-FM, KWKH, WTQR-FM. On: KLLL-AM-FM, KTOM, WCXI, KVOO.
- ORION "Am I That Easy To Forget" (Sun) 15/1**
National Summary: UP 6, Same 7, Down 0, Debuts 1, Adds 1, WQYK-FM, WEEP 31-24, KVOO 4-38, KVOC 48-43. On: WAXX, WITL-FM, WKKN, WYDE, KFTN.
- RAY CHARLES & CLINT EASTWOOD "Beer's To You" (WB) 13/11**
National Summary: Up 0, Same 1, Down 0, Debuts 1, Adds 11, WYAM, WQAM, WHOO, KRMD-AM-FM, KSSS, KTOM, KCKC, KEBC-FM, WWO, WIRK-FM, KSOP.
- EARL THOMAS CONLEY "Silent Treatment" (Sunbird) 12/12**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12, WAXX, KFGO, KEBC-FM, WKKN, WKSJ-FM, WBAM, WLWI-FM, KKYX, KUUY, KLAQ, WYAM, WWVA.
- SLIM WHITMAN "That Silver-Haired Daddy..." (Epic/Cleveland International) 12/12**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12, WBGW-FM, WHK, KFGO, WDDD-FM, KEBC-FM, KFDD-AM, WQYK-FM, WIRK-FM, KSSS, KMPS-AM-FM, KGA, KCUB.
- BILL ANDERSON "I Want That Feelin' Again" (MCA) 12/7**
National Summary: Up 1, Same 4, Down 0, Debuts 0, Adds 7, WDDD-FM, WKKN, KVOO, KNOE, KRSY, WYAM, WSEN, WIXL-FM 46-35.
- JOHNNY CASH "The Last Time" (Columbia) 11/11**
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 11, KRRV, KKYX, KRAK, KCKC, WSEN, WBGW-FM, WIXL-FM, KFGO, WDDD-FM, KEBC-FM, KFEQ.
- FOXFIRE "Whatever Happened To Those..." (Elektra) 11/5**
National Summary: Up 2, Same 4, Down 0, Debuts 0, Adds 6, KGA, WCXI, KBUF, KVOO, KFDD-AM, WWCS-FM 30-28, WIXL-FM 29-20. On: WIRK-FM, KVOO, KUUY, KSSS.
- J.W. THOMPSON "He'll Time" (NSD) 11/3**
National Summary: Up 1, Same 6, Down 0, Debuts 1, Adds 3, WMZQ-FM, WCXI, KLAQ, WIRK-FM 4-38. On: WQYK-FM, KRAK, KMPS-AM-FM, KGA.

THE WINNING TICKETS

✓ **RAZZY BAILEY**

“I KEEP COMING BACK”

PB-12120

JUST SHIPPING!

✓ **PORTER & DOLLY**

“IF YOU GO, I’LL FOLLOW YOU”

PB-12119

BB *45 CB *47 RW *49

✓ **STEVE WARINER**

“YOUR MEMORY”

PB-12139

BB debut *72 CB debut *68 RW debut *72

RCA



Country Pictures



CHEAP TALK — Actor Burt Reynolds is out promoting his single from the "Smokey & The Bandit 2" soundtrack. Shown here he's in the process of a live interview over KSO/Das Moines. Pictured (l-r) are Brad Hunt, MCA Records; Reynolds; Jarrett Day, PD KSO, and Tony Tamburrano, MCA.



PORTLAND TO THE PALOMINO — KWJJ's Bill Templaton (center) caught RCA artist Razzy Bailey's show at the famed North Hollywood club, and while visiting backstage, bumped into the label's songstress, Sylvia.



STATION BREAK — Charley Pride dropped into KPLX-FM/Ft. Worth and visited with PD Hal Jay. While at the station's studios, Pride participated in the taping of an upcoming tribute to fellow RCA artist Jim Reeves, scheduled to air in Great Britain next spring.



RABBITT AT THE ROXY — KCKC/San Bernardino treated 30 listeners to ringside seats, bus transportation, and dinner in transit for the Eddie Rabbitt concert at the Roxy in Los Angeles recently. Shown (l-r) are Bob Harvey KCKC morning personality; Bob Mitchell, PD KCKC; Rabbitt, and Van St. James, the station's afternoon jock.



IT'S UGLY TIME AGAIN — KTOM/Salinas is sponsoring an "Ugly Bartenders Contest" to benefit the Multiple Sclerosis Society, in conjunction with Budweiser Beer and their local Bartenders Union. From left, are Marc Hahn, PD KTOM; assorted ugly bartenders; and, far right, Johnny Morgan, KTOM personality.

Biff Collie

Inside Nashville



NEWSMAKERS: Sam Luvullo says "Nashville Palace," the pilot-special on ABC-TV, garnered 34 million viewers, ranked #20 in that week's Nielsen ratings, and looks good for a mid-season start as a weekly "rilly big sheeow" live from Nashville... Olympic Decathlon champ Bruce Jenner, divorced from his wife earlier this year, and Linda Thompson, erstwhile Elvis Presley house-doll, are whispering marriage to their backstage buddies on the "Hee Haw" set. Jenner's here "singing (?)" in segments of "Hee Haw" and paying attention to Linda... J.R. Ewing has inspired many things. Recently a giant "kicker" club in Lafayette, LA opened called "J.R.'s," now San Antonio's Pearl Brewing Co. has a new "J.R." beer on the market, coinciding with the opening of the TV season... Willie Nelson-Merle Haggard-Emmylou Harris concert at the giant Anaheim Stadium in the L.A. area drew 31,057 and grossed \$361,000!... Trey Bruce and Tracy Sewell married in Memphis (Trey is son of Ed and Patsy



Bruce)... Didja notice George Jones's current "I'm Not Ready Yet" was written by Tom T. Hall? By the way, "The Storyteller" has been selected to be the 1981 Southeastern spokesman on the TV and radio spots for the Smokey The Bear fire prevention campaign... Ex-Cricketer Bob Montgomery, who first turned on the UA Country department with his A&R work in the late 60's with Bobby Goldsboro's "Honey," "Watchin' Scotty Grow," etc. says he's cut only 21 sides on Razzy Bailey; 10 have been in the top 15, seven have made the Top Ten. (Good start, Bob!)... Isn't it coincidental that, just before his first record is mailed, good ole Tim Williams (WFAI/Fayetteville) started his new "rag sheet"? Way to go, Tim!... I was honored to be elected VP of the Country Radio Seminar for 1981. Charley Monk, Barbara Stirling, Jerry Seabolt, Tom McEntee and I started the seminar in 1970. What a joy it's been to watch its value and influence grow!

\$36 MILLION! Tammy Wynette's ex-husband Don Chapel and his dad, Lloyd F. Amburgey, Sr., filed separate libel suits totaling \$36 million against Tammy, Joan Dew (her co-writer of the book "Stand By Your Man"), and Simon & Schuster, charging that the book and other material published over the past 12 years has exposed him to "public hate, contempt, and ridicule." Further, the suits allege that Chapel "has been denied the fruits of his labor and talents and has been continuously harassed, humiliated, embarrassed, and has been put down by his fans, co-workers, peers, employers, agents and managers." The lawsuits further state that Ms. Wynette's "malicious falsehood expressed in writing" and "the publication of the natural or alleged defects of the plaintiff" exposed the plaintiff to "public ridicule, contempt, or hatred." Chapel's suit also charges that he was forced to change his stage name "for his own personal safety and to reduce embarrassment." Insiders are asking each other the why of Chapel's father's suit.

NOTE-TAKER: Look for a group of Nashville hotels to inaugurate an "off-season" budget plan, with 25% to 50% discounts in November, December, January, and February. They'll call it the "Winter Savings Song"... Barbara Mandrell wowed 'em at the Nashville Symphony's "Satur-



1,799,001 amateur violin and fiddle players in America... Jeannie Seely announced on the stage of Nashville's new "in" spot, the Stockyards Restaurant's Bull-Pen Lounge, that her marriage to Songwriters' Hall of Famer Hank Cochran is over!... Ronnie Milsap's movie story, they say, will develop this winter... Margaret Ann bought her husband Charlie Rich a brand new Vintage 1931 Model A Ford (something he's wanted since 1931??)... That steamy novel Dolly Parton's writing called "Wildflowers" will be published by Bantam Books... Eddie Rabbitt's band is called "Hare-Trigger"???... Everett Corbin's new book "Storms Over Nashville" will feed the craving of country music traditionalists for controversy... Len Ellis, WLJE/Valparaiso, IN, is being honored this month for his 30-plus years in Country radio. He was honored during Convention week here by being elected to the CMA Board of Directors. (Don't you think it's time? He holds CMA membership card #1!)... Her press agents say Dolly's only live performance of 1980 was at the Hotel Diplomat in Hollywood, FL (wrong! She's been on the Opry a couple or three times this year)... Roy Clark's concert at Lincoln County High School in Fayetteville, TN raised \$50,000 to build a new gym. It'll be called the Roy Clark Fieldhouse... Jan Howard's book could be one of the most "inside" studies on the creators and influentials of our business during the past 20 years. Jan was formerly married to songwriting giant Harlan Howard, whose most productive years were spent in tandem with the likes of Willie Nelson, Buck Owens, Freddie Hart, Hank Cochran, and she with Bill Anderson, June and Johnny Cash, and others... Tom T. Hall writes in the middle of the night??? (3:00 in the morning)...

IT ONLY HURTS WHEN I LAUGH: Charlie McCoy (didn't he conduct the music on the "Nashville Palace" pilot?) oughta know; he says, "If you think you got troubles, ask a harmonica player with chapped lips!"



Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Eddie Rabbitt (Elektra) Oak Ridge Boys (MCA) Steve Warner (RCA)	Kenny Rogers (Liberty) Ronnie Milsap (RCA) Anne Murray (Capitol) Crystal Gayle (Columbia)	Oak Ridge Boys (MCA) Eddie Rabbitt (Elektra) Staber Brothers (Mercury)	Kenny Rogers (Liberty) Anne Murray (Capitol) Ronnie Milsap (RCA)	Oak Ridge Boys (MCA) Kenny Rogers (Liberty) Johnny Lee (Asylum) Anne Murray (Capitol)	Kenny Rogers (Liberty) Ronnie Milsap (RCA) Steve Warner (RCA) Staber Brothers (Mercury)	Kenny Rogers (Liberty) Ronnie Milsap (RCA)	Kenny Rogers (Liberty) Ronnie Milsap (RCA)

EAST		MIDWEST		SOUTH	
WJAZ Chicago, IL Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Yellowjackets The Youngbloods The Yuletide Carolers The Zimmers	WABC New York, NY Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Youngbloods The Yuletide Carolers The Zimmers	WOL London, MI Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Youngbloods The Yuletide Carolers The Zimmers	WOL London, MI Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Youngbloods The Yuletide Carolers The Zimmers	WOL London, MI Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Youngbloods The Yuletide Carolers The Zimmers	WOL London, MI Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Youngbloods The Yuletide Carolers The Zimmers

WEST	
KCAL Los Angeles, CA Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Youngbloods The Yuletide Carolers The Zimmers	KCAL Los Angeles, CA Eddie Rabbitt Oak Ridge Boys Ronnie Milsap Crystal Gayle Lynn Anderson Anne Murray Kenny Rogers Staber Brothers Johnny Lee Don Williams Bobby Goldsboro Freddy Fender The Doobie Brothers The Judds The Stapletons The Three Degrees The Waitresses The Weathermen The Whispers The Youngbloods The Yuletide Carolers The Zimmers

NUMBER OF REPORTING STATIONS THIS WEEK: 120

Hottest Tracks:

- "Long Arm of the Law" - KENNY ROGERS (Liberty)
- MERLE HAGGARD - Back To The Barrooms - (MCA)
- BRENDA LEE - Take Me Back - (MCA) "Take Me Back"
- JERRY LEE LEWIS - Killer Country - (Elektra) "Thirty Nine And Holding" "Too Weak To Fight"
- BARBARA MANDELL - Love Is Fair - (MCA) "Not Tonight"
- SOMETIME, SOMEWHERE
- JOHNNY RODRIGUEZ - Gypsy - (Epic) "The Gypsy"
- KENNY ROGERS - Greatest Hits - (Liberty) "Long Arm Of The Law"
- CONWAY TWITTY - Rest Your Love On Me - (MCA) "Once Is Not Enough..." "I Still Believe In Waitress" "We're Gonna Try It Tonight"
- DON WILLIAMS - I Believe In You - (MCA) "Falling Again"

Most Requested:

- KENNY ROGERS "Lady" (Liberty)
- WILLIE NELSON "On The Road Again" (Columbia)
- RONNIE MILSAP "Smoky Mountain Rain" (RCA)
- DON WILLIAMS "I Believe In You" (MCA)
- ANNE MURRAY "Could I Have This Dance" (Capitol)
- JOHNNY LEE "One In A Million" (Asylum)



P/A

POP/ADULT®

Mike Kasabo

Production: Pop/Adult Radio's Aural Ballet

"Create your own method. Don't depend slavishly on mine. Make up something that will work for you! But keep breaking traditions, I beg you."

— Konstantin S. Stanislavski

I suppose if there is one soft spot in my heart for radio, it would be for the Production Manager, because that's what I started out as in 1964. When I was doing the production shift, the most important thing you could do was be a good "blade" man, for which you would be paid rather well. The dawning of the 80's presents a much more finely-tuned set of circumstances: greater competition among existing signals, new frequencies assigned, and perhaps a more intense desire and ability for young radio people to add that "extra dimension" to their radio station: PRODUCTION!

We had an opportunity to chat with one of the East Coast's most respected production men, Mike Anderson, who is now the Program Director of WRNL/Richmond, VA, and is also involved in touring with a series of workshops/seminars, all for the benefit of those interested in radio production. The conversation, including Anderson's 10 commandments for production, follows:

R&R: What can you tell us about production for P/A specifically?

MA: Each specific format must reflect a certain amount of its format in its production. In Pop/Adult radio production you have to have a weave of the station's character — it's important that you reflect that station's conceptual nature, even more so than in Contemporary Hit Radio, which spawned most of the top production guys around today. In fact maybe the best way to describe it is to say that it's CHR, without the hype; there has to be an excitement, but not over-hyped excitement.

R&R: What are some of the keys to being a winning Pop/Adult production person?

MA: You really have to have a tremendous sensi-

tivity to your audience. I think it would be almost the same as being an excellent Pop/Adult programmer. Which is not to say researched sensitivity. Computer-induced sensitivity is a little less than the subjective kind of feeling you have to have for your audience in P/A.

R&R: What about style vs. substance for P/A's?

MA: I think you can overwhelm your substance with flash. The idea of style is fine, but if you go too far with electronic warps, shattering horn crescendos and that kind of thing, you can wind up just totally smothering the actual intent of the message, which is what you're trying to do. It becomes overkill.

Ten Commandments Of Production

R&R: You have a Ten Commandments of Radio Production. Let's take them one by one — cleanliness?

MA: Keep everything clean. Simply, it's a way to instill discipline. It's extremely important to keep your recording heads clean, for example, but also keep a clean razor blade on hand — if it's dull, you're going to hold up your own progress. Organize your production room, it'll definitely help in execution of your department.

R&R: Stocked?

MA: Those things that are your tools — we're always running out of grease pencils around here, and other things. Think ahead . . . don't run short.

R&R: Standardized?

MA: On a technical level, I think it's terribly important that you use the same kind of tape and machines all the time. I know in the smaller markets I've worked in, you can't always keep a couple of cases of 207 on hand, it's just too much past the budget, but you ought to be able to set some kind of technical standard at your station.

R&R: Erase/Splice?

MA: That's a real potential sore point with me. If I come across a cart that's played on the air with the audio running over the splice, I just get crazy . . . it's just a matter of professionalism to cue past the splice — that's part of what you're getting paid for.

R&R: Vocals?

MA: The reason I put that in there is because I heard a spot once done of a song that I really like, and therefore never heard the message of the spot. The listener will just be completely oblivious to whatever the commercial is trying to say. A familiar piece of music will always tend to draw you away from the message.

Update

THE TULSA TURNAROUND: During a recent parade, KRMG morning man John Erling came to the rescue of thousands of people who were being kept from viewing the event. It seems that the City Street Commissioner refused to cover parking meters along the parade route to prevent interference of parked cars because of the loss of revenue. Erling went on the air and solicited donations to replace any lost money, finally raising \$120 total which apparently covered the situation . . . WGY/Schenectady featured live broadcasts from its mobile studio on location at the New York State Harvest of Music Festival, the first of an anticipated annual event held at Empire State Plaza in Albany. Harry Chapin, Helen Reddy, the Mannhattans, and Dizzy Gillespie were on hand to entertain the huge crowd of 92,000. The entire affair was capped off with a giant fireworks display . . . In order to celebrate its transition of company owners, WCSH/Portland recently brought back all its old personalities from the 50's and 60's to play music from



those years. To top off the weekend promotion, the station presented an old-fashioned 50's sock hop (pictured here), which was also broadcast live and drew over 1500 people . . .

R&R: Choice of music?

MA: Very important. If it doesn't relate to the message, you're in big trouble. A hard sell needs appropriate music; soft sell, the same. You need something to reflect the nature of the message.

R&R: Sound effects?

MA: Probably the most important part of anybody's production library. A good set of sound effects cannot be done without. Even if they aren't used to create a scenario, even if they're just dropped in the proper position with the right word in a spot, they can have an amazing effect on the listeners.

R&R: Where can production people go to get the best sound effect recordings — I think Elektra has some available?

MA: Yes, I have their series, and it's fantastic. Other sources would be Valentino in New York, Tanner in Memphis, TM out of Dallas.

R&R: Level of control?

MA: Simplest thing there is keep the rascal at 100%. Except when you have to have something under your voice. Let the audio processing on your station handle it.

R&R: Updates?

MA: The easiest way to handle a series of spots that require the same basic copy, but different date inserts, would be rather than do the same spot over and over again, leave a blank spot and insert "starting Saturday," then "beginning tomorrow," and finally "it starts today." That saves a lot of time and tape.

R&R: Finally, it says here, 'listen' . . .

MA: Right after finding the splice in the cart comes my second biggest bitch with producers. For God's sake, after you've toiled with a spot or promo, for who knows how long, listen to the damn thing to make sure it came out properly.

R&R: What can production persons do to "enhance" their work that might give them an edge with competition?

MA: There are several things, but probably the most significant is that it so happens that the human ear and its receptive channels are generally deficient in one very important range. That happens to be what we refer to as the "midrange," between 2000 and 4000 cycles. If you add a little bit of equalization, which amounts to 2-4 decibels, you will brighten considerably the voice and the overall impact of the particular piece of production.

R&R: How do you develop the skills for a production person?

MA: You're surely not born with them. It's something that is very much of an unnatural act. Having the ability to splice precisely with a razor blade or edit electronically or mix properly is something that takes time and patience to develop.

R&R: Any closing comments?

MA: Production in general and Pop/Adult production specifically has got to get better, it must improve. I see P/A radio as being the last bastion, and in the '80's the foremost bastion of personality radio, where the most creative and vital hours will be spent to give the P/A stations an edge. You've got to put entertainment value into spots, and I think just as importantly, station promos. After all, they sell your station — and that's the most important product you have!

5:00 To 10:00 Will Get You 20

Paul Hennings (pictured) has just come off celebrating 20 years as morning personality on WTAR/Norfolk. He has in two decades become an institution, literally a household name. His vocal tones wake up a large part of the Tidewater area residents each day, using music, humor, news, sports, and information to keep his audience captive. Beyond his high-profile radio job, he is a director of the Tidewater Broadcasting School, is the only honorary member in the history of the Norfolk Civitan Club, and is an honorary life member of the Virginia Industrial Arts Association. He is also a member at large of the Executive Committee of the Boy Scouts of America and has been awarded the Silver Beaver. What a guy!



Paul Hennings

Transition

Veteran Pittsburgh radio personality and programmer Chuck Brinkman returns to the Western Pennsylvania metropolis after almost two years as Program Director of KOGO/San Diego. Brinkman can now be heard on WFFM (FM97) doing the afternoon drive shift. He's always had a high profile in the Steel City on such stations as KQV and most recently, before coming to California, WTAE . . . Bob Oakes has taken over Program Director's reins at KSTP-AM/Minneapolis after programming stints at WBZ/Boston, KFWB/Los Angeles, and most recently WXYZ/Detroit (see page 3) . . . KFOR/Lincoln announces that Marilyn Kokes is leaving her Assistant Music Director position, to be replaced by Cathy Blythe, who returns as MD . . . WGAR/Cleveland Program Director Chick Watkins has announced that Paxton Mills, afternoon air personality, will take on the added responsibilities of Assistant PD; Paxton has been with the station since September of 1977 . . . Tom Daren has moved up in the world — professionally as well as geographically. Daren has moved on to become the Program Director of WWWS/Pittsburgh after serving in that same position at WFTL/Ft. Lauderdale . . . Doug Paul has been named Program Director of WKZL/Winston-Salem from an air shift and production duties. The station's president, Robert B. Brown, also appointed his wife Sharon to a programming position, as Music Director . . . Barry (Vaughn) Skidelsky is the new Program Director of WFAS/White Plains, a "Big Apple" suburb. He comes to the station from a varied radio background, including WMMR/Philadelphia, WRVR/New York, and WCOZ/Boston, and is a recent graduate from Vermont Law School . . .

“SEASONS”^{BY} CHARLES FOX

THE INSTRUMENTAL SENSATION EVERYONE IS TALKING ABOUT

From the composer of "Killing Me Softly," Jim Croce's "I Got A Name," Barry Manilow's "Ready To Take A Chance" and TV's "Love Boat," "Laverne & Shirley," "Happy Days," "Love American Style," "Angie," "Wonder Woman," "Paper Chase," and "ABC's Wide World Of Sports."

OUT OF THE BOX

WCCO, WYEN, KHOW, KSFO, WLW, KSL, WSB
KMBZ, KMOX, KLO, KRKK, WSLI, WLVA, Z104
KSNM, KAFM, KBIG, A1A and . . . more.

ADDED AT ALL BONNEVILLE BROADCAST-CONSULTED STATIONS

INSTANT REACTION

MARLIN TAYLOR, President Bonneville Broadcasting: "A classic for the masses, we loved it instantly."

JOHN HARDY, KSFO: "The first time I heard it I knew it was for our station."

LEIGH STARNES, KHOW: "Immediate phones, beautiful melody."

RON DEAN, KAFM: "Early phone response."

Produced by Ed Newmark & Charles Fox

STEVE BELL, KMBZ: "The strongest instrumental since 'Nadia's Theme.'"



P/A

POP/ADULT®

BREAKERS®

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

AIR SUPPLY

Every Woman In The World (Arista)

65% of our reporters are on it. Latest adds include WSTV, KRKK, WGR, WGAR, WFDF, WWWE, WOOD, KNBR, WNDB, KFMB, WDBO, WBEN, WPRO, WLW, WCBM, WACI, WREC. Key moves: 43-23 KMED, 28-22 WIBW, 28-25 WEIM, 29-24 WTAR, 37-28 WSGW, 33-24 KABI, 29-21 WSB, debut 13 KBLF, debut 19 KRMG, debut 20 KEZ, debut 29 WMAZ, debut 30 WSM-FM. Heavy rotation: KAKZ, WRVA, WSBA, KOY. Jumps 31-24 on P/A chart.

PAUL SIMON

One-Trick Pony (WB)

58% of our reporters are on it. Adds include KHOW, KEX, WCCO-AM, WOOD, KAAV, KMBZ, KLMS, KWOS, KRZI, WTMJ, WHBY, KNBR, KMJJ, WJON. Key moves: 18-14 KRMG, 21-14 WBEN, 21-17 WGAR, 24-20 WHAG, 38-30 KBAI, 28-21 KLTE, 30-19 WFDF, debut 11 KBLF, debut 28 WMAZ, debut 30 WDAK. Heavy rotation: WDBO, WRVA, WOAI-FM, WKHM, WKIQ. Jumps 33-25 on P/A chart.

NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first reports total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

DIANA ROSS "I'm Coming Out" (Motown) 44/3 add KAKZ, KMRJ, KLMS. Note: this is a really hot record in many regions - key moves: 15-9 WYMC, 4-3 WBEN, 10-3 WPRO, 27-18 KWOS, 18-14 KDKA, 17-13 WMAZ, 6-4 WGAR, 16-9 WOWO, 7-4 WSTV, 31-27 WHBC, 36-28 KRKO, 30-22 WHIZ, 26-22 WDAK, debut 20 WGR, debut 27 WLNH. Heavy rotation: WIP, WHAS, WNEU, WGIR. Increased 34-28 on P/A chart.

JIMMY HALL "So Happy That Love Has Found You" (Epic) 53/12 add KRZI, WTAE, WISN, KFOR, WHIO, WHBC, KHOW, WTMJ, KMRJ, WDEF, KPPL, KOB. Key moves: 29-25 WQUD, 31-26 WGAR, 25-22 WMAZ, 24-21 WPRO, 21-17 WORG, 28-22 WWWE, 20-17 WSM-FM, debut 19 WYMC, debut 27 WEIM. Heavy rotation: WEBC, WTVN. Increased 36-30 on P/A chart.

STACY LATTISAW "Let Me Be Your Angel" (Cotillion) 49/12 add KEX, WSBA, WDAK, WOWO, WGIR, WFDF, WSGW, WELI, KAKZ, WLW, WNAB, WSJS. Key moves: 9-7 WORG, 28-19 WQUD, 32-29 WHBC, 27-23 WLTA, 30-27 KWOS, 24-20 KDKA, debut 30 WMAZ. Heavy rotation: WCCO-FM. Increased 35-31 on P/A chart.

POCO "Midnight Rain" (MCA) 49/4 add WNAB, WNFL, KLMS, WDAK. Key moves: 21-17 KMBZ, 13-10 WIBW, 25-21 WHBC, 27-23 KLO, 19-16 WEIM, 24-16 WFDF, debut 15 KBLF, debut 25 WACI, debut 30 KWOS. Maintains No. 32 on P/A chart.

BOBBY GOLDSBORO "Goodbye Marie" (Curb/CBS) 49/8 add WGIR, WKIQ, WDBO, KUGN, WSJS, WOOD, KMRJ, WDIF (dp). Key moves: 20-15 KRMG, 23-16 WSB, debut 16 KBLF, debut 28 WSTV. Hot at WKHM. Increased 39-33 on P/A chart.

DIANA ROSS "It's My Turn" (Motown) 46/20 adds include WASH, WRVA, WGAR, WHIO, WSIX, WLTA, WTMJ, WHAS, WOOD, KSL, WHAG, KLO, WSRY. Key moves: 22-19 WPRO, 37-30 WFIR, debut 26 WSTV, debut 29 WREC, debut 29 WEIM. Debuts at No. 35 on P/A chart.

KORGIS "Everybody's Got To Learn Sometime" (Asylum) 45/4 add WLNH, WABZ, WGAR, KHOW. Key moves: 28-25 WORG, 25-21 KWOS, 29-25 WMAZ, 27-24 WFIR, debut 17 WGR, debut 20 WYMC, debut 21 WBEN. Hot at WSYR. Increased 37-38 on P/A chart.

GEORGE BENSON "Love X Love" (WB) 44/6 add KFOR, WYMC, KRKK, WCCO-FM, KMRJ, WWWE. Key moves: 26-23 WLTA, 28-23 WSTV, 25-22 KBAI, 23-20 WEIM, 26-22 WORG, 30-23 WGAR. Increased 38-37 on P/A chart.

DIONNE WARWICK "Easy Love" (Arista) 44/22 adds include KFOR, WATR, WBAL, WBEN, WHIO, KXIC, KUGN, KSL, KPPL, KFMB, WRVA, WREC, WCFR, WOOD. Key moves: 28-22 WHAG, 27-24 WLTA, debut 23 WSB. Heavy rotation: WSBA. Debuts at No. 38 on P/A chart.

Others Getting Significant Action

FRED KNOBLOCK "Let Me Love You" (Scotti Bros.) 33/1 add WNAB. Moves: 19-16 WREC, 23-20 WIBW, debut 30 WEIM.

EDDIE RABBITT "I Love A Rainy Night" (Elektra) 30/12 add WSIX, KEX, WBT, WSB, KFOR, WSLI, KAAV, WDEF, WHAS, WSJS, WNDB, KRMG. Moves: 27-23 WIBW. Heavy rotation: WKHM.

CHRIS MONTAN "Is This The Way Of Love" (20th) 30/3 add WELI, WHOK, WKHM. Moves: 29-25 KLO, 24-20 KFMB, 32-29 WHAG, debut 30 WSTV.

NIELSEN-PEARSON "If You Should Sail" (Capitol) 29/4 add WIP, WLW, WSTV, WCMB. Moves: 21-17 WEIM, 25-23 WFIR.

MICKEY GILLEY "That's All That Matters" (Epic) 28/3 add KSL, WHIZ, KRZI. Moves: 10-8 KRMG, 23-18 WHAG, 28-23 KLTE.

MAC DAVID "Texas In My Rear View Mirror" (Casablanca) 27/4 add WYMC, WHAS, WGIR, KRNT. Heavy rotation: KOY, WSBA.

JANIS IAN "The Other Side Of The Sun" (Columbia) 27/1 add WIOD. Moves: 23-18 WHBC, 30-28 WTAR. Heavy rotation: WFTL, KOY.

DONNA SUMMER "The Wanderer" (Geffen) 24/3 add KNBR, KDKA, WSLI. Moves: 6-3 KRKO, 5-4 WBEN, 8-5 WLW, 22-18 KBAI, 33-26 WHBC, 30-27 WDAK, 18-15 WLNH.

HARRY CHAPIN "Sequel" (Boardwalk) 23/12 add WFIR, WOAI-FM, WDAK, WDIF (dp), WFDF, WHIZ, WCHV, KXIC, KNBR, WYMC, WPRO, WLNH. Moves: 22-18 WBEN.

WAYLON JENNINGS "Theme From The Dukes Of Hazzard" (RCA) 23/4 add KRKO, WCHV, WNEU, WABZ. Moves: 13-8 WYMC, 14-10 WHAG, 18-11 WHIZ, 31-24 WORG, 34-24 WGAR.

SAMMY JOHNS "Falling For You" (Atlantic/Real World) 23/0. Moves: 25-19 KMED. Heavy rotation: WATR.

JACKSON BROWNE "That Girl Could Sing" (Asylum) 22/0. Moves: 12-8 KRKO, 19-15 WMAZ, 28-23 WLNH, 35-30 WORG. Heavy rotation: WEBC.

DEBBY BOONE "Take It Like A Woman" (WB/Curb) 20/6 add KLO, KGGF, WKHM, WATR, WIS, WHIO. Debuts 27 WSB.

LOBO "With A Love Like Ours" (Elektra/Curb) 19/1 add WRVA. Moves: 14-9 WEIM.

FIREFALL "Only Time Will Tell" (Atlantic) 18/1 add WHAG. Moves: 20-16 KFMB, 28-24 KLO.

Radio & Records POP/ADULT AIRPLAY / 40

Three Weeks Two Weeks Last Week This Week

Three Weeks	Two Weeks	Last Week	This Week	
1	1	1	1	BARBRA STREISAND/Woman In Love (Columbia)
3	2	2	2	KENNY ROGERS/Lady (Liberty)
2	3	3	3	BOZ SCAGGS/Look What You've Done To Me (Columbia)
13	6	4	4	WILLIE NELSON/On The Road Again (Columbia)
23	17	9	5	LEO SAYER/More Than I Can Say (WB)
19	13	8	6	HALL & OATES/You've Lost That Lovin' Feeling (RCA)
10	10	7	7	POINTER SISTERS/He's So Shy (Planet)
9	7	6	8	DOOBIE BROTHERS/Real Love (WB)
30	22	15	10	CHRISTOPHER CROSS/Never Be The Same (WB)
22	18	12	11	CLIFF RICHARD/Dreaming (EMI America)
15	12	11	11	AL STEWART/Midnight Rocks (Arista)
21	20	13	12	ROGER DALTRY/Without Your Love (Polydor)
11	5	5	13	ANNE MURRAY/Could I Have This Dance (Capitol)
39	32	17	14	OLIVIA NEWTON-JOHN w/CLIFF RICHARD/Suddenly (MCA)
37	29	24	15	DON WILLIAMS/I Believe In You (MCA)
4	4	16	16	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
—	—	28	17	NEIL DIAMOND/Love On The Rocks (Capitol)
24	23	21	18	CYRSTAL GAYLE/If You Ever Change Your Mind (Columbia)
—	40	29	19	BARBRA STREISAND & BARRY GIBB/Guilty (Columbia)
20	19	18	20	AMY HOLLAND/How Do I Survive (Capitol)
8	8	10	21	CARLY SIMON/Jesse (WB)
29	24	22	22	IRENE CARA/Out Here On My Own (RSO)
28	26	26	23	MELISSA MANCHESTER/If This Is Love (Arista)
—	—	31	24	AIR SUPPLY/Every Woman In The World (Arista)
—	38	33	25	PAUL SIMON/One-Trick Pony (WB)
18	16	14	26	LARSEN-FEITEN BAND/Who'll Be The Fool Tonight (WB)
12	15	20	27	BILLY JOEL/Don't Ask Me Why (Columbia)
40	36	34	28	DIANA ROSS/I'm Coming Out (Motown)
7	14	25	29	OLIVIA NEWTON-JOHN w/ELO/Xanadu (MCA)
—	39	36	30	JIMMY HALL/So Happy That Love Has Found You (Epic)
—	37	35	31	STACY LATTISAW/Let Me Be Your Angel (Cotillion)
—	33	32	32	POCO/Midnight Rain (MCA)
—	—	39	33	BOBBY GOLDSBORO/Goodbye Marie (Curb/CBS)
34	34	30	34	ALI THOMSON/Live Every Minute (A&M)
—	—	35	35	DIANA ROSS/It's My Turn (Motown)
—	—	37	36	KORGIS/Everybody's Got To Learn Sometime (Asylum)
—	—	38	37	GEORGE BENSON/Love X Love (WB)
—	—	38	38	DIONNE WARWICK/Easy Love (Arista)
—	—	39	39	RUPERT HOLMES/Morning Man (MCA)
—	—	40	40	JOHN LENNON/(Just Like) Starting Over (Geffen)

This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

New Entry

RUPERT HOLMES "Morning Man" (MCA) 39/11 add WATR, WBZ, WKIQ, WFDF, KLO, WHAG, WCCO-FM, WDEF, WWWE, KLMS, WKHM. Key moves: debut 24 WSB, debut 28 WEIM, debut 29 KWOS. Heavy rotation: WSIX. Debuts at No. 39 on P/A chart.

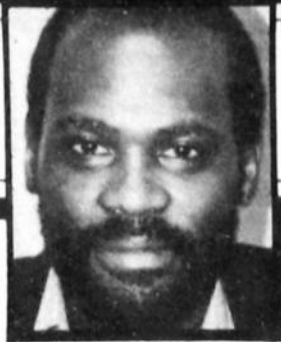
JOHN LENNON "(Just Like) Starting Over" (Geffen) 35/16 adds include WOWO, WGAR, WGR, WFIR, WSLI, WHAS, KDKA (dp), WRIE, WCBM, KAKZ, WHBC, KRKO. Key moves: 29-26 WEIM, 29-25 KBAI, 30-27 WQUD, debut 14 KBLF, debut 23 WPRO, debut 27 WMAZ. Debuts at No. 40 on P/A chart.

Most Added:

- BARBRA STREISAND & BARRY GIBB** *Guilty* (Columbia) Added at 29% of our reporting stations.
- NEIL DIAMOND** *Love On The Rocks* (Capitol) Added at 25% of our reporting stations.
- AIR SUPPLY** *Every Woman In The World* (Arista) Added at 20% of our reporting stations.
- DIONNE WARWICK** *Easy Love* (Arista) Added at 19% of our reporting stations.
- DIANA ROSS** *It's My Turn* (Motown) Added at 18% of our reporting stations.
- PAUL SIMON** *One-Trick Pony* (WB) Added at 16% of our reporting stations.
- JOHN LENNON** *(Just Like) Starting Over* (Geffen) Added at 14% of our reporting stations.

Hottest:

- KENNY ROGERS** *Lady* (Liberty) Reported hot at 76% of our stations.
- BARBRA STREISAND** *Woman In Love* (Columbia) Reported hot at 52% of our stations.
- CHRISTOPHER CROSS** *Never Be The Same* (WB) Reported hot at 48% of our stations.
- LEO SAYER** *More Than I Can Say* (WB) Reported hot at 47% of our stations.
- HALL & OATES** *You've Lost That Lovin' Feeling* (RCA) Reported hot at 37% of our stations.
- CLIFF RICHARD** *Dreaming* (EMI America) Reported hot at 29% of our stations.
- WILLIE NELSON** *On The Road Again* (Columbia) Reported hot at 29% of our stations.



Black Radio

Bill Speed

BLACK RADIO EVOLUTION, PT. III

WOL Takes A New Direction

Fifteen years ago, Dewey Hughes was a volunteer "gofer" at WOL/Washington. Now, after stints at the Voice of America and NBC, he is WOL's new owner, having purchased the station from Sonderling. In the two weeks since he assumed control, Hughes has revamped the traditional Black format into a new model for the 80's, combining gospel, jazz, and black contemporary music with extensive talk segments. In a forthright interview, Hughes explains his format innovations and the strongly-held beliefs which motivated them.

R&R: You've done some things here that are traditionally unheard of.

DH: Everything I have done has never happened before. It's quite easy to do what everyone else is doing. I just don't believe in taking the so-called safe, easy road, especially if there is a lot of work to be done.

R&R: How do you describe your format?

DH: It's a talk/music format. If you have to put it in a category and label it, which this industry has a way of doing, it's an adult contemporary format geared to the black community with a heavy emphasis on talk interviews. I mean live talk interviews by way of the telephone.

R&R: Certain times of the day you have an outright talk show?

DH: Yes. In morning and afternoon drive times and middays. And we are going to expand that over into the evening and during the all-night shift. If there's an issue that is going on, we are on top of it. We are available to have people articulate and get a deeper understanding of what is happening in their city with their leaders and also with themselves.

R&R: Why are you adopting this new, untried kind of format?

DH: This format may be new for Black radio and for radio period. I understand there are about two or three other stations in the country doing a talk/music format, but they are white contemporary stations. But in this market it should have been done years ago, because in 1980 black folk are not together, they are certainly not supportive of one another. They are not as on top of issues that affect them as they should be, and I think it is ludicrous for any radio station that programs to an audience this sophisticated and this big in the number one city in the world not to make that forum available to them.

R&R: What sort of research did you use?

DH: My research. I grew up in this community and I've been very successful in this community based on

my gut instincts of knowing what the streets are all about. I'm a product of this community and I am in touch with people who are in the community every day because we grew up together. We still communicate.

R&R: Do you think this format will catch on?

DH: I'm almost certain it is going to catch on. It would have been very simple for me to come over here to WOL, take over the station, and do a straight, traditional Black radio format with good music and slick, hip-talking air personalities. I'd have a lot fewer problems. But I couldn't live with myself knowing that there are people in this city who can't read, can't write, can't feed themselves, are not going to be a part of the change

"What I'm providing is something that black folk in this city have not had a touch of. A station that is theirs totally."

and the growth of this city. I want to provide an arena so they will have a chance to get the information so they can make a decision whether they really want to take part in it. It's a challenge then that there are a lot of things that we, as black people, have to do in order to be a part of it. I can't do that on a very traditional, hip, slick-talking Black radio format.

R&R: Do you think the days of that type of format are dead?

DH: I hope so. And if I have anything to do with it, they will be dead. What I'm providing is something that black folk in this city have not had a touch of. A station that is theirs totally. Anytime there is something they need to share with other people in this community, they have our call-in line with people who can make them feel comfortable and also can talk to them about the history and the mood and feeling of this community. So they are not going to be let down when they call because they'll be challenged.

R&R: How about your news and public affairs commitment?

DH: It has tripled, by virtue of me being involved with the news and the public affairs 24 hours a day.

R&R: There is no rip and read or network show, per se? Everything is fine-tuned into Washington itself?

DH: That's right. I have on-air people who have covered this city as news people, public affairs people who are on the air, are getting accustomed to this new format. But the one thing they have is they are bright and their brightness reflects their knowledge of this city. I also have a support staff. I have producers for each air-

shift. I have people who research for them, who also screen telephone calls for them, who produce and make sure the shows are as smooth as possible. They help set up guests, prepare information for them to pass on to the community.

R&R: What are your criteria for someone to work there now?

DH: I have no standards in this business. I came in as a high school dropout and they told me I didn't have any talents. And I said bullshit. That's why I worked so hard to get into the business. If they had accepted me right away, I would probably be a bus driver or something else. But when they told me that I had no talent because I had no background in this industry, I just got pissed off. I said my goodness, they didn't even spend five minutes with me to find out whether I'm bright enough. And I made my mind up then that I would be in this industry. And my criterion is that if you come in here and have a desire to work your rear end off and to learn everything possible and not have your ego walking in front of you, then I will work with you and teach you as much as you are capable of learning.

R&R: What has been the initial reaction to the new format?

DH: We are far ahead of what I had anticipated. We are not suffering from phone calls by way of our subject matter and we haven't even started our promotional campaign yet.

R&R: What do you plan to do promotionally?

DH: We are going to do the traditional things. We are going to put billboards on the buses, inside the buses in our target area.

R&R: Is there a byline with your call letters?

DH: Yes, "WOL - Hear The Difference." The classiest billboard in town. No junk, no trying to make people see beyond something.

R&R: Are there any final thoughts you'd like to share with those reading this interview?

DH: The day is long past for black folk who are committed - and most of us are committed to helping to better our lives and those of our children - to allow the tradition of an industry to continue to control and map out how they will do things. I think each individual must feel deep down inside what they think is good for the particular market they are serving. They should do their homework and make sure they know their craft real well and just go forward and not give up and not allow anyone to tell you that it is not going to work, it's crazy and all. If you start listening and believing that, then it is not going to work. I've had people tell me that, because I call this "survival radio." Some of my friends say what you are doing is suicidal radio. What I say to them is that it may be for you. I believe very strongly in what I'm doing and with that belief and with God who has been there with me along this whole trip, it's going to be impossible for me to lose.

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Pop/Rhythms

HOTTEST

Following are listed in order of their airplay activity.

- STEVIE WONDER**
"Master Blaster (Jammin')" (Tamla)
- JACKSONS**
"Lovely One" (Epic)
- TEDDY PENDERGRASS**
"Love TKO" (Philadelphia International)
- PRINCE**
"Uptown" (WB)
- GEORGE BENSON**
"Love X Love" (WB)
- KOOL & THE GANG**
"Celebration" (De-Lite)
- ZAPP**
"More Bounce To The Ounce" (WB)
- DIANA ROSS**
"I'm Coming Out" (Motown)
- LENNY WHITE**
"Kid Stuff" (Elektra)
- CAMEO**
"Keep It Hot" (Chocolate City)
- NARADA MICHAEL WALDEN**
"The Real Thang" (Atlantic)

CLIMBERS

Following are listed in order of their airplay activity.

KURTIS BLOW "Throughout Your Years" (Mercury) 35% reporting activity. Climbing at WAMO and WDAS in the East. Climbing at WYLD; hot at WAOK and WLOU in the South. Medium airplay at WBMX, WJLB and WTLC while hot at KATZ and WDAO in the Midwest. New at KSOL and climbing at KDAY in the West.

PATRICE RUSHEN "Look Up" (Elektra) 35% reporting. The South shows medium activity at WJJS, WDIA, WHRK, WVEE, WLOU and WAOK. Climbing at WTLC, WVKO and WBMX in the Midwest. Climbing at WXYV with an add at WKND in the East. New at KDAY in the West.

ASHFORD & SIMPSON "Happy Endings" (WB) 35% of our reporters are on it. Added at WAOK, WGIV and WJJS; climbing at WHRK, WVEE, WVOL and WKXI in the South. Medium airplay at WDAO, WJMO and WVKO in the Midwest. Climbing at WXYV and hot at WWRL in the East.

SEVENTH WONDER "The Tilt" (Chocolate City) 32% reporting. Climbing at WXYV and WAMO in the East. Medium airplay at WAOK, WHRK, WVEE and WVOL in the South. Climbing at WTLC, WJLB and WVKO in the Midwest. Climbing at KSOL and hot at KDAY in the West.

SWITCH "Love Over And Over Again" (Gordy) 32% reporting airplay. Added at WKXI; climbing at WVOL, WDIA, WHRK and WVEE in the South. New at WJMO, climbing at WVKO and WKWM, and hot at WTLC in the Midwest. Debuting at WWIN while climbing at WXYV in the East.

NEW & ACTIVE

DYNASTY "Do Me Right" (Solar) 29% reporting. Added at WWIN; climbing at WXYV, WWRL and WDAS in the East. Medium airplay at WHRK, WVEE, WJJS, KMJQ and WYLD in the South. Medium airplay at KDAY in the West.

SWEAT BAND "Freak To Freak" (Uncle Jam) 29% of our reporters are on it. Added at WJMO, climbing at KATZ and WKWM, and hot at WTLC and WVKO in the Midwest. New at WJJS and WYLD while climbing at WLOU and WAOK in the South. Climbing at WDAS in the East.

LIPPS, INC. "How Long" (Casablanca) 29% reporting activity. The Midwest shows it new at WJLB, climbing at KATZ, and hot at WDAO. New at WHRK, WVEE and WAOK in the South. Added at WAMO, WKND and WXYV while climbing at WWRL in the East.

LENNY WILLIAMS "Ooh Child" (MCA) 29% reporting. Added at WYLD, climbing at WTMP, WVOL and WDIA, and hot at WGIV in the South. Climbing at KATZ, WVKO and KAEZ in the Midwest. Climbing at KDAY and hot at KDKO in the West.

TAVARES "Love Uprising" (Capitol) 29% of our reporters are on it. Climbing at WCIN and WVKO while hot at WDAO in the Midwest. New at WJJS while climbing at WAOK and WPXI in the South. Added at KDAY and climbing at KDKO in the West. Debuting at WWRL with medium airplay at WKND in the East.

GERALDINE HUNT "Can't Fake The Feeling" (Prism) 26% reporting activity. New at KATZ, climbing at WJMO and WBMX in the Midwest. Hot at WPXI; climbing at WKXI, WGIV and WAOK in the South. Climbing at WDAS and hot at WWIN in the East.

FATBACK BAND "Let's Do It Again" (Spring) 26% reporting activity. Hot at WDAO; climbing at WCIN, WJMO and WKWM in the Midwest. The South shows medium airplay at WLOU, WDIA, WJJS, WVOL and WKXI.

MANHATTANS "I'll Never Find Another" (Columbia) 26% reporting. New at WYLD while climbing at WHRK, WVEE and WKXI with an add at WAOK in the South. Added at WJMO and WKWM; climbing at WTLC in the Midwest. Medium airplay at WXYV in the East.

GLADYS KNIGHT & THE PIPS "Bourgie, Bourgie" (Columbia) 26% reporting activity. Medium airplay at WAOK, WGIV and WVOL in the South. New at WTLC; climbing at WDAO and KAEZ in the Midwest. Added at WWRL while climbing at WDAS in the East. Hot at KDAY in the West.

RAY, GOODMAN & BROWN "Happy Anniversary" (Polydor) 26% reporting activity. Added at WLOU and WGIV while climbing at WAOK, WTMP and WKXI in the South. Climbing at KAEZ and hot at WBMX in the Midwest. Added at WKND with medium airplay at WWRL in the East.

RENE & ANGELA "Everything We Do" (Capitol) 26% reporting activity. Medium activity at WJLB, WTLC, KATZ and WDAO in the Midwest. New at WTMP while climbing at WLOU in the South. Added at WKND and climbing at WWRL and WWIN in the East.

LTD "Shine On" (A&M) 26% of our reporters are on it. Debuting at WVKO, KMJM, WJMO, WCIN and KATZ in the Midwest. New at WVOL, WHRK and WVEE in the South. Added at WXYV in the East.

EARTH, WIND & FIRE "Let Me Talk" (ARC/Columbia) 59% reporting. Hot at WXYV and WDAS; climbing at WAMO in the East. Climbing at WLOU, WGIV, WTMP, and WYLD; hot at WJJS, WHRK, WVEE and WAOK in the South. Hot rotation at WDAO, KATZ, WTLC, WCIN, WJMO, WJLB and KAEZ in the Midwest. Hot at KDKO; climbing at KSOL in the West.

LARRY GRAHAM "When We Get Married" (WB) 59% reporting airplay. Added at KMJM, climbing at WVKO, WJMO, WTLC, KATZ and WDAO, and hot at WCIN and KAEZ in the Midwest. The South shows an add at KMJQ, medium airplay at WJJS, WVOL, WYLD and WKXI, and hot rotation at WLOU. Climbing at WKND and WAMO; hot at WWRL in the East. New at KSOL and KDKO; climbing at KDAY in the West.

REDDINGS "Remote Control" (B.I.D.) 56% of our reporters are on it. Medium airplay at WVOL, WHRK and WVEE while hot at WAOK, WGIV and WDIA in the South. New at WAMO while climbing at WWIN, WKND, WXYV, WWRL and WDAS in the East. Added at WVKO, climbing at WKWM, WJMO, WCIN, WTLC and KATZ in the Midwest. Hot at KDAY in the West.

TEENA MARIE "I Need Your Lovin'" (Gordy) 50% reporting. Climbing at KATZ and WJMO while hot at WBMX, KAEZ and WJLB in the Midwest. The South reflects medium airplay at WDIA, KMJQ, WYLD, WKXI and WPXI while hot at WJJS. Climbing at WWRL; hot at WWIN, WAMO and WDAS in the East. Climbing at KDKO and hot at KSOL in the West.

S.O.S. BAND "S.O.S." (Tabu) 50% reporting activity. Medium airplay at WAMO in the East. Climbing at WKXI, KMJQ, WTMP, WVOL, WJJS and WDIA while hot at WYLD, WLOU and WAOK in the South. Medium activity at KATZ, WCIN, WJMO and WKWM while hot at WJLB in the Midwest. The West shows it climbing at KSOL and KDAY.

DONNA SUMMER "The Wanderer" (Geffen) 50% reporting activity. Added at KYAC; climbing at KSOL, KDAY and KDKO in the West. New at KMJM, climbing at WJLB, WBMX and KAEZ, and hot at WJMO in the Midwest. Climbing at WKXI, KMJQ, WVOL, WHRK and WVEE in the South. Medium airplay at WXYV, WAMO and WDAS in the East.

STYLISTICS "Hurry Up This Way Again" (TSOP) 47% of our reporters are on it. Climbing at WKXI, WYLD and WTMP while hot at WJJS, WHRK and WVEE in the South. Added at WTLC, climbing at KAEZ, WKWM and WCIN, and hot at WDAO and WJMO in the Midwest. The East shows it climbing at WAMO while hot at WXYV and WDAS. Climbing at KSOL in the West.

GRANDMASTER FLASH "Freedom" (Sugar Hill) 44% reporting. The South shows it climbing at WYLD while hot at WPXI, WKXI, KMJQ, WTMP, WVOL and WJJS. Climbing at WCIN and KAEZ while hot at WDAO, KATZ and KMJM in the Midwest. Medium airplay at WAMO and hot at WWIN in the East. Climbing at KDKO in the West.

TYRONE DAVIS "How Sweet It Is" (Columbia) 44% reporting activity. Hot at WAOK and WDIA while climbing at WLOU, WHRK, WVEE, WJJS, WVOL and WYLD in the South. The East shows medium airplay at WKND, WXYV and WWRL. Climbing at KATZ, WKWM and WJLB in the Midwest. Climbing at KDAY in the West.

BRICK "Push Push" (Bang) 41% of our reporters are on it. Hot rotation at WAOK, WVOL, WTMP, KMJQ and WYLD in the South. Hot at WCIN, WJMO and WKWM in the Midwest. The East shows it climbing at WDAS; hot at WAMO and WKND. Climbing at KDAY, KSOL and KDKO in the West.

LOU RAWLS "I Go Crazy" (Philadelphia International) 41% reporting airplay. Added at WAMO; climbing at WKND, WWRL and WDAS in the East. The South shows it new at WTMP; climbing at WJJS, WDIA, WGIV and WAOK. Climbing at WJMO, WVKO, KAEZ and hot at WDAO in the Midwest. Climbing at KDKO in the West.

NORMAN CONNORS "Take It To The Limit" (Arista) 38% of our reporters are on it. New at WVOL; climbing at WTMP, WJJS, WHRK, WVEE and WAOK in the South. The Midwest shows medium airplay at WCIN, WJMO, WBMX and KAEZ. Added at KSOL; climbing at KDKO in the West. Climbing at WXYV in the East.

CAMERON "Funkdown" (Salsoul) 38% reporting. Hot at WKWM; climbing at WVKO, WJMO, WTLC, KATZ and WDAO in the Midwest. Hot at WGIV and WLOU while climbing at WAOK, WDIA and WVOL in the South. Medium airplay at WKND and WWIN in the East.

SPINNERS "Now That You're Mine Again" (Atlantic) 35% reporting airplay. The East shows it climbing at WDAS; hot at WAMO and WKND. Medium airplay at WJJS and WDIA; heavy airplay at WTMP and WYLD in the South. Climbing at WTLC and WKWM with hot rotation at WCIN, WJLB and WVKO in the Midwest.

JAZZ RADIO HOTTEST

Following are listed in order of their airplay activity.

- SADAO WATANABE** How's Everything (Columbia)
- JUDY ROBERTS BAND** The Other World (Inner City)
- DEVADIP CARLOS SANTANA** The Swing Of Delight (Columbia)
- AHMAD JAMAL** Intervals (20th)
- HUBERT LAWS** Family (Columbia)
- GROVER WASHINGTON JR.** Winelight (Elektra)
- AZYMUTH** Outbro (Milestone)
- DAVID CHESKY BAND** Rush Hour (Columbia)
- PAT METHENY** 80/81 (ECM)

NEW & ACTIVE

- HERBIE HANCOCK** Mr. Hands (Columbia)

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

Pop/Rhythms
Hottest
November 7, 1980

EAST	SOUTH	MIDWEST	WEST
Stevie Wonder Zapp	Stevie Wonder Zapp Jacksons Prince	Stevie Wonder Jacksons Teddy Pendergrass	Stevie Wonder Zapp Jacksons

Regionalized Adds & Hots

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

EAST

WWIN
Baltimore, MD
Curtis Anderson

ADDED
Grover Washington Jr.
Jermaine Jackson
Switch
Shirley Brown
Frank Lucas
Pointer Sisters
Donna Summer "Wanderer"
Dyasty
James Brown
Quinella
Leroy
Wilton Felder
Bootsy
Simba
Rodney Franklin

HOTTEST
Zapp
Kano
Tom Browne
Teena Marie
Geraldine Hunt
Grandmaster Flash
Young & Company
Michael Henderson "Wide"
Jacksons
Stevie Wonder

WDAS
Philadelphia, PA
Joe Tamburro

ADDED
None

HOTTEST
Stevie Wonder
Jacksons
Zapp
Teena Marie
Diana Ross "Coming"
Earth, Wind & Fire
George Benson
Teddy Pendergrass
Prince
Stylistics

WVJL
Lynchburg, VA
Robert Goins

ADDED
Tavares
Dee Dee Bridgewater
Platinum Hook
Young & Company
Chi-Lites
Pointer Sisters
O'Jays
Ashford & Simpson
Eloise Laws
Sweet Band
Bootsy

HOTTEST
Zapp
Earth, Wind & Fire
Stevie Wonder
LTD
Diana Ross "Coming"
Stylistics
Teena Marie
Jacksons
Stacy Lattisaw
Grandmaster Flash

WVOL
Nashville, TN
Fred Harvey

ADDED
Norman Connors
LTD

HOTTEST
Diana Ross "Coming"
Grandmaster Flash
Stevie Wonder
Michael Henderson "Wide"
Zapp
Tom Browne
Jacksons
Brick
Queen
Prince

WANT
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
Stevie Wonder
LTD
Zapp
Michael Henderson
Lou Rawls
Jacksons
Brick
Minnie Riperton
Jones Girls

WKND
Hartford, CT
Eddie Jordan

ADDED
Cameo
Lipps, Inc.
Michael Henderson
Rene & Angela
James Brown
Patrice Rushen
Chi-Lites
Ray, Goodman & Brown

HOTTEST
Stevie Wonder
Zapp
Spinners
Diana Ross "Coming"
Queen
Jones Girls
Brick
Jacksons
Della
Natalie Cole "Hold"

WXYV
Baltimore, MD
Larry Wilson

ADDED
LTD
Aretha Franklin
Lipps, Inc.
Parliament
Kano
Grover Washington Jr.

HOTTEST
Prince
Tom Browne
George Benson
Stylistics
Diana Ross "Coming"
Teddy Pendergrass
Stevie Wonder
Jacksons
Earth, Wind & Fire
Zapp

WYLD
New Orleans, LA
Brute Bailey

ADDED
Heatwave
Cameo
Barry White
James Brown
Vernon Burch
Manhattans
Sweet Band
Lenny Williams

HOTTEST
Stevie Wonder
Tom Browne
Jacksons
Zapp
Diana Ross "Coming"
LTD
S.O.S. Band
Brick
Spinners
Stacy Lattisaw

KMJQ
Houston, TX
Robert V

ADDED
Kool & The Gang
Larry Graham

HOTTEST
Grandmaster Flash
Teddy Pendergrass
Michael Henderson "Wide"
Kano
Queen
Stevie Wonder
Zapp
Stacy Lattisaw
Lenny White
Brick

MIDWEST

KMJM
St. Louis, MO
Chris Turner

ADDED
Donna Summer "Wanderer"
George Benson
Prince
LTD "Shine"
Larry Graham

HOTTEST
Grandmaster Flash
LTD
Zapp
Stevie Wonder
Christopher Cross
Michael Henderson "Wide"
Teddy Pendergrass
Queen
Pointer Sisters "Shy"
Jacksons

WJLB
Detroit, MI
J. Michael McKay

ADDED
Lipps, Inc.
Heatwave
Taste Of Honey
Diana Ross "Turn"
Chic
La Toya Jackson
Cameo

HOTTEST
Teena Marie
Jacksons
Stephanie Mills
Stevie Wonder
Prince
S.O.S. Band
Spinners
Diana Ross "Coming"
Della
Earth, Wind & Fire

WVKE
Atlanta, GA
Scotty Andrews

ADDED
LTD
Aretha Franklin
Lipps, Inc.
Parliament
Kano
Grover Washington Jr.

HOTTEST
Prince
Tom Browne
George Benson
Stylistics
Diana Ross "Coming"
Teddy Pendergrass
Stevie Wonder
Jacksons
Earth, Wind & Fire
Zapp

WGIV
Charlotte, NC
Jo Ann Graham

ADDED
Cameo
Johnnie Taylor
Ray, Goodman & Brown
Linda Clifford
Ashford & Simpson
Michael Wycoff
Alfonzo Surratt

HOTTEST
Cameron
Jacksons
Stevie Wonder
Kwick
Reddings
Lenny Williams
Teddy Pendergrass
Donna Summer "Walk"
Narada Michael Walden
Dramatics

WPXI
Charleston, SC
Tony Jamison

ADDED
Not Available

HOTTEST
Kano
Jacksons
Barbra Streisand
Grandmaster Flash
Geraldine Hunt
Doobie Brothers
Donna Summer "Walk"
Queen
Pointer Sisters "Shy"

WVCO
Columbus, OH
Kirk Bishop

ADDED
LTD
Aretha Franklin
Reddings
Pointer Sisters

HOTTEST
Jacksons
Sweet Band
Spinners
Prince
Lenny White
Teddy Pendergrass
Slick
Diana Ross "Coming"
Stevie Wonder
George Benson

WKWM
Grand Rapids, MI
Frank Grant

ADDED
Manhattans
Brass Construction
Bootsy
High Inergy
Dee Dee Bridgewater
Platinum Hook
Wilton Felder
Grover Washington Jr.

HOTTEST
Zapp
Queen
Jacksons
Teddy Pendergrass
Brick
Stephanie Mills
Diana Ross "Coming"
Slick
Cameron
LTD

WVIA
Memphis, TN
Mark Christian

ADDED
Shirley Brown
HOTTEST
Al Jarreau
Jacksons
Reddings
Z.Z. Hill
Zapp
Tyrone Davis
Con Funk Shun
Kurtis Blow
Narada Michael Walden
Prince
S.O.S. Band
Lenny White
Reddings

WHRK
Memphis, TN
Ron Olean

ADDED
LTD
Aretha Franklin
Lipps, Inc.
Parliament
Kano
Grover Washington Jr.

HOTTEST
Prince
Tom Browne
George Benson
Stylistics
Diana Ross "Coming"
Teddy Pendergrass
Stevie Wonder
Jacksons
Earth, Wind & Fire
Zapp

KAEZ
Oklahoma City, OK
Lee Simpson

ADDED
None

HOTTEST
Zapp
Stevie Wonder
Tom Browne
Jacksons
Earth, Wind & Fire
Larry Graham
Teena Marie
Diana Ross "Coming"
Teddy Pendergrass
Stacy Lattisaw

WVKO
Columbus, OH
Kirk Bishop

ADDED
LTD
Aretha Franklin
Reddings
Pointer Sisters

HOTTEST
Jacksons
Sweet Band
Spinners
Prince
Lenny White
Teddy Pendergrass
Slick
Diana Ross "Coming"
Stevie Wonder
George Benson

WJMO
Cleveland, OH
Bernie Moody

ADDED
Chic
Maze
Switch
Diana Ross "Turn"
Manhattans
Sweet Band
LTD
Natalie Cole
Lakeside
Jermaine Jackson

HOTTEST
Zapp
Diana Ross "Coming"
Stevie Wonder
LTD
Earth, Wind & Fire
Donna Summer "Wanderer"
George Benson
Jacksons
Stylistics
Brick

WDAO
Dayton, OH
Turk Logan

ADDED
Lakeside
Sun

HOTTEST
Stevie Wonder
Junie
Jacksons
Lenny White
Earth, Wind & Fire
Prince
Lipps, Inc.
Grandmaster Flash
Narada Michael Walden
Stylistics

KATZ
St. Louis, MO
Earl Parnell

ADDED
Geraldine Hunt
Instant Funk
LTD
Chi-Lites
Forecast

HOTTEST
Zapp
Stevie Wonder
Earth, Wind & Fire
Jacksons
Teddy Pendergrass
Prince
Kurtis Blow
Diana Ross "Coming"
Grandmaster Flash
Lenny White

WAOK
Atlanta, GA
Carl Connors

ADDED
Taste Of Honey
Ashford & Simpson
Gentry
Lipps, Inc.
Seawind
One Way
Manhattans

HOTTEST
Tyrone Davis
Brick
Earth, Wind & Fire
Con Funk Shun
Kurtis Blow
Narada Michael Walden
Prince
S.O.S. Band
Lenny White
Reddings

WLou
Louisville, KY
Bill Price

ADDED
Slave
Ray, Goodman & Brown
Michael Wycoff

HOTTEST
Teddy Pendergrass
Stevie Wonder
Narada Michael Walden
Cameron
Kurtis Blow
Larry Graham
S.O.S. Band
George Benson
Prince
Kool & The Gang

SOUTH

WVJL
Lynchburg, VA
Robert Goins

ADDED
Tavares
Dee Dee Bridgewater
Platinum Hook
Young & Company
Chi-Lites
Pointer Sisters
O'Jays
Ashford & Simpson
Eloise Laws
Sweet Band
Bootsy

HOTTEST
Zapp
Earth, Wind & Fire
Stevie Wonder
LTD
Diana Ross "Coming"
Stylistics
Teena Marie
Jacksons
Stacy Lattisaw
Grandmaster Flash

WVOL
Nashville, TN
Fred Harvey

ADDED
Norman Connors
LTD

HOTTEST
Diana Ross "Coming"
Grandmaster Flash
Stevie Wonder
Michael Henderson "Wide"
Zapp
Tom Browne
Jacksons
Brick
Queen
Prince

WANT
Richmond, VA
Ben Miles

ADDED
None

HOTTEST
Stevie Wonder
LTD
Zapp
Michael Henderson
Lou Rawls
Jacksons
Brick
Minnie Riperton
Jones Girls

WTMP
Tampa, FL
Graham Armstrong

ADDED
Curtis Mayfield
George Benson
Rene & Angela
Lou Rawls

HOTTEST
Zapp
Stacy Lattisaw
Brick
Tom Browne
Barry White
Grandmaster Flash
LTD
Joe Simon
Spinners
Ambrosia

WYLD
New Orleans, LA
Brute Bailey

ADDED
Heatwave
Cameo
Barry White
James Brown
Vernon Burch
Manhattans
Sweet Band
Lenny Williams

HOTTEST
Stevie Wonder
Tom Browne
Jacksons
Zapp
Diana Ross "Coming"
LTD
S.O.S. Band
Brick
Spinners
Stacy Lattisaw

KMJQ
Houston, TX
Robert V

ADDED
Kool & The Gang
Larry Graham

HOTTEST
Grandmaster Flash
Teddy Pendergrass
Michael Henderson "Wide"
Kano
Queen
Stevie Wonder
Zapp
Stacy Lattisaw
Lenny White
Brick

WEST

KYAC
Seattle, WA
Tamin Henry

ADDED
Donna Summer "Wanderer"
James Brown
Linda Clifford

HOTTEST
Stevie Wonder
Vernon Burch
Zapp
Pointer Sisters "Shy"

KDKO
Denver, CO
John Anderson

ADDED
Grover Washington Jr.
Slave
Larry Graham
Change
Dionne Warwick
Diana Ross "Turn"

HOTTEST
Queen
Tom Browne
Jacksons
Diana Ross "Coming"
Zapp
Earth, Wind & Fire
Stevie Wonder
Lenny Williams
Stephanie Mills
Teddy Pendergrass

KDAY
Los Angeles, CA
J.J. Johnson

ADDED
Patrice Rushen
Tavares
Hubert Laws
Pointer Sisters
Leon Huff "Jivin'"

HOTTEST
Jacksons
Prince
Stevie Wonder
Kool & The Gang
Reddings
Teddy Pendergrass
Seventh Wonder
George Benson
Brick
Gladys Knight

KSOL
San Mateo, CA
J.J. Jeffries

ADDED
Norman Connors
Teddy Pendergrass
Larry Graham
Kurtis Blow

HOTTEST
Stevie Wonder
Jacksons
Zapp
Teena Marie
Prince
LTD
Diana Ross "Coming"
Queen
Lenny White
George Benson

Beautiful Music Market Summary: Washington, DC

Over the last few months, some changes have been occurring in the Washington, DC market. WJMD-FM, formerly the number two Beautiful Music station with a 3.6 (April/May '80, Arbitron, Average Persons 12+), has changed to a format incorporating some Beautiful Music-styled artists along with more contemporary acts. WGAY-AM-FM continues to be dominant with a combination total of 6.1, and WEZR-FM, which was third in the market, can now try to pick up a healthy chunk of WJMD's listeners.

Below, WGAY GM Ted Dorf and WEZR GM Wyatt Thompson outline how they position themselves in programming, image, and marketing, for the Washington Beautiful Music battle; while WJMD PD Paul Robinson explains why his station bowed out.

WGAY

99.5 STEREO FM • 105.0 AM

WGAY-AM-FM:

A Winning Combination

WGAY-AM-FM, Washington's number one Beautiful Music station (A/M '80 Arbitron), was one of the first to program a format resembling today's Beautiful Music in the country. Starting in 1959, WGAY played musical clusters featuring show-tunes, instrumentals, and big orchestra selections. The station now simulcasts 25% of the time and is sold in combination.

General Manager Ted Dorf, who has been with the station from the beginning, says about its overall sound: "We view our Beautiful Music as the foremost musical library in the country. We had to be one of the first stations to go overseas for music when it became a problem in the States. So we have one of the largest selections of music in the country. When we couldn't find sufficient product even by going to England or Australia, we were again one of the first stations to have the music arranged and recorded specifically for us. Our Operations Manager, Bob Chandler, is considered among his peers to be the top of his profession. He is in charge of quality control and coordinating all our independently-produced material."



Ted Dorf

Foreground Sound

WGAY positions itself very much in the foreground, and was one of the early stations in the format to back-announce its music and bring out personalities. "The station is the personality," Dorf stated, "but the announcers talk to the people, not at them. They are one-on-one and very warm. They're not Pop/Adult announcers, but they are given some latitude."

Listeners generally find more information on Beautiful Music stations today, and along those lines, WGAY provides the nation's capital with two-minute newscasts per hour, local weather,

WJMD-FM:

A Mature Alternative?

Paul Robinson is the new Program Director of WJMD-FM, formerly with WCBS/New York. Prior to that he did mornings at WKTU and was Program Director at WLIR. We asked Robinson about the change in format at WJMD-FM.

"The process of changing WJMD-FM started some time ago. We are targeting for the 25+ audience, realistically 25-54, by contemporizing the station. What we did was to plug in some of the original vocal versions of Beautiful Music instrumentals. Slowly but surely we did that and then added some other contemporary material."

Why did WJMD change formats? Robinson replied, "We were strong, but there were a number of areas where we had to become more competitive. We have a lot of serious work to do yet. Our target is the 45% of the listening audience that is 25-54."

"There has been format fragmentation in all the major markets and that has led to format specialization. We are offering a musically-oriented format that will appeal to a mature audience. Examples would be Barbra Streisand, Frank Sinatra, the Doobie Bros., James Last, Herb Alpert, Chuck Mangione, John Klemmer, Bob James, MFSB, and Love Unlimited Orchestra. We are not rock."



er, and even advisory weather in different cities for travelers. Traffic reports during morning and afternoon drive times are an extra, as well as stock market information. Aside from this there is other, special programming. On Sundays, for example, WGAY airs Broadway musicals or on special holidays like the 4th of July, the station features patriotic programs.

WGAY's on-air promotions are very limited. According to Dorf, "We've stayed away from these because we don't feel they reflect the kind of station we are. There are small promotions from time to time if they fit the character of the station and the type of audience we're looking for."

Getting The Message Across

As noted, the station sells in combination. Dorf added, "We position the station as a quality product, delivering a quality audience. To set us apart, we try to show the differences between our stations and any other station in the Washington market. We use a research firm called the Scarborough Report, which gives us more demographic information that just age and sex. We get the listeners' income, buying and shopping habits, food and drug stores they use, the kind of restaurants they go to, etc."

"We have two audiovisuals, one shows our custom music recording sessions in London, the other presentation is an emphasis on the Scarborough data and the in-depth information for the clients so they can make a more intelligent buy. We start with the fact that we are an AM and FM Beautiful Music station and that they are getting every form of radio with WGAY. We would tell them the type of audience that is attracted to Beautiful Music." He points out, "It's foolish to jump into the Arbitron arena when you don't have to. If you use that as your basis of selling what happens when you have a sour book the next time?"

EZ RADIO WEZR

106.7 FM STEREO

WEZR-FM:

Emphasizing The Music

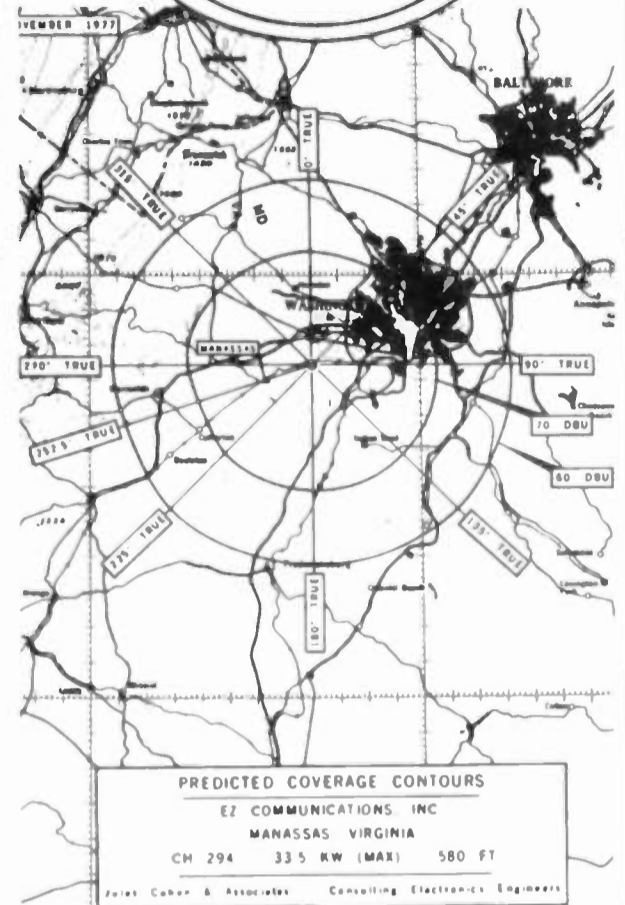
WEZR-FM is one of five stations in the EZ Communications chain and is also independently-programmed. According to General Manager Wyatt Thompson, "Our music is unique. Most of it is recorded in London and some in Montreal. You will not be able to turn to another Beautiful Music station and hear the same arrangements. It's a very fresh sound. Our emphasis is to provide the market with a much original, well-produced music as possible, and a very limited amount of chatter."

Many Beautiful Music stations are becoming more personality-oriented, but how much personality is still open to question. Thompson felt a change was necessary recently, and the station has added more information such as traffic and extended public service, along with morning personality George Collins. Thompson states, "We do keep this information to a minimum. Our newscasts in the mornings run two minutes, once an hour. But our emphasis is basically on the music. We are very responsive to our listeners when it comes to the amount of talk on the air. We do not allow more than eight commercial units per hour while our competitor is running 12. You will not find any special programming on WEZR-FM other than our music. We do back-announce, but there is no comment to it, strictly the artist and song title."



Wyatt Thompson

Beautiful Music



PREDICTED COVERAGE CONTOURS

EZ COMMUNICATIONS INC

MANASSAS VIRGINIA

CH 294 33.5 KW (MAX) 580 FT

John Cohen & Associates Consulting Electronic Engineers

EZ Selling

We asked Thompson how his sales team presents the station to potential clients. He replied, "Basically, we sell with the idea that our listeners are above the normal as far as their buying abilities. Our audience is well educated, upper income, home owners, etc. We subscribe to the Scarborough Report. They have shown us to be one of the highest stations in this market as far as our listeners' spendable income. We always explain the station first, then we delve into the type of audience we have, and then compare what we do and what the client is looking for. That's why the Scarborough Report has been so helpful."

Promotion

Television and newspaper are the major advertising outlets for the Washington area since billboards are not allowed in the city proper. Thompson told R&R, "We're currently doing a TV campaign. This is something we haven't done in three or four years but we felt with the change of WJMD to a contemporary format we had to take every opportunity we could to attract its former listeners."

— Pam Bellamy

Bonneville Acquires Six New Stations

As of November 1 Bonneville Broadcast Consultants has added six new stations to its syndicated family. The markets joining Bonneville are WXTZ/Indianapolis, KBEZ/Tulsa, KRVA/Davenport, WSWT/Peoria, WXTC/Charleston, SC, and KAIR/Tucson. Charleston's WXTC will not be making the changeover until mid-November, unlike the others. President Marlin Taylor commented, "We are excited and are looking forward to working with these stations. We believe the reason why they chose Bonneville is not only because of the level of success that our clients have achieved and are achieving, but the amount and kinds of service we provide in programming, format guidance, and help in technical areas."

OPPORTUNITIES

Openings

EAST

FM-93/Providence has an immediate opening for weekend Pop/Adult personalities. Send your aircheck and resume to Peter Mokoover, FM-93, 111 Dorrance St., Providence, RI 02903. EOE M/F (11-7)

WLNH/Laconia, NH has opening for an experienced broadcast journalist with a strong delivery, good writing skills, and reporting experience. Laconia is located on the shores of Lake Winnepesaukee in a year-round resort area. WLNH-Scannix Broadcasting is a progressive corporation with opportunity for advancement. Good money for the right person. Call Beth Osgood, ND, at (603) 524-1323. EOE (11-7)

Looking for personality talent for full or part-time position. Send tapes and resumes to The Power Factor, KX101 1/2, 218 Ewingville Rd., Trenton, NJ 08638, ATTN: Sam Lit. EOE M/F (10-31)

Needed immediately. Announcer for 50,000 watt FM suburban Pittsburgh station. The person we're looking for must be mature and dependable and have at least minimal on-air experience at a commercial radio station with a desire to learn and the ability to take and follow direction. Automation experience helpful. Tapes and resumes to Rick Pentale, PD, WWKS, 1316 Seventh Ave., Beaver Falls, PA 15010. No calls. (10-31)

WCTC, central New Jersey's news and information leader, is building a future file of applicants who may someday wish to join our award-winning staff. Tapes and resumes to Walt Sodie, Box 100, New Brunswick, NJ 08903. EOE M/F (10-31)

50,000 watt FM Contemporary Hit Radio seeks qualified drive-time air personality. Good production necessary. No beginners. #1 in market. Tapes and resumes to WKHI, Box 758, Ocean City, MD 21842. EOE (10-31)

SOUTH

WRFS/Alexander City, AL in search of midday jock with decent pipes and ability to relate. Production abilities a must. Send tapes and resumes to Tommy Lee, PD, WRFS, Box 72, Alexander City, AL 35010, or call (205) 234-2566. EOE/M/F (11-7)

WISE/Asheville, NC. Wanted: Afternoon drive with best production skills in the South. State of the art production equipment. Station located in one of the country's most desirable areas. Excellent company to work for and grow with. Send tapes, resumes and recent photo to Ray Williams, PD, WISE, 90 Lookout Road, Asheville, NC 28804. No calls please. EOE M/F (11-7)

Program Director/Operations Manager for Contemporary Hit Radio/Oldies AM and automated TM Country FM. College and programming experience preferred. Also seeking production director/air personality. Both positions require people who are excited about radio. Send tapes and resumes to Richard P. Oakley, Century Communications, Box 170, Wilson, NC 27893. EOE M/F (11-7)

Personable news anchor. WOAI/San Antonio. 50 kw, beautiful new studios, great opportunity and good money. Tapes and resumes to George Jennings, 6222 N.W. Interstate 10, San Antonio, TX 78201. (11-7)

98 Rock still looking. The sun isn't the only thing that's hot in Tampa Bay. I need an experienced night time rocker to join a solid team. Send tapes and resumes to Al Petersen, Box 4809, Clearwater, FL 33518. No calls. EOE (11-7)

Sweet home Alabama is calling. Need air person for morning drive. Good production. Good money. Contact Bill Brown, GM, WULA Radio at (205) 687-2066. (11-7)

WGBF/Miami-Ft. Lauderdale is still looking for a creative production director. Good bucks for a professional with exceptional production skills and a good, strong desire to win. No weekenders with dubbing capabilities. Please rush tapes and resumes to Brian Scott, WGBF, 710 Brickell Avenue, Miami, FL 33131. EOE M/F (11-7)

Openings

Small market Station Manager needed for upper South Carolina. Must have heavy sales ability and knowledge of all phases of radio. Join a growing group with a growing future. Send tapes, resumes, references and salary history to Dave Lingafelt, Box 940, Newton, NC 28658. No phone calls please. EOE (11-7)

50,000 watt WAAY/Huntsville is still looking for that top notch News Director for our award winning news department. A station with a real commitment to news, not just music. Send tapes and resumes to Jerry Dean, WAAY, Box 551, Huntsville, AL 35804. (11-7)

97 Rock (WABB-FM) looking for motivated individuals who are willing to work hard. Good salary and company benefits if you have medium or major market experience and want to contribute to the team. Tapes and resumes to Chris Bryan, WABB FM, Box 2148, Mobile, AL 36601, or call (205) 432-5572 after 2pm. EOE M/F (11-7)

100,000 watt Contemporary Hit Radio WSGF-FM/Savannah needs two jocks: midday and evening. Join the team that's made us the most talked about station in the Southeast. Tapes and resumes to Doug Welldon, Operations Manager, WSGF, Box 878, Savannah, GA 31498. EOE M/F (11-7)

Jocks needed — all formats. Send tapes and resumes to Eric Rhoads, 2800 N. Atlantic Blvd., Ft. Lauderdale, FL 33308. (11-7)

Looking for entire staff! We need to hire creative, energetic radio people to fill an entire air staff for an FM Contemporary Hit Radio format. Our client is a major broadcast group with something really special planned. Send tapes and resumes to Mediaide, Inc., Box 13258, Tampa, FL 33681. EOE M/F (11-7)

Here on-air position available on or about January 1st with number 1 music station in large Southeastern market. Potential for advancement within stable company for career oriented team player. If you like Country music, send tape, resume, salary requirements to Radio & Records, Box 209, 1930 Century Park West, Los Angeles, CA 90067. EOE

WLAS/Jacksonville, NC needs 7pm-12 midnight air personality for Country station. Must know music. Tapes and resumes to Willis Williams, Box 780, Jacksonville, NC 28540. (10-31)

WGBS/Miami is accepting tapes and resumes for production director. If you are a creative pro with exceptional production skills and don't want to mount another set of snow tires... rush tapes and resumes to Brian Scott, PD, WGBS, 710 Brickell Avenue, Miami, FL 33131. (10-31)

WKZL-FM/Winston-Salem, Greensboro, Highpoint, looking for morning drive announcer. Should display strong production skills. Tapes, resumes and photos to Doug Paul, PD, WKZL, Box 11967, Winston-Salem, NC 27106. EOE M/F (10-31)

Full and Part Time Announcers: Prior on-air Contemporary radio experience required preferably in a top 50 market and 3rd class FCC license required. HS diploma. Salary open. Send resume with air check to WQXM, Radio 98 Rock, Box 4809, Clearwater, FL 33518. EOE (10-31)

Burkhart/Abrams/Michaels/Douglas looking for airchecks of top notch news persons/personalities for major client station. Send tapes and resumes to Jon Sinton, c/o B/A/M/D, 6500 River Chase Circle East, Atlanta, GA 30328. (10-31)

We're splitting up. Our AM and FM WCMS-AM/Norfolk has a new position available soon. Here's your chance to do morning drive with a unique Country format. Mature professionals only. Personality a must. Some production. Tapes and resumes to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. EOE (10-31)

News Director wanted to build local 2-man news department and handle talk show. AM Pop/Adult, FM Contemporary Hit Radio. Good bucks for market. Tapes and resumes to B.J. Odom, PD, WWXL, Route 5, Box 50, Manchester, KY 40982. EOE (10-31)

Openings

MIDWEST

KZ-93/Peoria is looking for the best up and coming personalities in radio. If you think you can fill afternoons at one of the best stations in America, we want to hear from you. We offer good bucks, working conditions, and more. Tapes and resumes to Lou Patrick, PD, 3131 N. University, Peoria, IL 61604. EOE M/F (11-7)

KFYR needs afternoon personality 2-6pm. Must have experience. Contact Dan Brannan, KFYR, Box 1738, Bismarck, ND 58502, or call (701) 223-0900. EOE M/F (11-7)

WILS-FM/Lansing's Superstars AOR 101 is looking for experienced morning drive person to work in team atmosphere. Tapes and resumes to Brad Curtis, WILS-FM, 600 W. Cavanaugh, Lansing, MI 48910. No calls please. (11-7)

KMKF is looking for a good down-to-earth announcer for our rock format. No hype king DJ's. Prefer Midwest. Our staff has been intact for several years... join us. Contact Ed Klimek, 2414 Casement Rd., Manhattan, KS 66502, or call (913) 778-4851. Job is available in December. (11-7)

AOR morning man needed immediately for first-class rock and roll radio station in Duluth-Superior. Top staff and facilities in anybody's language. We promote BIG! Tapes and resumes to General Manager, KQDS, Box 6167, Duluth, MN 55806. (11-7)

Number one adult radio station in 15-county area has opening for midday air personality with good production. We are a Contemporary Country regional station with more listeners and sales than any other in the area. Some former WMCL jocks now manage or program major market stations. Send resume to Jim Glassman, VP, WMCL, 811 Broadway, Mt. Vernon, IL 62864. EOE M/F (11-7)

Wanted: Creative warm morning air talent who knows the meaning of the word personality. Good money if you're the right person who can grab our market by the ears. Send your tape and resume to Jed Devall, PD, KIOA, 215 Keo Way, Des Moines, IA 50309. Reted PG... Now showing on a local Iowa radio near you. (11-7)

Top-Notch Northern Illinois AM station searching for a Pop/Adult afternoon personality/production whiz. Good pay and fringes. Great facility in a great town. No beginners please. Send tapes and resumes, including production samples and salary requirements, to Randy Rundie, PD, WZOE-AM/FM, Broadcast Center, Princeton, IL 61356. No calls please. EOE M/F (11-7)

Opening for very creative entertainer. We need more than just an announcer. Send tape and resume to Ron Jones, WHK, East 12th & Euclid, Cleveland, OH 44115. (11-7)

Contemporary morning and afternoon drive talent needed immediately. Good salary and benefits. Send tape and resume to John A. Katz, Stauffer Communications, Box 119, Topeka, KS 66601, or call (913) 272-3456. EOE M/F (11-7)

Wanted: Operations Manager for 50,000 watt FM in Evansville, IN. Heavy programming experience in CHR required. Send tape, resume, and track record to Gabe Hobbs, WKDQ, Box 418, Henderson, KY 42420, or call (812) 422-5995 or (502) 828-3923. EOE M/F (11-7)

WFBQ Superstars AOR is looking for one-to-one communicator. Send tapes and resumes to Joe Krause, c/o WFBQ, 6161 Fall Creek Road, Indianapolis, IN 46220. No calls please. EOE M/F (11-7)

Help wanted: Air talent, shift depends on ability. Contact Drew Bentley, KWWL, Box 1330, Waterloo, IA 50702, or phone (319) 234-2200. EOE M/F (11-7)

Tulsa market AOR looking for future talent. All areas of airwork and engineering. Tapes and resumes to "I Want To Be A Renegade Rock Jock," Box 66, Pryor, OK 74361. EOE (10-31)

Wanted: Production Director. Some air work and some experience required. Send tape and resume to Sid Herdt, KYYY-FM, Box 1738, Bismarck, ND 58502. EOE M/F (10-31)

Openings

Would you like a 25 share? This is a rare opportunity to join one of America's most successful morning teams. If you are a warm human communicator who can work well with others, we are looking for you. Excellent salary and a very stable position, good opportunity for a family man looking to settle down. Contact Radio & Records, Box 207, 1930 Century Park West, Los Angeles, CA 90067. EOE M/F

WEST

Needed now: Classical announcer with 1st phone. Also need 3rd class for Beautiful Music station. Tapes and resumes only to KCRL, C/o Matt Stewart, Box 11920, Reno, NV 89510. No calls please. (11-7)

KVQC-FM looking for News Director with conversational delivery with emphasis on local news. Send tape and resume to Bred Orchard, P.O. Drawer AL, Victorville, CA 92392. EOE M/F (11-7)

KCBN/Reno looking for tapes and resumes for future openings. Minimum three years experience and strong production required. Send to KCBN, 475 E. Moana Lane, Reno, NV 89510. EOE M/F (11-7)

Creative news person needed in expanding news department of AM/FM to write, report, and anchor. Send tapes and resumes to KARM Radio, 732 N. Van Ness, Fresno, CA 93728. EOE M/F (11-7)

98 Rock, Superstars in Tucson, is accepting tapes and resumes for future openings, air and news. Contact Allen Browning (602) 622-6711, or Box 5585, Tucson, AZ 85703. EOE M/F (11-7)

KJR/Seattle, WA has news department opening. Seeking a bright, creative writer-reporter for a key time slot. If you are now or can become a news "personality," send tape and resume to Gregg Hersholt, KJR, Box 3728, Seattle, WA 98124. EOE (11-7)

Southern California AOR looking for creative, funny air personalities. Looking for someone who sounds like a person... no announcer-types. Good salary for right person. Send tapes and resumes to Radio & Records, Box 210, 1930 Century Park West, Los Angeles, CA 90067. EOE

Major market AOR looking for experienced newscaster with ability to present news in a conversational manner with a humorous slant. Opening immediate; good salary for extremely creative person. Send tapes and resumes to Radio & Records, Box 211, 1930 Century Park West, Los Angeles, CA 90067.

KZAP, Superstars winner in Sacramento has opening for full-time nights. Tapes and resumes to Les Tracy, KZAP, Box 511, Sacramento, CA 95803. No calls, please. EOE (10-31)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

CHANGES

Industry

DAVID STEEL has been promoted to the position of Chappell and Intersong International Representative. **JON HOLIDAY** has been appointed to the position of Account Executive at Radio Arts newly formed Special Features division.

Radio

TIM CUNNINGHAM, formerly with KTXH/Whitefish, MT, joins KQDY-FM/Bismarck, ND. **JACK LAWRENCE**, formerly with WTFM/Hartford, CT, has moved to morning drive jock at 92FM in Albany, NY. **J. MICHAEL McKOY**, formerly with KOI/KEFM, Omaha, NE, joins KMGK/Des Moines, IA. **SHAWNEE SMITH**, formerly with KQMQ/Honolulu, HI, joins KDUK(FM98)/Honolulu, HI.

HARRY LYLES, formerly with WAKY/Louisville, KY, joins WIKS/Indianapolis, IN. **TOM RIVERS**, formerly with KFQD/Anchorage, AK, joins WNDE/Indianapolis, IN. **ROBERT S. HAINEY** has joined the WKYS-FM/Washington, D.C. News Department from Metromedia's Washington, D.C. FM outlet.

Record

BONNIE McCOURT has been appointed as Publicity Coordinator, East Coast, Epic/Portrait/CBS Associated Labels. **BERT COLEMAN** is now heading up the R&B division of Sam Records in New York. **DAVE PALACIO** has been promoted to the position of Director, Financial Planning and Analysis, West Coast, Capitol Records. **LINDA BECKER** has been promoted to the position of Manager, Publisher and Artist Accounting, West Coast, Capitol Records. **MARILYN T. LAVERTY** has been appointed Associated Director, Press and Public Information, East Coast, Columbia Records. **CARIN GOLDBERG** has been appointed Art Director, Art Packaging and Design, East Coast, CBS Records.

OPPORTUNITIES

Openings

WEST

Maintenance & production engineer. Preferably with on-air experience in at least a competitive medium market. TV experience is also a plus. This is an exciting new project by an established professional firm. West Coast location. Resume (and tape?) along with salary requirements to Radio & Records, Box 206, 1930 Century Park West, Los Angeles, CA 90067.

Vocal Coach/Speech Therapist - Preferably with broadcasting background. Excellent growth oriented company with professional environment. Send complete bio, resume and salary history in first correspondence to Radio & Records, Box 206, 1930 Century Park West, Los Angeles, CA 90067. EOE M/F

000 watt KGA/Spokane looking for talented jockey person. Good production ability and good knowledge of Country music. Tapes and resumes to Jim Newman, KGA, Box 8348, Spokane, WA 99203. (10-31)

Tired of the radio rat race? Come "retire" with us. Stable professional company needs news, production and programming people. If you can do all three you're more valuable to us. We're located near a major media center where you are encouraged to pursue your creative outlets (commercials, acting, etc.) in your spare time. Medium-major market pros only please. Salary, like they say, is commensurate with experience. Please send tape, resume and salary history in your first package to Radio & Records, Box 206, 1930 Century Park West, Los Angeles, CA 90067.

Accepting tapes for possible future full and part-time jock openings. Contemporary Country with new ideas. Solid company with excellent fringe benefits. Salary of 100,000 with a great life style. Tapes (including production samples), resumes and salary requirements to Ron Derriington, Operations Manager, KGVO-FM, Box 5233, Missoula, MT 59806. EOE M/F (10-31)

93-FM, 80,000 watt rocker is looking for production/writer copy writers preferably with automation experience. Tapes, resumes and samples of copy to Donovan Lane, K93-FM, 840 Healdsburg Ave., Healdsburg, CA 94448. EOE (10-31)

Miscellaneous

ERN/Bakersfield, CA is looking for a sound effects crew. Also listening for a dynamic jingle package. Steven Keys, Box 2700, Bakersfield, CA 93303. (11-7)

Struggling college radio station in Orange County, CA needs your help. Equipment such as turntables and art machines would be greatly appreciated by all of us here at Orange Coast College. Please call John Lovak (714) 839-4220 or Dave Mitchell (714) 531-8953. (11-7)

WVZD (Wizard 96)/Buena Vista, VA needs record service for combo CHR, with a little Country and AOR. Send to Bill Bishop, MD, 133 W. 21st St., Buena Vista, VA 34416. (11-7)

Jack Randall and Bill Shannon from WZUU/Milwaukee wonder where the hell is Benson? (11-7)

KL-103, Southeastern KY's new rocker. Looking for service from all labels. Send to B.J. Odom, PD, WXXL, Rt. 5, Box 50, Manchester, KY 40662. (606) 568-5102. (10-31)

KIMN/Denver, CO is looking for a new production library. Call Roger Thompson, (303) 234-9500. (10-31)

KGVO/Missoula, MT needs Country service and Country oldies from all labels. Box 6023, Missoula, MT 59806. (10-31)

Positions Sought

I am but a poor boy, but my story's seldom told. This hard-working and oft-praised but underpaid air personality/production wizard is available. I have given working with a recently acquired automation system a shot, but find myself needing a dose of live radio, be it AOR, Country, or Pop/Adult in top 80 market. I'm also looking to become a Program Director, preferably in the Northeast. Call TOM SHERMAN (315) 866-7418 before 4pm EST. (11-7)

Looking for permanent position as announcer. Top production. Seven years experience. Call JIM SIMMS at (602) 753-3005. (11-7)

Currently doing afternoons. Looking to move West. Middles or nights, AOR or "rocker." Call (915) 944-9256. (11-7)

Experienced Country PD/MD wants to make your Midwestern station better for the spring book. Looking for small market PD or medium market MD position. Call (307) 577-0057. (11-7)

Looking for job as News Director. 17 years broadcasting experience. Call BILL SUTTON at (607) 734-9836. (11-7)

Goods & Services

Bobby Ocean Could Be Yours

Make Bobby Ocean the spokesman voice for your station. ID's, sweeper-breakers, image-liners, promos, etc. Contact Patty Haven (213) 394-3259.

Hundreds of DeeJays Renewed

Hundreds of DeeJays renewed again this year! Guaranteed funnier. Free sample. CONTEMPORARY COMEDY, 5804-D Twining, Dallas, Texas 75227. Phone (214) 381-4779.

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.

Classic Oldies Airchecks

Full hour scoped cassettes, \$6.00. Includes Dick Purten, WKNR '65, Scott Regen WKNR '65, and Charlie Tuna WMEY '66. THE GOLD VAULT, Box 202, Oshkosh, WI 49077.

Oldies 45's

Jocks, PD's - We have those 45's you've been looking for. All new records, not used. Send \$1.00 for giant catalog. THE GOLD VAULT, Box 202, Oshkosh, WI 49077.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the laffs, here come the yocks. Complimentary snack "LOLA'S LUNCH," 1390 Arroyo Drive, Ypsilanti, MI 48197

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502

Broadcasters' Action Line

Job referral service - \$40.00 for 12 months, R3, Box 84, Lexington, IN 47138, (812) 689-2907. Free to employers.

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

Positions Sought

Young, aggressive Beautiful Music talent needing a change. Looking for medium/major market position. Preferably with a BM station or, if not, Country. Contact WILLIAM at 122 Hialeah Ave., Hialeah, LA 70360 (11-7)

Need a basketball play-by-play announcer? Present small market Sports Director looking for move up. Have four years experience. Call (313) 681-3510. (11-7)

Workaholic, tired of infrequency of freelance. First class producer, interviewer, excellent music knowledge, writer. Will pull emergency or weekend air shifts. Experienced in NYC major radio and syndicator concerts. Prefer NYC area or commute for radio or house. Will consider all. Resumes and tape upon request. MARTHA WORTHINGTON (212) 475-2520, or write 271 E. 10th St., #16, New York, NY 10008. (11-7)

Southern California contemporary Country personality. Five years, first ticket. Top 30 market. Air, production, sales background. Call GARY at (714) 886-7534. (11-7)

Five year AOR pro will relocate. Call BOB at (606) 252-7883. (11-7)

Don't read this! Unless you are looking for an above-average Production Director with state-of-the-art, multi-track, and 2 1/2 years experience. From GM in college to Production Director in New Hampshire. If you are ready for better commercials and copy, you're ready for me. Call (603) 542-4738 or (216) 338-1111, or write MICHAEL PAUL, Box 1432, Claremont, NH 03743. Tape and resume readily available. (11-7)

Mature person able to communicate with others looking for a good station to grow with. Experienced in announcing, news, agriculture, and community involvement. SAM (505) 622-7080. (11-7)

Production wiz with 13 years experience on air, promotions, music and programming techniques. Seeking stable position with reputable organization. Country or other adult format preferred. Call KIRBY STEVENS (205) 666-5544. (11-7)

If you're looking for a very ambitious PD for your rock, Pop/Adult, or Country station, call me. Good work for good bucks. Ten years experience. LEE (304) 824-7185 anytime. (11-7)

Positions Sought

J.T. AUSTIN/KZAP ready for a larger challenge in medium or major market. Strong production and pipes. Hard worker, wants to be part of your team. Call weekdays, sunup/sundown (916) 924-0264. (11-7)

No news is good news. That's what they told me when they removed me as News Director of a SE medium market AM/FM. Now I'm looking for a new opportunity as News Director in a medium market or reporter/anchor in a top 50 market. Call BILL THOMPSON at (803) 787-0199 or (803) 556-5660. (11-7)

Twelve-year versatile personality with good voice. Programming and music background with 1st class license. Medium or major market. Call DAVE CRIST (614) 454-0338. (11-7)

Air personality wants a home in West or Pacific Northwest at either Contemporary Hit or Pop/Adult station. Call (915) 949-1103. (11-7)

Journalism grad seeking sportscasting position. Experienced. Will relocate. Contact KIM (608) 837-5266, or write 2042 Montana Ave., Sun Prairie, WI 53590. (11-7)

After exhaustive research and careful consideration, I've decided PORTLAND, OREGON IS HEAVEN ON EARTH. I am currently employed at a Midwest Pop/Adult as Asst. PD/Production Director/morning man. Also have experience as PD, and will work AOR. Good pipes and can relate to your audience on a one-to-one basis. Pre-holiday sale in progress. Call MARK FERRERI at (217) 344-7900 after 3pm, CST. (11-7)

Top 20 markets look here! Good Contemporary Hit jock available now. I have good, natural pipes - like to use humor and believe in plugging into the community. Call JOHNNY (612) 646-8997. (11-7)

Attention Southern California: Midwest major market air ace looking for weekends or part-time, any format. Will even work graveyard tape shift. Currently in L.A. Contact TOM SULLIVAN (213) 821-6409. (11-7)

Can you spot the lie? BOBBY ELLERBEE 1) has eight years on-air experience in AOR and CHR, major and medium markets; 2) has worked with stations like WKLS, WZGC, WRFC; 3) loves music and gives great production; 4) has toured with Allman Bros., Skynyrd, Sly, and others; 5) great pipes; 6) is a fun guy that enjoys being on the air; 7) 30 years old and college grad; 8) is available; 9) is looking for a great station in an exciting city; 10) can tie the #5* in a knot. If you need a clue and a good jock, call (404) 857-6521 or (404) 857-2063. (11-7)

JOE O'CONNELL wants a job. KCBQ workshop graduate is ready to go 3rd class endorsed, limited experience. Contact me anytime (714) 443-1553. (11-7)

New England Contemporary Hit Radio stations: I am looking for a position with a Parallel Two station. Because I consider myself honest and very dedicated, I would like to work for a company that's the same. Experience includes Pop/Adult and Country. Married. For tape and resume, call BOB at (401) 943-4003, or write 7 Western Hills Lane, Apt. 4402, Cranston, RI 02910. (11-7)

Nobody likes a know-it-all... but I don't care! I'm an experienced broadcaster. Former PD/MD, air personality, copywriter, commercial producer, newscaster/reporter, with a 1st ticket. Now I'm back in school to learn more! Meanwhile, I'm available for part-time work in the NYC metro area. So isn't it time you got what's coming to you in part-time? Write me today. BARRY SCOTT RAINES, 333 East Broadway, Long Beach, NY 11561. (11-7)

Creative and experienced News Director seeks new long-term challenge. Major market Pittsburgh (WYDD/WAMO) and overseas background. Willing to relocate for the right growth opportunity. Call KEVIN at (412) 362-1571. (11-7)

Calling Southern California! Versatile, experienced radio/TV announcer wants to move West. Currently in 57th market, Midwest. 2 1/2 years in TV, 3 years radio experience. Production my specialty; but also experienced in news and programming. Journalism degree, excellent voice and appearance, ready for the right opportunity. Call for tape and resume. RICHARD HILL (318) 265-5631 or (318) 326-8288 after 8 CST. (11-7)

Experienced sportscaster who loves basketball and sports in general, wants to work for your sports-minded station. Six year pro in small market radio looking for new challenge. I've made a name for myself in this part of the world; now I want to do the same for you. Tape and resume on request at (612) 235-2915, ask for BOB. (11-7)

You'll own this book when this talented young beginner with five years related experience busts loose for your Contemporary Hit Radio station! High-energy delivery, sizzling board and agency-quality production separates your regular run-of-the-mouth jock from me. Own mobile DJ unit and light show, a plus for remotes. Call DAN McKAY now (504) 895-6112. (11-7)

Experienced, reliable, hard-working announcer available for employment. Have worked in 2nd largest city in IL. Am now back at school for final year. Have 3 years experience at campus station KWAR-FM, two of them as PD/MD. Willing to work anywhere but prefer Illinois. If you're willing to give a versatile newcomer a break, contact DOUG PETERSON at (318) 352-1200, Ext. 308. Tapes and resumes available upon request. (11-7)

I want to stay in or near Kansas. Seven years experience in announcing, production and operations. Seeking similar challenging position in good small or medium market. For tape, resume, and more information, call BILL (316) 225-4343 mornings or (316) 227-7151 afternoons. (11-7)

Positions Sought

A legend in his own... mind. Pop/Adult morning personality and production pro looking. Eight years experience. Working now in New England major market. What's out there? (401) 821-3043 after 5pm. (11-7)

Come on guys... I really need a job. I'm behind on my bills, behind on my child support, and I'm living like a college student. And I'm really good... personality with 12 years experience, including AM drive in Detroit. Offer me a fair salary, and I'm yours. Excellent references! BOBBY SHERMAN (213) 787-9828. (11-7)

14-year radio veteran, PD, 1st ticket, available for full- or part-time work. Familiar with Contemporary Hit and AOR formats. Available now. Prefer L.A. but will consider all. DOUG CORY (213) 894-5470. (11-7)

Free tapes and resumes! Call JOEL (616) 363-5299. (11-7)

Program Director or Music Director position. Will relocate. Have worked at WSWN, KNIR, WISE. Tape and resume on request. Call (704) 252-6927. (11-7)

JOHN JEFFRIES, 9-year pro, now doing swing at WFIL. Looking to join winning organization. Can do it all... jock, sports, and programming. Call (609) 983-8908, or write 2 Chadwick Ave., Marlton, NJ 08053. (11-7)

Eight-year pro looking for programming or production in medium or small market. VIRGIL (701) 222-1455. (11-7)

Program Director. You name the format, I can make it work for you. Currently OM in medium market, ready to move for better opportunities. Market size unimportant. Professional attitude and progressive thinking essential. First phone, 13 years experience. Prefer Eastern U.S. Contact Russell Pomeroy, Apt. 6B, 3900 Bethune Station Rd., Winston-Salem, NC 27106. (11-7)

Young female with 4 years experience looking for on-air and/or music position. Formerly WRVR and WCAU-FM. Formats include AOR, Jazz, Disco, and CHR. Willing to relocate, salary negotiable. Available now. Call (215) 879-0329. (11-7)

MIKE SCHMIOT (the broadcaster, not bell player), 9 year vet of Contemporary Hit Radio and AOR looking for PD/MD position with or without airshift. Presently in Kansas City area, willing to relocate in medium or major market. Excellent references. (913) 843-1320 and discuss the future with a real heavy hitter. (10-31)

OK, gang, we all know there's a book in progress. Any high school student remotely interested in radio knows that. I'm looking for a gig at a station where I'm going to do some real good. Former WCRO/Johnstown, PA midday jock. MARK, (412) 486-2691. (10-31)

Experienced Contemporary Hit Radio out due to automation looking for work immediately. GLEN DAVIS, (914) 776-1796 or write 776 Bronx River Rd., Bronxville, NY 10708. (10-31)

Moving to Los Angeles area end of November. 20 years radio and TV experience. Production pro, big voice, AM or FM. 10 years experience announcing motor sports. Can work most formats, excellent references. DICK BAILEY, (707) 443-2417. (10-31)

College grad, 1 year experience. Seeking jock and sports position. BOB WEISS, (516) 221-2498. (10-31)

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THE BACK PAGE

BREAKERS

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

HARRY CHAPIN Sequel (Boardwalk)

60% of our reporters on it. Moves: Up 58, Same 43, Down 0, Adds 30 including WROR, JB105, KOPA, WKBO, 14Q, KBFM, WFMF, WBBQ, WRJZ, KSTT, WISM, WOHO, KEZR, KHYT, Z102, KKRC, KDZA. See Parallels, debuts 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.

☑ **POLICE "De Do Do Do, De Da Da Da" (A&M) 119/35**
Moves: Up 55, Same 29, Down 0, Adds 35 including WKBW, KRLY, KSLQ, KBEQ, WGCL, WBLI, Q106, KNUS, KRBE, WFMF, 92Q, KERN, WLBZ, WCGQ, KWWL, KCBN.

OLIVIA NEWTON-JOHN w/CLIFF RICHARD "Suddenly" (MCA) 113/24. Moves: Up 71, Same 18, Down 0, Adds 24 including WBEN-FM, WCAO, WDRQ, WOKY, Q106, WHYH, KTSA, WERC, WOKI, KIOA, WOW, KGW, WIGY, KKXL, KDZA.

JOHN COUGAR "This Time" (Riva) 112/18
Moves: Up 61, Same 30, Down 3, Adds 18 including WBEN-FM, WCAO, Q105, WOKY, KIIS-FM, WPST, WLCY, FM100, Z104, WOW, KIOY, KMJK, WCGQ, KDVV.

☑ **HEART "Tell It Like It Is" (Epic) 100/99**
Moves: Up 0, Same 1, Down 0, Adds 99 including WBEN-FM, 96KX, WPGC, Z93, 94Q, Q105, WDRQ, KBEQ, WOKY, KFRC, KJR, KPLZ, WTRY, WAEB, KINT, KXX106, BJ105, WAYS, WEFM, WZOK, KIDD, FM103, KZZP, WSGA, WANS-FM, KQIZ-FM, WSPT, KATI, KYVA.

AC/DC "You Shook Me All Night Long" (Atlantic) 93/4
Moves: Up 57, Same 27, Down 5, Adds 4, KEEL, WNAM, WXEZ, KOOK, JB105 20-16, Q105 19-16, KUPD 10-6, B97 16-13, WAAY 13-8, WAKX 7-5.

DON WILLIAMS "I Believe In You" (MCA) 82/23
Moves: Up 43, Same 13, Down 3, Adds 23 including WIFI, KEARTH, WFBL, KWIC, WAPE, WAYS, WQRK, WHOT, KJRB, KENO, WTSN, WFLB, KPUR, KKXL.

DR. HOOK "Girls Can Get It" (Casablanca) 77/29
Moves: Up 24, Same 24, Down 0, Adds 29 including WKBW, WIFI, WCAO, Z93, Y100, KFI, KPLZ, KOPA, WHFM, WAQY, KSET-FM, WERC, WAPE, WRVQ, WIGY, WCIR, WFOX, KKLS, KDZA, KFXD.

PAUL SIMON "One-Trick Pony" (WB) 77/9
Moves: Up 53, Same 15, Down 0, Adds 9, KVIL, WFBL, WTIK, WNOE, KQ94, WISM, KGW, WFLB, KSLY, WRKO 21-17, WSEZ 19-16, FM99 31-25.

KANSAS "Hold On" (Kirshner) 76/2
Moves: Up 45, Same 23, Down 6, Adds 2, WLAM, KKXL, 96KX 4-1, KSLQ 17-12, WOKY 28-22, KEEL 26-19, WXEZ 8-4.

WAYLON JENNINGS "Theme From 'Dukes Of Hazzard'" (RCA) 73/12. Moves: Up 43, Same 16, Down 2, Adds 12, WFIL, 94Q, WHB, WAKX, WNAF, KIDD, KROY, KILE, KSLY, KCBN, KATI, KYVA.

NIELSEN/PEARSON "If You Should Sail" (Capitol) 71/5
Moves: Up 35, Same 30, Down 1, Adds 5, KVIL, WGCL, WOKI, KNBQ, KKXL, WCAO 29-25, JB105 12-10, WZZP 15-13, WFBL 32-29, KQ94 27-23, WQRK 25-21, KSTT 19-14.

KOOL & THE GANG "Celebration" (Delite/Mercury) 69/26
Moves: Up 33, Same 10, Down 0, Adds 26 including WIFI, KRLA, WTIK-FM, WAEB, KERP, WNOE, WSGN, WAPE, WSEZ, KCPX, JB105 23-18, WPGC 14-8, Y100 33-27.

STEVIE WONDER "Master Blaster (Jammin')" (Tamla) 64/0
Moves: Up 47, Same 11, Down 6, Adds 0, WBEN-FM 6-4, WXKS 13-8, JB105 17-13, CKGM 11-6, KEARTH 27-23, KRLA 14-9, KIIS-FM 13-9, KSFX 7-3, 13K 22-13, KJR 12-9, 96X 8-3, KJRB 17-9.

DOOBIE BROTHERS "One Step Closer" (WB) 58/26
Moves: Up 13, Same 19, Down 0, Adds 26 including WCAO, Q107, KFI, WPST, KWIC, WAAY, FM103, WJBQ, KSEL, KELO, KDZA.

VAPORS "Turning Japanese" (UA) 58/4
Moves: Up 38, Same 16, Down 0, Adds 4, CKGM, Z93, WGCL, KJRB, WXKS 29-21, CHUM 10-5, KFRC 12-9, KSFX 9-7, 13K 21-16, WAQY 21-15, KHFI 8-3.

☑ **CHEAP TRICK "Stop This Game" (Epic) 57/36**
Moves: Up 14, Same 7, Down 0, Adds 36 including WBEN-FM, WIFI, 96KX, Q105, KBEQ, 13K, KJR, WFBL, WFLY, KHFI, WOKI, KWEN, KYSN, KTKT.

IRENE CARA "Out Here On My Own" (RSO) 51/0
Moves: Up 24, Same 14, Down 13, Adds 0, WPGC 21-19, KVIL 14-9, KSLQ 11-6, 14Q 19-17, BJ105 20-17, WSEZ 26-23, WOW 21-16, WLAM 11-5, WTSN 25-20, WSPT 25-22.

Others Getting Significant Action

DIANA ROSS "It's My Turn" (Motown) 46/14
Moves: Up 24, Same 8, Down 0, Adds 14 including KVIL, WICC, KXX106, 92Q, WTWR, KZZP, WCIR, FM99.

Radio & Records

NATIONAL AIRPLAY/30

November 7, 1980

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
5	3	2	①	KENNY ROGERS/Lady (Liberty)
1	1	1	2	BARBRA STREISAND/Woman In Love (Columbia)
7	7	5	③	CLIFF RICHARD/Dreaming (EMI America)
21	10	7	④	LEO SAYER/More Than I Can Say (WB)
13	9	6	⑤	DARYL HALL & JOHN OATES/You've Lost That... (RCA)
6	4	4	6	DONNA SUMMER/The Wanderer (Geffen)
2	2	3	7	DOOBIE BROTHERS/Real Love (WB)
26	17	11	⑧	CHRISTOPHER CROSS/Never Be The Same (WB)
10	8	9	9	STEPHANIE MILLS/Never Knew Love Like This Before (20th)
30	15	13	⑩	DIANA ROSS/I'm Coming Out (Motown)
28	22	15	⑪	PAT BENATAR/Hit Me With Your Best Shot (Chrysalis)
20	14	12	⑫	JACKSONS/Lovely One (Epic)
3	5	8	13	QUEEN/Another One Bites The Dust (Elektra)
—	—	23	⑭	NEIL DIAMOND/Love On The Rocks (Capitol)
—	30	22	⑮	BRUCE SPRINGSTEEN/Hungry Heart (Columbia)
16	12	14	16	SUPERTRAMP/Dreamer (A&M)
23	19	17	⑰	JACKSON BROWNE/That Girl Could Sing (Asylum)
29	27	21	⑱	JIMMY HALL/I'm Happy That Love Has Found You (Epic)
—	—	25	⑲	JOHN LENNON/(Just Like) Starting Over (Geffen)
—	28	20	⑳	STACY LATTISAW/Let Me Be Your Angel (Cotillion)
24	21	18	㉑	ROLLING STONES/She's So Cold (Rolling Stones)
—	29	24	㉒	BILLY JOEL/Sometimes A Fantasy (Columbia)
—	—	27	㉓	BARBRA STREISAND/BARRY GIBB/Guilty (Columbia)
—	—	28	㉔	ROGER DALTREY/Without Your Love (Polydor)
—	—	26	㉕	RANDY MEISNER/Deep Inside My Heart (Epic)
—	—	30	㉖	AIR SUPPLY/Every Woman In The World (Arista)
19	18	16	27	DEVO/Whip It (WB)
—	—	29	㉗	KORGIS/Everybody's Got To Learn Sometime (Asylum)
4	6	10	29	POINTER SISTERS/He's So Shy (Planet)
—	—	→	㉘	HARRY CHAPIN/Sequel (Boardwalk)

This chart is based solely on airplay statistics compiled weekly from our CHR reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

HEART "Tell It Like It Is" (Epic)
AIR SUPPLY "Every Woman In The World" (Arista)
CHEAP TRICK "Stop This Game" (Epic)
POLICE "De Do Do Do, De Da Da Da" (A&M)
B. STREISAND/B. GIBB "Guilty" (Columbia)

Complete Regionalized Listings on Page 28 and 29

HOTTEST

KENNY ROGERS "Lady" (Liberty)
LEO SAYER "More Than I Can Say" (WB)
CHRISTOPHER CROSS "Never Be The Same" (WB)
BARBRA STREISAND "Woman In Love" (Columbia)
PAT BENATAR "Hit Me With Your..." (Chrysalis)

Parallel Listings Begin on Page 30

TIERRA "Together" (Boardwalk) 38/20
Moves: Up 12, Same 6, Down 0, Adds 20 including WXKS, 13K, WHFM, KFMK, KSET-FM, WJDX, WDJX, KIOY, KEARTH 3-2, KRLA 3-1, KFI 17-13.

BILLY BURNETTE "Don't Say No" (Columbia) 36/8
Moves: Up 9, Same 19, Down 0, Adds 8, WFBL, WHYH, KHFI, KLAZ, BJ105, WVLC, KYNO-FM, WGUY.

EDDIE RABBITT "I Love A Rainy Night" (Elektra) 35/18
Moves: Up 10, Same 7, Down 0, Adds 18 including 94Q, WHB, KFI, KLAZ, WAYS, KRAV, WHEB, WHHY, KILE, KDZA.

BABYS "Turn And Walk Away" (Chrysalis) 32/18
Moves: Up 4, Same 10, Down 0, Adds 18 including JB105, KBEQ, KUPD, WHFM, WTIK, WSKZ, KKXX, KTKT.

MAC DAVIS "Texas In My Rearview Mirror" (Casablanca) 29/9
Moves: Up 9, Same 11, Down 0, Adds 9, WROR, WZZP, WFBR, K104, 92Q, WFBG, 95XIL, KSEL, KBOZ, KVIL 20-14.

CLIMAX BLUES BAND "Gotta Have More Love" (WB) 28/9
Moves: Up 7, Same 12, Down 0, Adds 9, 94Q, WFBR, WKEE, WAAY, WQRK, WIKS, KKXX, KSPZ, WANS-FM.

BOB SEGER "The Horizontal Bop" (Capitol) 27/14
Moves: Up 3, Same 10, Down 0, Adds 14 including WIFI, WDRQ, CKLW, WOKI, KWEN, WXEZ, KTKT, WLBZ, KATI.

MARCY LEVY & ROBIN GIBB "Help Mel" (RSO) 27/11
Moves: Up 4, Same 12, Down 0, Adds 11, Z93, KBFM, WJDX, WERC, Y103, 92Q, WVIC, KCPX, KRUX, WFBG, 95SGF.

RUPERT HOLMES "Morning Man" (MCA) 26/7
Moves: Up 7, Same 12, Down 0, Adds 7, WAQY, KINT, KLAZ, WSEZ, WTMA, WFLB, WXLK, KVIL 24-17, WICC 27-22.

ROBBIN THOMPSON BAND "Brite Eyes" (Ovation) 26/5
Moves: Up 15, Same 6, Down 0, Adds 5, 94Q, KJ100, WVLC, WFOX, KQIZ-FM, KBEQ 17-10, WQRK 21-17, WRVQ 2-1.

DOOLITTLE BAND "Who Were You Thinking Of When We Were Making Love Last Night" (Columbia) 26/3. Moves: Up 15, Same 8, Down 0, Adds 3, KHFI, KIOY, KFVR, WTIK 40-38, BJ105 30-27, WNAM 26-24, KRUX 27-24, WHEB 20-16.

GEORGE BENSON "Love X Love" (WB) 24/2
Moves: Up 17, Same 3, Down 2, Adds 2, KNBQ, WANS-FM, 94Q 11-8, KSFX 26-22, KINT 35-29.

MICHAEL STANLEY BAND "He Can't Love You" (EMI America) 19/8
Moves: Up 3, Same 8, Down 0, Adds 8, 96KX, WFBL, WAQY, KINT, KQ94, KSTT, KQWB-FM, KENI.

ERIC CLAPTON "Blues Power" (RSO) 19/3
Moves: Up 1, Same 15, Down 0, Adds 3, WVIC, KDZA, KOOK, KHFI on, WERC 25-20, WSKZ on.

KINGS "Switchin' To Glide" (Elektra) 18/5
Moves: Up 7, Same 4, Down 2, Adds 5, 13K, WFLY, KNBQ, KQWB-FM, KENI, WLS 16-13, CKLW 11-10, KUPD on, WEFM 8-4. Note: Some stations programming the 12-inch "Beat Goes On/Switchin'" combination.

UTOPIA "I Just Want To Touch You" (Bearsville/WB) 18/5
Moves: Up 1, Same 12, Down 0, Adds 5, WHFM, WXEZ, KYNO-FM, KRUX, KQIZ-FM, KIIS-FM on, KUPD on, KINT d-40.

Continued on Page 33